

City of Montgomery

West Fairview Avenue Streetscape & 3D Renderings

Dudley Street - South Court Street



Renderings of Potential Commercial Business(es)



Page 4 of 4 | PLEASE NOTE: THESE RENDERINGS ARE FOR ILLUSTRATIVE PURPOSES ONLY. DRAWINGS NOT TO SCALE.

AMENDMENT TO WEST FAIRVIEW AVENUE PLAN
 Adopted December 11, 2014, by the Planning Commission

WEST FAIRVIEW AVENUE PLAN AMENDMENT
Presented to the City of Montgomery Planning Commission
----2014

Mayor Todd R. Strange
City Council

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District 2: Councilor Charles W. Smith
District 3: Councilor Tracy Larkin
District 4: Councilor David Burkette
District 5: Councilor Cornelius "C.C." Calhoun
District 6: Councilor John Dow
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Amendment to Area Zoning

Introduction

In the four years following the adoption of the West Fairview Avenue Plan, the City has taken steps to implement elements of the Plan. The City presented the Plan to the Planning Commission and to City Council in order to change the zoning ordinance to the SmartCode zoning required by the Plan. The City sponsored facade improvements for seven West Fairview Avenue businesses and started construction on Genetta Park. In addition, the City contracted with local firm Goodwyn, Mills, and Cawood to do engineering studies and landscaping plans necessary to convert West Fairview Avenue to three lanes: two-way street with a center turn lane.

Also in the four years following the adoption of the “West Fairview Avenue Plan” three challenges to the SmartCode were sustained with the SmartCode being upheld. Further, another rezoning request was attempted to spot zone along West Fairview to change specific properties back to the B-2 zoning. The Planning Commission and City Council upheld the Plan but the business opportunity was lost due to the developer’s refusal to use SmartCode and comply with the plan.

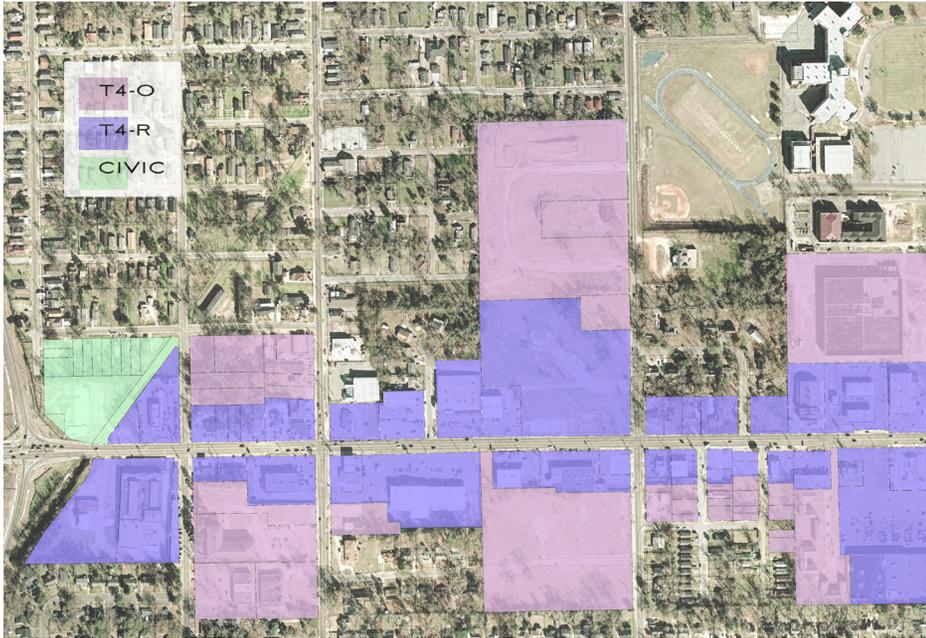
In late winter (January - February) 2014, another opportunity for new businesses for the West Fairview area was brought to the Planning Department with another request to change zon-

ing from SmartCode to B-2 (the old zoning) and was allowed by Planning Commission and city Council. City Council and the Mayor made a request to the Planning Director to address the zoning issue in order to accommodate new businesses on West Fairview Avenue by changing back to original/prior zoning.

