



FAIRHOPE COMPREHENSIVE PLAN

AUGUST 2024 DRAFT

In Partnership with:

Neel-Schaffer

Goodwyn Mills Cawood

The Walker Collaborative

Common Ground Urban Design + Planning

Randall Gross / Development Economics

Corporate Environmental Risk Management



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Acknowledgements

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Special Thanks

Citizens of Fairhope



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Introduction

Introduction

Project Purpose

The Fairhope Comprehensive Plan is a blueprint for the future growth and development of the City. It is the result of feedback from hundreds of citizens and addresses topics related to land use, development character, natural and cultural resources, mobility, infrastructure, community facilities, recreation, public services, housing, and economics. It answers the following questions:

- Where are we now?
- Where are we headed?
- Where do we want to go?
- How do we get there?

This plan **builds consensus** by avoiding individual agendas pulling in different directions. The plan is a **basis for zoning** as the zoning map and regulations are revised to match the plan. It helps **secure funding for projects** since a plan makes a city competitive for grants. The plan **enhances the quality of life** as improvements are for citizens as well as for business and industrial recruitment. Finally, it **provides fiscal efficiency** to maximize infrastructure investments.

The Fairhope Comprehensive Plan will guide the City’s decisions for future development. While the plan itself is not legally binding, City standards will be updated to match the plan recommendations, thereby providing the City a legal way to implement plan components.

Project Funding

This project was paid for with federal funding from the RESTORE Council under the Resources and Ecosystems Sustainability, Tourist Opportunities, and Revived Economies of the

Gulf Coast States Act of 2012 (RESTORE Act). The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the RESTORE Council or Alabama Department of Conservation and Natural Resources (ADCNR).

Plan Process

Task 1.0 – Project Kickoff & Research

This task includes the project kickoff meeting, a tour of the study area, mapping and analysis of existing conditions, review of public policy and programs, development of the future build-out scenario, and a public kickoff meeting.

Task 2.0 – Visioning & Economic Assessment

This task includes website development, Steering Committee meetings, key person interviews, stakeholder group meetings, a public opinion survey, neighborhood meetings, development of planning principles, analysis of existing economic and market conditions, and sustainable economic development analysis.

Task 3.0 – Community Factbook Preparation

This task includes the development of an existing conditions document with the following sections: community profile, character and land use, natural resources, built environment, public services, and policies and standards.

Task 4.0 – Charette & Concept Plan

This task includes a public workshop, development of concept strategies, and a presentation of the concept plan.

Task 5.0 – Draft Comprehensive Plan Preparation

This task includes the development of a draft comprehensive plan with the following sections: community engagement, planning principles, future build-out scenario, place types, community design, natural resources, historic preservation, mobility, infrastructure and facilities, public space and recreation, public services, housing, economic development, fiscal health, and plan implementation.

Task 6.0 – Comprehensive Plan Presentation & Revisions

This task includes presentations of the draft plan to the Steering Committee, City Council, City Staff, and the public. It also involves any necessary document revisions after the comment period ends and the submittal of a final plan to the City.

Task 7.0 – Approval & Adoption

This task includes a presentation of the final Fairhope Comprehensive Plan to the City Council and Planning Commission for approval and adoption.

Task 8.0 – Code Updates

This task includes updating the City’s zoning and development standards to align with the comprehensive plan.



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Existing Conditions



Existing Conditions

Community Factbook

The Fairhope Community Factbook was developed during this planning effort to summarize existing conditions within the City of Fairhope. It is a stand-alone companion document to the Fairhope Comprehensive Plan and contains the sections shown below.

Community Profile

This section highlights Fairhope's history, government, population, demographics, economic base, and real estate.

Character & Land Use

The City of Fairhope has a unique character and a rich mix of land use. Types of land use described in this section include commercial and mixed use, residential, institutional, industrial, and agricultural.

Natural Resources

Natural resources are very important to Fairhope. This section discusses topography, soils, hydrology, geology and groundwater, habitats, bays and waterways, floodplains, and trees.

Built Environment

This section discusses Fairhope's historic resources, transportation, utilities, community facilities, and parks and recreation.

Public Services

Another important part of the Fairhope community is the public services that are offered. This section discusses education, public safety, health care, and arts and culture.

Policies & Standards

The last section of the Fairhope Community Factbook contains a summary of the City's policies and standards including the Zoning Ordinance, Subdivision Regulations, Trees and Landscaping Ordinance, Wetlands Ordinance, Red Soil (Clay and Silt) Ordinance, Erosion and Sediment Control, Sign Ordinance, and Moratorium Ordinance.

Economic Baseline Report

As part of the existing conditions research, an Economic Baseline Report was prepared for the City of Fairhope. This report is included in Appendix A of the Fairhope Community Factbook.



Community Engagement



Community Engagement

Steering Committee

A diverse Steering Committee was assembled to guide this plan. Committee members represented various sectors of the community and included local government leaders, residents, business owners, real estate industry representatives, environmentalists, and institutional representatives. A full list of committee members is included in the Acknowledgements section of this plan.



The Steering Committee served a vital role. Their tasks included:

- Guiding the overall tone of the project
- Providing direction for public input
- Communicating about the plan and planning process to their respective constituencies
- Contributing ideas to the plan
- Reviewing drafts of the plan and providing feedback
- Serving as "cheerleaders" for the plan's adoption

The planning team conducted multiple meetings with the Steering Committee throughout the planning process to present findings and collect feedback.

Stakeholder Meetings & Interviews

The planning team met with a variety of stakeholder groups to discuss topics specifically pertaining to each group. During these meetings, questions were asked to facilitate discussion and obtain valuable feedback. The table below shows the groups included in these meetings.

Stakeholder Groups
Public Utilities
Planning Commission
Board of Adjustments & Appeals
Public Schools Commission
Tree Committee
Developers
Engineers
Real Estate Agents
Environmental Advisory Board
Harbor Board
Airport Authority
Industrial Development Board
Medical Clinic Board
Economic Development Alliance
Merchants
Chamber of Commerce
Historic Preservation Committee
Parking Authority
Recreation Board
Pedestrian & Bicycle Committee

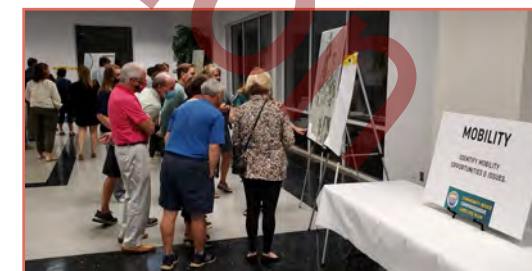
Key persons were identified by the City and planning team for interviews. These individuals included Planning Commission members, City Department Heads, business owners, realtors, developers, and local leaders.

The planning team also met with Baldwin County planners and their comprehensive planning team to discuss coordination between the two plans. Specific topics discussed were transportation connectivity, proposed greenway locations, and land use at Fairhope's boundaries.

Public Meetings

Kickoff Meeting

A public kickoff meeting was held on September 22, 2021, at the James P. Nix Center. Over 100 residents attended the meeting where they met the planning team, learned about the project objectives and planning process, participated in a live polling activity, completed comment forms, and visited interactive stations to share known issues and ideas for improvement. This meeting was also livestreamed to offer the opportunity for virtual participation.



What single word comes to mind when you think of Fairhope?



Neighborhood Meetings

Fairhope residents were invited to participate in a series of neighborhood meetings that were held over a period of several months at locations throughout the City. While most of the neighborhood meetings were open to all residents, one meeting was held at Fairhope High School and was specifically geared toward Fairhope's youth. The last meeting was held virtually to engage residents who were unable to attend the other meetings.

Each meeting started with a brief presentation given by members of the planning team. Following the presentation, attendees were invited to participate in discussions centered around the following questions:

- What do you like about Fairhope?
- What would you like to change about Fairhope?
- What are some desired features in other communities that you would like Fairhope to consider incorporating?
- What additional issues would you like to discuss?

The following charts show combined feedback from all neighborhood meetings for the first two questions. Model communities were identified for their bicycle/pedestrian facilities, historic preservation, parks, transit, housing characteristics, access management, golf cart infrastructure, village centers, and several other amenities. A full summary of feedback from the neighborhood meetings can be found in Appendix A.

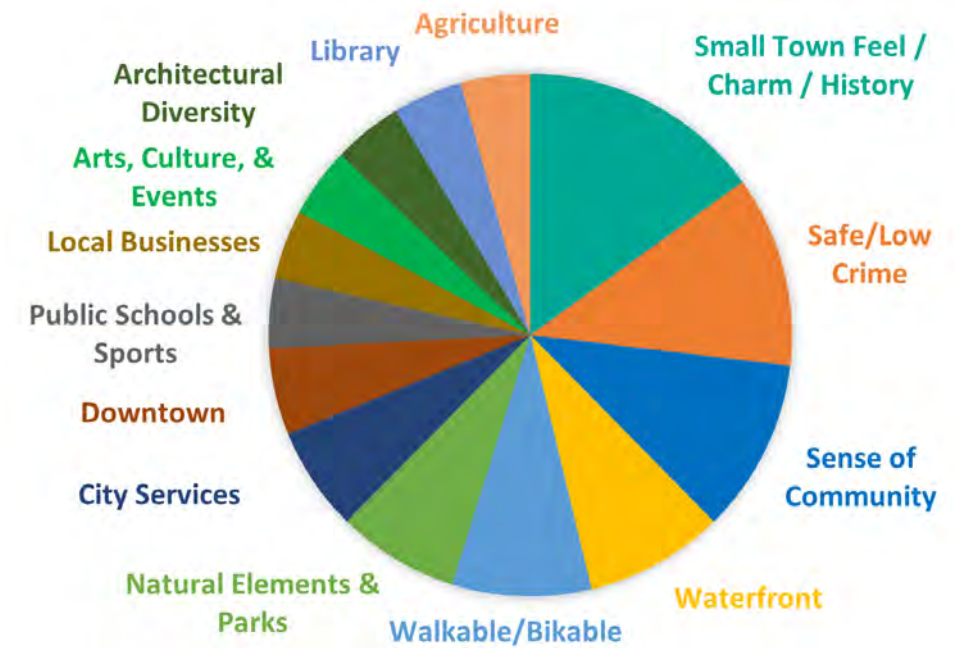
Comprehensive Plan information was also presented to residents at the State of the City event on February 10, 2022.



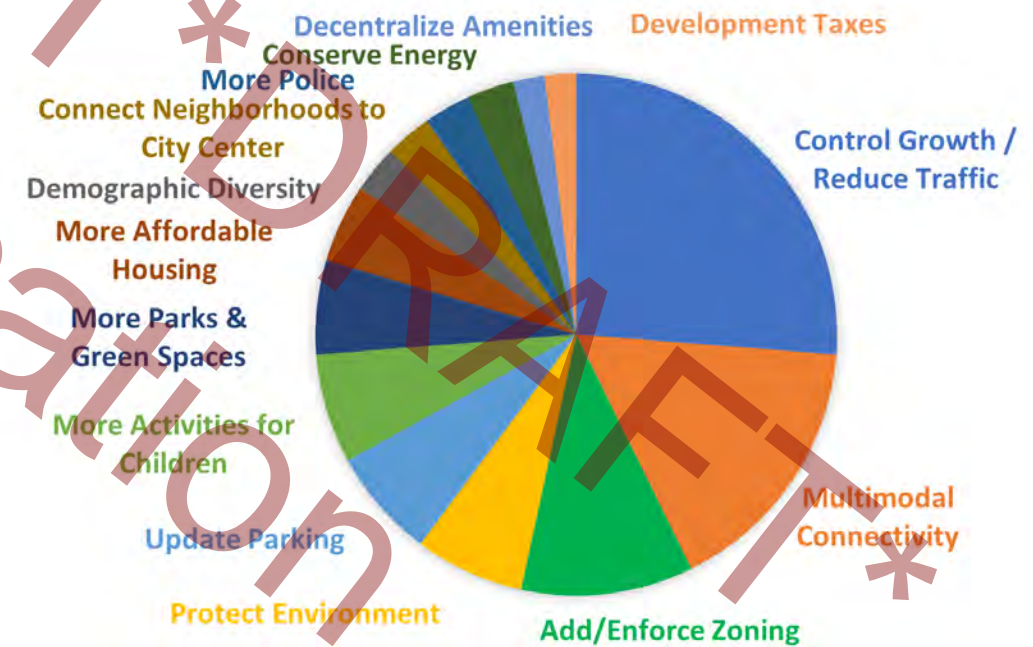
Neighborhood Meetings	
Location	Date
Quail Creek Clubhouse	Oct. 21, 2021
Fairhope Civic Center	Oct. 22, 2021
Rotary Youth Club	Nov. 4, 2021
James P. Nix Center	Nov. 5, 2021
Homestead Village	Dec. 2, 2021
Thompson Hall Fire Station	Dec. 2, 2021
Fairhope Recreation Center	Jan. 25, 2022
Dahlgren Hall at CACC	Jan. 26, 2022
Fairhope High School Library	Jan. 26, 2022
Fairhope Public Library	Feb. 15, 2022
Fairhope Recreation Center	Feb. 16, 2022
Virtual Engagement Meeting	Feb. 16, 2022



What do you like about Fairhope?



What would you like to change about Fairhope?



Workshop

A public workshop was held on March 3, 2022, at the James P. Nix Center. The planning team presented a summary of the Fairhope Community Factbook which was developed to showcase the City’s existing conditions in the following areas: community profile, character and land use, natural resources, built environment, public services, and policies and standards. The team also shared feedback from the community engagement events, including neighborhood meeting feedback and survey results. A summary of market findings was presented as well as a future build-out scenario to show what could occur if Fairhope continues to grow at its current rate without additional planning or policies. The presentation ended with a review of the planning principles used to guide the comprehensive plan development.

Following the presentation, attendees participated in a team planning exercise. Each table was given a large study area map and colored markers to develop a plan for the City based on the presented information. They were asked to focus on civic/institutional facilities, public spaces, businesses, housing, and transportation. Each group presented their key ideas at the end of the workshop.



Concept Plan Presentation

On March 8, 2022, the planning team held a public meeting at the Fairhope Civic Center to present a Concept Plan that summarized ideas inspired by the research and community engagement phases. The concept of Place Types was introduced as an alternative approach to planning based strictly on land use. The Place Types approach also considers spatial patterns, intensity/density, scale, form, and character. The presentation shared concepts related to community design, mobility, infrastructure and facilities, natural resources, cultural resources, parks and recreation, public services, housing, and economic development. Brief discussions about the City’s fiscal health and plan implementation closed out the presentation. Attendees were given an opportunity to ask questions and provide feedback following the presentation.



Public Opinion Survey

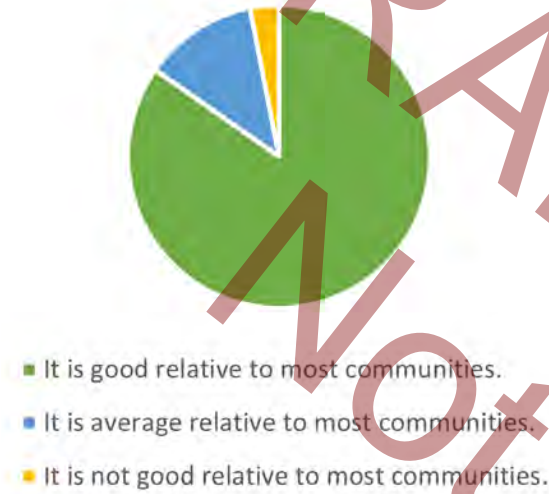
A Public Opinion Survey was developed to collect community feedback on a variety of topics. The survey was available in both online and paper formats and was open from October 2021 through February 2022. A total of 1,151 surveys were received (898 online and 253 paper).

Results indicated that most residents believe that Fairhope has a good quality of life relative to most communities. Respondents identified that the biggest issue for Fairhope is management of growth and development followed by preservation of open space. Residents highly support maintaining small

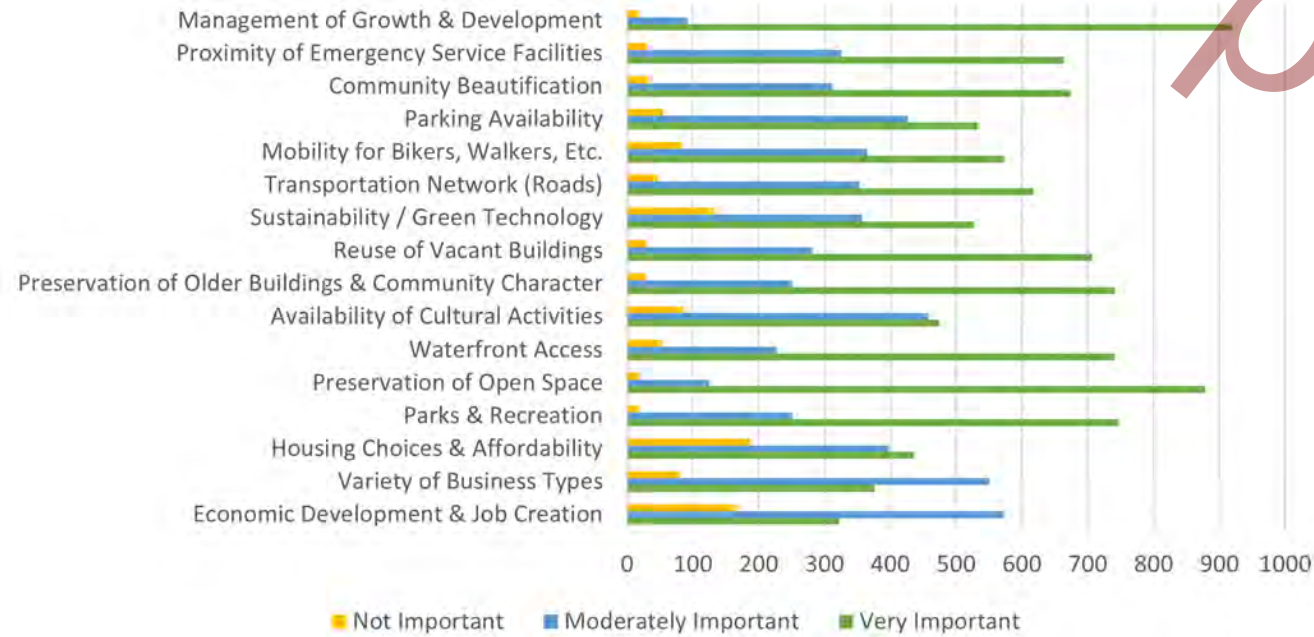
town character but are not as supportive of expanding the City’s tax base. The results indicated that new jobs are needed in a variety of sectors, and single-family housing is preferred over multifamily housing. The primary need for the downtown area was identified as preservation of older/historic buildings, while greenways/trails was the top recreational need. The highest ranked improvement along key commercial transportation corridors outside of the downtown area was expanded sidewalks. Most residents agree that it is important for the City to develop and enforce architectural design standards for future commercial, residential, and industrial development. The full survey results are included in Appendix B.



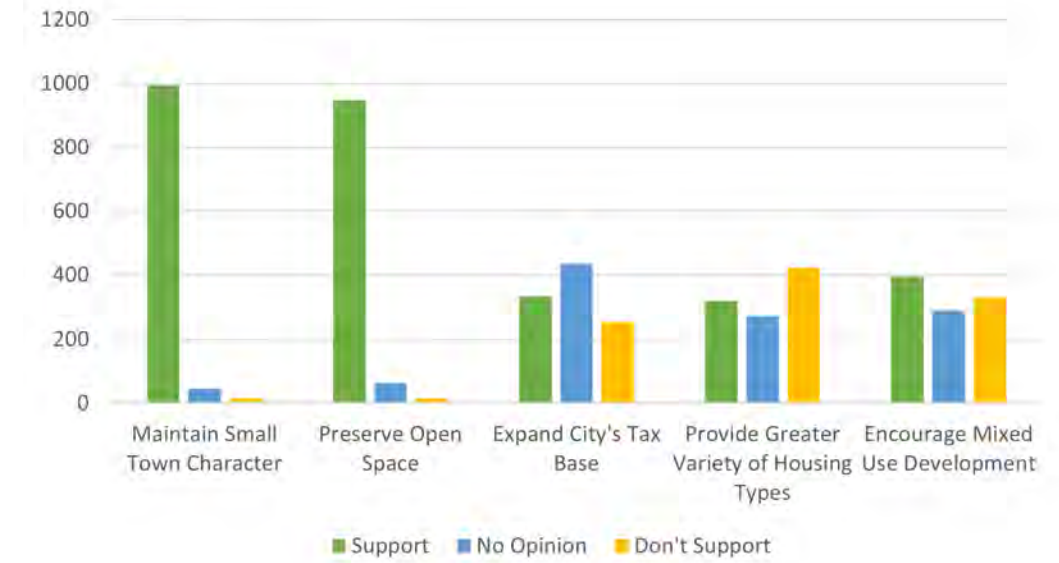
How would you describe the overall Quality of life for you as a Fairhope resident?



How would you rank the importance of the following issues for Fairhope?



How supportive are you of the following land use goals?



How would you rank the importance of the following needs for Downtown?



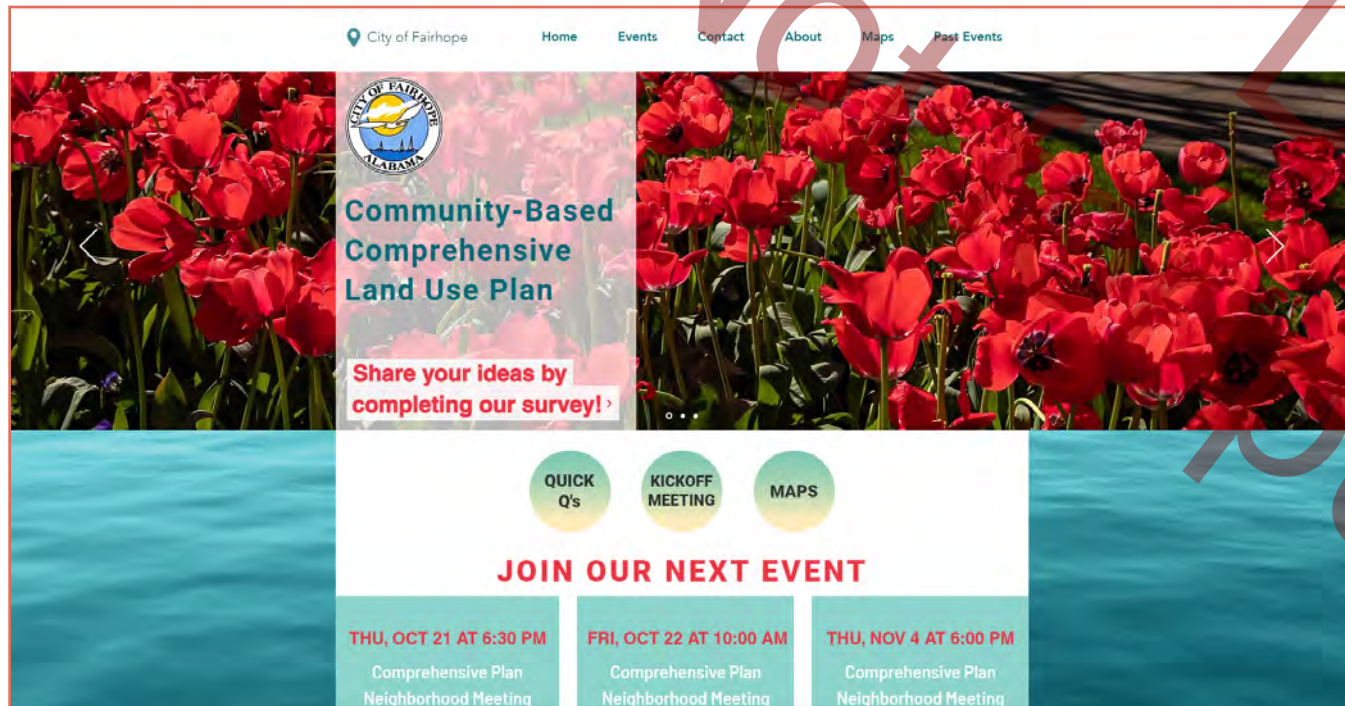
Website & Social Media

A website was developed for the Comprehensive Plan and remained open throughout the planning process at planfairhope.com. Information about upcoming events, a summary of the planning process, project maps, useful links, and past event summaries were posted on the website.

Videos of the Kickoff Meeting, the Public Workshop Presentation, and the Concept Plan

Presentations were also available. Interactive portions of the site included a link to the online Public Opinion Survey and a form to ask questions or submit feedback to the planning team.

The City also used its newsletter and social media platforms to provide plan updates and notify residents of community engagement opportunities.



Planning Principles

Planning Principles

Explanation of Planning Principles

Purpose of Principles

To conduct a valid, intuitive, and logical comprehensive planning process, it is important to bridge the research and public input phase with the plan development phase through the creation of a set of planning principles. The adopted principles should be broad objectives for which a strong consensus of public support can be generated to help guide the more detailed planning ideas. When complex issues need to be resolved, it is helpful to step back and revisit these agreed upon planning principles.

Creation of Principles

These principles were created prior to the public workshop based upon recognized planning “best practices” and then adjusted based upon public input to date. After being revisited by the community and revised as needed, these principles were then used by the public workshop participants to craft their team plans.

Planning Principles

Preserve open space and environmentally sensitive lands and enhance Fairhope’s overall environmental quality. Avoid development in environmentally sensitive areas such as floodplains, wetlands, steep slopes and important plant and animal habitats. Preserve trees where possible, as well as open spaces connected to a broader open space network. Enhance the natural environment through approaches such as increased tree plantings and “green infrastructure” to help absorb and filter stormwater runoff.

Maximize and leverage Fairhope’s existing community assets. Examples of important community assets include: the historic downtown and its buildings, existing infrastructure, cultural and historical sites, open spaces, streams, the bay, and other natural resources. Steer future development toward areas already developed with existing infrastructure, including the historic downtown area. Leverage the City’s rich outdoor recreational assets to capitalize on tourism revenue.

Foster vibrant and walkable neighborhoods offering an enhanced quality of life.

Fairhope’s neighborhoods should feature a variety of housing types, parks and recreation, strong pedestrian and biking accessibility, and small commercial nodes where appropriate. The character of existing historic neighborhoods should be protected through the preservation and maintenance of existing buildings, compatible infill development, and the sensible accommodation of automobiles.

Create a range of housing opportunities and affordable choices for Fairhope’s citizens.

While single-family detached houses will continue to comprise much of the housing, a variety of housing types and sizes should continue to be considered, including accessory dwelling units, attached housing, and multi-family housing. Higher-density housing should be located where infrastructure can support it and where other land uses can provide convenient needed amenities, including shopping, dining, and recreation. Provide opportunities for mixed-used development that will blend residential, commercial, cultural, and institutional uses.

Mix Fairhope’s land uses to create pedestrian-friendly places. Provide locations where a mixture of land uses can be physically integrated, including commercial, office, residential, and civic uses. Strong design standards will be required to ensure the compatibility of different uses. The integration of land uses should be both horizontal and vertical (mixed-use buildings). The result should be pedestrian-friendly places that can require less driving and parking.

Promote high-quality development in Fairhope with a strong sense of place.

High-quality development includes attractive architectural design, quality building materials, generous landscaping, and minimal visual impacts from vehicle parking areas. Buildings should have a strong physical relationship with their street, and development should reflect Fairhope’s historic development patterns and character. To the extent possible, generic architecture, as is often associated with chain and franchise businesses, should be avoided.

Provide ample recreational and cultural amenities for Fairhope’s citizens. For a high quality of life for Fairhope’s citizens, provide museums, sufficient recreational and cultural facilities (including performing arts and visual arts), and both passive and active recreational opportunities. These amenities will benefit citizens directly and help with economic development by attracting new job-creating businesses, as well as attracting needed employees for existing business.

Provide a variety of transportation alternatives and high-quality transportation corridors within Fairhope. Fairhope should be easy and convenient to navigate. Traffic congestion should be minimal, and motorized traffic should be “calmed.” “Complete streets” should be context-sensitive and accommodate a range of transportation modes, including motorized vehicles, public transit, bikes, and pedestrians. An extensive greenway system should also be expanded that is separate from the street system.

Expand economic development opportunities in Fairhope.

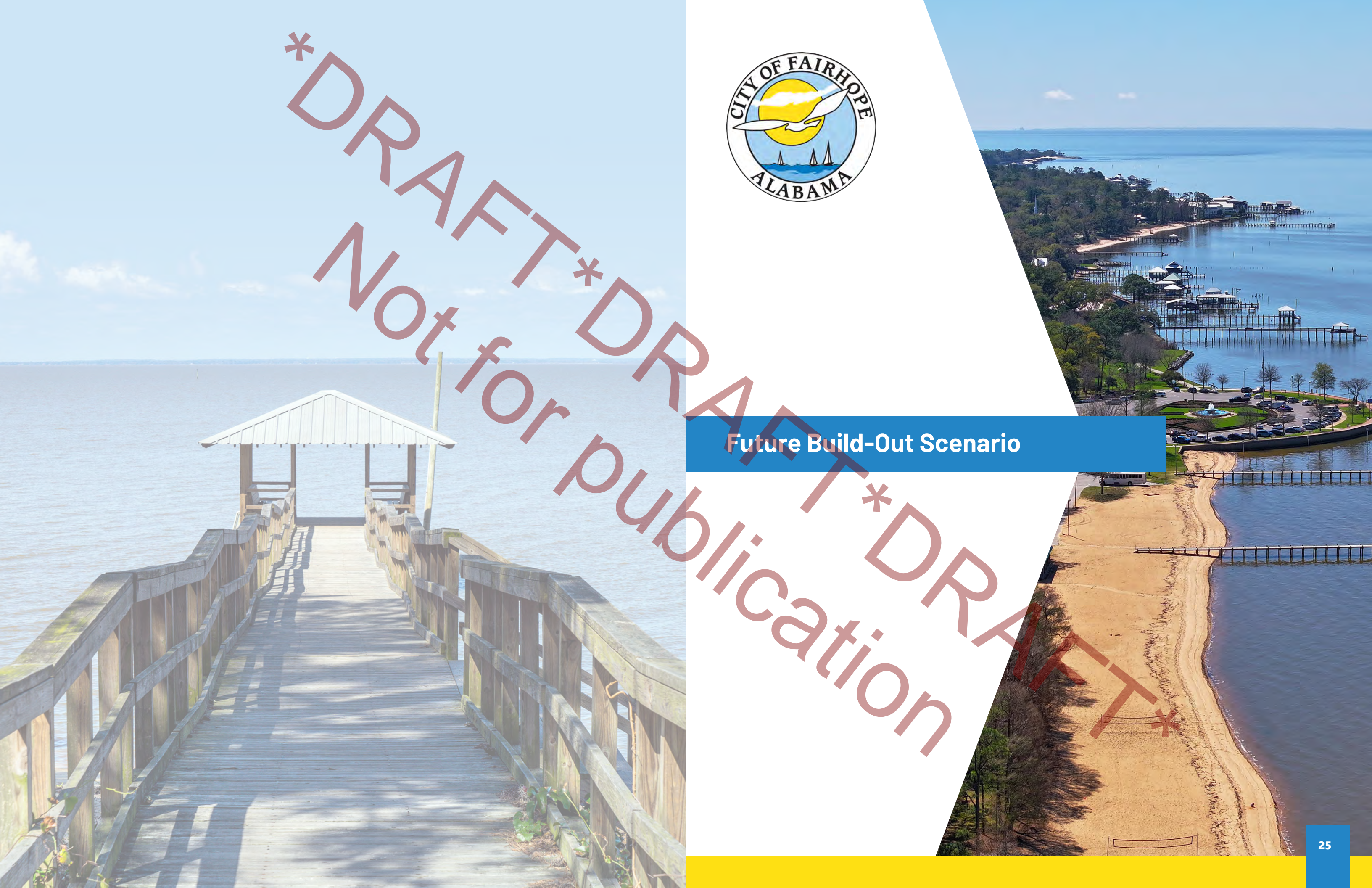
Fairhope should continue to offer a business-friendly environment that supports existing businesses while welcoming new enterprises that help enhance Fairhope’s quality of life, offer good-paying jobs, and diversify the City’s tax base. There should be a particular focus on assisting existing locally-owned businesses to thrive in the face of rising costs and other challenges while encouraging entrepreneurial development, emerging technologies, and new business growth that benefits Fairhope residents.

Maintain policies and processes in Fairhope that are equitable to both citizens and developers. Encourage meaningful citizen participation in Fairhope’s growth and development decisions, while making decisions for development applications predictable, fair, and cost-effective within a framework of policies that reflect the City’s adopted citywide Comprehensive Plan.



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Future Build-Out Scenario



Future Build-Out Scenario

Purpose

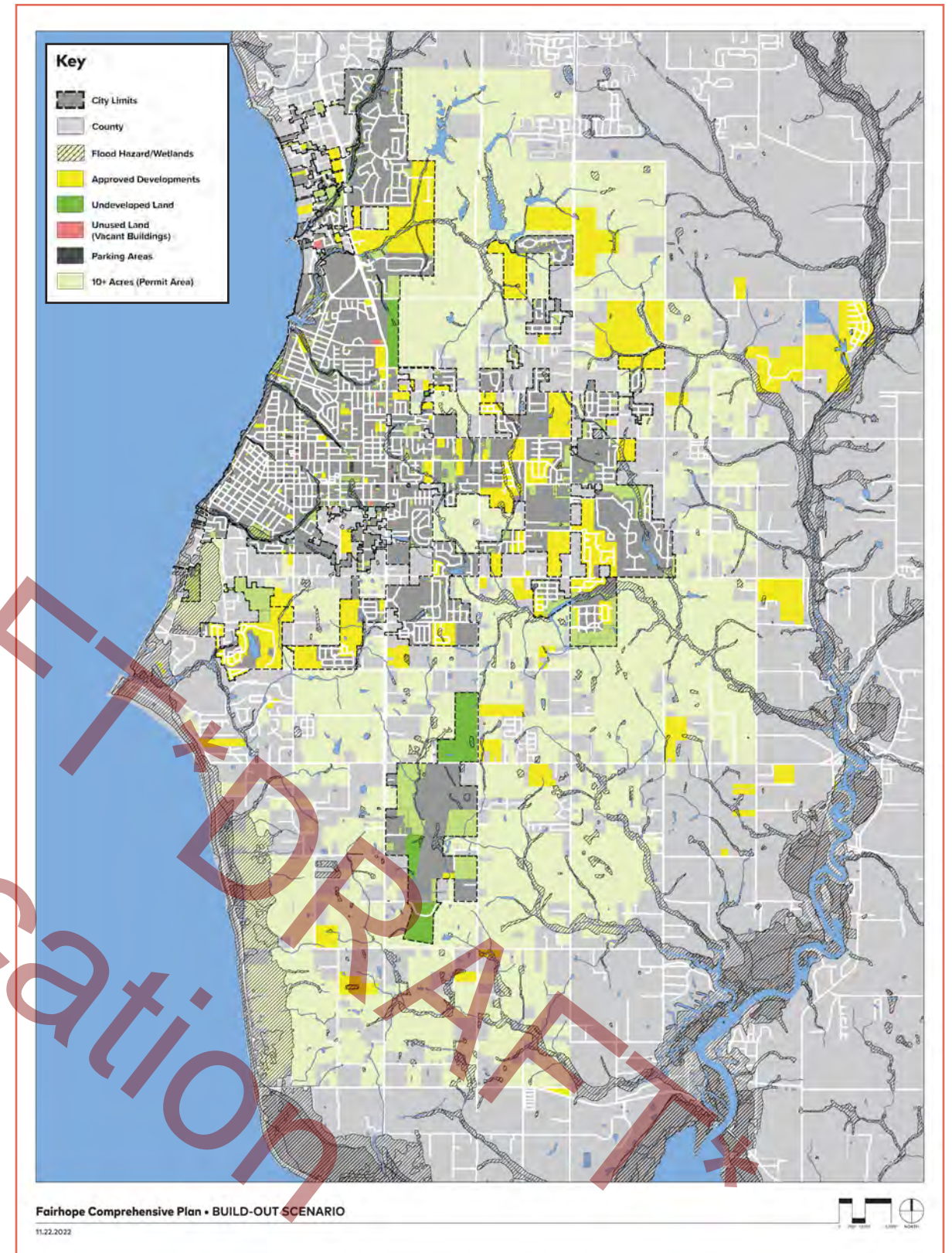
The purpose of the future build-out scenario is to establish a point of reference for current zoning. The first step is to account for existing development and populations. The following numbers were used for the analysis:

- Current population: 23,520
- Total households: 10,800
- Average residents per household: 2.68 (per 2019 data)

Results

The results of the analysis showed the number of existing housing units to be 9,345 (per 2019 data). Potential new units on undeveloped or underdeveloped land per current zoning is approximately 2,215. A recent development update completed by the City indicated 2,634

total units that have been approved, but are not yet occupied within the corporate limits (1,637 single-family detached units and 997 multi-family units). Combining the potential number of units on undeveloped/underdeveloped zoned land with the number of units approved, but not yet occupied, results in a total potential for an additional 4,849 units within the corporate limits. Additionally, the Planning Department study indicated that another 962 units have been approved, but not yet occupied, outside the corporate limits (682 single-family detached units and 280 multi-family units). Adding these units would bring the total potential number of additional units to 5,811. *(It should be noted that these results are theoretical and not market-based per actual market demand. Also, not all statistics are current.)*



Undeveloped & Underdeveloped Lands



Housing

The current 9,345 residential units house a population of approximately 23,520. The potential new 5,811 units could result in 15,109 more residents (using the Planning Department's 2.60 person per household multiplier). Combining the potential new residents with the current population results in a potential future population of approximately 38,629 which is an increase of more than 50%.

Commercial (not including office)

Existing commercial space equates to roughly 1,317,800 square feet. Potential new commercial space equates to 662,914 square feet. Combining the existing and potential space would result in a total of 1,980,714 square feet which is slightly over 50% more commercial space than currently exists.

Zone	Total Area (Acres)	Undeveloped Developable Area (Acres)	% of Land Undeveloped	Developable Land Minus ROW Areas - 15% (Acres)	Housing Units or Building Sq. Ft. Permitted Per Acre (maximum)	Housing Units or Building Sq. Ft. Yield (maximum)
R-A	97.3	55.4	56.9%	47.06	0.33	15.53
R-1	2100.7	517.6	24.6%	439.92	2.90	1,275.76
R-1A	0.0	0.0	0.0%	0.00	1.09	-
R-1B	0.0	0.0	0.0%	0.00	1.45	-
R-1C	0.0	0.0	0.0%	0.00	2.18	-
R-2	2241.1	168.2	7.5%	143.00	4.15	593.47
R-3	288.7	29.8	10.3%	25.36	5.58	141.53
R-3 PGH	146.4	10.0	6.8%	8.50	10.89	92.57
R-3 TH	6.9	0.0	0.0%	0.00	18.15	-
R-4	61.8	6.6	0.0%	0.00	7.00	-
R-5	89.9	11.3	12.6%	9.59	10.00	95.88
R-6	97.3	0.1	0.1%	0.12	6.00	0.71
B-1	36.0	6.5	18.1%	5.53	17,424.00	96,267.60
B-2	232.0	28.1	12.1%	23.88	17,424.00	416,024.14
B-3	0.0	0.0	0.0%	0.00	17,424.00	-
B-3A	26.8	1.4	5.3%	1.20	17,424.00	20,882.66
B-3B	54.4	0.4	0.7%	0.34	17,424.00	5,924.16
B-4	56.4	5.4	9.5%	4.56	17,424.00	79,383.74
M-1	848.4	341.7	40.3%	290.45	-	-
M-2	0.0	0.0	0.0%	0.00	-	-
CBD						
AO						
P-1	11.5	7.7	66.5%	6.52	-	-
FH-1						
PUD	1926.7	266.2	13.8%	226.27	-	-
VRM						
NVC						
CVC						
TR	286.7	200.4	69.9%	170.32	-	-
Total	8609.1	1656.8	19.2%	1402.6	NA	NA

Place Types



Place Types

In previous decades, the primary feature of a comprehensive plan was the Land Use Plan. However, such an approach failed to consider important issues that go beyond the two-dimensional topic of land use. Consequently, current planning practice takes a more holistic approach and considers a wide range of issues to determine what are referred to as "Place Types."

Overview

Place Type Determinants

The following characteristics are considered to determine Place Types:

- Land use
- Spatial patterns
- Intensity/density
- Scale
- Form
- Character

The combination of these factors adds up to "places." This approach differs from earlier planning practices and is a substantial improvement over those earlier approaches.

Key Place Type Categories

The five broadest Place Type categories include the following:

- **Natural Areas** – Pros: environmental benefits / Cons: preclude development in constrained areas
- **Rural Areas** – Pros: support agriculture and open space character / Cons: limits development
- **Suburban Areas** – Pros: strong market demand / Cons: auto dependency and



Why Considering Land Use Alone is Insufficient

The two images above might be designated as "Commercial" on a traditional land use map, but their character is very different. The top image is a mixed-use commercial building designed for a downtown context and the bottom image is a commercial building designed for a more suburban context.

inefficient use of land

- **Urban Areas** – Pros: walkable and efficient land use / Cons: many people prefer more space and quiet
- **Special Areas** – Pros: provide a location for specific needed uses / Cons: usually lack diversity of uses

Within each of those categories are a series of more specific Place Type sub-categories. Below is a generic graphic illustrating the five broadest Place Type categories from the nationally-recognized SmartCode transect. There are more general categories here than are proposed for Fairhope, but it still helps to illustrate the concept in a highly-graphic manner.

Relationship of Place Types to Zoning

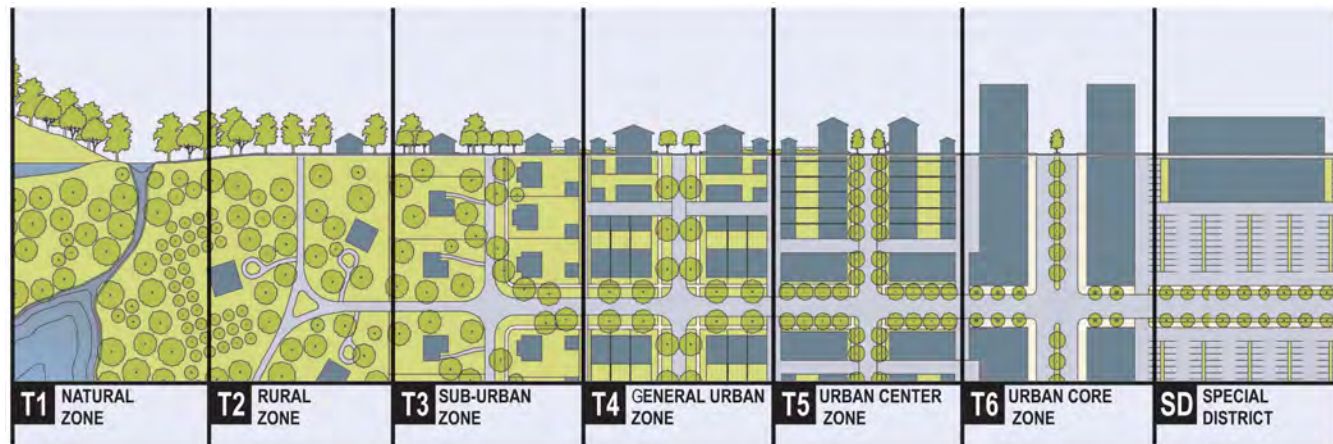
Zoning is one of many tools to implement a plan such as this plan for Fairhope. Although the determination of Place Types for any specific location is driven strongly by existing land uses and development form, Place Types are recommendations for the future rather than serving as an inventory of existing land uses. The Place Types map on Page 34 should be used in the future for zoning purposes, although the fine-grained nature of zoning may require the creation of more or fewer zoning districts than the number of Place Types contained in this plan.

Factors Considered for the Place Types Map

It is important to understand that Place Types are not merely a reflection of existing conditions or zoning, although those factors may sometimes play into them. Instead, they are aspirational and constitute planning. Below are the various factors that were considered in preparing the Place Types map for Fairhope illustrated on Page 34:

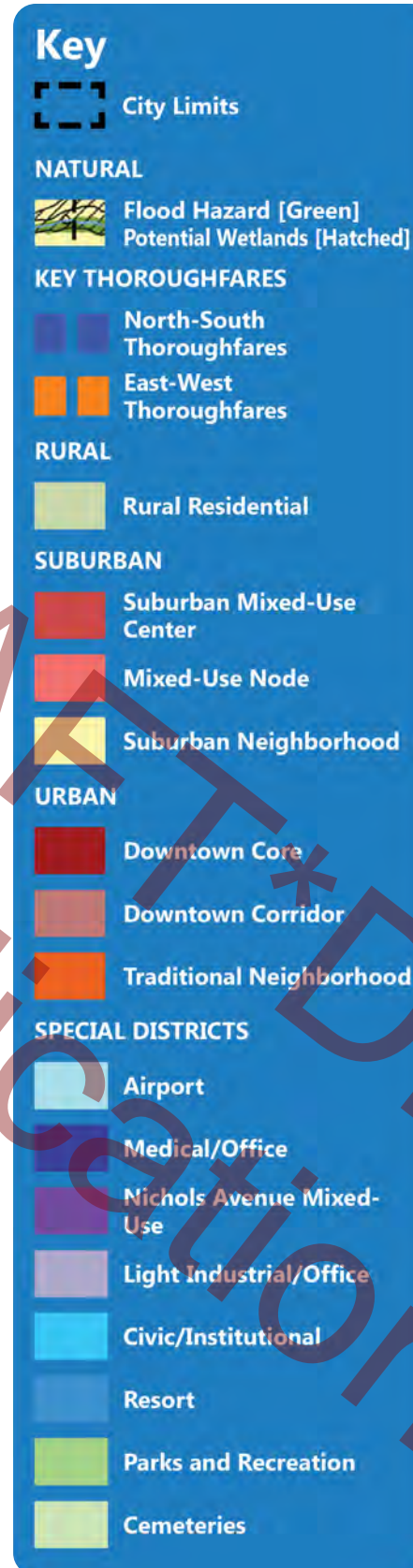
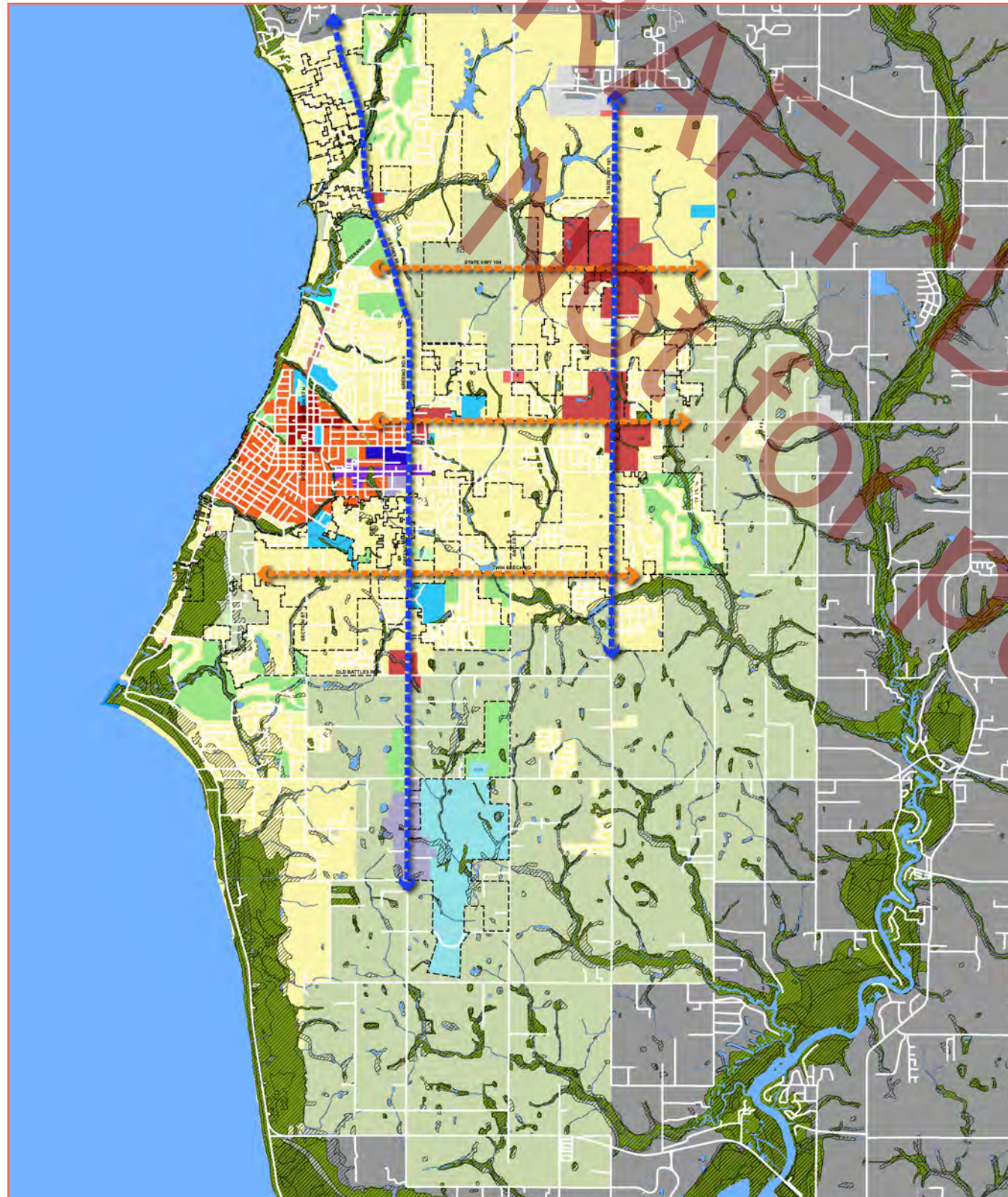
- Inherent natural land features, including the presence and extent of environment constraints, such as steep slopes and floodplains.
- Existing land uses, including the area’s physical context.
- Current density or intensity, form, and character of development, including the area’s physical context.
- Existing and potential infrastructure, including the availability of roads, sewer and water to the area.

- Real estate market conditions, including those identified by this plan’s economic and market conditions assessment.
- Public and stakeholder preferences based upon this project’s public engagement process.
- Current public policies, including zoning and development policies.
- “Best Practices” for city planning, including Smart Growth and sustainability approaches in pursuit of a high quality of life for Fairhope’s citizens.



The diagram above illustrates the concept of the transect. The transect is a "system that identifies the varieties of human and natural habitats by intensity and mix, both for analysis and to project future urbanism through codes." (from The Lexicon of New Urbansim by Duany Plater-Zyberk & Company) The rural to urban transect is divided into six zones and a special designation (areas that do not fit within one of the other zones) for application to the different contexts within plans and codes. Each zone varies in its physical character and intensity based on the typical contexts of human settlement from rural to urban.

Overall Place Types Map



Place Types Map

The previous page shows the Place Types map that serves as the overall foundation of this plan including the map legend (left) indicating the various Place Type categories and subcategories. The number of sub-category areas are listed below for each of the main Place Type categories:

- **Natural** - 1
- **Rural** - 1
- **Suburban** - 3
- **Urban** - 3
- **Special** - 8

In addition to the categories above, Fairhope has key thoroughfares, and this plan addresses the future land use and character policy of properties fronting these thoroughfares. These additional Place Types are broken down into North-South Thoroughfares and East-West Thoroughfares.

The following pages explain each Place Type and their sub-categories. It is noteworthy that, if Place Types are transformed into Zoning districts at some point in the future, they would only become relevant when new development is proposed because of the "grandfathering" of all existing land uses and development.

Natural Areas

Natural Areas consist of streams, gullies, floodplains, and wetlands, as illustrated in green on the map shown on the next page.

Natural

Natural areas are located along Fairhope’s bayfront on the City’s western edge, as well as throughout the City where streams, gullies, floodplains, wetlands, and potential wetlands exist.

Development Density & Form

This consideration for Natural areas is not applicable because of the very limited development that should occur in such areas. Consequently, these areas comprise Fairhope’s lowest density and intensity lands. However, landowners can always raise the elevation with fill material so that new buildings are elevated above the floodplain. It is noteworthy that, because environmental resources are typically protected through development regulations such as floodplain regulations rather than through zoning, a zoning district specific to Natural areas is unlikely to be designated. Consequently, other Place Types are illustrated beneath the cross hatching for the Natural areas. The City’s primary planning objectives for this Place Type include protecting its environmental integrity, avoiding actions that might exacerbate flooding, leveraging it for passive recreational purposes, and reinforcing its historical, biological, and recreational significance.

Geographic Form

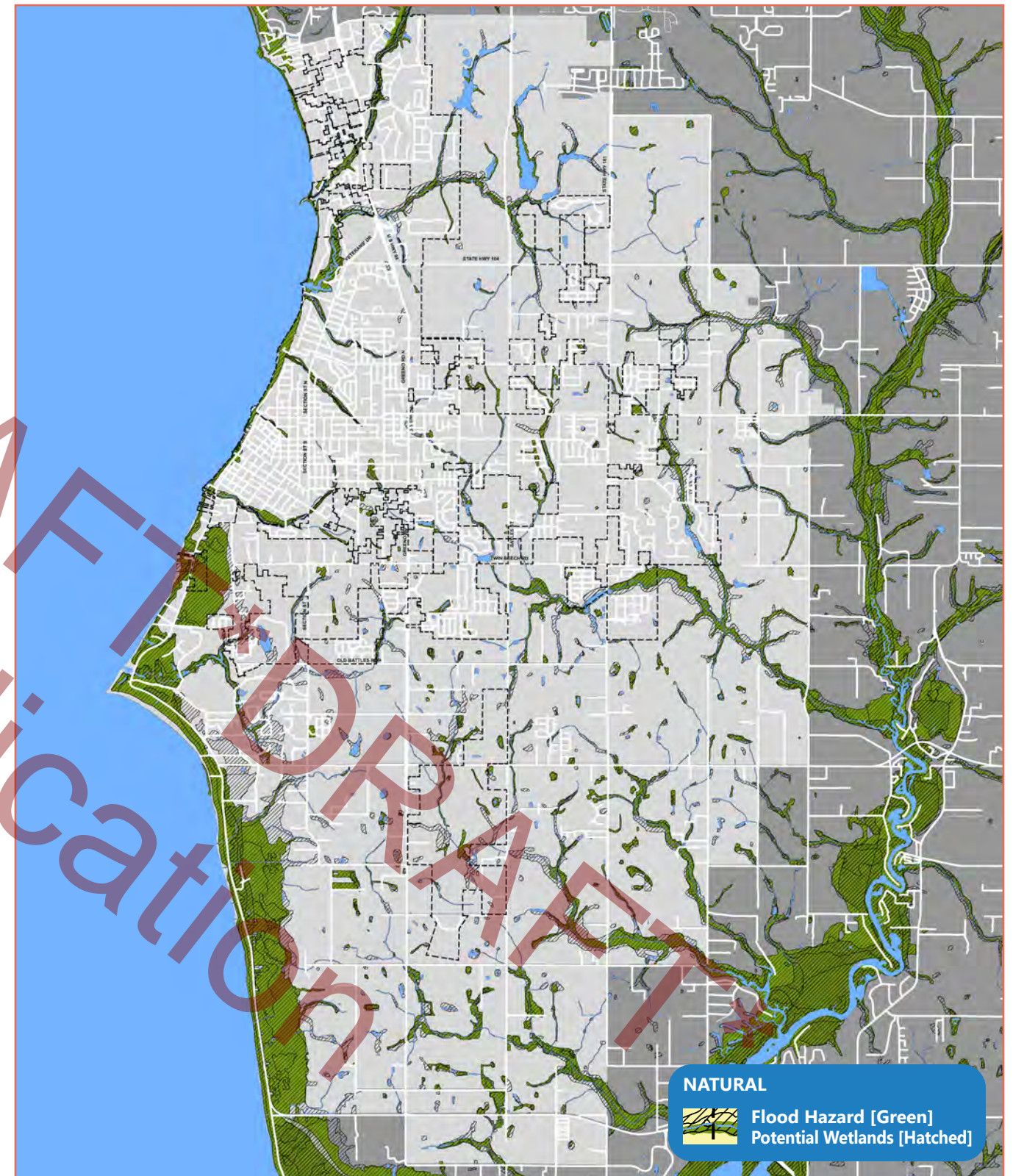
Natural areas feature irregularly-shaped linear and curvilinear forms following the natural contours of land and streams.

Primary Land Uses

The primary land uses for Fairhope’s Natural areas include undeveloped areas for environmental value, including undeveloped wooded areas and fields, outdoor passive recreation areas, and greenways and their associated trailheads.



Place Types Map – Natural Areas



Rural Areas

Except for Natural areas, which are also shown on the map, Rural areas should have the lowest density levels for development. These areas are highlighted in the olive shade of green in the map on the next page.

Rural

Fairhope's Rural areas are located in the peripheral regions of town to the east and south of the City. Most such areas are not currently within the Fairhope city boundaries.

Development Density & Form

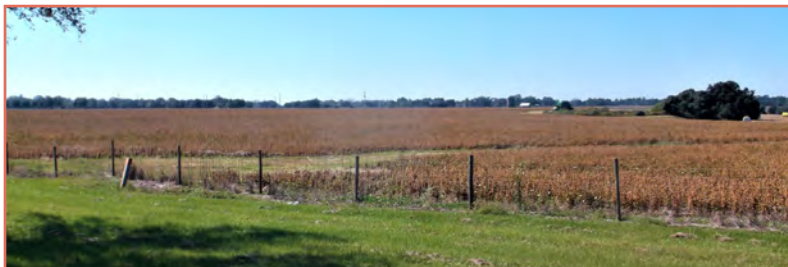
Other than the Natural areas, Fairhope's Rural areas will have the lowest density with ideal minimum lot sizes of three acres; however, current development regulations may allow smaller lot sizes within Fairhope's permit jurisdiction. Building heights should not exceed three stories. Setbacks, particularly from streets, should be generous. Houses, outbuildings, and agricultural structures are scattered in generally informal patterns. Key planning objectives for this Place Type include protecting agricultural operations, providing low-density housing opportunities for residents, and reinforcing the rural character of these areas.

Geographic Form

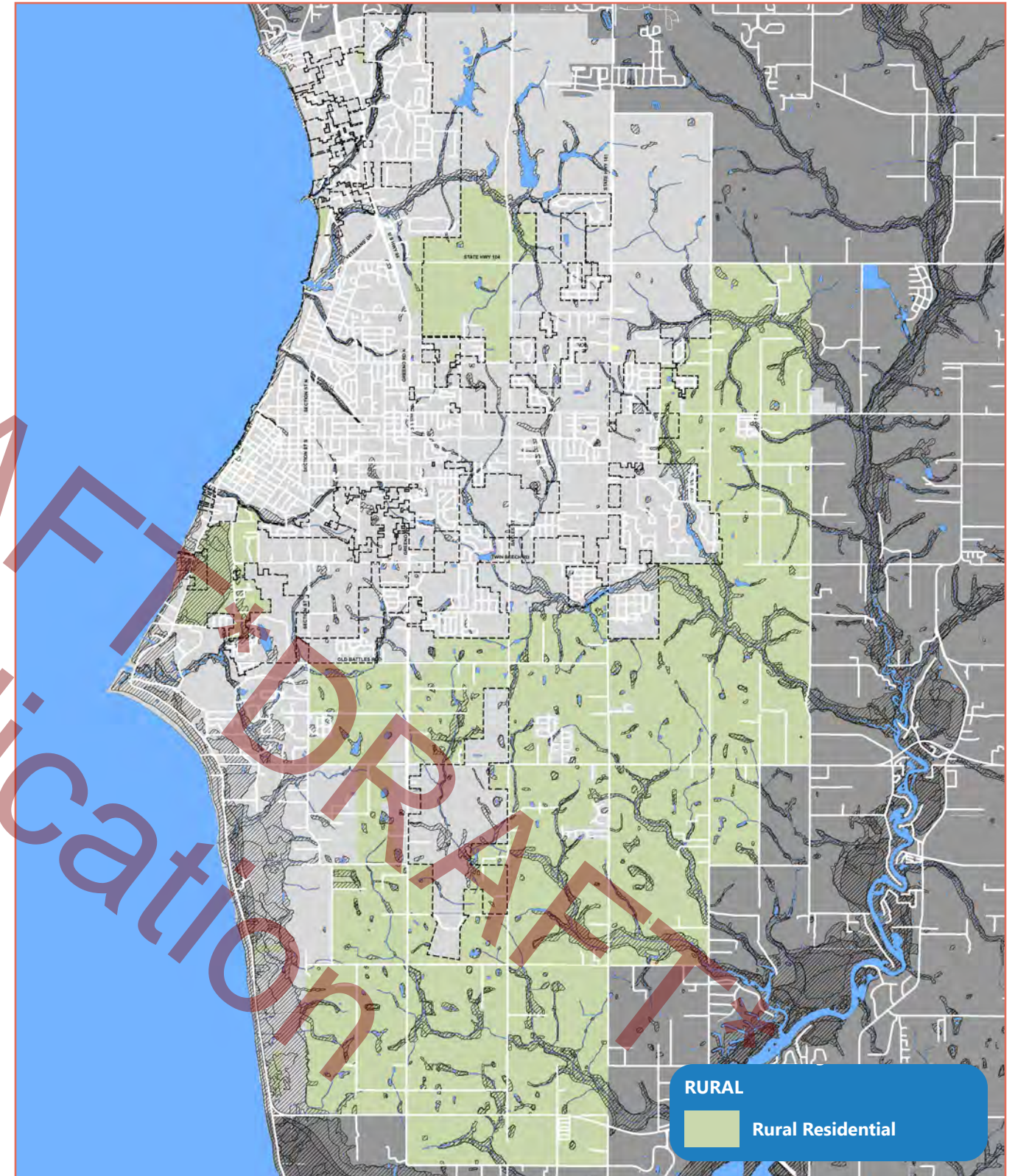
Rural areas are very expansive and have rectilinear shapes where their boundaries follow roads and property lines.

Primary Land Uses

The primary land uses within Fairhope's Rural areas include undeveloped open space, agriculture, low-density single-family houses, and their associated outbuildings.



Place Types Map – Rural Areas



Suburban Areas

Suburban areas are too developed to be Rural and too low-density and automobile dependent to be Urban. However, new development within these areas can be well-designed and interconnected to decrease congestion on major thoroughfares. The proposed three Suburban Place Types for Fairhope can be categorized into two general groups, as follows:

Commercial/Mixed Use Areas

There are two Suburban Commercial/Mixed Use Place Types:

Suburban Mixed-Use Centers

There are five proposed Suburban Center Place Types, and all are located to the north, south and east of the Downtown area. Four areas are carried over from the 2016 Comprehensive Plan and one additional node at the intersection of Greeno Rd (98) and Old Battles Rd (34).

Locations

- SE corner of Greeno Rd (98) & Parker Road
- All corners of Hwy. 181 & Hwy.104
- All corners of Greeno Road (98) & Fairhope Avenue
- All corners of Hwy. 181 & Fairhope Avenue
- All corners of Greeno Rd (98) & Old Battles Road

Suburban Mixed-Use Nodes

There are ten mixed-use nodes that reflect both existing and proposed development that is distinctly different from the surrounding residential. Each node has its own character and regulations that should consider the unique aspects of each location. In the near future, some areas may not be inside the City, but they are included should properties annex into Fairhope. More information for each node is provided in the Mixed-Use Node section.

Locations

- Hwy. 181 and St. Michaels Way (NE under construction)
- Hwy. 181 and Twin Beech Rd (NW & SW corners existing)
- Hwy. 181 and CR 32 (existing)
- Fairhope Ave and Oberg Road (CR 13) (NW existing)
- Twin Beech Road and Boothe Road (NW corner existing)
- Twin Beech Road and Section Street (NW and SE corners existing and proposed)
- S. Mobile Street and Laurel Avenue (existing)
- S. Mobile Street and Nelson Drive (NE corner existing)
- S. Mobile Street and Sweetwater Circle (NE and SE corners existing)
- S. Mobile Street and Battles Road (existing and proposed)

Residential Areas

There is one category for Suburban residential:

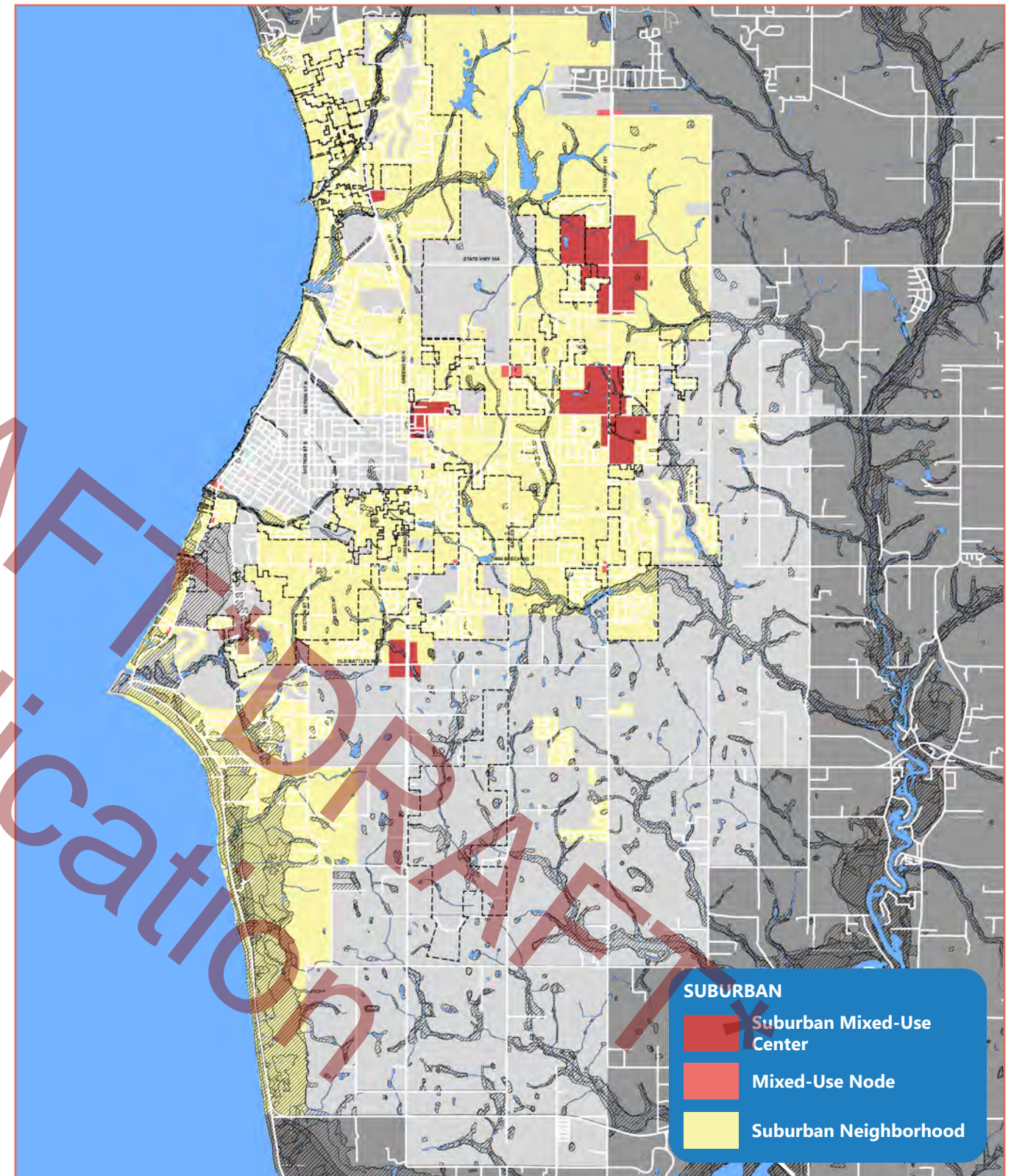
Suburban Residential

These primarily residential areas include some of the largest lot sizes within single-family detached neighborhoods in Fairhope. They are the most geographically expansive areas in the City and they are located in the most peripheral areas that are within the city limits. Some of these properties are outside of the City.

Locations

This Place Type is located in peripheral areas of central Fairhope, and some properties with this designation are located beyond the City's boundaries. The most northerly Suburban Neighborhood properties are located at the City's northern boundary, while the most southernly properties are just north of Rt. 32. This Place Type also includes much of the existing multi-family development within Fairhope. The City strives to not continue the development of multi-family complexes, but rather include a mixture of housing types within its Suburban Mixed-Use Centers and, in a limited manner, along its Key North-South and East-West Corridor areas (see those sections for additional guidance).

Place Types Map – Suburban Areas



Suburban Mixed-Use Centers

This Place Type can accommodate a mix of land uses and development patterns that are ideally more concentrated than other Suburban areas. Suburban Mixed-Use Centers should be master planned developments where uses are interconnected with streets and blocks rather than separated into individual pods.

Development Density and Form

This Place Type features buildings with a range of building footprints. However, building heights can range from one to three stories. Street setbacks should be generous along corridors, but should be shallower along internal streets. Residential in Suburban Mixed-Use Centers is encouraged when designed to be integrated into a walkable, mixed-use development. Such development ideally contains a range of attached housing types (townhouses and multi-family) with a maximum of 10 units per acre.

This Place Type is generally suburban in form and character along major corridors with limited parking between buildings and the corridor. Internal to development, buildings should front streets with parking located primarily behind or beside buildings. This is because Suburban Centers are often located along auto-dominant corridors; however, these centers can be designed to be improved versions of auto-dominant development. Interconnectivity, internal streets that support multiple modes of transportation, and a mix of uses can go a long way to making suburban development more friendly to pedestrians and bicyclists. Refer to the Community Design section for additional guidance.

While the incorporation of residential improves opportunities for walkability, it can also help create a transition to less intense residential development beyond the center. To that end, developments should be designed in a manner that matches or complements the development at the edge of the center through its use (primarily residential), form (smaller building footprints), and height (one to two stories). There may be exceptions to this policy between adjacent developments within the Suburban Mixed-Use Center. Housing should provide a mix of housing types and avoid the domination of any single housing type.

Suburban Mixed-Use Centers should be master planned developments



The Trilith neighborhood in Fayetteville, GA exhibits many characteristics of a mixed-use, pedestrian-friendly development in a suburban context. Development along the major corridor is set back with limited parking between the building and the street. Commercial and mixed-use buildings transition to a mixture of housing types. Natural features are preserved and become part of the open space network, which also includes a variety of active and passive squares, greens, parks, and trails. (<https://www.trilith.com>)

Suburban Mixed-Use Centers

where uses are interconnected with streets and blocks rather than separated into individual pods. Internal to a site, uses should front streets or drives rather than parking lots where possible. These areas should feature usable civic spaces in the form of squares, greens, and parks. Landscaping should be utilized to screen vehicular use areas and enhance streetscapes.

Geographic Form

Fairhope's Suburban Centers have a generally nodal form (the opposite of linear) which is typical of Place Types considered to be "centers." They have rectilinear shapes defined by streets and lot lines. Natural features may also be a defining feature within and at the edges of these centers.

Primary Land Uses

Primary land uses for this Place Type include retail, dining, personal and professional services, offices, institutional uses, and a mix of housing types.

Building Blocks

Building Blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setback, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-3 stories (generally up to 40 feet)
Building Form	Variety of building types and sizes clustered and grouped but linked by a connected street network
Building Setback	Should be consistent within a block but can vary to include street fronting buildings on pedestrian-oriented streets. Larger setbacks should be required along highways and include significant landscape.
Streets	Blocks are small and walkable. Streets form an irregular grid system within the neighborhood; may include alleys.
Transportation	Automobile access with complete sidewalk network and recreational trails.
Parking	On-street and private off-street, may include alley loaded garages
Open Space	Preserved passive open space; neighborhood parks, pocket parks, private yards.



A variety of housing types should be offered and intermixed. Architecture should vary and height limits should be utilized to provide character and not to maximize every square inch allowable.



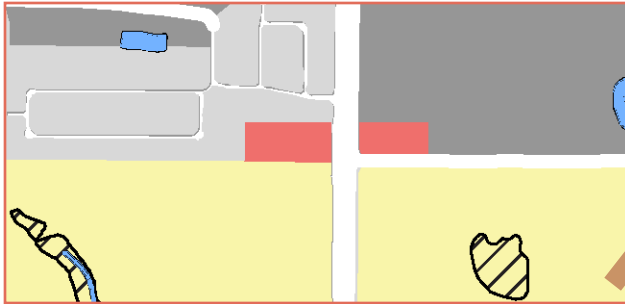
Signage should be consistent with Fairhope standards. Scale and design should include pedestrian-scaled signs.



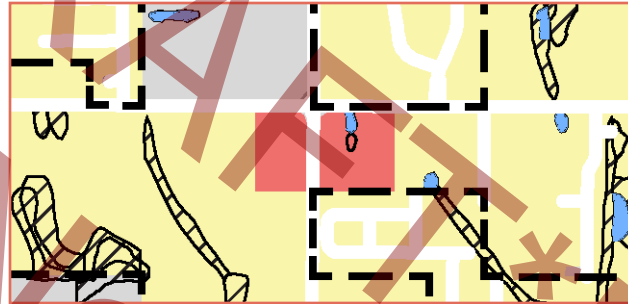
Streets and multi-modal trails and paths are critical to connect developments.



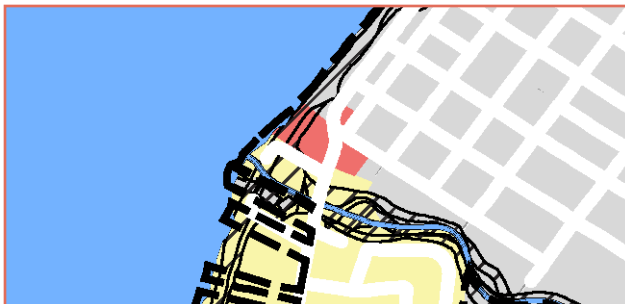
Suburban Mixed-Use Nodes



NE and SE corners of Hwy. 181 and St. Michaels Way – This proposed node lies just south of the Dunmore and Camberwell neighborhoods and northwest of the St. Michael Catholic High School campus.



SE and SW corners of Gayfer Road and Oberg Road – This partially existing node includes an upholstery business and self-storage. Given the existing development in this area and the roundabout at Gayfer and Oberg, this area is an emerging mixed-use node.



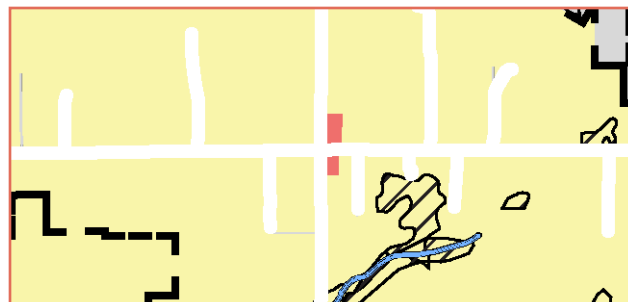
NE, SE, and SW corners of S. Mobile Street and Laurel Avenue (existing) – This existing node, just southwest of the Orange Street Pier-Beach, is the current location of the Elks Lodge, American Legion Shore Post 199, and Gambino's Italian Restaurant.



NE corner of S. Mobile Street and Nelson Drive (existing) – This node includes three one-story buildings with retail uses.

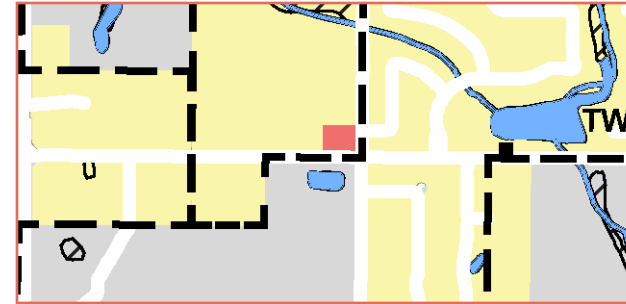


NE and SE corners of S. Mobile Street and Sweetwater Circle (existing) – This node includes several retail establishments and professional offices in a residential form.

