

- Fairhope Comprehensive Plan
- Town Hall Meeting



- Thompson Engineering, Inc.
- August 13, 2015

- Three Town Hall meetings in October
- Project Website
- Stakeholder Interviews
- Citizen Survey
- Vision
- Goals
- Objectives
- Alternates



# Town Hall Meetings

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

**COMMENT FORM**  
COMPREHENSIVE PLAN UPDATE  
City of Fairhope Town Hall Meeting

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Are you a: resident  visitor  business owner  property owner   
in the City of Fairhope? (Check all that apply.)

Do you agree with the City's vision statement? YES  NO  Why or why not?  
\_\_\_\_\_

(CONTINUE ON BACK IF NECESSARY)

Choose the three (3) most important issues facing the City of Fairhope. (Check three.)  
transportation  city character  drainage  utilities  annexation   
village development  growth  city services  taxes  crime   
environment  regulations  other  (Please specify) \_\_\_\_\_

Why?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

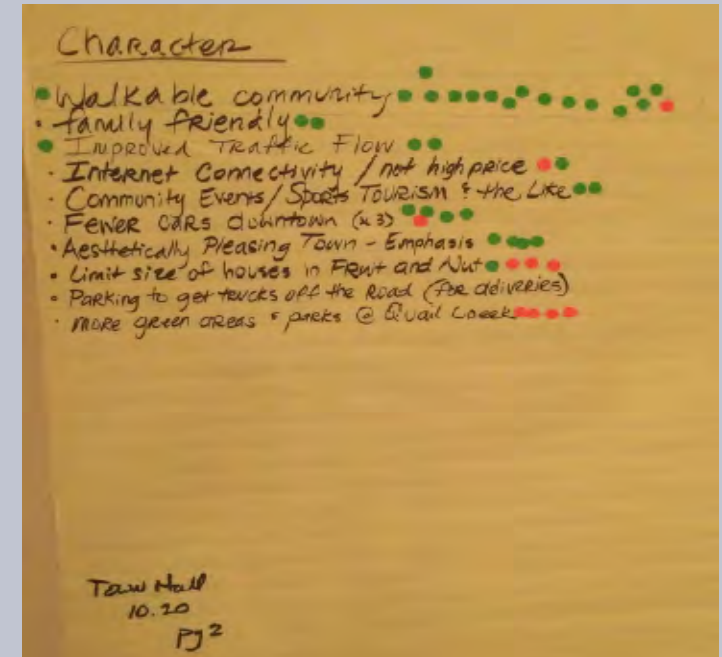
(CONTINUE ON BACK IF NECESSARY)

What other comments do you have concerning the City of Fairhope and its future?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(CONTINUE ON BACK IF NECESSARY)

PLEASE DROP IN COMMENT SHEET BASKET  
AT THE TOWN HALL MEETING OR  
MAIL WITHIN 7 BUSINESS DAYS TO:  
My Christahe Baker, Director of Planning  
Thompson Engineering  
2015 College Hill Road, Suite 100  
Mobile, Alabama 36688

YOU MAY ALSO FAX OR E-MAIL YOUR COMMENTS TO: (251) 882-2022 OR [cbaker@thompsonengineering.com](mailto:cbaker@thompsonengineering.com)



# 21 Stakeholder Interviews

- Held in October 2014
- Remainder held in December 2014



- Prepared by Thompson Engineering
- Approved by the City
- Distributed by the City



*OFFICE OF THE MAYOR*

City of Fairhope Comprehensive Plan Update  
Community Questionnaire

Dear Neighbors:

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

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

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

Sincerely,

Timothy M. Kant, Mayor  
City of Fairhope

Downtown:

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

Increase      Stay the same

Do you use the parking garage downtown?

Yes      No



# Survey

- Survey was available via a link on the City's website
- Paper copies were mailed to residents
- Approximately 1,800 responses



# Summary of Findings Document

- Delivered in March 2015
- Presented at regular Planning Commission meeting
- Highlighted all input provided to date
- Found common themes and opportunities
- Basis of Vision, Goals and Objectives presented on May 7

# Vision Statement

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

Supported at special PC and CC Mtg on May 7



# 10 Categories of Goals + Objectives

Physical Image

Environment

Urban and Community Design

Development Framework

Villages

Transportation

Infrastructure

Economic Development

Quality of Life

Tourism  
ENGINEERING

Supported at special PC and CC Mtg on May 7

# Selected Goals + Objectives

- **Physical Image**: Continue to maintain the high level of care and investment in the physical image of the City.
  - Provide adequate resources to maintain the City’s arbor and horticulture programs.

# Selected Goals + Objectives

## ▪ Physical Image...continued

- Ensure appropriate places for social interaction and recreation on the East side of Fairhope.
- Ensure that the image of public rights-of-way in “East” Fairhope are enhanced and maintained to the same level as “West” Fairhope.

# Selected Goals + Objectives

- **Environment:** Improve, protect, enhance, and enjoy Fairhope's natural environment.
  - Utilize low impact development practices.
  - Manage stormwater as a resource to be capitalized upon, not as a discarded by-product.

# Selected Goals + Objectives

## ▪ Environment...continued

- Re-evaluate comprehensively how stormwater is managed.
- Continue to lead in protecting and improving water quality in the Bay.

# Selected Goals + Objectives

- **Urban and Community Design:** Continue to reinforce and enhance Fairhope's brand image as unique with new development.
  - Create focal points in new residential development, such as water features.
  - Create focal points in new commercial development, such as identifiable architectural features.



# Selected Goals + Objectives

## ▪ Urban and Community Design...continued

- Continue to support the development of artistic, cultural, and recreational opportunities.
- Continue to emphasize the pedestrian experience and work to enhance safety and additional opportunities.

# Selected Goals + Objectives

- **Development Framework:** Guide commercial and high density growth to locations that can be efficiently and effectively served with utilities and public services.
  - Evaluate proposed development with careful consideration to the vitality of downtown and other villages.

# Selected Goals + Objectives

## ▪ Development Framework... continued

- Ensure that State Hwy 181 is an effective transportation corridor that reflects Fairhope's image.
- Define the commercial growth of Greeno Rd. with edges, thus, ensuring an appropriate ending point.

# Selected Goals + Objectives

- **Villages**: Relentlessly work to bring villages to life through proactive partnerships, as well as political and civic leadership.
  - Form a village development task force comprised of City staff, relators, builders, property owners, bankers, and developers.
  - Proactively engage landowners where villages are contemplated.

# Selected Goals + Objectives

## ▪ Villages...continued

- Consider all options available to encourage village development, from utilities to public service, and discourage non-village development.
- Assist in bringing an additional village to life within five years.

# Selected Goals + Objectives

- **Transportation Network:** Continue to improve mobility in the City for all modes of transportation, and continue to reinforce public rights-of-way as prominent public space.
  - Consider improvements to Gayfer Ave. Ext., Twin Beech Rd and County Road 32 from 181 to Section Street to improve East/West mobility.
  - Develop a master sidewalk plan that is phased, implementable, and based on realistic budgets.



# Selected Goals + Objectives

- **Infrastructure**: Plan, provide, and maintain cost effective and efficient infrastructure that promotes orderly growth.
  - Ensure that road capacities are correlated with development proposals.
  - Target public funds for mobility improvements at strategic locations that best implements the comprehensive plan, and creates revenue.

# Selected Goals + Objectives

- **Economic Development**: Grow the City in a manner that balances residential, commercial, and industrial development so that all sectors of the local economy may realize improvement.
  - Build on recent successes at the HL “Sonny” Callahan Airport.
  - Continue to support Thomas Hospital as an important economic engine for the City.

# Selected Goals + Objectives

- **Quality of Life:** Build quality recreation facilities, cultural venues, public safety services, and reinforce Fairhope's schools as cornerstones to long term quality of life.
  - Maintain civic uses (government and public safety) and religious uses Downtown, to ensure long term viability and investment.
  - Continue to provide exceptional public safety.

# Selected Goals + Objectives

- **Tourism**: Expand and build on existing relationships to increase Fairhope's attraction as a tourist destination.
  - Improve way-finding around the City for visitors so that navigation can be more easily understood.
  - Improve way-finding for public parking opportunities ,and guide visitors and residents to the Downtown parking garage.

# Selected Goals + Objectives

## ▪ Tourism...continued

- Engage the Gulf Coast Visitor Convention Bureau to capture more day-trippers from the Beaches.
- Utilize the new soccer fields and other athletic facilities to draw visitors to Fairhope.

