



MONROEVILLE *ALABAMA*

Comprehensive Plan

December 3rd, 2012



ACKNOWLEDGMENTS

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Development of the plan was overseen by the Mayor, City Council and Planning Commission of Monroeville.

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Monroeville is a dynamic community, with beautiful assets, great opportunities and a rich cultural history. Monroeville continues to draw more pressure for private investment every year. With growth continuing, the question is how development should be channeled in a manner compatible with the vision the people of Monroeville have for themselves and their community.

Monroeville has been participating, creating, and looking ahead with the help of Small City Design Institute planning and design charrettes. That work which preceded this Comprehensive Plan process is filled with community participation, aspiration and good design. This work and community momentum is embraced and built upon in this Comprehensive Plan.

The planning process has followed a systematic approach to determine and shape a citywide vision for the future. The focal point of this process has been the public involvement in every step of the process, to reach consensus and bring about positive, measurable results.

The Monroeville Comprehensive Plan illustrates and provides an overall strategy for how the city intends to shape itself over time. The plan is a guide to making decisions regarding land use, development and conservation, zoning and capital improvements. It is intended to assist Monroeville residents, property owners, merchants, builders and developers as they invest in the city, by providing a reasonable expectation of the city's future.

Throughout the planning process, Monroeville has aimed to inform and guide decisions that will help to bring about the desired future state of the city. As a result, this plan is long-range, general, and focused on physical development. It is meant to be

an aid to decision making. Consequently, it is intended to be a living document, to be updated as needed to maintain its relevance as circumstances change.

Monroeville is the county seat of government for Monroe County. It is located strategically amid its green infrastructure with direct access to the "El Camino" corridor, making it a regional destination for municipal, retail, industrial and housing opportunities.

Monroeville's rich cultural history was recognized by the State of Alabama in 1997 through its designation as the "Literary Capital".

GREATER MONROEVILLE GOALS

- *Maintain, protect and promote Monroeville's historic and cultural character as a community.*
- *Continue to encourage housing development in the City. Look for and encourage infill and redevelopment opportunities.*
- *Encourage appropriate mixed-use and transitional development in existing commercial areas.*
- *Foster pedestrian-friendly access among and between Monroeville's neighborhoods.*
- *Establish and preserve boundaries protecting Monroeville's natural amenities.*
- *Enhance and preserve the environmental qualities of each neighborhood and of greater Monroeville.*

- Maintain and enhance the (social, environmental, economic, racial, age) diversity of Monroeville.
- *Improve physical connectivity between each neighborhood and the greater Monroeville community.*
- *Foster open communication and dialogue between city and community leaders, residents, and business owners.*
- *Build and maintain relationships and partnerships that benefit the greater Monroeville community.*
- *Attract and encourage primary job opportunities to locate in Monroeville.*
- *Foster and actively pursue downtown redevelopment and economic growth.*
- *Continue to create partnerships, build connections and pursue economic and employment growth.*

A clear set of goals allows Monroeville to quickly understand and share its assets and visions with the community and potential stakeholders and partners.

These goals should be used as a set of guiding principles for all current and future development within the City. Monroeville regularly updates and adjusts its goals as needed.

This list also serves as a checklist to measure the success of new and existing development to make sure it is compatible and appropriate with Monroeville's vision.

INTENTIONS OF THE PLAN

Throughout the planning process, Monroeville has aimed to inform and guide decisions that will help to bring about the desired future state of the City. The plan is long-range, general, and focused on physical development. It is meant to be an aid to decision making. Consequently, it is intended to be a living document, to be updated as needed to maintain its relevance as circumstances change.

The Comprehensive Plan builds upon previous planning work that was well received and focused on key parts of the City. This work completed by the Small City Design Initiative led by the Auburn Urban Studio, greatly informs the Comprehensive Plan with key design strategies.

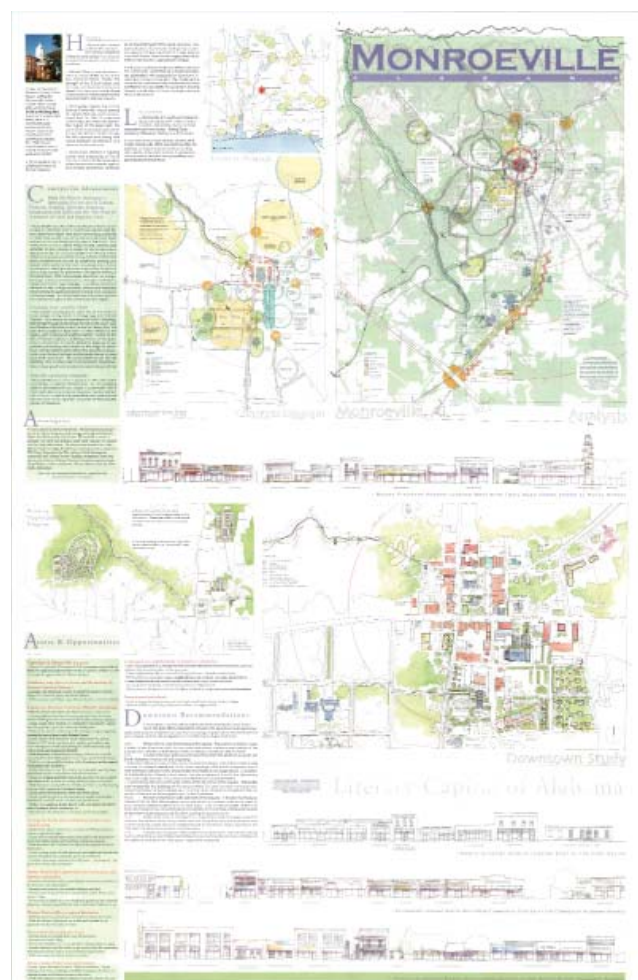


Figure 1: City Vision- courtesy STDI

The Monroeville Comprehensive Plan is an attempt to:

- Illustrate the ways and directions in which the City should evolve over time.
- Inform land use and development decisions and provide a basis for making and revising regulations regarding type, intensity and timing of development.
- Ensure that, as development occurs, the City's most significant natural and cultural features are preserved or enhanced.
- Provide a pattern for land use and development that strives for a sustainable community that includes affordable housing for its diverse population and that will continue to enjoy a diversified tax base sufficient to support desired facilities and services.
- Coordinate land use and development recommendations with those for infrastructure improvements.
- Review rezoning requests—as an essential part of determining appropriateness.
- Provide guidance regarding adoption of development regulations and amendments.
- Identify and advise priorities for infrastructure investments—streets, greenways, parks, schools and other public facilities.
- Guide local reinvestment and build retail opportunities in the City.

The City Council, Planning Commission and citizens of Monroeville intend to refer to this document in order to:

- Visualize what may be reasonably expected to occur in Monroeville as an aid to making development investment decisions.
- Review and evaluate development proposals—to test the fit with Monroeville's vision and expectations.

A PLAN IN ACTION

The City of Monroeville has been diligently moving itself forward with the creation of new boards and committees to help guide and lead Monroeville toward its goals. The following is a brief quotation from a recent Mayor's news article detailing the various City boards and commissions that have been recently created. The Comprehensive plan strives to bring all of these elements together focusing their individual goals and benchmarks to create a unified city vision and plan of action.

From the Mayor, Mike Kennedy, February 28th, 2012:

The Downtown Redevelopment Authority was established to promote economic growth in the downtown area through incentives and other economic growth means. The city has had a number of new business startups downtown. The DRA has had many businesses take advantage of the façade grant, thereby improving the appearance of their store front and the downtown square.

The Historic Preservation Commission was reformed. The downtown historic area is recognized by the State Historical Commission and is

listed in the National Historical Register. New street signage and new benches and trash receptacles have been placed in the Historical District around the square and many improvements have been made to the Lyle Salter Park.

The Cooperative Improvement District Board was formed in order to provide incentives outside the downtown area to promote the occupancy of abandoned buildings within the city. Incentives for existing and new businesses were established.

We established a five year strategic plan through the Alabama Communities of Excellence program using input of community leaders. The city is currently undergoing recertification. Committees include: Economic Development, Tourism/Marketing, Education /Work Force Development, Infrastructure, Health Care, and Quality of Life /Housing / Public Safety.

The city continues to support the education community. Education is crucial for the growth of our city.

We are in the process of establishing a comprehensive plan for the city. This is a land use, facility and infrastructure master plan to set out how the city plans to grow in the future.

The Monroeville/Monroe County Economic Development Authority was formed by city, county and private interests working together. We are members of the Coastal Gateway Economic Development Alliance which is a regional approach to economic development. The city has an Advantage Site at the industrial park which makes us more attractive to businesses looking in our area in this very competitive market. Also, the city's debit liability on the speculative building at the city industrial park has been paid.

Monroeville and Monroe County approved a joint resolution recognizing the international heritage of Monroeville and Monroe County and adopted the Universal Human Rights Pledge. When Vanity Fair located in Monroeville in the 1930's and Alabama River Pulp located in Monroe County in the 1970's we welcomed people from other countries and other states. The citizens of our community are open to new ideas and recognize the strengths in diversification.

City Wi-Fi on the square was installed and with the help of Frontier Communications was made more economically feasible for the city.

The Ollie area was annexed with the help of property owners and the state legislature. This enables the city to promote growth in that area thereby increasing its tax base and improving the services offered by the city.

The Monroeville Comprehensive Plan recognizes the value of the city's underlying natural resource base, the city's history and culture, and the history of its neighborhoods and its traditional community values. The plan balances physical and economic growth with conservation of important natural and community resources. The city's activity centers, image corridors and gateways will concentrate a diverse set of functions at appropriate locations, structured by overall citywide open space and accessibility systems. Land uses that are located, planned and designed to be compatible with these systems will be supported and encouraged to provide opportunities for creativity, efficiency, stability, image and diversity.

USING AND REFINING THE COMPREHENSIVE PLAN

The Comprehensive Plan is a combination of vision, maps, development policies and guidelines. It provides a framework for guiding public and private decisions that will affect the growth, development and redevelopment of Monroeville. The plan is based on the community's vision for its own future—a long-term vision that may not be fully achievable in the lifetime of those participating in drafting the plan, or even of the next generation. The plan looks ahead, focuses on the physical form and character of the City and its neighborhoods, and strives to shape development of public and private properties within Monroeville's planning area. The plan strives to balance, focus and provide comprehensive, long range guidance for all of the City's residents, departments and boards to use.

The plan provides a general, long-range guide to future development—to assist public officials and private citizens alike as they consider making investments that may have long-term implications for the community. To be effective at this task, the plan must be continuously monitored and renewed as changes occur in physical, social, political and market conditions. The Comprehensive Plan is intended to be a living document, to evolve and grow in response to changes in public values and to market and physical conditions.

Postcard Opportunities

City meeting attendees listed several local features as being postcard-worthy, a few of which are:

- The Courthouse
- Downtown Buildings / Square
- Churches
- Neighborhoods
- Community College
- Hospital

The plan will be implemented through the actions of developers and other private citizens, City staff, the Planning Commission, other boards and commissions, and the City Council. Major public actions in support of plan implementation will include adoption, revision and enforcement of various parts of the City's growth management system. These include development regulations, the capital improvement programming process and its relation to the City budgeting system. It also includes decisions about the appropriateness of development proposals. Guidance provided by this monitoring and renewal process will assist the City in refining and

detailing the Comprehensive Plan through consideration of amendments as needed.

The plan establishes a vision built on the community's aspirations for the City. A coordinated, comprehensive strategy lays out the path(s) the community will follow in achieving their vision. The strategy addresses five essential components and chapters of the planning process:

Strategic Development Concept: the function and form of the City, how all of its physical parts work together; an overall strategy and guiding principles for the Comprehensive Plan.

Land Use: current and proposed uses of land citywide that complement and integrate the City's vision into the physical development of Monroeville.

Economic Structure: the recipe for Monroeville's business success—placing the right economic ingredients in the right proportions in the right places.

Infrastructure: the physical utilities and facilities the City currently has and its needs as the strategic development concept is achieved.

Implementation: a description of current, proposed and potential tools and strategies the City has at its disposal to implement the Comprehensive Plan.

Only through continuing use, evaluation, detailing, reconsideration and amendment can the plan fully serve Monroeville, and only then can the people of Monroeville use it wisely as a creative tool toward achievement of its comprehensive vision for the community.

PROCESS

The plan has been developed through the ongoing participation of the community and its leaders assisted by consultants KPS Group, Skipper Consulting and DMD Engineers. Monthly public meetings were used to collect information from the community and other stakeholders and to discuss emerging plan recommendations. The consultant team reviewed and refined plan components in response.

Following each public meeting, presentation materials, meeting notes, and draft documents were posted on an internet blog established for the project. The blog allowed the community and visitors access to documents referred to in public meetings, to revisit previous presentations, and leave comments or questions for the planning team. In this way, those participating in or following the development of the plan had access to planning materials as they were developed at key points through the process.



The plan was released in multiple installments during the course of the planning process. Each release was posted in the project blog and a hard copy was made available for public review at City Hall.

The following summarizes public comments from the first City meeting on the plan. Full results are available at www.MonroevillePlan.blogspot.com and will be included as an appendix to the final plan document.

ASSETS

Those attending the first City Meeting were asked to share what they considered assets in Monroeville—those special features they hold in especially high regard and that set the community apart from other places.

Monroeville is a unique community that is a regional draw and hub for many opportunities and uses. The City has numerous natural assets, historic and cultural features, partnerships, and the enviable heart of its community, the Square with its historic courthouse and cultural ties. Local people appreciate the community's quality of life – its schools, churches, parks, natural features and open spaces and access to jobs and health care.

Overall, Monroeville is perceived as a family-oriented community, with small city charm and a diversity of natural, cultural and historic assets and opportunities. Residents enjoy the City's atmosphere and the fact that the community is still small enough for most everyone to know one another.

Assets

Assets provide a quick snapshot of the community's prized aspects of itself. These are places, ideas, and cultural features that the community should build on. The Comprehensive Plan is built on or around the existing assets as the City goes forward.

Participants noted Monroeville's industry and their regional partnerships, accessibility from US Highway 84, known as the "El Camino". Monroeville contains many historically significant places and structures, with the county's historic courthouse and literary ties to great authors and stories such as "To Kill a Mockingbird". The rural setting in which their community is located and the quality of their natural environment is cherished.

ISSUES

Regardless of their affection for Monroeville, meeting participants made it clear that work remains to be done to bring various conditions up to the standards they would like to enjoy throughout the community.

Issues

The list is neither exhaustive nor definitive, but a place to begin. Question we must ask as we go forward: As development and investment is made in the community are these issues being corrected and or dealt with? Are we planning to make sure we do not repeat the actions that have led to this list?

Participants noted that the biggest deficiency in Monroeville is what it has lost over the years. The community's ideals and visions of its future are tarnished by the conditions of its historic downtown and core. This is compounded through recent losses of major employers in the area and the overall downturn in the city's economic prospects. Monroeville has had new growth in some of its retail corridors, but still has commercial and industrial vacancies and lacks many retail services. Monroeville has slowly lost tenants and downtown businesses, which once formed the heart of its community.

OUTSIDE FORCES

There are always factors not subject to local control—forces that operate perhaps at county, regional, state or national levels—that affect every community, each in its own way. Local residents agreed that is the case with Monroeville. Though Monroeville is growing its commercial base slowly, this growth compounds the existing issue of traffic congestion and development along Highways 84 and 21, 41 and 47. These roadway corridors play an important function to connect Monroeville to its neighbors, and encourage commercial and regional cooperation and opportunities. The highways are also an outside force, controlled and maintained as they are by the Alabama



Department of Transportation. As land uses change and densities grow along the corridor, without proper planning and funding the issues of congestion and traffic may be a deterrent to future growth in Monroeville.

In addition to transportation and traffic issues from outside forces, the residents also noted development pressures inside the City, specific issues including the Post office, and the limited current growth potential for the City of Monroeville in general.

WHY PEOPLE CHOOSE TO LIVE/WORK/INVEST IN MONROEVILLE

When those at the City Meeting were asked to share their personal reasons for living, working or investing in Monroeville, the list grew quickly. Monroeville is a unique City. It is a friendly and relaxing place. Many residents choose to settle and/ or stay in Monroeville because of its small city charm and sense of home. Monroeville has access to good schools and a community college. It is certainly historic, and rich with cultural heritage while providing affordable, comfortable neighborhoods. In short, the people of Monroeville value their community because it embodies the virtues of traditional cities in America.

VISIONS FOR MONROEVILLE

Building upon discussions of assets, issues, outside influences and the reasons people are drawn to the city, meeting participants were asked to envision Monroeville as they would like it to be in a decade or so. Following a short period of consideration, each person was asked to share with the others at least one significant aspect of that future that is absent from Monroeville today.

The participants described their collective vision of Monroeville as a more walkable, connected place, with more people out and about. They envisioned healthy and growing primary employment with more retail and commercial environment not only in their Downtown, but along their highway corridors. The new retail and commercial business would increase the City's tax base and afford the City the ability to provide more services and projects for its residents, and would position Monroeville to be a destination retail

and employment centers for the region. They imagine Monroeville taking greater advantage of its natural resources and opportunities. They envision Monroeville in the future as still enjoying the historic and cultural character it has today. The positive qualities of the community would encourage its children to stay or return after college to raise their own families. Retirees would have even greater opportunities and services available to them.

Local people see Monroeville providing more for all their residents including their youth and senior populations. The participants envisioned City government as instrumental in bringing about their vision, by promoting and advertising the City and through the support

of community leaders who continuously steward the vision of Monroeville. The community would invest in the improvement and expansion of its neighborhoods, plus development of more parks, recreational and commercial development.

It was clear to participants that accomplishment of these tasks will require effective growth management on the part of City government. In general, business investments should be focused downtown and strategically along key areas on the Highways. Upgrading the image of the community will require taking charge of its gateways and development along the major roads through City.

