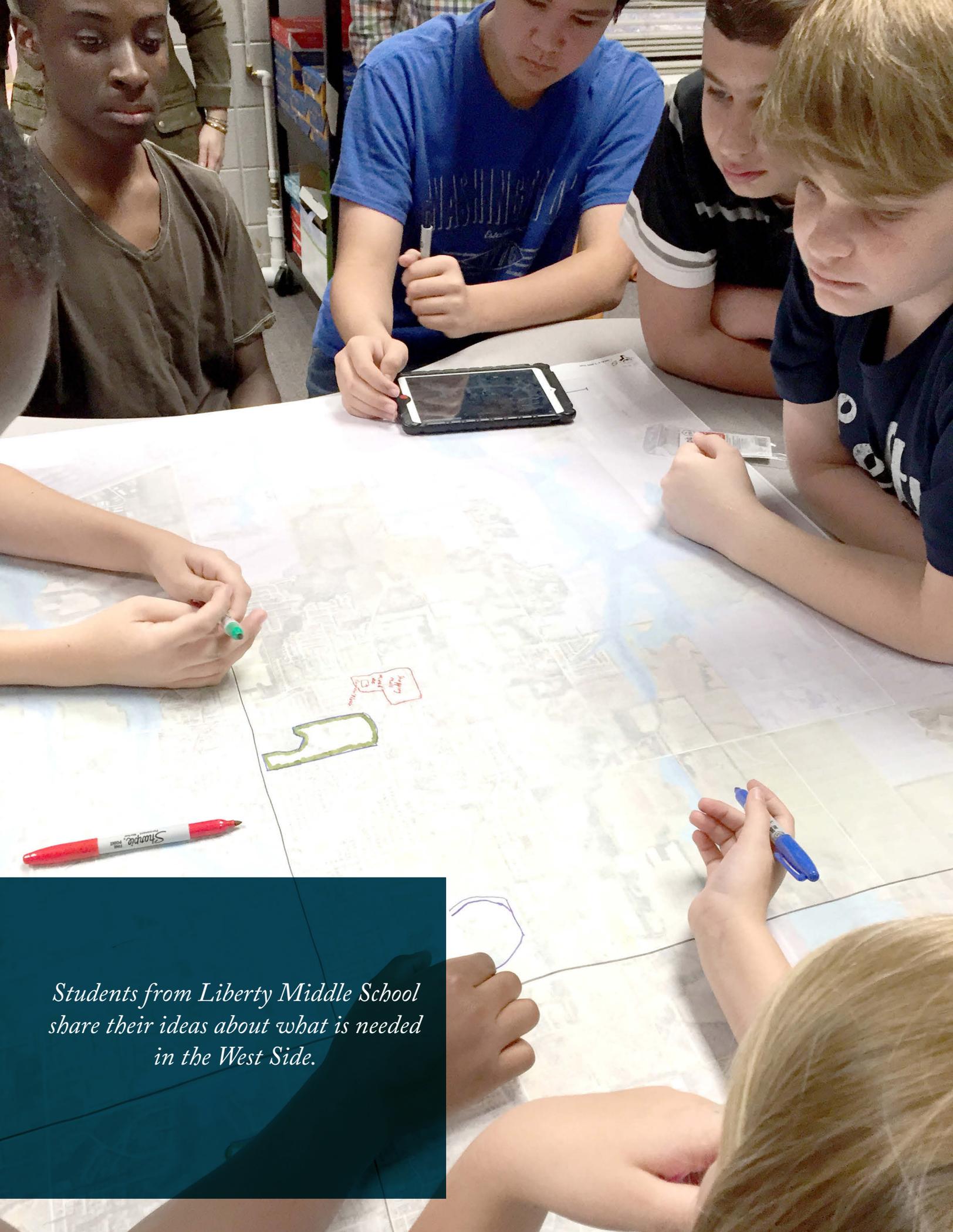




# west side master plan

## WEST SIDE MASTER PLAN Madison, AL

Adopted September 13, 2016



*Students from Liberty Middle School share their ideas about what is needed in the West Side.*



## MASTER PLAN CONTENT

### II. PURPOSE

### III. APPROACH

### IV. EXISTING CONDITIONS & CURRENT DIRECTIONS

### V. IMPACT OF GROWTH ON CITY FINANCES

### VI. OPPORTUNITIES

### VII. THE VISION

### VIII. IMPLEMENTING THE PLAN

### ACKNOWLEDGEMENTS

## I. Executive Summary

The West Side is one of the hottest growth areas for the City of Madison. Although growth presents challenges, it also brings opportunities—opportunities that can help the City thrive. Instead of waiting to let growth dictate direction, use, and character, Madison has chosen to seize this opportunity to make growth work for it to strengthen the economic, social and environmental fabric of the City.