# Hot Topics...

- HWY 181
- CR 32
- Greeno Rd



# HWY 181: Current Development



# HWY 181 : Current Development





# HWY 181 : Current Development



# HWY 181 : Current Development





# HWY 181 : Current Development



# HWY 181 : Current Development





# HWY 181 : Current Development



# CR 32 : Current Development





# Greeno Rd : Current Development



# Greeno Rd : Current Development



- Examples of Villages around the Nation
  - Large Scale
  - Small Scale
  - Old
  - New



# Large Scale Village: Addison Circle, TX



- Dallas area
- Access to transit

- Built in 1990's



# Small Scale Village: Glenwood Park, GA

- Started in 2003
- 28 Acres
- Commercial
- Mixed use residential offerings
- East ATL





# Small Scale Village: Glenwood Park, GA



2003

2005





# Small Scale Village: Glenwood Park, GA



# Old Village: Villages of Mountain Brook, AL



- Mid 1900's
- Redeveloped in 2000's
- Outside of Birmingham

■ Successful & Desirable





# Old Village: Villages of Mountain Brook, AL



- English Village
- Mountain Brook Village
- Crestline Village



# New Village: Verrado, Arizona

- Started in 2002
- Elementary and High Schools
- A downtown core, golf club, and interstate-oriented commercial
- 8,000 acres under common ownership
- Mixed-use residential offerings



# New Village: Verrado, Arizona





# New Village: Verrado, Arizona



# New Village: Villages of Lakewood Ranch, FL

- Commercial, auto-oriented, off a 4-lane Blvd
- Started in 1995





# New Village: Villages of Lakewood Ranch, FL





# Village Implementation

## ■ Six Steps

1. Assemble Fairhope Village Task Force.
2. Identify partner property owners.
3. RFP to developers or Planners/Architects.
4. Create site plan for village and surrounding neighborhoods.
5. Consider incentive packages.
6. Development / Architectural guidelines.

# Village Implementation

## ■ Sticks

- Withhold utility extensions?
  - Tied to annexation
- Pull back Police and Fire to City Limits only?
  - Results in increased insurance rates for all

## ■ Carrots

- Potential incentives?
  - Tax, Infrastructure
- Time reduction in process?

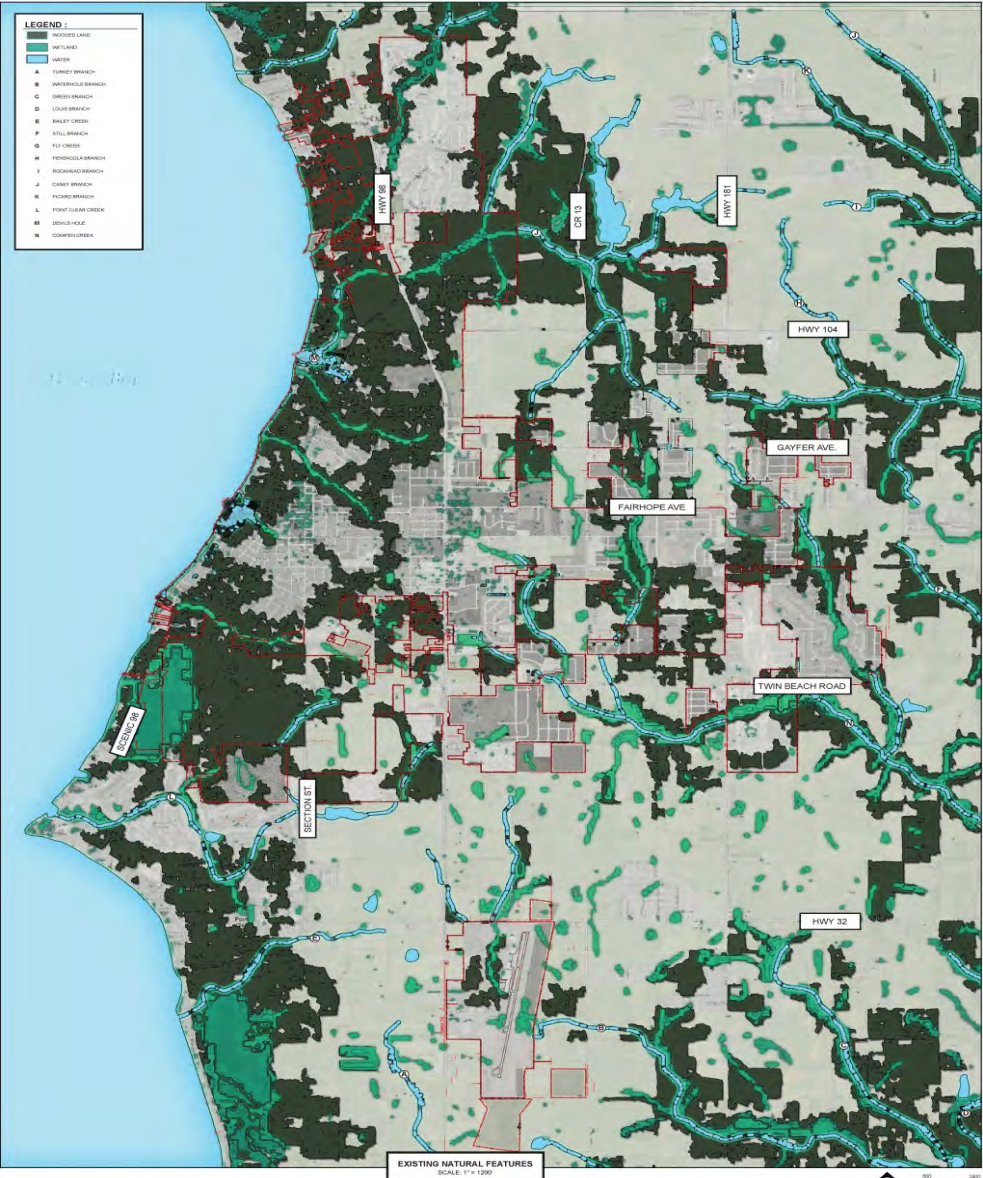
# Build Up Analysis

- Planning team analyzed:
  - Existing Conditions
  - Existing Land Use
  - Existing Natural Features
  - Existing Community Facilities
  - Existing Infrastructure

In order to arrive at a comprehensive look at opportunities.

# Build Up Analysis

- Existing Natural Features



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



CITY OF FAIRHOPE  
PLANNING JURISDICTION

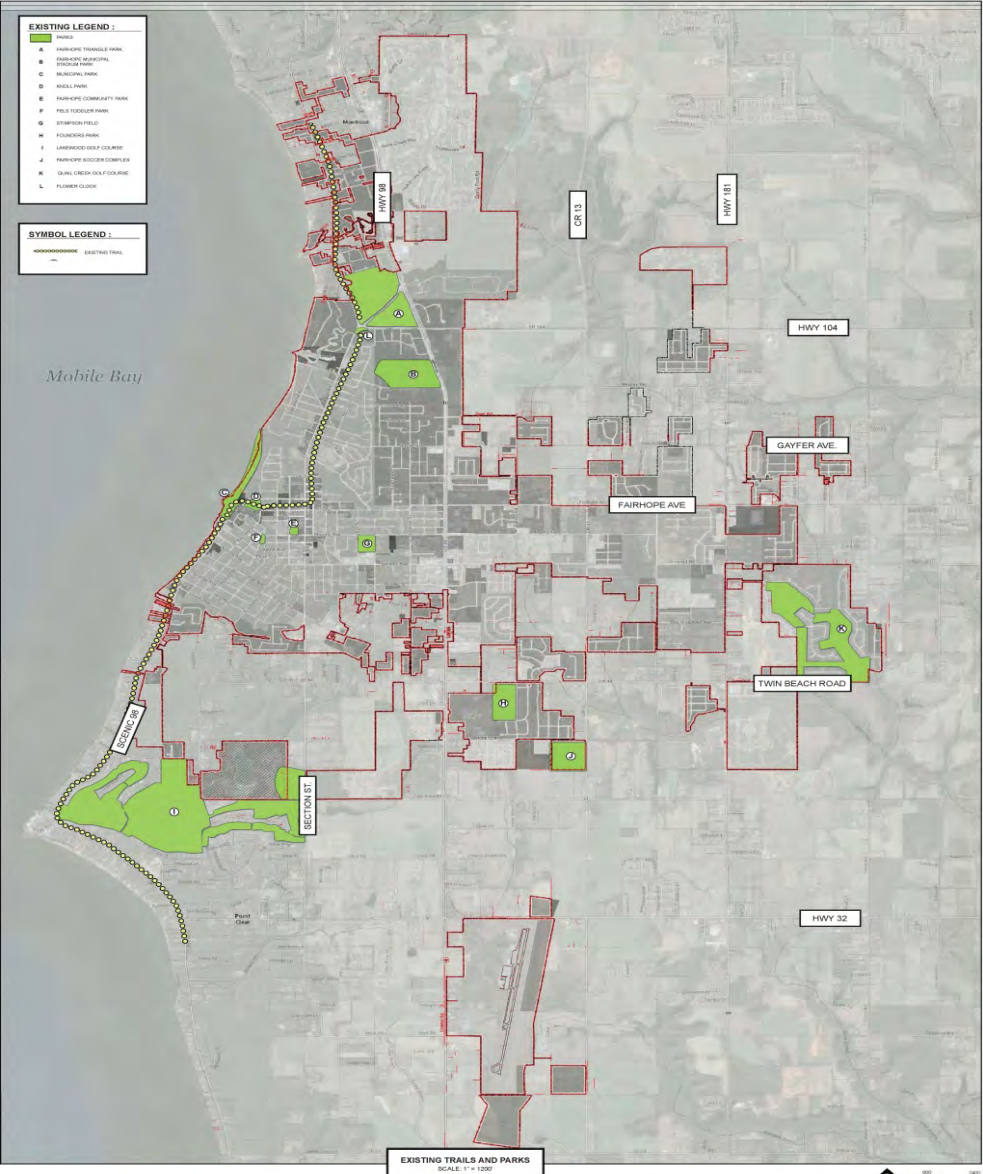
PROJECT NO.: 14-1101-0332  
DATE:





