

# Dothan Hwy

# 84 EAST

Master Plan



# Executive Summary

The Highway 84 East corridor is a vital link in Dothan, extending approximately 4.2 miles from the historic downtown to the city limits. Two of the region's major institutions, Southeast Health, formerly Southeast Alabama Medical Center (Southeast Health) and the Alabama College of Osteopathic Medicine (ACOM), are located along the roadway, and it is a key gateway to downtown.

The road is currently designed to move automobiles as efficiently as possible with little emphasis on pedestrians or bicyclists. Some segments of the corridor are characterized by physical and visual blight, and the area lacks a unifying design theme or character. Furthermore, there is little connectivity between developments due to the lack of coordinated planning. All these issues make it difficult to attract new investment and development along the Highway 84 East corridor.

Despite these challenges, there are several positives to build upon. Downtown Dothan is experiencing an uptick in investment activity, and improvements to Highway 84 East would enhance the pedestrian environment and visitor experience. Southeast Health has acquired significant property near the intersection of Highway 84 East and Ross Clark Circle with the potential for future development that could begin to transform this area. At the east end of the corridor, ACOM controls land where the college could grow into an anchor for that part of the City. Lastly, Highway 84 East carries decent traffic volume, which represents an opportunity if these commuters can be given a reason to stop and patronize local businesses.

Historically Highway 84 was Dothan's Main Street. It accommodated a variety of transportation modes including: automobiles, transit, bicycles and pedestrians. As it ran through downtown it was lined with pedestrian oriented commercial, with on-street parking and a consistent unifying streetscape.

During the highway building boom of the 1950s and 1960s Main street was converted into the highway we now know as Highway 84; a high speed, limited access road, providing regional accessibility.

Currently Highway 84 does one thing very well. It moves many cars (and trucks) as quickly as possible. Highway 84 East does not accommodate pedestrians, bicyclists, transit, or manage vehicle speeds. Development facing the highway logically responds to the character and speed

of road. Buildings built after Highway 84's construction respond to the auto dominated environment. They are meant to be viewed driving at a high rate of speed and they are surrounded by parking and do not shape high quality outdoor space.

The oversized signage results in visual clutter, and there is little attempt to make the right-of-way beautiful. There are limited sidewalks (none outside of downtown), limited pedestrian crossings, no bike paths and a general lack of street trees and cohesive landscape. The resulting environment is inhospitable to anything but fast-moving automobiles.

Through careful redesign of Highway 84 and comprehensive planning of the key districts, there can be an incremental and holistic transformation resulting in improvements for the economy, environment, community and aesthetics.

# Executive Summary

## Key Findings

The purpose of the Highway 84 Corridor East Plan is to improve the quality of life and to help stimulate economic development. The population is growing at a slow pace. As a result, there has been very little real estate development activity in recent years due to the lack of demand. One of the community's central challenges is an aging population and the difficulty attracting young people.

Like most planning efforts, implementation of the plan recommendations will be constrained by limited public resources. Therefore, it is important that initial public investments are made in areas where physical improvements will have the biggest impact. In our opinion, the continued revitalization of downtown Dothan would have the greatest community benefit. The Wellness District is also important but should be given less priority than the Downtown District. The City of Dothan should partner with Southeast Health to prioritize and fund improvements in this area. The success of this area largely hinges on Southeast Health's ability to be a catalyst for positive change. The Campus District has a mostly rural character and there is little development pressure in this area, making public investment less critical. However, a concerted effort should be made to provide a multi-use trail that connects the Campus District to the Wellness District and Downtown Dothan.

Downtown Dothan has made significant strides, but there is still a lot of untapped potential. Many communities similar to Dothan have devoted significant resources to improving their downtowns and are reaping the rewards. A vibrant downtown can lead to more visitors, increased sales tax revenue, a greater sense of community pride, and a greater likelihood of retaining and attracting talented young people. The recommendations in the Highway 84 Corridor East Plan will hopefully accelerate Downtown Dothan's renewal process and have a positive effect on the rest of the corridor and the City.

1. The study area connects 3 of Dothan's key districts: Downtown, the Southeast Health Center (Formerly the Southeast Alabama Medical Center (Southeast Health)). Strengthening the connectivity between these three districts will result in positive economic development for all of Dothan.
2. Highway 84 can become a street that provides safe and comfortable space for bicycles and pedestrians.
3. The City of Dothan controls a key block in Downtown that can become a catalyst for sparking further redevelopment throughout downtown.
4. Dothan's demographic is aging. For Dothan to thrive it needs to attract and retain the next generation of talented doctors, nurses, business owners, artists, engineers and educators.
5. Public realm improvements will enhance quality of life throughout the study area resulting in attraction and retention of the next generation of Dothan's leaders.
6. The hospital is Dothan's largest employer. Southeast Health can play a critical role in the implementation of this master plan as they develop or as they plan to develop their properties.
7. Auburn University has been a key contributor to Dothan's vision and the City can continue to leverage their expertise for design and planning recommendations in the future.

## Recommendations:

1. **Establish an open dialogue between the Mayor and ALDOT focused on achieving the goals of the Highway 84 Vision.**
2. **Reroute pass-through truck traffic around, instead of through, downtown.**

### INCREMENTAL CHANGE

Below is a recommended sequence of specific steps the City of Dothan can take to make progress in implementation towards the vision:

3. **Planning Staff to work with Dothan Downtown Redevelopment Agency staff and others to actively market the corridor vision to developers and business owners throughout the region.**
  - d. Use this master plan to help to market the corridor vision to institutions, builders, lenders and potential partners who will implement the vision.
  - e. Establish clear lines of communication between landowners, the Southeast Health, City Staff and City Policy Makers.
  - f. Meet regularly with stakeholders to fine tune the vision.
7. **Establish clear lines of communication between landowners, the SE Health, City Staff and City Policy Makers.**
  - h. Meet regularly to enhance understanding, to discuss how to overcome hurdles to implementation and deviations to the vision.
9. **Prepare and issue RFQ for Civic Center Block for a developer to implement and mixed-use block anchored with a urban hotel.**
  - j. Specifically target a hotel operator to develop a hotel at the corner of St. Andrews and Main Street. Once hotel is built implement the physical vision for the Civic Center block.
11. **Implement a form-based code for focused growth areas.**
  - a. Make the regulations clear and easy to understand
  - b. Accommodate market demand for change while preserving the vision
  - c. Focus the development standards from 0' to 20' up. This is the most important zone in determining the character and quality of a place.
  - d. Reduce time it takes to get entitlements and consider administrative approval of development projects complying with the form-based code
  - e. Buildings should not be designed as objects in the landscape but rather with:
    - » Clear focus on the fronts of the buildings
    - » How buildings line up to meet the sidewalk and shape the public space of the street
    - » Buildings should be allowed to transition use over the life span of the building
  - f. Design new street networks as an interconnected network
  - g. Allow for a wider range of residential typologies and densities between 10 du/ac - 55 du/ac.
12. **Revise the City's Capital Improvement Program to allocate sufficient funding to implement a phased approach to public-realm improvements.**
  - a. Establish a phasing plan for capital improvements.
  - b. Align Capital Improvement Spending with Hwy 84 Master Plan.
  - c. Direct public investment and new growth to Downtown first, the hospital area second and ACOM third.
13. **Redesign and Rebuild Highway 84 East**
  - a. Test traffic calming measures through downtown with temporary measures like paint re-stripping and temporary planters.
  - b. Prepare detailed street design and cost estimates for Highway 84 East.
  - c. Remove a lane of traffic and provide a protected bicycle lane and sidewalk.
  - d. Add a round-a-bout at the corner of Highway 84 and Museum Avenue.
  - e. Manage vehicle speed on Highway 84 by equally spacing a series of new and existing signalized intersections
    - » Incorporate new crosswalks and prioritize signal timing with pedestrian crossings
    - » Synchronize traffic signal timing to balance traffic volumes with new intersections

# Executive Summary

## Recommendations:

### 14. Make public realm improvements throughout downtown.

- a. Start with the following streets: Foster, St. Andrews, Museum Avenue, Troy Street, Holman Street, Crawford Street.
- b. Focus new public investment along Foster Street, which is the most vibrant portion of downtown. Enhancements should be made to the greenspaces, sidewalks, and street lighting. Consideration should also be given to placing utilities underground.
- c. Visually pull the downtown district together with consistent materials, street furniture, pedestrian scale street lighting, street trees and ground plantings.
- d. Implement removable bollards on Foster to facilitate a pedestrian only street during events and to ensure safety.
- e. Enhance the plazas on Foster providing space for events and "outdoor living rooms" for the City.
- f. Make East Troy Street a 2-way street to facilitate better downtown circulation patterns.
- g. Redesign Poplar Head Park into an Art Gateway Park for downtown.
- h. Relocated the Dothan farmers market to Foster Street to help catalyze continued redevelopment north and south of Main Street.
- i. Explore the concept of a trail that connects downtown to other parts of the City. This model has been used successfully in other cities to enhance the quality of life and promote economic development. The railroad right-of-way in downtown is the optimal location if the City can get cooperation from Genesee & Wyoming, Inc.

### 15. Partner with Education Providers

- a. Approach Auburn University's School of Architecture, Planning, and Landscape Architecture about opening a design center in a vacant downtown storefront. The center would be staffed by students interested in downtown revitalization and would take

on special projects and provide advice to property owners and City officials.

- b. Explain the Highway 84 East Vision to area educators and youth and prepare a vision pamphlette for school age children.
  - Get children (and their parents) to understand how economics and planning are related.

### 16. Explore public and private funding sources and development partners

- a. Approach local banks about creating a low-interest loan pool to assist with downtown revitalization projects. Low-interest loan pools are an attractive way for banks to participate in the process, spread the risk, and provide an infusion of capital into the area.
- b. Recruit investors and developers interested in rehabilitating Downtown Dothan Redevelopment Agency owned properties. As noted, the buildings abutting the railroad right-of-way are prime redevelopment candidates. However, the Downtown Dothan Redevelopment Agency should not cede control of properties without a firm commitment to reinvest. One structure that could be utilized is to lease buildings to developers for a nominal amount while improvements are made. In return the developer can exercise a purchase option after the building has been substantially renovated.
- c. Seek additional funding sources for downtown revitalization. The Downtown Dothan Redevelopment Agency's only funding sources are from the City and County, and it is important that the business community provide some level of financial assistance. A compelling strategic plan with an exciting vision and realistic goals is critical to broadening the level of support.
- d. Strengthen the Downtown Dothan Merchant's Association, which is currently under the umbrella of the Downtown Dothan Redevelopment Agency. The goal for this organization should be to grow its membership and develop into a self-

funded entity that can effectively promote downtown retail and restaurants.

- e. Create an inventory of downtown buildings that have adaptive reuse potential, as well as properties available for sale or lease. This information should be placed on the Downtown Dothan Redevelopment Agency's website to promote business and investment opportunity.
- f. Explore ways to work collaboratively with the DuBois Institute to promote urban farming and agritourism in downtown. Some concepts to consider are rooftop gardens and reusing abandoned buildings for hydroponic and aquaponic farms. Produce grown in these facilities can be sold to local restaurants, supermarkets, and at the local farmers market.
- g. Continue to work with Main Street Alabama to improve the community's approach to downtown business recruitment and expansion efforts.



# CONTENT

<b>1</b>	INTRODUCTION	11
<b>2</b>	EXISTING CONDITIONS	29
<b>3</b>	VISION	37
<b>4</b>	DOWNTOWN DISTRICT	63
<b>5</b>	WELLNESS DISTRICT	101
<b>6</b>	CAMPUS DISTRICT	125
<b>7</b>	IMPLEMENTATION	147
<b>8</b>	APPENDIX	189



# 1

## INTRODUCTION

---

Highway 84 East Master Plan

# Background

The goal of the 2017 Dothan Strategic Plan is to be the “Hub” of the Wiregrass Region; a regional center for jobs, retail, restaurants, entertainment, culture, healthcare and education.

## 8 PRINCIPLES OF DOTHAN’S STRATEGIC PLAN:

- Principle 1: Most Beautiful, Livable City
- Principle 2: Hub of the Wiregrass Region
- Principle 3: Convenient Access and Mobility
- Principle 4: Vibrant 24 Hours Downtown
- Principle 5: Strong Diverse Economy
- Principle 6: Family Friendly Community
- Principle 7: Exceptional Leisure Amenities for All
- Principle 8: Inclusive Community for All

The Highway 84 East Master Plan is one major step forward in implementing the 2017 Strategic Plan. This master plan for 4.5 miles of the Highway 84 Corridor between Oates Street and the eastern city limits is for both the Highway 84 right-of-way and the land adjacent to the highway.



Exhibit A: City Regional Context Map

Dothan is approximately 20 miles from Florida and Georgia borders and is within a ½ day’s drive from destinations like Mobile, Montgomery and Birmingham, Alabama; Atlanta and Albany, Georgia; and Tallahassee and Panama City Florida.

Dothan has grown 3.4% since 2010 and in 2017 the population is 68,019.

The regional transportation network is a hub and spoke. The hub is Dothan's downtown. The spokes are a variety of US and State Highways including Montgomery Highway (US 231), E Cottonwood Road (US 431), Columbia Hwy (State 52), and Highway 84. Ross Clark Circle is a ring road approximately 4 miles in diameter allowing through traffic to go around, rather than through Downtown Dothan.



Exhibit B: Project Study Area Context Map



The Highway 84 East Study Area is approximately 2,000 acres of land area and includes urban, suburban and rural land uses surrounding 4.5 miles of Highway 84.

Exhibit C: Highway 84 East Study Area Aerial

# Why? How?

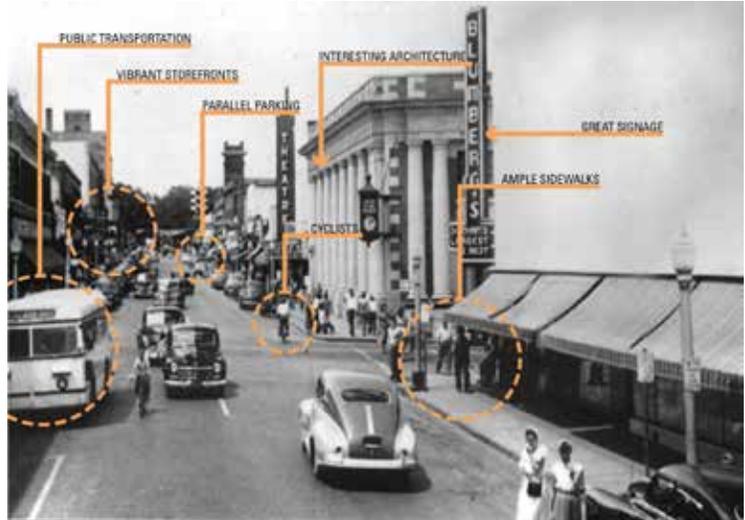
## Why are we doing this plan?

Highway 84 was Dothan's Main Street. Historically it accommodated a variety of transportation modes including: automobiles, transit, bicycles and pedestrians. As it ran through downtown it was lined with pedestrian oriented commercial, with on-street parking and a consistent unifying streetscape. Outside of downtown it was a rural highway.

During the highway building boom of the 1950s and 1960s Main street was converted into the highway we now know as Highway 84; a high speed, limited access road, providing regional accessibility. These attributes come at the expense of place making, pedestrian safety, economic development, local community connectivity and environmental sensitivity.

Currently, Highway 84 does one thing very well. It moves many cars (and trucks) as quickly as possible. Throughout the study area most sections of Highway 84 East do not accommodate pedestrians, bicyclists, transit, or manage vehicle speeds. Development facing the highway logically responds to the character and speed of road. Buildings built after Highway 84's construction respond to the auto dominated environment. They are meant to be viewed driving at a high rate of speed and they are surrounded by parking and do not shape high quality outdoor space.

The oversized signage results in visual clutter, and there is little attempt to make the right-of-way beautiful. There are limited sidewalks (none outside of downtown), limited pedestrian crossings, no bike paths and a general lack of street trees. The resulting environment is inhospitable to anything but fast-moving automobiles.



## Critical Questions?

How do we provide a corridor of beauty, an economic engine, an example of environmental sensitivity and a place that unites the community together? How do we continue to accommodate automobiles while creating a corridor that has a clear identity, is safe and even encourages walking, biking and transit?

## How will it succeed?

Through careful redesign of Highway 84 and comprehensive planning of the key districts, there can be an incremental and holistic transformation resulting in improvements for the economy, environment, community and aesthetics.

Comprehensive problems need comprehensive solutions, but the solutions do not need to be complicated. Today, Highway 84 is incomplete. It does not meet the community's needs for mobility, access, beauty and economic opportunity. Space must be given to accommodate pedestrians and bicycles. It needs to have a plan for the future grounded in feasible implementation strategies.

The Highway 84 East corridor is a logical place for the City to focus its energy and limited resources because of the opportunities that currently exist. The cultural heart, Downtown Dothan; the region's largest medical employer, the SE Health (SE Health); and an emerging center of research and education, the Alabama College of Osteopathic Medicine (ACOM) are some of the city's greatest assets within the Highway 84 Study Area. These assets will be strengthened when they are brought together with a great street and when they are planned as an interconnected economic engine.

## Art, Economics, Environment, Community

Comprehensive planning seeks to balance the following: Art/Aesthetics, Economics, Environment and Community.

- Art/Aesthetics: By reconfiguring the design of the street, we can bring beauty and a harmonious character to the corridor.
- Economics: By establishing a comprehensive vision for the district, we will provide the confidence to the private sector to pursue redevelopment and infill projects and for the public sector to invest in improvements.
- Environment: Natural corridors traversing the study area will be incorporated into the design, protecting natural drainages and wetlands, providing wildlife corridors for animals and providing trail networks to destinations.
- Community: The corridor design will seek to improve access for all segments of the population by enhancing safety through incorporation of additional street crossings and intersections, traffic calming measures and incorporation of bicycle and pedestrian facilities.



# Purpose

**The Highway 84 East Master Plan will implement the City's Strategic Plan for the Study Area by addressing 5 key areas:**

- **Aesthetics**
- **Access and Mobility**
- **Health and Wellness**
- **Economics**
- **Environment**

## Who Should Use This Plan?

A wide range of users can use the Highway 84 East Master Plan including: residents and property owners, businesses and developers, City staff, community leaders and partner agencies can all use the Plan to guide and realize the desired vision.

### **Residents and Property Owners:**

The Plan documents values and vision for the future of Dothan in a way that allows residents and property owners to participate as informed and active participants in the overall physical development of the study area including the decisions about land use that impact them most directly.

### **Businesses and Developers:**

The Plan provides guidance on how to best achieve the community's vision in ways that allow business and developers to grow, adapt and implement their development and business plans.

### **City Staff:**

The Plan helps City Staff to work with applicants and stakeholders to review development proposals, and to provide decision-makers with information about how the proposals align with the intention, vision, and recommendations of the Plan.

- To create and implement City initiatives including Code changes and process improvements that advance the goals and recommendations of this Plan.
- To work collaboratively with stakeholders on the more detailed plans and projects necessary to implement and achieve the goals of this Plan.
- To monitor and report on the implementation and success of the Plan through measurable indicators, and to respond and adapt to this information.

### **City Leaders:**

To position Dothan for the future by establishing annual work plan priorities, developing partnerships, ensuring accountability of City departments, and making thoughtful and informed decisions in harmony with the vision and goals of this Plan.

## We expect this Plan to be used for three primary purposes:

1. To review larger, discretionary land use applications for alignment with the overall vision.
2. As a source of direction for City initiatives pertaining to the physical development of the city, including:
  - Priorities and areas of focus
  - Direction for changes to Zoning and other policies and ordinances
  - A consideration in development of the capital improvement priorities of the City
  - Support for grant applications and community partnerships
  - A source of recommendations for prioritizing within ongoing City Strategic Plans
3. To monitor the success of the Plan and adapt where necessary to ensure continuous improvement

## Adaptable Plan

This Corridor Plan reflects a great deal of effort by both experts and the broader community in analyzing and thinking about the trends and assumptions that will impact physical development, and how we expect to address them. However, we recognize that our land use future and the development market are not fully predictable. Therefore, the Plan is designed and intended to be used adaptively in response to changing conditions, circumstances and markets. Overall alignment with the planning and design principles of this Plan should be the paramount consideration with the recognition that the vision's details will be modified to address changing market condition.

# Public Engagement

## Workshops

The Highway 84 East Master Plan is not exclusively the result of technical analysis, market demand and the best practices regarding corridor planning. This plan has been shaped according to the input of Dothan's residents and business leaders. Over the nearly 2 - year project duration, staff and the consulting team engaged in a variety of small and large workshops and meetings to understand the issues, hopes and preferences of the community. The Wiregrass Museum administered a grant from Smart Growth America to work directly with low income neighborhoods typically under-served by traditional planning processes.

The result of the public engagement process has shaped this plan





# Public Engagement

## Workshop Summary

During a series of workshops the City and its consulting team solicited public input on a range of topics. Below is a sample of the public input received.

### 1. In what ways do you use the 84 Corridor? (Select all that apply).

Live	10%
<b>Work</b>	<b>20%</b>
Own a home	6%
Own a business	8%
Own property	5%
<b>Commute through</b>	<b>25%</b>
Volunteer in	5%
Recreate in	13%
Other	9%

### 2. Rate, on scale from 1-10, how visually appealing is the Highway 84 Corridor?

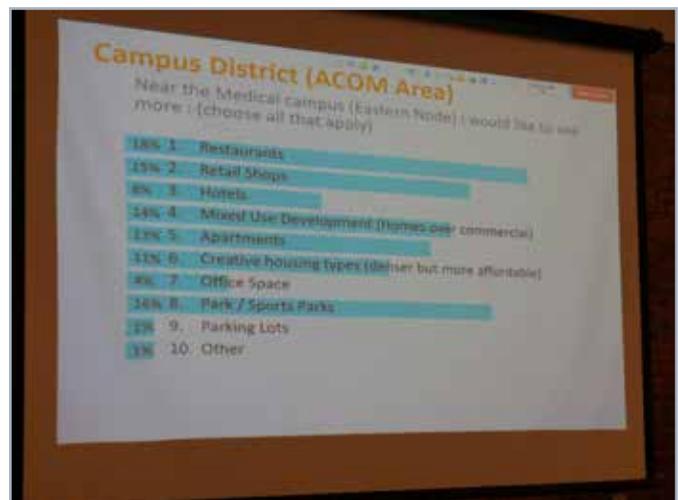
Bad	11%
2	13%
<b>3</b>	<b>27%</b>
4	20%
5	15%
6	6%
7	3%
8	3%
9	2%
Excellent	0%

### 3. What would you like to see more of along the Corridor? (Select all that apply).

Single family housing	3%
Multi-family housing	4%
<b>Retail shops</b>	<b>19%</b>
Offices	5%
<b>Restaurants</b>	<b>17%</b>
Industrial business	3%
<b>Mixed use</b>	<b>23%</b>
Hotels	7%
<b>Civil (parks, museum, library, etc.)</b>	<b>16%</b>
Other	3%

### 4. What would you like to see less of along the Corridor? (Select all the apply).

<b>Single family housing</b>	<b>21%</b>
Multi-family housing	13%
Retail shops	3%
Offices	13%
Restaurants	0%
<b>Industrial business</b>	<b>38%</b>
Mixed use	4%
Hotels	4%
Civil (parks, museum, library, etc.)	1%
Other	2%



**5. Would you feel comfortable biking on Highway 84? (Choose one).**

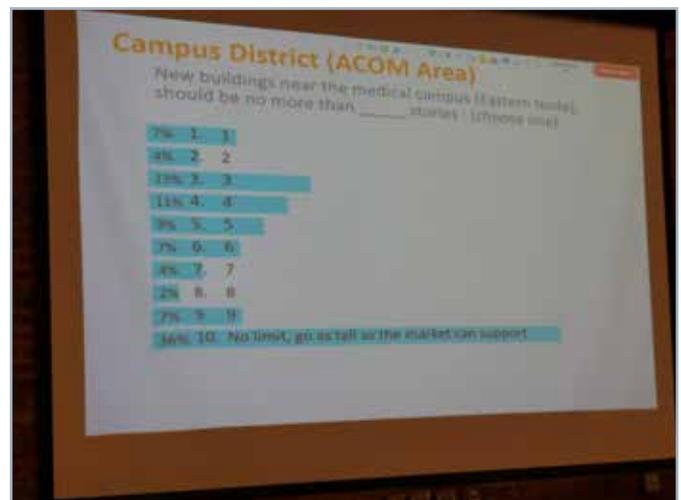
No, but I don't think Hwy 84 should be bike friendly	10%
<b>No, but I think Hwy 84 should be bike friendly</b>	<b>41%</b>
Maybe, it depends on the segment	14%
Yes	1%
<b>We should provide bike routes in the study area, not just Hwy 84</b>	<b>33%</b>
Other	1%

**7. Should the 84 Corridor possess more pedestrian crossings? (Choose one).**

No changes necessary. Existing signals serve me well	3%
Yes, a few more. Several key intersections are points of conflict.	35%
Yes, please look into it! I feel the corridor could move safely and efficiently.	32%
Yes, in specific areas there need to be more pedestrian crossings.	5%
Other	0%

**6. Are the existing sidewalks adequate? (Choose all that apply).**

No, there are not sidewalks where I want to walk	11%
No, the sidewalks that are provided need to be wider	13%
<b>No, they are broken and unsafe</b>	<b>27%</b>
Yes, they serve my purposes	20%
Other	15%



# Public Engagement

## Direct Engagement

This summer, the Wiregrass Museum of Art (WMA) partnered with the City of Dothan to gather feedback from residents on their transportation experiences along the Hwy 84 E Corridor. The study area stretches from Downtown Dothan, eastward to the SE Health (SE Health), and further to the Alabama College of Osteopathic Medicine (ACOM).

While public meetings held by the City of Dothan and Design Workshop were well attended, it was observed that community members living and working along the Corridor were largely absent from the process. With encouragement, and additional funding, from Smart Growth America, WMA partnered with the City of Dothan to launch an artist-in-residence program for the summer. The scope of work focused on outreach directed towards residents of the NBCAR District and surrounding neighborhoods.

### THE ARTIST'S WORK

Cosby Hayes is a public artist and muralist based in Tallahassee, FL. Hayes was selected from an applicant pool of 8 artists around the Southeast and has a diverse background in public engagement and community organizing. He was selected by a committee of community leaders and local business owners, and both the museum and City had a representative present.

Cosby Hayes worked alongside WMA and other cultural organizations, neighborhood leaders, volunteers and students, the City of Dothan, and local artists to engage neighbors in brainstorming and feedback initiatives about existing transportation infrastructure, as well as their hopes for new infrastructure needs. He spoke to more than 200 people and attended over 10 community events, in addition to walking the neighborhoods to “meet people where they are.”

It was observed that dozens of citizens are walking and biking along the Corridor daily including nurses biking to

SE Health; fast food workers crossing Ross Clark Circle to get to and from work; and homeless community traveling throughout the City. The need for sidewalks, bike lanes, and crosswalks were suggested in every conversation that Hayes had with residents. It was made clear, early in the process, that the roads along Hwy 84 East were not built with pedestrians in mind, leading to several safety concerns.

Some common comments that were made throughout the process included:

- Lack of adequate lighting along the Corridor
- No designated area for walking and biking
- High speed in areas of high foot traffic
- Lack of affordable transportation options
- Need for resting and charging stations along traveling routes

For many members of the community, the potential for pedestrian and bike lanes is not one of hope, but rather one of great need. In some cases, it could be the difference between life and death – as communicated to Hayes by members of the homeless community.

As Hayes talked with business owners along the Corridor, residents of the Martin Homes complex, and those he spotted during their daily commutes, it was obvious that many of their lives are made more difficult by a lack of safe transportation options. As the project went on and the same hardships were repeated of unreliable public transportation and a need for city sanctioned pathways for pedestrians, a single physical feature made its way to the forefront.

The bridge leading in and out of Dothan's downtown along the East 84 Corridor was a cause of great concern for most of the citizens that spoke to Hayes. He witnessed a homeless couple pushing shopping carts across the bridge, a young boy on summer vacation

(maybe 15 years of age) walking across the bridge and finally, an elderly woman wheeling herself up the bridge, having to drag her feet to slow her descent down the other side.

Hayes heard from many of the residents in the area that the bridge was dangerous and unsafe to walk across but that going under the bridge posed an equally risky task at night for anyone that might be walking alone. The lighting is poor underneath the bridge and is not an ideal method of traversing for vulnerable pedestrians, so many people choose instead to walk the narrow pathway between the oncoming traffic and the concrete wall of the bridge.

The artist walked the Corridor, including the bridge, on four occasions during different times of the day to gauge the levels of traffic. He described his experience as “quite terrifying.” Cars, trucks and even semis come as close as three feet to the pedestrian “pathway”, leaving no option to escape a distracted driver should that occasion arise. The rate at which cars travel over the bridge is sporadic, and there is never an overwhelming number of vehicles clogging the four lanes on the bridge. Even during rush hour vehicles come in short 10-30 car bursts.

## SOLUTIONS?

A few suggestions/solutions did come up in the course of the residency program including: Narrowing the traffic entering and exiting the bridge, re-purposing outside lanes into walking and biking paths; adding crosswalks throughout the Corridor study area, specifically around the 84 and Museum Ave intersections and Ross Clark Circle and SE Health; adding resting stations along the Hwy to include charging options (solar?); adding adequate lighting and reducing the speed limits.

Many features could be tested by implementing short term interventions, or tactical urbanism methods, to determine the best use of funds before major construction began.

# Project Goals



## Goals

### **The Highway 84 East Master Plan will result in a corridor that:**

- Allocates sufficient space to accommodate the needs of pedestrians, cyclists, future transit and automobiles.
- Enhances safety for all user.
- Attracts new businesses, new development and redevelopment.
- Preserves historic architecture and celebrates the history of Dothan.
- Emphasizes the design of the public realm providing a unique sense of place.
- Encourages adaptive reuse of historic buildings and redevelopment of underutilized properties.
- Provides new mixed-use, walkable districts in key locations.
- Promotes appreciation of the arts and provides new space for public art display.
- Protects sensitive natural and culturally significant landscapes.

## Critical Success Factors

The Design Workshop consultant team identified the following Critical Success Factors for Highway 84 East. These factors reflect the desired results that should occur for the City to consider the project a success.

- Facilitate a public engagement process arriving at consensus of a preferred vision.
- Create a clear visual identity and improve aesthetics.
- Generate a plan that accommodates multi-modal transportation including: future transit, pedestrian and bicycle.
- Provide a vision for redevelopment opportunities.
- Identify impediments to implementation such as existing zoning standards, transportation infrastructure design, market conditions and lack of vision.
- Identify Goals, Policies and Strategies to remove impediments and to achieve the vision.
- Produce a plan that is realistic and reflective of market demand.
- Develop a phasing strategy that is implementable and fund-able.
- Create a plan that prepares the project area for attracting private and public investment.
-



# ACKNOWLEDGMENTS

The City of Dothan would like to thank all the residents and stakeholders for their participation in the creation of this plan. Special thanks go to Auburn professor Sweta Byahut's class in the Community Planning Masters program for their work on the study area and to her students who helped with facilitation during public meetings. Special acknowledgment to Cosby Hayes who worked tirelessly and directly with the community to ensure the entire community had a voice during the planning process.

## Highway 84 Steering Committee

City of Dothan  
Mayor Mark Saliba

## City of Dothan

Janasky Fleming  
*Commissioner, District 2*  
Albert Kirkland  
*Commissioner, District 3*

## Dothan, Planning & Development

Todd McDonald, AICP  
*Director*

## Dothan Public Works

Charles Metzger  
*Director*

## Dothan Planning Commission

Jerry Coleman  
*Chairman*

George C. "Chuck" Harris  
*Former Chairman*

## SE Health

Merideth Holland  
*Vice President*

## Alabama College of Osteopathic Medicine

Dr. Craig Lenz  
*Dean and Vice President*

## Alabama Department of Transportation

Mark J Graham, P.E.  
*County Transportation Engineer Troy Area*

## Alabama Department of Environmental Management

Jeff Kitchens  
*Chief, Stormwater Management Division*

## Wiregrass Museum of Art

Dana Lemmer  
*Executive Director*

## Dothan Chamber of Commerce

Matt Parker  
*President*

## Downtown Dothan Redevelopment Agency

Jamie Bienvenu  
*Executive Director*  
Pat Thomas  
*Chair*

## Southeast Alabama Regional Planning and Development Commission

Scott Farmer  
*Director*

## The George Washington Carver Interpretive Museum

Precious Freeman  
*Executive Director*

## Cultural Arts Center

Ann Cotton  
*Executive Director*

## Federal Highway Administration, Alabama Division

Clint Andrews  
*Team Leader Planning & Program Management*  
Lian Li  
*Community Planner*  
Katie Lee  
*Area Engineer*

## Dothan Area Cyclists

Joe Varner

## Bart Liddon Homes

Bart Liddon



# 2

## EXISTING CONDITIONS

---

Highway 84 East Master Plan





## EXISTING SURFACE PARKING LOTS

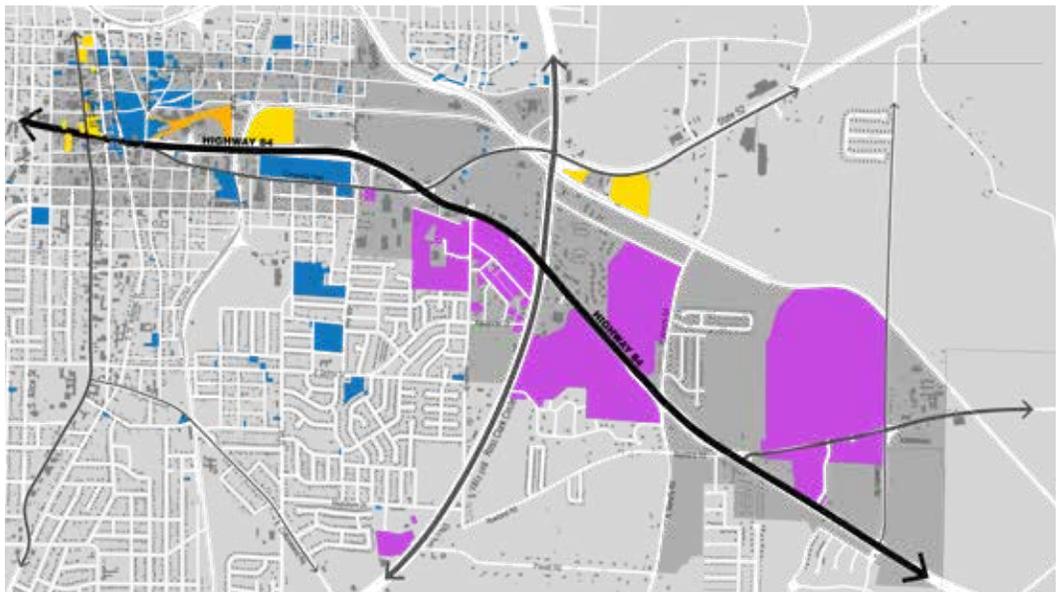
- Commercial areas (downtown and hospital area) have significant surface parking lots.
- Surface parking should be viewed as opportunity sites for higher and better use.



## MAJOR PROPERTY OWNERS

- SE
- CITY OF DOTHAN
- COUNTY

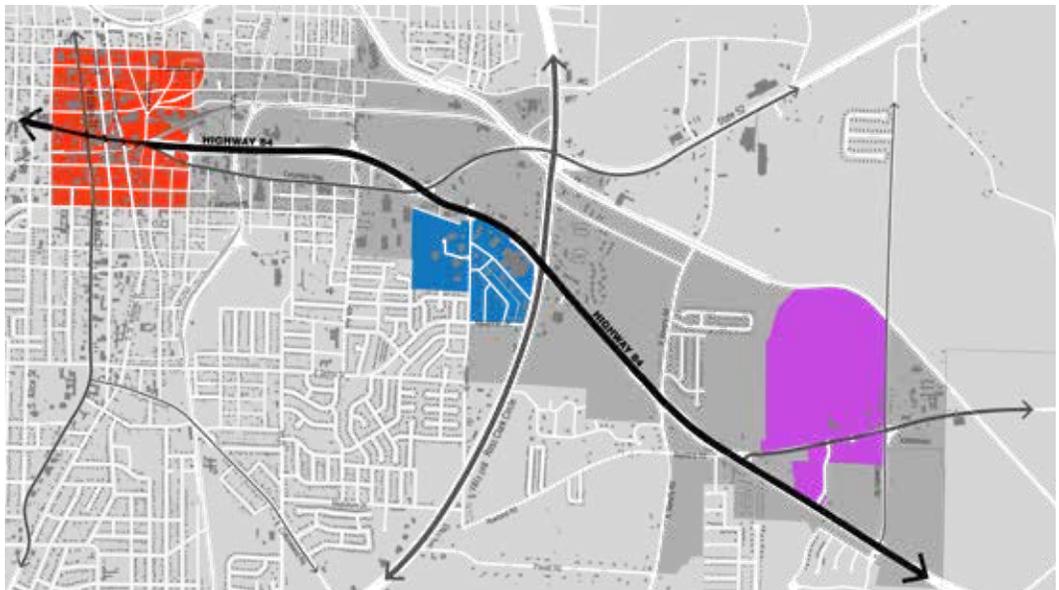
- 3 primary owners hold the key to ensuring the vision is realized.



## EXISTING DISTRICTS

- DOWNTOWN
- SE HEALTH
- ACOM

- Leverage these existing districts to organize the corridor.



**EXISTING INTERSECTIONS**

- EXISTING SIGNAL
- EXISTING NON-SIGNALIZED INTERSECTION

- Tight intersection spacing downtown.
- Wide intersection spacing as you travel east on Hwy 84.



**EXISTING SPEED LIMITS**

Posted Speed  
Observed Speed



**EXISTING DAILY TRAFFIC VOLUMES**



## EXISTING BUILDING FOOTPRINTS

- More buildings downtown.
- Buildings downtown help to define the public realm as “outdoor rooms.”



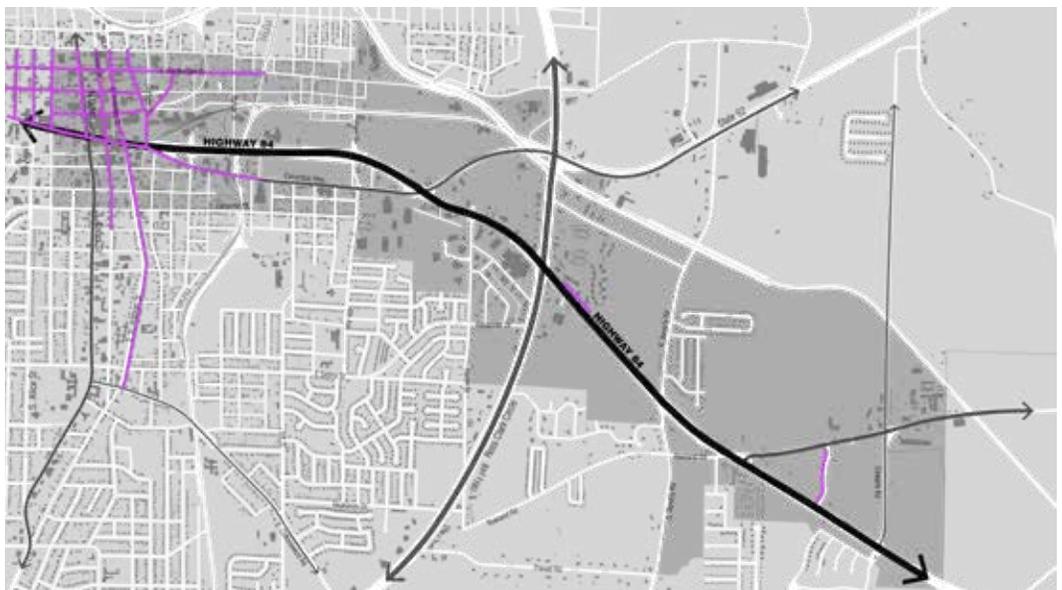
## PARKS AND OPEN SPACE

- Significant drainages run through project area and provide opportunities for trails and recreation.



