

Adopted October 9, 2014

# *Gardendale Tomorrow Comprehensive Plan*



# ACKNOWLEDGEMENTS



**Mayor**

Othell Phillips

**City Council**

Allen Jerkins  
Blake Guinn  
Alvin Currington  
Greg Colvert  
Stan Hogeland

**City of Gardendale**

Keith Mosley, Civic Center Dept. Head  
Robert Ryant, Inspection Services Dept. Head  
Clint Doss, Fire Dept. Head  
Connie Smith, Library Dept. Head  
Dale Hyche, Park & Recreation Dept. Head  
Mike Walker, Police Dept. Head  
Public Works Department  
Jeff Holliyan, Public Works Dept. Head

**KPS Group**

Jason Fondren, AICP, LEED AP  
Ben Wieseman, AICP, ASLA, MRED, LEED AP

**Regional Planning Commission of Greater Birmingham**

Mikhail Alert, Community Planner  
Charles Ball, AICP, Executive Director  
Marc Dreyfuss, Community Planner  
Renato Ghazoni, Community Planner  
Darrell Howard, Deputy Director of Planning  
Franchesca Taylor, Community Planner  
Scott Tillman, Director of Planning



This project was supported by funding from the Regional Planning Commission of Greater Birmingham (RPCGB) and the Birmingham Metropolitan Planning Organization (MPO) Building Communities Program. The contents of this document do not necessarily reflect the official views or policies of the Birmingham MPO or the RPCGB. For more information on this program, please visit <http://www.rpcgb.org> or call (205) 251-8139.

This plan was prepared as a cooperative effort of the U.S. Department of Transportation (USDOT), Federal Highway Administration (FHWA), Federal Transit Administration (FTA), the Alabama Department of Transportation (ALDOT), MPO and RPCGB as a requirement of Title 23 USC 134 and subsequent modification under Public Law 109-59 (SAFETEA-LU) August 2005. The contents of the plan do not necessarily reflect the official views or policies of the USDOT.



# Table of Contents

<b>I. OVERVIEW.....</b>	<b>1</b>
<i>Executive Summary .....</i>	<i>1</i>
<i>Introduction.....</i>	<i>10</i>
<b>II. VISION &amp; POLICIES .....</b>	<b>17</b>
<i>Assemble the Vision.....</i>	<i>17</i>
<i>Enrich the Lives of Citizens .....</i>	<i>22</i>
<i>Enhance our Town Character.....</i>	<i>32</i>
<i>Foster Positive Growth .....</i>	<i>36</i>
<i>Encourage Economic Vitality .....</i>	<i>44</i>
<b>III. FUTURE LAND USE.....</b>	<b>51</b>
<i>Future Land Use Plan .....</i>	<i>51</i>
<b>IV. TRANSPORTATION.....</b>	<b>61</b>
<i>Major Street Plan .....</i>	<i>61</i>
<b>V. DEVELOPMENT OPPORTUNITIES .....</b>	<b>65</b>
<i>Focus Areas .....</i>	<i>65</i>
<b>VI. IMPLEMENTATION PLAN .....</b>	<b>77</b>
<i>Summary of Actions .....</i>	<i>77</i>
<b>APPENDIX A.....</b>	<b>92</b>
<i>Proposed Development Calculations .....</i>	<i>92</i>

Findings from an extensive inventory and analysis of the natural and built environment, existing community facilities and services, demographic, economy, housing, and transportation network in Gardendale can be found in the Existing Conditions Document.

# List of Figures

*Figure 1: (Executive Summary) Future Land Use Map . . . . . 4*  
*Figure 2: (Executive Summary) Major Street Plan . . . . . 5*  
*Figure 3: (Executive Summary) Town Center Site Plan . . . . . 6*  
*Figure 4: (Executive Summary) Highway 31 North Site Plan . . . . . 7*  
*Figure 5: (Executive Summary) I-65 Corridor South Site Plan . . . . . 8*  
*Figure 6: Study Area Map . . . . . 11*  
*Figure 7: Map Exercise . . . . . 19*  
*Figure 8: Parks and Recreation Concept Map . . . . . 26*  
*Figure 9: Bicycle and Pedestrian Concept Map . . . . . 28*  
*Figure 10: Image Corridor and Gateway Map . . . . . 35*  
*Figure 11: Development Concept Map . . . . . 41*  
*Figure 12: Future Land Use Map . . . . . 52*  
*Figure 13: Green Infrastructure Map . . . . . 53*  
*Figure 14: Residential Density Patterns Diagram . . . . . 55*  
*Figure 15: Major Street Plan . . . . . 62*  
*Figure 16: Town Center Site Plan . . . . . 66*  
*Figure 17: Highway 31 North Site Plan . . . . . 69*  
*Figure 18: I-65 Corridor South Site Plan . . . . . 73*

---

# *List of Tables*

---

<i>Table 1: Connection to the Past</i> .....	13
<i>Table 2: Federal Livability Principles</i> .....	15
<i>Table 3: S.W.O.T Analysis Summary</i> .....	18
<i>Table 4: Aspiration Wordle</i> .....	20
<i>Table 5: Summary of Actions</i> .....	77



GARDENDALE HIGH SCHOOL



# *Executive Summary*

## *Why was the Plan Created?*

With Gardendale's population expected to grow from 13,849 to 16,571 by 2035, the City saw the need to create a plan that would encourage and direct its future growth in a sustainable manner, while preserving its small town character and quality of life. To accomplish this feat, the City sought the assistance of the Regional Planning Commission of Greater Birmingham (RPCGB). Spearheaded by the City, with the backing of its citizens, the RPCGB and K.P.S. Group began work on the Gardendale Tomorrow Comprehensive Plan in the fall of 2013. The plan builds on the recommendations of the City's previous comprehensive plan - Vision 2020: The Gardendale Comprehensive Plan.

## *What's the Plan's Function?*

The Gardendale Tomorrow Comprehensive Plan establishes a vision for the future that embodies and captures the values and aspirations of Gardendale's citizens. The plan is a statement of policies and actions that is intended help the City achieve its vision over a twenty year horizon.

As Gardendale continues to grow and change over the coming years, the comprehensive plan will serve as a guide for public officials, developers and citizens, all of whom are instrumental in reshaping the community and raising the quality of life for the City's current and future residents.

## *How was the plan Created?*

The Gardendale Tomorrow Comprehensive Plan was developed by citizens and stakeholders through extensive public involvement meetings. These meetings allowed citizens to provide their input and recommendations on topics such as housing, community facilities, transportation, economic development, and other pertinent matters.

## *What's in the Plan?*

The comprehensive plan covers topics that directly affect the City's land use, transportation, and economic sustainability. The plan includes:

- I. **Overview:** Introduction to the planning process and Gardendale's history.
- II. **Vision & Policies:** Public involvement process along with the aspirational statements, which sums up the City's vision for the future, and the supporting policies and actions
- III. **Future Land Use:** Future Land Use Plan to guide development patterns.
- IV. **Transportation:** Major Street Plan identifying recommended new roads and connectivity improvements.
- V. **Development Opportunities:** Focus areas to prioritize for future development.
- VI. **Implementation Plan:** Summary of actions needed to implement the policies and vision.

### *What's OUR Vision for the Future?*

#### **Enrich the Lives of Citizens (ELC)**

“Gardendale will be a desirable place to live by providing a vibrant public realm with exceptional cultural facilities, parks, open spaces and other recreational activities that foster a high quality of life for our community, and by encouraging a variety of residential developments for all families. We will also equip our labor force with the necessary skills for 21st century jobs.”

#### **Enhance our Town Character (ETC)**

“Gardendale will maintain and enhance its small town character and sense of community by insisting on high standards of architecture, urban design and landscaping so that new development complements the existing form of the City.”

#### **Foster Positive Growth (FPG)**

“Gardendale will accommodate new growth while maintaining the community’s character and quality of life by coordinating desired land use patterns with its transportation and infrastructure investments – thus allowing the City to plan more effectively for housing, employment and retail uses, and public services.”

#### **Encourage Economic Vitality (EEV)**

“Gardendale will have a diversified, sustainable economy that fosters an active daytime workforce and provides high wage, high value jobs and promotes entrepreneurship, local business growth, equity and focused reinvestment. This will fuel the harmonized development of quality residential, commercial and employment ventures.”



### What are OUR Principles?

#### People

“Our priority is the well being of our citizens and providing them with the amenities to enrich their lives and the education to compete for 21st century jobs.”



#### Place

“We value quality placemaking that invokes Gardendale’s inherent small town charm and community.”



#### Progress

“We support responsible and sustainable growth that is compatible with our current character.”



#### Prosperity

“We embrace and value diversity, innovation and equity to create an environment that is business friendly.”



### How do WE get there?

#### Policies

- **Policy ELC 1:** Promote art and culture in Gardendale.
- **Policy ELC 2:** Put the “Garden” back in Gardendale by expanding City parks and recreational opportunities.
- **Policy ELC 3:** Improve pedestrian access to community assets.
- **Policy ELC 4:** Encourage a variety of residential developments to accommodate current and future families of various social and economic backgrounds.
- **Policy ELC 5:** Offer programs to equip the labor force of Gardendale with the skills and education to meet the requirements of 21st century jobs.

#### Policies

- **Policy ETC 1:** Develop standards and guidelines that promote quality design and maintenance.
- **Policy ETC 2:** Enhance Gardendale’s image through improvement of its image corridors and gateways (Refer also to Foster Positive Growth Policy FPG 2).

#### Policies

- **Policy FPG 1:** Improve vehicular mobility and connectivity.
- **Policy FPG 2:** Enhance Gardendale’s image through improvement of its image corridors and gateways.
- **Policy FPG 3:** Improve mobility for non-motorized travel.
- **Policy FPG 4:** Improve sanitary sewer system coverage and capacity to accommodate future growth.
- **Policy FPG 5:** Develop a formal town center that will give Gardendale a strong visual identity and focus for community life.
- **Policy FPG 6:** Promote future land use policies to encourage development patterns consistent with Gardendale’s vision for growth.

#### Policies

- **Policy EEV 1:** Nurture local business development and entrepreneurship.
- **Policy EEV 2:** Diversify and expand Gardendale’s economy.
- **Policy EEV 3:** Create high quality environments for shopping, working, living and play.
- **Policy EEV 4:** Develop cultural and recreational tourism opportunities to enhance and diversify Gardendale’s economy.

# Overview

## Executive Summary

### What's OUR Guide for Future Land Use?

#### Future Land Use Plan

The Future Land Use Plan identifies the appropriate development patterns and level of density for future developments based on analysis of existing land uses, environmental conditions, available infrastructure, existing zoning, the community's overall vision for the city's development and the principles for growth and reinvestment depicted in the Development Concept Map. The Future Land Use Map below shows how different parts of the community should function and relate to one another.

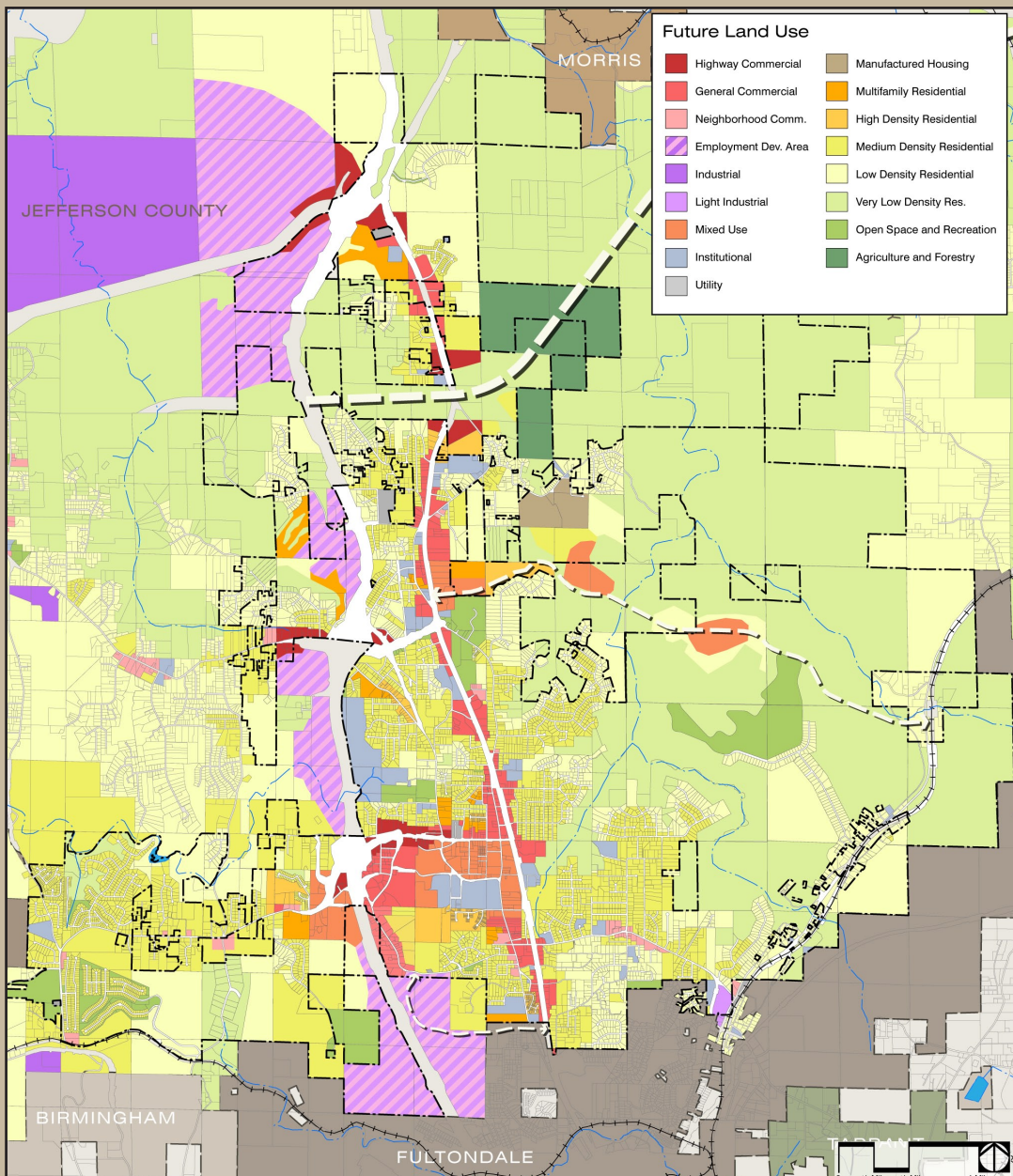


Figure 1: Future Land Use Map

# What's OUR Road Map for Improving Connectivity?

## Major Street Plan

The Major Street Plan identifies where transportation improvements should be focused to provide better street connectivity and enhanced opportunities for economic and residential development.

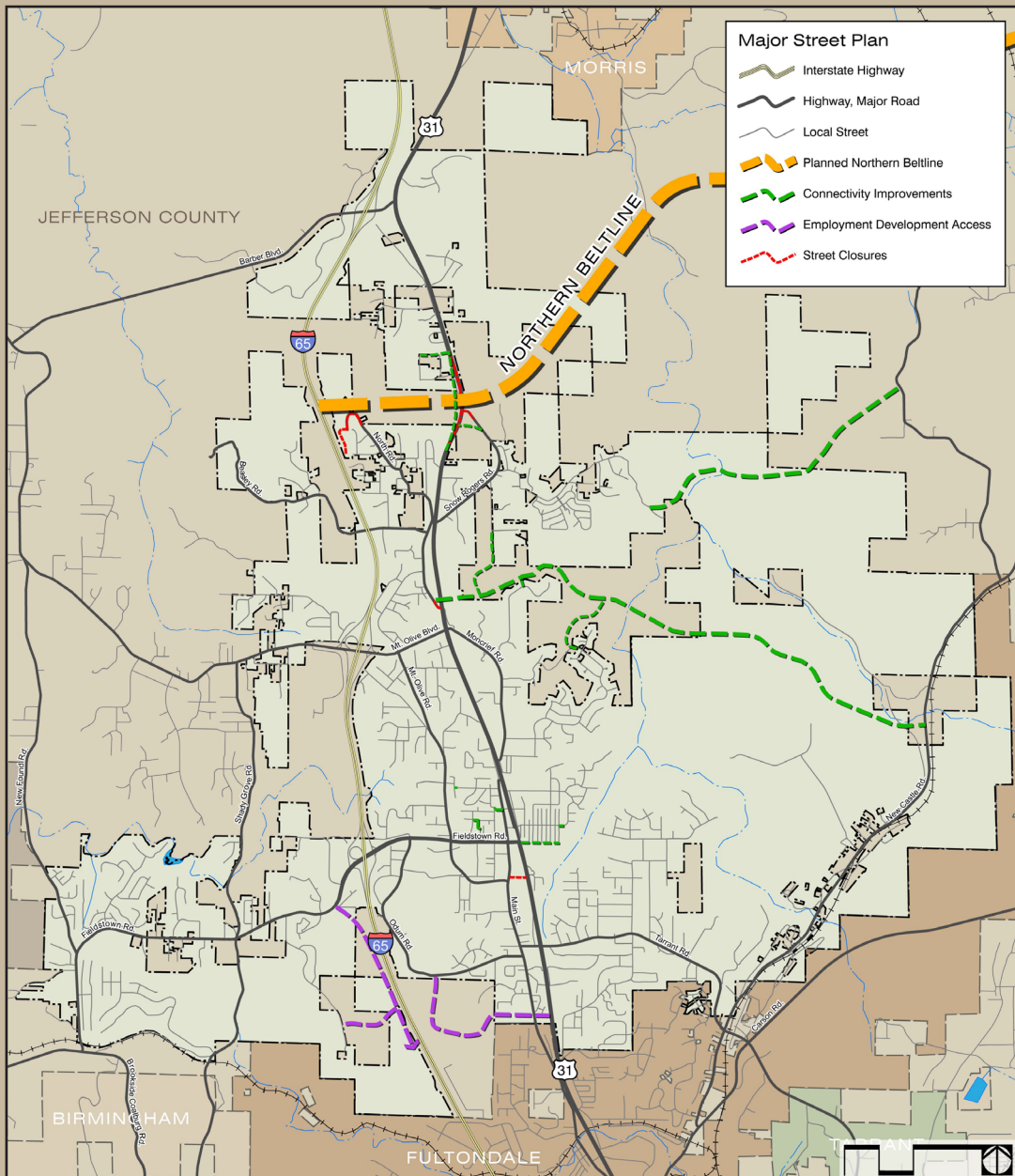


Figure 2: Major Street Plan

# Overview

## Executive Summary

### Where should WE Target Development?

#### Focus Areas: Town Center

A large site across Main Street from the new Town Hall site offers a unique opportunity to create a mixed-use and walkable Town Center that is within walking distance of the Civic Center, Gardendale High School and other popular destinations. The plan proposes a town green on the west side of Main Street that would be fronted by a cultural center, shops and offices. The plan also calls for townhouses, north of the cultural center to provide housing options for people looking to live within walking distance of the Town Center.



Aerial Perspective of Town Center

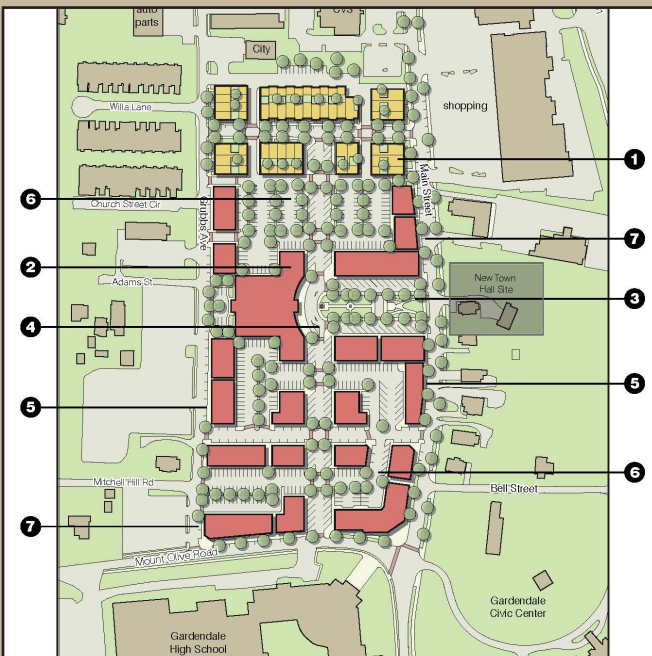


Figure 3: Town Center Site Plan



Perspective from the town green looking at the cultural center

1. Townhouses; 2. Cultural Center; 3. Town Green; 4. Mixed-use Town Center; 5. Sidewalk Improvements; 6. Mid-block Parking; 7. On-street Parking (see Development Opportunities Chapter).

Where should WE Target Development?

Focus Areas: Highway 31 North

The segment of Highway 31 north of Mount Olive Boulevard offers a variety of opportunities for enhancing community commercial offerings particularly as additional residential growth occurs on the north side of the city and the city pursues economic development targets to increase its daytime population. Two strategic public investments will provide a catalyst to draw development to Highway 31 North: (1) northward extension of the sanitary sewer system; (2) and construction of a road connecting from Highway 31 to New Castle Road.



Aerial Perspective of Village center along Highway 31 North

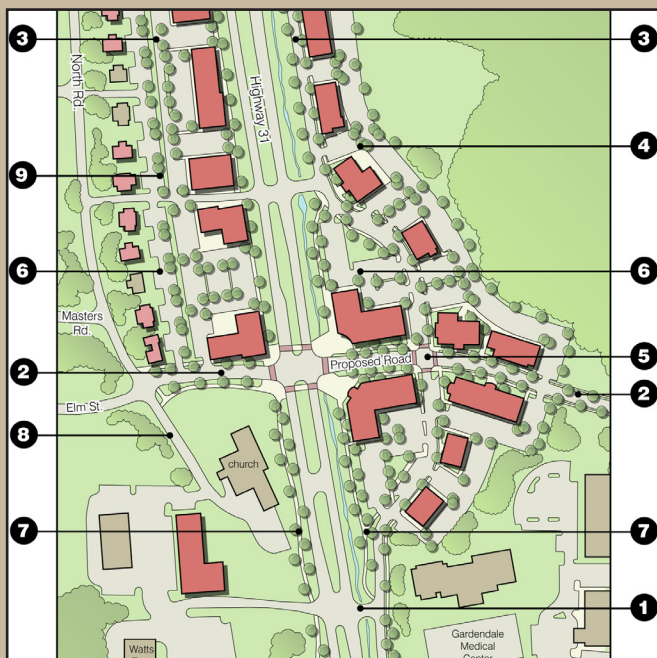


Figure 4: Highway 31 North Site Plan



Perspective from Highway 31 looking at the Village Center

- 1. Sewer Extension; 2. Highway 31 and New Castle Road Connection; 3. Access Management; 4. Redevelopment of Underutilized Properties; 5. Walkable Village Center; 6. Mid-block Parking; 7. Sidewalk Improvements; 8. North Road modifications; 9. Compatible Uses (see Development Opportunities Chapter).

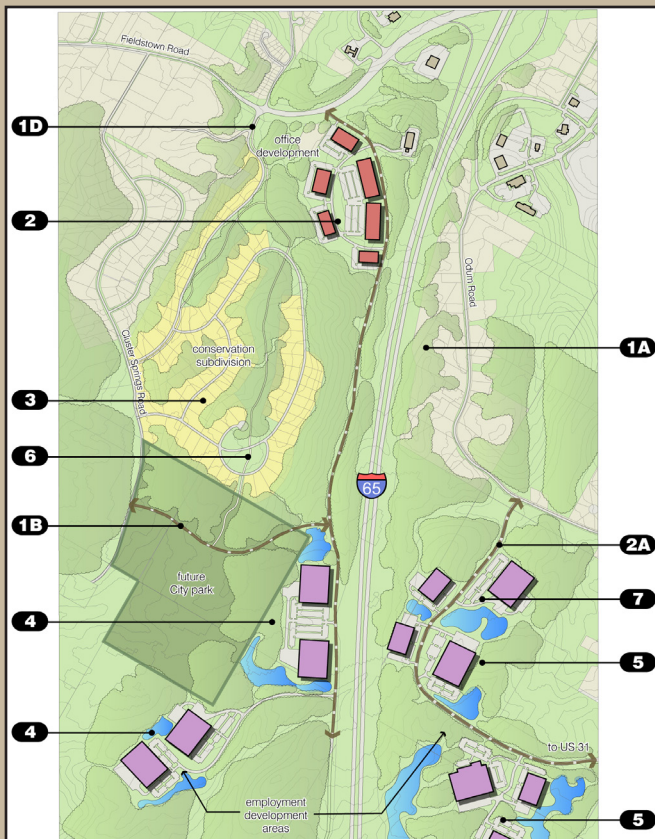
# Overview

## Executive Summary

### Where should WE Target Development?

#### Focus Areas: I-65 Corridor South

Due to Gardendale's hilly topography, there are few areas of the city suitable for large scale commercial and light industrial development, both of which are essential to increasing the daytime working population in the city. However, the most promising areas are located south of Fieldstown Road on the east and west sides of the interstate. The rolling topography offers great visibility from the interstate and offers natural buffers from other types of development. Office developments, call centers and similar commercial uses can be accommodated on these sites



1. Access Roads
2. Office Development;
3. Low Density Residential;
4. Office or Light Industrial Uses;
5. Office or Light Industrial Uses;
6. Trails and Open Spaces;
7. Natural Features and Drainage Systems (see Development Opportunities Chapter).

Figure 5: I-65 Corridor South Site Plan

*Page Intentionally Left Blank*

# Introduction

In the fall of 2013, the City of Gardendale (City) initiated the planning process with the Regional Planning Commission of Greater Birmingham (RPCGB) to update their existing comprehensive plan to address recent and future growth and development. The Gardendale Tomorrow Comprehensive Plan offers the City Council, Planning Commission, and citizens of Gardendale an opportunity to examine land use, transportation, socioeconomic and environmental conditions and update local policies. The plan also builds on the Vision 2020: The Gardendale Comprehensive Plan recommendations, assesses the new challenges and opportunities the City faces, and describes what is needed to succeed in the years ahead.

