

City of Fairhope
Planning Commission
Greeno Road Corridor Overlay
Districts

August 5, 2019

Case number ZC 19.08

*Amendment to the City of Fairhope Zoning
Ordinance to create additional overlay districts*

ZC 19.08 Greeno Road Corridor (GRC) Overlay *TIMELINE*

July 1987 – Corridor 98 Committee Report published

May 23, 2011 – Action by the City Council related to the North Greeno Road Committee <https://www.fairhopeal.gov/home/showdocument?id=1146>

December 22, 2016 – Fairhope City Council adopts development moratorium (agenda item # 5)

<https://www.fairhopeal.gov/Home/Components/News/News/1697/66> <https://www.fairhopeal.gov/home/showdocument?id=13530>
<https://www.fairhopeal.gov/home/showdocument?id=13708>

October 23, 2017- Publication of Moratorium Report announced during city council meeting. GRC is mentioned on page “7” of the Moratorium Report.

<https://www.fairhopeal.gov/home/showdocument?id=15465> <https://www.fairhopeal.gov/home/showdocument?id=15377>

June 25, 2018 – Staff notifies the Fairhope City Council during work session of grant application submission to the National Realtor’s Association requesting funding assistance of the Visual Preference Study (VPS) for the development of the Greeno Road Corridor

<https://www.fairhopeal.gov/home/showdocument?id=19581>

July 23, 2018 – Christian Preus Landscape Architecture, LLC selected to perform Visual Preference Survey (RFQ # PS026-18) (agenda item # 16)

<https://www.fairhopeal.gov/home/showdocument?id=19547>

October 25, 2018 – *Baldwin County Association of Realtors* announces Smart Growth Grant from the National Association of Realtors supporting the VPS and includes supplementary public notice of the VPS meetings on their website

<http://www.baldwinrealtors.com/index.php?src=news&refno=152&category=Association%20News>
<http://www.baldwinrealtors.com/index.php?src=news&refno=151&category=Association%20News>

November 8, 2018 and November 9, 2018 – Visual Preference Survey (VPS) public meeting dates and times announced

<https://www.fairhopeal.gov/Home/Components/Calendar/Event/13292/19>

<https://www.fairhopeal.gov/about-us/advanced-components/custom-news-calendar/-sortn-EDate/-s-new,new,new,new,new,new/new/-sortd-desc/-npage-42/-toggle-all>

<http://thefairhopetimes.blogspot.com/2018/11/comprehensive-growth-plan-renewal.html>

November 26, 2018 – Staff discusses with City Council during work session possible adoption of a development moratorium along Greeno Road while the results of the VPS are obtained and compiled into a Greeno Road Corridor Overlay <https://www.fairhopeal.gov/home/showdocument?id=21293>

<http://www.baldwinrealtors.com/index.php?src=news&refno=163&category=Local%20Government%20Updates>

ZC 19.08 Greeno Road Corridor (GRC) Overlay District *TIMELINE* (contn'd)

December 19, 2018 – Lagniappe article regarding VPS

<https://lagniappemobile.com/fairhope-survey-gathers-opinions-on-greeno-road/>

March 1, 2019 – VPS Report Published

<http://www.baldwinrealtors.com/index.php?src=news&refno=179&category=Newsletters> <https://www.fairhopeal.gov/Home/Components/News/News/5074/18>

<https://www.fairhopeal.gov/home/showdocument?id=21575>

April 26, 2019 – Corridor 98 retrospective published to City's website

<https://www.fairhopeal.gov/Home/Components/News/News/5218/18>

May 6, 2019 – GRC Discussion (not for formal action) City of Fairhope Planning Commission (Item #4, Old/New Business)

<https://www.fairhopeal.gov/home/showdocument?id=21883> Video - <https://www.youtube.com/watch?v=IWKkE8KcOe4>

May 29, 2019 – Staff Advised the City Council the 1st DRAFT of the GRC will appear on the agenda of the June 3, 2019 Planning Commission Meeting

<https://www.fairhopeal.gov/home/showdocument?id=22224>

•Video - <https://www.youtube.com/watch?v=sBmlD6HmeE0&list=UUQsD9rKnDZ7Fik7D22bl0gw&index=15>

Staff discussed the GRC during the Director's Roundtable

•Video - <https://www.youtube.com/watch?v=nco98gmMc-k&list=UUQsD9rKnDZ7Fik7D22bl0gw&index=16>

June 3, 2019 – Introduction of initial DRAFT of the GRC to the Planning Commission

<https://www.fairhopeal.gov/home/showdocument?id=22106> (Case number ZC 19.08)

•Work Session Video - <https://www.youtube.com/watch?v=yu5eObixmMY&list=UUQsD9rKnDZ7Fik7D22bl0gw&index=13> Regular Meeting Video - <https://www.youtube.com/watch?v=z-LuINyfk6c>

June 10, 2019 – GRC comments during City Council work session <https://www.fairhopeal.gov/home/showdocument?id=22284> Director's roundtable video <https://www.youtube.com/watch?v=fmzuajsLE1A>

•Work Session Video <https://www.youtube.com/watch?v=RksW-wf9AiY>

June 19, 2019 – Lagniappe article describing GRC <https://lagniappemobile.com/fairhope-working-on-revised-greeno-road-overlay/>

July 1, 2019 - Presentations of 2nd DRAFT of the GRC to the Planning Commission

<https://www.fairhopeal.gov/home/showdocument?id=22310> (Case number ZC 19.08 – item "A" on the agenda) <https://www.youtube.com/watch?v=tRBYGRaZgtw>

July 8, 2019 - GRC comments during City Council work session (video) <https://www.youtube.com/watch?v=yfgzGKcDRxU>

July 9, 2019 – Lagniappe article describing GRC <https://lagniappemobile.com/greeno-road-overlay-aims-to-restrict-property-development/>

ZC 19.08 Greeno Road Corridor (GRC) Overlay

Answers to frequently asked questions (**FAQs**)

Q: Is the GRC Overlay a mass rezoning of properties along Greeno Road, or a rezoning of any kind of any property in Fairhope?

A: No. The GRC is an *amendment* to the City of Fairhope Zoning Ordinance creating an overlay district as allowable by Article V, Special Districts. Currently there are eight (8) existing special districts in the Zoning Ordinance.

Q: If there are no re-zonings, and the underlying zoning district along Greeno Road does not change, exactly what does the GRC do?

A: The GRC Overlay creates additional requirements and restrictions for properties located entirely or partially within 400' of the Centerline of Greeno Road (US HWY 98) on both the west side and east side. The GRC also enhances the landscaping requirements of Ordinance 1444, Tree/Landscape Ordinance. (Pending approval of the GRC, Ordinance 1444 will require amendments to reconcile it with the GRC)

Q: What about existing single-family residences?

A: No provision of the GRC applies to properties zoned R-A, R-1, R-2 or R-3 which are the zoning classifications that only allow single family residential uses. Additionally, as stated previously, the underlying zoning districts within the GRC are not changed. As to all zoning classifications, the “applicability” section of the GRC provides: *“Non-conforming uses, structures, lots, and other non-conformities existing within the GRC at the time of establishment shall be governed by Article VII, non-conformities”*.

ZC 19.08 Greeno Road Corridor (GRC) Overlay

Answers to frequently asked questions (FAQs)

Q: How does the GRC address parking, traffic, drainage, buffering against residential areas, etc.?