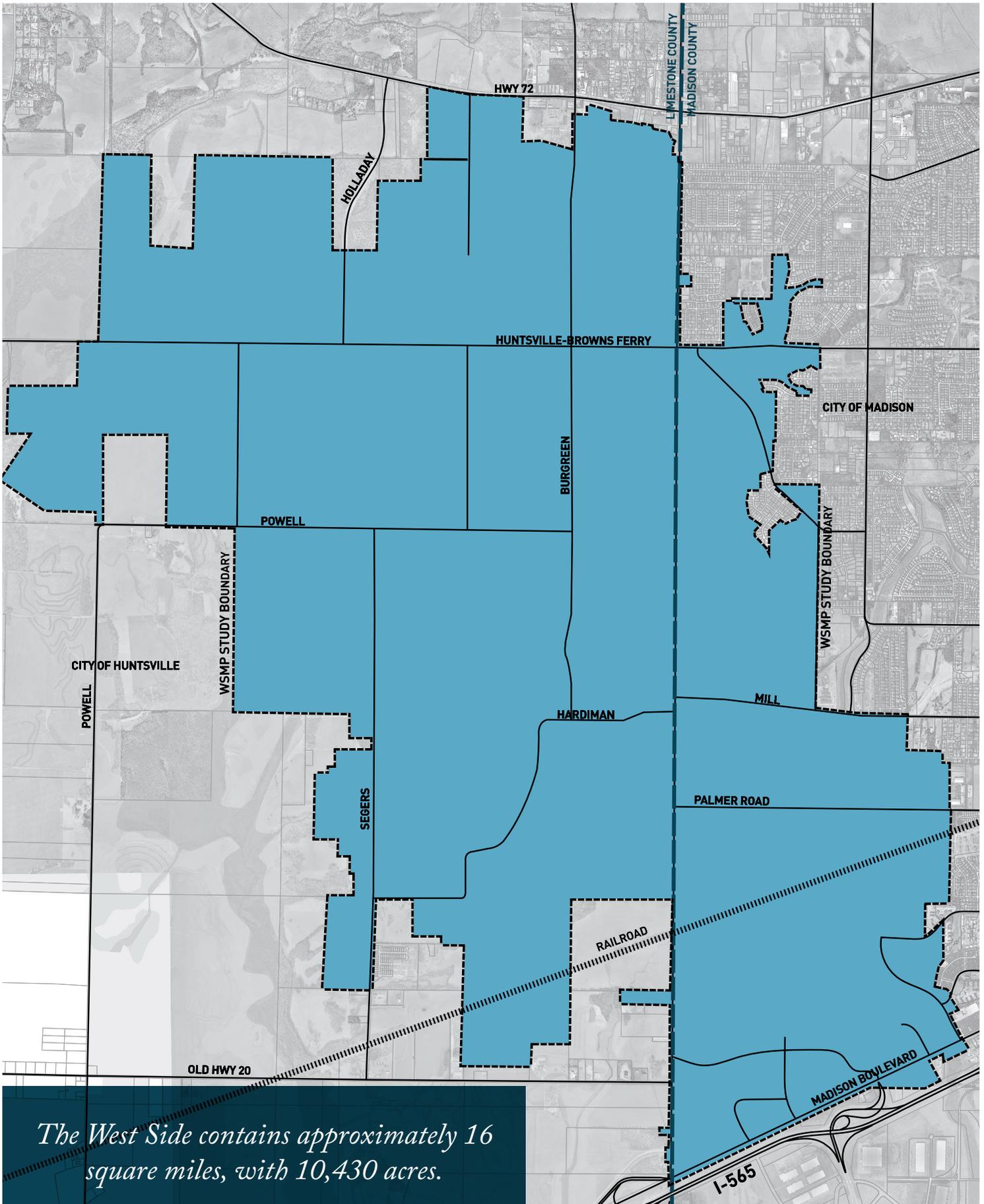
To date, most of the growth in the West Side has occurred with no detailed guide of where it should be, how it should serve the community, what amenities are needed, how it fits within the overall context of the City, or information as to its economic impact. The West Side contains approximately 16 square miles or 10,430 acres. In the first half of 2016, the West Side contained 2,734 lots in approved or constructed subdivisions totaling 2,196 acres of land, with another 145 lots in pending rezoning requests. That is about 20% of the total area of the West Side including unbuildable areas such as floodways and water bodies.