## *Purpose*

The purpose of the Plan is to establish a vision to guide the community's growth and development over a twenty-year horizon. The Plan builds on analysis land use, transportation, socioeconomic and environmental data – along with community input – to plan ahead and to ensure that the values, ideals and aspirations of citizens are reflected in the City's future character. As Gardendale continues to grow over the coming years, the comprehensive plan will serve as a framework for public officials, developers and citizens looking to identify development opportunities, assign priorities and guide public investment to shape the community's physical form and to improve the quality of life for City residents.

By drafting and implementing this plan, Gardendale becomes more attractive to investors since it

demonstrates knowledge of what they want for their future; they are willing to invest sweat equity and their own resources to achieve their vision; and they recognize how to effectively utilize their resources. These are factors that investors consider when looking at an area, because it lets them know what to expect and what is expected of them as well as providing them with the confidence that their investments can go to work more quickly.

## *Study Area*

Gardendale is located approximately twelve (12) miles north of Birmingham, Alabama, just off Interstate Highway 65. U.S. Highway 31 North runs through the central portion of the City. Gardendale is bordered by Fultondale on the south with the remainder of the City being bordered to the north by Morris and Kimberly, and the east by Tarrant. The majority of the remaining adjacent land consists of unincorporated areas of Jefferson County, including Mount Olive to the west. The City encompasses 17.95 square miles (See Figure 6: Study Map).

## *Historical Background*

Gardendale was originally called "Jugtown" before the turn of the 20th century because the main industry was a jug factory. The factory was located between what is now Village Green Shopping Center and the old Gardendale Post Office. The community was also primarily a farming community. The name was changed to Gardendale in 1906 when Miss Hettie



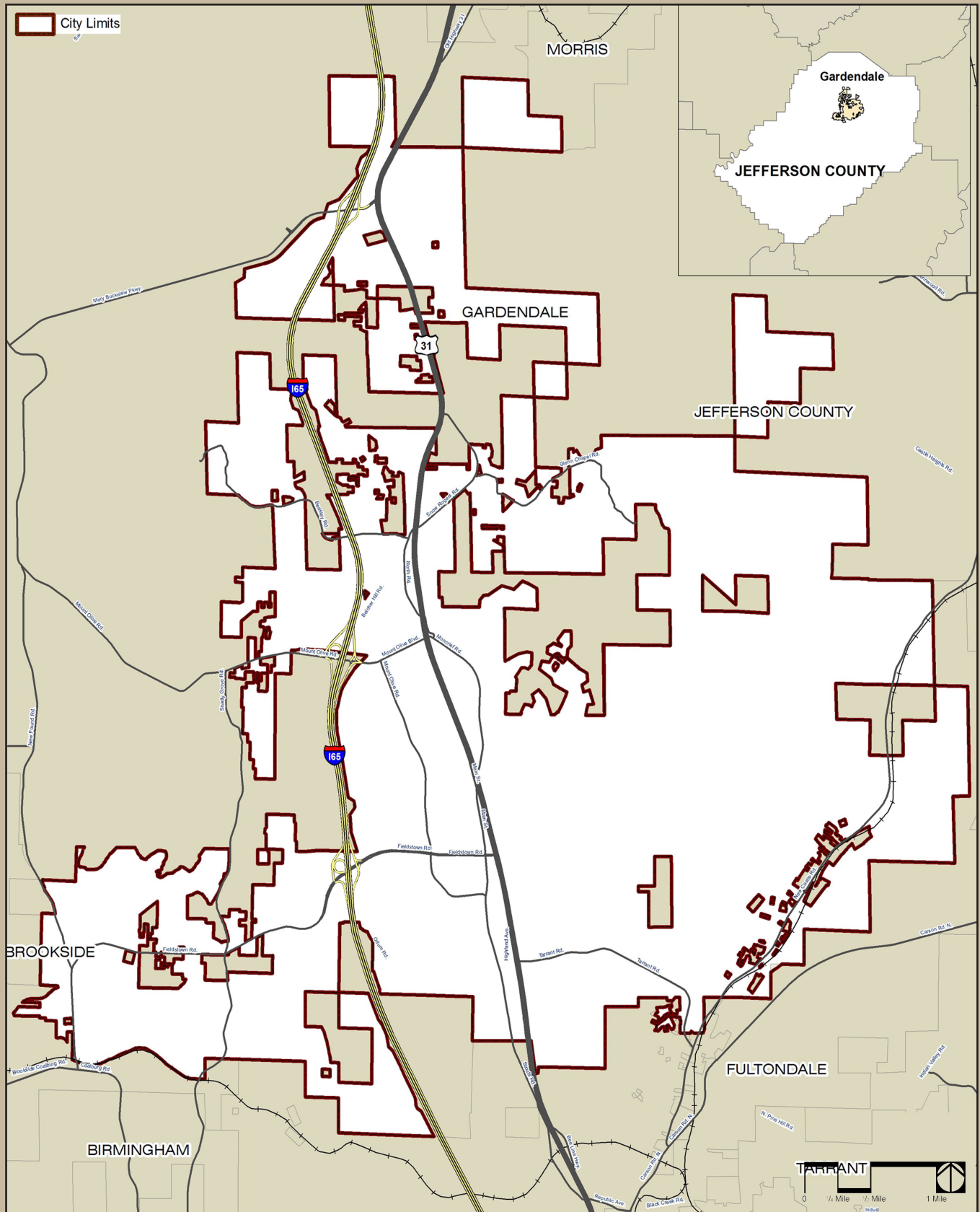


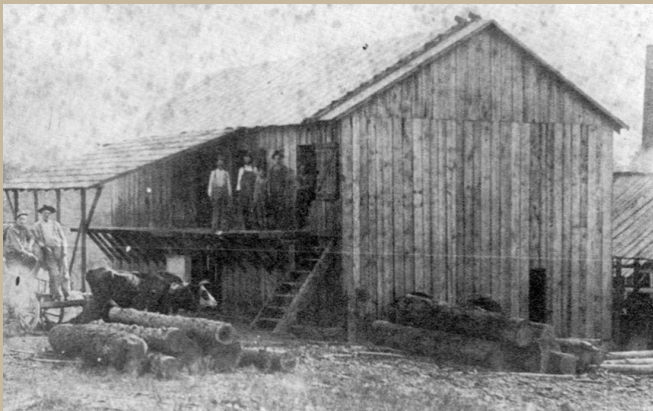
Figure 6: Study Area Map

# Overview

## Introduction

Thompson (Mrs. Cargo), a well known school teacher, suggested to the school board trustees that the name be changed as there was some embarrassment when one teacher told another teacher at a meeting that she came from “Jugtown.” Two names were then placed into a hat and the name Gardendale was chosen as the City’s new name. The City was later incorporated in 1955. After its incorporation, the U.S. Census showed that 4,712 people resided in Gardendale. By the 1970 Census, the City’s population had risen to 6,502 people and 7,928 by 1980.

Today the City is home to some 13,849 people, and the City offers its residents a wide range of services and facilities that make it an extremely attractive area in which to live and work.



Early Gardendale

## Previous Planning Efforts

The City of Gardendale has completed two comprehensive plans prior to this one, since its incorporation in 1955. The first comprehensive plan, Gardendale City Development Plan, was prepared in 1979 by the RPCGB. In 2004, the RPCGB completed Gardendale’s second comprehensive plan, Vision 2020: The Gardendale Comprehensive Plan, established the following vision for the City: “To educate and disseminate information for the development of our future, using forward thinking to better the quality of life, culture and enhancement of pride with the vision of our forefathers.”

In reviewing the City’s previous comprehensive planning documents, a number of relevant materials have been incorporated in the development of the Gardendale Tomorrow Comprehensive Plan. Table 1 highlights some of the goals from past plans that inform the development of this one.

## Plan Elements

The Gardendale Tomorrow Comprehensive Plan addresses primary components that most directly affect the City’s land use, transportation, and economic sustainability. The plan provides a framework and a methodology for converting those possibilities into sustainable realities through implementation of a shared vision and a common set of policies. The plan is organized into the following chapters:

- I. **Overview:** The purpose of the Gardendale Tomorrow Comprehensive Plan and previous comprehensive planning efforts are described in this section. The section also addresses the planning process utilized in the creation of this plan.
- II. **Vision & Policies:** The second chapter of the plan describes the public involvement process and outcomes of the visioning activities conducted through this planning effort, including a SWOT (strengths, weaknesses, opportunities and threats) analysis and visual preference survey. This chapter also outlines the community’s aspirational statements and the policies and actions necessary to achieve the community’s aspirations and guide future development.
- III. **Future Land Use:** The third chapter of the plan identifies recommended land use patterns consistent with the City’s development objectives. This section also provides description of the future land use categories and corresponding maps to show the location of those land uses.

**Table 1: Connection to the Past**

Table 1: Connection to the Past		
<b>Vision 2020: The Gardendale Comprehensive Plan (2004)</b>	<b>Gardendale Tomorrow Comprehensive Plan Consistency Reference</b>	
<b>Previous Planning Goals</b>	<b>Aspirational Statement*</b>	<b>Supporting Policy*</b>
Promote Gardendale’s unique character and small-town atmosphere while seeking to preserve and protect the City’s downtown area and neighborhoods.	<ul style="list-style-type: none"> <li>• Enhance our Town Character (ETC)</li> <li>• Foster Positive Growth (FPG)</li> </ul>	<ul style="list-style-type: none"> <li>• Policy ETC 1: Develop standards and guidelines that promote quality design and maintenance.</li> <li>• Policy FPG 5: Develop a formal town center that will give Gardendale a strong visual identity and focus for community life.</li> </ul>
Promote and encourage the balanced growth of residential/non-residential land uses with respect to the City’s economic vitality and contribution to the tax base.	<ul style="list-style-type: none"> <li>• Encourage Economic Vitality (EEV)</li> <li>• Foster Positive Growth</li> </ul>	<ul style="list-style-type: none"> <li>• Policy EEV 3: Create high quality environments for shopping, working, living and play.</li> <li>• Policy FPG 6: Promote future land use policies to encourage development patterns consistent with Gardendale’s vision for growth.</li> </ul>
Promote and encourage policies, which are designed to attract business and industry that will provide jobs	<ul style="list-style-type: none"> <li>• Encourage Economic Vitality</li> </ul>	<ul style="list-style-type: none"> <li>• Policy EEV 2: Diversify and expand Gardendale’s economy.</li> </ul>
<b>Gardendale City Development Plan (1976)</b>	<b>Gardendale Tomorrow Comprehensive Plan Consistency Reference</b>	
<b>Previous Planning Goals</b>	<b>Aspirational Statement*</b>	<b>Supporting Policy*</b>
Adequate space should be provided for existing and future industrial use, space which will support desirable work areas in proper relation to other land use functions and be easily accessible to areas of population concentration and major transportation routes.	<ul style="list-style-type: none"> <li>• Encourage Economic Vitality</li> <li>• Foster Positive Growth</li> </ul>	<ul style="list-style-type: none"> <li>• Policy EEV 2: Diversify and expand Gardendale’s economy.</li> <li>• Policy EEV 3: Create high quality environments for shopping, working, living and play.</li> <li>• Policy FPG 6: Promote future land use policies to encourage development patterns consistent with Gardendale’s vision for growth.</li> </ul>
Commercial development should be balanced with actual or projected need for goods and services; and the location and design of commercial areas should provide adequate accessibility from residential concentrations, maximum shopping convenience, and proper consideration for other land uses.	<ul style="list-style-type: none"> <li>• Encourage Economic Vitality</li> <li>• Foster Positive Growth</li> </ul>	<ul style="list-style-type: none"> <li>• Policy EEV 3: Create high quality environments for shopping, working, living and play.</li> <li>• Policy FPG 6: Promote future land use policies to encourage development patterns consistent with Gardendale’s vision for growth</li> </ul>

\*See Vision and Policy Chapter for more information on each aspirational statement and supporting policy.

# Overview

## Introduction

- IV. Transportation:** This element of the Plan includes specific recommendations for improving connectivity – based on the assessment of the City’s existing transportation network.
- V. Development Opportunities:** The locations that should be targeted for future development are identified in this chapter. These focus areas – as identified by business owners, citizens, stakeholders, and City officials during the public involvement process – present strategic opportunities for achieving the City’s vision for development and reinvestment over the next twenty years. The three focus areas are the Town Center, U.S. Highway 31 and Interstate 65 Corridor South.
- VI. Implementation Plan:** The policies and actions needed to accomplish the vision, along with the parties responsible for executing those actions, are summarized in this section.

## Planning Process

Comprehensive planning is the process by which community members, stakeholders and City staff work together to develop a vision, articulate opportunities and craft policies to achieve the vision. A true collaborative effort, the comprehensive planning process strives to engage every member with a vested interest in the community by soliciting ideas about future land development through public involvement meetings. The planning process also engages the members of a community on issues such as provision of public services and needs, historic and cultural values, the environment, economic development and transportation.

The planning process for the Gardendale Comprehensive Plan was conducted in three phases over the course of nine months. Each phase was executed with the full involvement of the City, citizens and stakeholders. The phases are described, in the order they were executed, below:

### Phase I - Collaboration and Assessment

**(September 2013 – October 2013):** The planning process began with the collection of existing condition data – land use, community facilities and services, economic, housing, transportation and infrastructure – and the formation of a Planning and Implementation Team (PIT) comprised of City staff and the project team. The PIT was responsible for the coordination of various planning efforts, such as public meetings, and the implementation of the plan following its completion. Concurrently, a kick-off meeting was held on October 17, 2013 at the Civic Center. The meetings offered opportunities for the public to share their concerns and contribute to the development of the Plan.

The Existing Conditions Document was then drafted to highlight the community’s challenges and opportunities. The Existing Condition Document was later used to inform the Visioning and Plan Development phase.

### Phase II - Visioning and Plan Development

**(November 2013 – March 2014):** Phase II commenced with a public involvement meeting to review existing conditions with the public on November 21, 2013. The meeting gave citizens the opportunity to articulate their vision for Gardendale over the next twenty years, through the use visual preference surveys, brainstorming sessions and mapping exercises. Citizens were also asked to identify focus areas for future development. A project website was created with online surveys and other resources to engage citizens engaged and solicit their input for the third public involvement meeting on December 17, 2013. The public input collected from the second meeting was then used to assemble the vision statements which were presented on December 17, 2013.

With the public input collected and synthesized with the existing conditions analysis, the development of the Plan was finally underway. A fourth meeting was held on March 20, 2014 to

present the policies and actions draft, along with redevelopment scenarios for the focus areas, to the public for final review.

**PHASE III - Plan Completion and Adoption (April 2014 – June 2014):** The planning process concluded with the revision of the draft plan to incorporate feedback from the fourth public involvement meeting. After revisions were made to the plan, the final draft was presented to the public on June 9, 2014. A video summarizing the plan was also shown at that meeting. Following the presentation of the draft plan, two public hearings were held for the adoption of the plan.

### Livability Principles

This project was supported by funding from the Regional Planning Commission of Greater Birmingham (RPCGB) and the Birmingham Metropolitan Planning Organization (MPO) Building Communities Program. The contents of this document do not necessarily reflect the official views or policies of the Birmingham MPO or the RPCGB. In order to fulfill the requirements for the use of these funds, Gardendale Tomorrow Comprehensive Plan addresses the six Federal Livability Principles. Table 2 shows the correlation between the Gardendale Tomorrow Comprehensive Plan and the Federal Livability Principles.

**Table 2: Federal Livability Principles**

Gardendale Tomorrow Comprehensive Plan Aspirational Statements	Federal Livability Principles
<ul style="list-style-type: none"> <li>• Enrich the Lives of Citizens</li> <li>• Enhance Town Character</li> </ul>	<ul style="list-style-type: none"> <li>• Transportation Choices</li> </ul>
<ul style="list-style-type: none"> <li>• Enrich the Lives of Citizens</li> <li>• Foster Positive Growth</li> </ul>	<ul style="list-style-type: none"> <li>• Promote Equitable, Affordable Housing</li> </ul>
<ul style="list-style-type: none"> <li>• Enrich the Lives of Citizens</li> <li>• Foster Positive Growth</li> </ul>	<ul style="list-style-type: none"> <li>• Value Communities and Neighborhoods</li> </ul>
<ul style="list-style-type: none"> <li>• Enrich the Lives of Citizens</li> <li>• Foster Positive Growth</li> <li>• Enhance Town Character</li> </ul>	<ul style="list-style-type: none"> <li>• Support Existing Communities</li> </ul>
<ul style="list-style-type: none"> <li>• Encourage Economic Vitality</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance Economic Competitiveness</li> </ul>
<ul style="list-style-type: none"> <li>• All four aspirational statements</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate and Leverage Federal Policies Investments</li> </ul>



# Assembling the Vision

The vision of the Gardendale Tomorrow Comprehensive Plan reflects the community's consensus on values, aspirations and concerns for the City's future. It also serves as a guide for future growth and development, ensuring that the community's values and small town character are preserved. The vision is summed up by four aspirational statements, which were identified through the public engagement process: Enrich the Lives of Citizens; Enhance our Town Character; Foster Positive Growth; and Encourage Economic Vitality. Supplementing the four aspirational statements are four principles based on values that are important to Gardendale's citizens. Whereas the comprehensive plan serves as a guide for the City, the principles serve as a guide for the plan itself. These principles are: People, Place, Progress and Prosperity.

Supporting the vision and principles are policies. The policies adhere to and fulfill the vision by providing guidance for the City's decision makers. Policies typically provide ongoing direction for achieving the plan's vision.

Actions are specific measures that need to be undertaken by the City and partners to implement the policies. Accompanying some actions are tasks. Tasks represent more precise courses of action that require additional resources.

## Public Involvement Process

The public involvement process is the foundation on which the vision and the plan are built. It is a central component of the comprehensive planning process,

providing citizens and other stakeholders with a platform to voice their concerns and steer Gardendale towards the future they desire in the next twenty years. Over the course of nine months, four public meetings were held - each one focusing on a specific theme and utilizing various group activities - leading up to the final meeting on June 9, 2014. Citizens were also able to stay engaged in the planning process and contribute their comments online through the project website.



Citizens participating in a table exercise

## Kick-off Meeting

The first meeting was held on October 17, 2013 at the Civic Center. It introduced the public to the planning process and website. Participants were asked to describe Gardendale's strengths, weaknesses, opportunities and threats (S.W.O.T). Upon completion of the S.W.O.T analysis, participants were then asked to identify specific areas in the city - in regards to growth, economic development, transportation, infrastructure, parks and recreation, and public safety - that the Plan

# Vision & Policies

## Assembling the Vision

**Table 3: S.W.O.T Analysis Summary**

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Location – Access to downtown Birmingham via I-65 and U.S. 31</li> <li>• Sense of Community</li> <li>• Tree lined streets - Median on U.S. 31</li> <li>• Strong church/school relationship – creates a good family atmosphere</li> <li>• Quality City services</li> </ul>	<ul style="list-style-type: none"> <li>• Not enough quality retail (clothing, shoes, etc.)</li> <li>• Not enough jobs in Gardendale</li> <li>• Lack of central sewer system – impacts job/business recruitment</li> <li>• Traffic on Fieldstown Road</li> </ul>	<ul style="list-style-type: none"> <li>• Centralized mixed-use civic complex (City Center)</li> <li>• Diversity</li> <li>• Culture</li> <li>• Employment opportunities</li> <li>• Sidewalks</li> <li>• Business diversity (something more than typical retail)</li> <li>• Light industry for jobs</li> <li>• Destination city/ destination attractor ex. Oak Mountain</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of locations for light industry and the employment that comes with it</li> <li>• Aging population - need to attract young professionals/families</li> </ul>

should address. Results from both these exercises can be found in Table 3 and Figure 7.

### Aspirations Meeting

The second meeting was on November 21, 2013 at the Civic Center. Citizens were invited to express and prioritize their aspirations for the future, based of their comments from the Kick-Off meeting. Their responses are summarized in Table 4. After completing this exercise, citizens participated in a visual preference survey. The visual preference survey was used to obtain, from their perspectives, a visual vocabulary of the development patterns that are most desired. Images were shown reflecting a variety of categories: commercial, residential, industrial, traffic and mobility, and parks and recreation. Participants rated the slides on a scale of 1-5, with 5 representing least preferred and 1 indicating most preferred. The visual preference survey was also placed on the project website: [www.gardendaleplan.com](http://www.gardendaleplan.com), for those that were unable to attend the meeting.

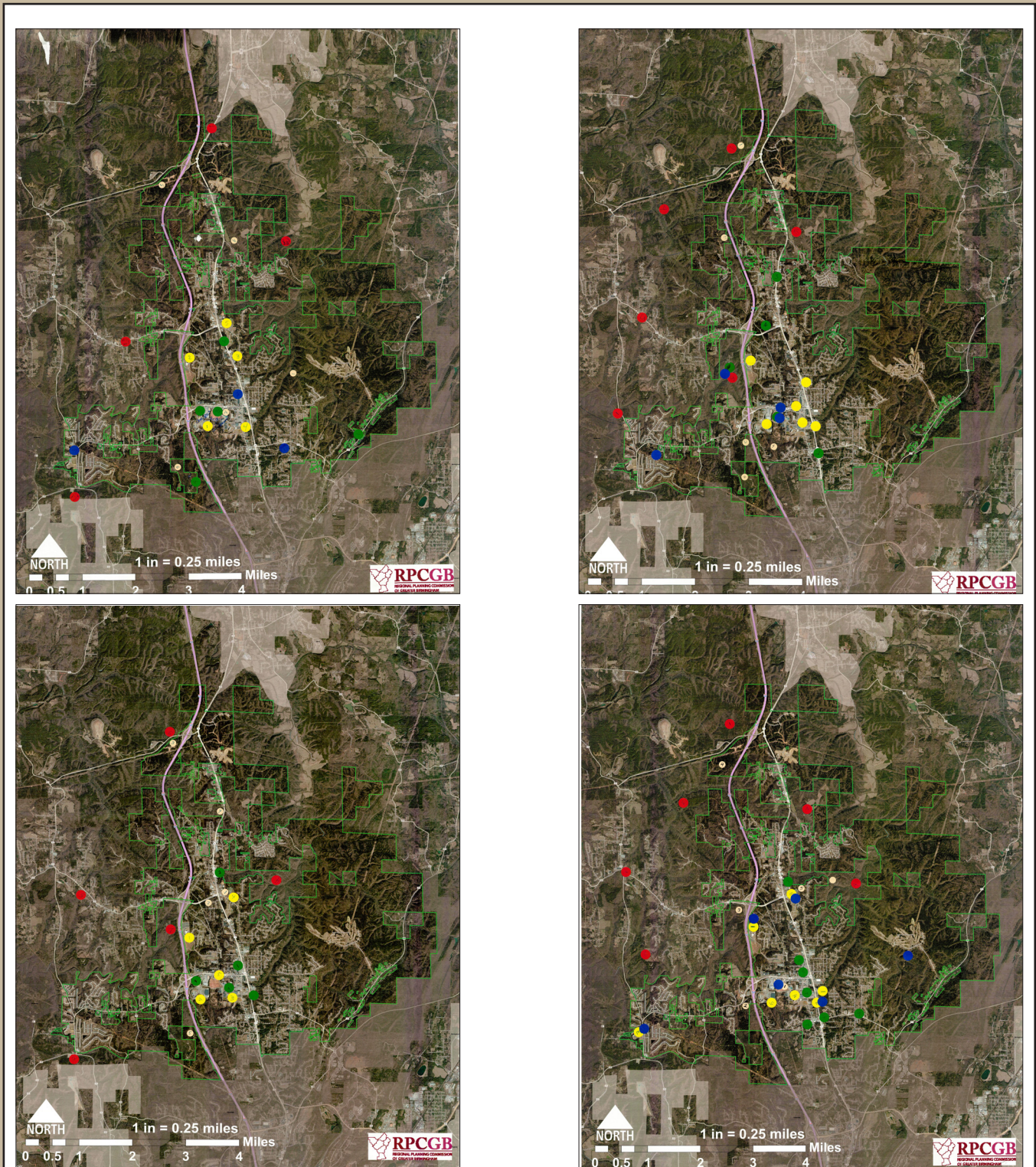


*Citizens voicing their aspirations for Gardendale*

### Crafting the Vision Meeting

On December 17, 2013 the third public involvement meeting was held to review the four aspirational statements - Enrich the Lives of the Citizens, Enhance our Town Character, Foster Positive Growth and Encourage Economic Vitality. The four aspirational statements were developed based on the input received from citizens at the previous two meeting. Participants were asked to comment on each aspirational statement. Maps for future growth and land use were also presented and discussed at this meeting.





**Figure 7: Map Exercise**

The citizens were asked to map their recommendations. The green dots on the maps represent areas inside the City, citizens would like to reinvest; orange dots symbolize areas they would like new development; red dots signify areas outside the City that should be considered for growth; yellow dots represent areas they frequent; and blue dots are places they would like to walk to.

# Vision & Policies

## Assembling the Vision

Table 4: Aspiration Wordle		
Cultural Facilities	General Aspirations	Types of Businesses

### Vision & Policy Meeting

Following the third meeting, the policies to guide the City toward achieving its vision were drafted and presented to the public on March 21, 2014. Citizens were asked to provide written comments, for example which policies needed to be removed or modified. With this final input from the public, the planning team began drafting specific actions in support of the policies.

cultural facilities, parks, open spaces and other recreational activities that foster a high quality of life for our community, and by encouraging a variety of residential developments for all families. We will also equip our labor force with the necessary skills for 21st century jobs.”



**Principle: People** - “Our priority is the well being of our citizens and providing them with the amenities to enrich their lives and the education to compete for 21st century jobs.”

### Vision and Policies Summary

Following an extensive public engagement process, four aspirational statements - reflecting citizens’ desires for Gardendale’s future - corresponding policies, and the actions needed to implement those policies were drafted. Four guiding principles were also created to ensure that the plan adhered to the values expressed by the citizens. The principles typically accompany the aspirational statements, but may also accompany a particular policy that is not related to the aspirational statement it supplements.