- A:
- 1) **Parking** – all existing parking requirements of the zoning ordinance remain in effect, including the requirements for Low Impact Development (LID) techniques (permeable pavers, permeable concrete, etc.) for parking areas with 12 or more spaces.
 - 2) **Traffic** – as required by the existing Article IV Section D. of the zoning ordinance, and Article IV Section C.1.h. of the subdivision regulations a **traffic study**, including a **roadway improvements plan**, (depending upon the trip generation estimate prepared by a licensed professional engineer) may be required and is applicable to all developments and includes any developments occurring within the GRC. Further, all ALDOT ROW permit requirements remain in effect.
 - 3) **Drainage** – most developments trigger the drainage plan requirements of the subdivision regulations or are required to include a drainage system design by the Building Official and must be prepared by a licensed professional engineer. Drainage improvements require that post development flows of stormwater are equal to or less than pre-development flows of stormwater. *Further, Low Impact Development (LID) techniques are required that remove 80% of the Total Suspended Solids (TSS) of the stormwater from the site.*
 - 4) **Buffering** – A site plan review is mandatory for all new construction, demolition, Class III renovations, sidewalks, uses, private improvements, and landscape alterations of any kind occurring within the GRC overlay zones, with the exception of single-family residential zones R-A, R-1, R-2 or R-3. Further, a landscape plan must be submitted concurrently with the site plan review application and must include the screening and buffering requirements of the Tree/Landscape Ordinance as applicable, for any commercial, industrial, PUD, or multi-family unit abutting a residential zoning district. **Buffering methods include: an 8’ fence and four-foot-wide strip of evergreen plantings 6’ tall, or a staggered double row of evergreen plantings 6’ in width and 6’ in height providing a nearly impervious buffer, or natural undisturbed forest providing a nearly impervious visual barrier.**

Q: Does the GRC re-route traffic on Greeno Road? Will the GRC require delivery trucks and other commercial vehicles to pass through residential areas to access new developments within the GRC?

A: No and No. See comments related to the traffic impact study and traffic improvements plan mentioned above. The GRC, as a component of the Zoning Ordinance, does not alter traffic patterns. As stated previously, a mandatory site plan review is required for each development within the GRC, which is a review by staff, considered by the Planning Commission, and final approval granted by the **City Council**.

ZC 19.08 Greeno Road Corridor (GRC) Overlay

Answers to frequently asked questions (**FAQs**) *continued*

Q: Why is the GRC 400' wide each side of the centerline of Greeno Road / (Why 400' and not a longer or shorter distance?)

A: The 400' width captures all properties necessary to create an “area of influence” along the corridor for which the GRC aids in managing the development pattern of Greeno Road.

Q: What about properties that are longer than 400' long?

A: The entire property through which the GRC boundary passes is included in the GRC.

Q: Does the Greeno Road Corridor address light pollution / light trespass?

A: Yes. The lighting standard in Article IV, Section B.3. of the zoning ordinance has been completely re-written and modernized, and is modeled after the lighting requirements of Walton County, FL. If adopted, these new lighting standard applies to **ALL** zoned areas, not just the GRC.

Q: How long is the GRC Overlay, and what about properties not within the city limits?

A: The GRC begins at Dale Road on the north end of Fairhope, roughly aligned with the northern terminus of Rock Creek, and terminates at Old Battles Road, for a length of about 6.5 miles. **THE GRC IS ONLY APPLICABLE TO PROPERTIES WITHIN THE FAIRHOPE CITY LIMITS.** Properties that are currently outside the city limits are not subject to the GRC (or the city's zoning ordinance generally). Property subsequently annexed into the city will automatically be subject to the requirements of the GRC.

ZC 19.08 Greeno Road Corridor (GRC) Overlay

Answers to frequently asked questions (**FAQs**) *continued*

Q: Explain the approval process, specifically what is reviewed by the Planning Commission and City Council.

A: As mentioned previously, the GRC Overlay is an amendment to the Zoning Ordinance. Final approval of the zoning ordinance is made by the Fairhope City Council. The review process begins with the Planning Commission, and the Planning Commission makes a recommendation to the City Council. That recommendation may be for approval, denial, or approval with changes to the zoning ordinance amendment as recommended by the Planning Commission. The City council may approve, approve with changes, deny, continue for further study, or “send it back” to the Planning Commission for additional study by the planning department or planning commission.

Q: In a ‘nutshell’, what does the GRC require or encourage?

A: Enhanced landscaping (see the illustrations), requires a “build to” line, parking in the rear of buildings, mandatory site plan review, mandatory landscape review, requires four-sided architecture, and encourages retrofit of older shopping centers.

Q: In a ‘nutshell’, what does the GRC restrict?

A: Drive-through lanes (except Southern Edge District), backlit or illuminated plastic signs, neon signs, video boards, blank, featureless walls, flat roofs without parapets or cornices, unscreened rooftop equipment, and certain uses.

ZC 19.08 Greeno Road Corridor (GRC) Overlay

GRC – Greeno Road Corridor Overlay Districts

1. Intent and Description – The Greeno Road Corridor Overlay (GRC) is intended to provide a transition of use intensity from less intensity to greater intensity back to less intensity along Greeno Road. The GRC overlay includes all property within or intersected by a line 400 feet east of the centerline of Greeno Road (U.S. Highway 98) and a line 400 feet west of said centerline, and begins at Dale Drive near the Daphne City limits and terminates at Old Battles Road, a distance of approximately 6.5 miles. Thus, the GRC includes all parcels lying wholly within the GRC overlay lines and the entirety of any parcels which either of the GRC overlay lines cross. Some properties within the geographic area of the GRC are not now within the corporate limits and thus this ordinance does not apply to such properties; however, land subsequently annexed into the City of Fairhope located within the GRC shall automatically be included within the GRC. The GRC includes the following five districts:



**IF A PIECE OF PROPERTY IS
CROSSED BY THE 400' LINE,
THAT ENTIRE PROPERTY IS
IN THE GRC**

ZC 19.08 Greeno Road Corridor (GRC) Overlay

THE DISTRICTS

ZC 19.08 Greeno Road Corridor (GRC) Overlay

The overlay applies to properties within the **Corporate Limits of Fairhope and** within the following areas, 400' each side of the Centerline of Greeno Rd/US HWY 98 as follows, divided into five (5) districts:

Northern Edge District

- Dale Road to South Drive
 - From southern border of Daphne (aligned with northern terminus of Rock Creek) to South Drive

North Village Center (Parker Road) District

- South Drive to State HWY 104

Gateway District

- State HWY 104 to Edwards Avenue

Fairhope Avenue Village Center District

- Edwards Avenue to Morphy Avenue

Southern Edge District

- Morphy Avenue to Old Battles Road

ZC 19.08 Greeno Road Corridor (GRC) Overlay

REQUIREMENTS FOR ALL DISTRICTS

ZC 19.08 Greeno Road Corridor (GRC) Overlay

1. Applicability –

This section applies to all new construction, demolition, Class III renovations, sidewalks, uses, private improvements, and landscape alterations of any kind occurring within the GRC overlay; provided however, this section shall not apply to properties zoned RA, R-1, R-2, or R-3. The GRC overlays the underlying zoning regulations. The zoning regulations contained within the City of Fairhope Zoning Ordinance shall apply unless pre-empted by the GRC overlay. ***Non-conforming uses, structures, lots, and other non-conformities existing within the GRC at the time of establishment shall be governed by Article VII, non-conformities.***

ZC 19.08 Greeno Road Corridor (GRC) Overlay

A. General – applicable to all districts within GRC

a. In addition to the requirements of Ordinance 1537, Signs, the following shall apply to all districts within the GRC

- i. Backlit or illuminated plastic signs are prohibited
- ii. Neon signs are prohibited
- iii. Video boards are prohibited
- iv. The GRC is designated a Beautification Area as contemplated by Ordinance 1537, Sign Ordinance.

**CROSS-REFERENCE PAGES
18, 19, 23, AND 31 FROM
THE VPS**

b. Four-sided architecture

- i. Blank, featureless walls fronting upon Greeno Road are prohibited
- ii. Between 50% and 80% of ground level, street-facing facades of non-residential buildings shall be transparent with glazing.
- iii. Between 25% and 60% of upper floor, street-facing facades of non-residential buildings shall be transparent with glazing.
- iv. Roofs shall be either pitched between 6:12 to 12:12 or be flat with parapets or decorative cornices. Roof mounted equipment shall be screened from public view on all sides.