A public Planning meeting was held on August 12, 2014, from 6 pm to 7:30 pm, at Cleveland Avenue YMCA to discuss the zoning changes and to inform the public as to how the rezoned area would affect the West Fairview Avenue area. Also, comments from citizens and business and property owners were taken.

Comments to the draft document that were made at the August 12 meeting were added to this amendment and the document was once more taken back to the YMCA for another meeting. On October 31, 2014, the newest version was presented to the community for their comments and approval.

This amendment contains the zoning change, citizen comments, and Planning Department comments, illustrations showing proposed new developments, roadways and streetscape illustration changes to the 2010 adopted Plan resulting from the adopted zoning change.



Previous SmartCode Zoning, taken off August 2, 2014

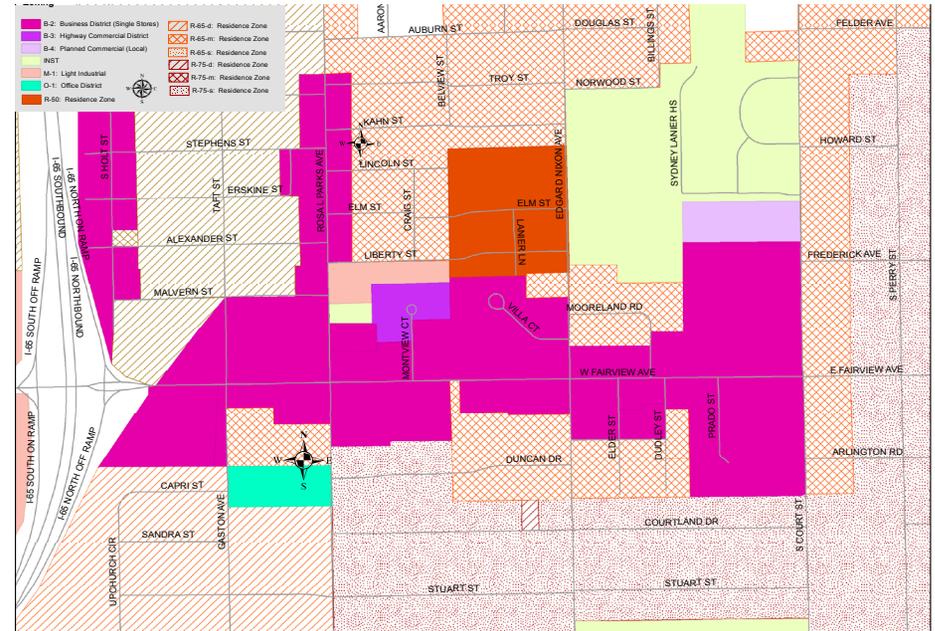
SmartCode Zoning along West Fairview Avenue, above, was changed by the City Council on August 2, 2014. SmartCode, a form-based code, was used in the 2010 Plan for the area in order to predict the form of the built environment along West Fairview. Planners used zoning classifications T-4O and T-4R to convey the design standards desired to build businesses, residences and landscaping to redevelop the area similar to drawings provided in the Plan. City Council and the Planning Commission decided it stifled businesses from developing along Fairview and they voted to return to the original zoning for the area.

The Plan also called for the reworking of the automobile lanes on Fairview to provide slowing of the traffic and more safety for pedestrians. In addition, sidewalks with landscaping in the right-of-way would offer additional safety features for pedestrians as well as making the street more attractive. This part of the 2010 Plan has not changed and preliminary engineering work is underway to make the road changes a reality.

The traditional Zoning used by the City, as shown below, is based

on traditional land use zoning requirements that details what types of uses are allowed and not allowed. In addition, lot size, square footage, set backs, building height, FAR and parking requirements. The map below is the Zoning map adopted by the City Council on August 2, 2014, to replace the SmartCode Zoning. This is the zoning that was in place prior to the Fairview Charrette and subsequent Plan adopted in 2010. So, the City has returned the zoning that citizens were used to before 2010. For reference on traditional City of Montgomery Zoning Ordinance see online at montgomeryal.gov or included rezoned classifications in this document.

Nothing else in the West Fairview Avenue Plan was changed. The concerns of the Planning Commission involved the differences in the zoning code that would result in outcomes different that the Plan that so many area residents and businesses contributed to during the planning stages. Drawings included in the plan reflect the types of development that would result from using the SmartCode. These drawings are very attractive and show Fairview looking much different than it looks today. Development along Fairview with the current zoning will not have all of the 2010 Plan appearance, but can have the same types of desired businesses and services valued by area residents.