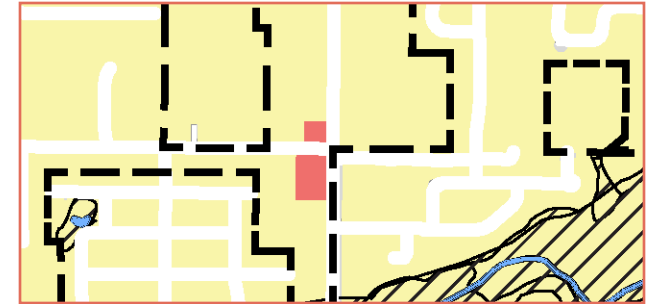


NE and SE corners of Twin Beech Road and Section Street (existing and proposed) – This node includes a shuttered restaurant on the southeast corner and a vacant lot on the northeast corner. An historic school building on the northwest corner could be renovated as a civic or other use to anchor this node.

Suburban Mixed-Use Nodes



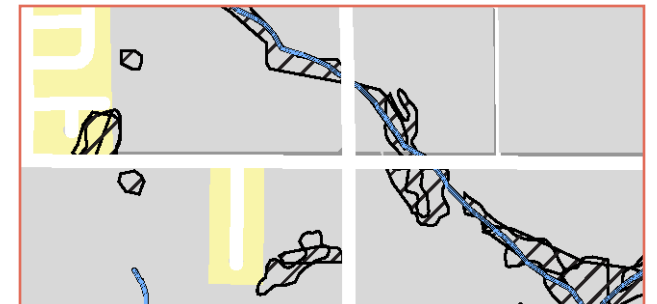
NW corner of Twin Beech Road and Boothe Road (existing) – This node is currently home to a Dollar General store.



NW and SW corners of Twin Beech Road and Hwy. 181 (existing) – This node includes a restaurant, car detailing, and laundromat.



SW corner of S. Mobile Street and Battles Road (existing and proposed) – This node extends south from Battles Road down to a small hotel. It includes a small number of retail establishments, but the southwest corner of Battles and S. Mobile Street is vacant and a good development opportunity.



NE and SW corners of Hwy. 181 and CR32 (existing and proposed) – This node is centered on its intersection and includes a gas station and coffee shop.

Suburban Mixed-Use Nodes

This Place Type identifies existing and potential nodes of small-scale neighborhood-serving commercial uses. There are ten areas identified with this Place Type, but only one is within city limits as described below.

Development Density and Form

This Place Type features a form that teeters between urban and suburban. Because of their nodal form, they tend to be compact with smaller footprint buildings (such as a house converted to a business). Many of the existing nodes have parking between the building and the fronting street; however, the majority of parking should be to the side and rear of buildings. The small scale of buildings can result in a smaller parking requirement. Interconnectivity between adjacent parcels for cars and pedestrians is encouraged to limit trips between adjacent uses forcing more traffic on fronting thoroughfares. Buildings are typically one to two stories.

Planning objectives for these areas include limiting linear sprawling expansion, limiting the scale of buildings, smaller and less signage, more landscaping, pedestrian connectivity between individual buildings and/or developments, fewer and narrower driveways, cross-access between adjoining sites for improved connectivity, less front parking, more parking to the sides and rear of buildings, and encouragement of mixed-use development that is appropriate to an auto-dominant corridor, but more pedestrian-friendly.

Geographic Form

This Place Type has a nodal form centered at or near an intersection and generally does not expand in a linear fashion.

Primary Land Uses

Key land uses for Mixed-use Nodes include retail, dining, personal and professional services, and related uses. Ancillary uses include office and small-scale residential.



Suburban Mixed-Use Nodes

Building Blocks

Building Blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setback, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-2 stories (generally up to 35 feet)
Building Form	Variety of small-footprint building types clustered and grouped around or near an intersection but connected with an internal pedestrian network and cross access between parking areas.
Building Setback	Should generally be consistent but can vary to include limited parking between the building and the fronting street.
Streets	Generally, internal streets are not included in this Place Type because development is limited to shallow lots that front a key street or road. If a site is large enough to accommodate internal streets, the streets should be designed for pedestrians and cyclists as well as automobiles.
Transportation	Automobile access with internal sidewalk network connecting to a public sidewalk network and/or recreational trails.
Parking	Private off-street located primarily beside or behind buildings. Limited parking (one double-loaded aisle) between the building and the street may be allowed but should be screened from the fronting street with an evergreen hedge and shade/ornamental trees to provide year-round screening of parking.
Open Space	Open spaces, if provided, typically are small and integrated with the proposed development.



Mixed-Use Nodes feature small footprint buildings that front key streets with a variety of architectural expression



Franchise architecture can be modified to match the aesthetic of its location



Mixed-Use Nodes include buildings oriented to key streets, but may include limited parking between the building and the fronting street. Parking areas that front a street should be screened with landscaping

Suburban Residential

These primarily residential areas generally have the largest lot sizes for single-family detached houses in Fairhope.

Development Density and Form

Lots in these areas are generally between one-quarter and one-third of an acre, with some even greater. Minimum lot widths are 75 to 100 feet, and minimum front setbacks are 30 to 40 feet. This Place Type is suburban in form and character, including relatively generous setbacks for houses. Key planning objectives for these areas include preservation of sensitive natural features, provision of usable common open space, strong multi-modal connectivity within and between developments, and avoiding a "garagescape" where streets are visually dominated by garages by encouraging rear or side-loaded garages. While lots are typically accessed by a front driveway, the visual impact of garages should be minimized by placing it at the rear of a lot, recessing it behind the front facade if the garage doors face the street, or turning it so that the garage doors do not face the street.

Geographic Form

This Place Type is expansive and has irregular geographic forms, although boundaries are typically rectilinear given that they are dictated by roads and linear property lines.

Primary Land Uses

Primary land uses for this Place Type are single-family detached houses and any ancillary uses, including outbuildings and institutional uses that support residential neighborhoods.



Suburban Residential

Building Blocks

Building Blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setback, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-3 stories (generally up to 35 feet)
Building Form	Primarily single-family detached building types but linked by an interconnected street network
Building Setback	Should be consistent within a block. Larger setbacks should be required along highways and include significant natural or planted landscape.
Streets	Blocks are longer due to larger lot sizes, but should be bounded by streets with sidewalks, planting strips, and street trees. Large blocks should be broken by pedestrian paths. Streets form an irregular grid system within the neighborhood and permanent dead-end streets should be limited to site conditions that prevent connection to other streets.
Transportation	Automobile access with complete sidewalk network and recreational trails connected to public sidewalk systems. Development should be connected to adjacent development and/or provide temporary dead-end street connections to future development.
Parking	Primarily private off-street parking with informal on-street parking for guests. Front-loaded parking is common in this Place Type, but covered parking is recessed behind the front facade of houses and driveway widths are minimal at the sidewalk.
Open Space	Preserved passive open space; resident amenities, neighborhood parks, pocket parks, private yards.



Garages should not dominate the streetscape. Front-loaded garages should be located to the rear, side-loaded, or recessed from the front facade



Suburban Neighborhoods should be set back from corridors with a substantial buffer including natural or planted landscaping. Development should include a network of streets and connections to existing and future development. (Dover Kohl)

Urban Areas

Fairhope’s Urban areas are the oldest, most dense, diverse, and walkable parts of town. As in the case of the Suburban Place Types, they can be categorized into two general groups, as follow:

Commercial/Mixed Use Areas

There are two urban commercial/mixed-use categories:

Downtown Core

This area features the densest part of Fairhope’s historic core and includes roughly 20 blocks, with Section Street serving as the key north-south spine. While the boundaries are somewhat irregular and follow the current Central Business District boundary (CBD), this area extends roughly from Oak Avenue on the north, Fels Avenue on the south, Mershon Street on the east, Summit Street on the west.

Downtown Corridor

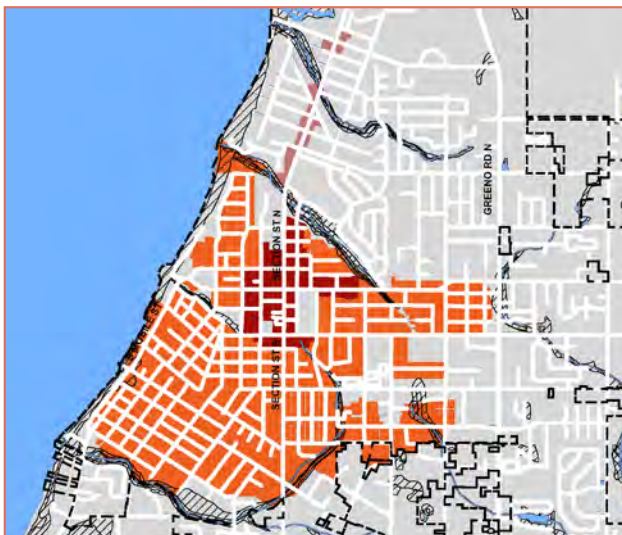
There is only one area with this Place Type designation. It occupies roughly five blocks along North Section Street as it extends north from the Downtown Core. It is anchored on the north by the bayou just north of Pensacola Avenue and on the south by Bayou Drive.

Residential Areas

There is one category for urban residential:

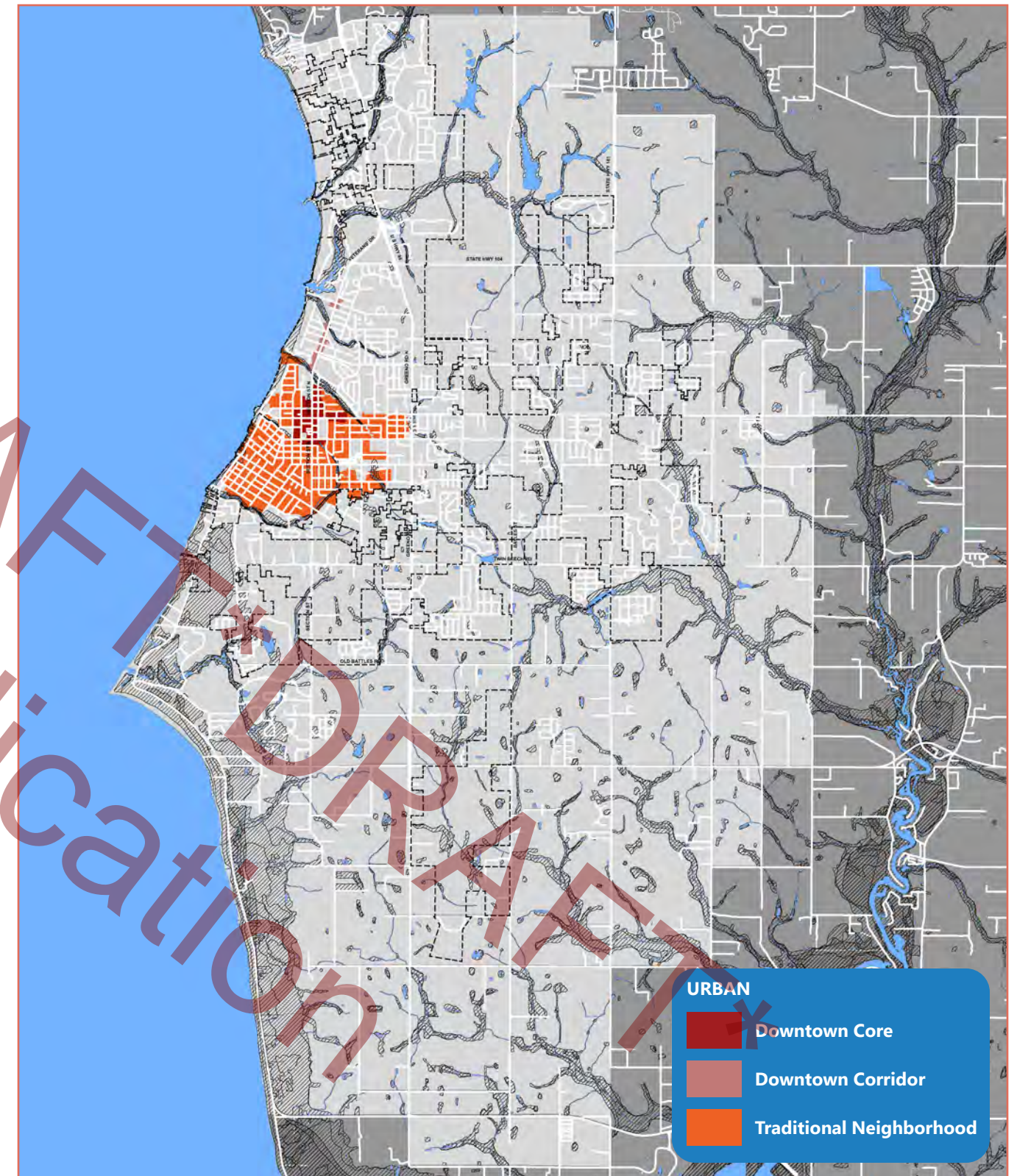
Traditional Neighborhood

This area is the older, relatively high-density residential area surrounding the Downtown Core. While the boundaries of the area surrounding the Downtown Core are somewhat irregular, they extend roughly from: North Avenue on the north, Laurel Avenue and Fig Avenue on the south, Greeno Road on the east, and Mobile Bay on the west.



The Urban Place Types are concentrated around the historic core of Fairhope. The map to the left is focused on these areas. The Downtown Core is centered on the intersection of Fairhope Avenue and Section Street. The Downtown Corridor includes parcels on both sides of Section Street north of Downtown to just south of the marina. The Traditional Neighborhood area is the largest Urban Place Type area and encompasses Fairhope’s oldest neighborhoods.

Place Types Map – Urban Areas



Downtown Core

As the densest part of Fairhope’s historic core, this approximately 20-block area straddles both sides of Section Street.

Development Density and Form

This Place Type is the most densely developed and walkable part of Fairhope. Building footprints occupy most of their lots, and most buildings are one or two stories in height. This Place Type features buildings fronting directly onto streets, on-street parking, parking lots located behind buildings, a single public parking garage, preserved historic buildings, new infill buildings that are generally architecturally compatible, and sidewalks that are broad enough to accommodate shallow outdoor dining areas. Key planning objectives include preserving historic buildings, ensuring compatible future development, enhancing the area’s walkability, and retaining the vibrancy and economic health of the area.

Geographic Form

This Place Type is nodal in form and has rectilinear shaped boundaries following block and lot lines.

Primary Land Uses

Primary land uses for the Downtown Core include retail, dining, personal and professional services, offices, institutional uses, lodging, range of housing types, and public space.



Downtown Core

Building Blocks

Building Blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setback, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-3 stories (generally up to 40 feet)
Building Form	Mixed-Use or non-residential building types. Buildings on key retail-oriented streets should include shopfronts with active uses at street level. Infill buildings should be consistent with the scale, rhythm, and massing of historic buildings.
Building Setback	Built to the back of sidewalk with occasional recesses to accommodate outdoor dining
Streets	Most blocks are existing and, therefore, small and walkable. Larger blocks subject to redevelopment should be broken up with streets or pedestrian paths.
Transportation	Pedestrian access should take precedence over automobile access by limiting curb cuts and locating access points to side streets or an alley system in larger developments. A continuous wide public sidewalk system with street trees and pedestrian amenities is a key component to Downtown Core streets.
Parking	On-street and private off-street (surface or structured) located to the rear of buildings
Open Space	Formal public spaces, dining courtyards, and private courtyards



Downtown Core buildings are built to the sidewalk, but there can be exceptions for dining courtyards and pedestrian passages through blocks.

Downtown Corridor

Only one area in Fairhope has this Place Type designation. It covers approximately five blocks along North Section Street where it extends north from the Downtown Core.

Development Density and Form

Although this Place Type has relatively high densities, it is not as dense as the adjoining Downtown Core Place Type. Overall, this Place Type features buildings with a relatively strong orientation to the street compared to more suburban areas. Shallow parking might occur between the building and street, but most parking should be located to the side and/or rear of buildings. Primary objectives include reinforcing its generally urban form and character, retaining the existing landscaping that creates a green band through the area, preventing it from evolving into an auto-oriented suburban “strip commercial” corridor, and maintaining or adding strong pedestrian connections to the Downtown and surrounding neighborhoods

Geographic Form

This Place Type is linear in form because it follows Section Street, but it has rectilinear shaped boundaries following block and lot lines.

Primary Land Uses

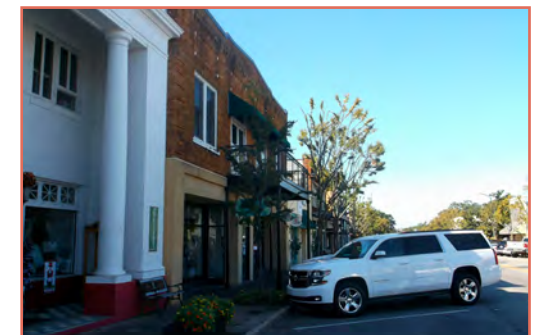
Primary uses include retail, dining, personal and professional services, offices, institutional uses, and moderate to higher-density housing.

Downtown Corridor

Building Blocks

Building Blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setback, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-3 stories (generally up to 35 feet)
Building Form	Mixed-Use or non-residential building types. Buildings with retail uses should be located at street level and include shopfronts. Infill buildings should be consistent with the scale, rhythm, and massing of historic downtown buildings.
Building Setback	Should generally be built close to the public sidewalk but can vary to include limited parking between the building and the fronting street.
Streets	Generally, internal streets are not included in this Place Type because development is limited to shallow lots that front a key street or road. If a site is large enough to accommodate internal streets, the streets should be designed for pedestrians and cyclists as well as automobiles.
Transportation	Pedestrian access should take precedence over automobile access by limiting curb cuts and locating access points to side streets or an alley system in larger developments. A continuous wide public sidewalk system with street trees and pedestrian amenities is a key component to Downtown Corridor areas.
Parking	Private off-street located primarily beside or behind buildings. Limited parking (one single-loaded aisle) between the building and the street may be allowed, but should be screened from the fronting street with an evergreen hedge and shade/ornamental trees to provide year-round screening of parking. There should be cross access between adjacent parking areas.
Open Space	Open spaces, if provided, typically are small and integrated with the proposed development



Traditional Neighborhood

There is only one such area in Fairhope. This older, relatively high-density residential area surrounds the Downtown Core.

Development Density and Form

The average lot size in Fairhope’s older neighborhoods is one quarter acre. While this is a bit larger than typical historic neighborhoods, it is fairly consistent with the minimum lot size of the area’s zoning, which is 10,500 sf minimum. This Place Type features many older buildings built closer to the street with front porches. Ideally, these areas would include wide planting strips between the curb and sidewalks. It is more walkable than most of Fairhope’s Suburban areas, but currently there are many streets that do not have sidewalks and others that have sidewalks on one side only. Infill buildings should look to surrounding older buildings to determine the appropriate building designs and site features. Primary objectives include preserving historic buildings, ensuring that new development is compatible with the area’s historic character, maintaining and enhancing this Place Type’s rich streetscapes and landscaping, and enhancing or completing a sidewalk network that connects key destinations, such as Downtown, schools, the pier, and other civic uses.

Geographic Form

This Place Type is relatively nodal. The boundaries, although irregular, are generally rectilinear because they follow lot lines and streets.

Primary Land Uses

Land uses in this Place Type are primarily residential, and most housing consists of single-family detached houses. However, there are also opportunities to provide a variety of housing types that are compatible with the historically single-family residential character in form and placement on the lot. Attached housing that resembles the placement, form, and massing of single-family detached dwellings on larger lots is appropriate if there are no more than three of these type buildings built in a row and there are no more than four units within a single building. Additionally, lots may be consolidated to allow for a group of smaller single-family detached or two-family attached dwellings. For all building types, parking should be located to the side and/or rear of dwellings.

Traditional Neighborhood

Building Blocks

Building Blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setback, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-3 stories (generally up to 35 feet)
Building Form	Primarily single-family detached dwelling types. Limited two, three, and four-unit dwelling types on larger lots may be considered if designed to be consistent with the scale, rhythm, and massing of surrounding single-family detached dwelling types.
Building Setback	Should be consistent with existing dwellings within a block.
Streets	Generally, internal streets are not included in this Place Type because the development pattern is established. If a site is large enough to accommodate internal streets, the streets should be designed for pedestrians as well as automobiles.
Transportation	The street system in these areas is established, but a key focus should be adding a continuous public sidewalk network for all streets ideally with planting strips and street trees.
Parking	On-street and private off-street. Front-loaded parking is common in this Place Type due to the lack of an alley network, but covered parking should be recessed behind the front facade of houses and driveway widths are minimal at the sidewalk.
Open Space	Preserved passive open space; neighborhood parks, pocket parks, private yards.



Special Areas

This category of Place Types is a “catch all” for places that do not really fit the other categories. When they occur on a small scale, they can be part of another Place Type, but larger areas are more appropriately designated as a Special Area as described below.

Airport Locations

The Fairhope Airport and its surrounding lands represent the largest portion of the City that is incongruous with the balance of the city limits to the north.

With only a single location, this Place Type is bound roughly by Route 32 on the north (with a small area extending just north of this road), Route 24 on the south (a point just north of this road), Route 13 on the east, and a north-south axis parallel to, and east of, Greeno Road.

Medical Office Locations

As with the Airport Place Type, there is only a single Medical Office Place Type location, and it is anchored by the Thomas Hospital.

This Place Type is located at the southwest corner of Morphy Avenue and Greeno Road. It extends south to Nichols Avenue and to the west just shy of Young Street.

Nichols Avenue Mixed-Use Locations

This area recognizes the unique, mixed-use area centered on Nichols Avenue near its intersection with Greeno Road that also includes entertainment uses. This area extends west to just west of Mershon Street.

Straddling both sides of Nichols Avenue near its intersection with Greeno Road and extending west along Nichols to just west of Mershon Street and extending south on Young Street to Middle Street.

Light Industrial/Office Locations

There are two locations in Fairhope for this Place Type. One is adjacent to the Airport Place Type while the other straddles either side of Greeno Road just east of the City's historic area.

Adjacent to the Airport Place Type on its west side straddling both sides of South Greeno Road between Rt. 32 (north) and Monk Road (south).

Resort Locations

This Place Type is related to the Grand Hotel Golf Resort and Spa on the tip of Point Clear.

The location for this Place Type is on the west side of Scenic Highway 98 across that road from where Lakewood Drive intersects within it on the east side. It is not actually within the city limits, but it is within the City's planning area.

Parks and Recreation Locations

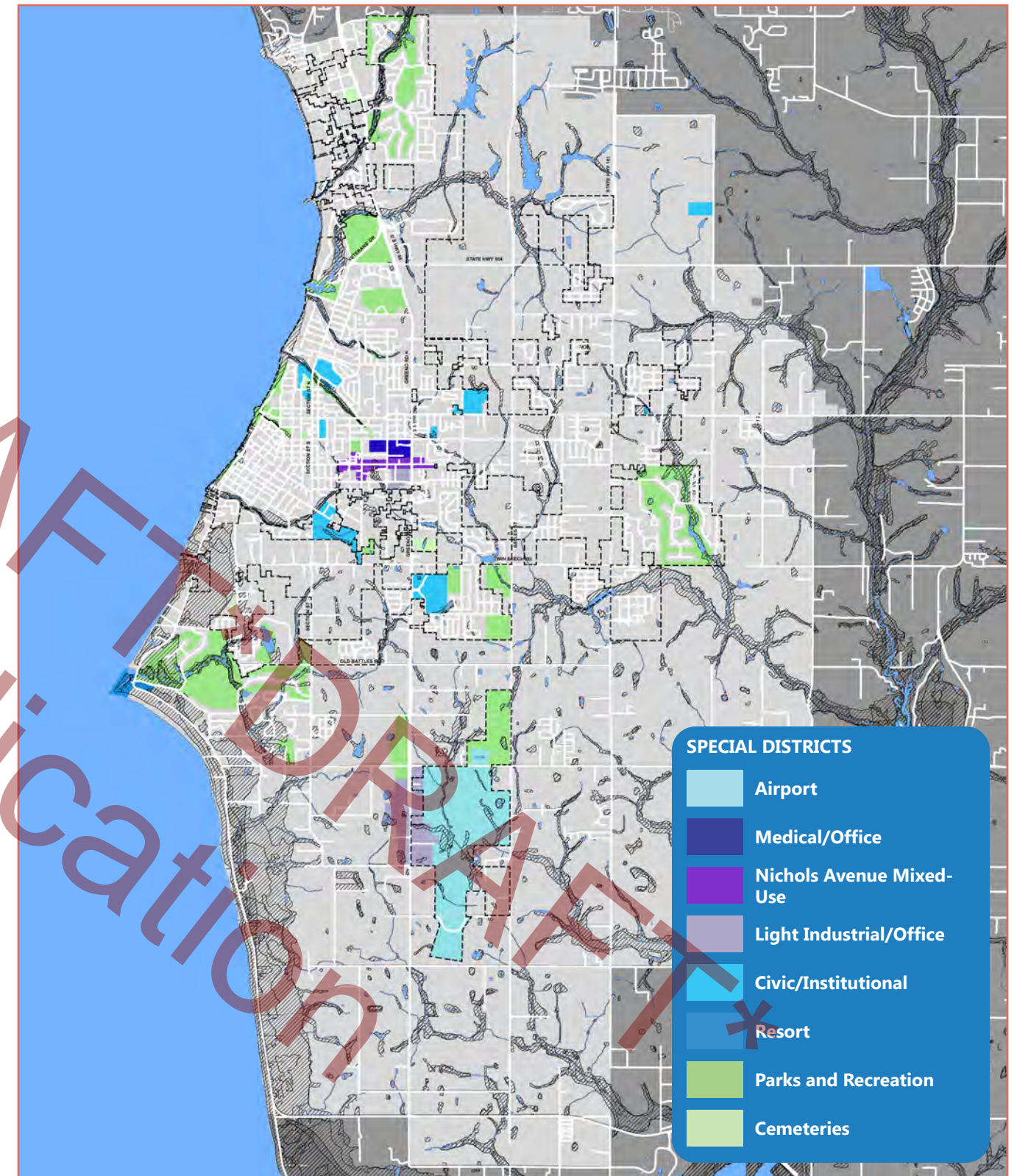
This Place Type includes parks for both active and passive recreation, as well a golf course. They are geographically scattered throughout the community.

The inventory, location, and description of Fairhope's existing parks can be found on Pages 31-32 of the Fairhope Community Factbook, while recommendations for parks are contained on Pages 135-137 of this plan.

Cemeteries Locations

There are less than a dozen cemeteries of various sizes that have been identified in Fairhope, and several of them are clustered in the Point Clear area.

Place Types Map – Special Areas



Civic/Institutional

There are several locations for this Place Type and many are located east of the City's historic core. They are comprised primarily of schools and governmental facilities.

Locations

- Fairhope West Elementary School – northwest corner of Eastern Shore Trail (US Hwy. 98) & Bayou Drive
- J. Larry Newton Elementary School – County Road 32 just west of 181
- City of Fairhope Wastewater Treatment Plant – west side of Eastern Shore Trail across from West Elementary School
- Fairhope Municipal Complex – southwest corner of North Section Street & Oak Avenue
- Fairhope East Elementary School, Department of Motor Services & US Social Security Administration – north side of Fairhope Avenue straddling both sides of Bishop Road
- Coastal Alabama Community College: Fairhope Campus – bound by Fairhope Avenue on the north, Morphy Avenue on the south, South School Street on the east, and South Bancroft Street on the west
- City of Fairhope Public Works – east side of Section Street and straddling both sides of Pecan Avenue
- Fairhope High School & Fairhope Middle School – east side of South Greeno Road between Twin Beech Road (north) and Manley Road

Airport

The Airport is one of the most unique Place Types designated in Fairhope. The Fairhope Airport and its related properties constitute the largest area of the City that is not contiguous with the balance of the city limits to the north.

Development Density & Form

Development densities are not very relevant to this particular Place Type, but they will tend to be relatively low. Development forms are also very unique to aeronautic uses and will have somewhat of an industrial character. The City's primary planning objectives for this Place Type include accommodating continued growth and operations of the Airport, leveraging the Airport of economic development, and avoiding conflicts with other uses in the vicinity, such as housing.

Geographic Form

This irregularly-shaped Place type is somewhat rectilinear and vertical in form, with its boundaries formed by roads and lot lines.



Primary Land Uses

Key land uses for the Airport area include any sort of aeronautic activities and ancillary uses, including airplane maintenance/repair services and distribution centers for air cargo. Uses that might be negatively impacted by air traffic noise, particularly higher-density housing, should be discouraged in the vicinity of the Airport.

Medical Office

This Place Type generally aligns with the current Medical Overlay District. It is intended to support medical office and related uses surrounded by the Thomas Hospital complex.

Development Density & Form

The overall character of this Place Type is similar to most suburban office areas. Building heights can range from one to four stories, a precedent already set by the existing hospital. Building heights should be lower adjacent to single-family housing as a transition to surrounding neighborhoods. Front setbacks are typically at least 35 feet, and parking is usually located between the associated roads and buildings. The City's primary planning objectives for this Place Type include a transition in building scale where adjacent to neighborhoods, more parking behind and beside buildings, and less parking in the front, cross-access between sites, minimal signage, and generous landscaping, particularly around and within parking lots.

Geographic Form

This Place Type has a nodal form. It is irregular and rectilinear in shape because of bounding streets and lot lines.

Primary Land Uses

Land uses in this Place Type are limited primarily to medical services and supporting office uses.



Thomas Hospital (above) anchors the Medical Office Place Type, which is shown in dark blue on the map to the left.

Nichols Avenue Mixed-Use

In some instances, industrial, office, and entertainment uses work together to create a unique Place Type. This is apparent across the country as traditionally light industrial areas are reimagined as places to work, play, and even live in a truly mixed-use environment. With Nichols Avenue as its spine, Fairhope has the beginnings of a burgeoning district that mixes light industrial, entertainment, and even office uses. Inherent with its character, this Place Type is difficult to define within a single set of characteristics. The placement and design of buildings varies, but collectively, this Place Type features a mix of uses and should be designed in a manner that encourages walkability. This walkability must be between uses within the district, but also focus on connectivity between this area, downtown, and other parts of Fairhope.

Development Density & Form

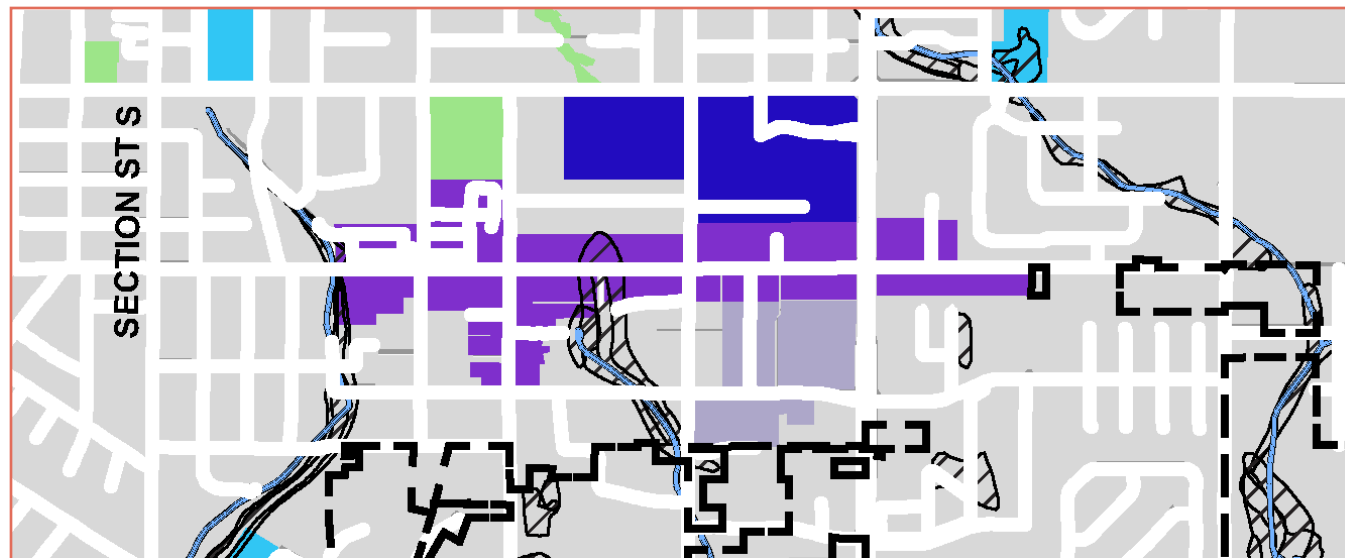
Since the area near Greeno Road and Nichols Avenue is largely developed, there should be an emphasis on improving mobility between uses, particularly for pedestrians and bicyclists. The City's primary planning objectives for this Place Type include making lands available for light industrial, retail, entertainment, and office uses, mitigating any potential negative impacts to different land uses through peripheral buffering, and improving connectivity to Downtown for pedestrians and bicyclists.

Geographic Form

This Place Type area is relatively linear in form due to bounding streets and lot lines.

Primary Land Uses

Potential uses in this Place Type include light manufacturing, flex/office, and commercial uses such as the existing private fitness center and brewery. The mixed vibe of this district should be maintained and enhanced.



Light Industrial / Office

While office and industrial uses constitute a smaller part of Fairhope's economy than is the case for many communities, there are two areas in Fairhope designated for this Place Type.

Development Density & Form

Such areas are often in an insular campus-like setting. Industrial uses should feature extensive peripheral buffering to mitigate any potential impacts to differing nearby land uses, particularly housing. The City's primary planning objectives for this Place Type include making lands available for light industrial and office uses and mitigating any potential negative impacts to different land uses through peripheral buffering.

Geographic Form

This Place Type area is relatively nodal but is irregular and rectilinear due to bounding streets and lot lines.

Primary Land Uses

Potential uses in this Place Type include light manufacturing, assemblage, warehousing, flex/office, and research and development (R&D). The area by the Airport is well-suited for aeronautical support uses.

Resort

This Place Type applies to the Grand Hotel Golf Resort and Spa located on the tip of Point Clear on the bay front.

Development Density & Form

Similar to some institutional uses, this specific Place Type has somewhat of an insular campus-like setting that is relatively self-contained, as might be found with a school's campus. In non-urban contexts, landscaping should be substantial and signage should be minimal in quantity and size. The City's primary planning objectives for the Resort Place Type include encouraging substantial landscaping and minimal signage, and avoiding any nearby nuisance uses that might negatively impact the Resort Place Type.

Geographic Form

This Place Type's sole site is "L" shaped because it is oriented along the waterfront periphery of the "point" that is geographically formed at Point Clear.

Primary Land Uses

The key uses that are part of this resort include lodging, dining, retail, and small-scale recreational activities.

Civic / Institutional

This Place Type is usually owned and operated by a governmental entity or a nonprofit group, although for-profit academic institutions are also a possibility. Civic and institutional properties that are relatively small and part of a mixed use are not distinguished for this Place Type.

Development Density & Form

Because of the broad range of specific uses and development forms that might be part of this Place Type, no development densities are specified here. Likewise, this Place Type's form can also vary greatly, depending upon the specific uses. However, depending upon the context, it is often in an insular campus-like setting that is relatively self-contained, as might be found with a school's campus. In non-urban contexts, landscaping should be substantial and signage should be minimal in quantity and size. There is also often a consistency in architecture within any given property. The City's primary planning objectives for this Place Type includes accommodating a self-contained campus-like setting within non-urban contexts, encouraging substantial landscaping and minimal signage, and allowing for future physical expansions via sufficient available land.

Geographic Form

This Place Type is typically nodal and sometimes rectilinear in shape because of street and property line boundaries.

Primary Land Uses

Primary land uses for the Civic/Institutional Place Type are schools (of various academic levels), houses of worship, and governmental facilities.



Parks and Recreation

This Place Type includes parks for both active and passive recreation, as well a golf course. They are geographically scattered throughout the community. Because each individual park and recreational facility is unique and specialized, it is not a use that translates into zoning regulations, unlike most of the other Place Types. Other sections of this plan provide guidance on parks and recreation. The inventory and description of Fairhope's existing parks can be found on Pages 31-32 of the Fairhope Community Factbook, while recommendations for parks are contained on Pages 135-137 of this plan.

Cemeteries

This Place Type identifies existing cemeteries in Fairhope. Perhaps the most prominent and historic cemetery is Fairhope Colony Cemetery, located on the northwest corner of North Section Street and Oak Avenue. As in the case of parks, cemeteries do not translate into zoning regulations and are not typically addressed in municipal comprehensive plans.

Key Thoroughfares

Fairhope has several important roads that traverse the community. Important roads within the historic core of Fairhope are largely built out; however, there are several north-south and east-west corridors in greater Fairhope that will continue to develop, or redevelop, over time. These thoroughfares have important distinctions based on their orientation and are subject to the policies as described below.

North-South Thoroughfares

This more linear Place Type recognizes existing post-1950s development along major corridors as well as other uses (primarily low density residential) that are outside of identified centers, but appropriate for other uses along a busy corridor. These areas may feature a mix of uses but have a strong automobile orientation based on their context.

Locations

This Place Type is located primarily along Greeno Road and Hwy. 181. While there are some geographic gaps in this designation, it otherwise extends from the city limits on the north to the south side of Twin Beech Road on the south.

North-South Thoroughfares

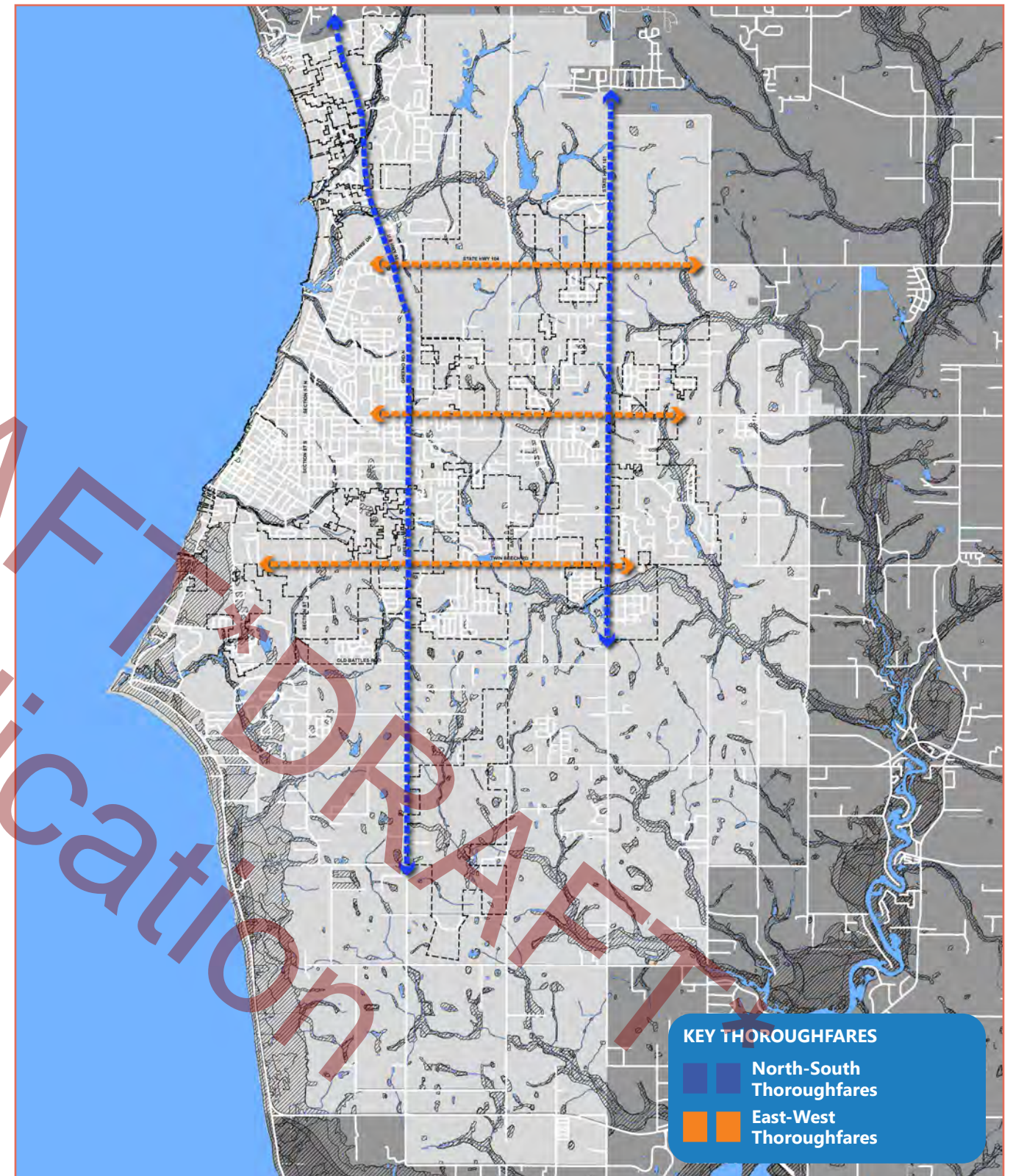
This linear Place Type has a decidedly more residential focus.

Locations

This Place Type is located primarily along Hwy. 104, Fairhope Avenue, and Twin Beech Road. This designation generally applies from the City's eastern planning jurisdiction boundary to Greeno Road or just beyond it in the case of Twin Beech.



Place Types Map – Key Thoroughfares



North - South Thoroughfares

This Place Type is located primarily along Greeno Road and Hwy. 181 from generally the city limits on the north to the south side of Twin Beech Road on the south.

Development Density and Form

As with Suburban Mixed-Use Centers, planning objectives for these high-profile areas include smaller and less signage, more landscaping, expanded sidewalks, fewer and narrower driveways, cross-access between adjoining sites for improved connectivity, less front parking, and more parking to the sides and rear of buildings and encouragement of mixed-use development that is appropriate to an auto-dominant corridor, but more pedestrian-friendly. There are three density and form options for this Place Type:

Limited Non-Residential Option

This option consists of non-residential or mixed-use buildings with a wide range of building footprints but not large, big-box commercial, which should be located within other nodes or centers. Non-residential buildings are generally one to two stories in height. This option is recommended for areas near important intersections or in locations where existing non-residential development is established. While this option is suburban in form and character due to its proximity to busy corridors, parking should be limited between buildings and the street, generally a maximum of one double-loaded aisle of parking. Landscaping along the corridor should be generous to screen parking. Strip commercial patterns are strongly discouraged.

Attached Housing Residential Option

This option consists of higher intensity housing, such as townhouses and small footprint multi-family types. Buildings should front streets but include generous setbacks from busy highway corridors. Where sites are deep enough, development should have internal streets fronted by buildings. Usable open space should also be provided.

Single-family Detached Residential Option

New single-family residential along heavily traveled corridors should generally be discouraged. If new single-family development is desired along corridors, it should be set back from corridors and heavily buffered with berms and landscaping.

Geographic Form

This Place Type has a very linear form with shallow depths that generally limit large footprint development.

Primary Land Uses

Key land uses for the North-South Thoroughfare Place Type include limited retail, personal and professional services, offices and related uses. Other key uses include higher intensity residential, such

North - South Thoroughfares

as attached housing, that serves as a transition to the lower intensity residential beyond the corridors. All new residential development should be buffered from the corridor.

Building Blocks

Building Blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setback, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-2 stories (generally up to 35 feet)
Building Form	Variety of building types and sizes, but not big-box format non-residential buildings. Facades should be designed to resemble individual shopfronts or otherwise designed to minimize long, monotonous facades. For residential options, building types should be limited to single-family detached, attached townhouses, and small footprint multi-family.
Building Setback	Should be consistent within a block. Larger setbacks should be allowed along key thoroughfares to accommodate limited parking between the building and the fronting street. For residential options, setbacks from key thoroughfares are deep with a natural or planted buffer/berm.
Streets	Generally, internal streets are not included in this Place Type because development is limited to shallow lots that front a key street or road. If a site is large enough to accommodate internal streets, the streets should be designed for pedestrians and cyclists as well as automobiles.
Transportation	Automobile access with internal sidewalk network connecting to a public sidewalk network and/or recreational trails.
Parking	Private off-street located primarily beside or behind buildings. Limited parking (one double-loaded aisle) between the building and the street may be allowed, but should be screened from the fronting street with an evergreen hedge and shade/ornamental trees to provide year-round screening of parking. There should be cross access between adjacent parking areas.
Open Space	Open spaces, if provided, typically are small and integrated with the proposed development.



East - West Thoroughfares

This Place Type is located primarily along Hwy. 104, Fairhope Avenue, and Twin Beech Road and generally applies from the City's eastern planning jurisdiction boundary to Greeno Road or just beyond it in the case of Twin Beech.

Development Density and Form

Residential buildings should front streets but include generous setbacks from busy highway corridors that include berms and landscaping. Buildings should not back up to thoroughfares unless screened by an existing, mature, natural buffer. Where sites are deep enough, development should have internal streets fronted by buildings. Usable open space should also be provided. Planning objectives for these high-profile areas include deep separation distance from corridor, more landscaping, multi-purpose trails along the corridors connected to an internal sidewalk network, limited entry drives, cross-access between adjoining sites for improved connectivity, parking to side or rear of buildings, or otherwise screened from the street, and a limitation on non-residential development.

Geographic Form

Similar to the North-South Thoroughfares, this Place Type has a very linear form with shallow depths that generally limit large footprint development.

Primary Land Uses

Key land uses for the North-South Thoroughfare Place Type include residential uses such as multi-family, attached and detached housing. New residential development should be buffered from the corridor. Some non-residential development may be appropriate; however, it should be limited to within 1/2 mile of intersections with Greeno Road and Hwy. 181.

East - West Thoroughfares

Building Blocks

Building Blocks described below serve as a general guide to the intended scale and character of development. Specific standards including building height, setback, lot size, and lot coverage (among other standards) are defined in the Zoning Ordinance and may vary by zoning district.

Height Range	1-2 stories (generally up to 35 feet)
Building Form	Variety of building types should be limited to single-family detached, attached townhouses, and multi-family.
Building Setback	Should be consistent within a block. Setbacks from key thoroughfares are deep with a natural or planted buffer/berm.
Streets	Generally, internal streets are not included in this Place Type because development is limited to shallow lots that front a key street or road. If a site is large enough to accommodate internal streets, the streets should be designed for pedestrians and cyclists as well as automobiles.
Transportation	Automobile access with internal sidewalk network connecting to a public sidewalk network and/or recreational trails.
Parking	Primarily private off-street parking with informal on-street parking for guests. Front-loaded parking is common in this Place Type, but covered parking is recessed behind the front facade of houses and driveway widths are minimal at the sidewalk.
Open Space	Preserved passive open space; resident amenities, neighborhood parks, pocket parks, private yards.



Garages should not dominate the streetscape. Front-loaded garages should be located to the rear, side-loaded, or recessed from the front facade





Community Design

Community Design

The Place Types section should guide decisions on zoning cases within the corporate limits and development proposals within its planning jurisdiction. The Community Design section is more conceptual and intended to complement the Place Types through additional guidance on the design of future development in the community. The topic of community design addresses a range of design issues, including urban design, landscaping, and architecture. Community design is also relevant to both urban and suburban contexts. Below is a summary regarding community support in Fairhope for high-quality design and how that topic relates to the Planning Principles adopted for this plan.

Community Support for Good Design

A public opinion survey was conducted for this project as one of numerous methods for soliciting public input on Fairhope’s various planning issues. In general, public responses reflected strong support of good community design. In particular, the question and responses illustrated confirm specific public support for the adoption and enforcement of architectural design standards in Fairhope.

Is it important for the City to develop and enforce architectural design standards for future commercial, residential, and industrial development?



Consistency with Adopted Planning Principles

Pages 22-23 of this plan features a list of planning principles that were formulated and vetted with the public toward the beginning of the planning process. Three of those principles, in particular, relate to community design, as follows:

- Promote high-quality development in Fairhope with a strong sense of place.
- Mix Fairhope’s land uses to create pedestrian-friendly places.
- Foster vibrant and walkable neighborhoods offering an enhanced quality of life.



"Every increment of development either dilutes or reinforces community character."

Design Principles

A primary objective of this Comprehensive Plan is for Fairhope to continue to benefit in the future from attractive, pedestrian-friendly and sustainable neighborhoods and mixed-use districts. The City’s existing development regulations should be adjusted as needed to achieve this objective. The following is a summary of important design principles to follow.

Walkability

A pedestrian-friendly environment is not based merely on the provision of sidewalks, although sidewalks are obviously an important starting point. An area must also be safe, interesting, attractive, and comfortable to attract pedestrians. Such areas are lined with storefronts and street trees rather than blank walls and parking lots. Parking lots should

be located behind buildings to encourage walkability within urban areas.

Another way to promote walkability is to develop areas with a mixture of land uses located within convenient proximity to one another. The potential should exist for someone to live, work, shop, and play within the same general vicinity rather than having to drive from place to place. Walkability can improve

mobility for those who are not yet old enough to drive or those who are unable to drive for a variety of reasons.

Calming of Motor Vehicles

The term “traffic calming” often refers to remedial measures taken by communities to slow down speeding traffic through techniques such as speed bumps/humps/tables, traffic circles, chicanes, neckdowns, chokers, pedestrian bulbs, road narrowing, lane reductions (“road diets”), raised intersections, and changes in road texture. However, it is important that streets be designed from the beginning for people rather than only motorized vehicles. Fairhope was one of the first in the region to implement a “complete streets” approach to street design. “Complete streets” are streets that are designed for many, if not all, modes of transportation (walking, biking, driving, etc.). Fairhope should continue to build on past successes and strive to promote complete streets throughout all areas of the community.



Generous Landscaping

Landscaping can bring many advantages to the built environment. First, plant materials provide environmental benefits, including cooling shade, absorption of stormwater, and animal habitat. Landscaping can also visually screen undesirable views, such as parking lots and blank walls. Finally, it also adds aesthetic value and market value to properties because landscaping simply makes any place more attractive. Lush landscaping is one of the key traits that contributes to Fairhope’s strong community character.

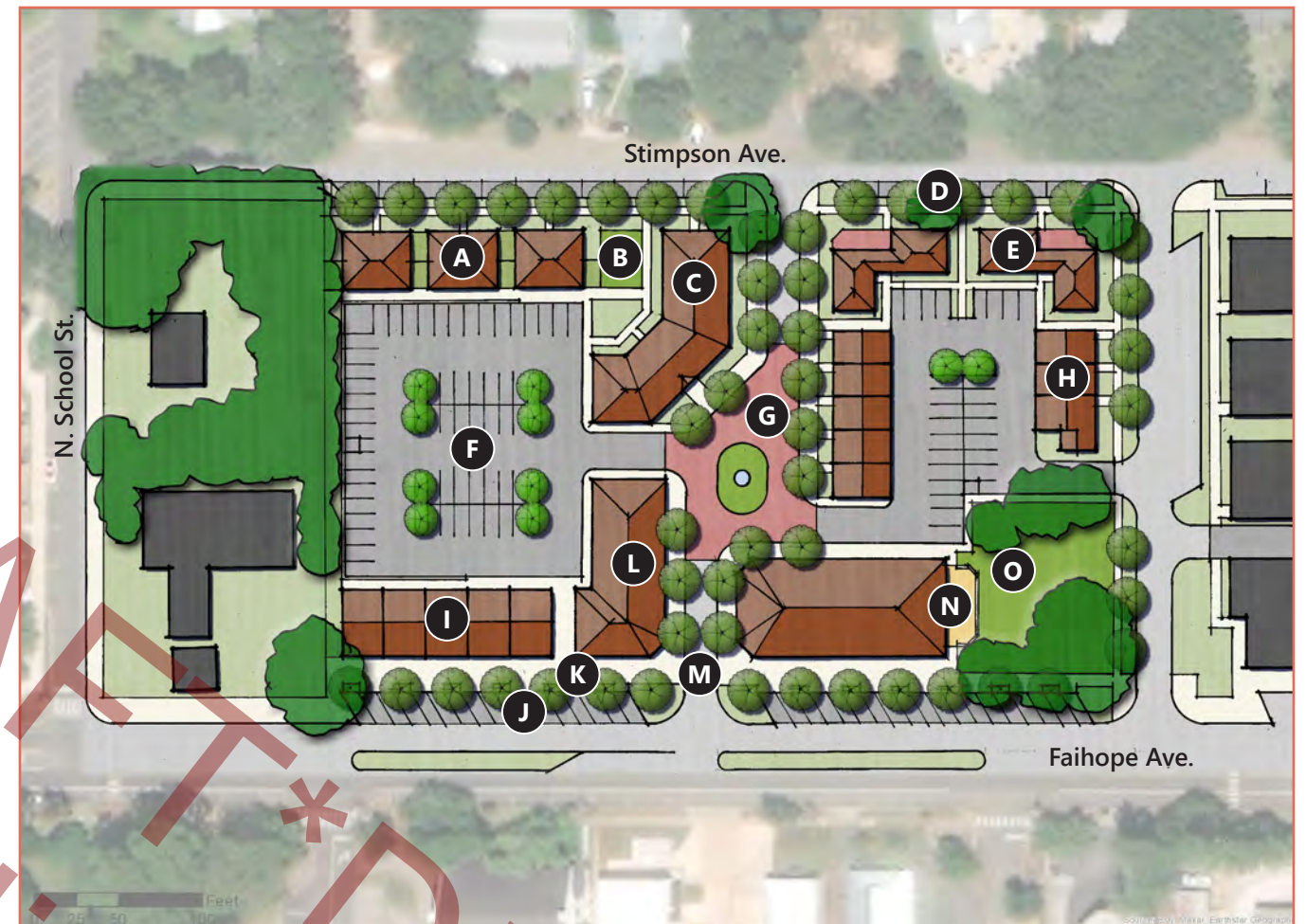
Downtown

Downtown Fairhope is not only the primary center of the community, but it is the City’s historic and cultural heart. It is revered throughout Alabama and beyond as one of the South’s great downtowns. The City has invested many resources into making Downtown a great place and preserving it should remain a priority moving forward. There will be infill opportunities over time. However, there should be design guidance to ensure that infill development is compatible with the character

of Downtown. In general, infill development should be compatible with its immediate context including the type of street it fronts as well as surrounding development patterns. Downtown has a variety of development patterns from mixed-use buildings fronting sidewalks to historic single-family detached housing fronting neighborhood streets. Understanding context is essential to successful, compatible infill development.

On the following page is a concept plan illustrating an appropriate redevelopment of the Post Office site in Downtown, if the Post Office were to ever relocate. This is not a recommendation that the site be redeveloped. This is simply a scenario that demonstrates how to incorporate mixed-use infill and a variety of housing types in a manner that is consistent with existing Downtown development patterns. The concept illustrates how to break-up large sites, work with existing topography and other natural features, and create an effective transition in scale and mass from a mixed-use main street to a Downtown residential street.

Concept Plan for Possible Redevelopment of the Post Office Site Downtown



- A** Two-family units designed to resemble single-family detached dwellings
- B** Resident dog park
- C** 2-story flats
- D** On-street parking with pervious paving
- E** Double-decker flats
- F** Parking in the center of the block behind buildings
- G** Formal plaza with central green space and fountain
- H** Townhouses
- I** Live-Work townhouses
- J** Diagonal on-street parking
- K** Wide sidewalks with trees in planters
- L** Mixed-use building
- M** Internal street breaks up long block
- N** Outdoor dining overlooking natural area
- O** Mature trees and low area preserved

Concept Plan for Possible Redevelopment of the Post Office Site Downtown
Aerial View



Concept Plan for Possible Redevelopment of the Post Office Site Downtown
Color-Coded Aerial View



Key

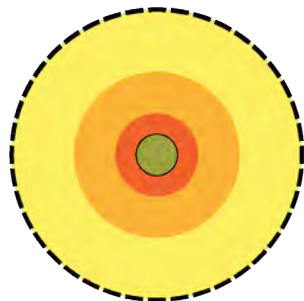
- Formal Open Space
- Mixed-Use
- Mixed Residential
- Parking

Centers

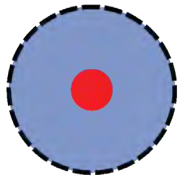
The map below illustrates the location of various other Centers within the community. These centers are not all the same, and they are in various stages of development or not developed at all. The plan envisions four types of centers with different scales and/or purposes. Following is a summary of each of the four categories of Centers and additional design guidance to supplement the Place Types policy.

Place Types Map with Identified Centers

Symbol Key



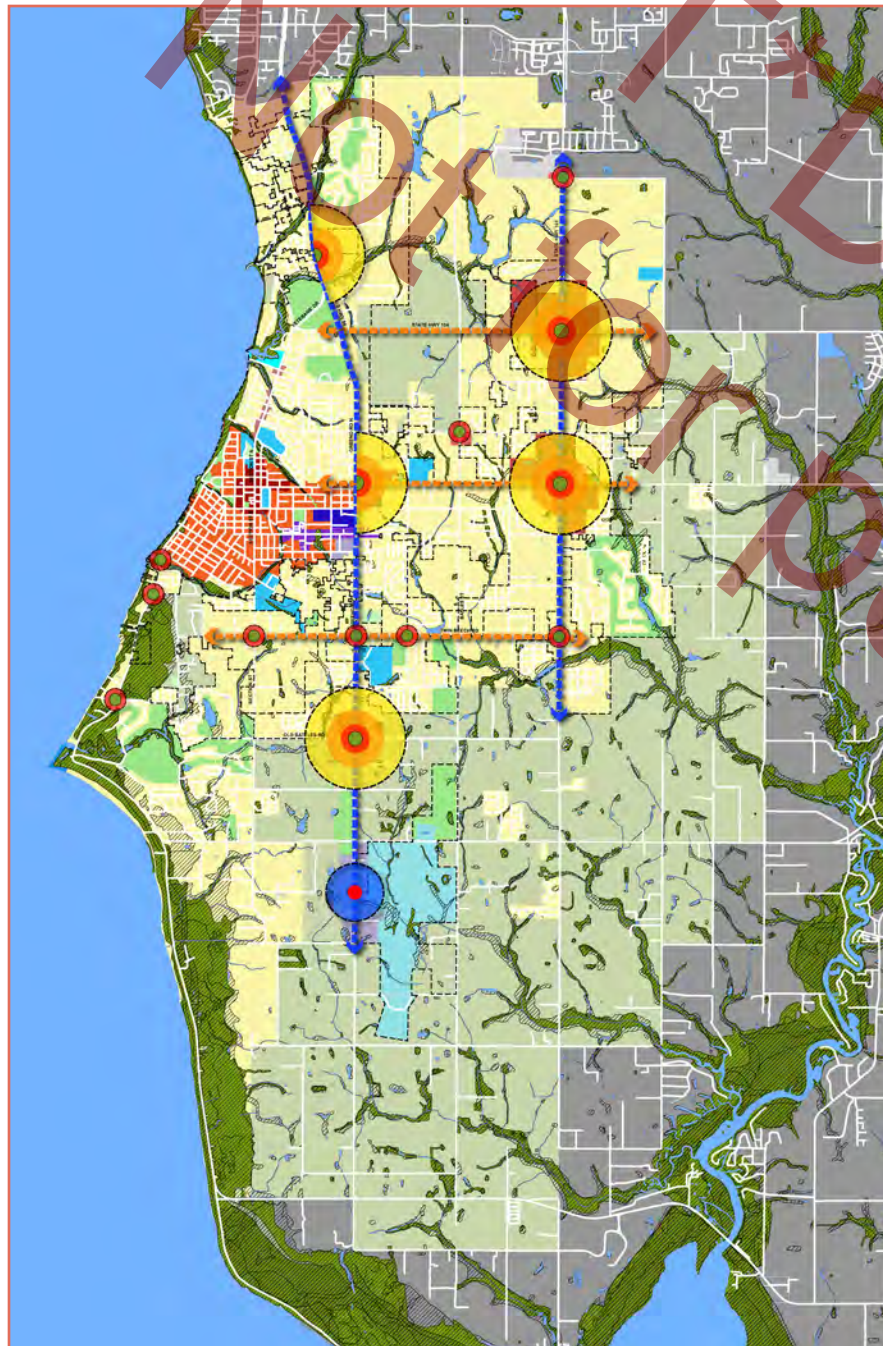
Mixed-Use Centers



Airport/Industrial/Tech Node



Small Commercial Node



Mixed Use Centers

The four Mixed Use Centers are located as follows:

- East side of Hwy 98 between roughly Gayfer Avenue (north) and Woodlands Drive (south)
- East side of North Greeno Road between roughly South Drive (north) and Woodlands Drive (south)
- Intersection of Hwy 181 and Hwy 104 (all four quadrants)
- Intersection of Hwy 181 and Fairhope Avenue (all four quadrants)

These larger centers are primarily made up of Suburban Center and Mixed Neighborhood Place Types. They are intended to feature a mixture of uses interconnected in a more pedestrian-friendly manner, while acknowledging that their location along major corridors forces them to generally be more automobile-dependent. There is an opportunity to encourage a development pattern within these centers that balances different modes of transportation and does not depend on utilizing the busy corridor for trips between individual uses or developments.

Airport Industrial / Technology Center

There is a single location for this type of Center. It anchors the core of the proposed Industrial/Office Place Type that abuts the west side of the Airport Place Type and that straddles both sides of South Greeno Road (west side in the county). This center would feature uses that support the airport and surrounding uses.

Small Commercial Node

There are four proposed Centers of this type. Three of the four are located on Twin Beech Road at the following intersections with north-south roads (going west to east):

- South Section Street
- Greeno Road
- Hwy 181

The other location is at the intersection of South Greeno Road and Old Battles Road. This center is anchored by a grocery store that was recently approved in the northwest quadrant of the intersection. The grocery store has a larger footprint than what is typically appropriate in Small Commercial Nodes and it is envisioned that this area not expand with other such buildings. It should feature small-scale commercial development similar to other nodes.

All of these centers are designated with the Suburban Mixed-Use Node Place Type and should include neighborhood serving commercial uses and no additional large footprint development. Other uses such as residential and small-scale office may also be appropriate in these low-rise, less intense centers. See the Place Types section for additional guidance.



Key Design Elements for Centers

Centers should be ideally urban in form and pedestrian-friendly with mixed uses. However, it is acknowledged that many of these centers are located along heavily traveled corridors and some have existing conventional suburban development within them. This directly affects the ability to create complete urban, walkable, and mixed-use development.

Development along major corridors should feature:

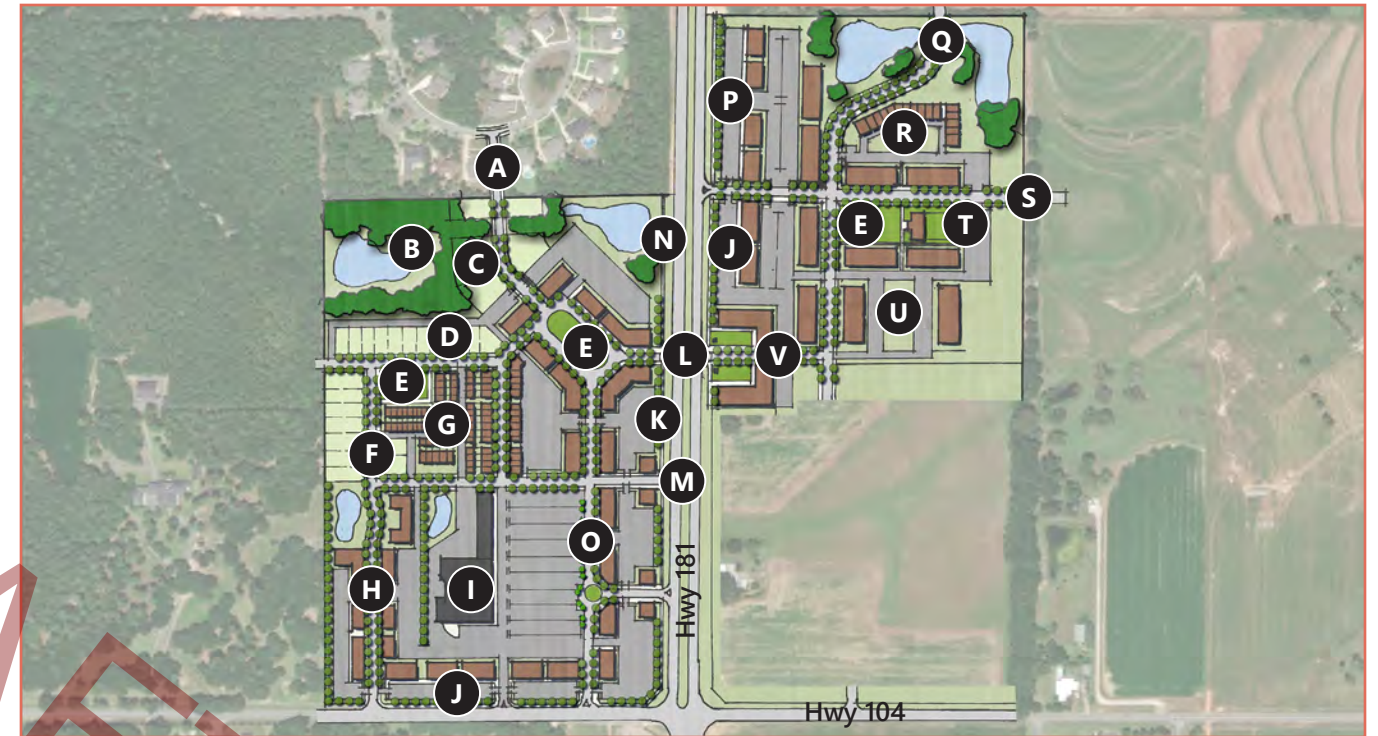
- Buildings directly fronting streets internal to the development (there may be exceptions to this for large footprint buildings that require larger parking areas)
- For commercial or mixed-use development, parking should be limited (one double-loaded bay) between a major corridor and buildings that front it
- For residential development, parking should be behind buildings, and garages should not face a street or corridor
- Buildings fronting major corridors should generally have the same setback to create a street wall even though it is set back from the corridor.
- Generous landscape buffer along frontages of major corridors (Live Oaks, shrubs, etc.) to screen parking
- Multi-purpose paths along frontages of major corridors
- Interconnected streets and blocks within the development forming a grid or modified grid
- An internal sidewalk system along internal streets and within parking areas that connect individual buildings together and connect to a public pedestrian/bicycle network

- Mix of building types transitioning from more dense and commercial buildings at the center to less dense and more residential buildings toward the edge that are consistent with development patterns outside the centers
- Civic spaces for both visitors and residents

Following is a concept plan for the Mixed Use Center at the intersection of Hwy 181 and Hwy 104. With the exception of the southwest quadrant and initial development within the other quadrants, this area is currently undeveloped.



Concept Plan for Proposed Mixed Use Center at Hwy 181 and Hwy 104



- A** Connection to existing development
- B** Preserve natural features as passive amenities
- C** Single-family transition to adjacent neighborhoods
- D** Include mixture of housing types to meet varying needs
- E** Usable, formal open space as a focal point
- F** Internal street fronted by buildings
- G** Parking to the rear of buildings on alleys
- H** Small-scale office and personal services as transition from large footprint stores
- I** Existing big box development
- J** Limited parking between building and street along corridors
- K** Landscape buffer along corridors
- L** Align streets with multi-modal intersections
- M** Define minor access points with buildings
- N** Multi-purpose trails along corridors
- O** Buildings oriented to internal streets
- P** Cross access between adjacent development
- Q** Connection to planned development
- R** Townhouses fronting street/open space
- S** Future street connection
- T** Amenities as focal points
- U** Parking behind or beside buildings
- V** Internal street network instead of driveways and parking

Concept Plan for Proposed Mixed Use Center at Hwy 181 and Hwy 104
Aerial View



Concept Plan for Proposed Mixed Use Center at Hwy 181 and Hwy 104
Color-Coded Aerial View



Key

- Formal Open Space
- Informal Open Space
- Commercial or Mixed-Use
- Mixed-Use
- Office
- Mixed Residential
- Single-Family Residential
- Street Network

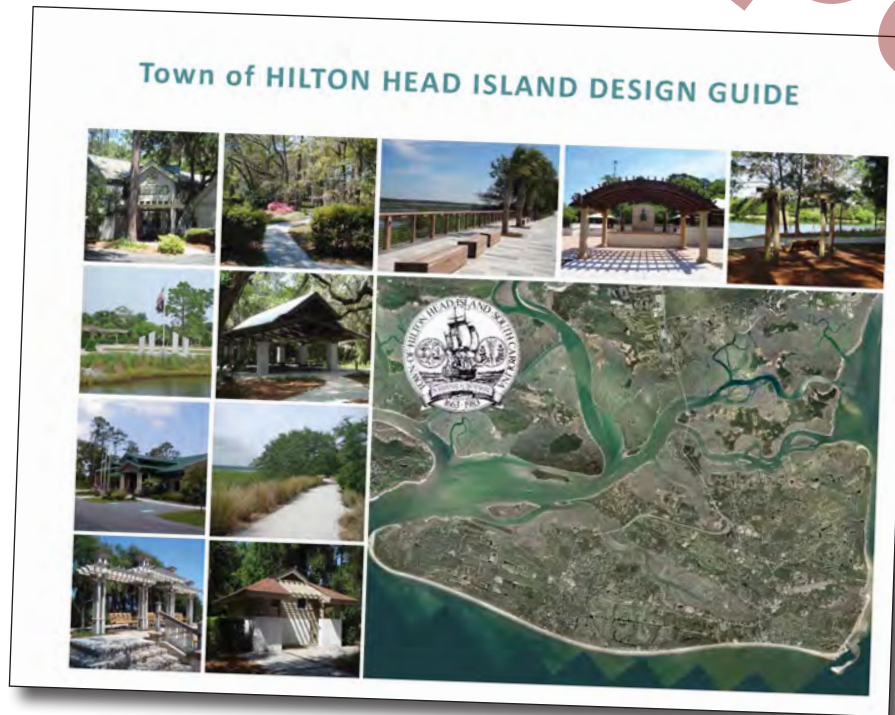
Design Standards

Overview

It is recommended that the City of Fairhope craft and adopt design standards similar to those utilized by many other resort-oriented communities, including Hilton Head Island in South Carolina. It should be noted that the previous Comprehensive Plan update included a recommendation to create a “pattern book” for architectural design that reflects the unique design aspects of Fairhope. Pattern books are different from Design Standards in that most place an emphasis on architectural patterns whereas design standards are often more comprehensive by addressing a variety of development-related issues. More importantly, it was recommended that the pattern book be non-regulatory, or voluntary. Design standards (and pattern books) tend to yield better results if they are regulatory or required. If there is a lack of community-wide support for mandatory design standards, the City should consider incentivizing their use. Potential incentives should be studied as part of the development of the design standards, but may include development incentives, such as a density bonus, or financial incentives. Design standards should be based upon the following primary ideas.

Objective

To protect and reinforce Fairhope’s strong visual character in the face of future development.



Options for Geographic Application

- Citywide
- Key corridors with the most visibility
- Areas in and around the historic Downtown and bayfront

Design Issues Addressed

- Architecture
- Site Design
- Landscaping
- Signage

Implementation

- City Planning staff
- City-appointed Technical/Design Review Committee with design professionals (architects, landscape architects, etc.) which may include members of Planning Commission

Examples of Primary Standards

While a standards document will need to be much more detailed and carefully tailored to Fairhope, examples of some of the “default” design standards might include the following:

- Pitched roofs with standing-seam metal
- Wood cladding (clapboard, board and batten, shingles, etc.)
- Raised foundations
- Dominant front porches
- Extensive landscaping (native plants)

The buildings to the right illustrate some of the key elements design standards could address.

Exceptions to Default Standards

As many architects might argue, it is desirable to add some architectural variety and interest to the community beyond the types of standards summarized above. It may be difficult to craft specific standards for the design of these exceptions, but general principles can be drafted to provide some guidance to the proposed Technical Review Committee.

The house below is inconsistent with the “default” design character found in Fairhope, but it has many appealing qualities that add visual variety to the community. The mature landscaping is also a plus.





Natural Resources

Natural Resources

One of the planning principles identified for this Comprehensive Plan was to preserve open space and environmentally sensitive lands and enhance Fairhope’s overall environmental quality. Feedback from community engagement events also indicated that protecting the City’s natural resources is a top priority. To meet these goals, it is important to implement environmental best practices and continue to incorporate low impact development as discussed below.

Best Practices

Conserve Natural Resources

In order to protect existing natural resources, the City should acquire property adjacent to natural areas and wetlands to prevent conflicting land uses from locating in these areas. Where possible, natural areas and wetlands should be preserved for recreational use such as natural trails along greenways and blueways. In accordance with the City’s Tree Ordinance, existing trees should be protected, especially the City’s live oaks. Development should be prohibited in floodplains. When creeks are converted back from farmland, they should be restored to their natural condition.



The City should also consider adding conservation zoning districts at appropriate locations within the Natural Place Type.

Establish and Maintain Green Space

Green space is defined in the Fairhope Zoning Ordinance as “any real property which is (a) part of a natural area, including tree and other preserves, lakes, beaches, walkways, walking trails, pedestrian ways, walkways, walking paths, creeks and other waterways, including wetland areas and ponds, and water areas which serve as retention, detention or similar holding basins and (b) any real property usable for active or passive recreational purposes, including, without limitation, play grounds, swim and tennis facilities, green or open areas, parks, golf course amenities such as golf course, fairways, greens, bunkers, driving ranges and other practice facilities but shall not include any rights-of-way”. In addition to aesthetic benefits, green space protects valuable habitats for native plants and animals, plays a key role in stormwater management, and provides places for outdoor recreation. It is recommended that the City continue to enforce green space requirements within new developments. It is also important to maintain existing green space. Maintenance plans vary by site, and plan elements could include cleaning (leaves, branches, and litter), pruning, weeding, controlling pests, and planting. The City already has maintenance agreements on file that are monitored by the City’s Code Enforcement Department. It is recommended that the City develop and implement plans to care for any greenspace areas that are not covered by existing maintenance agreements.

Reduce Pollutants

Pollutants are generated from many sources and can include things like chemicals, garbage, motor oil, and construction debris. They are harmful to the environment and can cause irreparable damage. Pollutants can be minimized when stormwater is filtered through low impact development practices (discussed later in this section) prior to entering waterways. Another way to protect groundwater is to develop and implement a comprehensive pollution management program that aims to reduce or eliminate wastes, effluents, and emissions at the source.

Developers and their construction crews can be a major source of pollution when they fail to set up and maintain required erosion control measures before, during, and after construction activities. The City must continue to hold developers accountable throughout the development process to minimize these pollutants. Similarly, pest control and landscaping companies can contribute to groundwater pollution and should be encouraged to implement best practices when applying pesticide and fertilizer.

Pavement promotes stormwater runoff as it often transports it into waterways along with pollutants. In accordance with the City’s requirements for pervious areas, parking pavement in new developments should be reduced where possible in favor of gravel or permeable pavers which can help filter the water before it enters the waterways.

Promote Living Shorelines

Located along the Eastern Shore of Mobile Bay, Fairhope has a prime opportunity to promote a living shoreline. As opposed to a concrete seawall or similar structure, a living shoreline is made of natural materials such as plants, sand,

or rock. It provides a protected habitat for aquatic plants and animals as it continues to grow and evolve over time. While not feasible in all locations, the City should consider implementing living shorelines where possible.



Protect Gullies

A unique feature of Fairhope’s natural environment is its gullies. These gullies were formed by water erosion and now serve as scenic drainageways throughout the City. Fairhope can continue to protect the gullies by preserving them for recreational areas and keeping them free of invasive vegetation and debris. Where possible, future development should be designed to maintain existing gullies in common areas, conservation easements, or on City owned property.

Develop or Update Codes

Fairhope has adopted an Erosion and Sediment Control Ordinance. They have also adopted both a Wetlands Ordinance and a Red Soil (Clay and Silt) Ordinance to protect the environment. These two ordinances should be incorporated into the City’s Subdivision Regulations. Additional ordinances on topics such as Aquatic Buffers, Open Space Development, Gullies, and/or Steep Slopes should be considered for additions to the Code of Ordinances and Subdivision Regulations. These ordinances

provide the City with a legal foundation to implement and enforce environmental stewardship.