## EXISTING SIDEWALKS

- Sidewalks throughout downtown
- No sidewalks as you move out of downtown



## EXISTING BLOCKS

- Small blocks in downtown
- Large blocks as you move east



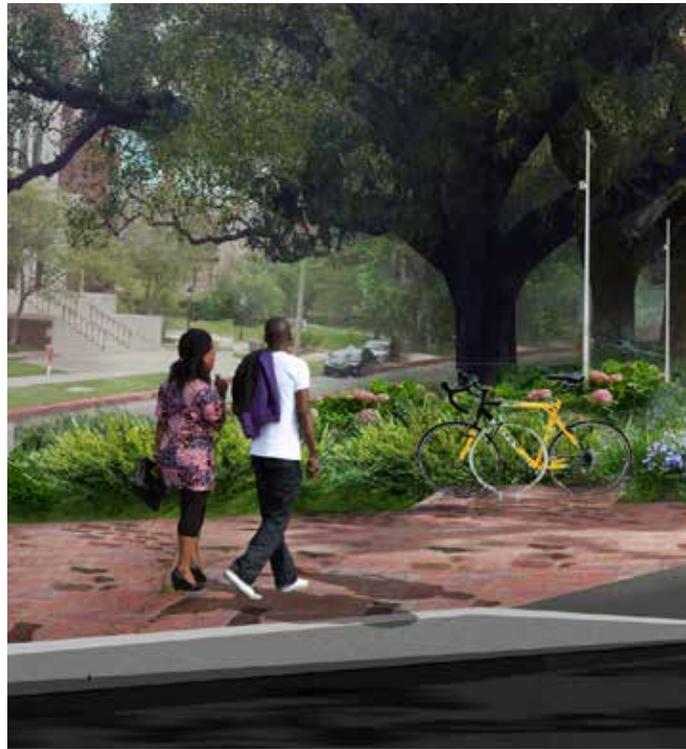


# 3

## VISION

---

Highway 84 East Master Plan



# Vision

## Vision Statement

Highway 84 East will be transformed into a beautiful, well lit, tree lined boulevard with curb separated sidewalks, bike lanes separated from traffic and frequent pedestrian crossings. Highway 84 will connect three walkable districts: a revitalized downtown district, a mixed-use hospital-anchored district and a walkable, college-anchored district.



The Highway 84 East Master Plan will be a key implementation component of the City's Strategic Plan for the Study Area and will address 5 key areas related to:

- Access and Mobility
- Aesthetics
- Health and Wellness
- Economics
- Environment

# Vision

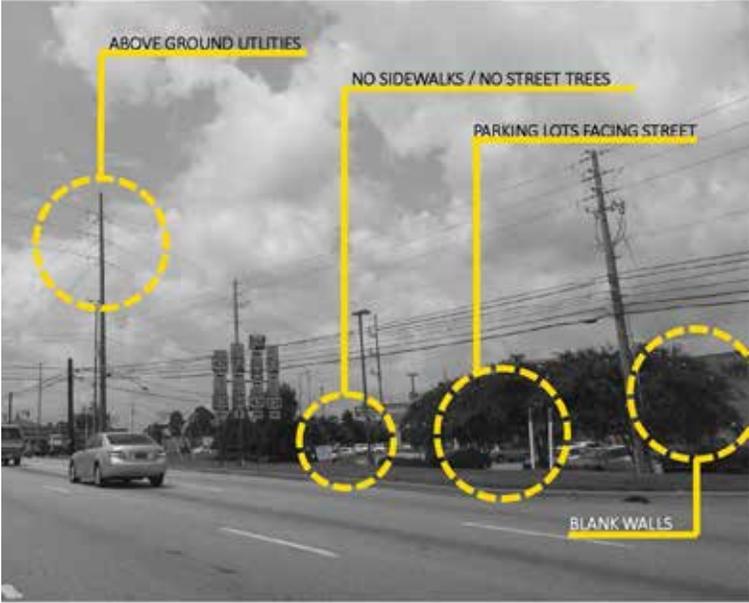
## Guiding Principles

### PROVIDE FOR ALL TRANSPORTATION MODES (Access and Mobility)

Highway 84 East will be a place for more than driving. It will be a place for biking, walking and even for sitting and relaxing. Currently the corridor is designed for those with automobiles. In the future it will be a place where using a car will be optional.

The highway will be converted into a multi-modal boulevard where people find it safe to walk and bike. One day perhaps new bus service will feasibly connect people between local and regional job centers, downtown Dothan, SE Health, ACOM and other shopping and recreation destinations.

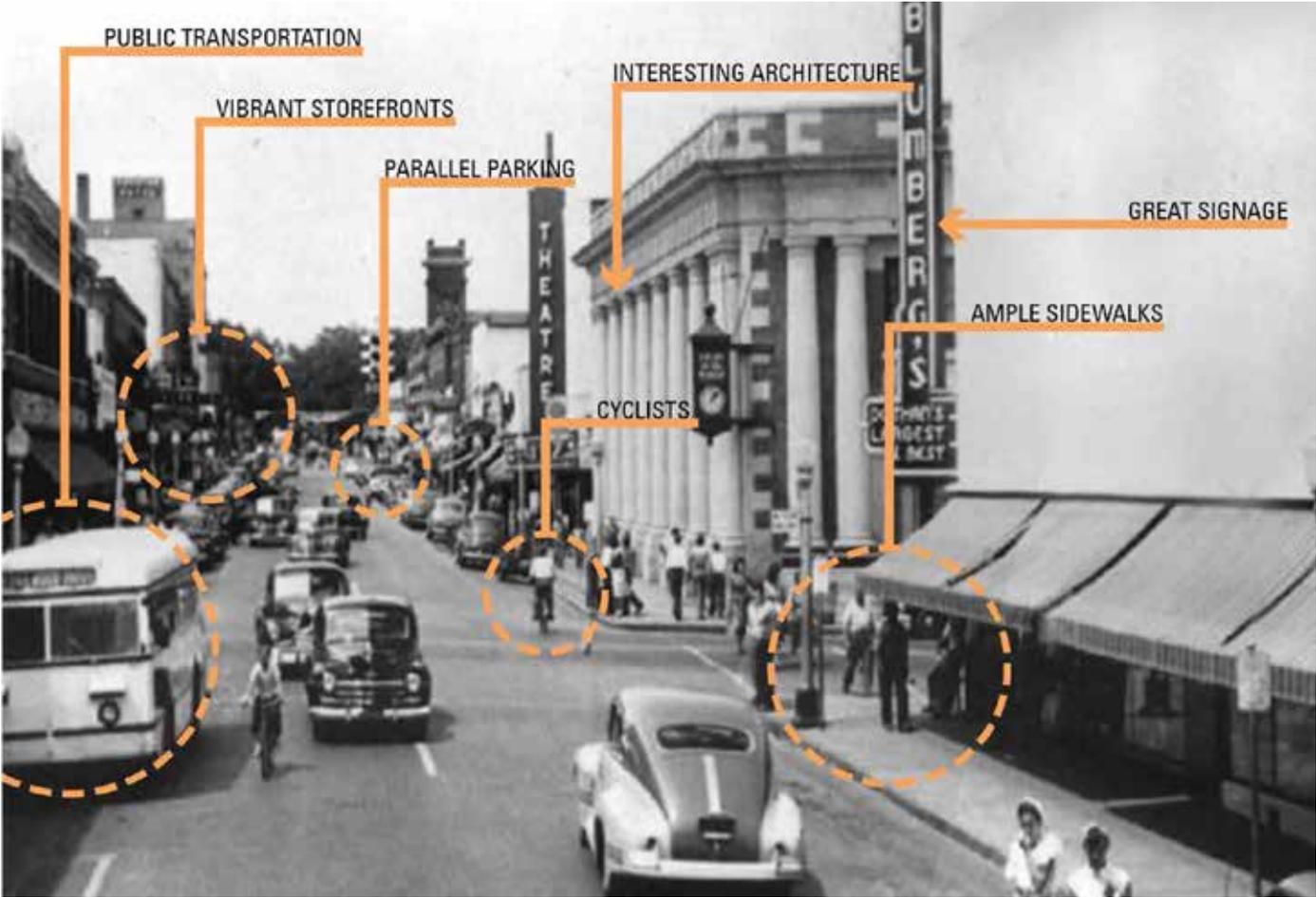




**RESTORE A SENSE OF PLACE**  
*(Aesthetics)*

Main Street (Highway 84) historically was a great street. In the 1950s Main Street was transformed into its current configuration, a regional highway with little thought to the character of the corridor and how a high speed, limited access road would change the development pattern

The current development pattern is for suburban strip retail where the emphasis is on convenience for automobiles. The vision is to blend the best of walkable development with the realities of the real estate market. The vision is for diverse options of living, shopping, working, learning and transportation with a distinct character different from strip retail corridors.



# Vision

## INCREASE WELLNESS *(Health and Wellness)*

The Highway 84 Corridor Plan recognizes the role the physical environment plays in community health and wellness. The redesigned Highway 84 and the three districts will promote a healthier lifestyle by providing the choice to walk or bike for many daily trips as well as encouraging community gardens and local food production.

## PROMOTE OPPORTUNITY *(Economics)*

Within the Highway 84 study area new development is strongly encouraged in three districts: Downtown, near SE Health and near the Alabama College of Osteopathic Medicine. The plan provides a detailed vision for how these districts can be developed or re-developed. Within these district plans there are identified “catalyst” sites that have the potential to spark desired change.

Development in and around these three “nodes” is envisioned to be walkable with streets designed for pedestrians by including: streets that have sidewalks, street trees, street lighting, buildings that are oriented to streets rather than to parking lots, to name a few.

In these districts it is envisioned that families, couples and individuals of all ages will live here. People will work at service and professional businesses. Residents and visitors will shop, eat at great restaurants, learn and enrich themselves in new cultural spaces, worship in religious buildings and relax and exercise in new open spaces.



## PRESERVE SENSITIVE LANDSCAPES (Environments)

Part of what gives the existing Highway 84 East a unique character is the areas of significant woodlands around existing drainages. Maintaining these forested areas and protecting the drainages they surround serve multiple benefits.

Visually these forested areas provide a break from developed areas and bring naturalized beauty to the corridor. The drainages provide necessary stormwater runoff infrastructure resulting in property protection and limit the need for more costly underground stormwater systems. These areas also provide recreation opportunities for new trails and parks.















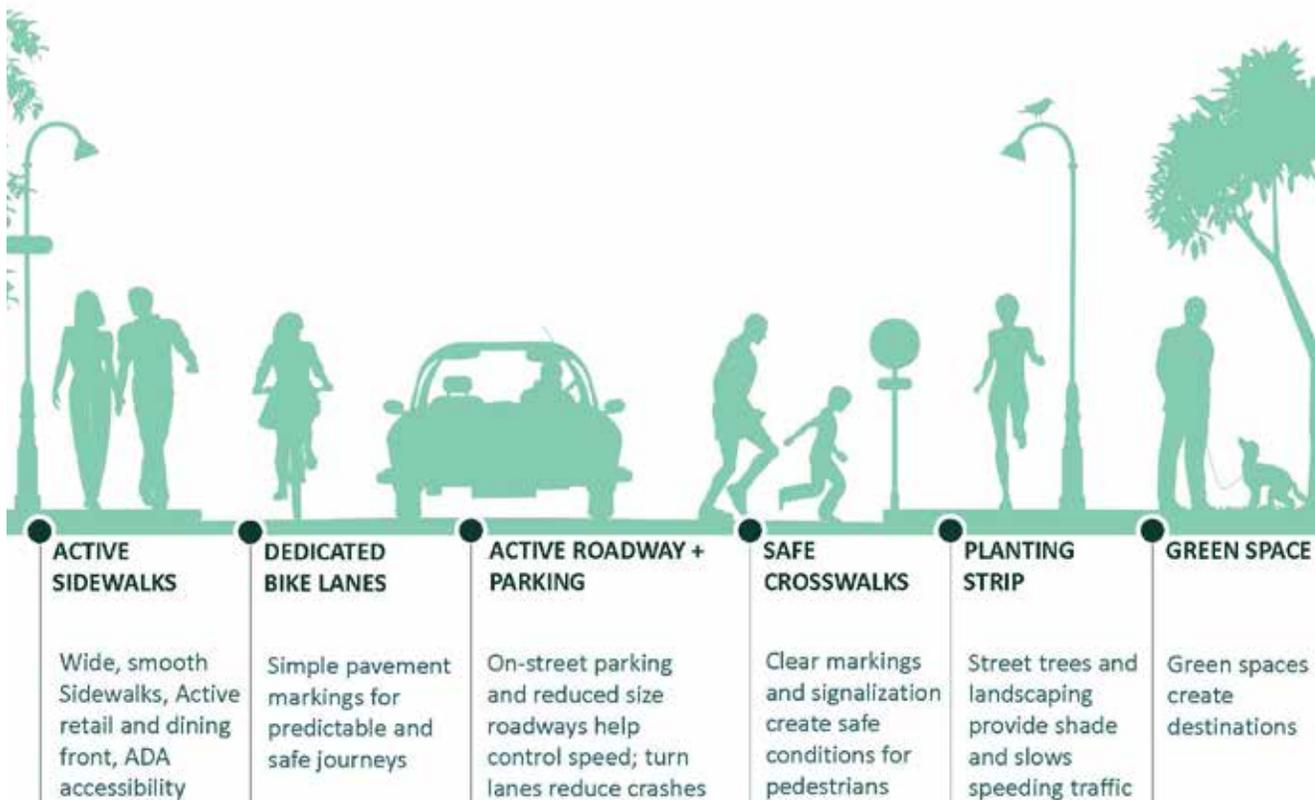
# Highway 84

## Strategic Moves

After gathering existing data and conducting discussions with stakeholders and officials along the corridor, the consultant team arrived at the following key conclusions:

- The overall impediment to improved transportation performance beyond Downtown is a discontinuous street network and the resulting motor vehicle dominance. The lack of a grid or more coordinated street network contributes to some of Highway 84's observed transportation problems.
- A grid of streets, including secondary streets running parallel to main arterials, helps to disperse traffic and relieve bottlenecks on main streets. It also allows traffic (including shoppers, workers, etc.) to circulate within adjacent network streets without having to get back on the main road. Very few roads run parallel to Highway 84. As a result, almost all traffic in the area funnels onto Highway 84, creating congestion at peak periods.
- The inconsistency in the quality and presence of sidewalks, crosswalks, and bicycle facilities discourages pedestrian and bike activity along – and near – Highway 84.
- A significant excess inventory of parking decreases the visual quality of the corridor, and reduces the amount of land available for development.

## Complete Streets



## Key Recommendations for Transportation

### CONTEXT BASED COMPLETE STREETS

The complete availability of diverse travel modes provides travelers the freedom of choice. This, in turn, insures greatest mobility and efficiency. Each context, from downtown to east campus, requires different cross sections and design speeds to balance transportation options.

Complete Streets strategies along arterials such as Highway 84 provide for the safe and efficient access to individual properties by multiple travel modes. Managing access based on the adjacent land development context will optimize the travel speed and mix of modes for greatest efficiency along the corridor.

- Downtown will have lower speeds,
- Medical and Campus areas will have slightly higher speeds
- Rural areas have the highest posted speed and design speeds.

In general, ALDOT will use the standards outlined for major arterials in approving changes to transportation design and access management along the Highway 84 corridor, and will consider modifications to standards for major arterials on a case by case basis given adjacent context and the Corridor Master Plan.







# A Complete Street Network

## Establishing a Grid Network of Streets

Dothan and property owners should establish a network of north-south and east-west streets running parallel to and perpendicular to Highway 84 to improve the overall flow of traffic in the City and to relieve congestion along Highway 84. The diagram illustrates a recommended plan for a network of streets along and near the Highway 84 corridor.

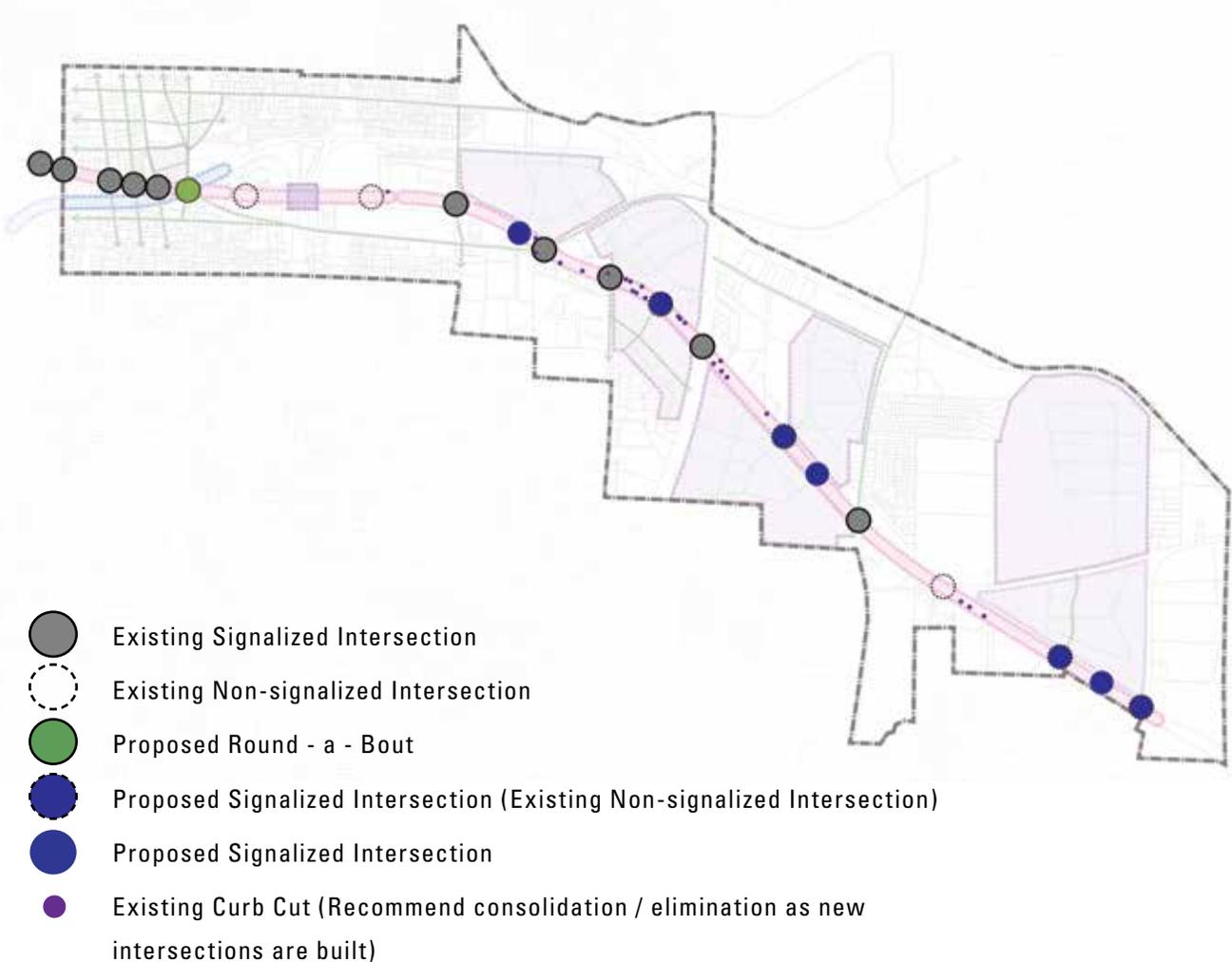
Dothan in coordination with private developers should install a grid of streets. These streets could function as “service roads” behind businesses or could serve as “Main Streets” for shopping center or districts areas. .

Also we recommend the establishment of cross access agreements and the connecting of parking lots between adjacent parcels along Highway 84 in order to relieve the main travel lanes of Highway 84 of local traffic.



### Safe and Frequent Intersections

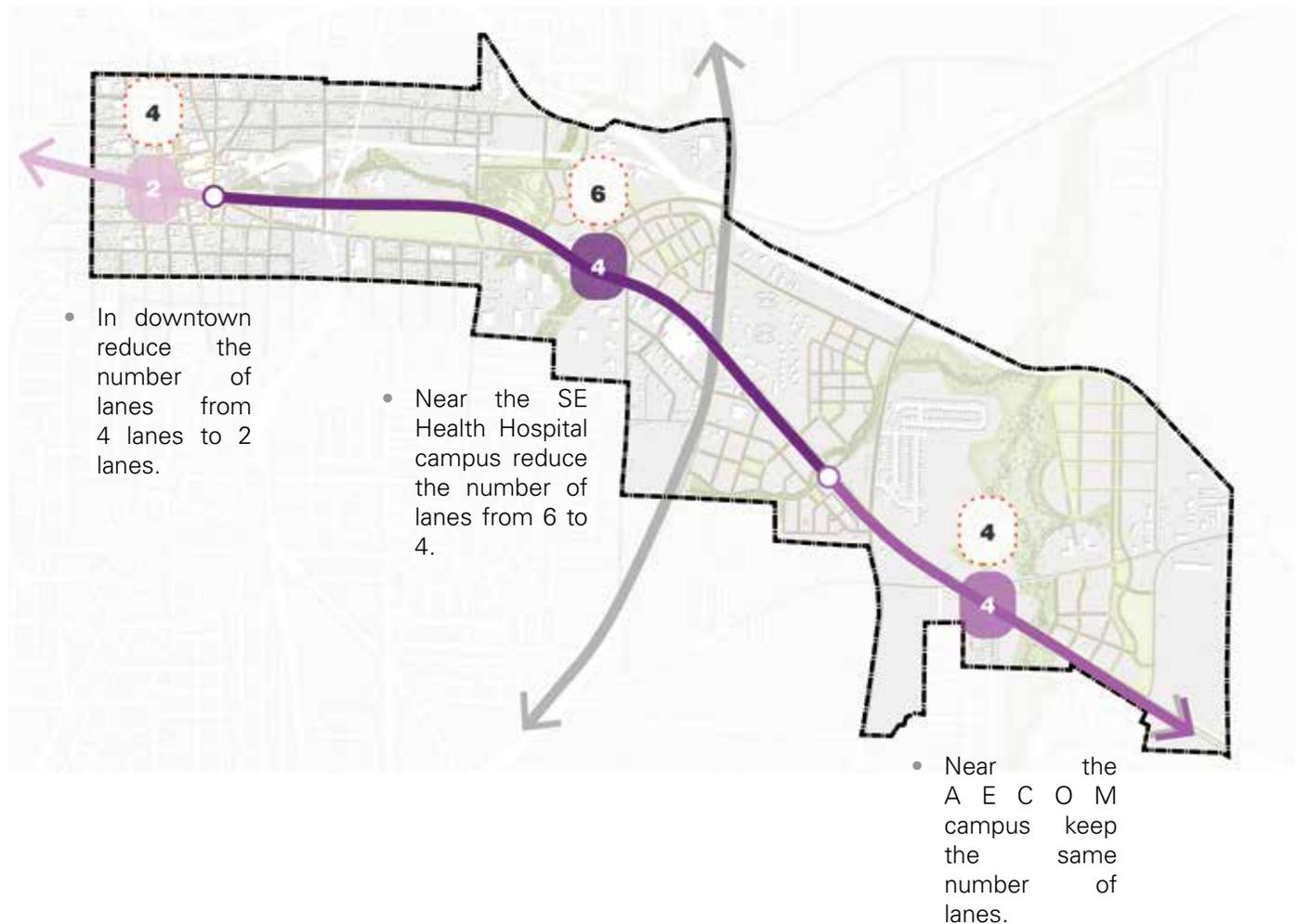
With a context based design solution for Highway 84 the vision for new mixed-use districts organized on a grid of streets will necessitate additional intersections. Downtown Dothan has frequent intersections allowing for pedestrian crossings and access into the downtown. The team’s recommendation is for additional intersections to be added in the locations specified to enhance the ability for pedestrians to cross Highway 84 and to allow for multiple points of access into newly established street grids.



# A Smaller Safer Street

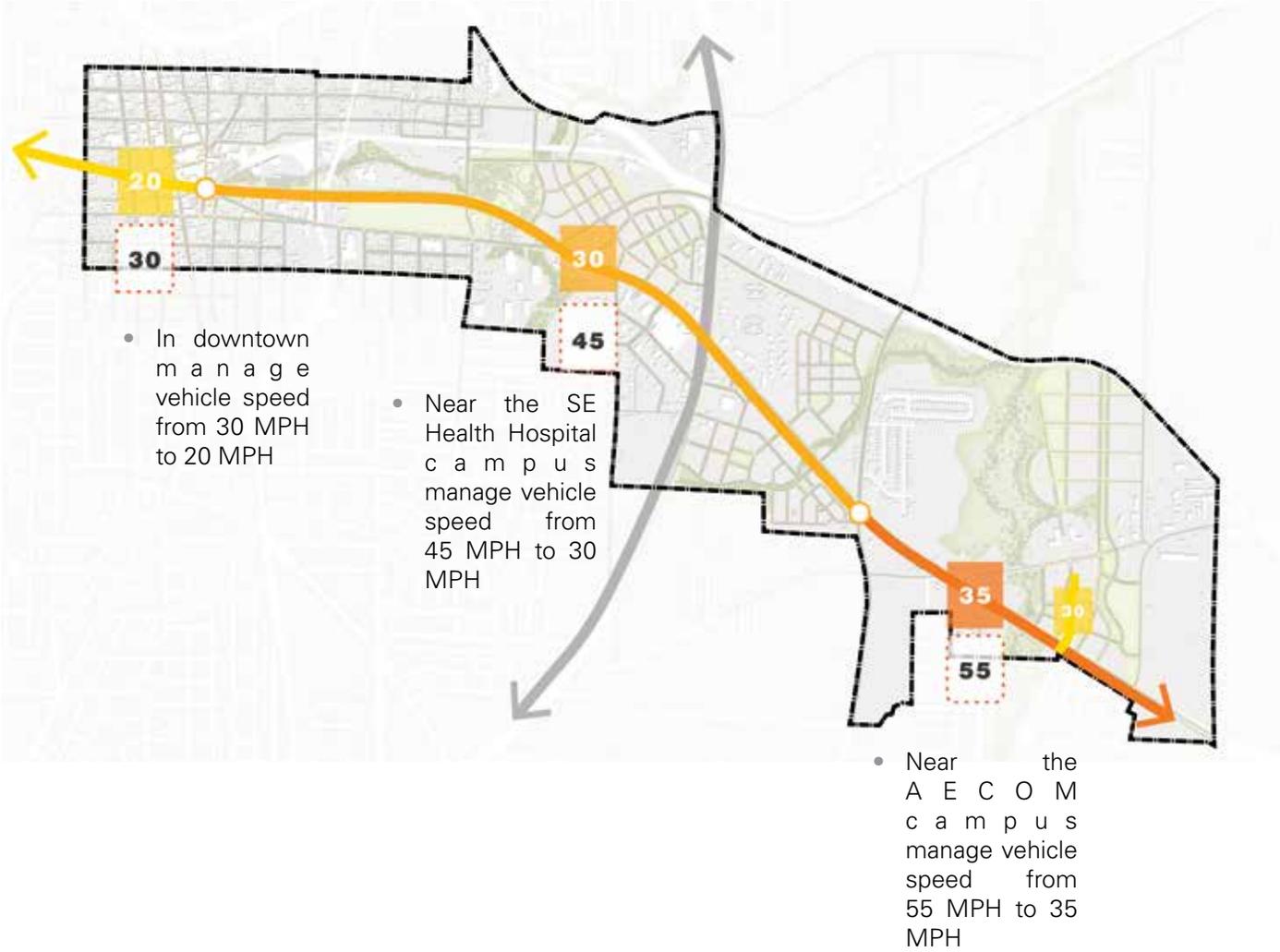
## Road Diet:

The Highway 84 Master Plan generally recommends that Highway 84 remove a lane of traffic for automobiles and convert this lane into a protected bike lane for the portion of Highway 84 between Museum Avenue and Ross Clark Circle. Sidewalks would run along the sides of Highway 84, with a separation of landscaping between the protected bike lane and the sidewalks. The diagrams that follow represent recommended sections for the various types of streets along the Highway 84 corridor.



### Appropriate Vehicle Speeds:

Managing vehicle speeds will make it a safer place for pedestrians and bicyclists. Speeds will be in context with the proposed land use vision for more urban, walkable, districts in Downtown, near SE Health and near ACOM.



## Provide Protected Bike Lanes

- As illustrated below the master plan recommends protected bike lanes along Highway 84 from Museum Avenue to the City Border near ACOM. A landscape buffer should separate sidewalks lane from all the vehicular travel lanes of Highway 84.
- In addition additional bike trails, running either parallel to Highway 84 or following the natural open spaces such as creeks, in order to connect different areas of the community and to provide additional recreational amenities for residents. These bike trails would feature asphalt surfaces and would traverse through more natural spaces along and near Highway 84.
- A secondary bike lane is recommended for Columbia Highway paralleling Highway 84.



## Plan for Future Transit

Transit is currently provided on an as need basis by the Wiregrass Transit Authority. Riders must schedule service one day in advance and service is dependent of the availability of seats and vehicles. The goal of this plan is to increase transit usage. This is done by clustering future development within a reasonable walk distance to a future transit, in this case bus, stop. It is reasonable to assume that with proper planning there can be a regular transit service between downtown and SE Health once enough people live and work at these two nodes. Over time ACOM could be including in a regular bus services if ridership can be supported.

## More Sidewalks

- The master plan recommends that the streetscape along Highway 84 and nearby side streets and backstreets include sidewalks of a width of five feet or greater. The City and developers should plan for wider sidewalks whenever possible, and in particular in districts areas, along “Main Streets”, to facilitate shopping and outdoor dining. Setting the sidewalk back from Highway 84 with a landscaped buffer will reduce the impact of vehicular noise on pedestrians and provide for enhanced safety.
- In addition, the corners at major cross streets with Highway 84 will be designed to be handicap accessible, in accordance with ADA standards. Depending on the slope and corner radii, the City should modify many of the existing north-south intersection crossings to create safer areas for walking. In general, driveway radii should be 15 feet, and the width of two-way driveways intersecting with Highway 84 should not exceed 30 feet. The local communities will need to work with ALDOT, the City of Dothan and private landowners to coordinate and implement recommended streetscape improvements along the corridor over the next few decades.



## More Crosswalks

- At every intersection it is recommended to add painted crosswalks. At every traffic signal it is recommended to add signalized crosswalks so that signal timing is prioritized for pedestrians giving adequate time to cross the street.

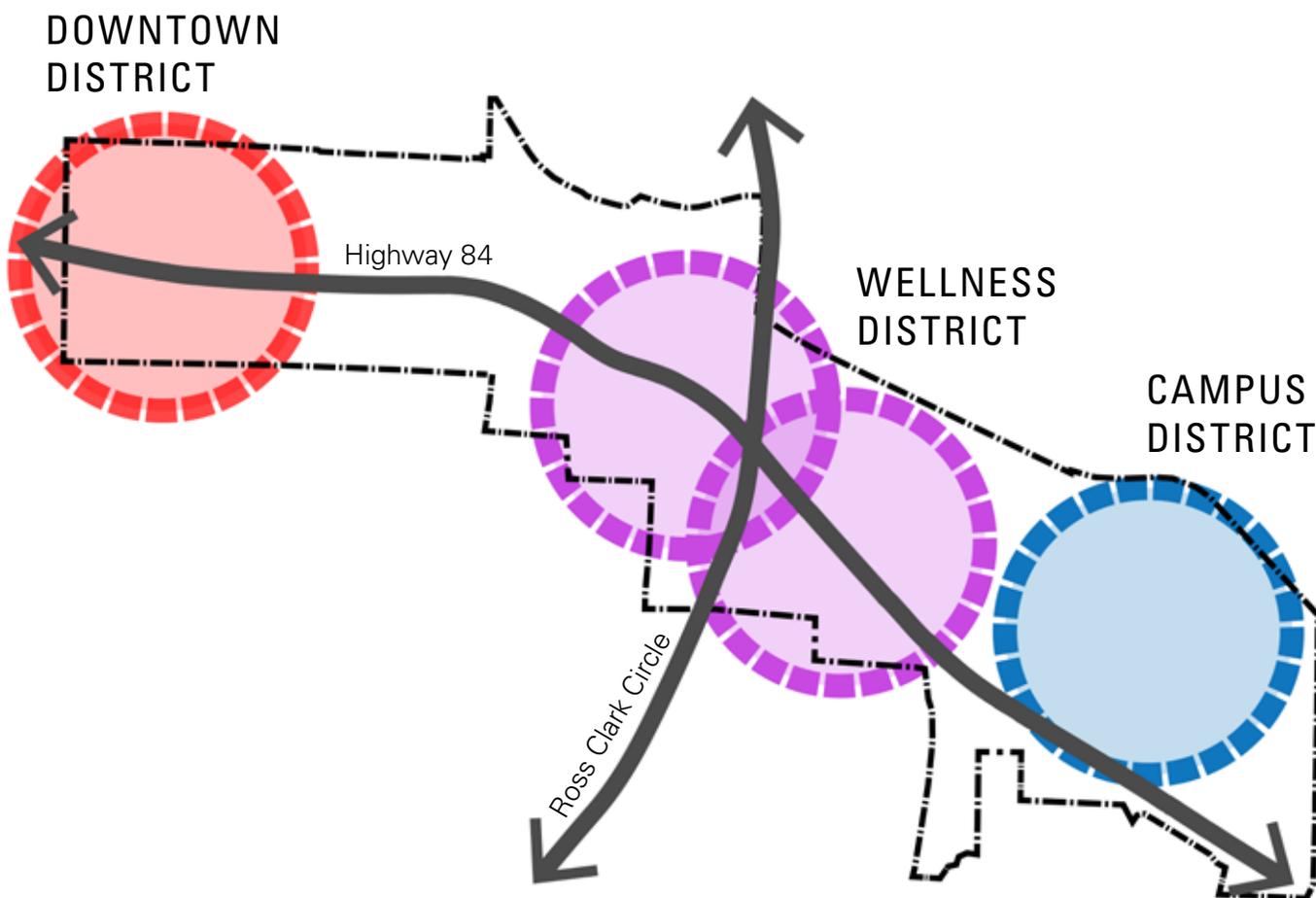


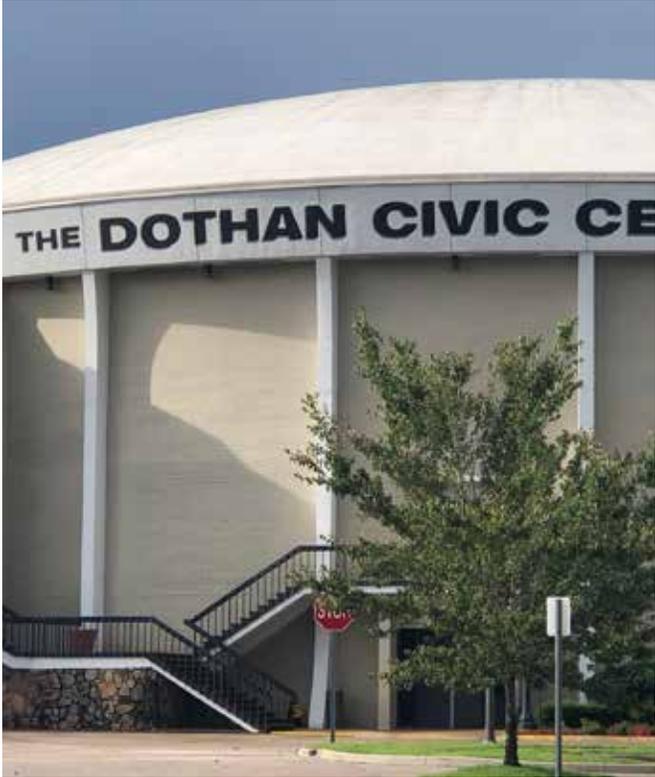
# Districts

This plan is organized around three distinct districts to accommodate a majority of new development and redevelopment. The Highway 84 right-of-way is the primary connection between the districts and the redesigned / reconfigured highway envisions being able to walk, bike and drive between all three.

## Three Districts

- The Downtown District - The existing downtown is an ideal place to accommodate new development in a way that complements historic architecture and existing businesses.
- The Wellness District - The SE Health (SE Health) is the regions largest employer making it an ideal anchor for a revitalized mixed-use district with the goal of increasing wellness.
- The Campus District - The Alabama College of Osteopathic Medicine (ACOM) opened in 2014 and provides an ideal anchor for a third mixed-use district. As the college grows a variety of complementary uses can leverage demand evoking a "college town" atmosphere.







# 4

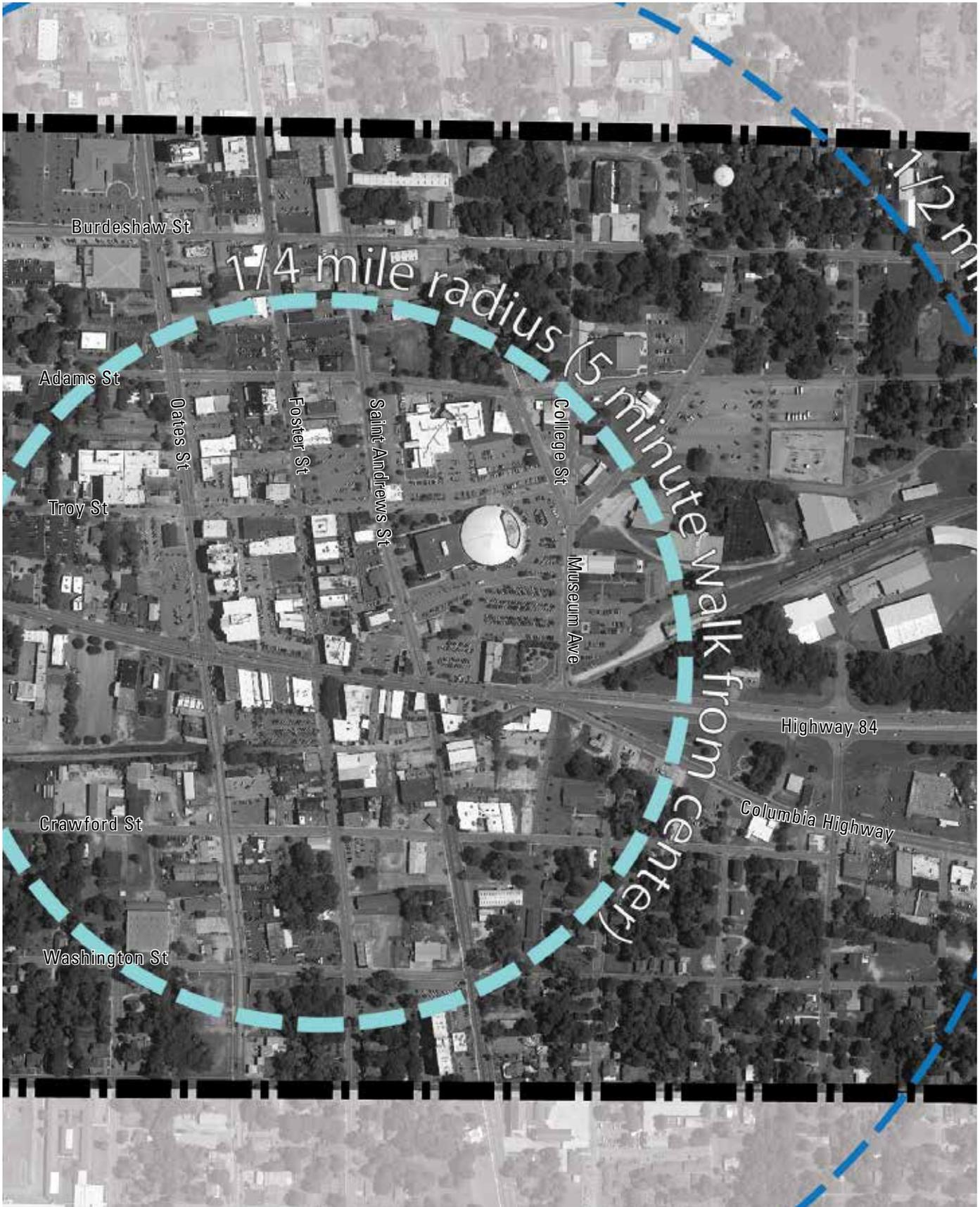
## DOWNTOWN

---

Highway 84 East Master Plan

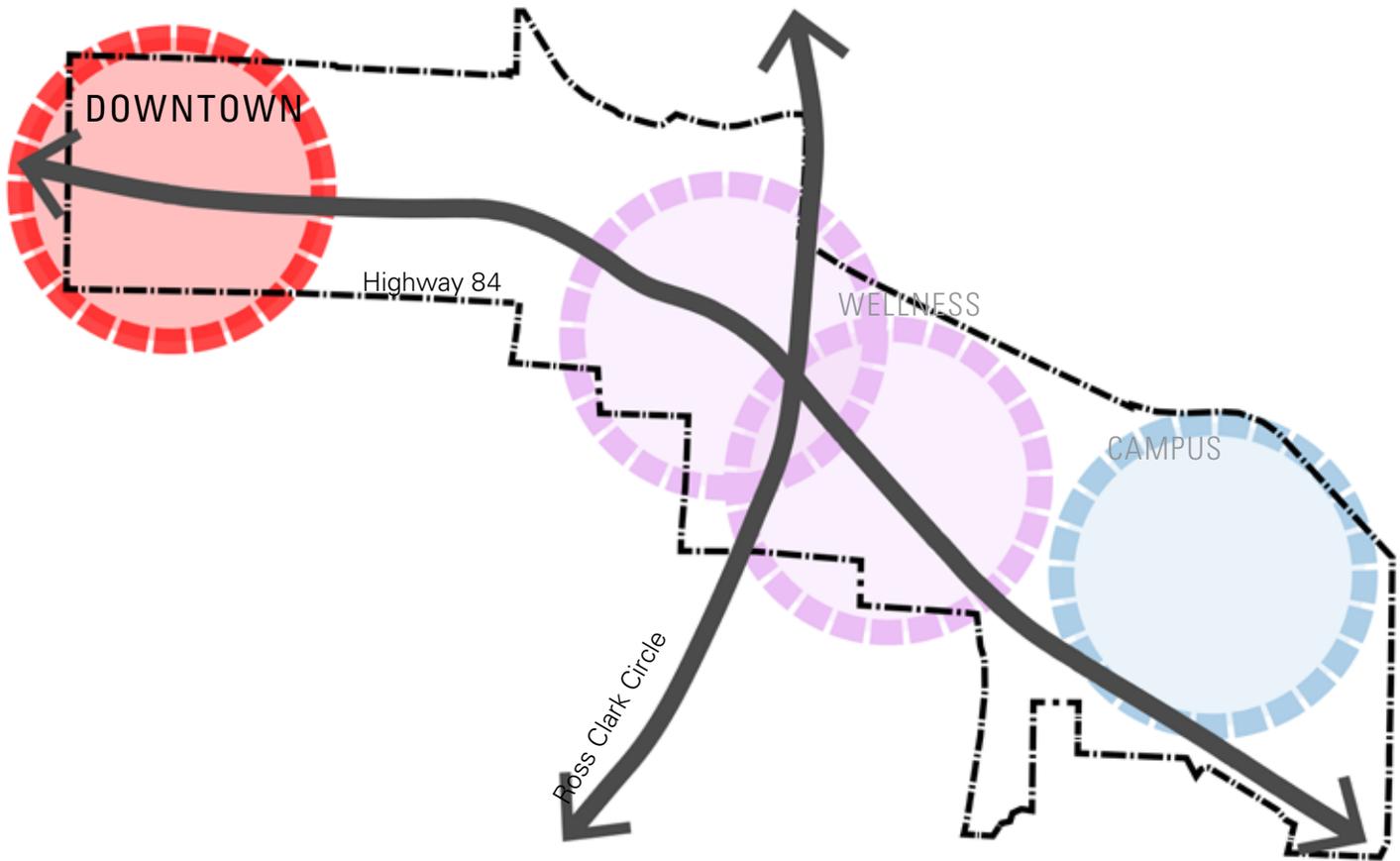
# Downtown District

## Aerial





# Downtown District



Dothan's Strategic Plan has the goal to make Dothan the Hub of the Wiregrass Region. The goal of this corridor plan is to make Downtown the Hub of Dothan. Downtown is already the hub of cultural and civic uses. The vision is for Downtown to become a place that every Dothan resident takes pride in and a place where every visitor wants to spend time and money.

