



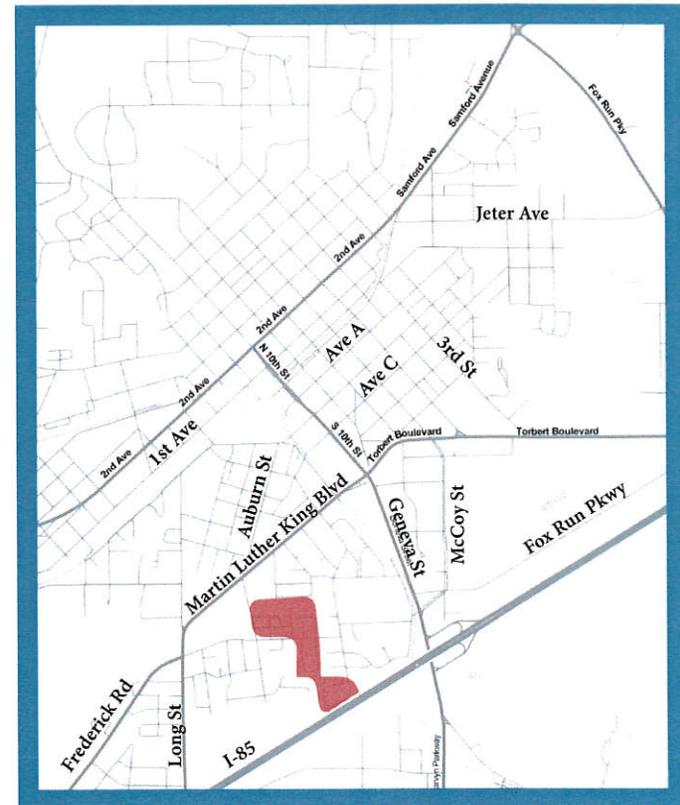
HOUSING AUTHORITY REDEVELOPMENT

CARVER AREA

A Housing Authority redevelopment in the Carver community would provide new residential units with a focus on providing a mix of housing types including apartments, townhomes and single-family houses. The vision for this new redevelopment is to enable a wider range of housing options as a way of promoting a higher degree of economic mobility and diversity for residents. This new format of development would aspire to provide a better integration of housing styles and patterns so as to be more cohesive with the surrounding portions of the community. The total number of units would be slightly greater than the current number of units and would be built in phases so that existing residents could remain at the property during construction.

As part of this new redevelopment, new sidewalks, community parks and open spaces would be integrated so that all residents have close and proximate access to safe recreational opportunities. This Housing Authority redevelopment should incorporate the adjacent mobile home park located W.E. Morton and Hurst Street.

Study Area Reference Map



HOUSING AUTHORITY: EXISTING



The new Carver area Housing Authority redevelopment would provide a newer and more diverse inventory of affordable housing options.



HOUSING AUTHORITY: PROPOSED







HOUSING AUTHORITY REDEVELOPMENT

JETER AREA

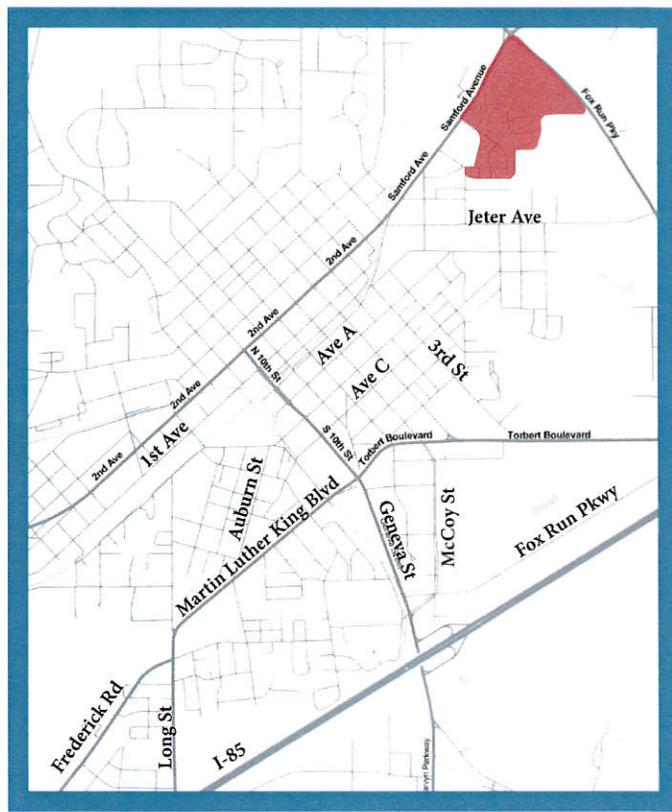
This Jeter area Housing Authority redevelopment would include a variety of housing options including apartments, townhomes and single family homes in the Clifford St, Samford Run and Samford Ct area.