Policies:

- **Policy ELC 1:** Promote art and culture in Gardendale.
- **Policy ELC 2:** Put the “Garden” back in Gardendale by expanding City parks and recreational opportunities.
- **Policy ELC 3:** Improve pedestrian access to community assets.
- **Policy ELC 4:** Encourage a variety of residential developments to accommodate current and future families of various social and economic backgrounds.
- **Policy ELC 5:** Offer programs to equip the labor force of Gardendale with the skills and education to meet the requirements of 21st century jobs.

### Aspirational Statement #1: Enrich the Lives of the Citizens (ELC)

“Gardendale will be a desirable place to live by providing a vibrant public realm with exceptional

### ***Aspirational Statement #2: Enhance our Town Character (ETC)***

“Gardendale will maintain and enhance its small town character and sense of community by insisting on high standards of architecture, urban design and landscaping so that new development complements the existing form of the City.”



**Principle: Place** - “We value quality placemaking that invokes Gardendale’s inherent small town charm and community.”

#### Policies:

- **Policy ETC 1:** Develop standards and guidelines that promote quality design and maintenance.
- **Policy ETC 2:** Enhance Gardendale’s image through improvement of its image corridors and gateways (refer also to Foster Positive Growth Policy FPG 2).

### ***Aspirational Statement #3: Foster Positive Growth (FPG)***

“Gardendale will accommodate new growth while maintaining the community’s character and quality of life by coordinating desired land use patterns with its transportation and infrastructure investments – thus allowing the City to plan more effectively for housing, employment and retail uses, and public services.”



**Principle: Progress** - “We support responsible and sustainable growth that is compatible with our current character.”

#### Policies:

- **Policy FPG 1:** Improve vehicular mobility and connectivity.
- **Policy FPG 2:** Enhance Gardendale’s image through improvement of its image corridors and gateways.
- **Policy FPG 3:** Improve mobility for non-motorized travel.
- **Policy FPG 4:** Improve sanitary sewer system coverage and capacity to accommodate future growth.

- **Policy FPG 5:** Develop a formal town center that will give Gardendale a strong visual identity and focus for community life.
- **Policy FPG 6:** Promote future land use policies to encourage development patterns consistent with Gardendale’s vision for growth.

### ***Aspirational Statement #4: Encourage Economic Vitality (EEV)***

“Gardendale will have a diversified, sustainable economy that fosters an active daytime workforce and provides high wage, high value jobs and promotes entrepreneurship, local business growth, equity and focused reinvestment. This will fuel the harmonized development of quality residential, commercial and employment ventures.”



**Principle: Prosperity** - “We embrace and value diversity, innovation and equity to create an environment that is business friendly.”

#### Policies:

- **Policy EEV 1:** Nurture local business development and entrepreneurship.
- **Policy EEV 2:** Diversify and expand Gardendale’s economy.
- **Policy EEV 3:** Create high quality environments for shopping, working, living and playing.
- **Policy EEV 4:** Develop cultural and recreational tourism opportunities to enhance and diversify Gardendale’s economy.



# Enrich the Lives of Citizens

The aspirational statement, Enrich the Lives of Citizens (ELC), was drafted in response to the concerns raised by citizens during the public involvement process regarding their desire for more recreational opportunities and to have a pedestrian friendly environment. The aspirational statement also addresses their desire for educational programs that would equip residents with the necessary skills to compete for 21st century jobs - a concern that resonated strongly with citizens. Supplementing the aspirational statement is the “People” principle along with the policies and actions needed to implement those polices.

**“Gardendale will be a desirable place to live by providing a vibrant public realm with exceptional cultural facilities, parks, open spaces and other recreational activities that foster a high quality of life for our community, and by encouraging a variety of residential developments for all families. We will also equip our labor force with the necessary skills for 21st century jobs.”**



“Our priority is the well being of our citizens and providing them with the amenities to enrich their lives and the education to compete for 21st century jobs.”

## Policies and Actions

### Policy ELC 1.

### Promote art and culture in Gardendale

#### Action ELC 1.1.

Establish public/private organization to promote existing cultural amenities in Gardendale and increase involvement:

#### Task ELC 1.1.1.

Engage local and regional artists to understand how the City can help support their activities and help them grow.

#### Task ELC 1.1.2.

Continue to sponsor and organize local cultural events such as art exhibits, performances, festivals, art competitions, farmers’ markets, concerts and trail runs.

#### Task ELC 1.1.3.

Partner with the Gardendale High School Fine Arts Department, local art galleries, independent theaters, local universities and colleges, and the private sector to host cultural events.

#### Task ELC 1.1.4.

Advertise events locally and regionally through signage, social media and other press outlets.



### Task ELC 1.1.5.

Offer incentives and start-up loans for art entrepreneurs and incubator programs.

**Lead Agency(ies):** Art Council, Civic Center, Beautification Commission  
**Support Agency(ies):** Chamber of Commerce, Gardendale High School: Fine Arts Department,  
**Timeframe:** 1-5 years  
**Funding:** General Fund

### Action ELC 1.2.

Create additional cultural facilities through new construction and/or adaptive-reuse. Costs to construct, operate, and maintain facilities should be offset through revenue-generating activities.

### Task ELC 1.2.1.

Develop an inventory of existing cultural venues and identify locations for future venues. Encourage connectivity between cultural facilities and proximity to complementary uses such as restaurants and retail.

### Task ELC 1.2.2.

Identify locations for future venues. Encourage connectivity between cultural facilities and proximity to complementary uses such as restaurants and retail.

**Lead Agency(ies):** Art Council  
**Support Agency(ies):** Chamber of Commerce, Cultural Alliance of Birmingham, Alabama State Art Council  
**Timeframe:** 1-20 years  
**Funding:** General Fund, Capital Projects Fund, Kresge Foundation Grant, Arts and Cultural Facilities Grant, Our Town Grant

### Action ELC 1.3.

Establish a Cultural Overlay District and/or a Cultural Enterprise Zone.

**Lead Agency(ies):** City Council, Arts Council  
**Support Agency(ies):** Chamber of Commerce, RPCGB: Building Communities  
**Timeframe:** 1-5 years  
**Funding:** General Fund, Building Communities Program

### Action ELC 1.4.

Develop a public art master plan that identifies and prioritizes outdoor areas for public art. The plan should also explore additional public/private funding opportunities for art.

### Task ELC 1.4.1.

Display artwork, in public spaces, from the Gardendale High School Fine Arts Department, local and regional art galleries, organizations and artists as part of an artwork loan program.

### Task ELC 1.4.2.

Conduct bimonthly and/or annual art competitions that display the winning artwork(s) at public outdoor events like the Magnolia Festival.

**Lead Agency(ies):** Inspection Services and Beautification Commission  
**Support Agency(ies):** Chamber of Commerce, Cultural Alliance of Birmingham, Alabama State Art Council, RPCGB: Building Communities  
**Timeframe:** 1-10 years  
**Funding:** General Fund, Capital Projects Fund, Kresge Foundation Grant, Arts and Cultural Facilities Grant, Our Town Grant, Building Communities Program

# Vision & Policies

## Enrich the Lives of Citizens

### Action ELC 1.5.

Designate a heritage trail that connects existing and future cultural facilities with outdoor areas dedicated for public art to highlight local artists.

**Lead Agency(ies):**

*Inspection Services and Beautification Commission*

**Support Agency(ies):**

*Chamber of Commerce, Alabama Department of Economic and Community Affairs (ADECA), Alabama State Art Council, Appalachian Regional Commission (ARC)*

**Timeframe:**

*1-10 years*

**Funding:**

*General Fund, Capital Projects Fund, Arts and Cultural Facilities Grant, Our Town Grant, Recreation Trails Program, ARC: Asset-Based Development Program*

### Policy ELC 2.

**Put the “Garden” back in Gardendale by expanding City parks and recreational opportunities.**

### Action ELC 2.1.

Increase awareness of the City’s existing recreational facilities and evaluate the public’s awareness and knowledge of access to these facilities.

**Lead Agency(ies):**

*Parks and Recreation Department, Beautification Commission and Art Council*

**Support Agency(ies):**

*Chamber of Commerce*

**Timeframe:**

*1-5 years*

**Funding:**

*General Fund*

### Action ELC 2.2.

Adopt and implement the following recommendations in the City of Gardendale Parks & Recreation Department Master Plan (2011-2020):

#### Task ELC 2.2.1.

Expand Civic Center property.

#### Task ELC 2.2.2.

Construct a multipurpose facility G. Williams Noble Athletic Complex, east of the park office that includes a basketball gymnasium and space for indoor training, cheerleading and other activities when basketball is not in season. Additionally, improve ADA accessibility and conduct further facilities analysis.

#### Task ELC 2.2.3.

Improve and expand Luman Harris Park.

- a. Provide additional parking for the two ball fields at Luman Harris Park.
- b. Acquire additional land and develop four girls’ softball fields, a 100 yard football field and a full-sized soccer field.

#### Task ELC 2.2.4.

Expand Kenneth A Clemons Recreational Complex.

- a. Include a softball/baseball quad.
- b. Add a fifth softball/baseball field.
- c. Build a park suitable for up to 20 recreational vehicles (RVs).
- d. Construct a pedestrian/bike trail along the north side of the creek and two pavilions.

**Lead Agency(ies):**

*Parks and Recreation, Inspection Services and Public Works*

**Support Agency(ies):**

*Chamber of Commerce, ADECA, Kaboom (assist with playground construction)*

**Timeframe:** 1-15 years  
**Funding:** General Fund, Capital Projects Fund, Recreation Program

**Action ELC 2.3.** Reserve areas for open space preservation and parks and recreation opportunities through new development.

**Task ELC 2.3.1.** Identify land for natural preservation prior to development (see Figure 8).

**Task ELC 2.3.2.** Draft an ordinance requiring public land preservation that is proportional to the size of new residential developments that should be constructed as public parklands.

**Task ELC 2.3.3.** Identify locations in residential areas that would be suitable for community park development (see Figure 8).

**Lead Agency(ies):** Inspection Services and Parks and Recreation  
**Support Agency(ies):** Public Works, ADECA, Alabama Department of Environmental Management  
**Timeframe:** 1-15 years  
**Funding:** General Fund, Capital Projects Fund, Recreation Program

**Action ELC 2.4.** Preserve Gardendale’s less developable areas (areas with steep slopes, many of which are prohibitive to building new developments) to provide additional recreational opportunities, such as pedestrian and bicycle trails for citizens (see Figure 8:).

**Lead Agency(ies):** Inspection Services and Public Works  
**Support Agency(ies):** Chamber of Commerce, ADECA, Alabama Department of Environmental Management  
**Timeframe:** 1-15 years  
**Funding:** General Fund, Capital Projects Fund, Recreation Program, Environmental Protection Fund

**Action ELC 2.5.** Work with Forever Wild and local land owners to create a regional park in east Gardendale (see Figure 8).

**Lead Agency(ies):** City Council, Parks and Recreation  
**Support Agency(ies):** Chamber of Commerce, ADECA, Alabama Department of Environmental Management, American Hiking Society, Build Preserve Maintain Ride (BUMP), ARC  
**Timeframe:** 1-15 years  
**Funding:** General Fund, Capital Projects Fund, Recreation Trails Program, Environmental Protection Fund, ARC Tourism Development Program, National Trails Fund

# Vision & Policies

Enrich the Lives of Citizens

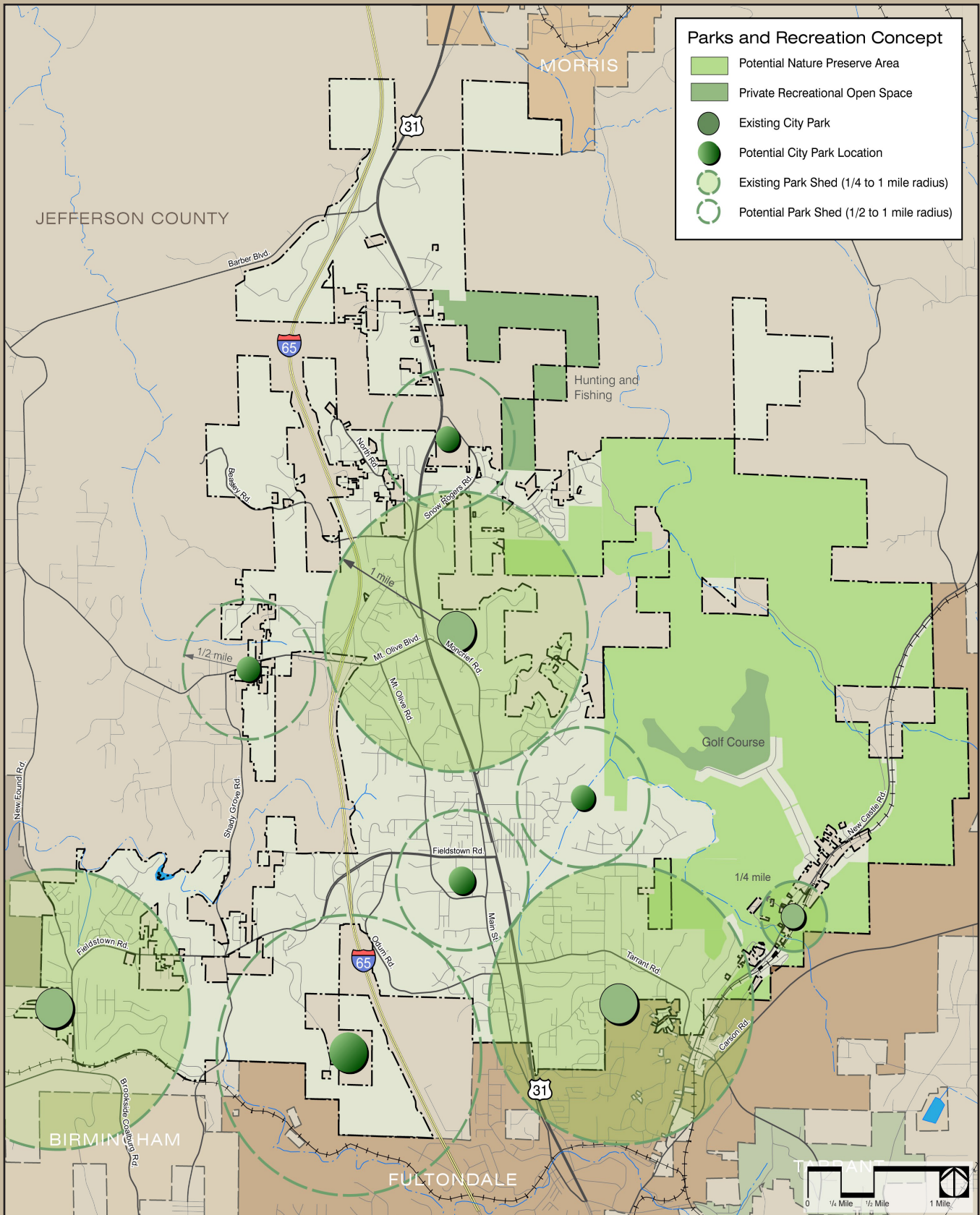


Figure 8: Parks and Recreation Concept Map



### Action ELC 2.6.

Install a trail network that connects to Red Rock Ridge and Valley Trail System and the City's parks, cultural facilities, schools and other public amenities (see Figure 9).

**Lead Agency(ies):** *Inspection Services and Public Works*

**Support Agency(ies):** *Chamber of Commerce, ADECA, Alabama Department of Environmental Management, American Hiking Society, ARC*

**Timeframe:** *1-15 years*

**Funding:** *General Fund, Capital Projects Fund, Recreation Trails Program, Environmental Protection Fund, ARC Tourism Development Program, National Trails Fund*

### Action ELC 2.7.

Develop Adopt-A-Park/Adopt-A-Trail programs to encourage citizens, non-profits and other organized groups to contribute to the maintenance of the City's recreational facilities and creation of recreational programs at each facility.

**Lead Agency(ies):** *Inspection Services and Public Works*

**Support Agency(ies):** *Chamber of Commerce, ADECA, Alabama Department of Environmental Management, American Hiking Society, ARC*

**Timeframe:** *Ongoing*

**Funding:** *General Fund, Capital Projects Fund, Recreation Trails Program, Environmental Protection Fund, ARC Tourism Development Program, National Trails Fund*

### Policy ELC 3.

**Improve pedestrian access to community assets (see also policy FPG 3).** 

### Action ELC 3.1.

Add sidewalks along both sides of the right-of-ways identified in the Bicycle and Pedestrian Map and develop a sidewalk improvement plan to examine the feasibility of extending sidewalks to right-of-ways not identified in the Bicycle and Pedestrian Concept Map (Figure 9).

### Task ELC 3.1.1.

Prioritize the following street segments for sidewalk improvements:

1. Mt. Olive Road, between Fieldstown Road and Main Street;
2. Main Street, between Fieldstown Road and Mt. Olive Road;
3. Mt. Olive Road, between Mt. Olive Boulevard and Fieldstown Road;
4. US Highway 31, between Mt. Olive Boulevard and Fieldstown Road

**Lead Agency(ies):** *Inspection Services and Public Works*

**Support Agency(ies):** *RPCGB*

**Timeframe:** *1-15 years*

**Funding:** *General Fund, Capital Projects Fund, TAP, Congestion Mitigation and Air Quality Improvement Program (CMAQ), Issue Bonds*

# Vision & Policies

Enrich the Lives of Citizens

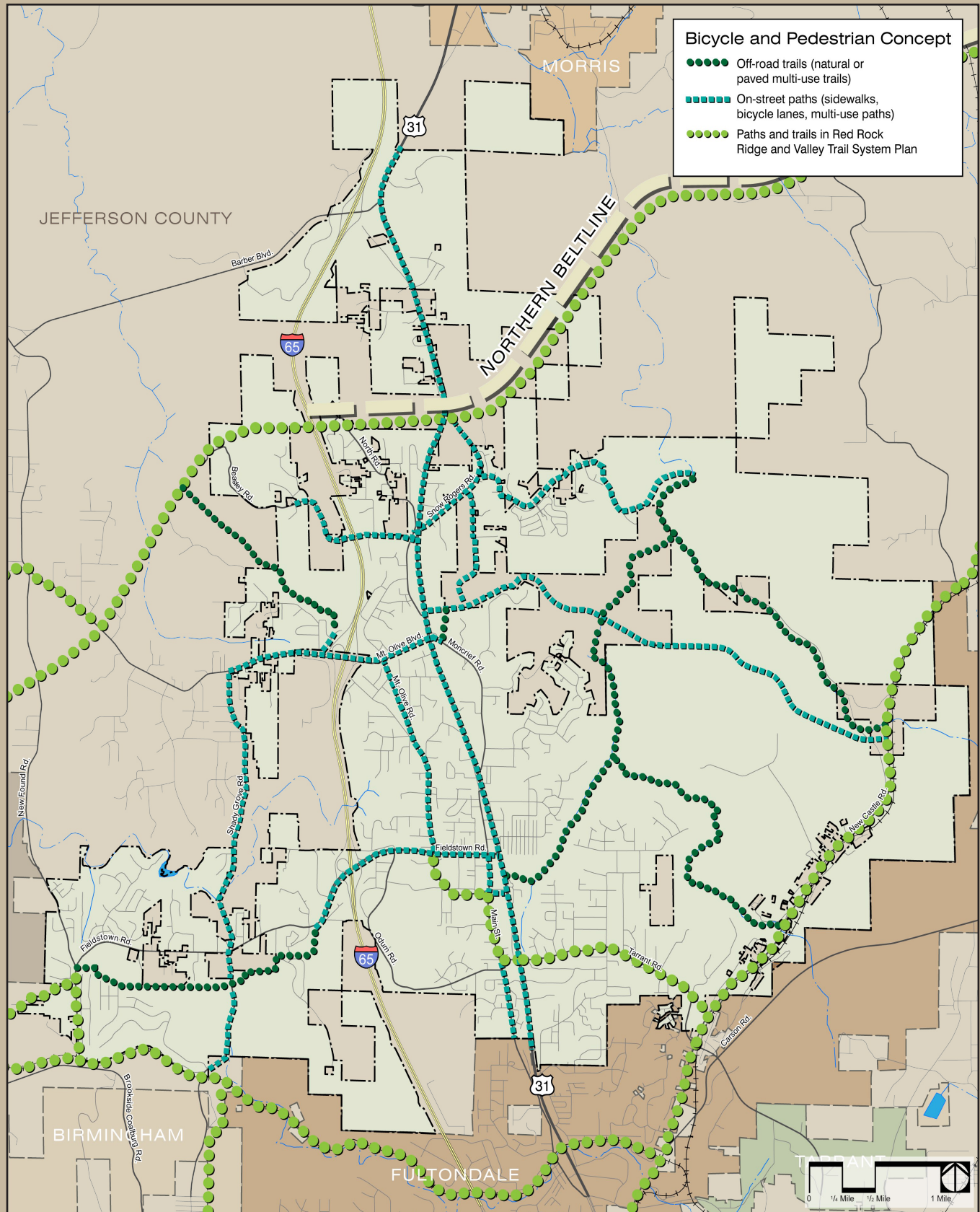


Figure 9: Bicycle and Pedestrian Concept Map

### Action ELC 3.2.

Mandate complete sidewalk systems in new developments, and work to enhance multimodal connectivity for the City by:

- a. Passing an ordinance requiring all construction permits of significant impact be contingent on construction of a complete system of sidewalks along impacted public roadways;
- b. Offering tax incentives or funding to help encourage existing commercial property owners to build public sidewalks along public roadways adjoining their property;
- c. Issuing bonds to pay for sidewalk construction throughout commercial and denser residential areas of Gardendale.

**Lead Agency(ies):** *Inspection Services*  
**Support Agency(ies):** *RPCGB*  
**Timeframe:** *1-5 years*  
**Funding:** *General Fund, Building Communities Program*

### Action ELC 3.3.

Prepare a bicycle plan to determine the feasibility of adding bike lanes and/or shared lane markings (sharrows) to the streets identified in the Bicycle and Pedestrian Concept Map and to further identify additional streets for bike lanes and/or share sharrows.

**Lead Agency(ies):** *Inspection Services and Public Works*  
**Support Agency(ies):** *RPCGB*  
**Timeframe:** *1-10 years*  
**Funding:** *General Fund, Capital Projects Fund, Building Communities Program (for the plan) TAP, CMAQ, Issue Bonds*

### Action ELC 3.4.

Amend the City's Subdivision Regulations to require the development of sidewalks for new subdivisions. Additionally, require new streets to connect to existing streets when there are no natural barriers to improve connectivity for both pedestrians and motorists.

**Lead Agency(ies):** *Inspection Services*  
**Support Agency(ies):** *RPCGB*  
**Timeframe:** *1-5 years*  
**Funding:** *General Fund, Building Communities Program*

### Policy ELC 4.

**Encourage a variety of residential developments to accommodate current and future families of various social and economic backgrounds.**

### Action ELC 4.1.

Adopt and implement the Future Land Use Plan (see Future Land Use Chapter) to provide development opportunities for various levels of residential densities in the areas outlined in the plan.

**Lead Agency(ies):** *Inspection Services*  
**Support Agency(ies):** *N/A*  
**Timeframe:** *1-5 years*  
**Funding:** *General Fund*

# Vision & Policies

## Enrich the Lives of Citizens

### Action ELC 4.2.

Consider promoting quality rental housing with three or more bedrooms for large families through design guidelines and by offering the following incentives to rental developments that provide, at a minimum, 30% of the units with three or more bedrooms:

- a. Priority building permit processing;
- b. Reduction in parking requirements for attached units;
- c. Permit to convert apartment to condominiums.

**Lead Agency(ies):** *Inspection Services*

**Support Agency(ies):** *N/A*

**Timeframe:** *1-5 years*

**Funding:** *General Fund*

### Action ELC 4.3.

Establish a down payment program for first time buyers and apply it to reduce barriers into the market for first time buyers and to increase homeownership in Gardendale. The program would function in a rent-to-own format, for example, tenants could pay on a five (5) year lease and at the end of five (5) years, the assistance and equity built through the rent-to-own lease would go towards the permanent mortgage.

#### Task ELC 4.3.1.

Consider expanding the City departments to include Community Development and Housing to create more incentives for first time home buyers and those seeking housing assistance.

**Lead Agency(ies):** *Economic Development Inspection Services*

**Support Agency(ies):** *Chamber of Commerce, Jefferson County Department of Economic Development*

**Timeframe:** *1-15 years*

**Funding:** *General Fund, Jefferson County CDBG Entitlement Grant*

### Policy ELC 5.

**Offer job training programs.** 

#### Action ELC 5.1.

Partner with Gardendale High School as well as other local schools, colleges and universities to establish the following programs:

- a. GED and college preparatory classes;
- b. Computer literacy and vocational training;
- c. Career planning;
- d. Homeowner mortgage and insurance;
- e. Retirement and estate planning basics;
- f. Health care and health insurance for small businesses;
- g. Budgeting, saving and bankruptcy.

**Lead Agency(ies):** *Chamber of Commerce and Gardendale School Board*

**Support Agency(ies):** *ARC, ADECA, Workforce Development Council of Alabama (WDCA)*

**Timeframe:** *1-5 years*

**Funding:** *General Fund, ARC Education and Training Program, ADECA Workforce Development Programs*

### Action ELC 5.2.

Create satellite programs at University of Alabama at Birmingham (UAB), Jefferson State Community College, Lawson State College and Birmingham Southern. Use Job Access Reverse Commute Funding (JARC), if available, to purchase/acquire transportation to shuttle prospective students to and from satellite programs.

**Lead Agency(ies):** Chamber of Commerce and Gardendale School Board  
**Support Agency(ies):** ARC, ADECA, WDCA, RPCGB: Building Communities  
**Timeframe:** Ongoing  
**Funding:** General Fund, ARC Education and Training Program, ADECA Workforce Development Programs, JARC

### Action ELC 5.3.

Work closely with local businesses to identify needed jobs skills and educational requirements and develop job training programs (with the help of schools, colleges, universities and other organizations). Develop internship programs.