New Traditional Land Use Zoning Approved August 2, 2014

Restoration of Original Zoning

As a result of the June 2014 Planning Commission approval to remove SmartCode from the West Fairview Avenue Plan and August 2, 2014, vote by the Montgomery City Council, SmartCode zoning was removed from the properties along West Fairview Avenue and the original, use-based zoning was restored. Due to the differences in the two zoning codes, the illustrations from the West Fairview Avenue Plan will no longer be accurate for development along Fairview. SmartCode was form based and traditional zoning is use based with specific land use requirements that specify what's allowed, what's not allowed, building lot, setbacks FAR, height and parking requirements.

The traditional zoning has no guidelines for directing the form or appearance (materials) that buildings should take. Generally, the new development will take the same character as the existing buildings on West Fairview Avenue. The setbacks will provide for parking in the front, with one main entrance into the buildings that are set far from the street. Planning concepts and illustrations demonstrate new development and proposed new development.

Fairview Improvements

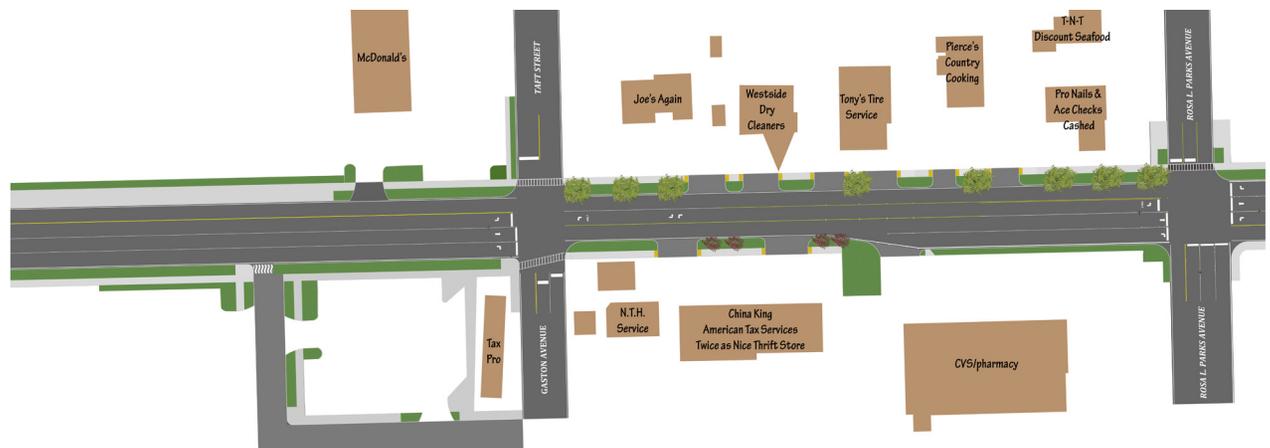
The improvements to the streetscape along West Fairview Avenue are in process and will be completed according to the West Fairview Plan. The Engineering work is now more than halfway completed. Work should start within two years to move the utility poles all to one side of the street in preparation for the street improvements and landscaping. Sidewalks and a planted strip between the street and the sidewalks will be put in, just as the original Plan proposed.

The City Planning Department acknowledges that it seems like nothing has happened, but also explained the process is slow due to large amount of engineering, land purchase for right-of-ways, and environmental testing required by the federal government in order to spend public funds. Work is scheduled to begin moving all utility poles to one side of the road and then road improvements will be constructed in a estimated 18 months.

The illustration below shows the configuration of the three lanes, planted landscape strips, street

trees and sidewalks. In addition to the road work, some curb cuts will be eliminated in order to provide greater pedestrian safety. With fewer curb cuts, pedestrians can walk along the sidewalks with less fear of cars cutting across to enter parking lots. The entrance /exits to parking will be from side streets and fewer curb cuts so traffic patterns will be better organized. Aerial utility poles will be removed from the north side and several utility poles will be removed from south side.

The dedicated center turn lane should facilitate smoother traffic flow on the east and west bound lanes and also make left turns safer since there is only one lane of traffic to cross. The curb cut reduction will also help eliminate some of the visual chaos by having turns primarily at corners where it is customary for vehicles to be turning.