This new development would be designed to appear more like a traditional neighborhood than a housing “project” and would include ample parks and open space amenities. The Samford Avenue bike/walk trail would additionally be integrated into the redevelopment to provide a strong mobility opportunity to Opelika High School, Southern Union and downtown.

In partnership with Greater Peace Baptist Church Community Development Corporation, a larger number and a greater diversity of new units would be built than currently exist on the site.

The area would also expand by including the undeveloped land at Fox Run Parkway for more housing as well as a new commercial development opportunity that would be anchored by a neighborhood-serving local grocer.

Study Area Reference Map



The Jeter area Housing Authority redevelopment would provide newer and a more diverse housing stock, as well as a close and accessible neighborhood grocer.



HOUSING AUTHORITY AREA: EXISTING



HOUSING AUTHORITY AREA: PROPOSED







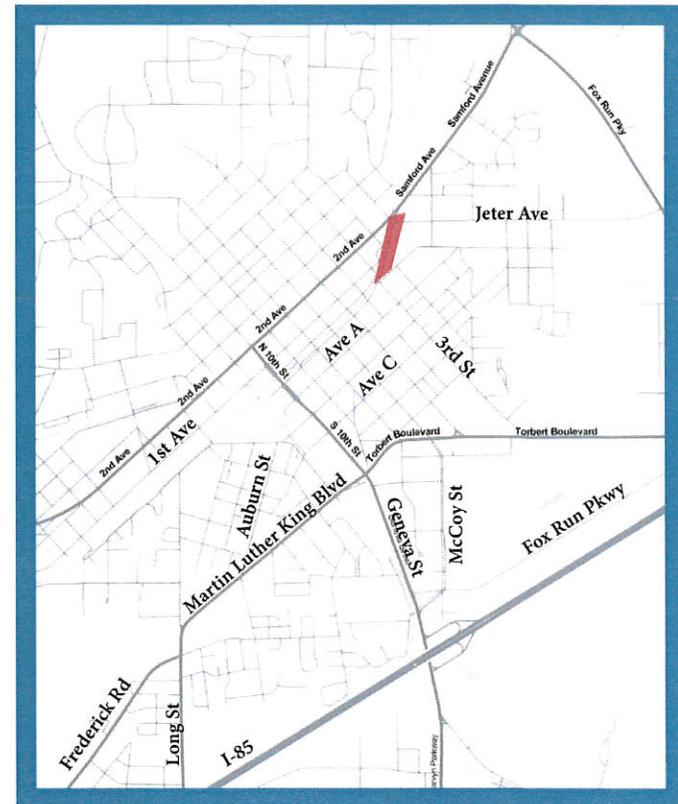
SOUTH RAILROAD REDEVELOPMENT

JETER AREA

The area of South Railroad Avenue at the Jeter Avenue intersection should redevelop to accommodate new townhome residential opportunities along the corridor to take advantage of the proposed 1st Avenue/South Railroad Avenue/Samford Avenue bike and walking trail system. This redevelopment would also integrate a neighborhood commercial node at the corner of South Railroad Avenue and Jeter Avenue to provide an opportunity for local businesses within the community.

South Railroad Avenue is a slow and wide street- perfect for biking and walking. This intersection would provide a major gateway to and from the new bike-pedestrian path and the Jeter community. It could also provide the ideal location for the new Opelika bikeshop concept (see recommendation #11).