Offer Development Incentives

It is recommended that Fairhope identify incentives for developers to implement environmentally friendly components throughout their project sites. Incentives could be offered for developing or preserving green space, protecting water quality, including renewable energy systems, and/or practicing low impact development. The City could consider incentives such as reduced permit fees, tax credits, stormwater fee discounts, and public recognition.

Low Impact Development

Definition

Low Impact Development (LID) is a design approach where stormwater runoff is managed by using or mimicking natural processes to filter and store water through the use of green infrastructure.

Traditional stormwater infrastructure is typically comprised of a system of gutters, inlets, and pipes that transport stormwater to treatment plants or local water bodies. Green infrastructure includes systems that filter and absorb stormwater where it falls.

Goals

By continuing to use green infrastructure to practice low impact development, the City of Fairhope will make progress toward its goals of protecting water quality and preserving natural habitats.

Standards

The ICC 700 National Green Building Standard (NGBS) was developed in 2008 and has

received approval from the American National Standards Institute (ANSI). It is geared toward residential developments and includes building practices in the following categories: lot design and development, resource efficiency, water efficiency, energy efficiency, indoor environmental quality, and building operation and maintenance. It is recommended that Fairhope's codes reference this standard and adopt it for new or renovated City owned properties.

Green Infrastructure Examples

Green infrastructure components are typically customized for each site. Components can be used individually or in combination with each other. Some examples of green infrastructure that are recommended for the City of Fairhope are:

- Downspout Disconnection: Rerouting of rooftop drainage from storm inlets to permeable areas or storage containers
- Rainwater Harvesting: Collection of rainwater for later use
- Bioswales: Use of vegetation to slow and filter water
- Permeable Pavements: Pervious materials that treat and/or store rainwater where it falls
- Bioretention Cells / Rain Gardens: Planted areas that collect, absorb, and filter stormwater runoff
- Planter Boxes: Urban rain gardens typically found in downtown settings
- Water Absorbing Plants: Trees and plants that absorb excess rainwater



Rain Garden

(Source: <https://www.epa.gov/system/files/documents/2021-11/bmp-bioretention-rain-gardens.pdf>)

Recommendations

The City of Fairhope currently requires developers to incorporate LID techniques into their developments within the City's municipal

boundary and planning jurisdiction. Specific techniques are proposed by the design engineers using professional engineering judgment based on local rain events, geology, slopes, and other natural features. The City also requires LID techniques in parking lots.

In addition to requiring developers to implement LID techniques, Fairhope should look for opportunities to construct LID pilot projects in public right-of-way and publicly owned green space and train their municipal crews to install and maintain these projects. It is recommended that the City maintain a GIS database of all publicly owned LID sites and use this database to track maintenance activities at these locations. The City should also consider requiring LID techniques for capital improvement projects and offering incentives for development and redevelopment in the form of tax credits, density bonuses, and/or discounted utility fees.



Historic Preservation

Historic Preservation

Background

The Community Factbook provides detailed information on Fairhope’s historic resources. As explained in that document, the City currently has the following four National Register (NR) Historic Districts:

- Montrose Historic District (only partially within the city limits)
- Fairhope Downtown Historic District
- Fairhope Bayfront District
- White Avenue Historic District

There are also 12 individually-designated NR properties in Fairhope, and they are limited to institutional buildings and houses. With the exception of NR-designated or eligible properties that are threatened by federally funded or licensed projects (road widenings, cell tower installations, etc.), there are no associated regulations to protect NR properties. Even those potentially impacted via federal funding or licensing are not necessarily protected, but a review process is required to identify mitigation options (“Section 106 Review”).



The former City Hall building, since adapted as a local history museum, is a “contributing” building within the Fairhope Downtown Historic District.

Because of the lack of protections for historic properties, buildings in Fairhope are periodically inappropriately altered or demolished for replacement by new development. Another potential scenario is “demolition by neglect,” whereby a building deteriorates to a point that it fails to survive. Unless the City decides to adopt a historic preservation ordinance that offers protections through one or more local historic districts, as exist elsewhere in Baldwin County, Fairhope’s historic resources will continue to be at risk. Consequently, the following recommendations are offered.

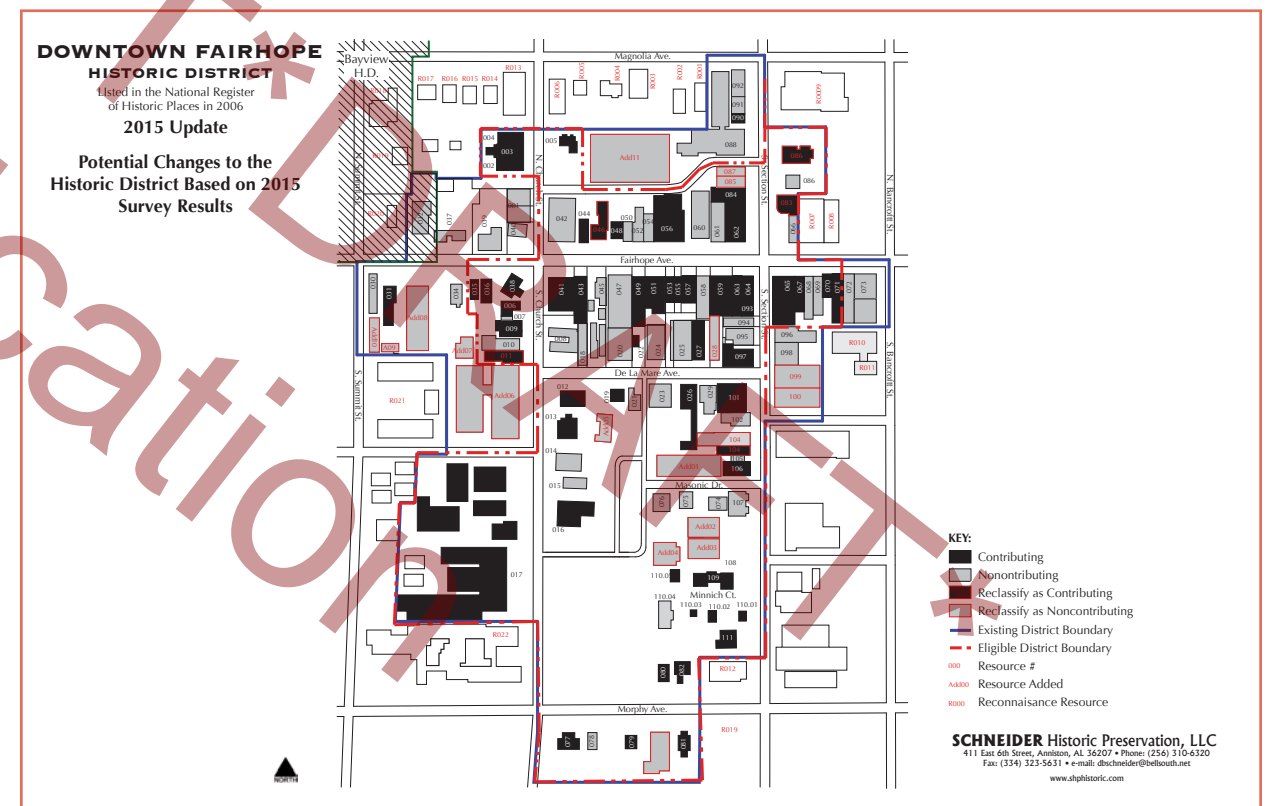
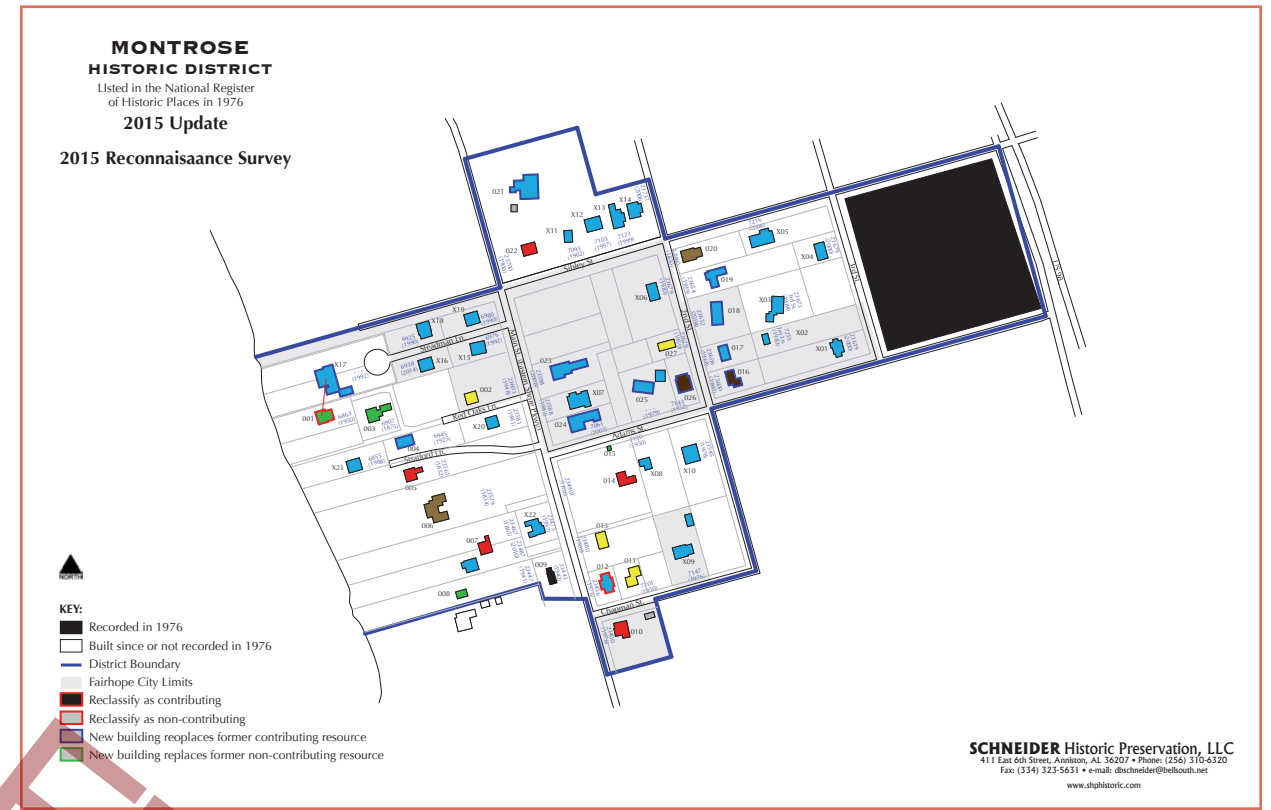
Recommendations

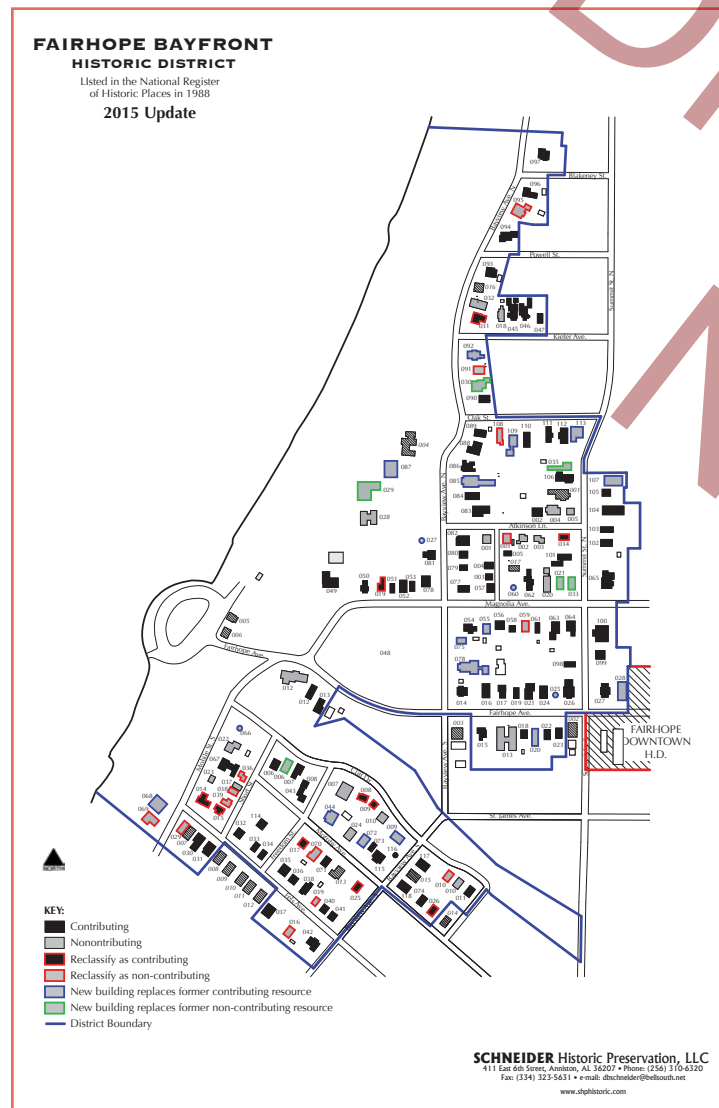
Pursue Certified Local Government (CLG) Status

If sufficient property owner support exists to move forward with one or more local historic districts, it is recommended that the City pursue CLG status by establishing a comprehensive historic preservation program. CLG status is provided by the Alabama Historical Commission (AHC) for local governments that have such a program. Features of CLG programs include the following:

- Historic preservation ordinance (model ordinances can be provided by AHC)
- Locally-designated historic districts
- A City-appointed historic preservation commission
- Design guidelines to apply to properties within the local districts

CLGs are qualified for a special funding source that is allocated annually by AHC for various preservation projects, such as historic site inventories, preparation of preservation plans, and historic district design guidelines.





Explore the Designation of Local Historic Districts

It is recommended that the designation of local historic districts with actual protections be explored for both Downtown Fairhope and the surrounding historic neighborhoods. At a minimum, the existing NR districts should be considered for protections. The following approach is recommended for achieving this objective:

- **Prepare public information regarding district designation.** The differences between the process and benefits of NR designation and local designation are considerable, so both should be addressed. The pros and cons of local historic districts should be covered in an objective, clear, and balanced manner.
- **Disseminate the public information.** Once prepared, the information should be provided to the public on the City’s website and in the form of hard copy brochures for people who do not utilize the internet.
- **Hold a series of area-specific meetings.** Multiple public meetings should be held in the areas where districts are being considered. The City should solicit the attendance of staff from the AHC to help explain local historic district designations. AHC staff presented to the Fairhope City Council in 2023, so they will probably be willing to participate. The most likely AHC staff member would be the Certified Local Government (CLG) Coordinator.
- **Pursue local designations where support exists.** District designations always work best when a substantial majority of affected property owners support designation. It is recommended that local designation not be pursued where such support is clearly lacking.

- **Prepare design guidelines.** Guidelines are implemented through a design review body (preservation commission) and they should address both the treatment of existing buildings and the design of new buildings. The next page has further recommendations on this topic.

Approximately 75% of survey respondents considered the “Preservation of Older Buildings and Community Character” to be “Very Important.”

Also, to make historic zoning more palatable to property owners, it is recommended that the following two concepts be promoted:

- **Only work that is visible from a street will be reviewable.** Many preservation ordinances require review from any public right-of-way (ROW), including alleys. That approach opens up review of work in rear yards, such as decks, which can generate substantial push-back from property owners.
- **Do not review paint colors.** A key consideration for altering historic properties is whether the action is reversible. Irreversible actions are much more concerning, while paint colors are obviously reversible. Also, paint colors are typically the most subjective issue associated with design review and the most difficult to defend. It is important to note that this topic is very different from the idea of painting previously unpainted surfaces, which is an architectural conservation issue worthy of regulation.

Prepare Design Guidelines

Even if a local historic district is not designated in Fairhope, the Historic Preservation Committee should still pursue the preparation of design guidelines for the community's historic areas for the following reasons:

- They can serve as a resource for historic property owners who are seeking the information.

- They can be incentivized by requiring that the guidelines be followed to get financial incentives from the City for building improvements.
- If they are initially voluntary, the community may develop enough of a comfort level over time to support their adoption as mandatory standards.



*Sample Design Guidelines - Graphics from Fayetteville, NC
Source: The Walker Collaborative / Common Ground Urban Design + Planning*

Leverage Incentives for Historic Building Rehabilitations

Promote Existing State & Federal Investment Tax Credits

Owners of NR properties (and NR-eligible properties) who pursue qualified building rehabilitation projects are eligible for both state and federal investment tax credits. Taking advantage of this incentive, a federal tax credit worth 25% of the total project costs requires that:

- The project costs must exceed the property's adjusted cost basis (essentially the investments to date).
- The property must be income-producing (which can include residential if rental).
- The project must follow federal preservation standards (Secretary of the Interior's Standards & Guidelines for Rehabilitation).

Alabama's state incentives mirror the federal program in most ways. The 2017 Alabama Historic Rehabilitation Tax Credit provides for a refundable income tax credit against the tax liability of the taxpayer for the rehabilitation, preservation, and development of historic structures. The program provides \$20 million in tax credits each calendar year from 2018-2027. The credit is equal to 25% of the qualified rehabilitation expenditures for certified historic structures. The AHC is the administering agency for this program and can provide details.

Since many people are unaware of these state and federal financial incentives, it is important that the City's Historic Preservation Committee vigorously promote them.

Promote State Property Tax Benefits

The State's "ad valorem program" is for income-producing properties that are listed in (or eligible for) the National Register of Historic Places. Anyone can apply for a reduction in their assessment rate to a rate of 10%. It does not place any restrictions on the building and it is not tied to its rehabilitation. This incentive can reduce the amount of the property taxes owed each year and is a quick way to reduce an owner's tax liability. To determine if a property is eligible for this benefit, the property owner submits a completed Ad Valorem Assessment Application to the AHC for review. If the property is found to be listed in (or eligible for) the National Register, the AHC will issue a letter that the property owner files with their local tax assessor's office to receive the reduction.



Mobility

Mobility

One of the planning principles stated earlier in this document is to “provide a variety of transportation alternatives and high-quality transportation corridors within Fairhope”. While the transportation network within the City of Fairhope already includes a variety of accommodations for vehicles, bicycles, and pedestrians, this section explores ways to improve the mobility experience for all users.

Fairhope’s transportation network should provide:

- Efficient routes to travel through and within the City
- Context sensitive solutions in both natural and built settings
- Safety for motorists, bicyclists, and pedestrians
- Support for all modes of travel (where appropriate)
- Connectivity between outlying neighborhoods and downtown

Road Classifications

All existing roads are currently classified into Principal Arterials, Minor Arterials, Major Collectors, Minor Collectors, and Local Roads by the Eastern Shore MPO. The City has further classified many local roads to better describe their function with the City’s roadway network. The map on Page 105 shows the City’s road classifications. While some of these roads are currently outside City limits, they are included in the classification map since the areas around them may be annexed during the life of this plan.

As roads are improved in the future, there will be opportunities to upgrade them to incorporate amenities such as mixed-use paths,

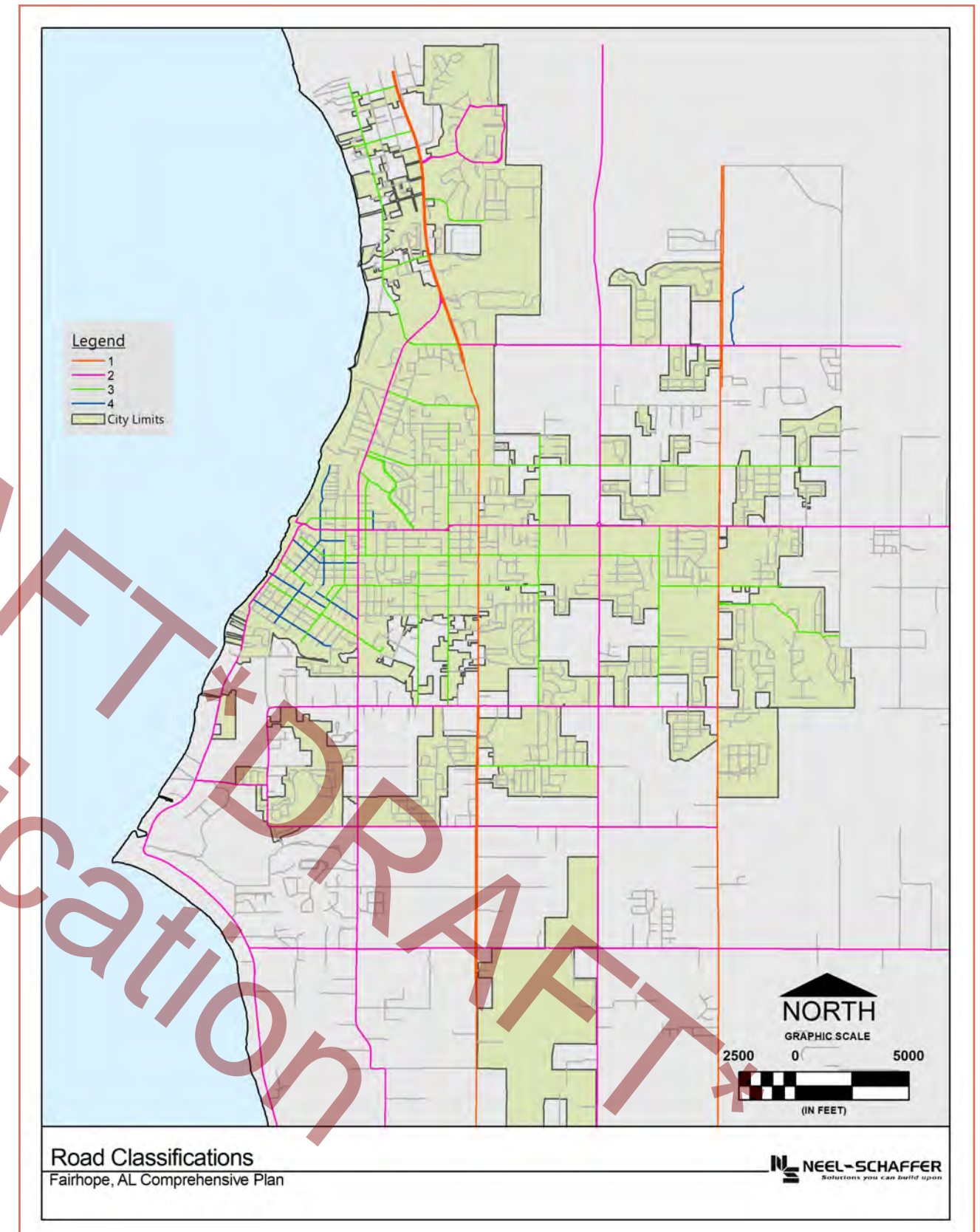
sidewalks, and bicycle lanes. To illustrate these upgrades, planning level cross sections were developed for the following scenarios:

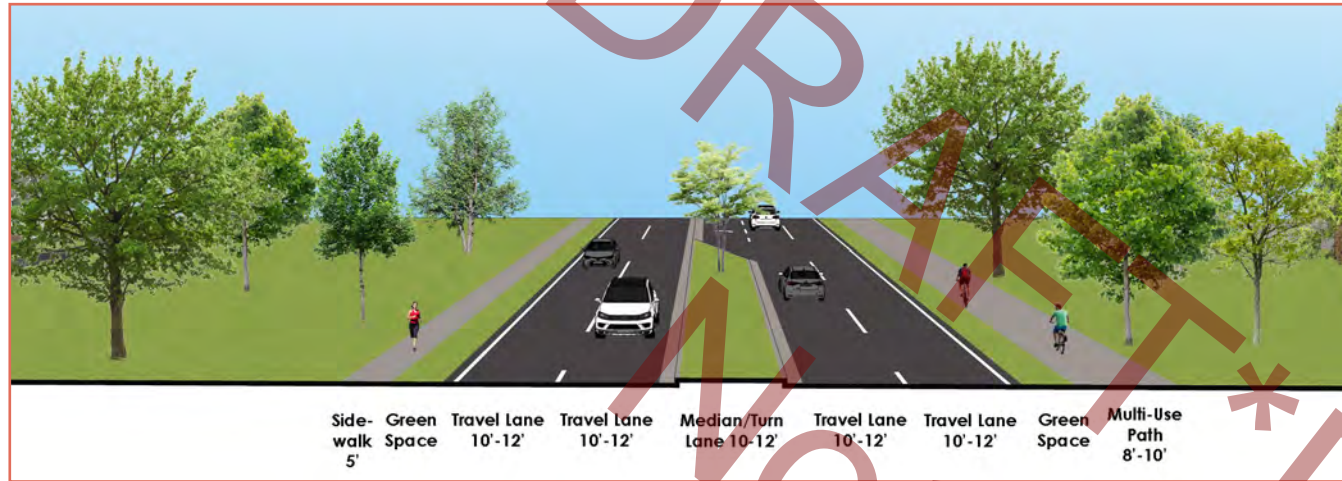
- Arterial Road (45+ MPH)
- Collector Road (35 to 45 MPH)
- Local Road - Residential (≤ 25 MPH)
- Local Road - Commercial (≤ 35 MPH)

Graphical representations of each cross section are shown on Pages 106-107.

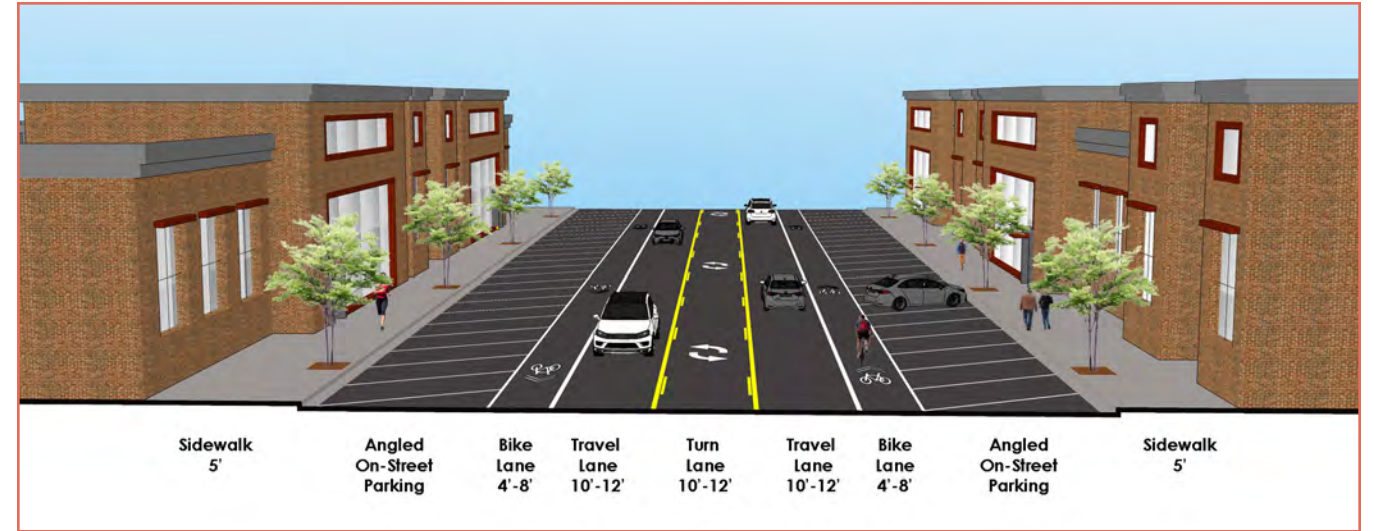
The City has designated Tree Ordinance Roads as defined in Ordinance No. 1444 and shown on the map on Page 108. Trees adjacent to these roads should be preserved within the City limits. Roads that should be considered for future inclusion in this Ordinance are also shown on the map.

As trees continue to grow, the 20-foot greenspace requirement stated in the Ordinance may need to be increased on some roads to accommodate the growth. It is recommended that each road shown as a Tree Ordinance Road be reviewed to determine if a wider strip of greenspace will be needed adjacent to the road. The Ordinance should be updated to reflect the results of this review.

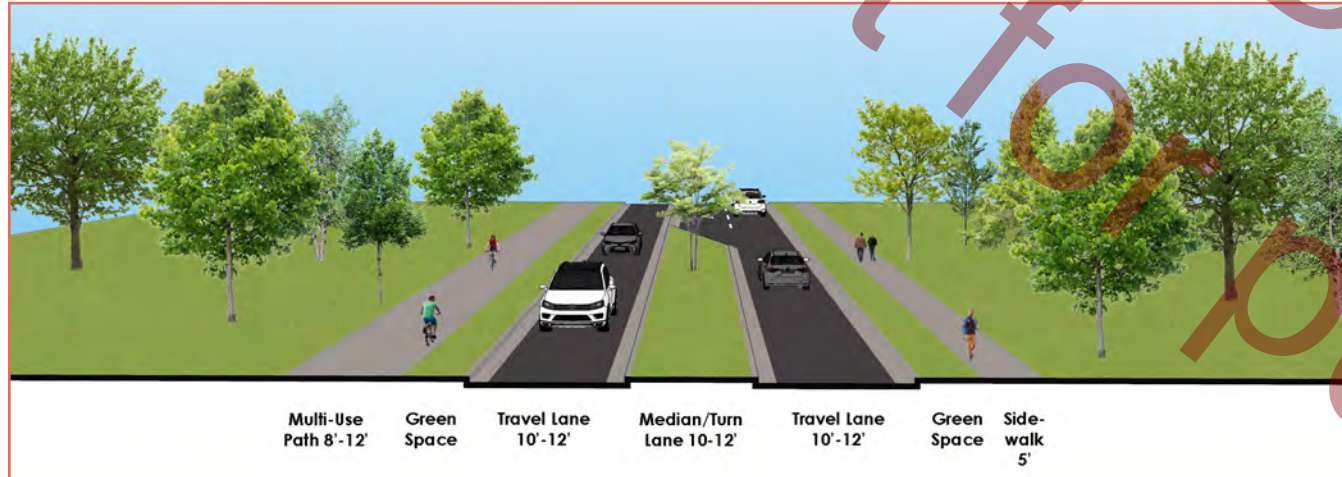




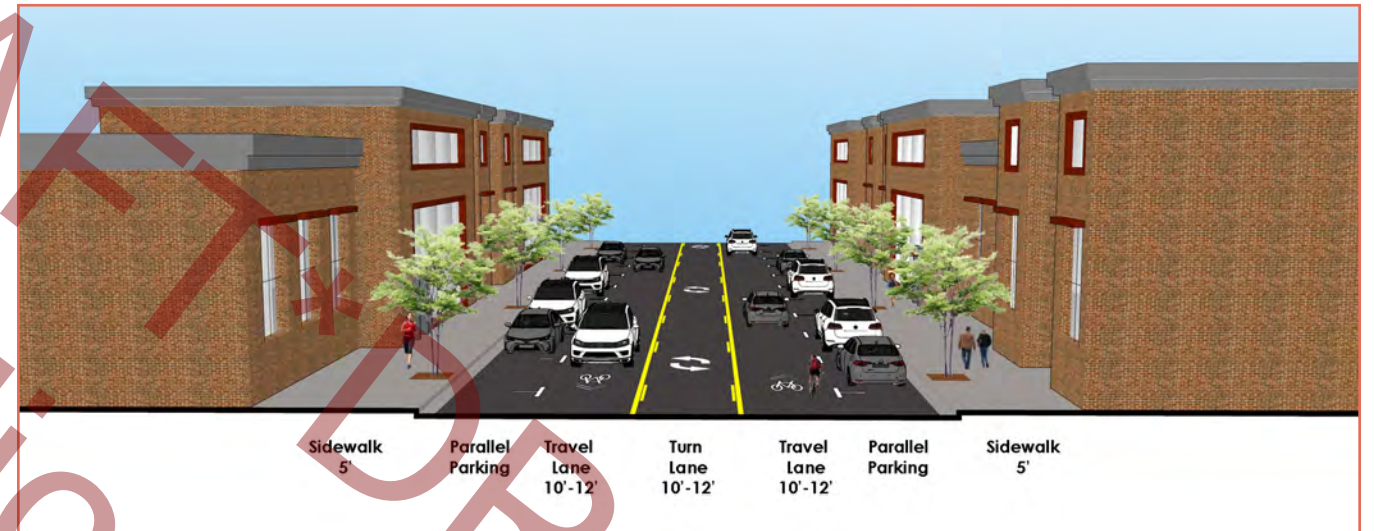
Arterial Road



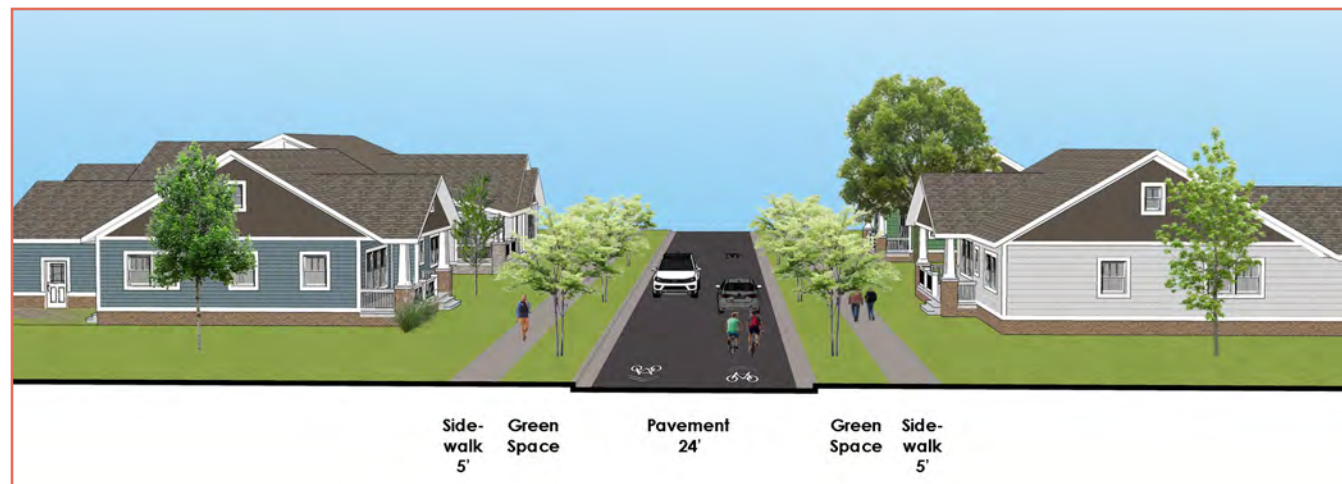
Local Road - Commercial (Angled Parking)



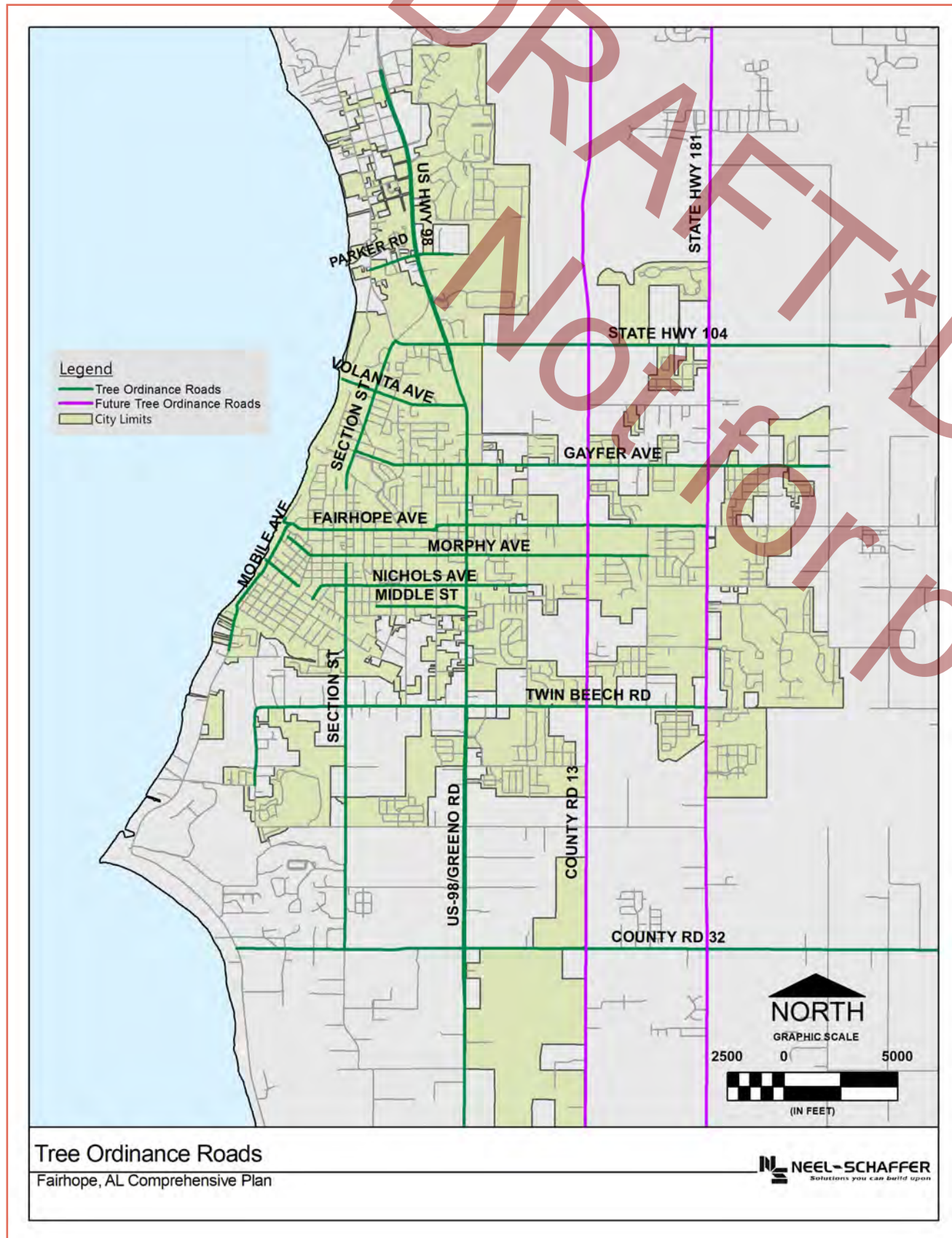
Collector Road



Local Road - Commercial (Parallel Parking)



Local Road-Residential



Motorized Transportation

Fairhope has a diverse road network that transports traffic through and around the City. To accommodate the current and projected traffic volumes, it will be important for the City to continually maintain these roads to keep them in a state of good repair. To maximize efficiency, all traffic signals throughout the City should be evaluated and timings should be updated where needed.

While most roads are predominately vehicle focused, the City has implemented non-vehicle components such as sidewalks and bicycle markings on many roads. It is recommended that the City continue this effort by implementing their Complete Streets Policy when constructing new roads and upgrading existing roads.

Beautification is also very important to the residents of Fairhope, so a continued effort should be made to add and maintain street trees, landscaping, and flowers along roadways. Continuing to keep the roadways clean and requiring businesses to only erect low signage also helps with the beautification effort.



Main Thoroughfares

Thoroughfares are arterial roads that transport people and goods through the City. They tend to have higher speed limits and traffic volumes than other local roads. The proposed character of thoroughfares is discussed in the Place Type section on Pages 66-71. As development occurs along these roads, the City should continue to require larger building setbacks, increased landscaping, and reduced signage.

North/South Thoroughfares

US-98 (Greeno Road) is the primary north/south route through the City. This four-lane road travels the length of west Fairhope and has a speed limit that varies between 45-55 MPH. Bicycle infrastructure is present between CR-32 and Fairhope Avenue in the form of wider shoulders and shared lanes. Sidewalks are located along many portions of this road.

State Highway 181 is the other primary north/south route through the City. It is located on the east side of Fairhope. State Highway 181 is currently a two-lane road through most of the City and a four-lane road north of town near State Highway 104. ALDOT has plans to widen additional sections of State Highway 181 in the future. The speed limit varies from 45-55 MPH along this route. Bicycle and pedestrian infrastructure are not present.

County Road 13 has been identified as a future north/south thoroughfare for the City. This two-lane road is located between US-98 and State Highway 181. Speed limits vary from 25-45 MPH. This road does not have bicycle infrastructure, but a sidewalk is present along some sections of it. As development occurs along County Road 13, the City should consider implementing the planning objectives of the Thoroughfare Place Type discussed on Pages 68-69.

East/West Thoroughfares

State Highway 104 is a two-lane road on the north side of Fairhope. The speed limit varies from 30-55 MPH. This road does not have any dedicated bicycle or pedestrian infrastructure.



Fairhope Avenue is an east/west road that traverses the width of the City. Numerous places of interest are located along this road including the main post office, the Department of Motor Vehicles, and numerous businesses. Fairhope Avenue also passes through the central business district and connects to the Fairhope Municipal Pier. The speed limit varies from 25-35 MPH. Bicycle infrastructure is not present on the majority of this road. Sidewalks are located either on one side of the road or both sides of the road throughout most of the route.

County Road 44 (Twin Beech Road) is a two-lane road with a speed limit of 35 MPH. It travels east/west on the south side of Fairhope between Heard Road and State Highway 181. No dedicated bicycle infrastructure exists, but sidewalks are present on one side of the road throughout most of the route.

County Road 32 has the potential to be another east/west thoroughfare as development expands to the south. It is currently a two-lane road with speed limits varying between 45-55

MPH. No bicycle or pedestrian infrastructure is present.

Proposed Multimodal Corridors

Throughout the public meetings, a need was identified for multimodal corridors to provide connectivity through the City by travel modes other than vehicles. After a review of the City's road network, two corridors were identified as potential routes to provide multimodal travel through the City.

North/South Multimodal Corridor

Section Street was identified as a good option for a north/south multimodal corridor since it already has multimodal elements and passes through the central business district. It also provides easy access to the Eastern Shore Trail, the Fairhope Municipal Pier, and the new Flying Creek Nature Preserve.

The proposed multimodal corridor would extend along Section Street from Old Battles Road in South Fairhope to State Highway 104 in north Fairhope and then continue north along Veterans Drive to US-98. No major changes are expected for the existing vehicle travel lanes, but additional bicycle and pedestrian infrastructure in the form of shared route signage and/or markings and sidewalks should be added to address gaps along the route. Major intersections should be evaluated individually to determine the safest way for pedestrians to cross intersecting roads.

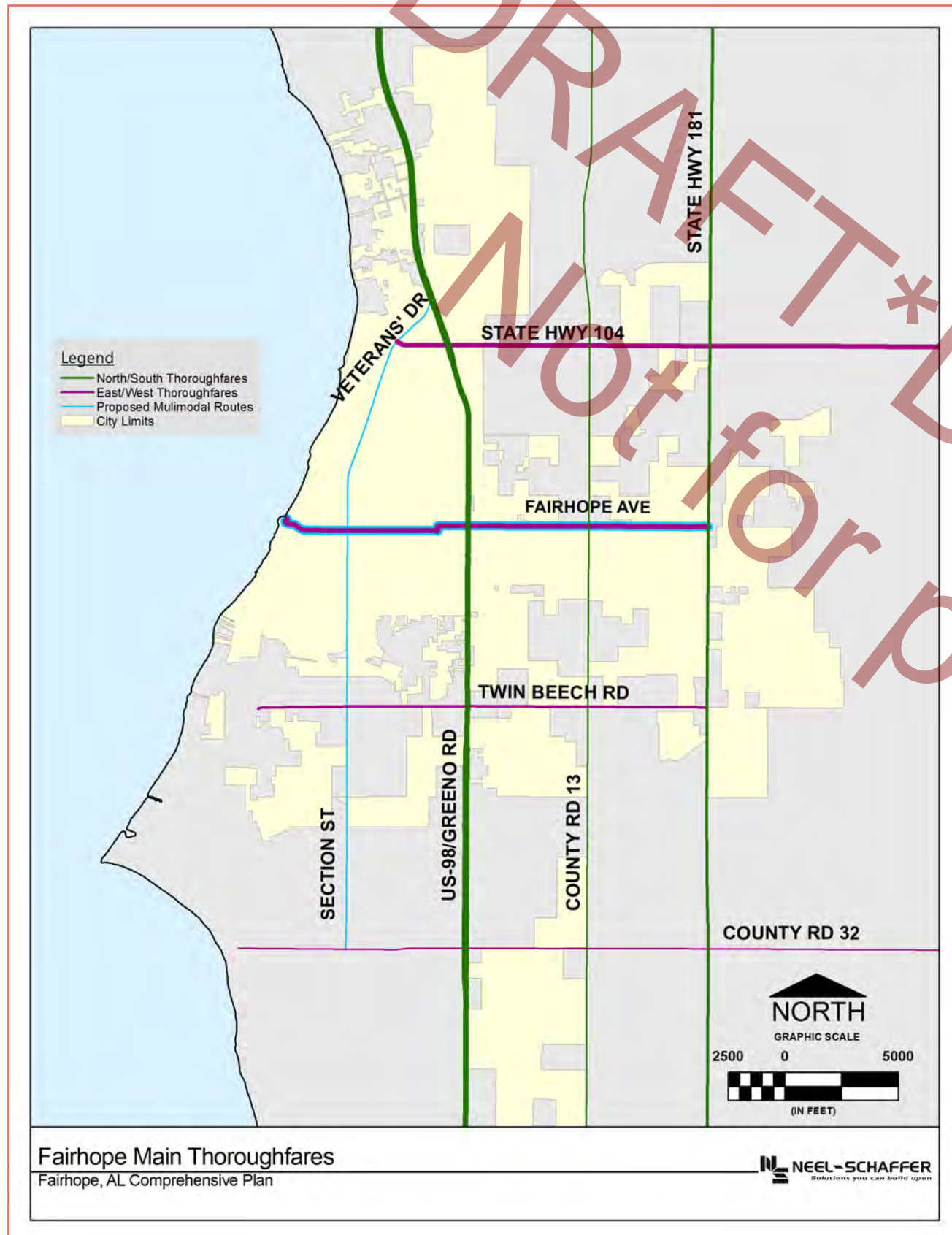
East/West Multimodal Corridor

Fairhope Avenue was identified as the optimal east/west multimodal route since it already provides an east/west connection and is located near the center of the City. It also has existing sidewalks throughout much of the route and is adjacent to popular destinations.

The proposed multimodal corridor would begin at the Fairhope Municipal Pier public parking lot and extend east along Fairhope Avenue to State Highway 181. While the proposed corridor is expected to maintain its existing vehicle travel lanes, a mixed-use path is proposed on the north side of the road throughout the corridor. In order to maximize pedestrian accommodations through the downtown area, the mixed-use path could transition from Fairhope Avenue to Magnolia Avenue just east of S Mobile Street and follow Magnolia Avenue to N Bancroft Street where it could return to Fairhope Avenue and continue along Fairhope

Avenue to State Highway 181. Sidewalks would need to be upgraded/added on the south side of the Fairhope Avenue corridor to meet current ADA standards. Major intersections throughout the corridor should be evaluated individually to determine the safest way for pedestrians to cross intersecting roads. Potential options include pedestrian signal phases, roundabouts with pedestrian facilities, or grade separated crossings.

Thoroughfares and proposed multimodal corridors are displayed on the map on Page 112.



Subdivision Roads

As Fairhope continues to grow, it is important for the City to continue to require that new subdivisions follow the design standards spelled out in the City's Subdivision Regulations. Public input indicated a strong desire for connectivity among neighborhoods and to other parts of town. To accomplish this goal, future developments should continue to focus on providing these connections. Sidewalks, bicycle lanes, and/or mixed-use paths should be incorporated for non-motorized connectivity. It is also important to maintain safety by implementing traffic calming measures in suburban roadway design through the use of curves, roundabouts, and bicycle/pedestrian crossings.

Parking

Parking in the downtown area is primarily accommodated through on-street parallel or angled parking. A multi-story parking deck is located adjacent to the Hampton Inn between N Church Street and N Section Street. Based on input from City personnel, this deck is often underutilized. Wayfinding signage should be improved throughout the downtown area to direct the public to this free parking option.



Public input noted that downtown employees and community college students utilize much of the downtown street parking during the day. It is proposed that these groups be offered incentives to park in other surface lots outside of the downtown area. A complimentary shuttle service may be needed to accommodate this option, and available surface lots should be identified. It is also recommended that the City encourage the development of private paid parking lots to meet this need. The City's Parking District could be used to identify appropriate parking locations.



Due to the increase in electric vehicles, the City has installed charging stations at Fairhope City Hall and in the downtown parking deck. It is recommended that the City continue to install charging stations in the parking lots of other civic buildings. New charging stations should also be encouraged at other public locations throughout the City and required in new developments.

Another recommendation is to implement parking limits. Since the public prefers not to have parking meters, it is recommended that limits be implemented through signage and enforcement.

Transit and Rideshare



Baldwin Regional Area Transit System (BRATS) currently serves the City of Fairhope through

their demand response bus service. The City is adding a designated BRATS stop to the west side of the downtown parking deck between N Church Street and N Section Street with access to/from N Church Street. This bus stop should have signage and amenities such as a covered waiting area, seating, and trash cans.

A golf cart shuttle serves downtown Fairhope from 10:00 AM to 2:00 PM Monday through Friday. It is based in the parking deck and transports passengers within the Central Business District for no charge. As ridership increases, it is recommended that the City explore ways to expand this service by adding more golf carts and increasing service times.

It is recommended that Fairhope implement a larger shuttle system between the downtown area and exterior parking lots during special events. This service could be managed and staffed by BRATS, City staff, or volunteers. The City should consider partnering with schools and churches to use their parking lots for this purpose. This shuttle service should be heavily advertised prior to each event, and temporary signage should be installed directing users to pick-up and drop-off locations. Providing this service encourages attendees to park offsite and reduces the number of vehicles in the downtown area during events.

Rideshare opportunities are currently limited in Fairhope. The City should consider promoting the use of rideshare services and identifying dedicated drop-off/pick-up locations during events.

Low Speed Vehicles

Low speed vehicles are becoming more common in Fairhope and can be seen regularly throughout town, especially in the downtown area. It is recommended that the City update their codes to clarify where low speed vehicles are allowed and who can operate them. One suggestion is to only allow low speed vehicles in the downtown area and in walkable mixed-use centers. For safety reasons, low speed vehicles should only be used on roads with speed limits ≤35 MPH. They should not be operated on sidewalks or mixed-use paths. Since most City roads are at or below 35 MPH, the City should consider limiting low speed vehicles to 25 MPH roads or raising the speed limit of roads where low speed vehicles are not compatible (i.e., CR-13).

The City should consider providing additional parking for low speed vehicles in the downtown area (one or two spaces per block).

Airport

While the H.L. "Sonny" Callahan Airport does not currently offer passenger service, it is a source of transportation for private aircraft. The Economic Development section of this plan discusses how a Target Industrial Strategy can help the airport grow.

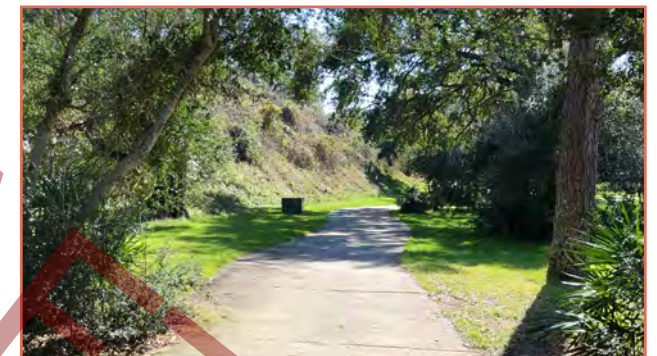
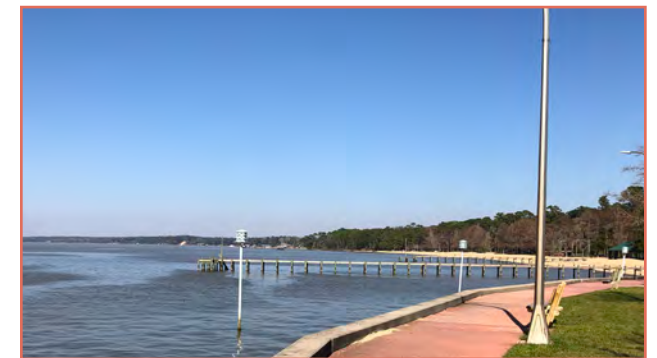
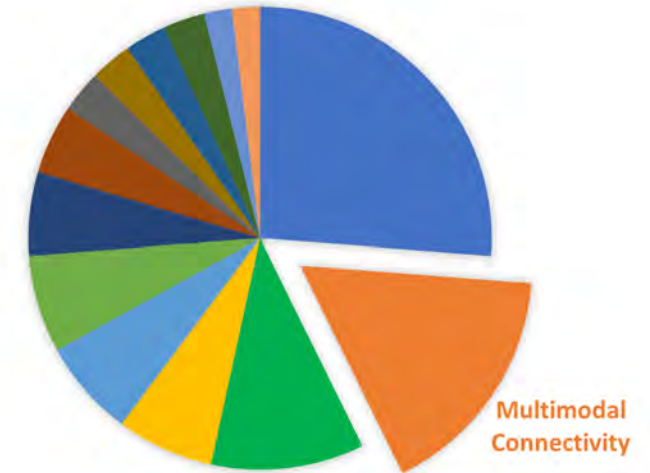


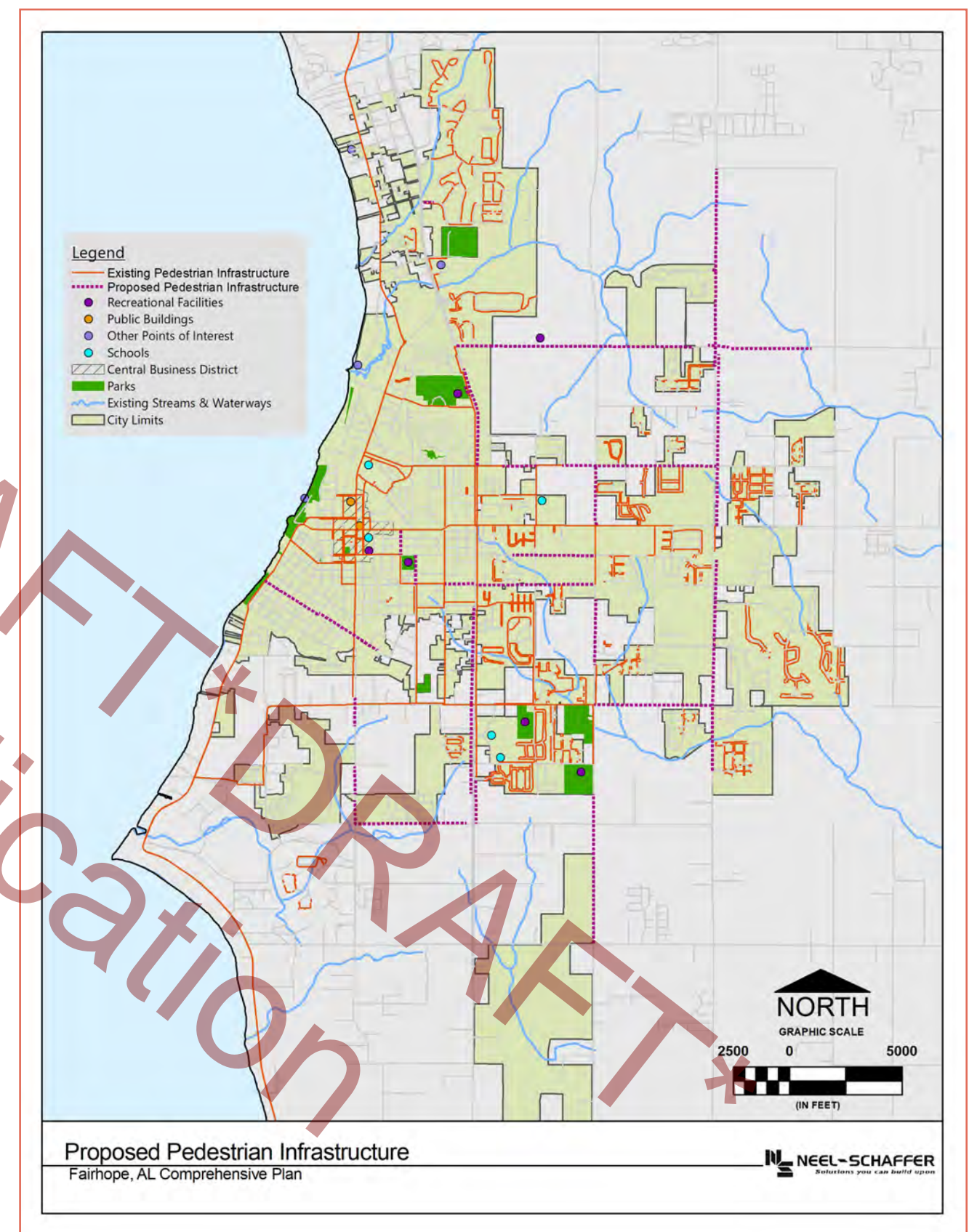
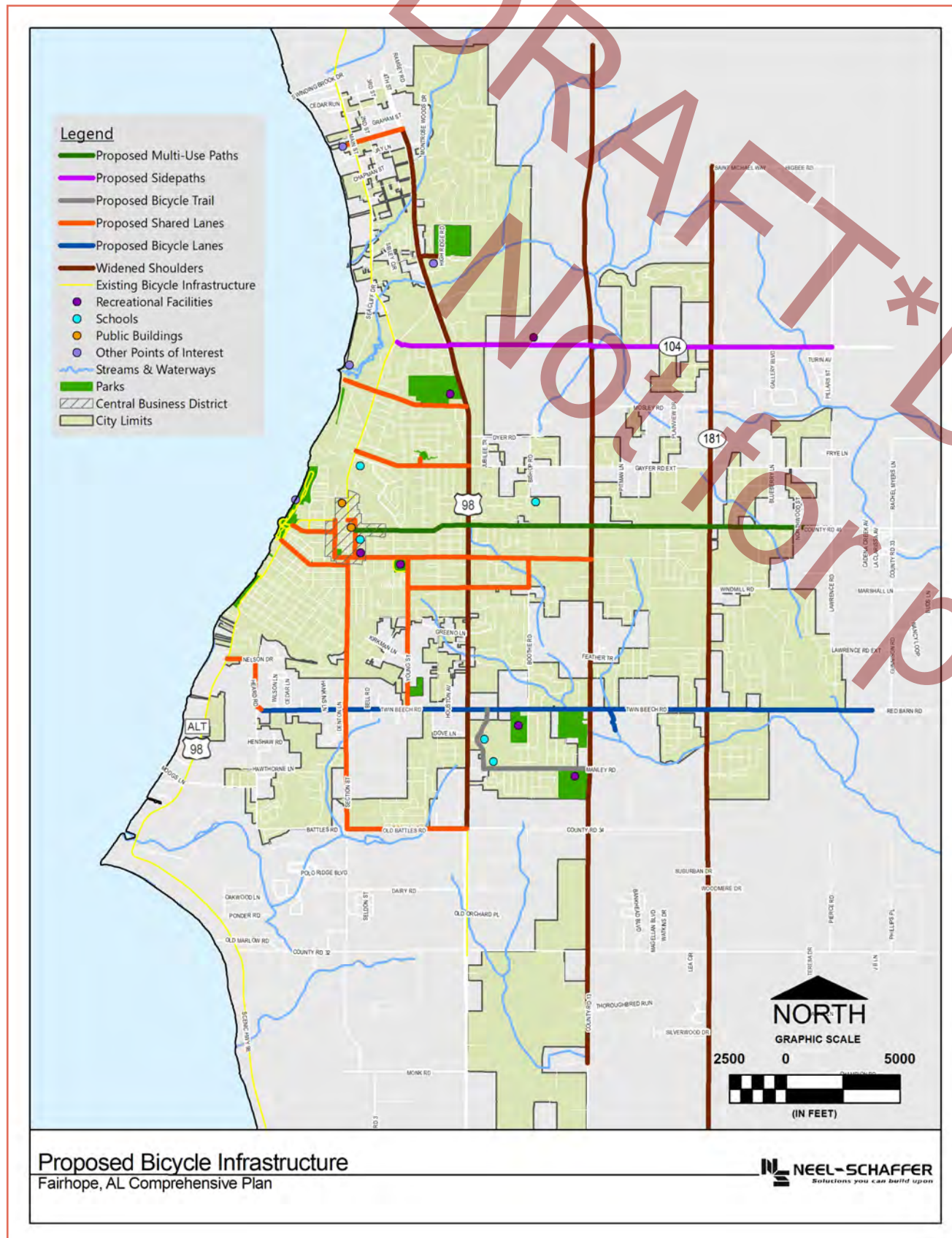
Non-Motorized Transportation

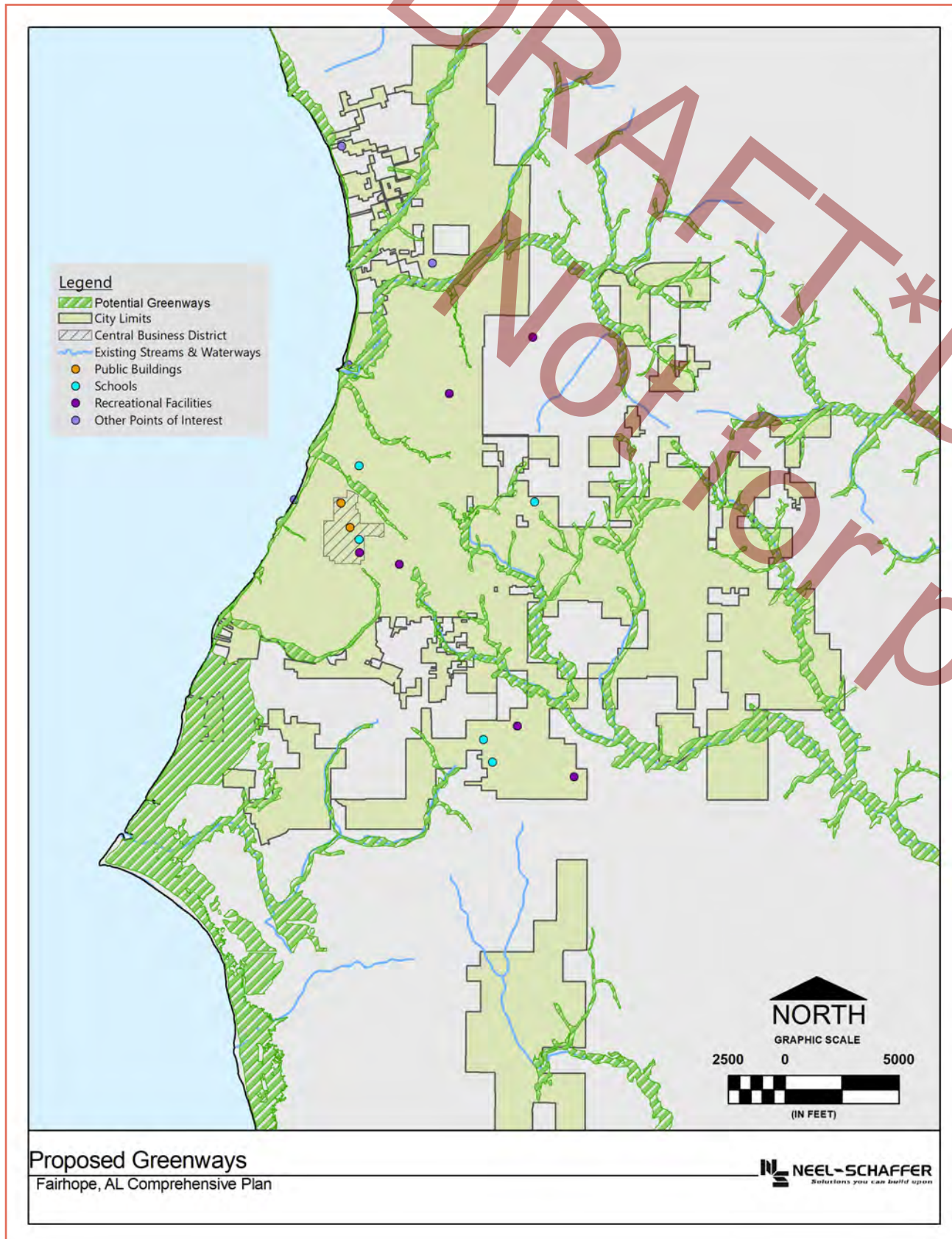
Non-motorized transportation typically describes mobility activities such as walking, running, or cycling. While Fairhope already has infrastructure for active transportation, there are gaps in connectivity. During the Neighborhood Meetings, residents ranked multimodal connectivity second highest for what they would like to change in Fairhope.

The maps on the following pages illustrate a vision for a dynamic system of bicycle and pedestrian infrastructure within the City of Fairhope. The maps highlight bicycle infrastructure, pedestrian infrastructure, and potential greenways. These improvements will provide linkage to existing bicycle and pedestrian infrastructure to create a closed network throughout the city. The network will connect all the key areas in the City such as parks, potential greenways, public buildings, schools, recreational facilities, Downtown Fairhope, residential areas, and other points of interest.

Using these maps as a starting point, it is recommended that the City develop a Bicycle, Pedestrian, and Greenway Masterplan to identify and prepare a sequenced implementation plan to bridge the existing gaps and provide active mobility opportunities for all levels of pedestrians and cyclists.







Bicycle Facilities

Cycling is common in Fairhope. Existing accommodations such as the Eastern Shore Trail provide connectivity between the City and neighboring communities. While the City has added multiple bicycle facilities over the years, connectivity within the City is still lacking. The existing bicycle infrastructure consists of a series of bicycle trails, dedicated bike lanes, and bicycle-friendly roads. There are currently 15 miles of bicycle infrastructure within the City. The improvements shown on the map on Page 116 propose additional bicycle infrastructure. This proposed infrastructure will greatly benefit the City by providing linkage to key areas. These improvements also provide opportunities for the City to consider designating and promoting bike loops to connect cyclists to bike shops and other points of interest. Locations for bike loops should be identified based on public input performed during the development of the proposed Bicycle, Pedestrian, and Greenway Masterplan.

The City is home to all levels of cyclists. While competitive cyclists may be comfortable sharing the road or riding adjacent to vehicular traffic, recreational cyclists often prefer to be separated from traffic. A goal of the proposed Bicycle, Pedestrian, and Greenway Masterplan mentioned previously should be to provide options for all cyclists. Descriptions of bicycle infrastructure options are included below.

Mixed-Traffic

Cyclists are legally permitted to share the road with vehicular traffic. Mixed-traffic bicycle routes are recommended short local routes that provide connections between dedicated cycling infrastructure. Recommended routes have fewer conflicts with vehicular traffic and often include lower volume roads and residential streets. These roads should be marked with share-the-road signs.

Shared Lanes

Roads can be marked with sharrows to indicate where cyclists share lanes with motorists. These roads should be low speed and have low traffic volumes. The markings not only indicate where cyclists should ride, but they also notify motorists that cyclists may be present on the roadway.

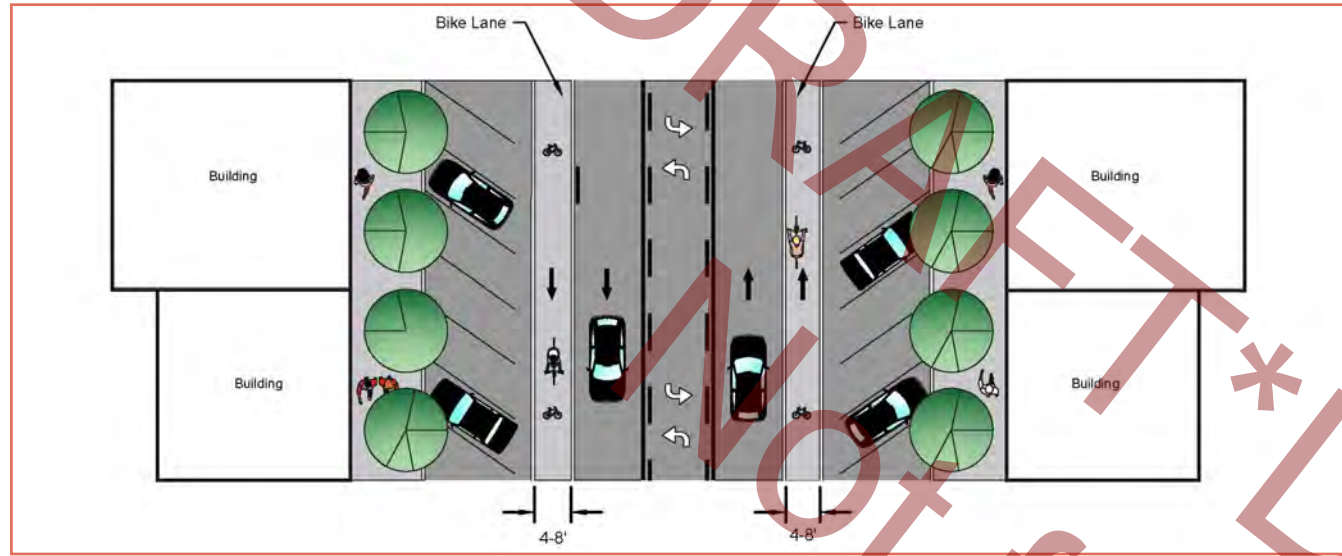


Bike Lanes

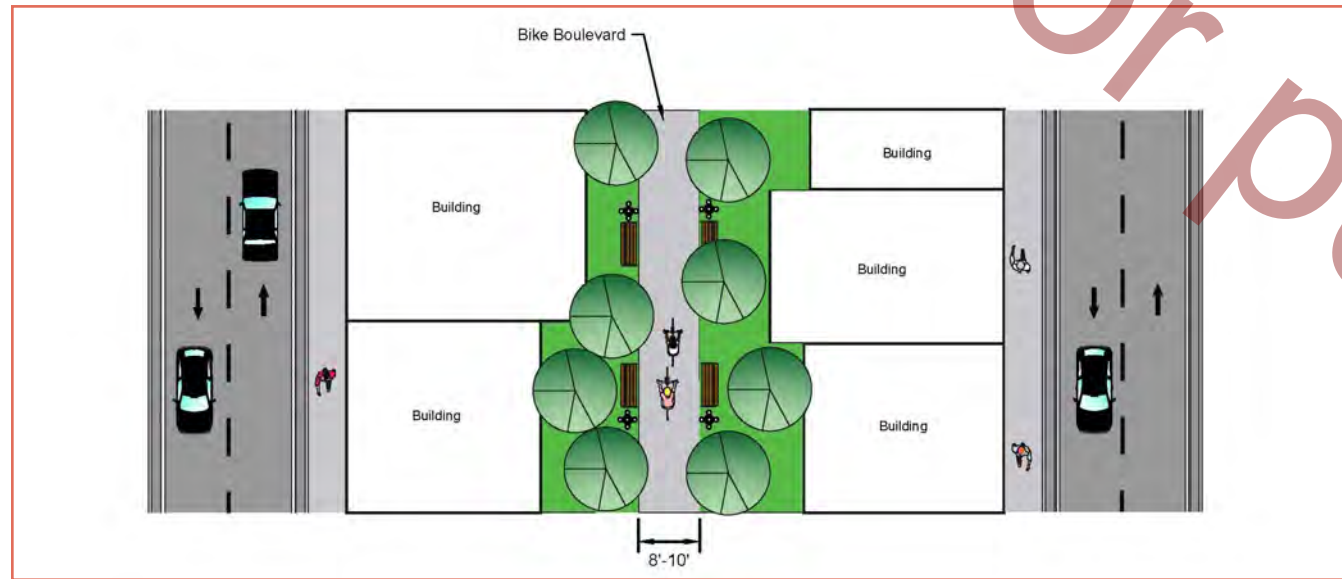
Bike lanes are typically one-way lanes that are adjacent to vehicular travel lanes. They are often located on the outer edges of the road and indicated by pavement striping and markings. Paved shoulders may also be marked as bike lanes. Cyclists travel in the same direction as traffic. While a buffer between a bike lane and travel lane is not always present, a buffer of 1.5 to 4 feet is preferred. If on-street parking is present, bike lanes should be located between the parking lanes and the travel lanes. A diagram showing bike lanes is included on Page 120.

Bike Boulevards

A bike boulevard is a route that is designed to function as a through street for cyclists to minimize frequent stops. Automobile traffic is discouraged or not permitted on bike boulevards. Extra bike specific infrastructure is often present, such as traffic diverters, chicanes, wayfinding signs, etc. A diagram of a bike boulevard included on Page 120.



Bike Lanes



Bike Boulevard

Sidepaths

Sidepaths are located adjacent to roadways. They are similar to bike lanes, but they use curbs, bollards, or landscaping to create a physical separation from vehicular traffic. Sidepaths may be one direction or bidirectional. A diagram showing an example of sidepaths is included on Page 121.

Mixed-Use Paths / Multimodal Paths

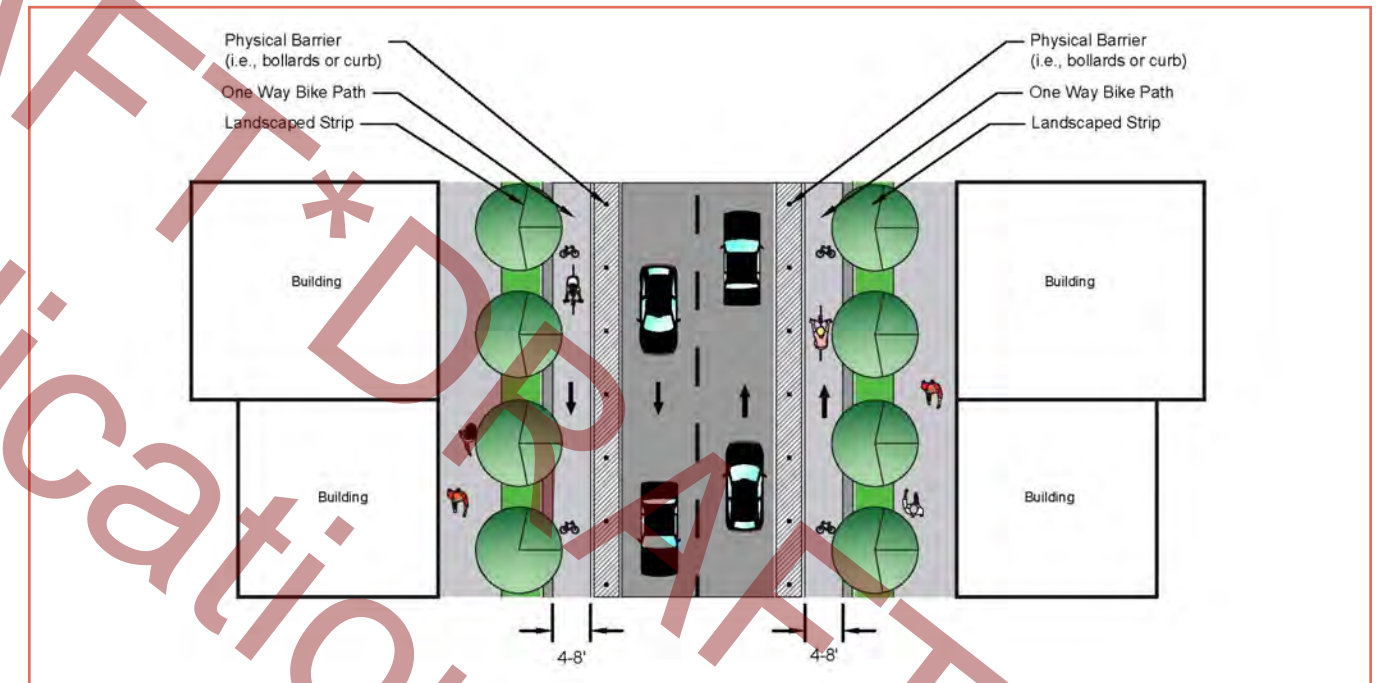
Paths that are shared by cyclists and pedestrians are known as mixed-use paths. They are physically separated from motorized vehicles, and vehicles are not allowed to use these paths. Street and driveway crossings are minimal. These paths often follow abandoned rail tracks or waterways and are connected to recreational

spaces like parks. Fairhope should consider constructing these paths along their proposed greenways (see Page 118). A typical section for a mixed-use path is shown on Page 122.