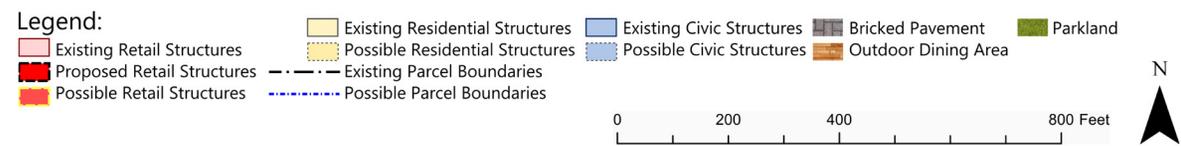
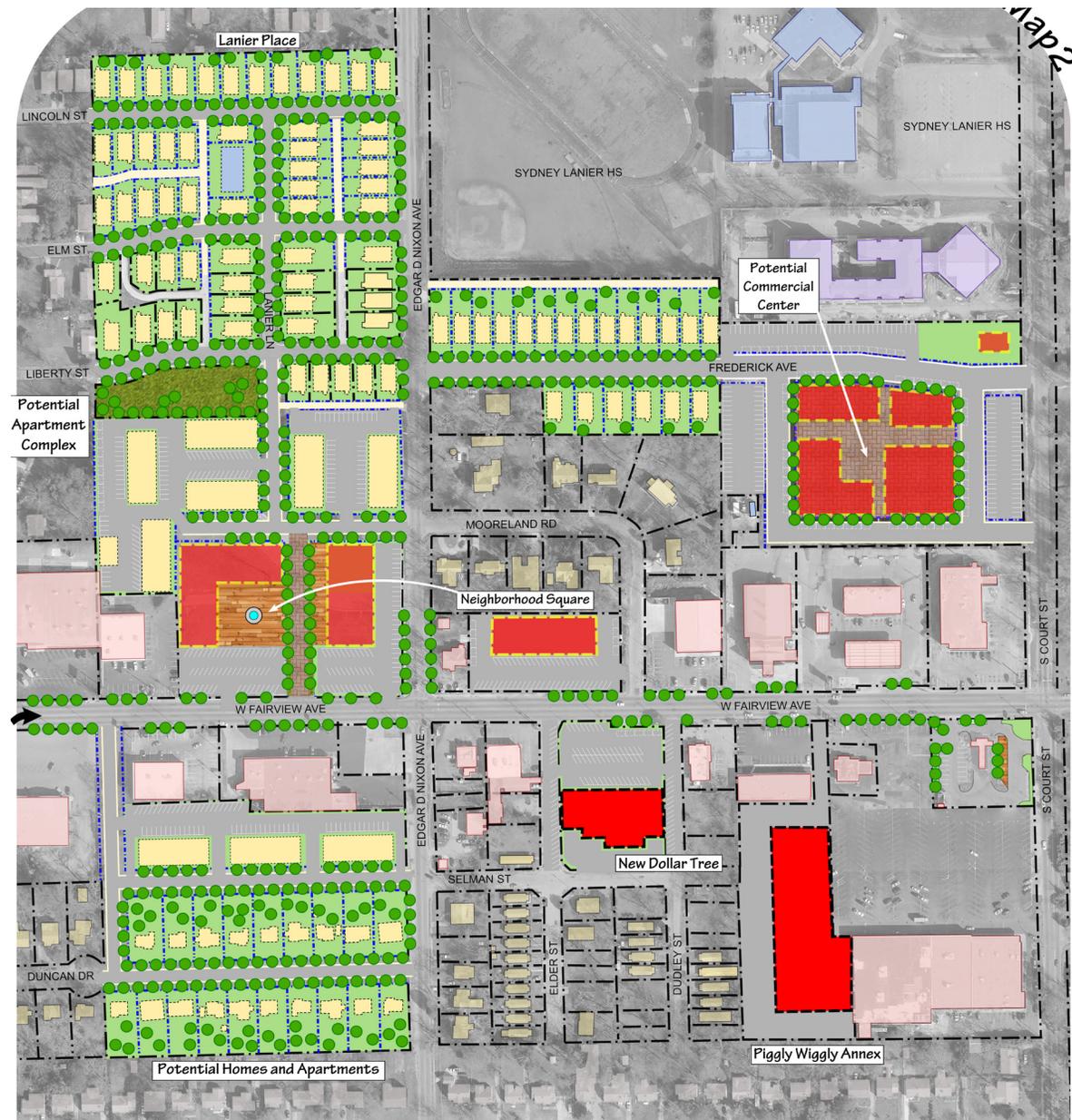
Reconnecting the Neighborhood