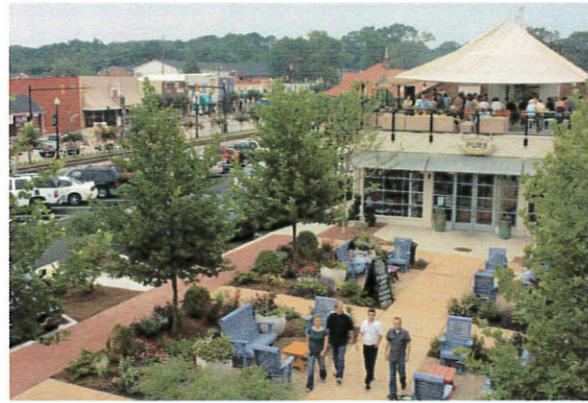
Study Area Reference Map



SOUTH RAILROAD: EXISTING



SOUTH RAILROAD: PROPOSED



South Railroad Avenue at the Jeter Avenue intersection provides an opportunity for a mixed use redevelopment oriented towards the newly created bike-pedestrian path system





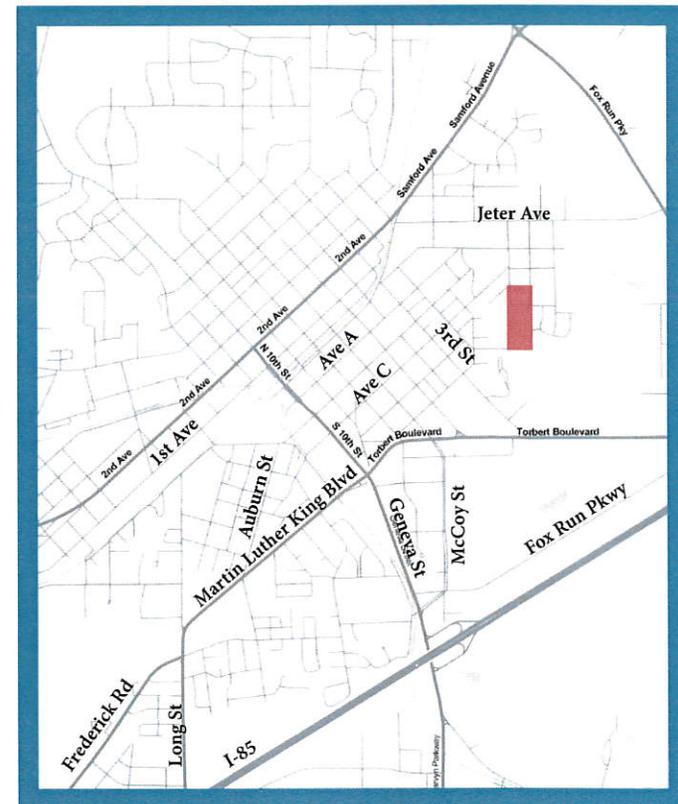
URBAN AGRICULTURE

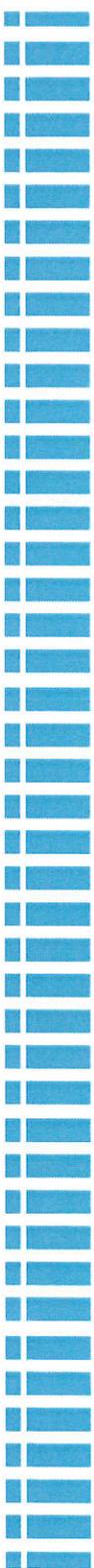
JETER AREA

A working urban farm should be created in the Jeter area of the community, located in the area surrounding Maple Avenue and the adjacent Housing Authority property. A non-profit organization should be created with the goal of generating local jobs, creating opportunities for quality local food production, and to educate the community on food, diet and environmental sustainability.