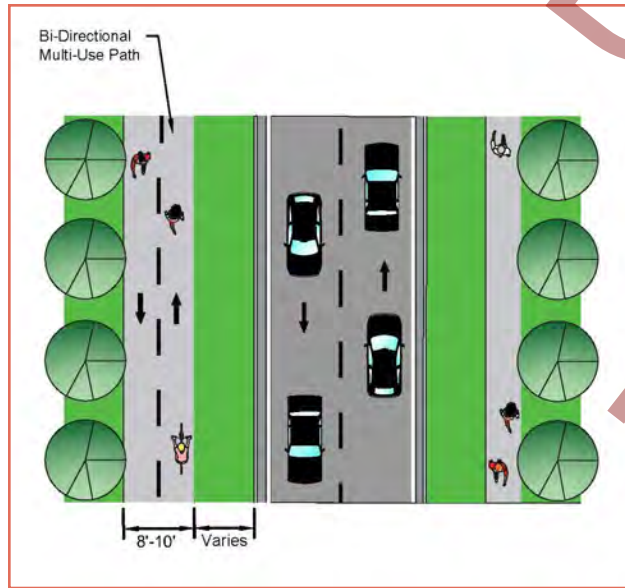
Multimodal paths are similar to mixed-use paths, but they may also be used by low speed vehicles. Signage should be posted to notify drivers that pedestrians and cyclists also use the path. Posted speed limits should be very low.

Bike Trails

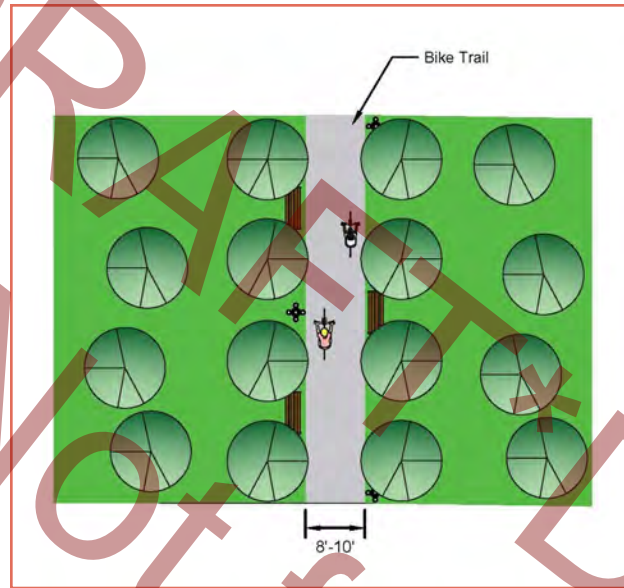
Bike trails are most often located in recreational areas. They should connect to other bicycle and pedestrian infrastructure so that they can be accessed without a vehicle. A typical section for a trail is included on Page 122.



Sidepaths



Mixed-Use Path



Bike Trail

Pedestrian Facilities

While sidewalks are present on many of Fairhope’s roadways, there are areas where connectivity is lacking. In an effort to improve connectivity, the City should continue to require that ADA compliant sidewalks be constructed with all new roads and that pedestrian infrastructure be evaluated when maintaining existing roads. As funds are available, the City should continue to upgrade non-compliant sidewalks and crosswalks in accordance with Fairhope’s Americans with Disabilities Act (ADA) Transition Plan. It is recommended that the City add pedestrian cycles to all traffic signals along pedestrian paths, especially in congested areas such as Downtown Fairhope and along US-98 (Greeno Road).

The existing pedestrian infrastructure consists of a series of sidewalks and mixed-use paths. The current condition of the pedestrian infrastructure is sporadic and lacks linkage to key areas. There are currently 97 miles of sidewalk infrastructure within the City. This infrastructure includes sidewalks and mixed-use paths in the downtown area and surrounding

areas such as commercial, residential, and some rural areas. The map on Page 117 propose additional pedestrian infrastructure. Some of this infrastructure connects to existing sidewalks to fill gaps in the network while other proposed infrastructure supports future development.

Mixed-Use Greenways/Trails

In the public opinion survey results, greenways/trails ranked highest for recreational facilities that are needed in Fairhope. It is recommended that the City construct mixed-use paths parallel to new roads when feasible and connect them to desired destinations such as the downtown area, the waterfront, parks, and other trails. The City of Fairhope defines greenways as environmental corridors with a walking path. Greenway trails are typically located along creeks and within undeveloped drainage zones and use land that would otherwise remain undeveloped.

The map of potential greenways on Page 118 was developed by considering gullies, steep slopes, hydric soil areas, potential wetlands, floodwaters, and water bodies. Property

ownership, significant woodlands, unique habitat areas, and conservation areas were not considered as a part of this plan. Proposed developments should review the proposed greenway locations and protect them in common areas, conservation easements, or City-owned property. The proposed Bicycle, Pedestrian, and Greenway Masterplan should compare the potential greenway locations with the bicycle and pedestrian proposed infrastructure to determine if they can coexist as proposed.

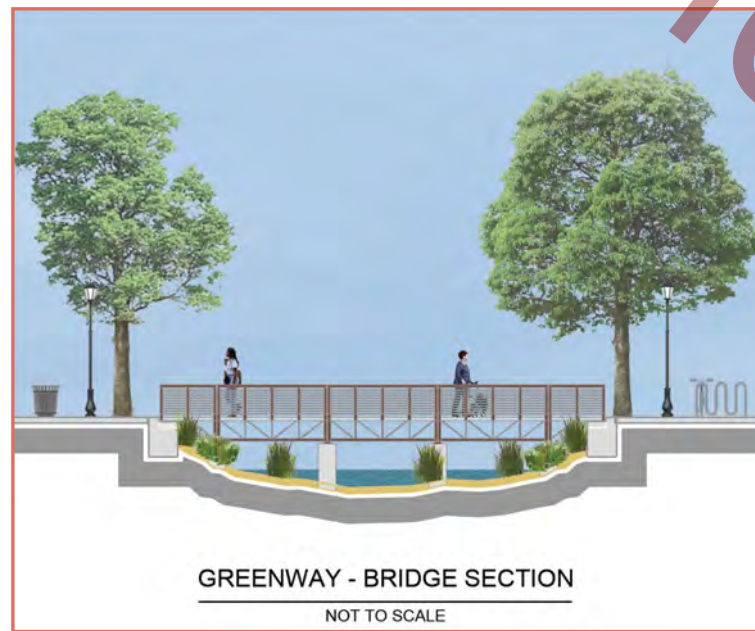
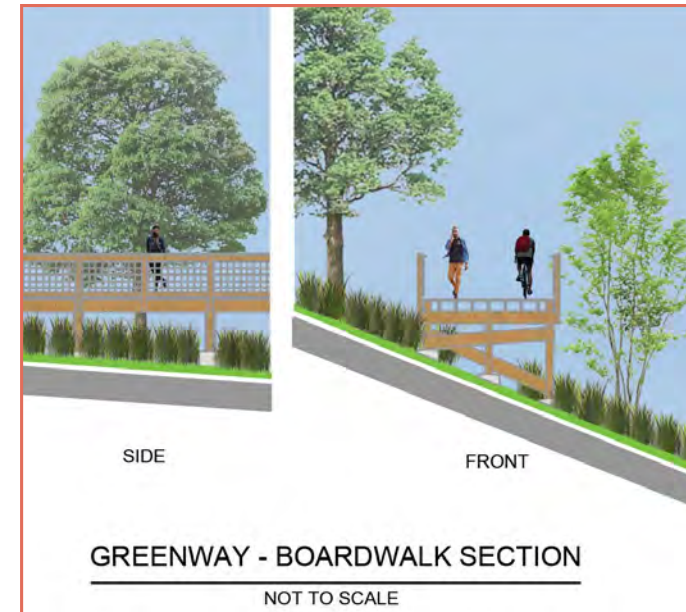
As a starting point, there is potential to utilize areas along Fly Creek in north Fairhope and Cowpen Creek in south Fairhope as greenway trail areas. The areas along these two creeks are undeveloped drainage zones and should be protected from overdevelopment. Constructing greenway trails offers both environmental benefits and health and wellness benefits as sensitive environmental habitats are preserved and greenway trails function as alternative transportation corridors for pedestrians and cyclists. The trails also serve as a continuation of the bicycle and pedestrian infrastructure.

Since greenways are located in environmentally sensitive areas, construction methods must minimize disruption to these areas through the use of environmentally friendly products and “top-down” construction of elevated pathway sections in wetlands or other environmentally sensitive habitats. Stormwater should be addressed by using sustainable best practices. Design considerations should include selecting alignments that avoid sensitive environmental and ecological areas, specifying surfaces such as porous or “cool” pavement, providing sufficient width to accommodate anticipated volumes, designing slopes to include both running slopes and cross slopes, and providing appropriate crossings for road and riparian.



Some potential types of greenway trails that could benefit Fairhope include canopy walks, creekside trails, pedestrian bridges, pedestrian boardwalks, and pathways (see the following cross sections).







Infrastructure & Facilities



Infrastructure & Facilities

Utilities

The City of Fairhope is unique to own its utilities, including electric, water, sewer, and natural gas. These utilities serve more than 22,000 customers and expand well beyond the city limits. All the utilities have expressed similar desires/needs for the future growth which includes:

- Dedicated utility easements/rights-of-ways that are not shared by private companies
- Increased staff
- Increased warehouse/office space

Electric

The electrical boundary for Fairhope is a fixed boundary that is not expected to expand in the future. Fairhope provides electrical service to approximately 6,500 customers within this boundary. Power is provided via six substations that have an incoming capacity of 70MVA. Fairhope purchases its electricity through the Alabama Municipal Electric Authority. In addition to maintaining and installing new service, maintaining equipment, and installing new underground services, Fairhope Electric is also responsible for stringing and maintaining the millions of lights that decorate the trees in downtown Fairhope. Since the electrical boundary is not likely to expand, the City can focus solely on its existing customer base. The desires and/or needs expressed by the public and staff include the following:

- Explore additional renewable energy opportunities
- Provide additional electric charging stations throughout the City
- Install electrical lines underground when feasible

Water/Sewer

Fairhope's Water Department is the largest supplier of water in Baldwin County with approximately 17,400 connections serving an estimated 40,000 people. The City operates five water towers with 6.6 million gallons of storage and pumps an average of seven million gallons of water a day from 11 wells, all drawing from a vast underground aquifer. The Department also maintains 85 lift stations, one wastewater treatment facility, and 129 miles of sewer lines. Unlike the Electric boundary, the water/sewer service area has grown and expanded rapidly due to the growth in southern Baldwin County. The rapid growth has put a strain on the water/sewer department, so the City Council recently passed a resolution stating that water/sewer will no longer be provided to properties outside City limits until they annex into the City. In addition to more staff, the desires and/or needs expressed by the public and staff include the following:

- Identify locations for new wells
- Add water storage tank south of town
- Upgrade line sizes where needed
- Need regulation for private water wells
- Implement the City's water conservation plan when necessary
- Develop penalties for users consuming more than 5,000 gallons per billing cycle



- Upgrade sewer lines connecting to wastewater treatment plant
- Explore opportunities for a possible new treatment plant on south side of town
- Encourage and educate customers to use treated wastewater (reuse) for irrigation

Natural Gas

The City of Fairhope Natural Gas Department provides service for more than 11,000 customers in a service area that includes the city of Fairhope plus Spanish Fort, Daphne, Malbis, Belforest, Point Clear, Barnwell, and Stapleton. The department maintains more than 500 miles of gas lines. Fairhope does all of its own maintenance including leak surveys, repairs, line locating, valve maintenance, service installations, etc. The City purchases natural gas from Gulf South and BP energy company. The Gas Department has the most distance to cover in their service area which can lead to some challenges. The Gas Department also faces direct competition from private companies. The desires and/or needs expressed by the public and staff include the following:

- Need to install redundant feeds and lines
- Need a small office/warehouse north of CR-64 to serve the northern service areas (could be an intergovernmental agreement with Daphne or Baldwin County to provide space)
- Begin tracking/traceability system for fittings and pipe and incorporate it into the City's GIS system
- Upgrade existing lines to new materials
- Establish a new rate to set a minimum gas consumption
- Develop a marketing strategy in areas such as Spanish Fort that are losing customers to

private companies due to free appliances like water heaters

Maintenance/Improvements

The City has developed a five-year plan for each utility which includes action items for maintenance and improvements. It is recommended that these plans be implemented as short-term goals.

Stormwater System

The City has an extensive stormwater system consisting of pipes, inlets, gutters, ditches, and ponds that transport stormwater to Fly Creek, Rock Creek, and Cowpen Creek. As the population continues to grow, the stormwater system needs to grow as well. It is recommended that the City consider the following practices in regards to its public stormwater system:

- Continue to replace old drainage pipes throughout the City
- Address known drainage issues on City property and in the public right-of-way
- Implement low impact development practices (see Pages 92-93)
- Identify a location for a regional stormwater detention facility
- Continue to enforce the pervious surface requirements described in the City's Zoning Ordinance for new development



Community Facilities

The City of Fairhope has a wide variety of community facilities that serve a multitude of purposes. City business is conducted in the Fairhope Municipal Complex, Public Works Building, Pecan Avenue location, and Justice Center. Residents enjoy recreational opportunities at the Orange Street Pier, White Avenue Park and Pier, Public Boat Ramp, Fairhope Docks Marina, Municipal Pier, James P. Nix Center, and the Recreation Center. Other facilities that meet the needs of residents include Fairhope Welcome Center, the Fairhope Public Library, the Post Office, Rotary Youth Club, Fairhope Museum of History, Quail Creek Clubhouse, and the Eastern Shore Art Center.



Existing community facilities are appreciated by the public and meet many of their needs. However, the City can continue to improve in this area by repurposing City property and investing in new facilities.

Repurpose City Property

The City should inventory its properties to identify facilities that may be currently underutilized. These properties should be considered and repurposed when feasible to accommodate new community facilities. This effort may provide opportunities to reclaim existing City property for new uses.

Invest in New Facilities

The community feedback showed a collective desire for a performing arts center. Ideally, this venue should be located in the downtown area since it will be used by all residents and is compatible with other downtown amenities. More information about a potential performing arts center including possible funding sources can be found on Pages 144-145.

Currently, most community facilities are located in the downtown area. While some facilities are located in other parts of Fairhope, there are opportunities for the City to continue investing in new facilities outside downtown such as along the Hwy 181 corridor on the east side of Fairhope or in the Twin Beech area south of town. One example of a new facility might be a branch library.



Public Space & Recreation

Public Space & Recreation

Existing Spaces & Facilities

One of the planning principles for this Comprehensive Plan is to “Provide ample recreational and cultural amenities for Fairhope’s citizens”. The City already has numerous parks that meet a variety of needs as described in the Fairhope Community Factbook. Results from the Public Opinion Survey showed that citizens believe that recreational facilities are still needed or existing facilities need improving. *The following information is from the survey and not recommendations per this plan.* It should also be remembered that some of these suggestions have already been achieved by the City since this survey occurred.

In addition to the facilities shown in the table on Page 134, other suggested recreational facilities include:

- Bayfront Water Activities
- Bicycle Paths/Lanes/Trails
- Disc Golf Course
- Bowling Alley
- Children’s Playgrounds
- Equestrian Center
- Gardens/Nature Preserve
- Performing Arts Center
- Skating Rink
- Movie Theater
- Outdoor Basketball
- Youth Center
- Indoor Tennis Courts
- Beach Volleyball
- BMX/Mountain Biking Course
- Water Park
- Outdoor Fitness Station

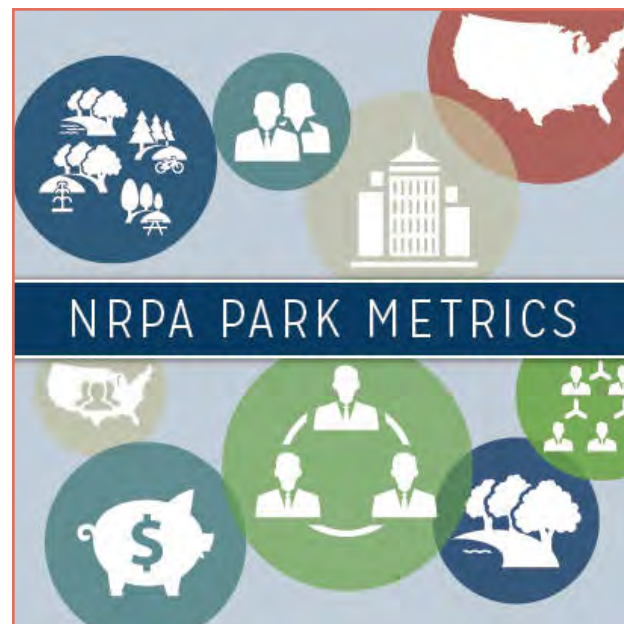
NRPA Park Metrics

Until recent years, the National Recreation & Parks Association (NRPA) maintained a set of “standards” for communities to provide parks and recreational facilities based upon their population. However, the NRPA recently abandoned such standards, as explained below in a 2019 article posted on their website:

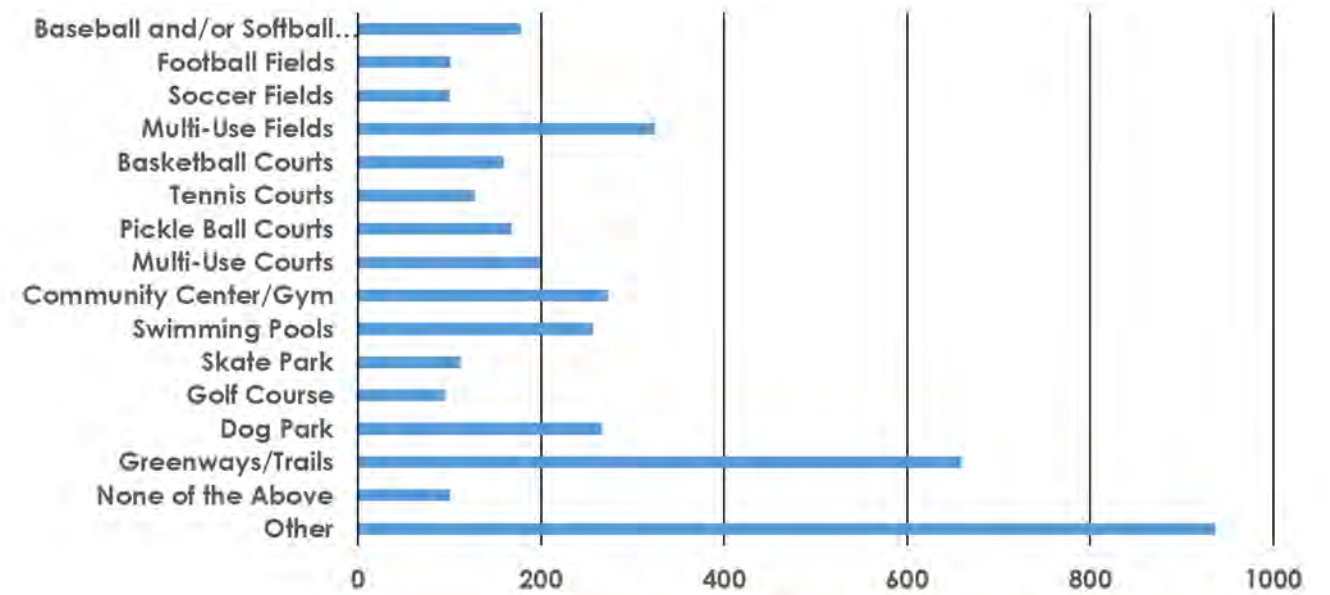
“There is not a single set of standards for parks and recreation that could possibly encompass the uniqueness found in every community across the country. Communities vary greatly by size, needs and desires; so too should their park and recreation agencies’ offerings.”

Consequently, the NRPA has since steered away from standards and now speaks in terms of “metrics.” The table on Page 134 details how Fairhope’s existing park and recreation facilities measure up against the NRPA metrics. To echo what NRPA now stresses, every community is very different, and no one size fits all.

Regardless, Page 135 shows a summary of the key findings from the table.



What specific types of recreational facilities are needed in Fairhope?



Comparison of National Statistics vs Fairhope				
<p>Below is a comparison of Fairhope with the national median number for communities with a population between 20,000 and 49,999 people. The number of park acres and facilities for an average community of Fairhope's population range are compared with Fairhope. The actual number of acres/facilities are indicated in parenthesis (), while the numbers not in parenthesis represent the park acres per 1,000 people or the number of people per facility. The current population of approximately 24,000 people was used for the calculations below.</p>				
Resource Type	National Med. #		Fairhope's #s	
	Acres Per 1,000 Pop.	Total Acres	Acres Per 1,000 Pop.	Total Acres
Parks	9.6	(230)	8.9	(214)
Facilities	People Per Facility	Total Facilities	People Per Facility	Total Facilities
Playgrounds	3,157	(7.6)	12,000	(2)
Basketball Courts	7,067	(3.4)	See multi-use courts below	
Tennis Courts	4,347	(5.5)	2,000	(12)
Multi-Use Courts	20,040	(1.2)	12,000	(2)
Baseball Fields	5,580	(4.3)	3,429	(7)
Softball Fields	5,159	(4.7)	3,429	(7)
Soccer Fields	7,705	(3.1)	1,714	(14)
Multi-Use Fields	7,297	(3.3)	8,000	(3)
Swimming Pools	25,107	(.96)	8,000	(3)
Skate Parks	29,491	(.81)	24,000	(1)
Ice Rinks	13,542	(1.8)	NA	(0)
Dog Parks	28,132	(.85)	12,000	(2)
<p>Although Fairhope has one racquetball court, two disc golf courses, and two walking tracks, there are no national standards for those facility types. Also, the NRPA metrics distinguish between adult and youth soccer fields, as well as adult and youth softball fields and baseball fields. Since that distinction is not made in the Fairhope inventory, the median number of residents per facility type was averaged to arrive at the figure for that calculation for Fairhope.</p>				

Substantially Exceed

Relative to the NRPA metrics, Fairhope substantially exceeds them for the following facilities:

- Tennis courts
- Multi-use courts
- Baseball fields
- Softball fields
- Soccer fields
- Swimming pools
- Dog parks

Substantially Short

Relative to the NRPA metrics, Fairhope falls substantially short for the following facilities:

- Playgrounds
- Ice rinks

It is noteworthy that there is likely much less demand for ice rinks in Fairhope relative to many other parts of the country, particularly in the north, although they may be desired if developed as part of a partnership.

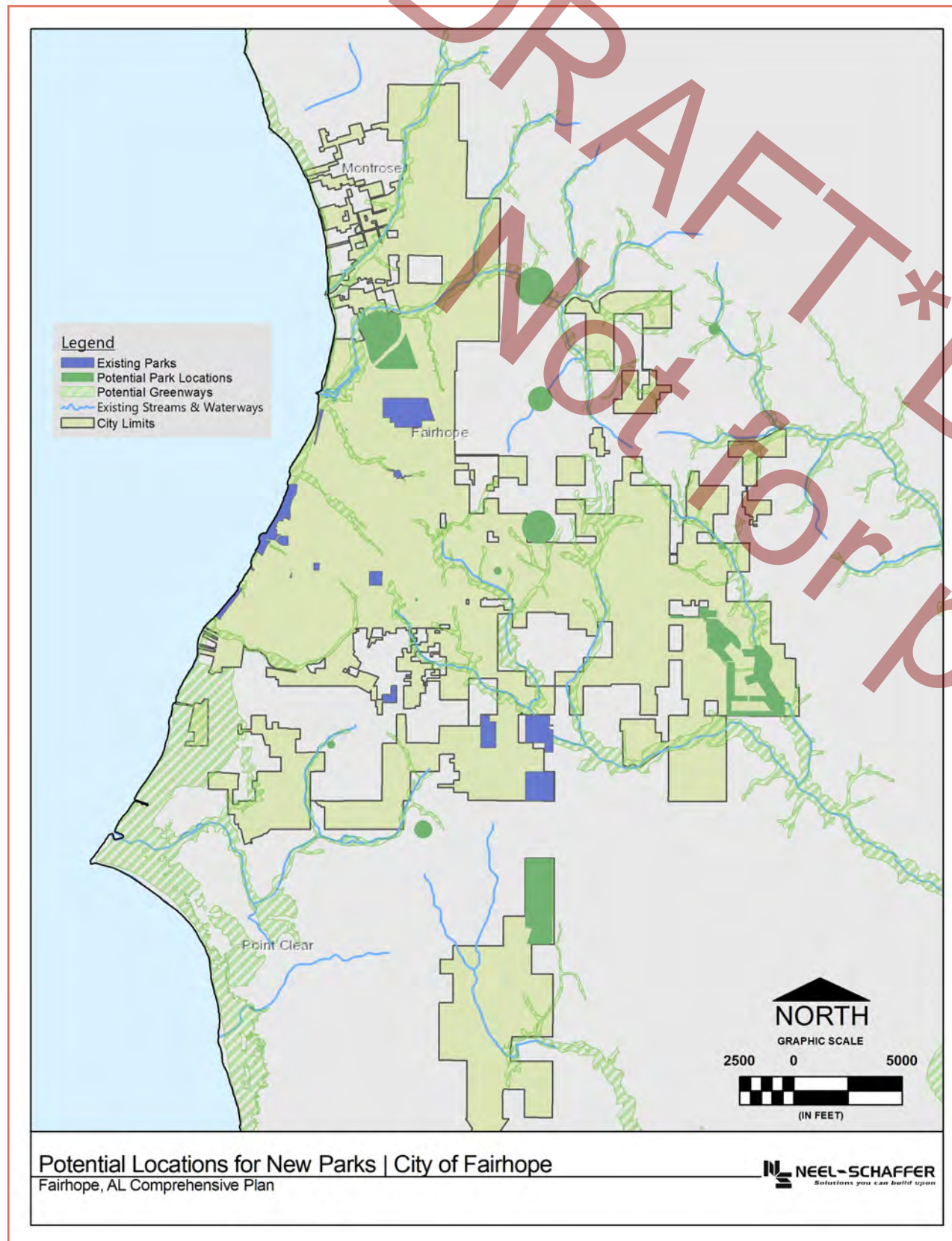
State Park Metrics

Another way to compare Fairhope's facilities with those of other communities is to examine Alabama's Statewide Outdoor Recreation Facility Supply & Level of Service metrics found

in the 2021 Statewide Comprehensive Outdoor Recreation Plan (SCORP). While those metrics are specific to Alabama communities, the metrics are not as refined as those of the NRPA. The NRPA standards consider the number of facilities per 1,000 population, but there are population ranges for each metric. For example, Fairhope's metrics are for communities between 20,000 people and 49,999 people. They are different for smaller communities and larger communities, but the SCORP metrics do not factor that issue. Consequently, it is difficult to compare the state metrics to the national metrics.

Recommended Improvements

Based upon public input as part of this planning project, the community has determined that more parks are needed for passive recreation, as opposed to more active recreational facilities. Also, such new parks are particularly needed in the eastern and southern portions of Fairhope. The map on Page 136 shows potential locations. They are intentionally area-specific rather than parcel-specific since owner-interest in selling is unknown. Locations are based upon the location and facilities of existing parks, as well as land that is currently undeveloped or relatively undeveloped and located in the eastern and southern parts of the community where future development and annexations are likely.



Recreation Board Priorities

The following recommendations are based upon priorities provided by Fairhope's Recreation Board as part of this planning project:

- Priority 1. Volanta Park - new baseball fields and parking upgrades (underway)
- Priority 2. Manley Road Soccer Complex - complete bleachers and press box
- Priority 3. Newly Acquired Property at Rt. 13 & Rt. 34 - develop a master plan
- Priority 4. Founders Park - new tartan track at soccer fields 1 & 2
- Priority 5. Municipal Pool - complete a master plan for the buildout
- Priority 6. Volanta Stadium - complete ADA accessibility for the visitors' side
- Priority 7. Founders Park - repair/renovate soccer concession building
- Priority 8. Barnwell Park - expand concession stands
- Priority 9. Majors Field - Refurbish the visitors' concession stands
- Priority 10. Municipal Pool - implement Phase 1 of the master plan
- Priority 11. Colony Nature Park - develop a master plan
- Priority 12. Colony Nature Park - implement recommendations of the master plan (once developed)



Located on Twin Beech Road just west of Oberg Road and east of Cowpen Creek, Colony Nature Park needs a master plan to determine its future design and uses.

Dog Park Improvements

Finally, the Fairhope Dog Park is an off-leash park located in the Fairhope Municipal Sporting Park / Volanta Sports Complex. The park was a joint effort between the Fairhope Dog Park Coalition and the City of Fairhope. The two-acre park consists of two sections, one for smaller dogs and the other for larger dogs. Each section has watering stations, benches, waste bags, and collection stations. Some residents feel that this facility is in need of physical upgrades.



Public Services



Public Services

Education

Between the 2010 U.S. Census and 2020 U.S. Census, the population of Baldwin County increased by 27%, and the City of Fairhope increased by 47%. The population of children under the age of 18 is 26.3% according to the 2020 U.S. Census. It is anticipated that the population will continue to grow, creating a need for additional schools. The Baldwin County Board of Education (BCBE) reports that it evaluates elementary school needs as student enrollment approaches 1,100 children, and that the majority of moves into the area have been represented in elementary enrollment. High school and middle school assessments are secondary by way of the feeder pattern.



Land is readily available for expansion and purchasing options and active negotiations are available on other parcels and properties. The Board is targeting 20 to 30-acre sites for elementary schools, 40 to 60 acres for middle schools, and 80 to 100 acres for high schools. BCBE is also considering reconfigurations within or between feeder patterns. The Board is developing projection models but does not have information that is ready to be shared publicly at this time. It is recommended that the City of Fairhope continue to coordinate with BCBE regarding education needs.

The City's higher education campuses, the University of South Alabama Baldwin Campus and Coastal Alabama Community College, are also expected to grow and expand as the City's population increases. It is recommended that the City monitor this growth and take it into consideration when adding or updating transportation infrastructure, utilities, and community facilities that service these campuses.

Public Safety

Police Department

The Fairhope Police Department (FPD) introduced a 5-year strategic plan in 2020 outlining their goals, objectives, and priorities. As with any police department, crime prevention and providing effective police services are at the forefront of their priority list, along with developing, strengthening, and sustaining community partnerships, developing personnel, and enhancing infrastructure. FPD is appropriately focused on protecting and enhancing the quality of life in Fairhope and has outlined various initiatives supporting their mission and vision. Nonetheless, to keep pace with Fairhope's changing demographic and expanding population, the FPD continues to adjust accordingly. In 2023, FPD opened a new southeast precinct on Greeno Road to increase workspace and provide a stronger presence in a growing area. The FPD also filled vacant patrol positions and added a training officer. New vehicles were also added to the fleet.

The FPD has identified their staffing and infrastructure needs over the next few years as shown in the table below. It is recommended that the City Council continue to support the existing FPD Strategic Plan that extends to 2025

and begin to update it to correspond with and include the identified resource requirements through 2028.



Fairhope Police Department Staffing & Infrastructure Needs

Year	Staff	Infrastructure
2024	New Officers (3) Establish Critical Incident Team & Special Response Team	New precinct on east side of town (Walmart land donation) – OR – Existing city property/building use
2025/2026	None	Continue with previous requests
2027	New Officers (2) Administrative Assistant	None
2028	None	Expand precinct if needed

Fire Department

The City of Fairhope has been served by the Fairhope Volunteer Fire Department (FVFD) for more than 75 years. However, as a volunteer department, FVFD has not created a strategic plan and does not have any policies or guidelines for increasing the number of firefighters. As the population grows, adding new residences and other infrastructure, the demand for additional resources will follow. In 2023, the FVFD added a new ladder truck and Lucas devices. The FVFD has been actively discussing placing a 5th fire station with two to three bays on the north end of Hwy 181. Consideration is being given to the FVFD by a developer constructing a subdivision in the vicinity.

It is recommended that the City Council participate in these conversations as well as in the development of a strategic plan to assess the current capabilities and future needs of the



FVFD. Staffing and equipment requirements should be prioritized as necessary training and subsequent funding must be identified. Fairhope City Council, or their designee, should also consider conferring with neighboring and similarly sized cities that have experienced a comparable rise in population for best practices. The National Fire Protection Association (NFPA) reports that most volunteer firefighters (95%) serve in departments that protect fewer than 25,000 people, so the City should conduct a feasibility study to explore if transitioning the FVFD from entirely volunteer to career or some hybrid is warranted based on population growth projections.

The City should also consider developing a 10-year Strategic Plan for public safety.

Health Care

The Alabama Department of Public Health has designated Baldwin County as a medically underserved area lacking access to health care. With the rapid and considerable growth in the area, additional healthcare options and resources are needed to meet the rising demand for services. Additionally, during the public outreach conducted during this planning process, the feedback included the need for pediatric services and for services to meet the needs of the elderly population such as assisted living facilities and other geriatric services.

The Reserve

The Reserve opened in Spring 2024 to help meet geriatric needs. It is a 169-unit multiple occupancy project that caters to senior citizens with varying residential, leisure, and medical needs. It is located on 16.62 acres along Greeno Road.

Thomas Hospital

Thomas Hospital, an affiliate of Infirmiry Health, is a 189-bed full-service hospital located in the heart of Fairhope. Thomas Hospital employs just over 1,200 staff members and has more than 200 physicians on the medical staff. For more than 60 years, the hospital has provided the community with the world-class care expected in large metropolitan areas close to home.



Thomas Hospital is home to the only open-heart surgery and Transcatheter Aortic Valve Replacement (TAVR) program in Baldwin County, one of the County's only Commission on Cancer accredited cancer programs. It also has a state-of-the-art breast center and award-winning birth center which delivers an average of 1,400 babies annually -- more than any other hospital in Baldwin County. Thomas Hospital also offers a Pediatric Hospitalist program and Level II Special Care Nursery. The pediatric hospitalists are board-certified pediatricians who work directly with local pediatricians to provide care to children close to home. The hospital's Level II Special Care Nursery is covered by neonatologists and cares for babies as young as 32 weeks, keeping mother and baby close to home.

Thomas Hospital's main emergency department provides 24/7 care to all patients in the region. Additionally, the hospital provides world-class same-day and inpatient surgical services and advanced gastroenterology and radiology services. The campus is also home to a Diabetes Education & Resource Center, The Harbor (an outpatient mental health and substance abuse center), and Colony Rehabilitation Hospital. Colony is the only Commission on Accreditation of Rehabilitation Facilities (CARF) accredited inpatient rehabilitation program in the county and recently expanded to a 25-bed capacity.

To address the increased demand for primary care physicians in Baldwin County, Thomas Hospital works directly with its medical staff to recruit new physicians to the area. They also launched an Internal Medicine Residency Program in 2020. The program is now home to nearly 40 physician residents who are training under the supervision of some of the most sought-after and experienced physicians in the region. The residents not only treat patients inside Thomas Hospital, but they also conduct extensive research, provide uncompensated care through community outreach events, and operate a full-service primary care clinic where they see patients regardless of their insurance status.

In the last 10 years, Thomas Hospital and Infirmiry Health have invested more than \$100 million in capital expenditures in Baldwin County, providing increased access to emergency services, bed capacity, state-of-the-art facilities, and world-class services. In the near future, Thomas Hospital will expand its bed capacity by 25 beds and increase ICU capacity to address the demand for more care in the community.

Mapp Family Campus

Recognizing the need for additional access to healthcare, USA Health broke ground for their eight-acre Mapp Family Campus in October 2021. Close to half of Baldwin County's population lives within a 15-mile radius of the campus which is located on the corner of Hwy 181 and Hwy 104.

The Mapp Family Campus is home to general family medicine and pediatrics. Specialists in high-risk obstetrics, neurology, neurosurgery, urology, pediatric gastroenterology, geriatrics, cardiology, orthopedic surgery, and Ear, Nose and Throat (ENT) also practice on the campus. Once fully operational, approximately 100 new healthcare delivery related jobs will exist at this site.



The campus also houses a 50,000 square-foot, three-story Medical Office Building that opened in 2022. In addition to primary and specialty care providers, the building has extensive imaging technology, including X-ray, ultrasound, mammography, CT, and MRI capabilities. A demonstration kitchen and community room allow caregivers and healthcare staff space to engage patients in

movement, relaxation, and healthy-eating classes.

An Ambulatory Service Center (ASC) was completed in 2023. The ASC is designed with academic training in mind. The state-of-the-art facility has six operating rooms, two procedure rooms, 14 pre-op spaces, and 13 recovery/post-op spaces.

Future phases of the Mapp Family Campus will include multiple water features, walking paths, outdoor educational and gathering areas, as well as an indoor educational component that has yet to be determined.

USA Health began with the founding of the University of South Alabama (USA) College of Medicine nearly 50 years ago and is the region’s largest health care system serving the central Gulf Coast and the southern half of Alabama. The health system currently operates USA Health University Hospital, USA Health Children’s & Women’s Hospital, and USA Health Mitchell Cancer Institute. They employ 3,900 clinical and nonclinical staff members, including 180 academic physicians who simultaneously treat patients and teach the next generation of medical doctors.

Depending on the full range of services that USA Health provides, it is recommended that the City of Fairhope continue to evaluate the healthcare needs of the evolving population.

Arts & Culture

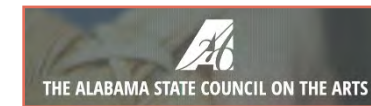
Fairhope’s history shows a strong link between the community and art. Fairhope currently provides venues for visual arts, choral, and musical performances. Visual art is displayed in Artist’s Alley and in outdoor areas throughout the City. However, the City does not have a performing arts center that could provide a state-of-the art experience for both the audience and the performers. During the

comprehensive plan community engagement meetings, a leading theme was the establishment of a performing arts center in Fairhope. The economic development portion of this plan shows that a performing arts center in Fairhope could be a viable opportunity.



In 2012, a Fairhope Arts Committee was established. It is recommended that the Arts Committee be re-energized and tasked with further studying the establishment of a performing arts center to serve the entire community, or that the current Council create a new committee to further investigate this opportunity and develop a strategic plan. This plan would include identifying the right size that would best fit the needs of the community (lobby, seating area, stage, backstage area, support areas, and any additional space such as a Black Box studio area, as well as parking and service parking). Other critical responsibilities of the Arts Committee would be to identify a funding strategy, including grants, private donations, and local government funding; evaluate location options; and develop a project timeline. The City Council should ensure that Committee membership is diverse and should consider including representatives from City of Fairhope Department of Parks and Recreation, Baldwin County Department of Parks and Recreation, Baldwin County School District, local dance studios that ultimately will utilize the performing arts center for recitals and other productions, and Coastal Alabama Community College as there may be some synergy between

these organizations and the development of a performing arts center. Additionally, the City of Fairhope and Baldwin County have existing small performing arts facilities, such as Theatre 98 (Fairhope), Bay Area Performing Arts (Daphne), and Eastern Shores Repertory Theater that may be interested in supporting the development of a state-of-the-art facility.



The Alabama State Council on the Arts is a resource that is available for the Fairhope Arts Committee in the development of the Performing Arts Center Strategic Plan. The Alabama State Council on the Arts was approved for a \$853,725 National Endowment for the Arts (NEA) Fiscal Year 2022 Partnership Agreement to address priorities identified at the state level. These funds will support the arts in areas such as cultural tourism, community revitalization, economic development, education, and health and human services.



NEA is a resource organization which may also be able to provide direct support and guidance for the development of the Performing Arts Center Strategic Plan. Their mission is strengthening communities with arts at the core. The NEA, established by Congress in 1965, is an independent Federal agency that is the largest funder of the arts and arts education in communities nationwide and a catalyst of public and private support for the arts. They embrace creative placemaking which integrates arts, culture, and design activities into efforts that strengthen communities.

Our Town is the National Endowment for the Arts’ creative placemaking grant program. Since 2011, the agency has funded over 700 projects in all 50 states, DC, Puerto Rico, Virgin Islands, and Northern Mariana Islands. Our Town supports local partnership projects that have social, economic, or physical impacts. The ultimate goal of Our Town is to sustain support and recognition of arts, design, and cultural strategies as integral to every phase of community development across the United States. More information can be found at the following link: <https://www.arts.gov/grants>.

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Housing



Housing

One of the planning principles for this Comprehensive Plan is to maintain a range of housing opportunities and affordable choices for Fairhope’s citizens. Strategic recommendations are made for housing development, marketing, and leveraging in Fairhope based on the findings of the Housing Market Analysis for both for-sale and rental housing. These recommendations also benefit from input generated through engagement with community stakeholders and City staff. Ultimately, while an objective is to capture market demand, there is also a need to create and protect diverse housing opportunities including affordable housing to accommodate city residents. Another important objective is to retain Fairhope’s quality, sense of place, and unique character through its housing stock.

Increase Diversity in Housing Choice

One way to increase diversity in the types of new housing that are being offered in Fairhope while also leveraging affordability for residents, is to create opportunities for the development of smaller housing units that help retain Fairhope’s small-town character. Such units might include cottage-style housing, accessory structures and others that can accommodate young single workers and couples, retirees and empty nesters, recent divorcees, and other target market niches that may not require large houses on big lots. Opportunities can be afforded through zoning, but they can also be leveraged through incentives.

There are several non-regulatory tools that the City might also use as incentives to leverage more diverse housing while extending control over the form and character of development within the planning jurisdiction. Within the City,

a Blight Committee could be established that utilizes Community Development Block Grant (CDBG) or other grant funds to provide incentives for property owners to renovate or develop workforce housing. The City might also acquire blighted properties, rehabilitate or develop them, and rent or sell them as workforce housing (for example, to working households with 60% of the Area Median Income).



Once units are developed, it will also be important to remain diligent in restricting the amount of housing used for temporary lodging and investment purposes, since such uses can help drive up costs beyond reach for local residents and workers. Requiring investors to obtain an occupancy permit can come with strict regulations on how properties are used, and it may also be possible to restrict the number of occupancy permits for certain uses.

Create Incentives for Retaining Local Character

There has been a need expressed to ensure that new housing development, particularly in the City’s planning jurisdiction, retain local character and high quality. This might be achieved through several incentives that the City could offer to housing developers, builders, and investors. First, the City could provide service & fee discounts for housing built on sites that are either inside or contiguous to the existing City jurisdiction. A differentiated fee structure would generate a higher fee for non-contiguous service extensions or delivery. Such efforts could help reduce sprawl and enhance efficiencies in the use of municipal services while also allowing for more design control and consistency.



In another approach, the City would create an incentive through “fast-track” approval processes tied directly to design standards and impacts. While State law will still require advance advertising for hearings, there may be some aspects of the approval process that can be pre-approved if projects meet certain pre-conditions. This approach would require use of the design committee along with multi-disciplinary review and the use of traffic and other impact studies. In this case, the City can

exhibit more control over development in its planning jurisdiction, thereby enhancing the quality and character of new development.

Establish a Targeted Acquisition and Facilitation Strategy

The City of Fairhope might consider a targeted site assembly and development facilitation strategy to gain more control over the form and character of development outside of the City Limits, especially in areas designated as housing/mixed-use “villages.” Where the City can facilitate private property owners’ assembly of land, it can assert some control over design and development by funding a private master plan and setting design standards within that area. The City would then create a competitive Request for Proposals (RFP) process for recruiting private developers to implement a development plan for the area. By facilitating assembly, funding master planning, and recruitment; up-front expenditure of time and money can be reduced for prospective investors (and private property owners or equity partners), thus establishing an incentive for developing according to the City’s master plan for a specific site/area.

More specifically, the City could establish a facilitation process of working with private property owners to consolidate their parcels and form a private joint venture among themselves.





In those cases, the City would help by creating incentives, such as paying for a master plan and establishing a RFP process to help recruit developers and investors, and by providing technical support. The City could also provide a conditional approval process for any elements of the master plan established by the City. Ultimately, the City could gain more control over the design standards set in its planning jurisdiction but without direct expenditure of City funds – except for a planning grant - using this approach.

The City can partner with property owners and the Fairhope Single Tax Corporation to create amenities with citywide benefits as part of the master planned development of sites in the target area(s). Such amenities could include recreation facilities as well as civic uses like libraries, arts venues, etc.

The full Housing Market Analysis can be found in Appendix C.

Economic Development

Economic Development

Strengthening Downtown Fairhope

An important objective is to strengthen downtown Fairhope since downtown is not only the hub for commercial activity in the city but is also Fairhope’s “brand.” Downtown is the historic heart of the City and is a walkable place filled with a healthy mix of unique specialty stores, restaurants, services, a large number and diversity of art galleries and other businesses serving the destination visitor as well as the local resident.

Support Unique, Locally Owned Businesses

There is a need for the City to help support unique, locally-owned businesses. It is Fairhope’s mix of small, independent businesses that help give the community its character. That character, in turn, attracts a well-educated and affluent resident base and destination visitors, both of which help generate fiscal benefits to the City of Fairhope. Yet Fairhope could become a “victim of its own success” if the value of downtown properties rises to the point where landlords increase rents and recruit large national chains that overwhelm the small operators that make Fairhope unique in scale, character, and offering. Several strategies are offered below for strengthening the operating environment for small independent businesses and ensuring a higher level of sustainability in the future.

- **Facilitate Dialogue.** The Eastern Shore Chamber of Commerce should establish a Working Group with representation of landlords, the Downtown Fairhope Business Association (DFBA), real estate brokers, and tenants to help track movements and

lease requirements and to maintain open dialogue.

- **Village Development Task Force**, as discussed in the previous plan, should assist small businesses with codes and other regulatory processes as well as with technical support. If there is no one in the City with capacity or time to work on downtown or small business issues, then perhaps the City should consider establishing an Economic Development Director position.
- **Sites and Buildings Inventory.** Create an active database of sites/buildings for small business expansion or new development in the downtown area to strengthen the existing business mix and encourage business ownership of buildings. As above, it is suggested that the City consider creating an Economic Development Director position to enable this inventory and all business outreach and engagement processes beyond planning and regulatory requirements.

Recruit New Businesses and Anchor Uses

The City should have a proactive role in helping to recruit businesses and leverage anchor amenities that affirm and strengthen the City’s brand. The Retail Market Analysis provided a recommended tenant mix with 158,700 square feet of commercial business space, based on what is supportable in the market. Key objectives include protecting the downtown destination market and strengthening Greeno Road as a convenience retail corridor. Creation of an Economic Development Director position can, again, help enable this and other business development efforts.

Performing Arts Center: Anchor amenities might include, for example, a performing arts center as discussed in the Retail Market Analysis and elsewhere in the plan. A performing arts center could fill a gap in the entertainment offering while also strengthening Fairhope’s unique reputation as a center for the arts in Baldwin County and the region. Before any investment is made in this project, however, it is recommended that the City and/or its partners have a pre-feasibility study conducted to forecast the market potentials, assess the community performing arts need, define concepts and possible sites, test the financial sustainability of the concepts, and develop a baseline business plan to guide next steps including capital campaigns or other funding. The concept for a performing arts center is explored elsewhere in this plan.

Downtown Specialty Goods & Other Specialty Stores: The Retail Market Analysis also recommended recruitment of a 12,000 square foot (or smaller) sporting goods store with a focus on outdoor recreation. Such anchor businesses can be accommodated as part of mixed-use structures and higher-density redeveloped sites, or on peripheral sites, and can be located on more than one floor of a building, in order to reduce the footprint requirements. This store, along with existing businesses that have a recreation component, can help Fairhope capture more of the recreation visitor market while serving local residents’ needs. These existing and potential new stores could also be co-branded with local natural and recreational amenities such as through the development of trails and blueways throughout the City. The Market Analysis also identified potential for antique cars, leather goods, hobby stores, and luxury spas, among others.

If the City were to create an Economic Development Director position, then the recruitment strategy for these businesses would focus on identifying target entrepreneurs in the local and regional market or comparable specialty businesses to nurture and accommodate in the downtown area. The incentive programs identified earlier in this report would be used to help recruit the businesses, but with more proactive assistance for identifying viable locations or encouraging infill development at appropriate locations to accommodate these businesses. Ultimately, an objective is to grow and nurture these businesses locally, consistent with the existing business mix.

Greeno Road Neighborhood Shopping & Convenience Businesses: Businesses recommended for the Greeno Road Corridor are more oriented to serving the convenience shopping needs of local households. A new furniture store could help anchor development in the area, accompanied by family-oriented and limited-service restaurants, coffee shops, donut shops, liquor stores and other convenience businesses.

The recruitment strategy for these businesses would take a more traditional approach which would include more reliance on real estate brokers and retail business recruiters. Such recruiters attend conventions sponsored by the International Conference of Shopping Centers (ICSC), provide basic market research and promote the city to target franchises or other businesses that operate multi-unit businesses nationally or regionally. Meanwhile, brokers and the Eastern Shore Chamber can help provide basic research data, identify potential sites, and act as “matchmakers” for property owners and developers or franchises.

Economic Diversification Through Technology Development

Economic diversification can help protect the city’s employment, income, and fiscal base from sudden shocks caused by economic dislocation, environmental disasters, or even pandemics. In general, more diversified economies prove to be healthier economies over the long-term, being less dependent on any one industry or set of industries. It was determined that Fairhope has some competitive advantages for attracting technology-based businesses and entrepreneurs. Strategies for economic diversification through tech business development are discussed below.

Leverage Hatch Fairhope

Build on the work of Hatch, Fairhope’s existing business resource hub for technology-based entrepreneurs in Baldwin County. Hatch is a partnership among the City of Fairhope, the University of Alabama, and the Baldwin County Community and Economic Development Foundation. Thus, the City is already engaged in tech entrepreneurial development. To further support and activate these efforts, the City might work with private entrepreneurs, financial institutions, and businesses in the area to increase access to capital in order to assist emerging tech companies with resources above and beyond those provided directly through Hatch.

Leverage Tech Business Expansion Space

There is a need to ensure that there is sufficient “next stage” space, equipment, and support to accommodate growing tech companies. It will be important to leverage development of building space to accommodate Hatch

“graduates” and/or otherwise retain and support those emerging tech businesses in the Fairhope community. Strategies to achieve this are suggested below:

- **Create Airport-Area Development Strategy.** Develop a Target Industrial Strategy for the Airport Industrial Park with a focus on tech-based businesses, just-in-time (JIT) production, fixed-based operators (FBO), and partnerships with tech entrepreneurs. Such a strategy would test and identify potential uses, identify the appropriate spatial requirements, and recommend strategies for marketing, development, business recruitment, financing, and implementation. An Economic Development Director, if that position is created, would help implement this strategy.
- **Develop Tech Office & Flex Industrial Space.** Work with Hatch, Coastal Alabama Community College, and the Baldwin County Economic Development Agency (BCEDA) for initial “seed” speculative development of flex/expansion and tech/office space through the use of industrial revenue bonds, for example. A strategy would need to be in place for marketing and business recruitment before such space is planned or financed.
- **Create Tech Space Incentives.** Create an incentive package oriented to leveraging private development of tech business space, including abatement of user charges, equipment grants (with claw back provisions), seed capital, free high-speed internet services, etc. This effort would help in attracting existing and growing tech businesses beyond the start-up space and technical support provided through Hatch Fairhope.

Leverage the “Coffee House” Culture

- There are opportunities to tap further into Fairhope’s appeal for relocating entrepreneurs to grow and expand. For example, the City (with the help of realtors, banks, and others engaged with entrepreneurs) could help create “coffeehouse” links between relocating entrepreneurs, such as through regular social and network programming. Networking and access to capital are key to building the ecosystem for entrepreneurship.

Tourism Development & Destination

Tourism and other destination visitation help diversify and expand the market for local businesses. Thus, businesses that offer a product or service desired by local residents are more likely to survive if supported by a broader market base that includes tourists. There were several priorities identified for tourism-related economic development in Fairhope, one focused on creating more recreation amenities and capturing more of the eco-tourism market and the other focused on leveraging small-scale and “site-sensitive” lodging development in the City.

Recreation and Eco-Tourism Development

Adding to the recreation base in Fairhope will strengthen amenity value for local residents and visitors alike. There are opportunities to protect and utilize the City’s natural resources more effectively for conservation and recreation, such as by:

- **Building on existing strengths and unique characteristics**, including the Waterfront, Jubilee, etc. A possible concept for the City to consider implementing might include the following:
 - **A Mobile Bay Eco Trailhead** on or near the Waterfront that could explore the Bay’s unique ecosystems and explain the Jubilee event integrated with waterfront trail systems along the Bay, engaging educational programs, and interpretation elements. The waterfront should also be linked more effectively with downtown through a blueway/greenway trail, parking, and signage. The trailhead would help provide an anchor for tourism and education on the waterfront where there seem to be gaps at present. The trailhead could be co-branded and marketed with the outdoor sporting goods business that was recommended based on the Retail Market Analysis.
- **Creating Blueways** to encourage kayaking and other paddle boating in the City’s Fly Creek or other navigable gullies. In addition to public ownership (see below), restoration, maintenance, safety, and recreation access and facilities would need to be guaranteed.
- **Engaging the Single Tax Corporation**, especially in respect of easements, to help enhance the public use opportunities for gullies, waterfront areas, and associated parks and open spaces.

Small-Scale Lodging or Inn Development

There is a gap in the supply of small-scale purpose-built lodging and inn facilities in Fairhope's downtown area. It has been suggested that the City could benefit from the presence of small-scale, sensitive lodging or inn development not only to support tourism, but also to accommodate the visiting guests of local residents who prefer not to stay in large hotels or resort properties. Having smaller-scale purpose-built lodging facilities could also help reduce the demand for "short-term rentals," such as Air B&B and other residential home-based temporary lodging facilities, thereby reducing some of the pressures on rental housing costs in the City. Having more regulated lodging facilities would also help provide the City and the community with more control over temporary lodging activity. Key steps in the process of encouraging this form of development would include the following:

- **Target Development.** Identify prospective sites and buildings.
- **Consider Potential Markets.** Align prospective development concepts with recreation, eco-tourism, and destination downtown visitation.

- **Provide Proactive Facilitation Services.** The City would help leverage lodging development by working with private property owners to create or consolidate sites as well as by providing recruitment and technical support services. The City might work with private property owners to identify prospective developer/operators and conduct outreach or establish an RFP process to recruit them. If the City were to create an Economic Development Director position, this person could assist in collaborating with Planning staff in this effort.
- **Create an Incentive Package.** Create a fast-track regulatory process specifically for this use (as with other small, independent business activities in downtown Fairhope). Reduce up-front costs for small-scale (e.g., 20 rooms or less) lodging development or building rehabilitation such as through reduced permit fees. Consider targeting the other business incentives identified previously for downtown retailers to include small-scale lodging facilities.

The full Retail Market Analysis can be found in Appendix D.



Fiscal Health

Fiscal Health

There is a planning objective to ensure that future growth and development will support the City’s excellent fiscal health and not cause an undue strain on City services. Ultimately, growth has an ongoing impact on fiscal health, and planning can help create more certainty and ensure more fiscal balance in terms of those impacts.

Certain factors will play a role in how infrastructure and land planning will impact the City’s budget. For example, there is a marginal cost to “leapfrogging” and “sprawl,” in terms of the inefficiencies and costs of supplying services at lower densities and greater distances. Such issues should be accounted for in infrastructure planning and service delivery, especially in areas outside of the corporate boundary.

For the purposes of this plan, a high-level fiscal impact analysis of land uses has been completed to illustrate the relative impacts of different types of development on the City of Fairhope’s budget.

Fiscal Impact of Land Use Analysis

An analysis was first conducted of the Fairhope budget and its financial structure. Using the

City’s actual 2020 revenues and expenditures as a basis, the fiscal impacts of land uses were calculated for the City of Fairhope. This analysis focused on the net fiscal returns from each land use on a per-unit (development unit, square foot, and/or acre) basis for comparison purposes. The net impacts compare the gross operating revenue benefits to the gross operating costs of different types of development. The full Fiscal Impact Analysis is provided in Appendix E with several key findings summarized below.

Revenue Benefits

The gross revenue benefits from each of four primary land uses – residential, retail, office, and industrial – were determined. Not surprisingly, retail generates the most significant gross revenue benefit to the City, at \$9.97 per square foot. This is due, in part, to the City’s fiscal structure, with 30% of all revenue generated through retail sales taxes and 19% generated through ad valorem taxes. Since commercial properties tend to have higher value per foot than residential or other properties, then the combination of retail sales tax revenues and property tax revenues is weighted heavily toward retail uses. Findings on gross fiscal benefits are summarized in the table below.

Gross Fiscal Benefits by Land Use Fairhope, AL, 2020-2021			
Use	Factor	Measure	Per Acre
Residential	\$1,516	DU	\$3,533
Industrial	\$2.09	SF	\$11,697
Office	\$3.45	SF	\$27,035
Retail	\$9.97	SF	\$40,454

Source: Randall Gross / Development Economics

After retail, other commercial uses including office space generate the second highest level of revenue benefits, followed by industrial. The impacts of retail and commercial uses are magnified on a per-acre basis because of the density of development among commercial uses as compared with most of the low-density residential use (primarily single-family) in Fairhope.

Cost Implications

Despite the relative benefit of retail uses, the cost of providing City services for retail (e.g., police protection, traffic safety, EMS services, and maintenance of streets and utilities) negates some of those benefits on the City’s budget. As shown below, retail generates the highest operating costs to the City of Fairhope

on both a square foot and per-acre basis, (\$4.02 and \$16,319, respectively).

The other primary land uses generate roughly the same costs to the city on a per-acre basis, with all three in the \$6,500 to \$7,500 per acre range. Costs are higher for retail due to several reasons, not the least of which are public safety costs associated with traffic generated by retail businesses. Traffic accidents and infractions constitute a significant part of safety time and budgets in the City, so uses that generate significant traffic (such as suburban retail formats) also generate higher costs. The impact is lower for retail located in the downtown area or in mixed-use environments, where the number of automobile trips is reduced as people tend to park once and walk between uses.

Total Fiscal Costs by Land Use Fairhope, AL, 2020			
Use	Factor	Measure	Per Acre
Residential	\$1,710	DU	\$7,451
Industrial	\$1.25	SF	\$7,021
Office	\$0.83	SF	\$6,540
Retail	\$4.02	SF	\$16,319

Source: Randall Gross / Development Economics



Net Fiscal Benefits

The net fiscal benefits relate the gross revenues to gross operating costs attributed to each of the four primary land uses, as shown below. Here, it becomes apparent that commercial and industrial uses help to cross-subsidize residential uses in the city.

There are a number of costs that are attributed solely or primarily to residential uses, such as parks and recreation uses. In this case, some 74% of Parks and Recreation department costs are attributed to residential users (with the remainder attributed to lodging or visitor use). On the revenue side, the low density of residential uses means that less revenue is generated through property and other taxes on a per-acre basis. The negative impact of "sprawl" (low density development that extends further away from core City services) is implicit in these numbers.

Key Strategies

Where the City may acquire property or alternatively, participate in master planning of private property through collaboration with private property owners, then the effects of sprawl might be reduced through more infill and mixed-use development that meets City standards. Clearly, vehicular traffic such as that generated by sprawling commercial development can impact significantly on the cost of providing services, as noted above.

As such, reducing vehicular traffic wherever possible not only enhances the quality of life for residents but also reduces fiscal pressure on the taxpayer.

Finally, the City could work proactively with the County to calculate the fiscal impacts of various land use and development patterns on both the City and County's budgets as a tool for education as well as negotiation with private entities.

Net Fiscal Benefits by Land Use Fairhope, AL 2020			
Use	Factor	Measure	Per Acre
Residential	(\$194)	DU	(\$3,919)
Industrial	\$0.83	SF	\$4,676
Office	\$2.61	SF	\$20,495
Retail	\$5.95	SF	\$24,135

Source: Randall Gross / Development Economics

Plan Implementation

Plan Implementation

Overview

An effective plan implementation strategy helps the community move from vision to reality. The intent of this section is for the plan to be successfully implemented through the actions of the City, including elected and appointed bodies (boards, commissions, and volunteer committees) and staff. Other entities and individuals in Fairhope will also be needed to implement the plan, including the local real estate and business communities. The City's required actions will include ordinance amendments, budget approvals, and similar activities and tools. Capital projects that are part of this plan should be included in the City's capital improvements program and budgeted accordingly. Regardless of the specific responsibilities of the City government, it will take the entire Fairhope community (public sector, private sector, and non-profits) working together to achieve the full vision expressed in this plan.

How to Apply the Plan

Plan Implementation: Planning Commission

Serving as the spearheading group for plan implementation, the Commission should:

- Meet periodically to review and pursue ongoing implementation
- Include City planning staff to provide the needed support and implementation
- Report to the Mayor and City Council at least annually regarding progress

Flexibility

The Comprehensive Plan should be viewed as a living document so that its implementation

can be adjusted for changing circumstances. However, regardless of revisions, the City should adhere to the plan's Planning Principles, as listed on Pages 22-23 of this plan.

Plan Updates

As new circumstances, opportunities, and challenges for Fairhope arise over time, the City should periodically update the plan. Updates are recommended at least every five years based on new circumstances and the City's implementation achievements for this plan. In fact, in states that mandate comprehensive planning (not including Alabama), five-year updates are typically required, as well as zoning that is consistent with the community's plan.

Policy Revisions

This section summarizes the City of Fairhope's various policies related to development, including zoning, subdivision regulations, and financial programs and incentives. As with all comprehensive plans, this plan may call for revisions to some of these policies so that the plan can be implemented. For example, this plan's section on proposed Place Types might translate into revised and even new zoning districts. Similarly, recommended improvements to the quality of development in Fairhope might result in revisions to subdivision and site planning standards.

Zoning

Summary of Existing Zoning

The City's zoning ordinance was adopted in 2005. A detailed review of it is contained in Appendix C of the Fairhope Community Factbook. There are 12 total residential zones ranging from *RA: Residential/Agriculture District*,

allowing single-family detached houses with minimum lot sizes of three acres, to *R-6: Mobile Home Park District*. There are five business districts of which two are oriented toward resort areas and uses. There are also four mixed use Village zones, which are "floating zones" only applied when initiated by the property owner and if the site and/or project meets some minimum criteria. There are two Industrial districts - the *M-1: Light Industrial District* and the *M-2: General Industrial District*. There are currently no M-2 districts designated. Finally, there are five Special Districts. These districts do not regulate land uses, with the exception of PUDs, which are determined on a case-by-case basis. The rest are overlay districts.

Zoning Recommendations

The following zoning revisions should be considered by the City to implement this plan.

- **Convert this plan's Place Types into zoning districts.** Because the Place Types section goes beyond merely describing land uses and densities and instead also addresses development form and character, it lends itself to translating into zoning. Some existing zones might be adapted into the new system, while some existing zones will need elimination, and some new zones will be required. There are two primary ways to implement this change. One way used by some communities is to simply make a citywide zoning change which will "grandfather" all existing uses and development until property owners initiate new or expanded uses or development. The other option sometimes employed is to retain the existing zoning but to allow property owners to apply for the new zoning.
- **Consider eliminating the detailed uses listed in the permitted uses table and**
- **instead utilize broader use descriptions.** The zoning ordinance's Use Table (3-1) features a finite list of specific uses that are either allowed, allowed with special conditions, allowed by appeal and with special conditions, or prohibited. This can be problematic because no such list of uses is going to be comprehensive. Some uses may not be thought of, including future uses that are not prevalent or do not even exist at this point in time. For example, micro-breweries (or brew pubs) are not accounted for among the potential uses. If they are considered to be one of the categories of manufacturing (other than "limited"), they are not permitted in the Downtown area (B-2) which is the type of location that most micro-breweries are located. Other examples to consider removing or adding include boarding houses/dorms and liquor stores.
- **Distinguish between urban and suburban commercial districts.** At present, General Business (B-2) is applied to both the historic Downtown and the strip suburban corridor along Greeno Road. It is very unusual for areas that are so different with respect to density/intensity, form, and character to have the same zoning. Fairhope has a Central Business District overlay with design requirements for building height, parking, etc. In addition to implementing this overlay, this issue will be resolved if this plan's proposed Place Types are converted into zoning. It will be even more resolved if historic zoning is applied to the Downtown, as is suggested in this plan's section on Historic Preservation.
- **Eliminate single-family detached housing and duplexes from the permitted uses within Fairhope's commercial districts.** At present, all of the commercial districts allow single-family detached housing, and

most allow duplexes. Oddly, most of them do not allow higher density housing, such as multi-family. Single-family detached houses and duplexes are much less compatible with commercial districts than are higher-density residential buildings, such as townhouses and multi-family housing. However, all of the commercial districts do allow mixed use, which makes sense. Again, this issue would be fixed if the City replaces the current zoning with this plan's proposed Place Types.

- **Revise the zoning for residential areas adjacent to downtown to be more consistent with the historic development patterns.** The City's R-2 zoning requires minimum lot widths of 75 feet and 35 feet front setbacks, but many of the existing lots appear to be closer to 65 feet in width and some of the front setbacks are less than 35 feet. While this situation is not preventing infill housing from occurring, tweaking the bulk standards could help to make it a bit more historically compatible. Applying this plan's proposed Place Types would address this issue.
- **Revise both manufacturing districts to prohibit incompatible land uses that are currently allowed.** For example, both districts currently allow grocery stores and general merchandise, and the M-2 district allows bed-and-breakfasts.
- **Allow accessory dwelling units (ADUs) within Fairhope's older and higher-density residential districts.** At present, ADUs are only allowed, and with special conditions, in business districts and village districts. In most communities, accessory units are permitted in older and higher-density residential districts, particularly when located near mixed use centers. Most of the areas surrounding the Downtown area are zoned Medium-Density

Residential (R-2), which does not allow accessory units. It is recommended that the City better define ADUs and where they will be allowed.

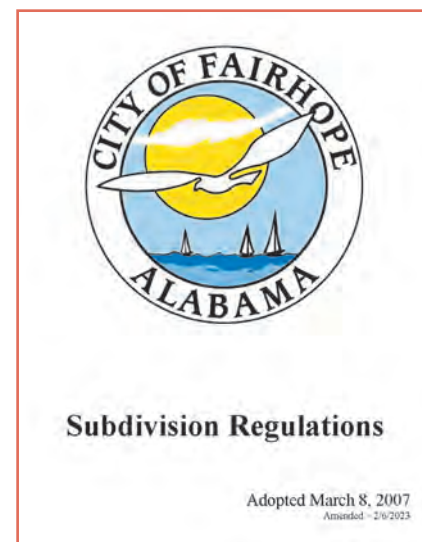
Subdivision Regulations & Other Development Policies

Existing Regulations & Policies

The City's current subdivision regulations were adopted in 2007. There are many progressive design standards within them, including:

- Requiring street connectivity
- Capping block lengths at 660 feet
- Prohibiting double-frontage lots (not including corner lots)
- Requiring tree preservation and street trees
- Encouraging traffic calming measures

Also, Chapter 20.5 of Fairhope's codes features a trees and landscaping ordinance adopted in 2011 (Ordinance No. 1444). While those newer regulations may not require any significant updates in the near future, there are others related to traffic, drainage, and the environment that will need updating.



Recommendations

The following policy recommendations are offered:

- Adopt design standards to protect and enforce Fairhope's visual character.
- Increase environmental protections including green space requirements and a process to obtain easements for environmental purposes.
- Incorporate Wetlands Ordinance (Ordinance No. 1370) and Red Soil (Clay and Silt) Ordinance (Ordinance No. 1423) into Subdivision Regulations.
- Explore the potential for the designation of local historic districts (historic zoning) in accordance with Page 99 of this plan.
- Adopt new road design standards based upon this plan's Road Classifications section (see Pages 104-108).
- Strengthen pervious surface requirements to protect water quality.
- Incorporate Sign Ordinance (Ordinance No. 1573 and Municode Section 18.5) into Zoning Ordinance.

Financial Programs & Incentives

Financial programs and incentives are covered in the following sections of this plan:

- Environmental incentives (see Page 92)
- Historic preservation incentives (see Page 101)
- Parking incentives (see Page 113)
- Housing incentives (see Pages 148-150)
- Economic development incentives (see Pages 152-156)

Annexation Policies

State Laws Controlling Annexation

The Alabama League of Municipalities (ALM) last revised its 1995 publication entitled "Methods of Extending Municipal Corporate Limits" in 2017 to provide direction to the state's municipalities considering a geographic expansion. According to that report, there are three primary methods of extending the corporate limits of municipalities in Alabama, as summarized below.

- **Local Act of the State Legislature:** Section 104(18) of the Constitution of Alabama allows the extension of municipal boundaries by local act of the legislature. Using this approach, the annexed land does not have to be geographically contiguous with the rest of the city. The only requirement is that notice of the intention to apply for extension of the boundaries shall be published in the county or counties where the subject property is located. The notice must state the substance of the proposed law and must be published at least once a week for four consecutive weeks prior to the introduction of the bill. The municipality should also pass a resolution to seek State approval. According to the ALM report, "If both the senator(s) and representative(s) approve of the bill, it will most likely be passed under the local courtesy rule without opposition."
 - Annexation by Referendum: There are numerous procedural steps required for this approach to annexation, but the key requirements include the following:
 - *Written Assent of Electors and Property Owners:* There must be the assent of at least two qualified electors residing on

each quarter of each quarter section, according to the government survey, or part thereof, sought to be annexed, together with the consent of the persons, firms, or corporations, owning at least 60 percent of the acreage of such territory.

- *Map or Plat of Territory:* There must be a map or plat of the land specifying the territory proposed to be annexed, as well as an accurate description by metes and bounds of the boundary of such territory. The territory must be contiguous to the boundary of the city or town and form a homogeneous part thereof.
- *Resolution of Council:* There must be a resolution by the municipal council to the effect that the public health or public good requires that the territory shall be brought within the limits of the municipality.

If, within 10 days from the date the resolution is filed with the probate judge, each of the qualified electors who reside in the territory described appears before the probate judge and consents to the annexation in writing, then no election is needed. However, if each qualified elector who resides in the area to be annexed does not appear before the probate judge and does not consent in writing to the annexation within 10 days, then an election must be held.

- **Annexation by Petition of 100 Percent of Property Owners:** The Act allowing for this option requires unanimous consent of the persons owning property in the area, and all such persons must sign the petition. Also, the area to be considered must be contiguous to the corporate limits of the municipality. The Attorney General

has ruled that, in the case of separate and independent petitions for annexation, each parcel of land seeking to be annexed must be independently contiguous to the then existing city limits. However, separate parcels may join and file a single petition for annexation. Finally, a city cannot annex separate parcels of property by adopting one ordinance if separate petitions for annexation have been filed unless the parcels are joined together by a single petition.

There is also a fourth potential approach, as described in Sections 11-42-40 through 11-42-56 in the Code of Alabama 1975. This procedure, which can only be used by cities of 25,000 or more inhabitants and which requires property tax exemptions for newly-annexed lands, is rarely used. However, given that Fairhope's population is rapidly approaching that population threshold, it should be considered as a fourth potential option.

City Requirements for Annexation by Petition

The City has a standardized form for annexation by petition that applicants must submit to the City Clerk. The key types of required information include the following:

- Annexation petition signed by all owners of the land to be annexed (must be notarized)
- Copy of the property deed with a legal description of land to be annexed.
- Map showing the property to be annexed and how it is contiguous to the city.
- Physical address of the property to be annexed.
- Tax parcel number as assessed.
- Owners current mailing address and

telephone number.

- Size (acres or square feet) of property to be annexed.
- If land is occupied, number of persons in residence.

It is recommended that the City focus on annexing contiguous property in an orderly manner. The proposed Place Types described in this plan should be used to dictate the zoning applied to newly annexed lands. The City should not consider annexations that do not adhere to their zoning policy.

Capital Projects

Capital projects are another important aspect of plan implementation, including the following types of projects.

Mobility Improvements

Key initiatives related to mobility include the following:

- Road improvements (Pages 109-113)
- Parking projects (Page 113)
- Bicycle and pedestrian facilities (Pages 115-125)

Other Improvements

Other improvements that should be initiated by the City include the following:

- Utility upgrades (Pages 128-129)
- Stormwater improvements (Page 129)
- New City facilities (Page 130)
- Public space and recreation improvements (Pages 135-137)

Plan Implementation Matrix

The Implementation Matrix on Pages 168-173 lists specific recommendations expressed throughout this plan. It provides a concise statement of each key recommendation, cites the pages of the plan that provide more detail on the recommendation, indicates who will be responsible for implementation, and suggests when the recommendation should be implemented. Recommendations are grouped by major topic category. Below is an explanation of two of those information categories that call for greater elaboration.

Responsible Party

The "responsible party" column in the matrix identifies groups or organizations that should implement the subject recommendation. It should not be viewed as exclusive or comprehensive because others who have not been listed may have an interest, skill, or responsibility for assisting with the recommendation. It should also not be interpreted to be mandatory. This part of the plan should remain fluid to be responsive and nimble to take advantage of opportunities and partnerships as they present themselves over the coming years. It should also be noted that the alphanumeric designation of each recommendation does not reflect a sequencing of priorities.

Timeframe

When considering the timeframe of a particular recommendation, it is important to understand that some actions build on others and cannot occur simultaneously if they are to be effective. Therefore, actions listed as "Years 3-5" are not necessarily less important, but they often just require other actions to occur first. Similarly, many of the earliest tasks are those that will not require a great deal of funding, unlike most capital improvement projects.