With a few catalytic moves, Downtown Dothan be transformed into a vibrant, cultural center for Dothan and the Wiregrass region.

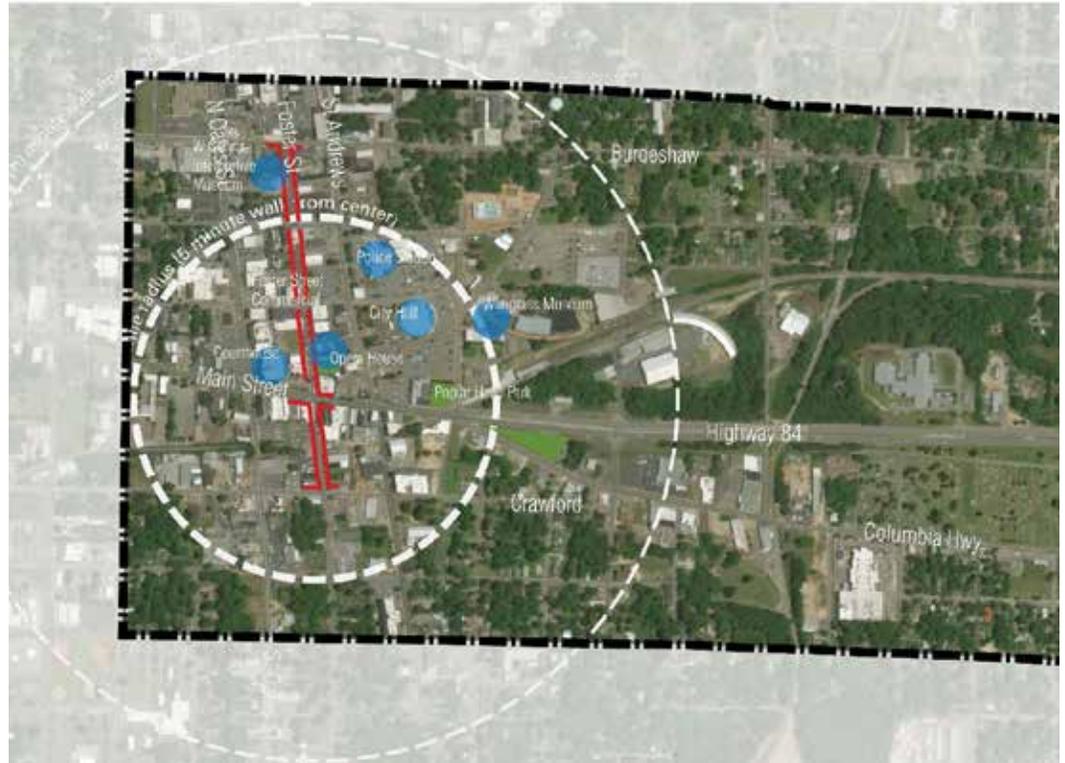
## Key Strategies:

- Reconfigure Highway 84
- Redevelop the Civic Center block through a public / private partnership
- Redesign Downtown's public realm
- Reuse the existing railroad for a regional trail system
- Replace traditional zoning with a "form based zoning" to ensure the private development is consistent with the vision plan.

## Existing Conditions

Downtown is anchored with Foster Street, the primary retail street. A variety of key civic and cultural uses are scattered Downtown.

Strengthening the connections between uses will promote a stronger economic relationship.



## Existing Zoning

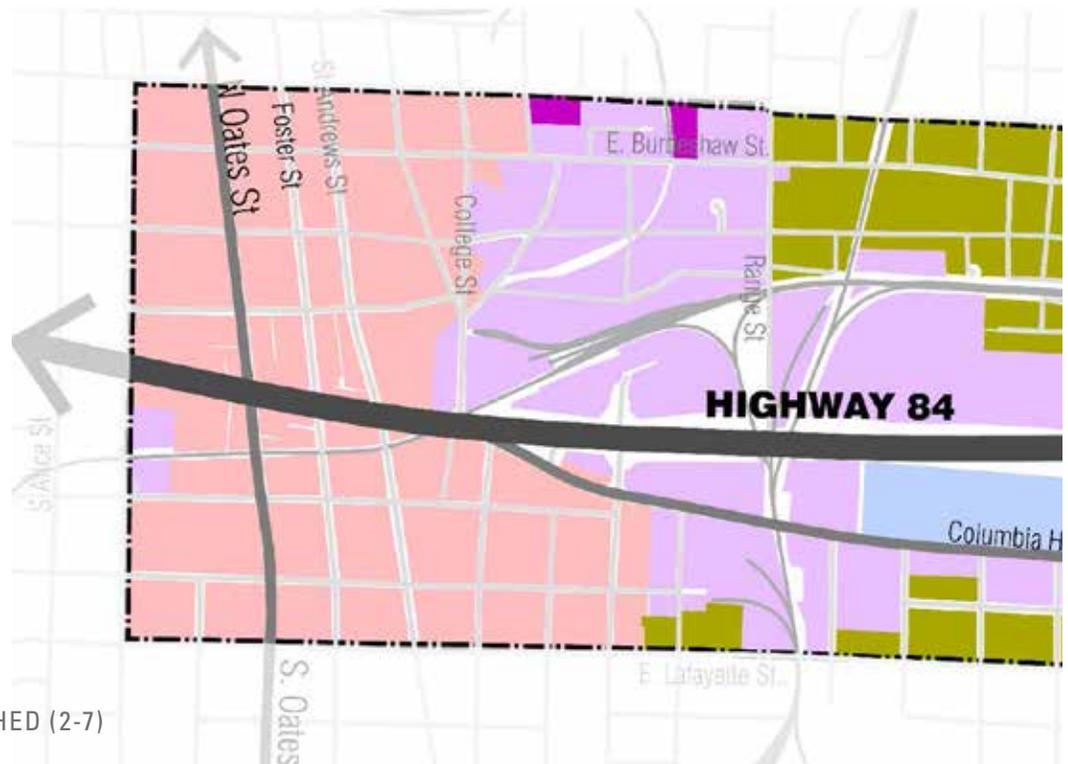
 B1: CENTRAL BUSINESS

 H-1: HEAVY INDUSTRY

 L-1: LIGHT INDUSTRY

 O-1: OFFICE /

 R-4: RESIDENTIAL ATTACHED (2-7)



# Downtown District

## Existing Conditions

Downtown Dothan is the governmental and cultural center for the City and region. It has a rich history and was once the City's primary shopping and business district. However, the construction of Ross Clark Circle following World War II contributed to an exodus of downtown businesses.

This disinvestment resulted in vacant storefronts, dilapidated buildings, and deteriorating infrastructure. In recent years, there has been renewed interest in downtown and revitalization efforts have gained momentum, although there are still blighted areas and significant room for improvement. Downtown Dothan's strengths and weaknesses are highlighted below:

### STRENGTHS

- Good mix of businesses and activity along Foster Street.
- A nice collection of historic buildings with the potential for adaptive reuse.
- Houston County and the City of Dothan's major governmental functions are in downtown.
- Downtown has a decent employment base.
- The Dothan Opera House and the Wiregrass Museum of Art are cultural anchors.
- Government entities are major property owners, which could help facilitate redevelopment.
- Foster Fest and the Poplar Head Farmers Market are popular community-wide events.
- Recent investment activity signals that downtown is on upward trajectory.
- The area has decent walkability.
- A portion of downtown is listed on the National Register of Historic Places.

### WEAKNESSES

- There is a perception of a lack of parking.
- High-speed traffic along Highway 84 East disrupts the downtown fabric.
- Downtown lacks a sense of arrival along Oates Street and Highway 84 East.
- Parks and public spaces are not inviting and need to be enhanced.
- Several downtown buildings are dilapidated and in need of improvement.

- The Dothan Downtown Redevelopment Authority (Downtown Dothan Redevelopment Agency) has a limited budget.
- Downtown lacks a focal point or central gathering place.
- Foster Street still has some vacant storefronts.
- Lack of pedestrian and bike connections from downtown to other parts of the City.
- Lack of downtown housing.
- Downtown does not have a strong merchant's association.

### **DOWNTOWN DOTHAN HAS POSITIVE MOMENTUM THAT HAS CREATED THE FOLLOWING OPPORTUNITIES:**

#### RENTAL HOUSING

There are currently only a handful of residential units in downtown, but there is a near-term market opportunity for 20 to 30 apartments for the following reasons:

- ACOM students are a source of demand. The Downtown Dothan Redevelopment Agency conducted an online survey of ACOM students in February 2018 that revealed a desire for downtown living options. Many students already spend considerable time in downtown at the coffee shop, restaurants, and bars.
- Downtown apartments would appeal to empty nesters and young professionals who want to live in a more walkable setting.
- Apartments in downtowns similar to Dothan have performed well.
- Existing apartments in Dothan are well-occupied.

One potential housing opportunity is the building on Foster Street where the Houston County Juvenile Court Services is located. Houston County is reportedly going to relocate the juvenile court, and the Downtown Dothan Redevelopment Agency may gain control of the building. This is an ideal residential location because the activity on this portion of Foster Street makes it feel safer than other parts of downtown. One issue with converting this building to residential use is parking. A possible solution is to structure an agreement with Houston County to use spaces in the parking lot behind the juvenile court services building. Another option is for the City and county to consider building a small, two-level deck,

which would serve the residential units and maintain parking spaces for the county.

It is critical that a new apartment development perform well, thus a smaller project is recommended initially. If this project is successful, it will set the stage for other buildings to be converted to residential use, or for a developer to build a new infill housing.

## RETAIL

Downtown has a small retail and restaurant concentration but there is potential to expand. Two projects are under construction. A local entrepreneur is renovating a building at 180 Foster Street for a barbershop and small sundry shop. A couple is also renovating the Carmichael building on Foster Street into a coffee shop, event space, and roastery. One missing use is a craft brewery. Other possible uses include art galleries and studios. The Downtown Dothan Redevelopment Agency owns a collection of buildings on South Foster Street that abut the railroad right-of-way owned by Genesee & Wyoming, Inc. These buildings are excellent candidates for galleries, studios, and restaurants, especially if a portion of the railroad right-of-way can be converted to a linear trail, which is a recommendation of this planning process. In addition, there are still vacant storefronts along Foster Street where the Downtown Dothan Redevelopment Agency and City should encourage new uses.

## HOTEL

A hotel is not a likely near-term use, but there may be sufficient demand in the future as downtown evolves. One challenge is that the current occupancy rate of Dothan area hotels is not very strong. A small boutique hotel (less than 60 rooms) that offers an alternative to the facilities along Ross Clark Circle would be the best fit. To develop a hotel in the downtown core, the City may have to build a public parking deck that would also serve hotel guests. A formal hotel market study should be commissioned before the City makes a commitment to provide parking for a hotel or offer other incentives.

## LESSONS LEARNED FROM COMPARABLE DOWNTOWNS

Downtown revitalization efforts in five comparable cities were examined to draw lessons and to understand what strategies may be useful for Dothan. The cities selected were: 1) Decatur, Alabama; 2) LaGrange, Georgia; 3)

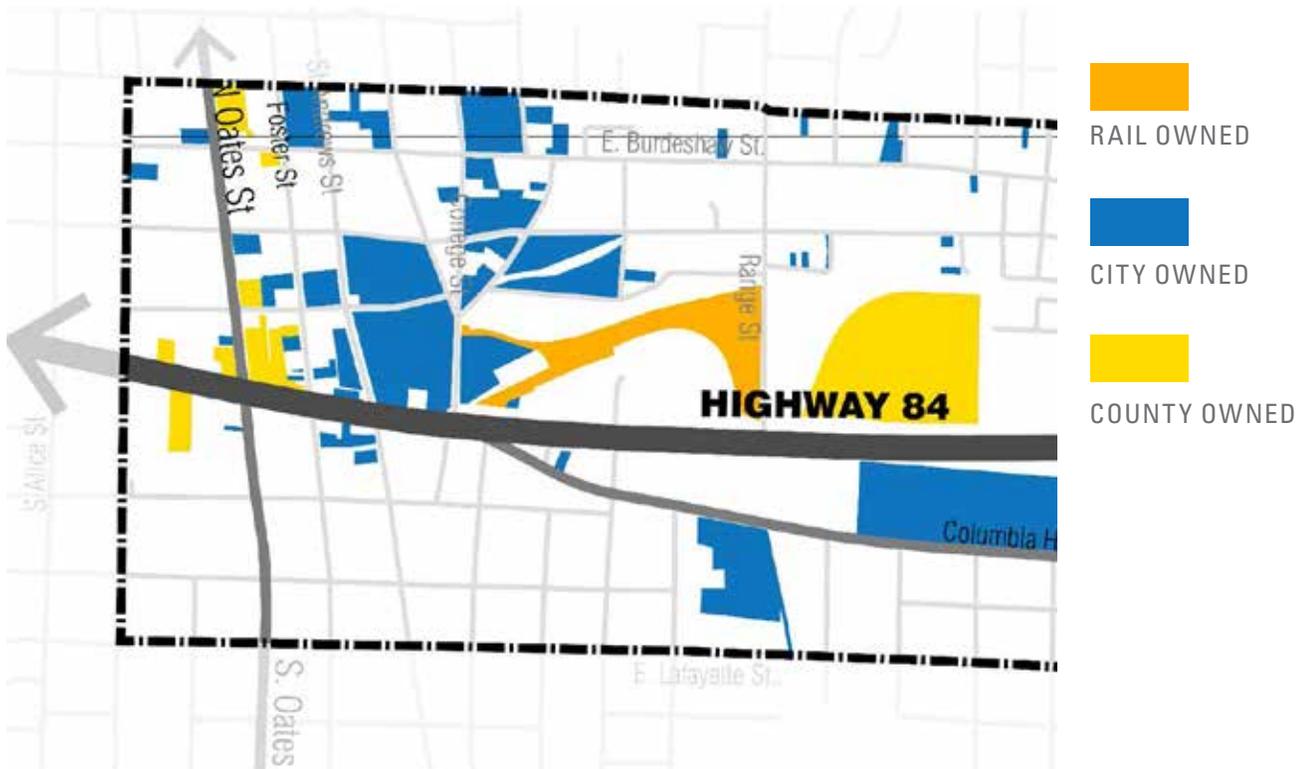
Huntsville, Alabama; 4) Thomasville, Georgia; and 5) Rome, Georgia.

## THE KEY TRENDS AND LESSONS LEARNED INCLUDED:

- All downtowns except for LaGrange have residential living, and the bulk of the units are apartments. The first wave of residential units is usually delivered in older buildings converted to housing. Some form of incentive is generally necessary in an untested market.
- Three of the five downtowns have city-owned parking decks, and the other two cities are discussing adding decks. An effective signage and wayfinding system is important so people can easily access downtown parking.
- Investment in streetscapes and public spaces is critical to setting the right tone for downtown and helping to create a place where people want to spend time.
- All five downtowns have craft breweries, which are very popular.
- Hotels are generally located on the fringe of downtown where they can be built with surface parking. One exception is in LaGrange where a Courtyard by Marriott was built adjacent to a city-owned parking deck that serves the hotel.
- The arts community can play an important role in downtown revitalization through the creation of public art. Galleries and artist studios are also excellent uses for old buildings.
- Successful development authorities are not reliant solely on the city and county for funding. The business community, especially downtown property owners and merchants, should provide financial support.
- A quality strategic plan for downtown revitalization should be adopted that can be used as a tool for gaining community support and to help secure grants and other funding sources. Visual imagery and renderings should accompany the strategic plan to help sell the vision.
- Change happens incrementally. Rome and Thomasville, two extremely successful downtowns, have been engaged in revitalization efforts for over 30 years.

# Downtown District

## Existing Major Owners



## Existing Surface Parking Lots



Existing Vacant Parcels

 UNDEVELOPED / VACANT PARCELS



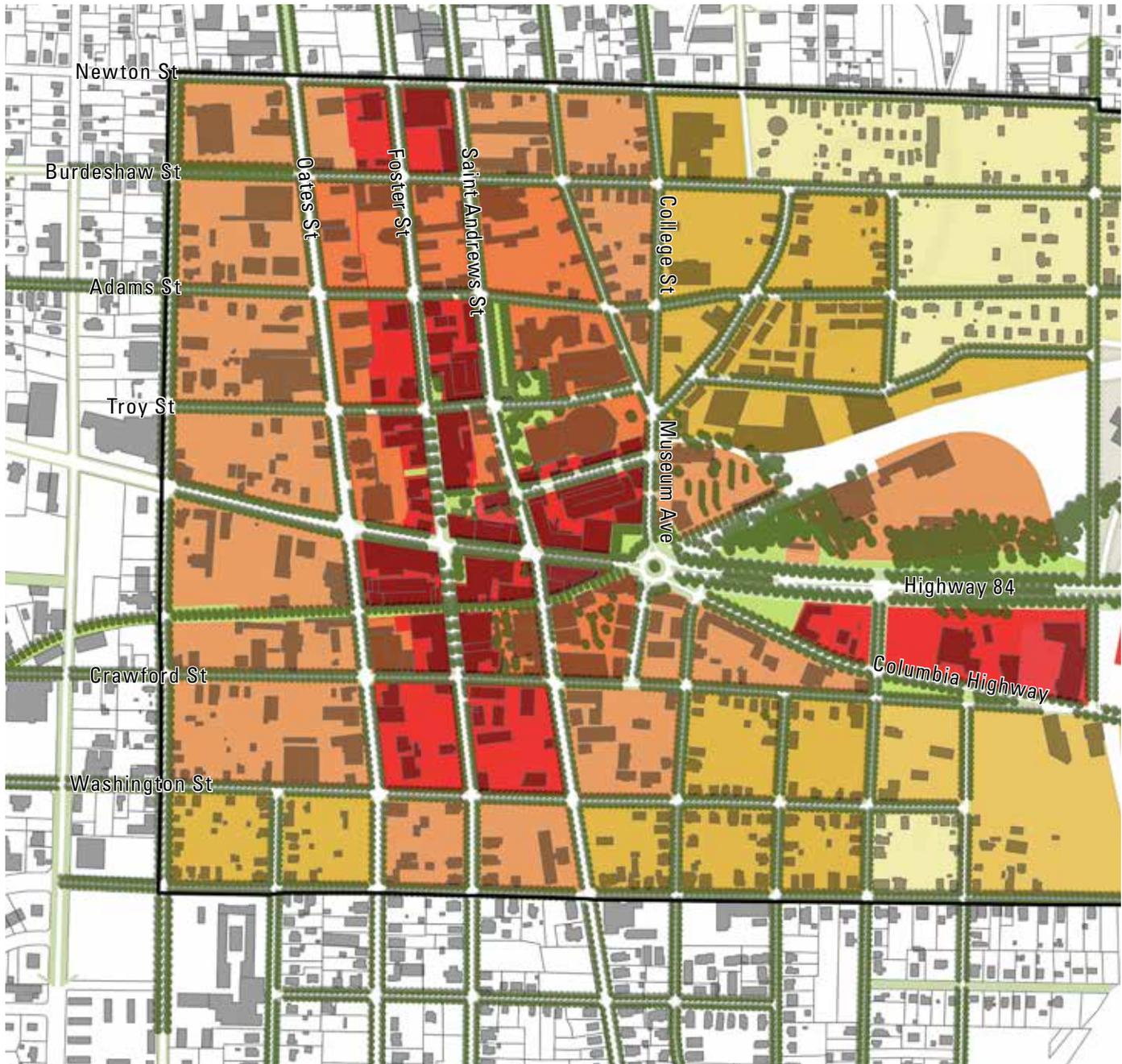
Existing Opportunity Sites

 SURFACE PARKING LOTS + UNDEVELOPED PARCELS + GOVERNMENT OWNED PARCELS = DEVELOPMENT OPPORTUNITY SITES



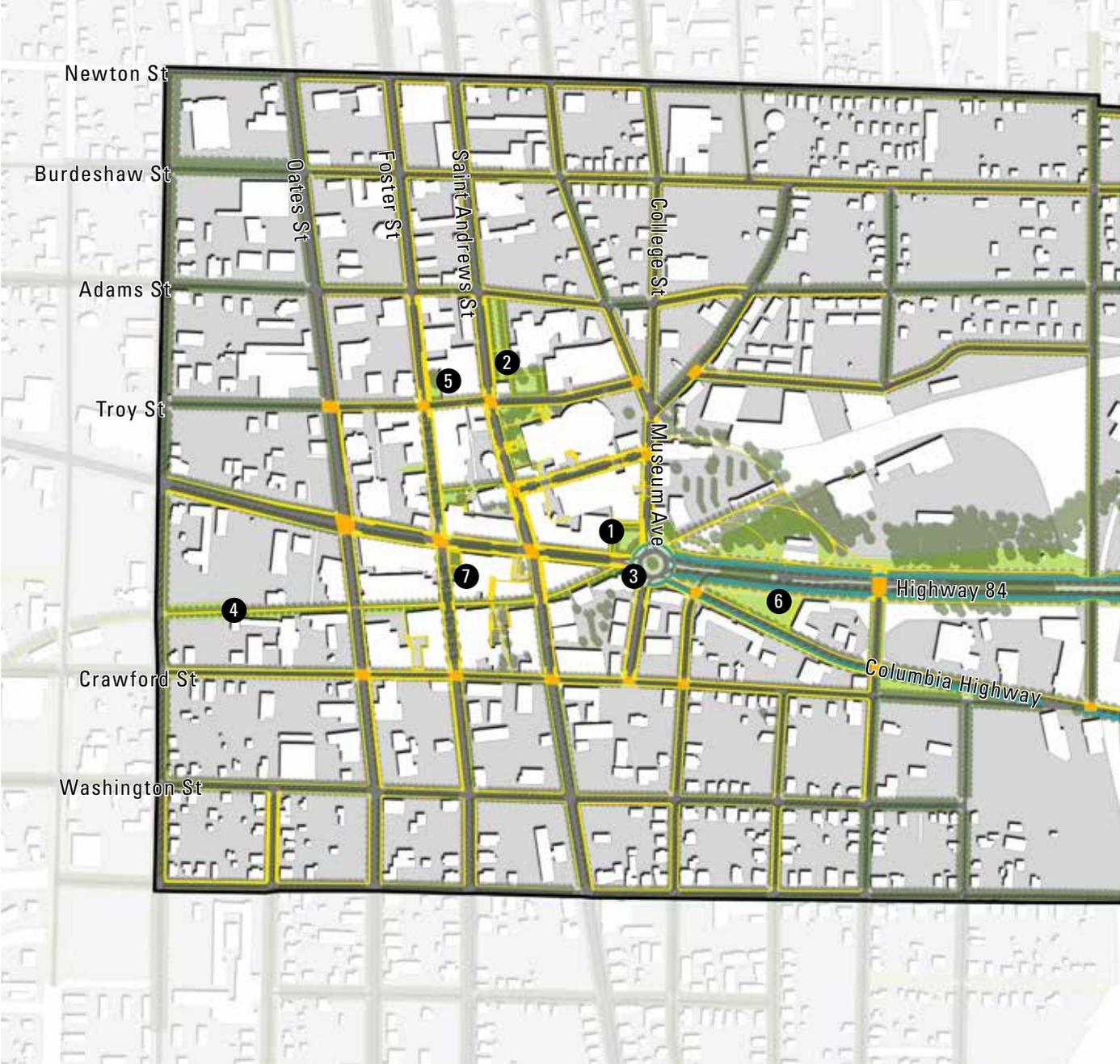
# Downtown District

## Proposed Land Use Vision



- Mixed Use - Ground Floor Commercial Required
- Mixed Use - Ground Floor Commercial Recommended
- Mixed Use - Ground Floor Commercial Allowed
- Mixed Use - Residential (30 Du/Ac Max)
- Residential (20 Du/Ac Max)
- Park / Open Space

Proposed Public Realm Vision



- Improved / Proposed Park
- Improved / Proposed Sidewalks
- Improved / Proposed Crosswalks
- Proposed Protected Bike Lane
- 1 Poplar Head Park Redesign
- 2 Proposed Civic Park
- 3 Proposed Round-A-Bout
- 4 Proposed Rail-To-Trail
- 5 Improved Plaza at Corner of Troy and Foster
- 6 Improved Columbia / Highway 84 Park
- 7 Improved Plaza at Corner of Hwy 84 and Foster

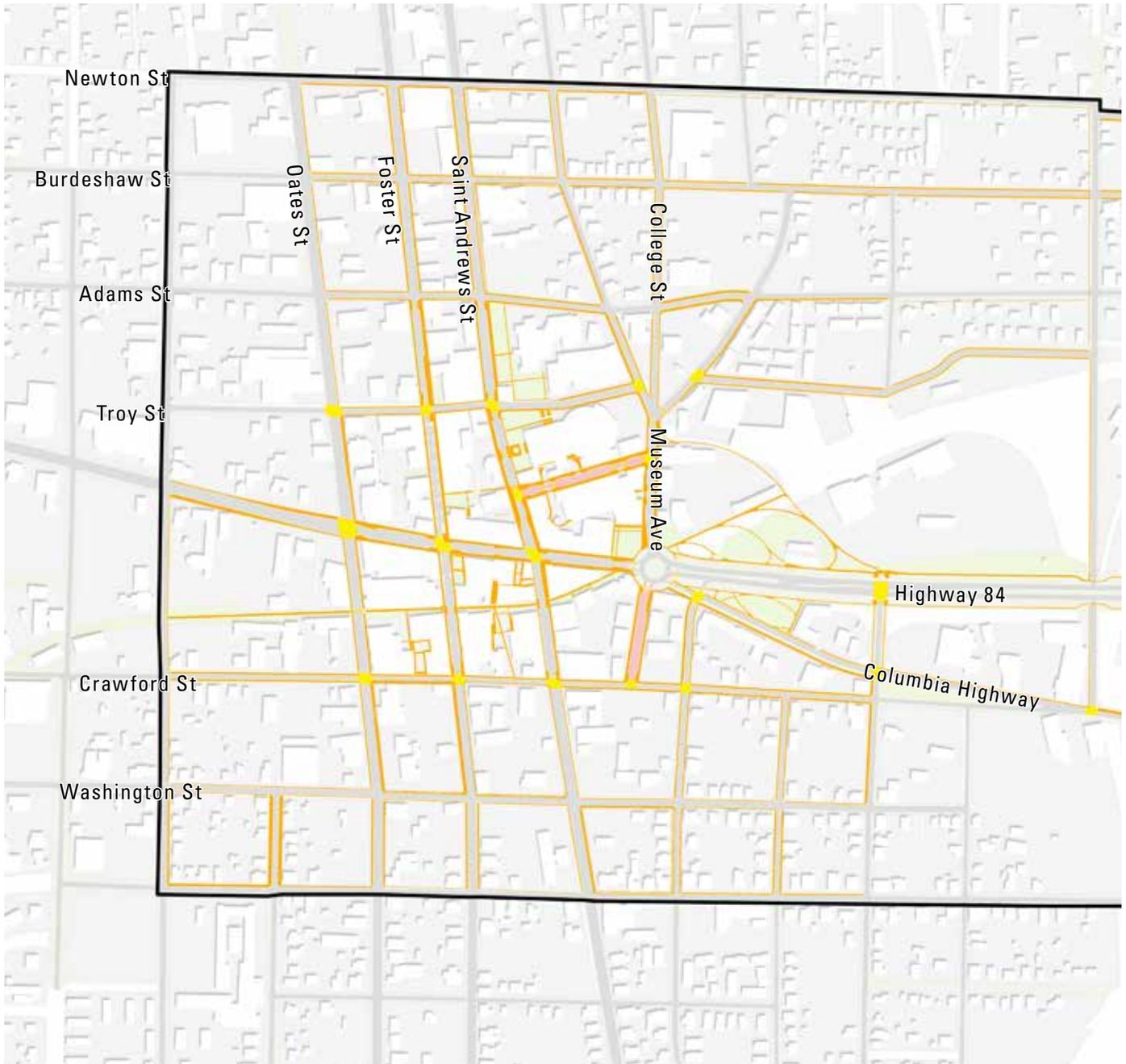
# Downtown District

## Proposed Bike Lanes



 Proposed Protected Bike Lane

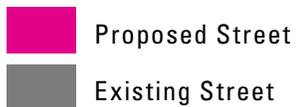
## Proposed Sidewalks



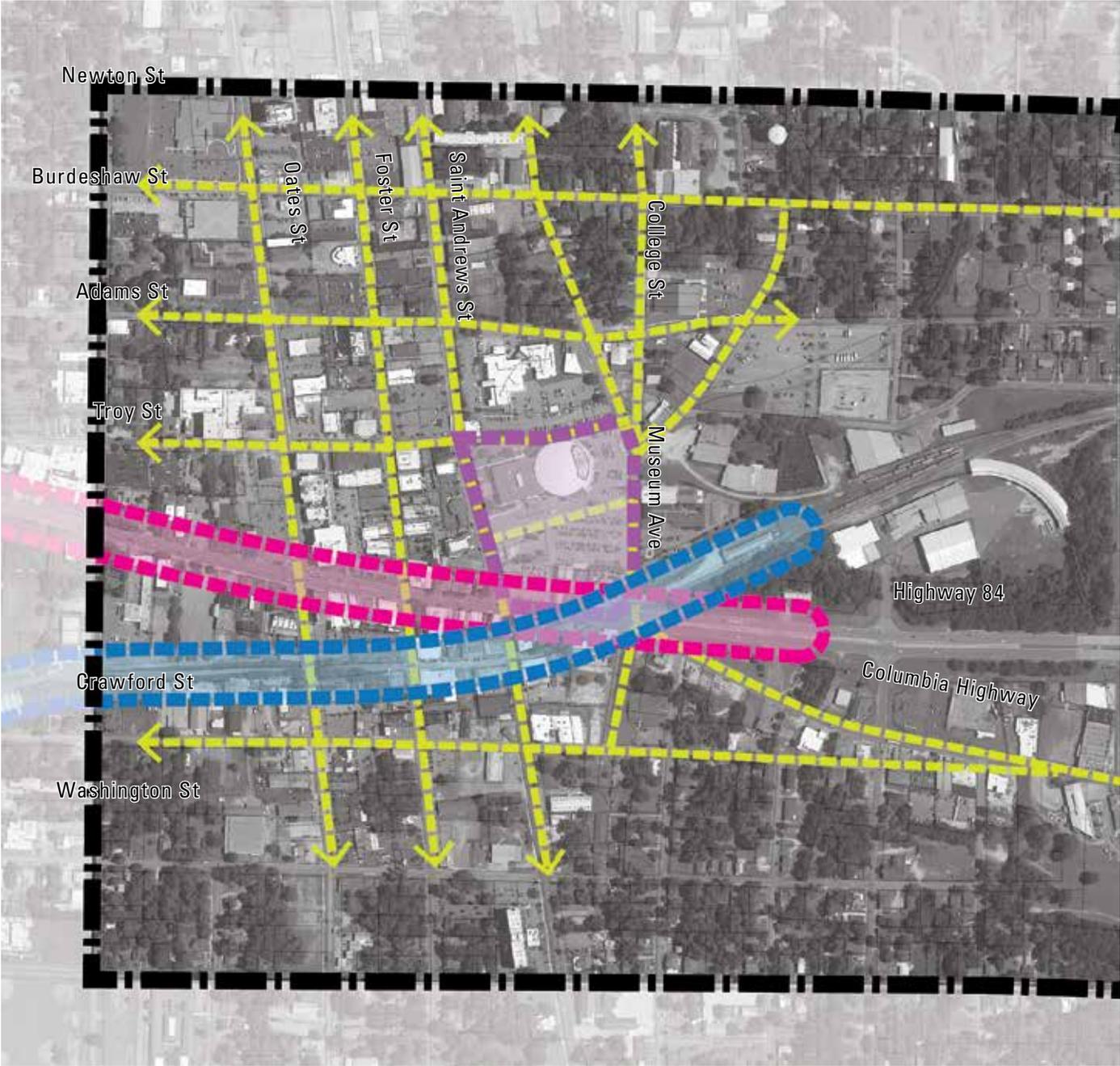
-  Proposed Sidewalks
-  Proposed Crosswalks

# Downtown District

## Proposed Street Grid



# District Strategy



-  Reconfigure Highway 84
-  Rail to Trail
-  Redevelop Civic Center Block
-  Public Realm Improvements





# Downtown District

## Redesign Highway 84

The key public sector move in the Downtown District will be to improve Highway 84. Highway 84 through Downtown can be reconfigured to manage vehicle speeds and to accommodate much-needed parallel parking for retail and restaurants and beautification including street trees, way-finding and consistent street lights. For the section of Highway 84 between Oates Street and Museum Avenue is to remove a lane of traffic to both widen the sidewalk and add parallel parking where possible.

A key design intervention is to add a roundabout at the corner of Museum Avenue and Highway 84 and to improve Holman Street heading south from the new roundabout. This accomplishes a number of important things: manage vehicle speeds entering Downtown from the east, provides a visual gateway into Downtown, helps to disperse traffic off Highway 84 and onto Downtown street grid and helps to reconcile intersection geometries between Highway 84, Museum Avenue, Holman Street and Columbia Highway.

The Downtown District is north and south of Highway 84, therefore the road must not be physical or psychological barrier. Traffic calming by adding corner bulb outs can assist in managing traffic flow and speed and making pedestrian road crossings safer and shorter across Highway 84.

### Recommendations:

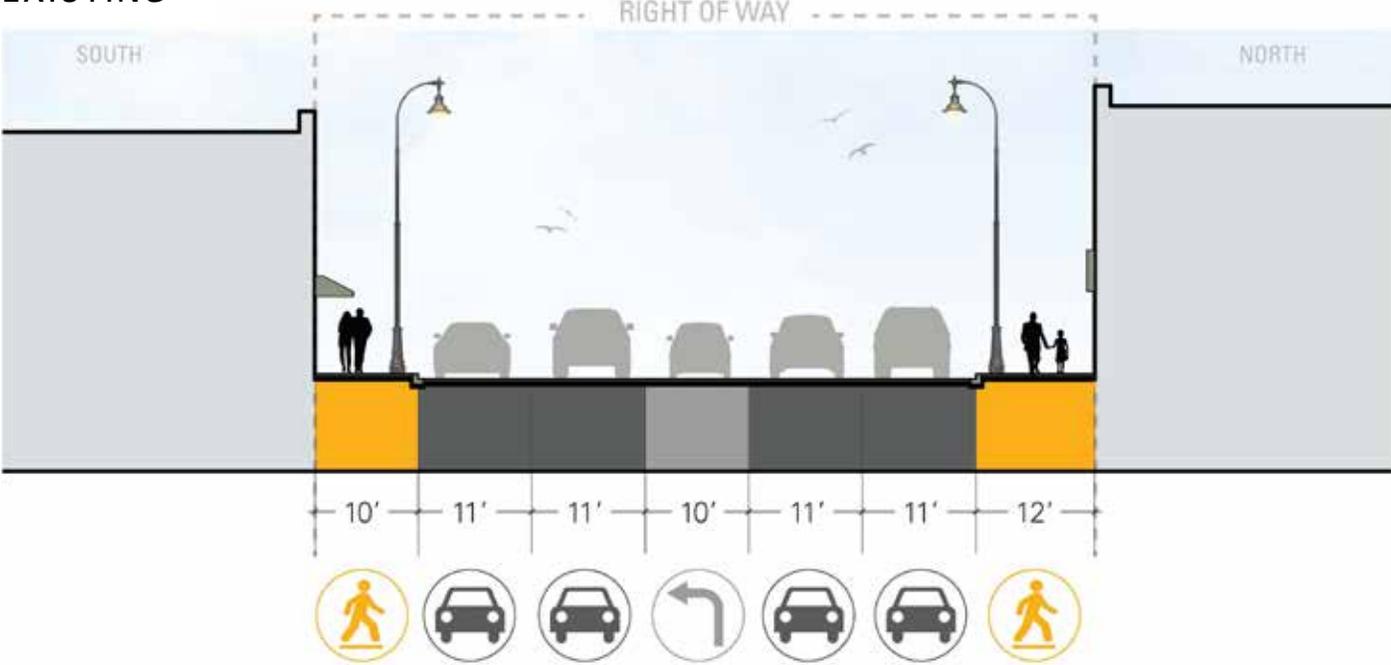
- The City needs to study taking responsibility of Highway 84 from ALDOT, allowing the City to have greater flexibility in implementing the desired design changes.
- Implement the recommended cross section of Highway 84 through Downtown.
- Accept that the goal of reconfiguring Highway 84 is not to alleviate traffic or let vehicles move faster through downtown. The goal is stimulate economic development, create a safer street, enhance the beauty of highway 84 and ensure Downtown is not physically separated north and south of Highway 84.
- The City should first test the design ideas by re-striping Highway 84 before costly improvements.



