

COMPREHENSIVE PLAN



TOWN OF
MAGNOLIA  SPRINGS

Prepared for the Town of Magnolia Springs.



Prepared by Gould Evans Associates and HMR Engineers.



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Figure 1-1: Oak Street
Source: Gould Evans

CHAPTER 1: VISION

1.1 PLANNING IN MAGNOLIA SPRINGS

The Town of Magnolia Springs was first incorporated in 2006 as a protective action in light of rapid growth occurring in south Baldwin County. In April 2008, the Town of Magnolia Springs decided to pursue the development of the first *Magnolia Springs Comprehensive Plan*. Town officials and residents reached this decision due to the increasing development and growth pressures impacting the town and the need to chart a path for the future of Magnolia Springs. In order to ensure that the Town moves forward in a strategic manner, a plan devised from public input was deemed necessary.

This first *Magnolia Springs Comprehensive Plan* is a direct result of the analysis, input and planning process depicted in the Technical Support document (Appendices A & B). The plan consists of six chapters: Vision, Built Environment, Natural Environment, Human Environment, Implementation, and Executive Summary.

Chapter One: Vision focuses on the vision and ideals of the plan. Chapter One describes our vision for the future and answers the question, *'What kind of a community do we want to be?'*

Chapter Two: Built Environment describes our future development pattern, based on the vision that was developed through the planning process described in Appendix A. Chapter Two focuses on the desired physical framework, identity, mobility, public amenities and facilities of Magnolia Springs.

Chapter Three: Natural Environment focuses on the ecological system we live in and interact with, such as water, earth, and native species. This system is a foundational element of the quality of life in Magnolia Springs.

Chapter Four: Human Environment focuses on individuals and organizations, including people, neighborhoods and housing, economic development, emergency and recovery planning, and government policy and administration.

Chapter Five: Implementation discusses the policies and actions recommended to pursue the vision and goals of the plan. Chapter Five also prioritizes policy and strategy recommendations and provides an implementation timeline, potential public and private sector implementation partners, and potential funding sources.

Chapter Six: Executive Summary reviews components of the first five chapters of the plan document and includes a Priority Project List which details actions items to be addressed in the first three years following adoption of the Plan.

1.2 MAGNOLIA SPRINGS VISION

The Magnolia Springs Vision is a general statement of aspiration and desire. The following vision acts as a foundational statement for the *Magnolia Springs Comprehensive Plan*. It has been developed through a community discussion of issues, values, ideas, goals, strengths and weaknesses. The participation of community members in this process represents their dedication to the community and interest in its future.

Magnolia Springs Vision

Magnolia Springs will be a physically, socially and economically strong small town that protects and draws inspiration from its natural environment, history, physical character and people.

1.3 GUIDING PRINCIPLES

In support of our Vision, the following Guiding Principles represent the key values that the plan is built upon. These principles guide the content of the plan and influence the manner in which the goals of the community are achieved.

Guiding Principles

- Strategic **Growth and Development** that protects the historic and small town character of the community, while providing opportunities for appropriate physical and economic growth.
- Protection of the **Natural Environment** as a defining element of our community identity.
- A historic and perceived **Town Center** that is the physical and social heart of the community.
- A **Connected** community that utilizes all modes of transportation - pedestrian, bicycle and automobile - to provide access to all areas of the community, while reducing volumes and speeds of cut-through traffic.
- Cooperative **Organizations and People** that desire to contribute and make a difference in the quality of life in Magnolia Springs.



Figure 1-2: Magnolia River
Source: Gould Evans

CHAPTER 2: BUILT ENVIRONMENT

The Built Environment chapter of *Magnolia Springs Comprehensive Plan* focuses on the physical elements that shape development and growth in the community. Topics within the Built Environment Section include Future Land Use, Districts, Growth and Development, Connectivity, and Parks and Open Spaces. Each topic area has Goals and Strategies that will guide the implementation of the plan and its recommendations. The Goals and Strategies adhere to the Guiding Principles, which represent those things that are important to the community as it strives to retain a high quality of life. The following guiding principles are intended to guide the future development of Magnolia Springs.

Guiding Principles

- Quality, sustainable and organized development is the key to long-term physical viability of the built environment.
 - Quality development uses practices that are enduring and utilizes materials and techniques that last generations and reflect the character of the community.
 - Sustainable development uses practices that will not burden the resources of the town- environmentally, economically or socially.
 - Organized development protects the character of the town as it grows.
- The Natural Environment is important to the health and aesthetics of Magnolia Springs.
- Civic and public spaces enhance the character, activity, identity and quality of the town.
- The Springs District is physically and socially the heart of the town and is therefore an important component in preserving the character of Magnolia Springs.
- Multi-modal Connectivity (bicycle, pedestrian, automobile) is important in retaining neighborhood connectivity and providing healthy transportation alternatives.
- The Road Network supports the pattern and scale of development in the Town through context sensitive design.
 - Road location and design should discourage high volumes and speeds of cut-through traffic.
- The people of Magnolia Springs are a valuable resource and define the future of the Town.

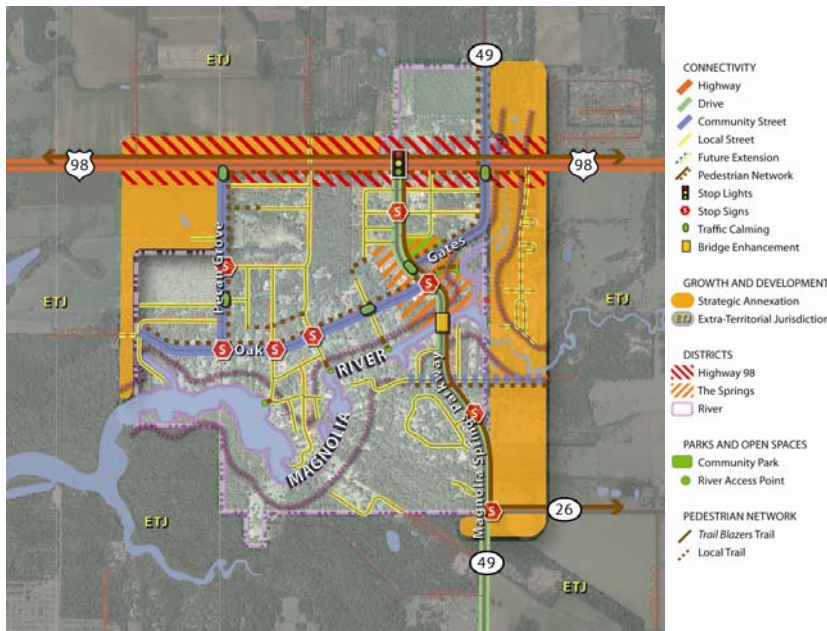


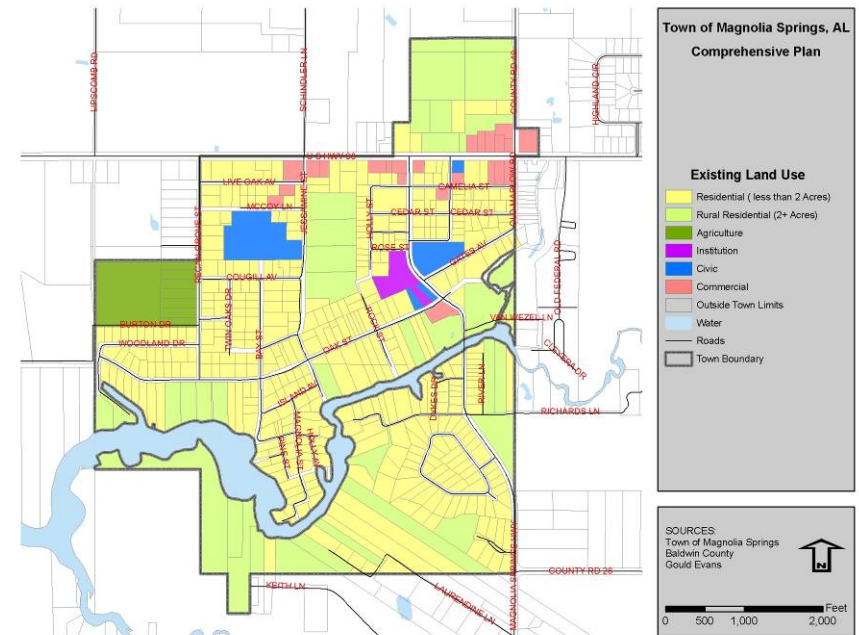
Figure 2-1: Built Environment Framework Map
Source: Gould Evans

2.1 FUTURE LAND USE

Magnolia Springs remains a small town with limited goods and services for people within the community; therefore, residents of Magnolia Springs have become accustomed to traveling throughout southern Baldwin County for basic goods and services. As Baldwin County continues to develop, Magnolia Springs will continue to witness a larger amount of development pressure. When development reaches Magnolia Springs, the town must know what development types are acceptable and where in town they are appropriate. The Future Land Use section is intended to define a framework for acceptable land uses.

Currently, there is a large amount of Residential (51%) and Rural Residential (27%) properties in Magnolia Springs. Residential properties include parcels smaller than 2 acres in size, whereas, Rural Residential properties include parcels that are 2 acres or larger in size. Other land uses include Agriculture (4%), Commercial (3%), Civic (3%) and Institution (1%). Commercial properties are primarily located along U.S. Highway 98, where land is zoned for commercial uses. Civic and Institution uses are primarily clustered around the intersections of Magnolia Springs Highway, Gates Avenue and Oak Street. There is one Agriculture property located in Magnolia Springs, north of Woodland Drive and west of Pecan Grove Street. There are many other large and undeveloped properties located directly outside the town boundaries. For a more detailed description of Existing Land Use in Magnolia Springs, please reference the Existing Conditions Report in *Appendix B*.

The existing low-density development pattern and semi-rural character contributes to the quality of life in Magnolia Springs. Future development and land use should reflect the existing land use pattern, strive to maintain the established character, and be sensitive to the impact of development on surrounding properties. The desired Future Land Use is depicted by the Future Land Use Map (Figure 2-3). The land use categories identified describe the desired character for broad areas of the Town. The Future Land Use Map is designed to be utilized as a general guide for future land use decisions and is not the official zoning map for the Town and does not change existing development rights.



Existing Land Use	Acres	%
Residential (less than 2 acres)	293.9	51%
Rural Residential (2+ acres)	153.8	27%
Agriculture	25.2	4%
Institution	5.1	1%
Civic	17.9	3%
Commercial	17.5	3%
Right-Of-Ways	63.4	11%
Town Limits	576.8	100%

Figure 2-2: Existing Land Use
Source: Gould Evans, Baldwin County, Magnolia Springs

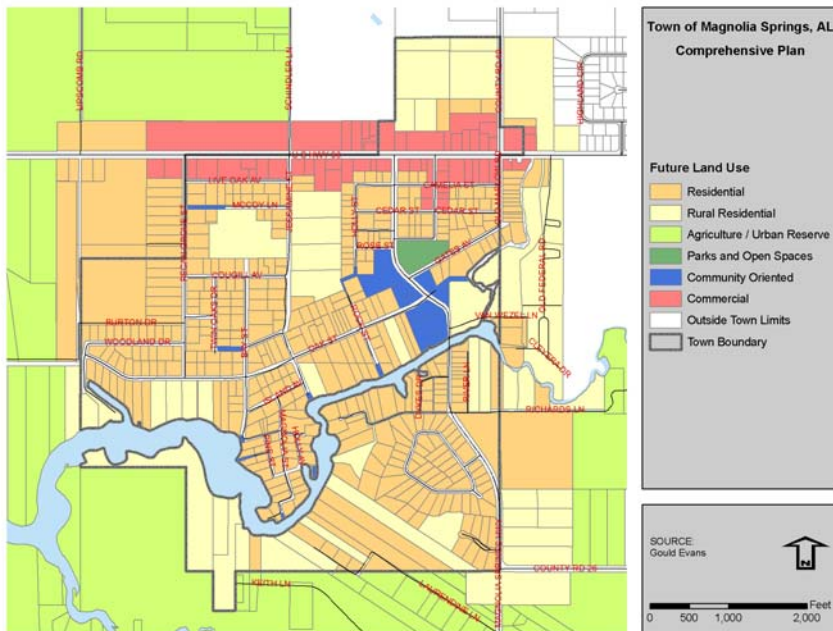


Figure 2-3: Future Land Use Map
Source: Gould Evans

Future Land Use Definitions

Residential

Residential land uses represent the most common development standard in housing and neighborhood design in Magnolia Springs. Residential development is primarily reserved for single family uses, but may include a mixture of housing types subject to residential location guidelines. Residential land uses are defined by parcels of less than 2 acres in size. Where sensitive land forms or environmental constraints exist, “cluster development” or low impact designs should be encouraged. Residential neighborhoods can be further strengthened by the presence of community services, such as churches, schools and parks, which are all permitted in this category.

Rural Residential

Rural Residential land uses provide for large-lot and estate residential development. This category is intended to allow for flexibility in choice for individuals preferring a rural residential environment yet desire to live in Magnolia Springs. Rural Residential land uses are defined by parcels of 2 acres in size or larger. However, Rural Residential developments are allowed to be adjacent to other residential densities; therefore, Rural Residential lots will be allowed to subdivide to smaller residential lots, provided they conform to underlying zoning restrictions and subdivision regulations. The Rural Residential category can accommodate a higher intensity of residential development by way of “cluster development”, provided the net density of the underlying zoning category can be achieved. See Figure 2-4 for different types of subdivision designs and a description of *Cluster Development*.

Agriculture / Urban Reserve

Agriculture property is defined by any portion of land used for production of food, feed and fiber commodities; fruits and vegetables; and sod, ornamental, nursery or horticultural crops. This category represents those areas directly adjacent to Town boundaries that should be utilized as an urban reserve / growth area or preserved for protection of natural resources or environmental elements. In keeping with the guiding principles of the Magnolia Springs Comprehensive Plan, these lands are not currently appropriate for inclusion in the town limits at urban densities and therefore, should be reserved for future growth and development of the town.