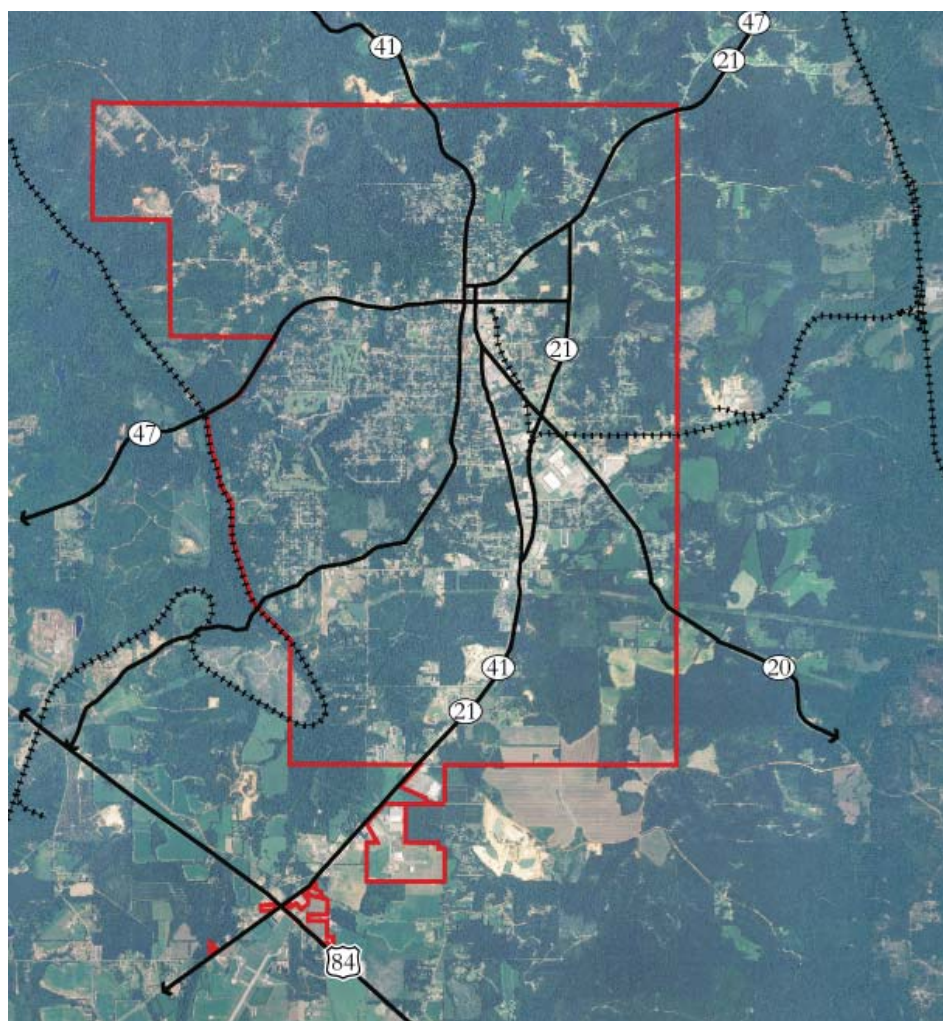


Figure 2: City Boundary

STRATEGIC DEVELOPMENT CONCEPT

The strategy for improving the quality of life of Monroeville is based on the strong value system expressed by local residents and the responses they shared with one another during the first City Meeting. As such, the choice for Monroeville is not one of “growth” or “no growth” but of how and where growth and development should be channeled – in a manner compatible with the vision the people of Monroeville set for their community.

This process has provided a systematic approach to determining a Citywide vision for the future. It includes setting long-range goals for the physical character of the City and devising policies, programs, and projects to move the City toward fulfillment of those goals.

The focal point of this process in Monroeville is continuing dialog between citizens and their elected and administrative officials. Its purpose is to reach consensus on policies, programs, and projects relating to that physical character and to the responsibilities and areas of influence of City government.

Creating and seizing upon community-wide opportunities began with the Monroeville’s core and its various activity centers. It was built upon the overall image of the City and its physical setting. The strategic development concept promotes and supports commerce, industry, recreation, housing and municipal functions in locations accessible to people living and working in the community and planning area. It protects the City’s traditional neighborhoods and values while upgrading the street network, pedestrian and bicycle facilities. The strategy also focuses on upgrading recreational facilities and infilling activity centers with greater connectivity between them all. Overall, the strategy is for Monroeville to grow in a sustainable manner – environmentally, economically and socially – so that future generations may enjoy the

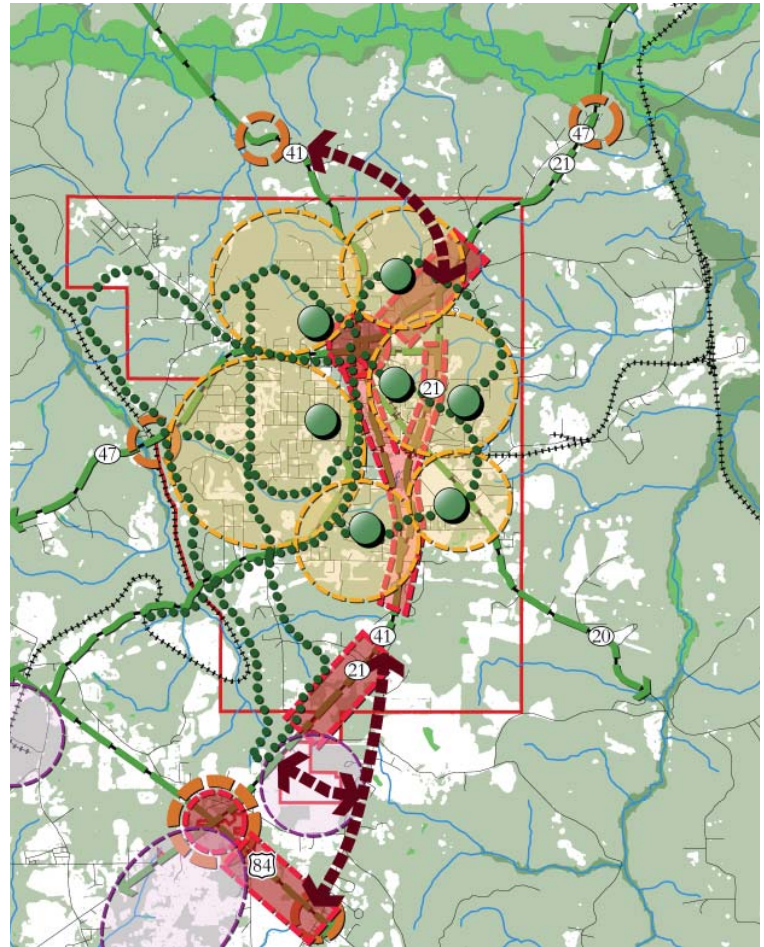


Figure 3: Strategic Development Concept

kind of community Monroeville desires balancing local natural and man-made resources that support the community’s quality of life.

In summary, the Strategic Development Concept is designed to build on the spirit of the people of Monroeville, their history and their successes. The intent is to capitalize on the City’s resources, to build upon its history and culture, traditions and institutions in combination with the advantages of the City’s location and setting. The concept expresses the City-wide consensus vision that emerged from the Monroeville City Meetings: to provide a general, overall framework for the City’s Comprehensive Plan.

MAJOR GOALS

Overall

- An overall strategy will guide and balance development and conservation.
- The city will actively pursue retirees and primary employment opportunities by improving the quality of life for its current residents.
- The City will have a plan and program for directing public and private investment that supports its desired image, health, safety and welfare.
- The City will have a plan and program to provide and support connectivity, pedestrian and bicycle facilities and recreational activities.
- The City's growth management system will favor new and infill development that can be supported by existing and /or cost-effective expansion of City infrastructure and facilities.
- Higher densities and intensities of development will be located around major roads, intersections and activity centers already served by City water and sewer.
- The focus will be on commercial infill and redevelopment opportunities in addition to new development in planned commercial activity centers.

Legibility and Image

- Monroeville will be a legible City—its edges and districts will be clear and visitors will be able to find their destinations with ease.
- City gateways will be attractive and well-defined.

- The community's major streets will reflect a positive image through

The Strategic Development Concept

A big picture, strategic look at the existing structure of City, that sets a road map for achieving the City's vision. The SDC translates local values and ideals into physical place-based concepts. The SDC is an important first step in shaping the Comprehensive Plan and ensuring its success.

design, maintenance and the quality of development alongside them.

Green Infrastructure

- The City's "green infrastructure" will be conserved and respected by the Comprehensive Plan and the City's growth management system.
- The City's park and recreation system will be enlarged and improved, as the City grows, to include passive and active parks and outdoor recreation facilities.

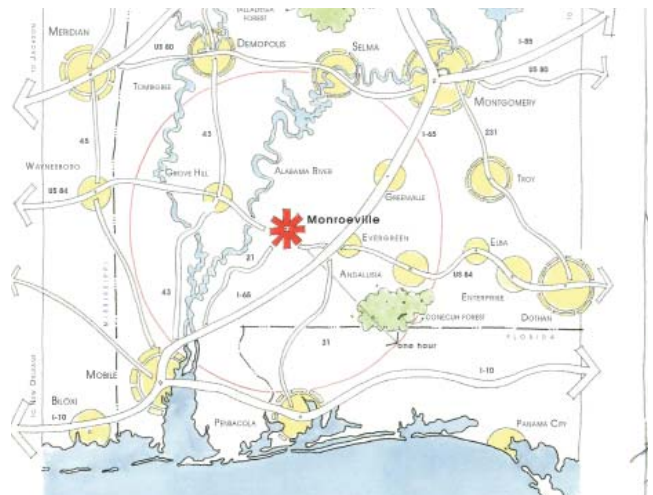


Figure 4: Regional Connections - courtesy STDI

- There will be greater connectivity between the existing and proposed park facilities and greater connectivity to the surrounding neighborhoods and communities.

Downtown Monroeville

- Downtown will remain the civic heart of the community and focus of public interaction.
- The Square and its surrounding building stock will be preserved where feasible and redeveloped where needed in support of infill and revitalization, to allow for and encourage reinvestment.

Neighborhoods

- Neighborhoods will have a strong sense of place, each with a focus area of appropriate function and size.
- The City will plan for and create incentives to direct new and infill residential development where it will provide for and achieve the City's vision for housing and support the desired commercial and retail vision.

Commerce and Industry

- Commercial development will be directed to downtown and to commercial activity centers that support neighborhoods.
- Industrial development will be directed toward existing industrial parks and facilities, building on existing infrastructure and access.
- Clean industries that build appropriately on Monroeville's industrial history will be recruited to expand primary employment opportunities.

Mobility and Access

- Streets will be interconnected to support mobility, access and emergency response.
- The City's pedestrian network will be expanded and linked to a greenway and trail system to interconnect neighborhoods with schools, park and recreation facilities and other community destinations.
- The quality, safety and capacity of the City street system will be upgraded through improvements to selected streets, railroad crossings, intersections and pedestrian crossings.
- Access to major streets will be managed carefully to conserve their capacity and assure safety for motorists, pedestrians and bicyclists.

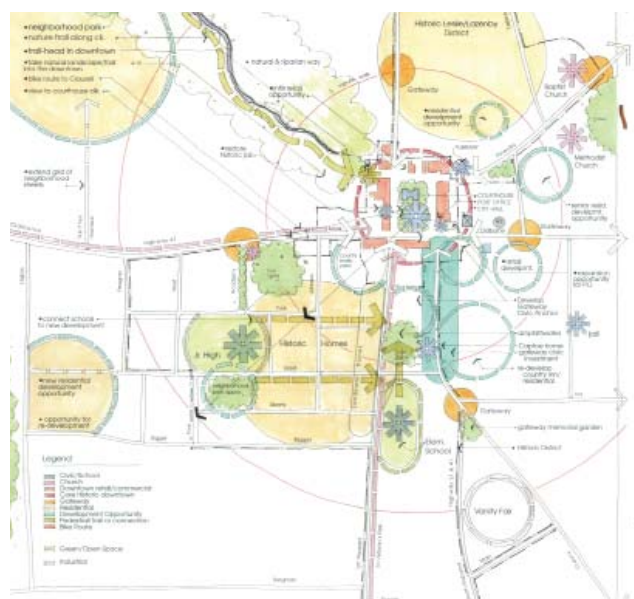


Figure 5: Monroeville Opportunities - courtesy STDI

GREEN INFRASTRUCTURE

Like all communities, Monroeville is dependent upon its infrastructure for well-being. Most people, when considering “infrastructure” will first envision roads, utilities and perhaps a variety of buildings as well. However, a community’s “green infrastructure” is often overlooked. Monroeville’s green infrastructure consists of Limestone Creek and local tributaries of the Alabama River, ponds, wetlands and floodplains, the tree canopy, prime agricultural soils, unique terrain and setting, and parks and recreational lands. These resources affect the economy, overall quality of life and the health and safety of residents. If the City’s green infrastructure is not respected, and capitalized upon, the quality of life in Monroeville may suffer.

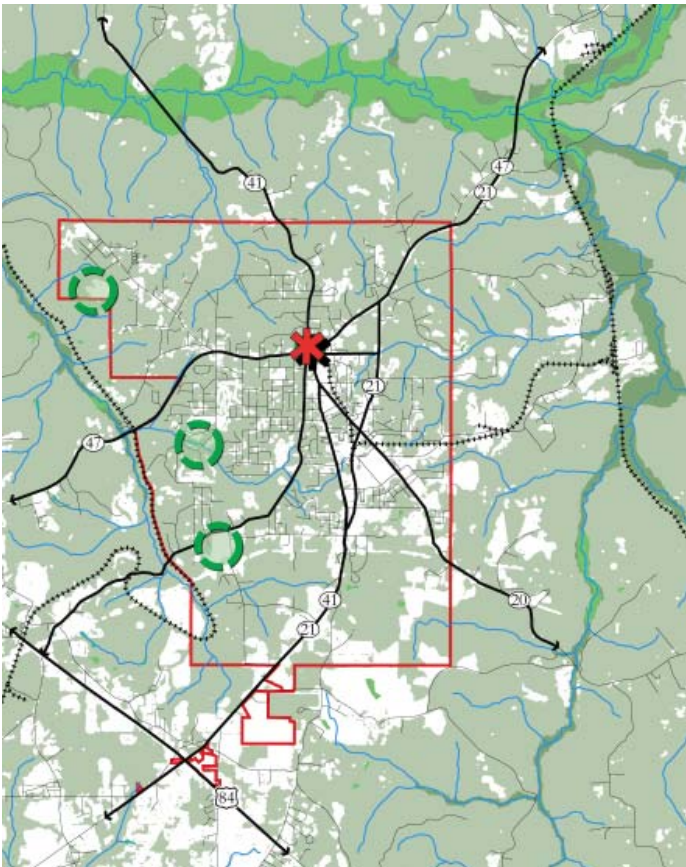


Figure 6: Green Infrastructure, composite diagram

Natural resources have limits and most development decisions typically affect far more than the property owner. Depending upon the approach to development, the character of the land and water resources can present varying ranges of opportunities and hazards.

The first step in this process is to discern the pattern of the City’s green infrastructure and its constituent parts – the resources, sites and areas that may be critical to the community. The pattern in Monroeville is internally very consistent – Monroeville’s watercourses form a network along which lay floodplains, ponds and wetlands. The existing tree canopy frames Monroeville’s historic setting. The tree canopy also extends into Monroeville’s neighborhoods and parks. The Green Infrastructure map depicts the general pattern of these resources and places. It shows also how the natural areas together provide a framework within which to organize, locate and interconnect development to maximize advantage.

GREEN INFRASTRUCTURE POLICIES

Conserve green infrastructure and landscape form

The City’s landscape includes woodlands, open spaces, parks, floodplains, wetlands and area waterways. Development should be planned and arranged within the landscape with these areas clearly in mind. Green infrastructure elements should be reserved for greenways and parks or simply conservation areas. These should be linked together into an overall open space system, and development should be planned and designed so that buildings look into these areas rather than back up to them.

Ensure green infrastructure accessibility

The City's green infrastructure should be visually and physically accessible. There should be a park, greenway, trail or other natural open space within sight or easy access of most homes in the community. Parks and conservation areas with public access should be provided. Parks and open spaces should accommodate both active and passive recreation uses. Walking trails, play areas and picnic facilities should be staple components of all parks.

Conserve floodplain

Development should be managed so that natural areas may be protected and can provide open space throughout the community. New growth should be directed to infill locations and to sites adjacent to existing development rather than in disconnected sites where the cost to provide infrastructure extensions would outweigh the benefit of new growth.

Preserve or create new green elements appropriate to new development

In close-in locations where higher intensity development is expected, new green elements should be provided through "greening" of the street and parking areas and with other landscape improvements. In areas further from the center of City, development should be of

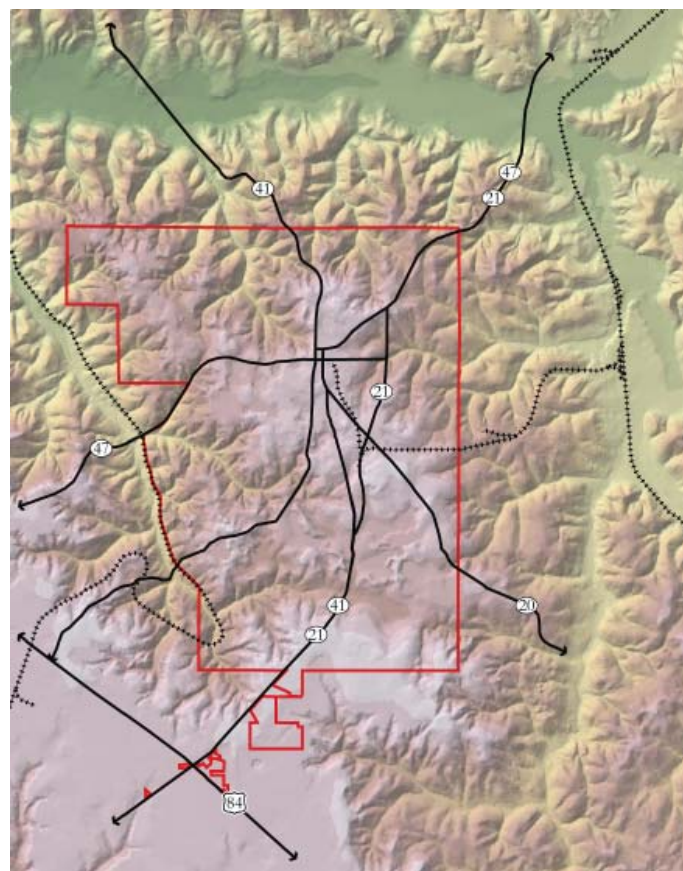


Figure 7: Terrain Diagram

lower density and increased natural open space. In these locations, site clearing should be kept to a minimum and "conservation subdivisions" may also be considered.