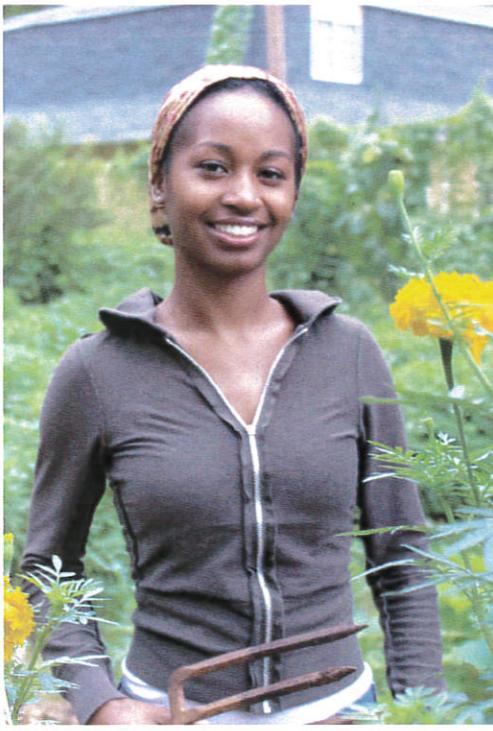
This farm should further forge relationships with local grocers and restaurants as a local option for providing healthy, fresh produce at affordable costs. Additionally, the farm should establish strong relationships and partnerships with local school systems to become a destination for teaching area students about naturally grown fruits and vegetables and environmentally-friendly agricultural practices.

Study Area Reference Map





CHAPTER 2 BIG IDEAS



Other cities are demonstrating how a urban farms can provide tremendous opportunities for local job creation, improved access to healthy foods and environmental sustainability.

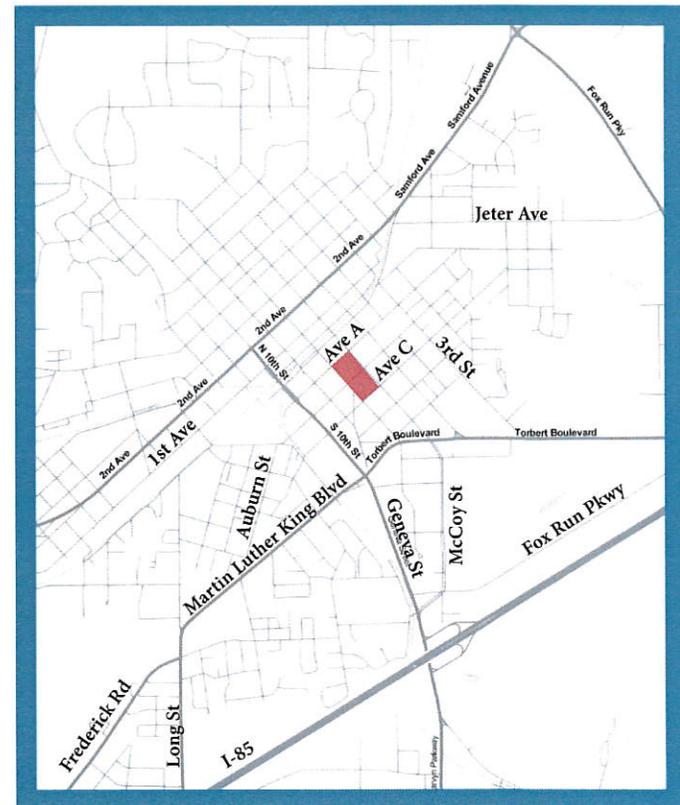


AVE A & 6TH ST JETER & DOWNTOWN AREAS

New townhomes can provide additional downtown dwelling opportunities along South Railroad Avenue and the proposed bike/walk path. Avenue A, in between 7th Street and 6th Street, should add new structures for civic uses that continue the appearance of the current historic home that houses the chamber of commerce on the block. These structures can either be newly built or could include local historic homes from other neighborhoods that are moved to this site. These would be ideal locations for future city government expansion needs.

The municipal library at 6th Street, Avenue B and Avenue C should utilize existing unused area to provide a new outdoor amenity for the youth such as an outdoor reading room. This gateway could help provide a more walkable solution for families in the Jeter and Carver communities and would further invite visitors to the library. This intersection should integrate a mini traffic circle to better manage local traffic as well as providing a much improved gateway to downtown and to the Jeter community.