**Lead Agency(ies):** Chamber of Commerce and Gardendale School Board  
**Support Agency(ies):** ARC, ADECA, WDCA  
**Timeframe:** Ongoing  
**Funding:** General Fund, ARC Education and Training Program, ADECA Workforce Development Programs, WDCA Funding

### Action ELC 5.4.

Implement joint-use agreements with libraries, schools, and other institutions to increase public access to educational and job readiness programs and resources.

**Lead Agency(ies):** Chamber of Commerce and Gardendale School Board  
**Support Agency(ies):** ARC, ADECA, WDCA  
**Timeframe:** Ongoing  
**Funding:** General Fund, ARC Education and Training Program, ADECA Workforce Development Programs, WDCA Funding

### Action ELC 5.5.

Collaborate with the WDCA to establish a career center in Gardendale. The career center would provide programs such as career counseling, resume assistance, direct job placement, and classroom and on-the-job training.

**Lead Agency(ies):** Chamber of Commerce and Gardendale School Board  
**Support Agency(ies):** ARC, ADECA, WDCA  
**Timeframe:** Ongoing  
**Funding:** General Fund, ARC Education and Training Program, ADECA Workforce Development Programs, WDCA Funding

### Action ELC 5.6.

Work with the local business community to offer summer job opportunities for Gardendale's youths.

**Lead Agency(ies):** Chamber of Commerce and Gardendale School Board  
**Support Agency(ies):** N/A  
**Timeframe:** Ongoing  
**Funding:** General Fund



# Enhance our Town Character

Enhance our Town Character, was derived from the desires of citizens during the public involvement process, to have Gardendale 's future developments reflect quality architecture and design that is compatible with the City's small town character. Accompanying the Enhance our Town Character statement is the "Place" principle, along with the policies and supporting actions for achieving this vision.

**"Gardendale will maintain and enhance its small town character and sense of community by insisting on high standards of architecture, urban design and landscaping so that new development complements the existing form of the City."**



"We value quality place making that invokes Gardendale's inherent small town charm and community."

## Policies and Actions

### Policy ETC 1.

**Develop standards and guidelines that promote quality design and maintenance.**

#### Action ETC 1.1.

Update and enforce property maintenance codes to ensure that commercial and residential developments are well maintained.

<b>Lead Agency(ies):</b>	<i>Inspection Services, City Council</i>
<b>Support Agency(ies):</b>	<i>Public Works</i>
<b>Timeframe:</b>	<i>Ongoing</i>
<b>Funding:</b>	<i>General Fund</i>

#### Action ETC 1.2.

Establish a design review process for commercial centers and employment development areas identified in the Development Concept Map (Figure 11).

*Alternatively, adopt a Corridor Overlay District within the Zoning Ordinance to assure quality development along major corridors (e.g., Fieldstown Road and US Highway 31).*

#### Task ETC 1.2.1.

Establish a Design Review Committee to review site plans, building designs and signage in designated districts.



**Task ETC 1.2.2.**

Collaborate with business owners, developers and design professionals to draft and adopt design guidelines that encourage the following:

- a. Pedestrian oriented design;
- b. Buildings oriented along streets, plazas and other open spaces to give the public realm spatial definition and engage pedestrians;
- c. Articulation of the mass and height of buildings;
- d. Orienting buildings and building entrances toward streets rather than parking lots;
- e. Use of windows, entrances, building articulation and landscaping to create visual interest and avoid blank, monotonous building walls along the street;
- f. Parking lots located to the rear and/or side of buildings;
- g. Access management;
- h. Pedestrian oriented signs.

**Task ETC 1.2.3.**

Incorporate Crime Prevention through Environmental Design (CPTED) techniques into design guidelines to deter crime.

CPTED consist of the following strategies:

- 1. Natural Surveillance: maximizes opportunities for building occupants, pedestrians and others to observe activity in publicly accessible spaces and minimize “blind spots.”
- 2. Territorial Reinforcement: incorporates physical design elements that define transitions between public, semipublic and private space.
- 3. Natural Access Control/Target Hardening: limits or prohibits access to private or restricted spaces.
- 4. Maintenance: emphasizes upkeep to project the sense that a premises is regularly looked after.

**Lead Agency(ies):** *Design Review Committee, Inspection Services*  
**Support Agency(ies):** *Public Works, Police Department, Chamber of Commerce, RPCGB*  
**Timeframe:** *1-5 years*  
**Funding:** *General Fund, Building Communities Program*

**Action ETC 1.3.**

Evaluate opportunities to reduce zoning setbacks, buffers and parking requirements in business districts to accommodate pedestrian-oriented development and promote quality urban design.

**Lead Agency(ies):** *Design Review Committee, Inspection Services, City Council*  
**Support Agency(ies):** *Planning Commission, Public Works*  
**Timeframe:** *1-5 years*  
**Funding:** *General Fund, Building Communities Program*

# Vision & Policies

## Enhance our Town Character

### Action ETC 1.4.

Develop a façade improvement program.

*The program is intended to encourage property and business owners to improve and maintain facades of commercial buildings. This program should be created in designated areas, such as a Tax Increment Financing district, that can provide funding for the program.*

**Lead Agency(ies):** Inspection Services and Chamber of Commerce

**Support Agency(ies):** RPCGB: Economic Development

**Timeframe:** 1-5 years

**Funding:** General Fund

### Policy ETC 2.

**Enhance Gardendale’s image through improvement of its image corridors and gateways (Refer also to Foster Positive Growth Policy FPG 2).** 🏡

### Action ETC 2.1.

Preserve existing trees and plant new trees along major roads identified in the Image Corridor and Gateway Map (Figure 10).

#### Task ETC 2.1.1.

Prepare tree planting and preservation plan and program.

#### Task ETC 2.1.2.

Update subdivision regulations to require planting of street trees (within street rights-of-way) in new development.

#### Task ETC 2.1.3.

Collaborate with Alabama Department of Transportation (ALDOT) to protect and preserve trees along Highway US 31.

**Lead Agency(ies):** Inspection Services and Public Works

**Support Agency(ies):** Alabama Forestry Commission, Alabama Urban Forestry Council, Alabama Wildlife Federation, ALDOT

**Timeframe:** 1-5 years

**Funding:** Capital Projects Fund, Building Communities Program, ACTrees, America the Beautiful (ATB)

### Action ETC 2.2.

Install gateways and wayfinding signage at locations identified in the Image Corridor and Gateway Map (Figure 10).

#### Task ETC 2.2.1.

Develop prototypical gateway designs for major and minor gateways. Install improvements over time with priority on most heavily traveled gateways.

#### Task ETC 2.2.2.

Develop Wayfinding Master Plan and install wayfinding signage along major roads and decision points to direct visitors to key destinations within the city.

#### Task ETC 2.2.3.

Coordinate with ALDOT on enhancing directional and service signage on Interstate 65 and US Highway 31.

**Lead Agency(ies):** Public Works

**Support Agency(ies):** Beautification Commission, ALDOT

**Timeframe:** 1-5 years

**Funding:** Capital Projects Fund, TAP



# Vision & Policies

Enhance our Town Character

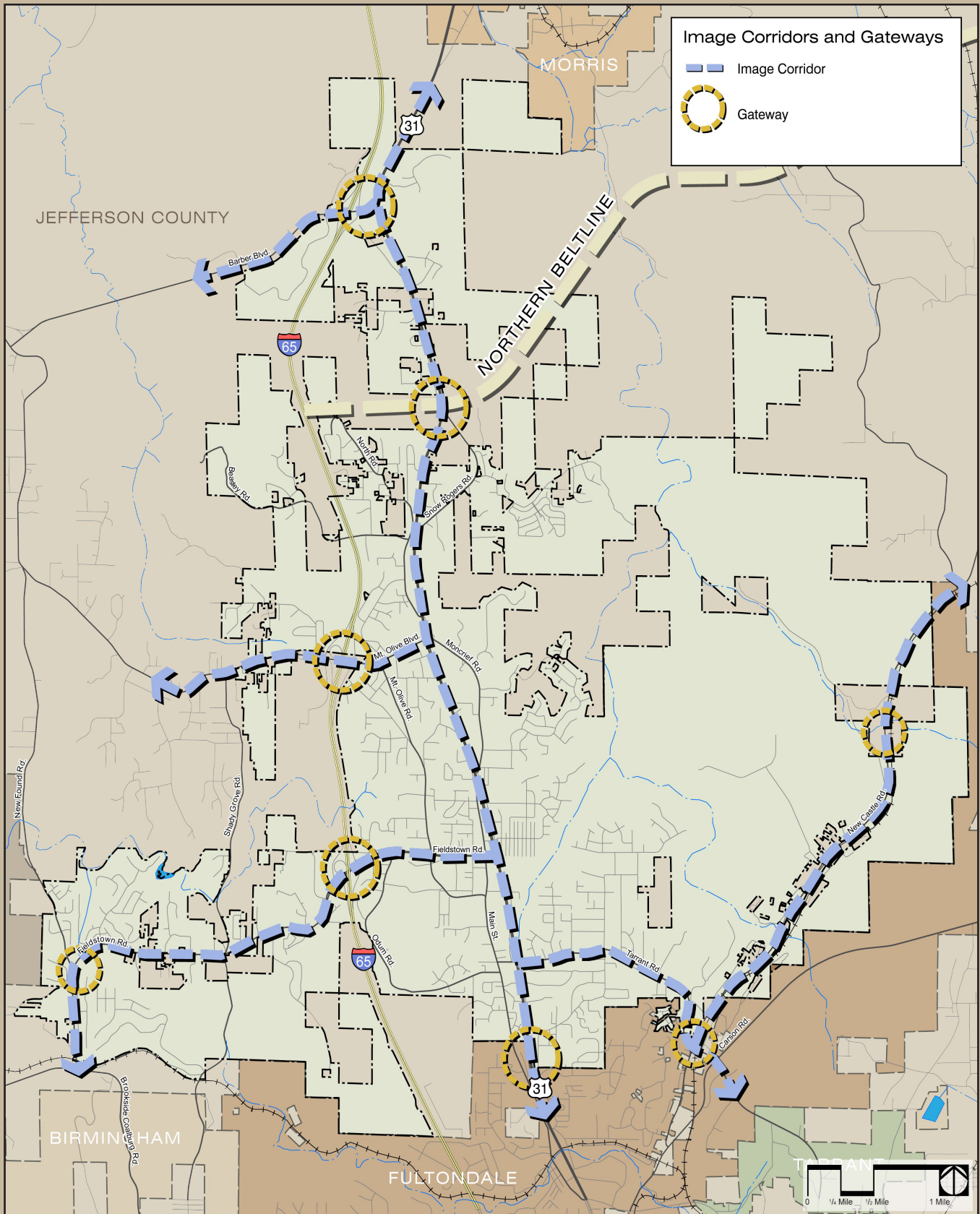


Figure 10: Image Corridor and Gateway Map



# Foster Positive Growth

Future growth must be managed in a sustainable way, so as not to undermine the community’s character and quality of life. Citizens voiced this sentiment at public meetings, understanding that in order for Gardendale to become the city they envision, it must grow, but in a way that enhances their community’s character. This aspirational statement is supplemented by the “Progress” principle. The policies and actions for accomplishing the Foster Positive Growth vision are outlined in this section. The policies also support other principles and are therefore accompanied by that principle’s icon.

**“Gardendale will accommodate new growth while maintaining the community’s character and quality of life by coordinating desired land use patterns with its transportation and infrastructure investments – thus allowing the City to plan more effectively for housing, employment and retail uses, and public services.”**



“We support responsible and sustainable growth that is compatible with our current character.”

## Policies and Actions

### Policy FPG 1.

### Improve vehicular mobility and connectivity.

#### Action FPG 1.1.

Improve traffic flow at the intersection of US 31 and Fieldstown Road.

#### Task FPG 1.1.1.

Construct a double-left turn lane from US-31 to westbound Fieldstown Road;

#### Task FPG 1.1.2.

Employing the existing split-phase signaling on Fieldstown Road at US-31, allow for double left-turn movement onto northbound US-31 without construction of an additional lane.

**Lead Agency(ies):** Public Works

**Support Agency(ies):** Metropolitan Planning Organization (MPO), ALDOT

**Timeframe:** 1-5 years

**Funding:** General Fund, Capital Projects Fund, Surface Transportation Program (STP), CMAQ



### Action FPG 1.2.

Improve connectivity to eastern Gardendale through new street construction (see Figure 14).

#### Task FPG 1.2.1.

Connect Glenn Chapel Road to Castle Heights Road.

#### Task FPG 1.2.2.

Connect Glenn Chapel Road and Snow Rodgers Road for more direct access to US-31.

#### Task FPG 1.2.3.

Construct a connector road between US-31 and New Castle Road.

#### Task FPG 1.2.4.

Collaborate with private developers to construct spurs from the new connector road to Ferguson Road, Pinehurst Drive, and Magnolia Street.

**Lead Agency(ies):** Public Works, City Council

**Support Agency(ies):** MPO, ALDOT

**Timeframe:** 1-20 years

**Funding:** General Fund, Capital Projects Fund, STP, CMAQ

### Action FPG 1.3.

Connect subdivisions and commercial areas when possible to provide alternative route options (See Figure 14).

#### Task FPG 1.3.1.

Build the following street connections:

- a. Scenic Drive to US-31, paralleling Brenda Circle and meeting Snow Rodgers Road at a new, relocated intersection;
- b. Redmayne Road to Pebble Creek Circle;
- c. Vulcan Drive to Mansfield Avenue;
- d. Fieldstown Road, as 2-lane local road, to Alma Avenue, with connections at Kimberly Avenue, Windsor Avenue, and Colonial Avenue;
- e. Extend Gardendale Drive to Kayewood Drive;
- f. Summit Boulevard to Brookwood Circle;
- g. Gardendale Terrace Drive to Summit Blvd.

**Lead Agency(ies):** Public Works, City Council

**Support Agency(ies):** MPO, ALDOT

**Timeframe:** 1-20 years

**Funding:** General Fund, Capital Projects Fund, STP, CMAQ

### Action FPG 1.4.

Develop roadway access for employment development areas (see Figure 14:).

#### Task FPG 1.4.1.

Construct a road, east of and parallel to Interstate 65, south of Odum Road for access to office/light industrial development areas.

#### Task FPG 1.4.2.

Construct a road, west of and parallel to I-65 from Fieldstown Road southward for access to office/light industrial development areas. Extend road east to Stouts Road/US 31.

**Lead Agency(ies):** Public Works, City Council

**Support Agency(ies):** MPO, ALDOT

**Timeframe:** 1-15 years

**Funding:** General Fund, Capital Projects Fund, STP, CMAQ, Industrial Access Road Fund (IAR)

# Vision & Policies

## Foster Positive Growth

### Action FPG 1.5.

Update Subdivision Regulations to encourage greater street connectivity within and between future subdivisions.

**Lead Agency(ies):** *Inspection Services , Public Works*

**Support Agency(ies):** *Planning Commission*

**Timeframe:** *1-3 years*

**Funding:** *General Fund*

### Policy FPG 2.

**Enhance Gardendale’s image through improvement of its image corridors and gateways.** 🏠

### Action FPG 2.1.

Prepare a streetscape improvement plan to guide capital improvements on major roads and gateway areas identified in the Image Corridor and Gateways Map (Figure 10).

### Task FPG 2.1.1.

Establish priority projects, phasing and funding strategy for streetscape improvements (see also Action FPG 3.1).

### Task FPG 2.1.2.

Include design guidelines for both retrofitting existing streets and design of future streets. Design guidelines should address:

- a. Traffic signals
- b. Overhead utilities
- c. Street trees
- d. Roadway and pedestrian lighting
- e. Stormwater management (curb and gutter, swales, etc.)
- f. Lane widths
- g. On-street parking
- h. Sidewalks, bike lanes and multi-use paths
- i. Crosswalks
- j. Access management
- k. Wayfinding and signage

**Lead Agency(ies):** *Inspection Services and Public Works*

**Support Agency(ies):** *Planning Commission, City Council, RPCGB: Building Communities*

**Timeframe:** *1-5 years*

**Funding:** *General Fund, Building Communities Program*

### Policy FPG 3.

**Improve mobility for non-motorized travel.** 🚲

### Action FPG 3.1.

Incorporate streets identified in the Bicycle and Pedestrian Concept Map (Figure 9) into the streetscape improvement plan. The following corridors and improvements should be considered high priorities:

1. Fieldstown Road, between Odum Road and US Highway 31 – construct continuous sidewalk system, reduce curb cuts (Timeframe: 1-2 years);
2. Main Street, between Vulcan Drive and Odum Road – construct sidewalks on both sides, add parallel parking, provide crosswalks and

pedestrian scale lighting, install traffic control and traffic calming devices such as traffic signals, roundabouts, bulb-outs and/or bicycle lanes to slow traffic, construct pedestrian facilities on adjacent rights-of-way that should see additional traffic, including Grubbs Avenue, Church Street, Mount Olive Road, and Tarrant Drive (Timeframe: 2-3 years);

3. Mt. Olive Road, between Fieldstown and Main Street – build sidewalks on both sides, install pedestrian scaled lighting and on-street parking along appropriate segments (Timeframe: 4-5 years);
4. Mt. Olive Road, between Mt. Olive Boulevard and Fieldstown Road – construct sidewalks on both sides (Timeframe: 6-7 years);
5. US Highway 31, between Mt. Olive Boulevard and Fieldstown Road – construct sidewalks on one side and a multi-use trail on the other side of the road and expand tree-lined center median (Timeframe: 8-15 years).

**Lead Agency(ies):** *Inspection Services and Public Works*  
**Support Agency(ies):** *Planning Commission, City Council, RPCGB: Building Communities, MPO, ALDOT*  
**Timeframe:** *1-15 years*  
**Funding:** *General Fund, Capital Projects Fund, TAP, CMAQ, Building Communities Program*

### Action FPG 3.2.

Update Subdivision Regulations to establish design standards for streets, sidewalks and related facilities within future subdivisions.

**Lead Agency(ies):** *Inspection Services , Public Works*  
**Support Agency(ies):** *Planning Commission*  
**Timeframe:** *1-3 years*  
**Funding:** *General Fund*

### Policy FPG 4.

**Improve sanitary sewer system coverage and capacity to accommodate future growth.**

### Action FPG 4.1.

Extend sewer system along major roadways, such as:

- a. US Highway 31, north of the system's current endpoint;
- b. US Highway 31, south of the system's current endpoint to connect to the employment districts along I-65;
- c. Mt. Olive Road.

**Lead Agency(ies):** *Inspection Services and Public Works*  
**Support Agency(ies):** *Jefferson County Environmental Services, ARC*  
**Timeframe:** *1-20 years*  
**Funding:** *General Fund, Capital Projects Fund, ARC Community Infrastructure Program*

# Vision & Policies

## Foster Positive Growth

### Action FPG 4.2.

Encourage sewer system development and connection in new developments.

- a. Require all new developments to connect to the public sewer system;
- b. Require developers to finance sewer expansions when new developments necessitate additional capacity;
- c. Require sewer connection on properties undergoing significant redevelopment.

**Lead Agency(ies):** *Inspection Services*

**Support Agency(ies):** *Chamber of Commerce, Public Works, RPCGB: Building Communities*

**Timeframe:** *1-5 years*

**Funding:** *General Fund, Building Communities Program*

### Policy FPG 5.

**Develop a formal town center that will give Gardendale a strong visual identity and focus for community life.** 🏡

### Action FPG 5.1.

Establish a downtown development zone to encourage the creation of an attractive, walkable district with a mix of commercial, civic and residential uses.

#### Task FPG 5.1.1.

Designate the area north of Flippo Parkway, Mt. Olive Road and Bell Street that extends north toward Fieldstown Road, east toward US Highway 31 and west towards Odum Road as the downtown development zone (see Figure 11).

#### Task FPG 5.1.2.

Define the Fieldstown Road corridor, between Odum Road and Grubbs Avenue, as a gateway commercial area.

**Lead Agency(ies):** *Inspection Services*

**Support Agency(ies):** *Chamber of Commerce, Public Works, RPCGB: Building Communities*

**Timeframe:** *1-5 years*

**Funding:** *General Fund, Building Communities Program*

### Action FPG 5.2.

Define a mixed-use town center in the downtown development zone, along Main Street between Mt. Olive Road, Grubbs Avenue and Fieldstown Road (see Figure 15).

#### Task FPG 5.2.1.

Create a detailed town center master plan.

#### Task FPG 5.2.2.

Establish a Tax Increment Financing (TIF) district to encourage private development in the town center supported by attractive streetscapes and public spaces.

#### Task FPG 5.2.3.

Develop and adopt a town center zoning district or overlay that promotes walkable, compact, mixed –use development.

**Lead Agency(ies):** *Inspection Services*

**Support Agency(ies):** *Chamber of Commerce, Public Works, RPCGB: Building Communities and Economic Development*

**Timeframe:** *1-5 years*

**Funding:** *General Fund, Building Communities Program*

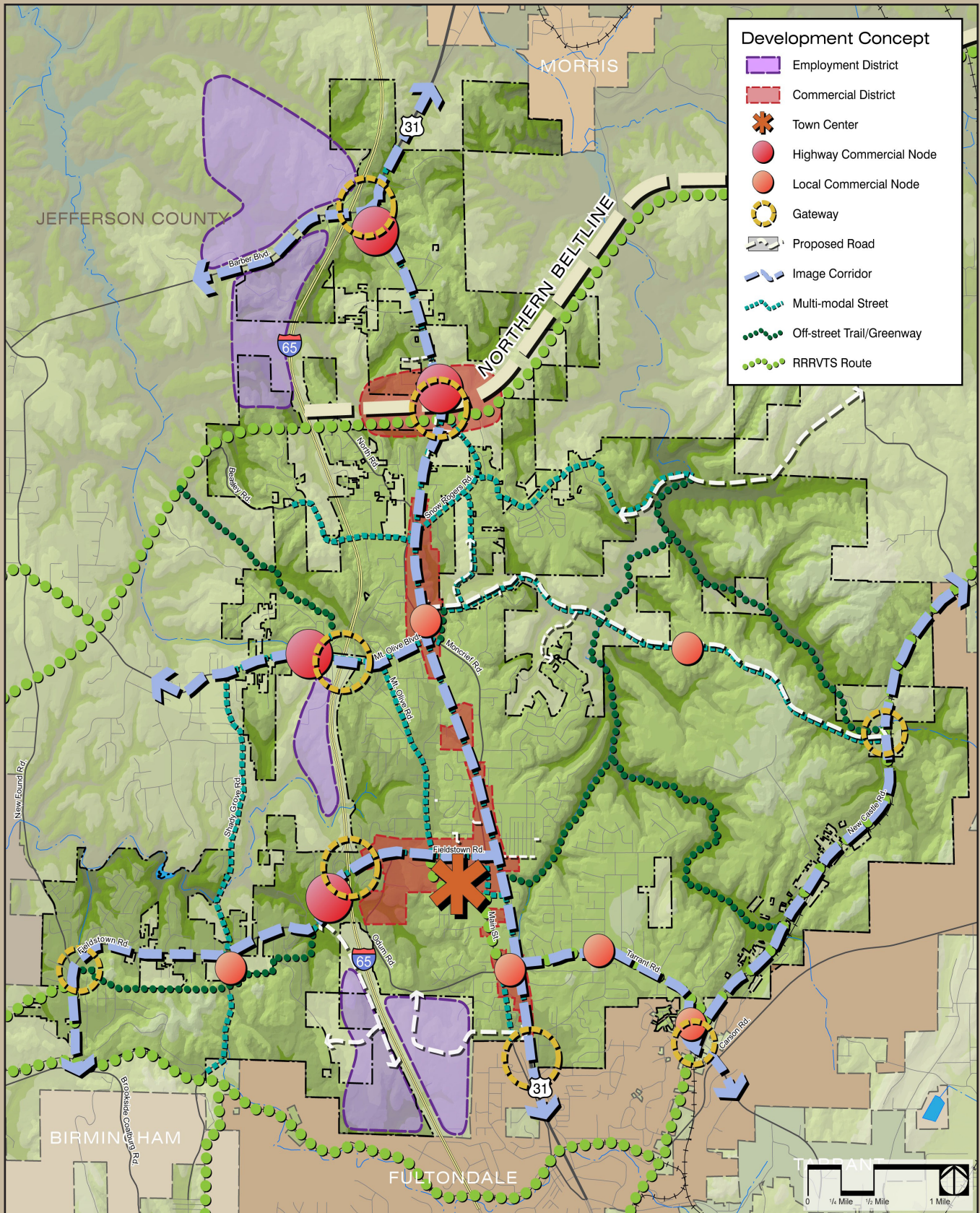


Figure 11: Development Concept Map

# Vision & Policies

## Foster Positive Growth

### Policy FPG 6.

**Promote future land use policies to encourage development patterns consistent with Gardendale’s vision for growth.**

### Action FPG 6.1.

Use the Future Land Use Plan (see Future Land Use Chapter) as a guide for zoning and subdivision decisions to ensure that future developments conserve Gardendale’s unique natural and built environments, avoid land use conflicts and support fiscally-responsible infrastructure investments.

**Lead Agency(ies):** *Inspection Services, City Council*  
**Support Agency(ies):** *Public Works, Planning Commission*  
**Timeframe:** *n/a*  
**Funding:** *n/a*



*Page Intentionally Left Blank*



# Encourage Economic Vitality

During the planning process the citizens acknowledged that challenges such as low daytime workforce, limited high value jobs and lack of quality retail had to be addressed. Supplementing this aspirational statement is the “Prosperity” principle. The policies and actions in this section serve as a guide for achieving future economic vitality. Certain policies support other principles and are therefore accompanied by that principle’s icon.

“Gardendale will have a diversified, sustainable economy that fosters an active daytime workforce and provides high wage, high value jobs and promotes entrepreneurship, local business growth, equity and focused reinvestment. This will fuel the harmonized development of quality residential, commercial and employment ventures.”



“We embrace and value diversity, innovation and equity to create an environment that is business friendly.”