# Build Up Analysis

- Existing Trails and Parks



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



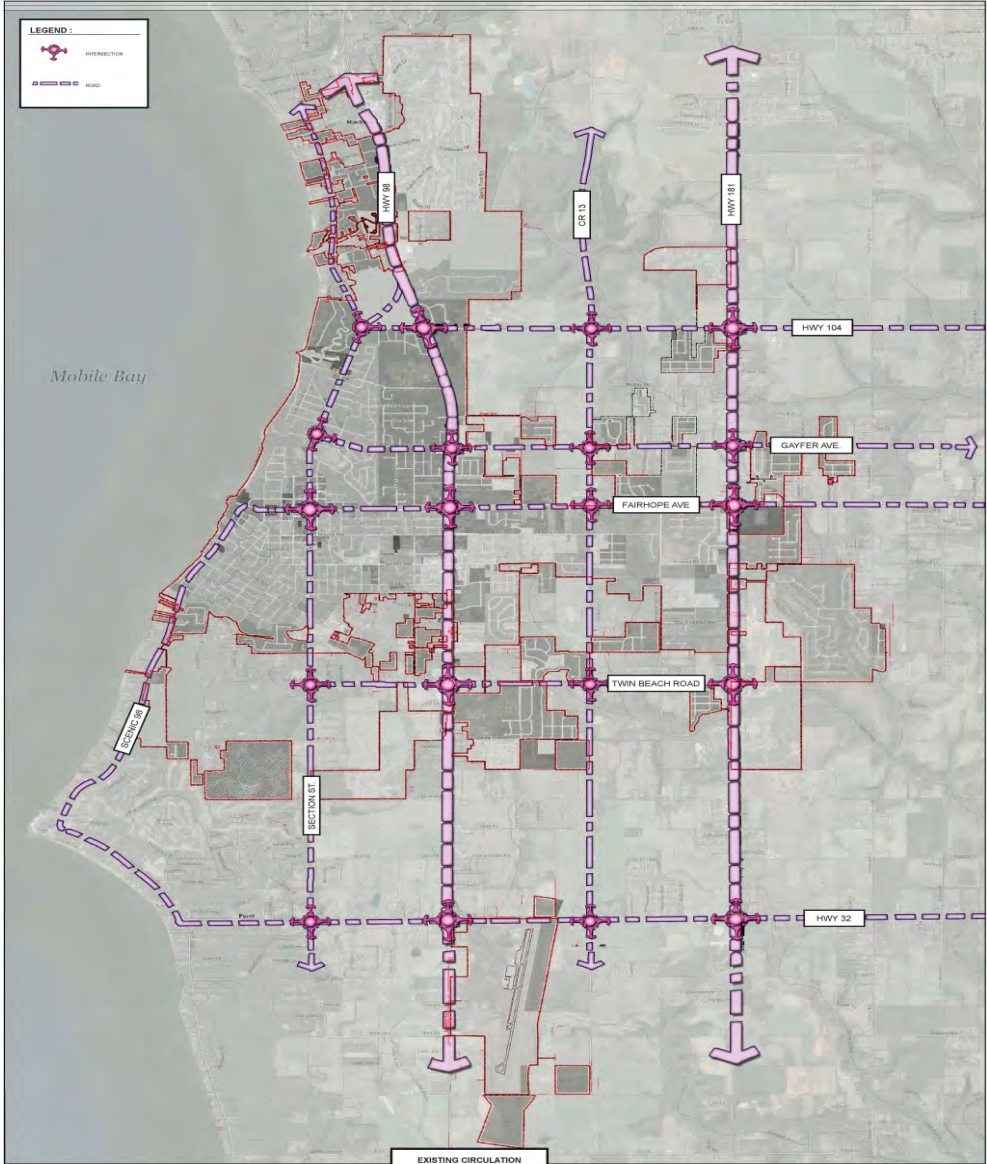
CITY OF FAIRHOPE  
PLANNING JURISDICTION

PROJECT NO.: 14-1101-0332

DATE:

# Build Up Analysis

- Existing Circulation



EXISTING CIRCULATION  
SCALE: 1" = 1250'



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



CITY OF FAIRHOPE  
PLANNING JURISDICTION

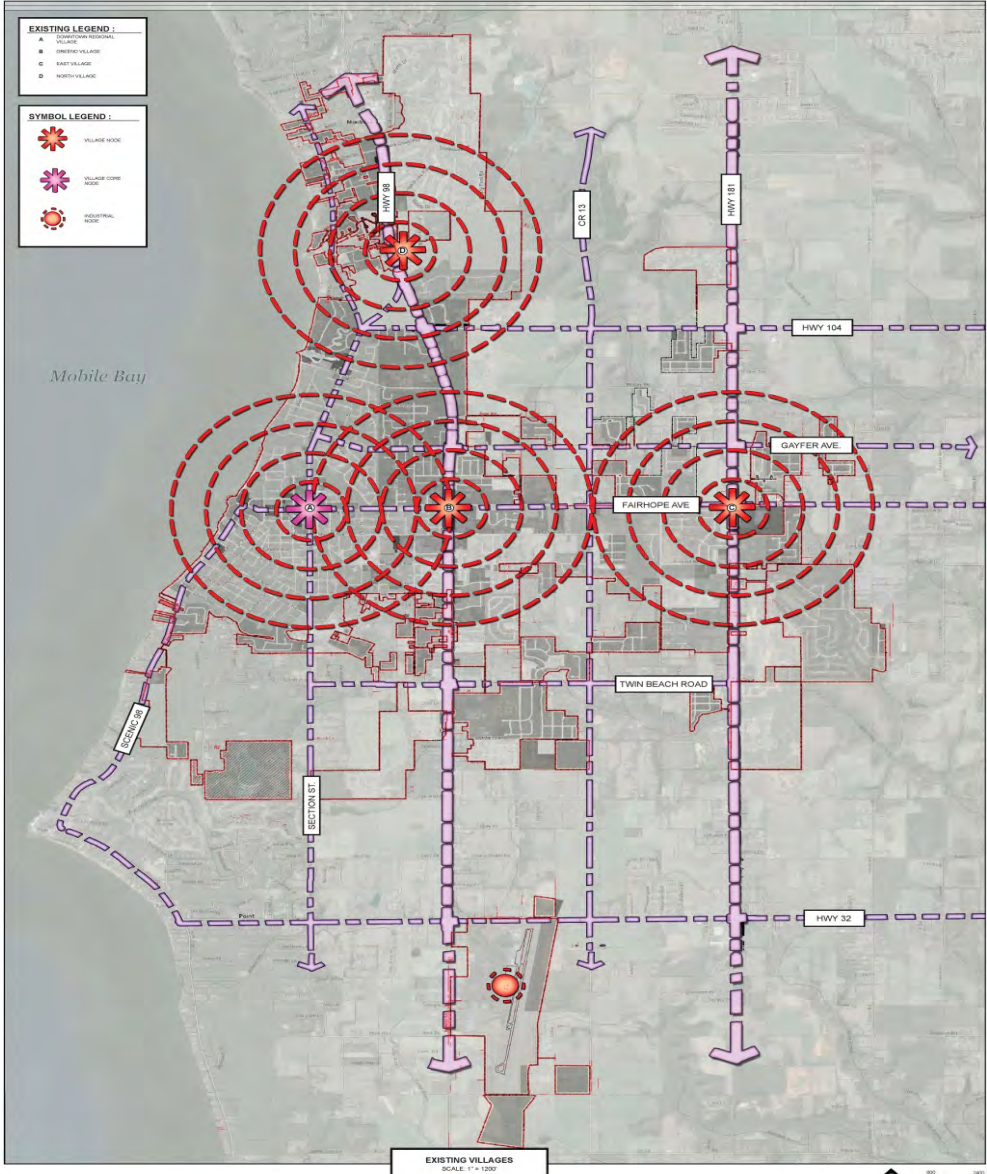
PROJECT NO.:  
14-1101-0332

DATE:



# Build Up Analysis

- Existing Villages



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



CITY OF FAIRHOPE  
PLANNING JURISDICTION

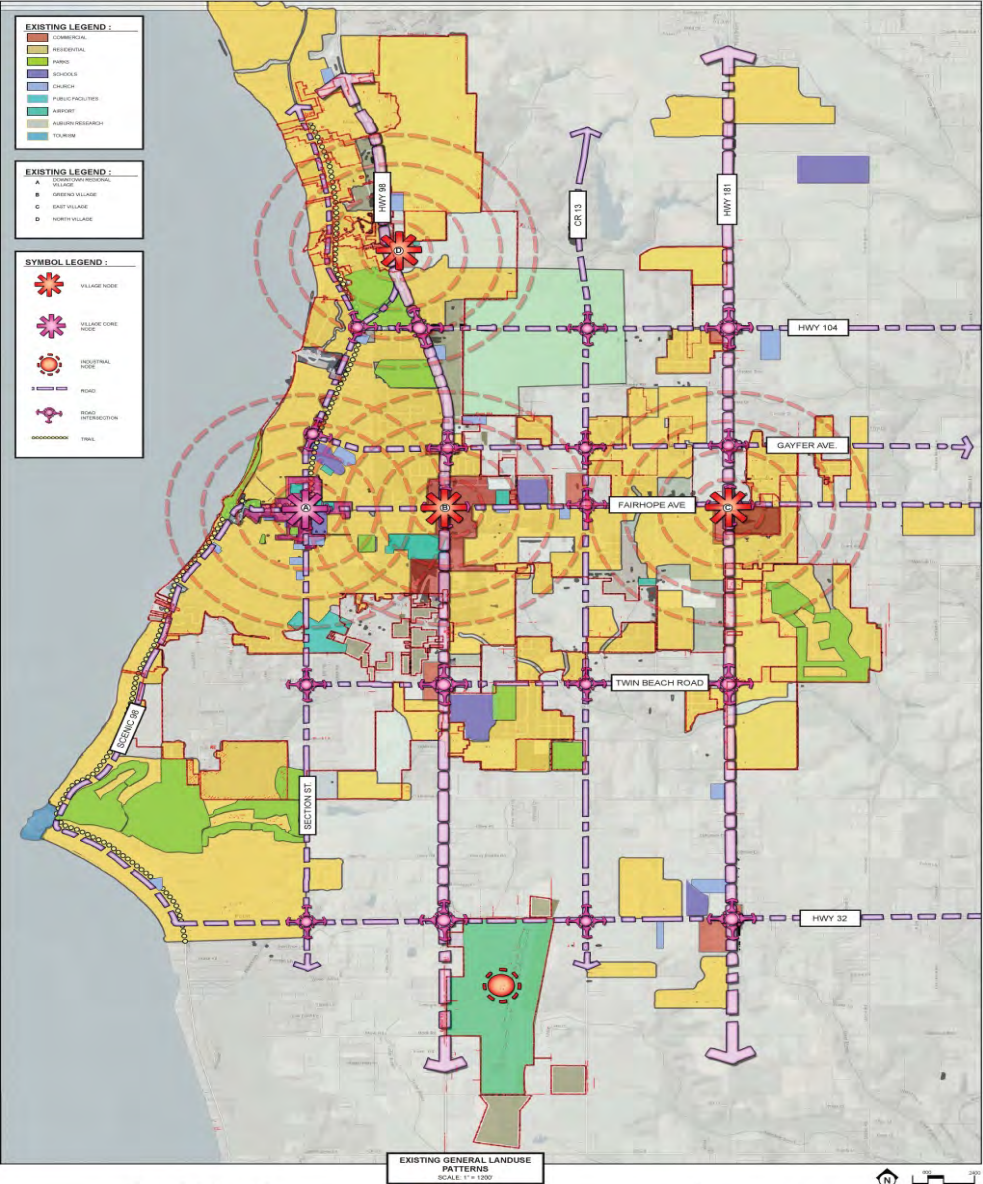
PROJECT NO.:  
14-1101-0332

DATE:



# Build Up Analysis

- Existing General Land Use Patterns



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

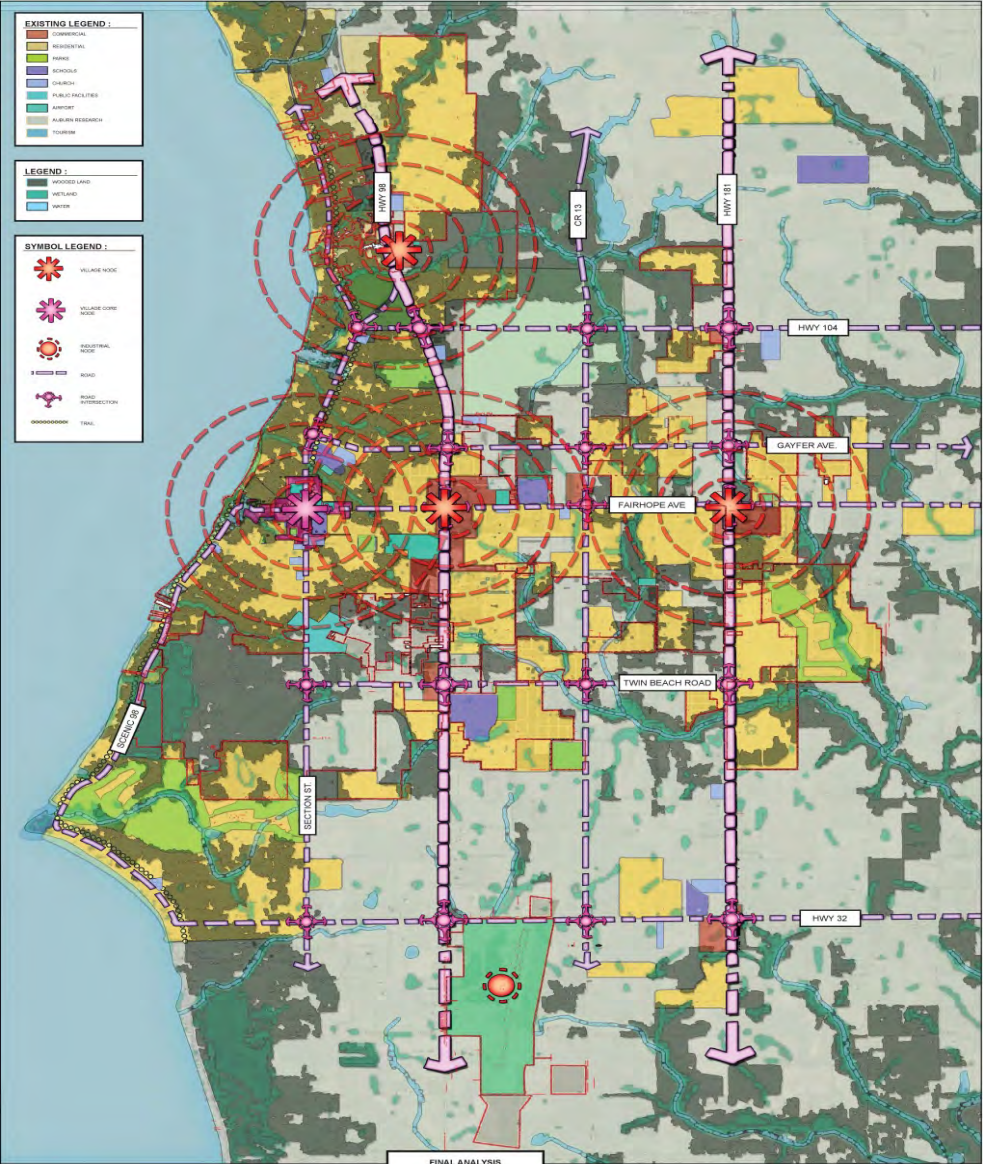


CITY OF FAIRHOPE  
PLANNING JURISDICTION

PROJECT NO.: 14-1101-0332  
DATE:

# Build Up Analysis

- Composite Analysis



FINAL ANALYSIS  
SCALE: 1" = 1200'



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



CITY OF FAIRHOPE  
PLANNING JURISDICTION

PROJECT NO.:  
14-1101-0332

DATE:



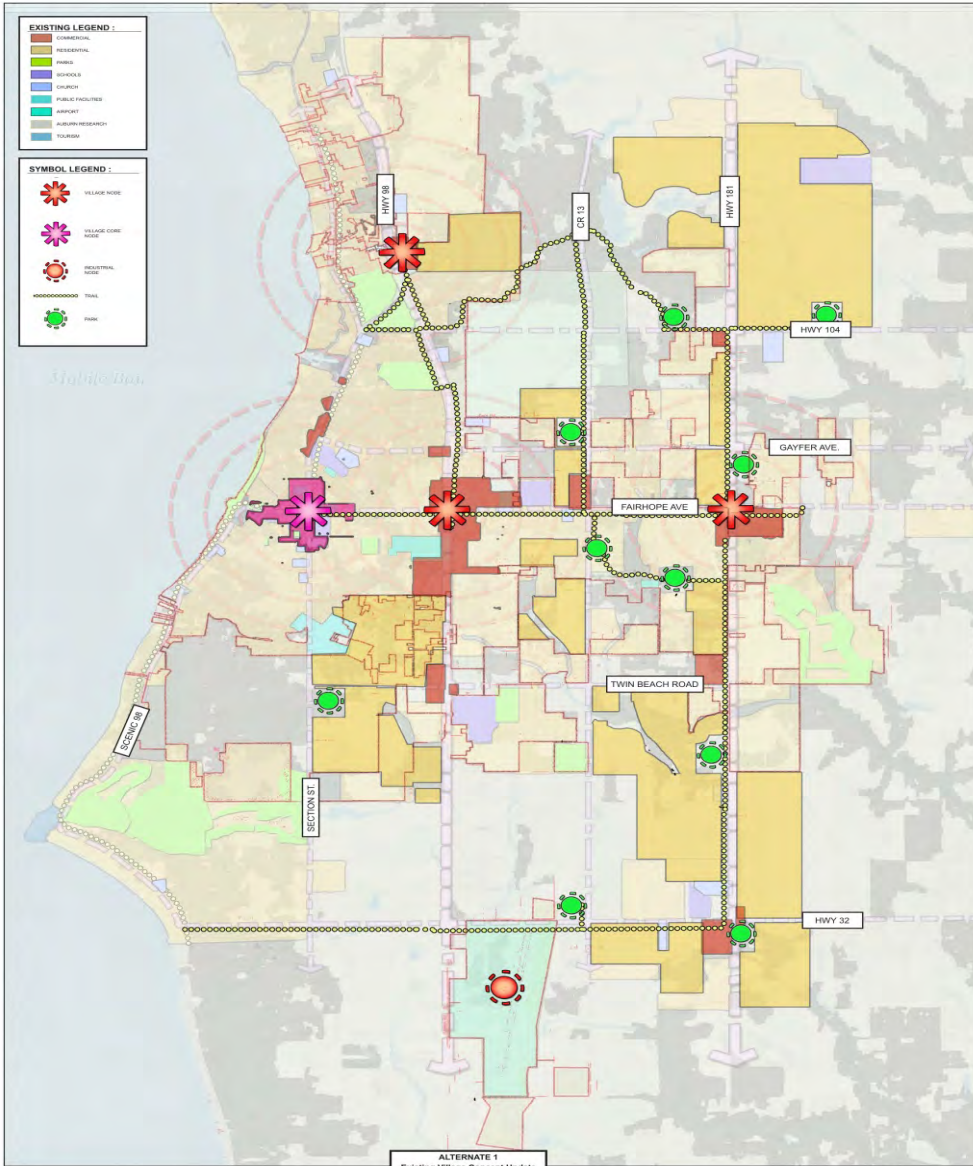
# Plan Alternatives

- Planning team considered ALL input
- Created 4 concept alternatives for the future



# Plan Alternative 1

- Existing Villages Concept Update
  - Updates plan to reflect current conditions
  - Modest expansion of City's trail system
  - Recognizes importance of Airport as an “industrial node”



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



CITY OF FAIRHOPE  
PLANNING JURISDICTION

PROJECT NO.:

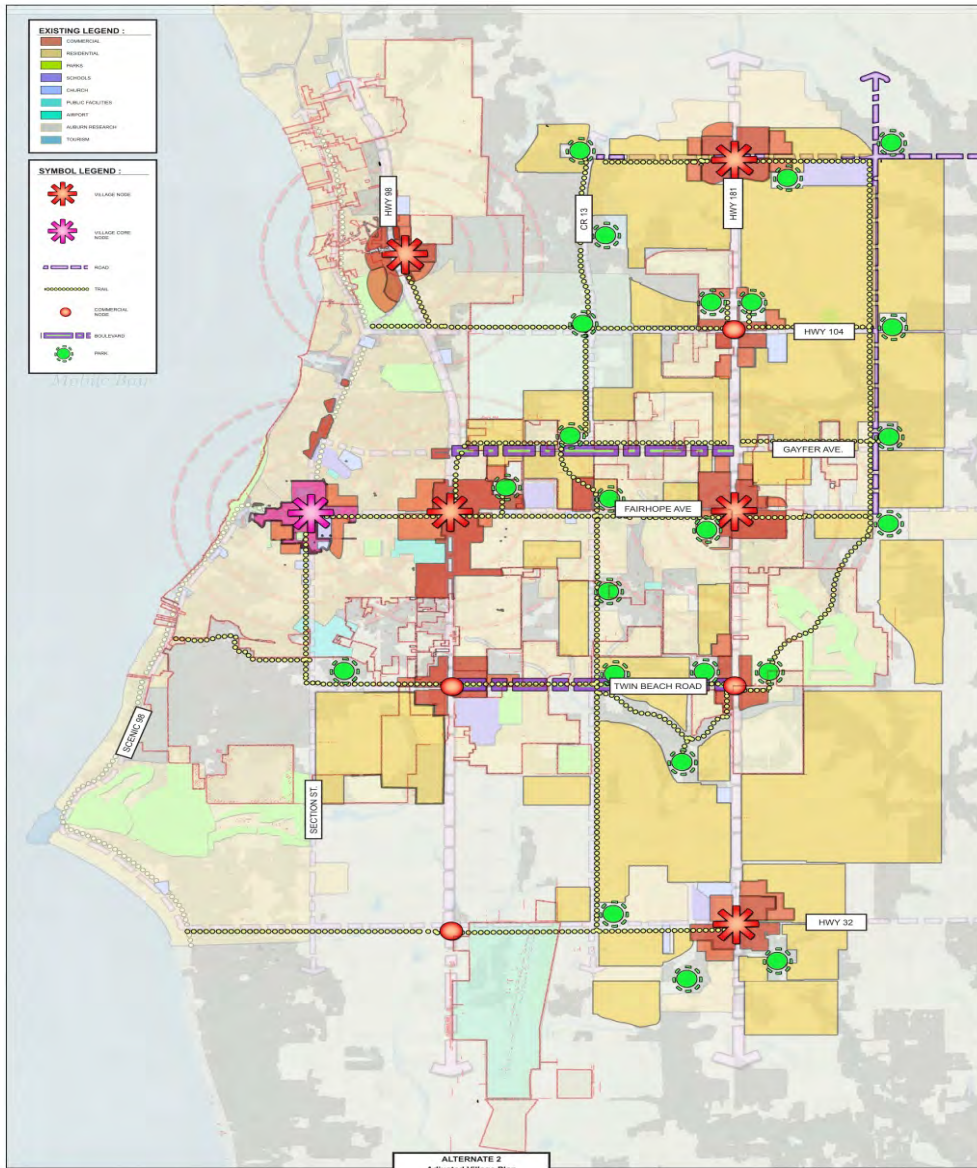
DATE:

14-1101-0332



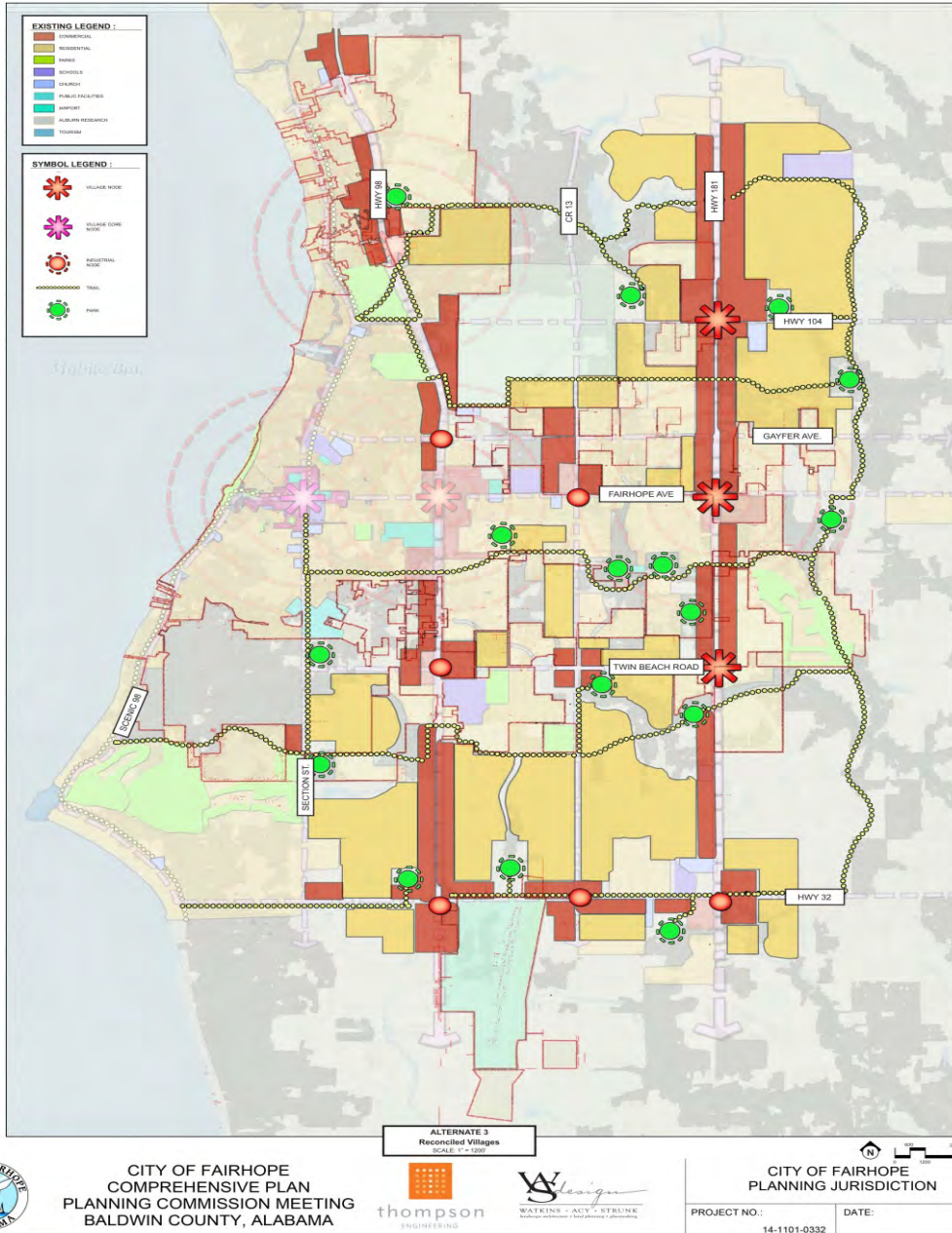
# Plan Alternative 2

- Adjusted / Expanded Villages Plan
  - Combination of Villages and Nodes
  - Emphasizes Public infrastructure / roadways, parks & trails



# Plan Alternative 3

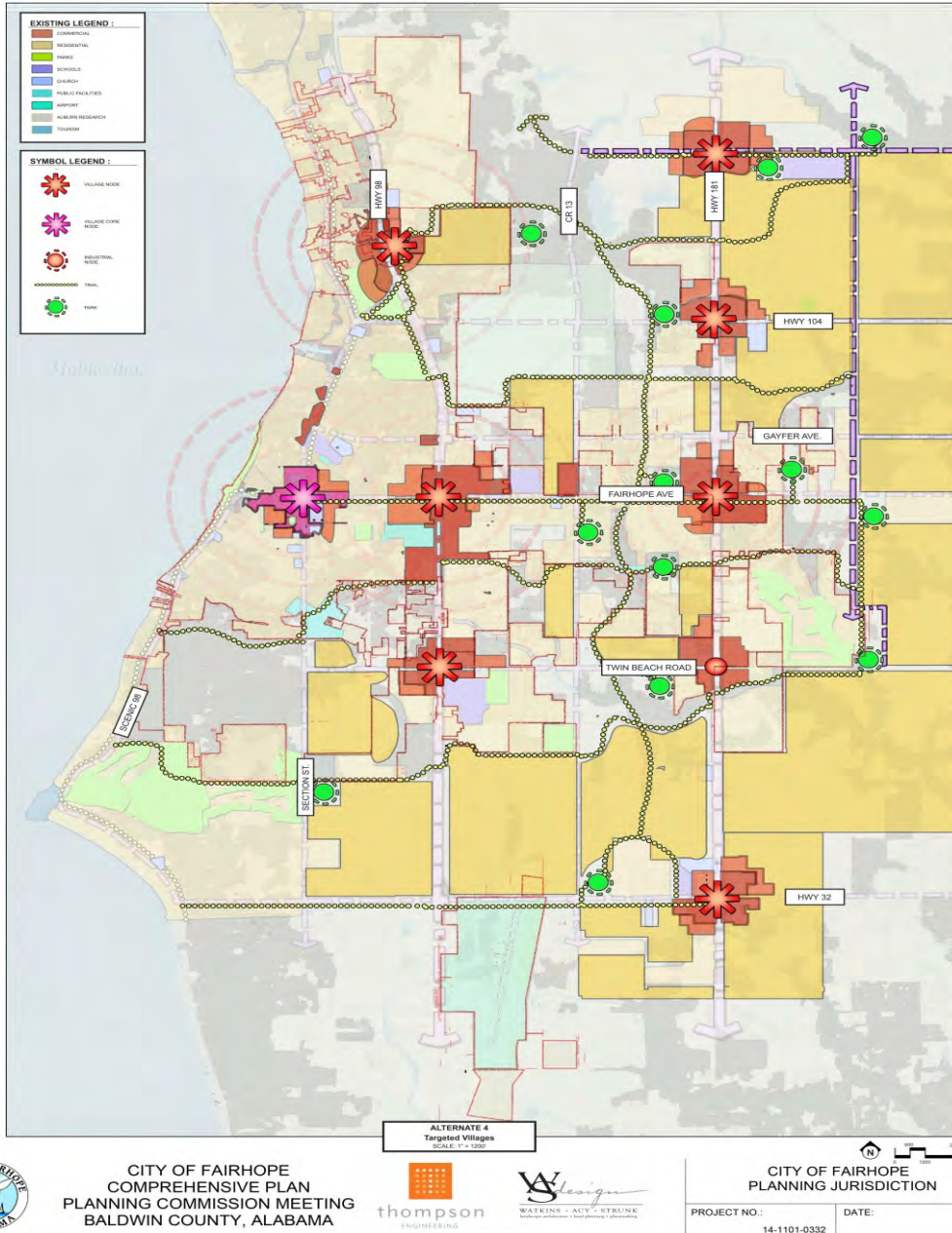
- Linear Commercial Concept
  - De-emphasizes villages
  - Changes Fairhope's planning direction and historic development
  - Requires reworking zoning ordinance & subdivision regulations





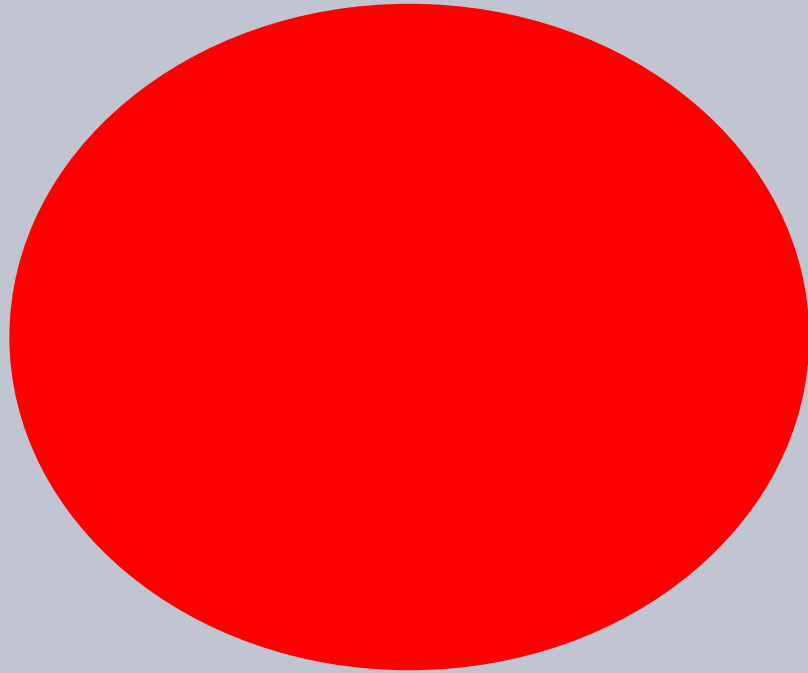
# Plan Alternative 4

- Targeted Villages
  - Most Greenway / Trail connections
  - More intense villages (East & North) / Incent Private development
  - Greater residential build-out
  - Longest implementation timeframe