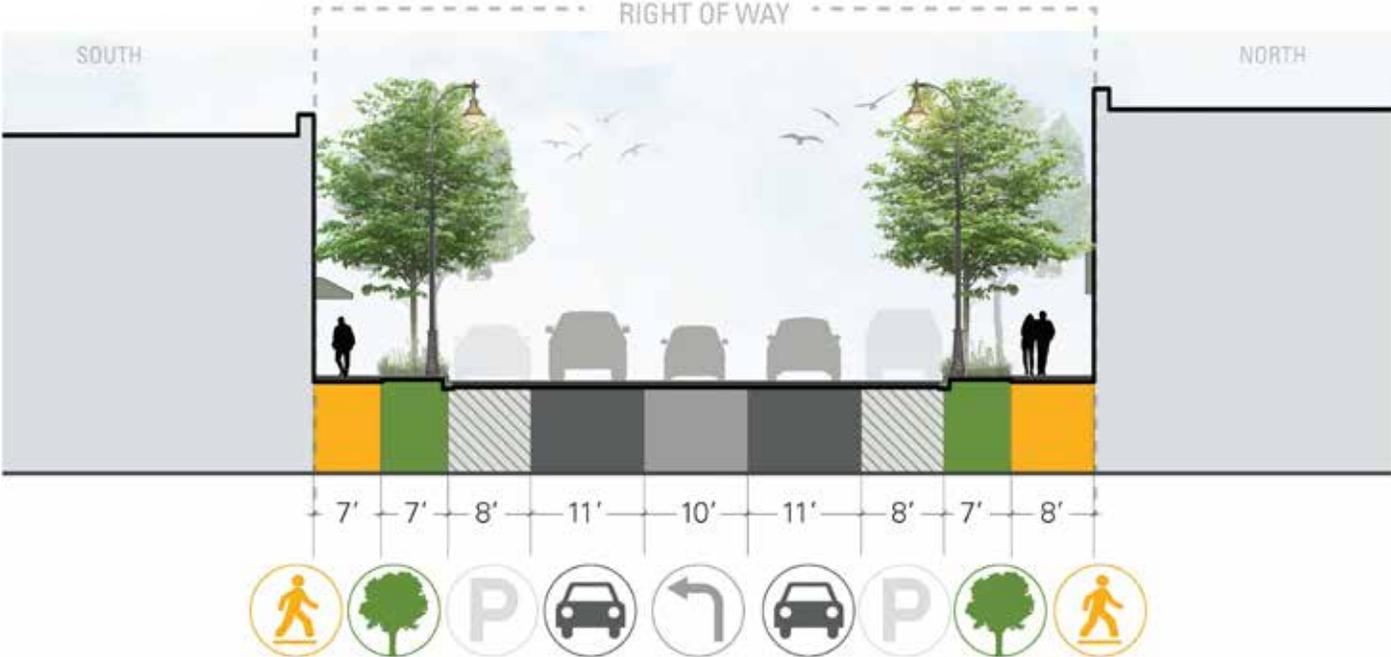
PROPOSED HIGHWAY 84 STREET SECTION

- Remove one lane of traffic
- Add parallel parking
- Add consistent street tree, street lighting

EXISTING



PROPOSED







# Downtown District

## Redevelop Civic Center Block

### DOWNTOWN MOVE #2: REDEVELOP CITY OWNED SITE

The City of Dothan controls the most significant catalyst site in Downtown. Bordered by Highway 84 to the south, Museum Avenue to the east, East Troy Street to the north and North Saint Andrews Street to the west.

This block is envisioned to include the following:

- New boutique hotel with space for small conventions / meetings
- New 540 space parking structure
- New 550' long festival street linking Wiregrass Museum with the Dothan Opera House
- 36,000 SF new retail / restaurant space
- Redesign of Poplar Head Park

The vision recommends that this block accommodate a new hotel at the corner of St. Andrews and Highway 84. The hotel will frame the corner and showcase good urban design practices of establishing a consistent setback along the street edges.

Behind the hotel there is adequate room to provide a downtown parking deck creating approximately 540 new parking spaces. A portion of the spaces will be allocated for the hotel and the remaining spaces would be for the civic center and for downtown visitors.

One of the challenges facing Downtown is that the Wiregrass Museum is physically separated from downtown with a large surface parking lot. Design can remedy this by including a new public road aligned with the Wiregrass Museum's front door and with the front door of the Dothan Opera House. This new road will be activated with approximately 36,000 SF of new space ideal for restaurants, local retailers, small businesses, art galleries or even city and county services. Like Foster Street, this new road can be a festival street and be closed to vehicles making it a pedestrian only street, ideal for downtown events and celebrations.

Poplar Head Park at the corner of Museum Avenue and Highway 84 will be redesigned to allow for flexible programming and an attractive gateway into Downtown Dothan from the east.

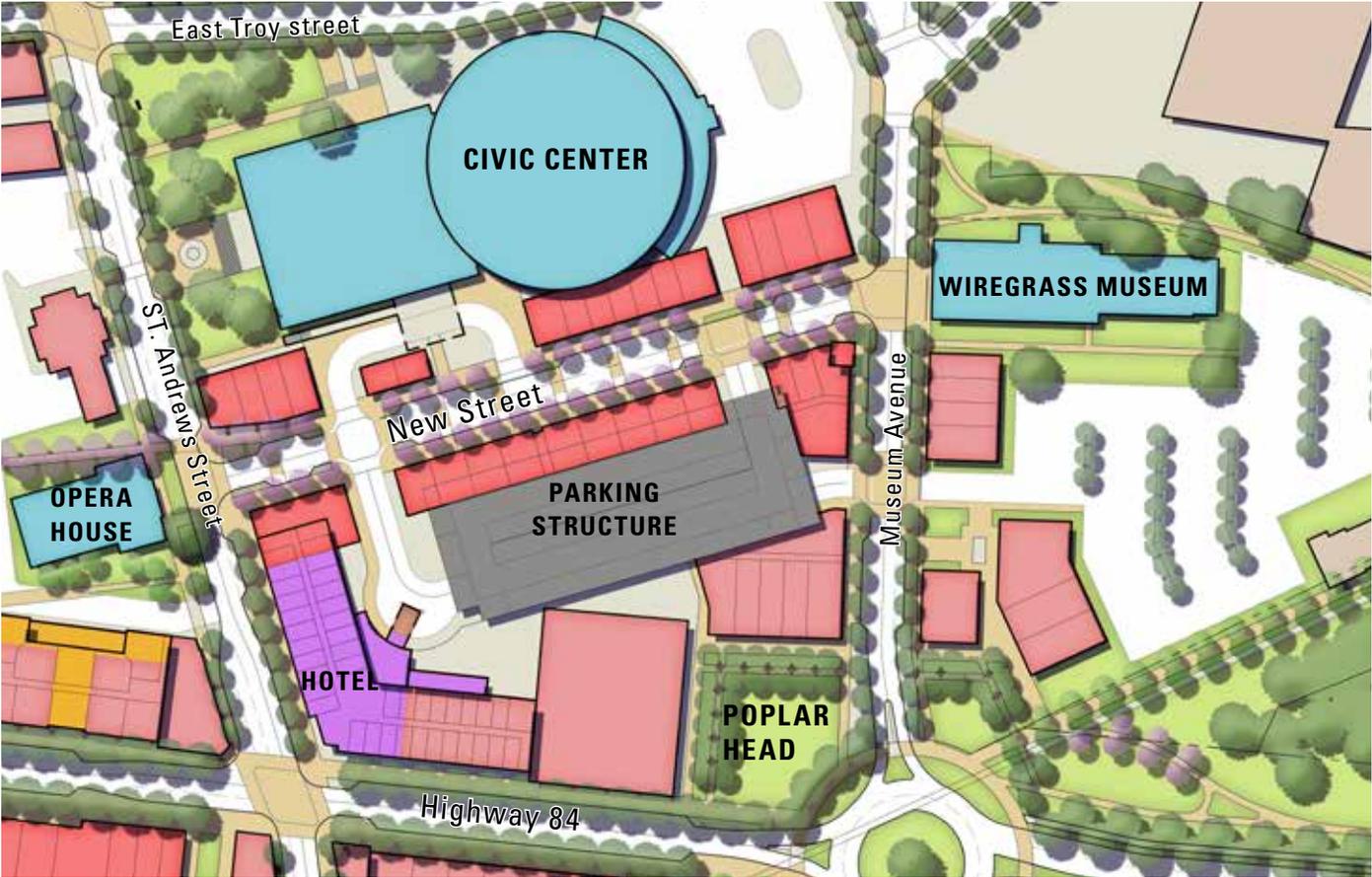
Implementation of the conversion of the city owned parking lots into a hotel, parking structure and supportive commercial space will require the right development partner. The City will need to execute a public private partnership through an RFQ process.

The intent is for this block to catalyze additional

development throughout Downtown and to show the development and design community the quality and execution required elsewhere in the city.

#### *Recommendations:*

- Issue a developer RFQ to implement the vision for the Civic Center block.
- Provide flexibility for phasing development of the block. For example, letting the hotel go in first without the structure parking may ensure financial feasibility.
- Provide flexibility in the land use program to allow for other uses depending on market conditions / financial feasibility. For example, allowing for residential units may be necessary over retail to help with the proforma. The key is to get a hotel and the urban design framework.



MAIN STREET COMMERCIAL    HOTEL    CIVIC    PARKING STRUCTURE



# Downtown District

## Strategic Public Realm Improvements

Making Downtown comfortable and beautiful will both promote economic development and visitors. A key metric to a downtown's success is the length of time someone chooses to spend there. The longer the time spent in a downtown the more money an individual will spend. Attracting and keeping someone downtown is largely the role of how the public realm is designed.

Foster Street has undergone improvements over the past decade, but other streets have not received the same level of attention. Simple, but key strategies for improving downtown's public realm include adding consistent street trees, widening sidewalks, adding consistent way-finding and graphics, improving intersections and crosswalks, adding pedestrian-scaled lighting and ensuring new development reinforces the public realm by limiting blank walls, having entrances facing sidewalks, and when market conditions allow to have ground floor commercial or restaurant space facing key streets.

There are a series of opportunities throughout Downtown to incrementally make improvements to plazas and courtyards spaces. These spaces can be opportunities for pop-up retail space, outdoor entertainment or a places of relaxation.

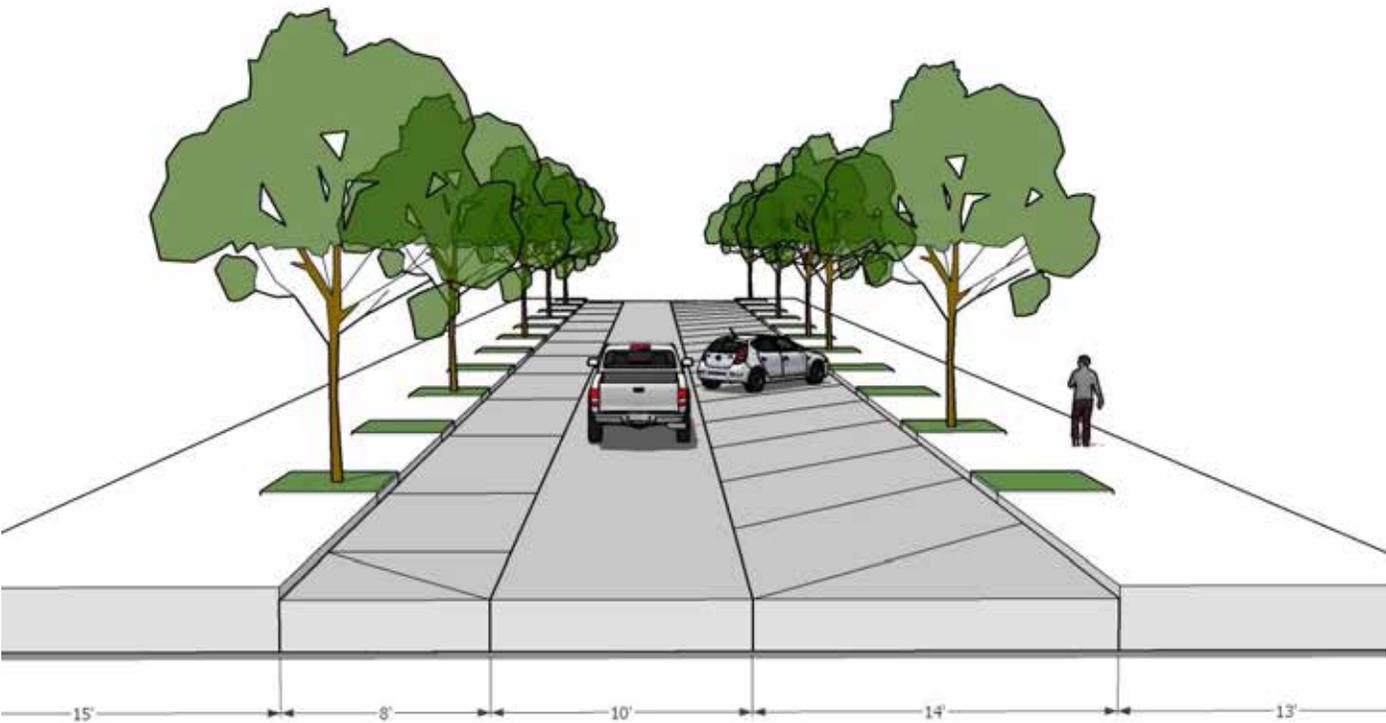
Vehicular circulation in Downtown currently utilizes a series of one-way streets. While a one-way street increases capacity, it complicates ingress and egress into and out of Downtown potentially frustrating customers. Foster Street benefits from being one-way by having diagonal parking. Converting East Troy to a two-way street would simplify access to Downtown, especially from North Oates Street.

### *Recommendations:*

- Make Downtown Dothan's most walkable district through improvements to the public and private realm.
  - Make room for trees, lots of them
  - Where possible widen sidewalks
  - Provide consistent way-finding and graphics
  - Provide consistent, pedestrian-scaled street lights
  - Improve intersections and provide bulb-outs where possible.
  - Ensure buildings enhance the public realm
  - Have a consistent "kit of parts" for street lights, and street furniture
  - Make improvements to the existing parks and plazas.
  - Study making one-way streets into two-way streets to improve circulation
  - Convert East Troy to improve access to Downtown from the west



Foster Street Existing

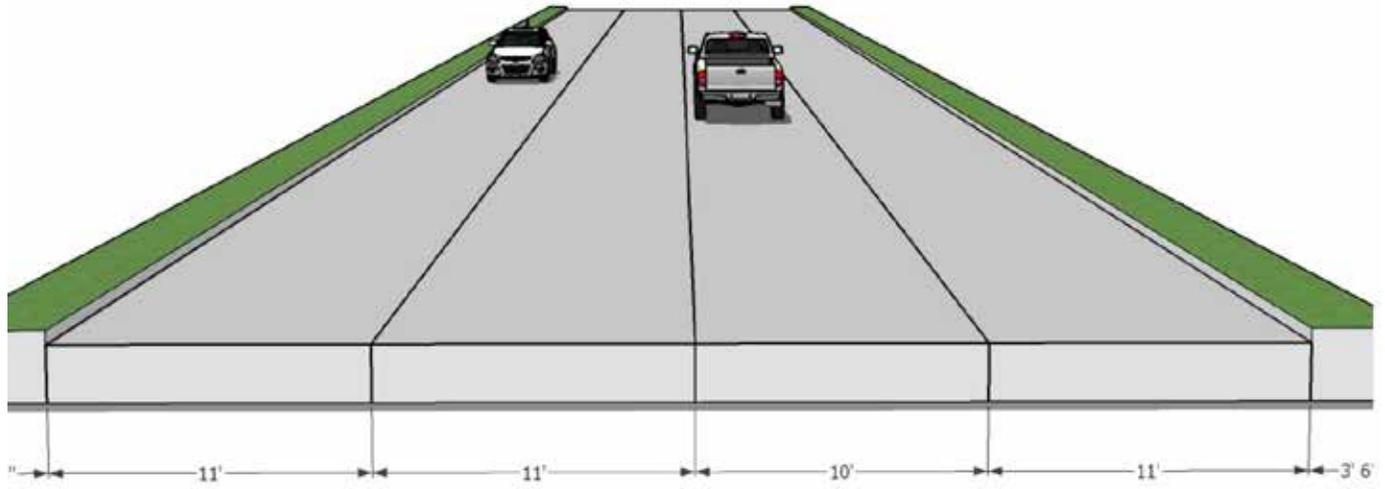


Foster Street Proposed

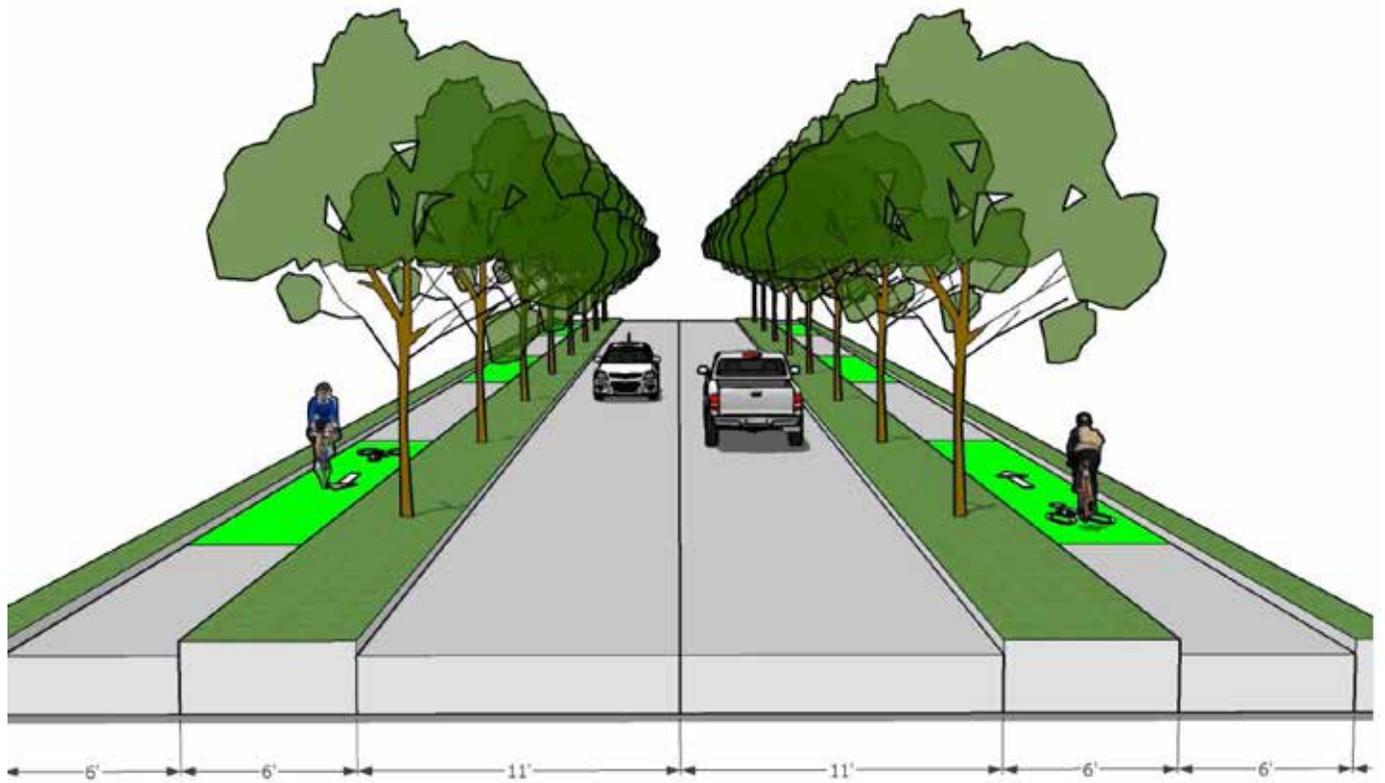


# Downtown District

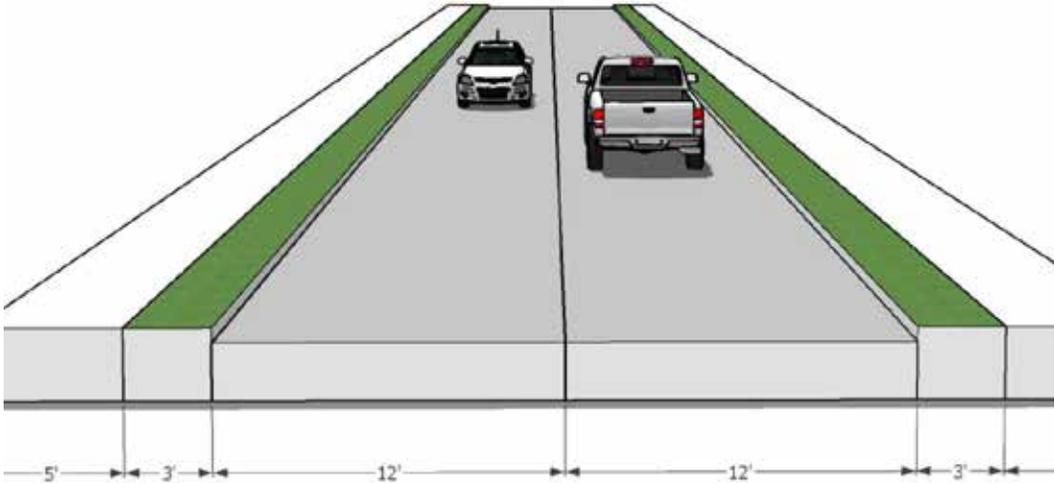
## Columbia Highway Street Existing



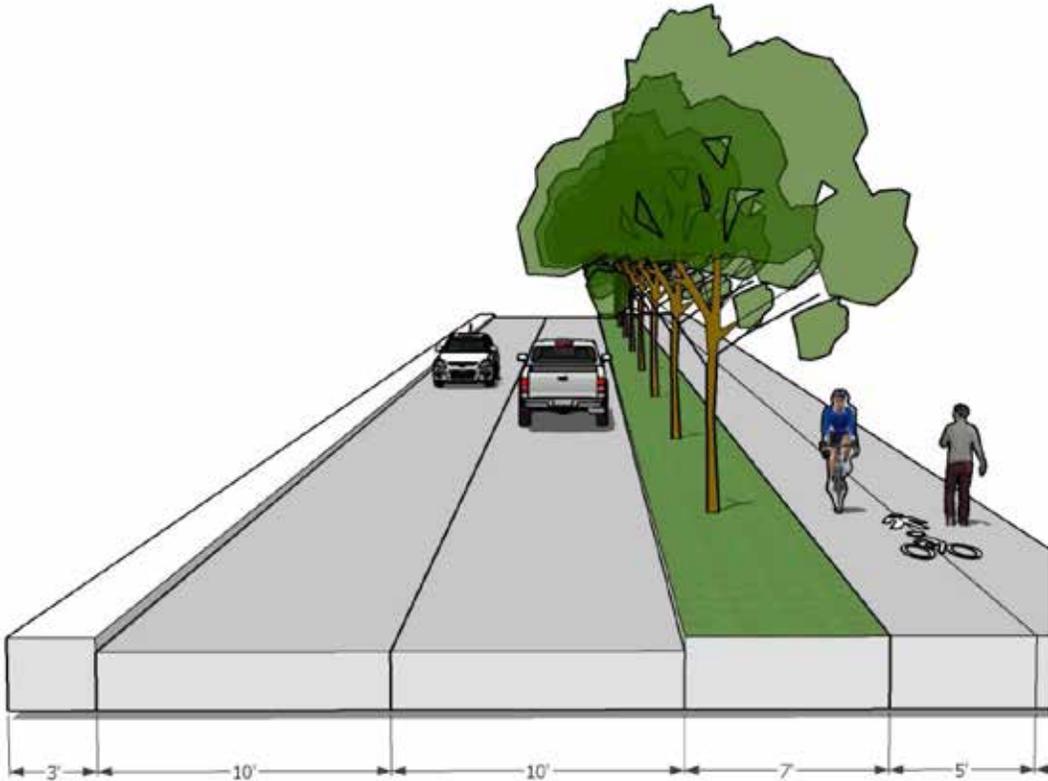
## Columbia Highway Street Proposed



Burdeshaw Street Existing



Burdeshaw Street Proposed



# Downtown District

## Rail to Trail Strategy

The existing railroad through Downtown is an opportunity to establish a rail to trail strategy providing regional connectivity and providing an economic development stimulus for Downtown. The vision is for this space to be a pedestrian and bicycle linear park incorporating new trees, bench seating and pedestrian scale lighting.

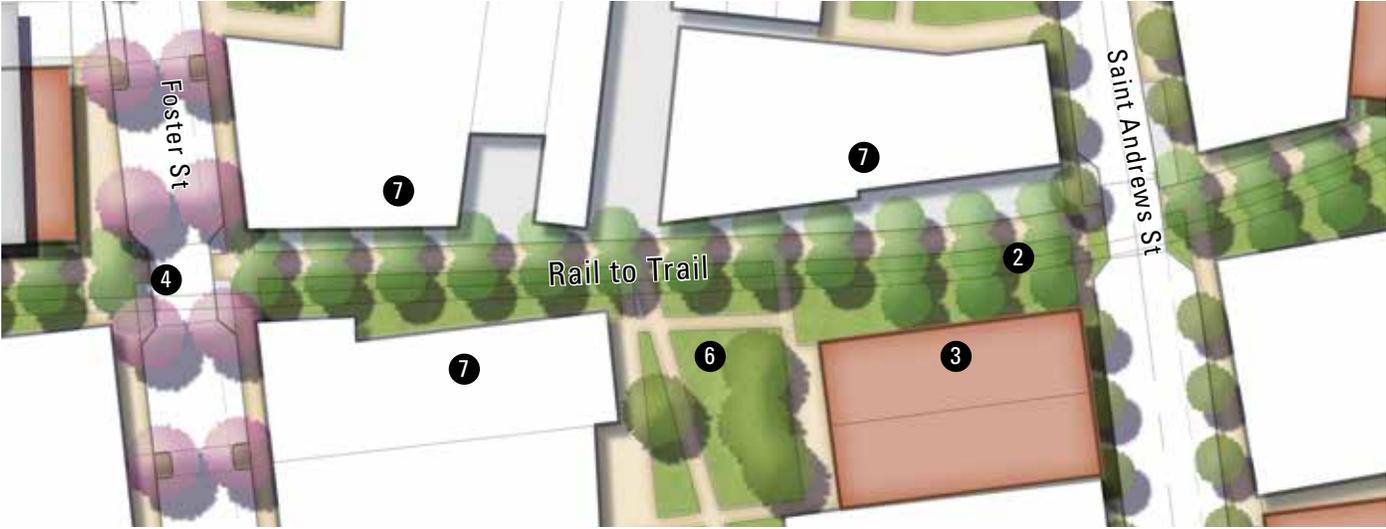
The goal is for private redevelopment to address the rail-trail with new art galleries, restaurants and boutique retailers.

Recommendations:

- Work with the railroad to allow for a multi-use trail with landscape improvements.
  - Phase 1 would accommodate the continued operation of the rail spur for infrequent use.
  - Phase 2 would eliminate the rail spur and utilize the entire for the trail.



- 1 10' Wide Multi-Purpose Trail
- 2 Proposed Tree Bosque
- 3 New Development
- 4 Enhanced Crosswalk
- 5 New Round-a-Bout
- 6 New Mid-Block Plaza
- 7 Existing Buildings Re-Oriented to Trail



# Downtown District

## Form Base Code

In order to ensure private development is consistent with the established vision for downtown the City should consider adopting a "Form Based Code."

"Form-Based Codes foster predictable built results and a high quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. They are regulation, not mere guidelines. They are adopted into city or county law. Form-Based Codes are an alternative to conventional zoning." (Form-Base Code Institute)

## FORM-BASED CODES VS. DESIGN GUIDELINES

### FORM-BASED CODES

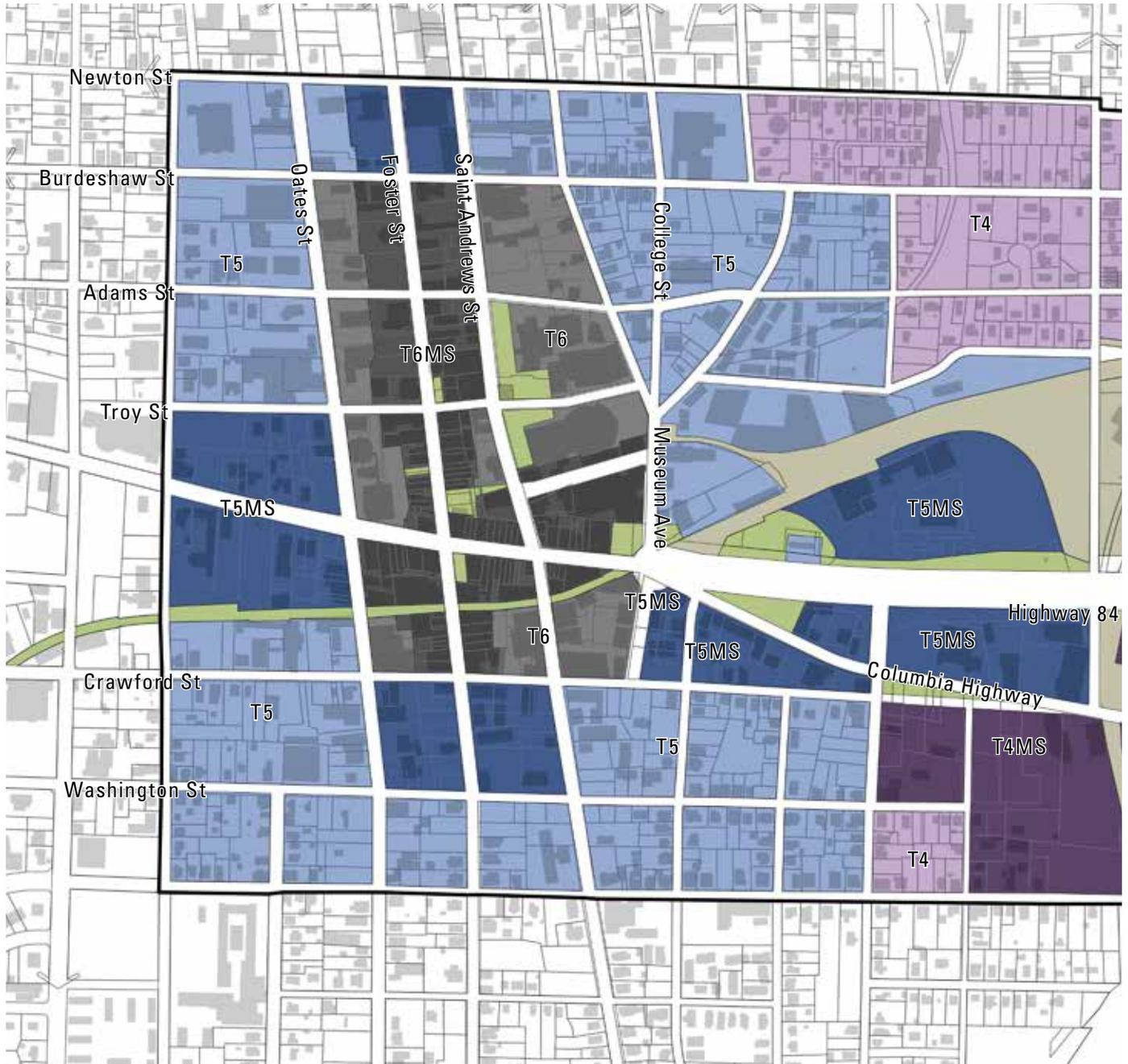
- Certainty
- Citizen - Know what the end result will be
- City - Easier to Administer
- Developers/Property Owners - Easier Process, more opportunities and options

### DESIGN GUIDELINES

- Difficult to apply consistently
- Offer too much room for subjectivity and interpretation
- Difficult to enforce
- Require oversight by discretion review bodies leading to a politicized planning process.
- Take longer for developer to receive approvals.

(See "Implementation" Chapter for more details)

## Proposed Regulating Plan



- |   |                           |   |                            |
|---|---------------------------|---|----------------------------|
|  | T6MS - Core (Main Street) |  | T4MS - Urban (Main Street) |
|  | T6 - Core                 |  | T4N - Urban Neighborhood   |
|  | T5MS - Center Main Street |  | OS - Parks and Open Space  |
|  | T5N - Center Neighborhood |  | RR - Rail Right-of-Way     |

# Downtown District

## Miscellaneous Strategies

- Continue to incentive Downtown housing
- Parking management plan coupled with a way-finding program
- Parking reduction for new development
- Explore tax increment financing strategies and other tax abatement strategies
- Storm-water management with visually appealing rain gardens
- Right-size roads reducing impermeable paving and managing vehicle speeds
- City and County to stimulate redevelopment by providing land at a discount or differing payments for developers in exchange for higher design quality.

If redevelopment opportunities are stifled because of historic designation the City should study revisions to historic designation including the following:

- Removing the designation for certain buildings
- Increasing the City's financial contribution to redevelopment of historic buildings
- Eliminating of all parking requirements for historic building redevelopment projects
- Approach local banks about creating a low-interest loan pool to assist with downtown revitalization projects. Low-interest loan pools are an attractive way for banks to participate in the process, spread the risk, and provide an infusion of capital into the area. You may want to consider adding some of the other recommendations that we made in the market analysis



## DOWNTOWN DISTRICT – OTHER RECOMMENDATIONS

1. Focus new public investment along Foster Street, which is the most vibrant portion of downtown. Enhancements should be made to the greenspaces, sidewalks, and street lighting. Consideration should also be given to placing utilities underground.
2. Approach Auburn University’s School of Architecture, Planning, and Landscape Architecture about opening a design center in a vacant downtown storefront. The center would be staffed by students interested in downtown revitalization and would take on special projects and provide advice to property owners and City officials.
3. Approach local banks about creating a low-interest loan pool to assist with downtown revitalization projects. Low-interest loan pools are an attractive way for banks to participate in the process, spread the risk, and provide an infusion of capital into the area.
4. Recruit investors and developers interested in rehabilitating Downtown Dothan Redevelopment Agency owned properties. As noted, the buildings abutting the railroad right-of-way are prime redevelopment candidates. However, the Downtown Dothan Redevelopment Agency should not cede control of properties without a firm commitment to reinvest. One structure that could be utilized is to lease buildings to developers for a nominal amount while improvements are made. In return the developer can exercise a purchase option after the building has been substantially renovated.
5. Seek additional funding sources for downtown revitalization. The Downtown Dothan Redevelopment Agency’s only funding sources are from the City and County, and it is important that the business community provide some level of financial assistance. A compelling strategic plan with an exciting vision and realistic goals is critical to broadening the level of support.
6. Strengthen the Downtown Dothan Merchant’s Association, which is currently under the umbrella of the Downtown Dothan Redevelopment Agency. The goal for this organization should be to grow its membership and develop into a self-funded entity that can effectively promote downtown retail and restaurants.
7. Create an inventory of downtown buildings that have adaptive reuse potential, as well as properties available for sale or lease. This information should be placed on the Downtown Dothan Redevelopment Agency’s website to promote business and investment opportunity.
8. Explore ways to work collaboratively with the DuBois Institute to promote urban farming and agritourism in downtown. Some concepts to consider are rooftop gardens and reusing abandoned buildings for hydroponic and aquaponic farms. Produce grown in these facilities can be sold to local restaurants, supermarkets, and at the local farmers market.
9. Continue to work with Main Street Alabama to improve the community’s approach to downtown business recruitment and expansion efforts.













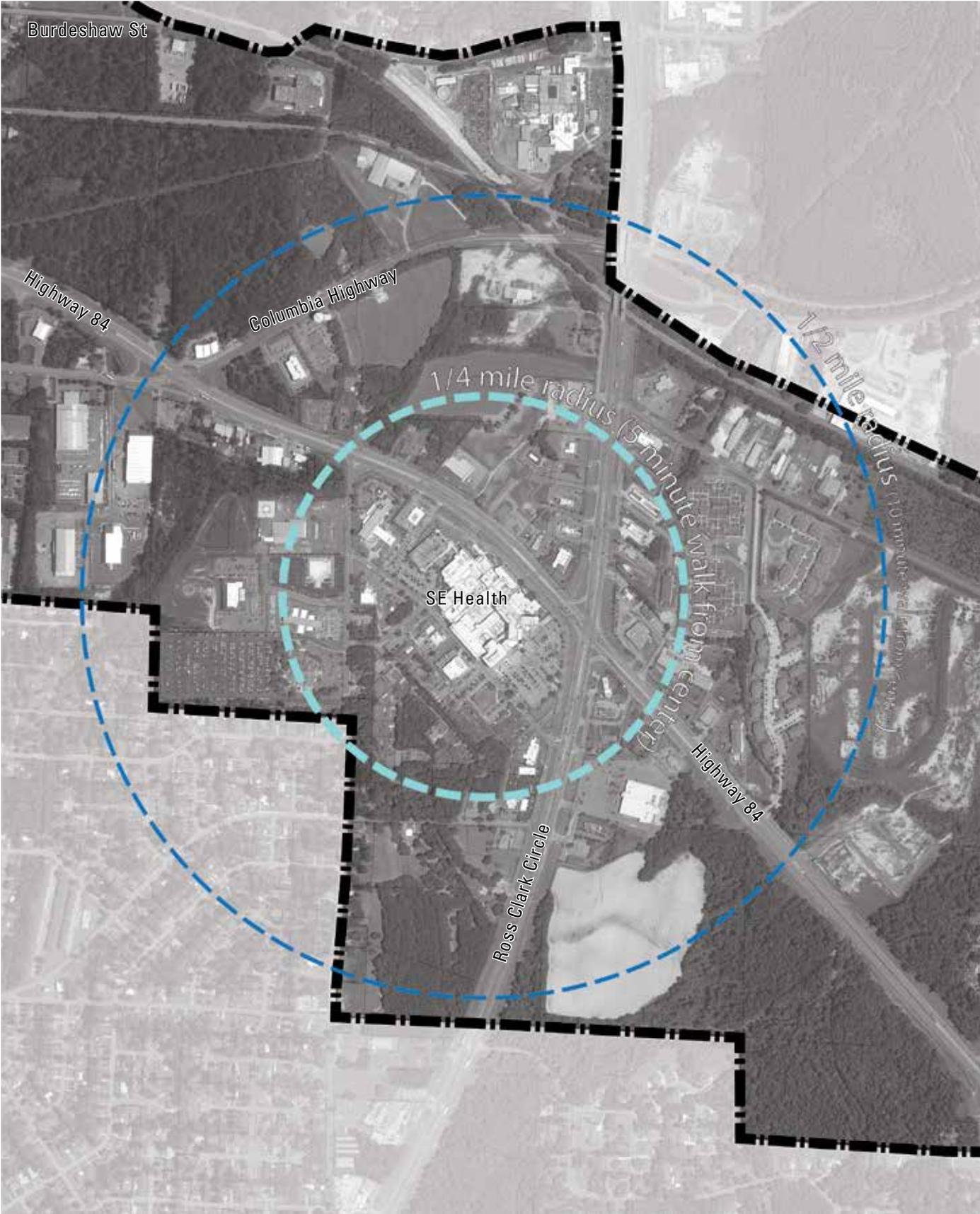
5

**WELLNESS DISTRICT**

---

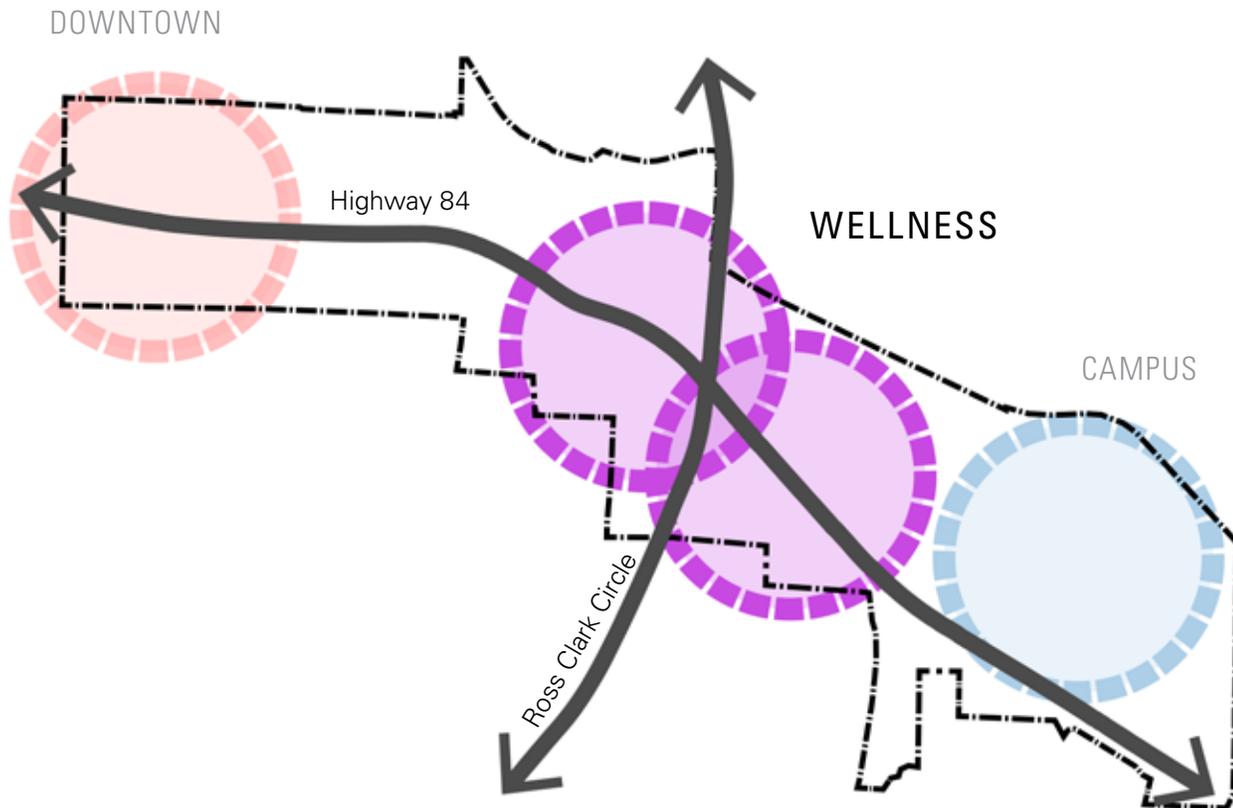
Highway 84 East Master Plan

# Wellness District





# Wellness District



The SE Health has the opportunity to become more than a hospital campus. It can become an anchor for a new “Wellness District” to include new commercial, medical offices, new residential to support jobs in the district and new parks and open spaces.