Parks and Open Spaces

Parks and Open Spaces are comprised of public parks, open spaces, trails and recreational areas that are intended for community use. Identified future Parks and Open Spaces include:

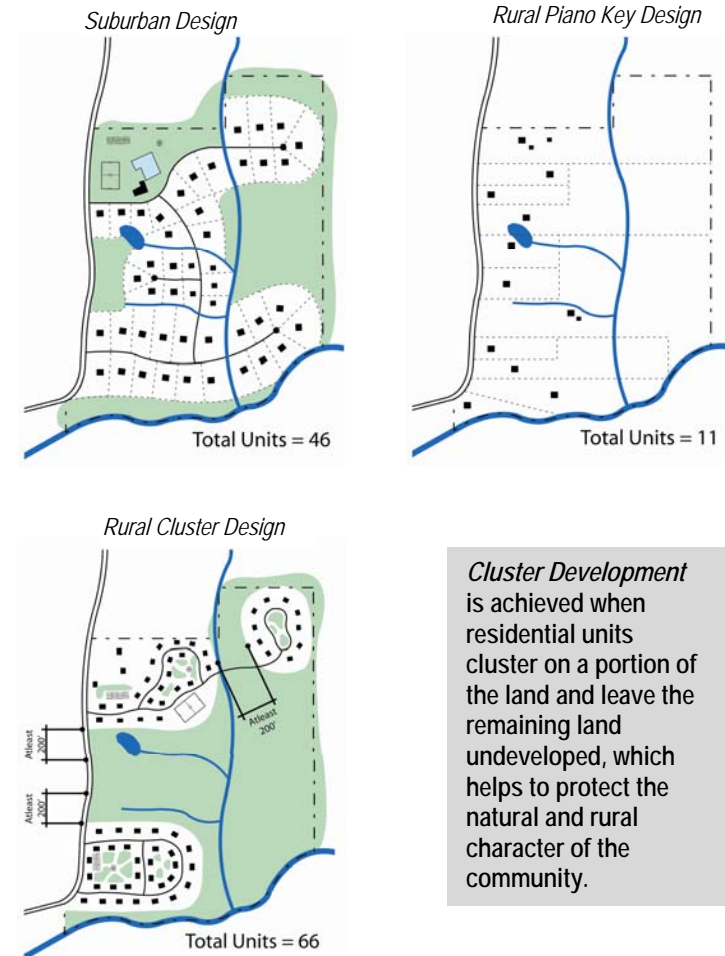
- *Magnolia Springs Park* (School Property at Gates Avenue and Magnolia Springs Parkway)
- *The Springs* (Oak Street and Magnolia Springs Parkway)
- *On-Street Trails, Off-Street Trails, and Pedestrian Shoulders*
- *River Access Points* (road rights-of-way)

For further details on the future Parks and Open Spaces system, reference the *Parks and Open Spaces* section in this chapter. For further details on the trail network, reference the *Connectivity* section in this chapter.

Community Oriented

Community Oriented uses are primarily located in the *Springs District*, which is comprised primarily of civic and institutional uses with some community oriented commercial uses and private residences. Civic and institutional uses can include government, medical, religious and educational properties, typically allowed in all zoning categories. All development and redevelopment in the district should be designed to fit in the existing small town and historic character of Magnolia Springs. The *Springs District* should allow for limited commercial uses that are small in scale and community oriented uses (i.e. Moore's Store, coffee shops, etc). For further details on the *Springs District*, please see the *Districts* section in this chapter.

Other Community Oriented uses occur along publicly owned rights-of-way, such as *The Springs* and proposed pedestrian connections and river access points. For further details on *The Springs*, pedestrian connections, and river access points, see the Section 2.5 *Parks and Open Spaces* in this chapter.



Figures 2-4: Subdivision Design Types
Source: Gould Evans



Commercial

Commercial land uses provide the opportunity for the development of general retail and service uses that serve surrounding neighborhoods, the community, and the region. Commercial development is primarily encouraged along U.S. Highway 98, due to the visibility along this major east / west corridor. The existing development pattern along U.S. Highway 98 is common among southern Baldwin County; therefore, it is important that Magnolia Springs differentiate itself and define its identity along this corridor. For further details on the *Highway 98 Commercial District*, please see the *Districts* section in this chapter.

Future Land Use Goals

- FLU.1 Promote organized and efficient growth of Magnolia Springs.
- FLU.2 Protect the small town and historic character of Magnolia Springs.
- FLU.3 Infill development should fit the historic character of Magnolia Springs.
- FLU.4 Create Parks and Open Spaces at dedicated sites within the town. (See the Parks and Open Space section for further details).

Chapter 5: Implementation further outlines specific strategies to help implement these goals.

2.2 DISTRICTS

The idea of identifying districts in Magnolia Springs emphasizes that maintaining character is as important, if not more important, as determining use. The three districts identified in Magnolia Springs include the *Springs District*, the *River District* and the *Highway 98 Commercial District*. Each of these districts was determined as being important to maintaining the character of the town because each of these districts are located at prime locations in the town and each has recently faced development pressure. The Town has many ordinances in place that can deter development; however, the Town does not have the authority to say no to all development. Each of these districts has property available for development; however, the Town and its residents need to determine what type of development and location of development is acceptable before moving forward. Figure 2-5 illustrates the identified *Districts* in Magnolia Springs.

Springs District

The area referred to as the *Springs District* is the heart of the town. Currently within this district is a collection of private residences and community facilities, such as two churches, town hall, a grocery store, the Community Association Building, Jesse's Restaurant, the *Springs* area, the future *Magnolia Springs Park* and Oak Street which has a large amount of pedestrian activity. Here not only is use of the land important but so is the design and character as they are defining factors of this place. Form-based zoning approaches should be investigated for potential application in this district to enhance the sense of place that is uniquely Magnolia Springs. Uses within this district should remain community oriented in the future. Furthermore, planning for future community facilities should discourage "leap frog" development and encourage a connected district. Therefore, pedestrian connections between these community facilities should be improved, including measures such as, traffic calming and pedestrian crossing enhancements to the intersections of Gates Avenue / Magnolia Springs Parkway and Oak Street / Magnolia Springs Parkway. Such enhancements should help to improve the walkability of this district. Figure 2-5 illustrates the approximate area of the Springs District. Figure 2-6 illustrates a possible traffic calming / pedestrian crossing enhancement at Oak Street and Magnolia Springs Parkway.

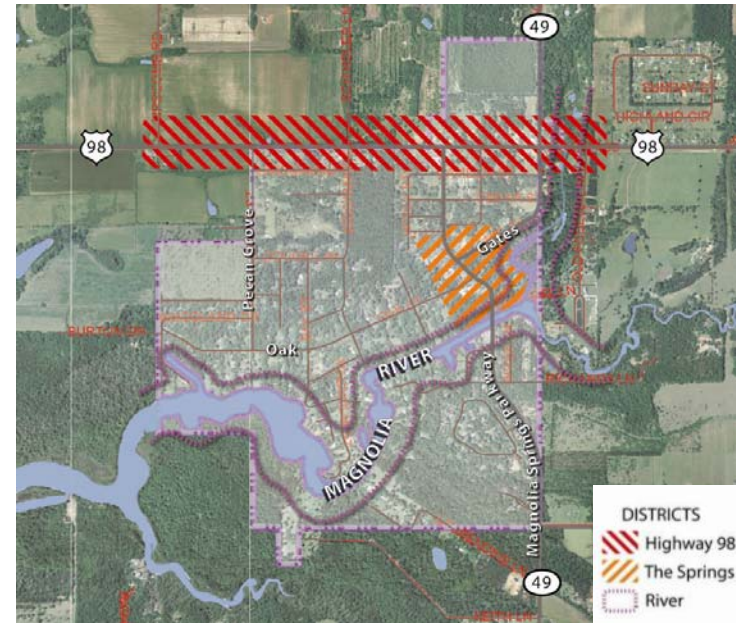


Figure 2-5: Districts Framework Map
Source: Gould Evans



Figure 2-6: Proposed Oak Street and Magnolia Springs Parkway Intersection
Source: Gould Evans



Figure 2-7: Possible Enhancements to Magnolia River Bar & Grill
Source: Gould Evans



Figure 2-8: Possible Landscape Buffer Treatment
Source: Gould Evans

Highway 98 Commercial District

Within this district, site / building design and development will be addressed in a manner that reflects the desired character of the community. For this purpose, the Town of Magnolia Springs has created and adopted a U.S. Highway 98 Commercial District overlay ordinance. The overlay districts addresses signage, landscaping, access management, parking, building form and location and other physical features in a comprehensive manner that is reflective of the character of the community. Figure 2-7 shows possible façade enhancements to an existing building along Highway 98. Figure 2-8 shows a landscaped buffer treatment to screen commercial uses from adjacent residential properties. Additional enhancements to U.S. Highway 98 include pedestrian enhancements, lighting, landscaping and banners, and limiting access points along the highway. Further details on the streetscaping of U.S. Highway 98 can be found in Section 2.2 Connectivity.

Historic District

In January 1987 the Baldwin County Commission designated a historic district which included much of the area within the present town boundaries of Magnolia Springs. This designation was in response to a recommendation by Baldwin County Historic Development Commission which was preceded by a petitioning effort by Magnolia Springs' citizens. Within the historic district all new construction, renovation and demolition of structures was reviewed by the Baldwin County Historic District Architectural Review Board for architectural compatibility within that particular neighborhood. When the Town of Magnolia Springs was incorporated in June 2006, that portion of the designated historic district within the town boundaries lost that Baldwin County designation and architectural review. The future goals of the Magnolia Springs Historic Preservation Commission are to have a survey of all structures within the town to identify historic structures and then to recommend a historic district for designation by the Town Council. The survey of structures would also serve to aid in the development of design review standards and then the review of all new construction, renovation and demolition of structures within the historic district. Working with the Alabama Historical Commission, the Baldwin County Historic Development Commission, and the Baldwin County Archives and History Department will facilitate accomplishment of these goals. Information gathered during the structure survey and archival searches can be used for tours and education pamphlets.

River District

The intent of the *River District* is to explore, create and implement tools that will serve to protect the environmental function and appeal of the Magnolia River. This should include the use of tools and strategies including wetland conservation, restoration and mitigation, as well as stormwater management and special requirements building siting and construction. Several specific strategies to mitigate some of these environmental issues can be found in *Chapter 3: Natural Environment*.

District Goals

- D.1 Ensure the future character and contribution to the community and districts through quality development that is appropriate in its context.
- D.2 Provide opportunities to mix compatible land uses within the *Springs District* to better integrate supporting uses among adjacent developments.
- D.3 Establish and/or implement overlay standards for non-residential areas, including *U.S. Highway 98 Commercial District* and the *Springs District* to enhance and maintain the character of the districts.
- D.4 Enhance the U.S. Highway 98 commercial corridor, which leaves a lasting impression on visitors and residents of the community.
- D.5 Collaborate with the Alabama Historical Commission, the Baldwin County Historic Development Commission, and the Baldwin County Archives and History Department to protect and preserve the Magnolia Springs Historic District.
- D.6 Create and adopt overlay standards / regulations for each district.
- D.7 Create and adopt overlay standards / regulations to promote ecologically sound development practices along the Magnolia River.
 - o Work with other government entities (Baldwin County, the State of Alabama, Alabama Department of Environmental Management, Weeks Bay Foundation, Weeks Bay Reserve, Alabama Department of Conservation and Natural Resources, US Army Corp of Engineers) to determine appropriate regulations for the *River District*.
 - o Establish *Outstanding Alabama Water* (OAW) designation for the Magnolia River.

Chapter 5: Implementation further outlines specific strategies to help implement these goals.



Figure 2-9: Vacant Lot along the Magnolia River
Source: Gould Evans

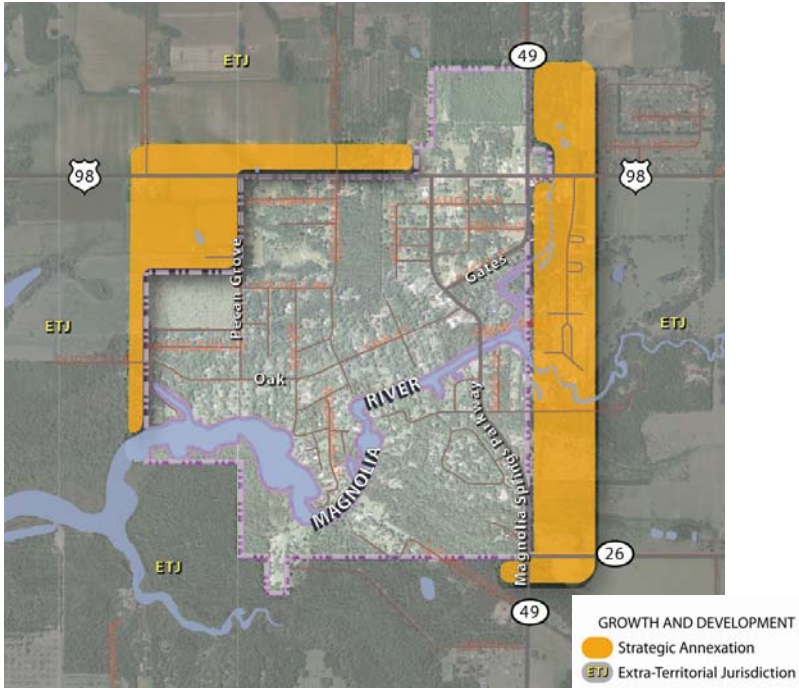


Figure 2-10: Growth and Development Framework Map
Source: Gould Evans

2.3 GROWTH AND DEVELOPMENT

Since Magnolia Springs is a recently incorporated town, the town residents have the unique opportunity to define how and if the town will grow and develop in the future. While the population in Magnolia Springs has remained relatively flat, continued increases in population and development in southern Baldwin County places pressure on small towns like Magnolia Springs to grow. Therefore, developments should pay for any necessary road and infrastructure improvements and should not be subsidized by the Town. Furthermore, It is the vision of many residents of Magnolia Springs to remain a small community; however, the town may consider some development and growth to occur; therefore, the way in which development occurs is important so that it protects and preserves the small town character of Magnolia Springs.

Strategic Annexation

Typically communities annex property in several different ways; proactively, opportunistically or strategically. The people of Magnolia Springs suggest that the Town approach future annexations in a strategic manner that accomplishes key goals such as protecting the Magnolia River and ensuring the full application of commercial design / development standards in areas like the *Highway 98 Commercial District*. Figure 2-10 illustrates potential strategic annexation areas surrounding Magnolia Springs.

The Town should consider annexation for land adjacent to Highway 98 in order to properly implement the goals of the *Highway 98 Commercial District*. If the Town were not to annex this area, development could still occur within the County. When development occurs outside town limits but within the County, that development is not subject to zoning regulations of Magnolia Springs and the town does not collect needed sales and property tax revenue, but could collect impact fees when the development does not meet subdivision regulations that are implemented within the extra-territorial jurisdiction (ETJ). The Town should also consider annexation of areas east of the Town boundaries with the greater goal of protecting the watershed of the Magnolia River. Development within this east annexed area would likely occur at residential densities with low-impact strategies to reduce problems caused by stormwater runoff into the Magnolia River.

Extra-Territorial Jurisdiction (ETJ)

The Extra-Territorial Jurisdiction (ETJ) is an area that extends beyond the Town Limits for a distance of 1 ½ miles in all directions. Figure 2-11 illustrates the Magnolia Springs' ETJ.