The plan consists of eight parts as detailed in the content list to the left. Parts II through V provide important background information on current conditions and trends. Parts VI and VII establish the vision for the West Side. Part VIII explains how this vision will be implemented.

The West Side Master Plan is the result of the hard work of many individuals, staff, and boards, many of whom are listed in the acknowledgment section of the plan. An important part of the planning process was the review of numerous plans and policies impacting the West Side including zoning and subdivision ordinances and similar policies to assess their impacts and implications in the study area. The process also included interviewing numerous stakeholders, working with a dedicated steering committee, visioning sessions and workshops for the public, close coordination with staff, and regular updates to the Planning Commission and City Council.

The West Side Master Plan includes a detailed implementation element that will help the City, its citizens, service providers, community leaders and developers understand how to go from vision to reality. The plan serves as a blueprint for future growth and decision making and should be integrated into capital plans and staff recommendations regarding land use, infrastructure, and parks and open space. Integrating the plan into everyday City actions and activities will be key to successful implementation. By implementing the West Side Master Plan, Madison can ensure that growth is a catalyst, and a means to a promising future.





*The West Side contains approximately 16 square miles, with 10,430 acres.*



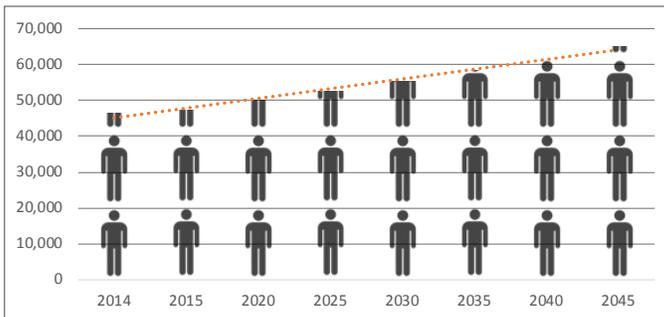
## II. Purpose

### WHY DO WE NEED A MASTER PLAN FOR THE WEST SIDE?

The West Side Master Plan will serve as a blueprint for future growth and decision making. While much of the area remains zoned for agriculture, the West Side is one of the hottest growth areas for Madison with recent rezonings heralding the push for change.

Madison is growing. Between 2000 and 2010, the US Census reports that the City's population grew by nearly 45% from 29,644 to 42,938. That is an average growth rate of 4.5% per year. In July 2014, the US Census estimated Madison's population to be 46,450. This is an 8% increase since 2010; a significantly smaller increase than in the past decade. But much of the decrease in the growth rate, if not all, was due to the economic recession. Recent activity indicates that interest in Madison is still very strong and that the City will continue to grow more quickly than the area around it. In fact, a great number of rooftops are under construction or currently in the planning stages. By the time this plan is completed many more could be in the pipeline and will continue to shape the West Side in an unorganized and random fashion.

PROJECTED POPULATION GROWTH



Source: US Census, Orion Planning + Design



# By mid-2016, 4,103 lots had been approved or constructed in the West Side totalling 2,196 acres



The highest potential for substantial growth in Madison is in the West Side. The West Side contains just over 16 square miles, or 10,430 acres. In the first half of 2016, the West Side contained 2,734 lots in approved or constructed subdivisions totaling 2,196 acres of land, with another 145 lots in pending rezoning requests. That is about 20% of the total area of the West Side including unbuildable areas such as floodways and water bodies. All of these approved subdivisions are exclusively for single-family detached residential construction with an average lot size of 14,000 square feet. So much growth in what has historically been an agricultural area puts a strain on adjacent and nearby roads, utilities, police and fire service, and, as people with children move in, schools. If the remaining portions of undeveloped land continue to build with this same pattern, the consequences for Madison could be grim.

In meetings with Stakeholders and citizens, concern was raised about growth patterns and the lack of identity within the West Side. There was a perception among some developers and builders that the City neither wants nor will approve development patterns different than what has been occurring. In other words, more single-family detached residential on 12,000+ square foot lots is expected with little or no opportunity for mixed-use, multi-family, mixed residential or industrial development and commercial strip development along HWY 72 and County Line Road. This opinion held in spite of the fact the City enthusiastically approved The Village at Oakland Springs in 2014, a traditional neighborhood center development, which is now under construction. Still, others felt that the naming of development, such as The Village at Oakland Springs, exacerbates the identity problem since it makes these developments sound independent and disassociates them from the City.