Conservation Subdivisions

Used to preserve green infrastructure features (e.g. floodplains, wetlands, tree canopy and steep slope areas). The conservation subdivision approach allows a developer to achieve the same net number of residential units – that would otherwise be allowed on the site in accordance with zoning requirements – while preserving critical natural areas on the property as common open space, which may then be enjoyed by homeowners.

ACTIVITY CENTERS

Significant nodes or concentrations of people, activity and development are designated in this strategic concept as activity centers. Each center is or should be located, planned and designed to relate to, support and affect community form, environmental quality, neighborhoods and the transportation network in a positive way. Activity centers come in a variety of types and sizes, but most should include several of the following characteristics:

- **Anchor or focus of activity:** Regardless of its type, every center or corridor contains some activity or function for which it is known.
- **Compact, densely developed core:** There is a relatively high density of development toward the center and less toward the edges.
- **Vehicular accessibility:** The center is readily accessible by car, by virtue of its being located along a major road or near an important intersection.
- **Internal vehicular circulation:** Once having arrived, a motorist may easily access most any other location without having to re-enter that street.
- **Pedestrian and bicycle accessibility and orientation:** The center is readily and safely accessible by pedestrians and cyclists. The center is planned and designed with the overall needs of pedestrians in mind, as appropriate to its type. For example, downtown Monroeville reflects the highest integration of pedestrian and bicycle facilities in the City.
- **Positive sense of place:** The average person has a good feeling about the overall character and image of the place and its relation to the surrounding environment, feelings of safety, and sense of arrival and departure.
- **Visual coherence:** The visitor senses that things fit together—signage, landscaping, parking, sidewalks, buildings and public spaces.
- **Well-defined edges:** The arrangement of uses and the design of the streetscape, buildings and landscaping make it clear where the center begins and ends.

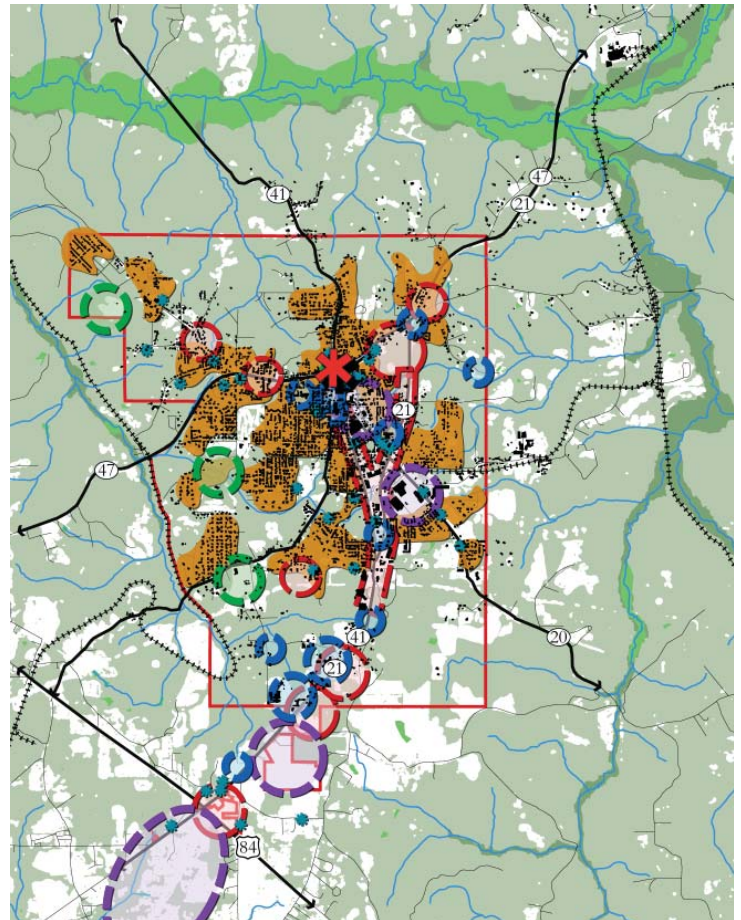


Figure 8: Activity Centers

ACTIVITY CENTER POLICIES

Preserve and enhance the City's open space system

All activity centers should be carefully planned, organized and placed appropriately within the City's green infrastructure. They should be strategically placed away from the most valuable or threatened natural resources. The natural environment should continue to be valued as an important ingredient of all the City's activity centers, which in turn should be designed to conserve and utilize natural systems to assist in filtering stormwater drainage.

Design each activity center to relate to its context

Each activity center should have an appropriate scale and mix of uses defined by its type and the scale at which it functions—regional, Citywide or neighborhood. Each of these centers should be integrated into the community, with appropriate connections and transitions made to adjacent land uses.

Streets and service drives should be located and designed appropriate to the users, mindful of the impact on roadway capacity and safety. Vehicular access should be designed to allow motorists access to adjacent centers and neighborhoods, discourage through traffic and accommodate service access and delivery.

Create discernible, compact activity centers

Each activity center should be planned and designed to have a sense of identity and place, as does Downtown Monroeville, that is distinguishable from one activity center to the next – perhaps by including a unique feature or activity. Activity centers should be compact and densely developed. Their edges

should be well defined. Each center should look and feel as if it has been designed, or at least considered, as a whole, in context with its surroundings. Design elements, such as building setbacks, height, scale, materials, landscaping, signage, and streetscape design should link individual developments within an activity center together. Differences should be harmonious – not abrupt and overwhelming – to provide an interesting, diverse environment.

Design for pedestrian accessibility

Design can greatly influence the number of people willing to walk or ride as an alternative to driving. “Complete streets” and other appropriate linkages between residential and nonresidential uses should be provided. Pedestrians and vehicles should be separated from one another, and the length of pedestrian crossings of parking areas kept to a minimum. Human scale should be created through building mass and form, as well as scale and detail. Building location, setbacks and orientation should enhance pedestrian comfort, as should lighting and landscape design.



Activity Centers		
The following highlights fundamental characteristics of the activity centers indicated in the Strategic Concept.		
Downtown Monroeville	Employment Support Centers	Community Commercial Centers
<i>Typical Appropriate Uses</i>		
Residential: Adjacent (horizontal) Integrated (vertical) Retail commercial Office / service commercial Dining and Lodging Institutional/Civic Passive recreational	Industrial Office and services Warehouse and distribution Wholesale commercial Light industrial	Retail commercial Office / service commercial Small restaurant(s) Residential: Adjacent (horizontal) Integrated (vertical) Small Institutional/Civic
<i>General Development Principles</i>		
Positive sense of place Visual coherence Compact, dense core Mixed uses Civic spaces Pedestrian oriented Pedestrian accessible Intense center of activity Well-defined edges	Positive sense of place Visual coherence Pedestrian accessible Internal vehicular circulation Access management Well-defined edges	Positive sense of place Visual coherence Moderately intense center of activity Pedestrian oriented Pedestrian accessible Internal vehicular circulation Access management Well-defined edges
<i>General Design Guidelines</i>		
Buildings built to sidewalk Street trees Off-street parking to rear or side of buildings Avoid drive-in/drive-through uses Intensity decreases to edges	Street trees Intensity decreases to edges and/or Landscape buffers at edges	Buildings close to and connected to sidewalk One or two stories Parking to rear or side of buildings Drive-throughs located away from view Street trees Intensity decreases to edges Greenway connections

GATEWAYS AND IMAGE CORRIDORS

Monroeville enjoys access from a number of roads. These major streets act as gateways to the City's activity centers and neighborhoods, making a lasting impression on residents, business, industry and visitors. The following,

- Highways 84, 21, 41 and 47
- The Square

are some of these "image corridors." They should be safe, comfortable, and interesting. This is not simply a matter of aesthetics; the economy of the City is tightly linked to physical character, and its image must be enhanced and maintained to remain competitive.

Gateways on these routes also form a critical part of the City's image. They should be taken greater advantage of and enhanced. Gateway signage and associated improvements need not be located at the City limits. Rather, they should be strategically placed along image corridors, at sites where existing vegetation, topography, strong views of the City or countryside, adjacent development, or other features can dramatically enhance the gateway experience. The more heavily traveled the road, the more important the gateway. Therefore, a greater level of investment in gateway improvements and greater attention to the location and quality of development should be expected on major roads.

By taking appropriate care of the image corridors and gateways, Monroeville will set itself apart and further ensure marketability and prosperity by attracting visitors, residents and investors. Development planning and design should incorporate the following policies to assure that Monroeville will reflect a positive image to visitors and provide recognizable, attractive transitions from outside to inside the City:

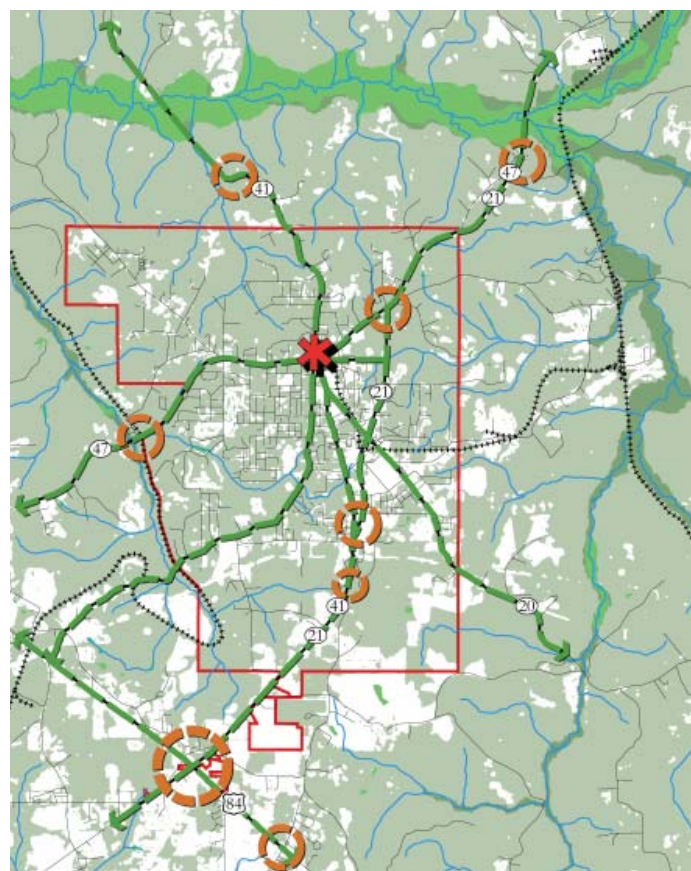


Figure 9: Gateway and Image Corridors

GATEWAY AND IMAGE CORRIDOR POLICIES

- A cohesive and coordinated land use pattern for each image corridor and gateway should be planned, designed and implemented. Zoning and ordinances should be updated to reflect the community vision.
- Sense of place should be enhanced with strong, well-designed development.
- Appropriate lighting and tree plantings should be used at gateways and to help unify image corridors.

- Scattered or strip patterns of commercial development should be phased out over time through redevelopment or reuse and through commercial infill in strategic locations to create a more cohesive land use pattern.
- Commercial buildings should face the street.
- Commerce should be easily accessible to adjacent residential areas.
- Each building should be designed to form part of a larger physical composition of the area in which it is located. Adjacent buildings should relate in scale, height and configuration.
- To provide human scale, larger buildings should be divided into separate volumes, both horizontally and vertically.
- Buildings should face and be relatively close to the street, with most off-street parking located behind and/or beside buildings.
- Development should be planned and designed to maximize street frontage of buildings and minimize street frontage taken up by parking lots.
- Buildings should frame and reinforce pedestrian circulation, so that pedestrians may walk along building fronts rather than along or across parking lots and driveways.
- Pedestrian and bicycle circulation should be an integral part of the corridor experience, provided through street and site design, and should be connected to a citywide network of pedestrian and bicycle facilities.
- Driveway access to major roads should be limited. Adjacent businesses along the same side of a major street should be interconnected by alleys or cross access drives.
- Sign types should be appropriate to their context. In denser, pedestrian-friendly areas, building signs should be encouraged. In more vehicle-oriented locations, such as along Highway 84, 21, 41 and 47 freestanding signs are appropriate, though their size and height should be carefully managed to avoid clutter and visual confusion.

Gateways and Image Corridors

General Development Principles

- Positive sense of place
- Visual coherence
- Pedestrian accessibility
- Internal vehicular circulation
- Well-defined edges
- Access management

General Design Guidelines

- Street trees
- Parking to side or rear
- Intensity/density decreases to edges
- Transition to adjacent housing



CONNECTIVITY AND ACCESSIBILITY

Monroeville is well-interconnected both internally and externally. A number of state, county and local roads traverse the community providing a high level of mobility – the ability to get from one part of the community to another or to nearby communities. The natural terrain and historic development patterns have created several cul-de-sac and dead end neighborhoods. Generally, Monroeville’s street network should continue to develop as it has historically, but avoid building additional cul-de-sac and disconnected developments.

While the City’s street network is interconnected, its sidewalk system needs improvement. The majority of existing sidewalks are located in the central portion of the community, around the Square and in historic neighborhoods close to the schools. Developing a more walkable community will be an important element of achieving the community’s vision. Monroeville should consider sidewalks on select streets to expand the existing pedestrian infrastructure while also requiring sidewalks in future developments. In addition to sidewalk improvements, the City will look to create and interconnect a system of trails and bikeways to interconnect neighborhoods, parks and natural areas. These improvements will increase pedestrian access between residential areas and community destinations – schools, parks, churches, and business areas.

Another important element of the City’s access system is the provision of safe, convenient access to individual properties. Unfortunately, the provision of access to property competes with the efficient movement of vehicles around and through the community. To create balance in meeting these needs and to assure safety, Monroeville will adopt access management policies and work with the Alabama Department of

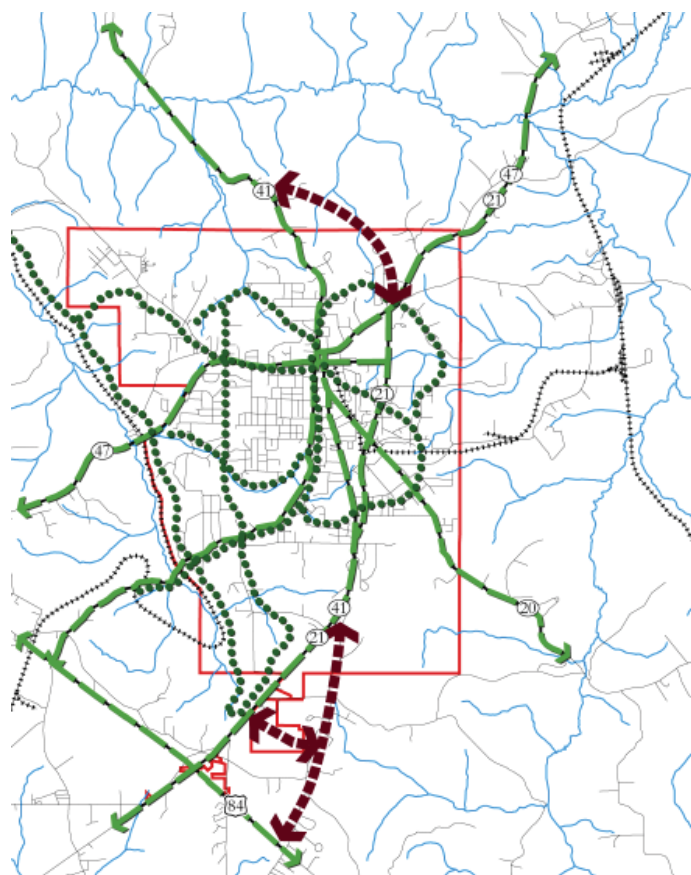


Figure 10: Connectivity

Transportation to include these techniques for development along all the major highways.

CONNECTIVITY AND ACCESSIBILITY POLICIES

Develop an interconnected Citywide street network

Residents and visitors should be able to travel conveniently throughout the City by other than a few major roads. There should be multiple ways in and out of subdivisions to disperse traffic and support emergency response. This will require additional street connections within and between neighborhoods and nearby activity centers. Through implementation of the City’s growth management system, connectivity

within the Citywide street network will be maintained as it grows along with new development. Others may be constructed by City government.

Design neighborhood streets to connect but calm traffic

Street networks in subdivisions should, by design, discourage through traffic while still providing inter connectivity. Culs-de-sac are a conventional approach to discouraging through traffic; but dead-end streets do worsen connectivity issues and can increase response times for fire and police services. There are a number of design tools available to reduce and calm through traffic that should be implemented and the number of culs-de-sac in future development reduced while still providing safe, calm neighborhood streets.

Expand pedestrian infrastructure

In addition to public improvements in sidewalks along existing streets, sidewalks should be required in new developments according to density, use and location. Sidewalks should be provided on both sides of streets in activity centers and in high and medium density residential neighborhoods. In lower density neighborhoods, sidewalks should be provided on one side of each street or the neighborhood connected to nearby destinations by a greenway trail. Sidewalks should be provided in any type of development within one-half mile of Downtown Monroeville, a school, park or community commercial center. Monroeville shall explore and plan for ways to interconnect and expand its existing parks to take greater advantage of its natural assets within the City. Accessibility issues can be tied into economic development and tourism possibilities with a well constructed, maintained and marketed series of trails that can introduce residents and visitors to the areas' natural areas.