As part of the implementation of the plan the Town should investigate the potential to create an inter-jurisdictional agreement which would allow for an ETJ area that corresponds with the Magnolia River Watershed. The Magnolia River Watershed begins near Summerdale, AL and flows in a southwesterly direction toward Weeks Bay. Portions of the towns of Summerdale and Foley are included in the Magnolia River Watershed. Such an effort would allow the town to extend certain regulatory functions throughout the watershed in order to protect from potential impacts to the Magnolia River. The Town should also review and amend subdivision ordinances that apply within the ETJ to ensure the ordinances help to implement the goals of this plan. If the Town were not to annex areas previously mentioned, some regulations (i.e. plats, streets, lots, blocks and utilities) could be enforced within the ETJ through subdivision regulations.

Growth and Development Goals

- GD.1 Consider annexation along Highway 98 to create a desirable environment for commercial development that respects the small town character of Magnolia Springs and implements the overlay district standards for the corridor.
- GD.2 Consider annexation for areas east and west of the Town limits with the greater goal of preserving the small town character and the health of the Magnolia River.
- GD.3 Collaborate with Baldwin County and the City of Foley on an inter-jurisdictional agreement to protect the Magnolia River and other natural environments.
- GD.4 Utilize subdivision regulations that help reduce impacts from development within the Extra-Territorial Jurisdiction (ETJ).

Chapter 5: Implementation further outlines specific strategies to help implement these goals.

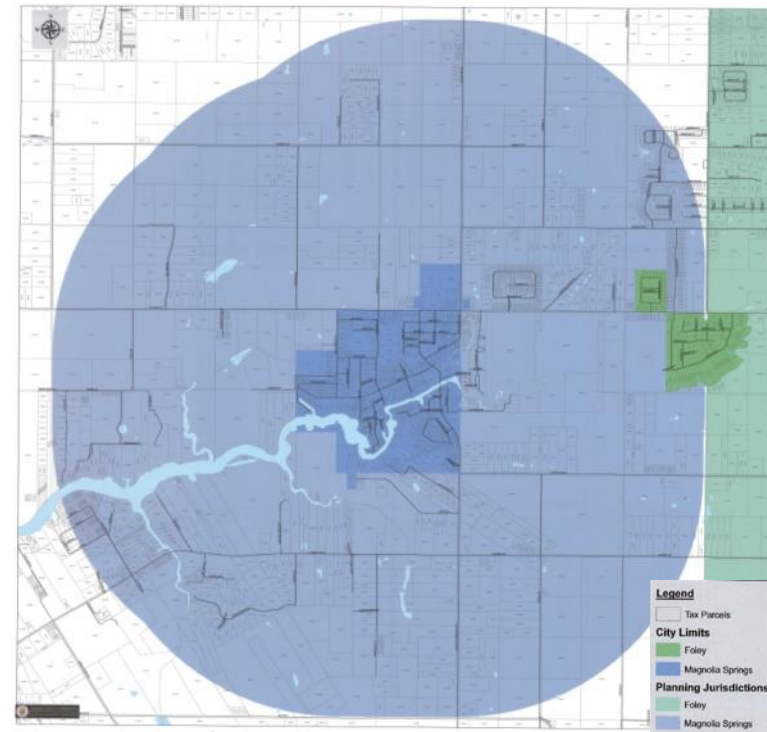


Figure 2-11: Extra-Territorial Jurisdiction Map
Source: Baldwin County

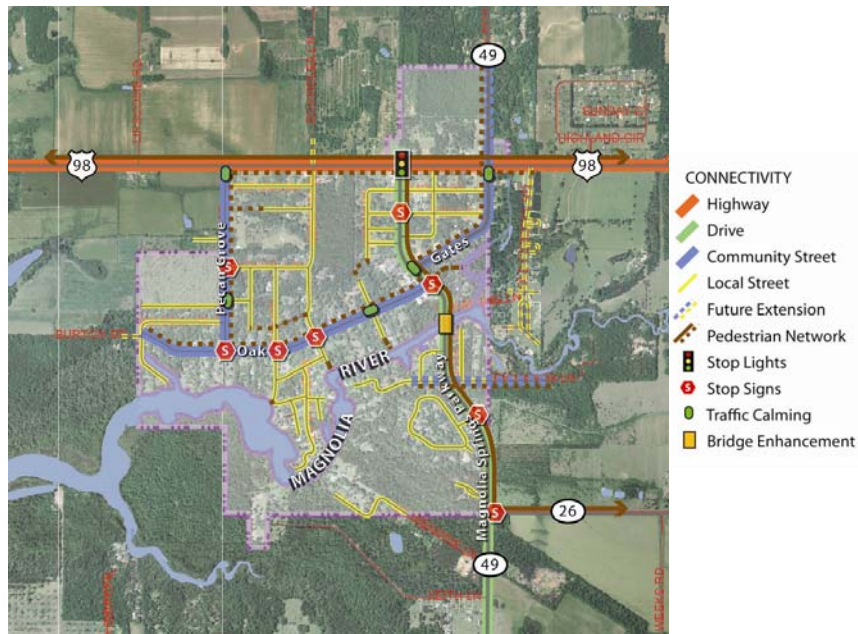


Figure 2-12: Connectivity Framework Map
Source: Gould Evans

2.4 CONNECTIVITY

Connectivity refers to a system of multiple modes of travel within Magnolia Springs. The most common mode of transportation is vehicular, followed by pedestrian and bicycle. Other alternative modes include boats, golf carts, and all-terrain vehicles. This section refers to the Road Network, Pedestrian Network and Alternative Transportation Modes used in conjunction with the Built Environment. Figure 2-12 illustrates the Connectivity Framework for Magnolia Springs.

Road Network

The existing road network is the most detailed system in Magnolia Springs. It is composed of various roadway types that serve regional and local traffic. Classification of the road network helps to identify the development character that should be associated with the operation and intensity of different roadway facilities. The Road Network is illustrated in Figure 2-12 and includes Highways, Parkways, Community Streets and Local Streets. Each piece of the Road Network is discussed herein.

Highway

Highway 98 is the only roadway with this designation in Magnolia Springs. The existing primary emphasis along this roadway is the movement of traffic in a safe and efficient manner, primarily through the town. However, the framework for the highway corridor needs to address vehicular access, pedestrian movement, landscaping and adjacent development to ensure safe use within Magnolia Springs. Development standards for the *Highway 98 Commercial District* are discussed in the *Districts* section of this chapter.

The Town of Magnolia Springs receives a limited amount of supporting funds for ongoing maintenance and enhancements to U.S. Highway 98 from the Alabama Department of Transportation (ALDOT). It is important that the Town continue a collaborative relationship with ALDOT in order to achieve the goals of the community for U.S. Highway 98. Some of the proposed enhancements for U.S. Highway 98 are displayed in Figures 2-13 through 2-16 and include the following:

- Low Maintenance Landscaped Shoulders
- Landscaped Median / Left Turn Lane
- Limited Access Points every 100' to 150'
- Traffic Calming Techniques at roads intersecting with U.S. 98
- Magnolia Springs Local Trail
- Trailblazers Regional Trail
- Street and Pedestrian Lighting
- Traffic Signal at Magnolia Springs Parkway and U.S. 98 Intersection



Figure 2-13: U.S. Highway 98 Proposed Enhancements
Source: Gould Evans

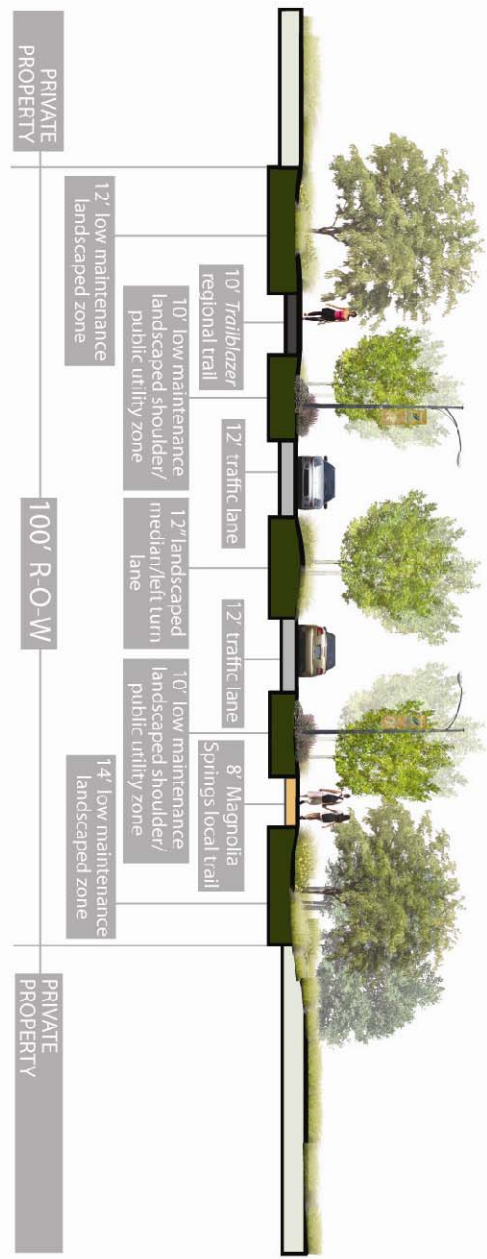
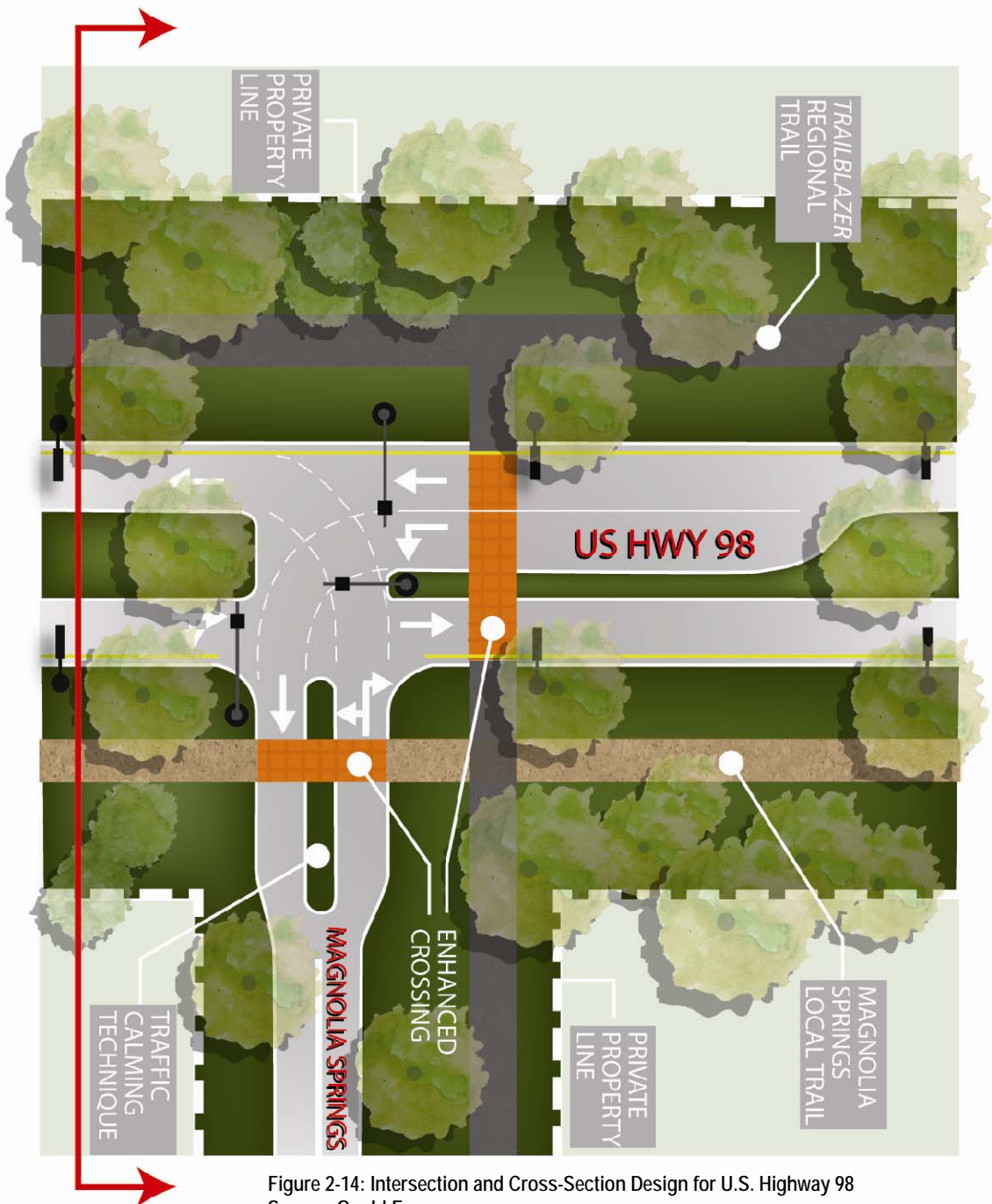


Figure 2-14: Intersection and Cross-Section Design for U.S. Highway 98
 Source: Gould Evans