## Policies and Actions

### Policy EEV 1.

### Nurture local business development and entrepreneurship.

#### Action EEV 1.1.

Expand City staff to include an Economic Development Specialist.

**Lead Agency(ies):** Chamber of Commerce, City Council

**Support Agency(ies):** City Council

**Timeframe:** 1-5 years

**Funding:** General Fund

#### Action EEV 1.2.

Partner with the Chamber of Commerce and local merchants to identify and address challenges facing local businesses, support entrepreneurs and recruit new businesses.

#### Task EEV 1.2.1.

Consider the establishment of an Economic Industrial Development Authority or similar organization to lead economic development initiatives, including large scale economic development projects that involve City assets.

**Lead Agency(ies):** Chamber of Commerce, City Council

**Support Agency(ies):** City Council, RPCGB: Economic Development



	<p><b>Timeframe:</b> 1-5 years  <b>Funding:</b> General Fund</p>
<b>Action EEV 1.3.</b>	<p>Develop a webpage (may be a part of the City’s website or separate) and/or a brochure with a list of available resources for local businesses.</p> <p><b>Lead Agency(ies):</b> Chamber of Commerce  <b>Support Agency(ies):</b> RPCGB: Economic Development  <b>Timeframe:</b> 1-5 years  <b>Funding:</b> General Fund, RPCGB Revolving Loan Program</p>
<b>Action EEV 1.4.</b>	<p>Create a “buy local” campaign to increase awareness and promote local businesses.</p> <p><b>Lead Agency(ies):</b> Chamber of Commerce  <b>Support Agency(ies):</b> N/A  <b>Timeframe:</b> 1-5 years  <b>Funding:</b> General Fund</p>
<b>Action EEV 1.5.</b>	<p>Encourage entrepreneurship by providing start-up help, training, technical and financial assistance, and incentives.</p>
<b>Task EEV 1.5.1.</b>	<p>Collaborate with the Central Alabama Women’s Business Center to establish a satellite entrepreneurial training program in Gardendale for minorities and women.</p>
<b>Task EEV 1.5.2.</b>	<p>Work with the Birmingham Business Resource Center to provide entrepreneurs with business loans and training programs.</p>
<b>Task EEV 1.5.3.</b>	<p>Evaluate the feasibility of a local business incubator program potentially located in the town center.</p>
<b>Task EEV 1.5.4.</b>	<p>Seek the assistance of local universities and colleges to help with the delivery of additional entrepreneurial classes and/or programs.</p> <p><b>Lead Agency(ies):</b> Chamber of Commerce  <b>Support Agency(ies):</b> ADECA, ARC, Central Alabama Women’s Business Center, Birmingham Business Resource Center, RPCGB:, Jefferson County Office of Community and Economic Development  <b>Timeframe:</b> Ongoing  <b>Funding:</b> General Fund, ARC Entrepreneurship and Business Development Program, ADECA Launch Pad Program, RPCGB Revolving Loan Fund, Jefferson County Revolving Loan Fund</p>
<b>Policy EEV 2.</b>	<p><b>Diversify and expand Gardendale’s economy.</b></p>
<b>Action EEV 2.1.</b>	<p>Develop a strategic economic development plan</p> <p><i>The plan should be built on a detailed market analysis that identifies opportunities to capture retail sales in sectors where there is leakage to other jurisdictions. The plan should also establish a system for tracking any fluctuations that may affect City land</i></p>

# Vision & Policies

## Encourage Economic Vitality

resources, tax and/or employment base, such as terms and conditions of lease or sale of available retail, office and industrial space. This would provide potential businesses with the most current economic trends in the area.

Task EEV 2.1.1.

Create an economic development-focused webpage as described in Action EEV 1.3 that features Gardendale’s economic development plan.

Task EEV 2.1.2.

Share economic analysis and other pertinent information with regional organizations (e.g. Alabama Department of Economic and Community Affairs and Economic Development Partnership of Alabama) that may refer businesses to Gardendale.

**Lead Agency(ies):** Chamber of Commerce  
**Support Agency(ies):** ARC, RPCGB: Economic Development  
**Timeframe:** 1-5 years  
**Funding:** General Fund, ARC Entrepreneurship and Business Development Program

Action EEV 2.2.

Establish a local marketing campaign.

*Gardendale should leverage and market its assets—proximity to downtown Birmingham and the University of Alabama at Birmingham (UAB), family atmosphere, developable land, parks, trails and the City’s new school system—to make Gardendale attractive to businesses and their employees.*

Task EEV 2.2.1.

Seek the support of the Economic Development Partnership of Alabama (EDPA) for training and assistance with economic development marketing, media relations/publicity and interviewing prospective businesses.

**Lead Agency(ies):** Chamber of Commerce  
**Support Agency(ies):** ARC, EDPA  
**Timeframe:** 1-5 years  
**Funding:** General Fund, ARC Entrepreneurship and Business Development Program

Action EEV 2.3.

Create an inventory of and market available sites and buildings for commercial and industrial development within the City.

Task EEV 2.3.1.

Establish a Certified Site Program to assist property owners in preparing, certifying and making their sites more competitive. EDPA may be of assistance in creating this program.

Task EEV 2.3.2.

Assemble property in appropriate locations for commercial and/or light industrial use, rezone as needed, and prepare plans to improve infrastructure and utility access if not already available.

Task EEV 2.3.3.

Highlight sites and buildings that are already served (or will be served) by public streets, water and sewer services and other available utilities.

**Lead Agency(ies):** Economic/Industrial Development Authority  
**Support Agency(ies):** ARC, Economic Development Partnership of Alabama, RPCGB: Economic Development  
**Timeframe:** 1-5 years

	<b>Funding:</b> General Fund, ARC Entrepreneurship and Business Development Program
<b>Action EEV 2.4.</b>	Consult with local universities and colleges to attract knowledge-based, research and development, biotechnology and green technology start-up businesses to Gardendale, as a means of diversifying the City's economy.
<b>Task EEV 2.4.1.</b>	Work with the UAB Research Foundation to encourage technology and research start-up businesses to locate in Gardendale.
	<b>Lead Agency(ies):</b> Economic/Industrial Development Authority <b>Support Agency(ies):</b> UAB, ARC, RPCGB: Economic Development <b>Timeframe:</b> Ongoing <b>Funding:</b> General Fund, ARC Entrepreneurship and Business Development Program, RPCGB Revolving Loan Fund
<b>Action EEV 2.5.</b>	Target light industrial businesses that complement the local economy. Current opportunities include: <ul style="list-style-type: none"><li>a. Pharmaceutical manufacturing;</li><li>b. Computer and electronic product manufacturing;</li><li>c. Medical equipment and supplies manufacturing.</li></ul>
	<b>Lead Agency(ies):</b> Economic/Industrial Development Authority <b>Support Agency(ies):</b> UAB, ARC, <b>Timeframe:</b> Ongoing <b>Funding:</b> General Fund, ARC Entrepreneurship and Business Development Program
<b>Action EEV 2.6.</b>	Collaborate with the Economic Development Partnership of Alabama to provide potential business owners with relocation assistance.
	<b>Lead Agency(ies):</b> Economic/Industrial Development Authority <b>Support Agency(ies):</b> EDPA <b>Timeframe:</b> Ongoing <b>Funding:</b> General Fund, EDPA
<b>Policy EEV 3.</b>	<b>Create high quality environments for shopping, working, living and playing.</b>
<b>Action EEV 3.1.</b>	Use the Future Land Use Plan (see Future Land Use Chapter) as the basis for zoning land and extending infrastructure and services for light industrial, commercial and mixed-use development.
	<b>Lead Agency(ies):</b> Inspection Services, City Council <b>Support Agency(ies):</b> Planning Commission <b>Timeframe:</b> Ongoing <b>Funding:</b> n/a

# Vision & Policies

## Encourage Economic Vitality

### Action EEV 3.2.

Implement the policies outlined in the Enhance Town Character, Foster Positive Growth, and Enrich Lives of Citizens to facilitate the creation of attractive, functional sites for business development.

**Lead Agency(ies):** City Council, Planning Commission  
**Support Agency(ies):** Chamber of Commerce and Public Works  
**Timeframe:** 1-5 years  
**Funding:** General Fund

### Action EEV 3.3.

Stimulate development and reinvestment in existing and new commercial and light industrial development areas.

#### Task EEV 3.3.1.

Develop specific plans for employment development areas, mixed-use and commercial centers to guide public and private investments to assure efficiency and cohesiveness.

#### Task EEV 3.3.2.

Catalyze private development by investing in public infrastructure (e.g., streets, water and sewer) and existing and greenfield development areas.

**Lead Agency(ies):** City Council, EIDA  
**Support Agency(ies):** Chamber of Commerce, Inspection Services, Public Work, Planning Commission, RPCGB: Building Communities (see policy ELC 2 for additional support agencies)  
**Timeframe:** 1-5 years  
**Funding:** General Fund, Capital Projects Fund, RPCGB Building Communities Program (see Policy ELC 2 for additional funding)

### Action EEV 3.4.

Create incentives for mixed-use development where designated in the Future Land Use Plan.

#### Task EEV 3.4.1.

Provide incentives for residential development in and near commercial and employment districts, where appropriate, that allow increased density in exchange for public amenities and enhancements by developers.

**Lead Agency(ies):** City Council, Inspection Services  
**Support Agency(ies):** Planning Commission, Public Works, RPCGB: Building Communities  
**Timeframe:** 1-5 years  
**Funding:** General Fund, RPCGB Building Communities Program

### Action EEV 3.5.

Establish a Capital Improvement Cooperative District (CICD) or Tax Increment Financing District in the town center to attract new business development.

Funds raised from CICD could be used to provide the following:

- a. Fiber optic municipal broadband service in and near the town center;
- b. Street/sidewalk cleaning;
- c. Public safety officers;
- d. Commercial vacancy reduction;
- e. Special events and festivals;
- f. Signage and streetlight improvements;

- g. Tree planting;
- h. Facilities maintenance.

**Lead Agency(ies):** City Council, Chamber of Commerce  
**Support Agency(ies):** Inspection Services, Planning Commission, Public Works, Police and Fire Department, RPCGB: Economic Development  
**Timeframe:** 1-10 years  
**Funding:** General Fund, Capital Projects fund, CICD Sales Tax Revenue, additional funding for the area can come from TAP and CMAQ

### Policy EEV 4.

**Develop cultural and recreational tourism opportunities to enhance and diversify Gardendale’s economy.**

### Action EEV 4.1.

Implement the policies outlined in the Enrich Lives of Citizens section to enhance and expand Gardendale’s cultural and recreational amenities.

**Lead Agency(ies):** City Council  
**Support Agency(ies):** Chamber of Commerce, Parks and Recreation  
**Timeframe:** 1-5 years  
**Funding:** General Fund

### Action EEV 4.2.

Develop a strategic tourism plan.

The plan should address the following:

- a. What attractions draw visitors to Gardendale?
- b. What types of visitors are drawn to the City?
- c. What retail products and services complement local attractions? (see <http://learningstore.uwex.edu/assets/pdfs/g3713.pdf>).

### Task EEV 4.2.1.

Prepare a lodging feasibility study as part of the strategic tourism plan.

### Task EEV 4.2.2.

Develop promotional and educational brochures and other resources to support tourism.

**Lead Agency(ies):** Chamber of Commerce, City Council  
**Support Agency(ies):** ARC and RPCGB Building Communities  
**Timeframe:** 1-10 years  
**Funding:** General Fund, ARC Tourism Development Program, RPCGB Building Communities Program





# Future Land Use Plan

The following land use plan results from analysis of existing land uses, environmental conditions, available infrastructure, existing zoning, the community's overall vision for the city's development and the principles for growth and reinvestment illustrated in the Development Concept. Because different land uses and intensities of development require different types and levels of transportation and utility infrastructure, these issues are discussed together with the land use categories in this chapter.

## Future Land Use Map

The Future Land Use Map (Figure 12) illustrates generally how different parts of the community should function and relate to one another. It portrays a pattern of various activity centers, their relationships with each other and with neighborhoods. These centers and the interconnections between them are critical to integrating the city's land use, transportation, community facilities and infrastructure. Building on this structure, Gardendale intends to invest, reinvest and develop so that new growth:

- is compatible with existing neighborhoods and business areas
- takes advantage of existing infrastructure investments
- is suited to the capacity of the land
- is consistent with the City's ability to economically provide infrastructure and quality services and facilities.

The essential functions of the City—its neighborhoods, institutions, business areas, parks and natural areas—are presented in the Future Land Use map. The land

use categories indicated on the map must not be interpreted as zoning districts, but rather as guidelines indicating desirable land use patterns for the city's continued development. The map is intended to:

- Avoid and resolve land use conflicts
- Identify and support desirable land use patterns
- Forecast infrastructure needs
- Provide a foundation for zoning

The designation of land uses on the Future Land Use Map should not be interpreted to propose, approve, deny nor preclude any specific action without full consideration of all policies, principles, standards or intentions expressed in this plan document and its implementing regulations. Specific site conditions, such as topography, geology, soils and hydrology, must be considered when choosing sites for new developments—especially those of larger scale—and when planning and designing their uses and densities. These realities, plus attitudes toward development on the part of public officials, other agencies, area residents, property owners and developers, will play a large part in determining appropriate development location and design. Similarly, adequate community facilities and infrastructure—streets, parks, fire protection services, and water and sewer systems—should be assured before making any significant development proposals or decisions.

Employment, mixed-use, highway and neighborhood commercial centers and future parks identified in the Development Concept are intended to serve as hubs within the community—magnets for the types of development described in the Future Land Use Plan.

# Future Land Use

## Future Land Use Plan

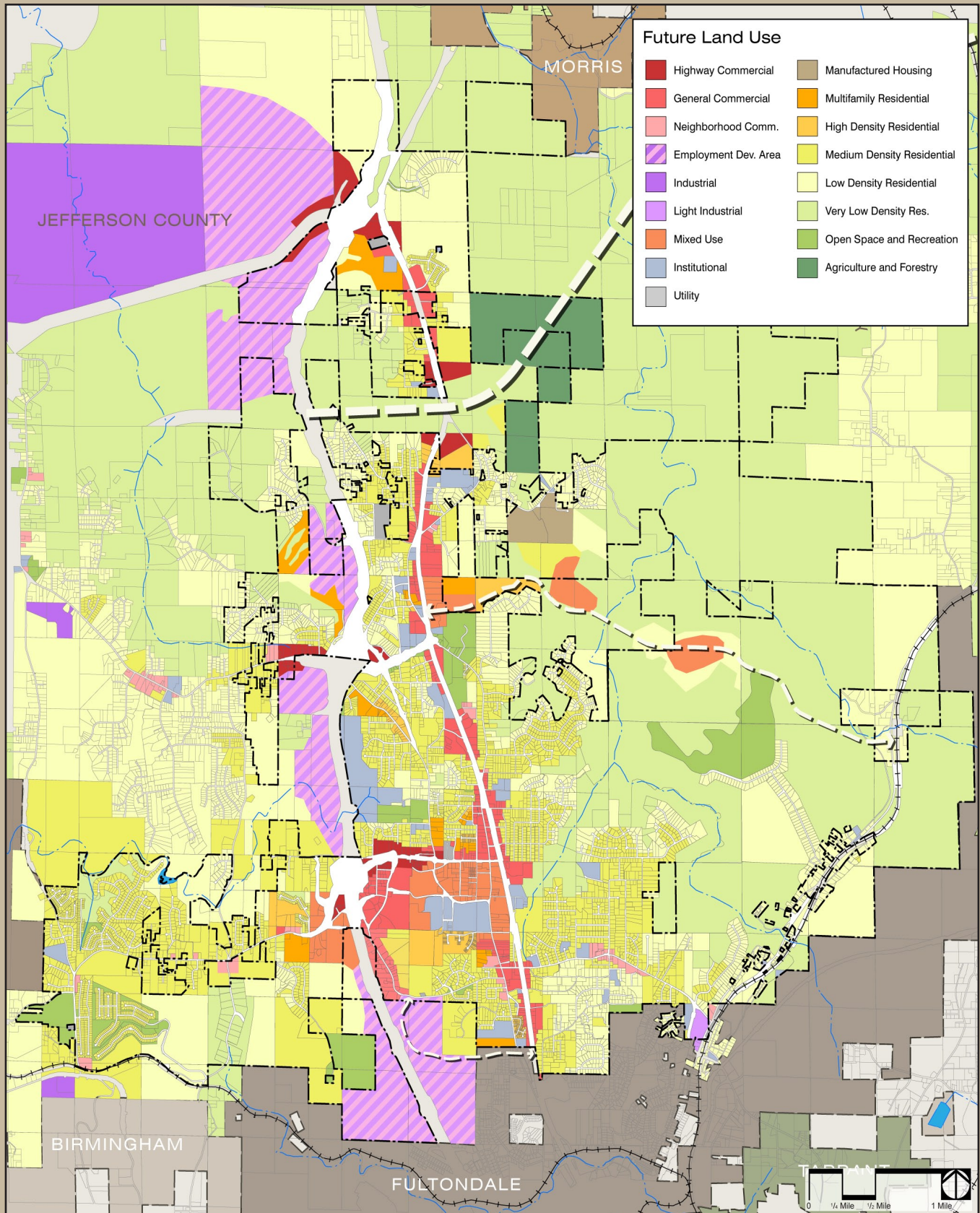
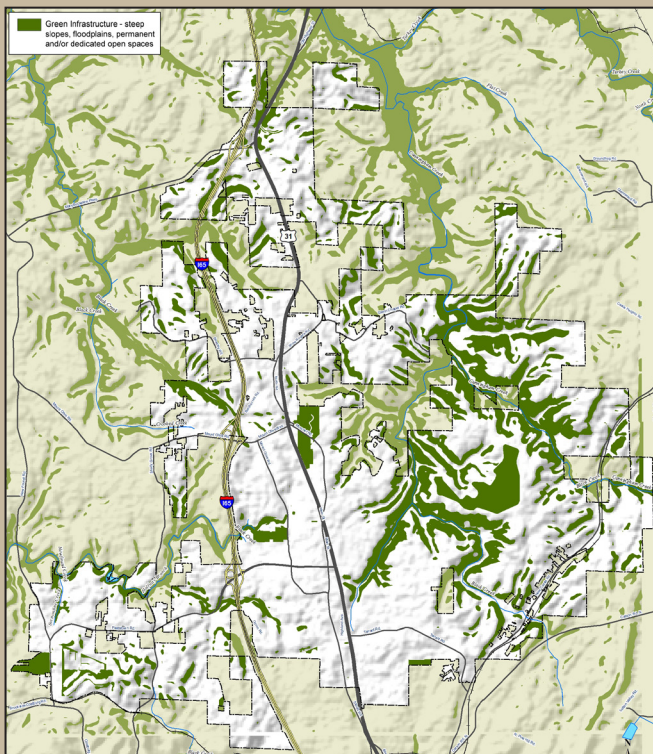


Figure 12: Future Land Use Map

### General Land Use Policies

- The City's green infrastructure and primary landscape forms should be conserved to maintain the scenic quality of Gardendale, avoid high infrastructure costs, and protect natural drainage systems.
- Higher intensity development—both residential and nonresidential—should be located where there is a high level of vehicular access and where there is sufficient infrastructure. This can include areas where there are cost effective plans for extension of infrastructure.



**Figure 13: Green Infrastructure Map - Altogether, the city's floodplains, streams, topography, tree canopy, parks and other protected open spaces represent Gardendale's "green infrastructure." Green infrastructure elements serve essential purposes—stormwater management, air quality, groundwater recharge and other functions—in much the same way that water and sewer systems do. These services go largely unnoticed by the community, though residents and visitors may appreciate the hills, valleys, trees, open spaces and waterways for aesthetic or recreational reasons.**

- New commercial development should be focused toward existing business districts first—to take advantage of existing infrastructure

and support existing businesses—and to new growth areas second.

- Large-scale employment centers, such as office and light industrial parks, should be located in areas with convenient access to I-65, Highway 31 and eventually the Northern Beltline.
- Residential density should decrease further from commercial centers and major roads.
- Transitions in land use should occur along rear property lines wherever possible so that "like faces like." Otherwise, arterial roads, ridges, waterways and other physical features may be appropriate as borders between differing land uses.

### Land Use Types and Characteristics

The following land use designations are illustrated on the Future Land Use Map. Concentrated development of commercial, industrial or higher density residential uses may require infrastructure improvements—such as roads, water and sewer lines—that are not present today. In these circumstances the City must exercise caution with rezoning for the forecasted land uses until necessary infrastructure has been provided or commitments have been reached for the provision of such infrastructure. This is particularly important with areas around the planned Northern Beltline. Properties should not be speculatively rezoned for future development until right-of-way acquisition has been completed, construction plans and time frames are clear, and plans for extension of sewer and other utilities have been developed.

### Agriculture and Forestry

These uses include lands for farming, hunting and fishing, forestry, residential estates and similar activities that: 1) have limited impact on natural surroundings due to minimal development of structures and impervious surfaces; 2) create minimal traffic; and 3) require only minimal infrastructure. With lots of three acres or more in size, these areas

# Future Land Use

## Future Land Use Plan

are characterized by very long block lengths (distance between street intersections) and limited access and connectivity to the community street network. Typical streets are rural in character with swales, rather than curb and gutter, to address stormwater runoff. These areas need not contain sidewalks but may be connected into the central parts of the community through greenway trails.

### Open Space and Recreational Uses

These uses include privately held open space and recreation and the following types of public parks:

**Community Parks** serve a range of passive and active recreation needs appropriate to their location and context. They may provide a mixture of activities and uses such as active sports fields, play areas, trails, informal practice fields, picnic areas, outdoor classrooms and gathering places such as a community center. They should be carefully integrated into the natural environment, ideally with a significant portion of the land area held in a mostly natural, tree-covered condition.

**Neighborhood Parks** provide residential areas with close-by opportunities for active and passive recreation. Neighborhood parks provide a place for unstructured, informal gatherings and neighborhood events, and may include features such as shaded paths, playground structures and open space for active play.

**Sports Parks** provide active recreational facilities for use by the community. They may include area for passive recreational as well. They should be located in areas with a high level of vehicular access but should also be accessible by foot to nearby neighborhoods. Because of the amount of traffic they tend to draw for sporting events and requisite field lighting, these types of facilities should be carefully located and arranged to cause as little disruption to adjacent neighborhoods as possible.

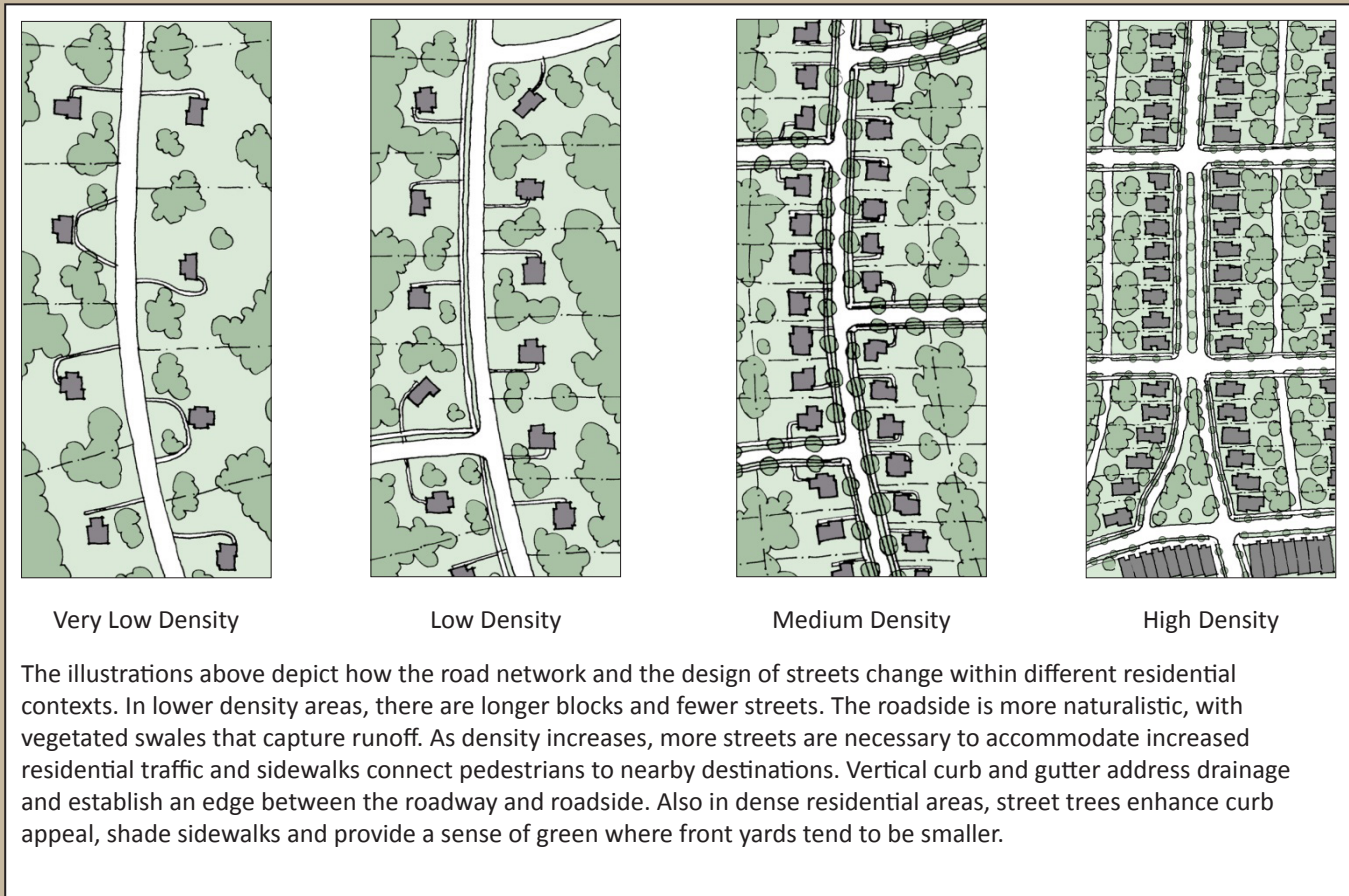
### Residential Uses

Residential uses are distributed on the Future Land Use Map according to relative density—the ratio of dwelling units to property devoted to those uses. Residential densities are noted on the map as: Very Low Density 1 home per 1 or more acres (light green); Low Density at 1-3 homes per acre (light yellow); Medium Density at 3-6 homes per acre (gold); High Density at 6-8 dwelling units per acre (orange); and Multifamily residential, in which density may vary but will tend to be from 6-10 dwelling units per acre.