In addition to connecting the streets (Liberty, Elm and Lincoln) in Lanier Place, extending Lanier Lane south to Fairview will help residents of the area to get to businesses and services without having to get on Fairview, or at least having to go along the length of Fairview. It would also encourage residents to walk from Lanier Place and make this walk safer and shorter than it is currently.

Extension of Frederick Avenue (or Liberty Street) just north of the old Sears building west to Edgar D. Nixon Avenue would also alleviate traffic on Fairview for area residents and would also make land available for development on a smaller scale which fits with the neighborhood environment.

The illustration of the right shows these road suggestions as well as possible land use suggestions for additional growth of the area. Commercial businesses are recommended along Fairview and for the former Sears property.

The “Monday Property” - along Fairview with the label “Neighborhood Square” is a deep parcel that extends almost to Lanier Place. This plan concept shows apartments, or some type of multi-family or senior housing be placed between Lanier Place and the commercial strip along Fairview. This would help provide projected needed housing in the area. Similarly, on the south side of Fairview this plan calls for housing to be built in the now vacant lots south of the commercial strip.





Suggestion for Neighborhood Square with commercial shopping strip on the north side of Fairview Ave, at E.D. Nixon and Fairview on "Monday Property"



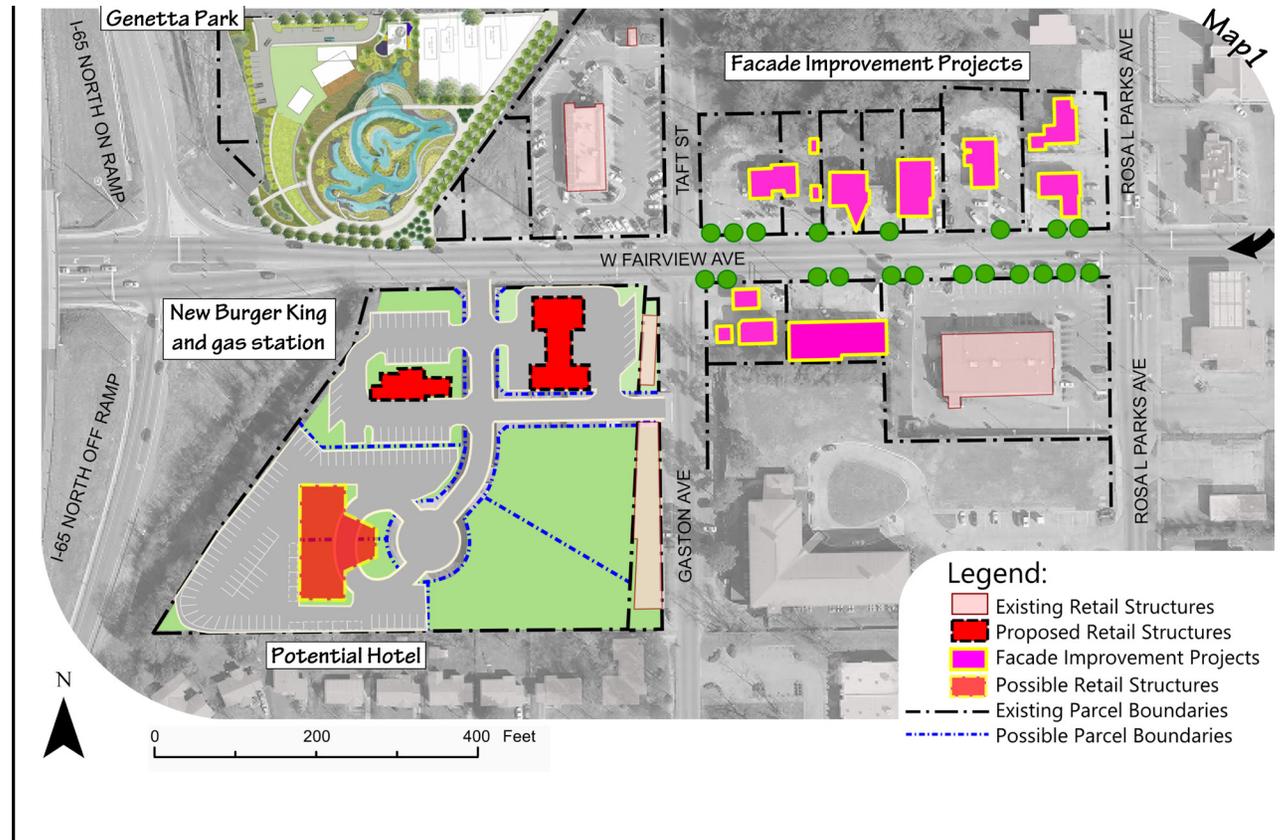
Possible New Construction on vacant lot on north side of Fairview Ave at Moreland Road