**THIS REQUIREMENT ALSO
EXISTS IN ARTICLE III,
SECTION D.4.d. FOR NVC
AND CVC DISTRICTS.**

c. Mandatory site plan review

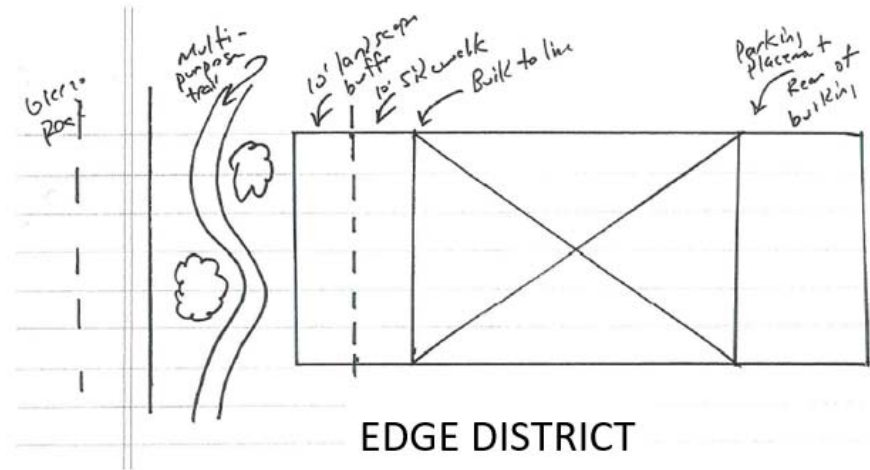
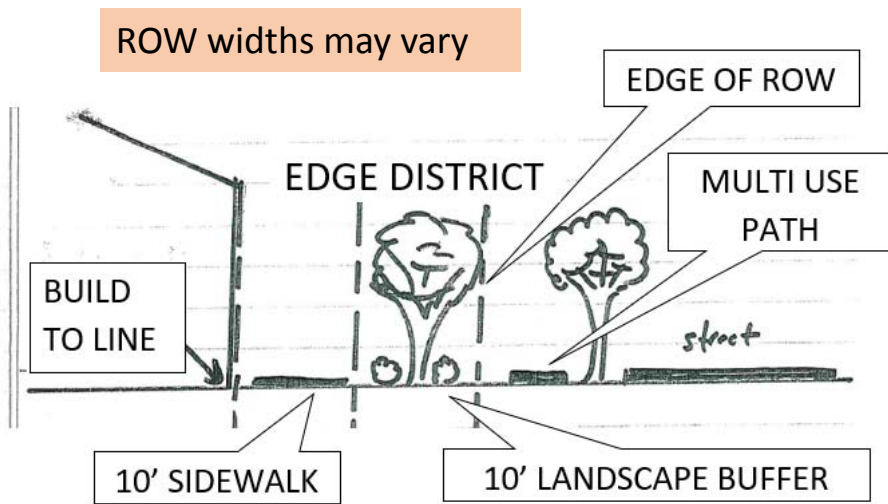
- i. All work as described in “applicability”, above, requires a mandatory site plan review within the GRC, regardless of whether or not it triggers the site plan review requirements of Article II, Section C.2.
 - 1. Site plan review process shall be completed prior to approval of a building permit or land disturbance permit.
- ii. A landscape plan in compliance with ordinance 1444 shall be submitted concurrently with the mandatory site plan review for administrative review by staff.
 - 1. In addition to the requirements of Ordinance 1444, tree and landscape ordinance, the landscape plan shall comply with figures XXXX through XXX, below, for the various districts. In the event of a conflict, the physical placement of the figures below shall govern.

**THIS REQUIREMENT ALSO
EXISTS IN ARTICLE VI,
SECTION B.5.f.(2) and
C.5.f.(2) FOR NVC AND CVC
DISTRICTS, RESPECTIVELY**

ZC 19.08 Greeno Road Corridor (GRC) Overlay

DISTRICT ILLUSTRATIONS

ZC 19.08 Greeno Road Corridor (GRC) Overlay Districts



Page 36 from Comprehensive Plan:
 “Edges - Greeno Road commercialization must have a clear edge--where it stops and where it begins”.

Northern Edge District

- Drive-throughs prohibited for all uses
- Stand-alone ice machines, ATMs, car washes prohibited
- Hotel/Motel limited to 30 rooms
- Bed and Breakfasts allowable, but maximum 12 rooms, must be owner occupied and operated
- *Automobile Service Stations, Convenience Stores, and Automobile Repair Facilities are an allowable use, however new requirements have been added to Article III, Section D.4.* enhancing lighting requirements, limiting electronic signs to fuel pricing only, and requiring fuel pumps to be located behind the rear building line of the convenience store building.

ZC 19.08 Greeno Road Corridor (GRC) Overlay District

The text excerpt at right in yellow is from page 13 of the *Comprehensive Plan*

Existing Villages

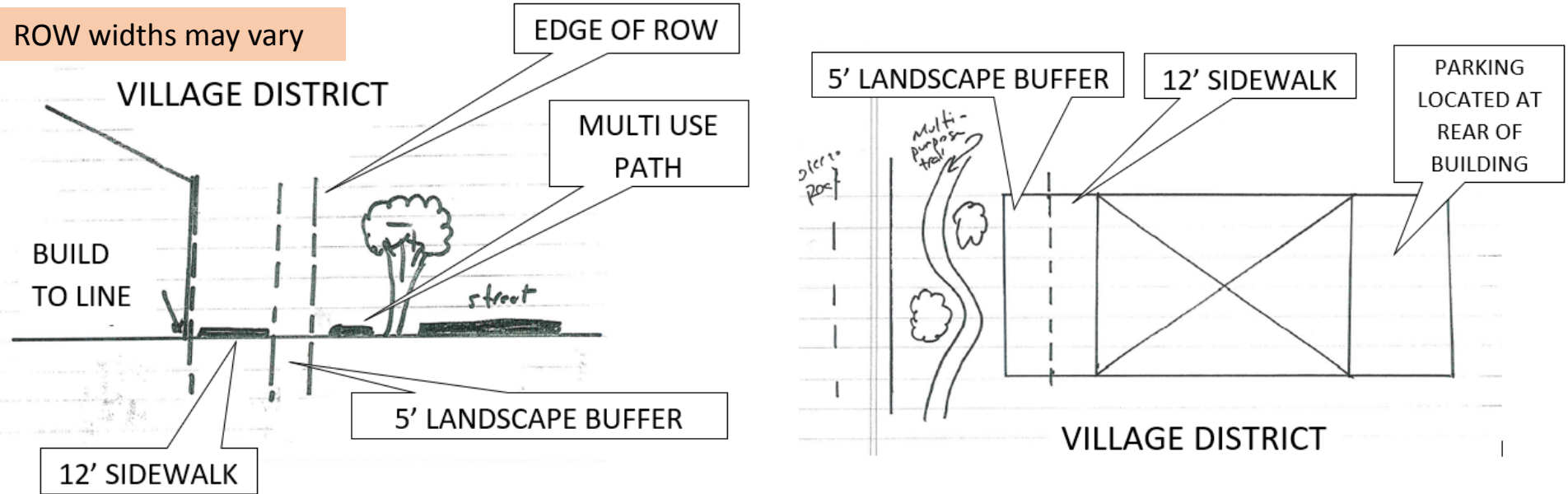
There are currently four different Villages in Fairhope—Downtown Fairhope, North Village, Greeno Road Village, and the Highway 181 / Fairhope Avenue Village. The first and most important Village is Downtown Fairhope. This, as expressed in previous plans, is to be the dominant Village in Fairhope and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

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

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

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

ZC 19.08 Greeno Road Corridor (GRC) Overlay District



North Village Center District (contemplates *retrofit* of existing traditional shopping centers)

- Drive-throughs prohibited for all uses
- Stand-alone ice machines, ATMs, car washes prohibited
- Quick-serve restaurants are a prohibited use
 - Restaurants with no table service, take out only, pick up meals only, and food trucks are prohibited uses
- Single use buildings prohibited
- Automobile repair, automobile service stations, and convenience stores are prohibited uses
- Ground retail/commercial/restaurants in mixed use facilities are limited to 8,000sf
- Grocery/General Merchandise/Shopping Centers limited to 8,000sf per owner or tenant

Excerpt from the Visual Preference Survey (VPS)

QUESTION 21

Would you like to see this type of development happen in a Village Center?