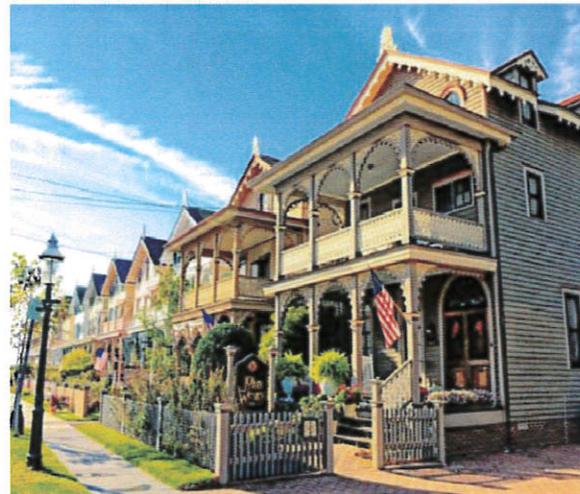
Study Area Reference Map



AVE A & 6TH: EXISTING



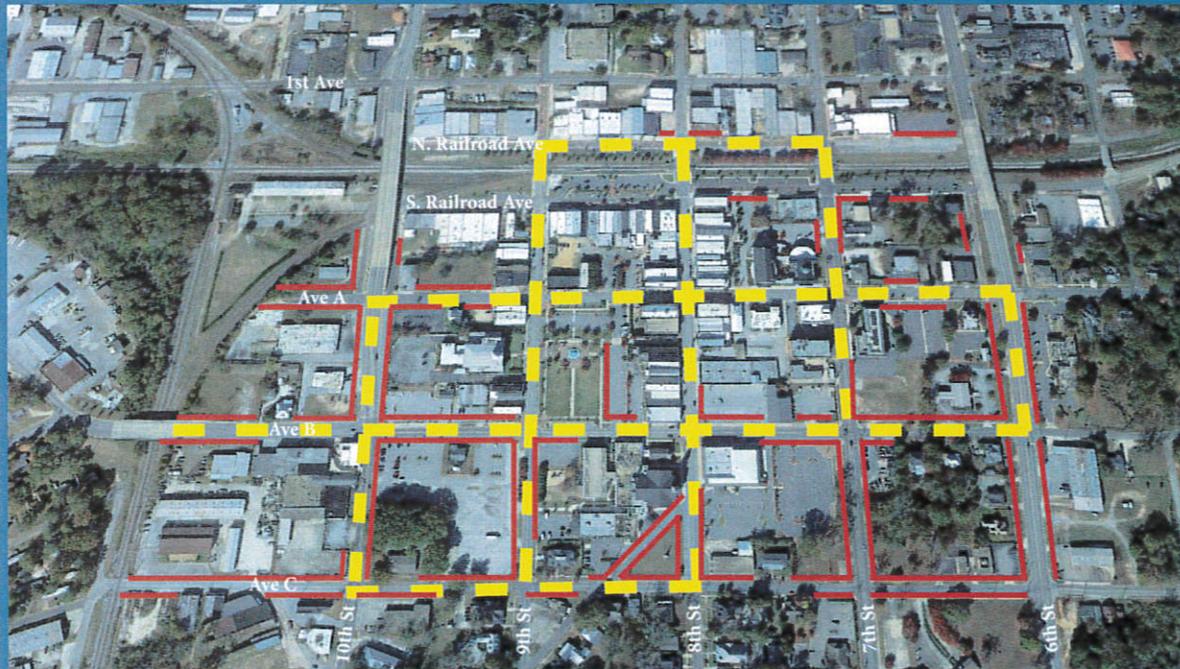
AVE A & 6TH: PROPOSED



The transformation of 6th Street and Avenue A are essential to ensuring a strong linkage between the Jeter community and downtown, and to provide a more inviting gateway into this part of the Opelika.



DOWNTOWN WALKABILITY ASSESSMENT



PRIMARY DESTINATIONS

INACTIVE STREETFRONTS

Centrally located between the Carver and Jeter neighborhoods, downtown Opelika serves as a vital social and economic link for these communities. Several streets within the downtown lack a vibrant character necessary to ensure a comfortable and enjoyable atmosphere for walking. The lifeblood of any downtown is walkable streets and as such it is imperative to improve the pedestrian experience on the primary routes of the downtown. The following recommendations focus on filling in the "gaps" in the downtown street edges with new urban townhomes, targeted commercial and civic uses, strategic parking lot locations and streetscape/traffic circle infrastructure in key locations.