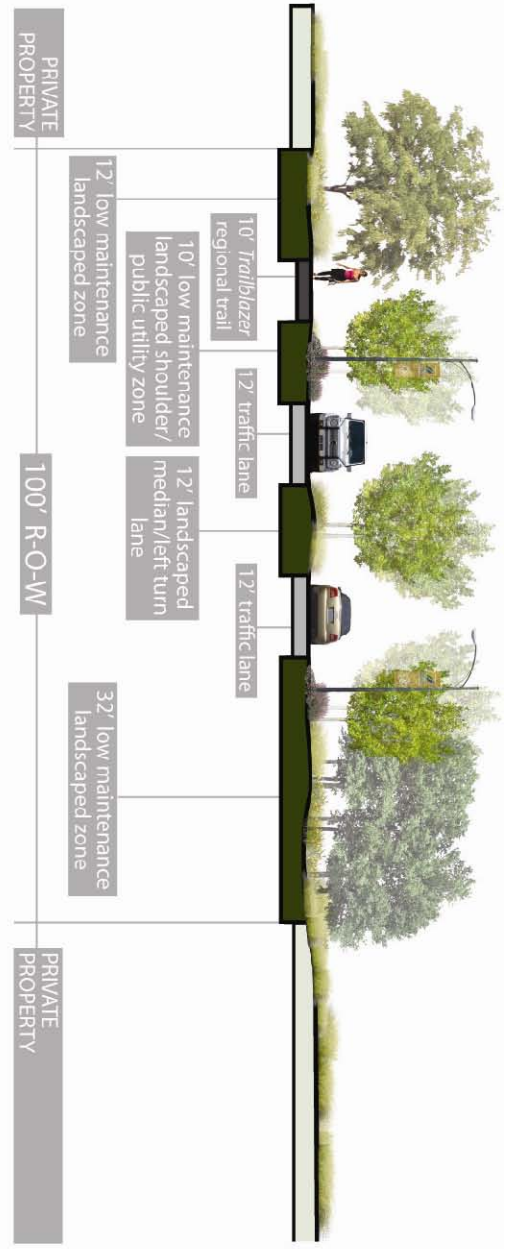
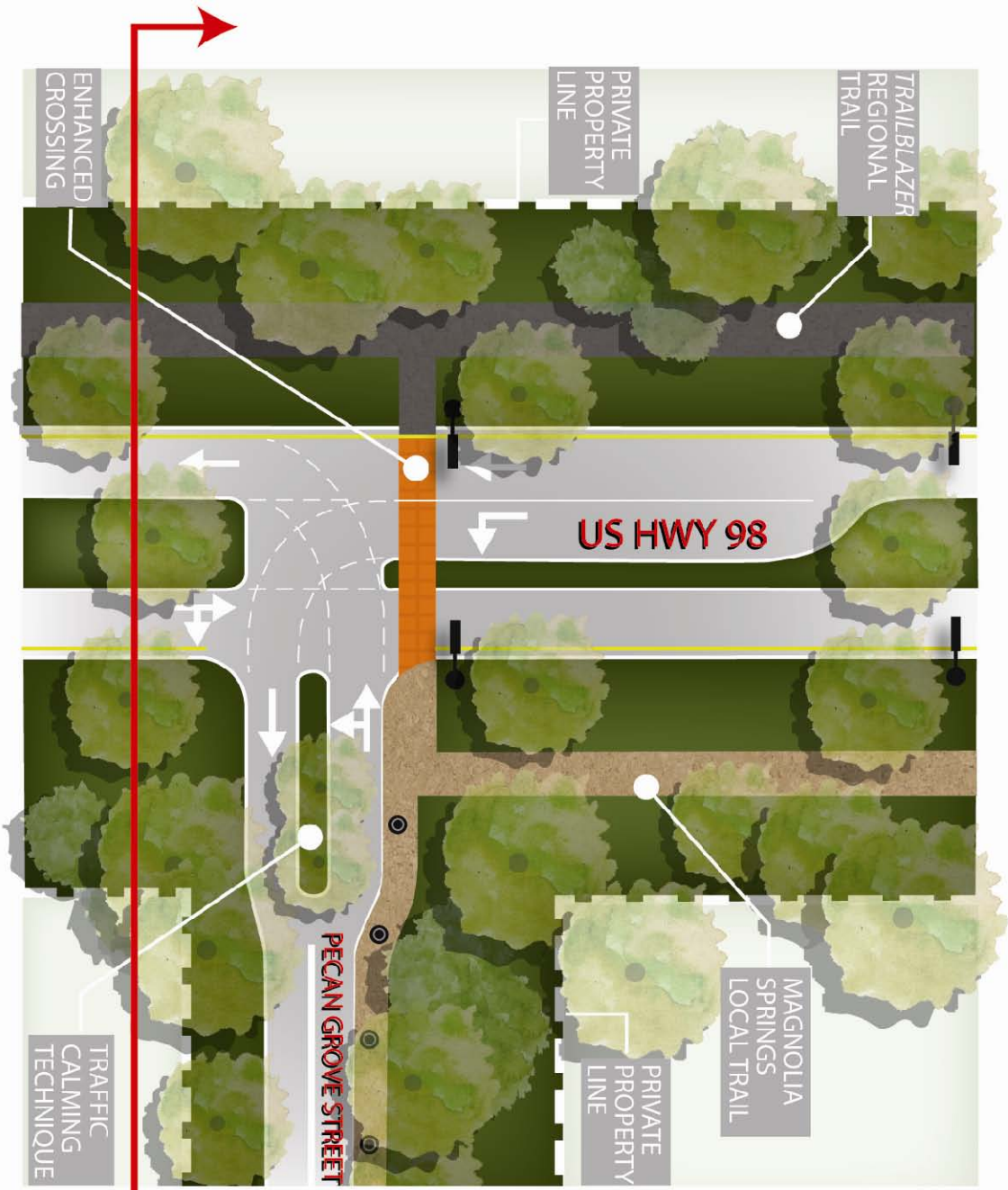


Figure 2-15: Intersection and Cross-Section Design for U.S. Highway 98
 Source: Gould Evans

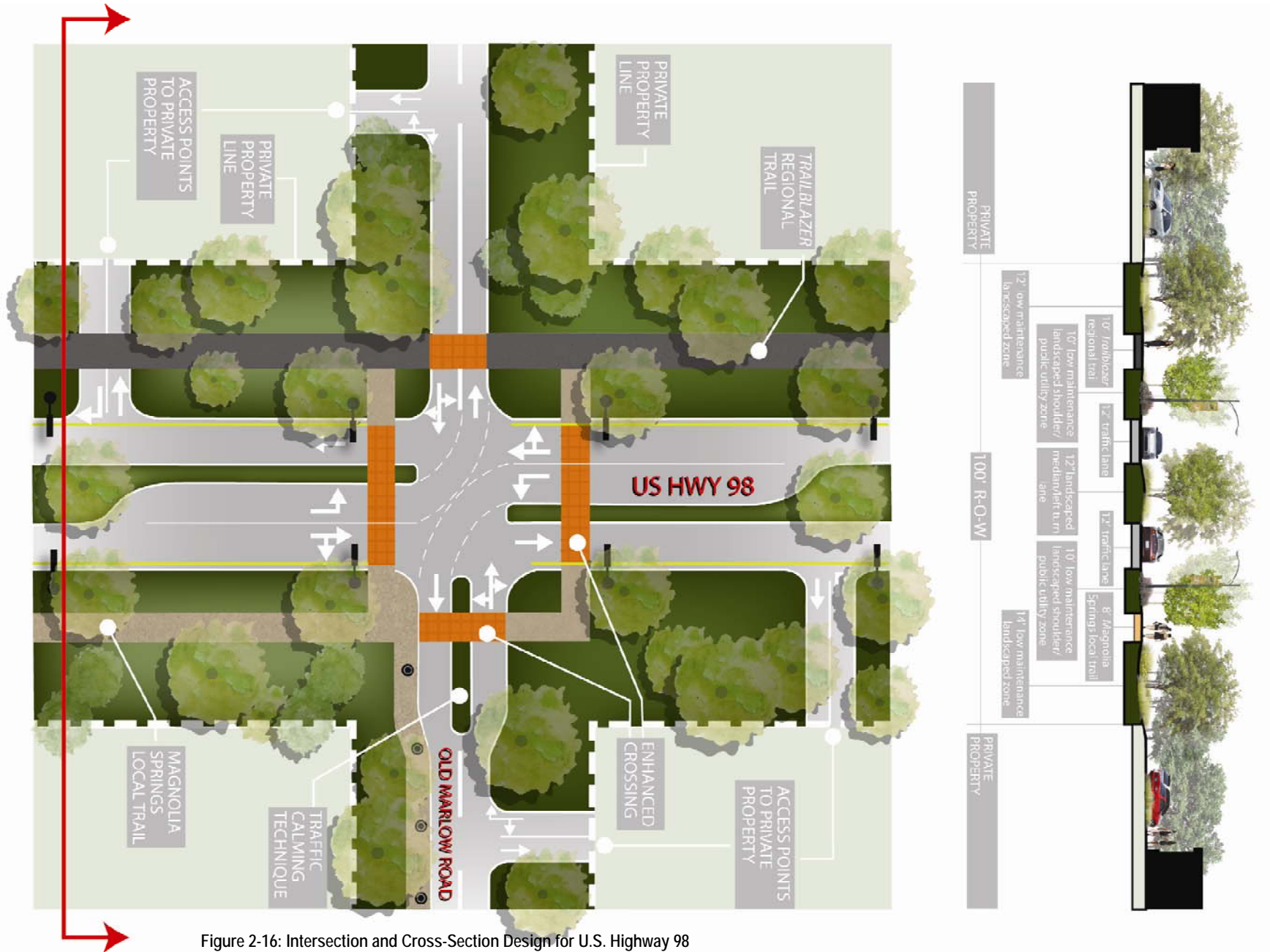


Figure 2-16: Intersection and Cross-Section Design for U.S. Highway 98
 Source: Gould Evans

Drives

Magnolia Springs Highway should be converted into Magnolia Springs Drive. The intent of the drive is to enhance the aesthetic and functional elements of the corridor in a manner that slows down vehicular traffic and creates an asset for the community through its design. Trucks would be directed to use another route, speed limits reduced, lane widths narrowed, pedestrian crossings enhanced, and traffic calming features added (stop signs, stop lights, speed bumps, roundabouts, etc.) The Town will need to identify funding resources in order to deliver ongoing maintenance as well as fund enhancements that create a safe roadway environment. All enhancements along Magnolia Springs Drive are intended to resolve existing issues, such as the high volumes and speeds of traffic, vehicle safety issues, and a lack of pedestrian environment and safe crossing points.

Enhancements along Magnolia Springs Drive are displayed on Figure 2-12 and include the following:

- Traffic Signal at U.S. Highway 98 intersection;
- Stop Sign at Cedar Street and Cotton Stocking Lane intersections;
- Traffic calming feature at Gates Avenue intersection;
- Stop Sign and/or Pedestrian Signal at Oak Street intersection;
- Roundabout at County Road-26 intersection; and
- Magnolia Springs Drive Bridge enhancements.

For further details regarding locations of pedestrian enhancements around the Gates Avenue and Oak Street intersections, please see the *Springs District* within this chapter.

One large project that the Town should start a reserve fund for is the Magnolia Springs Drive Bridge. The traffic calming techniques along the road should help to reduce the volume of traffic traveling on the bridge; however, at some point the bridge may need to be repaired or replaced at the cost of the community. The bridge represents a critical link within the community and should be designed for multiple modes of transportation. In the interim, proposed bridge enhancements could include creating a safe and separated bicycle / pedestrian travel lane along the shoulder of the bridge as indicated in Figure 2-17.



Figure 2-17: Existing and Proposed Bridge Enhancements
Source: Gould Evans



Figure 2-18: Community Street Example
Source: Gould Evans



Figure 2-19: Local Street Example
Source: Gould Evans

All of these features should have the additional impact of reducing speeds and volumes of traffic along the bridge by reducing the actual and perceived size of the vehicular travel lanes. Figure 2-17 illustrates the proposed enhancements to the Magnolia Springs Parkway Bridge.

Community Streets

Future Community Streets include Oak Street, Pecan Grove Street and Gates Avenue. These streets serve residential and community functions. These roads should remain paved and may incorporate pedestrian and landscape features such as low level / voltage lighting, and an oak tree canopy. Other enhancements include stop signs and traffic calming features as displayed in Figure 2-12. Figure 2-18 shows an examples of a Community Street.

Local Streets

Local Streets are the remaining residential streets in town. These streets should retain their existing character and construction, preferably using gravel, dirt or other pervious surfaces. Improvements to the roadway would require the formation of a geographically defined improvement district in which property owners would choose to pay for any additional improvements beyond regular maintenance. Local Streets would only feature additional enhancements when intersecting with a Community Street or Drive or when drainage issues may require improvements. Figure 2-12 illustrates locations for such enhancements. Figure 2-19 shows an example of the low maintenance design of many Local Streets in Magnolia Springs.

Pedestrian Network

The Pedestrian Network of Magnolia Springs will be created through a local pathway network. Pathways in Magnolia Springs include off-street trails, on-street trails and pedestrian shoulders. Trails and shoulders are relatively inexpensive to create and maintain, therefore, they are the best solution for a new town that wants to create a pedestrian-friendly environment. The Pedestrian Network should utilize existing rights-of-ways on existing roads, should connect to regional pedestrian and bicycle opportunities, and should use semi-pervious materials when possible.

Off-Street Trails

Within Magnolia Springs several rights-of-way segments exist but are not currently used for vehicle traffic. These locations should be used for Off-Street Trails. These Off-Street Trails act as pedestrian connections that allow residents to have more direct walking paths within some portions of the community. Such rights-of-way segments include portions of Gates Avenue West, Holly Street, Rock Street, Jessamine Street and McCoy Lane. Figure 2-20 shows an example of an Off-Street Trail.

On-Street Trails

On-Street Trails often share road rights-of-way with vehicles. These On-Street Trails are often separated from vehicular traffic by using a landscaped buffer. On-Street Trails should be encouraged along U.S. Highway 98 and Magnolia Springs Parkway. U.S. Highway 98 should have a local on-street trail on the south side of the highway and a regional On-Street Trail on the north side of the highway. The regional trail effort is supported by a Baldwin County organization known as *Trailblazers*. The regional and local trail should complement one another and connect to the local trail network throughout Magnolia Springs. The design of the trails should conform to both *Trailblazers'* and the Town of Magnolia Springs' standards. Figure 2-21 shows an example of an on-street trail along U.S. Highway 98.



Figure 2-20: Off-Street Trail Example
Source: Gould Evans



Figure 2-21: On-Street Trail Example
Source: Gould Evans



Figure 2-22: Motorized watercraft docked on the Magnolia River
Source: Gould Evans



Figure 2-23: NEVs at the 4th of July Parade
Source: Town of Magnolia Springs

Alternative Transportation Modes

In typical communities Alternative Transportation Modes include bus, trolley, light rail and commuter rail facilities. In Magnolia Springs it means something entirely different. Some of Magnolia Springs' residents travel by golf cart, all terrain vehicle (ATV), boat and other watercraft to visit friends, run errands or for recreation. Although these modes of transportation add to the unique character and lifestyle of Magnolia Springs, there are safety concerns with the use of such equipment.

Boats / Watercraft

Boats and other watercraft have become a common mode of transportation along the Magnolia River. Excessive use of the Magnolia River by boats and other watercrafts can lead to pollution problems, property damage and safety concerns. Such safety issues may occur between both motorized watercrafts and non-motorized watercrafts (canoes, kayaks and paddle boats). The Town should continue to work with the Alabama Marine Police, Baldwin County, the State of Alabama and Magnolia Springs' residents to reduce boating related incidences and property impacts along the Magnolia River.

Bicycles, Low Speed Vehicles (LSVs) and Neighborhood Electric Vehicles (NEVs)

Bicycles, LSVs and NEVs are used by some residents of Magnolia Springs. LSVs and NEVs are battery electric powered vehicles that typically cannot exceed a speed of 25 mph. These alternative transportation modes should be allowed on designated roadways provided they have not broken any laws and have obtained the necessary permits of Magnolia Springs. These vehicles should only be allowed on Local and Community Streets due to their low traffic volumes and traffic speeds.

Transit and Shuttle Services

Although transit services such as buses and shuttles are not outlined as a future goal for the community, the Town should consider collaborating with health care providers to provide a shuttle service to allow older residents to safely travel to and from health care related appointments. For further details on community services for an aging population, refer to *Chapter 4: Human Environment*.

Connectivity Goals

- C.1 Promote the overall small town character of Magnolia Springs through low-maintenance design of streetscapes and other public spaces.
- C.2 Build a connected Pedestrian Network in Magnolia Springs.
- C.3 Promote strategic improvements that provide for safe and efficient movement of Town residents, while reducing cut-through traffic.
- C.4 Promote a traffic management program that strategically targets streets with high cut-through traffic volumes.
- C.5 Promote opportunities for all travel modes, while preserving the small town character of Magnolia Springs.
- C.6 Continue to monitor and enforce violations as a means to reduce potential incidences along roads and the Magnolia River.