To date, most of the growth in the West Side has occurred with no detailed guide of where it should be, how it should serve the community, what amenities are needed, how it fits within the overall context of the City, or information as to its economic impact. That is not to say that the West Side has been unplanned. It was defined as an area and included within the 2010 Growth Plan adopted by Madison, but that plan provided only a rough concept of growth and it is now out of date. The West Side Master Plan provides the detail needed for the City and developers to make informed decisions about future growth.







## III. Approach

### OUR APPROACH TO THE PLAN

The West Side Master Plan is the result of the hard work of many individuals, staff, and boards. The project began in August of 2015 when the City hired Orion Planning + Design (OPD) to assist them with the plan. During their first team trip to Madison, OPD toured the West Side with staff, and conducted a series of meetings held over several days with an appointed steering committee, staff members, and stakeholders. The purpose of that trip was to learn about the West Side and hear from residents, leaders, staff and stakeholders about their hopes, dreams, concerns and issues related to growth. Between the steering committee, staff and stakeholders and interviews with people regarding adjacent land use issues in Trip 1 and throughout the planning process, we heard from representatives of:

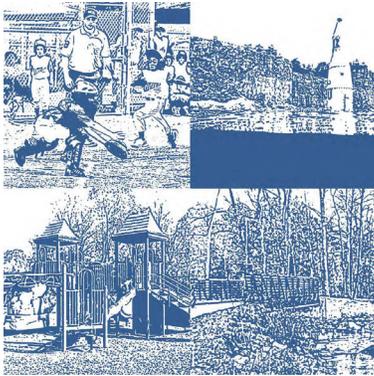
- Local businesses
- Land developers
- Homebuilders
- Industry
- Realtors
- Utilities (all)
- Madison City Schools and Board of Education
- Students at Liberty Middle School
- Police and Fire
- City Council
- Planning Commission
- Board of Adjustment
- Parks and Recreation
- Engineering





- Public Works
- Planning and Economic Development
- Building Inspections
- Residents
- The City of Huntsville
- Huntsville International Airport
- Land Trust of North Alabama

### Parks and Recreation



### Master Plan 2014-2025

City of *Madison*  
ALABAMA

Following the first trip and continuing throughout the project, the OPD team reviewed numerous plans and policies impacting the West Side. These included the 2010 Madison Growth Plan, the 2014-2025 Master Parks and Recreation Master Plan, the 2035 Major Street Plan for Madison, the 2014-15 Comprehensive Annual Financial Report, and numerous studies, data and documents from city staff. The team also reviewed Huntsville plans and studies including the 2011 Master Plan for Western Annexed Land, the 2014 Market Assessment by Market + Main, the Fiscal & Economic Impact Analysis of Future Supportable Development at Newly Annexed Parcels in Limestone County 2011 by Robert Charles Lesser & Co., and the 2015 Market Survey by Graham & Co. The team also reviewed zoning and subdivision ordinances and similar policies for impacts and implications in the study area. Finally, the team also consulted and used data from the US Census Bureau and Claritas/Nielson reports.

The second team trip to Madison, which occurred in October 2015, was for a different purpose. Over a period of three days, the consul-



tant team led a series of visioning workshops within the community and with middle school students to help them articulate their vision for the area, and to begin to map potential uses, facilities and services. It was during this set of meetings when the issue of the cost of growth surfaced as a critical factor in the future of the West Side. OPD recommended that the City commission a study to provide real estimates of cost associated with different types of land use, and that the draft Master Plan wait until that study was complete.

In January of 2016, the City contracted with TischlerBise to complete a Cost of Land Use Fiscal Analysis Report. The draft study was completed in early April and presented to the staff and steering committee. The results of that study are reflected in the West Side Master Plan.

The third team trip by OPD to Madison occurred in July 2016 to present the draft plan to the steering committee, stakeholders and public. Based upon input received, the plan will be revised and submitted for formal consideration in September.

Throughout the planning effort, OPD's project leader made many trips to the City to assist with steering committee meetings, to meet with staff and stakeholders, and to be available for Planning Commission and City Council meetings. OPD also maintained a website for public access to key project deliverables, and to inform the public on important meeting dates.