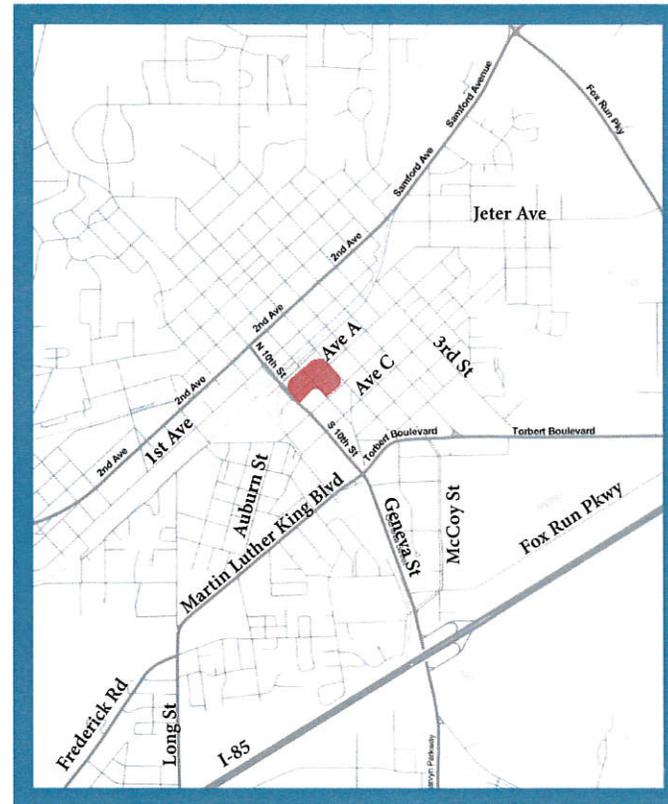
AVE A & 9TH ST DOWNTOWN AREA

Every great downtown has a great public square. Downtown Opelika's square is seemingly caught between a state of park and parking lot. This divisive nature prevents the square from being an irresistible public space and a focal point for Opelika. The downtown square should be expanded by re-allocating the existing parking spaces to adjacent properties to allow the square to fill out its natural boundaries all the way to Avenue A.

To further activate the square and to provide a beautiful urban edge on the northeastern side, new urban townhomes should be built. By drastically improving these "dead" portions of the square, this part of the downtown would become more vibrant, more engaged and more aesthetically appealing. The added residential density would also provide a downtown "customer" at times of the day and week that are sorely needed.

The area underneath the 10th street bridge is also an opportunity for public art and a sheltered play area. Local artists should be engaged to paint this area into a vibrant new urban mural.

Study Area Reference Map



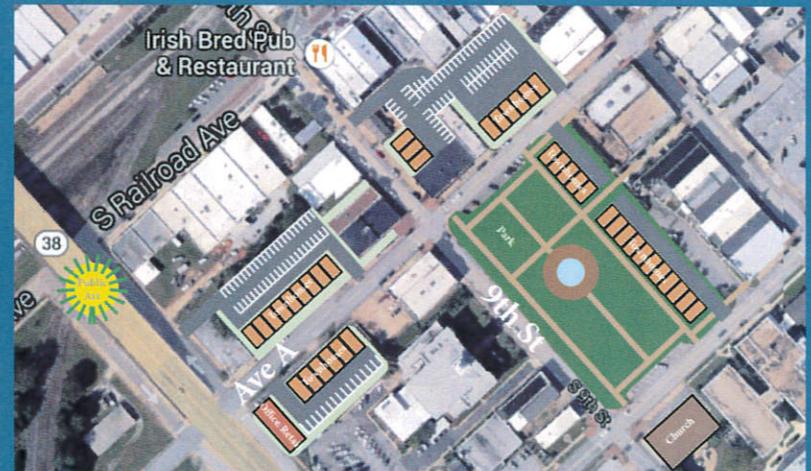


The area around the downtown square must evolve into a beautiful "postcard" opportunity through the expanded greenspace and new townhomes. The area under the 10th Street bridge is an ideal canvas for local artists.