Chapter 5: Implementation further outlines specific strategies to help implement these goals.

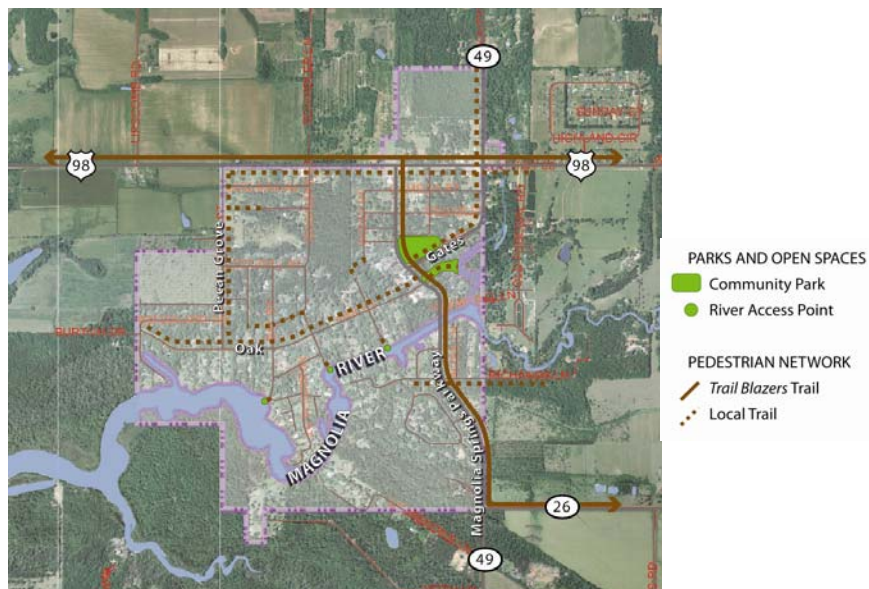


Figure 2-24: Parks and Opens Spaces Framework Map
Source: Gould Evans



Figure 2-25: Example of a River Access Point
Source: Gould Evans

2.5 PARKS AND OPEN SPACES

There are no existing parks or open spaces in Magnolia Springs. There are two proposed parks spaces and a few formal dedicated easements that terminate at the Magnolia River. These locations have become nuisances to some adjacent property owners. Parks, open spaces and public recreational opportunities will assist in defining the small town character of the community in the future and should be integrated in to the development pattern. The future Parks and Open Space system will consist of Community Parks, River Access Points and Trails. Figure 2-24 illustrates the Parks and Open Spaces Framework Map.

River Access Points

Existing road rights-of-way adjacent to the Magnolia River should be converted to *River Access Points*. These river access points allow residents access to the river and to launch non-motorized boats (i.e. canoes and kayaks) in the area. Existing *River Access Points* include Rock Street, Bay Street and Jessamine Street. These existing *River Access Points* should be minimally developed. The *Local River Access Points* are indicated in Figure 2-24 where existing city-owned rights-of-way are located. Figure 2-25 illustrates an example of a River Access Point. In the future, the Town could consider developing an additional river access facility.



Figure 2-27: Example of an Event Pavilion
Source: Gould Evans



Figure 2-28: The Springs area (currently under renovation)
Source: Gould Evans

Parks and Open Spaces Goals

- POS.1 Create controlled river access locations to regulate and monitor activity.
- POS.2 Create the *Magnolia Springs Park*.
- POS.3 Continue to support efforts to renovate the *Springs* area.
- POS.4 Continue to monitor activity at park and open space locations to increase safety and reduce property damage incidences.
- POS.5 Create a local trail system that connects to the proposed *Trailblazers* regional trail system.

Chapter 5: Implementation further outlines specific strategies to help implement these goals.

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Figure 3-1: Private Properties Facing the Magnolia River
Source: Gould Evans



Figure 3-2: The Magnolia River
Source: Gould Evans

CHAPTER 3: NATURAL ENVIRONMENT

The Natural Environment chapter focuses on the ecological systems in and around Magnolia Springs. This system includes water, earth and native species. Each of these systems is important to life in Magnolia Springs and the future of the community. As times and development practices change, the impact to and importance of these systems will also change. It is important to recognize that the decisions made by the Town and its residents will impact these natural systems and that the future desired by the community will be defined by the natural, as well as the built and human, environment.

Within both the center of town and in rural areas, residents of Magnolia Springs live day-to-day in the presence of nature and the natural environment. As the town continues to adapt the built and human environments, it is important to take note of how those changes may positively or negatively affect the natural environment. Ultimately, the Town and its residents must make better and more sustainable choices that balance the desires of the community with the needs of the natural environment to protect its health.

The Natural Environment section outlines guiding principles and goals for Magnolia Springs. The strategies to use in order to accomplish these goals are outlined in *Chapter 5: Implementation*.

Guiding Principles

- Preservation and restoration of our natural waterways, such as the Magnolia River and the Springs, is important to the sustainability of and quality of life in Magnolia Springs.
- Reducing energy use is important to the future of Magnolia Springs.
- Preserving our natural lands, productive agricultural fields and special natural places will help define Magnolia Springs in the future.
- Local food production and distribution contributes to a sustainable food system in Magnolia Springs.
- Preservation and conservation of Native Species is important to the sustainability of Magnolia Springs.

3.1 EARTH

The most common use of the word Earth refers to the planet we live on. However, in the Magnolia Springs Comprehensive Plan, Earth refers to the land that we live on. This includes natural lands and lands that have been manipulated through the Built Environment yet still have elements of nature within them including parks, agricultural fields, wetlands and forests. For example, an agriculture field may have soil and crops which are natural, but has been created and maintained by a farmer to produce food. Likewise, a park may have grass and water, yet it has been manipulated by a landscape architect to create a special place.

For decade's people have cultivated crops, created parks, and transformed what were once natural reserves into new homes and neighborhoods. The future health of the natural environment is dependent on how we treat our natural and manipulated lands. The earth of Magnolia Springs should both strengthen the community and be protected for future generations. Measures should be taken to preserve the natural reserves, wetlands, agricultural fields and forests. When addressing issues concerning our built and human environments we should ultimately consider how those actions may negatively or positively affect the Earth of Magnolia Springs. Natural lands should be conserved as ecosystems for native plant and animal species, while manipulated lands should only be manipulated in a way that minimizes environmental effects. Furthermore, the historic significance, cultural values, natural beauty and biological diversity of Magnolia Springs should be a celebrated asset.

Earth Goals

- E.1 Celebrate the Natural Environment in Parks and Open Spaces.
- E.2 Support the enhancement and preservation of agricultural lands surrounding Magnolia Springs.
- E.3 Protect and preserve wetlands and forests in and around Magnolia Springs.

Chapter 5: Implementation further outlines specific strategies to help implement these goals.



Figure 3-3: Destructed Wetlands along the Magnolia River
Source: Gould Evans



Figure 3-4: Agricultural Fields Surrounding Magnolia Springs
Source: Gould Evans



Figure 3-5: An Osprey Nest along the Magnolia River
Source: Gould Evans

3.2 NATIVE SPECIES

Native species include both plant and animal species that are native to the South Baldwin County region. Native plant species are often more tolerant to the climate of the region than non-native species, and can help remediate contaminated soils and can increase biodiversity. Non-native plant species can be a nuisance in many habitats including water bodies, where fish populations may decrease, boat engines may be damaged, and human health problems may occur because of reduced water quality. Native animal species include domestic and non-domestic / wild animal species. Domestic animal species are often either considered pets (i.e. dogs, cats, horses) or are considered livestock (i.e. cows, chickens, pigs). Non-domestic / wild animal species include various types of birds, fish, snakes, deer, rabbits, squirrels, foxes, skunks, bats and raccoons. Native animal species can also include migratory species, such as birds. Magnolia Springs is located within the Alabama Coastal Birding Trail, which includes 50 birding sites and over 400 species of birds.

There are a number of threatened and endangered plant and animal species in Baldwin County. These threatened and endangered species are protected by the Federal government and should therefore be considered when siting potential projects. The following species occur or have the potential to occur in the vicinity of the Town of Magnolia Springs.

- West Indian manatee
- Red-cockaded woodpecker
- Bald eagle
- Wood stork
- Alabama red-bellied turtle
- Gulf sturgeon
- Alabama sturgeon
- American chaffseed
- Eastern indigo snake

Magnolia Springs sits approximately 4 miles east of the Weeks Bay Reserve Interpretive Center. The Weeks Bay Reserve is a National Estuarine Research Reserve, which can be a regional resource for public awareness, education, water quality monitoring, volunteer programs and coastal stewardship. The Town of Magnolia Springs should continue to identify resources such as the Weeks Bay Reserve when considering programs and projects for the Natural Environment.

Native Species Goals

- NS.1 Protect and preserve the native non-domestic / wild animal species of the region.
- NS.2 Ensure domestic species have a place in our community but do not act as a nuisance.
- NS.3 Encourage the removal of non-native nuisance plant species that contaminate water bodies and wetlands.

Chapter 5: Implementation further outlines specific strategies to help implement these goals.



Figure 3-6: Live Oaks and Other Native Plant Species Line Town Streets
Source: Gould Evans



Figure 3-7: Wetlands Adjacent to the Magnolia River
Source: Gould Evans

3.3 WATER

Water includes natural and man-made streams, creeks, ponds, lakes and reservoirs. In Magnolia Springs all water systems are natural streams, creeks or rivers and man-made ponds. These water bodies are part of a larger system of ground water and surface water. The health of this system directly affects the health of the community. Surface water can often be contaminated by storm water run-off from streets, sidewalks, rooftops, lawns and agricultural fields. Contaminated surface water often has traces of plastics, pesticides, fertilizers, lead, copper, bacteria, nitrates, heavy metals, radon and other chemicals. Ground water is commonly used in rural communities for crop irrigation and well water use for personal and commercial applications. Ground water can also be contaminated if pollutants such as leaking underground tanks and piping, landfills, waste dumps and septic tanks seep through the soil and are not caught through this natural filtering system. The ground water, which is often used for drinking water, is becoming more polluted, a problem potentially made worse by growth and development. Magnolia Springs should continue to work with utility operators and notify citizens of proper septic tank maintenance. Magnolia Springs should also work with the Baldwin County Health Department and the Alabama Department of Environmental Management to ensure that ground and surface waters are being properly filtered and treated prior to use.

Other than pollution and contamination of our water resources, we must also be concerned about how much water these streams, creeks and rivers can hold and the quality of water within them. Soil is our most abundant pervious surface. That is, soil acts as a sponge or a natural filtering system that absorbs storm water. However, as more building and development occurs within the Magnolia River watershed, we add more impervious surfaces and reduce the pervious area, therefore reducing the area where water can go. When this occurs, water and sedimentation is forced to go into these water bodies. During times of large storms, these water bodies can overflow and flood, causing damage to individual properties and neighborhoods.

The Town of Magnolia Springs and its residents should make every attempt to reduce storm water runoff and pollution caused by impervious surfaces within the Town and the ETJ. Strategies to prevent non-point source pollution caused by stormwater runoff include a natural stormwater treatment method as diagramed in Figure 3-8. As the Town pursues strategies to protect and rebuild their water bodies, the Town should utilize the standards outlined by the Alabama Department of Environmental Management for Outstanding Alabama Waters (OAW). Benefits of becoming an Outstanding Alabama Water include long range protection of the river, positive impact on the local economy, increased real estate values, increased tax revenues and tourism.

In order to become an Outstanding Alabama Water, the Alabama Department of Environmental Management must certify, according to federal and state regulations, that the proposed area meets stringent water quality standards which take into account:

- Activities consistent with the natural character of the waters.
- High quality waters.
- Waters of state parks and wildlife refuges.
- Waters of exceptional recreational ... significance.
- Waters of exceptional ... ecological significance.

Water Goals

- W.1 Pursue *Outstanding Alabama Water* classification for the Magnolia River, which will help protect the river in the future.
- W.2 Prevent flooding caused by overflow of water bodies.
- W.3 Reduce non-point source pollution through natural stormwater treatment methods.

Chapter 5: Implementation further outlines specific strategies to help implement these goals.

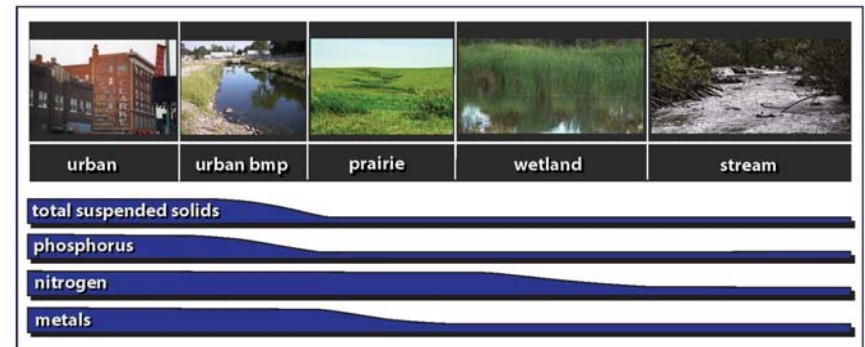


Figure 3-8: Natural Stormwater Treatment Strategy
Source: Gould Evans



Figure 4-1: Jesse's Mail Boat Race and 4th of July Festivities
Source: Town of Magnolia Springs

CHAPTER 4: HUMAN ENVIRONMENT

A community through the actions of its people can shape the future. To achieve the vision outlined in this plan, the people of Magnolia Springs must help to create what they desire. It is these actions, big and small, that will implement the future desired by the town. In addition to the Built Environment and the Natural Environment that shape the physical community, the Human Environment is an important component that outlines how the community comes together. The Human Environment section focuses on those personal and community actions necessary to achieve the Magnolia Springs Vision.

The Human Environment is defined by the people of Magnolia Springs, including the neighborhoods that foster personal and community interaction, the historic homes that remind us of what once was, economic development practices that provide for jobs, services and improvements for the community, and an emergency / recovery plan that outlines why community strength is necessary in times of disaster. These elements define a piece—the human piece—of the vision for Magnolia Springs, and it is up to the people and their actions to achieve this vision.

Topics within the Human Environment section include People, Economic Development, Neighborhoods and Housing, and Emergency / Recovery. Each topic area has Goals and Strategies which adhere to the Guiding Principles listed below. Strategies used to implement the Goals are outlined in *Chapter 5: Implementation*.

Guiding Principles

- The People of Magnolia Springs define the community through their actions.
- The many organizations within Magnolia Springs will play an integral part in implementing the strategies in this plan.
- Community Education is an integral part of making every citizen an informed citizen.
- Magnolia Springs is a town of varying demographic and generational backgrounds. Efforts should be made to include everyone.
- Economic and social diversity are important to the future success of Magnolia Springs.
- The Community is improved through the interaction of people and the social capital that is created.
- The historic homes within Magnolia Springs are an integral part of the community.
- The Town must consider emergency and recovery strategies that utilize town resources and a dedicated citizenry.