**Very low density residential uses** are located around the city, generally in remote locations with limited access, steep topography, little or no access to sewer or other infrastructure or a combination of these constraints. They include single family detached houses on lots larger than one acre. Conservation of green infrastructure and avoidance of costly infrastructure expansions are primary considerations. Dominated by generous amounts of open space and pervious surfaces, the character of these areas varies from estate subdivisions to more rural residential. These areas are characterized by long block lengths and limited connectivity. Typical streets will include swales, rather than curb and gutter, to address stormwater runoff. These areas need not contain sidewalks but may be connected into the central parts of the community through greenway trails.

As an alternative, conservation subdivisions may be appropriate provided the overall density of a development does not exceed one home per acre. In conservation subdivisions, smaller lot sizes are permitted to allow the developed portion of a subdivision to be compact and the remainder of a site left in a natural or near-natural state. The conservation subdivision approach to residential development reduces impact on environmental features—scenic topography, natural drainage systems, wooded areas, and streams—while accommodating development and providing open space for the enjoyment of residents.

**Low density residential uses** are single family detached houses on relatively large lots (0.3 to 1.0 acres) and are designated for closer-in locations



**Figure 13: Residential Density Patterns Diagram**

compared to very low density residential uses. Provided they meet applicable requirements, low-density residential uses do not require sanitary sewer access. Development in these areas should take careful account of the City’s green infrastructure, including steep slopes, flood plains, wetlands and heavily wooded areas. Development in these areas includes moderately deep front yards. Blocks are generally 600 ft or greater in length, providing a moderate level of connectivity. Sidewalks should be provided on at least one side of any collector street and placed five feet or more from the road edge. Stormwater runoff may be addressed by vegetated swales, valley gutters or raised curbs. Local streets may be designed to accommodate occasional on-street parking on one side.

Conservation subdivisions, as described above, with a maximum overall density of three units per

acre, are encouraged to preserve natural features and drainage while providing access to natural open space. Conservation subdivisions with lots less than 15,000 sf in area will require sanitary sewer access or an on-site system for wastewater treatment.

**Medium density residential uses** are single family detached housing on moderately sized lots (3-6 homes per acre) and are located around activity centers in relatively close-in locations. Front and side yards are modest. Additional green space is provided in common open spaces, neighborhood parks, and in the streetscape, replacing natural turf and trees displaced through development. These neighborhoods are highly connected to the city street network and have relatively short block lengths (500 ft or more). Local streets accommodate occasional on-street parking on one side. Five foot wide sidewalks are provided

# Future Land Use

## Future Land Use Plan

on one or both sides of streets, separated by a buffer strip of similar width planted with regularly spaced street trees. With higher densities, alleys are encouraged for access to the rear of lots and also to provide a discrete location for utility lines, garbage pick-up and even mail delivery.

**High-density residential uses** are single family attached and detached housing (6-8 homes per acre) designated within or at the edges of the mixed-use, commercial and employment centers shown in the Development Concept and Future Land Use Maps. These uses provide a logical transition between commercial and mixed-use activity centers and the medium and lower density residential uses beyond. Green space is provided in common open spaces, in neighborhood parks and within the streetscape, replacing natural turf and trees displaced through development. High-density residential areas have a high level of connectivity to the city street network, featuring short block lengths (400 ft or more). Local streets accommodate on-street parking and sidewalks on each side. Sidewalks are generally separated from the street by a tree lawn of five feet or more in width. Mid-block alleys provide access to internal parking areas and a discrete location for garbage pick-up and utility lines.

**Multifamily residential uses** include apartment and condominium complexes and buildings (6-10 dwellings per acre). They are intended for close-in locations primarily and require sewer access. Multifamily developments are located close to commercial activity centers and provide a physical transition between business areas and single family neighborhoods. Green space is provided in common open spaces, in nearby parks and within adjoining streetscapes, replacing natural turf and trees that are displaced through development. Multifamily uses are located in areas that have a high level of connectivity to the city street network, featuring short block lengths (400 ft or more). Local streets accommodate on-street parking and sidewalks on each side. Private drives providing access to the interior of large multifamily developments are designed similarly to public streets. Sidewalks are generally separated from the

street by a tree lawn of five feet or more in width. Private drives or mid-block alleys provide access to internal parking areas and a discrete location for garbage pick-up and utility lines.

Manufactured housing uses include those areas currently developed for manufactured housing (or mobile home) parks in the city. These areas are intended for the improvement of lands for the use of manufactured homes—meeting the construction and safety standards of the Department of Housing and Urban Development (HUD)—as permanent dwellings.

### Commercial and Mixed Uses

**General Commercial uses** include a variety of retail, dining, and lodging establishments, offices, personal services, and other commercial uses. They are concentrated in central locations and clustered together around major intersections as shown in the Development Concept (Figure 11). Likewise, intensive development in existing neighborhood commercial areas may also require sewer service and other infrastructure improvements.

Commercial centers have a high level of connectivity by virtue of their location along major streets. Block lengths vary considerably depending on location. Development along major roads requires greater management of access, which may involve longer distances between cross streets. On lesser roads, access management requirements may be minimized and can accommodate shorter lengths between cross streets.

**Highway commercial areas** include retail, dining, and lodging uses that may be developed as part of large commercial centers or individually. Relatively intensive, highway commercial development will require strategic extensions of the sanitary sewer system, such as along the northern half of US Highway 31 and the areas along the planned Northern Beltline.

Development plans and designs for interchange development should create an appropriate sequence. Businesses should be located with convenience in mind: activities that will require the motorist to spend more time away from driving should be located further from the interchange. Generally speaking, this means the area closest to the interchange should be allocated to auto service functions. This location provides the greatest visibility and access from the interchange. Next would come food service uses. Lodging and other commercial uses would be just beyond the food service zone.

Care should be taken to interconnect and harmonize with adjoining developments to create a sense of unity within a district. This can be done through building heights, setbacks, landscaping, signage, and other design elements. Shopping centers set back behind large parking areas can incorporate outparcels for development along their primary frontages to create more consistency with neighboring smaller scale developments. Wherever practicable, off-street parking is located to the sides and rear of buildings so that businesses have greater presence along adjoining streets and a reasonable level of walkability can be achieved. Generous landscaping in front parking areas helps create an attractive image for the district.

**Neighborhood commercial areas** should meet the daily “convenience” goods and service needs of local residents and may include small offices. A neighborhood center may be anchored by a small grocery or drug store and could also include a limited variety of small scale shops, a neighborhood park or small institutional uses such as a fire station. Entertainment uses should be limited to avoid nighttime conflicts with surrounding residences. Lodging may be limited to bed and breakfasts or similar accommodations. Neighborhood centers may also serve as social and recreational destinations or focal points for surrounding neighborhoods.

Development along the perimeter of a neighborhood center should be of uses and

densities that make a logical transition to the surrounding neighborhood(s) and reduce the need for physical buffers. Local and collector streets providing access to the center should include walking and bicycling connections to the surrounding residential areas.

**Mixed Use areas** include retail, personal service, office, dining, entertainment, lodging, recreation and residential uses, all of which may be mixed horizontally or vertically within a district, development site or a building. Shopping, entertainment and dining uses are concentrated at the heart of a mixed use area with offices, support businesses, high-density residential and institutions located in second stories of buildings or flanking the core uses. By focusing shopping, dining, and entertainment uses at the core of a mixed-use center, those who live and work in or adjacent to the center will be attracted to the convenience and variety, especially if they can get to multiple destinations within the center easily—by having to drive less (especially on busy, major roads), being able to park in one location and accomplish multiple errands, and having a safe and attractive environment in which to walk. Gardendale Town Center is the primary mixed-use center and, given its central location, accessibility and existing infrastructure, is ripe for infill development and reinvestment. Mixed-use development may also be appropriate in strategic locations along Fieldstown Road where large, undeveloped tracts are available and where space is available for street improvements—additional travel lanes, turn lanes, sidewalks and landscaping—to handle increased activity. Should a proposed road be built to connect from US 31 (near Mt. Olive Parkway) to New Castle Road, there is potential for a mixed-use “village center” to be developed. Located along a relatively flat area along the proposed road corridor, this would create a convenient hub for any future residential development.

# Future Land Use

## Future Land Use Plan

### ***Guidelines for Mixed-Use Areas***

- Retail, dining and entertainment uses should be at street level in prominent locations; office and service uses should flank retail; residential uses, where developed, should be placed in upper stories and/or at the edges of the center.
- Each building should be situated on site, aligned and massed to form part of a larger composition of the district.
- Adjacent buildings should be similar in scale, height and configuration.
- Larger buildings should be divided into separate volumes.
- Building heights typically should not exceed two or three stories.
- Buildings should face the street and be placed near the sidewalk, with all off-street parking situated to the sides and rear.
- Buildings and their entrances should be placed to support pedestrian circulation, so that pedestrians may walk along building fronts rather than along or across parking lots and driveways.
- Street intersections are important, and deserve taller structures. Parking, loading or service functions should not be placed near intersections.
- Building-mounted signs, including blade signs, should be encouraged. Freestanding signs are less appropriate in a pedestrian-oriented mixed-use area, but if permitted should be monument type or otherwise lesser in height than highway-oriented signage.

### ***Utilities***

These uses include facilities operated by the City and utility companies for water, sewer, telecommunications and similar services. Current locations of these facilities are indicated on the Future Land Use Map. Future utilities are permissible in other designated use areas as necessary to provide such services to developing areas. Appropriate site planning, landscaping and other design methods are used

to prevent negative visual impacts on adjoining residential and commercial areas.

### ***Institutional Uses***

Areas indicated on the Future Land Use Map represent locations of existing public and private institutions, including churches, schools, and government offices and facilities (not otherwise classified as Utilities or Open Space and Recreation). For the purposes of this plan, future institutional uses may be accommodated in other land use areas as the need for such facilities arises. Generally, institutional uses are most appropriate within or at the edges of commercial areas or at the edges of residential neighborhoods. Development of new institutional uses may require rezoning after review by the City to assure compatibility with existing and/or planned development in the area of concern. Due to their potential to generate high levels of traffic, some institutional uses will require access to higher classified roadways and/or to a well-interconnected network of local streets capable of dispersing traffic. Locations should be avoided that would place significant portions of traffic generated by these uses on residential streets.

### ***Employment Development Areas***

These areas are intended for uses including office, medical, research and development parks, call centers, storage, warehousing and distribution centers, technology parks, and other large-scale commercial and light industrial complexes. Employment development areas will tend to have a high employment concentration and many use types in this category will tend to generate high traffic counts during the day. Employment development areas have a high level of connectivity by virtue of their location along the interstate and major arterials. Block lengths vary considerably depending on location. Development along major roads requires greater management of access, which may involve longer distances between



cross streets. On lesser roads, access management standards are less restrictive so that shorter lengths between cross streets are permissible.

Areas of steep slope occur intermittently within many of the tracts designated for Employment Development Areas. To the degree practicable steep slopes should be conserved and building sites directed toward areas of less difficult terrain. This will reduce grading costs and potential for erosion and avoid unnecessary changes to natural drainage patterns. Multistory development for office, medical, research and development and similar uses can also reduce building footprints to take advantage of environmentally constrained sites, for example, on a large site with several smaller pockets of flat land intermingled with small ravines or hills. This strategy is less effective with storage and distribution and similar light industrial uses and so these uses will require much larger, flatter sites. In both cases, however, low impact development (LID) techniques can reduce site development costs, lessen environmental impacts and improve post-development drainage.

### *Amending the Future Land Use Map*

The Future Land Use Map is intended to promote a logical pattern of development in the community suited to the city's natural landscape and infrastructure capacity, foster sustained economic growth consistent with the community's vision and values, and minimize conflicts between residential, commercial and other land uses. But, it should not be considered a static plan. From time to time it will be necessary to consider changes of varying magnitude to the Future Land Use Map. These decision points may come about in response to public investments in roads and other infrastructure, some of which may vary in scale, location or alignment from that which is forecasted in the Comprehensive Plan. In some cases it will be necessary to consider amending the map in response to individual development requests that, though they do not conform perfectly to the land use designations assigned in the Future Land Use Map, are otherwise consistent with the goals and policies of the

city, including those within the Comprehensive Plan.

The City can institute a formal process to address these changes on a case-by-case basis, particularly when requests to change the zoning classification of properties are to be considered that do not conform perfectly to the Future Land Use Map. In this process a "change in land use designation" may be requested prior to or simultaneously with a rezoning request. At such time the Gardendale Planning and Zoning Commission would review the proposed change and hold a public hearing on the matter. The Commission should evaluate each request according to an established set of criteria, such as the following, to assure that the amendment is appropriate:

- The proposed change is consistent with the land use and other developmental policies and overall intent of the Comprehensive Plan.
- The proposed change would not materially affect the adequacy or availability of community facilities and services to the immediate area or to the city overall.
- The proposed change would not unduly or negatively affect the City's plans for capital improvements in the area.

In this process it would be the responsibility of the applicant to provide evidence showing that the request meets the city's established criteria for amending the Future Land Use Map. Adjacent property owners should be notified of the request and hearing. This notice may be provided together with the notice for the zoning hearing, when applicable. The decision by the Commission is final and need not be heard by the City Council.



# Major Street Plan

One of the keys to a successful future for Gardendale is the development of a connected transportation system. This can be done through development of roads better connecting Gardendale with nearby towns and destinations - an interconnected local street network - and roads that connect potential development sites to the existing transportation system. The following transportation improvements will create new and improved opportunities for economic and residential development in Gardendale and will improve access and mobility for residents and businesses.

## *Street Improvements*

The most significant enhancements proposed, involve development of roads that will better connect Gardendale with eastern Jefferson County. These include a connection between U.S. 31 in Gardendale and New Castle Road and an extension of Glenn Chapel Road to Castle Heights Road to providing direct access to Pinson and AL-79. These roads interconnect with the existing road network along their routes where appropriate.

Localized connections are also recommended with a focus on the town center area. These improvements include an extension of Fieldstown Road, and connections between some existing dead-end streets. This creates a walkable community environment with better connected neighborhoods. In addition to these changes, some roads adjacent to U.S. 31 will require realignment when the Northern Beltline is constructed. These changes must be made in preparation for the new freeway, so that potential

developers need not be concerned about sightlines, road closures, or other long-term construction-related impacts when the new freeway is built (see Policy FPG 1, 2 and 3).

Lastly, the plan suggests new roadways in the southern edge of the City adjacent to Interstate 65 to open undeveloped land for light industrial or distribution center development. By constructing these roads in conjunction with potential development, this will help ensure businesses will have easy connections to major regional transportation corridors (see Policy FPG 1, 2 and 3).

## *Active Transportation*

To support citizens' desires for greater walkability, Gardendale must develop its pedestrian travel system. This includes sidewalks and trails.

RPCGB's Red Rock Ridge & Valley Trail System is a regional system of trails that will bring access to both northern and southern Gardendale. As such, preparation for this system, as well as creating better access around the town center should be developed over time. Sidewalks in the town center, should connect people to key retail centers, so that visitors can walk from place to place without having to drive their cars. During the public meeting citizens commented that they often leave Gardendale to shop: "Once I'm already in my car, I might as well drive the extra few minutes to a store. I just don't see any reason to necessarily stay in Gardendale at that point." By creating more ways for people to access shops, the City may see an increase in sales volumes

# Transportation

## Major Street Plan

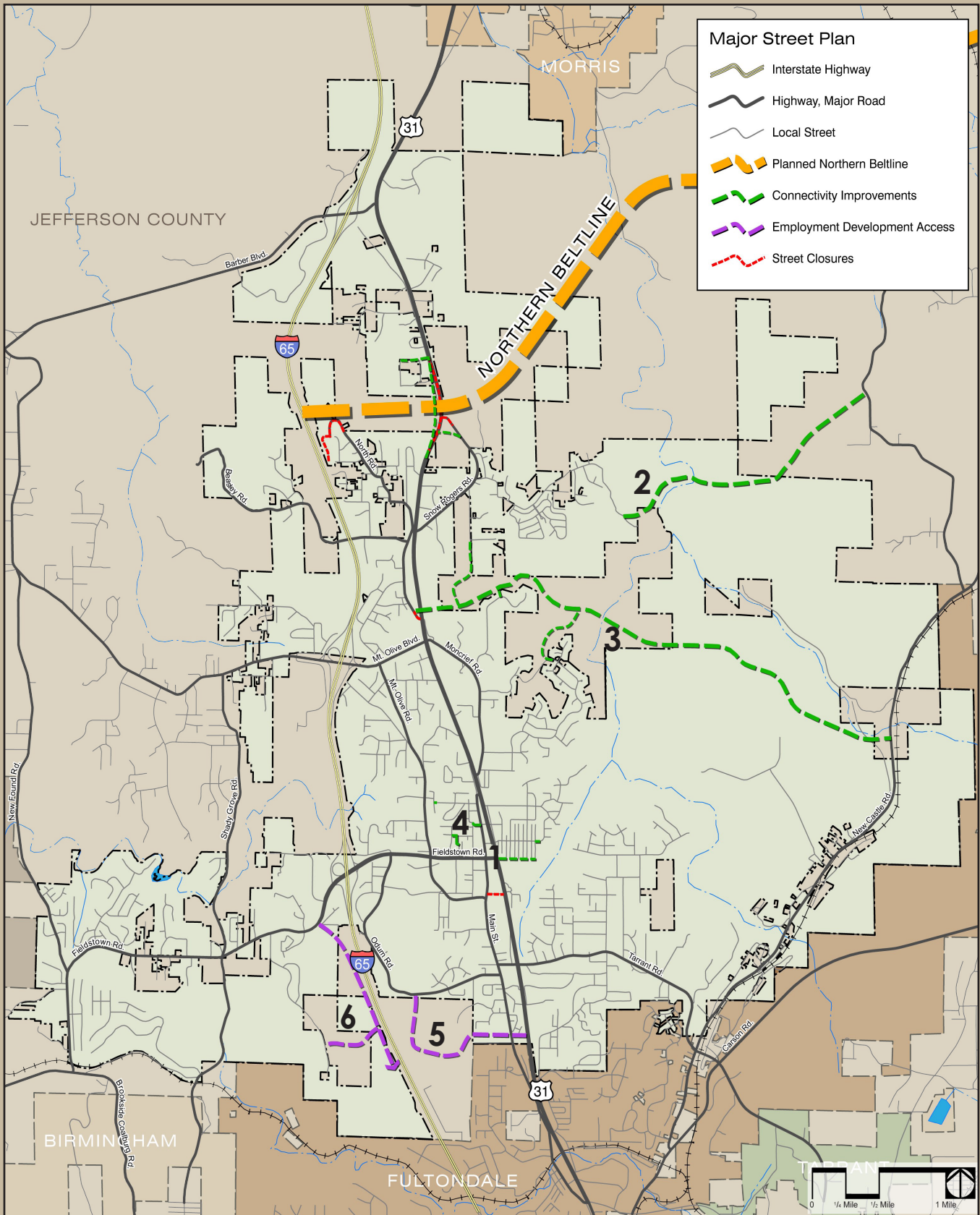


Figure 14: Major Street Plan Map

as people shop more in Gardendale (see Policy ELC 3 and Policy FPG 3 for additional strategies on improving walkability).

### *Planning for the Future*

Should Gardendale see major growth going forward, it will be critical that east-west connections and more grid-style roadway networks be created to handle the accompanying increase in traffic volumes. The transportation plan should not be viewed as a fixed plan for Gardendale, but a framework for the community to grow in a way that will improve quality of life for current residents, while creating opportunities to bring in new residents, jobs, and community interaction all while improving mobility and avoiding congestion.

### *Connectivity Improvements List*

The following is a list of proposed connectivity enhancements depicted in the Major Street Plan Map:

1. Improve traffic flow at the intersection of US 31 and Fieldstown Road.
2. Connect Glenn Chapel Road to Castle Heights Road.
3. Connect Glenn Chapel Road and Snow Rodgers Road for more direct access to US-3.
4. Connect subdivisions and commercial areas when possible to provide alternative route options.
5. Construct a road, east of and parallel to Interstate 65, south of Odum Road for access to office/light industrial development areas.
6. Construct a road, west of and parallel to I-65 from Fieldstown Road southward for access to office/light industrial development areas. Extend road east to Stouts Road/US 31.



# Focus Areas

Through the public involvement process and existing conditions analysis three focus areas – Town Center, Highway 31 North and Interstate 65 South – were identified to help achieve the vision of the Gardendale Tomorrow Plan. Targeting development in these areas will contribute to making Gardendale a preferred place to live and work. Such developments will also create a ripple effect by increasing daytime population, drawing more visitors to Gardendale and spurring additional development. Due to their large scale, these proposed projects will require collaboration between the City and private sector. A description and illustrative potential build-out for each focus area is provided in this section.

## Town Center

While Gardendale values its small town character, it lacks an important element common to many small towns, a town center – the focal point for civic and cultural life in Gardendale. An available site located along Main Street between Mt. Olive Road, Grubbs Avenue and Fieldstown Road provides an ideal location to develop a town center. Directly across from the new City Hall, with the Gardendale High School to the south and Civic Center to the southwest, the town center will be centrally located – giving Gardendale a strong visual identity and focus for community life. With a cultural center as its anchor and a town green, it will also create a civic campus. In addition to civic and cultural amenities, the town center will feature shops, offices and residences. Based on RPCGB projections the City of Gardendale could yield approximately \$130,000 in annual sales tax revenue and other associated building fees upon the completion of the town center

development (see Appendix A for calculations). The following components correspond to the numbers in the Town Center Site Plan ( Figure 15):

1. Create additional housing options in the form of townhouses along Church Street for people looking to live within walking distance of the town center. The townhouses will be set back from the street with a private front yard to provide privacy for residents. The houses will also feature detached garages in the rear and private backyards.
2. Construct a cultural center to act as an anchor for the town center and serve as a venue for local and regional arts and cultural programs. As a foreground building, the venue should reflect quality architecture and provide exhibition spaces for visual and performing arts as well as education facilities. Ideally the cultural center will be on axis with the new Town Hall to terminate the vista from the Town Hall and spatially define the center of the civic campus.
3. Reserve land directly across Main Street from the new Town Hall for a town green. The town green will serve as the hub for community gatherings, providing a passive recreation space at the heart of the community. The town green will also function as a venue for festivals and the City's farmer's market.
4. Develop a mixed-use town center with two-story or taller buildings directly fronting the street to engage pedestrians and spatially define the public realm. Encourage the development of compact blocks to provide a walkable street grid for pedestrians. Creating a

# Development Opportunities

## Focus Areas

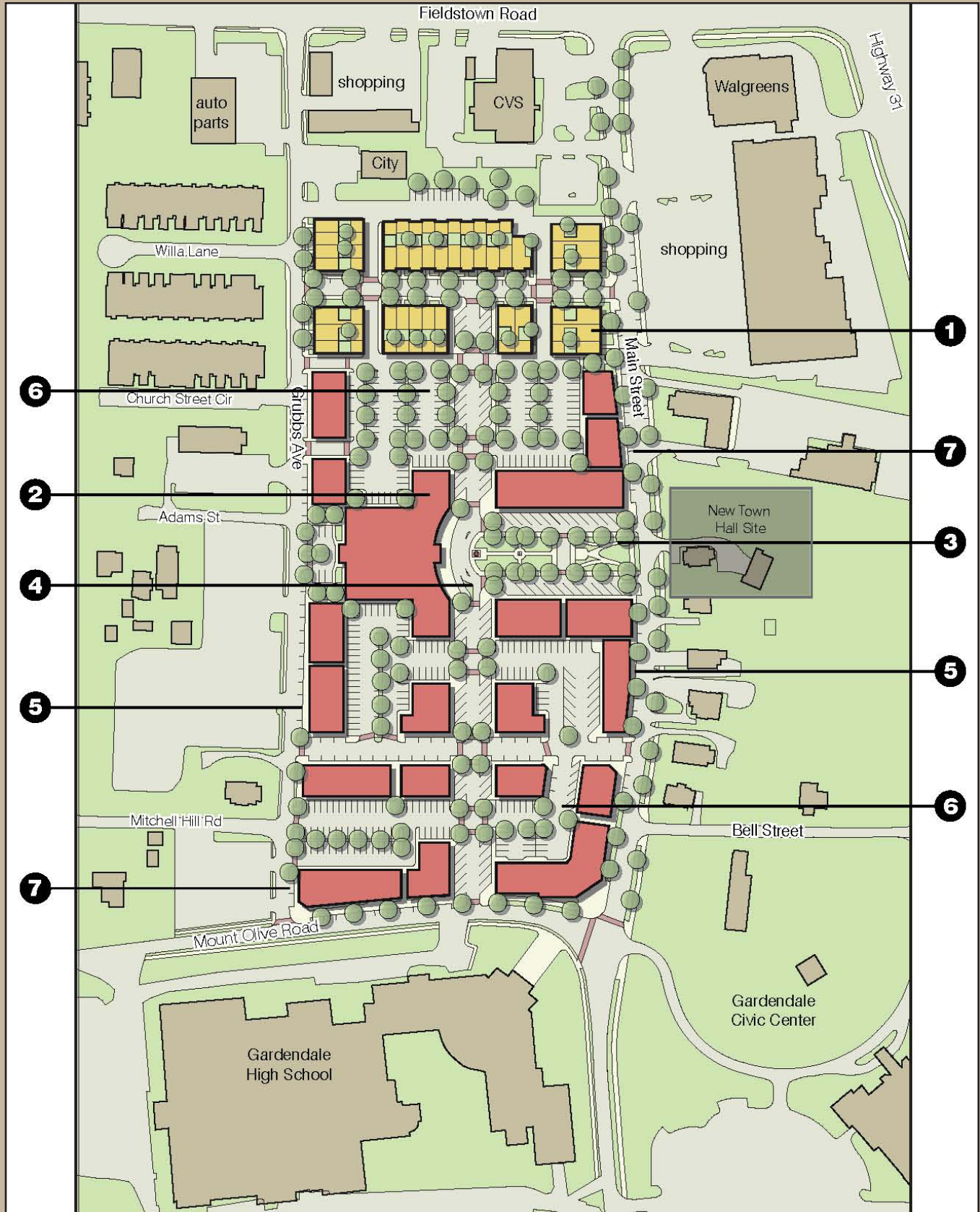


Figure 15: Town Center Site Plan



# Development Opportunities

## Focus Areas



*Aerial Perspective of Town Center*



*Perspective from the town green looking at the cultural center*

# Development Opportunities

## Focus Areas

pedestrian oriented environment with a variety of uses that encourages people visiting the town center to get out of their cars and stroll and window-shop, since everything is within walking distance – it’s a one stop shop.

