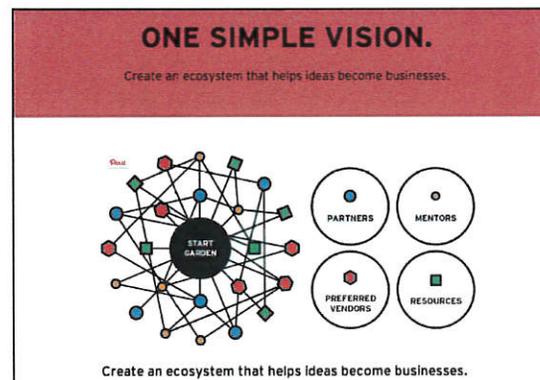


BUSINESS INCUBATOR

CARVER & JETER AREAS

Over 50% of the working US population works in small businesses. These small businesses have generated 65% of the net new jobs in the country since 1995. Of all small businesses, 52% are defined as home-based and 75% are non-employer businesses - meaning that they are sole-proprietorships (Source: US Census Bureau). While the overall job market in Opelika is strong, there is the potential for the national trend of home-based and non-employer businesses to play out in Opelika and more specifically within the Carver and Jeter neighborhoods.

Many of the obstacles that prevent these businesses from becoming a reality are preventable. These obstacles can include the lack of job-related training, the need for legal forms of identification, shortage of seed financing, or not having a viable business plan in place. A new organization should be created in Opelika to remove these obstacles. This group should include local business leaders, entrepreneurs, civic organizations and bankers who can provide essential skills, resources and investment targeted towards the incubation of new start-up businesses in these areas.



Start Garden in Grand Rapids, Michigan is a model for how a community can emerge to resource and facilitate the creation of new local businesses.



BIKESHOP

CARVER & JETER AREAS

A new Bikeshop should be created at a location along the newly created Bike-Ped Path (see recommendation #12). This new initiative will be different from a traditional bicycle shop. The new Bikeshop would be modeled after Atlanta's BeltLine Bikeshop as a non-profit organization created to help the children of the community learn accountability, responsibility, goal-setting and professionalism.

The Bikeshop gains its inventory of bicycles and equipment from donor organizations and individuals who help to get this enterprise up and running. The children of the community are able to earn free bicycles by successfully achieving a number of goals such as good grades in school, spending time working on fixing bicycles at the shop, or by engaging in community service within the community.

As children mature, they can begin taking on greater responsibilities and roles at the Bikeshop, thereby learning vital lessons on running a viable local business.



The Atlanta BeltLine Bikeshop is a model for engaging in the lives of children.



BIKE-PEDESTRIAN PATH

CARVER, JETER & DOWNTOWN AREAS

A new bike-pedestrian path should be installed from Pepperell Village to Fox Run Parkway. The path would be a northern connecting route that would connect Pepperell Village, the Carver community, downtown, the Jeter community and Opelika High School/Southern Union.

In certain portions of the current roadway, there are 2 travel lanes with enough right-of-way to accommodate for the new path along side the travel lanes. Other portions of the current alignment contain 2 travel lanes with a 3rd middle turning lane. In these sections, the traffic volumes are low enough to accommodate the loss of the middle turn lane without negatively impacting vehicular travel. This city-wide bike-pedestrian path would be integrated into the proposed redevelopment of the Jeter area Housing Authority redevelopment (see recommendations #16).