Proposed New Shopping Center on Fairview Ave. between Dudley St. and Elder St.

The map on the right shows the western edge of the Fairview Avenue Plan. The building symbols in red show proposed new businesses. Genetta Park is already under construction and the facade improvements, pink symbols outlined in yellow, have been completed. Please see next page for before and after photos of the facade improvements.

The top pictures are illustrative concepts that show new commercial shopping centers.



City of Montgomery

West Fairview Avenue Facade Improvement Program

Before

After



Before

After



A recently completed program by the **Community Development Division** of the **Planning Department** with Federal HUD Community Development Block Grant funds.

The illustrations on page 12 - 13 are additional pictures shown during the August meeting. These illustrations are only examples, not to scale, of possible development along West Fairview as well as some pictures of enetta Park and stream restoration that the City has close to completion.

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West Fairview Avenue Streetscape & 3D Renderings

Edgar D. Nixon Avenue - Dudley Street



Page 3 of 4 | PLEASE NOTE: THESE RENDERINGS ARE FOR ILLUSTRATIVE PURPOSES ONLY. DRAWINGS NOT TO SCALE.

City of Montgomery

West Fairview Avenue Streetscape & 3D Renderings

1-65 Corridor - Rosa L. Parks Avenue



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Renderings of Burger King and Gas Station

Citizen Comments

Comments during the August meeting were primarily expressing concerns that no or little attention by the City to address implementation of Plan elements. Meeting attendees were very concerned that their part of town had been forgotten and neglected. Specifically, they pushed for completion dates for: moving utility poles, street improvements; and completion of Genetta Park.

The Planning Director explained the uniformly tedious process the City has to go through to use public funds. He explained that this process is the same whether it is for the downtown, West Fairview Avenue or a project on the east side of town. The government requires historic and environmental studies, time to purchase right-of-way where needed, engineering studies and more landscaping and engineering plans before work can begin.

The historic and environmental studies were completed and the landscape and engineering plans are over halfway completed, so the estimate is another two years before utility poles are moved and road work can begin.

Following citizen review of this amendment and making corrections and additions, this amendment will go to the Planning Commission for adoption to amend the existing plan.

Many people took comment forms with them and 14 of these were mailed or brought back to the Planning Department following the meeting. The comments have been saved, and in order to not reveal names and addresses by comment, the comments only are as follows:

“Thank you for Trying Good Luck”

“Housing - put townhouses or condos”

“1. More street lighting on both sides of street, will take the fear out of visiting peoples, 2. Slower traffic, 3. Street benches for older folks”

“Although I do not live in the area, I am frequently a visitor for church, friends, volunteer work and some times employment. 1. I have to leave the area if I want to eat at a decent sit-down restaurant. 2. I have to leave the area to bank. 3. I have to leave the are to do basic shopping other than drugstores. I believe that unless these issues are addressed, my middle-class housing is doomed to failure in this area. No one wants to live amid inconvenience.”

“I would like to see a wall mural and maybe a mini mall.”

“Little will or can happen in West Montgomery without housing being an integral part. Also, must have plans to retain and attract working people having disposable income essential to new business investments. Removing the 55 years and older in west Montgomery leaves

problem people who are liabilities and broke.”

“These are the businesses I would like to see in my life time and other people as well. 1. An activity area for children from ages 13 -17. 2. A mini mall in the old Sears area. (no #3) 4. A celebrating area for all people to express their views, such as eating, birthdays and etc. 5. A Fairview Community Church for all. 6. Doctor’s office, most of us older people cannot travel across town (not able).”