AVE A & 9TH: EXISTING



AVE A & 9TH: PROPOSED







AVE B & 10TH ST DOWNTOWN AREA

A mini traffic circle at the 10th Street and Avenue B intersection will form an attractive gateway into the downtown and simplify the current intersection alignment. This will also provide a safer crossing for customers of Overall Company and the surrounding businesses.

The large block bound by 10th Street, Avenue B, 9th Street and Avenue C Street should accommodate future church growth in a form that strengthens the urban fabric of the downtown. As the church grows on this property in the future it should provide an active urban edge on all sides of the block with the parking lot located at the center of the block. Townhomes can line the southern portion of the block to provide a comfortable transition to the historic homes on Avenue C while also increasing the number of residents in the downtown district.

Limited commercial, office or retail development is needed to provide for an improved visual experience along 10th Street and Avenue B. By directly engaging the street, there will be an increased sense of activity for this area.

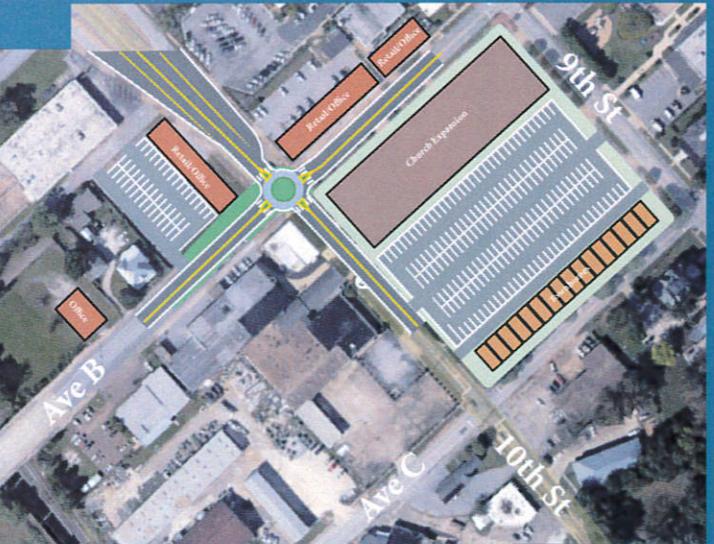
Study Area Reference Map



Ave B & 10th: EXISTING



Ave B & 10th: PROPOSED



These examples of new development demonstrates how both a church facility and a national retailer can fit perfectly into an urban context.





AVE B & 8TH ST

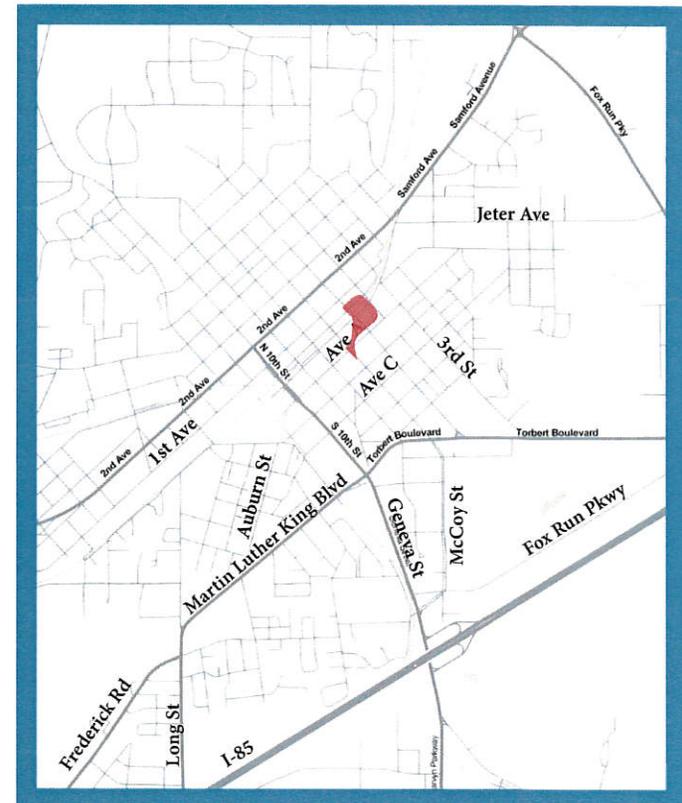
DOWNTOWN AREA

Between Avenue C and 8th Street, and adjacent to First Baptist, this portion of Geneva Street should be treated to have the appearance of a road that is inviting to both cars and pedestrians. This will enable this entire area to be more aesthetically appealing and to also be more inviting and comfortable to pedestrians.