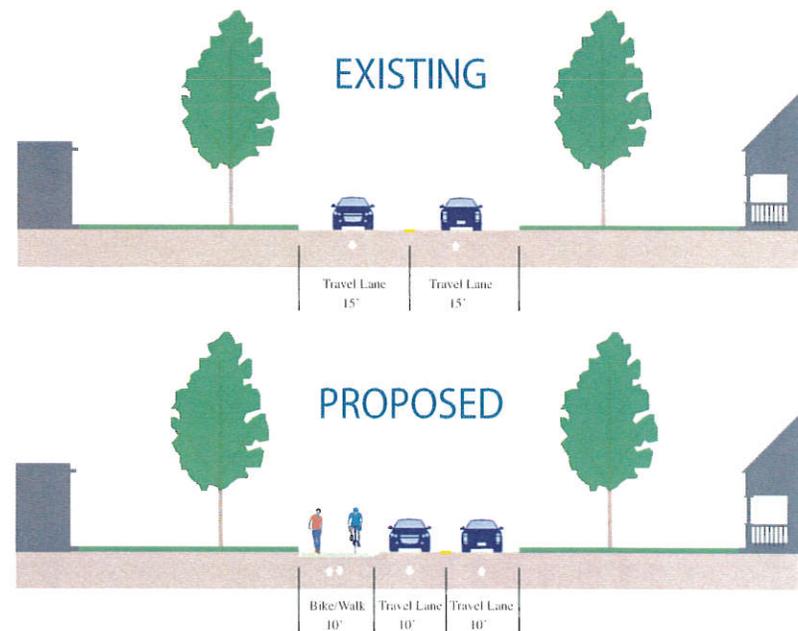
Study Area Reference Map



Many cities are doing more to safely accommodate for non-automobile forms of transportation such as bicycling and walking in response to the growing number of people who desire to use such alternative modes of travel.

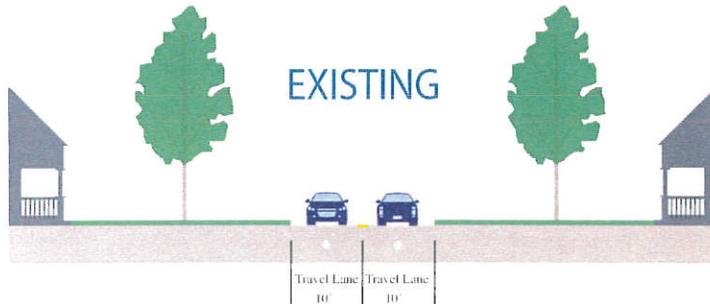


PEPPERELL VILLAGE TO 19TH PL

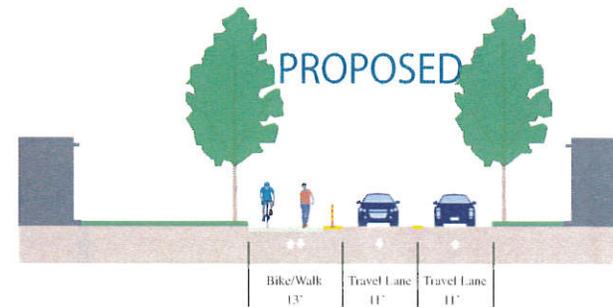
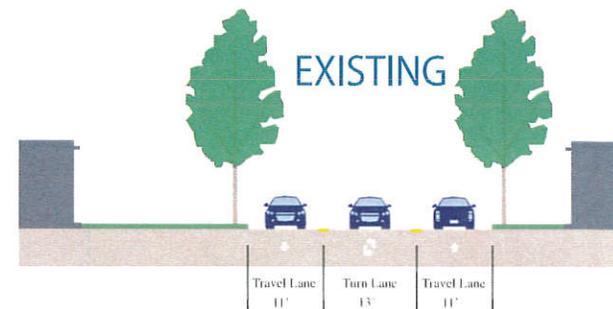