Manage access along major roads

Along major roads, especially those with higher design speeds and traffic counts, the number of driveways should be kept to a minimum and adequate spacing assured between driveways and intersections. This will increase safety and maintain the traffic-carrying capacity of the road. Along the City's major corridors adjacent developments should be connected by shared drives, cross access, alleys or a combination of these access management techniques; and median openings should be kept to a minimum.

PARKS AND GREENWAYS

One of the clearest signs of a healthy community is a variety of parks and accessible green open spaces throughout. The Strategic Concept calls for development of both public and private green spaces for recreation and social interaction, as well as greenways and trails that conserve and take advantage of Monroeville's green infrastructure, enhance opportunities for pedestrian and bicycle access and provide quality of life amenities in locations that conveniently serve both existing and future neighborhoods.

This strategy includes a network of greenway corridors at the edges of the developed portions of the community, generally following the natural terrain, the floodplain and a few major roads into the center of Monroeville. The map also illustrates several general locations for future neighborhood or community parks.

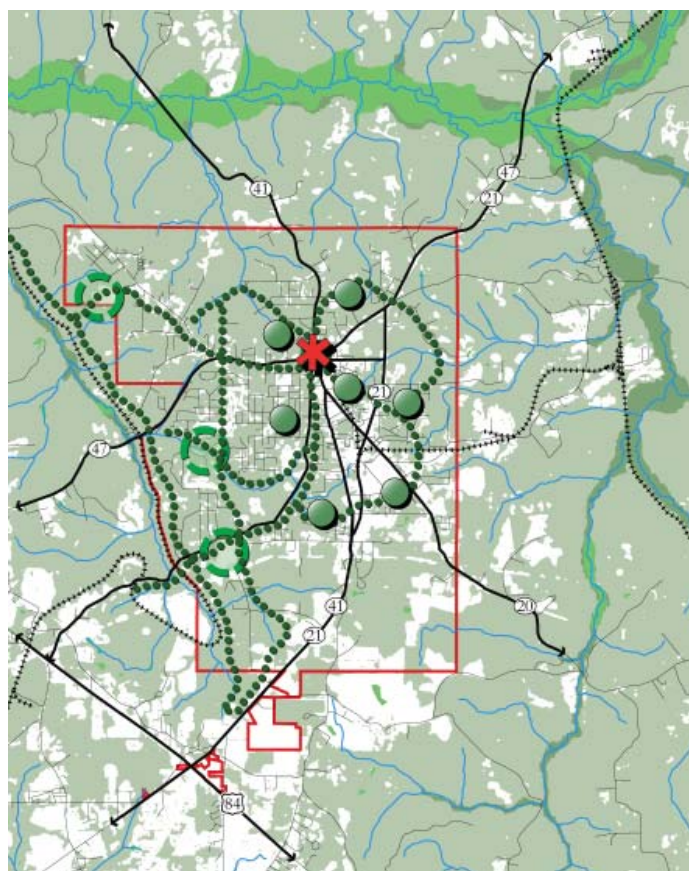


Figure 11: Parks and Greenways

PARKS AND GREENWAYS POLICIES

Reserve usable open space in new developments

As new development occurs, especially in medium and higher density residential areas, usable open space should be reserved and provided for the recreational use. Land areas that are wet or inaccessible or that may be small or poorly configured should be avoided for neighborhood recreational space, although they may be appropriate for conservation purposes or to complement community open spaces.

Provide green space convenient to neighborhoods

There should be a park, greenway or other type of green space within sight or easy

walking access of most every home in Monroeville. Visual access to open land is a benefit of living in Monroeville and also tied to the values expressed in City meetings. These vistas should be maintained as new development occurs. This may be achieved by reserving land in new residential development for recreational use, by public acquisition of land for new parks and recreation facilities and by preserving wooded stream corridors as greenways.

Create a green infrastructure network

Through careful planning of new development, Monroeville's green infrastructure should be conserved and encourage to evolve into a Citywide system of natural corridors that preserve plant and animal habitat, support watershed

protection and lend opportunities for passive recreation.

Connect community destinations with greenways and trails

The development of greenway trails through public and/or private investment supports conservation while also increasing recreational opportunities and connectivity between neighborhoods, activity centers, parks, schools and other destinations. Trails may be located in greenway corridors or adjacent to major roads.

CONCLUSION

The Strategic Development Concept is a road map for the Comprehensive Plan. It comprises all of the issues, goals, concepts and visions collected from residents and community participants through city meetings and the plan website. These goals, visions and concepts have been expressed in physical projects and design elements comprising the existing Green Infrastructure, Activity Centers, Gateways and Image Corridors, Connectivity and Parks and Greenways.

As the Comprehensive Plan for Monroeville develops, the Strategic Development Concept will be refined and more narrowly focused to help express specific strategies, tools and implementation of Monroeville's vision, while also incorporating the specific community needs and issues that are expressed in public meetings.

The following land use plan results from analysis of existing land uses, environmental and man-made conditions, Monroeville's vision, and the principles illustrated in the Strategic Development Concept. Street design is addressed together with land use in this chapter, reinforcing that these subjects are integral to one another and must be evaluated and planned for simultaneously. Simply, different land uses and intensities of development require and support different types and levels of transportation infrastructure.

The Future Land Use map illustrates 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 the city's 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, Monroeville intends to invest, reinvest and develop so that new growth is suited to the capacity of the land and to the city's ability to economically provide infrastructure and quality services and facilities.

Future Land Use Map

A road map for the future development of the City, describing the policies required to shape the existing development patterns of Monroeville to reflect its desired vision and ideals. The map is a guide for development. Additional city ordinances, plans and codes, described within, should be enacted to support and encourage the communities vision.

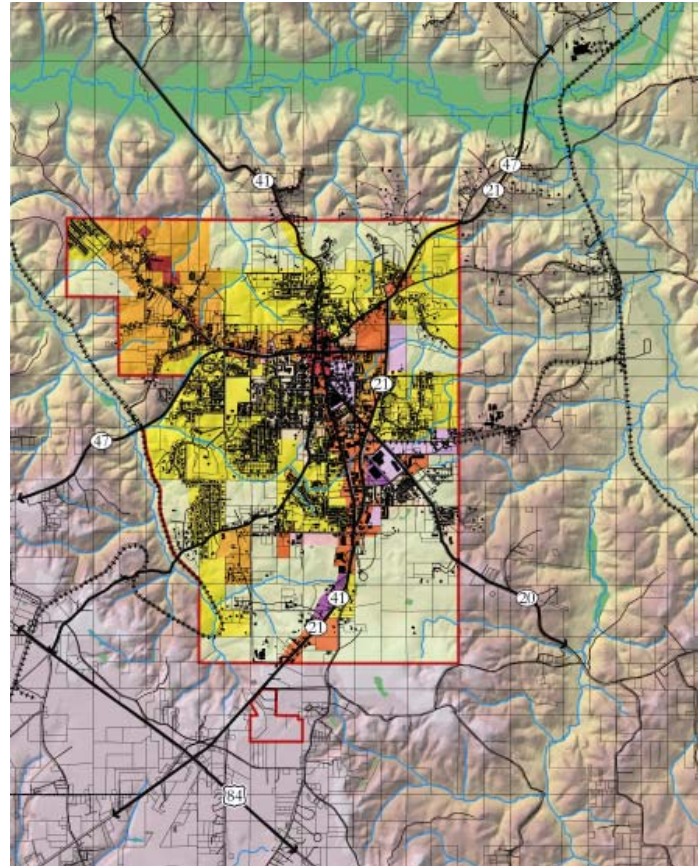


Figure 12: Existing Zoning overlaid on the Terrain map

ELEMENTS OF THE PLAN: GUIDING POLICIES

The land use concept is built around the following policy themes:

Protect Monroeville's Green Infrastructure

Monroeville intends to protect and enhance important and fragile ecosystems city-wide. The city will strive to conserve and use its natural and open lands for agriculture, parks, and trails.

Grow as a City of Neighborhoods Supported by Activity Centers

Monroeville intends to grow in ways that support its existing neighborhoods and activity centers. Generally, this means that Monroeville intends to:

- Maintain and enhance Downtown Monroeville as the symbolic and cultural heart of the city.
- Direct community-oriented commerce to Downtown Monroeville.
- Concentrate larger scale and commuter-oriented commerce into activity centers at key intersections along Highway 21.
- Locate high-employment industries in and adjacent to existing industrial activity centers and locations currently and previously used to support industrial uses.
- Concentrate higher density residential development around Downtown and commercial activity centers.
- Guide residential development in ways to form true neighborhoods.

Maintain and Enhance Community Character

Monroeville intends to maintain and enhance the physical qualities of the community – its natural and man-made environments – as an overarching consideration. This policy is incorporated in all parts of this plan. This means Monroeville intends to reinvest in the city's historic development pattern and in its older neighborhoods and commercial areas. Thus, the City will conserve and improve its natural setting as well as its streets, parks and public facilities to encourage and sustain private reinvestment in already developed portions of the community.

Support and Encourage the Ideals and Vision of Monroeville

Monroeville intends to use the plans, visions and ideals expressed by its residents to shape policies and laws that support and encourage the development pattern they desire.



FUTURE LAND USE PLAN

The essential functions of the city – its downtown, neighborhoods, commerce, institutions, industrial areas, parks and farmland – are presented in the Future Land Use map. The land use categories indicated on the map should not be interpreted literally as zoning districts, but rather as general guidelines indicating desirable land use patterns for Monroeville. The pattern is intended to serve the following purposes:

- Identify and sustain desirable land use patterns
- Avoid and resolve land use conflicts
- Forecast infrastructure needs
- Provide a foundation for zoning considerations
- Provide a physical, mapped interpretation of the values, ideals, needs and visions for the City of Monroeville

This section is presented in the order of importance as expressed by the residents of Monroeville. The plan begins with one of the most important and identifiable features of Monroeville and that is its Downtown. A Downtown that through its history, location, design and use, is not only the heart of the City but one of its most important assets and building blocks for Monroeville's future. As downtown is reinvigorated and developed to grow into the place the residents desire it to be, it will require support and investment so it can flourish. This support is represented in the Future Land Use plan as the placement and location for residential uses and housing patterns that will keep to the values and ideals of Monroeville, and can provide the rooftops necessary to support Downtown, creating a vibrant community heart.

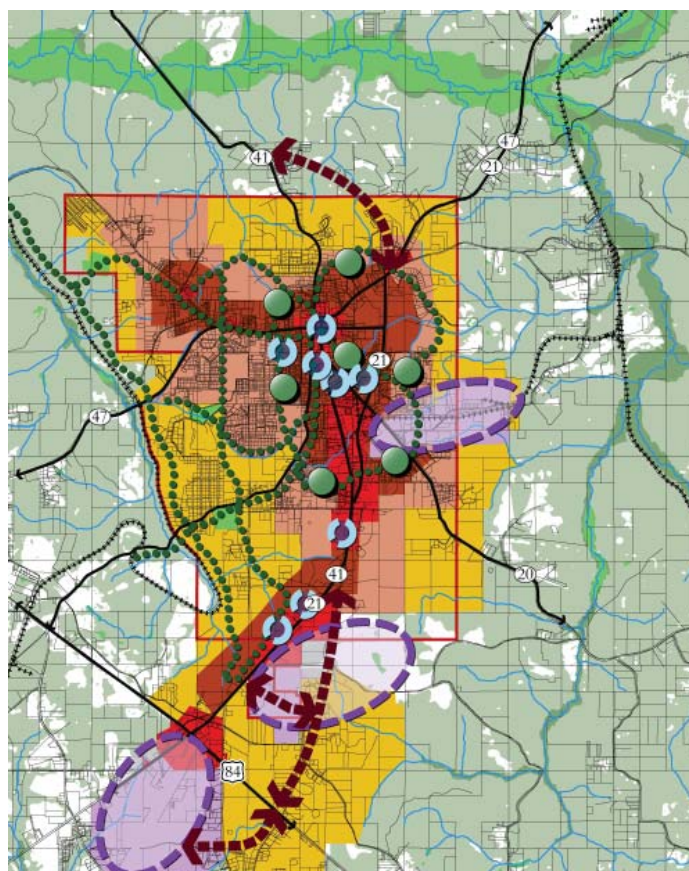


Figure 13: Future Land Use

In order to assure these places have the opportunity to meet and exceed the values, assets and visions expressed by the residents, the Future Land Use map demonstrates potential projects, needs and uses such as new and upgraded parks, interconnected pedestrian and vehicular systems, along with additional land use support to allow for complimentary and transitional uses to be placed in locations that can complement and strengthen the overall plan and Strategic Development Concept for Monroeville.

The industrial, commercial, neighborhood centers and future parks as identified in the Strategic Development Concept are intended to serve as magnets for the types of development described in the Future Land Use Plan.



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 also 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 should play a large part in determining appropriate development location and design. Similarly, provision for 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.

LAND USE TYPES AND CHARACTERISTICS

Downtown Monroeville

The Square is Monroeville’s “100% location.” It is the most recognizable physical environment in the community to locals and to those outside the community. Downtown is easy to get to from anywhere, and is charming, with a historical elements and the cultural heart of the community. The core of Downtown has a well-established development pattern with the majority of buildings built side-by-side and up to the sidewalk’s edge. Parking is provided on-street and additional off-street to the rear and side of some buildings. These characteristics make it a very comfortable, pedestrian-oriented environment. Activating vacant storefronts and adding to the building stock using the existing character and design standards will allow for the charm of Downtown to prosper and encourage visitors to linger – to stroll, window-shop and interact with neighbors. This is the ideal environment for Monroeville’s best retail, dining and entertainment uses. Concentrating retail and dining uses in this environment will help ensure long-term success. Dining and entertainment can keep Downtown busy at night as well as during the day. Commercial support uses and loft dwellings are most appropriate in upper stories if constructed, leaving the majority of ground level spaces available for shopping and dining.

Neighborhoods. One of the important aspects and assets of Monroeville is its historical neighborhoods. The neighborhood pattern in Monroeville is established with its historical placement of structures and lots, along with connections, adjacent uses and places, that together allow for residents to interact, develop bonds of community and maintain vibrant neighborhoods. Key characteristics

of these places and experiences are their interconnected streets and pedestrian ways, and the ability for residents to move around and see one another while still having a great variety and degree of privacy. The location and siting of homes close to the street provides for front porches and interactions with those who pass by on the sidewalks. The historical patterns of the neighborhood provide for open spaces and connections to the surrounding business and commercial uses. They provide for ways to quickly and easily reach schools and municipal functions located within or directly adjacent to them. The neighborhood is more than just an assemblage of buildings but the creation of place that fosters community and touches on all the core values that Monroeville strives to hold onto and build.

Neighborhoods contain a variety of types of residential uses. Neighborhoods can be diverse and dense and they can be designed for specific uses and types of homes. The following is a summary of the four general types of residential densities that are existing and proposed for Monroeville, along with specific information regarding the makeup and composition of the types of homes and densities that can be used.

Residential. The current development patterns of Monroeville contain low to high density residential developments. The historic pattern of development around downtown has densities between 3 to 4.5 dwelling units per acre. This pattern of homes fits the high density and medium density categories as described below. Using these historical development patterns coupled with the goals and objectives identified in the Strategic Development Concept and with the input of the residents and their goals, ideals and vision for Monroeville, a simplified housing mix is shown on the future land use map. The Future Land Use map shows an increase in overall density in and around downtown and commercial activity centers to support and

allow for modern infill development using historical development patterns. Additional medium to low to very low residential development densities are shown in their traditional relationships to the core of Monroeville.

Residential uses are identified according to relative gross density—the ratio of dwelling units to property devoted to those uses. Residential gross densities are: High Density at more than 4 dwelling units per acre; Medium Density at 2-4 homes per acre; Low Density at 1 home per 0.75 to 2 acres; and Very Low Density 1 home per 2 or more acres.

The existing zoning ordinance describes and provides for the development of a variety of housing densities in Monroeville. The Strategic Development Concept and Future Land Use Plan, in response to the vision and ideals expressed, simplify this pattern of development and recommend zoning ordinances that support the residential vision for Monroeville, providing higher density housing types around downtown with lower density housing types with increased distance from the core, transitioning to existing low and very low residential in rural settings.

Very low density (over 2-acres lots) residential and agricultural uses are located around the edges of the city. They include farms and single-family detached houses on lots of two acres or more. Conservation of green infrastructure and good farming land is a primary consideration in these areas, making use of large lots and very low overall impervious surfaces. With deep front setbacks and dominated by generous amounts of open space, the character of these areas varies from estate subdivisions to more rural residential and purely agricultural areas. These areas are characterized by long block lengths and limited inter-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.



Low density residential uses are single family detached houses on relatively large lots (0.75 to 2 acres) in closer-in locations as compared to the very low density residential uses. This development type and density should take careful account of the city's green infrastructure, including slopes, flood plains, wetlands and heavily wooded areas. Conservation subdivisions with low overall impervious surface ratios should

be used to preserve green infrastructure elements and to ensure access to natural open space. Development in these areas includes moderately deep front yards. Blocks are generally 500 ft. or greater in length, providing a moderate level of connectivity with the city street network. Sidewalks of five feet in width should be provided on at least one side of each street and placed five feet or more from the road edge. Stormwater runoff should be addressed by vegetated swales, valley gutters or raised curbs. Local streets may be designed to accommodate occasional on-street parking on one side.



Medium density residential uses are single family detached housing on moderately sized lots (2-4 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 through common open spaces, neighborhood parks, and in the streetscape, replacing green elements that may be displaced through development. These neighborhoods are highly connected to the city street network and have short block lengths (400 ft. or less). Local streets accommodate occasional on-street parking. Five foot wide sidewalks are provided on both sides of streets, separated by a buffer strip of similar width planted with

regularly spaced street trees. With higher densities, alleys may be 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. This also allows lots to be narrower while still meeting the desired lot size and providing additional open space in the front or back yards.