The small triangle to the south bound by Avenue C, 9th Street and Geneva Street should be converted to an eatery providing an outdoor dining plaza amenity in this charming historic neighborhood on the edge of the downtown.

The portion of the block bound by Avenue B, 8th Street and 9th Street should be assembled and redeveloped to accommodate new townhomes within the downtown. This will increase the number of residences in the downtown and utilize a space that is currently a parking lot that is only used during church services/activities.

Study Area Reference Map



AVE B & 8TH: EXISTING



AVE B & 8TH: PROPOSED



Examples of streets paved to be welcoming of pedestrians, a corner cafe in a park and urban townhomes with engaging facades and sidewalk-fronting stoops.



ZONING REVISIONS

CARVER, JETER & DOWNTOWN AREAS

The following zoning ordinance changes should be pursued to aid in the implementation of the recommendations of this plan:

- Rezone the larger downtown area from C-2 to the C-1 Downtown Commercial District.
- Section 7.7. Allow townhome development to occur in the C-1 portions of the downtown. The current provisions restrict residential uses on the ground floor and also prohibit development that is entirely residential. An exception should be made for the case of townhomes within the downtown.
- For single-family areas of Carver and Jeter not included in the proposed Historic Districts (see recommendation #6), new single-family design standards are needed to prevent the disinvestment in the community and to protect the investments made in quality housing products. These standards should include the following:
 - + All facades of a residence should reflect a unified architectural treatment. Façades should use a combination of architectural details, materials, window and door patterns and other design features to form a cohesive and visually interesting design.
 - + The facade of a residence should utilize architectural details, ornamental doors, porch, shutters, a primary entrance emphasized through the use of a gable or stoop, and arches, columns, or cornices.
 - + For side and rear facades, the design treatment should be consistent with that of the primary façade with regard to architectural style, materials, finish, color and detail.

- + Windows should create a consistent and cohesive fenestration pattern for the entire house, with a minimum fenestration requirement of 40% for the entire primary entrance facade.
 - + Shutters and canvas awnings sized to match the corresponding window openings.
 - + Shutters and awnings the shapes, materials, proportions, design, and color of which are in character with the style of the residence.
 - + Fire stairs/egress designed as unobtrusive as possible by matching the primary structure with regard to materials, design and color of the structure. Where feasible, they should not be visible from the street.
 - + Gutters, downspouts, utility boxes, meters, etc. located as visually unobtrusively as possible. Where feasible, they should not be visible from the street.
 - + Garage doors should not face nor be visible from the street facing a house's primary facade.
- Section 8.13. Update the Townhouse Development Standards to include the same elements delineated in the above single-family design standards recommendations.
 - Utilize the Planned Residential Development district to implement the following redevelopment recommendations:
 - + Recommendation #14. Magazine Avenue Redevelopment.
 - + Recommendation #15. Housing Authority Redevelopment, Carver.
 - + Recommendation #16. Housing Authority Redevelopment, Jeter.
 - + Recommendation #17. South Railroad Avenue Redevelopment.



TAX INCREMENT FINANCING

CARVER, JETER & DOWNTOWN AREAS

To help with the implementation of some of the more complex redevelopment recommendations of this master plan, a new tax increment financing district should be created. Tax increment financing districts utilize the increased tax valuation of a certain area to finance debt issued to pay for targeted improvements or projects within that district. The intent of these districts is to focus a source of funding towards improvements in blighted or distressed areas of a community. These improvements are typically larger expenditures that might not take place otherwise.

In order for these special tax districts to work properly, there must be a larger “catchment” area included in the district which will generate the necessary tax increments needed to pay for the project improvements. This is also why these districts depend upon the inclusion of commercial properties, as they are typically higher tax generators. The City of Opelika should work to delineate the exact boundary of the proposed district so that it can properly fund a number of the recommendations of this plan.

Study Area Reference Map