CERTIFIED PLAT WILL BE REQUIRED PRIOR TO RECORDING THIS PLAT.  
 ANY CONSTRUCTION BEYOND 51 LOTS WILL REQUIRE A 2ND ACCESS.

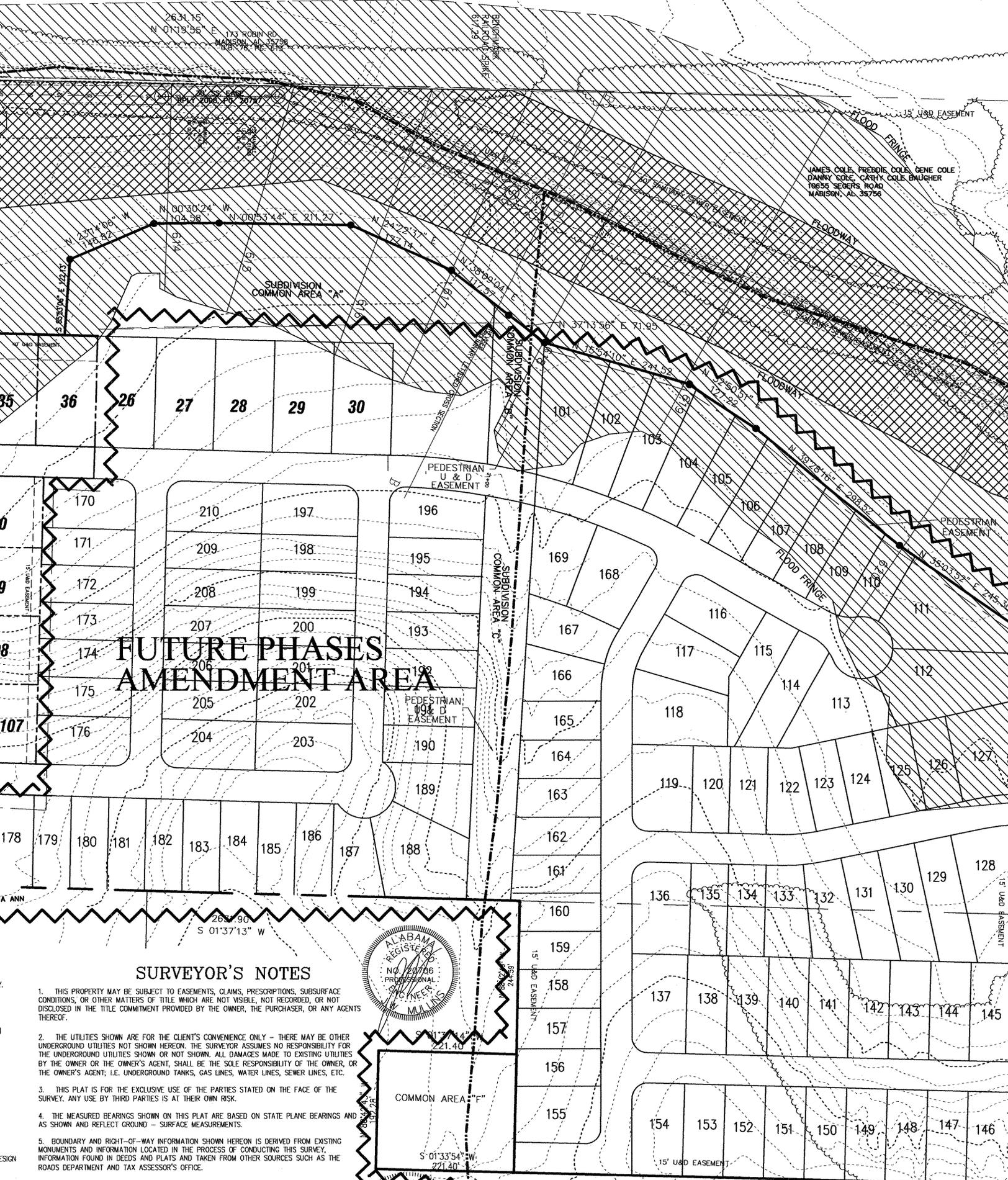
THIS PROPERTY LIES WITHIN FLOOD HAZARD ZONE AE ACCORDING TO THE  
 FEMA FIRM MAP NUMBER 01089C0279F, 01089C0277F, AND 01083C0325F  
 DATED OCTOBER 2ND, 2014. THIS DETERMINATION WAS MADE BY MAP  
 OVERLAY ONLY.