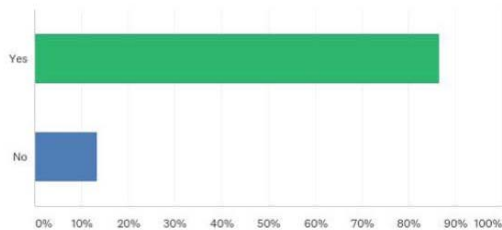
VS

QUESTION 22

Would you like to see this type of development happen in a Village Center?



RESULTS:

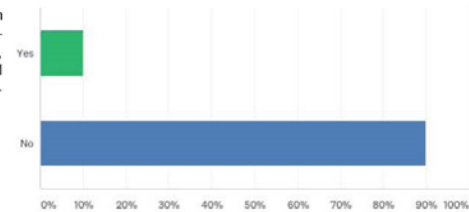


The image shows a slight contrast to the downtown typologies, where more greenspace and trees compliment a rich urban fabric.

ANSWER CHOICES	RESPONSES	
Yes	86.62%	615
No	13.38%	95
TOTAL		710

RESULTS:

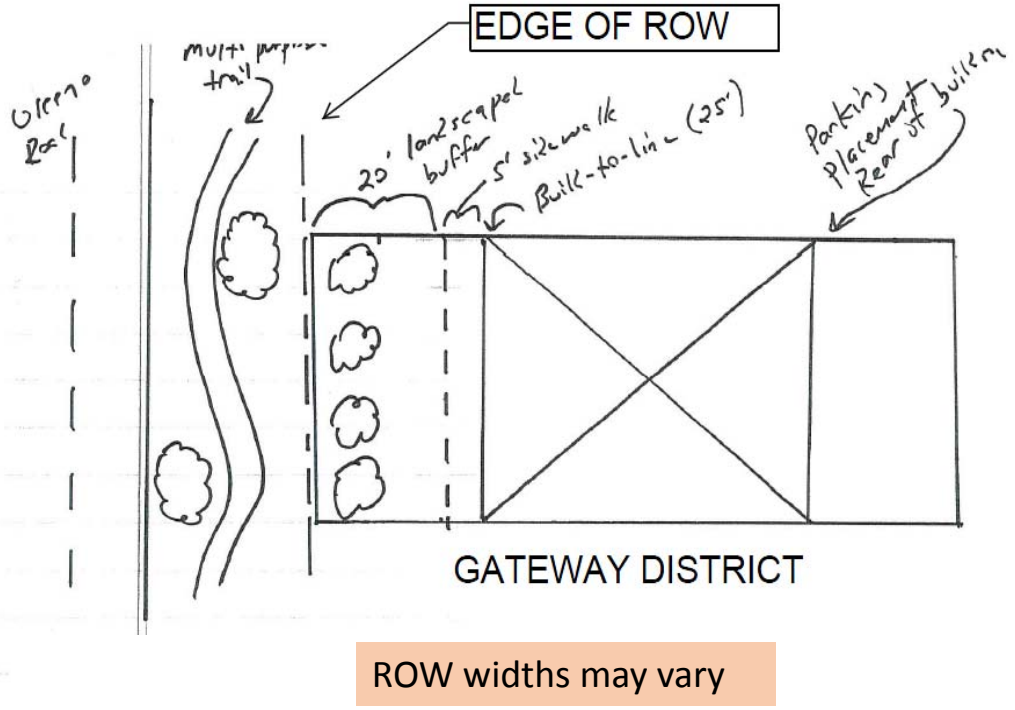
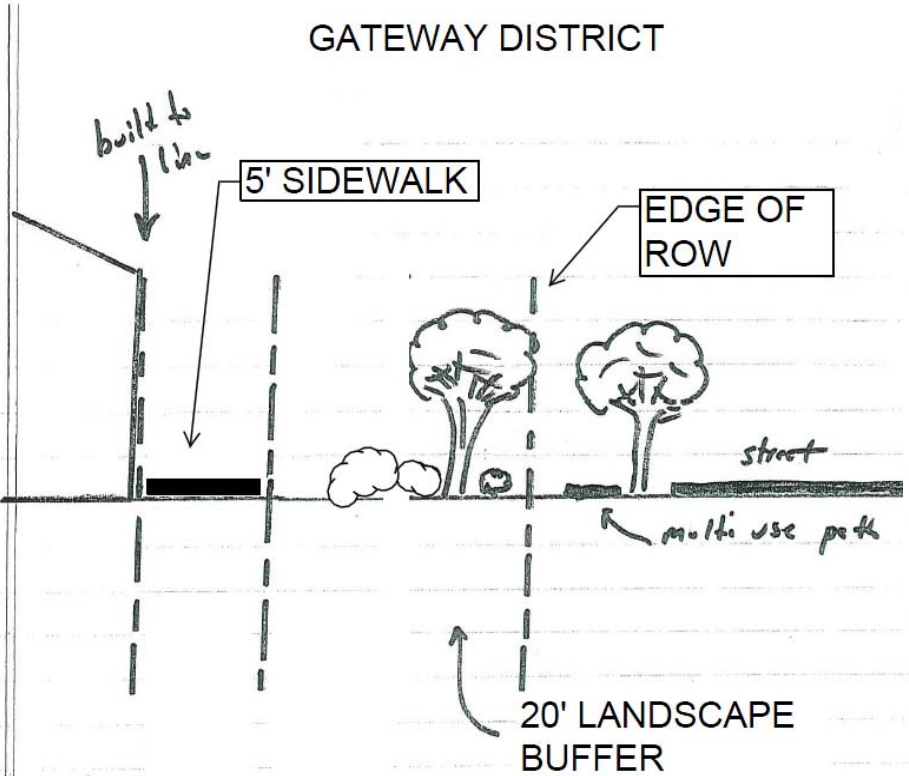
This view of a Mall with large parking fields received 90% NO votes, reflecting the national decline in Mall construction.



ANSWER CHOICES	RESPONSES	
Yes	10.01%	71
No	89.99%	638
TOTAL		709

ZC 19.08 Greeno Road Corridor (GRC) Overlay District

Gateway District



ZC 19.08 Greeno Road Corridor (GRC) Overlay District

Gateway District

- Drive-throughs prohibited for all uses
- Stand-alone ice machines, ATMs, car washes prohibited
- Quick-serve restaurants are a prohibited use
 - Restaurants with no table service, take out only, pick up meals only, and food trucks are prohibited uses
- Single use buildings prohibited
- Automobile repair, automobile service stations, and convenience stores are prohibited uses
- Ground retail/commercial/restaurants in mixed use facilities are limited to 8,000sf
- Grocery/General Merchandise/Shopping Centers limited to 8,000sf per tenant
- Bed and Breakfast limited to no more than 6 rooms and must be owner occupied and operated
- Two-family and townhouse developments must be two (2) stories
- **An example development is shown on the next slide to better-explain how the Gateway District review criteria would be applied to the review of a development**