The vision is for the Wellness District to be transformed into a walkable, mixed-use node showcasing best practices in how urban design can encourage healthy living.

For this to happen we have identified three key moves:

- Reconfigure Highway 84
- Master plan the hospital to think strategically about their land assets and establish a “vision” that promotes walkability and best practices in urban design rather than designing car oriented, inward focused campuses.
- Master Plan other portions of this district by encouraging property owners to work together in establishing a circulation and open space framework that improves property values while providing the ability for residents and workers to walk directly and quickly to jobs, restaurants and other amenities.

**Existing Conditions**



The Wellness District is anchored with the SE Health.

Like Downtown, one of the goals is to strengthen the connections between SE Health and other uses resulting from making the district more walkable and bikable..

**Existing Zoning**



- B2: HIGHWAY COMMERCIAL
- B-3: LOCAL SHOPPING
- H-I: HEAVY INDUSTRY
- L-I: LIGHT INDUSTRY
- R-A: RESIDENTIAL MULTI-FAMILY
- R-3: RESIDENTIAL SINGLE FAMILY (HD)

# Wellness District

## Wellness District – Existing Conditions

The Wellness District is anchored by Southeast Health, which is the major land owner. In addition to the hospital's main campus, the Houston County Health Care Authority owns two tracts east of Ross Clark Circle totaling 154 acres. A Winn-Dixie, Walgreens, CVS, and several fast food restaurants are located in the district, and a Chick-fil-A is under construction across Highway 84 East from the hospital. The two multifamily developments in the district are Beverlye Crossing, a 168-unit, tax-credit apartment community, and the Glen East Apartments, a 76-unit rental project catering to low-income individuals 62 years of age or older.

Southeast Health is a 420-bed hospital that employs 2,700 people. It is a not-for-profit community health system that serves residents of southeast Alabama, southwest Georgia, and the Florida panhandle. The hospital is primarily funded through patient payments and Medicare reimbursements, but also receives some property tax revenue from Houston County. The hospital has reportedly faced some financial difficulty in recent years due to declining revenue. Southeast Health was recently accredited for an internal medicine residency program and will welcome its first class of 13 students in 2018. The plan is to grow enrollment in the program and to add residency programs in other specialties. Hospital officials have not publicly revealed plans for the 154 acres of vacant land that Southeast Health owns east of Ross Clark Circle, although a cancer center, ambulatory surgery center, and primary care physician offices have been discussed on a portion of the 82 acres behind Winn-Dixie.

The strengths and weaknesses of the Wellness District are highlighted below:

### STRENGTHS

- Strong traffic volume along Ross Clark Circle and Highway 84 East.
- The new Chick-fil-A will be a nice amenity.
- Southeast Health controls significant property in the district.
- The employment base and visitors to Southeast Health create market opportunities.
- Winn-Dixie will remain open to serve the east side of Dothan.
- •Ample undeveloped land in the northwest quadrant of Ross Clark Circle and Highway 84 East.

### WEAKNESSES

- The area has a poor pedestrian environment and lacks a cohesive character.
- Highway 84 East has numerous curb cuts and limited interparcel access.
- The area has no parks or public greenspace.
- Southeast Health's financial health could slow the development of its property.
- The population density and household incomes in the surrounding area are not strong.
- The City's predominant growth pattern has been to the west, making it difficult to attract new investment on east side of Dothan.

### WELLNESS DISTRICT – MARKET OPPORTUNITIES

The presence of Southeast Health, proximity to ACOM, and high traffic volumes suggest the following market opportunities:

### RENTAL HOUSING

Factors supporting new rental housing in the Wellness District include:

- Proximity to Southeast Health where 2,700 people are employed.
- Potential demand from ACOM students.

- Empty nesters who are downsizing may want to live near the hospital and medical offices in the area.
- Existing apartments in Dothan are performing well.
- Excellent regional access via Highway 84 East and Ross Clark Circle makes the Wellness District a convenient place to live.

New rental housing could take the form of three-story walk-up apartments, or rental cottages like the Cottages of Dothan on the west side of town. This product is appealing because it feels like a single-family home and may be attractive to empty nesters and families who do not want to live in a traditional apartment. Initially, the market could probably support 150 to 200 units. One possible location for new rental housing is on the land owned by Southeast Health. The hospital could help incentivize new housing by partnering with a group, selling the land at a discount, or entering a long-term ground lease where the land is leased to a developer at a favorable rate. The main challenge with developing new housing are high construction costs and Dothan's modest rent levels.

### **SENIOR HOUSING**

Dothan has an aging population that is creating demand for independent and assisted living. One model that has been used in other cities is continuing care retirement communities (CCRCs). These developments allow seniors to age in place by combining independent living, assisted living, and nursing care. In some cases, local health systems have partnered with developers to build CCRCs. Given the amount of land that Southeast Health controls, this possibility should be explored. Independent and assisted living facilities not affiliated with the hospital are also options in the Wellness District.

### **RETAIL/OFFICE**

Additional convenience retail could likely be supported in the Wellness District. Demand drivers include people working at and visiting the hospital, as well as commuters traveling along Highway 84 East. These uses could be added on the existing hospital campus, along the Highway 84 East frontage across from Southeast Health, or on the Highway 84 East frontage east of Ross Clark Circle. Additional medical office development is also a strong possibility because of the hospital's presence.

### **HOTEL**

Dothan's hotel market is experiencing softness, but an opportunity may exist for a new limited-service facility near Southeast Health. The hospital generates a lot of traffic and the only new hotel on the east side of town is a Comfort Inn & Suites.

### **FOR-SALE RESIDENTIAL**

Active adult housing targeting people age 55 and older is a possible use in the Wellness District due to the medical concentration and retail services. This product can be single-family homes, townhomes, or cottages that offer a low-maintenance lifestyle with amenities such as a fitness center, clubhouse, and walking trails. These homes are usually single-story with open floor plans to make them easy to navigate as people age.

# Wellness District

## Existing Major Owners



 SE HEALTH OWNERSHIP

## Existing Surface Parking Lots



 SURFACE PARKING LOTS

Existing Vacant Parcels



 VACANT / UNDEVELOPED PARCELS

Opportunity Sites



 SE HEALTH OWNERSHIP + SURFACE PARKING LOTS+ VACANT / UNDEVELOPED PARCELS = DEVELOPMENT OPPORTUNITIES

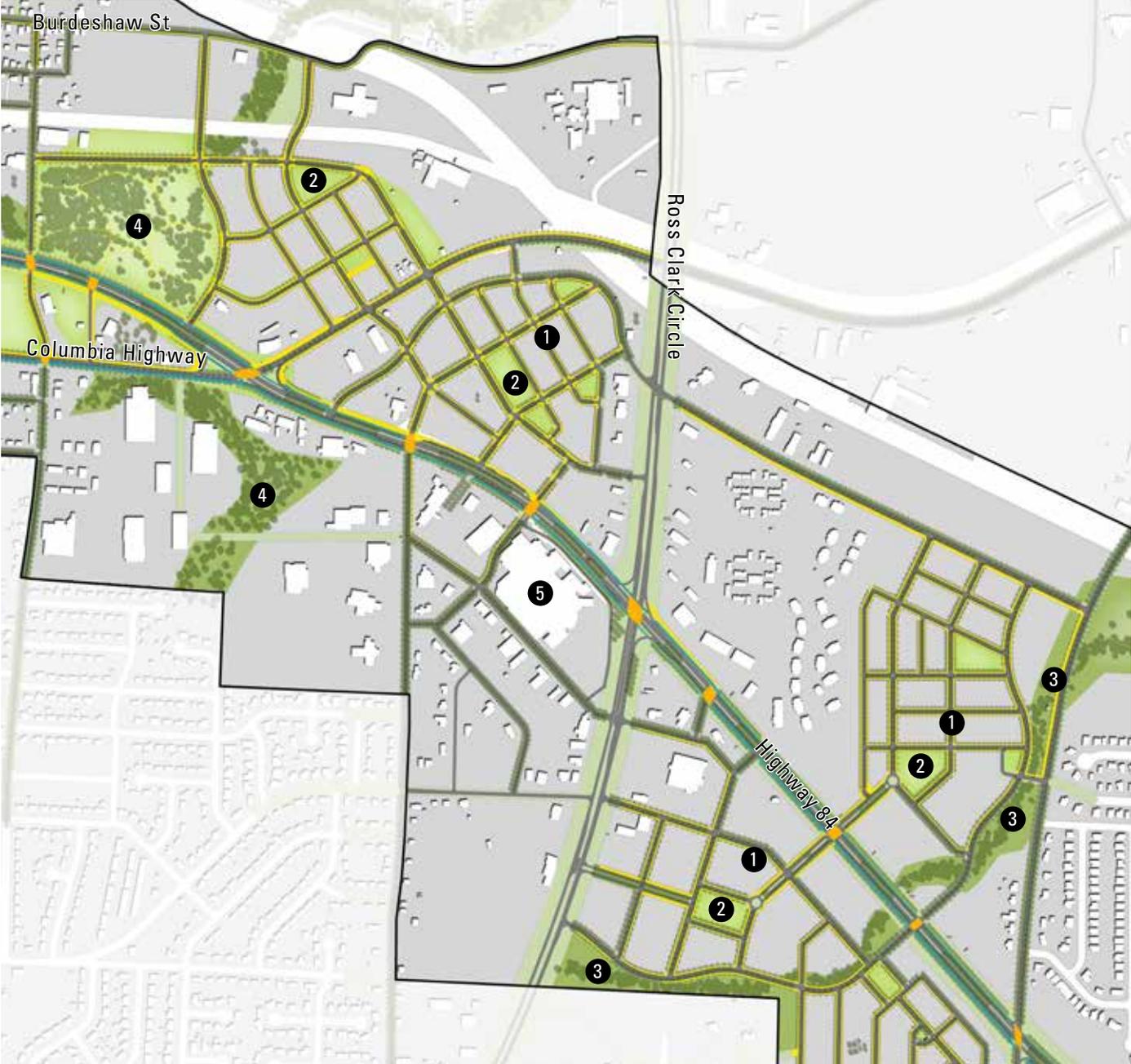
# Wellness District

## Proposed Land Use Vision



- |  |   |
|--|---|
|  Mixed Use - Ground Floor Commercial Required    |  Major Employment  |
|  Mixed Use - Ground Floor Commercial Recommended |  Park / Open Space |
|  Mixed Use - Ground Floor Commercial Allowed     |   |
|  Mixed Use - Residential (30 Du/Ac Max)          |   |
|  Residential (20 Du/Ac Max)                      |   |
|  Park / Open Space                               |   |

# Proposed Public Realm Vision



-  Proposed Park
-  Proposed Sidewalks
-  Proposed Crosswalks
-  Proposed Protected Bike Lane
-  New Mixed-Use Community
-  Proposed Park
-  Proposed Linear Park
-  Proposed Wetland Park
-  Existing SE Health

# Wellness District

## Proposed Protected Bike Lane



 Proposed Protected Bike Lane

## Proposed Sidewalks



 Proposed Sidewalks

Proposed Crosswalks



Proposed Crosswalks

Proposed Road Network



Proposed Roads

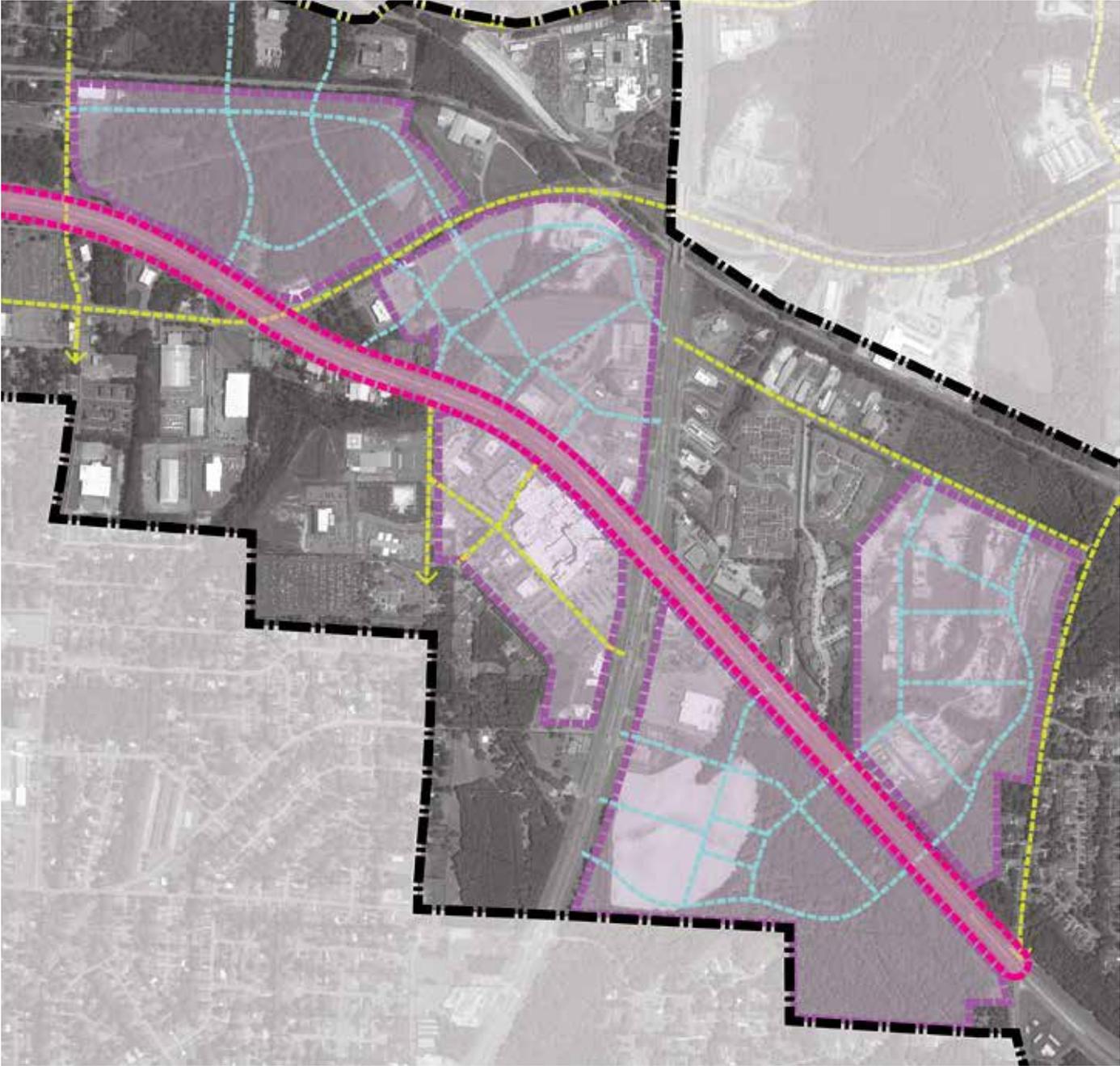
# Wellness District

## Intersections



- Existing Signaled Intersection
- Existing Non-signalized Intersection
- Proposed Round - a - Bout
- Proposed Signaled Intersection (Existing Non-signalized Intersection)
- Proposed Signaled Intersection
- Existing Curb Cut (Recommend consolidation / elimination as new intersections are built)

# District Strategy



-  Reconfigure Highway 84
-  New Streets
-  Master Plan Opportunity Sites
-  Public Realm Improvements





# Wellness District

## Prepare a Coordinated Vision

The existing conditions of this portion of Highway 84 are not conducive to any activity except for driving in an automobile or a truck. There are no sidewalks or designated crosswalks. The recent approval of a Chick-fil-A north of Highway 84 and the existing SE Health to the south of Highway 84 will likely result in people running across 7 lanes of traffic to go between the two.

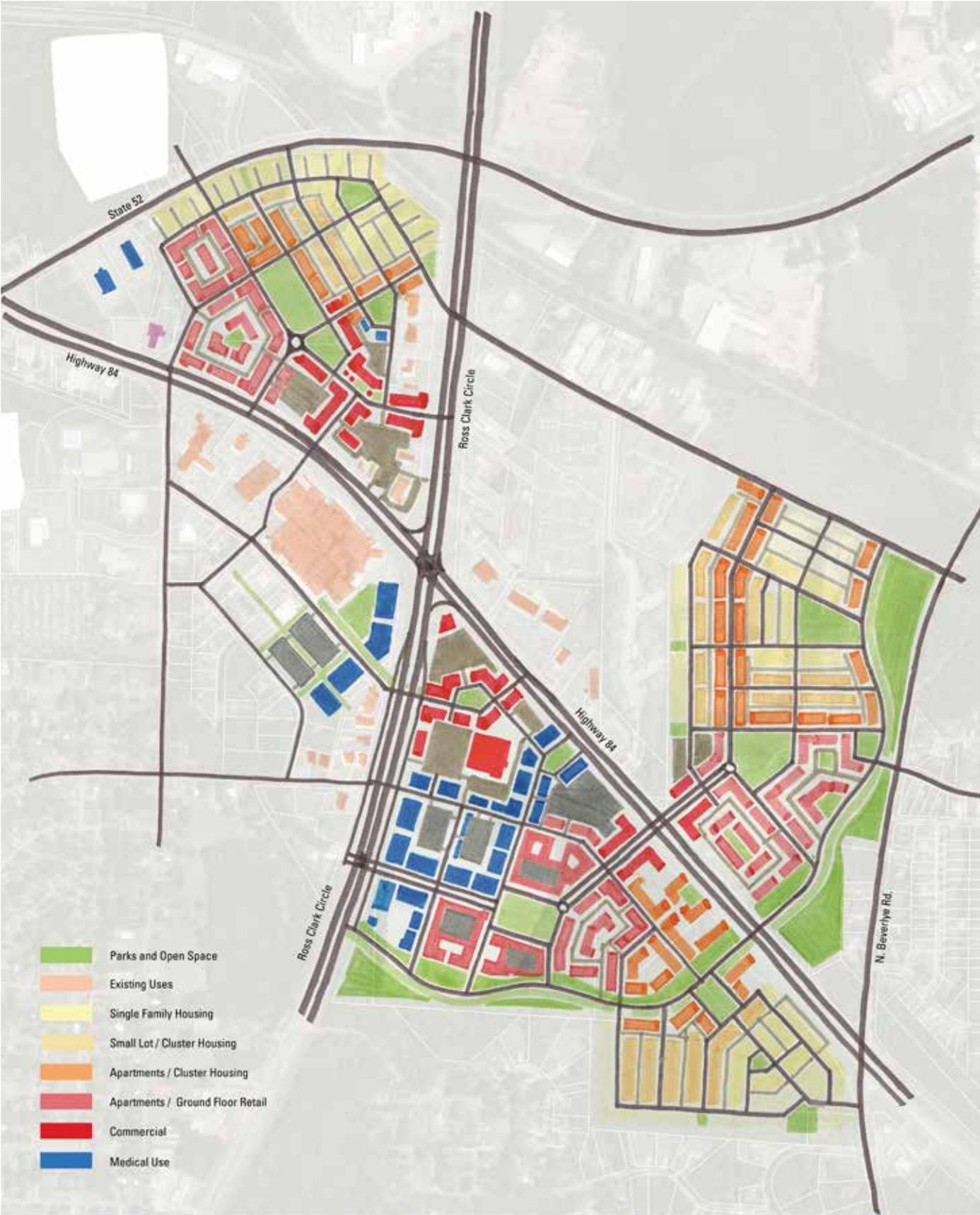
The area around SE Health hospital is a logical place to encourage wellness through design. One component of wellness is to walk and ride a bike rather than using a car for every trip. The design of Highway 84, can be improved providing more space for people to walk and ride bicycles.

For this section of Highway 84 the vision is to remove a lane of traffic in each direction and convert this removed lane into a protected bicycle lane. A new sidewalk will also be added within the right-of-way. To manage vehicle speed and assist in protecting pedestrians who want to cross Highway 84 new signalized intersections will be added.

Highway 84 will be beautified by adding street trees, consistent lighting, way-finding/signage and eventually under-grounding of utilities.

### ***Recommendations:***

- The City needs to study taking responsibility of Highway 84 from ALDOT, allowing the City to have greater flexibility in implementing the desired design changes.
- Implement the recommended cross section of Highway 84 through the wellness district.
- Add signalized intersections per the vision plan to manage vehicle speed and increase pedestrian safety.
- Accept that the goal of reconfiguring Highway 84 is not to alleviate traffic or let vehicles move faster through the wellness district. The goal is stimulating economic development, creating a safer street, enhancing the beauty of highway 84 and ensuring the wellness district is not physically separated north and south of Highway 84.



# Wellness District

## Prepare a Coordinated Vision (Cont.)

A coordinated vision for this area is critical to ensure the best planning principles are implemented to ensure a district that is walkable, is mixed use, provides attainable housing, recreation space for the larger community and results in a district that can eventually support shuttle or bus services between SE Health, downtown and ACOM.

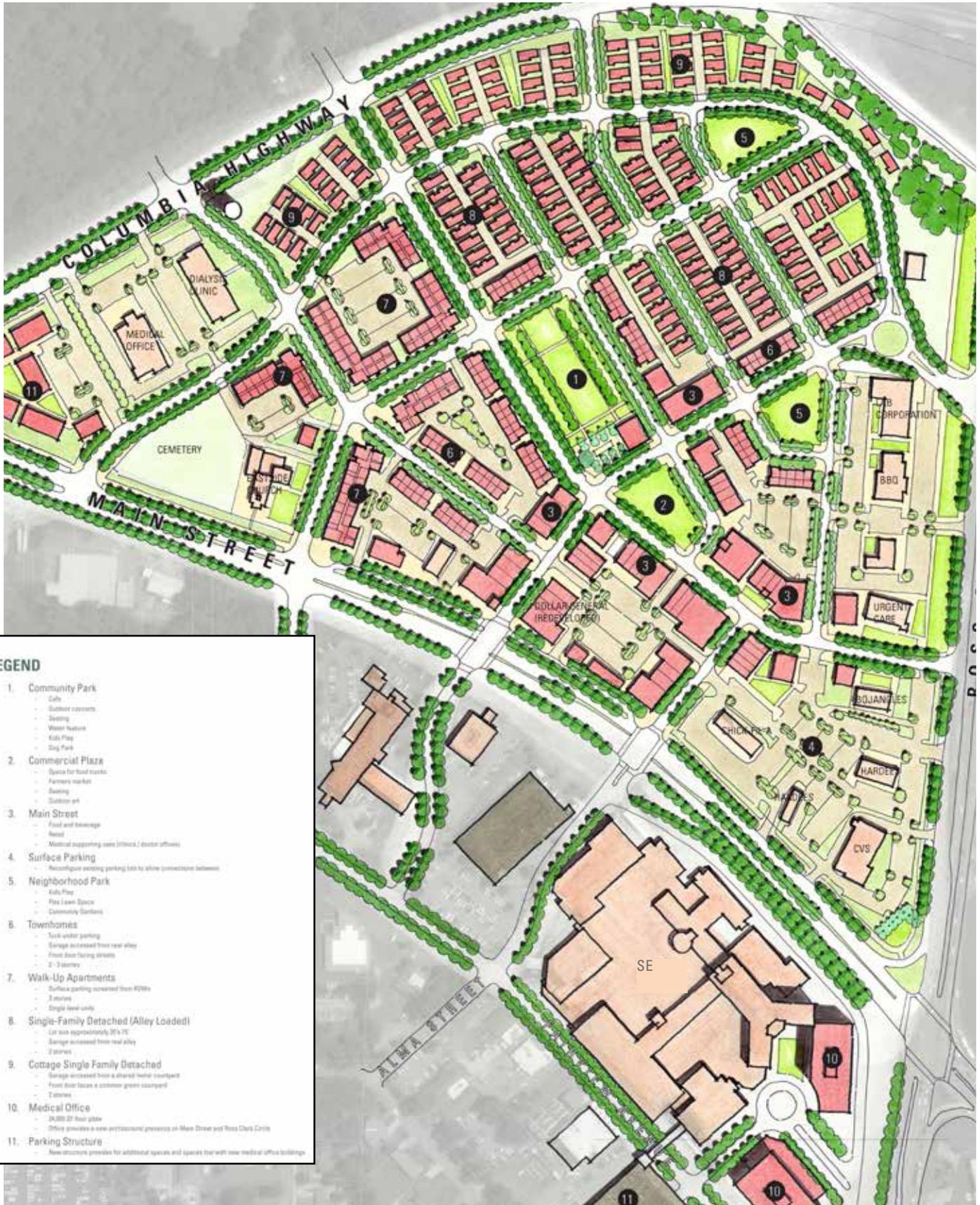
The vision shown allows for flexible implementation by property owners but it sets an expectation of specific planning principles. Each future development application will need to show how the proposal meets the following recommendations.

### ***RECOMMENDATIONS:***

- The design results in an interconnected grid of streets allowing for local trips to occur without accessing Highway 84 and providing direct routes for pedestrians and bicyclists.
- A variety of land uses shall be included.
- Coordination and consolidation of park facilities between property owners shall be encouraged so there is opportunity for a larger, shared public park centering each neighborhood.
- Lot line adjustments between property owners shall be encouraged to reconcile odd shaped parcels and to ensure the site design. Parcel lines are encouraged to be located in the center of streets.
- There shall be no vehicular gating of neighborhoods in the wellness district.
- Private streets will need to be built to public street standards and s will need to be implemented, allowing for public access.
- Buildings shall be oriented towards streets and garages, and parking fields should be located away from streets.
- There shall be a variety of housing types and a variety of unit sizes.
- There shall be a variety of price points and a variety of rental prices.

In addition to design principles, there are specific design requirement for new districts to be implemented unless specific site conditions warrant relief.

- Internal street design will be required to have sidewalks on both sides with a minimum dimension of 5', and the sidewalk shall be separated from the curb with a minimum clear dimension (from back of curb) of 6'.



**LEGEND**

1. Community Park
  - Cafe
  - Outdoor concerts
  - Seating
  - Water feature
  - Kids Play
  - Dog Park
2. Commercial Plaza
  - Space for food vendors
  - Farmers market
  - Seating
  - Outdoor art
3. Main Street
  - Food and beverage
  - Retail
  - Medical supporting uses (office, doctor offices)
4. Surface Parking
  - Reconfigure existing parking lots to allow connections between
5. Neighborhood Park
  - Kids Play
  - Flex Lawn Space
  - Community Gardens
6. Townhomes
  - Truck-under parking
  - Garage accessed from rear alley
  - Front door facing streets
  - 2-3 stories
7. Walk-Up Apartments
  - Surface parking screened from RWBs
  - 3 stories
  - Single level units
8. Single-Family Detached (Alley Loaded)
  - Lot size approximately 35' x 75'
  - Garage accessed from rear alley
  - 2 stories
9. Cottage Single Family Detached
  - Garage accessed from a shared rear courtyard
  - Front door faces a common green courtyard
  - 2 stories
10. Medical Office
  - 10,000 SF four story
  - Office provides a new architectural presence on Main Street and Ross Clark Circle
11. Parking Structure
  - New structure provides for additional spaces and spaces that will serve medical office buildings

# Wellness District

## Prepare a Coordinated Vision (Cont.)



### GOALS:



#### PUBLIC REALM:

- Beautification of Highway 84 (Main Street)
- Parking is screened from public ROW's with buildings and landscape.
- New development is organized on a series of great streets.



#### SUSTAINABLE GROWTH + ECONOMY

- Housing at a variety of home types / price points / rental prices.
- Plan can be implemented in a series of phases in accordance with market demand.
- Retail / commercial is "right-sized" according to demand.



#### MOBILITY

- Incorporation of a network of sidewalks and bike trails.
- Access management strategy by consolidating curb cuts and incorporating new signalized intersections.
- Housing in proximity to regions largest employer (SAMC) reducing commute times.



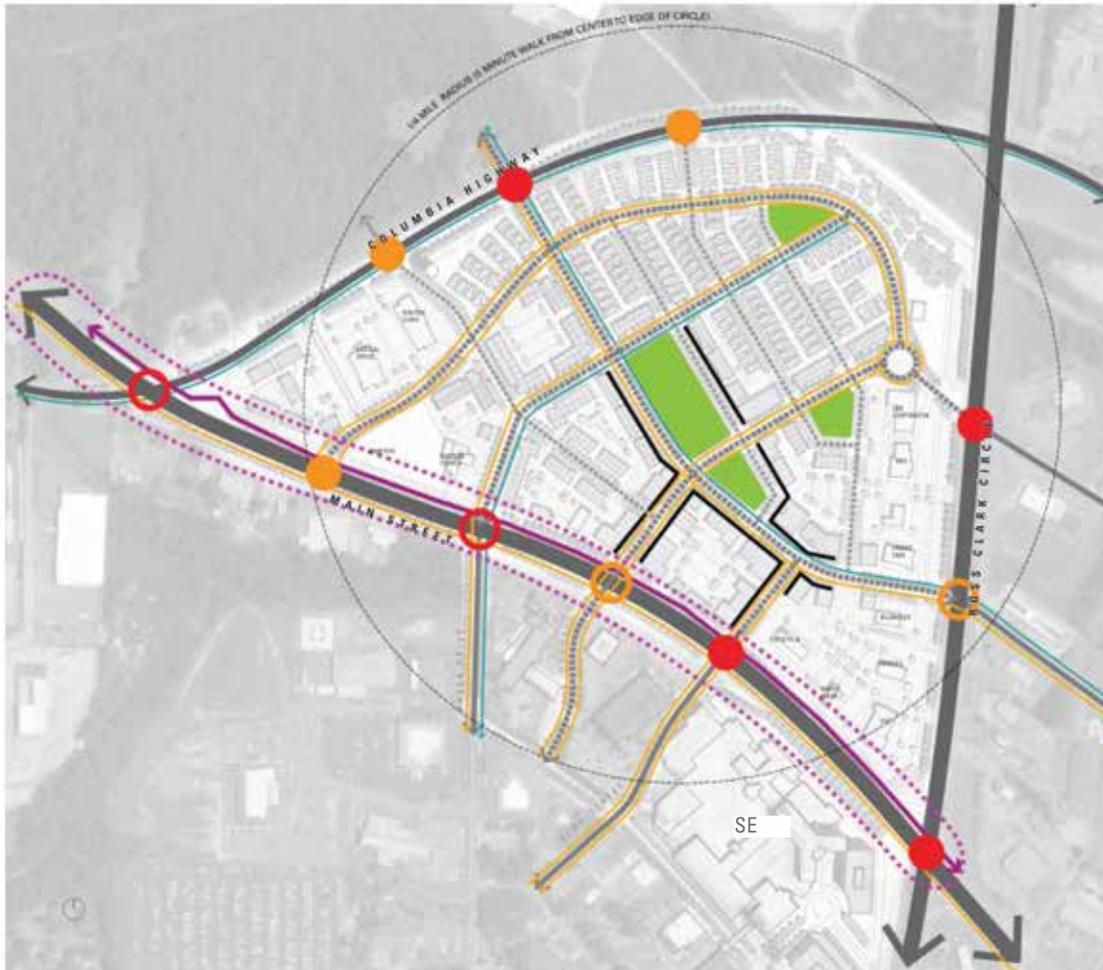
#### INFRASTRUCTURE

- Parks have detention capabilities that do not burden larger stormwater systems.
- Main Street (Highway 84) road section incorporates rain gardens.
- Study under-grounding above ground utilities.



#### FUNDING

- Implementation of private realm improvements by private sector with opportunities to pursue public / private partnerships.
- Explore tax increment financing strategies for public improvements.



### WHAT'S THE BIG IDEA?

- A horizontally / mixed-use district anchored with with existing SE Health (SE Health)
- Provide approximately 500 attainable units marketed to hospital staff and households wanting to live in a walkable neighborhood in close proximity to jobs and daily needs.
- A variety of home types including: walk-up apartments, single-family attached townhomes, clustered cottages, and alley loaded single family residential.
- Allow for the continuation of successful highway oriented commercial uses.
- Plan is organized around a 2.1 acre community park and a retail plaza.
- Encourage SE to consider intensification of existing campus with two new medical office buildings facing Ross Clark Circle and adding structured parking south of Fairview Avenue.
- Access management from Main Street (Highway 84).
- Right-sizing Main Street (Hwy 84) including incorporation of traffic calming measures, adding sidewalks, trails, street trees and pedestrian scale lighting.

### LEGEND

- Main Street Improvement Area
- Existing Major Roadways
- Proposed / Improved ROWs / Roads
- Proposed / Improved Sidewalks
- Proposed Multi-Use Trail
- Proposed Bike Lane
- Park / Open Space
- Proposed Signalized Intersection
- Proposed Non-Signalized Intersection
- Existing Signalized Intersection
- Existing Non-Signalized Intersection
- Activated Ground Floor (active uses, building entrances, transparent facades, etc.)

### KEY MAP



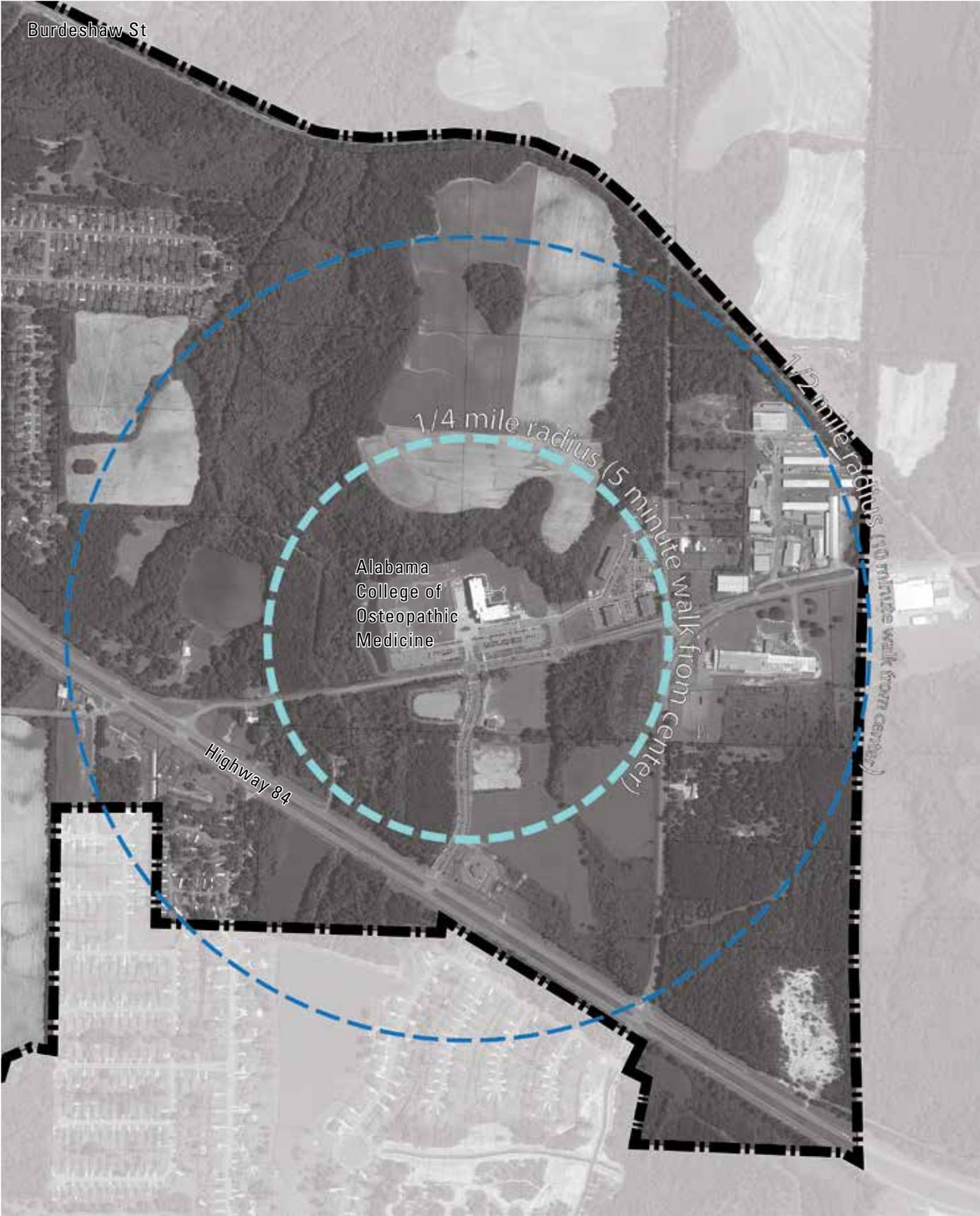


# 6 **CAMPUS DISTRICT**

---

Highway 84 East Master Plan

# Campus District





# Campus District



- Between the back of curb and sidewalk, a regularly spaced street tree shall be planted with a minimum size of 15 gallon and a maximum spacing of 25' on-center.
- A network of bicycle lanes shall be planned through the development with connectivity to the Highway 84 protected bicycle system.
- On street parking shall be parallel parking only unless directly in front of retail space. Parking in front of retail space may be 45-degree parking. No 90-degree parking is permitted on street.
- Parking lots shall be located behind building where feasible.

## Existing Conditions



The Campus District is anchored with the Alabama College of Osteopathic Medicine.

Like downtown one of the goals is to strengthen the connections between ACOM and other uses resulting by making the district more walkable and bikable.

## Existing Zoning



- B2: HIGHWAY COMMERCIAL
- PUD: PLANNED UNIT DEVELOPMENT
- AC: AG/RES VERY LOW DENSITY
- L-I: LIGHT INDUSTRY
- R-3: RESIDENTIAL SINGLE-
- O-I: OFFICE / INSTITUTIONAL

# Campus District

## Existing Conditions

The Campus District is anchored by the ACOM, which is located on a 219-acre parcel. The college opened in 2013 and had an enrollment of 600 students for the fall 2017 semester. According to ACOM officials, the goal is to increase enrollment to 800 students by 2020. ACOM is housed in a 110,000-square-foot building, and 188 student apartments were built on campus. Corvias Campus Living developed and operates the student housing which is 99% occupied. ACOM has plenty of excess land on its campus that will likely never be needed for educational uses.

The balance of land in the campus district is undeveloped, or improved with single-family homes. One of the most active subdivisions in Dothan – Hidden Lakes – is located across Highway 84 East from ACOM. Home prices at Hidden Lakes range from \$180,000 to \$300,000, and the subdivision recorded 30 new home sales in 2017. Typical homebuyers are people working at Southeast Health, ACOM employees, engineers at Farley Nuclear Plant, and Georgia-Pacific employees.