352 - 100 R 100S  
 110 - 60 ft lots  
 ZONED R3-A  
 CITY OF MADISON

**SUBDIVISION COMMON AREA USES**  
 COMMON AREA "A" --- RECREATIONAL AND DRAINAGE  
 COMMON AREA "B" --- RECREATIONAL AND DRAINAGE  
 COMMON AREA "C" --- RECREATIONAL AND DRAINAGE  
 COMMON AREA "D" --- SIGNAGE  
 COMMON AREA "E" --- SIGNAGE  
 COMMON AREA "F" --- RECREATIONAL AND DRAINAGE

HARDIMAN JUANITA(1/2), RANDAL  
 GREGORY MARTIN(1/4) & JUDY  
 MARTIN TOLES(1/4)  
 173 ROBIN RD  
 MADISON, AL 35758

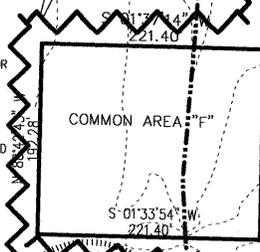
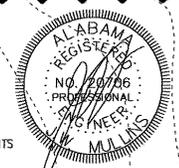
RICHARD D. CAMPBELL  
 ALA. REG. NO. 19740  
 05-12-15  
 DATE



**FUTURE PHASES  
 AMENDMENT AREA**

**SURVEYOR'S NOTES**

1. THIS PROPERTY MAY BE SUBJECT TO EASEMENTS, CLAIMS, PRESCRIPTIONS, SUBSURFACE CONDITIONS, OR OTHER MATTERS OF TITLE WHICH ARE NOT VISIBLE, NOT RECORDED, OR NOT DISCLOSED IN THE TITLE COMMITMENT PROVIDED BY THE OWNER, THE PURCHASER, OR ANY AGENTS THEREOF.
2. THE UTILITIES SHOWN ARE FOR THE CLIENT'S CONVENIENCE ONLY - THERE MAY BE OTHER UNDERGROUND UTILITIES NOT SHOWN HEREON. THE SURVEYOR ASSUMES NO RESPONSIBILITY FOR THE UNDERGROUND UTILITIES SHOWN OR NOT SHOWN. ALL DAMAGES TO EXISTING UTILITIES BY THE OWNER OR THE OWNER'S AGENT, SHALL BE THE SOLE RESPONSIBILITY OF THE OWNER, OR THE OWNER'S AGENT; I.E. UNDERGROUND TANKS, GAS LINES, WATER LINES, SEWER LINES, ETC.
3. THIS PLAT IS FOR THE EXCLUSIVE USE OF THE PARTIES STATED ON THE FACE OF THE SURVEY. ANY USE BY THIRD PARTIES IS AT THEIR OWN RISK.
4. THE MEASURED BEARINGS SHOWN ON THIS PLAT ARE BASED ON STATE PLANE BEARINGS AND AS SHOWN AND REFLECT GROUND - SURFACE MEASUREMENTS.
5. BOUNDARY AND RIGHT-OF-WAY INFORMATION SHOWN HEREON IS DERIVED FROM EXISTING MONUMENTS AND INFORMATION LOCATED IN THE PROCESS OF CONDUCTING THIS SURVEY. INFORMATION FOUND IN DEEDS AND PLATS AND TAKEN FROM OTHER SOURCES SUCH AS THE ROADS DEPARTMENT AND TAX ASSESSOR'S OFFICE.



I hereby state that this survey and drawing have been completed in accordance with the current requirements of the standards of practice for surveying



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## IV. Existing Conditions and Current Directions

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### IDENTITY AND CHARACTER

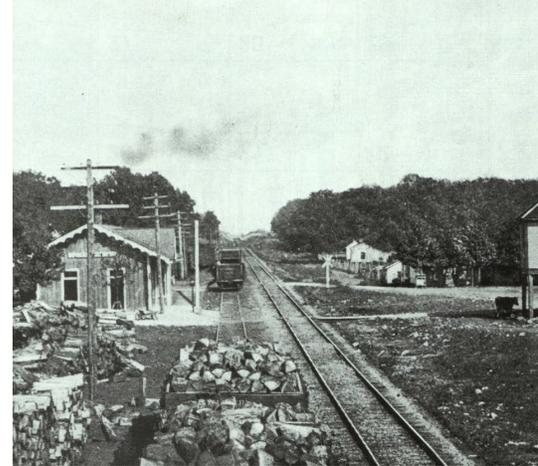
Planning is part of Madison’s DNA. In 1856, the Memphis and Charleston Railroad Company laid tracks through what is now the City, and early resident Judge James Clemens planned the town lots fronting the rail line. Business and industry sprang up to serve area residents and farms based in part on this plan and a town was born.