ZC 19.08 Greeno Road Corridor (GRC) Overlay District

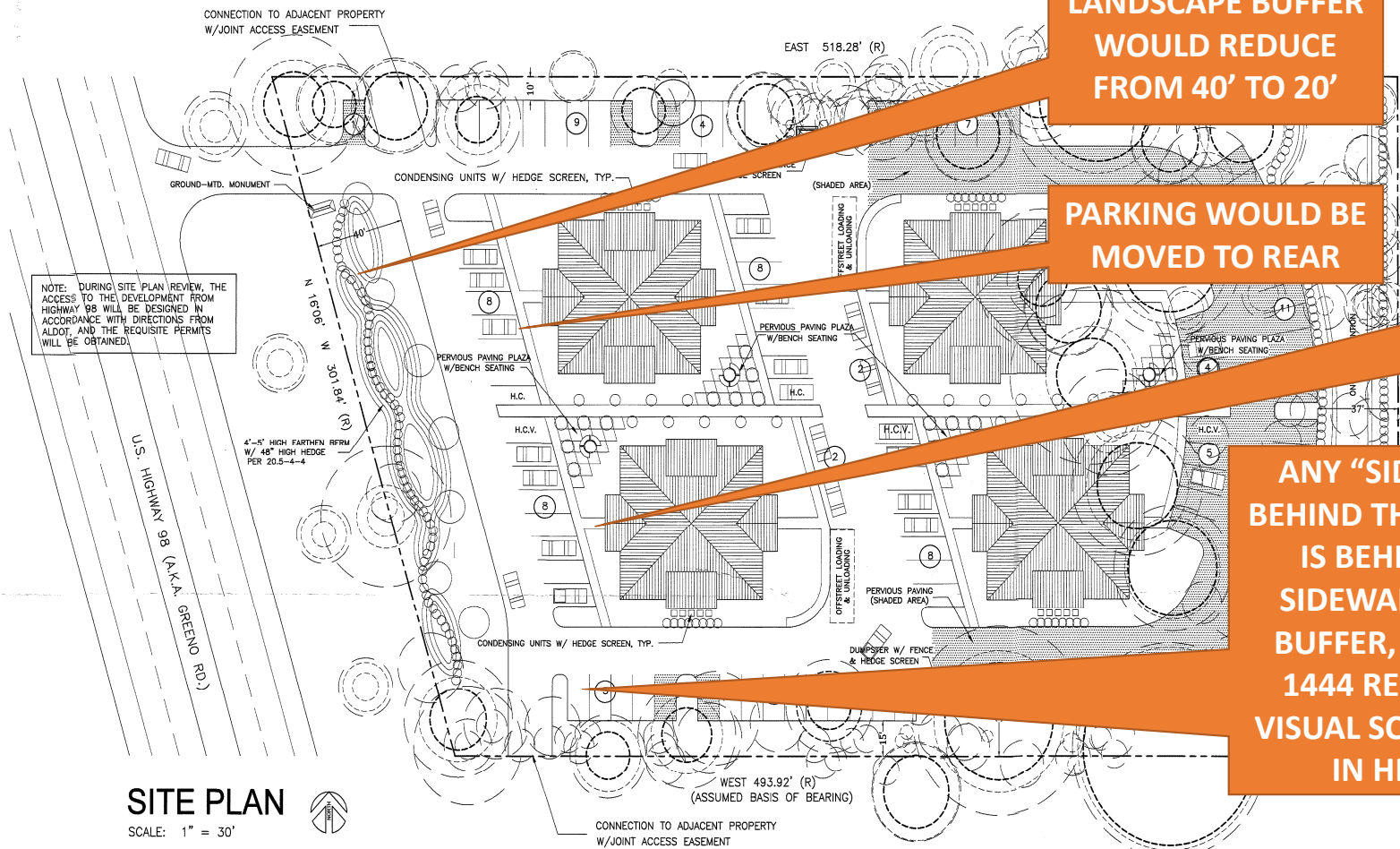
SAMPLE DEVELOPMENT Gateway District

LANDSCAPE BUFFER WOULD REDUCE FROM 40' TO 20'

PARKING WOULD BE MOVED TO REAR

BUILD-TO LINE BEHIND ON-PROPERTY SIDEWALK BEHIND LANDSCAPE BUFFER

ANY "SIDE" PARKING WOULD BE BEHIND THE BUILD-TO LINE, WHICH IS BEHIND THE ON-PROPERTY SIDEWALK AND THE LANDSCAPE BUFFER, WHICH PER ORDINANCE 1444 REQUIRES "AN UNBROKEN VISUAL SCREEN AT LEAST 48 INCHES IN HEIGHT AT PLANTING"



SITE PLAN

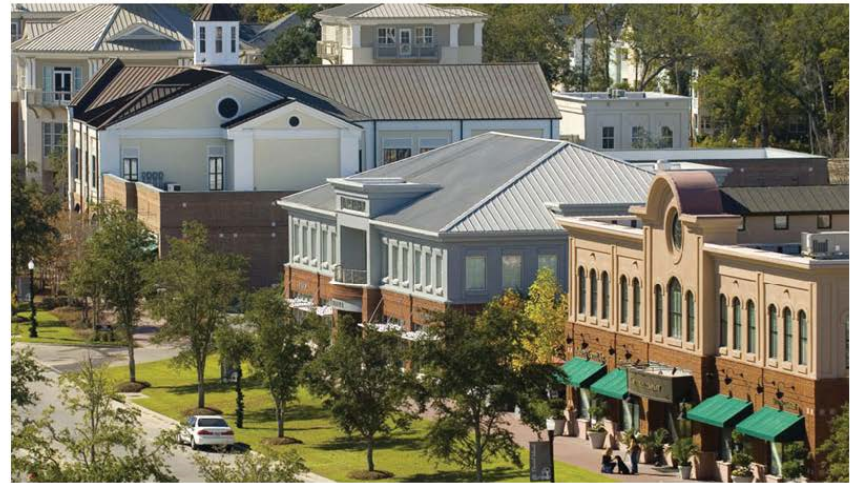
SCALE: 1" = 30'

ZC 19.08 Greeno Road Corridor (GRC) Overlay Gateway District

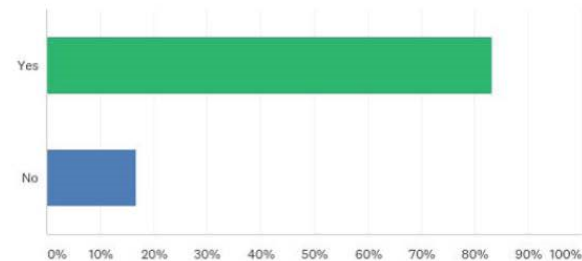
Image at right is Question #36 from the Visual Preference Survey and had an 83% affirmative response favoring this type of development pattern. *Note the wide landscape buffer between the ROW and the on-property sidewalk*

QUESTION 36

Would you prefer this type of Development along Greeno Road or Hwy 181?



RESULTS:

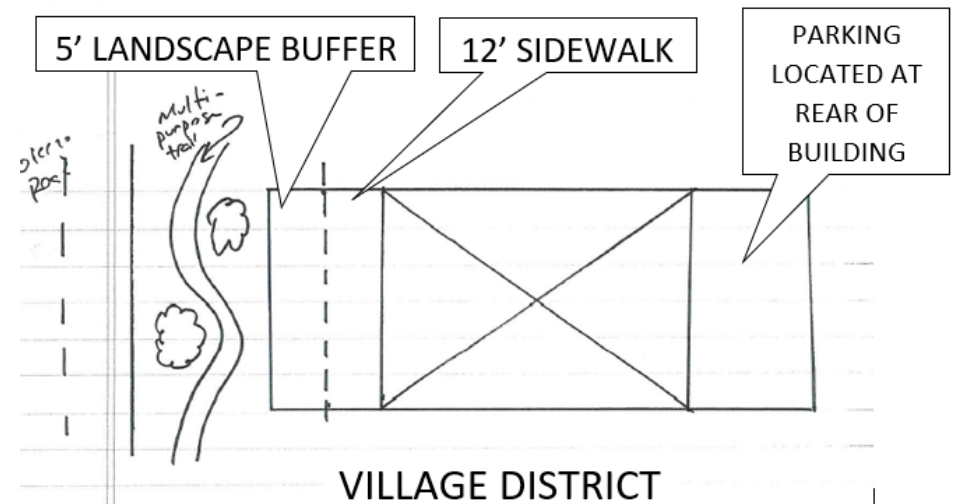
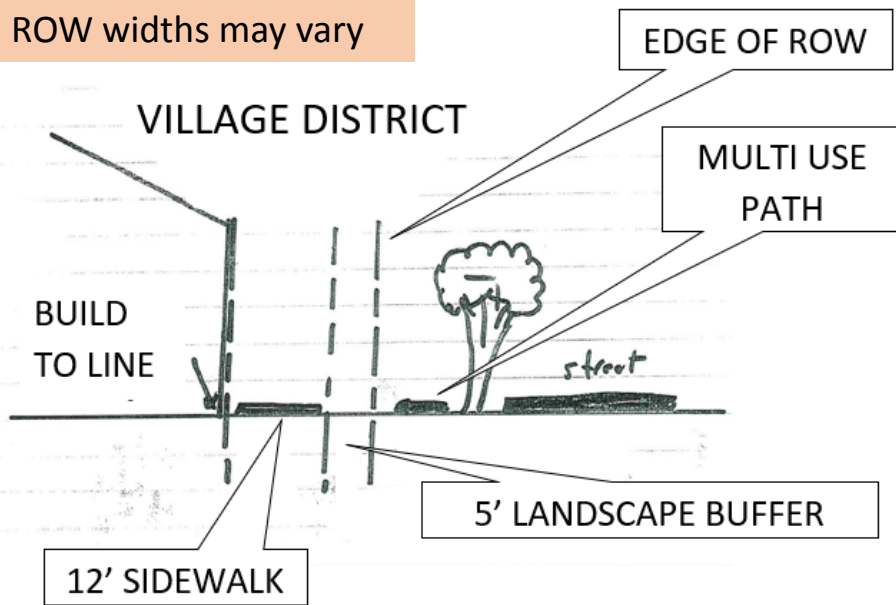


Over 83% responded YES to this pattern of more traditional buildings with a tree lined edge. Again, it shows a greener urban fabric in contrast to the business district.