### **STRENGTHS**

- ACOM is a growing institution.
- Water and sewer are available.
- Hidden Lakes is a successful subdivision.
- Winn-Dixie and other retail is within a short commuting distance.
- Major employers such as Southeast Health and Farley Nuclear Plant are also within easy commuting distance.

### **WEAKNESSES**

- Low population density makes it difficult to attract services in the immediate area.
- Lack of pedestrian and bicycle connections from ACOM to Southeast Health.
- High traffic speeds along Highway 84 East create a dangerous situation.
- Limited development activity because the City has traditionally expanded to the west.

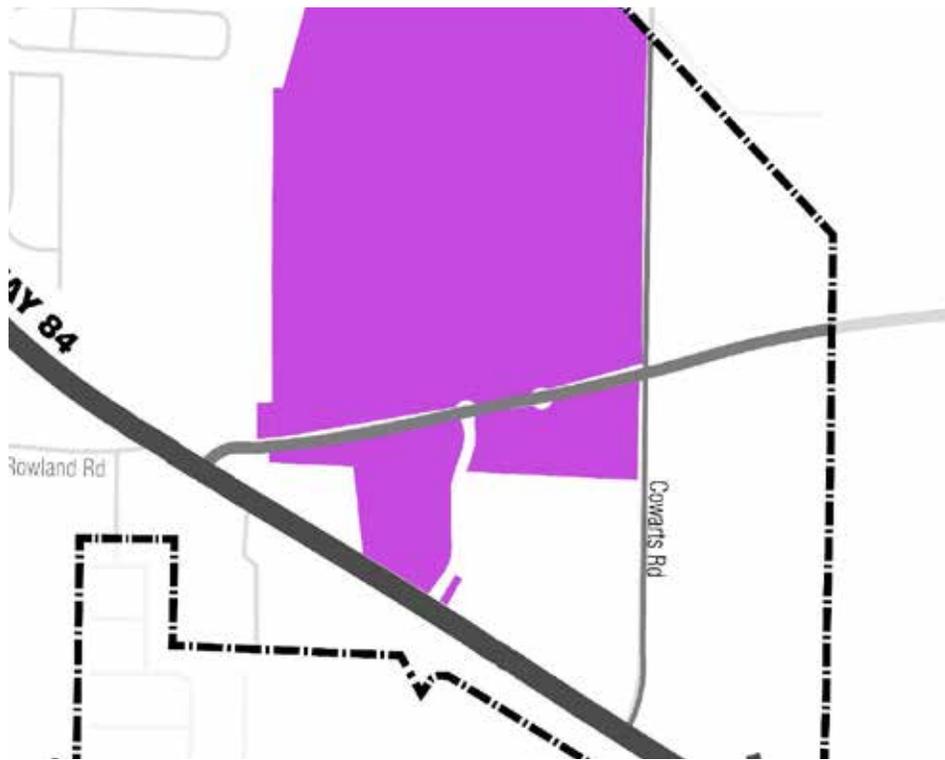
### **CAMPUS DISTRICT – MARKET OPPORTUNITIES**

Single-family residential is the most likely use in the Campus District for the foreseeable future due to the proximity to major employers, a large inventory of undeveloped land, and the success of Hidden Lakes. As the area matures and ACOM grows, there may be an opportunity for small-scale retail development serving students and residents. The excess land on the ACOM campus has excellent potential for athletic fields, hiking/biking trails, and other passive recreational activities. ACOM should work with the City of Dothan to develop a parks/greenspace plan and to establish a trail system that connects the Campus District to the Wellness District and to downtown.



# Campus District

## Existing Major Owners



## Existing Surface Parking Lots



Existing Vacant Parcels



VACANT / UNDEVELOPED  
PARCELS

Opportunity Sites



SE HEALTH OWNERSHIP  
+  
SURFACE PARKING  
LOTS+  
VACANT /  
UNDEVELOPED  
PARCELS =  
DEVELOPMENT  
OPPORTUNITIES

# Campus District

## Proposed Land Use Vision



- Mixed Use - Ground Floor Commercial Required
- Mixed Use - Ground Floor Commercial Recommended
- Mixed Use - Ground Floor Commercial Allowed
- Mixed Use - Residential (30 Du/Ac Max)
- Residential (20 Du/Ac Max)
- Park / Open Space
- Education
- Park / Open Space

### Proposed Public Realm Vision



- Proposed Park
- Proposed Sidewalks
- Proposed Crosswalks
- Proposed Protected Bike Lane
- 1 New Mixed Use Campus
- 2 Proposed Park
- 3 Proposed Linear Park
- 4 Proposed Wetland Park
- 5 Existing Alabama College of Osteopathic Medicine
- 6 New Walkable Mixed Use District

# Campus District

## Proposed Protected Bike Lane



Proposed Protected Bike Lane

## Proposed Sidewalks



Proposed Sidewalks

Proposed Crosswalks



Proposed Crosswalks

Proposed Road Network



Proposed Roads

# Campus District

## Intersections



# District Strategy



-  Reconfigure Highway 84
-  New Streets
-  Master Plan Opportunity Sites
-  Public Realm Improvements





# Campus District



## Master Plan the District

This district will be better if it is planned in a coordinated manner with all property owners. The result will be a plan that maximizes land value.

The vision shown allows for flexible implementation by property owners but it sets an expectation of specific planning principles. Each future development application will need to show how the proposal meets the following recommendations.

### LEGEND

1. Community Park
  - Cafe
  - Outdoor concerts
  - Seating
  - Water feature
  - Kids Play
2. Commercial Plaza
  - Space for food trucks
  - Farmers market
3. Crescent Plaza
  - Food and beverage
  - Retail
4. Sports Park
  - Baseball / Softball (Lit)
  - Soccer
  - Basketball
5. Linear Park
  - Community Gardens
  - Trails
  - Dog Park
  - Seasonal Stream
6. Farmers Market Pavilion
  - Flex Space for events / farmers market
7. Mixed-Use Residential over Commercial
  - Restaurants / Retail / Offices / Research on Ground Floor
  - Parking located in center of block
  - Front door facing streets
  - 2 - 3 stories
8. College / Research Buildings
  - Surface parking screened from ROWs
  - 3 stories
9. Single-Family Attached (Alley Loaded)
  - Lot size approximately 25' x 55'
  - Garage accessed from rear alley
  - 2 - 3 stories
10. Cottage Single Family Detached
  - Garage accessed from a shared motor courtyard / alley
  - Front door faces street
  - 2 stories

# Campus District

## *RECOMMENDATIONS:*

- The design results in an interconnected grid of streets allowing for local trips to occur without accessing Highway 84 and providing direct routes for pedestrians and bicyclists.
- A variety of land uses shall be included.
- Coordination and consolidation of park facilities between property owners shall be encouraged so there is opportunity for a larger, shared public park centering each neighborhood.
- Lot line adjustments between property owners shall be encouraged to reconcile odd shaped parcels and to ensure the site design. Parcel lines are encouraged to be located in the center of streets.
- There shall be no vehicular gating of neighborhoods in the wellness district.
- Private streets will need to be built to public street standards and s will need to be implemented, allowing for public access.
- Buildings shall be oriented towards streets and garages, and parking fields should be located away from streets.
- There shall be a variety of housing types / unit sizes shall be provided.
- There shall be a variety of price points / rental prices.

In addition to design principles, there are specific design requirement for new districts to be implemented unless specific site conditions warrant relief.

- Internal street design will be required to have sidewalks on both sides with a minimum dimension of 5', and the sidewalk shall be separated from the curb with a minimum clear dimension (from back of curb) of 6'.
- Between the back of curb and sidewalk, a regularly spaced street tree shall be planted with a minimum size of 15 gallon and a maximum spacing of 25' on-center.
- A network of bicycle lanes shall be planned through the development with connectivity to the Highway 84 protected bicycle system.
- On street parking shall be parallel parking only unless directly in front of retail space. Parking in front of retail space may be 45-degree parking. No 90-degree parking is permitted on street.
- Parking lots shall be located behind building where feasible.





# 7 IMPLEMENTATION

---

Highway 84 East Master Plan

# Implementation

## Strategy to Implement Vision

### UNDERSTANDING OF WHAT HAS SHAPED THE AREA

The existing conditions facing the Highway 84 Corridor Study is not the result of chance, but it is the result of policy, regulations, public investments, economic cycles, market supply and demand, culture preferences and politics over multiple decades. Policies, regulations, public investments and politics are elements that can directly addressed by the City of Dothan to direct the desired changes according to the vision. The intent of the implementation strategy is to provide the City of Dothan specific action items, so steps can be taken to achieve the Highway 84 East Vision.

The constraints of budgets, economic cycles, multiple stakeholders and market demand will require implementation to be a series of steps to achieve the vision. There will be times during the implementation process when rapid change will occur and other times when change will be slow and incremental. Managing change successfully will require strong leadership by the Mayor, City Commission and staff to recognize opportunities, provide patience and to adjust the plan for Highway 84 East.

### ALABAMA DEPARTMENT OF TRANSPORTATION

State and regional transportation planning and policies have a direct influence on the design and performance of Highway 84. The Alabama Department of Transportation's prioritizes the movement of good and people swiftly and efficiently through Dothan to regional destinations on the highway. The City's goals are for the highway to shape quality urban form within the City, especially for Downtown Dothan and at key mixed-use nodes.

Prioritizing efficiency and regional connectivity has resulted in an urban form based around automobiles rather than pedestrians. Highway 84 is wide, lacks visual character and provides limited accommodations for pedestrians and bicycles. Development adjacent to the highway logically responds to the highway with buildings that are setback, utilize efficient / cheap materials and do not respond to the unique climatic conditions of the Wiregrass region. Site design is dominated with parking lots, limited landscape and large signs oriented to speeding cars.

The community of Dothan would like to see walkable districts, a high quality visual character, places for pedestrians and bicyclists, the ability to safely cross the

highway, appropriate design speeds and high quality development that meets the needs and wants of the city. Win / win solutions exist for both ALDOT and the City of Dothan and the first step is to open a dialogue between the Mayor/Commission and ALDOT.

- 1. Establish an open dialogue between the Mayor and ALDOT focused on achieving the goals of the Highway 84 Vision.**
- 2. Reroute pass-through truck traffic around, instead of through, downtown.**

### INCREMENTAL CHANGE

Below is a recommended sequence of specific steps the City of Dothan can take to make progress in implementation towards the vision:

- 3. Planning Staff to work with RDA staff and others to actively market the corridor vision to developers and business owners throughout the region.**
  - d. Use this master plan to help to market the corridor vision to institutions, builders, lenders and potential partners who will implement the vision.
  - e. Establish clear lines of communication between landowners, the Southeast Health, City Staff and City Policy Makers.
  - f. Meet regularly with stakeholders to fine tune the vision.
- 7. Establish clear lines of communication between landowners, the SE Health, City Staff and City Policy Makers.**
  - h. Meet regularly to enhance understanding, to discuss how to overcome hurdles to implementation and deviations to the vision.
- 9. Prepare and issue RFQ for Civic Center Block for a developer to implement and mixed-use block anchored with a urban hotel.**
  - j. Specifically target a hotel operator to develop a hotel at the corner of St. Andrews and Main Street. Once hotel is built implement the physical vision for the Civic Center block.
- 11. Implement a form-based code for focused growth areas.**
  - a. Make the regulations clear and easy to understand
  - b. Accommodate market demand for change while preserving the vision

- c. Focus the development standards from 0' to 20' up. This is the most important zone in determining the character and quality of a place.
- d. Reduce time it takes to get entitlements and consider administrative approval of development projects complying with the form-based code
- e. Buildings should not be designed as objects in the landscape but rather with:
  - » Clear focus on the fronts of the buildings
  - » How buildings line up to meet the sidewalk and shape the public space of the street
  - » Buildings should be allowed to transition use over the life span of the building
- f. Design new street networks as an interconnected network
- g. Allow for a wider range of residential typologies and densities between 10 du/ac - 55 du/ac.

**12. Revise the City's Capital Improvement Program to allocate sufficient funding to implement a phased approach to public-realm improvements.**

- a. Establish a phasing plan for capital improvements.
- b. Align Capital Improvement Spending with Hwy 84 Master Plan.
- c. Direct public investment and new growth to Downtown first, the hospital area second and ACOM third.

**13. Redesign and Rebuild Highway 84 East**

- a. Test traffic calming measures through downtown with temporary measures like paint re-striping and temporary planters.
- b. Prepare detailed street design and cost estimates for Highway 84 East.
- c. Remove a lane of traffic and provide a protected bicycle lane and sidewalk.
- d. Add a round-a-bout at the corner of Highway 84 and Museum Avenue.
- e. Manage vehicle speed on Highway 84 by equally spacing a series of new and existing signalized intersections
  - » Incorporate new crosswalks and prioritize signal timing with pedestrian crossings
  - » Synchronize traffic signal timing to balance traffic volumes with new intersections

**14. Make public realm improvements throughout downtown.**

- a. Start with the following streets: Foster, St. Andrews, Museum Avenue, Troy Street, Holman Street, Crawford Street.
- b. Focus new public investment along Foster Street, which is the most vibrant portion of downtown. Enhancements should be made to the greenspaces, sidewalks, and street lighting. Consideration should also be given to placing utilities underground.
- c. Visually pull the downtown district together with consistent materials, street furniture, pedestrian scale street lighting, street trees and ground plantings.
- d. Implement removable bollards on Foster to facilitate a pedestrian only street during events and to ensure safety.
- e. Enhance the plazas on Foster providing space for events and "outdoor living rooms" for the City.
- f. Recommendation #15: Make East Troy Street a 2-way street to facilitate better downtown circulation patterns.
- g. Recommendation #16: Redesign Poplar Head Park into an Art Gateway Park for downtown.
- h. Recommendation #17: Relocated the Dothan farmers market to Foster Street to help catalyze continued redevelopment north and south of Main Street.
- i. Explore the concept of a trail that connects downtown to other parts of the City. This model has been used successfully in other cities to enhance the quality of life and promote economic development. The railroad right-of-way in downtown is the optimal location if the City can get cooperation from Genesee & Wyoming, Inc.

**15. Partner with Education Providers**

- a. Approach Auburn University's School of Architecture, Planning, and Landscape Architecture about opening a design center in a vacant downtown storefront. The center would be staffed by students interested in downtown revitalization and would take on special projects and provide advice to property owners and City officials.
- b. Explain the Highway 84 East Vision to area educators and youth and prepare a vision pamphlette for school age children.
  - Get children (and their parents) to understand how economics and planning are related.

**16. Explore public and private funding sources and development partners**

- a. Approach local banks about creating a low-interest loan pool to assist with downtown revitalization projects. Low-interest loan pools are an attractive way for banks to participate in the process, spread the risk, and provide an infusion of capital into the area.
- b. Recruit investors and developers interested in rehabilitating Downtown Dothan Redevelopment Agency owned properties. As noted, the buildings abutting the railroad right-of-way are prime redevelopment candidates. However, the Downtown Dothan Redevelopment Agency should not cede control of properties without a firm commitment to reinvest. One structure that could be utilized is to lease buildings to developers for a nominal amount while improvements are made. In return the developer can exercise a purchase option after the building has been substantially renovated.
- c. Seek additional funding sources for downtown revitalization. The Downtown Dothan Redevelopment Agency's only funding sources are from the City and County, and it is important that the business community provide some level of financial assistance. A compelling strategic plan with an exciting vision and realistic goals is critical to broadening the level of support.
- d. Strengthen the Downtown Dothan Merchant's Association, which is currently under the umbrella of the Downtown Dothan Redevelopment Agency. The goal for this organization should be to grow its membership and develop into a self-funded entity that can effectively promote downtown retail and restaurants.
- e. Create an inventory of downtown buildings that have adaptive reuse potential, as well as properties available for sale or lease. This information should be placed on the Downtown Dothan Redevelopment Agency's website to promote business and investment opportunity.
- f. Explore ways to work collaboratively with the DuBois Institute to promote urban farming and agritourism in downtown. Some concepts to consider are rooftop gardens and reusing abandoned buildings for hydroponic and aquaponic farms. Produce grown in these facilities can be sold to local restaurants, supermarkets, and at the local farmers market.
- g. Continue to work with Main Street Alabama to improve the community's approach to downtown business recruitment and expansion efforts.



# Implementation

## Form Based Code

### OVERVIEW

Form-Based Codes are an alternative approach to zoning that reinforces walkable, mixed-use environments and development and builds upon the character of a place.

“Form-based codes foster predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. They are regulations, not mere guidelines, adopted into city or county law. Form-based codes offer a powerful alternative to conventional zoning.”

*- Form Based Code Institute*

One key recommendation for implementation is for the City to consider a “Form Based” approach to zoning for the study area. To realize the vision of the Highway 84 Corridor Master Plan will require the private sector to build according to the vision. A Form Base zoning code can bring clarity and certainty to the implementation of the vision. There are at least 3 alternative ways for the City of Dothan to integrate a Form Base Code into its’ development review process:

1. The City can totally replace the existing zoning with a form based approach
2. The City can adopt an optional form based zoning code. If applicants utilize the form based approach then they receive expedited approvals if they conform.
3. The City can utilize a form based approach as “design guidance” for staff and Commission in reviewing development applications.

### RURAL TO URBAN TRANSECT

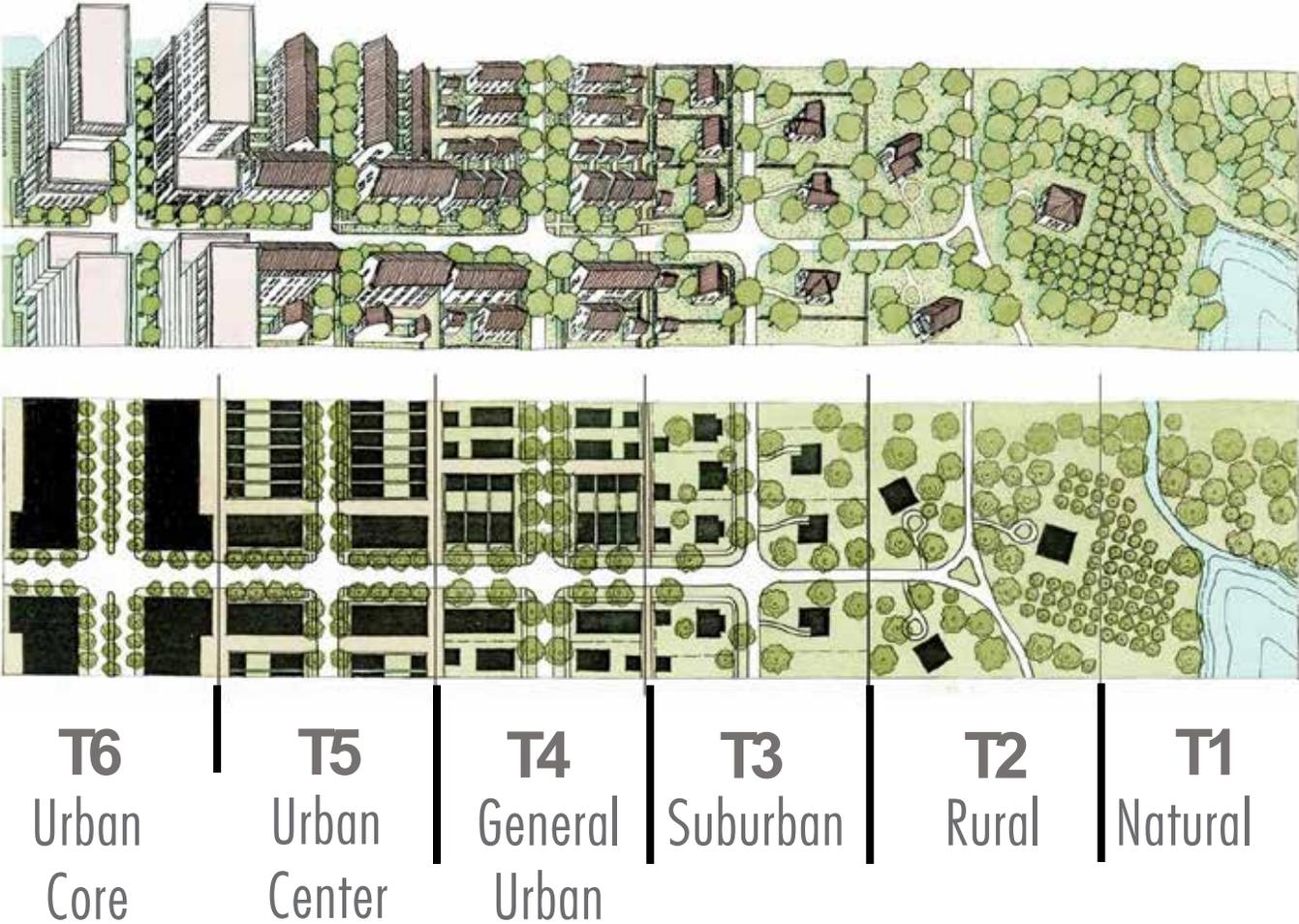
The transect is an organizing principle often used in Form-Based Coding that focuses first on the intended character and type of place and second on the mix of uses within. This differs from the framework found in conventional or Euclidean zoning in which use, rather than form, is the primary focus. Transect-based zone districts are used to regulate the preservation, evolution, and creation of walkable places.

“The Rural-to-Urban Transect is a means for considering and organizing the human habitat in a continuum of intensity that ranges from the most rural condition to the most urban. It provides a standard method for differentiating between the intentions for urban form in various areas using gradual transitions rather than harsh distinctions. The zones are primarily classified by the physical intensity of the built form, the relationship between nature and the built environment, and the complexity of the uses within the zone.”

*- Form-Based Codes: A Guide to Planners, Urban Designers, Municipalities, and Developers, by Parolek, Parolek and Crawford*

The model transect for American cities is divided into six transect zones or T-zones: Natural (T1), Rural (T2), Sub-urban (T3), General Urban (T4), Urban Center (T5), and Urban Core (T6), together with a Special District (SD) designation for areas with specialized purposes (e.g., heavy industrial, transportation, entertainment, or university districts, among other possibilities).

RURAL TO URBAN TRANSECT



**TAILORED TO DOTHAN AND THE HIGHWAY 84 EAST MASTER PLAN**

The Highway 84 East Master Plan does not provide a “complete” form based code. It provides specific development design recommendations for the Highway 84 East Study Area. If the City chooses to adopt a complete form based code then City Staff or others will need to add necessary regulations and language consistent with City guidelines and procedures.

# Implementation

## Form Based Code

### WHAT IS TRADITIONAL ZONING?

Traditional zoning, as directed in the 2015 Land Development Regulations, emphasizes a single use (use-based) model of development. It focuses on the separation of land-use types, permissible property uses, and the control of development intensity through parameters such as FAR, dwellings per acre, height limits and setbacks. Design guidelines often pair with zoning codes to emphasize development quality, scale, materiality and use (design-based). Over time, a disconnect can be found between a community's vision and land use regulations. Traditional zoning also:

- Promotes single-use development (e.g. single-family, multi-family, commercial industrial)
- Slows development review process
- Development does not rely on streetscape design
- Is specific and creates uniformity
- Relies on the use of guidelines to support specific architectural or character distinction

### WHAT IS FORM-BASED CODE?

Form-based codes are a method of development regulation that emphasize the physical character of development. It can emphasize interaction between streets, blocks, and buildings in terms of form, scale, massing and the use of frontage. FBC:

- Emphasizes physical character
- De-emphasizes regulation of uses
- Encourages a mixed-use development
- Flexible for developers, not one-size-fits-all
- "Proactive": identified through a public design process, which creates consensus and a clear vision to be implemented by the form standards
- Addresses a "sense of place"
- Focuses on creating walkable environments
- Easier to regulate



TRADITIONAL ZONING



FORM-BASED POLICIES

Bell Boulevard Corridor, Cedar Park, Texas; Source: Design Workshop, Inc.

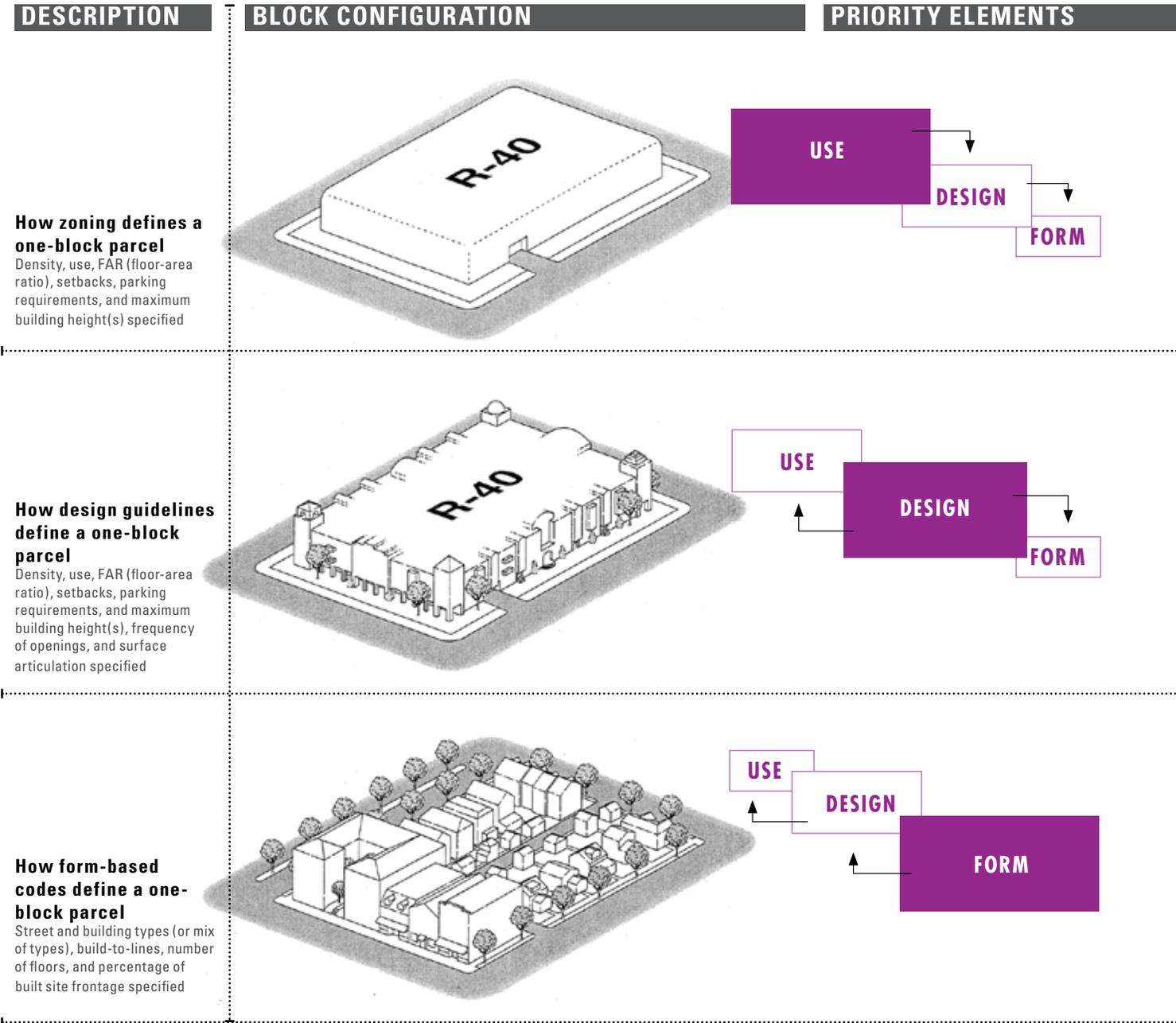


Figure 2: Zoning vs. Guidelines vs. Form-based Code; Source: Form-based Code Institute





T5N	T5MS	T6	T6MS
To provide medium- to high-density housing in building types such as apartment houses, courtyard apartments, and mid-rise buildings that transition from the surrounding lower-density neighborhoods to the higher-density mixed-use neighborhoods.	To provide a vibrant, walkable urban main street commercial area that provides locally- and regionally-serving commercial, retail, entertainment uses, and civic and public uses, as well as a variety of urban housing choices.	To provide a high-density, vibrant, urban downtown that provides locally- and regionally-serving commercial, entertainment, and civic and public uses, as well as a variety of urban housing choices in main street mixed-use, mid-rise, and high-rise building types.	To provide a high-density, vibrant, urban downtown that provides locally- and regionally-serving commercial, entertainment, and civic and public uses, as well as a variety of urban housing choices in main street mixed-use, mid-rise, and high-rise building types.
Detached or Attached	Attached	Attached	Attached
Narrow Low Width	Continuous Wall Plan along Street	Continuous Wall Plan along Street	Continuous Wall Plan along Street
Small to Large Footprint	Small to Large Footprint	Medium to Large Footprint	Medium to Large Footprint
Buildings at or Close to ROW	Buildings at or Close to ROW	Buildings at or Close to ROW	Buildings at or Close to ROW
Small to No Side Setback	No Side Setback	No Side Setback	No Side Setback
Up to 4 Stories	Up to 5 Stories	Up to 6 Stories	Up to 6 Stories
Elevated Ground Floor	Flush Ground Floor	Flush Ground Floor	Flush Ground Floor
Diverse Mix of Residential Frontages	Primarily with Shopfronts	Primarily with Shopfronts	Primarily with Shopfronts
Primarily residential with home occupation uses and neighborhood-supporting uses in ancillary buildings	Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors	Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors	Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors
Low Requirements	No-to low requirements	No-to low requirements	No-to low requirements
	Commercial parking: part of a shared parking district	Commercial parking: part of a shared parking district	Commercial parking: part of a shared parking district
	Residential in shared off-street lots	Residential in shared off-street lots	Residential in shared off-street lots









# Implementation

## Form Base Code

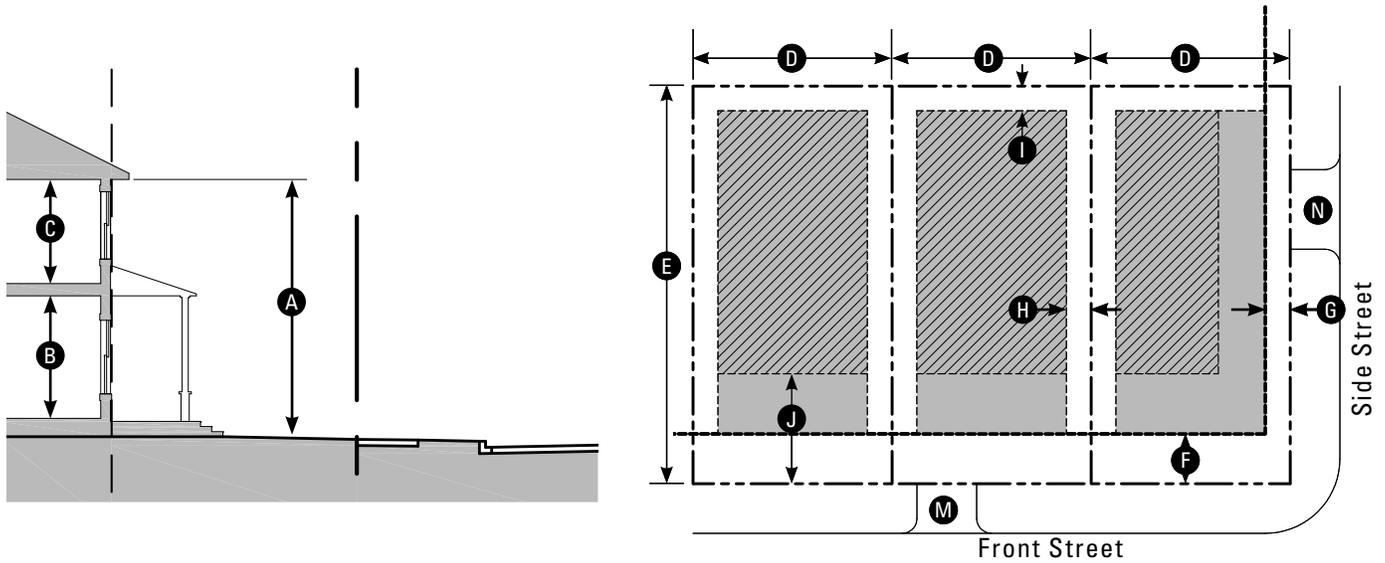
	T3	T4N	T4MS
<b>INTENT</b>	To provide opportunities for large-lot single-family homes at the edge of town that provide a transition from the surrounding rural area while complimenting the surrounding neighborhoods.	To provide a walkable, predominantly single-family neighborhood that integrates appropriate medium-density building types such as duplexes, mansion apartments, and bungalow courts within walking distance to transit and commercial areas.	To provide a vibrant main-street commercial environment that serves as the focal point for the surrounding neighborhood and provides access to day-to-day amenities within walking distance.
<b>BUILDING CONFIGURATION</b>	Detached	Detached	Attached
<b>LOT WIDTH</b>	Wide to Medium Lot Width	Medium to Narrow Lot Width	Continuous Wall Plan along Street
<b>BUILDING FOOTPRINT</b>	Small to Medium Footprint	Small to Medium Footprint	Small to Large Footprint
<b>FRONT SETBACK</b>	Large Front Setback	Medium to Small Front Setback	Buildings at or Close to ROW
<b>SIDE SETBACK</b>	Small to Medium Side Setback	Small Side Setback	Small to No Side Setback
<b>BUILDING HEIGHT</b>	Up to 2 Stories	Up to 3 Stories	Up to 3 Stories
<b>GROUND FLOOR TO GROUND RELATIONSHIP</b>	Elevated Ground Floor	Elevated Ground Floor	Flush Ground Floor
<b>FRONTAGE TYPE</b>	Stoops or Porches	Diverse Mix of Residential Frontages	Primarily with Shopfronts
<b>GENERAL USE</b>	Primarily residential with some home occupation uses	Primarily residential with some home occupation uses and neighborhood-supporting uses in ancillary buildings	Ground floor commercial that may have residential or additional commercial uses above or behind
<b>PARKING REQUIREMENTS</b>	Moderate parking requirements	Low to moderate requirements	Low to moderate requirements
<b>PARKING LOCATION</b>	Off - Street	Off -street	Commercial parking: part of a shared parking district Residential in shared off-street lots



T5N	T5MS	T6	T6MS
To provide medium- to high-density housing in building types such as apartment houses, courtyard apartments, and mid-rise buildings that transition from the surrounding lower-density neighborhoods to the higher-density mixed-use neighborhoods.	To provide a vibrant, walkable urban main street commercial area that provides locally- and regionally-serving commercial, retail, entertainment uses, and civic and public uses, as well as a variety of urban housing choices.	To provide a high-density, vibrant, urban downtown that provides locally- and regionally-serving commercial, entertainment, and civic and public uses, as well as a variety of urban housing choices in main street mixed-use, mid-rise, and high-rise building types.	To provide a high-density, vibrant, urban downtown that provides locally- and regionally-serving commercial, entertainment, and civic and public uses, as well as a variety of urban housing choices in main street mixed-use, mid-rise, and high-rise building types.
Detached or Attached	Attached	Attached	Attached
Narrow Low Width	Continuous Wall Plan along Street	Continuous Wall Plan along Street	Continuous Wall Plan along Street
Small to Large Footprint	Small to Large Footprint	Medium to Large Footprint	Medium to Large Footprint
Buildings at or Close to ROW	Buildings at or Close to ROW	Buildings at or Close to ROW	Buildings at or Close to ROW
Small to No Side Setback	No Side Setback	No Side Setback	No Side Setback
Up to 4 Stories	Up to 5 Stories	Up to 6 Stories	Up to 6 Stories
Elevated Ground Floor	Flush Ground Floor	Flush Ground Floor	Flush Ground Floor
Diverse Mix of Residential Frontages	Primarily with Shopfronts	Primarily with Shopfronts	Primarily with Shopfronts
Primarily residential with home occupation uses and neighborhood-supporting uses in ancillary buildings	Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors	Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors	Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors
Low Requirements	No-to low requirements	No-to low requirements	No-to low requirements
	Commercial parking: part of a shared parking district	Commercial parking: part of a shared parking district	Commercial parking: part of a shared parking district
	Residential in shared off-street lots	Residential in shared off-street lots	Residential in shared off-street lots

# Form Based Code Framework

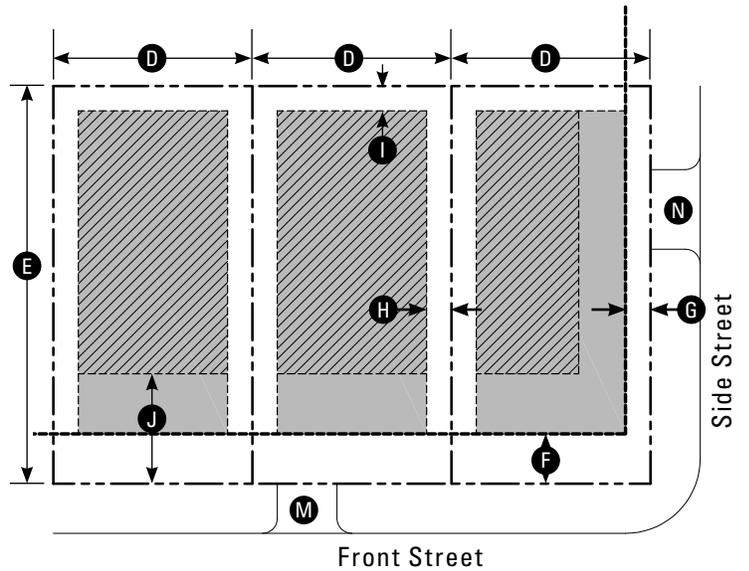
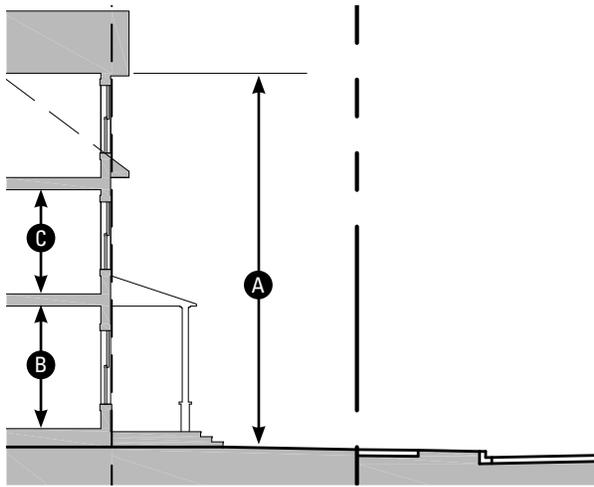
## T3



Building Form		
Height		
Main Building	2 stories max.	A
Accessory Structure	1 1/2 stories max.	
Ceiling Height, Ground Floor	10' min. clear	B
Ceiling Height, Upper Floor(s)	8'-6" clear	C

Lot Size		
Width	50' min.	D
Depth	100' min.	E
Building Placement		
Setbacks (Distance from ROW / Lot Line)		
Front	10' min.; 25' max	F
Side Street	10' min.; 20' max	G
Side Interior		H
Main Building	10'	
Accessory Structure	5'	
Rear		I
Main Building	20'	
Accessory Structure	5'	
Parking		
Required Spaces		
2 Spaces / Unit Min.		
Location (Distance from ROW/Lot Line)		
Front Setback	35'	J
Side Street Setback	20'	K
Rear Setback	3'	L
Miscellaneous		
Parking Drive Width:		
Front	12' max.	M
Side Street/Alley	20' max.	N

T4N

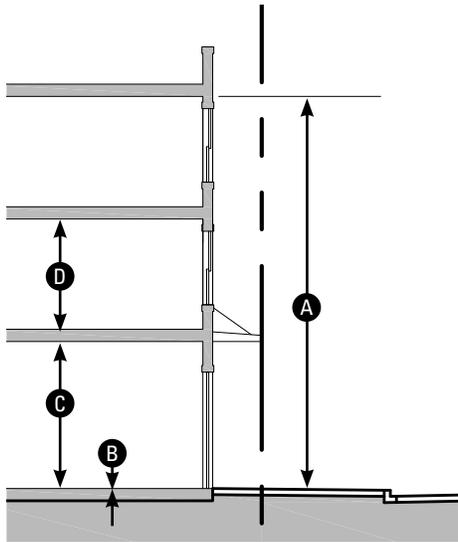


Building Form		
Height		
Main Building	3 stories max.	A
Accessory Structure	1 1/2 stories max.	
Ceiling Height, Ground Floor	10' min. clear	B
Ceiling Height, Upper Floor(s)	8'-6" clear	C