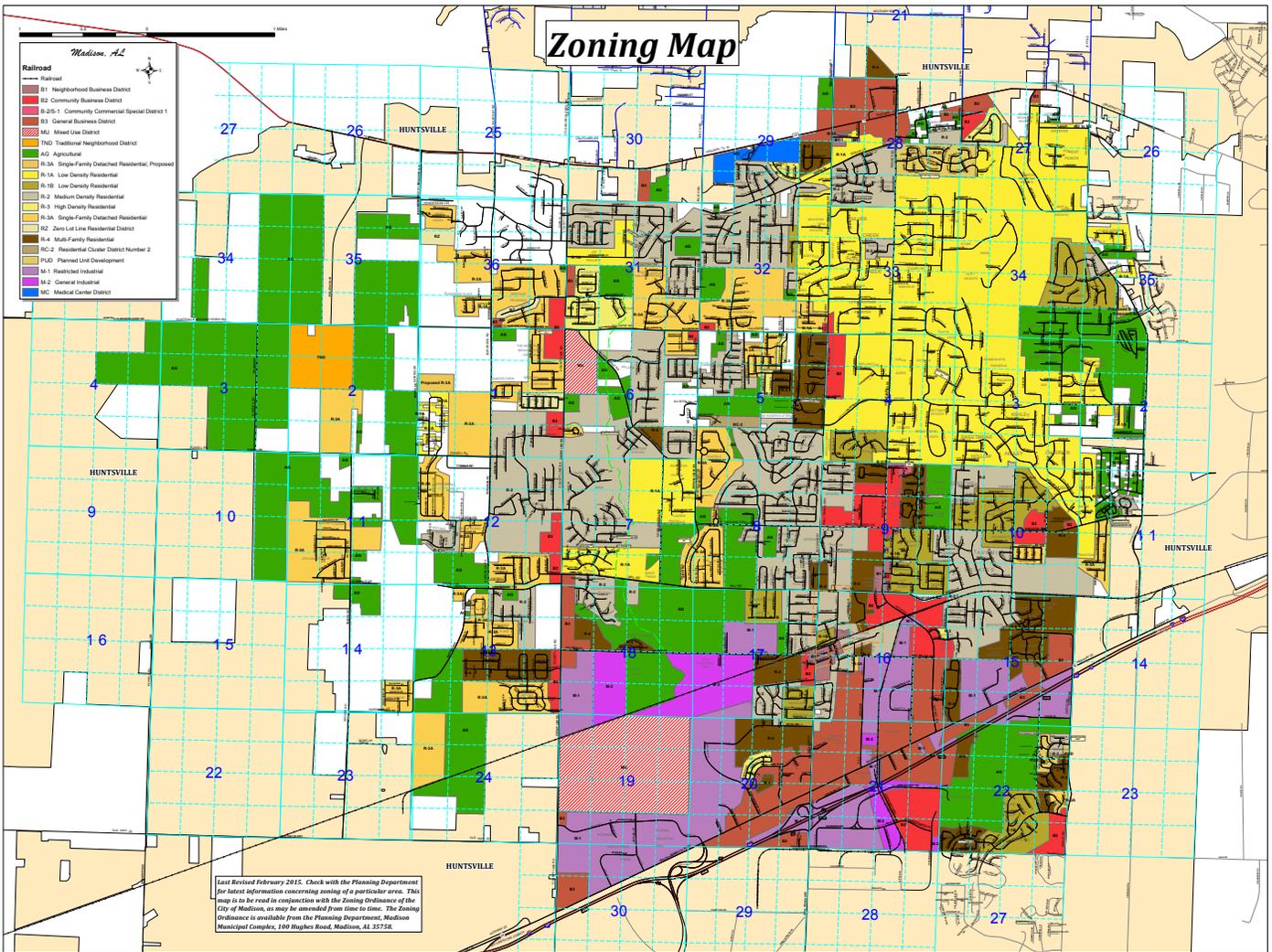
Madison was built on fertile soil. As late as 1980, the US Department of Agriculture, Soil Conservation Service map showing soils for Madison County indicated that most of present day Madison was prime farmland or farmland of statewide importance. Some of the undeveloped land in the West Side is still farmed today. But farmland is quickly transitioning to houses and a few commercial establishments changing forever the look, function, and impact of the area on the City of Madison.