Figure 4-2: Resident Volunteers Renovating Town Hall
Source: Town of Magnolia Springs



Figure 4-3: Town Website and Newsletter
Source: Town of Magnolia Springs

4.1 PEOPLE

The people of Magnolia Springs define their community. Through community interactions the residents continue to write the story of Magnolia Springs. These community interactions are what make Magnolia Springs such a welcoming place with a high quality of life. The social growth of the community is fostered by education, organization participation and varying backgrounds. These three elements are important in shaping the individuals and the community.

Education

Magnolia Springs is largely an educated community, with roughly 75% of the community having a high school degree or higher. However, this section on education is not referring to the I.Q. of the population. However, this section is concerned with having an educated citizenry. This means providing opportunities for citizens to become informed and involved in Town issues. Not every citizen will have the time to attend all public meetings. Therefore, it is important that citizens are given multiple opportunities to receive information on issues and have the ability to ask questions when needed. Additional educational opportunities that are focused on the future through programs and courses about business, innovation and entrepreneurship can help the community as well as help the citizens socially and financially improve their lives. The future of the community will depend upon an informed population; therefore, an educated citizenry at all stages of life is important. Below is a brief list of some of the educational programs Magnolia Springs could offer their citizens:

- Town History Information
- Property / Planning & Zoning Education
- Town Budget / Spending Information
- Business, Innovation and Entrepreneurship Education
- Community Gardening Education
- Native Species Education / Identification
- Food Systems Information
- Water Systems Information
- Energy Reduction Education
- Nutrition Education
- Composting and Recycling Education
- Sustainable Home Improvement Education
- Boating and Water Safety Education

Community / Organizations

Organizations are what bring the people of Magnolia Springs together. These organizations often have planned, coordinated and purposeful actions used to achieve a goal or goals. Members of the same organization often agree on what they view as issues or assets of their community but unlike government entities, they control their organization's performance and are therefore not subject to the wills of the greatest good for the greatest number. This means that the organization can use other strategies (i.e. fund raisers) to implement projects that achieve their organization's goals, which may also be a goal of the community. In a community like Magnolia Springs, with limited annual budgets, these organizations play a critical role in helping to fund smaller projects (i.e. Garden Club raised funds for the Springs). These organizations have also helped to plan community events such as the 4th of July Parade, the Town Birthday Celebration, the Town Clean-Up Event and Jesse's Mail Boat Race. It is important that these organizations remain and new organizations are formed to help achieve the goals of this plan and of the community. It is also important that these organizations and the City collaborate with each other when goals of both or multiple groups can be achieved.

Existing organizations in Magnolia Springs include:

- The Magnolia Springs Garden Club
- Magnolia Springs Community Association
- Saint Paul's Episcopal Chapel
- Magnolia Springs Wesleyan Church
- Magnolia Springs Historic Preservation Commission
- Magnolia Springs Volunteer Fire Department
- Magnolia Springs Baptist Church



Figure 4-4: Magnolia Springs Community Association Building
Source: Gould Evans



Figure 4-5: Intergenerational Participation at Town Hall Meetings
Source: Gould Evans

Demographics / Generations

Beginning with the original land grants from Spanish, French and English Monarchs in the early 17th and 18th century and followed by slave trading in the 19th century, the community has been a place of differing backgrounds. Today the population mix in the Magnolia Springs area is predominately white (87%) and between the ages of 25 and 54 (42%). There is also a larger percentage (19%) of the population between the ages of 55 to 74 in Magnolia Springs as compared to the United States (15%). This percentage represents the beginning of the Baby Boomer generation (currently 44 to 62 years old). The aging of the Baby Boomer Generation is a national trend that has many implications.

- Since 1900, the percentage of Americans over 65 years old has more than tripled from 4.1% of the population to 12.4% of the population in 2005.
- In the U.S. in 2005 there were more than 35 million people over the age of 65 – representing one in every eight Americans.
- As the Baby Boomers age, by 2030, 70 million Americans will be over 65 years old and will comprise 20% of the U.S. population, representing one in every five Americans.

To ensure that older generations don't just add years to their lives but add quality of life to those years, it will require individuals, families and communities to plan for successful aging. As these generations continue to age, the Town must find ways to make Magnolia Springs a lifelong / intergenerational community. The ability of Magnolia Springs to fully embrace and integrate these varying backgrounds will make it a better and more rich place to live. The impacts from aging affect many aspects of the community including:

- Housing
 - Modifying existing homes and development for older adult and assisted living communities.
 - Zoning Changes to allow different types of age appropriate housing in existing neighborhoods (smaller homes, accessory apartments, universal design components).
- Health
 - Provide on a volunteer basis to file emergency medical information and emergency contact information for residents.
- Transportation
 - Privately and publicly provided mobility options (transit, paratransit, shuttle service, volunteer drivers, Baldwin Rural Area Transportation System - BRATS).
 - Educate population on transit / transportation systems.

- Provide safe and accessible sidewalks and street crossings.
- Land Use Planning
 - Review plans to provide for intergenerational populations (Capital Improvements Plan, Transportation Plan, Zoning and Subdivision Requirements, Building Codes).
- Public Safety
 - Seniors can install a lock box with a key to their home that only police, fire and emergency personnel can access.
 - Aging at home services provided by volunteer groups or assisted living organizations.
- Economic Development / Fiscal Impact
 - Aging generation as an economic engine
- Parks and Recreation
- Workforce Development / Education
- Volunteerism / Civic Engagement
- Arts and Cultural Activities

Further details and strategies for lifelong communities can be found at the National Association of Area Agencies on Aging (www.n4a.org) and Alabama Department of Senior Services (www.adss.state.al.us).

People Goals

- P.1 Create a high quality community education system.
- P.2 Maintain and expand organizations and volunteerism that create social infrastructure and bring the people of Magnolia Springs together.
- P.3 Recognize those that contribute to the future of Magnolia Springs.
- P.4 Encourage a socially diverse community through education, integration and celebration.
- P.5 Plan for the needs of the aging population in Magnolia Springs.



Figure 4-6: Congressman Bonner Visiting with Town officials
Source: Town of Magnolia Springs



Figure 4-7: United Bank along U.S. Highway 98
Source: Gould Evans

4.2 ECONOMIC DEVELOPMENT

The economy of Magnolia Springs is that of a growing small town. The most prominent industries in Magnolia Springs include Construction, Real Estate and Retail Trade. As South Baldwin County continues to develop, the Town of Magnolia Springs should expect to see an increase in these industries or at least an increase in interest in these industries. Due to increased growth in south Baldwin County, many homes have been built to house employees working in these industries. A quick review of subdivisions (proposed / approved) in a five mile radius surrounding Magnolia Springs indicates 5,528 housing units. Each of these housing units plays a role in affecting Magnolia Springs, which can include, but are not limited to: increased traffic on roadways; increased sewer, water and electric infrastructure; and an increased attendance in public schools.

Magnolia Springs should explore additional ways to fund these impacts on infrastructure. The Town could consider accepting limited commercial development to occur along Highway 98. Such development could strengthen the vision of the corridor, while collecting needed revenue for the Town. Furthermore, allowing development to occur in these locations limits its affects on the neighborhoods of Magnolia Springs. In addition, community oriented commercial uses could be considered in the *Springs District* to enhance the town center atmosphere in this area. These uses should be community oriented uses such as post offices and coffee shops and should be developed in a manner that fits in with the existing historic / small town character of Magnolia Springs and the *Springs District*. In both districts entrepreneurial efforts should be encouraged. For further details on the *Highway 98 Commercial District* and the *Springs District*, reference the *Districts* section within the *Built Environment* chapter.

Economic Development Goals

- ED.1 Encourage appropriate commercial development to occur along Highway 98.
- ED.2 Allow for community oriented development to occur in the *Springs* district to enhance the existing town center atmosphere and build on the existing small town character.
- ED.3 Ensure that new development is reflective of the small town scale and character, as well as architectural vernacular of Magnolia Springs.

4.3 NEIGHBORHOODS AND HOUSING

Intergenerational Neighborhoods

As previously mentioned in the *Demographics / Generations* section, a large percentage of Magnolia Springs' population is either retired or soon to be retired. However, intergenerational neighborhoods do not just provide for aging populations but for people of all ages. This means providing for the youth, working families and older generations. The youth is an especially important component in that they are the future of the community. Therefore, the community must help to provide them with the opportunities and experiences that help build character and give them knowledge and confidence to lead now and in the future. Such strategies to encourage intergenerational neighborhoods include allowing for varying housing types, providing recreational opportunities for all ages and providing after school activities for the youth.

Historic Homes

Becoming part of a community starts at the individual and personal level of interaction within neighborhoods. Our homes and the neighborhoods they sit within often become elements of self pride. This pride is further embodied in Magnolia Springs because of the strong connection to the history of the town and the region. This history is identified in books and on signs marking historic homes and businesses. Each one of these historic homes is a landmark in Magnolia Springs and therefore adds to the character that so many towns strive for. These historic homes should be a preserved and celebrated asset. The Magnolia Springs Historic Preservation Commission should continue to survey historic properties and should develop an informational guide identifying each historic property and what role it played in the history of Magnolia Springs and the region.

Neighborhood and Housing Goals

- NH.1 Support Magnolia Springs as an intergenerational community.
- NH.2 Protect and preserve the historic homes and properties in Magnolia Springs.
- NH.3 Encourage the investment and revitalization of neighborhoods and homes.
- NH.4 Support the creation of the Magnolia Springs Historic District.



Figure 4-8: A Historic Home within the Magnolia Springs Historic District
Source: Gould Evans



Figure 4-9: Magnolia Springs Volunteer Fire Department
Source: Town of Magnolia Springs

4.4 EMERGENCY / RECOVERY

Although Baldwin County has an Emergency Management Agency which can be a useful resource in emergency and recovery situations, it is important that Magnolia Springs identify their own emergency and recovery plan in light of their resources and needs. The people of Magnolia Springs, through education, training and volunteer services can make the community safer, stronger and better prepared to respond to crime and disasters of all kinds.

Emergency Response

Magnolia Springs has the great advantage of having the Magnolia Springs Volunteer Fire Department within the town boundaries. This fire department should be the first responders in emergency situations. However, the Town should identify volunteers for a Community Emergency Response Team (CERT), in addition to the Magnolia Springs Volunteer Fire Department. To help establish a response team, the Baldwin County Emergency Management Agency offers and strongly encourages Community Emergency Response Team training. This training includes educating individuals about disaster preparedness as well as training in basic disaster response skills such as disaster medical operations, fire safety, light search and rescue, incident command system, disaster psychology and terrorism. By using the training learned through the CERT program, residents have the skills necessary to assist in emergency situations in the event professional responders are not immediately available.

Furthermore, the Baldwin County Emergency Management Agency is a resource for information for residents who are immobile or who may require other support needs. These support services are available when Baldwin County has declared a Local State of Emergency or a Mandatory Evacuation Order has been declared by the Governor of Alabama.

Community Recovery

A Community Recovery Plan is intended to establish a recovery system to return the community to a normal status after a state of emergency or disaster. A community recovery plan should be established in the weeks following an event and should be a process involving the long-term recovery planning team, local, state and federal officials, business owners, civic groups and citizens. Unlike a typical community plan, a recovery plan is an action-oriented list of key projects intended to be used for making critical funding and resource allocation decisions.

The U.S. Department of Commerce's Economic Development Administration (EDA) is a valuable resource for community recovery. The EDA typically offers four services in disaster situations:

- *Economic Impact Assessment:* EDA assists FEMA to help evaluate the economic impact of the disaster.
- *Strategic Planning:* EDA offers financial resources and technical assistance to help rebuild economic development plans.
- *New Infrastructure Development:* EDA offers grant funds for building *new* infrastructure (i.e. business incubators, basic utilities, etc) which help to retain or attract jobs to the region. (FEMA is responsible for rebuilding existing infrastructure).
- *Business Loans:* EDA's Revolving Loan Fund (RLF) allows non-profit and government entities to apply to establish an RLF which provides below market-rate loans to businesses to help recovery.

In addition to contributions from federal government groups, the local government can control distribution of some funds. After a disaster, insurance proceeds are typically distributed back to property owners through the local government. The Town should retain a portion of these proceeds to ensure repairs occur to properties and that property owners don't leave their property unrepaired. The Town must set up a system to distribute proceeds and to ensure repairs of properties occur. Once repairs are complete, properties owners should receive the full insurance amount for their property.



Figure 4-10: Residents Participating in a Town Clean-Up
Source: Town of Magnolia Springs



Figure 4-11: Possible Neighborhood Watch Sign
Source: Gould Evans

Crime and Safety

During the plan process, residents complained of property crimes occurring throughout the Magnolia Springs area. Property crimes involve the taking of money or property, and do not involve force or threat of force against a victim. The most prevalent property crime in the Magnolia Springs area is home robbery. In order to prevent such crimes and increase safety and police protection, the Town should consider additional funding of police patrols as well as encouraging the creation of neighborhood watch groups.

Emergency / Recovery Goals

- ER.1 Determine Emergency Response strategies.
- ER.2 Determine Community Recovery strategies.
- ER.3 Consider additional funding for increase police patrol as a means of crime prevention.
- ER.4 Encourage the creation of neighborhood watch groups.

4.5 GOVERNMENT POLICY AND ADMINISTRATION

Since the total population of the Town of Magnolia Springs is less than 5,999 residents, the town is classified as a *Class 8* municipality by the State of Alabama. Municipalities in Alabama are further classified as *cities* if they have 2,000 or more inhabitants or are classified as *towns* if they have less than 2,000 inhabitants; therefore, Magnolia Springs is considered a town.

The residents of the Town of Magnolia Springs are represented by a council-mayor form of government. The town council is divided into five town council places. According to State Code of Alabama, the divisions of these places must roughly have the same number of inhabitants, boundaries that conform to the center of the streets and be rectangular in shape. Responsibilities of the council include setting a fiscal year for the town, requiring an annual budget and determining a tax levy. The annual budget may vary and must be approved by the Town Council prior to its adoption. The budget for the Town of Magnolia Springs includes:

- **Income** – including the prior year’s reserve funds and miscellaneous fees and taxes;
- **Grant Money** – including funds acquired through state and federal government projects;
- **General Government Expenses** – including operational expenses, such as salary and benefits for staff, offices supplies, the town hall lease and insurance and other additional operational expenses; and
- **Additional Expenses** – including capital expenditures, the comprehensive plan, public works projects, public safety, historic preservation, parks and recreation and river protection and enhancement.

Figure 4-12 summarizes the Town of Magnolia Springs’ General Fund Budget for October 2008 through September 2009. A more detailed listing of the Town’s annual budget can be found at the Town website or at Town Hall. The Town of Magnolia Springs should continue to maintain a balanced budget while providing needed services and amenities to Town residents. This budget must be considered when addressing the potential operational costs of implementing strategies identified in this plan.