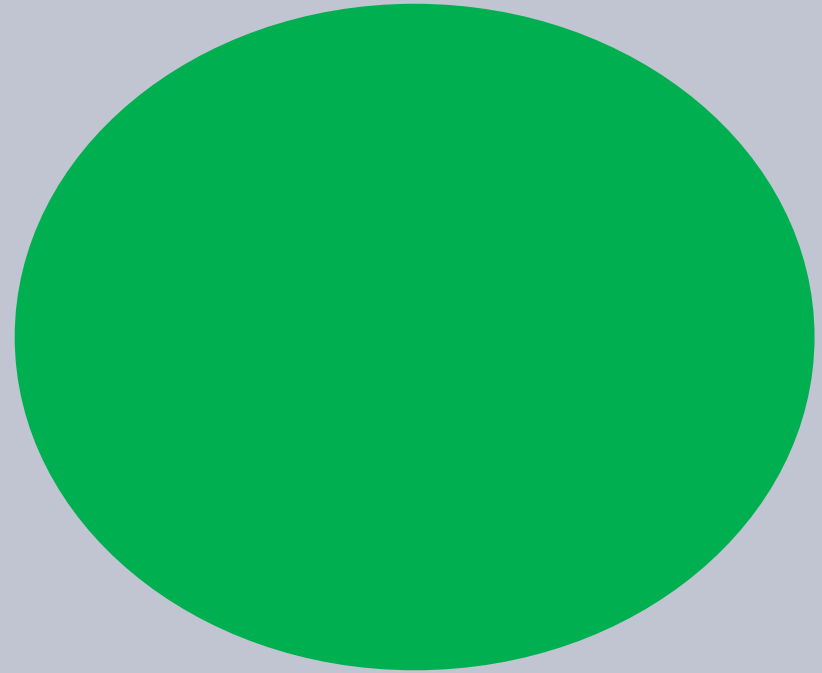
# Prioritization

Red Dot



Stop - I don't like it

Green Dot



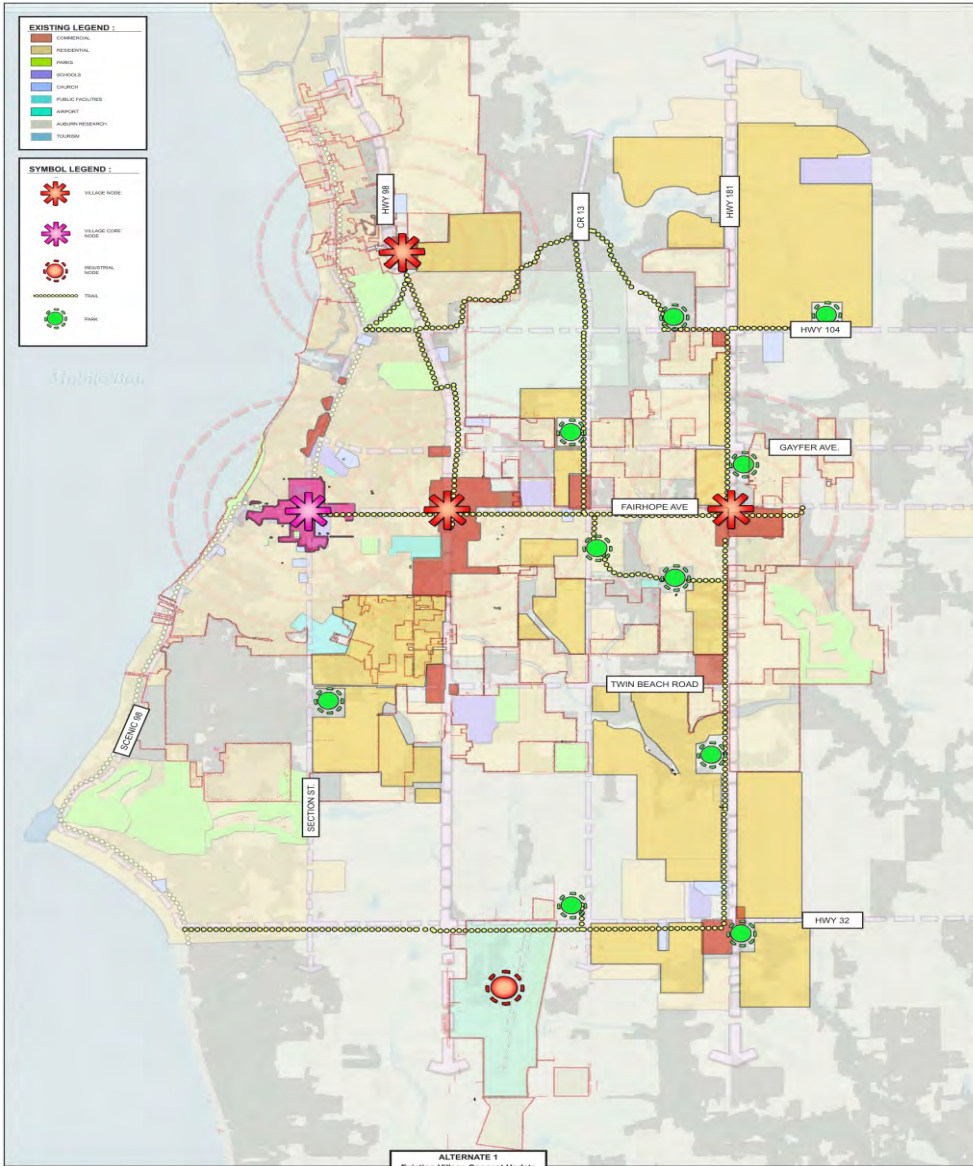
Go - I like it

# Discussion



# Plan Alternative 1

## Existing Villages Concept Update



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



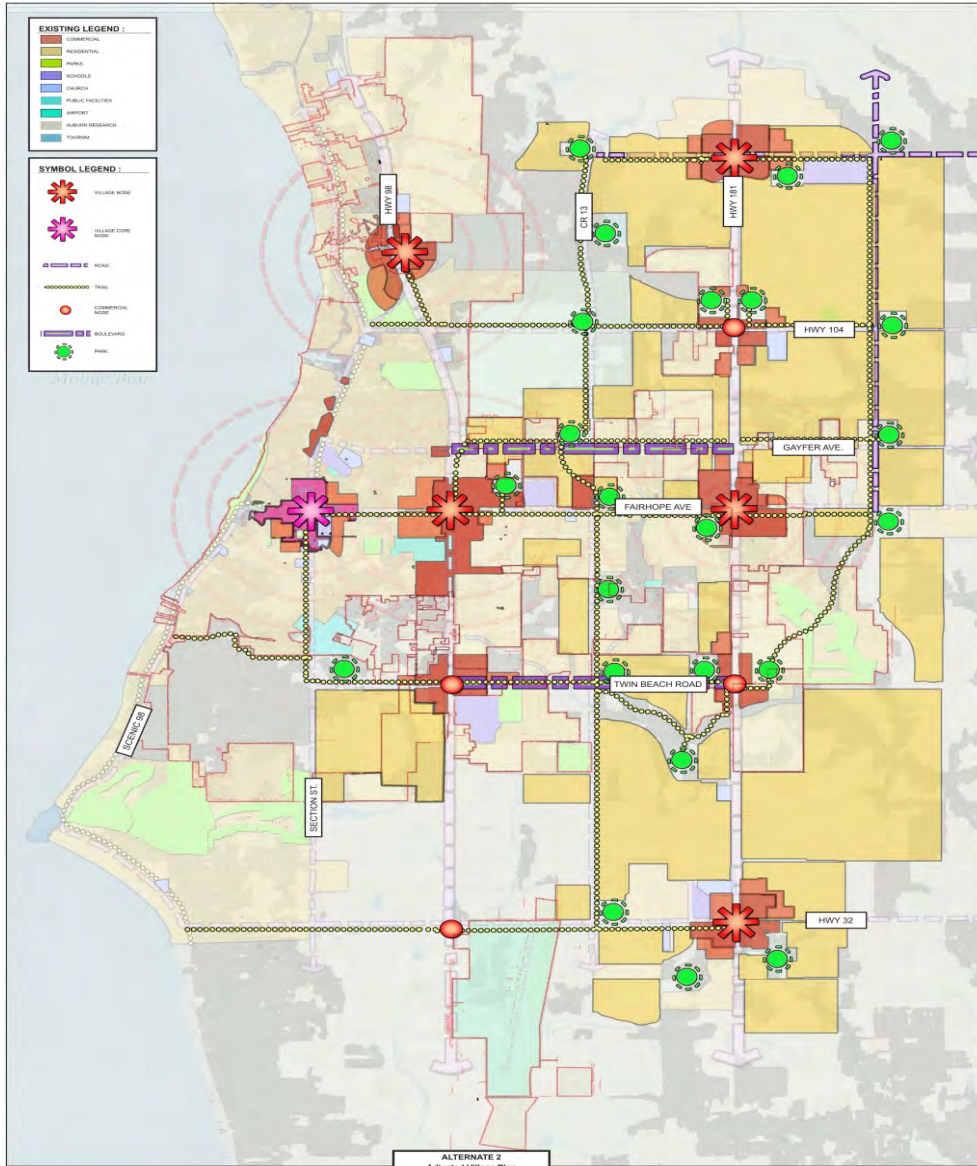
CITY OF FAIRHOPE  
PLANNING JURISDICTION