1ST AVENUE BIKE-PED PATH

19TH PL TO SIMMONS ST

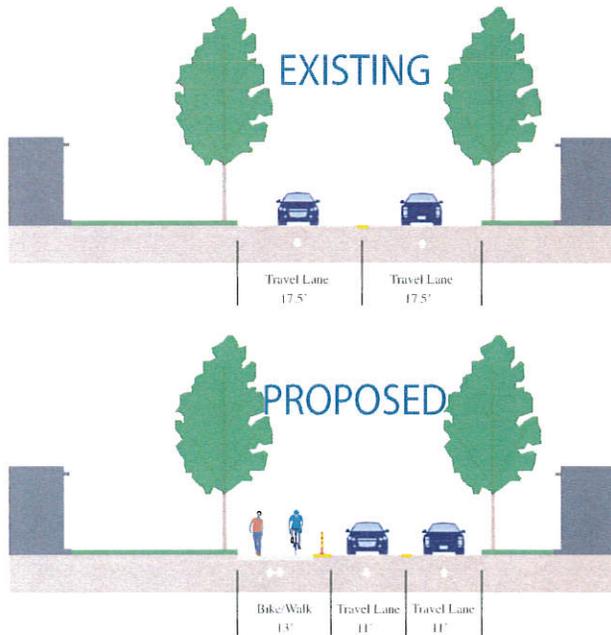


SIMMONS ST TO 11TH ST



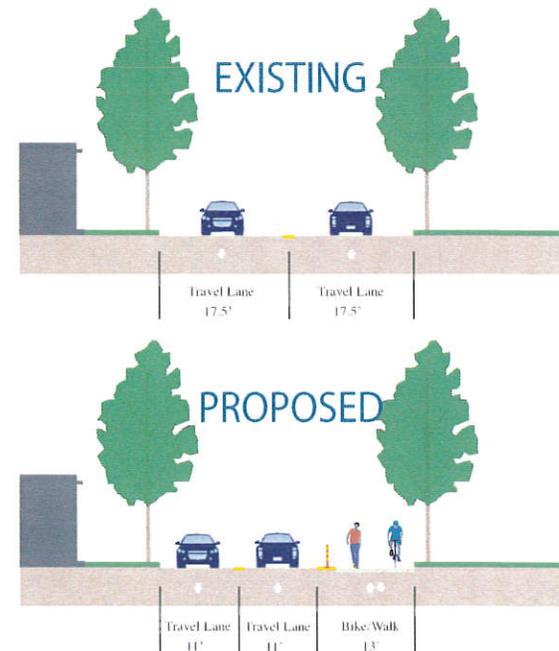
1ST AVENUE BIKE-PED PATH

11TH ST TO 8TH ST



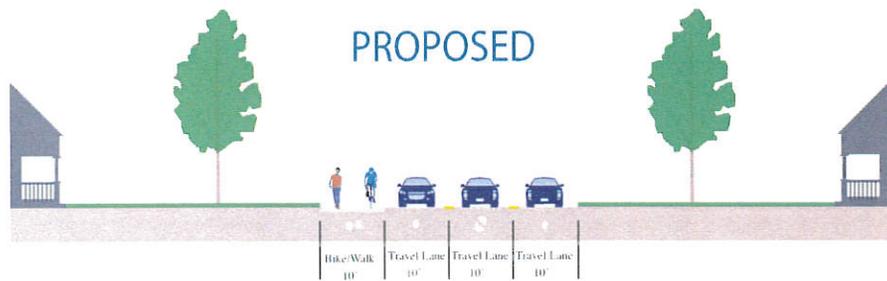
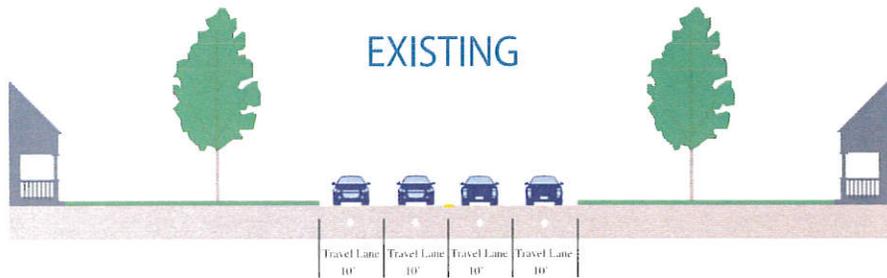
1ST AVENUE BIKE-PED PATH

8TH ST TO SAMFORD AVE

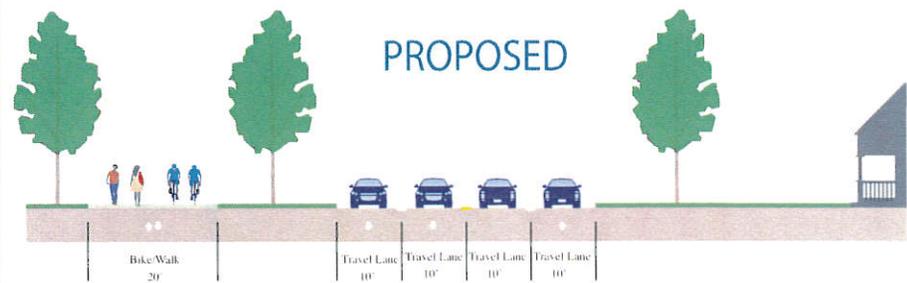
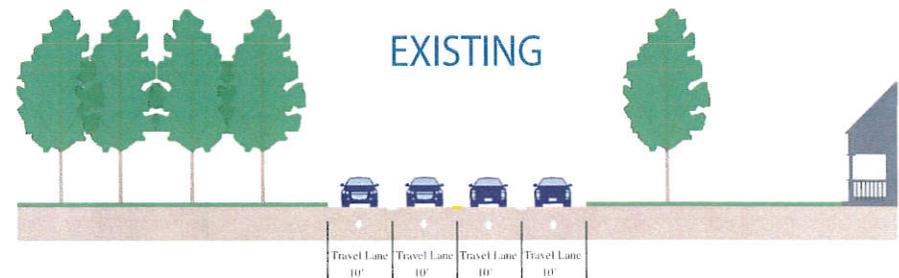