“Place for designated for ‘pop-up shops’ so that neighborhood entrepreneurs can have a retail opportunity on a short-term basis. Laundry mat, smaller, clean grocery store”

“large grocery chain, Walmart, laundry mat”

In or where the old Sears building was I would like to see a golden corral family restaurant!! I would like to see Burger King, Foot Locker, Papas chicken, pizza hut, Home Depot, Krystal, a Ross clothing store, and a rest area for tourists when they are traveling through. Especially where that old National Linen service used to be its a real bad eye sore now!!”

“1. I would like to see Fairview progress to a beautiful place for visitors that come off I-85 (and 65?) to know that this place is an part of our city too, that has updated. The peoples and myself will be graceful to know our side of town is a place of pride and beautifulcation, to be happy I live on this side of West Side Pride. 2. Things that would bring Fairview updated landscaping,

sidewalks, new businesses (retail), food businesses, coffee shop (Starbucks) for visitors that come off the Interstate for rest stop. Hamburger place (Burger King). Please give the Citizens of Hope for the West Side Planning Development project. We have waited 5 years for this to happen, we have been patient on our projects to happen, the promises have been broken and its never to late to fix it now. We love our West side pride, when we go to the polls we won't forget who promised us and citizens that things will change on Fairview."

"Golden Corral or Fried Tomato Buffet where the old Sears building was. To many title loans stores about 6 of them. Bring back Krystal and KFC."

"1. Was disappointed by change from Smart-Code to traditional zoning and understand it was wanted by those who know the area best. 2. Please include sidewalks in all new development and add them to existing. 3. Visual clutter, I believe, continues to hurt the area. A real effort is needed to streamline signage for more visual harmony. 4. West Fairview area residents need a grocery larger and better stocked than Piggly Wiggly."

"1. I have serious concerns about the re-structure of the lanes on Fairview. Traffic difficult with 4 lanes. 2. I have concerns about several people in wheelchairs (some disabled, some may not be) in street and into traffic. 3. Would like to finally see a completion of Genetta "Park" with provisions to avoid mosquito population. 4. A Popeye's would be nice... just can't do Church's chicken.

Maybe a fish eatery. 5. Happy for Dollar Tree . . .thanks. As always. . .more or continued police presence."

view that could help build businesses. Perhaps like a BID - Business Incentive District.

OUTCOMES:

Comments are always welcome and the Planning Department will pass these suggestion to appropriate departments or persons working in the area that could address the various issues. In response to the comment concerning Pay Day Loan and other predatory lending practices, the Montgomery City Council passed Ordinance 32-2014, in May of 2014, to restrict and hopefully reduce the number of these harmful businesses. No more of this type business will be allowed on West Fairview.

The selection of businesses coming into the area is a private function. The list of desired commercial entities will be passed on to real estate agents, landowners and developers active in the area to encourage them to seek these entities but City cannot guarantee securing specific business. If the City owns any of the land, like the Sears site, it is possible that there could be some incentive from the City in order to secure a specific use or business.

One very positive outcome from the meeting is that concerned citizens talked together and have developed the goal to work with people from East Fairview to develop relationships and programs to strengthen ties along Fair-

3. Business Areas (Continued)
(Ord. No. 31-73) (Ord. No. 69-83)

ITEM	Individual Stores	
	Highway Commercial	B-2 B-3
Classes of business or services permitted	A,B&C	A,B&C
Classes of business or services permitted on appeal	D&G	D&G
Classes of business or services restricted	E&F	E&F
Minimum yard size:		
Front yard, in ft.	—	30*
Rear yard, in ft.	—	20
Maximum height: feet	45	45
stories	3	3
7		—
Maximum width of sidewalk, in feet		
Maximum building area, percent of gross lot area	50%	30%
Off-street loading		(See Article VI-5)
Off-street parking requirements: parking spaces per each 200 sq. ft. of gross floor area	1/2	1/4
Prior approval of development plan	Required	Required

CLASS:

"A" Stores selling food, general merchandise, apparel, furniture, housewares and household wares, drugs and sundries, jewelry, gift items, flowers and sporting goods, and similar types; small dry cleaning and laundry pick-up stations; barber shops and beauty shops; shoe repair; offices; banks; post offices; and similar services.