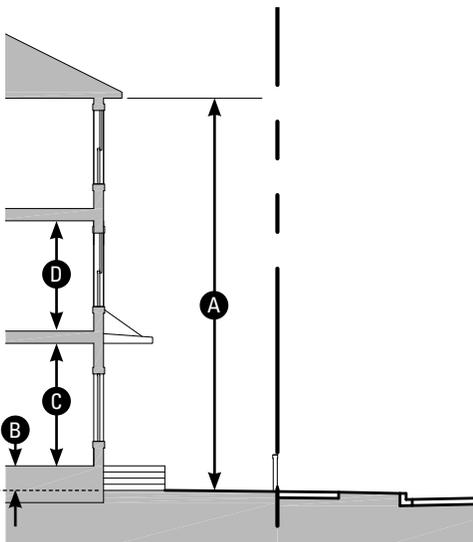
Lot Size		
Width	50' min.	D
Depth	100' min.	E
Building Placement		
Setbacks (Distance from ROW / Lot Line)		
Front	10' min.; 25' max	F
Side Street	10' min.; 20' max	G
Side Interior		H
Main Building	10'	
Accessory Structure	5'	
Rear		I
Main Building	20'	
Accessory Structure	5'	
Parking		
Required Spaces		
2 Spaces / Unit Min.		
Location (Distance from ROW/Lot Line)		
Front Setback	35'	J
Side Street Setback	20'	K
Rear Setback	3'	L
Miscellaneous		
Parking Drive Width:		
Front	12' max.	M
Side Street/Alley	20' max.	N

# Form Based Code Framework

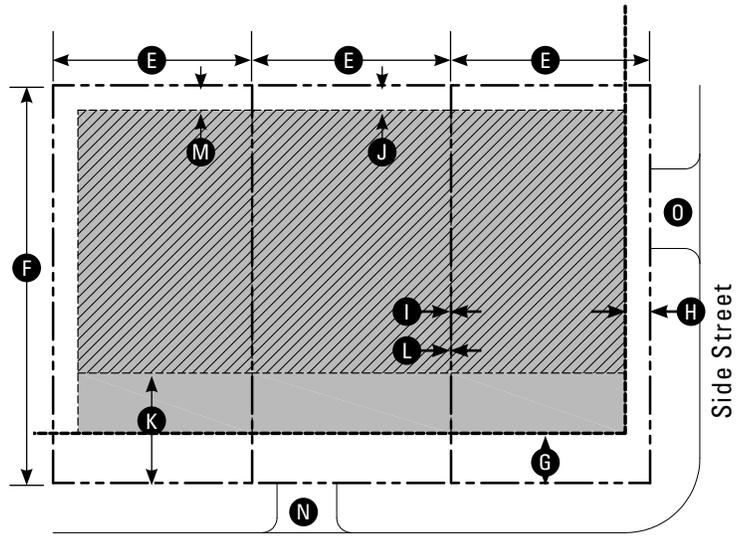
## T4MS



COMMERCIAL GROUND FLOOR



RESIDENTIAL GROUND FLOOR



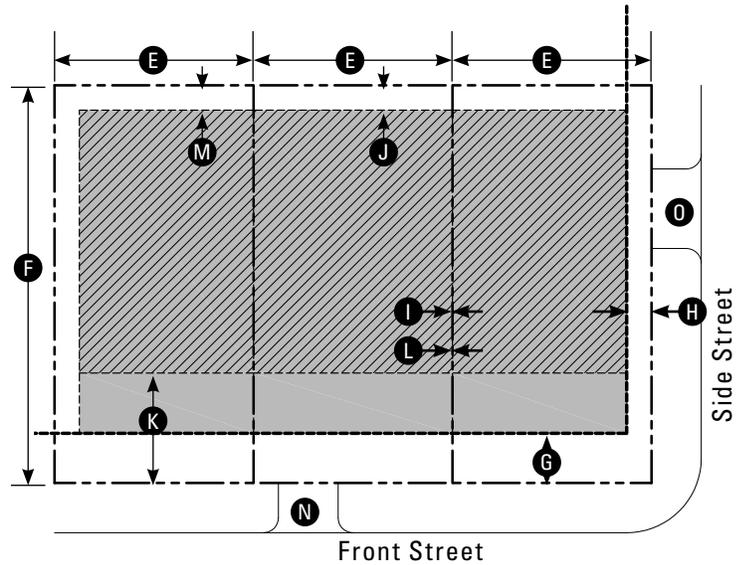
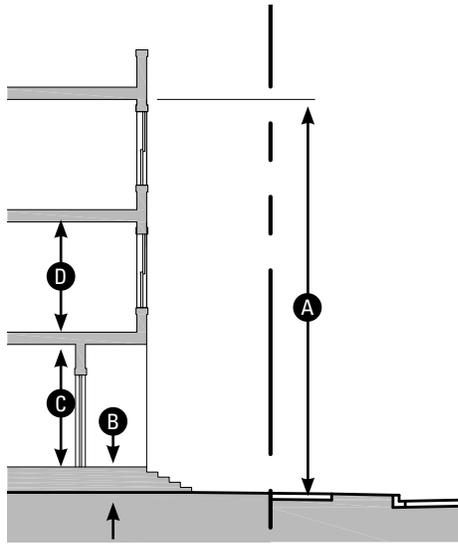
Front Street

Side Street

Building Form		
Height		
Main Building	20' min.; 4 stories max.	A
Accessory Structure	1 1/2 stories max.	
Ground Floor Finish Level:		
Residential, < 10' from ROW	24" min.	
Residential, ≥ 10' from	0" min.	
Commercial	6" max.	
Ceiling Height, Ground Floor		
Commercial	12' min. clear	C
Residential	10' min. clear	
Ceiling Height, Upper Floor(s)		
	8'-6" clear	D

Lot Size		
Width	30' min.	E
Depth	65' min.	F
Building Placement		
Setbacks (Distance from ROW / Lot Line)		
Front	0' min.; 10' max	G
Side Street	0' min.; 10' max	H
Side Interior	0'	I
Rear		J
Adjacent to T5N, T4N or T3	10'	
Adjacent to all other zone(s)	0'	
Parking		
Required Spaces		
Residential	1/ Bed	
Lodging Uses	1/room max.	
Commercial	2/1,000sf min.	
Location (Distance from Build to Line)		
Shared Parking District for Commercial Encouraged		
Front Setback	30' (from BTL)	K
Side Setback	0' (from BTL)	L
Rear Setback	5'	M
Adjacent to T5N, T4N and T3	5'	
Adjacent to all other zones	0'	
Miscellaneous		
Parking Drive Width:		
Front	12' max.	N
Side Street/Alley	20' max.	O

T5N

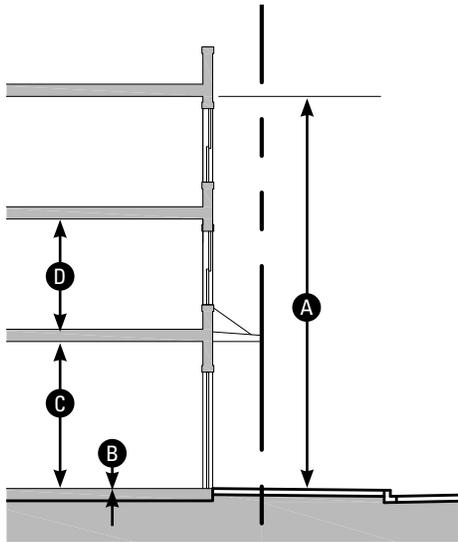


Building Form		
Height		
Main Building	20' min.; 4 stories max.	(A)
Accessory Structure	1 1/2 stories max.	
Ground Floor Finish Level: (B)		
Residential, < 10' from ROW	24" min.	
Residential, > 10' from	0" min.	
Commercial	6" max.	
Ceiling Height, Ground Floor (C)		
Commercial	12' min. clear	
Residential	10' min. clear	
Ceiling Height, Upper Floor(s) (D)		
Commercial	8'-6" clear	

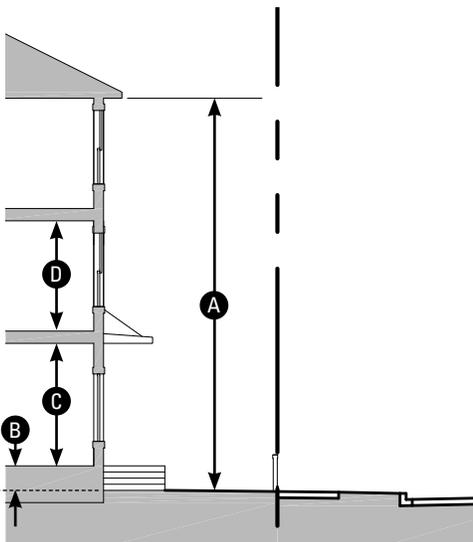
Lot Size		
Width	20' min.	(E)
Depth	65' min.	(F)
Building Placement		
Setbacks (Distance from ROW / Lot Line)		
Front	0' min.; 10' max	(G)
Side Street	0' min.; 10' max	(H)
Side Interior	0'	(I)
Rear		(J)
Adjacent to T5N, T4N or T3	10'	
Adjacent to all other zone(s)	0'	
Parking		
Required Spaces		
Residential	1/ Bed	
Lodging Uses	1/room max.	
Commercial	2/1,000sf min.	
Location (Distance from Build to Line)		
Shared Parking District for Commercial Encouraged		
Front Setback	30' (from BTL)	(K)
Side Setback	0' (from BTL)	(L)
Rear Setback	5'	(M)
Adjacent to T5N, T4N and T3	5'	
Adjacent to all other zones	0'	
Miscellaneous		
Parking Drive Width:		
Front	12' max.	(N)
Side Street/Alley	20' max.	(O)

# Form Based Code Framework

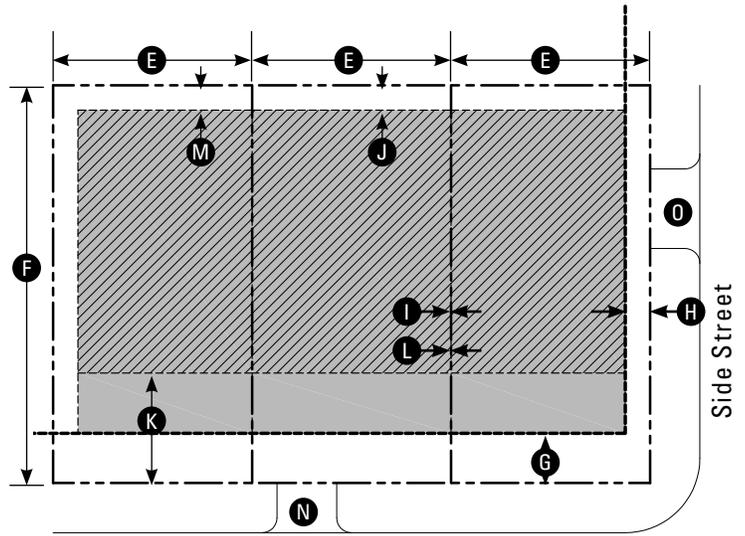
## T5MS



COMMERCIAL GROUND FLOOR



RESIDENTIAL GROUND FLOOR



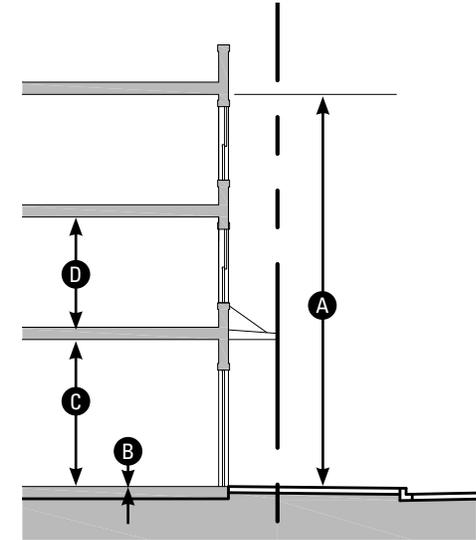
Front Street

Side Street

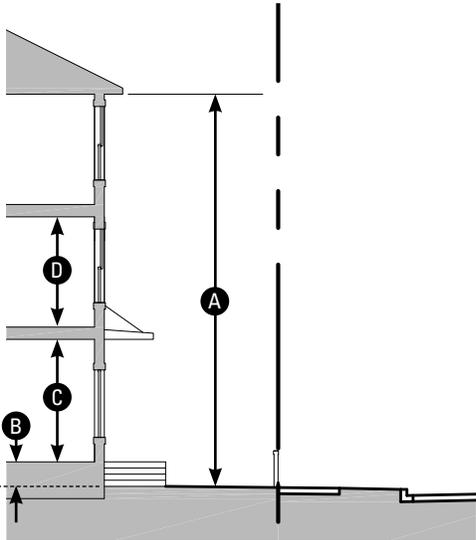
Building Form		
Height		
Main Building	20' min.; 5 stories max.	<b>A</b>
Accessory Structure	1 1/2 stories max.	
Ground Floor Finish Level: <b>B</b>		
Residential, < 10' from ROW	24" min.	
Residential, ≥ 10' from	0" min.	
Commercial	6" max.	
Ceiling Height, Ground Floor <b>C</b>		
Commercial	12' min. clear	
Residential	10' min. clear	
Ceiling Height, Upper Floor(s) <b>D</b>		
Commercial	8'-6" clear	

Lot Size		
Width	20' min.	<b>E</b>
Depth	65' min.	<b>F</b>
Building Placement		
Setbacks (Distance from ROW / Lot Line)		
Front	0' min.; 10' max	<b>G</b>
Side Street	0' min.; 10' max	<b>H</b>
Side Interior	0'	<b>I</b>
Rear		<b>J</b>
Adjacent to T5N, T4N or T3	10'	
Adjacent to all other zone(s)	0'	
Parking		
Required Spaces		
Residential	1/ Bed	
Lodging Uses	1/room max.	
Commercial	2/1,000sf min.	
Location (Distance from Build to Line)		
Shared Parking District for Commercial Encouraged		
Front Setback	30' (from BTL)	<b>K</b>
Side Setback	0' (from BTL)	<b>L</b>
Rear Setback	5'	<b>M</b>
Adjacent to T5N, T4N and T3	5'	
Adjacent to all other zones	0'	
Miscellaneous		
Parking Drive Width:		
Front	12' max.	<b>N</b>
Side Street/Alley	20' max.	<b>O</b>

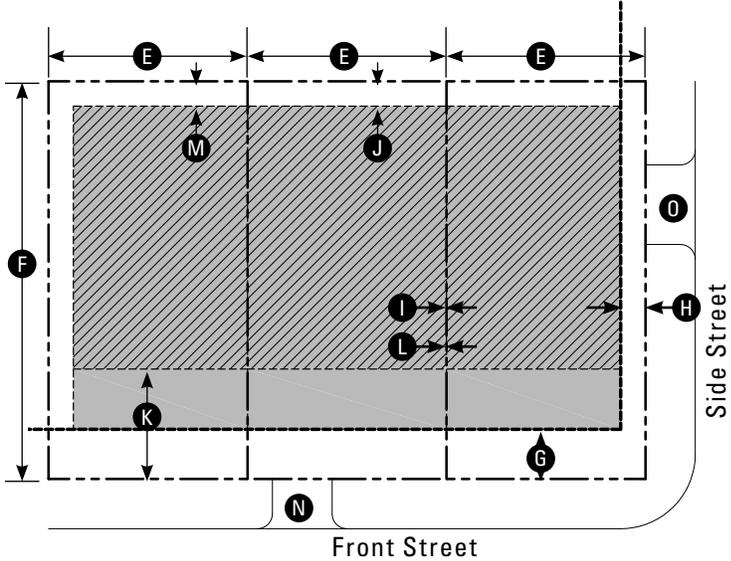
T6



COMMERCIAL GROUND FLOOR



RESIDENTIAL GROUND FLOOR



Lot Size		
Width	20' min.	E
Depth	65' min.	F
Building Placement		
Setbacks (Distance from ROW / Lot Line)		
Front	0' min.; 5' max	G
Side Street	0' min.; 10' max	H
Side Interior	0'	I
Rear		J
Adjacent to T5N, T4N or T3	10'	
Adjacent to all other zone(s)	0'	
Parking		
Required Spaces		
Residential	1/ Bed	
Lodging Uses	1/room max.	
Commercial	1/1,000sf min.	
Location (Distance from Build to Line)		
Shared Parking District for Commercial Encouraged		
Front Setback	30' (from BTL)	K
Side Setback	0' (from BTL)	L
Rear Setback	5'	M
Adjacent to T5N, T4N and T3	10'	
Adjacent to all other zones	0'	
Miscellaneous		
Parking Drive Width:		N
Front	12' max.	O
Side Street/Alley	20' max.	

Building Form		
Height		
Main Building	20' min.; 6 stories max.	A
Ground Floor Finish Level:		
Residential, < 10' from ROW	24" min.	B
Residential, ≥ 10' from	0" min.	
Commercial	6" max.	
Ceiling Height, Ground Floor		
Commercial	12' min. clear	C
Residential	10' min. clear	
Ceiling Height, Upper Floor(s)		
	8'-6" clear	D

# Parking Guidelines

## Reduce Mandatory Parking Standards

In order to promote more efficient use of real estate along the corridor and avoid the creation of vast, underutilized areas of parking, the City should promote shared parking strategies along the corridor. Specifically, the City should consider the adoption of the following parking incentives to promote shared parking strategies:

- Elimination of any stipulations against shared parking facilities in city codes.
- Implementation of a shared parking model to provide for reduced requirements for parking for different uses.
- Elimination of any code-based requirements that discourage public access or the merging of parking lots.
- Identification of available pooled liability protection programs or insurance policies whereby owners of different parking facilities can pool resources and purchase a joint replacement policy. This type of policy would provide for public access across multiple parking lots at lower insurance rates compared to existing policies.

In addition, Dothan should modify zoning regulations for parking in Downtown, the Wellness District and the Campus District as follows in order to encourage the more efficient use of parking and to therefore provide additional land for development or open space uses.

- The elimination of minimum parking requirements for parcels containing less than 20,000 square feet in land area.

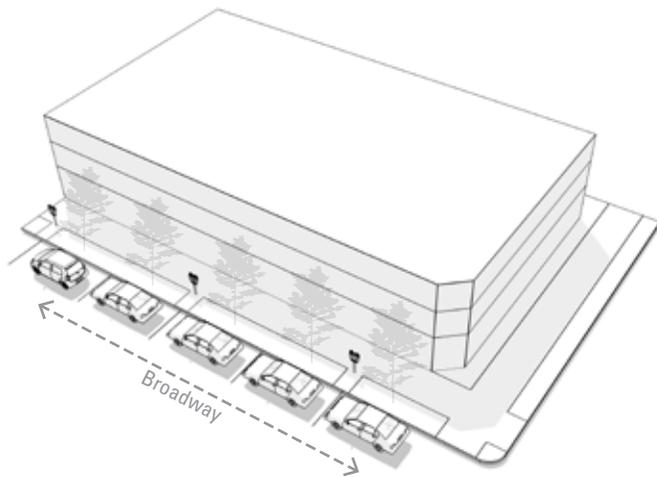
Dothan should implement the following design standards in order to better integrate parking with the surrounding urban environment and encourage walkability along the Highway 84 corridor.

- As the areas around the three, mixed-use walkable districts (Downtown, Wellness District and Campus District) evolve over time, Dothan should work to minimize surface parking and encourage the construction of structured parking facilities wrapped or hidden by surrounding land uses over time. As the density of development increases, the financial viability of providing structured parking will increase, and the City should encourage it to help create a more walkable districts environment.
- Where property owners or developers pursue surface parking, Dothan should encourage property owners to place these facilities primarily between or behind buildings that have direct frontage onto Highway 84. This strategy would help to prevent the creation of a “sea of parking” in front of each retailer or other use along Highway 84.
- Maximum curb cut dimensions of 12 to 24 feet, depending on the size of development area.
- On-street parking spaces should be at least 8 feet wide and 22 feet long. For each parallel parking space, the adjacent drive lane must be at least 10 feet wide and must provide at least 20 feet of clear maneuvering area in front of the space in the drive lane adjacent to the space.
- Prohibition of surface parking lots on sites that formerly included historic structures.
- Requirements for property owners to provide connections or grants for connections to adjacent parking lots on neighboring properties.

## Parking Location

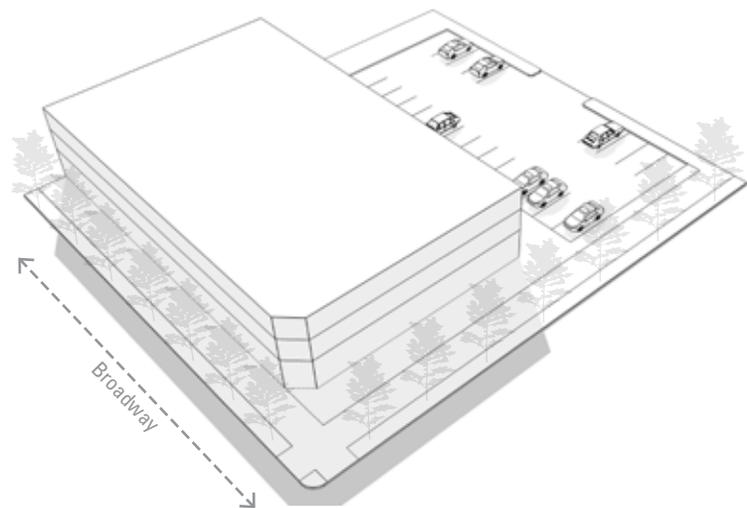
Surface parking and informal parking along curbs are common practice. Recommendation of parking types that emphasize a more continuous urban fabric and pedestrian sidewalk shall be utilized. On-street parking, currently not designated, shall be considered in all T-zones. On-street parking, however, may be designated on secondary streets coming perpendicular to Highway 84. Parkings should be located behind buildings in areas of T6, T5, T4. In most cases, parking fields shall be placed to the rear of development when possible.:

- Minimizing curb-cuts and disruptions to maintain continuous sidewalks.
- Increasing access from side streets and alleys preferred.
- Limiting parking lots on corners.
- Encouraging the replacement of buildings with on-site parking lots.
- Supporting the use of shared parking facilities.
- Ensuring parking types are met with shading and screening through landscaping or 3'-0" masonry wall structure between parking lot and street frontage.



Preferred Use

**DESIGNATED ON-STREET PARKING**



Preferred Use

**PARKING FIELD REAR OF PARCEL**

# Parking

## PARKING

Surface parking and informal parking along curbs are common practice. Recommendation of parking types that emphasize a more continuous urban fabric and pedestrian sidewalk shall be utilized. On-street parking, currently not designated, shall be considered in all T-zones. On-street parking, however, may be designated on secondary streets coming perpendicular to Highway 84. Parkingshould be located behind buildings in areas of T6, T5, T4. In most cases, parking fields shall be placed to the rear of development when possible.:

- Minimizing curb-cuts and disruptions to maintain continuous sidewalks.
- Increasing access from side streets and alleys preferred.
- Limiting parking lots on corners.
- Encouraging the replacement of buildings with on-site parking lots.
- Supporting the use of shared parking facilities.
- Ensuring parking types are met with shading and screening through landscaping or 3'-0" masonry wall structure between parking lot and street frontage.



# Building Guidelines

## BUILDING types + articulation

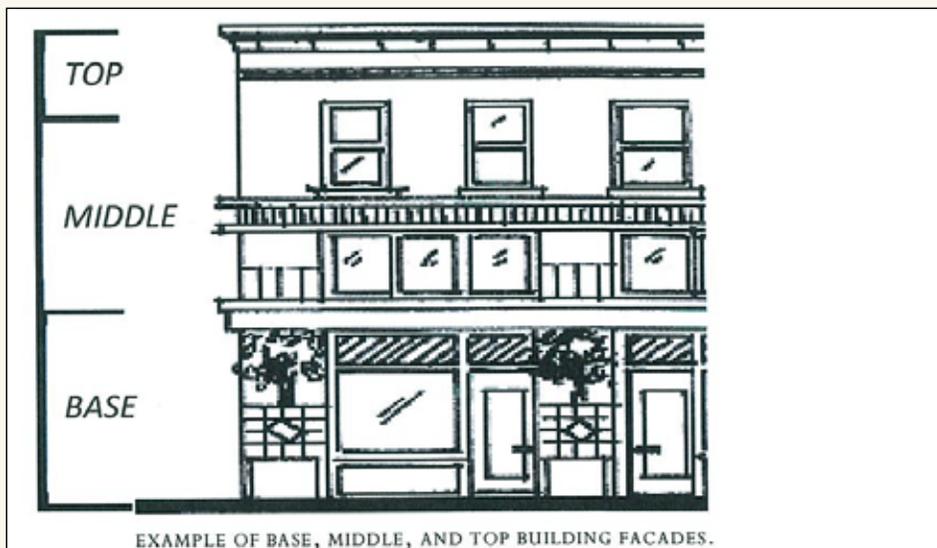
Types of building massing add to the character of a street and neighborhood. For example, attached and detached rowhouses are optimal for the new neighborhoods. Ground floor commercial with mixed use upper floors, articulated every 30' are best suited for Downtown and for Main Street Retail within new mixed use districts. Larger buildings with podium bases and garages are best suited for the Downtown District

Reinforcing the pedestrian scale is the primary goal of the corridor. Corners shall be expressed with strong shape and character. All facades shall have variations at a minimum of every 50' in the horizontal dimension. Buildings should face both Highway 84 and the side streets when on a corner. All buildings should be ADA accessible.

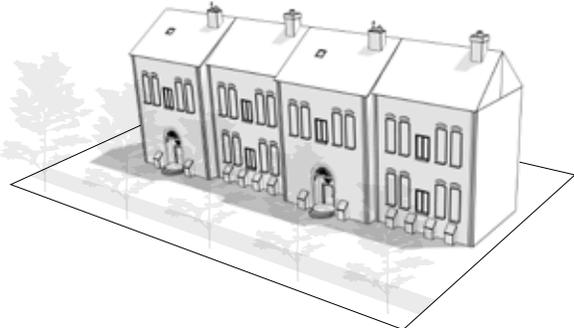
Deep openings, arbors, arcades, continuous canopies and shadow lines along with details are encouraged particularly as cast shadows emphasize scale along retail frontages. In addition, roof form shall vary with facades exemplifying obvious primary entries. Ensuring that at least 70% of ground floor retail (where required) maintains transparency in terms of materiality will significantly improve activity along the corridor.

### BASE / MIDDLE / TOP

Buildings over 2 stories should have a distinct base, middle and top for building facades that are distinctive and provide scale, particularly for pedestrians. This notion shall be emphasized in any new development.



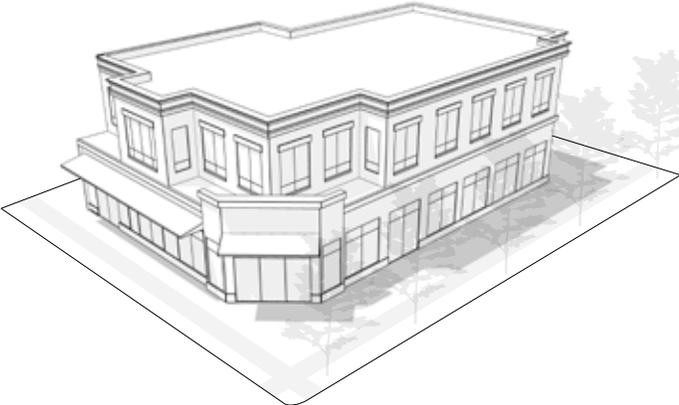
# Alternative Building Types



**ATTACHED ROWHOUSES**



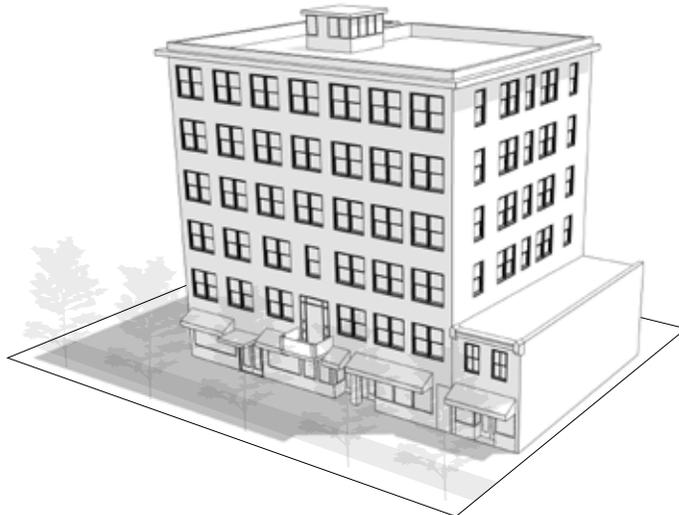
**DETACHED ROWHOUSES**



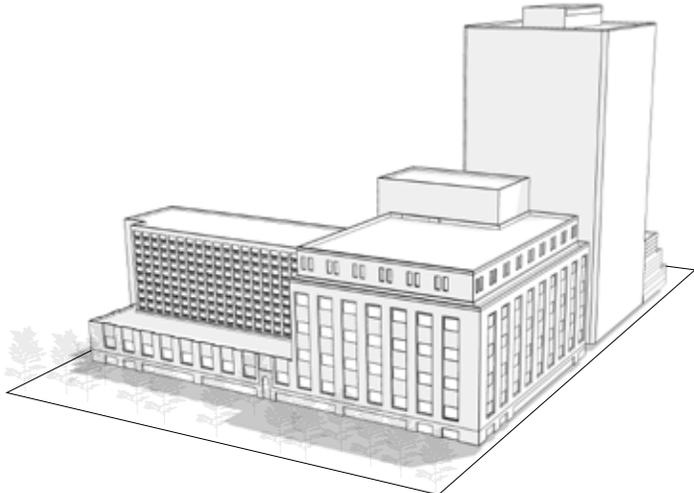
**TOWN CENTER RETAIL/ CORNER DETAIL**



**MIXED USE + GROUND FLOOR RETAIL**



**MIXED USE RESIDENCES**



**HIGH - DENSITY CIVIC/ RETAIL/ OFFICE**

# Building Guidelines

## Massing

Massing refers to the general shape or shapes of a building or series of buildings. These guidelines encourage that the massing be complementary with surrounding buildings.

Guidelines regarding massing should refer to the following:

1. Ensure the building's mass, scale, form, floor-to-floor height and horizontal alignment is not in stark contrast to its surrounding context. Surrounding context should include all buildings located within one block of the proposed development.
2. Use lower scale buildings or building elements to transition taller buildings towards lower scale buildings on adjacent properties.
3. Confirm the street wall, new construction and additions maintain the historic scale of two to five stories in height or a maximum of 50 feet.
4. If a building must be significantly taller than the buildings surrounding it, preserve the continuity of the street wall by stepping back the upper floors of the taller building a minimum of 20 feet from the front façade line.
5. Design street- and pedestrian-level stories to be uniquely defined from upper stories.
6. Encourage a variety of building heights along the street with vertical and horizontal proportioning similar to its immediate context and district.
7. Large parcels: Divide larger buildings and their façades into smaller modules, units or separate buildings so that the form and massing of the buildings can better relate to the scale and proportion of the surrounding area. Vary building heights and façade setbacks to create a more visually interesting rhythm.
8. Gateways: Prominent massing and height that announces entry into the District area is more appropriate at gateway sites.
9. Edges of Nodes: New construction within a 300-foot radius of an occupied single-family use should be within 10 feet greater than the average height of all buildings within the 300-foot radius. This restriction only applies to the street frontage of the portion of the building that falls within the 300-foot radius. Ensure that transitions between commercial/multi-family projects and single-family areas are sensitive to the traffic, noise variation and unwanted views into private spaces. Use landscaping and thoughtful placement of building elements to mitigate the negative effects of this transition.
10. Buildings should use awnings along facades to highlight access. Minimum depth of a canopy is 5 feet. Vertical dimensions between the underside of canopy or awning and the sidewalk shall be at least 9 feet and no more than 13 feet.



Horizontal and vertical elements provide variety and visual appeal that relate to its surrounding context.



Sharp transitions in scale between adjacent buildings can lead to a lack of continuity in block massing.



Adjacent buildings should be of similar mass and height.



Stepping upper stories back from the primary façade helps overall to achieve a human scale.



Figure 4: Building Massing

# Landscape Guidelines

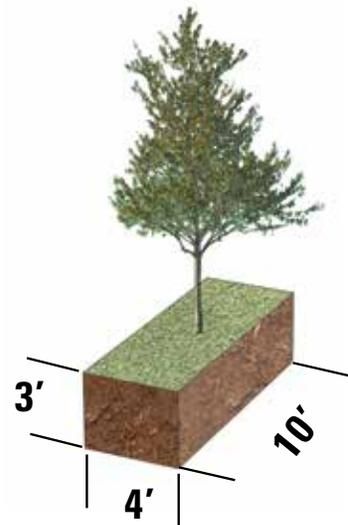
## Soil volume and Spacing

Vegetation and landscape are vital aspects of both, the public and private realm. Urban street trees provide shade, absorb air pollution, reduce traffic speeds, create safer walking environments, increase ecological benefits, maintain crucial wildlife habitat, add value to adjacent businesses and residences, and improve the overall quality of the public realm.

Providing a consistent amount (not consistent spacing) of shade trees and vegetation along Highway 84 will help improve the character and health of the corridor. Soil volume, tree pit dimensions and tree spacings are notably significant in the maintenance, health and longevity of trees. In addition, it is important to allow plenty of space for trees to grow deeper. Wide spreading root systems are less likely to topple and break. Planting recommendations are made on this page, which emphasizes the building for soil volume.

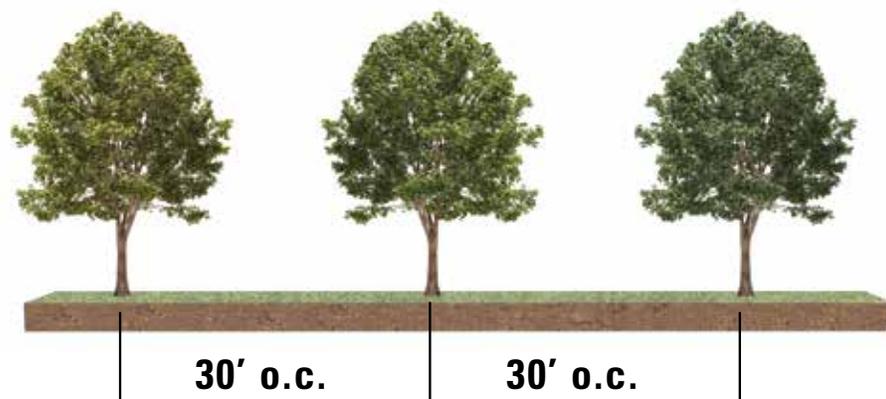
Trees should avoid utility lines and underground utility structures. Appropriate pruning techniques should be considered in areas with overhead utilities.

ESTIMATED CROWN SPREAD  
10 FEET DIAMETER

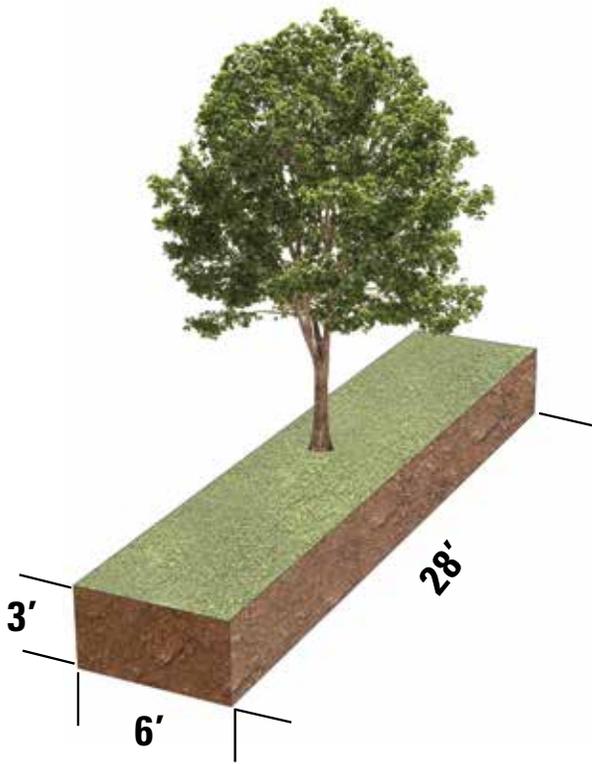


**SOIL VOLUME = 120 CUBIC FEET**

### MEDIUM [M] TREES

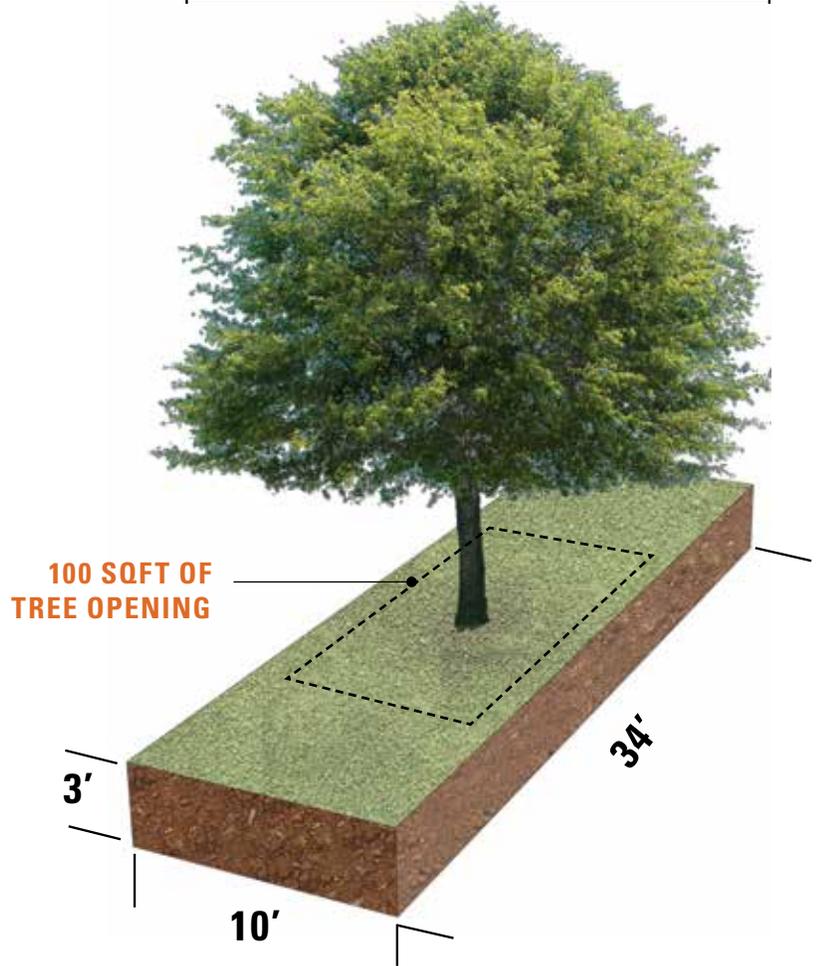


ESTIMATED CROWN SPREAD  
21 FEET DIAMETER



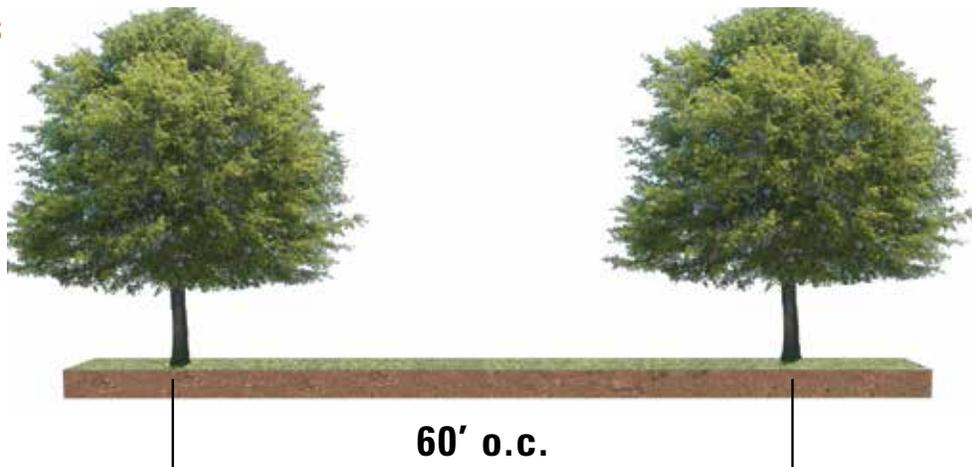
SOIL VOLUME = 500 CUBIC FEET

ESTIMATED CROWN SPREAD  
30 FEET DIAMETER



SOIL VOLUME = 1000 CUBIC FEET

LARGE [L] TREES



60' o.c.