ANSWER CHOICES	RESPONSES	
Yes	83.31%	564
No	16.69%	113
TOTAL		677

ZC 19.08 Greeno Road Corridor (GRC) Overlay District

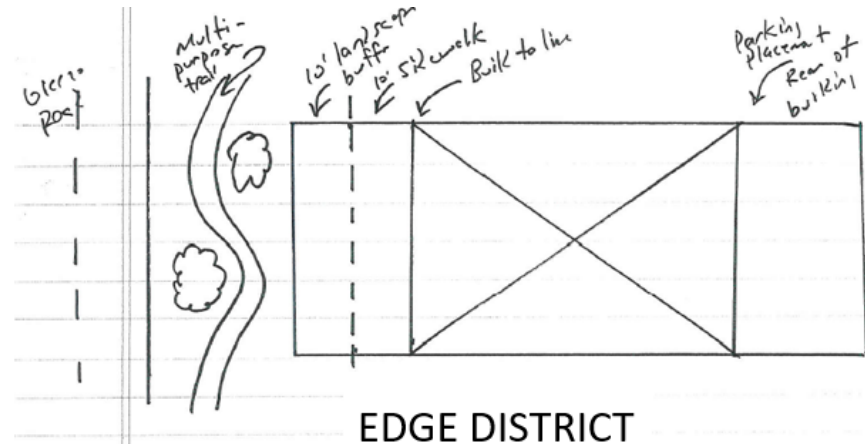
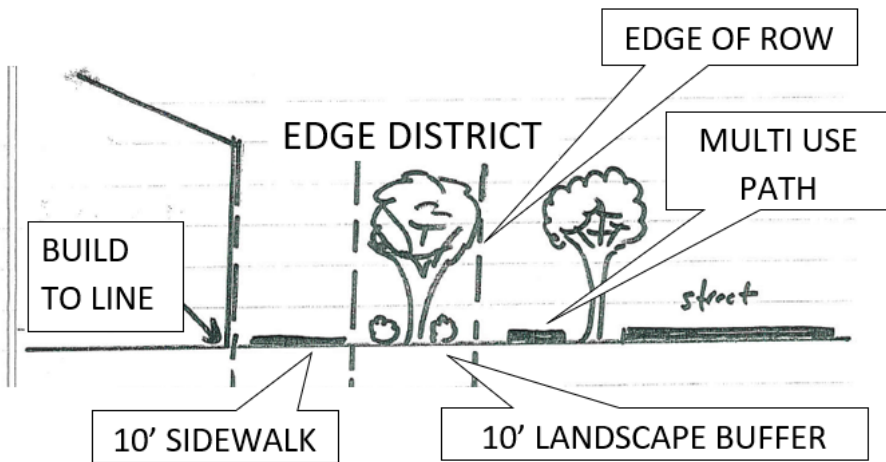
ROW widths may vary



Fairhope Avenue Village Center District (contemplates retrofit of existing traditional shopping centers)

- Drive-throughs prohibited for all uses
- Stand-alone ice machines, ATMs, car washes prohibited
- Quick-serve restaurants are a prohibited use
 - Restaurants with no table service, take out only, pick up meals only, and food trucks are prohibited uses
- Single use buildings prohibited
- Automobile repair, automobile service stations, and convenience stores are prohibited uses
- Ground floor retail/commercial/restaurants in mixed use facilities are limited to 8,000sf
- Grocery/General Merchandise/Shopping Centers limited to 8,000sf per owner or tenant

ZC 19.08 Greeno Road Corridor (GRC) Overlay District



Page 36 from Comprehensive Plan:
“Edges - Greeno Road commercialization must have a clear edge--where it stops and where it begins”.

Southern Edge District

- Single drive-through lanes are allowable at rear of principle structure
 - Enhanced drive-through standards have been added to Article III, Section D. 11.
- Stand-alone ice machines and ATMs are a prohibited use
- Hotel/Motel limited to 30 rooms
- Bed and Breakfasts allowable, but maximum 12 rooms, must be owner occupied and operated
- *Automobile Service Stations, Convenience Stores, Car Wash Facilities, and Automobile Repair Facilities are an allowable use, however new requirements have been added to Article III, Section D.4. enhancing lighting requirements, limiting electronic signs to fuel pricing only, and requiring fuel pumps to be located behind the rear building line of the convenience store building*

ZC 19.08 Greeno Road Corridor (GRC)

Closing remarks about the five districts

The text excerpt at right is from pages 37 and 38 of the Comprehensive Plan

Greeno Road Village Center

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

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

CITY OF FAIRHOPE COMPREHENSIVE PLAN ■ Page | 36

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

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

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

AIRPORT BOULEVARD?

THE GRC OVERLAY BEGINS THIS PROCESS

ZC 19.08 Greeno Road Corridor (GRC) Overlay

**ZONING
ORDINANCE
REVISIONS**

ZC 19.08 Greeno Road Corridor (GRC) Overlay

**SERVICE STATIONS
CONVENIENCE STORES
CAR WASHES
AUTOMOBILE REPAIR**

ZC 19.08 Greeno Road Corridor (GRC) Overlay District

Image at right is Question #34 from the Visual Preference Survey, and had one of the strongest negative responses of all questions asked in the VPS

QUESTION 34

What do you like about the image below? (Pick One)



RESULTS:

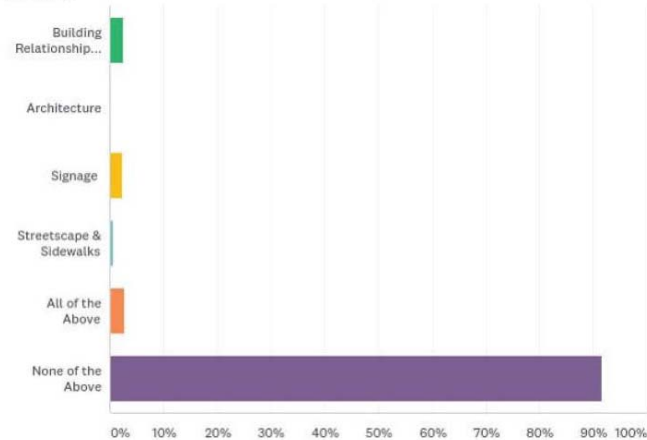


Image 34 received 94% votes liking of "None of the Above". This is one of the strongest negative reactions in the survey. Strip commercial has no place among Fairhope's surveyed citizens.



465 Opelika Road
Auburn, AL

©2014 Google
*465 Opelika Road
Auburn, AL*



ZC 19.08 Greeno Road Corridor (GRC) Overlay

Proposed revisions to Zoning Ordinance Article III, Section D.4. “Automobile Service Stations, Convenience Stores, Car Wash Facilities, and Automobile Repair Facilities”. Additional text in red, removed text in ~~strikethrough~~.