Government Policy Goal

GP.1 Maintain a balanced budget, while meeting residents’ needs.

2008/2009 General Fund Budget	\$
Income	339,960.00
Grant Money	87,100.00
Total Income	427,060.00

General Government Expenses	-113,052.00
Additional Expenses	-282,900.00
Total Expenses	-395,952.00

Net Ordinary Income	31,108.00
Reserve Fund	-30,000.00

Net Income	1,108.00
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Figure 4-12: 2008/2009 General Budget
Source: Town of Magnolia Springs

CHAPTER 5: IMPLEMENTATION

Implementation refers to the means to apply and execute a plan and the process of monitoring progress status of The Magnolia Springs Comprehensive Plan. Implementation is part of the continual planning cycle of input, analysis, evaluation, development and action. This section will identify strategies to implement the goals identified in previous chapters of the plan. The strategies were developed based on a collaborative effort between the residents of Magnolia Springs, the Comprehensive Plan Advisory Committee and the Planning Commission.

A matrix of strategies for each goal area of the plan is included at the end of this chapter to provide easy reference for staff, officials, developers and residents. Each matrix includes a timeframe and participants needed to effectively implement the strategy in an incremental approach in order to achieve the long-range vision for Magnolia Springs. However, it must be understood that most successful strategies are not entirely defined nor planned in advance. Strategies and associated tasks tend to emerge from patterns of small, individual decisions that can emanate from multiple sources. Therefore the strategies and tasks recommended here, many of which are interrelated, may need to be adapted and modified over time.

Figure 5-1 illustrates how a comprehensive plan, subdivision regulations, and zoning ordinances should work together to implement a plan through four specific levels of review and analysis during the development review process.

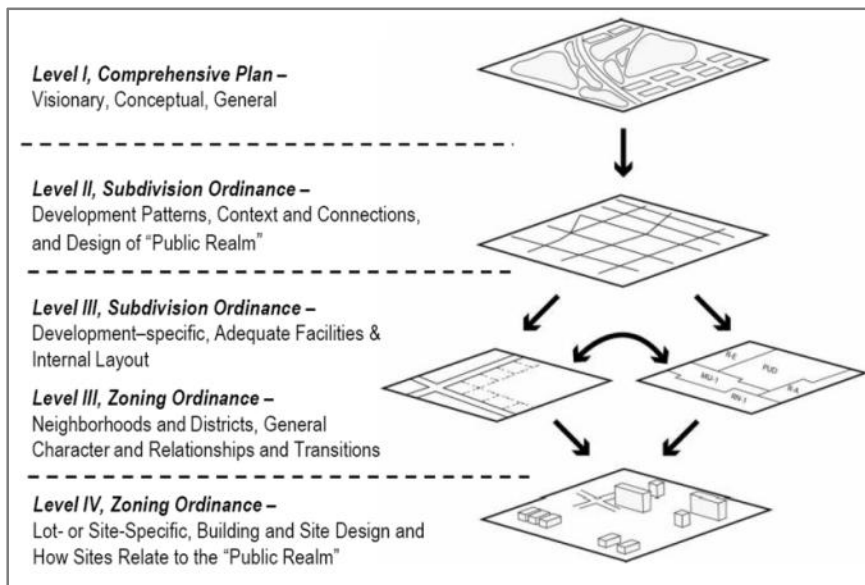


Figure 5-1: Implementation Tools
Source: Gould Evans

5.1 IMPLEMENTATION MATRIX

The following matrices outline incremental steps used to accomplish goals outlined in the in previous chapters of this Plan. By implementing the plan one task at a time, the community can quickly see tangible success and also avoid the pitfalls of becoming overwhelmed by the magnitude of the scope of the plan. The matrices will outline the strategies / tasks with their corresponding goal, as well as an approximate time frame to accomplish the tasks and the recommended participants. The three matrices below align with the chapters of this plan: Built Environment, Natural Environment and Human Environment.

Strategy Participants

Abbreviations of the recommended strategy participants include the following:

- TH = Town Hall
- TC = Town Council
- PC = Planning Commission
- FC = Finance Committee
- PSC = Public Safety Committee
- PWC = Public Works Committee
- HPC = Historic Preservation Commission
- EPC = Environmental Protection Committee
- PRC = Parks and Recreation Committee
- BC = Baldwin County
- AL = State of Alabama
- PS = Private Sector
- PO = Property Owner
- I/O = Institutions / Organizations
- BID = Business Improvement District (proposed)

5.2 BUILT ENVIRONMENT

Future Land Use Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
FLU.1 Promote organized, sustainable, and efficient growth of Magnolia Springs.					
Conduct a Planning Commission review of all development projects for recommendations on long-range planning issues.				x	PC
Require all public improvements be reviewed and recommended by the Planning Commission				x	PC, PWC
Conduct periodic review and assessments of the Comprehensive Plan (annually or at least every 3 to 5 years)		x		x	TH, TC, PC
Create a "library" or some other sort of reading list of books, documents or reports that address planning issues relevant to the Town.	x				TH
Conduct a development regulation review and update every 5 years to ensure compatibility with the vision of Magnolia Springs.	x			x	PC
FLU.2 Protect the small town and historic character of Magnolia Springs.					
Work with the development community to incorporate plan recommendations by initiating discussions with developers early in the project process.				x	TH, TC, PC
Conduct an inventory of common building types that reflect the historic scale and character of the community, and document key design components of those buildings that may be relevant to new construction.	x				HPC
Authorize the Historic Preservation Commission to report and recommend building design, scale and form standards, and evaluate if they are best addressed as guidelines or regulations.	x				TC, PC, HPC
FLU.3 Infill development should fit the historic character of Magnolia Springs.					
Utilize the proposed business improvement district committee (BID) to coordinate economic development and urban design issues.	x			x	TC, PC, BID
Develop a U.S. Highway 98 Economic Development Committee to address economic development and urban design within the District.	x				TH
Implement zoning and development that is consistent with the future land use map.	x			x	TC, PC
FLU.4 Create Parks and Open Spaces at dedicated sites within the town.					

District Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
D.1 Ensure the future character and contribution to the community through quality development that is appropriate in its context.					
Develop a program for conducting and creating specific district and corridor plans which include the public in the planning process and result in plans that are adopted as sub-components of the Comprehensive Plan.	x				PC, BID
Identify properties for clean-up and improvement as well as infill development opportunities.	x			x	PC, PWC, HPC, EPC, PRC, BID
D.2 Provide opportunities to mix compatible land uses within the <i>Springs District</i> to better integrate supporting uses among adjacent developments.					
Consolidate public services and facilities in the <i>Springs District</i> , such as the Post Office, Library, or any proposed public facility.		x		x	PC, BID

	Develop preliminary and long range plans for town facilities, including town hall, library, court, etc).	x				TC, PC
	Encourage the use of the <i>Springs District</i> as an area to promote coordination and collaboration among institutions.	x			x	TC, PC, I/O
	Encourage the addition of public and/or private patios, enhanced pedestrian spaces and landmark features such as fountains, statues and public art which create appealing gathering spaces for town residents and visitors.				x	PC
	Retain the character of the <i>Springs District</i> by maintaining residential properties within the district.				x	PC, PO, BID
D.3	Establish and/or implement overlay standards for non-residential areas, including <i>Highway 98 Commercial District</i> and the <i>Springs District</i> to enhance and maintain the character of the districts.					
	Assess the current development regulations for consistency with this plan and the goals of these districts.	x			x	TC, PC
	Monitor performance of the Highway 98 Overlay District.				x	TC, PC, BID
D.4	Enhance the U.S. Highway 98 commercial corridor, which leaves a lasting impression on visitors and residents of the community.					
	Develop a physical improvement and urban design plan for the Highway 98 corridor.	x				PC, PWC, PRC, BID
	Require all public improvements be reviewed and recommended by the Planning Commission.				x	PC, PWC
	Review individual development plans and require improvements consistent with any specific plans addressing Highway 98.				x	TC, PC, BID
	Solicit the U.S. Postal Service to re-zip code properties along U.S. Highway 98 to Magnolia Springs zip code 36555.	x				TH
D.5	Collaborate with the Alabama Historical Commission, the Baldwin County Historic Development Commission, and the Baldwin County Archives and History Department to protect and preserve the Magnolia Springs Historic District.					
	Continue to implement goals identified by the Historic Preservation Commission including surveying of properties and creating a historical information packet.	x			x	TC, PC, HPC
	Work with the Historic Preservation Commission on appropriate design, scale, and building form standards, and assess whether these are most effective as guidelines or regulations.	x			x	PC, HPC
D.6	Create and adopt overlay standards / regulations for each district.					
	Assess the current zoning code for consistency with the plan.	x				TC, PC
D.7	Create and adopt overlay standards / regulations to promote ecologically sound development practices along the Magnolia River.					
	Work with other governmental entities to determine appropriate regulations for the <i>River District</i> .		x			TC, PC, EPC
	Establish Outstanding Alabama Water (OAW) designation for the Magnolia River.	x			x	TC, PC, EPC
	Consider establishment of a riparian buffer around portions of the Magnolia River.	x				TC, PC, EPC

Growth and Development Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
GD.1 Consider annexation along Highway 98 to create a desirable environment for commercial development that respects the small town character of Magnolia Springs and implements the overlay district standards for the corridor.					
Develop and implement a growth and development plan including an orderly and strategic annexation program.	x				PC
Create and enforce annexation criteria as part of an annexation policy and review process that sets criteria and standards for annexation of land.	x				TC, PC

When directing growth to the identified growth areas, be consistent with the identified future land uses and other Comprehensive Plan goals.				x	PC, BID
GD.2 Consider annexation for areas east of the Town limits with the greater goal of preserving the small town character and the health of the Magnolia River.					
Develop and implement a growth and development plan including an orderly and strategic annexation program and review process that is consistent with the identified future land uses and other Comprehensive Plan goals.	x			x	PC, TC, BID
GD.3 Collaborate with Baldwin County and the City of Foley on an inter-jurisdictional agreement to protect the Magnolia River and other natural environments.	x				EPC, TC, PC, BC
GD.4 Utilize subdivision regulations that help reduce impacts from development within the Extra-Territorial Jurisdiction (ETJ).					
Ensure plan goals are being met through development patterns, street networks, block and lot patterns, open space systems, and utility systems to ensure efficient and coordinated growth.	x			x	PC
Create a development preference brochure that informs developers of what the community considers to be acceptable development including uses, tenant types, architectural style and urban design.	x				TC, PC, HPC, BID

Connectivity Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
C.1 Promote the overall small town character of Magnolia Springs through low-maintenance design of streetscapes and other public spaces.					
Conduct an assessment of existing streets.	x			x	PWC
Establish design standards for all streets and trails that retain the small town character of Magnolia Springs.	x				PC, PWC
Coordinate Highway improvements with Alabama Department of Transportation's plans for Highway 98 within Magnolia Springs.	x			x	PC, PWC, AL
Rename and redesign Magnolia Springs Highway to Magnolia Springs Drive – a slow traffic corridor that balances pedestrian and bicycle traffic with automobile traffic.	x			x	PC, PWC
C.2 Build a connected Pedestrian Network in Magnolia Springs.					
Implement a Pedestrian Network that connects the primary park, civic and institutional facilities within the Town as well as growth areas outside of Town limits.		x		x	PC, PWC, PRC
Develop and implement a Trails Integration Program (TIP) which will link existing and planned pedestrian spaces of varying construction types and formality within Magnolia Springs.		x		x	PC, PWC, PRC
C.3 Promote strategic improvements that provide for safe and efficient movement of Town residents, while reducing cut-through traffic.					
Create a street plan, identifying improvements for traffic flow as well as aesthetic enhancements.	x				PC, PWC
Develop and adopt a "complete streets" policy.	x				PC, PWC
Work with Baldwin County and other adjacent jurisdictions to identify and develop an alternative truck traffic route to reduce traffic volumes on Town roadways.	x				PC, BC
Develop and enforce weight restrictions on the Magnolia Springs Bridge to reduce wear and tear of the infrastructure.	x				PWC, PC
Enhance pedestrian connections across the Magnolia Springs Bridge by providing a dedicated and separated pedestrian / bicycle travel lane.		x			PC, PSC, PWC
C.4 Promote a traffic management program that strategically targets streets with high cut-through traffic volumes.					

Conduct safety studies at intersections of concern.				x	PSC, PWC
Conduct a survey of the existing road network and traffic flow problems.				x	PWC
Create a street plan that discourages high cut-through traffic volumes and promotes pedestrian use.	x				PC, PWC, PRC
Consider traffic calming techniques at key locations, identified in the plan, as a means to reduce cut-through traffic volume and slow the speed of traffic.	x				PC, PWC
C.5 Promote opportunities for all travel modes, while preserving the small town character of Magnolia Springs.					
Encourage multi-modal connections, specifically pedestrian and bicycle, between all districts.				x	PC, PWC, PRC
Require that all development proposals develop a statement of transportation impact, identifying travel patterns, travel modes, and customer base the proposal is relying upon.				x	PC, TC
Require that all transportation projects, whether developer initiated or government initiated, consider pedestrian and bicycle level of service as part of the analysis.				x	PC, TC
C.6 Continue to monitor and enforce violations as a means to reduce potential incidences along roads and the Magnolia River.					
Inform residents of how to identify and document violations.	x				PSC
Continue to support Baldwin County Sheriff patrols in Magnolia Springs.	x				TH, PSC
Develop a long range plan regarding police protection and a judicial court system.		x			TH, TC, PSC

Parks and Open Spaces Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
POS.1 Create controlled river access locations to regulate and monitor activity.		x			
Create connections between river access locations and the rest of the Parks and Open Spaces system.		x			PC, PRC, EPC
POS.2 Create the <i>Magnolia Springs Park</i>.					
Develop a design and plan for the <i>Magnolia Springs Park</i> , including determining management of the park and funding for the creation and maintenance of the park.	x				PC, PRC, I/O
Identify organizations that can help raise funds for the park and can help design, build and maintain the park space.	x				PC, PRC, I/O
POS.3 Continue to support efforts to renovate the <i>Springs</i> area.					
Create a strategy for maintaining the <i>Springs</i> area including identifying organizations and individual volunteers to help with maintenance and improvements to the <i>Springs</i> .	x				PRC, I/O
POS.4 Continue to monitor activity at park and open space locations to increase safety and reduce property damage incidences.					
Utilize the Baldwin County Sherriff patrol for monitoring activities at parks and open spaces.	x				TH, BC, PSC, PRC
Develop a permitting system for the use of the town parks that balances general recreation needs and impacts.		x			TH, PR
POS.5 Create a local trail system that connects to the proposed <i>Trailblazers</i> regional trail system.					
Create a starter line within the Pedestrian Network along U.S. Highway 98.	x				AL, I/O, PC, PRC, PWC
Utilize resources and coordinate plans with <i>Baldwin County Trailblazers</i> and Alabama Department of Transportation.	x				AL, I/O, PC, PRC, PWC
Designate pedestrian routes along existing underutilized rights-of-way, known as Off-Street Trails in this Plan.	x				PC, PRC, PWC
Educate and inform the citizenry and adjacent property owners of recent dedication and proposed pedestrian routes.	x				PC, TH, TC
Utilize trails for low impact nature and wildlife viewing.		x			PC, PRC