High-density (over 4 homes per acre) residential uses are intended to occur within or at the edges of downtown and selected activity centers shown on the map. High-density residential uses include small lot single-family detached homes, city houses, and multi-family housing. These provide a logical transition between activity centers and the medium and low density residential uses beyond. Green space is provided in common open spaces and within the streetscape, replacing green infrastructure elements that may be displaced through development. High-density residential areas have a high level of connectivity to the city street network, featuring short block lengths. Local streets should be designed to accommodate on-street parking and sidewalks on each side of the street. Sidewalks are generally separated from the street by a tree lawn of five feet or more in width. Mid-block alleys may be used to provide access to

internal parking areas and a discrete location for garbage pick-up and utility lines.

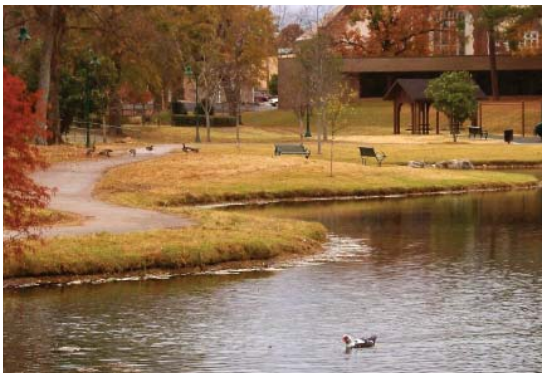


Redevelopment and infill opportunities are intended to help achieve all the goals and objectives of the Comprehensive Plan and the vision for Monroeville. The historical development patterns as mentioned above may range from the high-density to low-density patterns throughout Monroeville. These historical patterns may be used to help create multiple opportunities to provide new and redeveloped housing adjacent to Monroeville's existing parks, employment, municipal and commercial activity centers. These opportunities can capitalize on the existing infrastructure and provide for a greater diversity and density of population to support and use the existing activity centers. Redevelopment and infill in these areas can provide for new housing and neighborhood parks, which can meet the needs and match the character of existing neighborhoods.

Recreational uses include privately held open spaces for recreational use as well as the following types of public parks:



Neighborhood Parks come in many sizes. They provide residential areas with 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.



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 natural, tree-covered condition. Park facilities and buildings should foster a positive community image, and sense of pride.



Sports Parks provide sports and practice fields and similar facilities for use by the community. They may include area for passive recreational uses 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.

Institutional. Institutional uses including schools, sports fields, medical, governmental and community service uses and lands. More recently, the trend toward larger places of worship and major medical centers (as opposed to older, freestanding facilities) has expanded the traditional definition. Only property currently developed for institutional uses is shown on the Future Land Use map. New institutional uses, especially larger institutions that may draw traffic from outside the community, should be located in high visibility places where access is suitable and adjacent land uses are compatible. Smaller scale institutional uses should be located in the Downtown and strategic places that create synergy and compatible uses to help support one another. New institutions are also appropriate at the edges of other intensive activity centers.

Front setbacks, pedestrian facilities, block lengths and street design are all determined by the location in the community. For close-in locations, buildings are accessible from sidewalks and block sizes are consistent with surrounding development. Away from the core, a more rural pattern is appropriate. In all cases, parking is located to the side and/ or rear. For churches, parking should be shared during weekdays with adjacent businesses.

Industrial and Employment Centers. These uses include assorted industries including manufacturing, storage, and similar activities. These uses are intended to be located in and adjacent to the city's existing industrial areas. Historically, these uses developed along the railroad. As industrial uses are pushed to the outside edges of city, the abandoned railroads provide Monroeville an opportunity to reconnect the city and its neighborhoods with rail to trail projects and internal greenspaces as the properties redevelop. As new industry and industrial parks are developed, they should be located where rail and road connections can be made, to provide access to the industrial parks and minimize their traffic and congestion on neighborhood roads and streets. These areas typically do not include sidewalks but may have them on selected streets, where necessary to provide pedestrian access between neighborhoods, activity centers, parks, schools and other community destinations.

These areas have a high level of access by virtue of their location along major streets. Where located near the core, they continue the level of connectivity in the area and have moderate block sizes. Those further from the core may have much larger block sizes to accommodate much larger facilities.

Commercial. Types of commercial uses include retail, office, dining, entertainment and lodging accommodations. These are to be concentrated in Downtown Monroeville and other commercial activity centers as identified

in the Strategic Development Concept. Shopping and dining uses should be concentrated at the heart of each commercial center with other appropriate uses, such as offices, support businesses, higher-density residential and institutions, located adjacent to the core. By focusing shopping, dining, and in some case, entertainment uses at the core, those who live and work in or adjacent to the core 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.

Commercial activity centers should have a

Commercial Uses

The Future Land Use map calls for two types of commercial uses, which can support a variety of commercial needs, uses and styles. This pattern of development supports the existing activity centers while respecting the city's values, ideals and visions. Updating and revising city policies to support these ideals along with the enforcement and investment in key capital projects will ensure development and reinvestment success in keeping with the values, ideals and vision of Monroeville.

high level of connectivity by virtue of their location along major streets and within a dense street network. In the downtown shopping and dining for the community and visitors should have specific building patterns and massing such as being located close to the street with direct access from sidewalks, and parking located to the side or rear of buildings to help activate pedestrian uses and experiences Shared and cross access between adjacent businesses should

be the norm, which may require access from alleys or shared driveways at the rear of lots.

In commercial centers that focus on traffic from outside the community, including business areas fronting Highway 21 and Highway 84, access management is critical and may include frontage drives to avoid additional driveways directly accessing the highways. These areas also have sidewalks and while buildings may be set back from the sidewalk by parking areas, buildings are located within 70+/- feet of the sidewalk so they maintain visibility from the highway without the need for large or tall signage.

This pattern of commercial development and its relationship to transportation and infrastructure is critical. Strong commercial centers that can be self supportive along with properly designed, managed and accessible transportation corridors will provide the appropriate image and perceptions to residents and visitors and are integral to one another. This series of interrelated issues can best be seen at the critical intersection at Highway 21 and Highway 84 . The intersection is a critical node along the image corridor of very well used highway. This intersection is the front door to Monroeville. The expansion and recommendations for the road network must be coupled with proper placement of buildings, uses, signage and place making design elements such as trees, sidewalks and view corridors to facilitate an easy, pleasant and memorable experience for residents and visitors to use, visit and stay in Monroeville.

Support Commercial. These uses include professional and business offices, business support services, wholesale businesses and similar commercial uses. Institutional uses, light manufacturing and storage may also be appropriate in these locations. These areas are planned for locations along Highway 21. Commercial development at these nodes and activity centers shall be designed in keeping

with the image corridor, gateway and access management strategies along Highway 21. The uses shall be planned to complement uses in Downtown Monroeville, and not to detract or take potential downtown oriented business and place them within highway commercial settings.

CONCLUSION

Monroeville intends to direct land uses, as outlined in this chapter, in accordance with the Future Land Use map and the policies of this document. The city intends that development and reinvestment should be planned, sited and designed in a manner compatible with the city's green infrastructure, in support of development creativity, efficiency, stability, image, diversity and access in accordance with the Monroeville Strategic Development Concept.

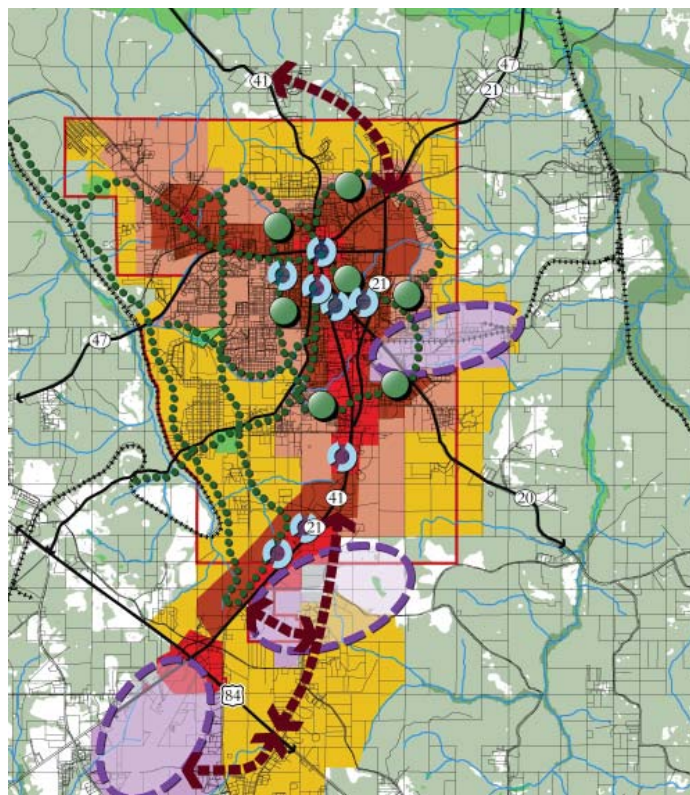


Figure 14: Future Land Use

How people move about our community and city is critical to understanding and experiencing Monroeville as a place to live, recreate and engage in business. These experiences and understanding are not limited to local residents but also those who may be forming impressions while visiting or even simply passing through. Earlier chapters have noted the importance of gateways and image corridors, which can directly affect how people experience and judge those experiences as they move through a place. The previous chapter presents a new system of land uses to build on local history, embrace the present and interest in our future. These land uses and their success and failures are directly tied to transportation; how people get to them, the experiences they have getting there and the decisions they will make when they arrive.

The city's street network must develop to accommodate, as well as enable and sometimes lead, development as portrayed in the Future Land Use map and as further detailed throughout this plan. In addition to proposing improvements to resolve or improve existing streets and roads, the proposed greenway system identifies recommended pedestrian improvements to better connect the city's neighborhoods to its business areas, schools, churches and parks.

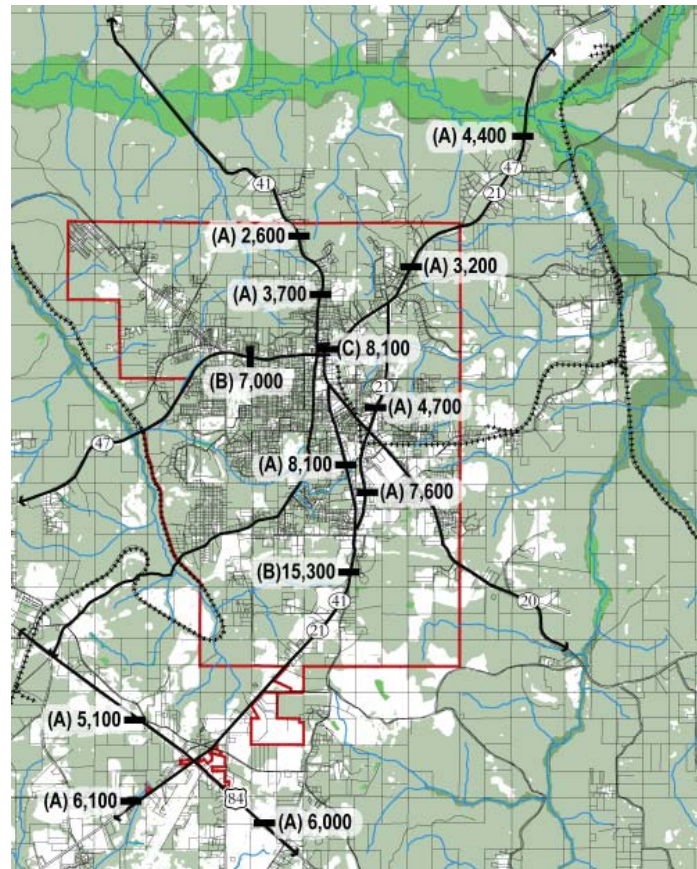


Figure 15: Existing Levels of Service and Current Average Daily Traffic Volumes

This chapter considers land use/accessibility interactions and relationships, presents a transportation plan that examines the ways in which people get around our city, in vehicles, on bicycles and walking, aimed at meeting the following criteria:

- Meet the long range transportation needs of Monroeville
- Encourage and accommodate through traffic on the city's arterials and collectors while discouraging such traffic on local and neighborhood streets
- Provide vehicular and pedestrian access among all developed areas of the city
- Improve overall accessibility to employment, education, public facilities, downtown and other activity centers

- Provide for orderly improvement and expansion of the roadway system at optimum cost as the need for improvement arises
- Minimize disruption of existing and planned developments and established community patterns

Monroeville has a perception of being a well-interconnected community, due in part to the state and county roads that traverse the city. Through most of the city's history, development occurred within a grid of local streets that connected to the city's major streets. Historical development patterns support the idea of interconnected neighborhoods and activity centers. However, the development patterns of the last 20-30 years have led to much more fragmented and disconnected access. This in turn has led to problems of unconnected neighborhood streets, cul-de-sacs, dead end streets and a lack of planned and built sidewalk and trail systems in newer subdivisions. To improve connectivity and access, Monroeville intends to:

- Maintain a high level of overall connectivity as development patterns change and as the city grows
- Connect neighborhoods to business areas, parks and open spaces, schools and churches through a combination of streets, sidewalks and greenway trails
- Assure calm, safe neighborhood streets
- Develop and enforce a traffic and access management plan along Highway 84 and Highway 21/41

The overall goal is an access system that will accommodate the present and projected future needs for mobility, for those who live or work or simply travel in the area, and for transport of goods. The planned system should be capable of meeting Monroeville's need for mobility.

It is essential to preserve, maintain and optimize the use of existing streets and highways. Planning for the allocation of available resources must provide for long-term maintenance needs of existing facilities in order to ensure their continued serviceability. Equally important is the need to identify and apply appropriate measures for improving the operational efficiency of existing streets and highways in order to maximize capacity and optimize performance.

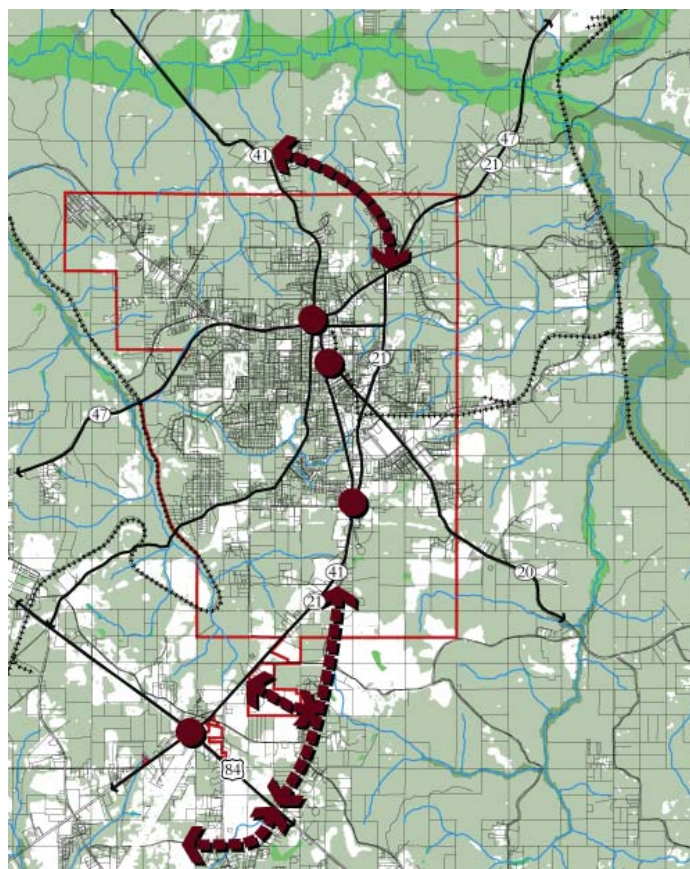


Figure 16: Proposed Road and Intersection Projects

The safety of motorists, bicyclists, pedestrians and other users of the regional transportation system is also a key priority for the city's transportation system. Safety improvements should be made where needed to reduce the probability of traffic accidents or to eliminate potentially hazardous conditions. There is also a pressing need to provide for sidewalks, bicycle lanes, pedestrian crossings, pavement markings, signage, lighting and other facilities and features intended to ensure the safe movement of people by means of non-motorized modes of travel. These improvements are needed at the intersections of:

- Highway 84 and Highway 21/41
- Highway 21/41 and the 21 Bypass
- Highway 21/41 and Highway 20
- Downtown traffic and parking around the Square to convert existing one way traffic to two-way traffic patterns and intersections

Collectively, these needs call for allocation of scarce fiscal resources toward orderly improvement and expansion of the entire transportation system. Transportation improvements must also support the integrity of neighborhoods and promote community cohesion by minimizing adverse impacts of transportation improvements on existing circulation patterns and protecting the cohesiveness of discrete residential and commercial areas.

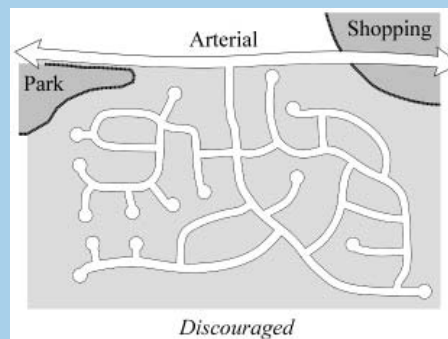
Planning for roadway improvement projects should seek to reduce noise and vehicular emissions and enhance the overall environmental quality of the region. Improvements should include new facilities and services, as well as operational enhancements that will reduce traffic congestion. Plans should facilitate the availability of desirable alternatives to

personal vehicle use in order to increase average vehicle occupancy and decrease vehicle miles traveled. Monroeville intends that its transportation planning support regional growth and development goals and to facilitate cooperation between the city, Monroe County and the Alabama Department of Transportation.

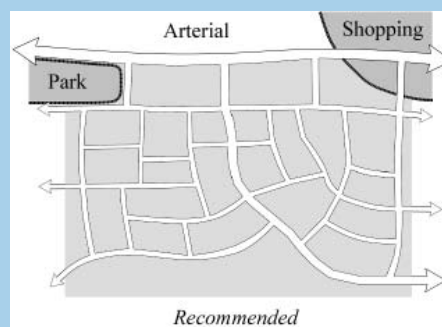
MOBILITY AND CONNECTIVITY

Mobility is best served by providing alternative paths for travel from one part of city to another. This is only possible if there are options for traveling extended distances along arterial routes, if collectors provide access to multiple arterials, and if local streets offer choices for outlet to both collectors and arterials.