"B" Automobile filling stations*; drive-in eating places, motels, automobile repair.

"C" Any retail or wholesale business or services not specifically restricted herein, places of amusement and assembly, hotels, and outdoor advertising structures.

"D" Large dry cleaners and laundries; manufacturing incidental to a retail business where articles are sold at retail on the premises, not specifically restricted herein; animal clinics, hospitals or kennels.

"E" Coal yards, rag storing and baling.

"F" Any industrial use not specifically permitted.

G" Travel trailer parks.

Set-back requirements for pump islands at service stations located in B-2 Districts shall be at least 10 ft. from all property lines, and in the B-3 District they shall be at least 20 ft. from all property lines. No part of any sign or canopy shall be closer to the street property lines than 10 ft.

5. Office Districts
(Ord. No. 31-73) (Ord. No. 69-83)

Office Complex 0-0
Office District 0-1
Office Park 0-2

ITEM	DISTRICT		
	0-0	0-1	0-2
Classes of structures or uses permitted	A&B	A, B&E	A&E
Classes of structures or uses permitted on appeal	C&E	C&D	B, C&D
Classes of structures or uses restricted	F&G	F&G	F&G.
Required lot area, width, etc.:			
Minimum lot area, in sq. ft.	3,000	7,200	25,000
Minimum lot width at building line, in ft.	20	60	100
Minimum depth of front yard, in ft.	20	20	40
Minimum depth of rear yard, in ft.	20	20	40
Minimum depth of side yard, in ft.	0-20	10	20
Maximum building area, percent of gross lot area	60%	50%	25%
Maximum building height: feet	45	45	45
stories	3	3	3
Off-street loading		(See Article VI-5)	
Off-street parking requirements: Parking spaces per each 200 sq. ft. of gross floor area	1	1	1
Prior approval of development plan	Required	Required	Required

CLASS:

"A" Business or professional offices; public buildings; hospitals (for humans); nursing homes; and signs for identification provided they do not exceed 32 sq. ft. in area, nor 6 ft. in height, and are illuminated only by a non-oscillating, concealed light source.

"B" Parking lots.

"C" Lodges and clubs, not operated for a profit; rooming and boarding houses.

"D" Hotels and motels.

"E" Coffee shops, barber shops, pharmacy or similar service facility as an adjunct to Class "A" or "D"; provided entrance to such facilities is in the interior of the building only.

"F" Any business use not listed above.

"G" Any industrial use.

NOTE: Office complex 0-0 shall be permitted in 0-1 and 0-2 Districts, and shall be subject to the requirements in Article VI, Section 10.10.

NOTE: See Article VI, Section 10.10, for additional requirements applying to Office Complex 0-0 in all office zones.

2. Residential Districts (Continued)
(Ord. No. 31-73)

R-65-s
R-65-d
R-65-m

ITEM	DISTRICT		
	R-65-s	R-65-d	R-65-m
Classes of structures or uses permitted	A	A&B	B,C,&H
Classes of structures or uses permitted on appeal	F	F	F
Classes of structures or uses restricted	B,C,D,E,G&H	C,D,E,G&H	A,D,E,&G
Required lot area, width, etc.:			
Minimum lot area, one family, in sq. ft.	8,400	8,400	8,400
Each additional family		2,000	2,000
Minimum lot width at building line, in ft.	65	65	65
Minimum depth of front yard, in ft.	30	30	30
Minimum depth of rear yard, in ft.	30	30	30
Minimum width of each side yard, in ft.	10	10	10
Side yard abutting a street, in ft.	30	30	30
Maximum building area, percent of gross lot area	40%	40%	40%
Maximum building height: feet	35	35	35
stories	2	2	2
Off-street parking requirement:			
Car spaces per family dwelling unit	1	1	1

CLASS:

- "A" Single family dwellings.
- "B" Residential structures containing two family units.
- "C" Residential structures containing two, three, or four family units.
- "D" Apartments for any number of families.
- "E" Lodges and clubs, not operated for a profit; offices; hotels.
- "F" Agriculture, poultry, and livestock raising, but not including the operation of chicken brooder houses; and providing no structure, pen, or corral housing animals is located closer than 200' to any property line.
- "G" Any commercial or industrial use not specifically permitted.

Townhouses.