5.3 NATURAL ENVIRONMENT

Earth Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
E.1 Celebrate the Natural Environment in Parks and Open Spaces.				x	PRC
E.2 Support the enhancement and preservation of agricultural lands surrounding Magnolia Springs.					
Assess the current subdivision regulations for consistency with the plan.	x				PC
Promote cluster development in rural areas within Magnolia Springs ETJ which protect natural resources. (Consider transfer of development rights concepts)				x	PC
Consider the creation of a farmers' market that generate local activity and connect residents to the food produced in the region.		x			TH, PC, PRC, PS, I/O
E.3 Protect and preserve wetlands and forests in and around Magnolia Springs.					
Limit development of structures within the floodway, 100-year floodplain, and wetlands.	x			x	PC, EPC
The limited amount of forests and wooded areas in and around Magnolia Springs should be preserved so as to be a refuge for native animal species.	x			x	PC, EPC
Utilize other government resources to regulate impacts on wetlands and to promote activities such as conservation, restoration, education and outreach programs.	x			x	PC, EPC
E.4 Create a community education program that informs citizens on sustainable techniques and practices, environmental education, as well as composting and recycling education.					
Create an organization that promotes awareness and recognizes good environmental stewardship among the business community and citizen organizations.	x				EPC, TH, I/O
Create landscapes that utilize native plantings and xeriscaping techniques whenever possible and provide educational information on the landscaping techniques.				x	PRC, PWC, I/O, PO, PS, TH

Native Species Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
NS.1 Protect and preserve the native non-domestic / wild animal species of the region.					
Develop a list of native plant species for incorporation into site development landscaping and public streetscape improvements.	x				TH, EPC, I/O
Work with Weeks Bay Estuary to restore and maintain conservation areas that can become a natural habitat for non-domestic species and can double as a wildlife viewing area.		x		x	TH, EPC, I/O
Share resources and partner with local, state and regional organizations whose mission is to preserve native wildlife.				x	TH, EPC, I/O
NS.2 Ensure domestic species have a place in our community but do not act as a nuisance.					
Consider licensing and permitting for domestic animals.	x				TH, TC
NS.3 Encourage the removal of non-native nuisance plant species that contaminate water bodies and wetlands.					
Identify and remove non-native species that may negatively impact the Magnolia River.	x			x	TH, EPC, I/O
Acquire Tree City USA designation.		x			TH, EPC, TC, PC
Take inventory of all trees in Town rights-of-way.	x				PWC, EPC
Develop a tree replacement plan with cooperation from Arbor Society of Alabama and National Arbor Society.		x		x	TH, I/O

Develop a process so any action taken that would remove or damage native trees would have to retain a special permit.	x				TH, TC, PC
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Water Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
W.1 Pursue <i>Outstanding Alabama Water</i> classification for the Magnolia River, which will help protect the river in the future.	x				
Work with other governmental entities to determine appropriate regulations for the <i>River District</i> .	x				TC, PC, EPC
Encourage public participation in volunteer water monitoring to support <i>Outstanding Alabama Water</i> efforts.	x			x	TC, PC, EPC, I/O
W.2 Prevent flooding caused by overflow of water bodies.					
Work with other governments on initiatives to conduct regional stormwater master plans.		x		x	AL, BC, PC, PWC, EPC
Create and adopt a best management practices guidebook.		x			PC, PWC
Review and update development regulations to allow for low impact development standards that mitigate stormwater runoff.	x			x	PC
Implement low impact design standards for streets that collect and filter water through a natural stormwater treatment system.	x			x	PC, PWC
Reduce flooding by slowing down the flow of water and increasing pervious areas.	x			x	PC, PWC, PO
W.3 Reduce non-point source pollution through natural stormwater treatment methods.					
Educate and encourage property owners to make improvements to their property that could reduce volume and treat storm-water runoff (i.e. best management practices).	x			x	TH, PC, PO, EPC, PWC
Make improvements to public rights-of-way and open spaces that serve aesthetic functions as well as helping to treat and retain stormwater runoff.		x	x	x	PC, PWC
Review and change site design standards to promote site designs that minimize impervious surfaces and prioritize infiltration of stormwater.	x				PC

5.4 HUMAN ENVIRONMENT

People Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
P.1 Create a high quality community education system.					
Improve access to and communications with elected officials. <ul style="list-style-type: none"> Develop a citizen email list. Encourage regional newspaper to develop a local Magnolia Springs paper. 	x			x	TH, TC
Hold public hearing for annual Planning Commission reviews of the Magnolia Springs Comprehensive Plan.				x	TH, TC, PC
Ensure the city website is current and routinely maintained.				x	TH
Develop educational programs such as pamphlets, books, tours and field courses in topics that educate citizens about their community.	x			x	TH, I/O
P.2 Maintain and expand organizations and volunteerism that create social infrastructure and bring the people of Magnolia Springs together.					
Identify the appropriate organization to help implement goals of this Plan.	x				TH, TC, PC, I/O
Establish a business improvement district committee (BID) to coordinate economic development and urban design issues.	x				TH, TC, BID
Promote enhancements and maintenance of civic and institutional buildings that act as icons for the community.		x		x	PC
Seek opportunities to partner with other arts, cultural, recreational or educational institutions throughout Baldwin County.				x	TH, TC, I/O
P.3 Recognize those that contribute to the future of Magnolia Springs.					
Create an annual award or distinction (Legacy or Lifetime achievement award) to recognize and celebrate contributions of special significance.	x			x	TH, TC, I/O
P.4 Encourage a socially diverse community through education, integration and celebration.					
Promote multi-generational events as well as events that celebrate the heritage and culture of south Alabama life.	x			x	TH, TC, I/O
Reach out to Baldwin County School District and other youth organizations for their participation in community events and activities.	x				TH, TC, I/O
Utilize student volunteer programs at Magnolia Springs Elementary, other Baldwin County Schools and other youth organizations for help in clean up and development of public facilities and open spaces.	x				TH, TC, I/O
P.5 Plan for the needs of the aging population of Magnolia Springs.					
Encourage a variety of housing types to meet the needs of an aging population.	x			x	PC, PS
Work with institutions to provide a ride-share or carpool program to provide a means of travel for the aging population.	x			x	TH, I/O
Research need for a senior citizens center.		x			TC, PC, I/O
Coordinate with Magnolia Springs Volunteer Fire Department and other emergency and medical response teams in order to provide emergency medical response to all citizens.				x	TH, PSC, I/O

Economic Development Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
ED.1 Encourage appropriate commercial development to occur along Highway 98.					
Create a program to assist property owners in financing and planning for the rehabilitation or redevelopment of their property.	x				TH, TC, PC, PS, PO
Encourage the creation of entrepreneurial businesses through technical support and educational information regarding finance, capital, marketing, sales, etc.	x			x	TH, BID
Develop a <i>Magnolia Springs Business Brochure</i> to promote local businesses.	x				TH, BID
ED.2 Allow for community oriented development to occur in the <i>Springs</i> district to enhance the existing town center atmosphere and build on the existing small town character.	x			x	PC
ED.3 Ensure that new development is reflective of the small town scale and character, as well as architectural vernacular of Magnolia Springs.					
New construction should reflect the context of historic and existing buildings, respecting regional architectural expression while also allowing for change within the traditions.				x	PC, PO, PS, HPC
Identify opportunities for technical support or regulatory streamlining for projects that adaptively reuse or rehabilitate existing structures and projects that use green building practices, such as energy efficiency and use of renewable resources.				x	TH, PC
Encourage quality building design and materials that promote longevity and adaptability of buildings and developments over time.				x	PC

Neighborhoods and Housing Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
NH.1 Support Magnolia Springs as an intergenerational community.					
Provide events for residents and visitors of all ages.				x	I/O
Review ordinances for the ability to develop homes that accommodate an older population as well as new families.	x				TC, PC
NH.2 Protect and preserve the historic homes and properties in Magnolia Springs.					
Create historic overlay or design standards.	x				TC, PC, HPC
Create programs for recognizing or featuring specific exemplary properties.				x	TH, PC, HPC
Create and promote a list of qualified local / regional professionals for referrals on rehabilitation or routine maintenance projects.		x			HPC
Maintain and monitor inventory of public and private grants to promote historic preservation policies.				x	HPC
Assist property owners with applications for Baldwin County Historical Society and National Historic Landmark dedication.				x	HPC
NH.3 Encourage the investment and revitalization of neighborhoods and homes.					
Promote infill housing that respects the development pattern and character of Magnolia Springs.				x	PC
NH.4 Support the creation of the Magnolia Springs Historic District.	x				TC, PC, HPC

Emergency / Recovery Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
ER.1 Determine Emergency Response strategies.					
Utilize resources at Baldwin County Emergency Management Agency.	x			x	TH, PSC, BC
Coordinate all Emergency Response strategies with Magnolia Springs Volunteer Fire Department.	x			x	TH, PSC
Collaborate with the U.S. Department of Homeland Security's Federal Emergency Management Agency during the emergency response period.				x	TH, PSC
Collaborate with Baldwin County Emergency Management Agency's the "First 72 is On You" campaign which educates residents to be prepared for 72 hours after a disaster.		x			TH, PSC, BC
Utilize Baldwin County's "Community Emergency Response Team Training" program to educate citizens of ways to help in times of disaster.		x			TH, PSC, BC
ER.2 Determine Community Recovery strategies.					
Collaborate with the U.S. Department of Homeland Security's Federal Emergency Management Agency during the community recovery period.				x	TH, PSC
Collaborate with the U.S. Department of Commerce's Economic Development Administration to conduct an economic assessment, create a strategic plan, build new infrastructure and provide business loans.				x	TH, PSC, PWC, FC, PC, FC, PS, PO, BID
ER.3 Consider additional funding for increase police patrol as a means of crime prevention.				x	TH, FC, PSC
ER.4 Encourage the creation of neighborhood watch groups.					
Inform residents of how to identify and document crimes and violations.					TH, PSC, PO

Government Policy and Administration Goals and Strategies	Time Frame				Participants
	Short 0-5 Yrs	Medium 5-10 Yrs	Long 10+ Yrs	Ongoing	
GP.1 Maintain a balanced budget, while meeting residents' needs.					
Develop a Capital Improvements Program that coordinates and budgets for necessary improvements in the town.	x				PC, FC, PWC
Develop a 5 year plan for all city operations including addition of personnel and new technology as the need arises.		x			TH, TC, FC
Link annual Comprehensive Plan reviews and decisions to the Town budget and new Capital Improvements Program to ensure logical implementation of the plan through a variety of practices and processes.	x			x	PC, FC, PWC
Continue to review franchise agreements with infrastructure and utility providers and evaluate additional needs.				x	PC, PWC

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CHAPTER 6: EXECUTIVE SUMMARY

6.1 EXECUTIVE SUMMARY

The Town of Magnolia Springs was first incorporated in 2006 as a protective action in light of rapid growth occurring in south Baldwin County. In April 2008, the Town of Magnolia Springs decided to pursue the development of the first *Magnolia Springs Comprehensive Plan*. In order to ensure that the Town moves forward in a strategic manner, a plan devised from public input was deemed necessary.

This first *Magnolia Springs Comprehensive Plan* is a direct result of the analysis, input and planning process depicted in the Technical Support document (Appendices A & B). The plan consists of five chapters: Vision, Built Environment, Natural Environment, Human Environment, and Implementation.

Chapter 1: Vision

Chapter One: Vision focuses on the vision and ideals of the plan. Chapter One describes our vision for the future and answers the question, '*What kind of a community do we want to be?*' Chapter One also lists the Guiding Principles for the plan document. These guiding principles and the plan vision should guide the content of the plan and influence the manner in which the goals of the community are achieved. The Magnolia Springs Vision is listed below.

Magnolia Springs will be a physically, socially and economically strong small town that protects and draws inspiration from its natural environment, history, physical character and people.

Chapter 2: Built Environment

Chapter Two: Built Environment describes our future development pattern and focuses on the desired physical framework, identity, mobility, public amenities and facilities of Magnolia Springs.

Chapter 3: Natural Environment

Chapter Three: Natural Environment focuses on the ecological system we live in and interact with, such as water, earth, and native species. This system is a foundational element of the quality of life in Magnolia Springs.

Chapter 4: Human Environment

Chapter Four: Human Environment focuses on individuals and organizations, including people, neighborhoods and housing, economic development, emergency and recovery, and government policy and administration.

Chapter 5: Implementation

Chapter Five: Implementation discusses the policies and actions recommended to pursue the vision and goals of the plan. Chapter Five also prioritizes policy and strategy recommendations and provides an implementation timeline and potential public and private sector implementation partners.





6.2 PRIORITY PROJECT LIST

The following list indicates 24 priority projects for Magnolia Springs. These projects should be completed within the first three years following adoption of the Plan.

1. Review and rewrite Magnolia Springs Subdivision Regulations.
2. Review and rewrite Magnolia Springs Zoning Ordinance.
3. Create *Springs* District, including consideration of "Form Based" zoning.
4. Develop "Town Center" concept within the *Springs* District, including potential property acquisitions.
5. Develop a long term community facilities plan, including public facilities such as a town hall, library, fire station, post office, etc.
6. Reestablish the Magnolia Springs Historic District within the town limits.
7. Create the Magnolia Springs Environmental Protection Committee.
8. Achieve Outstanding Alabama Water (OAW) status for the Magnolia River.
9. Develop an Annexation Strategy & Physical Improvement Plan for the Highway 98 corridor.
10. Develop a "Development Preference" brochure that illustrates community architectural style.
11. Develop a Community Business Exchange.
12. Engage ALDOT for a traffic study along Highway 98.
13. Develop a Highway 98 Redesign / Construction Plan.
14. Develop a Magnolia Springs Highway Redesign / Construction Plan.
15. Address traffic calming needs for Oak Street, Pecan Grove Road, Marlow Road, and Gates Avenue.
16. Rename / Re-designate street names as needed. (i.e. Co. Rd. 49, Old Marlow Road, Gates Ave, Magnolia Springs Highway).
17. Create and design *Magnolia Springs Park* & a Restricted River Access Plan.
18. Complete "The Springs".
19. Designate pedestrian routes throughout Magnolia Springs.
20. Develop a larger planning district along natural boundaries.
21. Complete a study or inventory of trees and create a Tree Replacement Plan for all major trees in Town's rights-of-way.
22. Develop communications and educational programs that will educate and inform citizens about their community.
23. Create an annual award to recognize & celebrate individual contributions of special significance.
24. Develop a Capital Improvement Program and Budget.