Examples of Connectivity



Typical development patterns found in cities. These examples demonstrate the power of mobility and connectivity, interconnecting residents and users with commercial, institutional and recreational centers.



Creating safer and less congested roadways, providing multiple options for users

As seen in Figure 16, the Strategic Development Concept recommends four roadway projects. These projects extend the current roadway pattern to build on the existing Highway 21 bypass and to allow greater access to the existing and future industrial park sites, while increasing the accessibility to Highway 84 and Monroeville.

New developments should afford internal circulation for motor vehicles as well as for bicyclists and pedestrians through provision of direct connections to adjacent land uses. This can not only reduce congestion and mitigate potentially dangerous conditions at a single point of access but enhance emergency access.

STREETSCAPE AND THE USE OF STREETS

Depending on the way they are designed and utilized, local streets can serve other important purposes in addition to moving people and goods. In terms of actual acreage, transportation represents one of the principal public land uses in Monroeville. For that reason, if for no other, local streets should have an aesthetic quality that harmonizes with the visual image of the city and reinforces the community's identity. Lighting, landscaping, drainage, signage, pavement markings and other important features essential to both the appearance and functionality of streets must be provided through design. It is also extremely important to include sidewalks, crosswalks and other pedestrian amenities, as well as designated bicycle paths with signs and striping, wherever possible and appropriate. Properly designed local streets will meet the mobility needs of not just motorists but users of non-motorized modes as well. This includes pedestrians, bicyclists and individuals with disabilities who utilize wheelchairs or other aids.

POLICY

The objectives outlined above can be advanced by implementing the following policies with regard to transportation planning and the design, construction and reconstruction of streets in the City of Monroeville:

- Wherever feasible require developers to accommodate direct roadway access between new and existing developments in order to maintain the connectivity of the transportation network as new development occurs.
- Implement measures to discourage through traffic on primarily residential streets by providing more attractive and efficient alternatives and using design, signage and enforcement to reduce operating speeds on local streets.
- Provide plantings and other natural landscaping along the edges and medians of major roads to enhance the appearance of public rights-of-way.
- Incorporate street trees and drainage elements in plans for new and improved thoroughfares as appropriate for the function and environmental context of the street.

Access Management

Access management is an essential tool for maintaining the functionality of major streets. The key is to optimize road capacity and access to property with an eye to safety. Full control of access on highways, which may only be entered or exited at points of interchange with surface streets, makes it possible to maximize the capacity of the road. However, the more restricted the access to a roadway, the more limited it is to adjacent land. Obviously full control of access is not possible or desirable on Highway 84, which

must provide varying degrees of access to adjacent land uses. Nevertheless, some limitation is necessary in order to ensure the proper functioning of the highway and to avoid chaotic and potentially hazardous traffic conditions. Proper access management can serve to enhance the value of property located along this route while safeguarding public investment in infrastructure.

The City of Monroeville intends to apply the following access management policies to transportation planning and the design, construction and reconstruction of streets and highways in cooperation with the Alabama Department of Transportation.

- Separate points of conflict. The distance between major intersections and driveways should be regulated. As a general rule, driveways should not be located within the area affected by the flow of traffic at an intersection.
- Restrict turning movements at unsignalized access points, including intersections and driveways. The use of fully directional unsignalized streets and driveways should be limited. Intersections at which all turning movements are permitted should provide access to all adjacent and nearby developments via shared-use driveways and cross-access easements.
- Encourage shared-use driveways and inter-parcel connectors whenever possible in order to limit the number of driveways, since the capacity of a route is inversely related to the number of access-points located on it.
- Establish design standards that address the spacing of access points, length of turn lanes and tapers, and the dimensions of driveways for application throughout the city on arterial streets and collectors.
- Regulate traffic signal spacing in order to maintain the carrying capacity of major streets and the safety of motorists using them. Signals should only be installed where warranted by analysis and where traffic studies indicate spacing and interconnection can be accomplished without unduly reducing roadway capacity in the corridor.
- Require left and right turn lanes for all arterial streets, collectors wherever feasible and major points of access to commercial and other activity centers.
- Regulate safe access to streets for pedestrians and bicyclists implementing appropriate design elements and traffic signal operations that accommodate bicycle and pedestrian movement in areas of significant activity.

Pedestrian Mobility and Access

In order to achieve desired levels of walkability, the City of Monroeville intends to connect neighborhoods, commercial areas, schools, churches, parks and other destinations with pedestrian facilities that will accommodate young and old alike. Whenever possible, the designs for new or reconstructed streets should include sidewalks. Opportunities for adding sidewalks and bicycle paths to existing streets should also be identified and exploited where strategic public investment is feasible. Sidewalks are especially important in both business areas and residential neighborhoods where pedestrian activity is significant. Downtown Monroeville represents the most critical need for greater pedestrian access from the Square to the adjacent neighborhoods and

from the Square to additional and proposed parking facilities for Downtown businesses.

In general, perhaps excepting industrial areas, the need for sidewalks increases with the density of development and intensity of activity, as well as proximity to parks, schools, churches and other places of assembly.

Where possible sidewalks should be installed on both sides of the street. Well-marked pedestrian crosswalks should be provided at appropriate locations. Right-of-way widths and the proximity of existing structures to the curb line will limit the placement and width of sidewalks on existing streets. Where street frontage is undeveloped on one side of a thoroughfare, that side of the street would likely offer the better opportunity for installation of a sidewalk. The city will, funding being available, also attempt to repair or replace existing sidewalks in older areas according to need.

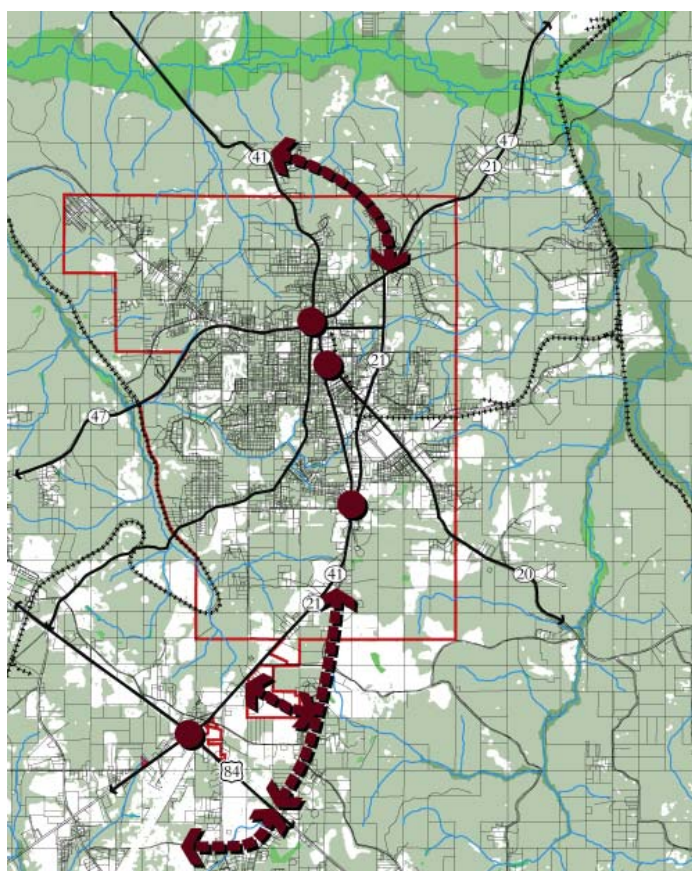


Figure 16: Proposed Road and Intersection Projects

TRANSPORTATION IMPROVEMENT PROJECTS

As seen in the Strategic Development Concept, the city's plans call for three major road projects, improvements to three key intersections and a new concept for circulation and parking around the Downtown Square. Over time, these projects will be incorporated into Monroe's capital budget plans and constructed as needed and in cooperation with other institutional, industrial, commercial, and residential developments as needed.

- Improvements to Experimental Farm road, in order to provide greater connectivity and accessibility to residents, the existing Industrial park and to Highway 84.
- Plant Road improvements to provide greater connectivity and access to the Industrial Park
- A northern segment of roadway to complete the Highway 21 Bypass, allowing for truck traffic to bypass and not interfere with local and visitor traffic in downtown
- Intersection improvements at Highway 84 and Highway 21/41
- Intersection improvements at Highway 21/41 and the 21 Bypass
- Intersection Improvements at Highway 21/41 and Highway 20
- Circulation plan for Downtown traffic and parking around the square to convert existing one way traffic to two-way traffic patterns and intersections

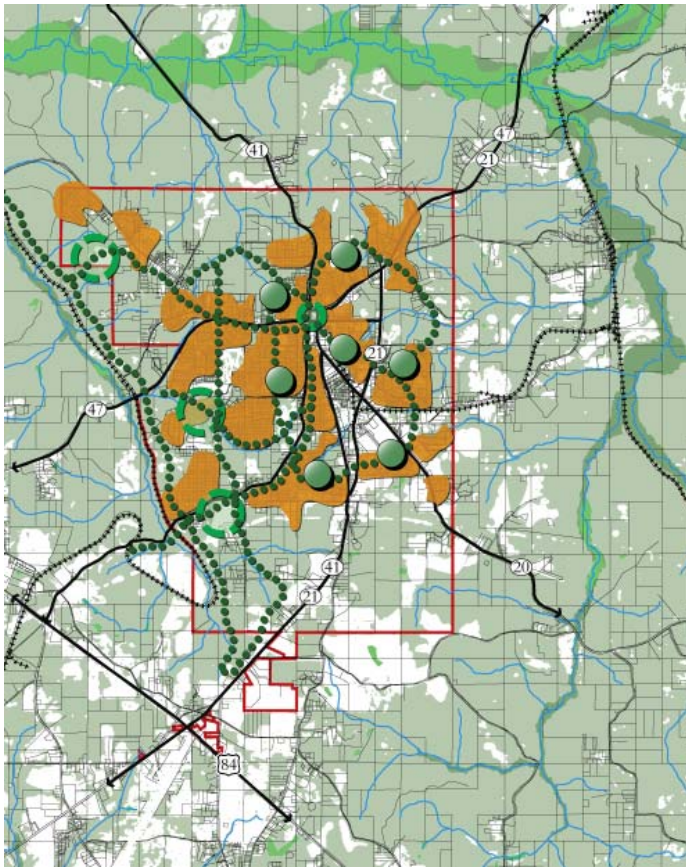


Figure 17: Existing and Proposed Parks and Greenways

CONCLUSION

Transportation and the ways and means in which people move about Monroeville are integral to achievement of our Strategic Development Concept, to providing for our desired quality of life and to enable development and investment in our city now and in the future. The policies, plans and projects of this chapter touch on all the core values and vision that have been expressed during public meetings. Monroeville has an opportunity to shape its image corridors, plan and implement access management strategies, and to interconnect neighborhoods, the Downtown and activity centers to support planned growth and development. Implementation of the projects and strategies of this chapter will provide Monroeville a firm foundation to effect change and growth in keeping with the ideals, goals and visions of the community.

GREENWAYS AND TRAILS

The proposed greenway and trail system is an important element for connecting Monroeville's residents, providing for recreational activities, potential tourist commercial activities and for keeping Monroeville in connection with its past and current values. Several new greenways and trails are planned to improve pedestrian and bicycle access. The trail system will interconnect Monroeville's existing and proposed parks, open spaces, neighborhoods and commercial and institutional activity centers. The system will consist of a combination of existing sidewalks and roadways, augmented by new multi modal trails that may be built using concrete, asphalt and stone.

The Monroeville Comprehensive Plan is to be carried out through a combination of direct public and private investments, encouraged, initiated and supported by the City Council, public boards, authorities and commissions. These will be encouraged, initiated and supported through revision, administration and enforcement of the zoning ordinance, subdivision regulations and other growth management regulations; through an access management program in cooperation with other agencies and through budgeting and capital improvement programming. These will be supported by a variety of other public and private decisions in support of the vision and planned, cost-effective growth and infill policies expressed in this plan.

The plan is intended to help Monroeville residents, property owners, merchants, builders, and developers invest in the city by providing a reasonable expectation of the city's future physical layout and character. There are three major types of implementation actions, which are guided by seven key plan implementation strategies, listed at right.

- **Public and Private Investments** - development projects derived from and supporting the visions, goals and desires of the community.
- **Growth Management Tools** - specific polices, ordinances, and tools that may be assembled as needed to shape and support specific projects.
- **Plan Updates** - opportunities and procedures to keep the Comprehensive Plan up to date.

The city will continue to use all the tools at its disposal. These include police powers, annexation, taxation and public investment in combination with public-private partnerships, cooperation and visioning to determine the order and level of importance for capital

projects. Officials will continue to build partnerships, leverage relationships and create opportunities that enhance the quality of life for residents and provide for growth and reinvestment in its future. These will be used together to shape Monroeville in accord with this Comprehensive Plan.

All of the general projects and tools have been organized into a single matrix to demonstrate how they may be used alone or in combination with others to accomplish the goals, visions and outcomes of this plan. All of the tools mentioned are described in greater detail as to their application and use later in this chapter.

Seven Key Strategies

1. Keep the public sector focused.
2. Get the private sector interested and involved.
3. Get other agencies playing on our team.
4. Take direct action with our own money.
5. Shape the action of others with good laws.
6. Provide incentives for others to take the lead.
7. Use every power and penny to support the plan.

The matrix below organizes public and private investment projects across the top into three general types:

- Downtown and Commercial Corridors
- Transportation Improvements and Gateways
- Parks, Greenways and Sidewalks

Each is described, beginning on the facing page. Listed on the left side of the matrix are specific growth management tools and strategies to accomplish a specific project or general portions of a project described. Where a tool and strategy is applicable to the whole or a portion of a project, the corresponding box is marked.

Specific projects in each category have been identified, summarized and are presented in the corresponding section beginning on page 46.

The tools and strategies are organized by a general type and discussed beginning on page 52.

- Zoning Code Changes
- Ordinances
- Public Involvement
- Specific Plans
- Capital Improvements

IMPLEMENTATION STRATEGY CHECKLIST

Growth Management - Strategies	Downtown and Commercial Corridors		Transportation Improvements and Gateways					Parks, Greenways and Sidewalks	
	Downtown Revitalization	Commercial Corridor Activity Centers	Downtown One Way to 2 Way Conversion	Community Connector Roads	Intersection Alignments	Access Management	Gateways	Community Parks	Greenway network of trails and sidewalks
Zoning Code Changes									
Permitted Uses	•	•				•	•	•	
Building Setbacks	•	•	•	•	•	•	•	•	•
Lot Sizes/ Developable Area	•	•	•	•	•	•	•	•	•
Regulations									
Sign Ordinance	•	•	•	•	•	•	•		•
Landscape Ordinance	•	•	•	•	•	•	•	•	•
Complete Street Policy	•	•	•	•	•	•	•		•
Access Management	•	•	•	•	•	•	•		•
Historic District	•	•	•				•	•	•
Maintenance	•	•	•	•	•	•	•	•	•
Public Involvement									
Merchant Groups	•	•					•	•	•
Boards and Commissions	•	•		•	•	•	•	•	•
Specific Plans									
Character Studies	•	•	•	•			•		•
Wayfinding Plan	•	•	•		•	•	•		•
Downtown Development Plan	•		•			•	•		•
Housing Infill	•		•	•	•	•	•	•	•
Park Master Plan	•		•	•	•	•	•	•	•
Sidewalk Master Plan	•	•	•	•	•	•	•	•	•
Capital Improvements List	•	•	•	•	•	•	•	•	•

PUBLIC AND PRIVATE INVESTMENTS

Throughout the planning process specific public improvements and potential projects have been discussed. These projects are divided into the following general categories: Downtown and Commercial Corridors; Transportation Improvements and Gateways; Parks, Greenways and Sidewalks. The following explores in greater detail the policies, tools and strategies for each general project type. The intent is to describe specific projects, provide an overview of the tools and strategies and supporting actions that may be used to accomplish them and generate a preliminary list of projects for a capital improvements list that have been identified to date.

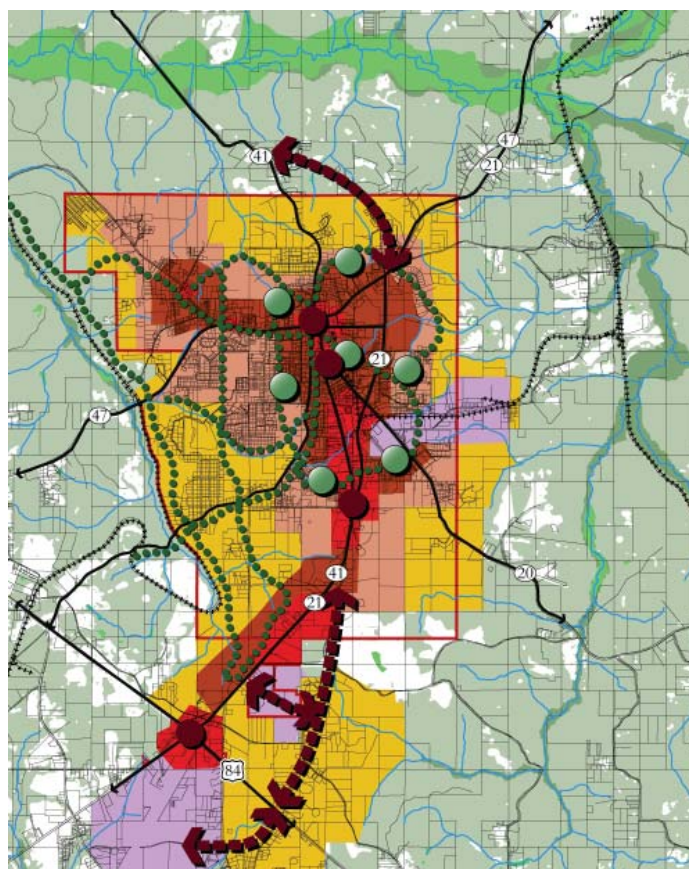


Figure 18: Capital Improvements

Public and Private Investments

Downtown and Commercial Corridors

- Downtown Revitalization
 - One-way to two-way conversion
 - Landscaping and beautification
 - Open space around the Square
 - Building infill and redevelopment
- Commercial corridor development, new and infill development

Transportation Improvements and Gateways

- Intersection alignments
 - Highway 84 and Highway 21/41
 - Highway 21/41 and Highway 21 Bypass
 - Highway 21/41 and Highway 20
- Access management
- Road Improvements to Experiment Farm Road & Plant Road
- Proposed Northern and Southern extension of the Highway 21 Bypass
- Gateways

Parks, Open Space, Greenways and Sidewalks

- New community parks
- Greenway network of trails and walkways
- Improved open space around the Square

DOWNTOWN AND COMMERCIAL CORRIDOR

Investment in downtown and along the commercial corridor is summarized in two general project categories, Downtown Revitalization and Commercial Corridor Development. This investment will take on several forms including:

- **Attract new merchants and retail operators** to fill existing vacancies in both existing buildings and on existing parcels with new buildings, in downtown and along the commercial corridor.
- **Provide improved access, connectivity, parking** and opportunity for residential and adjacent commercial development to support desired retail investments.
- **Beautification and landscaping**, improving perception, use and safety issues.