S. RAILROAD AVENUE BIKE-PED PATH

S. RAILROAD AVE TO SAMFORD CT



SAMFORD CT TO FOX RUN PKWY



SAMFORD AVENUE BIKE-PED PATH



MLK & MAGNOLIA COMMERCIAL NODE

CARVER AREA

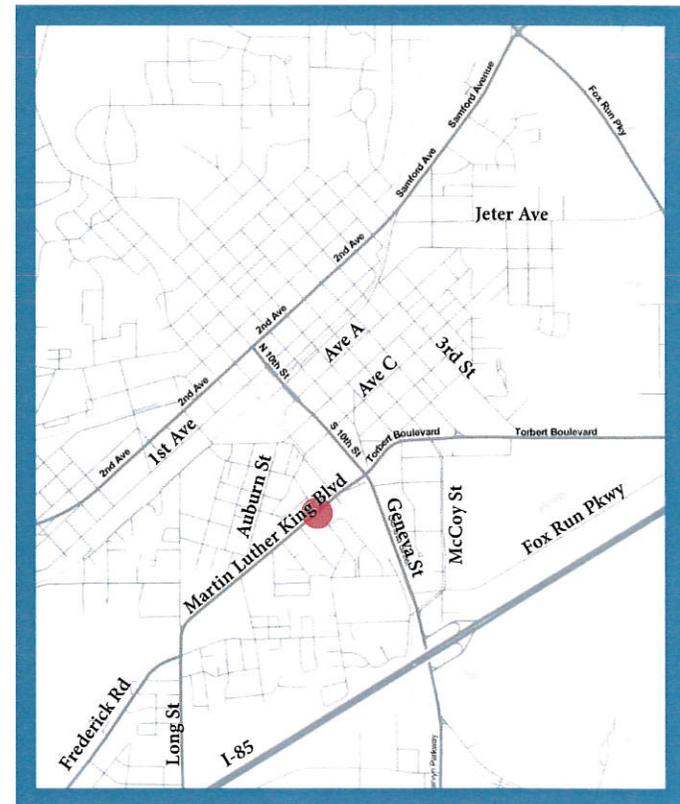
The MLK and Magnolia intersection in the Carver community should be revived as a vibrant neighborhood commercial district as it once was. At the heart of this node will be the renovated VFW/East Street High School building which would house a community job incubator program for facilitating investment in local start-up businesses (see recommendation #10).

A landscaped mini traffic circle can be integrated into the MLK and Magnolia intersection as a gateway feature.

Properties surrounding the intersection can be transitioned to retail or office space for growing businesses while fronting the streets and keeping the parking behind the buildings.

Investigate the possibility of bringing back a 'Darden's Drug Store' as an old fashioned community pharmacy to serve as a community center, a meeting place for the community after church, and place to have ice cream with family.

Study Area Reference Map





MLK & MAGNOLIA: EXISTING



A revitalized neighborhood commercial node at the Martin Luther King Boulevard and Magnolia Street intersection would bring vitality and vibrancy back to this historic neighborhood node.



MLK & MAGNOLIA: PROPOSED





MAGAZINE AVE REDEVELOPMENT

CARVER AREA

The existing Lee County maintenance operation on Magazine Avenue should be targeted as a catalyst redevelopment on the northern edge of the Carver community. The city should look at land swap options to aid in moving this maintenance facility away from this predominantly residential area.

This site should preserve historic structures for residential or commercial re-use while adding new townhomes, single family homes, and multifamily construction on the rest of the site. Redevelopment should be sure to focus on both sides of Magazine Avenue and could integrate a mini traffic circle at Magazine Avenue and Auburn Street. This location could solidify the connection between the Carver neighborhood and the downtown, while further providing a much needed infusion of investment into the community.

The current urban farm should be integrated into the redevelopment for added green space and food access for the neighboring community.

Study Area Reference Map



MAGAZINE AVE: EXISTING



MAGAZINE AVE: PROPOSED



The existing Lee County maintenance operation on Magazine Ave should be targeted as a catalyst redevelopment for new residential and mixed use development.