IMPLEMENTATION MATRIX

No.	Recommendation	Page	Responsible Party	Timeframe
A. Place Types				
A-1	Adopt new zoning map to implement this plan's proposed Place Types Map.	34-35	Planning Commission, City Council	Year 1
A-2	Adopt new development regulations for this plan's proposed Natural Areas.	36-37	Planning Commission	Year 1
A-3	Adopt new zoning provisions for this plan's proposed Rural Areas.	38-39	Planning Commission, City Council	Year 1
A-4	Adopt new zoning provisions for this plan's proposed Suburban Areas.	40-49	Planning Commission, City Council	Year 1
A-5	Adopt new zoning provisions for this plan's proposed Urban Areas.	50-57	Planning Commission, City Council	Year 1
A-6	Adopt new zoning provisions for this plan's proposed Special Areas.	58-65	Planning Commission, City Council	Year 1
A-7	Adopt new zoning provisions for this plan's proposed Key Thoroughfares.	66-71	Planning Commission, City Council	Year 1
B. Community Design				
B-1	Develop and adopt design standards to protect and reinforce Fairhope's visual character as described in this plan.	86-87	"Planning & Zoning Department, Planning Commission"	Year 1
C. Natural Resources				
C-1	Acquire property adjacent to natural areas and wetlands.	90	Planning & Zoning Department, City Council	Ongoing
C-2	Preserve natural areas and wetlands for recreational use.	90	Fairhope Environmental Advisory Board	Ongoing
C-3	Enforce green space requirements within new developments.	90	"Planning Department, Fairhope Environmental Advisory Board"	Ongoing
C-4	Develop and implement green space maintenance plans for areas that are not covered by existing maintenance agreements.	90	"Fairhope Environmental Advisory Board, Recreation Board, Public Works Department"	Years 2-3
C-5	Enforce erosion control with developers to minimize pollutants.	91	"Public Works Department, Developers, Code Enforcement"	Ongoing
C-6	Encourage pest control and landscaping companies to implement best practices when applying pesticide and fertilizer.	91	"Fairhope Environmental Advisory Board, Public Works Department"	Ongoing
C-7	Promote living shorelines.	91	"Fairhope Environmental Advisory Board, Public Works Department"	Ongoing
C-8	Preserve and maintain gullies for recreational areas.	91	"Fairhope Environmental Advisory Board, Public Works Department, Planning & Zoning Department, Planning Commission, City Council"	Ongoing

IMPLEMENTATION MATRIX

No.	Recommendation	Page	Responsible Party	Timeframe
C-9	Develop and/or update City codes to protect the environment.	91-92	"Planning & Zoning Department, Planning Commission, Fairhope Environmental Advisory Board, City Council"	Year 1
C-10	Identify development incentives for environmentally friendly project components.	92	"Industrial Development Board, Economic Development Alliance, Fairhope Environmental Advisory Board, Planning & Zoning Department, Planning Commission"	Year 1
C-11	Implement Low Impact Development through the use of green infrastructure.	92-93	"Planning & Zoning Department, Planning Commission, Public Works Department, Developers, Fairhope Environmental Advisory Board"	Ongoing
C-12	Construct Low Impact Development pilot projects in public right-of-way and green space.	93	"Planning & Zoning Department, Planning Commission, Public Works Department, Fairhope Environmental Advisory Board"	Ongoing
C-13	Maintain a GIS database of publically owned Low Impact Development sites and track maintenance at these locations.	93	"Planning & Zoning Department, Public Works Department"	Year 1
D. Historic Preservation				
D-1	Pursue Certified Local Government (CLG) status by establishing a comprehensive historic preservation program.	96	Historic Preservation Committee/Commission	Year 1
D-2	Explore the designation of local historic districts in Downtown Fairhope and surrounding historic neighborhoods.	99	"Historic Preservation Committee/Commission, Planning Commission, City Council"	Year 1
D-3	Prepare design guidelines for historic areas.	100	Historic Preservation Committee/Commission	Years 2-3
D-4	Promote existing State and Federal investment tax credits for qualified building rehabilitation projects on National Register properties.	101	Historic Preservation Committee/Commission	Ongoing
D-5	Promote State property tax benefits for income producing properties listed on the National Register.	101	Historic Preservation Committee/Commission	Ongoing
E. Mobility				
E-1	Adopt the proposed cross sections as goals for ultimate development on City roadways.	104-107	Planning Commission, Public Works Department	Year 1
E-2	Review and update Tree Ordinance to add roads and determine if required greenspace is still adequate to accommodate growth.	104 & 108	"Planning & Zoning Department, Tree Committee, City Horticulturist, Planning Commission, City Council"	Year 1
E-3	Maintain existing roads to keep them in a state of good repair.	109	Public Works Department, Baldwin County, ALDOT	Ongoing

IMPLEMENTATION MATRIX

No.	Recommendation	Page	Responsible Party	Timeframe
E-4	Evaluate all traffic signal timings and update where needed.	109	"Traffic Committee, Public Works Department, Baldwin County, ALDOT"	Years 2-3
E-5	Implement Complete Streets Policy when constructing new roads and upgrading existing roads.	109	"City Council, Pedestrian & Bicycle Committee, Traffic Committee, Public Works Department, Baldwin County, ALDOT"	Ongoing
E-6	Continue to implement beautification elements along roadways.	109	Public Works Department	Ongoing
E-7	Implement development requirements along main thoroughfares as defined in this plan.	109-110	"Planning & Zoning Department, Planning Commission"	Year 1
E-8	Upgrade Section Street to be a primary multimodal north/south corridor as described in this plan.	110	Public Works Department	Years 3-5
E-9	Upgrade Fairhope Avenue to be a primary multimodal east/west corridor as described in this plan.	110-111	Public Works Department, Baldwin County	Years 3-5
E-10	Incorporate multimodal connectivity into future subdivision roads.	113	"Planning & Zoning Department, Public Works Department, Developers"	Ongoing
E-11	Implement traffic calming measures on subdivision roads through the use of curves, roundabouts, and bicycle/pedestrian crossings.	113	"Traffic Committee, Pedestrian & Bicycle Committee, Public Works Department, Developers"	Ongoing
E-12	Increase wayfinding signage to direct traffic to public parking.	113	Parking Authority	Year 1
E-13	Offer incentives to downtown employees and community college students to encourage their use of the parking deck or surface lots.	113	Parking Authority	Year 1
E-14	Encourage the development of private paid parking lots.	113	Parking Authority	Ongoing
E-15	Install electric vehicle charging stations at public locations and encourage/require charging stations in new developments.	113	"Public Works Department, Public Utilities Department"	Ongoing
E-16	Implement downtown parking limits through signage and enforcement.	113	Parking Authority, Fairhope Police Department	Ongoing
E-17	Implement a shuttle system between the downtown area and exterior parking lots during special events.	114	Parking Authority, Community Affairs	Year 1
E-18	Promote the use of rideshare services during events and identify dedicated drop-off/pick-up locations.	114	Chamber of Commerce, Community Affairs	Ongoing
E-19	Update City codes to regulate low speed vehicle usage and provide limited parking for these vehicles in the downtown area.	114	"Planning & Zoning Department, Planning Commission, Parking Authority, City Council"	Year 1
E-20	Develop a citywide Bicycle, Pedestrian, and Greenways Masterplan.	115	"Pedestrian & Bicycle Committee, Planning & Zoning Department, Planning Commission, City Council, Parks & Recreation Department, Fairhope Environmental Advisory Board"	Years 2-3

IMPLEMENTATION MATRIX

No.	Recommendation	Page	Responsible Party	Timeframe
E-21	Construct missing links in bicycle and pedestrian infrastructure.	116-117	"Pedestrian & Bicycle Committee, Public Works Department, Baldwin County"	Ongoing
E-22	Add pedestrian cycles to all traffic signals along pedestrian paths.	122	"Traffic Committee, Pedestrian & Bicycle Committee, Public Works Department, Baldwin County, ALDOT"	Years 2-3
E-23	Construct multi-use paths along roads and creeks where feasible.	122-125	Public Works Department, Baldwin County, ALDOT	Ongoing
F. Infrastructure & Facilities				
F-1	Implement the recommended utility improvements as described in this plan over time as funding allows.	128-129	Public Utilities Department, City Council	Ongoing
F-2	Replace old storm drainage pipes throughout the City.	129	Public Works Department, Water/Sewer Department	Ongoing
F-3	Address known drainage issues on City property and in the public right-of-way.	129	Public Works Department	Ongoing
F-4	Implement low impact development practices.	129	"Public Works Department, Developers, Planning & Zoning Department, Planning Commission"	Ongoing
F-5	Identify a location for a regional stormwater detention facility.	129	Public Works Department, City Council	Year 2
F-6	Enforce previous surface requirements for new developments as described in the City's Zoning Ordinance.	129	"Planning & Zoning Department, Building Department"	Ongoing
F-7	Repurpose underutilized City property for new community facilities.	130	"Public Works Department, Planning & Zoning Department, Chamber of Commerce, Mayor's Office, City Council"	Ongoing
F-8	Invest in new community facilities in the eastern and southern parts of town.	130	"Parks & Recreation Department, Parks & Recreation Committee, Community Affairs, Mayor's Office, City Council, Planning & Zoning Department"	Ongoing
G. Public Space & Recreation				
G-1	Design more parks for passive recreation.	135	"Parks & Recreation Department, Recreation Board, Fairhope Environmental Advisory Board, Planning & Zoning Department, Public Works Department"	Ongoing
G-2	Develop new parks in the eastern and southern portions of Fairhope.	135-136	"Parks & Recreation Department, Recreation Board, Fairhope Environmental Advisory Board, Planning & Zoning Department, Public Works Department"	Years 3-5
G-3	Continue to implement the Recreation Board's priorities as described in this plan.	137	Recreation Board	Ongoing

IMPLEMENTATION MATRIX

No.	Recommendation	Page	Responsible Party	Timeframe
G-4	Upgrade the Fairhope Dog Park.	137	Recreation Board, Public Works Department	Years 1-2
H. Public Services				
H-1	Coordinate with the Baldwin County Board of Education regarding education needs.	140	"Public Schools Commission, Baldwin County, Fairhope Education Enrichment Foundation"	Ongoing
H-2	Consider growth at higher education campuses when adding/updating infrastructure, utilities, or community facilities in these areas.	140	"State of Alabama, Public Works Department, Public Utilities Department"	Ongoing
H-3	Support the Fairhope Police Department's staffing and infrastructure needs as defined in this plan.	140-141	City Council	Ongoing
H-4	Develop a strategic plan for the Fairhope Volunteer Fire Department.	141-142	Fairhope Volunteer Fire Department	Year 1
H-5	Develop a 10-year strategic plan for public safety.	142	"Fairhope Police Department, Fairhope Volunteer Fire Department"	Year 2
H-6	Continue to evaluate the healthcare needs as the population grows and evolves.	144	"Medical Clinic Board, State of Alabama, Thomas Hospital"	Ongoing
H-7	Identify a location, size, and funding source(s) for a performing arts center.	144-145	Arts Committee, Mayor's Office, City Council	Years 1-2
I. Housing				
I-1	Increase diversity in housing choice.	148	"Planning & Zoning Department, Planning Commission, City Council, Developers"	Ongoing
I-2	Create incentives for retaining local housing character.	149	"Planning & Zoning Department, Historical Preservation Committee/Commission"	Year 1
I-3	Establish a targeted land acquisition and facilitation strategy.	149-150	"Planning & Zoning Department, Mayor's Office, City Council"	Years 2-3
J. Economic Development				
J-1	Support unique, locally-owned businesses.	152	"Industrial Development Board, Economic Development Alliance, Chamber of Commerce, City Council"	Ongoing
J-2	Recruit new businesses and anchor amenities.	152-153	"Industrial Development Board, Economic Development Alliance, Chamber of Commerce"	Ongoing
J-3	Diversify the economy through technology development.	154-155	"Industrial Development Board, Economic Development Alliance"	Ongoing
J-4	Develop recreation and eco-tourism.	155	Recreation Board, Chamber of Commerce	Ongoing

IMPLEMENTATION MATRIX

No.	Recommendation	Page	Responsible Party	Timeframe
J-5	Encourage more small-scale lodging or inns.	156	"Economic Development Alliance, Chamber of Commerce, Planning Commission, City Council"	Ongoing
K. Fiscal Health				
K-1	Collaborate with private property owners to encourage infill and mixed-use development.	160	"Economic Development Alliance, Planning & Zoning Department, Planning Commission, City Council, Public Works Department"	Ongoing
K-2	Work with County to calculate fiscal impacts of land use and development patterns on the City's budget.	160	"Planning & Zoning Department, Treasury Department, Revenue/Business License and Tax Department, Planning Commission, City Council, Water/Sewer Department, Public Works Department, Baldwin County (Planning) Commission"	Year 1



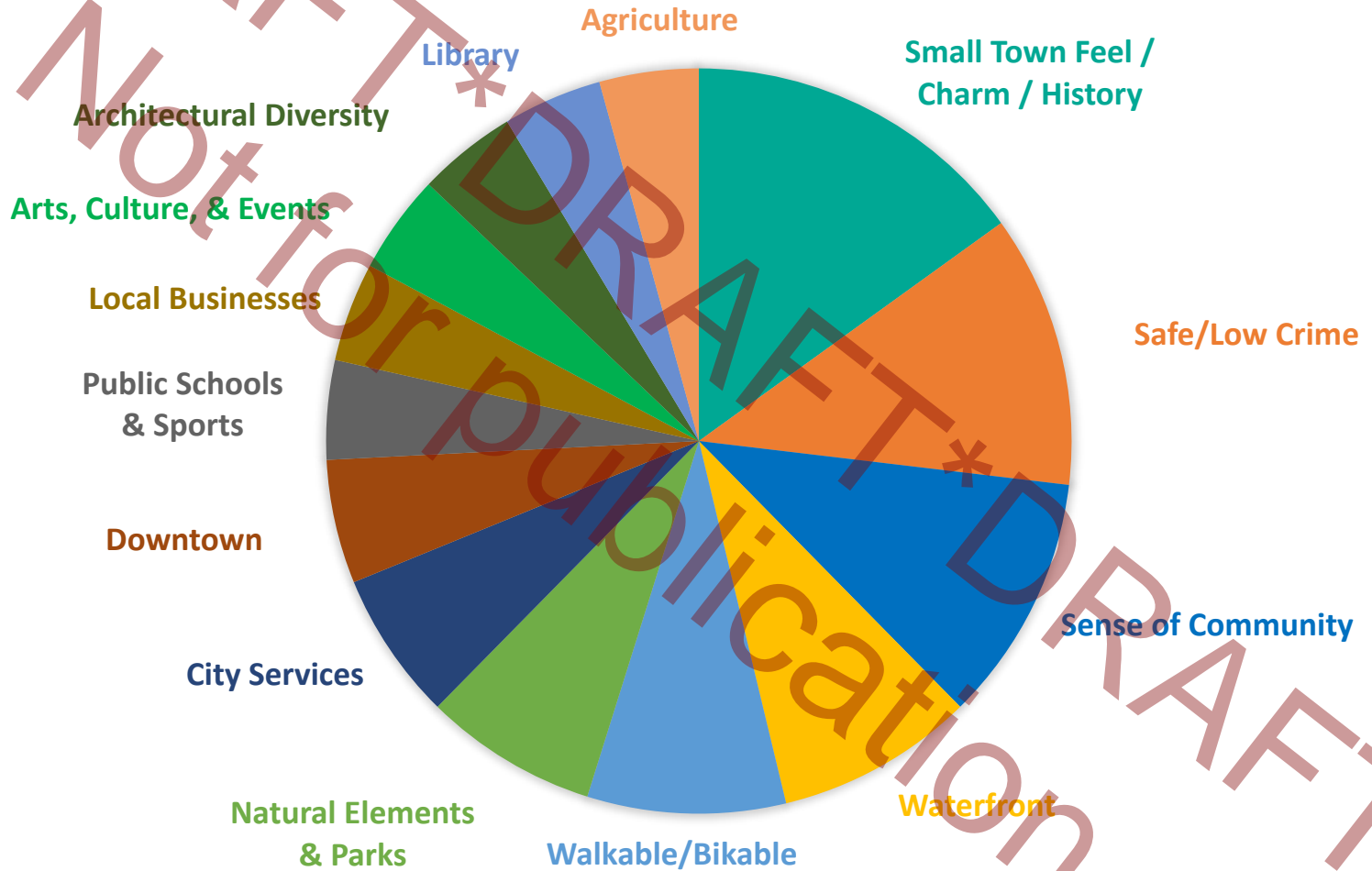
Appendix A – Neighborhood Meeting Feedback



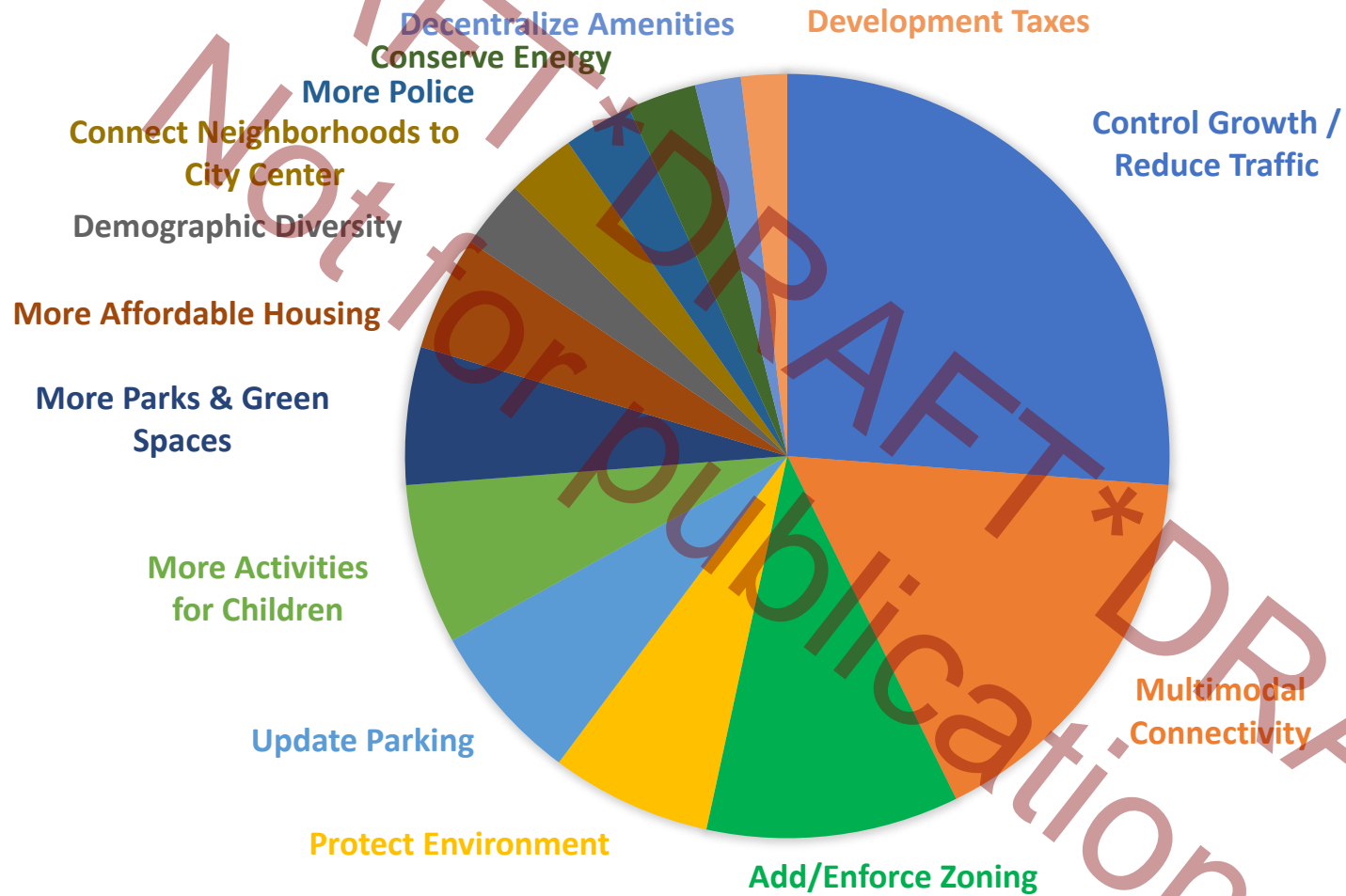
**Fairhope Comprehensive Plan
Neighborhood Meeting Feedback**

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What you like about Fairhope:



What you would like to change about Fairhope:

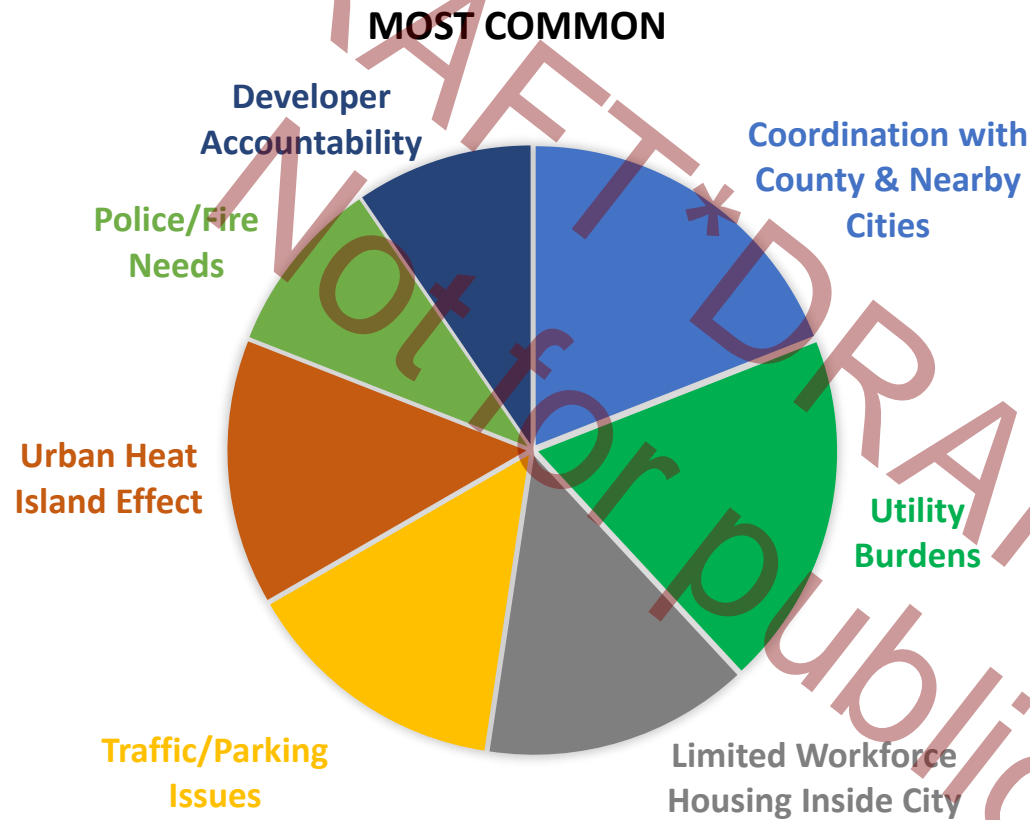


Model communities (to adapt some aspect of...):

Location	Desired Features
Albuquerque, NM	Bike Trails
Aspen, CO	Employee Housing for Seasonal Labor
Atlanta, GA	Greenways
Austin, TX	Bicycle/Pedestrian Facilities
Baltimore, MD	Natural Vegetation Between Street and Developments
Bentonville, AR	Trails
Boca Raton, FL	Off Street Commercial Developments
Charleston, SC	Historic Preservation
Chattanooga, TN	Technology, Young Families, & Environmental Infrastructure
Chicago, IL	Underground Power
Cleveland Heights, OH	Bike Paths
Fort Morgan, CO	Bus System
Greenville, SC	Connectivity, Accessibility, Parks, & Bike Paths
Habersham, SC	Village Concept
Hilton Head, SC	Building Setbacks & Low Signage
Jackson, WY	Public Transit
Long Island, NY	Connectivity

Location	Desired Features
Madison, MS	Nice Building Facades & Low Signage
Martha, TX	Dark Night
Mountain Brook, AL	Village Concept
Nashville, TN	Greenways
Ocean Springs, MS	Noise Ordinance
Olympia, WA	Gullies for Recreation
Oswego, NY	Restaurants on Water
Roswell, GA	Outdoor Seating at Restaurants
Savannah, GA	Pocket Parks
Seaside, FL	Housing Characteristics
St. Louis County, MO	Access Management
Switzerland	Environmental Preservation
The Villages, FL	Town Centers & Golf Cart Infrastructure
Winter Park, FL	Wide Sidewalks in Front of Businesses
Woodland, TX	Planned Community
Netherlands	Flow Between Downtown and Neighborhoods
	Small Community Centers around Larger Neighborhoods
	Children's Activities Beyond Sports

Additional topics discussed:



Additional Topics Discussed Multiple Times
Increased Stormwater Runoff
Accommodations for Bikes/Peds in New Development
Shortage of Family Doctors
Decentralization of Public Facilities
Lack of Diversity in Housing Prices
Short Term Rentals
Environmental Issues (Storms, Tree Protection, etc.)
Golf Carts



Appendix B – Public Opinion Survey Results

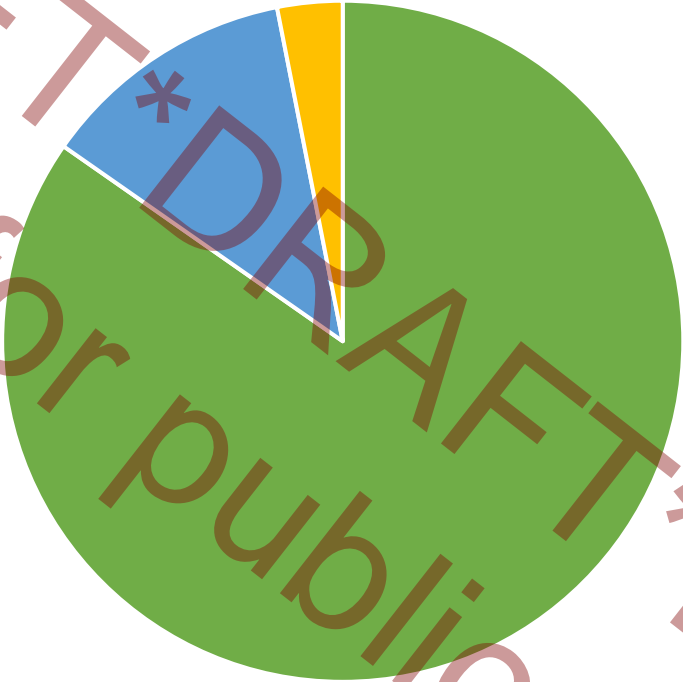


**Fairhope Comprehensive Plan
Public Opinion Survey Results**

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How would you describe the overall quality of life for you as a Fairhope resident?



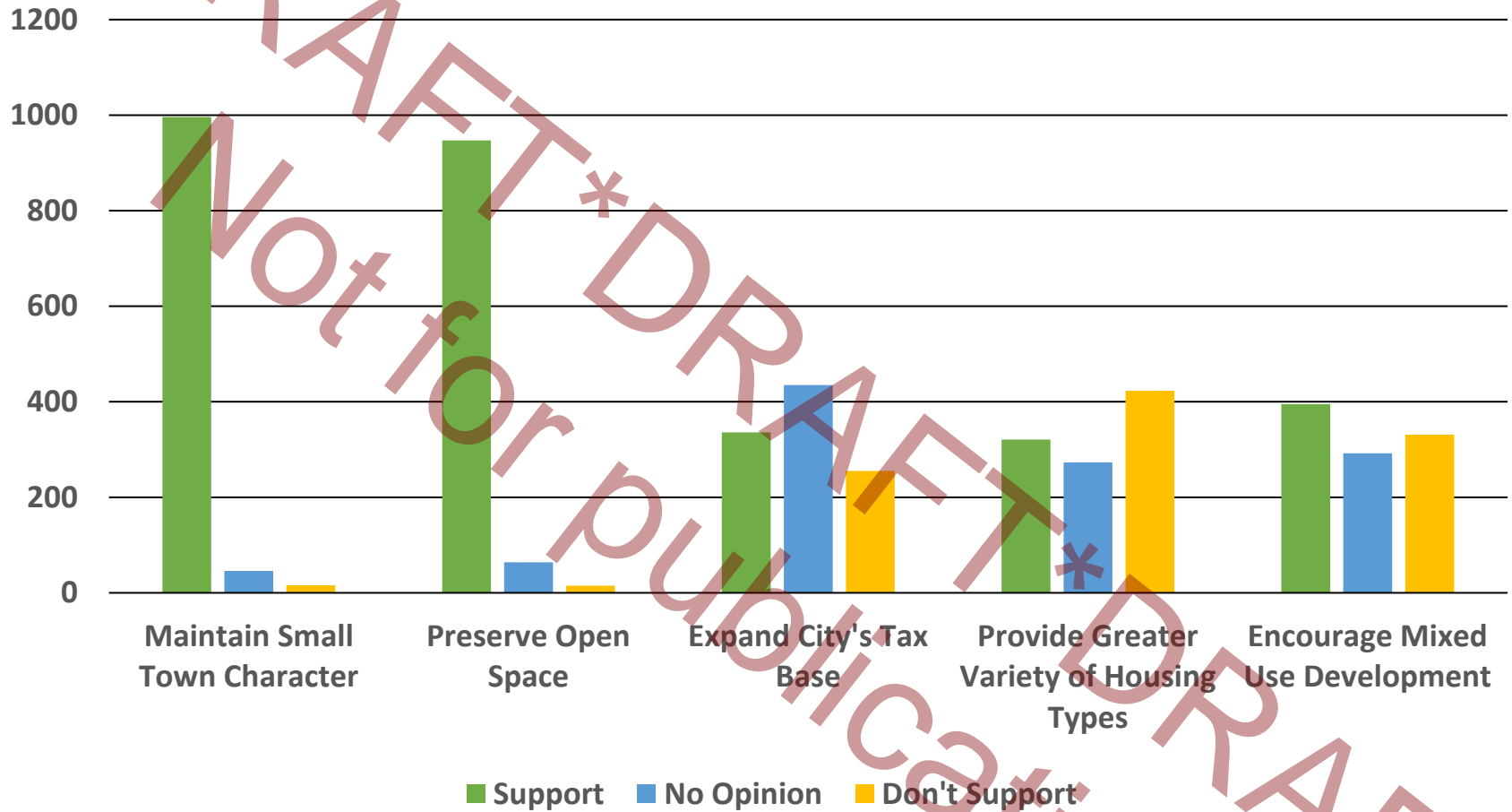
- It is good relative to most communities.
- It is average relative to most communities.
- It is not good relative to most communities.

How would you rank the importance of the following issues for Fairhope?



■ Not Important
 ■ Moderately Important
 ■ Very Important

How supportive are you of the following land use goals?



What types of new jobs do you believe are needed in Fairhope?

Manufacturing, logistics, and warehousing jobs

Service sector jobs

Retail sector jobs

Professional service jobs

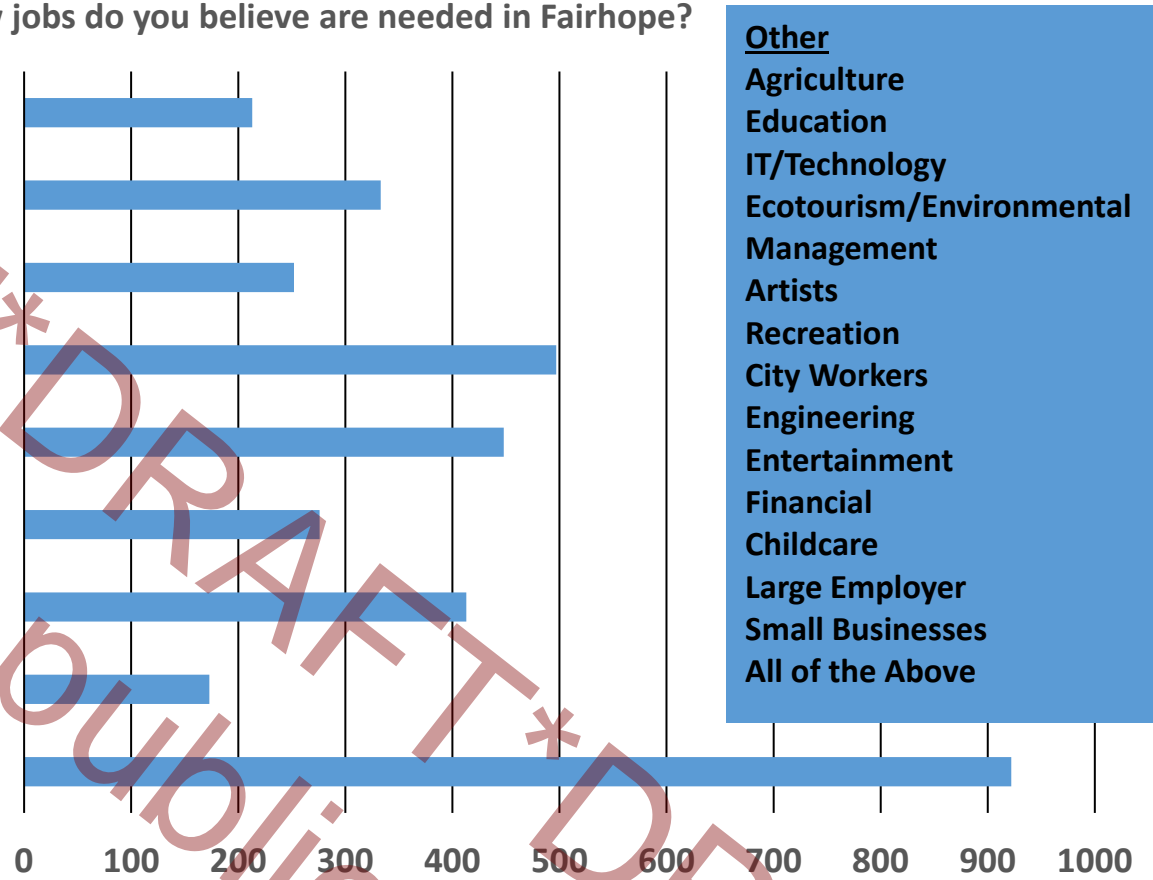
Health care jobs

Hotel and tourism jobs

Entrepreneur jobs

None of the above

Other



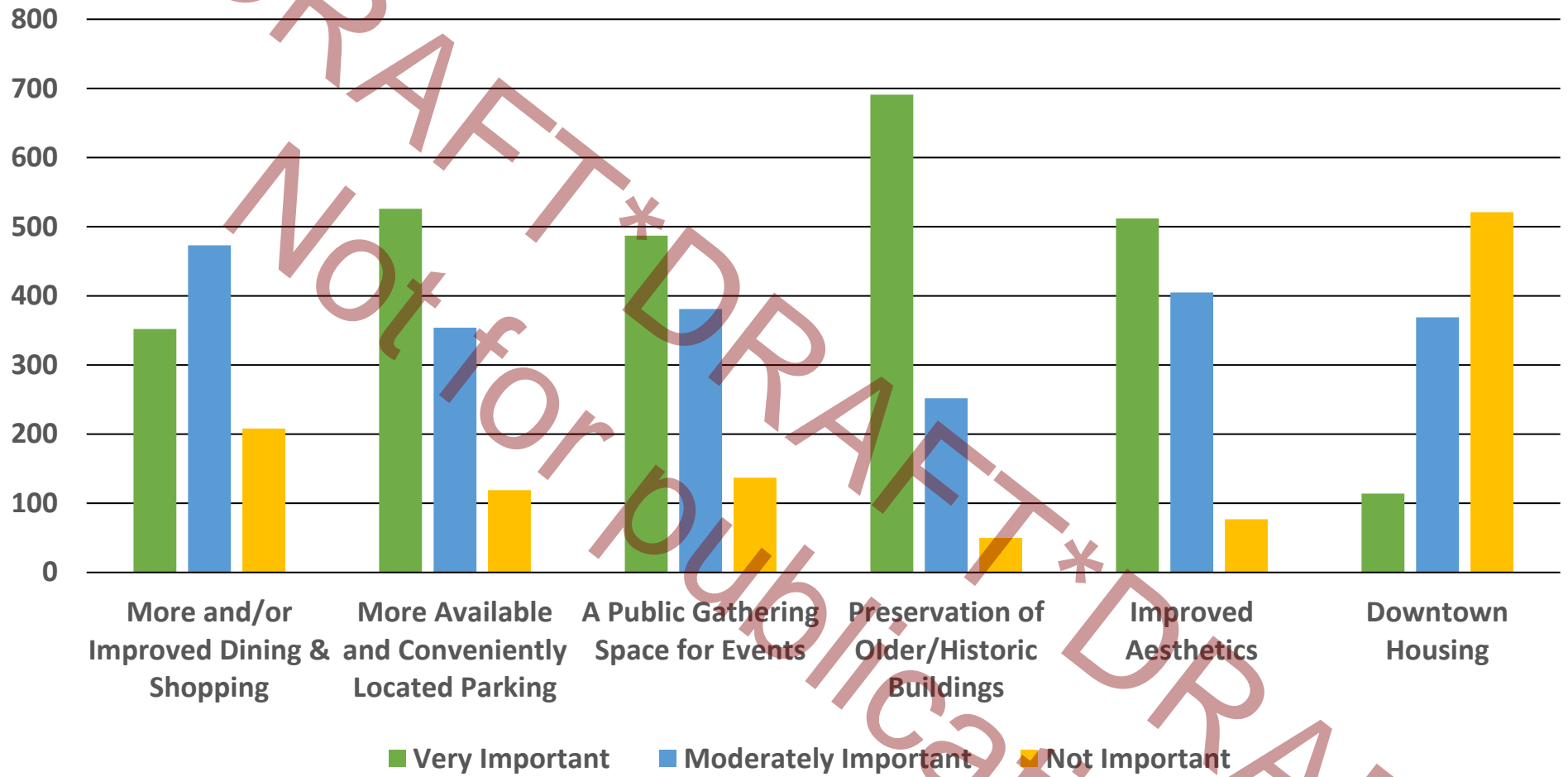
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What types of additional housing do you believe are needed in Fairhope?

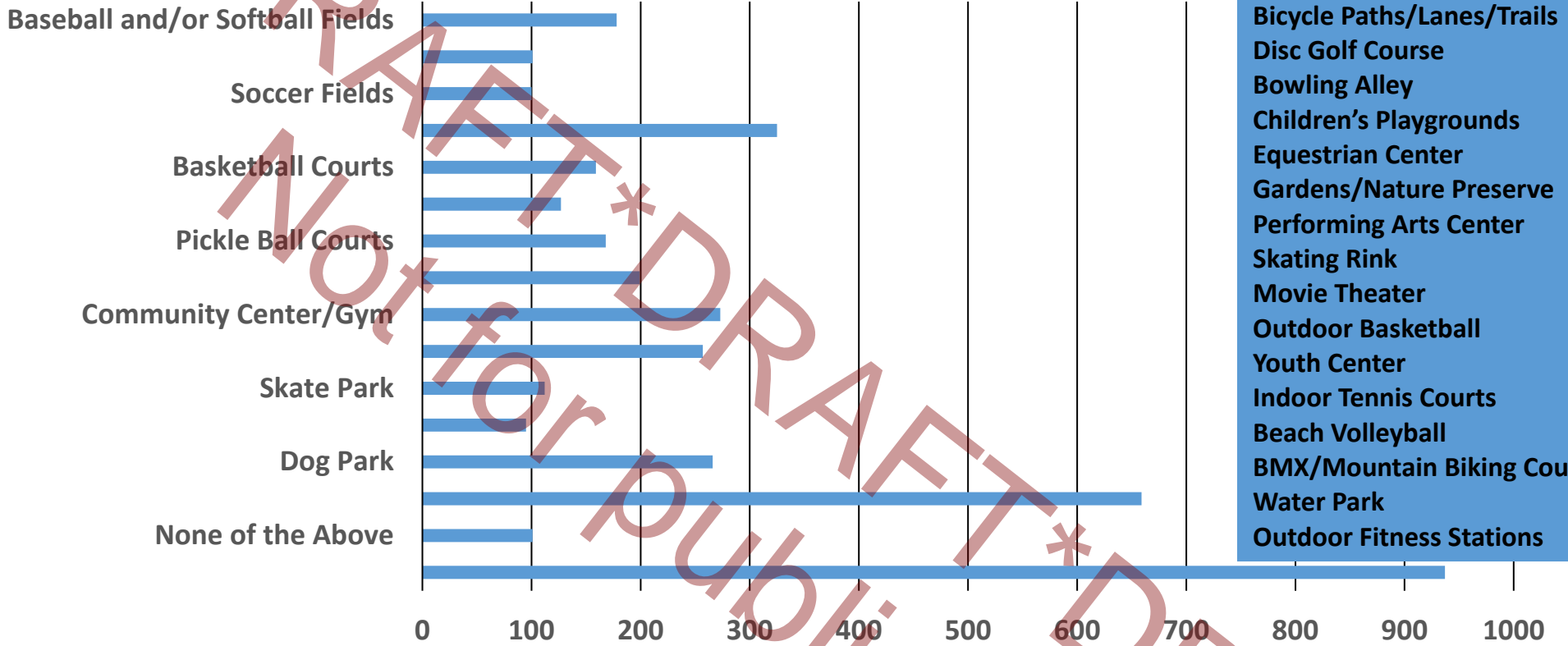


How would you rank the importance of the following needs for Downtown?



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What specific types of recreational facilities are needed in Fairhope?

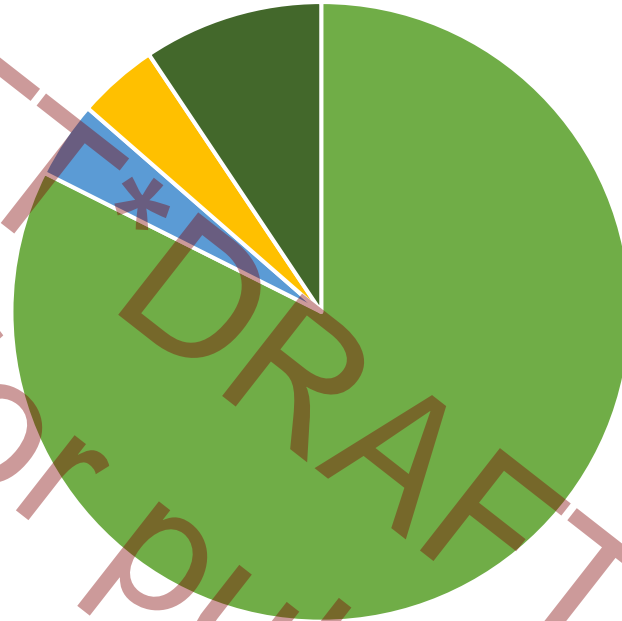


What types of improvements would you like to see along key commercial transportation corridors outside of the downtown area?



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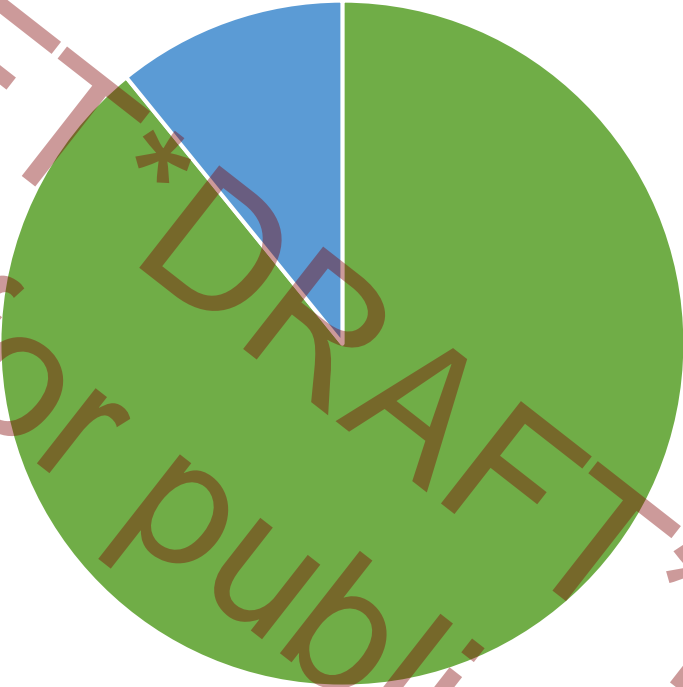
How easy is it for you to access the amenities in Fairhope?



- I am able to easily access Fairhope's amenities.
- I have limited physical mobility and require assistance to walk.
- I have full or partial hearing loss.
- I do not feel comfortable driving in Fairhope traffic.

DRAFT
Not for publication
DRAFT

Is it important for the city to develop and enforce architectural design standards for future commercial, residential, and industrial development?



■ Yes ■ No

What do you like about Fairhope?	How would you like to see Fairhope change?
small size, quaint, neat The eclectic charm of the community, geography, and architecture.	no dr horton type subdivisions Limit the amount of new construction so existing infrastructure can be improved with a focus on mitigating sewage / runoff into waterways and Mobile Bay.
The small size feel It's a small town feel with larger town amenities, even if you have to drive a little ways. We have only been here for three months and the small town charm is what brought us here. It's beautiful and lively. I enjoy the markets.	Provide more neighborhood parks and greenspaces No more large neighborhoods or townhouses.
Quaint feel. Especially like library and Coastal Alabama having a prime location in town	Bring back that lovin' feeling when every new building wasn't getting painted white. Fairhope needs a fresh new mural. I do murals! Let's talk, email me: rachaellelzey@gmail.com .
Library and CACC as centerpoint of downtown	Alleviate parking problems downtown. Place a priority on youth sports programs and facilities
Small town with a vibrant downtown with many city services and activities and open recreational areas with waterfront parks.	Develop quality youth sports fields on par with surrounding communities I'd like to see Fairhope better control its growth. I don't want to see miles of cookie-cutter subdivisions on treeless, scalped lots. I don't want bumper-to-bumper traffic everywhere I go, although that is already happening. I'd like parking downtown to be available and/or be it to be easier to find. I'd like regular public transportation like what occurs during the Arts and Crafts Festival or other means of transportation, like golf carts. While downtown is walkable, other areas areas, like the Hwy. 181 corridor, are not. I don't want to see the main corridors become miles of strip plazas and big-box retailers with big signs (NOT like Hwy. 98 in Daphne or Hwy. 59 in Foley). I'd like to see more higher-paying professional and high-tech jobs instead of reliance on lower-paying retail, restaurant, and service employment. I'd like Fairhope to distinguish itself as a city that promotes its natural beauty and focus on the arts and not try to become a beach or sports tourism center like other nearby cities are trying to do, namely Foley, Daphne, and Gulf Shores.
Use to be small town feel Not as much as I used to - I feel like Fairhope has sold out	Parking!!! BLANK
Safe, beautiful, peaceful The parks along the bay and the downtown area.	Spruce up downtown storefronts, cleanliness, pick up trash, etc. Fairhope has already changed, especially in the last 5 or 6 years. Please think of it as a hometown, not a tourist destination, not a means to make quick real estate profits. The growth is destroying what made Fairhope unique. Living through the changes of the last decade has been a sad, soul-killing experience.
Beauty, both natural and cultivated. Events. Arts & Crafts! Restaurants.	More commercial activity on the bay. Not to destroy the beauty, but to take advantage of it with restaurants. "Open containers" for entertainment districts!!
Parent involvement in schools, thriving downtown, community programs for seniors, parades and outdoor activities	Development of a county/state/local water system to address mistakes made in poor planning and building of neighborhoods who have been left to handle these problems alone as home owners. More job opportunities with higher pay to accommodate the high cost of living in Fairhope. Better traffic control for example more turning lanes, turning light signals, improved parking downtown and around hospital. Loss of land in these areas are a necessity sometimes to allow people to park and gain easy access to the businesses and services that make money for the town.
Quality of life and still a small town feel.	Nothing comes to mind.
Excellent services Beautiful views Happy pleasant people who take pride in their community	I would not like to see much change. Improve infrastructure maybe
Location, schools, water front	Full time fire department with paramedics on duty. 24/7
Well managed small town. I love what it was. Community spirit, people from all walks of life existing together happily. It was a very unusual conglomeration of people with something in common that allowed us all to appreciate a slower paced life. Caring for each other, knowing enough about each other to stay just close enough to be kind neighbors. We were the kind of community that respected our neighbors.... even when building our homes. We had time to talk and visit when going to the mail box. I really think we have time to recapture some of that if things could just slow down & give us a chance to regroup & restate some boundaries.	Save historic buildings. Not crazy about the disregard to height of buildings and size of homes on small lots. Also, it is obvious to all that some projects are strictly managed (by the city, I guess) and others even use city property (with permission?) to be allowed to complete oversized projects. Favoritism abounds. Commercial properties in the middle of residential areas should follow the same building restrictions as homeowners in that area. Thinking of how new building affects old ones should be a priority. There's far too much consideration for new builds compared to how they will affect the existing ones.
Family friendly, safe, nice downtown, bay access, health conscious.	More attention to areas outside of downtown like Fairhope ave and 181 intersection. It would be great to have food, shopping, parks and activities closer. It isn't walkable at all in this area. We also need bike trails, hiking trails, and other recreation options like mini golf, bowling, and theaters. There just isn't much for our teens/families to do. It would also be great to have stores like Trader Joe's for healthier food options.
I absolutely love Fairhope! I have live here for 23 years. Grew up in Covington/ Mandeville, La which was very similar to Fairhope. Unfortunately, that area didn't control the urban sprawl, and no matter what, you can never get that small town charm back! It's so sad. Love the charm and the small town. Grew up here.	I do think there needs to be some housing options for lower income/young professionals and singles that cannot afford today's housing market that has skyrocketed.
It feels like a unique place with a strong sense of character. It is pretty and upscale and has a lot local flavor. I don't want any more chain shops and restaurants downtown.	Know change/growth is inevitable. Would like for it to be done responsible and for it not to look trashy and like lots of other "big small" towns that grew too fast, The only thing I can think of is I would like to see a restaurant on the pier. I don't know why nothing manages to survive down there.

What do you like about Fairhope?	How would you like to see Fairhope change?
I like the size; the interconnectedness; by the water/parks; people are generally friendly and helpful; we support one another; we're progressive and entrepreneurial; it's relatively safe (from crime); emphasis on education	Stronger building / development considerations. I think there is too much stress on existing infrastructures. I'd like a new water treatment facility east of Greeno to support growing populations and new developments/developers to absorb significant costs to pay for infrastructure improvements.
Fairhope is SO perfect! We love its small town charm and that it hasn't sold out to the highest bidder. Fairhope's aesthetic appeal and small town feel is exactly why we are here. Had we wanted people living everywhere on micro-sized lots and the DR Hortons of the world next door, we would have moved to the suburbs of Dallas or Austin.	Never forget why Fairhope was founded. I love that we have a City horticulturist and flowers everywhere! It is a utopia, but having too many people can quickly change an area into chaos and citizens who don't take pride in anything. Fairhope should stay a utopia and not allow every developer access here, it's only a fee to them, it's HOME to us!
Small town	The black community taking better care of
Open spaces, the bay, downtown merchants	More pedestrian friendly, DEVELOPMENT MORATORIUM, new mayor and council, focus on infrastructure such as sewer, sidewalks, roads, underground utilities
It's a city that people from all walks of life can enjoy.	Growth for families.
The small town charm and friendly attitudes. Green spaces and flowers.	More eco friendly and pedestrian/cyclist friendly. More ethnic/racial diversity
Take care of the downtown. In fact expand it	Stop cutting every tree so we can build more banks and commercial building along 98
Small downtown, various restaurants. Great atmosphere	Additional offsite parking. Congested traffic with parking on Fairhope Ave east of Section. Walkability to everything.
Sense of community, community activities. Downtown area charm. Safe, family friendly place	I think as Fairhope grows, it's important for the infrastructure to keep up. We need more retail (restaurants and businesses) especially in the 181 area.
Sense of community.	Roads to accommodate amount of traffic. New traffic pattern for downtown. Possibly one ways on some of the streets. The volume of cars is crazy and it's difficult to navigate.
I love the community that Fairhope provides.	BLANK
Everything but the dirty politics	City council & city attorney need to be fired
The pride that city employees have in our town and The friendliness of residents & store personnel that have been here 10 years or longer.	Stop tearing down cottages & houses that are original to Fairhope. These big glass houses doesn't fit with the history of Fairhope.
Fairhope's small town atmosphere is the reason we moved here from Daphne. It is invaluable to the quality of life we enjoy.	Improved infrastructure to support the residents. Drainage and sewage management could be improved. The level of development exceeds our current infrastructure.
The close proximity to the coast, the rural nature of the surrounding area.	I would like the overdevelopment of the rural areas stopped.
It is a peaceful, creative place to live.	I know you need more city income to maintain infrastructure so changes are coming. I hope you avoid urban sprawl.
The small town feel and friendly atmosphere	More parking
I feel safe. The people are friendly beautiful town	Protect the green space that we have. Not a lot of change
Small size. Cozy downtown	Never let in chain stores like restaurants, big box, etc.
It's home.	Increase infrastructure to meet growing demand. Require environmental impact statement and enforce remedies for all new construction.
The little big town feel and the community events	Less growth
Its charm! It is a small town, with not much traffic & local business owners. It is great not to have big food chains in town because that would lead into increased traffic.	I would love for Fairhope to have open fields & green areas. Rather than houses & businesses being built left&right.
Atmosphere, location, aesthetics	Drastically increased impact fees on new construction that would specifically address infrastructure upgrades. No zoning changes approved unless there is a material benefit to the community as a whole. No apartments/"luxury condos"!
Friendliness of people, still has small town feel although that is fast going away (way too much development without supporting infrastructure & regulations)	Fix downtown parking where larger vehicles (full size trucks & large SUV's) can't park on the street unless it is parallel parking, more small businesses, maybe a crafts center fir different artists sharing a space & sales staff, regulate building so that building size doesn't overwhelm the land size, more diverse businesses
Pier Park	YEEHAW
Safe area for seniors	None
Everything	BLANK
The small town feel, Parks and trails, and sense of community.	I would like the developers to have LESS control over development. And for the Planning Commission and City Council to listen to the people already here instead.
It's people. Used to be the small town feel, but not like that any longer.	Know it's impossible to stop growth, but the infrastructure really needs a chance to catch up. Hate to see the flooding and standing water in areas. Hold builders and developers accountable!
The small town feel	Reduce the amount of cookie cutter homes being built.
The small-town, old-town aspect....older houses and commercial buildings look old, not modern. Keep the open spaces, particularly the agricultural spaces, if possible.	Restrict huge subdivisions of look-alike houses. Prohibit obliteration of all trees when allowing massive subdivisions. Have more choice of home types....need affordable, garden type homes for retirees.
Small town feel	Business open later!! Not everyone is retired
Beauty of the area, surrounding rural area, safety of area.	More restaurants and shopping on Greeno because parking is easy. I do not shop in downtown, way too expensive and claustrophobic parking. I do not want to see 181 as airport blvd but that is being encouraged. Greeno is pretty with all the landscaping, let's keep 181 that way as well. Have something for all age groups and income levels.

What do you like about Fairhope?	How would you like to see Fairhope change?
It's my hometown, born and raised..farmers.	Nothing commercialized..keep small..like to shop downtown, merchants livelihood. Dont crowd those of us who like living away from town..out in the country " so to speak..Love my hometown..
I moved here from the southern border of Texas in the Rio Grande Valley, I moved here because this is a very pro-law enforcement area and politically right centered. Having lived in the opposite side of the political spectrum for nearly 10 years I can attest to the inadequacy of Democrat run communities. I like that Fairhope still maintains that smaller more personal form of government.	More sidewalks, in the city of Fairhope this is not as big an issue. However, on long roads such as Gayfer and Fairhope Ave heading east it definitely is an issue. I would be nice to get a run in or be able to walk the dogs without having to dodge cars.
Small town...or it was	Stop building!!!
I love the small town vibe with artist sitting on the streets painting and hearing the the musicians. I also love that downtown is a protected and safe part of Fairhope. Family friendly with so many things to look at and enjoy. The flowers are a favorite among young and old, locals and visitors.	It's hard to change something that seems to be working so well. Better drainage and infrastructure is the biggest complaint of most people in Fairhope. Also, lower all the speed limits around the downtown area to 25 mph and enforce those limits.
Love the small town feel. Hate the big box look.	Less subdivisions, improve our utilities structure and add more police officers
Quaint small town with charm. Several good dining options. Great place to walk/bike.	Remain small
I used to like the small town feeling and limited traffic. The city is growing way too fast and the infrastructure cannot support this growth.	Stop building cookie cutter neighborhoods on every piece of farmland. Take care of the city sewage issue and leakage into the bay. It's absolutely disgusting.
Small town, access to water (parks and walking trails), art walk and live music .	Slow down the out of control development
I like the people, the downtown, variety of restaurants, and the school system.	The shopping area where big lots and Winn Dixie sit is a total eyesore. Too much concrete.
Small town	Stop building mass subdivisions, it is taking away from Fairhopes charm.causing drainage, sewer, traffic issues, as well as over loading our schools, and health care facilities.
Great place to live. Sense of community.	Place walk/ dont walk signals downtown.
The small town atmosphere and character.	Don't mess with the bluff!
Convenient to everything. Near water and parks, ability to walk most places.	Too much growth at this time. Schools and medical needs have not kept pace with growth.
Small size	Keep it small
Small Community feel, beautiful land, good schools, easy access to beach or big city, pride in the city and reputation of citizens.	Growth needs to be more limited and carefully planned. School size, access to stores and family activities, infrastructure are all affected with building more subdivisions and housing. Stop housing development until these necessities are addressed.
I enjoy the bayfront, but, quite frankly, not much else anymore.	Stop the rampant development! Our infrastructure is already overwhelmed, and sense of community being destroyed.
The people are very friendly, beautiful town, close to water, no need to leave to access day to day things, great food	Have some of the down trodden homes assisted with upkeep
Small town feel while providing community activities and services	More control over large scale housing developments.
Small town feel.	Limit any further growth until infrastructure is upgraded.
Small town feel... beautiful public spaces, safety.	I would like growth to be managed.
Not much anymore. It was a great small town, wonderful to raise a family. Now too much traffic, entitled people, awful golf carts, expensive, too much concrete, asphalt, and red clay, lots of litter. All of this causes problems for outdated infrastructure. Too little care about being serious conservationists.	Be better stewards of the environment, less pollution of water and light (become a 'dark sky' area), litter control. Leave the bluffs alone. Do minimum 'improvement' to triangle land. Natural is best. Why is the leader of the triangle group a Daphne resident? Educate citizens and visitors to cross downtown streets at the corners, not from wherever they park. The recreation center should accept the Silver Sneakers plan. Move some events from downtown to other parts of town, spread it around. Plan for the future rather than the now.
Many wonderful city employees who work hard and respond quickly to any problems.	
A lovely dog park that is in great need of attention, becoming dangerous due to erosion.	
An outstanding library with super helpful employees.	
Locally owned businesses.	
Many friendly, educated, and interesting people.	
n a	n a
Southern charm	Keep southern charm but not country. Come into the 2022 era
Size and ease of getting around	More attention to youth sports facilities and parking. Surrounding areas seem to have much better facilities overall.
Small town, beautiful place	Slow growth
It still good, but has slipped a lot in the last 2 decades. Poor planning and money talks.	Better planning maybe along the lines of ESTC (community comes first), not developers.
Small town. No chain stores downtown	Stop building
Small town	Less expensive housing and more middle income families.
Police and Fire Departments. The Rec and Pool Center. The Pier	Better bike, walking and running trails. Better road improvements.
The charm and cottage style life	No more fast food. Proper conservative zoning. Downtown skating/bowling/arcade, Need historic preservation vs new builds. Emphasize ultra clean public water (above standards) and fiber optics for residents. Preserve charm of scenic 98 vs allowing inappropriate building on old gas station lot. Get more grants vs raising taxes or attracting more residents. Fix the sewer systems before even thinking about adding new toilets via new builds. Provide recreation/park for south Fairhope/Point Clear area and extend aesthetics southward.
BLANK	Stop building new homes. Let infrastructural catch up. No more apartments.
I love the library and the area down by the big pier. I love the amount of community activities and that the public schools are well funded.	I would like Fairhope to focus and address the current infrastructure problems instead of trying to expand and bring in more people/money.
Lots of things to do!	I don't want it to change!

What do you like about Fairhope?	How would you like to see Fairhope change?
It's my hometown. I love the Bay, the Municipal Pier, the beach area, the downtown, and "French Quarter" and the city landscaping/gardening.	I believe the historic and small town character of Fairhope should be preserved, while at the same time balancing the need for growth and future development. There is a fine line between runaway development, and owners property rights, and we have to find the balance to respect both.
The shops and dining	Added downtown apartments that are conveniently located to shops and dining.
Gulf Coast location	Responsible/sustainable growth plan that LIMITS unneeded new housing developments that are just a cash grab by a few selfish individuals.
I love the history and character of Fairhope. The growth is too rapid. We are losing so much.	More thoughtfully and slower. No more subdivisions!
Small town feel with full amenities.	Impact fees increased for future infrastructure needs. Do NOT allow buildings downtown to be built closer to streets. Need to reroute housing around downtown. Not sure how at this point.
Cleanliness	Quit growing so fast
Small town. Quaint neighborhoods great downtown. Sense of community	I just want to stop building houses and storage buildings on every piece of land. Find the infrastructure first. Our roads are NOT built for this traffic. Had we wanted a big city feel we wouldn't have moved to Faithope.
Close proximity to stores, but still live in a neighborhood	Please don't put up any more apartments on HW98(Greeno).
Our pier/ parks	Work on our infrastructure.
The city's commitment to our schools	Stop erosion that is caused by poor development of our houses/apartments.
Arts and Crafts	Please lower our water/ sewage bills.
Mardi Gras parades	
Film festival	
Hospital/great doctors	
Wonderful schools	
It's home	Don't lose the small home town feeling
Small town feel, charm and rural areas.	Stop over building it. Stop covering Fairhope in concrete. Fix sewer system. Green space and parks on south end of city. Stop polluting our watersheds. Use of native plants in landscaping.
Small town feel.	Keep small town feel.
Quiet and peaceful. Not much crime.	I would like to see investment in services, housing, and Healthcare for the lower-income population in the area
6th generation Baldwin County/ Fairhopian. Couldn't be more proud. But please for the love of the city and the sewer system please slow down these large developments.	More parks. Less developments.
The small town feel	I want this place to be preserved and taken care of not raped and pillaged
Clean, friendly, Diverse, tourist attraction, small town charm, beautiful flowers	Keep trash off The streets and water. Improve sewer system
It feels safe	Fewer subdivisions, more jobs, and less traffic. Maybe create "park and ride" facilities to encourage use of public transportation
Small town feel...	More shopping and restaurants...
Schools	Slow the growth
Love what Fairhope used to be and what Fairhope has the potential to become. I love how Fairhope makes me fun until I encounter the traffic and lack of open land. Then I feel sad because of the over-development and lack of sustainable educational, land, and infrastructure resources.	I would like to see Fairhope take control of its future. I would like to see controlled and planned development that doesn't involve the decimation of farm land and open air spaces that make us a productive and contributing community.
Small town feel, still a lot of rural areas	Chick fila
Hometown feel, close community	I don't want to see a lot of changes other than the beautification and upkeep of existing properties.
The green space and all of the trees. Please require developers to keep a buffer of dense green space, not just a few selected pines and oaks. It is all starting to look stripped bare like a new built suburb on former farmland.	I would love to see more investment in public art in downtown Fairhope—some of our less picturesque buildings would be wonderful places to invest in big colorful murals. We could even encourage floral murals, building on the city of flowers idea.
I like the city's unique focus on arts and recreation and natural beauty. It should maintain its unique character and not try to become a waterfront/beach tourist area or sports tourism center like other nearby cities.	I'd like to see less hodgepodge development in areas that are unzoned. The city limits are not contiguous so unzoned areas can be surrounded by areas that are in the city limits and subject to zoning.
Quiet and safe	Slow down development
I still love Fairhope. It is definitely not the same place now as it was 30 years ago. I do like that stores etc are close to get to. I think there is way to much noise as compared to the past. Music and ac units are putting out to much noise.	I would like Fairhope residents to have this city slow down in construction.
Its beauty, art, music, literary culture, friendliness, and safety	No more building until infrastructure catches up, a historic preservation ordinance to keep older buildings from being torn down to build huge out of character houses and business buildings
I enjoy eating and shopping local and taking advantage of waterfront living with access to our public beaches and piers. City events are well planned and remind me of the small town feel the town has when I was growing up.	Control growth and plan for better infrastructure for the rapid growth we've already seen.
It is beautiful with small town charm. It needs to be PRESERVED!!! Not disturbed!!!	It dies not need to change. It needs to be preserved.
Small town charm. I lived in Daphne for 15 years. I saved a long time to live in Fairhope and now it is being turned into any other place with mega developments and apartments.	Less large developments- especially multi family

What do you like about Fairhope?	How would you like to see Fairhope change?
Small town no big developments family stores and restaurants now big chains	We came from O'Fallon MO with massive min lot subdivisions and it was horrible, over crowded schools, roads, overloaded infrastructure PLEASE DO NOT let this happen here, do not allow multi family housing keep Fairhope a small family area
I like the small town by the bay concept	Too many new neighborhoods and not enough focus on improving infrastructure. More schools and more restaurants.
life long resident who enjoys our community small town feel and charm which I think we are slowly losing ☹️	stop messing with what works. DON'T put that monstrous ramp at the bay area. Leave that beauty alone.
Beautiful town with friendly people	Slow down growth.
Small town charm and community events.	The landfill and garbage in yards is the most disturbing element in Fairhope.
The small town feel. Diverse restaurant choices. Pier, parks and landscaping. Rural feel to outlying areas, cotton fields, pecan orchards, other farming. Cultural opportunities for free or low cost music venues like Baldwin Pops park concerts and Live at Five. First Friday Art Walk and the Art Festival. The friendly caring neighbors and community.	Improved infrastructure - especially water/sewer and internet/cable options. Keeping the Bay and our drinking water clean is VERY important. Slow residential growth until current sewer situation is fixed everywhere it's needed now. DO NOT want to see large apartment complexes built anywhere near Fairhope area.
I would like to see us slow down the development. I would like to see all growth go through the planning committee with input from the residence. I would also like to see developers be made to help with the infrastructure improvements to support their builds for the surrounding areas. I want us to be able to have a say on what is built in and around our neighborhoods.	I'm not opposed to growth and additional resources for our area but I am worried about the uncontrolled growth in rural areas that don't have the infrastructure to support it. I would like to see more input from the home owners.
Character Charm Small town feel	I would like it to slow growth because I think such rapid growth is hurting our quality of life which is a major reason it is great to live here.
Being small enough that everything is nearby. Proximity to bay so keep bay clean	Much more needs to be done to protect the bay!!!!!!
	Rules regarding environmental protections around new construction need to be enforced. I don't remember ever seeing any construction where dirt and debris were washed into the street and eventually the bay during a storm.
	We need an additional sewage treatment plant. We cannot keep expanding the one that abuts the bay and downtown. It could ruin Fairhope.
Everything	BLANK
I love the beauty, the gorgeous constantly changing flowers, the pier and surrounding free park access, the good dining facilities, the artistic community, the small town atmosphere.	I would selfishly like to see the growth curtailed. Not halted, but slowed down to allow time for the infrastructure to catch up and keep pace. I would like to see more of our great restaurants open in the afternoon hours (2-5pm). I would really like to have a quality cafeteria, such as Piccadilly or Morrison's, in Fairhope. Somewhere senior citizens and busy people can quickly pick up a healthy lunch/dinner (vegetables and fruit) at reasonable prices. Also would like to have an independent movie theater in Fairhope. One that serves food and wine/beer. One that could perhaps be used for special events such as Fairhope Film Festival activities.
Farm land, community events, kind people, beautiful curb appeal	Valet or more parking downtown, Stop building apartments and large housing subdivisions.
What I HAD liked was the small quiet community.....which has now exploded to the point I bypass downtown	With a rear view mirror
Small town	I'd like for the population to go down.
The beautiful landscaping and small town "feel."	Limit large, obnoxious apartment and condos built so close to the street, as well as new single family residences like the two white monstrosities on Fairhope Ave. and South Bayview St.
I liked Fairhope best in the 80s and 90s. The growth is ruining the traffic and small town friendliness. It is almost gone. We will be leaving when our son graduates high school in 8 years because of the continued growth of cookie cutter neighborhoods and people who have moved in and don't understand pedestrian friendly town.	No more building! Add a park by the landfill! Add more green space! Tell ride People not to Move here. Don't build another thing!
N/a	N/a
The safe environment provided by local law enforcement. The weather, the bay, the friendly & courteous Southern approach to life.	BLANK
Quaint & accessible downtown near the bay.	More transparency on zoning & development decisions.
character	Parking and traffic congestion
I like the small town feel. I like to support locally owned businesses. I would like to see fewer apartments. Our schools are already overcrowded.	BLANK
The community	Grow our community for our youth so that they have a place to reside later on
I enjoy the feeling of the quaintness Fairhope has.	I would like to see a few more box stores like Trader Joe's or Whole Foods. I would also like to see restaurants that cater to a special entree such as a hamburger place. Moxie burger is an example that is in atlanta. Also a more friendly place for families to eat where kids have something to do and play while parents eat and enjoy. I would also like to see more places for high schoolers and students to hangout and be welcomed.
It's SMALL town feel where there is a sense of community. I miss the farm lands. With the expansion comes traffic and bigger city problems.	I would like Fairhope to put a pause on expansion. There is no turning back after it gets overbuilt like Orange Beach.
Use to be a small town but not any more	Stop the subdivisions and keep the farmers. To much growth will equal trouble

What do you like about Fairhope?	How would you like to see Fairhope change?
Small town character	The city is growing too fast without planning or preserving the character we now have . Soon we'll be Mobile and no one wants that mess here .
Charm, beauty, character, artistic emphasis, community events	Slower growth
Aesthetics, restaurants, churches	Better managed traffic
I grew up here but it is TOTALLY changing - TOO many houses are being built everywhere & this bubble WILL burst. We CANNOT support all this growth - ridiculous	STOP THE GROWTH!!! This bubble WILL burst before long. Just wait & see!
BLANK	More parking downtown and better updated baseball field complex.
I love the small town feeling of Fairhope! The city council and the mayor need to step away from the table and leave Fairhope a semi-rural town. That is why my husband and I moved here four months ago.	These developers need to be stopped now before the whole area is destroyed!!
Every thing	Nothing
It's a small town feeling	More parking
Quality of life	Underground utilities!
what we are now losing: a sense of community being swallowed by tract housing in loosely governed areas.	BLANK
small town character, variety of services	limit single family residential sprawl, wasteful and possibly unsustainable communities
The way it used to be before over development	Limit and restrict new residential building
The small town feel	Please prevent flooding issues in our neighborhood (Azalea Ridge). The building on the corner of Batters Toad and Sections street has significantly increased our flooding problems. Perhaps careful engineering and limited building in flood prone areas is needed. Thank you!!!
Small town feel, beautiful flowers	Really hope it doesn't change much
It's not yet overdeveloped in the more rural areas.	Stop all the housing developments. 181 and 104 can't take the traffic congestion and it's becoming more suburban than rural, which is very sad.
BLANK	It has grown too fast. Traffic is horrible, not enough parking downtown. All the fields are becoming apartment complexes. SLOW DOWN GROWTH...INFRASTRUCTURE CANNOT HANDLE THIS KIND OF GROWTH!
Small town feel.	Reduc building of large subdivisions.
..	..
Small town feel, friendly people	Parking and growth control in town
Small town, great sense of community, beauty	Slow growth
The beauty of the town and the area around it (the Bay). People are friendly. There is a small, easily accessible (except for limited parking) downtown with many retail shops and restaurants. Financial services are accessible. I can do most of what I need to do walking to it. I love that.	I would like to see fewer non-Retail and non-food business downtown. If we are overrun by those types of businesses, downtown Fairhope will be dead at night. That would be terrible.
I feel safe	We must pay attention to our infrastructure. Our police force needs To be inabled to stay a step ahead crime and drugs.
Small town feel. The harbor.	Fix the marina at the pier. As it is it's an eyesore.
I love the small town feel, the number of retail and restaurant options that we have for the size of our town, the flowers.	While I love the flowers, I believe they've primarily been the lipstick on the pig. The majority of downtown building that are not brand new construction are in poor condition and when you look closely at downtown, it feels dirty. I wish there was a way to incentivize building owners to renovate (Bluffton, SC is a great example). So many people value the outdoors but I don't feel like there is enough green space and trails. Residential Building is out of control and has greatly impacted traffic and will eventually become a burden that our schools cannot handle (they are teetering now). The old K1 Center is such an eye sore on a large piece of downtown property and it's embarrassing that it has sat that way for so long. For being such an artsy community, that the dated civic center is our primary venue for viewing theater is sad. I'm grateful to the entrepreneurs who have invested in downtown building construction and renovation.
Not much right now	No more building permits for now!!
1. small town charm and beauty	1. underground utilities
2. proximity to the bay	2. elimination of sewer spills. Act like we know it's the 21st damned century.
3. preservation of downtown	3. zoning to prevent cookie cutter homes that do not add value to the community
4. all of the old neighborhoods	4. fewer banks. Good grief! Why do I even have to say this?
The beauty, & small town feel. That's what made me stay.	Better traffic light programming on green.
Friendly environment.	Utilize the waterfront. More structures, restrooms and limited eating establishments.
Great place to live.	More parking downtown
It was once a beautiful small town.	I believe it is too late. The population has shifted to much higher incomes from other parts of the country who begrudge what Fairhope 'needs' or ' doesn't have'. Soon it will be a complete carbon copy of where they ran away from complete with the traffic, crowding, noise, etc.
Friendly small town feel.	Diversity in ethnicity of residents. Diversity brings insight and knowledge and acceptance.
Community	Stop all of the developments, it is already too crowded and I hate to see rural areas like Lawrence road get developed with town homes.
Nature	More eco friendly and more diverse
Charm. Diversity.	Stop development with a moratorium. Write it ASAP.

What do you like about Fairhope?	How would you like to see Fairhope change?
Small town feel.	More sidewalks in and outside the city. High end shopping anchor stores to supplement local businesses. Refurbished town for coastal theme or traditional. Build a town center similar (southlake or Grapevine Texas) widen 181 to fairhope ave
beautiful small town Wonderful people, great/community-involved churches for all denominations, Pretty flowers/landscaping in public areas. Nice library. Good restaurants (but too expensive for many people)	SIDEWALKS that connect more neighborhoods to downtown and public marketing to use these pedestrian paths to walk, bike, ride wheelchairs around town - less use of automobiles for short trips. Healthier population as a result. Very difficult commute to I-10 ---- sure wish there were some sort of "carpool-like" lane with no lights and few "on" and "Off" exits/entrances to help get down to I-10 more efficiently. EXPANSIVE Pedestrian pathway system to town and maybe even down to the Beach areas for serious bikers and distance runners.
Community where I feel relatively safe & secure, beautiful coastal living with well-planned walking parks which allow you to enjoy recreational activities and pedestrian areas- Fairhope Pier, etc. Pedestrian downtown area where the local community is encouraged to support small, unique boutique shops and entrepreneurial ventures with relatively easy access to parking areas, or alternative transit options. Community involvement, small town feel.	Immediate progressive plan to improve utility infrastructure- water, sewer, electricity, which is being updated with the numerous townhouse apartments and housing subdivisions already underway. Failure of the current infrastructure is not an option going forward. Zoom meetings with similar-sized communities that have overcome these challenges successfully, or with idea sharing that will assist our Planners/Developers. Watershed protection of our bay and steams Safe bike paths Horse back riding trails and facilities
From Fairhope it's easy to get to PNS, it has a waterfront park and there're a few decent restaurants and shops.	Less development, roads need to be widened, light cycles are in dire need of synchronization and shortening, infrastructure needs to be brought up to snuff(gas, water, sewer). There needs to be more amenities and improvements for those of us East of 98 who pay the bills but don't have much to show for it. 181 is hodgepodge and stricter zoning needs to be put in place and enforced.
I USED to love Fairhope but Greeno Road is a nightmare and all I see is more development and the commercial development is encroaching into neighborhoods at a rapid pace. Sad! The small town feel which we are rapidly loosing. Fewer box chain stores, trees, sidewalks, flowers, Bay.	Stop all this development on Greeno Rd and take it East out by all the huge Subdivisions going up Stop all the development Start putting parks near neighborhoods. Preserve open fields, so we can keep seeing the sunsets. Limit downtown to 2 story, not 3 story buildings. Stop oversized, paved, parking lots. Leave natural green space areas.
Beautiful town, great schools Location to the bay.	Stop the growth I want more walking and biking trails. Would love to see the triangle be developed into primitive running/walking trails.
I love the events and the community of Fairhope!	I don't mind growth but do mind how how the growth is coming in. I wish we could annex in the unincorporated areas so we could have control and maintain outside city limits.
I love the trees, spacious lots with beautiful homes, the small town feel. I appreciate the pride in the community that those who live here harbor. The events that are hosted downtown to bring our community together is GREAT.	More sidewalks, Greenways (possibly in stretches of 3 - 10 miles) wide enough for strollers, bikers, walkers, runners ect. Some cities have utilized out dated Rail Road tracks that are not being used anymore to create long stretches of walk trails.
Food options, small size I like the community and the walkability of downtown, as well as the quiet nature when in the more residential areas.	Stop growth, more parks and open space, especially non-paved trails More connectivity between neighborhoods and downtown for alternate methods of access - e.g. golf cart routes, bike/pedestrian lanes, etc.
I love living in Fairhope, we have 3 acres and love it. I am soooo sick and tired of these awful subdivisions on every road built by low end builders like DR Horton and Adams homes. NO APARTMENTS - the type of growth going on here is terrible and needs to stop. Quit ruining the natural beauty of this city. The downtown area, the waterfront, and the historic feel. I also like the family oriented feel, and all the recreational activities that are available. small community	Sustainable growth is the only way, we do not want to be the tourism hotspot like Gulf Shores and Orange Beach. Fairhope should stay residential. Stop allowing the building of subdivisions and apartment buildings. Try to improve traffic flow.
I love the small town, historic look and feel of Fairhope but the huge amount of planned and current new development is taking away all of the best attributes of living in Fairhope. If I were looking to relocate to Fairhope now as opposed to only 10 years ago I would be looking elsewhere.	slow development and develop guidelines to preserve growth that will make Fairhope lose it's small quaint community that it once was. Also slow growth for sewer and water system as well as electrical system can catch up. Try not to have so many same stores everywhere. These developments will turn it to a big city like Mobile and increase crime also and taxes. Stop or at least slow down ask of the new development both business and residential until the city's infrastructure can be properly updated to handle the new load.