Location Restrictions:

- (1) In the NVC district or CVC district, automobile service stations may be located anywhere subject to the special design requirements listed in Section D.4.d of this Article
- (2) In all other districts, the property on which an automobile service station or convenience store is located shall not be within 100 feet of any residential district, or any property containing a school, public playground, church, hospital, public library, institution for children or dependents.
- (3) **Additional requirements and/or restrictions may apply within the Greeno Road Corridor (GRC) Overlay District.**

c. *Site Requirements:*

- (1) **All uses within this section** ~~automobile service station or convenience store~~ shall have a minimum front lot line on the primary right-of-way of 120 feet and a minimum lot area of 12,000 square feet.
- (2) All buildings shall be set back **at least** 40 feet from all right-of-way lines and ~~all canopies shall be set back 15 feet from all right-of-way lines.~~
 - **Greeno Road Corridor (GRC) Overlay District requirements shall apply as appropriate to the “build to” line and distance from right-of-way.**
- (3) **Service bay doors shall not front upon public rights-of-way and shall not face toward residential uses.**
- (4) **Building facades open to view from public rights-of-way shall have a minimum 5’-0” wide planter strip along the building foundation.**

ZC 19.08 Greeno Road Corridor (GRC) Overlay

- Greeno Road Corridor (GRC) Overlay District Requirements shall apply as appropriate to landscape buffers and sidewalk placement.

- (5) A raised curb of at least six inches in height shall be erected along the right-of-way lines, except for driveway openings.
- (6) ~~A solid fence or wall not less than six feet nor more than eight feet in height~~ Screening and buffering as required by Section 20.5-4 (11) *Buffer Zone Landscaping* of Ordinance number 1444 shall be erected along all adjacent property lines facing any adjacent residential use.
- (5) Light or glare shall not spill onto adjacent property or right-of-ways. In addition to the requirements of Article IV, Section "B", all light fixtures shall be either recessed into a canopy, or if they protrude shall have a box that shields the bulb from direct view. A light fixture that protrudes from the bottom of a canopy shall have a box completely surrounding the bulb and the lens shall be flush with the box. Lenses shall not protrude past the bottom of the box. See figure 3-3. Should a gas station canopy be repaired or improved and the value of the improvements or the repair total 50% or more of the assessed value of the structure, these lighting requirements must be met. This 50% value is a cumulative total.
 - i. Lights shall not be mounted on the top or fascia of the canopy, and fascias of the canopy shall not be illuminated
 - ii. Fuel station canopies fascia shall not be illuminated, transparent, reflective, or encircled in lights

- (6) All driving, parking storage, and service areas shall be paved and curbed.
- (7) No ~~uses within this section~~ automobile service station or convenience store shall be extended in area unless the proposed extension is in conformity with the requirements.
- (8) All ~~gasoline fuel~~ pump islands shall be set back at least 15 feet from ~~the rear building line of the principle structure.~~ right-of-way line, or where a future widening line has been established, the setback line shall be measured from such line, and where pump islands are constructed perpendicular to the right-of-way. However, the pumps shall be at least 60 feet from the centerline of an arterial street, 55 feet from the centerline of a collector street and 45 feet from the centerline of other streets.
- (9) Vehicular entrances or exits shall be provided according to Article V. of the Subdivision Regulations.

Revisions to Article III, Section D.4.
(continued) new text in red removed text in
strikethrough

t

ZC 19.08 Greeno Road Corridor (GRC) Overlay

ARTICLE III

REVISIONS

DRIVE THROUGH LANES, USE
TABLE REVISIONS, ACCESSORY
DWELLING CLARIFICATIONS

ZC 19.08 Greeno Road Corridor (GRC) Overlay

Revisions to Article III, Section D.9. New text in red removed text in ~~strikethrough~~

9. Accessory **Structures and Accessory Dwelling Units**

- a. *Intent:* The intent of the special conditions for accessory **structures and accessory** dwelling units is to allow flexibility in living arrangements and home occupations while maintaining the residential character of existing neighborhoods. These standards apply to all districts **or as indicated in Table 3-1, Use Table.** ~~except for the Village Districts in Article VI.~~
- b. *Location Restrictions:* Accessory dwelling units shall be located on the same lot as the principal structure and are subject to the dimension standards in Section C.2. of this Article.
- c. *Site Requirements:*
 - (1) Any accessory structures shall only have a half bath.
 - (2) Kitchens and electrical wiring or gas-supporting kitchens are prohibited.
 - (3) Any accessory structure proposed for office or extra living areas shall not be larger than 50% of the gross square footage of the principal structure.
 - (4) Any utilities for an accessory structure shall run through the principal structure.
- c. *Exception:*
 - (1) Notwithstanding anything contained in this subsection 9 to the contrary any “bona-fide” mother-in-law suite with a kitchen, attached to the principle structure, under common roof, shall not be deemed to be an accessory dwelling unit for purpose of this zoning ordinance but, instead, shall be deemed to be a part of the principle dwelling unit.

ZC 19.08 Greeno Road Corridor (GRC) Overlay

10. Uses Containing Drive Through Lanes / Drive Through Windows

- a. *Intent:* The intent of the special conditions for Drive Through Lanes / Drive Through Windows is to:
- Provide access to various services offered by uses containing drive through lanes and drive through windows;
 - Allow uses containing drive through lanes and drive through windows to be appropriately mingled with other non-residential uses;
 - Ensure location and design standards compatible with surrounding property, particularly the scale and intensity of surrounding commercial uses;
 - Minimize the potential negative impact that uses containing drive through lanes and drive through windows may have on surrounding property and neighborhoods;

b. *Location Restrictions:*

- (1) In the NVC district or CVC district, uses containing drive through lanes / drive through windows are not allowable.
- (2) In all other districts, the property on which a drive through lane / drive through window is otherwise allowable shall not be within 100 feet of any residential district, or any property containing a residential use.
- (3) Additional requirements and/or restrictions may apply within the Greeno Road Corridor (GRC) Overlay District.

- a. *Special Design Requirements* – In addition to the above location restrictions, the following special design requirements shall apply:

- (1) Drive through speaker shall not exceed 50 decibels
 - i. Shall not play recorded messages.
- (2) Menu boards / order boards
 - i. Shall be a maximum of 30 square feet in area
 - ii. Shall be a maximum 6' tall
 - iii. Shall be shielded from view from any public street and adjacent residential uses or residentially-zoned property
- (3) No less than four (4), 20' long and 10' wide stacking lanes shall be located at or behind the drive through window or appurtenance
 - i. May be reduced in number if recommended by a traffic impact study prepared by a licensed professional engineer
 - ii. Separated from other vehicular use and site circulation areas by a landscaped raised divider median or other divider identified in the landscape plan
 - iii. Shall be 12' wide in curved areas
 - iv. Shall not enter or exit directly into a public street
 - v. Shall not interfere with waste handling and material loading areas
 - vi. If curbed, shall include an emergency by-pass or exit
- (4) Uses including a drive through lane located adjacent to residential uses or residentially-zoned property shall provide screening and buffering as required by Section 20.5-4 (11) *Buffer Zone Landscaping* of Ordinance number 1444

This is a brand-new section added to the zoning ordinance and governs all drive through lanes and windows, both inside and outside the GRC. Drive throughs are only permissible in the Southern Edge District of the GRC but permissible in all other areas outside the GRC.

ZC 19.08 Greeno Road Corridor (GRC) Overlay

LIGHTING

ZC 19.08 Greeno Road Corridor (GRC) Overlay

AT RIGHT IS AN EXCERPT FROM
THE REVISION TO ARTICLE IV,
SECTION B.3. "LIGHTING". THE
ORIGINAL SECTION CONSISTED
OF THE ONE PARAGRAPH IN
BLACK TEXT ABOVE RIGHT

3. **Parking Lot/Open Area Lighting**

Parking lots with 50 or fewer spaces and open area requiring lighting for general purposes shall have light poles that do not exceed 10 feet overall height. Parking lots having more than 50 spaces shall have light poles that do not exceed 20 feet overall height. Luminaries of a sharp cut off design to shield light source above 72 degrees from vertical and providing 1.0 average maintained foot candles with the following uniformity ratios: 3:1 average/minimum * (.33 FC minimum), 12:1 maximum/minimum * (4.0 FC maximum) are required in all cases. Public facilities such as lighted ball fields are excluded. A photometric grid shall be furnished by developer at time of building permit application.