5. Improve walkability around the town center by providing sidewalks on both sides of Main Street and Grubbs Avenue. Sidewalks of a sufficient width (min. 5 ft.) should be lined with street trees to buffer pedestrians from vehicles. Street trees also provide shade for pedestrians. Street lighting should be of a pedestrian scale to enhance the character and safety of the town center.
6. Locate surface parking lots behind and/or at the side of buildings to allow buildings to front the street, engage pedestrians and activate the public realm. Placing buildings along the street create an attractive and continuous street facade that adds character and definition to the street. Surface parking lots located behind and/or at the side of the buildings help to reduce curb cuts and improve access management and safety.
7. Provide additional parking on Main Street, Grubbs Avenue and Fieldstown Road. On-street parking helps to calm traffic and buffers pedestrians from vehicular traffic. On-street parking also reduces the amount of land needed for off-street parking, increasing the amount of developable land on the site.

## Highway 31 North

The segment of Highway 31 north of Mount Olive Boulevard offers a variety of opportunities for enhancing community commercial offerings particularly as additional residential growth occurs on the north side of Gardendale and the City pursues economic development targets to increase its daytime population. Two strategic public investments will provide a catalyst to draw development to Highway 31 North: northward extension of the sanitary sewer system and construction of a road connecting from Highway 31 to New Castle Road. As new investment occurs, the City should make every effort, in

collaboration with business owners and developers, to create a cohesive, attractive business district along Highway 31 North. Based on RPCGB projections the City of Gardendale could yield approximately \$1.6 million in annual sales tax revenue and other associated building fees upon the completion of the town center development (see Appendix A for calculations).

The following components correspond to the numbers in Highway 31 North Site Plan (Figure 16):

1. Extend sewer. To expand and support opportunities for private investment in new retail, office and other commercial uses as well as possible mixed-use and adjacent residential development, northward extension of sanitary sewer along Highway 31 will likely be necessary.
2. Connect Highway 31 to New Castle Road. Constructing a road from Highway 31 eastward to New Castle Road will open up developable land and create a new, convenient route for those living in the New Castle area to access I-65 and businesses on Highway 31. The new road should connect to Highway 31 at a signalized intersection and extend west one block to connect with North Road and Elm Street.
3. Improve access management. Access management—controlling the number of proximity of intersections and driveways along high traffic corridors—will be important to limit future congestion along Hwy 31 as development occurs and traffic increases. Access management will also help to maintain the longevity of the highway. This can be done by requiring construction of frontage or backage roads, individual developments sharing driveways, and by interconnecting parking areas—all so that local traffic can access destinations with little or no travel on Highway 31, through traffic flows smoothly along the highway, and the highway’s landscaped median can be maintained. The existing frontage road on the east side of the highway that connects to Moncrief Road should be extended northward. Aligning the extended frontage road away from the intersection of Highway 31 and

# Development Opportunities

## Focus Areas

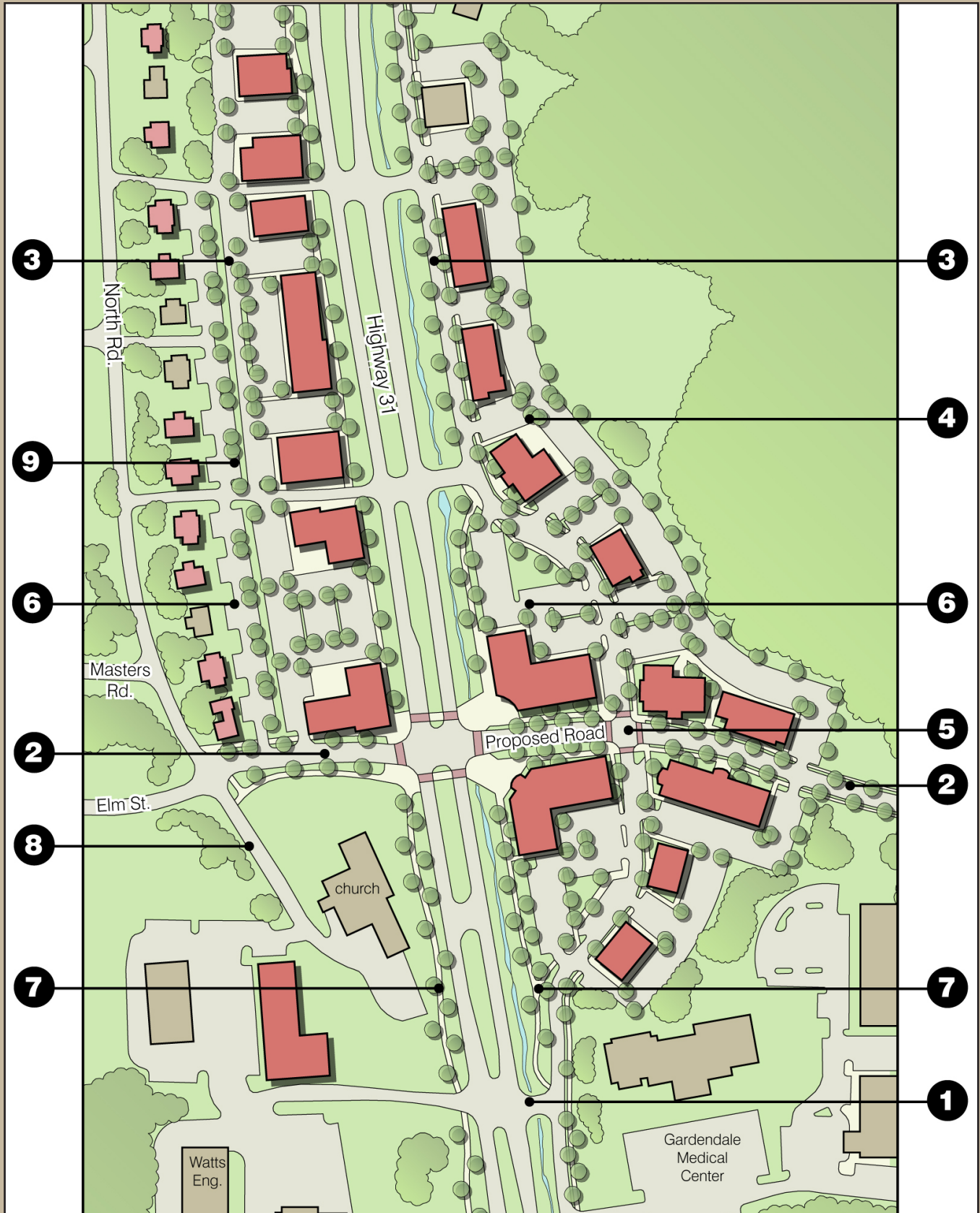


Figure 16: Highway 31 North Site Plan

# Development Opportunities

## Focus Areas



Aerial Perspective of village center along Highway 31 North



Perspective from Highway 31 looking at the village center

the proposed connector to New Castle Road creates stacking space for vehicles accessing the highway.

4. Redevelop underutilized property. As growth continues northward, owners of older, underutilized property fronting on Highway 31 will be in a better position to reinvest, redevelop or sell to new investors particularly as the City improves street and utilities infrastructure in the area. Properties between Mount Olive Boulevard and the proposed connector road will have the greatest potential for retail and service business development due to anticipated higher traffic volumes as well as proximity to the park and medical center. Office and other commercial uses to the north will help generate additional traffic to support the more retail-oriented southern end of the district.
5. Develop a walkable village center. New growth in this area should be anchored around the intersection of Highway 31 and the proposed connector road. Commercial and/or mixed use buildings fronting on the connector road immediately east of Highway 31—supported by an appropriate streetscape—can be designed to create an active local business district that encourages strolling, window-shopping, and outdoor dining. Two-story or taller buildings, especially at the highway intersection, will create a strong image for the district and create vertical enclosure along the proposed road that gives it a pedestrian-friendly scale.
6. Coordinate parking. Parking should be placed to the side and/or rear of buildings so that businesses are closer to the street or highway to improve visibility of businesses and to create an attractive, consistent image for the business district. Locating parking away from street frontages also supports access management—particularly at intersections and allows parking areas to be accessed from alleys or backage roads.
7. Improve walkability. As reinvestment and new development occur, a continuous sidewalk system should be constructed on both sides of the highway. Street trees located between adjacent roadways and sidewalks provide shade and a buffer from vehicular traffic. On the east side, the sidewalk system may take the form of a multi-use trail and, away from the intersection with the proposed connector road, should be located on the developed side of the frontage road.
8. Change the southern terminus of North Road. To enhance the street network and avoid congestion as development occurs in the area, North Road should intersect with the proposed connector road but terminate before it intersects with Highway 31. A portion of the segment south of Elm Street can be maintained for public access to the Gardendale Church of God and adjacent parcels.
9. Improve land use relationships. Currently along North Road there are a number of through lots or double-frontage lots—fronting on both Highway 31 and North Road. Some of these have commercial or heavy commercial uses that do not complement the single-family homes on the west side of North Road. As new investment and reinvestment occur along Highway 31, these land use relationships should be considered and improved. Small professional offices may be developed on the east frontage of North Road, some reusing older residential structures and all maintaining a scale, appearance and layout (e.g., no parking in the front setback) that is more compatible with residential neighbors across the street. Alternatively, North Road should be maintained as a residential street and existing businesses on double frontage lots redesigned to lessen visual and other impacts on neighboring homes.

### *I-65 Corridor South*

Due to Gardendale’s hilly topography, there are few areas of the city suitable for large scale commercial and light industrial development, both of which are essential to increasing the daytime working population in the city. However, there are a few undeveloped, large tracts with pockets of relatively flat terrain that can be provided with access to I-65 for large scale

# Development Opportunities

## Focus Areas

development. Of the locations evaluated during the process, the most promising are located south of Fieldstown Road on the east and west sides of the interstate.

While hilly terrain can be a challenge for large scale developments, especially industrial businesses, the topography in the area can be an advantage in providing visibility from the interstate and maintaining natural buffers from other types of development. Office developments, call centers and similar commercial uses can be accommodated on sites with slightly more varying terrain compared to industrial uses, which tend to require large flat sites. Based on RPCGB projections the City of Gardendale could yield between \$1.5 million in annual sales tax revenue and other associated building fees upon the completion of the town center development (see Appendix A for calculations).

The following numbers correspond to the numbers in the Highway 31 North Site Plan (Figure 17):

1. Provide convenient access. A necessary feature of employment-intensive developments is ease of access to major highways and interstates. While the sites considered here are adjacent to I-65, road improvements are needed to create access to the interstate. The sites on either side of the interstate must use Fieldstown Road for I-65 access.
  - a. Provide convenient access. A necessary feature of employment-intensive developments is ease of access to major highways and interstates. While the sites considered here are adjacent to I-65, road improvements are needed to create access to the interstate. The sites on either side of the interstate must use Fieldstown Road for I-65 access.
  - b. On the west side an access road paralleling I-65 can connect available tracts to Fieldstown Road and avoid nonresidential traffic on Cluster Springs Road.
  - c. A local street connecting Cluster Springs Road to the access road will help workers living in southwest Gardendale reach their workplaces and improve access to land the city has acquired for a future park.
  - d. On the east side Odum Road connects developable sites to Fieldstown. A road providing access into the area from Odum Road should extend eastward to Highway 31 to avoid generating nonresidential traffic on the eastern length of Odum Road, which is primarily residential.
  - e. Vehicular access to new residential development in the area can be provided along Cluster Springs Road and from Chapelridge Drive.
2. Land adjacent to Fieldstown Road, which is now either undeveloped or used for very low density residential, would be appropriate for a mid-scale, planned office development because of its accessibility. The site is also of sufficient size to carry a number of one and two-story office buildings ranging from 50,000 to 120,000 sf (single floor plates of 25,000 to 60,000 sf) and required parking.
3. Undeveloped tracts uphill from I-65 are best suited to residential uses, similar in density to surrounding neighborhoods. Along the site's north and eastern edges, a forested slope and elevation change of over 150 ft provides a comfortable, natural buffer from proposed nonresidential uses and the interstate. The City previously acquired land immediately south for the development of a community park that can be accessed from Cluster Springs Road and the proposed interstate frontage road.
4. Pockets of flat land south and east of the park property can be developed for office or light industrial uses with single-story buildings of 120,000 sf required parking, and truck loading areas as appropriate.
5. Tracts to the east of the interstate and south of Odum Road can be developed for office or light industrial uses. Building sizes shown range from 60,000 sf to over 120,000 sf floor plates.
6. Connect homes, parks and businesses. The proposed residential development should include one or more trails that connect the

# Development Opportunities

## Focus Areas

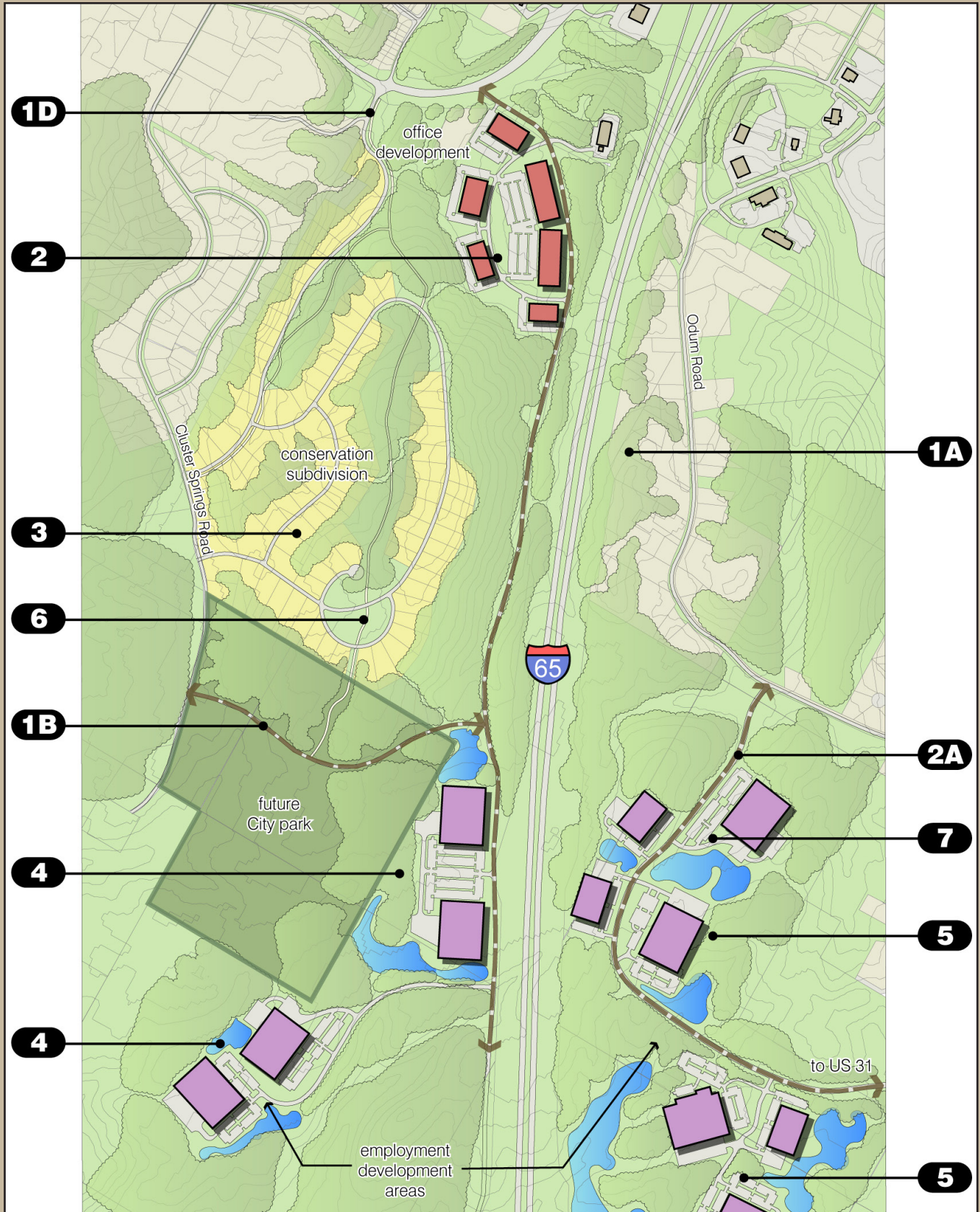


Figure 17: I-65 Corridor South Site Plan

# Development Opportunities

## Focus Areas

neighborhood and its conserved open spaces with the future City park and business areas along Fieldstown Road. Additional housing developed along Cluster Springs Road should include a sidewalk or trail that provides access to the park as well.

7. Conserve natural features and drainage systems. Site design in these areas should limit grading as much as practicable, especially for large scale nonresidential uses, and employ low impact development (LID) and other best management practices to minimize drainage and erosion issues during and after construction. Distribution centers and similar light industrial uses that involve a significant amount of loading and unloading of goods require flat land to accommodate such activities and will require more grading than other uses. Other types of industries, high-tech manufacturers, call centers and professional office buildings can be sited more flexibly with regard to terrain and therefore require less disruption. Parking areas can be located on site and designed to fit the terrain and accommodate drainage while also providing access to buildings. Parking areas can be designed with pervious materials and green spaces for stormwater retention.



*Page Intentionally Left Blank*



# Summary of Actions

The following table summarizes the actions that need to be undertaken to implement the policies en route to achieving the City’s vision over the next twenty years and beyond.

Table 5: Summary of Actions					
Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Enrich the Lives of Citizens</b>					
<b>Policy ELC 1: Promote art and culture in Gardendale</b>					
ELC 1.1.	Establish public/private organization to promote existing cultural amenities in Gardendale and increase involvement:	Art Council, Civic Center, Beautification Commission	Chamber of Commerce, Gardendale High School: Fine Arts Department	1-5 years	General Fund
ELC 1.2.	Create additional cultural facilities through new construction and/or adaptive-reuse.	Art Council	Chamber of Commerce, Cultural Alliance of Birmingham, Alabama State Art Council	1-20 years	General Fund, Building Communities Program
ELC 1.3.	Establish a Cultural Overlay District and/or a Cultural Enterprise Zone.	City Council, Arts Council	Chamber of Commerce, RPCGB: Building Communities	1-5 years	General Fund, Building Communities Program

# Implementation Plan

## Summary of Actions

Table 5: Summary of Actions					
Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Enrich the Lives of Citizens</b>					
<b>Policy ELC 1: Promote art and culture in Gardendale</b>					
ELC 1.4.	Develop a public art master plan that identifies and prioritizes outdoor areas for public art. The plan should also explore additional public/private funding opportunities for art.	Inspection Services and Beautification Commission	Chamber of Commerce, Cultural Alliance of Birmingham, Alabama State Art Council, RPCGB: Building Communities	1-10 years	General Fund, Capital Projects Fund, Kresge Foundation Grant, Arts and Cultural Facilities Grant, Our Town Grant, Building Communities Program
ELC 1.5.	Designate a heritage trail that connects existing and future cultural facilities with outdoor areas dedicated for public art to highlight local artists.	Inspection Services and Beautification Commission	Chamber of Commerce, Alabama Department of Economic and Community Affairs (ADECA), Alabama State Art Council, Appalachian Regional Commission (ARC)	1-10 years	General Fund, Capital Projects Fund, Arts and Cultural Facilities Grant, Our Town Grant, Recreation Trails Program, ARC: Asset-Based Development Program
<b>Policy ELC 2: Put the “Garden” back in Gardendale by expanding City parks and recreational opportunities.</b>					
ELC 2.1.	Increase awareness of the City’s existing recreational facilities and evaluate the public’s awareness and knowledge of access to these facilities.	Parks and Recreation Department, Beautification Commission and Art Council	Chamber of Commerce	1-5 years	General Fund
ELC 2.2.	Adopt and implement the following recommendations in the City of Gardendale Parks & Recreation Department Master Plan (2011-2020).	Parks and Recreation, Inspection Services and Public Works	Chamber of Commerce, ADECA, Kaboom (assist with playground construction)	1-15 years	General Fund, Capital Projects Fund, Recreation Program

**Table 5: Summary of Actions**

Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Enrich the Lives of Citizens</b>					
<b>Policy ELC 2: Put the “Garden” back in Gardendale by expanding City parks and recreational opportunities.</b>					
<b>ELC 2.3.</b>	Reserve areas for open space preservation and parks and recreation opportunities through new development.	Inspection Services and Parks and Recreation	Public Works, ADECA, Alabama Department of Environmental Management	1-15 years	General Fund, Capital Projects Fund, Recreation Program
<b>ELC 2.4.</b>	Preserve Gardendale’s less developable areas (areas with steep slopes, many of which are prohibitive to building new developments) to provide additional recreational opportunities, such as pedestrian and bicycle trails for citizens (see Parks and Recreation Concept Map).	Inspection Services and Public Works	Chamber of Commerce, ADECA, Alabama Department of Environmental Management	1-15 years	General Fund, Capital Projects Fund, Recreation Program, Environmental Protection Fund
<b>ELC 2.5.</b>	Work with Forever Wild and local land owners to create a regional park in east Gardendale (see Parks and Recreation Concept Map).	City Council, Parks and Recreation	Chamber of Commerce, ADECA, Alabama Department of Environmental Management, American Hiking Society, Build Preserve Maintain Ride (BUMP), ARC	1-15 years	General Fund, Capital Projects Fund, Recreation Trails Program, Environmental Protection Fund, ARC Tourism Development Program, National Trails Fund
<b>ELC 2.6.</b>	Install a trail network that connects to Red Rock Ridge and Valley Trail System and the City’s parks, cultural facilities, schools and other public amenities (see Bicycle and Pedestrian Concept Map).	Inspection Services and Public Works	Chamber of Commerce, ADECA, Alabama Department of Environmental Management, American Hiking Society, ARC	1-15 years	General Fund, Capital Projects Fund, Recreation Trails Program, Environmental Protection Fund, ARC Tourism Development Program, National Trails Fund

# Implementation Plan

## Summary of Actions

Table 5: Summary of Actions					
Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Enrich the Lives of Citizens</b>					
<b>Policy ELC 2: Put the “Garden” back in Gardendale by expanding City parks and recreational opportunities.</b>					
ELC 2.7.	Develop Adopt-A-Park/Adopt-A-Trail programs to encourage citizens, non-profits and other organized groups to contribute to the maintenance of the City’s recreational facilities and creation of recreational programs at each facility.	Inspection Services and Public Works	Chamber of Commerce, ADECA, Alabama Department of Environmental Management, American Hiking Society, ARC	Ongoing	General Fund, Capital Projects Fund, Recreation Trails Program, Environmental Protection Fund, ARC Tourism Development Program, National Trails Fund
<b>Policy ELC 3: Improve pedestrian access to community assets (see also Policy FPG 3).</b>					
ELC 3.1.	Add sidewalks along both sides of the right-of-ways identified in the Bicycle and Pedestrian Concept Map and develop a sidewalk improvement plan to examine the feasibility of extending sidewalks to right-of-ways not identified in the Bicycle and Pedestrian Concept Map.	Inspection Services and Public Works	RPCGB	1-10 years	General Fund, Capital Projects Fund, TAP, Congestion Mitigation and Air Quality Improvement Program (CMAQ), Issue Bonds
ELC 3.2.	Mandate complete sidewalk systems in new developments, and work to enhance multimodal connectivity for the City by: <ol style="list-style-type: none"> <li>Passing an ordinance requiring all construction permits of significant impact be contingent on construction of a complete system of sidewalks along impacted public roadways;</li> <li>Offering tax incentives or funding to help encourage existing commercial property owners to build public sidewalks along public roadways adjoining their property;</li> <li>Issuing bonds to pay for sidewalk construction throughout commercial and denser residential areas of Gardendale.</li> </ol>	Inspection Services	RPCGB	1-5 years	General Fund, Building Communities Program

**Table 5: Summary of Actions**

Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Enrich the Lives of Citizens</b>					
<b>Policy ELC 3: Improve pedestrian access to community assets (see also Policy FPG 3).</b>					
<b>ELC 3.3.</b>	Prepare a bicycle plan to determine the feasibility of adding bike lanes and/or shared lane markings (sharrows) to the streets identified in the Bicycle and Pedestrian Concept Map and to further identify additional streets for bike lanes and/or sharrows.	Inspection Services and Public Works	RPCGB	1-10 years	General Fund, Capital Projects Fund, Building Communities Program (for the plan) TAP, CMAQ, Issue Bonds
<b>ELC 3.4.</b>	Amend the City’s Subdivision Regulations to require the development of sidewalks for new subdivisions. Additionally, require new streets to connect to existing streets when there are no natural barriers to improve connectivity for both pedestrians and motorists.	Inspection Services	RPCGB	1-5 years	General Fund, Building Communities Program
<b>Policy ELC 4: Encourage a variety of residential developments to accommodate current and future families of various social and economic backgrounds.</b>					
<b>ELC 4.1</b>	Adopt and implement the Future Land Use Plan (see Future Land Use Chapter) to provide development opportunities for various levels of residential densities in the areas outlined in the plan.	Inspection Services	N/A	1-5 years	General Fund
<b>ELC 4.2.</b>	Consider promoting quality rental housing with three or more bedrooms for large families through design guidelines and by offering the following incentives to rental developments that provide, at a minimum, 30% of the units with three or more bedrooms: <ul style="list-style-type: none"> <li>a. Priority building permit processing;</li> <li>b. Reduction in parking requirements for attached units;</li> <li>c. Permit to convert apartment to condominiums.</li> </ul>	Inspection Services	N/A	1-5 years	General Fund