What do you like about Fairhope?	How would you like to see Fairhope change?
I originally loved the small town feel and the large biking community here. I used to enjoy the trails but they have deteriorated b/c of the trucks and also are so frequently blocked. I love that we don't allow chains in the downtown area.	Would love to see more pedestrian access, protection of trails/sidewalks. I would like to see police patrol and ticket the speeders on Scenic 98, Parker Rd, etc. We need more bike lanes and when roads are repaved adding shoulders for safe cycling. Perhaps the downtown needs to be a pedestrian only area so there isn't so much congestion. When there is road construction in downtown areas a safe passage for cyclists and pedestrians with alternate routing. The current road projects have created some extremely unsafe areas and have gone on far too long.
Everything	Not at all
Despite the growth, Fairhope still has that small town charm, due, in large part, to a thriving downtown.	I would like to see more greenways, greenspace and trails without hard structures. Greater diversity on the city council, i.e. women. Better management of new developments on the front end, possibly requiring developers to set aside land for public use with acreage based on the size of the development.
Small, walkable, shops & restaurants/cafes. Events(art fest, farmers market, ...) Pier, and surrounding park for walking, fishing, crabbing, ...)	Less congestion, Maybe close off roads downtown to allow for walking, open air mall effect along shopping and restaurant district/ with parking I lots and roads outside to handle volume and to bypass downtown if desired.
Quiet and easy	Stop bringing in new buildings
Small town , peaceful vibe	Stop development
-The bay!!!!!!!!!!!!!! -Love my memories of what it used to be! Glad to have known it "when."	-Implement infrastructure improvements and proper planning/execution in the future. -Increase lodging tax -Hope to live long enough to see a council that governs by a comprehensive plan.
Restaurants, live music, downtown events -Accessibility to quality healthcare has evolved and is one of our biggest asse	
Independent businesses, vibrant downtown, charm and beauty of established neighborhoods	Keep downtown retail and restaurants, keep diverse price points instead of grooming businesses that strictly cater to the affluent
The parks along the bay, preservation of trees, planting of flowers by the city, it's cleanliness, and cohesion of downtown area.	I am dismayed by the architecture of many of the new buildings, which I believe take away much of the charm of the downtown area. I would like to see more attention given to traffic problems, which are increasing. The combination of more vehicles and introduction of slow moving vehicles (golf carts) has made driving more hazardous. Perhaps some of the streets should be limited to pedestrian and bike traffic only. If public parking were established and a trolley system to and from that parking, it would improved congestion. I also think the golf carts should have some limits placed upon them, for the safety of those using the carts, and for the other drivers who must negotiate traffic around them.
Not much	Stop the building on every square inch, more diversity in the population, better jobs and especially more professional opportunities for women.
Green space and small-town look and feel.	More green space, architectural guidelines
Small town structure, appeal, and friendliness.	Put into effect comprehensive planning and standards. Enact historical preservation statute with enforcement. Eliminate angled parking on Bancroft between Fairhope Ave. and Morphy. Safe biking availability in town. Extended cab pickups should not be allowed to use angled parking. The vehicle extends into the driving lanes and creates a driving hazard.
Fairhope has been a wonderful town to raise our children.	I would like to see Fairhope maintain the integrity of our town: lessen the number of subdivisions within town, lessen the number of apartments and multiple family housing projects, keep historical areas of the town rather than allowing older homes to be torn down and replaced by large homes.
My son would be a 5th generation Fairhope High graduate. I love I can let him ride his bike downtown to get ice cream with friends. The city is kept manicured and clean. With that said, today is not the same Fairhope it was 10 years ago. I could have made you a never ending list of why I loved Fairhope so much. My family and I are currently looking into moving to the Silverhill area.	Growth is inevitable, but there needs to be responsible growth. Honestly, how many Publix grocery stores are needed in one town? Maintaining and expanding the infrastructure is key, which is not being managed very well. We are feeling the residual effects from the irresponsibility by the previous mayor.
Charm	Slow the growth
I like the ability to walk downtown, I like the community events and walking the sidewalk by the bay.	Controlled and planned growth. Parking really needed downtown.
Sense of community, bay and friendly atmosphere.	Deciated bike paths.
Small town feel. Interesting shops and restaurants. Independent shops and restaurant - uniqueness in businesses.	More parking. Making walking and riding bikes more attractive. Better parking for bikes In Tampa where I lived for a while they would have valet parking for bikes with protected lots. Especially good during events and festival such as Arts and Crafts.
I grew up in Fairhope & I love living in this sweet town!	Parking is my main issue with this town! Would like for the students of the community college to park at the school!!
The overall niceness, safe, family friendly great town.	Better facility for plays, concerts and balls.
Everything is within walking/biking distance downtown: post office, library, grocery store, coffee shop, drug store, Mardi Gras parade. I love living in a place where my children (14 & 12) can spend time with their friends and engage in the downtown area safely.	I would love to see more greenspace and ecotourism engagement. More focus on the city center neighborhoods, and less encouragement of parking and subdivisions. Living coastline programs to restore the water quality of the Bay and more sustainable waste management plans. We should have organic waste composting pick up and an industrial waste facility.
It makes my wife happy to live here	Fairhope Single Tax needs to go. This antiquated system stopped working for the community of Fairhope and is instead focused on serving the individual desires of board members (Lee Turner).

What do you like about Fairhope?	How would you like to see Fairhope change?
I have been living here for nearly 29 years and like everything thing about it. Public transit would be nice to have.	I walk my dog in an area that has no sidewalk. I would really feel more safe if there were sidewalks in the area around Fairwood Blvd. Development of reasonably affordable public transit.
25 mph speed limit, quality landscaping, historic architecture, small town feel	greater diversity, greater interconnectivity, and sense of community, more events at the amphitheater
I like that Fairhope is often considered one of the most desirable (if not, most!) places to visit and live in Alabama.	Relocate the city dump. It is terrible that citizens in such a close vicinity to our thriving Downtown area are neighbors to the landfill, those across the street on Pecan Ave and in New Era , etc... Decommission it. It's too close. (Let's not let Fairhope have a Beulah like Pensacola does where every vehicle that comes through right after the FL entry sign smells it.) As an alternative to current, failing stormwater rerouting practices, the City should encourage and incentivize (if not, require) developers to use methods like BILE SWELLS and PRESERVATION OF WETLANDS .
Proximity to the bay with public access, scale of the downtown (walkable areas with stores), strong sense of community (although this seems to pertain mainly to the white population, what the City provides and encourages for African Americans and white residents is unequal).	I'd like to see the City work to include all races in activities, opportunities, and facilities. I also hope/wish/pray that some serious willpower and intelligence will emerge in future road planning, permits for large subdivisions, and planning for growth. We can't wish growth away but we will lose the wonderful quality of life that exists in Fairhope if we don't manage and control sprawl and rapid development.
Green space	More shopping, restaurants and hotels. Plus much more parking. I also think we need a larger hospital and more medical providers.
Small town feel	More efficient roads to support all the growth and safer access and use of roads for cyclists. More parking downtown. The lack of available parking is a huge detriment to going downtown. It feels like the people who work in downtown get the majority of the parking spots and the rest of us are circling around the blocks multiple times and then driving away because there are no spots for us.
Small town, picturesque, friendly/supportive community	More extensive sidewalks, bike paths, greenbelt outside of downtown - extending from downtown to other areas - Section Street south, Battles Road, etc...
Living in downtown. Being able to walk to grocery store, library, Pharmacy, pier & dining.	Slow the traffic down in town!
Small town feel, few "chain" stores & restaurants	More diversity, more inclusive
I love the small town feel... and we are losing that! It's a beautiful town and I feel like I get to live in a resort area!! It's an amazing town... I want to keep it that way	Stop piling houses on top of each other ion every piece of property.... Too many cookie cutter subdivisions... just too many ppl here
Proximity to Mobile Bay; high standard of living; easy to access restaurants, shopping, medical facilities; relative safety as compared to places like the City of Mobile.	Keep strict codes to protect single family residential; not too many more new subdivisions. Limit large apartment/condo complexes.
I like small town feel	More parking. Businesses open later in evenings for those of us that work.
BLANK	Cell tower near Quail Creek. Reception is horrible.
The small town feel with the upscale aesthetics. I love our library and the boutique shopping character. I love the restaurants like Locals and Tamara's.	I don't want it to change. I believe that we should work to preserve the awesome town character that brings tourists and new residents. There is a reason that people are moving here, let's work together to preserve our town.
Its geographical location. Otherwise it is an overgrown mess.	Stop residential development.
Small town and strong community	Avoid the desire to grow
I like the small town feel of it. I feel safe here raising my family. The schools are fantastic! The downtown is great! And the beautiful flowers everywhere!	I would like to see a few chain restaurants added on 181 near wal-mart. Having kids it helps having fast food convenience on those busy days.
Small town, being on the water and majority of day to day needs adjacent.	Fairhope is a small town not able to accommodate the traffic and parking downtown. It is difficult to visit at peak times
It's character, small-town feel (that is going fast)	REIN IN Growth
The SMALL population, quiet community, quality of life and the feeling of security. STOP DEVELOPMENT.	I would like to see the development stop and everything remain the same.
The beauty and charm of the town and the landscaping, lit trees and seasonal activities.	Slow down the building and crowding.
I like the small town feel with people being able to live in and around town without strict rules about how to build, what to build, and style of building, etc. their homes.	I would like it to be more like it used to be. I feel so many have moved in and tried to change things that they need to leave alone. We have had a wonderful town for many many years and I know some changes are inevitable but there are some things that truly do need to stay the same and need to be respected by newcomers.
most things other than the rapid changes.	Less high density residential, more disc golf
It's quaint and beauty downtown and waterfront. Wonderful people who live here.	Maintain quaint feeling and limit new building in open areas.
Great schools, safe, small town feel.	Less housing developments. Our schools are already at capacity. Also, it takes forever to get where you are going now.
Small town feel	Prohibit large vehicles from parking in diagonal spaces downtown.
people, library, landscaping	Speeding and loud vehicles lacking mufflers or vehicles made intentionally to make noise are killing the peaceful small-town feeling. I live in town and the roar and speed of vehicles is out of control. If a town is known to issue tickets for infractions, people respect that and adhere, even tourists.
Town Center feel needs to be kept, but expanded as possible. Hard balance. The old plan had the "pod" idea with sidewalk/Golf cart paths to move around from outside pods to town. Still see that is key. As 181 explodes, how can we do that? Quail Creek is getting walled off by traffic from town.	Change the minimum building lot size for all new developments, even those already approved back in year whatever. In this market, the developer can still NET the same \$ by selling much more expensive homes/condos/townhomes with more green space in their plot. Will slow down the influx of people and "control" the deomgraphic shift as well. Towns in NH that did this quickly in the 90's were successful. We are running out of time.
Beauty & cleanliness of outdoor space.	Solve parking problems.

What do you like about Fairhope?	How would you like to see Fairhope change?
Safety	A bit cheaper houses
Good schools	People seem nice enough but there is a separation of the haves and the have nots; would like to see those on the struggle have better access to recreational facilities closer to home (like east side kids - it's dangerous to try to ride bikes or walk from East Fairhope to Volanta fields or Rec Center or the pool) ... also better development along Greeno, quit trying to put everything new downtown... less empty buildings, don't allow more commercial property to be built until existing property is filled
The bay HAS to be protected. It's what gives value to our community.	Protect the bay and preserve our historic homes and landmarks. The bay and "our story" are the most important.
Fairhope is a wonderful community of amazing people	alleviate traffic congestion
SMALL TOWN FEEL WITH FRIENDLY FOLK AND OPEN SPACES.	NOT SO MUCH DEVELOPMENT. LESS CROWDED AREAS.
Quiet community, great schools and it's home	More vendors that stay open later at night. It's a ghost town seems like when night falls
Quality of life	Slow down the growth that is coming into our community. It doesn't need to become a big city.
Small town that still uses it's downtown. Housing over retail. I love that so far we haven't made the "linear build along major thoroughfare" mistake. This has ruined more town across the country than almost anything else.	Expand the downtown as much as possible and limit the strip mall builds. Ace Hardware could be brought up to the standard of the rest of the chain. Would keep a lot of "hardware" dollars in Fairhope.
I use to like how inviting and nostalgic it was. It is not what it use to be.	Parking
Property values staying at a high level. Safe community, walkable downtown.	No apartments. Lot sizes close to 1 acre or more to ensure property value.
Downtown community activities	Preservation of historic homes and buildings
I like the walkability of downtown restaurants and shopping. I feel safe in Fairhope.	There are some properties on 181 that look like junk yards - several broke down vehicles, vacant trailers, and broke appliances. Why can't we get that cleaned up?
I feel safe.	More jobs. Also, entretenimento for teens or young adults. Young people needs to keep busy to keep them far from troubles.
small town feel	Please stop the destruction of historic buildings. that is part of Fairhope's charm.
The easy to get to things need.	Sewage overflow. Kids can't even go to beach here because of how dirty our bay has become of growth in community. Septic tanks would be better than all these sewage spill. Clean up our water and beaches.
I used to like that it was a small quaint town but it is not anymore.	Tear down all the new subdivisions and put trees back in their place. Stop building so much and bring back the old charm.
.	.
The safety and small town feel to raise a family.	Stop the growth, mainly of the cookie cutter housing developments. (DR Horton)
Great schools	Too much new construction homes and apartments
It's not Mobile	Why fix it if it's not broken
I used to enjoy the small town feel, but, the over growth and poor planning has killed the small town feel	Hault the over growth and over building of subdivisions and apartments/townhomes
White people	I don't want to change
Safety	Stop building
Friendly atmosphere	More kid friendly
The variety of events to choose from, many restaurants, beauty.	The need to manage run off water and over spill of sewage to protect the waterways.
Small town on the water with historic feel	Improve architecture and green space on 98. Looks run down.
n/a	n/a
The small town feel	Not so much traffic on 98
small town charm; bay front community; decent public schools	city school system; annex more area to improve tax base and control growth
Schools, downtown	Better water treatment system
Our community and I love Raising my family here	Less neighborhood/housing developments
Small town feel, parks and water view.,	Better control of traffic.
Community-family, friendly, young and old, patriotic	Add sidewalks Outside city limits. Add recreation outside city limits
Small town, country space	I would not like to see Fairhope change
Small town with great family friendly activities and active downtown	?
I love the small town feel and the downtown area is beautiful	It sure but I am open to change
Friendly atmosphere	More kid friendly
Small town atmosphere but housing needs to slow down.	Stop developing subdivisions in every empty space.
I feel I am close to almost everything I need	I would like to see more restaurants come in. I would like to see the build up of restaurants and shopping closer to the entrance of downtown Fairhope. Where the Marina starts, I would love to see that build up more and maybe cut down on some of the traffic closer in you get to downtown. I think it would be nice to have a different feel on that end of Fairhope. Soho type district. Also, More parking! I would love to see a Trader Joes, commercial retail space on Hwy 98. Bigger Hardware store and places our children and teen can access. Bowling alley, movie theater, etc.....
I used to like that there wasn't much traffic and few people lived here	Cut the population by half

What do you like about Fairhope?	How would you like to see Fairhope change?
It is quaint and quirky with lots of personality and good southern hospitality. It's a slower way of living.	It has become overcrowded. Lots of traffic. Nowhere to park in town. In addition because of this we need to add pedestrian crosswalks. I watch people walk at wrong time all the time. Many near misses. And with new townhomes on fairhope and Bayview with the road parking on fairhope Ave the downhill traffic coming up can not be seen. Very dangerous
It's small and relatively safe	Add more commercial areas, shouldn't have to drive to Daphne to enjoy certain stores/restaurants
I like the memory of what it was when I was a kid.	Affordable housing. I was born and raised here many years ago and my children can't afford to live in the area due to the expensive rents.
I liked the small town feel. I liked that there really wasn't "traffic" in a true sense. That has been ruined most heavily in the last 5 years.	STOP ALLOWING SUBDIVISIONS! Our waste system cannot keep up with it. It's destroying everything people love about Fairhope and destroying the bay!
Genuine town (not prefab fake town) with eclectic people and artsy feel. Safe and beautiful. Relaxing atmosphere, but with many activities and events.	Stop letting people cut down the trees and tear down old homes to build new monoliths on barren plots of land that changes the atmosphere of the town.
Quaint	Limit building of new subdivisions
A	Baseball Facilities
Most everything	better restaurant selection
Small town feel / very safe	?
Small town charm & sense of community. Historic homes & buildings. Beautiful landscaping.	No more high density housing: no more apartments, no more cheap housing where the land is completely cleared of all trees. Control building explosion. Also, allow access to our beautiful soccer complex that sits empty most of the time. Our fairhope kids are playing soccer in Daphne due to the dispute with Rangers. Please Work to resolve it.
Xx	Xx
Small town life but it's being ruined	Stop paving paradise! Stop building, stop expanding. Catch up with what we have before we move forward.
Small town feel	Better parking
It's sense of community	More enforcement of parking downtown
everything except the traffic and uncontrolled growth	more pedestrian and bicycle trails/ sidewalks/ lanes. fewer golf carts.
Safe, beautiful, artsy, relaxing, activities and events, genuine town, not too contrived.	Stop letting people cut down the trees and tear down old homes to build new monoliths on barren plots of land that changes the atmosphere of the town.
The public schools. I know they are Part of the Baldwin County School System but the ones in Fairhope operate differently.	Completely do away with the "Single Colony Tax" properties. It's ridiculous to own your house but "rent" the property it sits on. Many potential homeowners can't get a mortgage because of this. I know for a fact because I once tried to refinance my home and was told the company wouldn't mortgage my home because I didn't own the actual lot.
The small town feel; coastal town	Unsure
Small town feel. Close Community.	Stop the growth. Stop the people coming in and changing our town and trying to change our schools. Fairhope is good.
Outstanding schools. It still feels like a nice southern town but that is fast changing. Stop the cheap housing developments slow the growth. Our infrastructure is not ready. People that have lived here all their lives or many many years are Wanting to leave because of all the outsiders and Yankees moving in changing the town.	
Schools in Fairhope	More Baseball Fields
Small town, close knit town.	I would love for Fairhope to not grow any more.
Love the small town feel, but also feel like it's becoming overwhelmed with new developments	I'd rather it keep the small town feel. It is not the Fairhope I grew up with. Some changes have been a positive but others not so much
Small town feel, great for families, plenty of activities to do in town.	I feel we need a fire department that is not volunteer with the growth of homes and businesses in our town.
We're a cross between Key West and Mayberry: artsy with a hometown feel. Love that my teenager is safe downtown to hang out with her friends and they that WANT to be downtown. I feel like people look after one another in Fairhope.	I'd like us to get a handle on growth so that there are no more "surprises" (i.e. Dollar General built on Twin Beech) around already congested areas.
Small town feel, good neighbors.	Stop the low income housing
Quiet laid back town with easy access to dining, shopping and fishing.	Would like more choices for on the go eating. For example, Taco Bell, KFC, Whataburger etc.
Small community feel	To expand on growth but slowly as in businesses and housing is becoming an issue. To many small throw them up housing communities. The infrastructure of roads, grocery stores, health professionals, and schools can not hold the incoming of people and these need to be in place first before letting builders just Throw up neighborhoods with 50+ homes
I love the charming, beautifully landscaped downtown and pier area. I love that it is safe for my children to walk around. I adore the community outings and festivities. Fairhope is a wonderful place to live and raise a family.	I feel like the development has grown too quickly causing issues to the infrastructure. I would love to see things older buildings/homes improved instead of expansion.
Small town feel	Stop the growth. Stop allowing all of these cheap housing developments. Fairhope is losing its charm. There is no infrastructure for what is already here.

What do you like about Fairhope?	How would you like to see Fairhope change?
Love the character	Building restrictions/setbacks seem to change based on the developer and such. Living in R2 means different things on different streets. Sadly, there have been MANY houses built off of Gayfer Avenue that are on zero lot lines and build dangerously close to street; yet, other people are prohibited from building with 25-35 feet off the street. We are losing the character of our town, because people are allowed to build mega-mansions in historic areas. The rules should apply to everyone....even rich developers. We should also work harder to preserve historic/old fairhope neighborhoods. Tear downs to build massive homes should not be allowed in historical areas if we want to maintain the quaint character of this lovely place. .
It's safe	Mow requirement on Colony property
Friendly citizens and competent government.	No change needed.
Small town, safe area for families.	Slow down of DR Horton homes being built.
It used to be nice till everything started getting packed in a small amount of space with no future access.	Getting out of the housing business. Quit catering to a select few. Mass upgrade of all utilities.
The public school and sense of community.	Stop the growth.
Charm, food and shopping. Safety	We must protect our historic structures and implement building codes to suit the style that Fairhope is.
The quality of life for all ages. However, our high school age students could use a few more amenities in various parts of town. Also, a movie theater and bowling alley would be nice, our children drive half an hour to either of these on a very regular basis.	Development needs to happen in a conscious way. Too many times we half lost the beauty of natural areas for more homes, stores, etc. The character is going fast! Can we preserve not only buildings, but greenspaces as well?
The pier, the flowers, and the people	Better planning for growth and development
That it is small. But it's getting too big for the schools to handle and if you add multi family housing and such then you bring in lower income families and likely increase crime. Not what Fairhope needs. Fairhope needs more restaurants	☹️
Community feel	More pedestrian friendly, more mature, green belt around city, more parks and playgrounds
Schools and location	Improved facilities to handle enormous traffic growth.
Quaint downtown	Limit expansions and housing communities, preserve the old, improve available parking for downtown.
Small town.	Growing to fast.
Community feel, culture	More nature, more pedestrian friendly downtown and pier, narrower and fewer roads for cars, better city politicians instead of the amateurs who run it currently
I like the small town feel. I like the restaurants and bars downtown. I like that it is a safe place to live. The schools are good, for Alabama.	I'd like to see more performing arts. Less development. There is way too much building that is ruining the small town feel. I would also like to see roads widened for cycling. I moved here 8 years ago from out west where I was an avid cyclist. I was excited to move here and cycle year round. I've quit cycling because it is dangerous here. People are rude and ignorant toward cyclists. There needs to be a change. There are many cyclists here and active people. I would like to see the community become more accepting to cyclists, joggers, walkers, and active people.
Good community	Become more affordable
I love the small town quaintness of Fairhope. If we do not fight to preserve it we will lose that special something that makes it a place worth living.	I wouldn't.
The beauty! The sidewalks for runners!	I would like to enjoy downtown without the stress of parking. If it's just me I can walk but if I have an elderly parent or your child walking isn't an option.
It's small and clean and nice.	Repurpose buildings that are vacant
I like that Fairhope is generally a safe place to raise a family and retire. I like the fantastic public school system. I like the location and the natural beauty of this area.	I would like to see major residential developments limited or even stopped for a period of time until critical infrastructure (roads, utilities, schools etc) has been improved or enhanced to catchup with the recent surge in development.
The culture and how beautiful it is.	It has become overpopulated and has lost the small town quaint feel.
Healthcare access	More restaurants along 98 More shopping More development along the bay More shopping options, restaurants Amphitheater Upgrade older retail areas/buildings on Greeno road, parking lot upgrades
Quaint feel. Small business	Stop building apartments, multi dwelling dumps that will look horrible in 10 years. If you can't afford to buy a house in Fairhope move to Spanish Fort or Foley. These large builds are overwhelming our schools, utilities and parking/roadways.
The small town feel & its people.	Decrease real estate development
Beautification	Control new structures
Quality of life, friendliness, great public library, Single Tax helping fund community.	Nice single story condos near town that are in \$300,000 - \$500,00 range
I loved the small town still here. And this is a perfect place to raise a family. Lately it's gotten really crowded.	I hate to see all the houses coming in. We had a beautiful cotton field right next to our home and they subdivided it.
Safety for kids	Preserve what little parking there is downtown

What do you like about Fairhope?	How would you like to see Fairhope change?
I love the sense of community and family. I feel safe for my teenager to be downtown with friends. I worry that developers will drive home prices down with all the poor quality neighborhoods	Please see Madison, MS and their architectural standards and sign ordinances. I would like to see less 'big box' or at least have 'big box' adhere to strict ordinances. Madison has a requirement of brick or stucco. Even Walmart had to adhere or they weren't welcome.
I like what Fairhope used to be, I'm saddened by how much growth has occurred causing my hometown to feel just like every other city these days. The small town feel. It's also a well maintained and attractive town	The new crosswalk needs white lines painted on the brick. The flashing lights are very difficult to see and I've seen many near misses there! I would like to see housing for middle class workers available. Currently housing has become extremely expensive while increases have been few for those of us in the middle.
Everyone is able to do what they need. The small town life and helpful community	Baseball fields for older kids. Less large neighborhoods
I love the trees and flowers, access to the water front with sidewalks, the cute downtown	Preserve the character. STOP ALL THE UNMANAGED GROWTH. Limit the amount of subdivisions and NO APARTMENTS! Our infrastructure cant handle this rapid growth and certain cannot afford the strain of apartment/dense housing.
Small town feeling. Small	Stop the building. No apartments no multi housing units, no more storage facilities, no more Dollar General stores. Stop the chain businesses
That it's a small quiet town with little crime and great schools. The small town charm	I don't want to see it change. I don't want more grocery stores or anymore neighborhoods. I don't want it to grow too big and create more traffic
I like that Fairhope has always had a wonderful mix of people from different backgrounds(I have lived here since 1961) It has been a very good place to raise a family. I have found it to be an educated, interested, and caring community. Many of our "new" citizens have brought good ideas and helped to bring us to where we are today. I don't see that changing so much even with folks from farther distances coming in. It has become a game reading car tags downtown and outlying areas. Please try to hold on to the the deverse character of our buildings(no more WHITE ones) and continue to listen to the citizens input.	Fairhope has already changed dramatically. Keeping a hand on and managing the continued growth is a challenge but it seems you are going about it in the right way.
I love the small community feel.	I would like to see the street parking improve. The spaces are not deep enough for the over sized trucks and SUVs that 75% of the citizens drive. Parking on one side of the street would help. The parking garage does not have enough space. The city should enforce a uniform look like Orange Beach has done.
Small town feel with larger city covenences proximity to goods and services, feeling of safety in/around town, support of "mom & pop" establishments, far enough away from I-10, trees along 98 instead of seeing signs and businesses, pride in uniqueness (flowers, lights downtown, art walk, farmers' market, etc.)	Improve infrastructure before allowing any additional construction to keep ahead of growth, not having to catch up. I would like to see more national dining establishments that are affordable but not fast food. More restrictions on number of houses being built. Use empty buildings already in place instead of building new.
The charm. I wish the growth would stop.	No more subdivisions, townhouses or apartments.we have plenty as it is. Our infrastructure and schools can not handle it. The Fairhope charm is slowly going away. I've lived here all my life and my family is from here and it's sad to see all of the changes. I do realize some change is good but has gone overboard.
Knoll Park Natural areas, diverse community, progressive thinking, culturally accepting	Area around Knoll park zone single family only. No business at all. More focus on outdoor activities and preservation of natural areas, limitations on growth and single family home subdivisions where clear cutting trees and destroying wetlands is the norm.
Downtown	Better leadership on big issues, toll bridge! No Toll! Any Fairhope leader supporting the toll will be voted out of office!!
The charm. The sense of community. The bayside lifestyle. The free community activities that bring us together like concerts in the park. Fairhope manages to be both eclectic and charming.	Need better infrastructure to support what we have here. Stop building up dense housing. It creates more traffic. We are losing quaint to developing. Community support of weatherization methods in old homes. It costs a lot to replace windows and insulate attics. Some of the old homes just need some help. I would like to see more local hiking/biking trails. Music Festivals. Art Events. We would love to see the old K1 center turned into a performing arts center.
I love the Bay and the parks, the festivals, the pretty downtown and the outdoor eating places. I love the clock, the parades, sporting events and the pretty flowers. It brings me joy to ride around in downtown. The economy Natural beauty	I would love to see things being built other than banks, chicken eateries.. I would love to see some places for teens to go to like a bowling alley, rollerblade park. To put a moratorium on building in Fairhope Focus on sustainability
The small town feel and community building activities.	This won't be popular but my suspicion is the cost of repurposing the K-1 Center would be pretty cost prohibitive. As a business owner, I constantly hear about parking. If it is too cost prohibitive to rehab that facility. Perhaps, consider building another parking lot or parking structure. Also, perhaps the former mayor should move the gold Honda van that hasn't moved for almost 3 years from the parking lot.
Just about everything	more right hand turn lanes leading into green rd.

What do you like about Fairhope?	How would you like to see Fairhope change?
Fairhope's strength is its abundant public waterfront access. That is what draws people here, and then makes them want to stay. The downtown business district is a close second. I live here for the climate, which gives the opportunity to get outside year round.	The traffic is out of control, and must be managed better. The Hwy 98 coordinated light system has done little to nothing to make it better. I can't get out of Ingleside Highlands onto Fairhope Ave during big chunks of the day due to traffic backed up to Ingleside from Greeno. I hope to see the working waterfront plan come to fruition and make the pier area even more welcoming and functional. I want the city to convert to electric vehicles. I want the long-promised better recycling program to finally be implemented. And I need growth to be managed before we reach a crisis point in our city services, such as water & electricity. While it's nice to live in an area that everyone wants to move to as well, there is a limit on how much can be handled by the infrastructure. The roads are already at crisis point.
I love the beauty of Fairhope and the small-town feel. I also love the amenities that the town offers, like the library (best in the county), the pool, and the pier area.	I would like to see fewer housing developments. Our schools are already crowded and so are our roads. I also think all the developments kill the charm of the city.
Sense of community	More affordable housing
Ease of shopping, health care options	Increase participation of minorities in city government
Small town feel with all the conveniences	Fairhope has changed over the years but not necessarily in a bad way. I hope the growth slows.
Smaller community, low crime, everything needed is within easy drive	Most of my concerns are more about the eastern shore and Baldwin county infrastructure in general and the population expansion exceeding the capabilities of the communities.
Speed limits	More weeding of so many vines
Flowers	Underground utilities
I like the natural scenery	needs better sewer system and less building
The downtown area meets my needs. I love the tree lighting ceremony. Small town feel / appealing small town facade	It looks like there are thousands of Subdivisions authorized all the sudden...not sure if I like that.
Small town feel!	Traffic issues
Close to the bay	It is becoming too crowded. Traffic is insane.
I always say "I live in a magazine." - it's beautiful here! I also love that we have more locally owned restaurants than corporate/franchise restaurants.	Parking can be a real hassle. I don't want to lose the small town feel, so I'm not sure what the solution would be. I love to get a Togo lunch from downtown and park along the water. It can be hard to find a spot. If you park at a boat launch, the cops run you off. More waterfront parking along scenic 98 would be amazing.
Love Mobile Bay.	Also the construction lot at Pine and Bancroft looks so trashy - they need to clean it up.
Small town, low crime rate, proximity to water	Continue the work on improving sewer system.
Small community	Work on improving water quality of Mobile Bay.
I love the downtown feel and the pier and park area on the bay. The school system is very good and why we chose to live here over other options nearby. We have been pleased with the curriculum and the band program.	Repair bulkhead/sea wall at bay.
Small town feel and historic character	Enough with the Publix and new mega-neighborhoods
We pride ourselves on being a small community that helps each other	The ability to swim in the bay, clean up pollution
The pier.	I would like to see expansion of parking in downtown, improvement of infrastructure for water/sewer/electricity/cellular/internet. I would like decrease in multi family units and restrictions on minimum square footage and lot size on new builds. I would like improved traffic patterns on 98 and 181 given increase in usage with new neighborhoods and businesses. Continued growth and support of our public schools. Finally, support for additional routes across the bay/tunnels where many of us commute to work in Mobile.
The community feel and involvement.	None. We are moving at too rapid of a rate and if we aren't careful you will create what has happened to daphne with crime and low income housing.
Small town, shops, restaurants, schools, love the special events like tree lighting and movies in park	No MORE housing subdivisions
I like being near the water and able to access the bayfront. I like the calmness and mix of people.	More outdoor family activities.
Pier and park, restaurants, beautification, music, art, outdoor activity areas, churches, small town atmosphere, community spirit, most everything!	We have lost so many trees in Sally, but everyone seems to have forgotten and continues to chop more down. Please preserve the wildlife we have left. Fly creek is about to become a dried up creek bed from overdevelopment. It is so sad.
Family friendly for local residents, the bay walking area, lighted trees, small down town feel, schools churches	Stop building!!!! Losing small town atmosphere. Need steakhouse and nice sit down restaurants with parking.
The small Town feel	I would like to see better growth outside of downtown with less traffic through downtown. I am concerned about cookie-cutter houses and the loss of trees and green space. I am also concerned about the affordability of Fairhope.
I love that low speed vehicles can access most places in town.	Good growth management and control, especially road and traffic and housing
Location to beaches	More Diversity welcomed, improve sewer and water quality in bay and drinking water, improve air quality ... air from industry stinks and it affects our children, more parks and green space east of 13 and 181, more safe quality child care and summer camp options, less huge houses being built downtown,
Beaches, old fruit and nut	I don't want it to change. I like it the way it is.
Small town feel. I do not approve or support more apartments or cookie cutter house development	Wider and more sidewalks
Police	Less production builders
	Slow growth it's starting to loose its charm.
	Keep small town feel
	Traffic.. 98 is too busy

What do you like about Fairhope?	How would you like to see Fairhope change?
My family lives here. Lots to do in a small town environment.	Walk/ Don't Walk signs in downtown intersections. More arts and cultural AI events. The civic center.
It's sense of vibrancy and community	Curb unlimited growth, monstrous houses being built on cottage foot prints, downtown turning into offices and real estate agents, pricing out diversity / catering to affluence---2 golf cart stores in downtown? Come on.
Location, atmosphere, local events	Existing property values should be protected. Do not approve new apartments or "luxury" condominiums. Current apartment locations already are magnets for crime. "Affordable housing" is not an issue. I can't afford to live in Beverly Hills, but I don't complain about their lack of affordable housing. High property values are a GOOD thing and should be protected. The impact fees for new construction should be drastically raised ASAP... even if it requires legislative action...and those funds used specifically for infrastructure/schools. The vacant buildings like the old Ben's BBQ and the old Mexican restaurant near the yacht club have become eyesores. The owners should be required to fix them or tear down the structures. They've been in decaying condition for years. The large assisted living facility being built on Greeno/Volanta should have been required to keep trees as a buffer facing both streets, which would have been much more aesthetically pleasing. A red light is needed at Volanta and Greeno right now.
Great community. Fantastic police/fire. School system under Coach Tyler is superb. It is home. Lots of family history here. The OVER development is eroding the charm of our area.	I don't like change. No need to "change" what has worked for decades. Cease and desist the over development of this area. Some things are more important than the dollar. Save our waterways. Don't metropolis our community.
Everything	Love it as is.
I love that most of downtown is locally owned non chain businesses. Court fees are overwhelming. I don't even want to Drive in Fairhope.	Better parking, less subdivisions and more attention to conservation. Stop over policing in south fairhope.
The small town vibe that is created. The downtown is a step back in time and I really appreciate that and all the family amenities it provides. Safe place to raise kids. Good schools!	I would like to see the growth of 'small' subdivisions slow down. I worry about the effects on our schools and our natural spaces including Mobile Bay and Fish River Better road system and sewer system.
Used to like the small town feel, but that's gone. Just traffic and rude people everywhere now. Disappointing	Stop cutting down all the trees and woods to build more apartments and subdivisions! This used to be such a beautiful place to live
The charm, small town feel	Preserving some of the old stuff not just tear down and build bigger modern homes. Too many people take up multiple lots for a giant home and makes Fairhope loose it's small town feel. Keep it quaint... those houses have charm
Family town, fewer rentals, clean.	Stop the over development happening. Quit building the same things ie banks and storage buildings. Do not build huge rental complexes.
Sense of community. Great place to raise a family. Parks, walking, biking.	MORE / BETTER PLANNING!!!! Better infrastructure, roads, DRAINAGE, etc. We have been here for more than 25 years, and in that time the population has exploded! We definitely need a plan for all the others yet to come!!
Its quaintness and image of being small size.	I would like the growth and planning of Fairhope to heavily include sustainable measures. The sustainability concept includes (but not limited to): a more walkable/bike city (even the areas outside of downtown), use of permeable pavement, more green space, possible "mass" transportation, incentives for more green practices (recycling, composting, co-generation, reduction of single use plastic items, green building/architecture, multifunction buildings. Fairhope already does a good job in some of these areas but we are a town that can make positive changes in all of these areas.
The trees and greenery. Friendly community and good schools.	I wouldn't... keep land preservation and limit big business.
Small town feel, waterfront and activities	I don't see the need for major change.
Use to be a small town	Less building
I like the small town feel, the beautiful downtown - and the fact that we were able to buy a piece of land at an affordable price. I do not like the rampant development that completely destroys the environment and the bay. I also would like to see the infrastructure support more bike paths so that my kids can bike into and around town safely - maybe even bike to the middle and high school without having to share the road with cars.	I would like to see it change into an environment where you can easily walk or bike everywhere without having to be afraid of traffic. I would like to see a comprehensive master plan for the city that does not bow to big developers that have the city council and the mayor in their pockets.
great leadership in the schools. friendly people, close to the water. to keep our community strong we have to be mindful to keep conservative leadership throughout all levels.	slow down the growth
small town community feel	get a couple of additional fast food options. Not many, maybe at least 1 that stays open after 8:00 pm.
How everyone is a massive douche	Make this small town, a small town
I like the sense of a close community Fairhope provides.	Have more of the environment incorporated into Fairhope to make it more aesthetically pleasing. There should also be more affordable & available public transportation
Alot	Alot
The thing I like about Fairhope is that it's fairly small and has the perfect amount of city where I can escape and go out to nature.	I would like to see Fairhope add more things to do instead of adding banks and housing. We need more tourism and fewer people to help raise money to do good things for the city.
I like the tight nit community and very centralized downtown.	I wish to see an increase focus on sustainability and green energy
I like the scenery, the people that live here, and downtown.	I'd like it to be more environmentally friendly, and more natural (as in plants and trees).

What do you like about Fairhope?	How would you like to see Fairhope change?
Proximity to the water. Nothing.	Decrease in population size I would like to see less destruction of nature to build large stores or suburbs. I would also like to see more efforts put towards encouraging recycling and more green ways of living.
I like the greenery surrounding Fairhope with the flowers. The charm of downtown brings tourism.	I would like to see Fairhope become more environmentally sustainable.
Public schools	*
I love the small town feel. I understand growth is imminent, but I wish a master plan would be enforced and county land in the east annexed.	I would like to see things like distinct decorative fences in front of landscaping mandated between roads and commercial developments. Would give a less fragmented feel.
the small town feel	stop growth until the infrastructure can handle the growth
Flowers, downtown, history	Less police presence. Free access to the beach. More public waterfront and parks
Small town feel, parks, and downtown area.	Would like to see more sidewalks, and bike trails
Small town feel. Close community	STOP BUILDING NEIGHBORHOODS!!!! We are becoming over populated. Upgrade our sports facilities.
I love living in Fairhope with the small-time feeling of the area but yet it is not so small.	Not to over-expand
I love the family programs the library has for kids!	Fairhope has focused on it's retirement community the past few years. I'd love to see a focus shift towards families and KIDS!! We need a safe community where kids can play and grow in school and outside of school.
I used to love the quiet nature, not anymore. nature	Stop taking farm land for subdivisions. protect ecosystems
It has a lot of cute characteristics and history	It should become more accessible; more walking trails, a public transportation that is actually good.
The flowers and greenery downtown around shops/ restaurants.	More conservation with the environment even with the growing citizenship population.
The community and small town feel	Going green and growing sustainably.
the artsy feel to it right on the water. Need to highlight the water.	more growth of younger families. Too old currently and treated as a retirement destination.
It's unique	Focus on improved infrastructure in all phases. Quality water supply, negating sewer over flows, water runoff, widen roads, better traffic flow. The current infrastructure isn't going to accommodate all the new homes and residents that are coming to Fairhope.
The small town feel of it	I moved here 20 years ago, didn't want to change anything about Fairhope really. embraced it for what it was and loved it. Now everyone moving here wants to change it, why move here if it's not what you want and like? We don't want Greens to be another airport blvd. manage the growth! Impact fees for developers!
Schools are fabulous!	Increase in housing needs to stop until infrastructure can handle it. If we want to have a beautiful town on the water we need to make sure that we are not polluting the water with sewer spills
The oak trees, natural elements, fine dining, preserved architecture, modern retail shopping, work out place in downtown, the number of local events	I would like to see another segment of downtown built with more bars, art halls, coffee shops, work out places, essentially an area for more people to go to after work for a drink and dinner to hang out with friends. Possibly these things happen by point clear, possibly on the other side of 98? Those areas seem neglected and like potential cash cows that are being missed out on. And I would like to see fewer cookie cutter developments happening - I think it hurts the town's historical integrity.
proximity to the bay/gulf. small town feel. laid back life style	Managed growth, less tract housing, improved infrastructure
It was a great place to raise my kids!	No more building of subdivisions until infrastructure can meet current demand.
Everything!	It's a great city as it is.
our natural environment	i would like to see our open spaces preserved and growth managed in such a way that it does not sprawl into the rural portions of our community
Fairhope	Nothing
fishing	quit dumping your sewage in the bay
Relative small size, bay and natural parks, low crime, good schools	It's becoming very non inclusive. I'd like to see more effort to accept the working class and pursue more multicultural endeavors
Small town, family friendly atmosphere and trees - please place higher priority on preserving trees as a part of town heritage	Decline in development
Not much anymore	Back to what it used to be
Beauty	Keep the small town feel
Home Town Feel	More Home Town Feel
Many community events and great restaurants in a convenient space (downtown)	Additional affordable housing, additional recreation opportunities for all ages
The small town feel	Nothing
Small town feel, sense of community, natural beautification (trees, flowers, etc).	I would love to see more outdoor seating for the restaurants- example: Cordoba, Spain. All restaurants have outdoor seating in front of the buildings. The we
Schools	More diverse job offerings
Safety Security	More access to bay. Improvement of Boat Launches . Improvement of Bay Access Points.
The small town feel	more restrictions on building so many 3 story buildings downtown...it's starting to feel very claustrophobic

What do you like about Fairhope?	How would you like to see Fairhope change?
Small town feel. The family events downtown when the streets are closed off.	Bike lanes. Cars do not stop for pedestrians at the cross walks that are in between the street lights. Responsible growth. City school system.
The landscaping is beautiful and welcoming. The open fields mixed with quaint businesses is a wonderful mix. Schools are good but strained. Police and fire are good but strained. Healthcare good but strained.	Stop building apartments and subdivisions everywhere! The strain is ridiculous and being ignored. Slow down!! Everyone isn't going to fit into fairhope so please stop building! Everyone loves the small town charm but that's going away with so much building and the traffic is horrific! 25 minutes to go 3 miles through highway 98 any given school morning or weekday afternoon? It's awful. Also downtown parking is a nightmare. Love the businesses but nowhere to park with everyone walking around and very few parking spots. There should be a parking garage built to accommodate people being able to visit downtown. Paint beautiful murals on the exterior walls to compliment the environment but without parking, downtown will continue to suffer. New civic center with better design would be nice too-would get much more use.
Accessibility, Activities, Waterfront	More village style growth outside of the downtown
It's always trying to improve. It's hopeful. It's safe. It takes pride in itself.	More preserved genuine green space. Not detention ponds and flower clocks. I'm talking walking trails, birding, picnics, natural landscapes. We are quickly losing the quality of our night sky. New street lights should be amber LED rather than the full spectrum white lights. The new white LEDs create glare and shadows and are difficult for older human eyes to adjust to. Also, the traffic on Greeno Ave has become a nightmare in the last few years. That may be unavoidable with our growth. But it seems the lights could be timed better to improve circulation patterns.
Small town charm great people	Stop building. Losing the reason most people live here for money. Town council needs to have limits non their terms to get rid of the good old boy network.
I love the small town community and feeling of being in a safe place.	Improve what we have and stop mass developments of poor quality housing.
Fairhope has an interesting history with emphasis on education and inclusivity. The city is very walkable and is architecturally interesting. Owning the utilities offers some unique growth opportunities (see below).	The downtown needs to offer some more opportunities to supplement shopping. Would really like to see frequent outdoor concerts and plays to utilize existing venues. Increasing use of LSV on streets, along with impending conversion to electric cars, should be accompanied by planned charging locations. Fairhope utility should use it's financial resources to build solar fields on land it already owns around airport, similar to what many other cities are doing. It would yield 5-10 times the value off the land, lower the cost of power, and protect the Fairhope microgrid from loss of outside power after storms.
I like how much of a community it is.	More preservation of trees
Safe, small town feel	Better shopping
It is a beautiful place to live and people are generally tolerant especially when compared to the rest of the state.	I am tired of watching a subdivision pop up and then seeing the side of the roads fill up with dead animals. We have got to cool it with the constant development.
Small town with a bougie feel.	More of the same of what we have.
The charm of the city and the easy access to the pier and water.	MORE restaurants and things to do. Every building is a bank or an auto zone or some kind of thrift store.... How about some things for young families to do? Or restaurants marketed to young families?
Some areas are well maintained	I have no internet access and terrible cell service!
The community of artists, it's very supportive both for those that are there to create and those that are here to sell, it's almost a mystical atmosphere that i love	More so in keeping it the same, the constant construction and improvements I would argue are destroying the simple beauty of it. I believe it's very important to preserve the beautiful old buildings we have and perhaps focus on landscaping/flowers
Small town feel.	Better downtown parking including at the hospital.
It's home , very friendly and a great place to live and shop.	Led light along Hwy 98 and downtown.
Size and friendliness	Less development
the small town feel, community engagement and water access	in the best way possible still within keeping a small town feel
The ability to access products, services, public facilities, and nature all in a small radius.	Slow the growth and development and focus but continue to promote the arts.
The small-town character focuses on community events.	To focus less on the expansion of urban housing and focus more on the preservation of the existing environment
small town with plenty to do	repurpose older buildings instead of demolish them

What do you like about Fairhope?	How would you like to see Fairhope change?
<p>We moved here just over a year ago because Fairhope is just like our previous town, Geneva, IL, that we FLED because of the politics, lockdowns, mandates, taxes and Covid. Fairhope is larger but has a lovely vibrant downtown like Geneva, without the IL nonsense. People are kind in Fairhope, it is a much livelier cultural arts town. I've become involved in a church nearby, the Storm semipro football team as a cheerleader, and the Eastern Shore Reperatory Theatre. I LOVE LIVING IN FAIRHOPE!!! The weather is better than IL, the taxes are better, the people are better, the politics are better...I could go on and on and on. We are absolutely thrilled to be living in this town. We've made friends all over the restaurants and bars as we frequently dine out. Provision is such a wonderful special place, Red or White has the best charcuterie ever, the Grand Hotel...omg goodness, it's spectacular! And we live in a town that has a bay, is 45 minutes to great beaches, I just can't say enough about how happy we are to live here! Trust me, I WILL NEVER RETURN TO IL unless I have to attend my granddaughter's high school graduation (if they even start having them again), or a funeral. That's it.</p>	<p>I don't know how to improve Fairhope. Maybe more condos in the heart of downtown, more affordable housing for seniors in downtown...instead of all the million dollar Fruit and Nut homes, how 'bout some spectacular condos that are senior citizen only, no children...but really high end?</p>
<p>Small, close community, focused on local needs and local action. It is a great place to live.</p>	<p>Slow down, stay small, add more tech industry and remote workers driving our local economy.</p>
<p>Small town and being able to walk to everything downtown.</p>	<p>Need more sidewalks in the downtown area - St James Ave, Bayview, Cliff and others.</p>
<p>BLANK</p>	<p>Taxes too high</p>
<p>The character and size of the town. It is a great place to live</p>	<p>It is great--maybe moderate growth a little more</p>
<p>Fairhope has a very unique small town vibe that has a large support base even from many residents living elsewhere in Baldwin county that allows a successful restaurant and park scene. The city being so close to the waterfront park and creating unity between the two is wonderful.</p>	<p>Fairhope will need to uniquely have a masterplan similar to other successful areas that have seen rapid expansion such as Daniel Island SC or The Woodlands TX. Both have vast amounts of land easements set aside to preserve natural trails and connections between areas as well as development of community spaces / parks. The sewer dumping into the bay has got to be the city's low point and needs whatever updating necessary to stop that. Pausing growth to define how to sustainably grow in a planned community model while we still have the land resources to do so is paramount. The city will flourish and be able to handle many more residents if it is done so by keeping the amount of amenities and natural areas to resident ratios similar to how it was in/around 2018-2020. Its starting to feel cramped now.</p>
<p>The culture. The history. Uniqueness. Beauty. Proximity to beach. It's a real good small town.</p>	<p>I don't want anymore subdivisions. We are destroying the beauty bringing down all the trees.</p>
<p>The small town atmosphere that is unfortunately changing.</p>	<p>I would like to see Fairhope stop allowing the large subdivisions and apartments.</p>
<p>how close all our important errands and appointments are from our home. the older we get, the more important it is to be close to doctors, shopping, pharmacy, restaurants, etc. we love the pier area, the scenic drive never gets old. i especially love the flowers on the street corners, they do such a nice job with the landscaping. i love that.</p>	<p>more jobs for professions, more restaurants and shopping, without having to go to Spanish Fort, more restaurant variety, a nice homestyle hometown diner that isn't trying to be fancy or cajun. less building and construction. less apartments going up, and ugly storage units. good water quality that we can trust and drink.</p>
<p>many things but the small town feel is probably the best part</p>	<p>no change needed</p>
<p>Close to beach</p>	<p>More business</p>
<p>Small town feel.</p>	<p>Stop building now. Who is in control and makes the decision to let a few rich people line their pockets with disregard for the impact their developments have on schools, infrastructure, traffic, crime, etc. If people only knew how many approved projects are in the works now, they would realize that these meetings are an exercise in futility. These meetings should have happened 6 years ago.</p>
<p>I like the small artistic town community.</p>	<p>I would like to see large developers held accountable for contributing to taxes and city improvements in order to build in Fairhope.</p>
<p>Close proximity to things I may need, somewhat low crime.</p>	<p>The people(not all of them)in Fairhope definitely need an attitude adjustment. Some think they are entitled and better than others because of their monetary situation.</p>
<p>I love the shops and restaurants, the small town feel. Please don't loose that!!</p>	<p>better roads</p>
<p>The community aspect as well as the small town feel.</p>	<p>I would like to see more evening entertainment venues for adults. Places to watch sporting events in the evening. Also, more family entertainment. (Trampoline park, Arcade, etc....)</p>
<p>I love the beautiful flower beds, and the seasonal events the city puts on. I love how we are preserving the small town feel. I hope the city continues to regulate the type of architecture that is built not only downtown but for all of Fairhope!</p>	<p>BLANK</p>
<p>Na</p>	<p>Traffic light at 98 and veterans</p>
<p>BLANK</p>	<p>More downtown events, ie; arts & craft shows, car shows, etc.</p>
<p>Uncrowded casual friendly with less crime than larger cities. Local businesses. Access to bay.</p>	<p>Fairhope closes down too early at night making it difficult to dine and socialize for people who like or have to be free later.</p>
<p>Small town with vibrant downtown</p>	<p>More/Better parking</p>
<p>Library, ESAC Art & classes-1st Friday, film & bird fest, bayfront music, beautiful & small town feel..</p>	<p>Longterm planning like this; scope of work toward goals with flexibility for future needs change</p>
<p>great place to live and visit</p>	<p>I don't want to see Fairhope change</p>

What do you like about Fairhope?	How would you like to see Fairhope change?
<p>Attractive downtown; the pier; great live oak trees; municipal gym and pool on the 4-lane is good.</p>	<p>Stop sprawling out to the east with ugly, cheap-looking developments. Do some (or lots of!) DPZ-style urban planning and architecture. (DPZ is the firm that designed Seaside and numerous other very attractive developments that use locally-appropriate architecture.)</p> <p>Use "international best practices" in your thinking! As an international consultant, I have had the opportunity to work with some of the top MBAs in the world -- they always research and rely on "IBP" in making recommendations to their clients. Here IBP might dictate considering the following:</p> <ol style="list-style-type: none"> 1. Ease into much more pedestrianization of downtown. Cities and towns in Europe and especially Spain (e.g. Malaga) have had terrific results with this, and actually increased revenues for downtown businesses. Currently Fairhope Ave. in downtown is ugly-fied and rather dangerous for pedestrians with all the cars, and the difficulty of pulling back out into traffic from each parking space. How about setting aside two Saturdays per month to fully pedestrianize that stretch of street, and have events (bands, performers, artists, etc.) show up to attract peds? 2. Turn Fairhope into a gourmet/farm to table/foodie destination. Start by offering an attractive space to a "name" chef from New Orleans, NYC, etc. who wants to get away from flooding and crime, or who just wants an outpost elsewhere. Promise to work with him/her to develop organic farm-to-table small farms in the area. (Check out what the world-class Inn at Little Washington has done for that tiny town in VA. That is now a foodie destination for people from all over the world, and numerous nearby organic farms have sprung up, supplying the Inn with fantastic produce, hens, meat, etc.) 3. Dramatically increase the bike trails around the city and county. I personally know of three persons killed on the roads of Fhope or Baldwin Co. by cars, while riding their bikes or scooters. 4. Require that all new and existing developments become "green" and sustainable. Investigate "greening" the immense roofs and parking lots of the Walmarts, shopping centers, large grocery stores, etc. 5. Encourage the development of interesting local substantial outdoor art and dramatic architecture. Examine the world-class attractiveness of a town like Columbus, Indiana, where astounding modern architecture (which I normally don't like, but which there really works) has brought in visitors and admirers from around the world. 6. Etc.
Small town feel	Less housing and NO MORE multi family dwelling, NO MORE apartments, NO MORE assisted living facilities.
<p>I like the flowers and some of the parks (Not park on top of the bay with all the pine trees and brush-eye sore). I like the Public Services; they all do a good job, as does the Mayor (not so much the Council); I like the community spirit, and the current administrations communications efforts. I would hope for a better internet system.</p>	<p>Take all the cars out of downtown fairhope on Delmar and Fairhope Ave and Section. Move City Hall and convention center to outside of downtown--east of 98. Take all the trucks out of Fairhope--they stickout too much. Fix street parking by getting rid of cars. Streets too narrow for big trucks and big SUVs. More City Parking. Build a new 5 story lot behind Fairhope Inn. Better zoning and bring all residents along scenic 98, Houstonville (twinbeech); Lakewood into the city.</p>
<p>Small town feel, with amenities associated with larger towns. Unique stores and restaurants, not just chains. Sense of community.</p>	<p>Improve on what we have. Increase commercial areas in such a way that they build on the charm of Fairhope, and not mimic suburban sprawl - especially on Greeno Rd. Plan growth so that resources are not strained - particularly water/sewage.</p>
<p>I am one of the few multi-generational residents of Fairhope. I love the charm of downtown, but I don't think the outskirts should be so limited. We had a contract on our land that is way out of town. But, because of the moratorium on housing, the Buyer backed out. We were devastated.</p>	<p>Keep downtown quaint. Don't limit the outskirts. I have lived here all my life. Growth is going to happen.</p>
Schools, access to bay, small town feel but good access to shopping and services	Limit commercial development of chains / strip malls / storage units etc.
Vibe, growth	Affordable housing access More sidewalks & trails
<p>Love the walkable downtown and small town feel. We love the elementary school that our children attend. We are afraid that Fairhope may outgrow itself if the proper planning is not put into place.</p>	<p>Right now, we don't want to see much change. It would be nice to have a completed sidewalk along CR 13 to connect CR 44 to Fairhope Ave. But the amount of growth here needs to have some community oversight so we don't outgrow our school and healthcare system.</p>
The charming small town feel, beautiful flower gardens	Be more welcoming and inclusive to all ethnic and economic groups. Exercising true southern hospitality.
<p>Access to other communities and the retail centers they have. Restaurants are great and need to be expanded. Access to the Bay waterfront is a huge selling point for the city.</p>	<p>We have enough North/South highways, 98, 13, 181, two at four lanes (N of 104). However, East/West access is lacking. 48 at 25 mph keeps traffic low. Some foresight into working with the county and state on expanding 104 to four or more lanes will alleviate congestion and provide for a new commercial corridor from 98 to at least 181.</p>
Small community	Limit new development projects
The small town feel	Nothing
Nothing	Quit spending so much money on flower beds
	No golf carts on streets
	Release the no build outside city limits.
the beauty and calm, small town feel, the parks and open spaces, trails and water access	more diversity, more shopping/dining that's affordable for all the blue collar workers

What do you like about Fairhope?	How would you like to see Fairhope change?
The quaint and quiet character	It is perfect the way it is. It has already expanded too much & is losing what made it such a unique & quaint community. It has been "discovered" and there is a fine line between improving what is there and adding too much. Please don't ruin it!
small-town feel	Slow down housing developments
Small town	Slow growth in town
Small beautiful town with close community.	Stop building anything. No growth! No development. No more housing starts. Keep the city as it is.
I liked the small town feel, sense of community, downtown area when you could find parking and walk around to see familiar faces, the waterfront areas, and feeling safe	Slow all the development down!
Quaint small town	Stop development. No more subdivisions. More parks.
Fairhope has addressed the needs of all residents, kids, families and seniors. There is still a sense of community (my grandparents moved here in 1919 and the town was very small when I was a child in the '50s).	The population pressure is causing unsustainable growth, and because of prices, Fairhope is no longer affordable to the average middle class family. Encourage more environmentally appropriate technology - roof-top solar panels, heat pumps, etc.
Love the small town atmosphere.	I WANT A 3 year moratorium on all builds. The town is out of control with all the new buildings. The town needs to stop sub divisions expansion and all builds, please ! Fairhope is loosing it's small town charm.
The Bay and the small size of the town.	I would like to keep it as is
Small town feel.	Less traffic.
Small old style town	Less subdivisions to prevent over crowding. Small towns can only handle so much
I believe Fairhope is a great community.... Beautiful small with friendly citizens.	As larger parcels of farm land come to market, it will be important to manage the city's growth be managed in such a way to to not loose it " small town charm".
It has lost its small town feel - the city has become overzealous for growth - thus creating a Fairhope that is not pleasant to be in anymore	MANAGE THE GROWTH BETTER!h
Beautifully maintained city. Small town , safe atmosphere. Mostly individual owned homes. Locally owned business which add to great hometown feeling. No big box stores....please let them stay in Daphne and Spanish fort....outside of Fairhope.....and same goes for apartments and the cookie cutter houses been* thrown up by the national builders..	Limit growth of the housing residential developersthey are ruining the area with housing complexes that destroy the beautiful natural areas and add pressures on the infrastructure.
Schools are good good churches	Stop building
Small Town Feel; Beauty; Walkability; Waterfront; Access to the Waterfront; Single Tax Colony; Support for the Arts; Culture; Safety; Hospital; Restaurants; Diverse Character of the Housing	Improved bike path to Point Clear; Bike/Pedestrian Paths to stategic sites (hospt. area, rec center; Section Street South; and along the beach by the pier.
Historical buildings	Less people, less traffic, and less tear down of the old houses. Quit with all the tall houses and get back the cottage feel that Fairhope WAS in the past.
The pleasant atmosphere; however, there needs to be more street names signs placed. It's confusing on those that haven't lived here very long. Great variety of places to shop and eat. The relative cleanliness of the streets and sidewalks. The flower beds through the city is a plus.	My wife and I are satisfied with living here (retired here in 1983 from the U.S. Foreign Service).
small town feel but traffic is getting annoying	slow the growth. traffic is annoying.
The quaint & charming small Town feel that makes people want to stay a while, the beautiful flower baskets and planters.	To be more welcoming to all ethnic and economical groups of people. That would require more affordable shopping and dinning.
Health care	Less tearing down all the little quaint houses and the setback to setback building that is going on in town. Less 2 and 3 story condos being built in the downtown area.
Still has a small to middle size town feel. Limited franchises and big box stores.	Slow the growth. Improve city's infrastructure. Improve environmental issues, especially water, sewage and pollutant discharge into Mobile Bay.
It feels like home. The people are friendly and it is a beautiful place to live.	I would like to see the inevitable growth managed in such a way as to preserve the community feel as it is today.
Fairhope feels like a vacation town but all of the new construction, pop up neighborhoods, and water outages are quickly changing it	More control on development. Reuse existing buildings rather than building more
Good combination of arts, culture and learning center	Create ways to reduce traffic. Clean up the yacht landing and restaurant building on the pier. Noise reduction from vehicles. Solve ingleside drive at Fairhope avenue issue. Enforce texting while driving law.
rural community	Increased sewer capacity; stop pollution from sewer overflows; increase stormwater requirements such that release flows do not flood everyone downstream;
Small town	Back to small town
Conservative, Christian values, good school system and good medical services.	Regulated, controlled growth that keeps pace with utilities and services available.
The small town feel, local shops and restaurants and the FLOWERS!!!	Don't want it to change!
We have lived here for three years and chose to move to Fairhope for the small town feel, now there are too many houses being built, too many subdivision constantly expanding.	Fairhope needs to put an immediate halt to any new building permits both commercial and family homes. Subdivisions are constantly expanding , old houses are being torn down , Fairhope is loosing its charm on a daily basis. Put a stop to all this new construction for at least two years.
Like small town feel and the green space	I would like to see less development of housing plans/neighborhoods
Small and city leadership values the small town emphasis, arts emphasis, values community, values friendliness, charming, beautiful flowers, lovely sidewalks around bay	Fairhope will lose its identity if growth is allowed to continue at the current level. I would like to see leadership focused on retaining the small town identity that makes Fairhope a unique place to live.
Small town feeling; protection from crime	Less DR Horton & Truland developments

What do you like about Fairhope?	How would you like to see Fairhope change?
Pretty much everything.	Need more parking for easier access to the wonderful downtown area. But most importantly maintain the small town, mom & pop, character of the downtown and bay shoreline areas.
Friendly people, small town feeling	Less sirens
Friendly, small town feel	More parking
Beautiful flowers/access to Bay	Downtown streets to be walking only
I like the cooperation drivers show each other coping with traffic in town.	No more three story apartment buildings built out to the street as on Bancroft at Pine.
Well-maintained, artistic small town.	Better sidewalks. Controlled growth.
We like: * the small and intimate feel of the neighborhood in which we live (downtown doesn't feel that way, however) * public parks and land use inspired and public land use restricted contingencies imposed by the early colonists and Single Tax Association (we are not members, btw, living on deeded property) which has created a great public spaces that has become a great equalizer in that all Fairhoppers can enjoy, not just those who can afford downtown boutiques * proximity to Mobile Bay and the municipal pier along with the other wooden piers maintained by the city * variety of dining and entertainment opportunities right downtown * relatively little violent crime and a feeling of security and safety * I really like using the City's process of easily allowing citizens to create work orders. I have used it for drainage blockage, street light outage and public safety signs that have been damaged or vandalized. Response time and follow-up have been great.	* More thoughtfully managed comprehensive community growth that requires concurrent infrastructure development for residential, commercial and industrial growth * We would like to see drivers be more respectful of pedestrian cross walks. * While I understand that golf carts are becoming more popular, I am concerned that they are incumbering traffic in 35 mph zones. We would like to see more enforcement of teens being legal driving age * While parking downtown has been an issue the the City Council had considered, we believe that it continues to merit serious consideration as existing parking spaces on- and off-street, do not adequately accommodate the huge and extended cab pick-up trucks that pose significant risks to traffic along with SUVs and other large vehicles.
Initially the small town environment, but now it seems it is growing so fast without any real plan. Seems like if you have a piece of property for sale anything can be built on it?	Slow down the growth. I moved here for what Fairhope is. I am not looking to make it into something else.
I like the small town feel and prefer it to stay that way. We do not need apartments, hotels, or more businesses. It is getting too hard to get access to downtown events like the Christmas parade and lighting of the trees.	I would like to see the city stop trying to make this small town grow too big for what it is. This is a small town and with too many people or too big houses being built in the fruit and nut district, it loses its charm and the priority of the people first over business.
Lots of activity	Fairhope is changing regardless, we better plan the future.
Small town feel, restaurants and shops, beautiful landscaping,	More parking options in town, more availability of short term rental properties in walking distance to downtown, more bike paths, fewer apartment complexes
Small town	More parking better traffic control enforcement of traffic laws on county road 1
Small-town, interconnected community with all basic service and needs readily available	Elect Council by district to ensure adequate representation for those that don't live west of Greeno Road or South of Volanta. Require more mitigation efforts from developers.
people	transparency
Downtown, family activities, and parks	Development of rural land for multi family housing
Small town.	Preserve historic buildings.
Small town feeling	Design standards for commercial buildings in downtown Fairhope
Low Crime	Less Apartments Not allow so much duplication of Banks, Car Washes, Auto Parts stores. To ALLOW a drive thru Restaurant or 2 on 181.
I grew up in north Alabama but had never heard of Fairhope until I met my wife, who is from the area. I loved how small and unique it was, completely distinct from much of the state. I no longer feel that way. It's become a tourist destination for people from all over the country, despite not having a real tourist attraction. The appeal can't simply be "come visit a unique small town," because once it's full of people, it ceases to be that town.	I'd like to see Fairhope try to recover what it's losing rapidly. I know so many people who want to move here and so many more who want to leave. Stop pandering to tourism. Stop cutting trees. Stop allowing investors to turn our neighborhoods into Airbnb rentals. And stop trying so hard to embody all the "best small town" profile pieces. Fairhope succeeded for 100 years on natural, unforced charm. It didn't aspire to be a resort.
I love the trees, the landscape, and geography of Fairhope. But with every new development that springs up, those qualities dwindle.	
Downtown, family activities, and waterfront parks	Address zoning issues, prevent multifamily development in rural areas or areas far from commercial center or nodes.
The character of the downtown and close in neighborhoods.	Fairhope should stop growing! Limit or eliminate the sprawl outside the city core. The infrastructure cannot support the traffic generated by all of the development. Seriously consider very high charges for new utility connections, new construction building permits, etc.
We love fairhope for the pier, many side walks and open air	Slow the new builds
It is a safe and peaceful environment. Love the greenery of the live oak trees and flowers planted downtown. Wish that all intersections in Fairhope (including outside downtown had flowers planted at corners as in downtown)	The businesses and mobile homes along 181 (especially from Highway 104 to Fairhope Avenue (CR 48) are eyesores. Many of the businesses are metal (ugly). It appears there are no restrictions on the architecture. Some yards are littered with old appliances, campers, etc. The intersection of 181 and 48 is the ugliest!!! Storage units without any landscaping around the fences. Across the street from Walmart (facing 48) would be a great property for green space. From 104 to 48 is the UGLIEST EYESORE in Fairhope.
Bay access for walks and kayaking	Cleanup water in the bay and preserve views
The small town feel	Make it affordable for lower income families to live here. If I had not lived here most of my life. I would not be able to move in to Fairhope.

What do you like about Fairhope?	How would you like to see Fairhope change?
The small town feel. the way it keeps it history intact and protected.	Not see any change in the old Fairhope downtown and older neighborhoods. Move high density subdivisions to outlying areas. closer to school. Better fire Department.
Character	Better use of tax dollars. City budget is way too high for a city its population size and land area.
the small town community	Golf carts allowed on the public streets
How beautiful it is kept	More growth downtown and more businesses open on weekends
Small town feel. Beautiful parks. Friendly people. Pretty houses.	Need some greenbelt trails. In addition, I think fairhope needs to try and get younger and not try and cater to the retiree community.
Safety	Overall happy
Small town. Renovation of older homes. Less modern architecture . Sweet and simple.	Don't want it to change. That is why people come to Fairhope. Old simple way of life!
25 to 30 minutes to Mobile & Gulf Shores To keep it a small town, stop building so many new neighbors. To many people & not enough businesses, shopping, restaurants, bars, things to do causes Fairhope residents to drive away from the city taking their business and needs elsewhere, which makes it very inconvenient and causes a lot more traffic.	We need a lot more parking in the downtown & hospital area like Parking decks. It needs more restaurants, shopping, services, & things to do over by 181 hwy. It's crazy to have everything in the downtown area. It gets to congested especially with all the parades, & street parties. Stores, retail, restaurants, & bars should be open later. The specialty shops, gift shops, and other stores are over priced!!! All the restaurants prices & services continue to increase every 3 months plus charging additional 4% if you are not paying cash. Taxes & property taxes are to high!!! Get rid of the Plow! I can't believe that awful place is still open.
At one time it was a small town atmosphere and easy to travel. Now Hwy. 98 has become similar to an interstate. The only thing I like any longer is going to the library.	Stop residential construction.
I moved here for small town feel and safe environment	I hate the change and Fairhope looking like any other city. Too much development crammed in
It's Quaint, picturesque and safe	A solution to bay water issues.
I like the small town feel, the open fields and the events for family	I would like to see the building slowed to a stop. I would like to see a plan on how our sewers can handle the growth. I would like the Bay cleaned up. I think a city master plan is important.
Small town feel with entertainment	Reduce the traffic
Small town.	Private property usage and maintained appearance standards.
The community feel , friendliness of folks and the proximity to the Bay and Gulf .	Population control , more security presence and maintaining older vacant buildings.
I grew up here and love the sunsets, the bay.	I remember when Fairhope used to host vary family friendly activities like in the Fourth of July there were vendors, games, etc at the pier before the fireworks so you could spend all day there.
I like that the city is a safe place for my family with improving amenities and cultural activities.	I would like to see an additional multi-story parking garage on the corner of bancroft and Fairhope avenue across from the library. I would like a moratorium on development or a significant increase in the cost to develop in / around the city.
Quality of life	No more apartments and multi-family developments. Walk/don't walk signs at intersections downtown. No more sanitary sewer overflows.
The small town feel and activities that make this feel more like home.	Preserve green space and community farming Increase focus on local goods and providers
It's beauty and small-town feel.	I would like new developments to focus on including green spaces and infrastructure such as additional roads, so as not to overload our existing ones, and services to support the community such as police and fire, library, schools and health care. Developments that are strictly bedroom communities place too large a drain on the area.
The small-town feel and the way it has been maintained overall.	A limit on the mass-produced neighborhoods.
Friendly City	Fewer new subdivisions
Rural living with accessibility to stores and services	More controlled growth or better infrastructure to handle it. If we want and like small town living let's do what's necessary to maintain it.
Natural resources and beauty	Diversity of thought; basic courtesy and consideration of others (wear a mask); STOP clear-cutting land for strip malls!
Small city with a beautiful downtown area	Improvement in infrastructure as the city is growing but infrastructure does not keep up
The look, low crime and small town feel	The large gap between the have abs have nots - it also seems the amount of mean nasty behavior towards others is increasing
Proximity to the bay and mobile. The downtown area, library and rec center	****More sidewalks near my home. on twin beech**** Stuck in our subdivision it seems. No biking paths near me. Every time I think of getting a bike, I ask, 'where will I ride it safely?' ***Dedicated Walking path along the beach side of the park. It is dangerous to push a stroller or walk without fear of getting hit by a car. Parking spaces close to water not as important as accessibility for all. A playground in every city subdivision
I'm close to my family and Fairhope is golf cart friendly.	better traffic control and parking downtown. For example, when community college is in session, almost impossible to find parking space. Downtown retailers probably lose business because potential shoppers go elsewhere because they cant find a space to park.

What do you like about Fairhope?	How would you like to see Fairhope change?
small, all of the open land	I live in the Barnwell area and commute 30 minutes to and from work in Daphne. The companies owner lives very close to fish river on the east side of the river. We would both love to move the business to Fairhope but it is very difficult to find affordable commercial rental space. I would love to see a more affordable business district.
That it's not mobile	I would like to see a better variety of quick service non fast food restaurants and more shopping variety. Less dollar trees and dollar general and more fresh marks Whole Foods type stores
The people and the safe, quaint community.	Slow growth
Small feel, smaller size classrooms for kids in public schools	Focus on developing downtown- more stores and restaurants
Small town feeling	Controlled growth
Location, Downtown, Arts, People	Pedestrian walkways downtown, lights conveying when to cross busy streets.
Small town feel.	More housing for the aging community downsize to. Small homes with no yard maintenance.
Small town.	Stop building.
Fairhope's beauty - flowers, tree lights, buildings, bluff, bay, rose garden and fountain, pier, duck pond	less growth
Mardi Gras, dining, shopping, Arts & Crafts, Christmas parade and lighting,	
Quality of life (which comes at a cost)	Entertainment districts especially downtown and on the pier so you can walk around with a drink
Small size and always something fun to do	BLANK
Small town feel downtown and safe neighborhoods.	Avoid more developments with tiny lots and multifamily residences. Over time, they lead to more crime and congestion.
Born and raised here. Small town. Less traffic	No additional subdivisions
The quaint small town feeling we used to have.	Slow down the growth. It's beyond getting out of hand.
I love the small town feel , which is why we moved here, and I hope it stays	Limiting the huge subdivisions that stress our infrastructure. Until we can catch up no more mega subdivisions should be built
Walkable downtown	Slow growth of new developments
Small town charm.	Less/slowing down growth.
I have lived here a long time and am familiar with the area.	As a long term resident I feel like there has been too much change. I would like to see an additional pool constructed to keep up with the excessive growth.
Common areas for public	More policemen walking around pier/bay and downtown
Safe compared to other communities	Litter problems
Community	Performing Arts Center Upgrade Civic Center Outdoor amphitheater
I don't anymore	No more Dr. HORTON HOMES
Small town, easy to get around, beautiful setting on the bay with good public access, excellent public amenities like the library, bike lanes	More zoning, fewer McMansion subdivisions, push development to the town center where infrastructure is established
Fairhope is beautiful all year long and hosts numerous community events downtown.	I would like to stop the cookie-cutter housing builders, not allow any apartments to be constructed, and decrease the number of handicapped parking places in every area (they have become excessive).
Accessibility, walkable, waterfront	More diverse population. More diverse income levels of residents. More racially diverse.
Community activities but we need some type of performing center/theater.	The planning commission Needs a long range plan and they need to stick to it. Cul-de-sac type subdivisions create major traffic issues. Connectivity creates more community atmosphere.
The flowers, bayfront, bookstore, shops and restaurants	Form historical district to keep architecture in new and old buildings aesthetically fitting
safety for my family, schools	focus on landscaping and maintenance of sidewalks and streets in all areas of city limits not just downtown
Most everything	Stay current with technology
Safety and small town	Controlled growth!!! Less subdivisions and better traffic control and parking downtown
Small town with waterfront	BLANK
Small town feel	Begin to preserve old buildings and not allow McMansions that don't fit the lot or neighborhood to be built in their place
Great small businesses downtown.	Make downtown a walking downtown. Establish an entertainment district like Huntsville. Stop subdivision growth.
Small town feel, flowers on streets, boutique-type shops	more evening dining facilities, lots more parking or shuttles available from parking lots to downtown. Most residents I know do not shop downtown because it is impossible to find parking after 10am.
Small town, Country roads, nice people. Please don't build apartments and townhouses everywhere.	I would like for fairhope to stop building apartments and DR Horton homes on top of each other to preserve the charm.
Natural Beauty and sense of community	BLANK
I love the small town feel and hate that the city is allowing these huge buildings, lot line to lot line houses, and have no regard for people that can't afford a single family house.	I want the building to slow down, we don't need population growth, we don't need lot line to lot line houses, I want to feel safe when driving downtown, and be able to go to events downtown without the huge crowds and traffic.
Sense of community, safety	Uncontrolled growth, insufficient zoning
Food options. Landscapes. Water views. Green spaces not developed	Less traffic. More parking. Maintaining the bike paths we have. Red lights that are coordinated to help traffic. Less growth. Fewer large neighborhoods. Do not over run the schools. Stop contamination of waters
Small town feel	Growth slowed down

What do you like about Fairhope?	How would you like to see Fairhope change?
I like community events Fairhope offers. Live at 5, First Fridays, and Mardi Gras are all unique events that make Fairhope a special place. That and the water and sunsets and bluff are always special.	Growth the slow down near downtown areas and parking. Not enough parking to try and squeeze more buildings. Keep in mind in Alabama especially Baldwin County the average vehicle is on the large size. The newer buildings have parking spots that look like they are meant for golf carts.
Small town feel	Less development
BLANK	Maintain Historic/ balance
The small Tuen feel. The access to the bay. Stop allowing citizens or homeowners to block access.	More controlled growth.
I love this town. I like the proximity to the Eastern shore and the other areas close by. I love the community events.	I would like to see the growth managed better. Multi-family housing is NOT the answer.
Small town feel	Keep it a small town.
Small town reasonable growth	Less politics stop ruining the city with uncontrolled growth
Love the small town feel, ease of getting anywhere, and being near the water.	I'd love to see it be a little more pedestrian friendly. Walk signals at crosswalks would help a lot. I see people bewildered everyday... "can I walk? What color is the light?"
The small town feel.	Limited building of sub divisions.
Low crime Excellent police & fire	Stop building until infrastructure is fully updated Leave the triangle and Knoll Park alone
Easy to walk from my home to town, friends and the bay.	Some control of large houses going up lot line to lot line. Restoration and preservation is important.
Beautiful, small town feel	Fairhope needs to stop worrying about tax base and stop the development. It is already getting too crowded with housing areas popping up everywhere. Next, more people will require more amenities - more shops, food, groceries, schools (already need more schools!). We already need better roads as in my opinion, there is no concern about moving all these people around
Character, small town living, schools, community	I live close to downtown and there are many uncared for/ vacant properties. I would like to see these properties cleaned up. More speed bumps, stop signs in residential areas to discourage speeding
Not much any more. All the change has not been or the betterment of the town. The charm is gone.	Slow the growth. Infrastructure can not handle the influx of people.
Small town feel	A moratorium on building especially multi family housing
Born and raised in Fairhope	Stop development for 3-5 years
Small-town look and feel. Local restaurants (as opposed to chains). Low population.	Maintain uniqueness and small-town feel.
Little now.	Go back to 2005 and stop there
It's the greatest township place to live. We have a part of everything that's good.	No
BLANK	Stop growing
Love the sense of community	It is getting too big!
Fairhope has always been a quaint, unique small town. I have always felt safe here. It is not a place where every street corner looks the same.	I know that we have to grow based on current out of control building. I would like for us to stop out of control growth. It has gotten to the point where every neighborhood looks the same.
Love the small town feel, the great people, the safety, and the dining options.	Would like to see Fairhope transform into a leader in "green" and environmental progress. Buying solar energy from citizens, promoting electric vehicle use, require certain levels of energy efficiency for all new builds. I could go on forever.
Small town community feel, but this is rapidly being lost	There is now a perception that decisions about development, zoning, etc are enforced and implemented selectively - please work to return to fair treatment for all with consistency and openness.
used to be small city feel	go back 20 years
Hometown	Keep the old town charm
It's quaint.	Improved roads (Battles Road and sidewalks) controlled traffic (speed bumps like Magnolia Springs on Battles Road between Twin Beech and Scenic 98). Less angled parking on the heavily-travelled streets (Section, Fairhope Ave). Finally, fix the sewage issues and limit construction until such time.
Location and entrepreneurial nature of downtown businesses	Tightly controlled development
Small town feel	Stop building DR Horton type of large subdivisions and absolutely no apartments! Let's keep the charm
The downtown flowers and variety of shops, outdoor eateries, walking parks along the bay, and the general walkability of the downtown area	I would like to see reasonable downtown housing options, especially townhouses or condos (\$350,000 - \$400,000) - but how does one reverse the current trends of mega-houses and condos selling for 800,000 - a million plus? As a full-time resident, I would love to live downtown, but can't afford the prices that vacation-home buyers are willing to pay.
The small town feel.... But we are losing it.	Hffj he gjjfdf
Love the downtown and the scenic 98 next to the Bay	More control over traffic and traffic offenders. Try to maintain the quaintness of downtown while growing Control the construction of crowded neighborhoods
Keep out small and not overgrown	I would like to see government to stop giving permits for large projects. You will end up just like Georgia. I know... I moved from there to here.
Its Southern conservative small town vibe is essential to maintaining the unique appeal of Fairhope.	I would like Fairhope to retain its Southern conservative small town vibe.
The ability to walk downtown and find most everything I need within a few blocks. The sense of community, pride of place and space, flowers everywhere! The landscaping at the pier, the beauty all around us.	Please address the parking situation as it's becoming impossible to find a space. The old buildings need some sprucing up on Section and Fairhope Avenue, paint, repairs, etc. No more building!!
downtown shops, restaurants, libraries	more control over unzoned areas east of town, more school capacity, sewage issues, park with shaded walking trails
Small town, green space and bay access	Stop the exponential population growth now. It's changing too fast.
Small town feel. Not totally crushed by traffic and housing tracts (though it is getting worse). Very walkable	New housing plans are getting out of control. Stop approving building on every inch of open space.