For each of these, there are specific tools and strategies available. These may overlap and may also be used for other purposes and projects. All have been listed in the matrix and are shown on the corresponding page.

The Downtown and Courthouse Square identifies several specific projects that are outlined. Figure 19, demonstrates a conceptual vision of those potential projects. Projects include:

- One-way to Two-way Conversion
- Landscaping and Beautification
- Open Space Enhancements
- Building Infill and Redevelopment

All of the projects listed have multiple interconnections. One example is the proposed conversion of one-way to two-way streets, creating new vehicular driving patterns, opportunities for new parking arrangements and places to receive additional landscaping



Figure 19: Conceptual Downtown Plan

1. New open space, sidewalks and tree plantings throughout Downtown.
2. Proposed new building infill projects to continue the building form in Downtown, provide new spaces for business and relocate important existing business into larger spaces as needed.

and beautification. Each project mentioned should be seen as part of a whole and not as individual stand alone efforts. The conceptual plan above demonstrates a specific plan for the Downtown redevelopment effort, highlighting multiple projects and ideas composed as a single vision.

Downtown and Commercial Corridor Strategies

- Permitted Uses
- Building Codes
- Zoning Code Updates
- Chamber of Commerce
- Merchants Association
- Marketing
- Downtown Redevelopment Plan
- Complete Streets Policy
- Landscape Ordinance
- Downtown Facade
- Parking, Service and Access Management Plan
- Sign Ordinance
- Wayfinding Plan

ATTRACT NEW MERCHANTS AND RETAIL OPERATORS to fill existing vacancies in both existing buildings and on existing parcels with new buildings, in Downtown and along the commercial corridor.

One of the major goals and visions of the Comprehensive Plan is revitalization and resurgence of Downtown Monroeville as the heart of the community. To encourage and support implementation of these recommendations the city will:

- Prepare and adopt a physical vision for Downtown Monroeville, building from the efforts begun with the Small City Design Initiative.
- Document the existing conditions of the existing building stock and site, compare existing conditions with the desired vision

and prepare a Specific Plan for achieving that vision.

- Create a Downtown Redevelopment Authority, under Chapter 54A of the Alabama Code, to be responsible for organizing, partnering and implementing programs and funding sources. Funding sources may include tax abatement programs, capital improvement funding, grants and assistance programs that develop, repair and plan for buildings.
- Organize a Downtown Merchants Association to help identify, establish and nurture small businesses. Key resources and partnerships developed during this process such as financing, business operations, marketing and organizational strategies for small business will be used to help businesses excel.
- Update the zoning ordinance and supporting growth management regulations to reflect, encourage and support implementation of the downtown vision.

PROVIDE IMPROVED ACCESS, CONNECTIVITY, PARKING and opportunity for residential and adjacent commercial development to support desired retail investments.

The capital improvements map and previous chapters provide multiple references to image corridors, gateways, access management and future transportation projects. Implementation strategies should include taking charge of the major image corridors, helping to ensure they are aesthetically pleasing, provide the desired perception of the community, and allow for easy access to Downtown and other commercial activity centers.

The Comprehensive Plan calls for creating additional residential development and infill

opportunities in and around downtown and adjacent to commercial activity centers. This will increase the number of residents in the immediate area to support and sustain infill retail development. Regulations such as lot sizes, building setbacks, parking, density and other spatial development features directly affect the ability to develop and the diversity of housing development permitted. To encourage infill development, Monroeville will review existing zoning regulations, focusing on the ability for property owners to develop, clearly identifying the desired housing types and densities in relation to physical opportunities, constraints and the greater housing and financial markets.

BEAUTIFICATION AND LANDSCAPING, improving perception, use and safety issues can be leveraged for additional benefits citywide. The placement and design of street trees, tree lawns and planting beds can provide:

- Color and beauty throughout the seasons, creating visually appealing scenes and moments that can attract visitors and users to return.
- Creating space through their design and placement. Examples, such as tree lawns and street trees creating a break between pedestrian and vehicular spaces. Allowing for activities such as cafes and shops to place merchandise on the sidewalk and engage the street. Other examples include planting beds and trees serving as markers and wayfinding elements that not only direct users and identify districts but also serve as traffic calming clues to drivers.
- Providing landscape elements in areas such as parking lots to reduce the amount of impermeable areas, associated water runoff, drainage, heat island effects and other environmental concerns, in addition to providing for attractive elements that can increase property values and shape visitor and user experiences.

Specific City actions shall include:

- Prepare and adopt a physical vision for Downtown that includes beautification and landscaping elements to support and build on the historic Courthouse Square and the existing Downtown building pattern and framework.
- As traffic patterns and parking spaces change, maximize open space opportunities in and around the historic courthouse.
- Create and adopt a landscaping guideline to ensure uniformity and the consistency of landscape and street furniture items such as benches, light poles and trash cans.

TRANSPORTATION IMPROVEMENTS AND GATEWAYS

Investment in access, gateways, image corridors and the overall perception of Monroeville as a place in which to invest, live and recreate is critical to success. The following specific projects have multiple overlaps, both in their physical relationships to one another and the tools Monroeville can use to support and encourage them.

INTERSECTION ALIGNMENTS

Monroeville has several intersections throughout the city that create awkward driving conditions and issues for motorists. The “V” intersections when major roads come together can confuse drivers and first time visitors to the city, creating inaccurate perceptions and wayfinding mistakes. Three of these intersections are identified in Chapter 4:

- Intersection improvements at Highway 84 and Highway 21/41
- Intersection improvements at Highway 21/41 and the 21 Bypass
- Intersection Improvements at Highway 21/41 and Highway 20

Each intersection will require engineering analysis and study of the traffic patterns to realign how the streets intersect. This analysis, and a plan for improvements will help create safer intersections, stronger patterns for wayfinding and new areas for public/ private development along the corridors.

ROAD IMPROVEMENTS

The Comprehensive Plan identifies several road improvement projects for Monroeville. They are:

- Road Improvements to Experiment Farm Road and Plant Road
- Proposed Northern and Southern extension of the Highway 21 Bypass

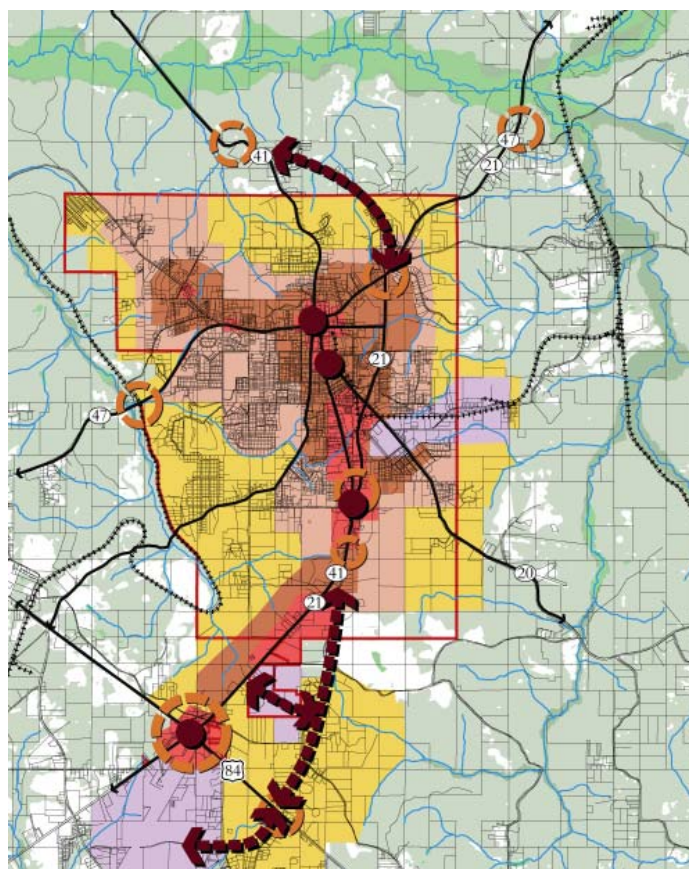


Figure 20: Transportation Improvements and Gateways

These projects provide for greater connectivity to the City of Monroeville from Highway 84. The proposed road improvements increase accessibility to existing and future industrial activity centers while also completing the existing Highway 21 bypass to allow truck traffic to be diverted around downtown.

GATEWAYS

Gateways are the places where residents and visitors enter and leave Monroeville, bringing, taking and forming impressions that can be critical to the success of commercial, retail, and housing developments. Gateways are more than signs. They can take on many forms and may include designed and natural elements that take advantage of existing terrain, stands of trees, buildings, and even designed architectural features, including signs. The

plan identifies six gateways—key locations from which residents and visitors enter the community. Improvement and development of these gateways should take advantage of the opportunity to incorporate private investment goals and needs. With the overall perception of the community in mind, how existing and proposed buildings, along with designed spaces, provide opportunities to create and improve Monroeville’s gateways and their experience. In response, Monroeville will revise its growth management policies and regulations to incorporate design standards, such as build-to lines and building setbacks whose enforcement will support and add to positive gateway experiences. Design, signage and landscaping standards will help development reflect and present the City’s desired image and perception.

Transportation Improvements and Gateways

- Permitted Uses
- Building Codes
- Zoning Code Updates
- Landscape Ordinance
- Complete Streets Policy
- Street Standards
- Parking, Service and Access Management Plan
- Connectivity
- Sign Ordinance
- Wayfinding Plan

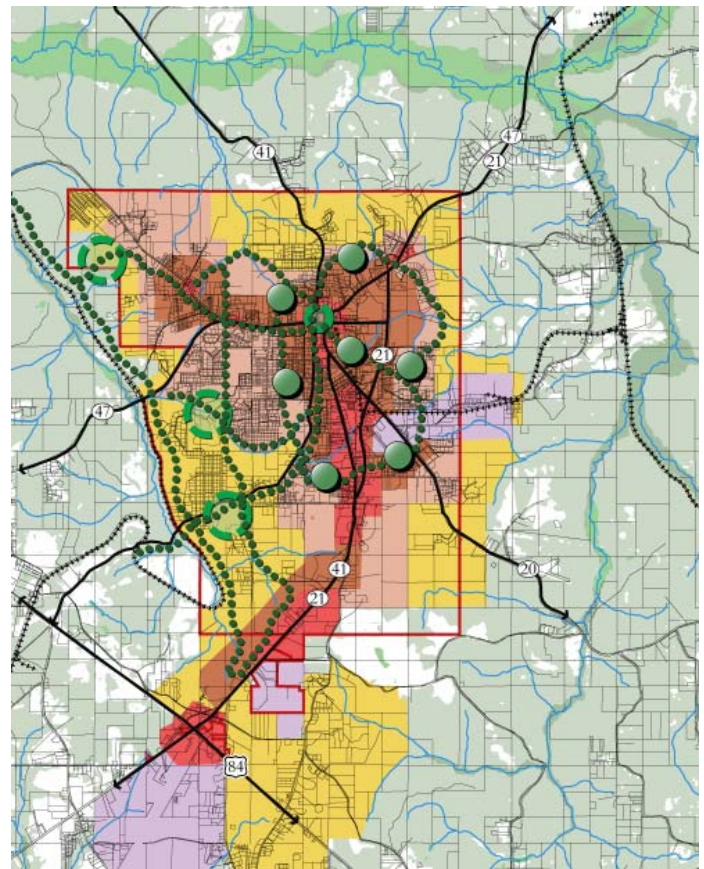


Figure 21: Parks, Greenways and Sidewalks

PARKS, OPEN SPACE, GREENWAYS AND WALKWAYS

The need for open space, parks, recreation facilities, greenways and walkways as outlined in this plan may be met in a variety of ways, from direct public investment to converting drainage and utility easements to additional uses to mandating public and private space and facilities in new development.

COMMUNITY PARKS

The Comprehensive Plan calls for additional community parks to be located in existing neighborhoods and in new developments as needed. These parks should be designed to accommodate a diversity of users, supported with programs to meet the needs of residents, and provide places in existing and new developments for people to gather.

Park development should take advantage of Monroeville's natural resources and be planned to provide a diversity of uses and functions.

Wherever possible the city will seek ways to create opportunities for new open spaces and park areas to enhance existing and future developments and provide for the community's needs. Park space should be set aside as part of new development. The city will revise its growth management system, especially the subdivision regulations, to assure that new developments provide places to gather and play in their communities.

GREENWAYS AND WALKWAYS

Greenway and walkway development will be a critical component of interconnecting Monroeville residents and places. A comprehensive trail and walkway system would allow residents to move about the community to access various activity centers and spaces without the use of motor vehicles. An interconnected trail and sidewalk system would serve schools, retail development, municipal uses and neighborhoods by interconnecting people, places and opportunities. The network could take advantage of the existing green infrastructure, providing a unique pedestrian system that could be marketed to new residents while building on Monroeville's visions, values and history.

As seen in the strategy matrix, there are multiple opportunities to engage in developing a trail and sidewalk network such as an overall sidewalk master plan that can help direct capital improvements and priorities for the city. Monroeville will also update design standards, zoning and subdivision regulations to ensure new developments provide appropriate interconnections with neighbors and the city at large.

Parks and Open Space

- Sidewalk Master Plan
- Park Master Plan
- Floodplain designation
- Landscape Ordinance
- Complete Streets Policy
- Street standards
- Parking, Service and Access Management Plan
- Connectivity
- Maintenance Policy

GROWTH MANAGEMENT TOOLS

ZONING ORDINANCE

Updates to the zoning ordinance will allow desired development patterns, as called for in the plan, in support of the community vision. To encourage development, Monroeville's zoning ordinance will be simple and direct, allowing potential developers to easily understand and follow the community's development review and approval process.

Permitted uses will be set out as a simple matrix of commercial, office and industrial uses that are permitted for specific locations so that uses proposed may be compatible with surrounding uses and tend to augment rather than deter or detract from each other.

Building Setbacks will be revised as needed to prescribe minimum and/or maximum distances a structure can be placed from front, rear and side property boundaries. Setback regulations vary from district to district, providing a means to help set the scale of a streetscape, protect adjacent properties and to create spaces at critical locations. One example of the effect of their use is the historical development pattern of Monroeville, with small front yards where residences have porches and are set close to the street and sidewalk. This placement of buildings creates a unique place and character that differs from many of the new subdivisions.

Developable Area standards are essential to protect existing developed areas and yet allow existing lots to be developed in a compatible manner. The current ordinance does not reflect the range of existing lot sizes in Monroeville's historic areas, and thus discourages infill

development that would be compatible with the city's vision for itself.

Additional updates and changes under consideration for the zoning ordinance to include proper reference to the existing Historical District, enabling acts and design codes.

OTHER ORDINANCES

Other growth management ordinances and regulations can have a great effect on the development type, style, look and the perception of a city. The following are several types of regulations the city will consider, to ensure that local development regulations are supportive of the vision and desired outcomes expressed by the Comprehensive Plan.

Sign Ordinance. Monroeville intends to replace its sign ordinance, currently found in the zoning ordinance, to appropriately regulate the time, place and manner of signs to deal with health, safety and welfare of the traveling public, to protect First Amendment rights and to assure that all signs conform to the character of the buildings and places where they are located. Gateway and image corridor area overlays or other special provisions will be considered for purposes of traffic and highway safety as a means of focusing motorist attention on the roadway while displaying and providing appropriate access to adjacent commercial uses.

A Landscape Ordinance can be used to provide regulation and design minimums to which developments must adhere. These regulations currently found in the zoning ordinance will be reviewed for conformity with the goals and visions identified in the Comprehensive Plan and can provide for enhancement of structures and sites as they are seen from public rights-of-way, streets and sidewalks, providing for buffers, screens and edges

that can define spaces, beautify areas, and provide vegetative screens to undesirable views and elements such as dumpsters. Landscape ordinances can also include guidelines for plant specie diversification and for sustainable planting through use of native and drought tolerant species.

Landscape ordinances also address visual issues, plant species and green infrastructure needs such as heat island effects, pervious areas, rain gardens, and bio swales. Street tree plantings can be used to create unique areas and districts. The use of different tree species, their spacing and/ or placement can highlight street intersections, provide a design element that can uniquely identify and create signature places and also provide for greater tree coverage.

Complete Street Policies, for all street improvements in Monroeville, to include design standards that will support and shape the character and perception of the streetscape.

Access Management Policies. With the policies of the Comprehensive Plan as an overall guide, Monroeville will consider incorporation of the following into the development review process to assure appropriate consideration of any arterial or collector streets that may be included in the development.

- Provide distance between major intersections and driveways sufficient to separate points of traffic conflict. As a general rule, the higher the design speed of the roads involved, the further driveways should be located from intersections and from one another.
- Restrict turning movements at unsignalized driveways and intersections by limiting the use of full directional unsignalized streets

and driveways. Full movement intersections should serve multiple developments through joint use driveways and cross access easements.