# Implementation Plan

## Summary of Actions

Table 5: Summary of Actions					
Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Enrich the Lives of Citizens</b>					
<b>Policy ELC 4: Encourage a variety of residential developments to accommodate current and future families of various socio and economic backgrounds.</b>					
ELC 4.3.	Establish a down payment program for first time buyers and apply it to reduce barriers into the market for first time buyers and to increase homeownership in Gardendale. The program would function in a rent-to-own format, for example, tenants could pay on a five (5) year lease and at the end of five (5) years, the assistance and equity built through the rent-to-own lease would go towards the permanent mortgage.	Economic Development Inspection Services	Chamber of Commerce, Jefferson County Department of Economic Development	1-15 years	General Fund, Jefferson County CDBG Entitlement Grant
<b>Policy ELC 5: Offer job training programs.</b>					
ELC 5.1.	Partner with Gardendale High School as well as other local schools, colleges and universities to establish the following programs: <ol style="list-style-type: none"> <li>GED and college preparatory classes;</li> <li>Computer literacy and vocational training;</li> <li>Career planning;</li> <li>Homeowner mortgage and insurance;</li> <li>Retirement and estate planning basics;</li> <li>Health care and health insurance for small businesses;</li> <li>Budgeting, saving and bankruptcy.</li> </ol>	Chamber of Commerce and Gardendale School Board	ARC, ADECA, Workforce Development Council of Alabama (WDCA)	1-5 years	General Fund, ARC Education and Training Program, ADECA Workforce Development Programs
ELC 5.2.	Create satellite programs at University at Birmingham (UAB), Jefferson State Community College, Lawson State College and Birmingham Southern. Use Job Access Reverse Commute Funding (JARC), if available, to purchase/acquire transportation to shuttle prospective students to and from satellite programs.	Chamber of Commerce and Gardendale School Board	ARC, ADECA, WDCA, RPCGB: Building Communities	Ongoing	General Fund, ARC Education and Training Program, ADECA Workforce Development Programs, JARC



**Table 5: Summary of Actions**

Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Enrich the Lives of Citizens</b>					
<b>Policy ELC 5: Offer job training programs.</b>					
ELC 5.3.	Work closely with local businesses to identify needed jobs skills and educational requirements and develop job training programs (with the help of schools, colleges, universities and other organizations). Develop internship programs.	Chamber of Commerce and Gardendale School Board	ARC, ADECA, WDCA	Ongoing	General Fund, ARC Education and Training Program, ADECA Workforce Development Programs, WDCA Funding
ELC 5.4.	Implement joint-use agreements with libraries, schools, and other institutions to increase public access to educational and job readiness programs and resources.	Chamber of Commerce and Gardendale School Board	ARC, ADECA, WDCA	Ongoing	General Fund, ARC Education and Training Program, ADECA Workforce Development Programs, WDCA Funding
ELC 5.5.	Collaborate with the WDCA to establish a career center in Gardendale. The career center would provide programs such as career counseling, resume assistance, direct job placement and classroom and on-the-job training.	Chamber of Commerce and Gardendale School Board	ARC, ADECA, WDCA	Ongoing	General Fund, ARC Education and Training Program, ADECA Workforce Development Programs, WDCA Funding
ELC 5.6.	Work with the local business community to offer summer job opportunities for Gardendale's youths.	Chamber of Commerce and Gardendale School Board	N/A	Ongoing	General Fund
<b>Enhance our Town Character</b>					
<b>Policy ETC 1: Develop standards and guidelines that promote quality design and maintenance.</b>					
ETC 1.1.	Update and enforce property maintenance codes to ensure that commercial and residential developments are well maintained.	Inspection Services, City Council	Public Works	Ongoing	General Fund

# Implementation Plan

## Summary of Actions

Table 5: Summary of Actions					
Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Enhance our town character</b>					
<b>Policy ETC 1: Develop standards and guidelines that promote quality design and maintenance.</b>					
ETC 1.2.	Establish a design review process for commercial centers and employment development areas identified in the Development Concept Map.	Design Review Committee, Inspection Services	Public Works, Police Department, Chamber of Commerce, RPCGB	1-5 years	General Fund, Building Communities Program
ETC 1.3.	Evaluate opportunities to reduce zoning setbacks, buffers and parking requirements in business districts to accommodate pedestrian-oriented development and promote quality urban design.	Design Review Committee, Inspection Services, City Council	Planning Commission, Public Works, RPCGB	1-5 years	General Fund, Building Communities Program
ETC 1.4.	Develop a façade improvement program.	Inspection Services and Chamber of Commerce	RPCGB: Economic Development	1-5 years	General Fund
<b>Policy ETC 2: Enhance Gardendale’s image through improvement of its image corridors and gateways (Refer also to Foster Positive Growth Policy FPG 2)</b>					
ETC 2.1.	Preserve existing trees and plant new trees along major roads identified in the Image Corridor and Gateway Map.	Inspection Services and Public Works	Alabama Forestry Commission, Alabama Urban Forestry Council, Alabama Wildlife Federation, ALDOT	1-5 years	Capital Projects Fund, Building Communities Program, ACTrees, America the Beautiful (ATB)
ETC 2.2.	Install gateways and wayfinding signage at locations identified in the Image Corridor and Gateway Map.	Public Works	Beautification Commission, ALDOT	1-5 years	Capital Projects Fund, TAP
<b>Foster Positive Growth</b>					
<b>Policy FPG 1: Improve vehicular mobility and connectivity.</b>					
FPG 1.1.	Improve traffic flow at the intersection of US 31 and Fieldstown Road.	Public Works	Metropolitan Planning Organization (MPO), ALDOT	1-5 years	General Fund, Capital Projects Fund, Surface Transportation Program (STP), CMAQ

**Table 5: Summary of Actions**

Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Foster Positive Growth</b>					
<b>Policy FPG 1: Improve vehicular mobility and connectivity.</b>					
<b>FPG 1.2.</b>	Improve connectivity to eastern Gardendale through new street construction (see Major Street Plan Map).	Public Works, City Council	MPO, ALDOT	1-20 years	General Fund, Capital Projects Fund, STP, CMAQ
<b>FPG 1.3.</b>	Connect subdivisions and commercial areas when possible to provide alternative route options (see Major Street Plan Map).	Public Works, City Council	MPO, ALDOT	1-20 years	General Fund, Capital Projects Fund, STP, CMAQ
<b>FPG 1.4.</b>	Develop roadway access for employment development areas (see Major Street Plan Map).	Public Works, City Council	MPO, ALDOT	1-15 years	General Fund, Capital Projects Fund, STP, CMAQ, Industrial Access Road Fund (IAR)
<b>FPG 1.5.</b>	Update Subdivision Regulations to encourage greater street connectivity within and between future subdivisions.	Inspection Services , Public Works	Planning Commission	1-3 years	General Fund
<b>Policy FPG 2: Enhance Gardendale’s image through improvement of its image corridors and gateways.</b>					
<b>FPG 2.1.</b>	Prepare a streetscape improvement plan to guide capital improvements on major roads and gateway areas identified in the Image Corridor and Gateways Map.	Inspection Services and Public Works	Planning Commission, City Council, RPCGB: Building Communities	1-5 years	General Fund, Building Communities Program

# Implementation Plan

## Summary of Actions

Table 5: Summary of Actions					
Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Foster Positive Growth</b>					
<b>Policy FPG 3: Improve mobility for non-motorized travel.</b>					
FPG 3.1.	<p>Incorporate streets identified in the Bicycle and Pedestrian Concept Map into the streetscape improvement plan. The following corridors and improvements should be considered high priorities:</p> <ol style="list-style-type: none"> <li>1. Fieldstown Road, between Odum Road and US Highway 31 – construct continuous sidewalk system, reduce curb cuts (Timeframe: 1-2 years);</li> <li>2. Main Street, between Vulcan Drive and Odum Road – construct sidewalks on both sides, add parallel parking, provide crosswalks and pedestrian scale lighting, install traffic control and traffic calming devices such as traffic signals roundabouts, bulb-outs and/or bicycle lanes to slow traffic, construct pedestrian facilities on adjacent rights-of-way that should see additional traffic, including Grubbs Avenue, Church Street, Mount Olive Road, and Tarrant Drive (Timeframe: 2-3 years);</li> <li>3. Mt. Olive Road, between Fieldstown and Main Street – build sidewalks on both sides, install pedestrian scaled lighting and on-street parking along appropriate segments (Timeframe: 4-5 years);</li> <li>4. Mt. Olive Road, between Mt. Olive Boulevard and Fieldstown Road – construct sidewalks on both sides (Timeframe: 6-7 years);</li> <li>5. US Highway 31, between Mt. Olive Boulevard and Fieldstown Road – construct sidewalks on one side and a multi-use trail on the other side of the road and expand tree-lined center median (Timeframe: 8-15 years).</li> </ol>	Inspection Services and Public Works	Planning Commission, City Council, RPCGB: Building Communities, MPO, ALDOT	1-15 years	General Fund, Capital Projects Fund, TAP, CMAQ, Building Communities Program
FPG 3.2.	Update Subdivision Regulations to establish design standards for streets, sidewalks and related facilities within future subdivisions.	Inspection Services , Public Works	Planning Commission	1-3 years	General Fund

**Table 5: Summary of Actions**

Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Foster Positive Growth</b>					
<b>Policy FPG 4: Improve sanitary sewer system coverage and capacity to accommodate future growth.</b>					
<b>FPG 4.1.</b>	<p>Extend sewer system along major roadways, such as:</p> <ul style="list-style-type: none"> <li>a. US Highway 31, north of the system's current endpoint;</li> <li>b. US Highway 31, south of the system's current endpoint to connect to the employment districts along I-65;</li> <li>c. Mt. Olive Road.</li> </ul>	Inspection Services and Public Works	Jefferson County Environmental Services, ARC	1-20 years	General Fund, Capital Projects Fund, ARC Community Infrastructure Program
<b>FPG 4.2.</b>	<p>Encourage sewer system development and connection in new developments.</p> <ul style="list-style-type: none"> <li>a. Require all new developments to connect to the public sewer system;</li> <li>b. Require developers to finance sewer expansions when new developments necessitate additional capacity;</li> <li>c. Require sewer connection on properties undergoing significant redevelopment.</li> </ul>	Inspection Services	Chamber of Commerce, Public Works, RPCGB: Building Communities	1-5 years	General Fund, Building Communities Program
<b>Policy FPG 5: Develop a formal town center that will give Gardendale a strong visual identity and focus for community life.</b>					
<b>FPG 5.1.</b>	Establish a downtown development zone to encourage the creation of an attractive, walkable district with a mix of commercial, civic and residential uses.	Inspection Services	Chamber of Commerce, Public Works, RPCGB: Building Communities	1-5 years	General Fund, Building Communities Program
<b>FPG 5.2.</b>	Define a mixed-use town center in the downtown development zone, along Main Street between Mt. Olive Road, Grubbs Avenue and Fieldstown Road (see the Town Center Site Plan).	Inspection Services	Chamber of Commerce, Public Works, RPCGB: Building Communities and Economic Development	1-5 years	General Fund, Building Communities Program

# Implementation Plan

## Summary of Actions

Table 5: Summary of Actions					
Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Foster Positive Growth</b>					
<b>Policy FPG 6: Promote future land use policies to encourage development patterns consistent with Gardendale’s vision for growth.</b>					
FPG 6.1.	Use the Future Land Use Plan (see Future Land Use Chapter) as a guide for zoning and subdivision decisions to ensure that future developments conserve Gardendale’s unique natural and built environments, avoid land use conflicts and support fiscally-responsible infrastructure investments.	Inspection Services, City Council	Public Works, Planning Commission	n/a	n/a
<b>Encourage Economic Vitality</b>					
<b>Policy EEV 1: Nurture local business development and entrepreneurship.</b>					
EEV 1.1.	Expand City staff to include an Economic Development Specialist.	Chamber of Commerce, City Council	City Council	1-5 years	General Fund
EEV 1.2.	Partner with the Chamber of Commerce and local merchants to identify and address challenges facing local businesses, support entrepreneurs and recruit new businesses.	Chamber of Commerce, City Council	City Council, RPCGB: Economic Development	1-5 years	General Fund
EEV 1.3.	Develop a webpage (may be a part of the City’s website or separate) and/or a brochure with a list of available resources for local businesses.	Chamber of Commerce	RPCGB: Economic Development	1-5 years	General Fund, RPCGB Revolving Loan Program
EEV 1.4.	Create a “buy local” campaign to increase awareness and promote local businesses.	Chamber of Commerce	N/A	1-5 years	General Fund
EEV 1.5.	Encourage entrepreneurship by providing start-up help, training, technical and financial assistance, and incentives.	Chamber of Commerce	ADECA, ARC, Central Alabama Women’s Business Center, Birmingham Business Resource Center, RPCGB:, Jefferson County Office of Community and Economic Development	Ongoing	General Fund, ARC Entrepreneurship and Business Development Program, ADECA Launch Pad Program, RPCGB Revolving Loan Fund, Jefferson County Revolving Loan Fund

**Table 5: Summary of Actions**

Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Encourage Economic Vitality</b>					
<b>Policy EEV 2: Diversify and expand Gardendale's economy.</b>					
EEV 2.1.	Develop a strategic economic development plan.	Chamber of Commerce	ARC, RPCGB: Economic Development	1-5 years	General Fund, ARC Entrepreneurship and Business Development Program
EEV 2.2.	Establish a local marketing campaign.	Chamber of Commerce	ARC, EDPA	1-5 years	General Fund, ARC Entrepreneurship and Business Development Program
EEV 2.3.	Create an inventory of and market available sites and buildings for commercial and industrial development within the City.	Economic/ Industrial Development Authority	ARC, Economic Development Partnership of Alabama, RPCGB: Economic Development	1-5 years	General Fund, ARC Entrepreneurship and Business Development Program
EEV 2.4.	Consult with local universities and colleges to attract knowledge-based, research and development, biotechnology and green technology start-up businesses to Gardendale, as a means of diversifying the City's economy.	Economic/ Industrial Development Authority	UAB, ARC, RPCGB: Economic Development	Ongoing	General Fund, ARC Entrepreneurship and Business Development Program, RPCGB Revolving Loan Fund
EEV 2.5.	Target light industrial businesses that complement the local economy. Current opportunities include: <ul style="list-style-type: none"> <li>a. Pharmaceutical manufacturing;</li> <li>b. Computer and electronic product manufacturing;</li> <li>c. Medical equipment and supplies manufacturing.</li> </ul>	Economic/ Industrial Development Authority	UAB, ARC	Ongoing	General Fund, ARC Entrepreneurship and Business Development Program

# Implementation Plan

## Summary of Actions

Table 5: Summary of Actions					
Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Encourage Economic Vitality</b>					
<b>Policy EEV 2: Diversify and expand Gardendale’s economy.</b>					
EEV 2.6.	Collaborate with the Economic Development Partnership of Alabama to provide potential business owners with relocation assistance.	Economic/ Industrial Development Authority	EDPA	Ongoing	General Fund, EDPA
<b>Policy EEV 3: Create high quality environments for shopping, working, living and playing.</b>					
EEV 3.1.	Use the Future Land Use Plan (see Future Land Use Chapter) as the basis for zoning land and extending infrastructure and services for light industrial, commercial and mixed-use development.	Inspection Services, City Council	Planning Commission	Ongoing	n/a
EEV 3.2.	Implement the policies outlined in the Enhance Town Character, Foster Positive Growth, and Enrich Lives of Citizens to facilitate the creation of attractive, functional sites for business development.	City Council, Planning Commission	Chamber of Commerce and Public Works	1-5 years	General Fund
EEV 3.3.	Stimulate development and reinvestment in existing and new commercial and light industrial development areas.	City Council, EIDA	Chamber of Commerce, Inspection Services, Public Work, Planning Commission, RPCGB: Building Communities (see policy ELC 2 for additional support agencies)	1-5 years	General Fund, Capital Projects Fund, RPCGB Building Communities Program (see Policy ELC 2 for additional funding)
EEV 3.4.	Create incentives for mixed-use development where designated in the Future Land Use Plan.	City Council, Inspection Services	Planning Commission, Public Works, RPCGB: Building Communities	1-5 years	General Fund, RPCGB Building Communities Program



**Table 5: Summary of Actions**

Number	Action	Lead Agency(ies)	Supporting Agency(ies)	Time-frame	Funding
<b>Encourage Economic Vitality</b>					
<b>Policy EEV 3: Create high quality environments for shopping, working, living and play.</b>					
EEV 3.5.	<p>Establish a Capital Improvement Cooperative District (CICD) or Tax Increment Financing (TIF) District in the town center to attract new business development.</p> <p>Funds raised from CICD could be used to provide the following:</p> <ol style="list-style-type: none"> <li>Fiber optic municipal broadband service in and near the town center;</li> <li>Street/sidewalk cleaning;</li> <li>Public safety officers;</li> <li>Commercial vacancy reduction;</li> <li>Special events and festivals;</li> <li>Signage and streetlight improvements;</li> <li>Tree planting;</li> <li>Facilities maintenance.</li> </ol>	City Council, Chamber of Commerce	Inspection Services, Planning Commission, Public Works, Police and Fire Department, RPCGB: Economic Development	1-10 years	General Fund, Capital Projects fund, CICD Sales Tax Revenue, additional funding for the area can come from TAP and CMAQ
<b>Policy EEV 4: Develop cultural and recreational tourism opportunities to enhance and diversify Gardendale's economy.</b>					
EEV 4.1.	<p>Implement the policies outlined in the Enrich Lives of Citizens section to enhance and expand Gardendale's cultural and recreational amenities.</p>	City Council	Chamber of Commerce, Parks and Recreation	1-5 years	General Fund
EEV 4.2.	<p>Develop a strategic tourism plan. The plan should address the following:</p> <ol style="list-style-type: none"> <li>What attractions draw visitors to Gardendale?</li> <li>What types of visitors are drawn to the City?</li> <li>What retail products and services complement local attractions? (see <a href="http://learningstore.uwex.edu/assets/pdfs/g3713.pdf">http://learningstore.uwex.edu/assets/pdfs/g3713.pdf</a>).</li> </ol>	Chamber of Commerce, City Council	ARC and RPCGB Building Communities	1-10 years	General Fund, ARC Tourism Development Program, RPCGB Building Communities Program



---

# *Proposed Development Calculations*

---

## *Process of Calculations and Assumptions*

The tax revenue scenarios for each proposed development is based on a set of assumptions which uses information about comparable properties around the Birmingham region. This statement of assumptions follows the chart from left to right. The first seven columns are attributable to each structure's potential development revenue.

**Approximate Proposed Square Footage:** Based on the estimated square footage of comparable buildings in Birmingham's Oxmoor Valley area.

**Number of Proposed Buildings:** In Column 2, several similarly sized buildings may be proposed in the development scenario.

**Comparative Price per Square Foot:** Determines overall building value based on individual regional average for manufacturing, office, and retail uses. This building price estimate does not take into account varying costs for specific business operations. For example, the value of a facility for a computer manufacturer may be different the price per square foot for a pharmaceutical manufacturer.

**Estimated Building Value:** This is a conservative figure based on comparable averages.

**Property Taxes Collected Annually:** The total millage rate for Gardendale residents is 60.1. This is a combined total based on the millage rates for the state, county and the City.

**Business License Taxes:** The local business tax is assumed at a flat rate of \$100.00; this is the minimum for a business in Gardendale. Business license taxes vary based on the amount of revenue produced by the business.

**Average Comparable Revenue per Square Foot:** This number is based on regional averages per industry type, i.e., manufacturing, office, and retail. It helps extrapolate and further define expected production revenues based on the size of each proposed building.

**Net Square Feet per Employee:** This is a local planning assumption. In this example, it is based substantially on the National Association of Industrial and Office Properties, NAIOP (Nelson 2004).

# Appendix A

## Proposed Development Calculations

**Gardendale per Capita Income:** Per capita income is also known as income per person. For instance, if all salaries earned were equally spread over the entire population it would yield the per capita income. For Gardendale per capita income is \$30,400.

**Median Household Income:** Divides all income equally into two halves. The middle or median for income Gardendale is \$58, 101.

**Average household income:** Household income over total households is \$73,729.

Per capita income was used in this instance because it's a conservative figure and using the other two figures would be a disservice to individuals whose incomes are below these levels.

**Local Daytime Spending Factor:** Assumes that local employees will spend 10% of their pay locally. This is calculated as  $\text{Income} \times 10\%$ .

**Local Resident Spending Factor:** Residents are assumed to spend at least 20% of their earnings within the city they live in contributing to local sales taxes.

**Total Potential Revenues:** The sum of property taxes collected, business license taxes, and the local daytime spending factor.

Tax Revenue Scenario for Proposed Town Center Development											
Development Revenues					Revenues from Employees/Residents						
Approx. Sq. Ft.	No. of Proposed Buildings	Comparative Price per Sq. Ft.	Estimated Building Value	Property Tax Collected Annually	Business License Fee	Average Comparable Revenue per Sq. Ft. Employees	Estimated Total Employees	Gardendale Per Capita Income	Local Daytime Employee Spending Factor	Estimated Taxes Collected from Employee Spending	Total Potential Revenues
7,000	9	\$ 12.50	\$ 87,500.00	\$ 47,328.75	\$ 900.00	\$ 166.53	225	\$ 30,400.00	\$ 3,040.00	\$ 27,360.00	\$ 75,588.75
6,700	6	\$ 14.00	\$ 93,800.00	\$ 33,824.28	\$ 600.00	\$ 200.00	144	\$ 30,400.00	\$ 3,040.00	\$ 17,458.29	\$ 51,882.57
13,700	15		\$ 1,350,300.00	\$ 81,153.03			369				\$ 127,471.32
<b>Totals</b>											

Tax Revenue Scenario for Proposed Development along U.S. 31											
Development Revenues					Revenue from Employees/Residents						
Approx. Sq. Ft.	No. of Proposed Buildings	Comparative Price per Sq. Ft.	Estimated Accessed Building Value	Property Tax Collected Annually	Business License Tax	Average Comparable Revenue per Sq. Ft.	Estimated Total Employees	Gardendale Per Capita Income	Local Daytime Employee Spending Factor	Estimated Taxes Collected from Employee Spending	Total Potential Revenues
7,000	7	\$ 12.50	\$ 87,500.00	\$ 36,811.25	\$ 700.00	\$ 166.53	188	\$ 25,394.00	\$ 2,539.40	\$ 191,431.69	\$ 228,942.94
10,000	7	\$ 14.00	\$ 140,000.00	\$ 58,898.00	\$ 700.00	\$ 200.00	137	\$ 25,394.00	\$ 2,539.40	\$ 139,418.04	\$ 199,016.04
15,000	3	\$ 12.50	\$ 187,500.00	\$ 33,806.25	\$ 300.00	\$ 166.53	88	\$ 25,394.00	\$ 2,539.40	\$ 89,625.88	\$ 123,732.13
20,000	2	\$ 14.00	\$ 280,000.00	\$ 33,656.00	\$ 200.00	\$ 200.00	78	\$ 25,394.00	\$ 2,539.40	\$ 79,667.45	\$ 113,523.45
15,000	2	\$ 12.50	\$ 187,500.00	\$ 22,537.50	\$ 200.00	\$ 166.53	107	\$ 25,394.00	\$ 2,539.40	\$ 108,831.43	\$ 131,568.93
20,000	2	\$ 14.00	\$ 280,000.00	\$ 33,656.00	\$ 200.00	\$ 200.00	78	\$ 25,394.00	\$ 2,539.40	\$ 79,667.45	\$ 113,523.45
35,000	2	\$ 153.84	\$ 5,384,400.00	\$ 647,204.88	\$ 200.00	N/A	22	\$ 25,394.00	\$ 5,078.80	\$ 44,693.44	\$ 692,098.32
122,000	25		\$ 14,418,800.00	\$ 866,569.88			700				\$ 1,602,405.26
<b>Totals</b>											

# Appendix A

## Proposed Development Calculations

Tax Revenue Scenario for Proposed Development along I-65												
Development Revenue						Revenues from Employees/Residents						
	Approx. Proposed Sq. Ft.	No. of Proposed Buildings	Comparative Price per Sq. Ft.	Est. Building Value	Property Tax Collected Annually	Business License Fee	Est. Total Employees	Gardendale Per Capita Income	Local Daytime Employee Spending Factor	Est. Taxes Collected from Employee Spending	Total Potential Revenues	
Office	33,000	4	\$ 12.50	\$ 1,650,000.00	\$ 165,000.00	\$ 400.00	471	\$ 30,400.00	\$ 3,040.00	\$ 57,325.71	\$ 222,725.71	
Large Office	50,000	2	\$ 12.50	\$ 1,250,000.00	\$ 125,000.00	\$ 200.00	357	\$ 30,400.00	\$ 3,040.00	\$ 43,428.57	\$ 168,628.57	
Warehouse/ Flex Space	80,000	3	\$ 6.95	\$ 1,668,000.00	\$ 166,800.00	\$ 300.00	923	\$ 30,400.00	\$ 3,040.00	\$ 112,246.15	\$ 279,346.15	
Bulk Distribution	150,000	8	\$ 4.75	\$ 5,700,000.00	\$ 570,000.00	\$ 800.00	1905	\$ 30,400.00	\$ 3,040.00	\$ 231,619.05	\$ 802,419.05	
<b>Totals</b>	<b>313,000</b>	<b>17</b>		<b>\$ 10,268,000.00</b>	<b>\$ 1,026,800.00</b>		<b>3656</b>			<b>\$</b>	<b>\$ 1,473,119.49</b>	



# **Appendix A**

## ***Proposed Development Calculations***

***Page Intentionally Left Blank***