* maximum or minimum foot candle level at any point lighted area.

3. **Lighting**

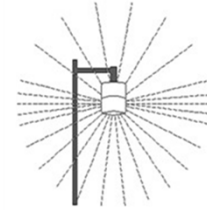
- a. **Applicability.** The applicant for any permit required for work involving lighting shall submit documentation at time of site plan, multiple occupancy project plot plan, or building permit request that the proposed lighting plan complies with the provisions of this Code. The submission shall contain, but not be limited to the following, all or part of which may be part of or in addition to the information required elsewhere in this Code:
 - (1) A point-by-point footcandle array in a printout format indicating the location and aiming of illuminating devices. The printout shall indicate compliance with the maximum maintained footcandles required by this Code.
 - (2) Description of the illuminating devices, fixtures, lamps, supports, reflectors, poles, raised foundations and other devices (including but not limited to manufacturers or electric utility catalog specification sheets and/or drawings, and photometric report indicating fixture classification [cutoff fixture, wall pack, flood light, etc.]).

Nonconformities. Following application of this regulation, the installation of lighting, replacement of lighting, and changes to existing light fixture wattage, type of fixture, mounting, or fixture location shall be made in strict compliance with this Code. Routine maintenance, including

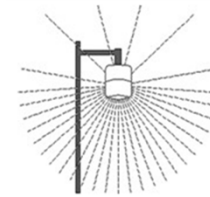
ZC 19.08 Greeno Road Corridor (GRC) Overlay

AT RIGHT IS AN EXCERPT FROM
THE REVISION TO ARTICLE IV,
SECTION B.3. "LIGHTING". THE
DIAGRAMS AT RIGHT ARE
EXAMPLES OF FIXTURE DESIGNS
NOT CURRENTLY INCLUDED IN
THE ZONING ORDINANCE

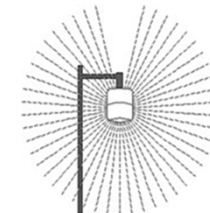
- (1) Semi-Cutoff Fixture: An outdoor light fixture shielded or constructed in such a manner that it emits no more than five percent of its light above the horizontal plane of the fixture, and no more than 20 percent of its light ten degrees below the horizontal plane of the fixture.



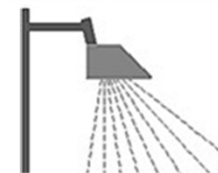
- (2) Cutoff Fixture: An outdoor light fixture shielded or constructed in such a manner that no more than two and one-half percent of the total light emitted by the fixture is projected above the horizontal plane of the fixture.



- (3) Non-Cutoff Fixture: An outdoor light fixture constructed in such a manner that it emits light in all directions.



- (4) Flood Light: A form of lighting designed to direct its output in a diffuse, more or less specific direction, with reflecting or refracting elements located external to the lamp.



ZC 19.08 Greeno Road Corridor (GRC) Overlay

**DEFINITIONS
ADDED TO ZONING
ORDINANCE**

ZC 19.08 Greeno Road Corridor (GRC) Overlay

Outdoor Sales Lot – a retail use where a significant portion of the merchandise, either in area or in business value, is typically stored outside during business hours.

- i. **Car Wash** –
 - a. Automated - A structure containing facilities for washing automobiles using a chain conveyor or other method of moving the cars along and automatic or semi-automatic application of cleaner, brushes, rinse water and heat or air for drying.
 - b. Self-Service - A car wash wherein the customer provides labor to wash, dry, and otherwise clean a vehicle and where no self-propelled wash racks are provided.

5. Service Use Category

The Service Use category is for businesses that offer clients, customers, or patrons goods for consumption on the premises, or offer services for performance and delivery on the premises.

- a. *Convalescent or Nursing Home* – a business providing living accommodations and care for persons suffering from illness, other than mental or contagious, which is not of sufficient severity to require hospitalization, or for persons requiring further institutional care after being discharged from a hospital, and where non-resident staff is present for more than 8 hours per day.
- b. *Clinic* – a place used for the care, diagnosis and treatment of ailing, infirm, or injured persons, and those who are in need of medical and surgical attention, but who are not provided with board. **Includes medical laboratory facilities; professionally-licensed therapists and therapy facilities of various types including but not limited to physical therapy, emotional, psychological and psychiatric therapy, and professionally-licensed counseling facilities.**

Ground Cover: Natural (mulch) or low growing plants other than deciduous varieties installed to form a continuous cover over the ground.

Heavy Equipment: Including but not limited to large wheeled, tracked, or static pieces of equipment, including trailers, implements, and attachments used in conjunction with heavy equipment, normally associated with commercial agricultural, construction, or utility industries or other similar pieces of heavy equipment. Examples include but are not limited to tractors greater than 40 horsepower, any metal-tracked vehicle, dozers, backhoes, excavators, trenchers, forklifts, aerial lifts, dump trucks greater than 20,000 lbs Gross Vehicle Weight Rating (GVWR), ride-on soil compactors, skid steer loaders, logging machines, knuckle boom loaders, wheel or tracked loaders, trailers greater than 10,000 lbs GVWR, or other similar pieces of heavy equipment. Walk-behind equipment rented for temporary uses such as small stump grinders, trenchers, dethatchers, or other similar equipment are excluded from the heavy equipment definition

Heritage Tree: Any live tree greater than or equal to twenty inches (20”) in diameter at breast height (DBH). Breast height is established as the height of the trunk of a tree fifty-four inches (54”) above grade.

Defined terms added to Article IX.
New text in **red**, removed text in ~~strikethrough~~

Car wash is not a defined term in the zoning ordinance, which this routine edit addresses. Further, “heavy equipment” is also not a defined term which this routine edit addresses. Additional wording to the “clinic” has been added to clarify the use.

ZC 19.08 Greeno Road Corridor (GRC) Overlay

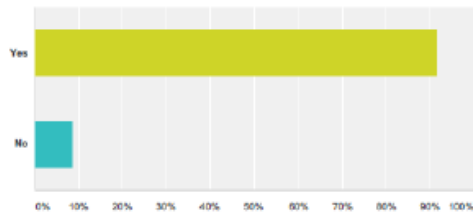
CONCLUSION

From the Comprehensive Plan survey results, pages 11 and 13

Results

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

Answered: 1,720 Skipped: 153



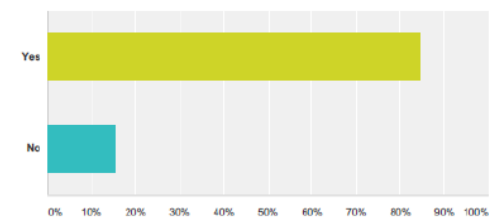
Answer Choices	Responses	
Yes	91.51%	1,574
No	8.49%	146
Total		1,720

thompson
ENGINEERING

Results

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

Answered: 1,738 Skipped: 135



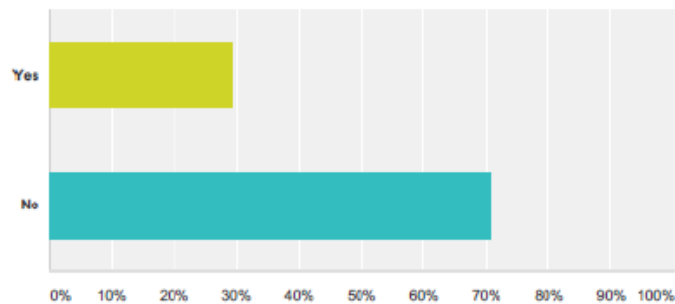
Answer Choices	Responses	
Yes	84.56%	1,470
No	15.42%	268
Total		1,738

thompson
ENGINEERING

Results

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

Answered: 1,691 Skipped: 182



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

From the
Comprehensive
Plan survey
results, page 8

ROAD TO CHAOS

How Eastern Shore Residents Feel About
Development On 98



Prepared by the Corridor 98 Committee
June/July 1987

IN CLOSING

The GRC is a continuing implementation of the Comprehensive Plan as well as a response to the requests of Fairhope Citizens expressed in the Visual Preference Survey.

Further, the GRC is the first step in possibly introducing a form-based zoning code to the City of Fairhope