- Adopt and apply design standards for access spacing, the length of turn lanes and tapers, and driveway dimensions to development along arterials and major collectors.
- Install traffic control devices only when appropriate studies indicate their spacing and interconnection can be accomplished without significant adverse impacts on corridor capacity.
- Require left and right turn lanes for all public streets and major access points to activity centers.
- Require joint-use driveways to reduce the proliferation of driveways and to preserve capacity of arterial and collector corridors.

Historic Preservation. Monroeville's local historic preservation commission under authority of Chapter 68 of the Code of Alabama strengthens the city's ability to regulate development and construction in the historic areas of the community, and makes owners of historic properties eligible for both state and local tax credits.

Maintenance Policies for public lands and rights-of-way will be reviewed regularly as the city employs new tools and strategies to accomplish the goals and vision of the Comprehensive Plan in order to maintain the desired performance and aesthetics for Monroeville.

PUBLIC INVOLVEMENT

Local resident, merchant and property owner participation is critical to implementation of the Comprehensive Plan and the success of Monroeville. The city will rely heavily on individual “champions” of the Comprehensive Plan to make sure the plan is being used and kept up to date. Residents, merchants and property owners all have unique gifts, talents, hobbies and interests that should be tapped with an eye toward creating dynamic groups and positive outcomes that keep Monroeville’s visions clearly in mind.

Merchant groups, as noted early in this chapter, should be formed. In particular, a Downtown Merchants Association would help identify, establish and nurture small businesses to assist with finding and filling downtown retail opportunities. Such a group or organization could tap volunteer skills, institutional knowledge and connections to help retail and development opportunities not only get off the ground, but thrive. They are essential to find and assist in building relationships and partnerships that help businesses succeed.

Existing public boards and committees should be reviewed, looking at their mission, organization, personnel makeup and effectiveness with an eye toward gaps, overlaps and efficiency. Monroeville will create, eliminate and reorganize these groups as needed so they can function at highest efficiency, include a diversity of community members, build partnerships and take advantage of institutional knowledge and skills of the various members.

SPECIFIC PLANS

This Comprehensive Plan is intended to be a comprehensive statement of general, physical, long-range, and not highly technical or specific policy so that Monroeville may put in one place a strategic vision for the whole community. In contrast, Specific Plans should be prepared to further the goals and vision of the Comprehensive Plan by allowing for detailed consideration of multiple factors at a scale appropriate to the issue or task at hand. Such specific plans will be used to involve some or all of the community to further refine the community-wide vision, ideals and potential capital projects.

Character Studies will allow the city to define, locate and understand the character and designs of historical and cultural buildings, places and areas. Such studies can be used to provide standards for building materials, styles, unique features and the historical context of the specific areas, objects and places.

A Wayfinding Plan will identify key destinations and corridors for visitors and residents to use, define standards for specific sign elements, including graphics and text, to create a comprehensive and complete family of signs that may be used to help lead visitors to and from those destinations, in support of gateway and image corridor improvements.

A Downtown Development Plan, portions of which have been recommended in previous work of the Small City Design Institute, describe a specific vision and development pattern for downtown. A Downtown Specific Plan may be used to guide development decisions regarding public and private investment. The plan may also help decide how and when to invest and on what improvements, and to establish and develop partnerships, to

market itself, and help position downtown to grow, prosper and fulfill its vision.

Housing Development. The Comprehensive Plan recommends multiple areas for infill and new housing development. A specific plan for housing development could identify these potential opportunities in more detail and connect them to the future land use and vision for the area and also a desired mix of housing diversity and product.

Park Master Plan . A park master planning process is used to catalog existing park infrastructure, identify current needs and prepare plans to meet those needs. The plan would provide a means to coordinate capital and private investment in Monroeville's green infrastructure and to ensure opportunities can be taken advantage of as development proceeds. The park master planning process can also engage various groups and individuals to empower them to take charge of their environments and help develop Monroeville's vision.

A Sidewalk Master Plan should be used to help coordinate and prioritize capital investment into meeting this important segment of Monroeville's infrastructure needs. The sidewalk plan should identify important nodes and activity centers that need to be interconnected, mindful of places where private development may occur. The plan may also be used when applying for grants and other funding sources that may help offset design and construction costs.

CAPITAL IMPROVEMENTS PROJECTS

A listing of needed and desired capital improvements should be prepared annually as a part of the budgeting process. The list will include key projects identified through the planning process and propose priorities and a schedule for each.

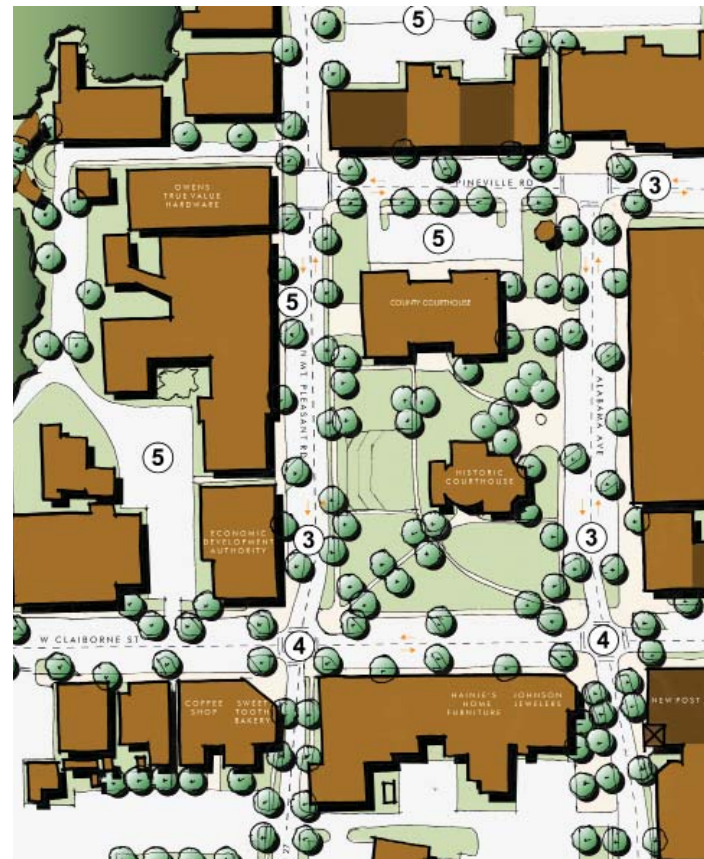


Figure 22: Conceptual Downtown Plan - Capital Projects

3. One-way to Two-way street conversion around the Square.
4. Align intersections for both pedestrian and vehicular safety. Creating shorter, safer and more convenient means to move through Downtown
5. Provide new on street and off street parking areas connected to the downtown street pattern. Concept plan demonstrates 150+ new parking spaces in the Downtown.

KEEPING THE PLAN UP TO DATE

Comprehensive planning is too often viewed as an occasional activity, whereas budget preparation and adoption is accepted as an annual responsibility of the City Council. As a result, regardless of outside pressures, the state of the local or regional economy or the pace or intensity of growth and development, the Comprehensive Plan tends to become dated. The danger is that the multiple connections between the Monroeville Comprehensive Plan, the city's growth management system and its capital improvements budget can weaken at an alarming rate. This problem can be avoided by coordinating an annual plan update with the budgeting process. Coordinating the planning and annual budget process will increase the likelihood that public investment decisions will be consistent with the vision set forth in the plan, the plan will remain current, and disconnects between the plan and the growth management system may be brought to light and corrected.

LINKING PLAN UPDATING AND THE ANNUAL BUDGET PROCESS

A Comprehensive Plan update included in the annual budgeting process is suggested to assist the mayor and council in determining capital budget priorities, with consideration of plan and development regulation amendments, and coordination of public investment toward reaching the vision set forth in the plan.

To coordinate development policies and their implementation through such a process, each city department, board and commission (and other public and non-profit groups that may be eligible for funding assistance from the city) would review the Comprehensive Plan and submit a report to the mayor early in the budget season, to include the following:

- All tasks essential for accomplishing elements of the Comprehensive Plan during the coming year that are or should be the responsibility of the respondent.
- Suggested changes in City programs – including but not limited to regulations, capital investments, operations and maintenance, and intergovernmental coordination – perceived by the respondent to be in the best interests of overall plan implementation.
- Suggested changes to City policy toward growth and development as described in the Comprehensive Plan.
- Suggested changes to the respondent's responsibility, authority or relationship with the City of Monroeville that would better enable implementation of any part of the Comprehensive Plan.
- A preliminary budget proposal, including capital equipment and investments needed by the respondent to deal with the above, and the portion of those costs it is requested that the city bear.

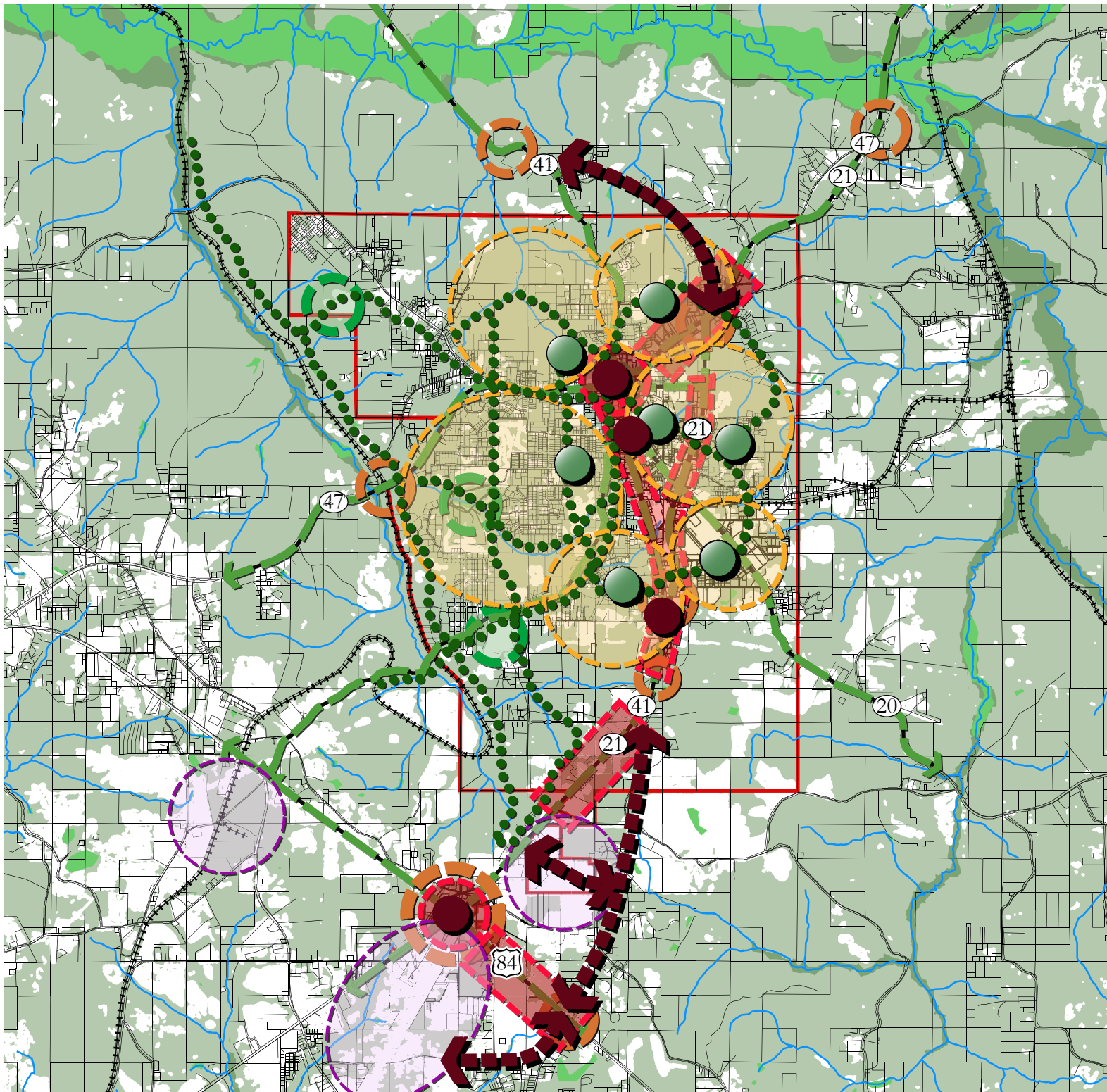
In this modified budget system, the mayor's office would collect this information for consideration in drafting a capital budget and share information as appropriate with the Monroeville Planning Commission regarding suggested capital improvements and potential amendments to the Comprehensive Plan. Following discussions with department heads and others as appropriate, the mayor's office would forward a draft capital budget and suggested plan amendments to the Planning Commission, whose members would review it in light of the Comprehensive Plan. The commission would report to the mayor's office the findings of its review of proposed capital investments, recommendations for plan amendments, and adjustments to development regulations. Continuing the process, the mayor's office, City Council and Planning

Commission would act, in accord with due process and as each deemed appropriate, regarding budgets, updating the plan and making or recommending changes to various elements of the growth management system.

Keeping the Comprehensive Plan up to date is an important task. Through this suggested process, the plan may be refined and detailed on a regular basis, and the opportunities for coordination of the plan, the growth management system and budgeting will remain apparent.

MAP 1: STRATEGIC DEVELOPMENT CONCEPT

MAP 2: FUTURE LAND USE



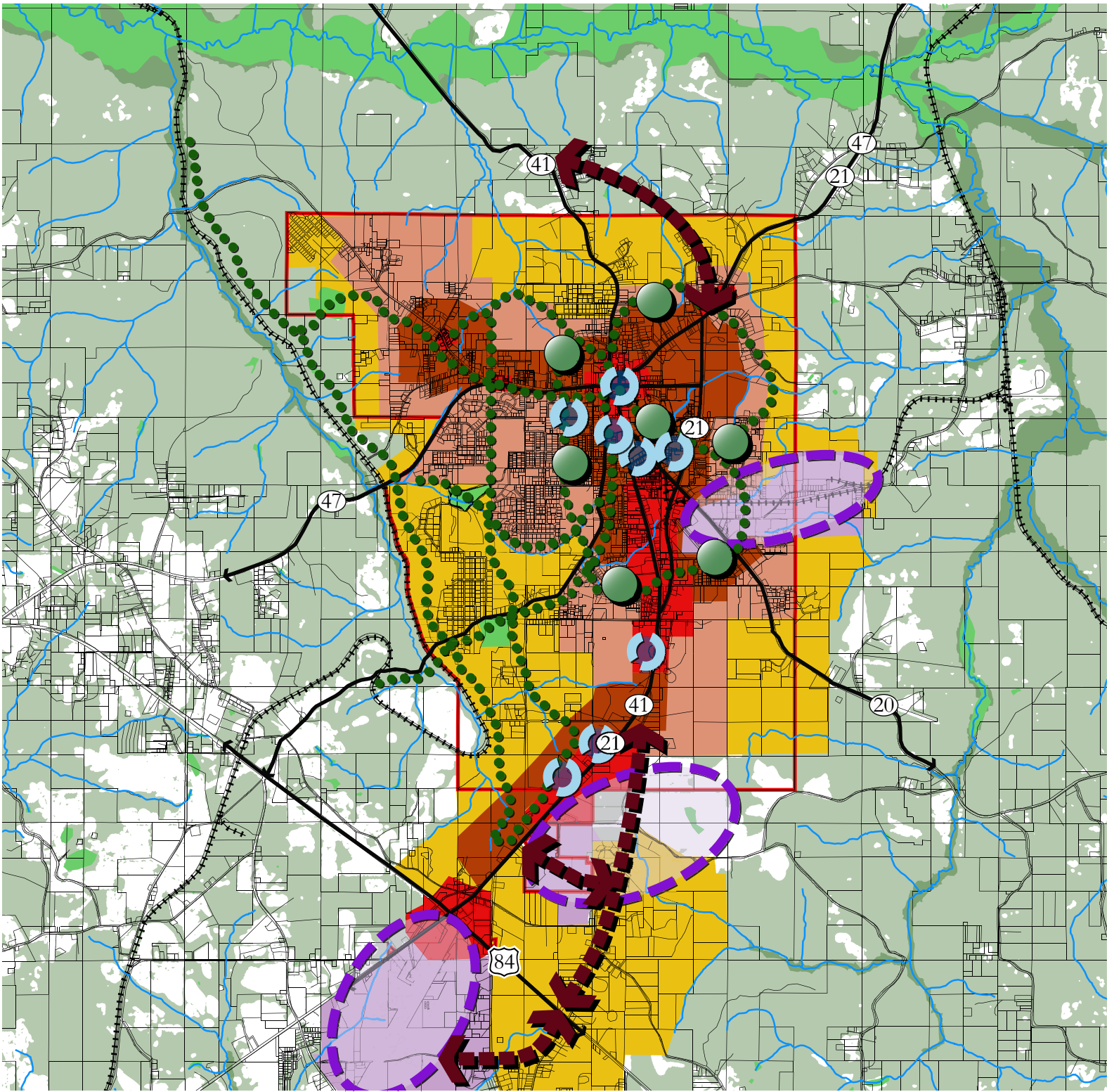
Monroeville, Alabama

Comprehensive Plan



STRATEGIC DEVELOPEMENT CONCEPT

- | | | | |
|--|--|--|----------------------------------|
| | Gateways | | Proposed Parks |
| | Image Corridors | | Proposed Greenway |
| | Commerical Centers Corridors | | Neighborhood Housing Development |
| | Employemnt Centers | | |
| | Proposed Road and Intersection Connections | | |












Monroeville, Alabama

Comprehensive Plan



FUTURE LAND USE

- | | | | |
|---|---------------------------------|---|---------------------------|
|  | Commercial |  | Proposed Parks |
|  | High Density Residential |  | Proposed Greenway |
|  | Medium Density Residential |  | Employment Centers |
|  | Low- Medium Density Residential |  | Proposed Road Connections |
|  | Institutional | | |