What do you like about Fairhope?	How would you like to see Fairhope change?
Like the small town feel. The historic nature of downtown.	Stop the overbuilding and overdevelopment. Not make the same mistakes as south Baldwin cities like Gulf Shores and Foley, where overgrowth and development has lowered the quality of life for full time residents.
The design and foresight of the founders for wide streets, parks and water access.	More multi-use buildings especially downtown--with housing above businesses but not above 3 or 4 stories.
I think for commercial yes. Personal homes are personal property and don't need city deciding. For commercial however more building should be done like Fairhope's Publix shopping center on 98 and be blocked from road by trees. This keeps it looking nice from the road so it doesn't look as much like a built over big city. It's nice to see trees driving by there and keep businesses tucked back behind rather than staring at parking lots and buildings. Walmart in Daphne did a better job with this than Walmart in Fairhope.	I don't want to see it change. It's why people who live here love it and why people want to move here. Many places are ruined by supporting more moving in. Charleston, SC that had happened too as well as St. Pete, FL to name a couple. Please I beg don't let that happen here. The roads are already too small for what's been allowed and only more has already unfortunately been approved. The town will hold property value if you don't build on top of it and it will keep demand for hotels and businesses. Don't overfill it and ruin the charm.
Low crime	I would not like to see it change
I just notice this poll changing my submissions after I have selected certain attributes. Question he validity of the outcome now.	More transparency of the local government in all of its dealings. Primarily in the expenditure of funds and how/who/why it is allocated to. More focus on infrastructure strengthening across the spectrum water, sewer, connectivity etc.
Small, quaint atmosphere	Reuse and upgrade existing buildings downtown.
Small town feel. Your planning commission approves any builder request and does not take into account the peoples best interest.	Fire the planning commission and start fresh with a restriction on new buildings
The trees and landscaping. Save the Trees! It is so upsetting that so many trees are being completely cleared to build cheap housing and ugly office buildings/banks.	That's the problem. There doesn't need to be any "change." Stop developing cheap housing and tearing down the native landscape. There should be laws on cutting every tree down to build overpriced cookie cutter homes. Pave paradise, put up a parking lot. That's pretty much what it feels like now. Don't Mobile our Fairhope. Is there a way to keep big chain stores out of 98 and West? At least maintain what little character is left.
Community environment and varied cultural and recreational activities.	Slow growth down. Stop cutting down all the trees! Solve downtown parking issues.
Small town feel, great restaurants and shopping	Intentional change that only further enhances the already existing charm that Fairhope has to offer
Small townnn	Preserve small town feeling
BLANK	Limit motor vehicles in downtown, encourage walking;
I like that it is still small and easy to get to one side of town from another. Variety of local and regionally attractive events is great, and the local art and music scene is fantastic.	Keep big box stores to a minimum so we continue to support local businesses, artists, restaurants, farmers, etc. Larger, more visible street signage would help nonlocals better navigate their way around and alleviate some of the congestion in downtown. Stop building grocery stores... We've got enough of them! Street lights could be better calibrated for turn lanes due to increased traffic.
Home town	Not expand
Walkability trees small town character	Tree protections, slower growth
Small town feel.	Better available parking, including at Thomas Hospital.
Clean image, good police force and flowers with good roads. Infrastructure is very important- like drainage culverts big enough to handle drainage! Hwy 13 in Fairhope:)	Love the concept of sidewalks and what the city has done, but to be realistic, a sidewalk is not safe unless it is a safe distance for walking on a busy street like by the bay- it's just labeled for walking.
Small town feel. Keep it small and quaint. Lots of trees, public parks, flowers	No more mass housing, no more apartments, no more multi family dwellings which are subject to becoming lower income habitations and ghettos.
Not at all interested in making it a large town or bedroom community.	
I have no complaints about Fairhope. Growth is inevitable, and I think the leaders got a late start but are working to grow our area properly.	I don't understand why we have just 3 or 4 developers (mainly DRH and Truland) building the exact same houses over and over throughout Baldwin County. In other growing countries ie Shelby or Madison- every single neighborhood is not a carbon copy of the next. It's ridiculous. How about some variety in builders and design?
Architecture, proximity to the water, high property value, good schools, low crime	No more poorly constructed Truland and DR Horton Homes. No more apartment complexes! We have enough apartments and if that isn't enough those who want apartments can live in Daphne
The small, safe community feel.	A younger, more diverse crowd.
Low crime	Jack Burrell to move away
Small town feel	Limit growth. Control traffic and finish up big construction projects (highway 181)
Beautiful town Safe town Friendly residents	Improve infrastructure such as telecommunications, utilities and road improvement. Control speeding.
Community and opportunity to work	Keep the character of the downtown area and grow the surrounding area
Our family is here.	BLANK
Our family is here.	Correct problems with sewage system and control run off.
I continue to be impressed with the friendly mess of the downtown merchants, the low crime rate.	The continued housing growth without the necessary roads in place. 181 is a nightmare!!! Some of the other roads are also becoming that way.
I love the beautiful downtown. The small community but still provides plenty of events/entertainment	Less subdivisions! Possibly more schools to prevent overcrowding or huge class sizes.
Quality of life	Plan development to head off infrastructure and service issues
It is a charming town. Limit future development please. Support revitalization of the downtown.	Don't change much! Maybe some connected multi-purpose trails for walking from neighborhoods
small town close to nice geographical areas (beach, bay) yet close enough to a larger town with amenities not usually accommodated in small towns.	Stop development outpacing infrastructure - better control of housing development
Coming here from "up north" I feel like I have gone back in time to a cultural environment that I remember from 40 or 50 years ago.	I would like to see it move forward with carefully measured steps so as to not surrender its traditions and customs to the political whims that are rooted in revisionist history.
Small, insulated community feel	Limit growth and housing developments / rental properties / apartments
Small town	Control growth

What do you like about Fairhope?	How would you like to see Fairhope change?
Sense of community Fairhope has good public schools that are supported by the community, it is safer than other communities, and an easy place to live. The traffic is not bad and it's easy to get from place to place. The community is great place to have a family.	Slowly Fairhope is obviously going to grow and have more people. I would like the growth to be planned and ensure the infrastructure is there to support more population.
Small town, quaint. My family moved here in 1919 because of the ideals of Single Tax and Organic School. I enjoyed the open spaces and recreation. I grew up here and am 4th generation. I loved the small town feel and easy of mobility which we have definitely lost Small town feel (although city is growing faster than city can keep up with infrastructure demands). I feel safe here. People are friendly and hospitable	Not allow large vehicles to diagonally park. It's a danger. Preserves open spaces. Residential and commercial density is a problem. I am in an old residential area very near Fairhope and Greeno with three commercial businesses and the noise and light pollution is awful! Stop growing so rapidly. The outdated infra structure cannot keep up now Need to control growth until infrastructure can support it. Need more affordable but still attractive single family home communities mixed in among the high-priced subdivisions. People who staff our businesses, retail, and hospitality/tourist sectors need homes here that they can afford to buy. Apartments should not be their only choice in housing.
Nice place to call home The public library is tremendous - Kudos to the people of Fairhope for supporting such an awesome asset to the community	Little more growth Prioritize wages for city staff and library staff. We cannot be great without great employees who are satisfied with their worth. Parking needs to be seriously addressed for downtown. Additional offices, retail, etc., should not be allowed if we are serious about the parking dilemma.
It has a fairly vibrant downtown and waterfront.	Make sure that historical homes and other buildings are preserved and NOT destroyed. When a historic building has a historic plaque on it, it should be saved! Too many houses are being torn down to build eyesores that don't fit with the beauty and history of Fairhope. Fairhope unique history should be saved. Other cities such as Mobile, Savannah, New Orleans, and Charleston, SC capitalize on their history and bring tourists to see their cities. Fairhope MUST stop the destruction of historical homes and other buildings!
Small town, friendly, kind people, beautiful sunsets and old oak trees. It is absolutely horrible so many are taken down for new subdivisions. The infrastructure can't handle the growth and the traffic is becoming a huge issue. Safety and small town feel	Stop adding so many new subdivisions even when the existing residents have repeatedly shown up at meeting to ask you not to approve them. slow down the growth
It is a pleasant town with easy access to services. The people, beauty of the area, safety, everything.	No more apartments or townhomes. Change?
Public access to the waterfront provided by Single Tax Corp. Convenient healthcare, friendly people, and the trees and flowers	More activities for teenagers and young adults. Fairhope needs more control over new multi-family and large subdivisions locating outside Fairhope, but impact Fairhope.
the smaller community feel. Upscale area of value Miss the small laid back town i moved here for !	Less growth in housing. More vibrant downtown business No more Red lights
Small town community walkable	Greater emphasis on walkable
I like that Fairhope is a small town with lots of things to do and be involved in, and that the citizens are generous in their support of local nonprofits as well as their support of the public schools. Also, it is easy to live here since everything is close.	I'd like to see more options for affordable housing, so young adults just starting out could afford to live here. Would also like to see more sustainability infrastructure (charging stations for EV's, alternative energy options, enhanced recycling).
A small city with big city attributes that works. small town feel/cottage community, restaurants, parks, walking trails.	Exercise control over areas that bound city. Fewer subdivisions with 100s of homes on very small lots; improved infrastructure, roads & sidewalks; encourage electric vehicles & bicycles; charging stations for Evs; protect the live oaks from excessive pruning - Electric & utility companies do not care.
Beautiful community, the old town feel. small town community environment; large art community; good medical facilities & physicians; variety of shops & stores to meet resident's needs.	Not very much, keep the quaint feeling. Restrict development & further expansion of housing developments; reduce traffic, lower municipal service fees.
Public access to Bay front; plenty of health care facilities; successful public events - arts & crafts, 1st Fridays, Christmas Parade, Mardi Gras.	Keep small town character as it grows; more career opportunities for workforce; more inviting for pedestrians, bicyclists, and low power/low speed vehicle; more accommodating of on-property power production (solar & wind); long term planning for City utilities/resources, require elected officials to buy into the Comp plan.
small town feeling; downtown; flower on corners; Mardi-Gras; events at Bay Front park pier; Park at the beach; Golf course; walk on Mobile St; older homes near downtown, 1st Friday Art Walk	Improve Quail Creek Golf Course-landscape & cart paths; expand Golf Course Clubhouse Grill hours-possibly evenings once or twice a week; develop bike paths/greenways to connect outlying areas to downtown-other than roadways; improve planning cooperation with Baldwin Co.; develop water, sewer, power, transportation, drainage infrastructure before development happens; develop the pier and marina at pier; fix leaking sewer lines near downtown.
The people. small town feel; friendly people; open spaces; corn fields, cotton fields, cattle; safe with low crime; hospital; beautification - with flowers, etc.	Speed bumps in residential areas. Stop runaway development; put utility lines underground.
friendly people; lower crime rates; small town feel; beautiful flower displays all over town.	Limit housing developments; preserve farm lands; update infrastructure.

What do you like about Fairhope?	How would you like to see Fairhope change?
I moved here in 1989; I loved the small town atmosphere. It is important to keep this; and our flowers. Small town feeling (I say it's like living in Mayberry); friendly people; beautiful flowers; waterfront area	Limit the housing; keep our farm lands. More diverse population; traffic management; control number of people living downtown; better zoning for controlled growth.
Fairhope is a charming town. If the out of control growth continues it will be ruined.	Dedicate farm land and support our farmers; stop the runaway growth; remain a small, charming town.
The trees & shade they provide; vibrant downtown area-needs more parking; small town feeling with good medical opportunities and adequate shopping.	Street maintenance is needed! (re-paving, more 40-way stop signs); fewer empty commercial buildings - new businesses should be encouraged to remodel existing buildings; less expansion of Fairhope; encourage continued farming!
Sense of community; small town atmosphere.	I don't want it to be surrounded by urban sprawl.
A legacy of housing styles that have developed from Fairhope's past to the present.	I would not appreciate Fairhope changing.
Convenience to medical and beaches.	Clean up & work on sidewalks downtown.
Friendly people, shopping, medical facilities, recreation opportunities, Mobile Bay	Less development.
Only here for 2 years, still learning.	Less traffic.
small town character; single family residential developments rather than large multi-family developments that destroy the small character and stress the existing infrastructure.	Improvements in drainage, sewer, and transportation networks.
Still a small to medium town; nice "downtown" area; great people; good housing areas.	Keep it similar without large growth.
Green space - parks, trees; small size; historic character; downtown independent small businesses.	Retain historic character; right now, the character is quickly eroding. Improve zoning to preserve green spaces and in fruit & nut. We need bigger property setbacks - building heights need to be more tightly controlled & should not go higher. Increase diversity.
BLANK	Stop the building outside City limits. I don't think that is possible so we are screwed.
Everything.	Slower growth until roads are improved; 181 from 104 going south.
Friendly people, walkability, parkland	Not just subdivisions but small cottage style building community.
Waterfront, small town feel, safety, flowers, history & historical look, easy to become involved.	No more big white buildings! Make developers donate school & park sites. I lived where this was very acceptable / workable & added greatly to the value of neighborhoods.
Charm, downtown, character, pier/waterfront; Mardi Gras parades & festivities, Qual Creek Subd/pride in ownership & property; safe, peaceful, tranquil, family-oriented, the friendly nature of people; flowers/corners, people who live here, farmland, trees, & open space & cows; locally owned businesses.	Better & safer parking downtown, improve area near pier, improve QC Golf Course, traffic management, controlled/thoughtful growth, ***Upgrade infrastructure of sewer/water system/ storm water management.
Peaceful, friendly.	BLANK
It is small & peaceful; not too tiny but the perfect size for families who want safe & secure place to live.	Stay the same & not allow big development companies to come in and put in multifamily rental units in undesired areas that take away from the quality of life & safety of the residents.
Everything!	Zone the surrounding area, Fairhope is wonderful and DR Horton & Troland will be the end of way of life.
Small town; great to raise a family	More farm based zoning; less large developments, larger increase in impact fees.
It is home.	Minimally.
Community spirit; nice downtown; Nix Center, parks, library; highly respectful community	Road infrastructure plan to address rapid growth; bike trails; walking paths.
Public Natural parks; bayfront parks, parks for tennis, baseball, golf, etc.; walking, biking trails and restaurants & businesses in downtown where parking (city garage & on street is excellent); anti-billboard sign ordinances.	Underground utilities in old Fairhope like we require in new subdivisions; need to enforce sign ordinance - NO to lighted signs; enforce pedestrian cross walks with signs - It's the law.
South park walking area; not much as the traffic is terrible.	Less traffic; more senior housing & walking areas; the building to the new Aldi's across from Walmart and on the other corner condos, houses and retail stores - have they done a traffic study? The traffic on Fairhope Ave right now is backed up all the way to Idlewild.
We moved here 15 years ago and I love Fairhope. We have to start limiting more building and homes.	Stop building homes and businesses.
Dynamic community.	Become a part of the Sports Tourism Industry; more recreation opportunities.
BLANK	Maybe a permanent structure for multi-use eg. Farmer's Market, Event staging, Concerts/plays, private rental.
We are near most things in about a 10 or 12 minute drive.	More activities out from downtown area. Need more fine dining experiences in east Fairhope.
Feels safe; good school support; good community feel; the bay and parks.	More things for young people to do; easier, safer driving/parking; would like to see community college students park in parking deck & open up other downtown parking by them not parking around school.
Wonderful diverse community, great downtown, very walkable. Nice art scene, plenty to do.	Get ahead of infrastructure issues. Plan for future growth - roads, utilities, etc. City should plan for future sites to construct: electrical substations, pump stations, wells, water towers, etc. Buy the land now & designate it for these purposes so development around it knows what's coming.
Small town feel; good restaurants; wonderful, diverse groups of people.	Don't change. Get control of traffic.
The architecture of the existing buildings.	Implement an active architectural committee to slow growth of large homes on small lots.
Small town, community activities, walkable, safe wetlands.	Less traffic; trees -if you clear cut, replace a certain % of trees; ban golf carts; affordable housing.
Many activities, bay & parks	No change from the historical environment that's always been Fairhope.
weather, location, small town feeling, charm, amenities like shopping, restaurants, small business; beauty.	Slow, well thought out growth.
I love Fairhope, and I hand-picked it for my husband & I to start a life. The community is excellent & anyone can succeed here as long as you work for it. Love the eclectic feel of architecture.	Attract more young professionals; attract an array-various builders, DR Horton, Truland, DSLD are getting boring & repetitive; make outskirts of town feel more like downtown; golf cart paths, golf cart parking lots; affordable housing; TND is a good idea too! Village concept.

What do you like about Fairhope?	How would you like to see Fairhope change?
I moved to Fairhope specifically for the opportunity to build a successful career & eventually start a family. I love the sense of community, the traditions, the safety, and strong school systems. There's nothing I love more than spending a Saturday downtown or an evening on the Bluff watching the sunset.	More entertainment options for children & families; better infrastructure; more control over growth; more greenspaces & better walkability in outer areas; affordable housing for young professionals/families/ MEDICAL CARE!
BLANK	Planning that is community based, not just profit based; more public transportation; protection of open spaces, green spaces, legacy buildings.
Not much anymore; traffic is not planned for, very aggressive drivers.	Provide more parks & trails, outdoor spaces not related to sport fields; outside City limits add bike & sidewalk areas.
Walkable, virtually crime-free & friendly people. Those are the reasons I chose Fairhope to retire. I also like being able to get almost everything I need within 5-10 min. Like having so many restaurants to choose from & no fast-food downtown.	Would like the streets to be more bike friendly so we could cut down on the increasing # of cars driving to the City Center. Perhaps, a shuttle bus if it gets much worse. Would like the noise rules to be enforced, esp. for motorcycles & private landscape machines-I can't enjoy my porch many mornings & late afternoon because of the noise.
Small town feel, a welcoming community.	Need to have a plan to protect the \$35 Million investment in the Fairhope Airport and the adjoining commercial / Industrial site. Too much residential development around the Airport.
Small & cute with parks. Improve illegal & dangerous crosswalks by following Fed. Hwy. Guidelines requiring line of sight distancing at crosswalks, i.e. eliminate parking next to crosswalks and over the hill invisible crosswalks please.	Direct the Planning & Zoning Dept. to develop "legal" standards for parking and growth reduction...both of which could readily be accomplished if so motioned! No re-zoning of variances without "neighborhood" approval.
Charm, friendliness; as a self-employed wallpaper hanger & painter, word of mouth has been phenomenal. Many of my clients have become friends.	Moratorium on building for 10 years so that infrastructure and schools can catch up.
Not so crowded parking downtown, parking especially for large vehicles.	More businesses.
Trees and green space / cost of living.	Exponential growth.
I was born & raised in Fairhope. I'm 64 & raised 3 boys, my husband & I. I love Fairhope. It's peaceful, quite, great place for family to live & raise children.	I don't mean to sound selfish but Fairhope is loved mostly because it's small and if it could just stop growing that it may become overpopulated.
Downtown shopping and restaurants, the pier.	More bicycle routes.
Down home atmosphere.	Racial makeup.
Community, size of the city.	Availability of doctors, not nurses; quality of doctors; put electric lines underground.
BLANK	Better sewage improvements for all communities; drainage- set back on downtown buildings; parking improvements for trucks, in town the hangover into the street is so dangerous in my opinion.
Small town atmosphere; safety; support of local businesses; friendliness of people.	Maintain the small-town feel; controlled growth; infrastructure improvements to support current population; historic preservation.
Everything we need is conveniently located. Beautiful small town charm. Good schools-relative to AL anyway. Responsive City employees. The flowers, Christmas lights, the bay, the beautiful homes.	Eliminate sewer dump into the bay when it rains. Controlled, but well managed growth. Preservation of downtown.
Small town feel.	Slow growth.
Friendly residents, beautification.	Better monitoring & flow of traffic on streets in residential neighborhood. Speed control and patrols, speed bumps. Changes to golf cart use areas. More choices for internet and cable service.
Small town, senior activities.	Not much. Move Police Dept. from cramped downtown center to bigger facility out.
The smaller town feel without the large commercialization of larger towns. Also the more rural feel with still large amounts of trees, farmland, etc.	To stop wiping out the "green spaces" for large developments of cheaply built houses of commercial buildings that decreases property value and residential quality of life.
Location, proximity to bay, mature trees, independent shops & businesses, fewer strip shops & big box stores than other communities of this size. Fewer franchise type businesses/restaurants.	Greater focus on sidewalks, walking, bike paths. Get the bikers and walkers off the streets. Better consolidation / planning of industrial parks.
Wonderful people, great places to walk & bike & be in nature, good sidewalks, great dining, charm, peace, opportunities to volunteer, people of all ages & economic levels.	Slowly with coordination with other cities in our corridor, additional sewage treatment plant. More ponds, should be a park or "pocket park" within a few blocks of everyone. Mixed use housing.
Small town community feel. Like downtown shopping area. Like walkability.	Want height limits for single family homes reduced. Want a change in way height is measured to reduce height allowed. Building inspectors should not have discretion in determining allowable height.
BLANK	Wider streets, bike paths/lanes, small parking lots around downtown, better policing in park by water, more green space, wider roads so parking can be accommodated on both sides of road, require developers invest in infrastructure before begin new subdivisions, no more Dollar Generals, clean up outside of existing stores.
Small town feel.	BLANK
Easy access to beach, Mobile & Pensacola. Great place to live, low crime.	More focus on improving quality of life & amenities for the present residents. Not as many small lot subdivisions. More subdivisions with large to medium lots. More sidewalks and bike paths.
Small town, family-oriented feel. Events/programs offered in downtown, etc. Christmas lighting.	Better tech is a must (faster internet, etc.)
Very engaged, positive, nice people. City services and employees - Phenomenal. Small town charm, festivals, activities.	Underground utility & technology wiring. Water: 1) Storm/Rainwater tied into drain system, 2) Sewage - solve problem of dumping into bay and ground.
Beautiful city, well maintained, small town feel with unique shops, no chain stores; a lot of activities.	Traffic is too much in a lot of areas; more parking; no extended length vehicles parked downtown.
small town living is important	Controlled growth of housing and traffic; be sensitive to schools growth & hospital.
small town feel.	I don't.
Has a community culture that is healthy; is beautiful and attracts tourism; I want to live here in 5, 10 - 20 years!	Stay the same in terms of community character & culture; control the housing growth so that our town has farms and green areas - we shouldn't be growing houses only.
BLANK	Set a precedent that they will NOT annex developments which are not developed to their basic standards. The #1 problem is parking!
Visual charm, culture.	Historic preservation plan.

What do you like about Fairhope?	How would you like to see Fairhope change?
Sidewalks, landscaping, community events & offerings. Proximity, small town.	Off the wall - We need a Harvest Bread Downtown. More parking. Stop crazy hi-density growth.
Ease of getting to facilities, Low taxes, most of the people.	Planning Committee to make infrastructure requirements mandatory before allowing any expansion. Decrease density in housing by not allowing single-housing on less than 1/2 acre. Increase impact fees on all residential & commercial sales involving new residents to community & new commercial & retail to community that caters to new growth.
Small town; still has a downtown; cultural activities, lots of art; arts & crafts; great churches.	I wouldn't want to see LA type sprawl overwhelming our small town. Steady, slow growth so small businesses & artists are not crowded out.
Arts are celebrated. Small town feel, location, access to healthcare facilities. Activities such as First Friday, Christmas Parade, Music, Film Festival Theater 98.	Limit growth. Upgrade infrastructure, electric, water, Sewer. Increase sidewalks, Nichols Ave., Etc.
Charm, small shops & businesses. Access to gulf, Mobile & Pensacola. Friendly people, flowers & beauty, multi-activities, neighborhoods, cleanliness & community pride, schools, park near pier, cultural activities.	Preservation districts, pocket parks. Drainage issues. Tree ordinances. Max. requirements for building height. Extra waste station. Requirements for green space in planned subdivision. Elimination of full retention ponds in planned multi-unit or lots. cross walks that provide safety for handicapped citizens. Consideration for those in residential- single home owners in condo. Better public transportation. More control over development borders of Fairhope.
Community, character and amenities.	Better protection for our community in terms of preservation & improvement for our environment inclusive of our waterways (Bay, streams, creeks), wetlands & green space which is a hallmark of Fairhope. Better partnership w/ Baldwin Co. to support responsible growth which preserves the things that make Fairhope so special and unique.
Small town feel and high quality of life. This quality of life is being eroded by out of control development.	No high density development. More green space. More recreational parks, pathways, and trails.
Small town feel.	Orderly development.
Views driving along bay; friendly atmosphere; sunsets; lots of activities; French Quarter; library; Yacht Club; beach; South Park for picnics; easy to get around; downtown lights; flowers	Like it pretty much as it is.
Small village, no locked doors, plenty of parking, the history, friendly people, bay, everything here that convinced me to move here, cotton fields, pecan orchards.	Speed on Bishop & other streets; lights or 4 way stop at Fairhope Ave & Bishop Rd.; Bancroft Ave between Fairhope Ave & Murphy you need to zig zag around long pick ups and large SUVs.
Just about everything.	No change.
The mix of different residents.	A range of affordable housing for families; we are becoming a retiree town.
Quality of life; great public facilities; beauty-Natural; civic pride, good schools; downtown beauty; walkability; responsive Government & access to public works staff who are proactive/down to earth	Slower, more controlled growth; no large track housing neighborhoods; free, public transport for outlying neighborhoods into town.
EVERYTHING - engaged citizens and City workers; smalltown charm.	Wastewater-have to solve this; Stormwater - needs to be tied into sewer system; Underground Utility & Technology - no more above-ground wiring.
Architecture, cleanliness, safety, charm, unique businesses & restaurants.	Community/City connected walkways - similar to planned town centers like in Santa Clarita, CA- the city Valencia, has a great concept. Ashburn, VA is also a good planned community to look at. Improve parking downtown.
Small town, bay front parks.	Would like to see the historic C & D capped and future commercial growth directly to Green Road area; need to build a regional "Central Park" on the East side of the City.
Small town charm, community feel, beautiful parks, awesome Mayor!	Controlled, smart growth; aesthetic requirements for future growth to maintain beauty; fix infrastructure.
Charm, public spaces, history, architectural variety, community spirit.	Village concept!
The community spirit that prevails for the most part.	Downtown parking is almost impossible to drive.
BLANK	Need golf cart paths & golf cart parking - It would be excellent to have at both new shopping centers & at Greenwise Publix. Also, looking at Town Square area, look at Preserver in Hoover and Mt. Laurel along 280 corridor in B'ham.
Many things - very happy here.	More sidewalks for walking and biking easily to downtown - we live off of Twin Beech & 181.
Unique.	Begin to facilitate historic preservation support. Lead village center development.
Small town community. Church culture (family, respect for authority & others). Care for personal property & other's property. Proximity to natural resources (bay, beach, rivers).	Spread out - don't concentrate everything downtown (venues, events, activities). Create "Uptown"? "Midtown"?
Community- friendly people. Lots of different events/activities. Friendly and inviting downtown.	Not a change but careful mgmt preservation and development of green space / wetlands/ the bay. Expansion of Fairhope charm to newer areas including small shops. Drainage/Storm water flow. Connectivity of bike paths between City neighborhoods.
Charm, character, golf cart use to access Fairhope.	More architectural control of building fronts & design. Consistent use of 4-way stops on roads.
Nice people, Community	BLANK
The sense of community, walkable nature of the town, availability of City services, small town feel (although that's changing), shopping, food, City recreation, education system, green space, trees, accessibility to water for the public.	I would like a hard look at current building/zoning for older neighborhoods, a new look at the height ordinance in residential areas. This results in new houses towering over & devaluing a neighbor's home - if builders are able to exploit it-perhaps we should close that loophole. Enact a binding preservation ordinance.
Charm, small town feel, walkways along the bay, trees and green space.	BLANK
Walkability, natural parks, beach mostly natural & public. Sign ordinances prohibiting billboards.	Underground power lines in old Fairhope. More "Natural". Less "Owah" Foley/Gulf Shores tourist world. Need historic preservation like Pt. Clear, Magnolia Springs, Malbis, Montrose.
Walkability, small town feel, easy access to the bay, low crime, accessibility to the arts, theater, and a balance of community. Sunsets, Please leave the Bay Park on Mobile Street alone.	More parking, better bike lanes, better preservation of our drainage. Resurfacing streets - especially Cliff-lower part of Murphy. Underground utilities. Be consistent of setbacks and heights of building. Need Cul de Sacs not the streets that stop. Need townhomes zoning.

What do you like about Fairhope?	How would you like to see Fairhope change?
Small town feel, farm lands, safe, low crime, friendly people, waterfront/bay, art, charming downtown, healthy wildlife populations.	More nature/wildlife protection & awareness (lots of new residents kill snakes/possums just because of what they are). Efforts to restore Mobile Bay-natural grass beds in bay. Have natural beach. People=more pollution, we need a balance to keep Fairhope our Fairhope.
Arrived here 1984 to a smaller, quaint city - Near the Bay.	No more large homes, need smaller for downsizing.
Small town feel, neighborhoods, and walkability.	Stop excessive building. Too much traffic. Too fast Driving.
Small town feel, everyone enjoys living here, great City employees - Keep City beautiful.	Intelligent growth - keep ahead of population; Water-1)Stormwater - tie off into City drainage system, 2) Wastewater-save our beautiful Bay; Underground utilities and technology.
Like it.	Slower growth.
I liked the small town feel that Fairhope had 10-40 years ago.	I would like to see more commercial and recreational amenities provided closer to where all of the new housing subdivisions are going in.
Small, love Homestead Village, lots of places to eat, access to Bay. Love the library, flowers, pier.	Lock the gates! Seriously, we have enough traffic already. No more developments. Better handicap access to restaurants and shopping. Some sort of public transit that might encourage people to use the public parking. Golf carts or similar.
Vibrant community with many opportunities to participate in community. Great medical. Vibrant downtown with many different businesses & amenities. Engaged community	Better zoning codes to stop tall buildings downtown. Traffic & parking! Better historic preservation. Need an assembly hall for theater, etc.
The small-time village, Library, meeting your friends you can call by name, small crime rate, no snow.	Choose Colonial design and stick to that design. Not Spanish.
Small town feel, slower pace, friendly people, sense of community, programming for youth, Sr. citizens, families, Sports programs.	Control growth- prevent over crowding in schools. Allow police/fire to keep up with population growth. Make sure utilities infrastructure: sewer, water is up to date and can handle demand.
Beautiful town, friendly people.	Be careful to keep small town atmosphere.
Small town feel, restaurants downtown, Pier area, flowers/baskets in town, looking forward to Aldi's, great library /Programs, single tax & history, school system.	Run a shuttle (2 an hour) from lg parking lot @Piggly Wiggly to downtown area (BRATS?)Cut down on housing building inside city limits. A place for Vans & lg trucks to park-some really stick out in the street & hamper traffic flow. Ask local restaurants to eliminate plastic straws & utensils-go to cardboard "to go" containers. Maybe raise property taxes to keep from having so much new construction (housing). Make sure infrastructure can support population before population moves in (not after).
Town spirit & ability to get involved if you desire.	Bike/pedestrian trails.
Strong schools with strong community support. I do like that it is a growing community but it's growing too fast. Thriving small town downtown. Bayside location/waterfront.	Would like to see the City working in cooperation with the County school system when considering growth & development. The school system contributes significantly to our property values & community. The speed & scale of our growth threatens to overwhelm & over-populate our schools. Would like to see fewer high density developments.
The downtown area. The beauty of the area. The history of the area.	Would like more parking in the downtown area and better traffic control particularly on Fairhope Ave.
Safe/Police/Low crime. Beautiful common areas with flowers & landscaping. Walkable. Sidewalks	Incentivize/encourage solar water heating & solar P.V.(electricity). Incentivize/encourage smaller footprint homes <1500 sq.ft. Incentivize/encourage allowing tiny houses(fixed/non-mobile) two or three on a standard size lot (8-12K sq. ft. lot).
Small City, convenient.	Not grown anymore. Too many new subdivisions.
Public park space. Flowers. Bayfront	More parking downtown, more sidewalk connectivity. Focus on 98 East & 181 corridor for better city amenities and beautification. Would love to see Rec Center/Pool. 2nd location for East Fairhope.
Small town environment	Slowly, in a controlled manor, improve zoning. More restaurants.
Walkability of downtown, friendly people and shop owners.	Shops open on Sundays. Need more doctors-we've been here a year & so many doctors won't take new patients. Continue to upgrade utilities & infrastructure-water, Sewer & power before approving more growth. Get new developments to pay for special enhancements to upgrade utilities.
Community, Safety, quality of City services.	Improve East West arteries. Preserve Heritage Oaks.
Great public schools.	Underground power. Stop promoting Fairhope & our local events, i.e. parades, holiday events, etc. Move back toward "village concept" / neighborhood residential, walking/biking paths tied to "village" - recreational / green spaces.
Small town feel.	Less sprawl.
The small town downtown feel that is walkable & maintained. The amenities and accessibility of the gout & utilities coordination.	Fire Dept needs to be full-time(lower insurance costs). Look to plan for traffic & congestion. Make the improvement when projects are started so when the proj. is being worked on so is the infrastructure & road improvements to handle the increased traffic. The water & sewer system needs improvements that are needed prior to new developments coming online. It seems that projects for housing take 2 yrs from preliminary approval to start that gives time for the analysis & planning for the infrastructure.
Small but has amenities.	No change!
Quality of life; accessibility of services; responsive City government.	Get a grip on golf carts. They are quickly morphing from being conveniences to nuisances.
Low cost of living vs. So. CA where we moved from; Karen Wilson now in City politics!	Spread out dining facilities - too crowded into downtown area which means crowded or non-existent parking.
Safe, clean, street landscaping and flowers; walking paths; small town, community feel.	Adhere to an urban plan. Safer bike paths. Better dog park.
Everything I marked.	Encourage greater diversity; more attention to preservation; restrictions on clear cutting lots that have old tree stock; more trees on city property, incl. neighborhoods' City ROW; solar panels on city roofs; green bldg standards, zoning; underground electrical lines.

What do you like about Fairhope?	How would you like to see Fairhope change?
Eclectic mix of residents, green landscape year round, vibrant arts & music scene, a library most towns only dream of-a refuge incubator; a mostly bikeable community but not suitable or safe for families or small children, not consistent and actually very hazardous in key locals near parks.	1)I'm a strong proponent of planned growth, the random approach to permitting is unsustainable. Afraid we'll end up like Orange Beach, tax revenues outweigh livability. 2)End the zoning that allows plumbing & apartments in/over garages. Multi-family uses are not suitable for single fam. lots. It is common knowledge that retrofitting bath showers is easily attainable after the permits are closed, gigantic eyesores. 3) move City offices out of downtown to free up space for parking, etc.
Walking to town and waterfront.	No.
Community activities, culture.	If it has to change then keep it the same.
Small town feel, walkability and safety.	BLANK
I love the beauty of Fairhope & the friendly people. I love being able to meet a variety of people.	More dining options that just downtown.
Being close to the Bay & the gulf, friendly people, activities.	Become more bike friendly, more concerts/entertainment, places to dance with bands.
Safety, character.	Improved parking, biking/walking trails.
Feel of small town, senior activities.	You have several fire stations but police are cramped in small building downtown. Need larger station farther out of town to give better response and coverage.
I love the small town feel. It's lovely being in Fairhope because it is a safe & fun place to live that values community. Not to mention it's proximity to the water.	I would like there to be a focus on more sensible growth.
The bay, birds that live on the bay, aquatica animals/fish/reptiles; Magnolia Beach Park, flowers, vibrant downtown, First Fri. art walk, trees, all activities offered at library; the weather; outdoor pickle ball courts.	Public restrooms downtown, pedestrian crosswalk signals on all stop lights; have Historic Preservation committee be a forceful group; reduce amount of land used to build house on lot. More lawn/more pervious soil/soaks water; stop tearing down houses that make Fairhope quaint/charming. Install a fixture that will stop garbage, etc. at the bridge at 710 Mobile St on the East side of the gully. City responsible to clean the fixture to stop the debris from going into the bay. Keep the bay clean. Put electric lines underground-increase rates to pay for it-People will pay for the continuous service. Alternative sources of energy. Improve conditions for the animals at The Haven. Restaurant on the public pier. Stop motorized vehicles from driving through North Bay Pier Park.
Limited downtown expansion; mixed use in downtown. Proximity to Bay front & Gulf coast. Street corner & hanging plants & flowers. Periodic cultural & social Street events; Theatre 98, public library	Limit retail clothing & boutiques; solicit new dining establishments in old hardware store (Fairhope Ave&Church St). Ask residents to consider all new business interests for downtown. Install walk/don't walk signals throughout downtown. Businesses to remain open in the evenings & throughout the weekend. Refuse franchised dining establishments.
I have lived here my whole life and the growth is overwhelming but our little town is great.	Slow growth.
The people.	It is just fine the way it is.
We need some cool form of gathering space for teens.	Growth is not going to stop & that's ok. Keep downtown unique, limit "growth" around downtown but provide parking ideas to open parking for business owners but to also allow the tourism & people traffic. Maybe trolley or other unique ideas for downtown pickup/drop offs. More restaurants are needed. Love the ideas of housing opportunities for restaurant workers.
Small town atmosphere.	City parking, sidewalks along Section St., slow subdivision building, have developers pay for utilities up front, no multi-family apartments.
Small town. Flowers. Police Dept.	BLANK
It's diversity. Quaintness, location to Mobile Bay & Gulf Shores. Arts & crafts and film festival. Architecture & historic homes.	Slow Down on huge subdivisions & big apartment complexes & keep the open space and forest areas. These bring on pollution and traffic. Wild life have no where to go. Please don't pave Paradise and put up a parking lot!!!
BLANK	Please no more multi-housing developments. Save what's left of the open fields & wetlands. Please don't pave paradise & put up a parking lot. Stop building on wetlands. Stop before our City is no longer a lovely place to live.
Friendly, welcoming environment. Fantastic Public library. Living where there is not snow. Always things to do for Sr. citizens & many do not cost much. Good health facility.	Stop the outrageous, rapid, ridiculous growth. Traffic is a problem that needs to change. Allowing over-sized cars & trucks to park on downtown streets must change so that driving is not like completing an obstacle course.
Friendly, small town with a beautiful landscape.	I don't want it to change.
Small town atmosphere (maintain).	Parking spaces-limit for big truck sticking in roadway. Enforce no expansion of City. Enforce no building. Planning Commission- No more large apt. complexes. Keep green space throughout City.
I like almost everything about Fairhope.	I would like to see speed limits enforced! I would like to see a Fire Dept established. Also, to see a plan to use our gully's similar to Central Park in NY with a nature trail running from Nix Center to Thomas Hospital.
The continued effort to retain the local downtown feel. Support of the arts and local businesses.	More active preservation of open space. We are quickly losing what's left. Better preservation of trees in building instead of routine clearcuts.
Not much lately. Gridlock, unchecked development, high speed, high noise, lack of value for current comprehensive plan. See Hakak property on US98 & non-responsiveness of City emp. (Gas Dept)	Move the main transportation corridor out to CR13 & reduce traffic and speed on current 98. We need a few Tennis Courts at Volanta Park. Quit tearing down cottages & building 3 story McMansions.
Lovely small town with big City healthcare. Ease of getting to places I visit. Library.	Circle at Section & Hwy 104. Careful use of "Triangle". Concern about Rec Center use & noise. Concern about growth. Speeding on Hwy 104-Who do we report to? Is there an Impact Fee on new developments?
Small town feel while providing all basic needs in a comfortable, welcoming environment.	Stop destroying old buildings and homes.
This is a City where citizens can get involved in many different areas and have an impact.	More sustainable efforts- how will people who want to use solar power at their residences fit into our power grid. Also PUD's were supposed to provide stimulus for creative developments. It seems to me that PUDs have become a vehicle for dense development-denser than would be allowed under current zoning. PUDs need to be looked at!
Born here, wouldn't live anywhere else!	None.

What do you like about Fairhope?	How would you like to see Fairhope change?
Quaint downtown area, Community activities, beautiful landscaping/flowers.	Improve infrastructure: Utilities.
Unique character with many amenities, proximity to opportunities for recreation; downtown has an identity.	Easier access across Greeno for pedestrians, bikers, or parkers who trolley in; more cohesive municipal boundary.
Fairhope's free & open access to the Bay. The free activities for families with young children, that downtown has not progressed into a bar scene.	Would like to see large & medium sized companies with good paying jobs recruited to help keep our young people in Fairhope. Would like to see affordable housing for young families and fewer homes destroyed to make room for oversized houses.
Everything	Nothing
Most everything. If you don't love Fairhope-just go somewhere else for a while-you'll be back. If a golf cart can't go the minimum speed limit, we should run them over - but I digress.	A few more restaurants, more options outside of town for convenience-Lowe's, Krispy Kreme, Chic-Fil-A, Taco Bell. In town-only mom & pop, unique restaurants-a hot dog cart, a bagel man on the corner. A city wide car show - just like arts & crafts.
Small beautiful town with many activities.	More affordable housing. Rentals and those to buy.
I like it because it is my hometown.	Better traffic flow conditions, street design in downtown area, parking design-more angle & less parallel; remove dining tables & chairs that block and clog up sidewalks, and have delivery trucks deliver their goods from side streets instead of parking in the middle of downtown main streets.
It has nice, welcoming small town vibes. Plenty of restaurants to choose from.	By having more available parking downtown.
Quirky small town vibe. The whole city on the Bay full of unique individuals and the downtown aesthetic makes it Fairhope.	Balancing the demographics - less wealthy retirees with nothing better to do than feel entitled and bitch & complain and more regular "working" middle class folks.
Small town atmosphere	Less housing growth, more businesses.
Being close to everything.	Less growth.
The old time residents. Culture of the Bay. Wildlife - especially birds. Great place to run, walk and ride bikes.	More connectivity to Barnwell. Less sod - more natural & native plantings in City buildings. Remove sewer outfall in the bay - create an engineered wetland for treatment prior to release to any body of water.
History	BLANK
BLANK	More sidewalks.
Small town, flowers, walkability, public services, garbage, recycling, utilities.	Stop allowing too large, overblown houses on small lots, i.e. fruits and nuts area. Reduce traffic.
History, safety, community, salt life.	Changes? Tough because it is great. Maybe larger lots and less houses in new developments.
In comparison of large city housing, housing is relatively reasonable. Small town feel, charm, safety, access to water activities.	To not change too much.
Natural areas at beach park, walking areas.	Improve parking, improve pier - upgrade to the 21st century. Playground equipment - lack of. 4-6 swings is not enough for 150 parking spaces at beach park! Baseball parking is ridiculous - embarrassing for the town.
Natural beauty, nearby rural and agriculture	More land preservation, conservation easements, parks, shoreline access.
Small town, neat, safe.	More traffic enforcement, less speeding in & outside downtown.
I love our town. It is friendly and beautiful & has been home for over 20 years.	I would love to see controlled growth. Fairhope is growing so fast it is jarring & upsetting too many long time residents. Multi-family developments are cramming too many people in a small space.
The ability to raise children in the safety & caring community that sits on the bay & allows exploration of young people.	BLANK
The importance Fairhope has placed on keeping downtown "small" & old fashioned in feel. Being able to enjoy outdoor spaces as a family in a beautiful area.	
Community events, historical charm.	Actual Fire Department, more utility autonomy & planning, more connectivity & walkability outside of downtown corridor, park/trail/greenway additions.
Small town/community, proximity to water/beaches, safe/low crime.	Some more regulation on large subdivisions, need to be more master planned.
Small town charm, friendly, beauty.	More parking for downtown area. Better use of land near pier and land above it.
BLANK	Affordable housing for seasonal workers.
Downtown center, community events for families, quality school system, small town feel, waterfront access.	Increased scrutiny of dev. Outside City limits but w/in planning districts since these areas cont. to influence the overall character of Fairhope, impacting roads, schools & infrastructure; More planning of infrastructure needs long term; more pedestrian connectivity-more public use trails & outdoor education opportunities; needs a real, municipal Fire Dept., not Volunteer; increased fees for utility services for developments outside of ETJ.
Small, clean, beautiful downtown; most of all Safe!	Parking & traffic.
Small town, village environment; walk, bike, golf cart accessibility; diversity of amenities such as rec facilities, restaurants, entertainment; characteristic planners try to recreate in master planned communities; proximity to Mobile Bay.	Would prefer to keep current characteristics but realize growth is inevitable but must plan for and control growth.
Feel of the town, natural character (trees, landscaping), local businesses, walkability	Planning for growth, zoning, more parking options, affordable housing options for service industry students & young professionals
Climate, small town feel.	The City needs to be involved in planning & zoning on county land in an increased manner.
Safe! Charm, City services, Library, arts and culture.	Improved infrastructure, environmental stewardship especially sewage run off, consider walk only closed streets, esp. @ night (downtown); traffic becoming difficult; updated bike trails; enforce pyridinamines, speed limits on bay street.
Higher education opportunities (usual Alabama C.C. Univ of S. AL); lifelong learning opportunities.	Improve Bay quality, City utility infrastructure, sidewalk connectivity, historic preservation, and conservation open space (passion).
I really love the artistic community. Fairhope is sort of known for being a home of creativity & I really hope we continue to harbor that in the future along with the "small town" feel.	Honestly it's more about what I hope doesn't change. I really think preserving the historical buildings is really important. I do think Fairhope could focus more on flowers/agriculture.

What do you like about Fairhope?	How would you like to see Fairhope change?
I like how it's a small, safe town where I have lots of friends.	Moderation of population growth and more space downtown.
It's a fantastic place to live. People are friendly, cost of living relatively low & lots to do. Move away from here and you realize even more how special it is.	Continue to address healthy growth.
Waterfront access.	Accept population growth / affordable housing. Improve rec center / skate park; combat gentrification.
I enjoy that Fairhope has a strong emphasis on community events. These events have shaped my childhood & encouraged me to serve on the City's Junior Council to give the youth a voice, help in community events & create artwork for the City to enjoy.	I would like to see more areas for the youth to use. This includes a renovated skate park, or any other youth-related facilities. Although Fairhope has to change a lot for items downtown, it seems like the youth have a hard time shopping there or doing anything without spending alot of money.
I absolutely love the large amount of art in Fairhope. Personally, I'm more creatively minded & so I definitely feel like Fairhope fuels my interest. I love having local businesses unique to Fairhope to support. Also, I love the beautiful flowers surrounding sidewalks & roads, especially downtown. Fairhope is certainly beautiful & feels safe and kind. And, of course, our proximity to the bay is incredible.	I would like there to be more green spaces, like parks but without any jungle-gyms & young children. I want a place to be able to go to perhaps after school to decompress. Also, driving in downtown Fairhope is extremely chaotic. (we should have rental scooters to eliminate traffic). The lanes are very small. Also, to me, the constant tearing down of trees is upsetting. I understand it's essential for growth, but I want more trees to stay.
Character of the town (its investment in art & music); artisan & small business focus; accessibility, walking-distance of all downtown stores; greenness; restaurant variety, preservation of older businesses.	Increased shadowing opportunities & collaboration between businesses & the youth (many of my friends say they'd love to "settle down" in Fairhope but have their careers/lives outside of Fairhope because they see limited opportunities other than small shows/restaurants). Increased parking, development outside of downtown; more organizations within high schools focused on Fairhope businesses, opportunities, and resources for college students.
I really enjoy the community that I've grown up with & the natural and historical areas. My most fond memories are of the bay, the bluffs and forested areas.	Preservation of under-represented natural areas that feature unique eco-systems and historical areas.
I like that I'm close to friends as far as living & that all the people are nice & most needs are easy to access. Love the flowers & tree lights, the unique shops & coffee places. Unique traditions including dogwood & arts and crafts, etc. I like all the public greenery & all the parades.	I don't want Fairhope to change too much but there are roads near by that are always go at getting the fixing it needs. Also, I don't think it is easy to do but cleaner water.
I love how close Fairhope is to everything. I can easily get around fast. I love all the flowers and the lighting of the trees.	The area around the bay could be prettier. Parking is a problem downtown.
I love Fairhope's history and small-town feel. I love living by the water but also living close to "big" cities. There are not a lot of things I do not love about the community. It's beautifully unique.	Keeping small town feel.
The small town atmosphere is really nice for the main reason that everything is so close and easy to get to.	There are some areas of Fairhope that seem dead, for example the area around J. Larry Newton feels desolate when I drive by.
I love the community feel and how beautiful it is.	We need more parking downtown.
Location by the bay; sense of community; character.	Healthier bay water; more nature trails/parks; more basketball/multi-use courts; update softball/soccer fields; keep the small town feel; beautify architecture.
Tight knit community; pretty bay & downtown.	Teen spaces; performing arts space.
I love the home-town feel that I get from Fairhope. It is a beautiful place to live and prides itself on keeping it that way.	I would like to see more place/activities for teens. Places to hangout, festivals (music & film for teens), discounts at stores, etc.



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Appendix C – Housing Market Analysis

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RANDALL GROSS / DEVELOPMENT ECONOMICS



Fairhope
**Housing Market
Analysis &
Strategies**

Community-Driven Comprehensive
Land Use Plan

July 18, 2022

Prepared by Randall Gross / Development Economics

For Need-Schafer and the City of Fairhope

INTRODUCTION

This report summarizes findings from a Housing Market Analysis prepared as input to the Fairhope Community-Driven Comprehensive Land Use Plan. Baseline housing market conditions were explored and discussed in the Economic Baseline Report, presented separately. This report provides more detailed analyses of the housing market and an understanding of the existing and future housing development potential in Fairhope.

Section 1 of this report presents some more detailed information on the existing housing market conditions in the area. In Section 2, the Fairhope Housing Market Area is defined and demographic analysis conducted for this area. Section 3 provides findings on housing demand and Fairhope development potentials in the competitive market. Finally, Section 4 provides strategic recommendations for housing development, marketing, and financing in Fairhope.

Section 1. HOUSING MARKET CONDITIONS

As noted before, a brief introduction to existing Fairhope housing market conditions is provided in the Economic Baseline assessment summarized elsewhere in the plan. This section reiterates this information and provides some additional details to help provide more context for housing development in the city and its neighboring jurisdictions. Factors such as housing supply and construction trends, sales, pricing, occupancy, and rental trends are explored in this section.

Housing Supply

Housing supply in Fairhope increased by about 1,730 units or 22% between 2010 and 2020, based on Census data. Housing in Fairhope is primarily single family detached, which accounts for 82.5% of the total. There has been a declining number of mobile homes and units in mid-sized buildings.

Units in Building			2010-2020 Change	
	2010	2020	Number	Percent
1-Detach	6,186	7,892	1,706	27.6%
1-Attach	79	101	22	27.8%
2-4	253	280	27	10.7%
5-9	442	207	(235)	-53.2%
10-19	197	372	175	88.8%
20+	220	384	164	74.5%
Mobile/Other	456	327	(129)	-28.3%
TOTAL	7,833	9,563	1,730	22.1%
Sources:	U.S. Bureau of the Census and Randall Gross / Development Economics.			

Housing Construction Trends

Fairhope is a rapidly growing community and housing construction has increased since 2015. As shown below and detailed by year in Appendix Table A-1, Fairhope permitted an average of 364 housing units per year since 2015, including 334 single-family units. That number is up from 214 per year in the previous period, from 2009-2014, when the City and the country were recovering from the effects of the Global Financial Crisis and a real estate-driven economic

recession. Housing construction peaked in the 2004-2008 period, when 400 units per year were permitted in Fairhope. So, despite escalating construction activity, permitting still lags behind the “boom” period leading up to the last recession.

Table 2. AVE. HOUSING UNIT PERMITS PER YEAR, FAIRHOPE, 1995-2021

Period	SF	2-3-4	MF	TOTAL
'95-2003	226	1	-	227
'04-2008	353	4	43	400
'09-2014	209	0	5	214
'15-2021	334	30	-	364

Sources: U.S. Bureau of the Census and Randall Gross / Development Economics.



New Housing Construction in Fairhope (Hilltop)

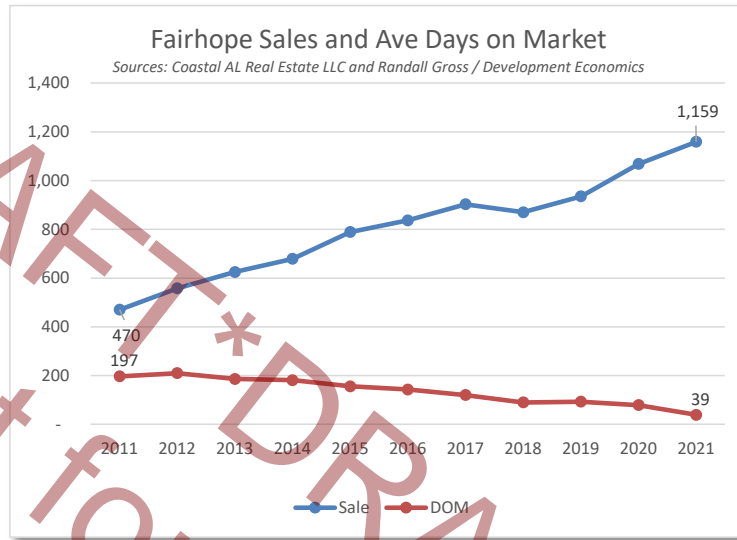
Fairhope represents 13.3% of Baldwin County construction activity, but only 10.1% of the county’s total population. Fairhope is developing at a faster rate than other parts of the county.

For-Sale Market Conditions

According to Multiple Listing Service (MLS) data provided through Central Alabama Real Estate, LLC., Fairhope had median housing price of nearly \$400,000 in 2021. This represents an increase of \$210,000 over 10 years or 10.1% per year.



Prices in Fairhope have been escalating. From 2011 through 2016, the median price increased by 6.8% per year. But, from 2017 through 2021, median prices increased by 7.6% per year. From 2020 to 2021, prices increased by 8.1%. The sale-to-list ratio has also increased, from 94.9% in 2011 to 97.3% in 2016 and 99.9% in 2021. Fairhope sales volumes have increased by nearly 150% or 13.3% per year, while days on market has fallen by more than 80% or 7.3% per year.



Overall Baldwin County. As noted in the Economic Baseline Report, prices are increasing while housing units in Baldwin County are also getting smaller. As a result, the average current (2022) price *per square foot* in the county is \$174, about 18% higher than a year earlier. The increase is even more dramatic in the immediate Fairhope area (Zip Code 36532) where prices have already increased by **23.3%** overall from one year ago, to \$420,000 or \$166 per square foot. Housing is spending an average of 45 days on the market, which is much lower than several years ago, but exceeds what might be expected given the population and household growth in the area. Overall, the number of sales in Baldwin County have risen steadily from a low of 2,334 in 2008 to 8,525 by 2021.



Baldwin County had a major residential building boom in the early 2000s, peaking at nearly 4,000 units constructed in 2005, several years before the global financial crisis and recession. Construction fell to a low of just 630 units in 2010 (the same year that unemployment peaked at nearly 10.0% in the county) but have risen steadily and consistently since then to nearly 2,200 by 2019.

Market Characteristics

Fairhope has been described as having “parallel submarkets,” which have been defined by the real estate community as well as by stakeholders. Section Street is considered the Fairhope Central Business District sub-market. Beach Road is Historic Fairhope. Greeno Road is the newer, “Suburban” submarket and Route 181 is not considered Fairhope by many residents even though the city’s planning jurisdiction extends for 1.5 miles east of Route 181. Houstonville forms its own historic market.

Key For-Sale Market Drivers

Based on mobility data and interviews with area brokers, local households moving internally within the market represent 30% of home buyers. This group includes those making “lateral” moves and those moving “up” in the market (from renting or smaller houses). It also includes those households undergoing life change events (larger families, divorced, widowed, new job, etc.). While there are first-time homebuyers, their presence in the market has been relatively limited by the supply of affordable housing.

Those relocating into the Fairhope market represent about 70% of buyers, with the majority (about 50%) of those driven by lifestyle choices. Perhaps 20% are working virtually and have relocated due to a higher quality of life, while another 30% are retiring to the area or own 2nd homes in Fairhope. Another 20% are relocating to Fairhope due to employment opportunities or job transfers.

Rental Housing Market Conditions

As discussed in the Economic Baseline Report, the multi-family market in the Daphne-Fairhope-Foley (DFF) MSA is very tight, with only 3.7% vacancy among its 8,405 units, according to the National Association of Realtors (NAR). This compares with a tight national multi-family vacancy rate of 4.2%. Asking rents are averaging \$1,233 per month, which is 23% above the national average and is 16.3% higher than a year earlier (versus an increase of 6.1% national). DFF MSA rents represent 16.1% of the local median two-earner income, versus 10.9% nationwide. Thus, rents are about 48% more expensive for local renters than those nationwide, in relation to their income. Multi-family unit sales value averages \$181,030 in the local market, which is 80% higher than the national average. The local multifamily capitalization (“cap”) rate was 5.4 (one point below the national average).

The DFF MSA market has absorbed about 830 units in the past year, but 360 units were delivered (constructed and opened) over the same period, representing 4.3% of the total inventory. Currently, units under construction in the area represent just 0.2% of the inventory (versus units under construction

nationwide, which represent 3.3% of national inventory). The lack of high-quality affordable housing for people who work in Fairhope has been identified as an issue among stakeholders in public meetings and focus group meetings held for this comprehensive plan. The local market has a jobs-to-building permit ratio of 2.2, according to NAR.

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Section 2. MARKET DEMOGRAPHICS

This section defines a Housing Market Area (HMA) for Fairhope and examines demographic factors, trends, and forecasts for that area. Key demographic factors include population, households, household income, age cohorts, housing tenure, education levels, and others. Several of these factors are explored and forecasted below for a sample portion of the HMA.

Housing Market Area

The Fairhope Housing Market Area (HMA) was defined to include those geographic areas from which the city derives the largest share of its internal demand as well as sources of in-migration. The Primary HMA comprises of the Fairhope area and other Baldwin County. Mobile County is a secondary HMA and, as noted before, Fairhope captures significant in-migration.

Household Trends and Forecasts

The HMA has 361,500 households and has added 56,700 households or 18.6% since 2010. The fastest-growing part of the HMA is the area of Baldwin County outside of Fairhope (35.8%), followed by Fairhope (27.7%) and Mobile County (13.4%).

Area	2010	2022	2000-2022 Change	
			Number	Percent
Fairhope	6,643	8,484	1,841	27.7%
Other Baldwin	66,537	90,372	23,835	35.8%
Total Baldwin	73,180	98,856	25,676	35.1%
Mobile County	231,615	262,635	31,020	13.4%
Sub-Total	304,795	361,491	56,696	18.6%
Sources:	U.S. Bureau of the Census, Claritas, and Randall Gross / Development Economics.			

The Primary HMA is projected to add about 7,660 households by 2027 without any market interventions, according to Claritas, Inc. Another 13,900 households would be added in the Secondary HMA, which includes Mobile County, for a total of 21,560 households added to the market within the next five years.

Housing Tenure

Most (81%) of Fairhope households are homeowners, while only 19% rent. Surprisingly, the highest share renting are not the youngest householders but those aged 25 to 34 (49%). Only about 22% of those in the youngest age group are renters. Fairhope also has a high share of elderly market area renters, at 35%. Only 9% of those aged 55 to 64 are renting. As expected, renters generally account for a declining share of each successive age group until age 85+.

Age Cohort	Renters	Owners	TOTAL	Share Rent
15-24	46	160	206	22%
25-34	330	346	676	49%
35-44	178	1,074	1,252	14%
45-54	305	1,037	1,342	23%
55-64	134	1,297	1,431	9%
65-74	211	1,281	1,492	14%
75-84	164	1,133	1,297	13%
85+	195	367	562	35%
TOTAL	1,563	6,695	8,258	19%
Sources:	U.S. Bureau of the Census and Randall Gross / Development Economics.			

Household Forecasts by Age and Tenure

Household forecasts were prepared based on various demographic characteristics including age, tenure, income and other factors for each of the sub-markets. While all sub-markets will see household growth, there will be a decrease in the number of households within certain age cohorts due to the natural decrease in birthrates and other factors affecting overall household change. For example, there will be a significant increase in households among the 25-to-34 (Millennial) and 65-to-74 (Baby Boom) age cohorts, but a decrease among households led by those aged 45 to 54 (the so-called “Baby Bust”).

Because of the strong correlation between age and housing tenure, the changing age demographics clearly impact on demand for rental housing versus homeownership. As such, the decrease among households led by those aged 45 to 54 will mainly impact on for-sale housing demand, since households in that age cohort are primarily focused on homeownership in this housing market area.

Household Income

At a median \$79,100, Fairhope household incomes are 15% higher than others in Baldwin County and 33% higher than in Mobile County. Fairhope incomes increased by 3.7% per year since 2000, compared with 2.9% in the county. Incomes are expected to increase at a slower rate of about 1.8% per year through 2027, and disposable income may fall temporarily due to an uptick in inflation.

Area	2000	2022	2027
Fairhope	\$ 43,644	\$ 79,084	\$ 86,048
Other Baldwin	\$ 42,127	\$ 68,606	\$ 75,513
Mobile County	\$ 37,046	\$ 59,470	\$ 65,853
Sources:	U.S. Bureau of the Census; Claritas; and Randall Gross / Development Economics.		

Ultimately, Fairhope will continue to retain its position as a relatively affluent area of Baldwin County. However, the number of households within each income cohort will shift with growth in the overall household base. The highest income groups, namely households with incomes above \$150,000, will see the greatest growth over the next five years. But there will also be growth among working households with incomes in the \$50,000 to \$75,000 range.

Income Cohort	2022	2027	Change
<\$15,000	641	588	(53)
\$15-\$25,000	567	597	30
\$25-\$35,000	602	542	(60)
\$35-\$50,000	1,178	1,124	(54)
\$50-\$75,000	1,321	1,466	145
\$75-\$100,000	980	1,002	22
\$100-\$125,000	862	894	32
\$125-\$150,000	703	768	65
\$150-\$200,000	659	859	200
\$200,000+	971	1,284	313
TOTAL	8,484	9,124	640
Sources:	U.S. Bureau of the Census; Claritas; and Randall Gross / Development Economics.		

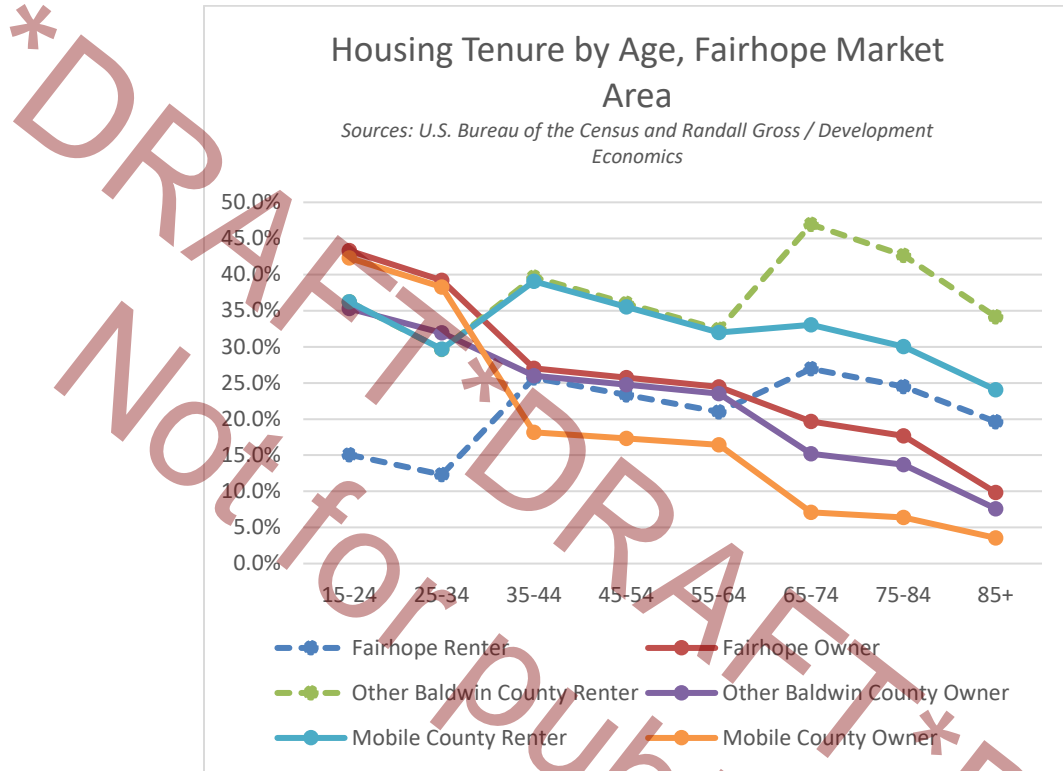
Meanwhile, there will be a decrease in the lower-income cohorts due to rising incomes. However, once inflation is taken into consideration, incomes may stagnate or even decline in real terms.

Migration & Mobility Patterns

In-migration is a major source of housing demand in Fairhope, as noted previously in this report. Extensive analysis of the migrating population was undertaken in order to assess impacts on housing demand. Based on Internal Revenue Service and Census Bureau data, it was determined that in a sample year (2020), the city saw total migration of 20,591, with 12,508 (61%) moving into Fairhope and 8,803 (39%) moving out of the city. The top source markets for Fairhope include Mobile County (5.6%), Birmingham (2.5%), Montgomery (1.6%), and southwest Alabama (0.6%).

Table. MIGRATION PATTERNS, BALDWIN COUNTY BY MARKET SOURCE			
Key Markets	Inflow	Outflow	Net
Mobile	1,860	1,298	562
Pensacola	830	719	111
Birmingham	551	296	255
Tuscaloosa	186	84	102
SW AL	296	175	121
Montgomery	260	109	151
Huntsville-D	111	77	34
Destin-FWB	147	79	68
Jackson MS	123	86	37
Auburn-Cbs	87	80	7
Memphis	88	48	40
San Diego	93	N/A	N/A
Panama City	73	N/A	N/A
Anniston	80	N/A	N/A
Houston TX	58	54	4
Dothan	59	N/A	N/A
Phoenix	70	49	21
Atlanta	167	53	114
Dallas-FW	56	N/A	N/A
Biloxi-Gpt	46	76	(30)
Sources	U.S. Internal Revenue Service (IRS) & Randall Gross / Development Econ.		

Overall mobility rates, like tenure, are correlated with age. Generally, younger people rent their homes, but they purchase housing in greater numbers as they age. Younger householders also tend to be single and one-income households have less resources for purchasing housing.



There are exceptions to slowing mobility rates: Renters (regardless of location) are more mobile, regardless of age.

Section 3. HOUSING DEMAND & FAIRHOPE DEVELOPMENT POTENTIALS

* Housing demand was determined and forecasted for the Fairhope Housing Market Area. The results of this analysis are summarized here. Based on an assessment of the competitive framework, Fairhope's capture of HMA demand and the city's development potentials are forecasted for both rental and for-sale housing. Finally, the potential for different housing products by price and location are discussed.

HMA Demand Forecasts

The market analysis forecasted demand among the various housing niches in the market area and as inflow through in-migration. Overall, there will be about demand for about 440 units generated by lateral moves and upgrading within the city by 2027/8, with demand for another 6,900 units generated throughout the remainder of Baldwin County and 24,900 within Mobile County. In-migration will generate demand for another 140 units within the city, 1,500 throughout the remainder of Baldwin County, and 1,040 in Mobile County.

Competitive Context

Fairhope will capture a share of this demand over the next five to seven years, depending in part on the competitive product that enters the market. Many of the 600 to 900 new construction housing units currently on the market in Baldwin County are located in Gulf Shores, Orange Beach, or other locations along the coast. The market for these homes does not overlap significantly with the housing market in Fairhope, except among some retirement and second housing investment niches. Otherwise, competitive housing is located in Foley, Daphne, Spanish Fort, and other parts of the county beyond Fairhope's extra-territorial jurisdiction.

Several of the county's more rural locations offer relatively affordable housing that captures demand generated by Fairhope's service workers and others on modest incomes. For example, D.R. Horton's Grove Park offers 21 starter homes in the \$250,000 range in Robertsedale.

Daphne offers new housing in subdivisions like The Reserve at Blackstone Lakes (Truland Homes) in the \$380,000 to \$480,000 range. Jubilee Farms (D.R. Horton) offers 53 cottage homes generally priced in the \$280,000 to \$380,000 range. In the higher range, Truland's French Settlement has four-bedroom homes in the \$500,000 to \$530,000 range. Spanish Fort offers 4- and 5-bedroom homes at Stonebridge (Truland Homes), priced from \$494,000 to \$559,000. D.R. Horton's Churchill development has more affordable 4- and 5-bedroom homes in the

\$320,000 to \$330,000 range. By comparison, few new developments in the Fairhope area offer houses below \$400,000, with most in the \$500,000 and \$600,000 range.

There are less than 25 apartment communities offering new units countywide. At least 8 of these are in Daphne, 6 in Foley, 3 in Spanish Fort, 2 Orange Beach, 1 in Gulf Shores, and a few scattered throughout the rest of the county. Competitive new communities include Vinings at Spanish Fort (\$1,020-\$1,760), Palladian at Daphne Apartment Homes (\$1,853-\$2,407), Sevilla Place in Daphne (\$1,669-\$2,228), Spanish Fort Town Center (\$1,100-\$1,820), The Arlington at Eastern Shore Centre in Spanish Fort (\$1,313-\$2,333) and others. Many of these have limited availability.

For-Sale Development Potential

Based on the competitive analysis, it was determined that Fairhope could capture potential for 550 to 600 for-sale housing units over the next 5-6 years, with significant demand generated in the \$400,000 range and higher. That being said, there is unmet existing demand for 150+ units in the \$106,000 to \$300,000 range. Demand for this housing is being generated in large measure by lifestyle-related relocations including retirees as well as those who are working virtually during the COVID pandemic. Employment-induced demand accounts for about 20% of this potential, with the remainder generated among 1st-time buyers and move-ups in the local market.

Table 8. FOR-SALE HOUSING POTENTIALS, FAIRHOPE, 2022-2027			
Price Point	Area Capture		Market Rate
	Low	Moderate	
\$ 106,250	26	32	-
\$ 156,250	32	45	-
\$ 218,750	9	23	16
\$ 247,500	12	24	18
\$ 288,750	26	51	39
\$ 367,500	36	90	63
\$ 462,000	64	159	111
Sub-Total	204	425	248
<i>Vac Factor</i>	29	58	
Job-Induced	51	85	77
TOTAL	284	568	324
Sources:	U.S. Bureau of the Census; Claritas; and Randall Gross / Development Economics.		

Rental Housing Development Potentials

The analysis also forecasted development potential for about 300 to 350 rental units in Fairhope over the next 5 years. Demand for these units is being generated in all income and rent ranges. Demand generators include employment drivers, those engaged in life transitions, and seasonal workers.

Rent Range	Area Capture		Market Rate
	Low	Moderate	
\$ 600	(2)	(4)	
\$ 800	10	19	
\$ 1,100	15	31	23
\$ 1,200	15	38	26
\$ 1,300	15	49	32
\$ 1,600	19	61	40
\$ 2,000	27	88	58
Sub-Total	100	282	180
<i>Workforce</i>	23	47	
Job Induced	12	34	28
<i>Vacancy Factor</i>	8	24	10
TOTAL	108	306	218
Sources:	U.S. Bureau of the Census; Claritas; Woods & Poole; and Randall Gross / Development Economics.		

The rental potentials include about 50 “workforce” housing units that would help to meet some of the need for housing among the community’s wage employees and others with household incomes at 60 to 80% of the Area Median Income (AMI). Typically this group includes working households with income just below the amount required to qualify for the median market rent.