PROJECT NO.: 14-1101-0332  
DATE:



# Plan Alternative 2

- Adjusted / Expanded Villages Plan



ALTERNATE 2  
Adjusted Village Plan  
SCALE: 1" = 1250'



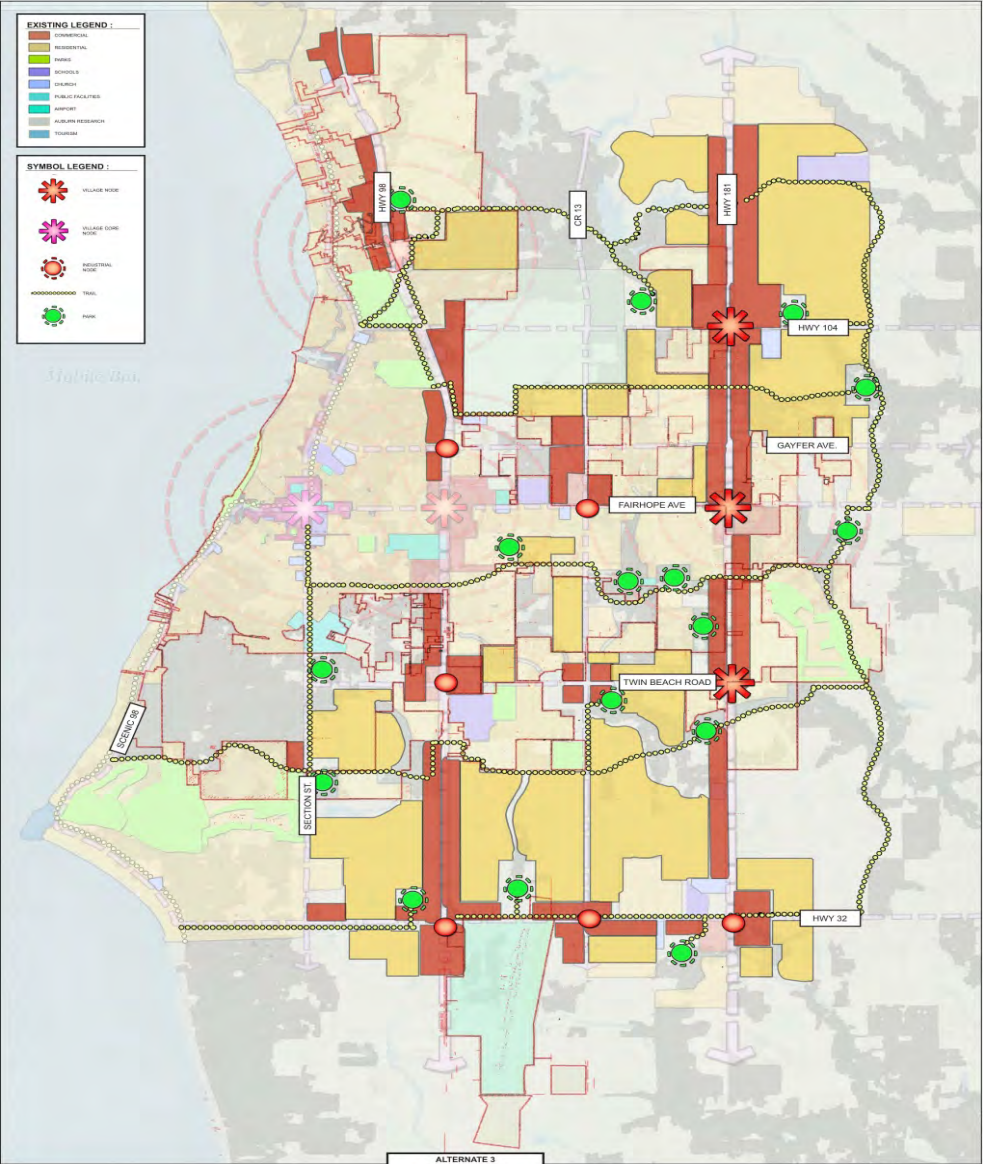
CITY OF FAIRHOPE  
COMPREHENSIVE PLAN  
PLANNING COMMISSION MEETING  
BALDWIN COUNTY, ALABAMA



CITY OF FAIRHOPE  
PLANNING JURISDICTION  
PROJECT NO.: 14-1101-0332  
DATE:

# Plan Alternative 3

- Linear Commercial Concept



ALTERNATE 3  
Reconciled Villages



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



CITY OF FAIRHOPE  
PLANNING JURISDICTION

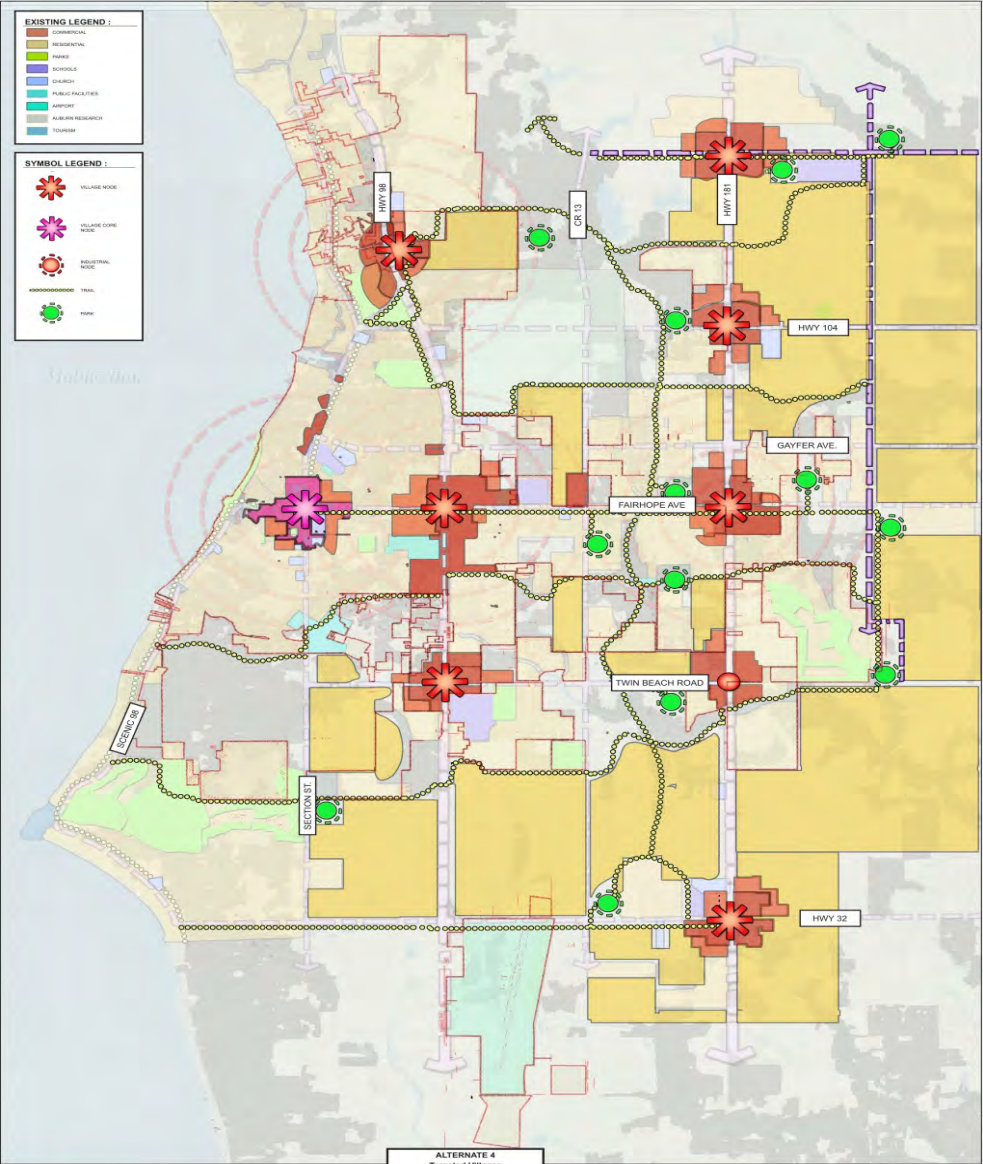
PROJECT NO.: 14-1101-0332

DATE:



# Plan Alternative 4

- Targeted Villages



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



CITY OF FAIRHOPE  
PLANNING JURISDICTION

PROJECT NO.: 14-1101-0332  
DATE:

# Next Steps

- Develop the preferred alternative based on input tonight
- Develop strategies for implementation
- Develop implementation accountability
- Outline schedule and priorities
- Create final document for October delivery



**Thank You!**