# Landscape Guidelines

## Plant Types

### URBAN STREET TREES

Planting in an urban street corridor can be transformative. Most successful urban corridors contain a healthy presence of tree canopy. Current trends in design focus on the technical benefits of understory plant material such as reductions in ambient air temperature and the reduction in treatment of urban water runoff. The Highway 84 corridor planting strategy should focus on healthy tolerant trees and an appropriate understory presence to provide variety and continuity along the entire length of the corridor. Tree patterning should consist of a rhythm (changing elements particularly between T-zone segments) and a datum (that which stays the same) as one moves between T-zones or from block to block (refer to Figure 95 for tree spacing and grouping strategies).

- Intersections: At each intersection, plane trees should populate rain gardens (at bulbouts) to create a notion of continuity, despite the potential for changing tree species between T-zones.
- Midblock: Midblock tree species should change throughout the corridor in response to each T-zone, creating an overall variety and pattern of structure and foliage.
- Cross-streets: Cross-street trees should be aware of tree-trimming and low-lying trees that may be affected by utility lines. These trees should vary and respond to arterial, collector and local road designations).

In general, the corridor should encompass large stately trees over small ornamental trees to give Highway 84 a distinctive and solid quality.

### UNDERSTORY PLANTING

Understory planting should be hardy, native and non-invasive plants. The suggested planting palette should consist of 100% native plant material that is flood-tolerant and hurricane-tolerant. The corridor should consist of planting beds as well as rain gardens. Rain gardens or bioswales need to be made up of water tolerant grasses and wildflowers. Examples of these include forbs such as marsh blazing star, butterfly milkweed, and white phlox. Grammanoids (grass-like plants) to be used in the rain gardens include Drop Seed, Virginia Oats, Big Bluestem, and Rush. Shrubs to be used in rain gardens are Rod Osier Dogwood. Rain garden planting will be consistent throughout the entire length of the corridor when used (at intersections and in median). Ground plane planting areas that are not rain gardens should consist of native grasses and perennials that have a primary color vocabulary. In each planting area there should be a mix of grasses, perennials and select placement of shrubs.

### PLANT LIST

ABBR.	BOTANICAL NAME	COMMON NAME
<b>PALMS</b>		
WF-16	<i>Washingtonia filifera</i>	California Fanpalm
<b>DECIDUOUS SHADE TREES</b>		
QV-6	<i>Quercus virginiana</i>	Southern Live Oak
QL-6	<i>Quercus lyrata</i>	Overcup Oak
QT-6	<i>Quercus texana</i>	Nuttall Oak
PF-6	<i>Parkinsonia florida</i>	Blue Palo Verde
<b>DECIDUOUS ORNAMENTAL TREES</b>		
CB-3	<i>Chionanthus virginicus</i>	Common Fringetree
CV-3	<i>Cordia boissieria</i>	Texas Wild Olive
SA-3	<i>Sophora affinis</i>	Eve's Necklace
<b>SHRUBS</b>		
CA-5	<i>Callicarpa americana</i>	American Beautyberry
<b>ORNAMENTAL GRASSES</b>		
MC-1	<i>Muhlenbergia capillaris</i>	Gulf Muhly
<b>PERENNIALS</b>		
AO-1	<i>Aster oblongifolius</i>	Fall Aster
BF-1	<i>Bulbine frutescens</i>	Bulbine
DI-1	<i>Dietes iriodies</i>	African Iris
SR-6	<i>Scutellaria resinosa</i>	Shrubby Skullcap



WF-16



QV-6



QT-6



PF-6



CB-3



CA-5



MC-1



AO-1



BF-1



DI-1



SR-6



CD





# Landscape Guidelines

## Low Impact Development Standards (LID)

Low-impact development standards or green infrastructure practices is a long term cost-saving, resilient approach to managing wet weather impacts that provides many community benefits. Stormwater run-off, an effect of major storms, is a major cause of erosion, infrastructure damage and distribution of pollutants. Encouraging the practice of providing the maximum amount of pervious systems will not only help to manage stormwater, but also make development along Highway 84 (and across the City) progressively resilient to natural disasters. LID practices are applicable to both public and private sectors. Maximizing revitalization along the corridor will rely on the coordination of public improvements and



### 1. WIND - TOLERANT TREES

In responding to natural disasters in the City, planting hurricane-tolerant trees is ideal for their durability and survival against high-speed winds, commonly the source of damage. In studies, trees that are most resilient are live oaks, southern magnolias, and bald cypress. Smaller trees include dogwoods, yaupons, crape myrtles, hollies, ironwoods, redbuds, sweet bay magnolias and sabal palms.

### 2. BIOSWALES AND RAIN GARDENS

Bioswales and rain gardens are an effective landscaping mechanism for slowing collecting, infiltrating, and filtering stormwater. Planting bioswales and raingardens along the corridor will not only add to the aesthetic appeal for pedestrians and cyclists, but decrease the potential for floods, absorbing and adequately percolating stormwater runoff from impervious surfaces such as parking lots and streets.

private projects with respect to increasing open space, vegetation and surface permeability with flood resilience tactics. Hurricane-tolerant species, bioswales and rain gardens, urban tree wells and use of trench drains, and permeable pavers are examples of LID best practices highly beneficial along the Highway 84 Corridor. Any and all circulation paths must be ADA-compliant.



### 3. URBAN TREEWELLS/ TRENCH DRAINS

Urban treewells provide more surface area along sidewalks for circulation, particularly in areas of high foot traffic and between the face of the building and the curb. Pairing treewells with adequate trench drains along street curbs will maintain the flow of stormwater to prevent collective runoff. Trench drains are best placed between driving and parking lanes to replace typical curb inlets as a more attractive solution.



### 4. PERMEABLE PAVERS/ CELL PAVERS

Plastic paver cells are ground reinforcement grids that can be filled with either grass or gravel. These systems are ideal for low traffic use areas such as driveways and lots. Similarly, permeable pavers or turf blocks are pavers with soil fills, best suited for alleys, fire lanes, dock areas and parking stalls. Both systems can withstand large loads, while reducing stormwater runoff and improving water quality by trapping suspended solids.

# Lighting Guidelines

## LIGHTING RECOMMENDATIONS ALONG BROADWAY

### LIGHTING GUIDELINES

Appropriate lighting is important and can serve to:

- Channel rapid flow of traffic clarity and enhance visual clarity for street users.
- Increase safety in areas that people use, such as sidewalks, bus stops and alleys.
- Aid in a pedestrian orientation when well-lit areas provide directionality.
- Highlight the identity of a neighborhood or community.
- Enable areas in the public realm (plazas, parks) to be more conducive to pedestrian/merchant activities.

Recommendation in this section emphasizes the differentiation of lighting by:

- Type of space (median, sidewalk, private development).
- Lighting types by T-zone (roadway, streetlights, lamps, bollards).
- Lighting types by T-zone (HESS lighting, Landscape Forms, BEGA).

\*Note: Lighting recommendations in this section will pair with ongoing lighting studies, reports or projects. It is important, however, to achieve a consistent library of lighting fixtures per transect zone.



### ROADWAY LIGHTS (L)

Currently, roadway lights run along Broadway's 30 foot median every 30 feet off-center. Replacing these roadway light heads for LED fixtures will provide more visible lighting, save costs (of up to \$55 per fixture per year - \$8.25 million per 150,000 fixtures), allow for uniformity in lumens, are free of hazardous chemicals and produce less heat. For example, CenterPoint, in partnership with the City of Houston, is currently implementing projects in Houston as a way of providing better visibility for cars.



**STREETLIGHTS (L)**

Streetlighting (paired with roadway lights) allows for a consistent allocation of lighting that is necessary for pedestrians and cyclists along sidewalks. Street lighting should be coordinated with ongoing projects.

**PED LAMPS (M)**

Pedestrian lamps (paired with roadway lights) are typically used to mark special districts or residential communities and may be a slightly smaller fixture than a streetlight with large spacing in between.

**[S] ACCENT LIGHTS**

Accent lights such as bollards and catenary lighting improve the identity and mobility of a community, respectively. Bollards illuminate paths of circulation that are low-lying and are best used for bike paths and recreational trails. Catenary lights create transition between open public areas and development, providing warm and inviting gathering spaces.





# APPENDIX

---

Highway 84 East Master Plan

# DOWNTOWN DECATUR FACT SHEET

## KEY FACTS & BACKGROUND

- The Downtown Decatur Redevelopment Authority (DDRA) was established in 2004.
- A consulting team completed the *Envision Decatur* plan in 2004 that addresses the downtown area and the waterfront.
- The DDRA received seed money from the city to develop a strategic plan (2010 to 2014) and to launch a capital campaign.
- The capital campaign, which closed in 2010, raised \$2.8 million dollars. Major donors included the city, county, and local businesses.
- The DDRA receives \$75,000 annually from the city for operations.
- The DDRA led the effort to form the Downtown Merchant's and Business Association (DDMBA).

## MAJOR PROJECTS/ACCOMPLISHMENTS

- The DDRA spearheaded the completion of streetscape improvements along 2nd Avenue from Gordon Drive to Lee Street. Funding for this \$1.0 million project came from the following sources: City (\$71,000); DDRA (\$71,000); ALDOT grant (\$571,000); federal grant (\$288,000).
- The Alabama Center for the Arts, a collaboration between Athens State University and Calhoun Community College, opened Phase One, an \$8.5 million visual arts center, in 2012. Construction of Phase Two, a \$13.5 million music and drama center, was recently completed.
- Founders Park Amphitheatre opened in 2015.
- Two downtown pocket parks have been completed.
- The DDRA launched a façade grant program and has made \$67,000 in grants which has yielded \$193,000 in downtown investment.
- The L&N train depot (6,000 square feet) underwent a \$2.5 million renovation in 2016. The police department occupies 4,000 square feet of the building, and a train museum occupies the other 2,000 square feet. In addition to \$1.1 million in city funds, the project received a \$750,000 ALDOT grant, \$440,000 from the DDRA, and \$201,000 in private contributions.
- The Cook Museum of Natural Science is expected to open in late 2018. The cost for construction of the 62,000-square-foot facility was estimated at \$32 million. The Cook family provided \$7 million in funding, with the balance being funded through private donations.
- A total of 65 net new businesses have opened in the city center and downtown since 2010.

## DOWNTOWN RESIDENTIAL

- Bank Street Station is a planned residential community featuring eight cottages ranging from 1,200 to 1,300 square feet.
- A Las Vegas developer converted the former Amberley Suites hotel to approximately 106 senior apartments. The first phase consisted of 50 units, and the second phase had 56 units.
- A local developer renovated a 90-year-old warehouse into 10 loft apartments, 42 storage units, and roughly 5,000 square feet of retail space.

## LESSONS LEARNED

- Cultivate a good relationship with the state senator and other representatives, and develop an efficiency in securing grants.
- Work at developing strong partnerships with the city, county, foundations and corporations.
- Develop a strategic plan that has tangible projects and invest in some renderings.
- Focus initially on streetscapes to make the downtown an appealing place to visit.
- Invest in infrastructure and let the private sector invest in real estate projects.
- Utilize Alabama's Main Street program.

Sources: Haddow & Company and DDRA

Updated: April 2018

DOWNTOWN DECATUR CONTEXT MAP



Aerial Photo Date: February 2017

## DOWNTOWN DECATUR RESIDENTIAL EXAMPLES

### BANK STREET STATION

Developer: Armistead Arnold Pollard

Number of Units: 6

Type: Detached, for sale



Status: Three presales are required to break ground, but no units are currently under contract.

Unit Size Range (SF): 1,000 - 1,400

Unit Price Range: \$252,000 - \$346,000

Other: This development is the first of its kind in Decatur. The target market is young professionals, retirees, second home buyers, and anyone who works in the city and does not want to commute. Presales are a new concept to Decatur.

### 307 SECOND AVENUE

Developer: Gateway Commercial

Year Open: 2017

Number of Floors: 3

Number of Units: 10

Occupancy Rate: 100%



Unit Mix (# of Units):	Studio (3)	1BR (3)	2BR (4)
Size (Square Feet):	640	900 - 1,040	1,240 - 1,350
Rent Range:	\$960 - \$1,024	\$1,140 - \$1,200	\$1,365 - \$1,690

Other: The project has street level retail space, which includes a yoga studio and marketplace. The basement contains 40 public storage units, which have been difficult to rent. The developer said his biggest mistake was investing in a new elevator that is seldom used.

Sources: Haddow & Company

Updated: April 2018



# DOWNTOWN LAGRANGE FACT SHEET

## KEY FACTS & BACKGROUND

- The Downtown LaGrange Development Authority (DLDA) is funded through three primary sources:
  - A 4 mill ad valorem tax is applied to properties within the DLDA boundaries, generating approximately \$95,000 per year in revenue.
  - The DLDA owns several buildings debt-free, which are leased to other groups, generating \$120,000 annually.
  - Downtown partners donate about \$20,000 per year.
  - The DLDA does not receive any funding from the city, but the two groups partner on projects.
- The DLDA has a 15 member board comprised of:
  - five people elected by downtown real estate owners;
  - five people appointed by the city council; and
  - five people elected by downtown business owners.
- Downtown revitalization efforts gained momentum with the completion of a strategic plan in the early 2000s, which was funded by the Callaway Foundation.

## MAJOR PROJECTS/ACCOMPLISHMENTS

- Paramount LaGrange LLC, a development group that includes Paramount Hospitality, constructed an 87-room Courtyard by Marriott hotel on the downtown square. The \$12 million hotel was completed in 2017. A project-specific Tax Allocation District (TAD) was created for the hotel, and the city issued \$2.5 million in bond proceeds.
- The city received a \$4 million grant from the Callaway Foundation to construct a parking structure behind the new Courtyard by Marriott. The city maintains the deck, and it is managed by the DLDA. The deck has 5 levels and contains 200 spaces, which serve the public and hotel guests.
- A craft brewery opened in downtown in the summer of 2017 in an old automotive repair building. The Callaway Foundation granted \$1.5 million to the DLDA to rehab the former Westbrook Tire building, and the DLDA also borrowed \$500,000 to finance the renovations.
- The DLDA launched the Del' avant Event Center in a building that it owns. This facility includes a 4,000-square-foot ballroom, a 2,000-square-foot parlor, and a catering kitchen. The facility does about 200 events per year and is rented for weddings and by corporations and non-profits. The local college and hospital also use it for events.
- Carmike Cinemas is in the 12th year of a 20-year lease on a 10-screen building in downtown. Carmike was enticed to move downtown when the city constructed the building and a 300-space parking deck. The current lease expires in March 2025.

## DOWNTOWN RESIDENTIAL

- LaGrange has not attracted downtown residential, which the director of the DLDA feels is the missing piece.

## LESSONS LEARNED

- Invest in a strategic plan that receives community buy-in and that charts a clear roadmap.
- The DLDA needs to develop a strong relationship with the city since the two groups will need to partner on projects.
- The DLDA need to develop a few "champions" in the business community who can help sell the vision.
- Projects should be focused on "people attractors".
- The Callaway Foundation has invested approximately \$30 million in downtown over the last 15 years, which has helped move the vision forward. However, even without a major financial supporter, a downtown can have success if realistic goals are established and you build community support.

Sources: Haddow & Company

Updated: April 2018

DOWNTOWN LAGRANGE CONTEXT MAP



Aerial Date: March 2017

# DOWNTOWN HUNTSVILLE FACT SHEET

## KEY FACTS & BACKGROUND

- Downtown Huntsville, Inc., established in 2013, is responsible for the revitalization of downtown through events, promotions, and property redevelopment. The predecessor organization was Big Spring Partners.
- Downtown Huntsville, Inc. has an annual budget in the \$500,000 to \$600,000 range. The budget comes from the following sources:
  - approximately 50 percent of the budget is funded through memberships.
  - roughly 25 percent of the funding is an annual appropriation from the City of Huntsville.
  - the remaining 25 percent comes from sponsorships and program income.
- Downtown Huntsville, Inc. was initially focused on events, but the group is now focused on development, primarily serving as a liaison between the City of Huntsville and developers.

## MAJOR PROJECTS/ACCOMPLISHMENTS

- An early success for the organization was food truck rallies. The first food truck rally in 2014 attracted 7,500 people. Ten food truck events occurred in 2017, including three Saturday morning breakfast rallies on the courthouse square.
- Downtown Huntsville, Inc. hosts a popular pop up putt-putt competition in downtown with 20 mini-golf holes designed by local businesses.
- One of the big draws that Downtown Huntsville, Inc. has been instrumental in organizing and promoting is a concert series which brings thousands of people to downtown.
- Downtown Huntsville, Inc. commissioned retail and housing demand studies to help promote the area, and the city is currently updating its downtown master plan.
- Downtown Huntsville, Inc. helped organize a project called Downtown Book Boxes. Working with ArtsHuntsville, six local artists were recruited to repurpose obsolete newspaper boxes into works of art that could house books from the Huntsville-Madison County Library which were used in a free lending program.

## DOWNTOWN DEVELOPMENT

- Sealy Management Company developed The Belk Hudson Lofts in 2012, a new 75-unit apartment community.
- Sealy Management Company also developed The Avenue, a mixed-use project consisting of 197 loft apartments and 21,000 square feet of retail space. The project opened in 2017.
- Twickenham Square is a mixed-use development that opened in downtown in 2014. The project includes a 28,000-square-foot Publix, 246 apartments, a Homewood Suites, and a five-story office tower. The property is near Huntsville Hospital, which occupies a large portion of the office building. The city contributed \$9.8 million to the construction of a 920-space parking garage that serves the development.
- The Garage at Clinton Row is an innovative retail project developed along the ground-level of a city-owned parking deck. Downtown Huntsville, Inc. stewarded the project, which replaced 15 parking spaces with 7,500 square feet of retail space. The project won an award from the International Downtown Association.

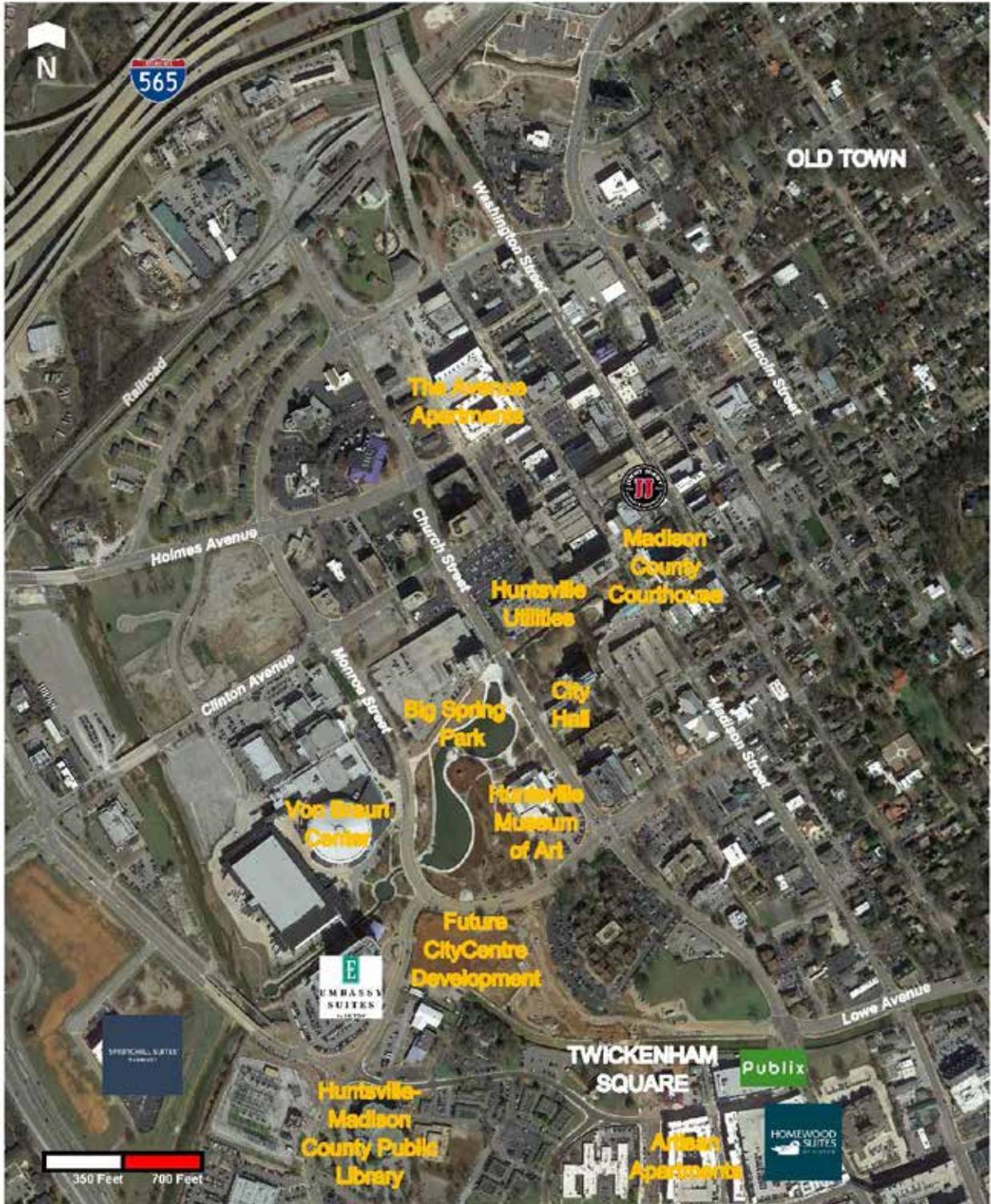
## LESSONS LEARNED

- Residential is the most critical component of a downtown because you need to activate the area 24 hours a day.
- Invest in residential and retail demand studies that can be used to recruit developers if there is an unmet market need.
- Events are very helpful because they draw people to downtown and get them familiar with the area.

Source: Haddow & Company

Updated: April 2018

DOWNTOWN HUNTSVILLE CONTEXT MAP



Aerial Date: February 2017

# DOWNTOWN THOMASVILLE FACT SHEET

## KEY FACTS & BACKGROUND

- Thomasville started its Main Street program in 1981.
- The Downtown Development Authority (DDA) and the City of Thomasville's Main Street program are headed by the same individual, but they have separate boards and have different responsibilities.
- The Main Street program is funded through the City of Thomasville and its primary responsibilities are marketing, tourism events, and beautification projects. The Main Street organization hosts the local merchants association and does not charge a fee.
- The DDA's primary responsibilities are property acquisition, administration of the façade grant program, and helping property owners obtain low-interest loans from the State of Georgia.
- Downtown Thomasville is a local historic district and there are guidelines that govern building and façade improvements.
- The façade grant program typically has an annual budget of \$50,000, of which half comes from private donations and half from the city.
- Downtown events are funded by the city and are free to the public.
- According to Main Street America, 50 percent of the city's downtown sales come from residents of Tallahassee, Florida.
- A portion of downtown is in an opportunity zone, which provides businesses with a state job tax credit of \$3,500 per job created. The incentive is available to new or existing businesses that create two or more jobs.

## MAJOR PROJECTS/ACCOMPLISHMENTS

- Downtown Thomasville boasts 21 restaurants and 80 retail businesses. A total of 979 promotional events were held downtown in 2017.
- In 2017, 12 businesses opened or expanded in downtown, bringing 40 jobs.
- A new \$1.9 million amphitheater recently opened in downtown. The facility, which doubles as a public park, hosted more than 100 events in 2017.
- Flowers Foods, one of the area's major employers, recently invested \$2.5 million into renovating the old post office building into office space, a history exhibit, and a space for children's activities.
- In 2004, Flowers Foods and Shields & Company invested \$2.4 million in renovating the former JC Penney building into office space where more than 100 employees work. The Georgia Cities Foundation provided a \$250,000 loan to help with the project. Flowers Foods also renovated the former Scott Hotel into office space.

## DOWNTOWN RESIDENTIAL

- Downtown Thomasville has a small concentration of residential. Approximately 15 units are located on the upper floors of buildings and the Mitchell House is a 20-unit condominium development. The DDA purchased the Mitchell House last decade and then deeded the building to a private developer who converted it to residences with ground floor retail space.

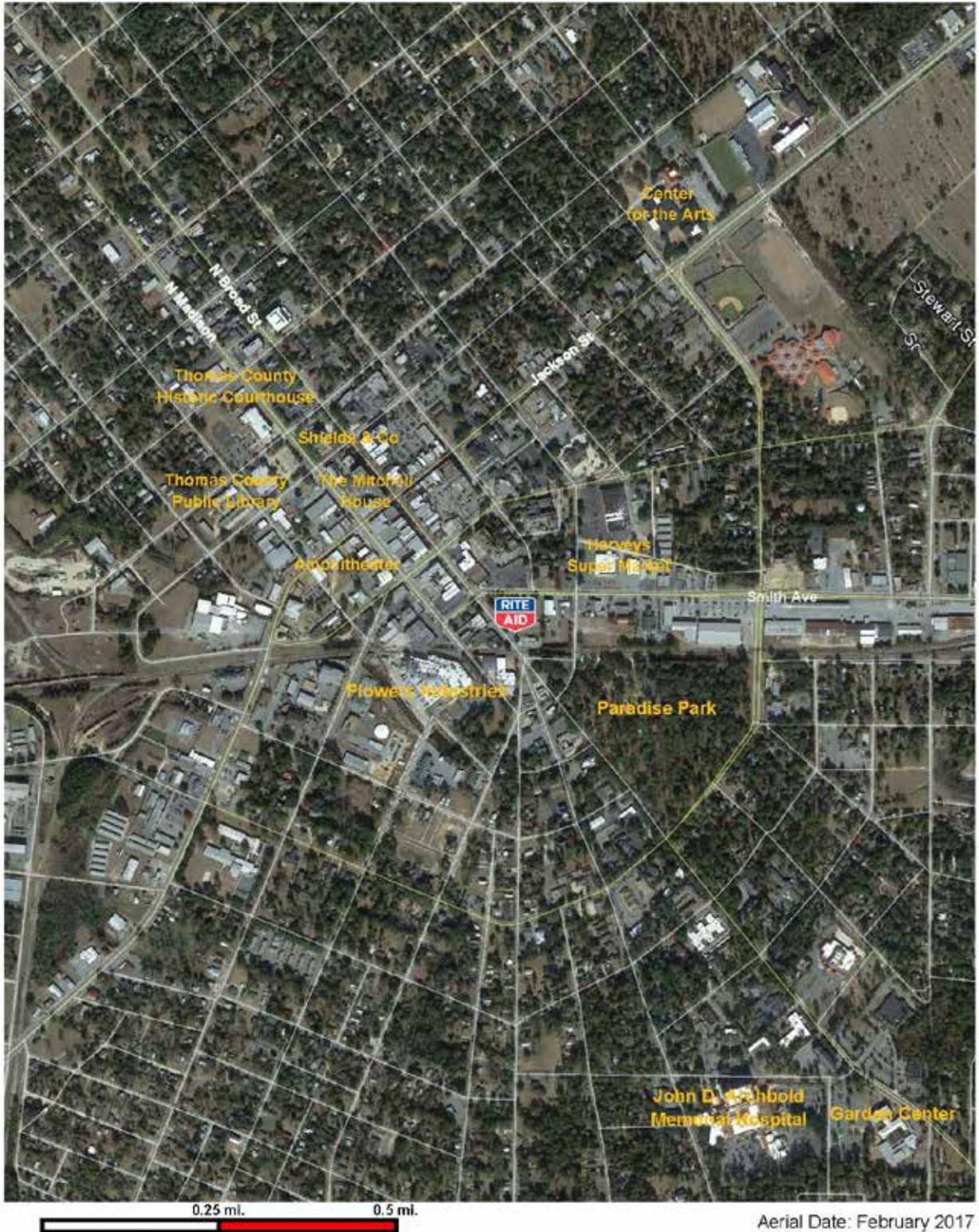
## LESSONS LEARNED

- Focus on incremental growth and achievements rather than one big project.
- Involve the community in the downtown planning process. If everybody feels included in the vision, it improves the potential for success.
- Making downtown events free to the public is important to getting community buy-in.
- Good signage and public art can play a significant role in enhancing downtown.

Sources: Haddow & Company

Updated: April 2018

DOWNTOWN THOMASVILLE CONTEXT MAP



Aerial Date: February 2017

# DOWNTOWN ROME FACT SHEET

## KEY FACTS & BACKGROUND

- Rome has been a Main Street city since 1980.
- The first major project that started the revitalization of downtown was a streetscape project launched in the early 1980s along Broad Street. Today, many of the trees planted as part of the project are mature, providing shade and contributing to an inviting streetscape.
- Downtown Rome is designated as a local historic district, and a set of historic preservation and architectural review guidelines were adopted.
- The Rome Downtown Development Authority (DDA) has an annual budget of \$160,000 that is received from the city. There is also a Business Improvement District (BID), which is a self-taxing district comprised of downtown property owners. The BID was established in 2006 and was renewed for another 10 years in 2016. The annual budget for the BID is approximately \$90,000, and these funds are used for events, promotions, and facade grant programs.
- Approximately 25,000 per year from the BID is allocated to the facade grant program. The funds are divided into two pools. One pool reimburses property owners one-third of project costs up to \$1,000 for new signage, awnings, and other items. The second pool covers larger projects, with a typical grant in the \$2,000 to \$2,500 range.

## MAJOR PROJECTS/ACCOMPLISHMENTS

- Since 2010, projects in downtown have received \$9.0 million in low-interest loans from the Georgia Cities Foundation (GCF) and the Georgia Department of Community Affairs (DCA). These funds have leveraged \$46.8 million in private investment.
- In 2004, a group of investors renovated an old warehouse into a 37-room Hawthorn Suites. In 2014, 28 more guest rooms were added in a building next door. Downtown Rome also features a Hampton Inn.
- Over 3,000 employees work in downtown, and there are more than 20 restaurants.
- Downtown Rome has a very active event schedule, including an event the first Saturday of every month from May to September. Events include a Shakespeare Festival, Arts Fest, and the Rome River Jam music festival.

## DOWNTOWN RESIDENTIAL

- Over 200 residential units are located on the upper floors of buildings along Broad Street.
- In 2002, the former Forrest Hotel, built in 1916, was renovated into 27 apartments and an event space.
- A local entrepreneur recently renovated two buildings along Broad Street into 15 apartments and seven retail spaces. The project utilized several financing layers, including historic tax credits and low-interest loans from the GCF and the DCA. A total of 13 of the 15 units were leased in less than two months after receiving the certificate of occupancy.
- A 26-unit condominium building, The Lofts at Third and Broad, is underway. The building is the first example of new construction in downtown, and the units range from \$204,000 to \$325,500.

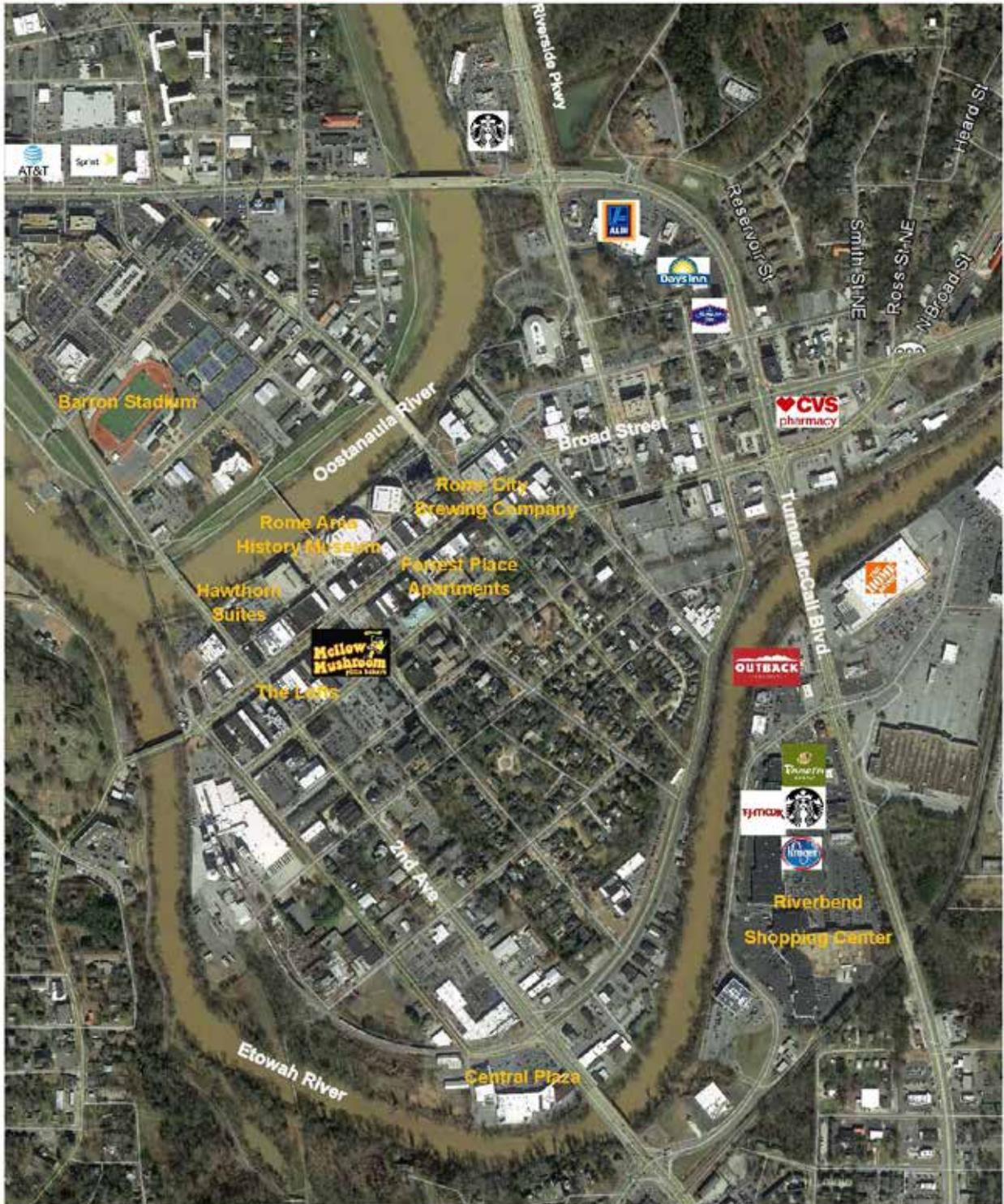
## LESSONS LEARNED

- Low-interest loan programs available through the state have been critical to the success of downtown by providing gap financing.
- A good working relationship with the city and county is important for any downtown organization.
- Streetscape improvements are a good first step in order to make a good first impression of downtown visitors.
- A good stock of historic buildings is a great starting point to launch a downtown revitalization effort.

Sources: Haddow & Company

Updated: April 2018

DOWNTOWN ROME CONTEXT MAP



0.25 mi 0.5 mi.

Aerial Date: February 2018

Wiregrass Museum of Art

Hwy 84 E Corridor Report

September 24, 2018

This summer, the Wiregrass Museum of Art (WMA) partnered with the City of Dothan to gather feedback from residents on their transportation experiences along the Hwy 84 E Corridor. The study area stretches from Downtown Dothan, eastward to the SE Health (SE Health), and further to the Alabama College of Osteopathic Medicine (ACOM).

While public meetings held by the City of Dothan and Design Workshop were well attended, it was observed that community members living and working along the Corridor were largely absent from the process. With encouragement, and additional funding, from Smart Growth America, WMA partnered with the City of Dothan to launch an artist-in-residence program for the summer. The scope of work focused on outreach directed towards residents of the NBCAR District and surrounding neighborhoods.

The artist's work

Cosby Hayes is a public artist and muralist based in Tallahassee, FL. Hayes was selected from an applicant pool of 8 artists around the Southeast and has a diverse background in public engagement and community organizing. He was selected by a committee of community leaders and local business owners, and both the museum and City had a representative present.

Cosby Hayes worked alongside WMA and other cultural organizations, neighborhood leaders, volunteers and students, the City of Dothan, and local artists to engage neighbors in brainstorming and feedback initiatives about existing transportation infrastructure, as well as their hopes for new infrastructure needs. He spoke to more the 200 people and attended over 10 community events, in addition to walking the neighborhoods to "meet people where they are."

It was observed that dozens of citizens are walking and biking along the Corridor daily including nurses biking to SE Health; fast food workers crossing Ross Clark Circle to get to and from work; and homeless community traveling throughout the City. The need for sidewalks, bike lanes, and crosswalks were suggested in every conversation that Hayes had with residents. It was made clear, early in the process, that the roads along Hwy 84 East were not built with pedestrians in mind, leading to several safety concerns.

Some common comments that were made throughout the process included:

- Lack of adequate lighting along the Corridor
- No designated area for walking and biking
- High speed in areas of high foot traffic
- Lack of affordable transportation options
- Need for resting and charging stations along traveling routes

For many members of the community, the potential for pedestrian and bike lanes is not one of hope, but rather one of great need. In some cases, it could be the difference between life and death – as communicated to Hayes by members of the homeless community.

As Hayes talked with business owners along the Corridor, residents of the Martin Homes complex, and those he spotted during their daily commutes, it was obvious that many of their lives are made more difficult by a lack of safe transportation options. As the project went on and the same hardships were repeated of unreliable public transportation and a need for city sanctioned pathways for pedestrians, a single physical feature made its way to the forefront.

The bridge leading in and out of Dothan’s downtown along the East 84 Corridor was a cause of great concern for most of the citizens that spoke to Hayes. He witnessed a homeless couple pushing shopping carts across the bridge, a young boy on summer vacation (maybe 15 years of age) walking across the bridge and finally, an elderly woman wheeling herself up the bridge, having to drag her feet to slow her descent down the other side.

Hayes heard from many of the residents in the area that the bridge was dangerous and unsafe to walk across but that going under the bridge posed an equally risky task at night for anyone that might be walking alone. The lighting is poor underneath the bridge and is not an ideal method of traversing for vulnerable pedestrians, so many people choose instead to walk the narrow pathway between the oncoming traffic and the concrete wall of the bridge.

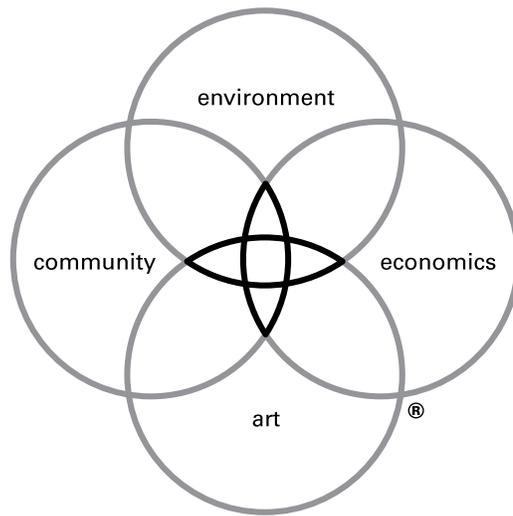
The artist walked the Corridor, including the bridge, on four occasions during different times of the day to gauge the levels of traffic. He described his experience as “quite terrifying.” Cars, trucks and even semis come as close as three feet to the pedestrian “pathway”, leaving no option to escape a distracted driver should that occasion arise. The rate at which cars travel over the bridge is sporadic, and there is never an overwhelming number of vehicles clogging the four lanes on the bridge. Even during rush hour vehicles come in short 10-30 car bursts.

Solutions?

A few suggestions/solutions did come up in the course of the residency program including: Narrowing the traffic entering and exiting the bridge, re-purposing outside lanes into walking and biking paths; adding crosswalks throughout the Corridor study area, specifically around the 84 and Museum Ave intersections and Ross Clark Circle and SE Health; adding resting stations along the Hwy to include charging options (solar?); Adding adequate lighting and reducing the speed limits.

Many features could be tested by implementing short term interventions, or tactical urbanism methods, to determine the best use of funds before major construction began.





## DW LEGACY DESIGN®

We believe that when environment, economics, art and community are combined in harmony with the dictates of the land and needs of society, magical places result — sustainable places of timeless beauty, significant value and enduring quality, places that lift the spirit.

Design Workshop is dedicated to creating Legacy projects: for our clients, for society and for the well-being of our planet.