Housing Products & Locations

This potential for development of nearly 1,000 housing units in Fairhope can be captured in several different housing formats based on the market dynamics. The two primary opportunities are for “infill” housing in the downtown area and traditional neighborhood districts on the city’s emerging suburban ring.

Downtown Area Infill Housing

First, there is the opportunity for infill development in Historic Fairhope or near the central business district (CBD). Such infill could include “cottage” style single-family and small multi-family buildings, quaint “alley houses,” and mixed-use projects. Surface parking lots and other under-utilized sites provide opportunities for infill redevelopment. There is also the need to examine opportunities to expand the downtown core geographically where possible, again to incorporate redevelopment of under-utilized sites. Among the target market niches for this infill housing are retirees, virtual workers, singles and divorcees, artists and downtown workers, empty nesters, and those seeking a pedestrian-oriented environment near water and amenities.

Traditional Neighborhood Districts

Traditional neighborhood districts differ from much of the suburban-style development that is occurring presently on Fairhope’s outskirts because they would offer a return to pedestrian-oriented, mixed-use models of development. In general, this potential is for planned, mixed-use communities including a diversity of housing and mixed-use styles including multi-family, 0-lot-line single-family, mixed-use buildings, and townhouse development. In addition to having a variety of housing and building styles, there would also be diversity of housing prices, sized and amenities. This style of development contrasts with homogenous and gated, large-lot single-family development. Potential locations for TND would include areas east of Greeno Road and east of Route 181, among others. TND developments are very popular in capturing demographic niches in an affluent, growing, and highly educated market like Fairhope.

Section 4. STRATEGIC RECOMMENDATIONS

Strategic recommendations are made for housing development, marketing, and leveraging in Fairhope based on the findings of the Housing Market Analysis for both for-sale and rental housing. These recommendations also benefit from input generated through engagement with community stakeholders and City staff. Ultimately, while an objective is to capture market demand, there is also a need to create and protect diverse housing opportunities including affordable housing to accommodate the city's working residents. Another important objective is to retain Fairhope's high quality, sense of place, and unique character through its housing stock.

Increase Diversity in Housing Choice

One way to increase diversity in the types of new housing that are being offered in Fairhope while also leveraging affordability for working residents, is to create opportunities for the development of smaller housing units that help retain Fairhope's small-town character. Such units might include cottage-style housing, accessory structures or alley houses, and others that can accommodate young single workers and couples, retirees and empty nesters, recent divorcees, and other target market niches that may not require large houses on big lots. Opportunities can be afforded through zoning, but they can also be leveraged through incentives like density bonuses that allow developers a higher density of housing on site so long as the design meets key standards of size, compactness, compatibility, and design.

There are several non-regulatory tools that the City might also use as incentives to leverage more diverse housing. Fairhope could establish a Housing Trust Fund through annual contributions from its general fund to help with gap financing for non-profit and for-profit developers to achieve the required financial returns from investment in workforce housing, including smaller or higher-density housing that meets that need. The City can also create a Land Bank through normal acquisition processes in concert with its own internal asset management efforts. The Land Bank can be used to help write down the cost of land for developers and investors of workforce housing or other housing that helps to diversify the available product.

Once these units are developed, it will also be important to remain diligent in restricting the amount of housing used for temporary lodging and investment purposes, since such uses can help drive up costs beyond reach for local residents and workers. One approach for regulating occupancy is to establish a Mayor- or Council-appointed Rental Board that can set and enforce standards for short-term rentals in the city. Requiring investors to obtain an occupancy permit can also come with strict regulations on how properties are used, and it may also be

possible to restrict the number of occupancy permits for certain uses. The board can also track short-term rentals, permitting, complaints, occupancy and market conditions to ensure balance.

Create Incentives for Retaining Local Character

* There has been a need expressed to ensure that new housing development, particularly in the City's planning jurisdiction, retain local character and high quality. This might be achieved through several incentives that the City could offer to housing developers, builders and investors. First, the City could provide service & fee discounts for housing built on sites that are contiguous to the existing City jurisdiction. Such efforts could help reduce sprawl and enhance efficiencies in the use of municipal services while also allowing for more design control and consistency.

In another approach, the City would create an incentive through "fast-track" approval processes tied directly to design standards and impacts. This approach would require use of the design committee along with multi-disciplinary review and the use of traffic and other impact studies. The City could add a preliminary plan approval process, with site-plan approval only applied to selected projects. In this case, the City can exhibit more control over development in its planning jurisdiction, thereby enhancing the quality and character of new development.

Establish a Targeted Acquisition and Facilitation Strategy

The City of Fairhope might also consider a targeted acquisition strategy to gain more control over land for development outside of the City Limits, especially in areas designated as housing/mixed-use "villages." Where the City controls land, it has more authority over design and development by establishing a master plan and design standards within that area. The City would then create a competitive Request for Proposals (RFP) process for recruiting private developers to implement a development plan for the area. Ideally, the City could more than recoup its acquisition expenses through sale or lease to the selected developer. The City could also use the land as an incentive (such as with the Land Bank discussed previously) to leverage the type and quality of development preferred by residents.

The City would partner with the Single Tax Corporation to create amenities with citywide benefits as part of the master planned development of sites in the target area. Such amenities could include recreation facilities as well as civic uses like libraries, arts venues, etc.

As an alternative to acquisition, where not politically expedient, financially viable, or warranted; the City could establish a facilitation process of working with private property owners to consolidate their parcels and form joint ventures. In

those cases, the City would help create incentives, such as by providing (or paying for) a master plan and establishing an RFP process to help recruit developers and investors, and by providing technical support. In those areas, the City could also provide a fast-track approval process (while the City still has the ability to do so). Ultimately, the City could gain more control over the design standards set in its planning jurisdiction using one of these approaches.

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APPENDIX

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Table A-1. RESIDENTIAL BUILDING PERMIT TRENDS, FAIRHOPE, 1995-2021				
Year	SF	2-4 Unit	MF	TOTAL
1995	151	2	-	153
1996	125	-	-	125
1997	184	-	-	184
1998	226	4	-	230
1999	247	-	-	247
2000	236	-	-	236
2001	238	-	-	238
2002	324	-	-	324
2003	304	4	-	308
2004	424	-	-	424
2005	520	8	24	552
2006	375	4	78	457
2007	266	4	104	374
2008	179	6	10	195
2009	113	-	-	113
2010	152	-	10	162
2011	144	-	18	162
2012	310	-	-	310
2013	268	2	-	270
2014	266	-	-	266
2015	303	-	-	303
2016	348	-	-	348
2017	367	163	-	530
2018	321	-	-	321
2019	404	44	-	448
2020	306	2	-	308
2021	288	-	-	288
Total	7,389	243	244	7,876
Average	274	9	9	315
	30.2%	1.0%	1.0%	
Period	SF	2-3-4	MF	TOTAL
'95-2003	226	1	-	227
'04-2008	353	4	43	400
'09-2014	209	0	5	214
'15-2021	334	30	-	364
Sources:	U.S. Bureau of the Census and Randall Gross / Development Economics.			



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Appendix D – Retail Market Analysis

RGDE

RANDALL GROSS / DEVELOPMENT ECONOMICS



Fairhope
**Retail Market
Analysis &
Strategies**

Community-Driven Comprehensive
Land Use Plan

July 24, 2022

Prepared by Randall Gross / Development Economics

For Need-Schaffer and the City of Fairhope

INTRODUCTION

This report summarizes findings from a Retail Market Analysis completed prepared to help inform the Fairhope Community-Driven Comprehensive Land Use Plan. Baseline retail market conditions were explored and discussed in the Economic Baseline Report, presented separately. This report provides more detailed analyses of the retail market and an understanding of the existing and future retail development potential in Fairhope.

Section 1 of this report presents some more detailed information on the existing retail/commercial market conditions. In Section 2, the Fairhope Retail Trade Area is defined, demographic and tourism analysis is conducted for this area, and total retail demand is forecasted. Section 3 provides findings Fairhope's retail/commercial development potentials within the competitive market. Finally, Section 4 provides strategic recommendations and defines a "recommended business mix" based on the market findings for retail tenancing and marketing in Fairhope.

Section 1. RETAIL MARKET CONDITIONS

As noted before, a brief introduction to existing Fairhope retail market conditions is provided in the Economic Baseline assessment summarized elsewhere in the plan. This section reiterates this information and provides some additional details to help provide more context for retail development in the city and its neighboring jurisdictions. Factors such as the existing business mix, sales trends, sub-markets, rents, occupancy, and market sources are explored in this section.

Inventory & Existing Business Mix

Fairhope has a substantial retail base, with at least 212 retail businesses and an inventory of 1.2 million square feet of retail business space. About 594,000 square feet or roughly one-half of total retail space is in more than 100 shopper's goods stores, or businesses that carry merchandise for which consumers comparison shop. Another 30% is in convenience goods stores, and 13% in eating & drinking establishments. About 2% in in personal services, like hair and nail salons, spas, and similar businesses. Only 0.1% of the city's commercial space is taken by entertainment venues, suggesting a gap in the current supply of this use. A summary of the city's retail space is provided below, with a detailed inventory by specific retail category found in the Appendix of this report.



Category	Number	Square Feet	Percent
Convenience	31	360,209	30.1%
Shoppers Goods	101	593,443	49.5%
Eating & Drinking	59	159,930	13.3%
Entertainment	1	850	0.1%
Personal Services	17	29,030	2.4%
Vacant	9	54,538	4.6%
TOTAL	218	1,198,000	100.0%
Sources:	Baldwin County Assessor, business, brokers and Randall Gross / Development Economics.		

A substantial share of the city's retail space is on grocery stores, with the seven groceries and supermarkets having more than 280,000 square feet and accounting for 23% of all retail use in the city. Department stores are another important category, with 228,000 square feet of space (nearly 20%) in two stores – Walmart and Big Lots. A third important category is full-service restaurants, with 35 businesses having about 107,000 square feet or nearly 10% of the total space in the city. Categories that are underrepresented in Fairhope include florists, home centers, luggage & leather stores, and a few others.

Vacancy

The Fairhope area has a retail vacancy rate of 4.6%, based on the inventory conducted for this analysis. Vacancy rates of 5.0% are considered healthy in most shopping centers in order to allow for some “churn” or change-over in tenants. Fairhope's overall vacancy rate of 4.6% is also very healthy, especially when considering that the city's retail space is mostly not centrally-managed and includes a large number of independent business operators.

Submarkets

The city's commercial areas can be aggregated into three sub-markets: Downtown, Greeno Road, and State Route 181. Inventory, business mix, occupancy, rents and other factors are summarized below for each of the three sub-markets of the city.

Downtown Fairhope

Downtown Fairhope has 301,200 square feet of retail/commercial space in 126 businesses. Many of these businesses are small, unique, specialty operations that are locally owned by Fairhope residents. The business mix is oriented to antiques, restaurants, women's apparel, art, home furnishings, and gifts. While there are visual art spaces and Theatre 98 presents community theater performances, there is little dedicated commercial entertainment or performing arts space in the downtown area.

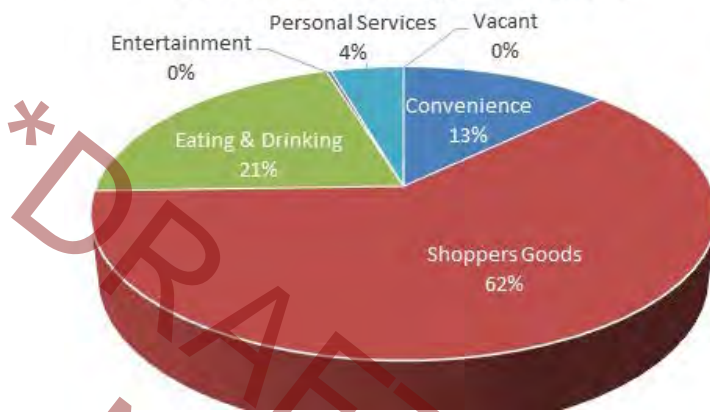


The downtown area has become a shopping and tourist destination and is represented by a strong merchants' association (Downtown Fairhope Business Association) that helps to brand and market the business hub. Downtown commercial occupancy is 100% among leasable spaces, with rents ranging from \$20 to \$30 per square foot. Because of the lack of available space, there is some pressure building on existing tenants. This pressure is only alleviated by the fact that several long-time landlords have been accommodating of the smaller tenants.

But as commercial space changes ownership, there is likely to be escalation

in rent structures and movement towards more national brands. This issue is a critical one for the merchants' association, which has built a brand on the unique character on local, independent specialty businesses. Other issues, such as the availability of parking, are identified as challenges to local businesses. But the prospect of being priced out of the market is a very real threat.

Downtown Fairhope Retail Mix

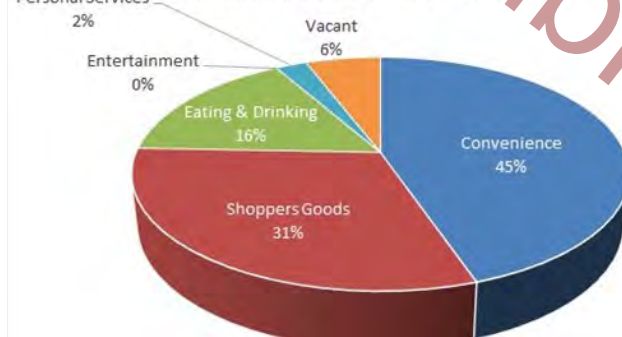


Greeno Road

Greeno Road has 303,200 square feet in 11 commercial spaces. The road forms more of a commercial corridor with a typical suburban character. The corridor is oriented to convenience uses, which represent 45% of all space, including supermarkets. The area has a slightly elevated vacancy rate of 6%, which is still in the healthy range, and rents range from \$14 to \$30 per square foot.



Greeno Road Corridor Retail Mix

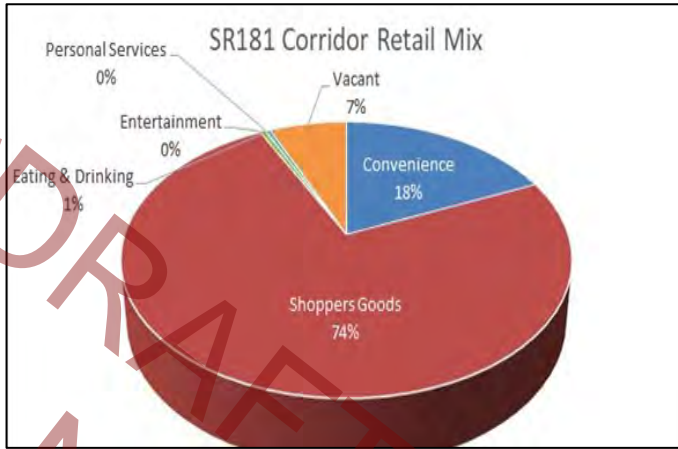


Shopper's goods stores represent 31% of the space, followed by eating & drinking establishments (16%) and personal services (2%). As in Downtown, there is no dedicated entertainment space in the Greeno Road Corridor.

State Route 181

The SR181 Corridor has nearly 600,000 square feet of commercial space in 81 business spaces. The corridor is represented by several emerging "crossroad" nodes and is highly auto oriented. The Walmart Supercenter represents roughly one-third of the retail space in the corridor. There is also a new Publix. Vacancy is slightly higher than in the other sub-markets, at 7%, but is still

within a healthy range given that some new space was still leasing up at the time that the inventory was being completed for this report.



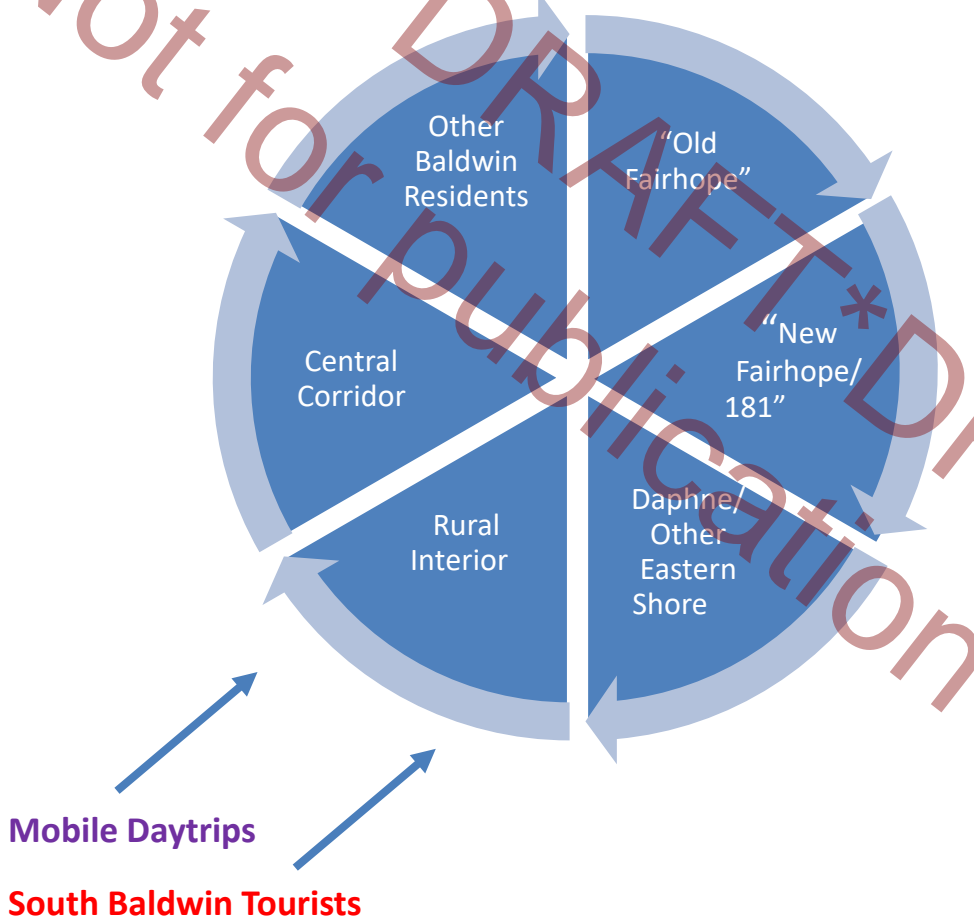
Nearly three-quarters of the commercial space in this corridor is in shopper's goods (like Walmart), while 18% is in convenience, 1% in eating & drinking and little in the way of personal services or entertainment.

Section 2. RETAIL DEMAND

This section defines the Retail Trade Area(s) for Fairhope and examines demographic factors, trends, and forecasts for that area. Key demographic factors include population, households, household income, and others. Destination tourists and other visitor flow is also examined. Trade area and tourist-generated retail demand is forecasted through 2027 as a basis for determining Fairhope's retail development potential within the competitive framework.

Retail Trade Area

The Fairhope Retail Trade Area was defined to include those geographic areas from which the city derives at least 70 to 80% of its household generated demand. The trade area is comprised of various niches and sub-markets.



These sub-markets include residents of older and newer sections of Fairhope, Daphne and other parts of the Eastern Shore, the “Central Corridor” and rural areas, and other residents of Baldwin County. The Central Corridor comprises of communities like Foley, Summerdale, and Robertsdale along Route 59. There is also destination inflow from Mobile and tourists who are visiting south Baldwin beaches. There are also tourists that visit Fairhope as a destination.

Trade Area Demographics

Fairhope retailers draw from a rapidly growing consumer trade area. As shown in the Appendix, population and households have increased throughout the trade area since 2010. The fastest growth was in the “New” areas of Fairhope (SR181 Corridor), which saw a population and household increase of more than 40%. The Daphne-Spanish Fort area also expanded rapidly during this period, with population growth of 36%. Even the slowest-growing part of the trade area, already-developed areas comprising of “Old Fairhope,” experienced population growth of 18% and household growth of nearly 22% since 2010.

Incomes are relatively high throughout the trade area, averaging up to \$112,000 in the Daphne-Spanish Fort sub-market and \$103,000 in Old Fairhope. The lowest incomes are in the Central Corridor of the county, where household incomes equal the national average, at about \$67,000 per year. Incomes increased throughout the trade area by 10% to 23%, except in that Central Corridor, where incomes had fallen significantly during the previous recession and have still not completely recovered.

Forecasts

Population throughout the trade area is expected to grow by 6 to 8% over the next five years, while households are expected to grow by 6 to 9%. Household incomes are forecasted to increase by up to 10% over the next five to seven years, although disposable incomes are likely to stagnate temporarily due to higher rates of inflation over the next several years and in the event of a recession. The most rapid growth will occur in the “New Fairhope” areas along the SR181 Corridor. Incomes will remain higher on the Eastern Shore than in the more rural, interior areas of the county including the Central Corridor (Foley, etc.), which are expected to bear the brunt of higher inflation and a possible economic downturn.

Old Fairhope is expected to add about 500 residents and 260 households, while New Fairhope may add 1,500 residents and 640 households over the next five to seven years. An expected increase in incomes may be tempered, as noted above, by inflation and a slowing economy, at least over the short term. Demographic forecasts are summarized in the table that follows.

Table 2. DEMOGRAPHIC FORECASTS, RETAIL TRADE AREA, FAIRHOPE, 2022-2027				
Factor	2022	2027	2022-2027 Change	
			Number	Percent
Trade Area A-Old Fairhope				
Population	8,313	8,803	490	5.9%
Households	3,911	4,170	259	6.6%
HH Income	\$ 103,198	\$ 111,549	\$ 8,351	8.1%
Trade Area B-New Fairhope				
Population	17,687	19,194	1,507	8.5%
Households	7,247	7,883	636	8.8%
HH Income	\$ 106,056	\$ 116,355	\$ 10,299	9.7%
Trade Area C-Daphne Spanish Fort				
Population	41,494	44,615	3,121	7.5%
Households	16,970	18,283	1,313	7.7%
HH Income	\$ 111,261	\$ 121,165	\$ 9,904	8.9%
Trade Area D-Rural				
Population	36,891	39,848	2,957	8.0%
Households	15,494	16,799	1,305	8.4%
HH Income	\$ 99,145	\$ 103,076	\$ 3,931	4.0%
Trade Area E-Central Corridor				
Population	20,660	22,335	1,675	8.1%
Households	7,914	8,566	652	8.2%
HH Income	\$ 63,912	\$ 64,026	\$ 114	0.2%
Trade Area F-Rest of Baldwin				
Population	117,438	126,612	9,174	7.8%
Households	47,320	51,315	3,995	8.4%
HH Income	\$ 91,275	\$ 94,019	\$ 2,744	3.0%
Sources:	Claritas, U.S. Bureau of the Census, and Randall Gross / Dev. Econ.			

Trade Area TPI and Retail Demand

Because of the combination of growing households, combined with growing income, the trade area will see burgeoning growth in total personal income (TPI) and retail demand over the next five to seven years, albeit tempered by inflation and a possible economic slowdown.

South Baldwin will have total personal income (TPI) of \$4.8 billion by 2027, representing growth of \$505 million or 12%. The Daphne area will have TPI of \$2.2 billion, with growth of \$330 million or 17%. Old Fairhope will have TPI of \$470 million, with growth of \$62 million or 15% by 2027. And New Fairhope will have

total personal income of \$900 million, growing by \$150 million or 19% over the next five to seven years.

Table 3. TPI FORECASTS, FAIRHOPE RETAIL TRADE AREA, 2022-2027				
Trade Area	TPI (000)		2022-2027 Change	
	2022	2027	Amount	Percent
Area A-Old Fairhope	\$ 403,607	\$ 465,160	\$ 61,553	15.3%
Area B-New Fairhope	\$ 768,588	\$ 917,227	\$ 148,639	19.3%
Area C-Other E Shore	\$ 1,888,101	\$ 2,215,264	\$ 327,163	17.3%
Area D-Rural Zone	\$ 1,536,153	\$ 1,731,567	\$ 195,414	12.7%
Area E-Central Corr.	\$ 505,800	\$ 548,446	\$ 42,646	8.4%
Area F-Other Baldwin	\$ 4,319,133	\$ 4,824,582	\$ 505,449	11.7%
Notes:	Total personal income (TPI) expressed in thousands of constant 2020 dollars.			
Source:	Randall Gross / Development Economics.			

The portion of total income spent on retail goods and services in the trade area will total about \$4.6 billion by 2027, an increase of \$548,734,000 (13.6%) over the five-year period. That \$548.7 million represents potential for growth in retail sales among existing businesses as well as potential for new retail businesses in the market.

Tourism Inflow-Generated Demand

As noted earlier, there is significant tourism inflow to the area, both in terms of beach-related tourism to the South Baldwin Gulf Coast as well as destination tourists drawn to Fairhope’s charming downtown and the Grand Hotel resort accommodations. There are also day trippers from Mobile who visit Fairhope for shopping and other activities in the area.

Together, there are an estimated 6,880,000 visitors to Baldwin County each year. All of this tourism represents a \$5.2 billion market, with 50 to 60% (\$1.4 billion) spent on restaurants, 30 to 40% (\$520 million) on retail shopping, and 10% (\$468 million) spent on entertainment and recreation activities. Clearly, not all of this visitor market is available to retail businesses in Fairhope. Many beach visitors, which represent the largest share of tourists to the area, rarely venture beyond the coast. Most of Fairhope’s visitor base currently is generated by destination tourists who come to the Grand Hotel or to visit Fairhope specifically, including those “snowbirds” who travel annually to winter in Fairhope or along the coast. There are also those who visit Fairhope for the arts and for events help annually in the community.

Table 4. TOURISM-GENERATED RETAIL POTENTIAL, FAIRHOPE				
Category	Factor		Total	Forecast
<u>OT Visitors</u>			6,880,489	
<u>Total Spend</u>	\$	756.30	\$ 5,203,742,264	
-				
Restaurants	\$	204.20	\$ 1,405,010,411	
Retail Trade	\$	75.63	\$ 520,374,226	
Entertainment	\$	68.07	\$ 468,336,804	
<u>Study Area Capture</u>				
Restaurants		5%	\$ 70,250,521	\$ 6,443,634
Retail Trade		7%	\$ 36,426,196	\$ 3,341,143
Entertainment		1%	\$ 4,683,368	\$ 429,576
<u>Demand (Square Feet)</u>				
Restaurants	\$	650	108,078	9,913
Retail Trade	\$	250	145,705	13,365
Entertainment	\$	150	31,222	2,864
TOTAL			285,005	26,142
Source:	Randall Gross / Dev. Economics.			

Fairhope's retail development potentials are determined within the competitive framework, as discussed in the section that follows.

Section 3. FAIRHOPE RETAIL POTENTIALS & RECOMMENDED BUSINESS MIX

* Fairhope's retail development potentials were forecasted based on the community's capture of trade area and tourist-generated retail demand within the competitive context. This section provides an overview of that competitive context and summarizes the city's forecasted retail potentials. Based on the findings of the market analysis, a prospective "business mix" is recommended that helps the city fill gaps in the existing offering while capturing opportunities for strengthening its retail mix and destination appeal in the future.

Competitive Framework

There are various retail nodes and shopping centers in the Mobile Bay area that compete for market share with existing and potential retailers in Fairhope, including the Eastern Shore Centre (Spanish Fort), The Wharf (Orange Beach), Tanger Outlets (Foley), The Shoppes at Bel Air (Mobile), Pinnacle Mall (Gulf Shores), The Square (Gulf Shores), Pinebrook Center (Mobile), Saraland Crossings (Saraland), Target Center (Daphne), Spanish Fort Center (Spanish Fort), Blakely Square (Spanish Fort), and others.

Eastern Shore Center is one of the oldest regional centers on the Eastern Shore, a 540,000 square-foot lifestyle center opened in 2004 and anchored by Dillard's, Belk, Barnes & Noble, Premiere Cinemas, and Shoe Station. The center has spun off adjacent centers including Eastern Shore Plaza and Eastern Shore Commons, which is anchored by a Publix supermarket. Allied Development has kept the mall relatively full, despite the impacts of the COVID-19 Pandemic and shopping habits that are evolving away from enclosed shopping malls.

The Wharf is a 222-acre mixed-use development in Orange Beach that includes 380,000 square feet of retail/commercial space with 60 retail businesses and restaurants and a 15-screen AMC movie theater. There were three spaces with 9,200 square-feet available, yielding a vacancy rate of 2.4%. The complex also includes a 10,000-seat amphitheater, 170-slip marina, 132-room Springhill Suites, 198 residential condominiums, 40 offices in 100,000 square feet of upper-floor space, an 18-hole golf course, a 20,000 square-foot event center and meeting facilities, fast food restaurant outparcels, self-storage and more under construction. The Wharf draws from among the millions of annual Orange Beach visitors, with target markets including Atlanta, Montgomery, Birmingham, Nashville, New Orleans, Baton Rouge, and (to a lesser extent), Dallas-Fort Worth, Jackson, Houston, and Memphis.

Downtown Fairhope has a unique niche as an historic downtown with high-end, independent specialty retailers and restaurants. There is relatively little competition within this niche on the Eastern Shore or the Mobile Bay region in

general. Fairhope is a destination of regional or national significance and is league with communities like Natchitoches (LA), Franklin (TN), Beaufort (SC), and similar towns with quaint but large historic downtowns and excellent shopping catering to an affluent market.

Fairhope Retail Potentials

Based on the market analysis, Fairhope would capture gross potential demand for about 267,000 square feet of retail potential by 2027. After netting out existing vacant space, the community would capture warranted demand for 212,000 square feet, as shown in the summary table below.

Table 5. SUMMARY RETAIL POTENTIAL BY USE FAIRHOPE, 2022 & 2027				
Type of Good	Gross Demand (SF)		Existing Uses	Warranted Demand
	2022	2027		
Convenience	266,174	304,827	360,209	(55,382)
Shoppers Goods	657,416	760,804	593,443	167,361
Eating/Drinking	199,961	225,447	159,930	65,517
<i>Limited Service</i>	49,646	43,801	34,275	9,526
<i>Full Service</i>	127,570	143,177	106,491	36,686
Entertainment	68,335	77,169	850	76,319
Personal Services	36,028	41,891	29,030	12,862
TOTAL	1,227,913	1,410,138	1,143,462	266,677
<i>Existing Vacant</i>			54,538	
Net New Space				212,139
Note:	Potentials net of existing/planned commercial space.			
Source:	Randall Gross / Development Economics.			

This amount of potential would include about 167,000 square feet of shopper’s goods space, 66,000 square feet of eating & drinking space (mostly in full-service restaurants), 76,000 square feet of entertainment venue space, and 13,000 square feet of personal services uses. The significant demand for entertainment space relates to both an existing gap in the supply of entertainment venues as well as potential for growth in the market for entertainment. There is an apparent 55,000 square foot oversupply of convenience uses in Fairhope, but this relates to the recent and current opening of new supermarkets that are likely to gradually absorb demand as the city’s residential base grows in coming years.

A more detailed accounting of Fairhope’s potential by specific retail category is shown below. As indicated, there will be significant warranted demand for furniture stores, home supply and hardware, sporting goods, miscellaneous

Randall Gross / Development Economics

shopper's goods, full-service restaurants, snack/coffee shops, personal services, and entertainment venues. There is an oversupply of groceries and antiques.

Table 6. TOTAL WARRANTED RETAIL DEMAND BY USE, FAIRHOPE, 2022 & 2027				
Type of Good	Gross Demand (Sq Ft)		Existing Uses	Warranted Demand
	2022	2027		
Convenience				
Grocery	178,385	202,959	280,444	(77,484)
Convenience	11,472	13,347	5,700	7,647
Specialty Food	10,346	11,650	10,393	1,258
Health/Pers Care	31,546	36,724	34,887	1,836
Gas/Convenience	11,426	13,264	12,200	1,064
Florist	3,967	4,644	1,586	3,058
Liquor/Smoke	16,181	18,849	11,634	7,216
Misc Convenience	2,850	3,390	3,366	24
Sub-Total	266,174	304,827	360,209	(55,382)
Shoppers Goods				
Apparel	60,078	68,520	65,066	3,454
Accessory	3,269	3,704	1,041	2,663
Jewelry	10,290	11,895	10,001	1,894
Shoes	20,035	22,398	21,404	994
Furniture	32,405	37,930	2,840	35,090
Home Furnishings	19,813	23,137	15,994	7,144
Appliances	10,146	11,876	2,800	9,076
Hardware	27,004	31,664	20,241	11,423
Garden Supply	15,165	17,776	15,082	2,694
Home Supply	17,778	20,803	-	20,803
Department Store	204,334	236,592	227,930	8,662
Non Dept. Store GM	23,418	27,521	18,000	9,521
Used Mdse/Antiques	47,670	53,351	68,732	(15,382)
Auto Dealer	26,402	30,819	22,080	8,739
Auto Supply	25,514	29,953	27,413	2,541
Electronics	13,284	15,571	8,650	6,921
Books/Music	9,039	10,351	3,986	6,365
Musical Instrument	3,048	3,563	3,240	323
Gift, Novelty, Svr	13,956	16,060	11,545	4,515
Hobby/Toy/Game	10,607	12,259	4,500	7,759
Luggage/Leather	3,776	4,405	-	4,405
Office Supply/Sta	10,809	12,605	15,760	(3,155)
Misc SG	38,373	44,902	24,964	19,938
Sporting Goods	11,203	13,147	2,175	10,972
Sub-Total	657,416	760,804	593,443	167,361
Dining & Entertainment				
Restaurant-LS	49,646	43,801	34,275	9,526
Restaurant-FS	127,570	143,177	106,491	36,686
Drinking Est.	10,543	18,242	9,069	9,173
Snack/Bev	12,202	20,228	10,096	10,132
Entertainment	68,335	77,169	850	76,319
Sub-Total	268,296	302,616	160,780	141,836
Personal Services				
	36,028	41,891	29,030	12,862
TOTAL	1,227,913	1,410,138	1,143,462	266,677
<i>Existing Vacant</i>			54,538	
Net New Space				212,139
Source:	Randall Gross / Development Economics.			

Section 4. STRATEGIC RECOMMENDATIONS

* Strategic recommendations are made for retail tenanting, marketing, and recruitment in Fairhope based on the findings of the Retail Market Analysis. These recommendations also benefit from input generated through engagement with community stakeholders and City staff. Ultimately, while an objective is to capture market demand, there is also a desire to protect and strengthen downtown Fairhope's unique character and its small, independent, specialty businesses.

Downtown has become a destination of regional or national significance, so it is of utmost importance that its unique competitive advantages be preserved. Those advantages include its human-scale, pedestrian-friendly environment; historic buildings and context; and many independent, locally owned specialty businesses. Adding anchors like a performing arts or entertainment venue, and infilling additional specialty uses will help strengthen that existing business mix. A target business mix is recommended here, while more detailed strategies for downtown are provided in the Economic Development section of this plan.

Recommended Business Mix

While there may be warranted demand for certain types of businesses, not all would be accommodated or recommended. In some cases, the amount of demand is insufficient to support the typical floor space requirements for that particular retail category. For example, while 20,800 square feet of demand for home supply stores is significant, it is still insufficient to support the typical Home Depot or Lowe's chains. A 320 square-foot musical instrument store would also be hard to operate, but musical instruments could be offered as a merchandise line in a larger or different kind of store. There are also businesses that would benefit the broader objective of strengthening Fairhope (particularly downtown) as a destination.

Protect Downtown Destination Draw

The recommended business mix for the Downtown Fairhope area has a focus on protecting and strengthening downtown's destination draw for area residents and tourists. A performing arts venue is recommended as an anchor use because it could help fill some of the unmet demand for culture and entertainment in the city. While the demand for commercial entertainment uses (such as live music venues, cinemas, and professional theaters) was tested in a general way for this broad retail market analysis, there may be broader potential uses for a civic performing arts center including community theater, contemporary dance, and other activities that would not necessarily play a commercial theater. The market

potentials and community needs for a performing arts venue specifically should still be tested.

Table 2. RECOMMENDED RETAIL MIX, FAIRHOPE	
Type of Business	Square Feet
<u>Downtown Area</u>	
Performing Arts Venue & Stages	42,500
Personal Services	5,500
E Shore Rec/Sporting Goods	12,000
Antique Car Dealer	6,500
Health & Personal Care	1,900
Luggage/Leather	3,900
Hobbies	4,100
Subtotal	76,400
<u>Greeno/181</u>	
Furniture	25,000
Coffee/Snack	5,600
Personal Services	4,500
Restaurants-LS	9,500
Electronics	6,000
Convenience Store	6,500
Appliances	9,000
Hardware Outlet	9,000
Liquor Store	7,200
Subtotal	82,300
Total	158,700
Source: Randall Gross / Dev. Economics	

Other destination uses for which downtown has potential include a 12,000 square-foot recreation equipment and sporting goods store, which could help downtown cater to a target recreation user segment that it may be missing at present. The resident recreation user and visitor base is significant and growing in the region, and there are opportunities for Fairhope to capture more of that market. Bicycling, walking, running, yoga, kayaking and other water sports equipment and apparel are potential merchandising opportunities. Other specialty niches for which downtown has potential include antique cars (filling the potential for automotive dealerships), leather goods, hobby stores, and luxury spas.

Strengthen Greeno Road Convenience Corridor (& 181 Nodes)

There are also recommendations on a tenant mix that would help to strengthen the Greeno Road Corridor for convenience and household-oriented

merchandise. A new furniture store could help the city capture more of this potential market in the Greeno Road corridor. Additional family-oriented and limited-service restaurants could also be accommodated here. Other potential businesses appropriate for this corridor include a “branch” of the local hardware store. Rather than recruiting a new (chain) hardware business or home supply store, it would be wise to encourage the existing Jubilee Ace Hardware Store to expand or open a branch in the Green Road area, partly to avoid the entry of an out-of-town competitor and to grow this locally owned business by expanding its customer base geographically. Coffee shops, donut shops, liquor stores and other convenience businesses would also be accommodated in the market for the Greeno Road Corridor in coming years.

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APPENDIX

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Randall Gross / Development Economics

Table A-1. RETAIL/COMMERCIAL INVENTORY, FAIRHOPE, 2022				
Category	Number	(Percent)	Sq. Ft.	(Percent)
<u>Convenience</u>				
Grocery	7	3%	280,444	23%
Convenience	3	1%	5,700	0%
Specialty Food	5	2%	10,393	1%
Health/Pers Care	6	3%	34,887	3%
Gas/Convenience	4	2%	12,200	1%
Florist	1	0%	1,586	0%
Liquor/Tobacco	3	1%	11,634	1%
Miscellaneous	2	1%	3,366	0%
Sub-Total	31	14%	360,209	30%
<u>Shoppers Goods</u>				
Apparel	24	11%	65,066	5%
Accessory	1	0%	1,041	0%
Jewelry	5	2%	10,001	1%
Shoes	2	1%	21,404	2%
Furniture	1	0%	2,840	0%
Home Furnishings	7	3%	15,994	1%
Appliances	1	0%	2,800	0%
Hardware/Paint/Farm	2	1%	20,241	2%
Garden Supply	2	1%	15,082	1%
Home Centers	-	0%	-	0%
Department Store	2	1%	227,930	19%
Non-Dept. Store General Mdse.	2	1%	18,000	2%
Used Mdse/Antiques	13	6%	68,732	6%
Auto Dealer	4	2%	22,080	2%
Auto Supply	5	2%	27,413	2%
Electronics	4	2%	8,650	1%
Books/Music	2	1%	3,986	0%
Musical Instruments	1	0%	3,240	0%
Gift, Novelty, Souvenir	7	3%	11,545	1%
Hobby/Toy/Game	1	0%	4,500	0%
Luggage/Leather	-	0%	-	0%
Office Supply/Stationary	4	2%	15,760	1%
Miscellaneous	10	5%	24,964	2%
Sporting Goods	1	0%	2,175	0%
Sub-Total	101	46%	593,443	50%
<u>Dining & Entertainment</u>				
Restaurant-LS	13	6%	34,275	3%
Restaurant-FS	35	16%	106,491	9%
Drinking Establishments	6	3%	9,069	1%
Snack/Beverage	5	2%	10,096	1%
Entertainment	1	0%	850	0%
Sub-Total	60	28%	160,780	13%
<u>Personal Services</u>				
	17	8%	29,030	2%
TOTAL	209	96%	1,143,462	95%
Existing Vacant	9	4%	54,538	5%
GRAND TOTAL	218	100%	1,198,000	100%
Sources:	Baldwin County Assessor, brokers, businesses, and Randall Gross / Development Economics.			

Table A-2. DEMOGRAPHIC TRENDS, RETAIL TRADE AREA, FAIRHOPE, 2010-2022				
Factor	2010	2022	2010-2022 Change	
			Number	Percent
Trade Area A-Old Fairhope				
Population	6,997	8,313	1,316	18.8%
Households	3,212	3,911	699	21.8%
HH Income	\$ 86,398	\$ 103,198	\$ 16,800	19.4%
Trade Area B-New Fairhope				
Population	12,613	17,687	5,074	40.2%
Households	5,149	7,247	2,098	40.7%
HH Income	\$ 85,975	\$ 106,056	20,081	23.3%
Trade Area C-Daphne-Spanish Fort				
Population	30,493	41,494	11,001	36.1%
Households	12,487	16,970	4,483	35.9%
HH Income	\$ 90,729	\$ 111,261	\$ 20,532	22.6%
Trade Area D-Rural				
Population	27,752	36,891	9,139	32.9%
Households	11,528	15,494	3,966	34.4%
HH Income	\$ 90,519	\$ 99,145	\$ 8,626	9.5%
Trade Area E-Central Corridor				
Population	15,815	20,660	4,845	30.6%
Households	6,029	7,914	1,885	31.3%
HH Income	\$ 66,767	\$ 63,912	\$ (2,855)	-4.3%
Trade Area F-Remaining Baldwin				
Population	88,595	117,438	28,843	32.6%
Households	34,775	47,320	12,545	36.1%
HH Income	\$ 82,890	\$ 91,275	\$ 8,385	10.1%
Sources: Claritas, U.S. Bureau of the Census, and Randall Gross / Dev. Econ.				



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Appendix E – Fiscal Impact Analysis

RGDE

RANDALL GROSS / DEVELOPMENT ECONOMICS



Fairhope
**Fiscal Impact
Analysis &
Strategies**

Community-Driven Comprehensive
Land Use Plan

June 30, 2023

Prepared by Randall Gross / Development Economics

For Neel-Schaffer and the City of Fairhope

INTRODUCTION

There is a planning objective to ensure that future growth and development will support the City's excellent fiscal health and not cause an undue strain on City services. Ultimately, growth has an ongoing impact on fiscal health; and planning can help create more certainty and ensure more fiscal balance in terms of those impacts.

Certain factors will play a role in how infrastructure and land planning will impact on the City's budget. For example, there is a marginal cost to "leapfrogging" and "sprawl," in terms of the inefficiencies and costs of supplying services at lower densities and greater distances. Such issues should be accounted for in infrastructure planning and service delivery, especially in areas outside of the corporate boundary.

For the purposes of this plan, a high-level fiscal impact analysis of land uses has been completed to illustrate the relative impacts of different types of development on the City of Fairhope's budget. This report summarizes findings from the fiscal impact analysis prepared for the City of Fairhope as input to the city's Community-Driven Comprehensive Land Use Plan. Baseline fiscal conditions were assessed and an analysis completed of the fiscal net impacts of land uses and development patterns in the city.

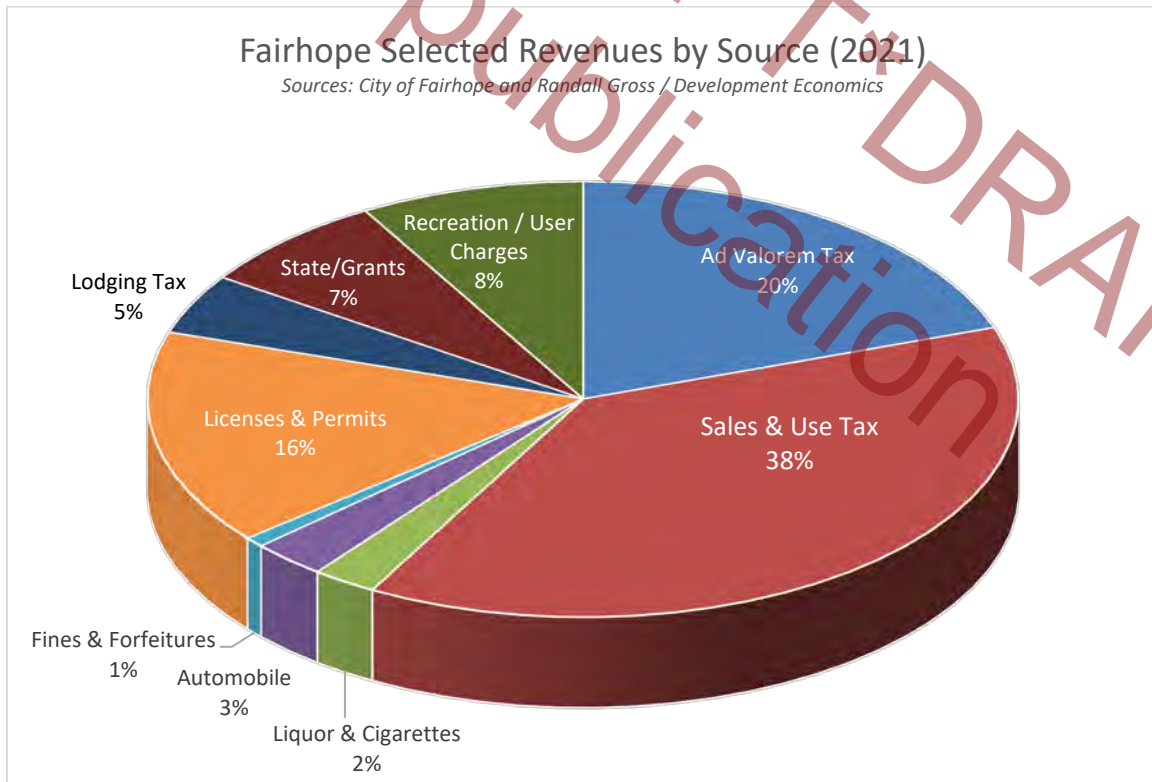
Section 1 provides a brief baseline summary of findings on the fiscal structure of the community, in terms of the sources of revenue and the types of services provided by local government. Section 2 provides a summary of findings from the fiscal impact analysis by primary land use for revenues, costs, and net impacts. Finally, Section 3 includes several recommendations for planning and development based on the high-level findings of this fiscal impact analysis.

Section 1. FISCAL BASE ASSESSMENT

The City's fiscal structure and base was examined in order to provide the community with an understanding of how the City generates its revenue and where the City expends its money to pay for services. Another purpose was to provide a basis for the fiscal impact analysis examined further in the next section of this report. Finally, a purpose for this baseline assessment was to identify an structural issues or concerns that may relate to the City's planning and development functions. Input to this assessment came from analysis of the 2022 CAFR (Comprehensive Annual Financial Report), the City's FY2022-23 Approved Budget (which includes actual revenue and expenditure information for 2021), and interviews with City staff including the Treasurer. The fiscal impact analysis was based on the latest year for which actual revenue and expenditure data was available when the fiscal analysis was originally completed. The City had actual general fund expenditures of about \$31.7 million for the fiscal year ended September 2022.

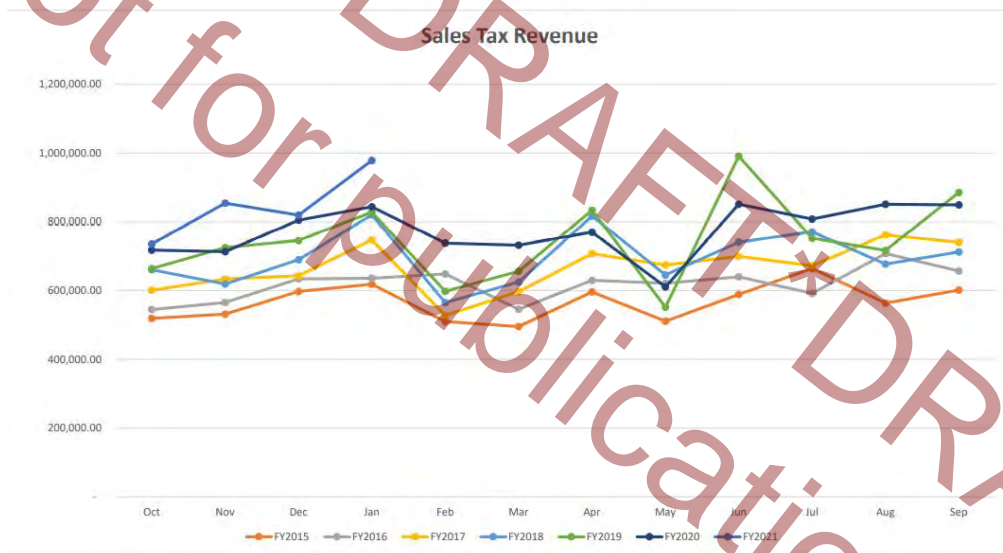
Revenues

Fairhope generates its operating revenue from a diverse set of sources, but almost 60% originates from two primary sources – Sales (38%) and Ad Valorem (20%) taxes, as shown below.



Randall Gross / Development Economics

Like many municipalities, particularly in the South, the City of Fairhope is fairly dependent on revenues generated through retail sales taxes. Such revenue can vary depending on the health of the retail economy. Furthermore, cities that are dependent on retail sales taxes tend to use planning and zoning powers to maximize the capture of such sales to benefit the local budget. As such, cities will often extend commercial zoning throughout highway corridors where retail exposure is heightened. A flaw in this approach is often the over-zoning of retail/commercial uses which helps contribute to sprawl and, more disastrously, to traffic since retail/commercial uses are the major generator of vehicular traffic. As shown in the fiscal impact analysis that follows, many of the costs that the City of Fairhope must bear relate to traffic and its impacts such as on the maintenance of streets, the use of fleets and development of public infrastructure, and the number of vehicular incidents and the resulting recurring costs to public safety departments. Finally, retail sales taxes are considered a “regressive” tax in economics because poor and wealthy residents pay the same tax rate, regardless of income or assets.



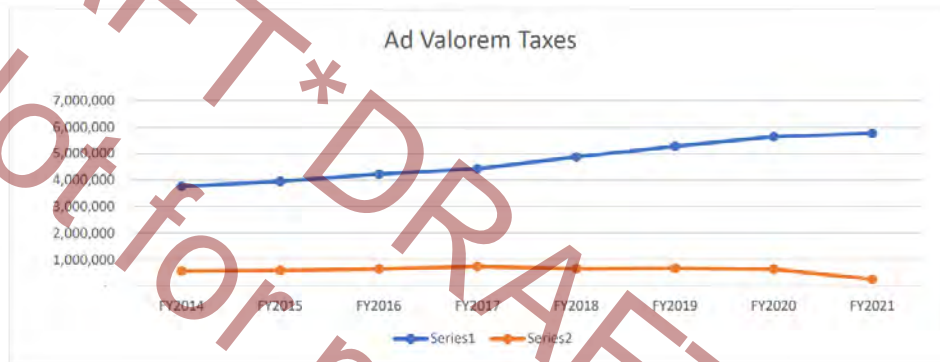
Reprinted from FY2020-21 City of Fairhope Budget

	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	F
Oct	395,166.32	519,381.70	544,699.36	601,099.53	660,623.63	663,910.55	718,025.60	735,503.56	
Nov	514,276.25	531,457.65	565,186.08	633,673.59	619,175.71	725,143.77	713,199.17	854,215.44	
Dec	577,559.42	597,550.28	634,083.40	643,396.21	689,837.53	745,726.94	805,055.69	819,532.44	
Jan	584,552.02	618,751.14	636,103.66	747,800.84	820,438.26	828,208.87	843,990.19	978,556.94	
Feb	442,726.56	510,209.18	648,301.52	527,826.33	565,018.71	597,905.28	737,837.45		
Mar	504,681.96	495,406.21	545,682.24	597,077.02	625,015.17	656,037.86	732,123.72		
Apr	601,879.55	596,269.59	630,147.54	707,317.49	816,930.86	833,948.91	769,876.90		
May	592,449.79	510,722.90	621,332.43	674,434.81	645,674.35	551,599.55	610,768.77		
Jun	616,349.43	588,679.56	640,262.23	699,613.11	740,805.81	991,153.25	851,308.23		
Jul	586,706.80	664,506.25	592,148.82	672,406.01	771,129.15	752,012.87	808,288.39		
Aug	531,289.60	563,415.73	707,710.90	761,898.81	676,969.63	716,948.00	850,985.72		
Sep	570,610.87	601,406.51	657,068.13	740,199.93	712,617.75	885,680.88	849,465.15		
Actual YTD	6,518,248.57	6,797,756.70	7,422,726.31	8,006,743.68	8,344,236.56	8,948,276.73	9,290,924.98	3,387,808.38	
% of increase		4%	9%	8%	4%	7%	3.83%	9.98%	
						FY2020 Budget	\$ 9,165,000.00		
SSUT Tax				62,606.60	100,004.13	282,741.87	588,994.84	251,440.58	

Reprinted from FY2020-21 City of Fairhope Budget

Sales tax revenues have been increasing over time, as illustrated in the chart shown above. Between FY2014 and FY2020, retail sales tax collections increased by about \$2.8 million or 42.5%, yielding an increase of about 6.0% per year. A significant amount of sales (10.4%) and lodging (62.3%) taxes are generated from areas outside of the City limits under Fairhope Police Jurisdiction.

As noted above, the City also generates substantial income from ad valorem property taxes, which are considered a more progressive form of taxation in economics terms. It is an objective in planning and economic development to help maximize property values. Ironically, too much commercial zoning (which is meant to help capture retail sales taxes) can reduce the overall value of commercial land due to an oversupply. And an oversupply of land will reduce the fiscal benefits in terms of ad valorem taxes generated by that same land.



	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	As of Jan 2021 FY2021
Property Tax	3,759,584	3,950,750	4,218,538	4,433,020	4,874,857	5,277,333	5,635,852	5,761,301
Automobile Tax	570,954	600,015	651,339	740,614	660,894	676,790	642,257	262,901

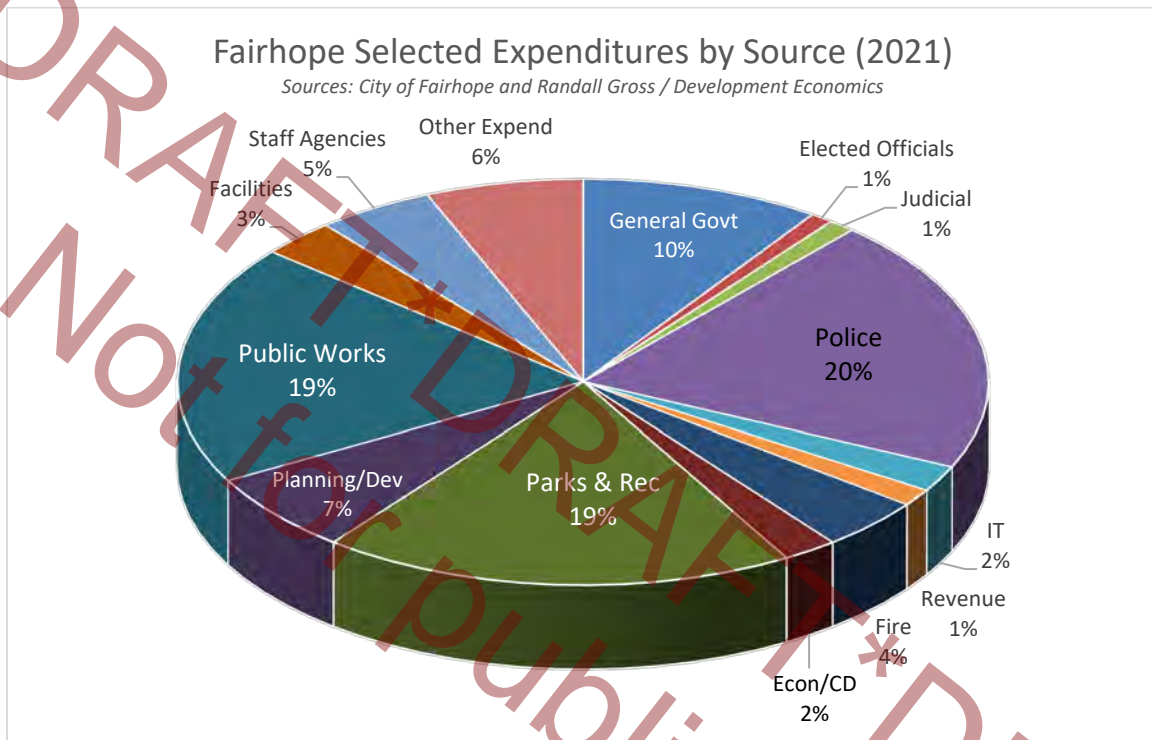
Reprinted from the FY2020-21 City of Fairhope Budget

As shown above, real property tax collections have been increasing, thanks to a combination of housing development and rising home values. Between FY2014 and FY2020, property tax revenues increased by nearly 50%, or an average of about 7% per year. Thus, real property revenues have been increasing at a faster rate than retail sales tax collections. However, rising interest rates will have an impact on property sales and prices, with the possible follow-on effect of reduced property tax revenues (at least in the short-term).

Other forms of revenue generated to the City's General Fund include licenses and permits (16%), as well as smaller sources including recreation user charges (8%), state and other grants (7%, excluding exceptional FEMA grant income in 2021), lodging taxes (5%), automobile taxes (3%), so-called "sin" taxes for cigarettes and alcohol (2%), and fines & forfeitures (1%). Other forms of revenue, such as beach revenue and dog pound fees, each generates a relatively small share of the budget but collectively help sustain local services.

Expenditures

The City of Fairhope also provides a diverse set of services and programs for its residents. Police represents the largest share (at 20%), but Public Works (19%), and Parks & Recreation (19%) also account for significant portions of the City's budget.



Other key elements of the City's budget include planning & development (7%), fire (4%), facilities (3%), economic and community development (2%), information technology (2%), and others. In order to run the operations of local government, about 10% of the City's budget is dedicated to generation government administrative functions such as licensing and permitting, auditing, training, emergency management, human resources, and others. Certain functions like utilities are operated like business enterprises on a fee-for-service basis, where fees are set based on the cost of operations, and thus are not included in this analysis of general government functions.

Development Pressures

Despite dedicated funding for planning and development, there are development pressures on the planning department that have rapidly increased the demands on staff in recent years even as resource levels have increased more modestly. Similar issues have been identified in public safety, utilities, and other departments of local government. The City uses consultants to assess budgetary

needs on a regular basis in order to respond to shifts in the demand for services. That being said, development cycles shift demand higher and lower in waves; and the City has been mindful about investing in permanent staff resources because of the long-term impact such investment can have, especially in future down cycles where demand for services (and therefore staff resources) decreases.

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Section 2. FISCAL IMPACTS OF LAND USES

An analysis was first conducted of the Fairhope budget and its financial structure. Using the City’s actual revenues and expenditures as a basis, the fiscal impacts of primary land uses were calculated for the City of Fairhope. This analysis focused on the net fiscal returns from each land use on a per-unit (development unit, square foot, and/or acre) basis for comparison purposes. The net impacts compare the gross operating revenue benefits to the gross operating costs of different types of development. Further analysis was to be conducted to disaggregate impacts inside from outside of the City’s corporate boundaries (within the planning jurisdiction), but there was insufficient information available to complete that task.

Revenue Benefits

The gross revenue benefits from each of four primary land uses – residential, retail, office, and industrial – were determined. Not surprisingly, retail generates the most significant gross revenue benefit to the City, at \$9.97 per square foot. This is due, in part, to the City’s fiscal structure, with 30% of all revenue generated through retail sales taxes and 19% generated through ad valorem taxes. Since commercial properties tend to have higher value per foot than residential or other properties, then the combination of retail sales tax revenues and property tax revenues is weighted heavily toward retail uses. Findings on gross fiscal benefits are summarized in the table, below.

Table 1. GROSS FISCAL BENEFITS BY LAND USE, FAIRHOPE, AL				
Use	Factor	Measure	Per Acre	
Residential	\$ 1,516	DU	\$	3,533
Industrial	\$ 2.09	SF	\$	11,697
Office	\$ 3.45	SF	\$	27,035
Retail	\$ 9.97	SF	\$	40,454
Source:	Randall Gross / Development Economics.			

After retail, other commercial uses including office space generate the second highest level of revenue benefits, followed by industrial. The impacts of retail and commercial uses are magnified on a per-acre basis because of the density of development among commercial uses as compared with most of the low-density residential use (primarily single-family) in Fairhope.

Residential Densities. Revenue benefits were also determined in more detail by residential density, focused on three primary zoning classification groups – single family detached (R-1 and R-2/3), single family attached (R-3TH and Patio Homes), and higher-density residential (R-4/5/6). With respect to ad valorem tax revenues, which is the largest source of revenues from residential uses, revenue increases with higher densities on a per-acre basis. For example,

Density	Revenue-per-Acre	Percent Increase
R-1	\$1,892	
R-2/3	\$2,667	41%
R-TH/Patio	\$4,263	60%

However, this trend reverses for the highest-density categories (R-4/5/6), which generates revenue of \$2,089 (51% less) per acre. These zoning classes may not have high enough densities to generate a sustained increase in revenue.

Cost Impacts

Fiscal costs were examined on a department or function basis, with a focus on public safety (police and fire/EMS), parks and recreation, public works and general government. Several functions, such as utilities, were excluded. The City’s utilities operate as enterprise funds, where the board (City Council) is bound to set rates and generate revenue to cover actual costs. As such, net impacts on utilities should approach zero through the setting of utility rates to cover costs.

Despite the relative benefit of retail uses, the cost of providing City services for retail (e.g., police protection, traffic safety, EMS services, and maintenance of streets and infrastructure) impacts on the City’s budget to balance some of that benefit. As shown below, retail generates the highest operating costs to the City of Fairhope on both a square foot and per-acre basis, (\$4.02 and \$16,319, respectively).

Use	Factor	Measure	Per Acre
Residential	\$ 1,710	DU	\$ 7,451
Industrial	\$ 1.25	SF	\$ 7,021
Office	\$ 0.83	SF	\$ 6,540
Retail	\$ 4.02	SF	\$ 16,319
Source:	Randall Gross / Development Economics.		

The other primary land uses generate roughly the same costs to the city on a per-acre basis, with all three in the \$6,500 to \$7,500 per acre range. Costs are

higher for retail due to several reasons, not the least of which are public safety costs associated with traffic generated by retail businesses. Traffic accidents and infractions constitute a significant part of safety time and budgets in the city, so uses that generate significant traffic (such as suburban retail formats) also generate higher costs. The impact is lower for retail located in the downtown area or in mixed-use environments, where the number of automobile trips is reduced as people tend to park once and walk between uses.

Administrative Costs

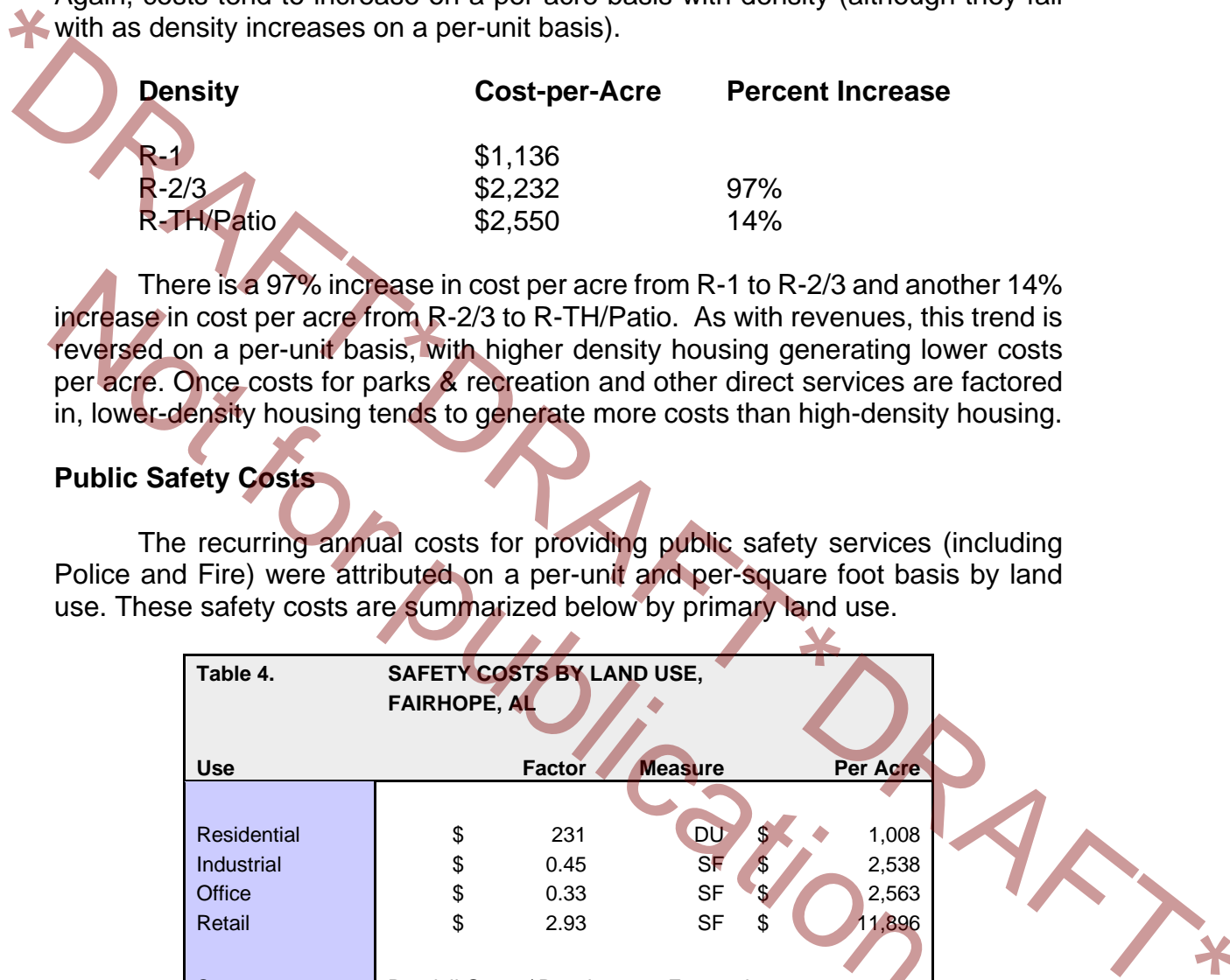
The costs were aggregated based on analysis of cost-of-service by individual department, service, or function. Administrative costs were calculated and attributed to various land uses for management and legislative functions and administrative support such as revenue (collections), planning, economic development, building & codes, information technology, public buildings & land, streets & facilities, sanitation, airport, and fleet maintenance. Community function costs (library, boys & girls club, etc.) were also attributed to land uses.

Table 3. ADMINISTRATIVE / O&M FISCAL COSTS BY LAND USE, FAIRHOPE, AL					
Use	Factor	Measure	Per Acre		
Residential	\$ 1,136	DU	\$		3,165
Industrial	\$ 0.80	SF	\$		4,476
Office	\$ 0.50	SF	\$		3,957
Retail	\$ 0.93	SF	\$		3,776
Source:	Randall Gross / Development Economics.				

In general, these administrative costs are attributed on a marginal cost basis. In other words, each additional resident, household, and/or employee will result in a per-unit increase in the cost of providing these services. However, administrative costs were also attributed based on assumptions about whether and to what extent those services are utilized by residents or employees. For example, legislative functions are oriented primarily to the provision of resident constituent service and are therefore largely attributed to households (and therefore residential uses). By contrast, revenue collections may relate more proportionally to the number of taxpayers, whether residential, commercial, or industrial. Street maintenance costs relate more to utilization of the infrastructure, with costs distributed based on traffic generated by use (using Institute for Traffic Engineers (ITE) traffic generation averages).

Overall, it was determined that the four primary land uses generate roughly similar impacts on a per-acre basis. The relatively slight differences relate to some of the aforementioned factors (like traffic generation) or functional areas like the airport.

Residential Densities. Additional detailed analysis was conducted of costs distributed by residential density, again focused on three primary zoning classification groups – single family detached (R-1 and R-2/3), single family attached (R-3TH and Patio Homes), and higher-density residential (R-4/5/6). Again, costs tend to increase on a per-acre basis with density (although they fall with as density increases on a per-unit basis).



Density	Cost-per-Acre	Percent Increase
R-1	\$1,136	
R-2/3	\$2,232	97%
R-TH/Patio	\$2,550	14%

There is a 97% increase in cost per acre from R-1 to R-2/3 and another 14% increase in cost per acre from R-2/3 to R-TH/Patio. As with revenues, this trend is reversed on a per-unit basis, with higher density housing generating lower costs per acre. Once costs for parks & recreation and other direct services are factored in, lower-density housing tends to generate more costs than high-density housing.

Public Safety Costs

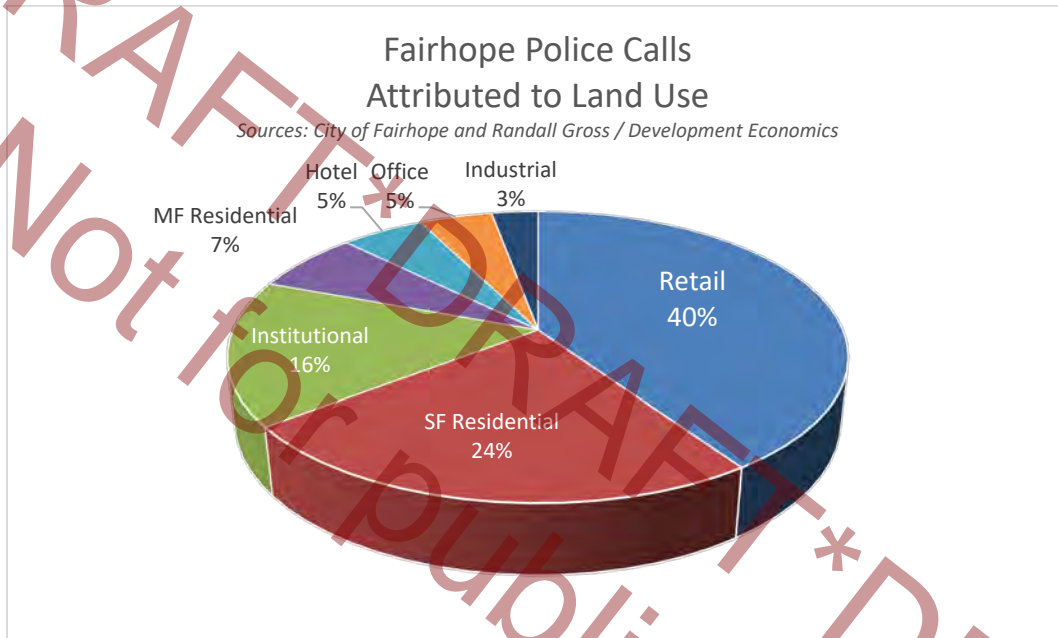
The recurring annual costs for providing public safety services (including Police and Fire) were attributed on a per-unit and per-square foot basis by land use. These safety costs are summarized below by primary land use.

Use	Factor	Measure	Per Acre
Residential	\$ 231	DU	\$ 1,008
Industrial	\$ 0.45	SF	\$ 2,538
Office	\$ 0.33	SF	\$ 2,563
Retail	\$ 2.93	SF	\$ 11,896
Source:	Randall Gross / Development Economics.		

On a per-acre basis, retail generates by far the highest cost to the City, at nearly \$12,000. Industrial and office uses generate roughly the same costs to the City, or about \$2,550 per acre (with office being less on a square-foot basis). Residential generates the lowest cost on a per-acre basis, at around \$1,000 on average or \$231 per unit.

Safety costs were attributed based on a combination of factors. First, about 12,300 police calls-for-service and fire incidence responses were analyzed and

assigned to land uses and densities of housing based on the available information provided, including location, type of call, and name of business/site (such as Publix (retail), Dr. Harrell Dentistry (office), Founders Park (rec/residential), Hampton Inn (lodging), Fairhope Elementary School (institutional/residential), Spring Run Apartments (MF residential), Segers Aero Corp (industrial), and Firethorne Subdivision (SF residential) as examples). Second, unidentified sites (about 40%) were attributed based on factors including traffic generation models (for traffic stops/accidents), or by type of call (domestic violence was generally attributed to residential uses). The following chart summarizes police calls attributed by land use, as an example.



Importantly, while this analysis has focused on residential (both single-family and multi-family), retail/commercial, office, and industrial uses; it became clear that lodging uses also have a direct and measurable impact on the City's budget, with about 5% of police calls/costs attributed to hotels and related tourism uses. Institutional uses like churches, schools, clubs, government offices, and similar functions also account directly for a substantial number of calls.

Parks & Recreation

Parks and recreation services account for a relatively large share of the City's budget. Because the City does not provide significant adult recreation services such as public leagues that can be attributed to employees (whether residents or not) working at local factories or offices, then nearly all of the cost of this service is attributed to residential uses (single- and multi-family housing).

Table. PARKS & REC COST BY LAND USE, FAIRHOPE, AL				
Use	Factor	Measure	Per Acre	
Residential	\$ 357	DU	\$	1,556
Industrial	-	SF		-
Office	-	SF		-
Retail	-	SF		-
Source:	Randall Gross / Development Economics.			

That service adds about \$1,600 per acre to the cost of providing services to residential areas in the city. School enrollment yields is a factor often used to attribute park and (youth) recreation costs to different densities of housing. Insufficient information existed at the time of this analysis to assign these costs to specific locations (and therefore densities), but it is still possible to attribute them based on bus routes or other information.

Net Fiscal Impacts

The net fiscal impacts relate the gross revenues to gross operating costs attributed to each of the four primary land uses, as shown below. Here, it becomes apparent that commercial and industrial uses help to cross-subsidize residential uses in the city.

Table 5. NET FISCAL IMPACTS BY LAND USE, FAIRHOPE, AL				
Use	Factor	Measure	Per Acre	
Residential	\$ (194)	DU	\$	(3,919)
Industrial	\$ 0.83	SF	\$	4,676
Office	\$ 2.61	SF	\$	20,495
Retail	\$ 5.95	SF	\$	24,135
Source:	Randall Gross / Development Economics.			

There are a number of costs that are attributed solely or primarily to residential uses, such as parks and recreation uses. In this case, some 74% of Parks and Recreation department costs are attributed to residential users (with the remainder attributed to lodging or visitor use). On the revenue side, the low density of residential uses means that less revenue is generated through property and other taxes on a per-acre basis. The negative impact of “sprawl” (low density development that extends further away from core City services) is implicit in these

numbers, as indicated in the cost of administrative services by housing density examined earlier.

Residential Densities. On balance, the higher density housing generates higher net returns than low-density housing, particularly once direct services (such as parks and recreation, public safety, etc.) are factored in on top of administrative functions.

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Section 3. KEY STRATEGIES

* There are opportunities to further differentiate utility rates, where water service fees would be differentiated and used to discourage sprawl while encouraging contiguous development. Through asset management strategies, the City can help more pro-actively manage utilization of City facilities and assets. Asset acquisition and management can also be used to control and encourage character-based development, especially outside of the corporate boundaries.

For example, where the City may facilitate the master planning of private property through collaboration with private property owners, then the effects of sprawl might be reduced through more infill and mixed-use development that meets City standards. Clearly, where traffic can impact significantly on the cost of providing services, then reducing traffic wherever possible not only enhances the quality of life for residents but also reduces fiscal pressure on the taxpayer.

Finally, the City could work pro-actively with the County to calculate the fiscal impacts of various land use and development patterns on both the City and County's budget as a tool for education as well as negotiation with private entities. More detailed fiscal impact analysis is recommended, to drill down on the "high level" information generated by this study to accurately reflect the relative impacts on City and County services from development, particularly within the planning jurisdiction outside of Fairhope's corporate boundaries.



FAIRHOPE COMPREHENSIVE PLAN

In Partnership with:

Neel-Schaffer

Goodwyn Mills Cawood

The Walker Collaborative

Common Ground Urban Design + Planning

Randall Gross / Development Economics

Corporate Environmental Risk Management