The character of Madison as a whole is largely single-family suburban with a unique old downtown, and pockets of small older residential neighborhoods and industrial complexes. It is in many ways the typical American car-related prosperous bedroom community with well-designed land use elements that create a sense of community although not necessarily an easily identified sense of place. Although always a predominately single-family community, the style, size, and juxtaposition of residences has changed over time mostly changing from more compact, to larger, more open development.



Southern R. R. Depot at Madison, Ala.





Zoning map for the City of Madison

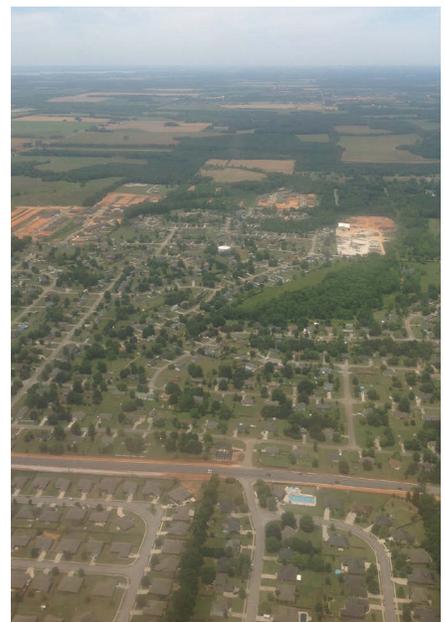
Commercial along Hwy 72



Industrial off County Line Road



Large lot single family homes



The West Side encompasses approximately more than 16 square miles, or about 10,430 acres, which makes it more than 25% of the total land area of Madison. Yet, there is no discernible identity or character, no “there, there” as one stakeholder put it. Instead, identity is being shaped one subdivision at a time with no clear connection, historically or functionally, to the larger city beyond city schools, on a daily basis. This is compounded by the fact that Madison and Huntsville city limits run in irregular, snaggletoothed patterns along HWY 72 making it nearly impossible for the average person to know whether they are shopping, eating or sometimes even living in one city or the other. This affects not only identify, but also revenue. The City only collects sales taxes on items and meals purchased within Madison.

## LAND USE

### Patterns in General

City resources and quality of life are impacted by how we use the land and transition from a natural, agricultural, rural environment into an urbanized area. Although land use does change over time even in thriving, built-out communities, the patterns created by development are often very difficult to change once embedded in the environment.

The current land use pattern reinforced by zoning in the West Side is large lot single family housing, some neighborhood and highway commercial development along HWY 72, County Line Road and Madison Boulevard, and industrial in the southeast part of the planning area. The Village at Oakland Springs, currently under development, will introduce slightly higher density residential and commercial land uses along Huntsville Browns Ferry Road west of County Line Road. Still, low density residential development remains the largest urban land consumer in the West Side and pressure is mounting for much of the remaining land to rapidly follow suit.

While much of the land remains rural and agricultural, if built out according to current zoning and patterns the West Side could develop to a population of 30,000 or more nearly doubling the City’s current population. Blanketing the West Side with lower density residential development and strip commercial will require significant investment in public infrastructure and services without the revenue to cover the expense. It will also leave the City without the open space and recreational areas needed to support the population and will place great demands on City Schools.



## Residential Development

While Madison has traditionally developed discreet low density suburban style residential neighborhoods, it is clear that a mixture of uses in the West Side will be necessary for sustainable long term growth. In the stakeholder interviews, some builders expressed concerns that higher density developments aren't feasible concluding there is little demand for anything other than a continuation of 12,000 square foot lots containing detached single-family dwellings. Even developers who believe in a possible market for other housing types and smaller lots seem disinclined to abandon what they see as the sure bet of current residential patterns.

The quality and quantity of public infrastructure and amenities that serve residential developments in the West Side varies. Some subdivisions include sidewalks, some don't. Some streets are lined with trees planted between sidewalks and the back-of-curb, most aren't. Some neighborhoods have developed parks, but most do not. Nearly all subdivisions contain a stormwater detention pond, but few if any ponds are designed or treated as amenities.

Although market and land prices greatly influence development patterns, zoning and subdivision regulations often dictate or limit the range of options available to developers. Some builders in Madison, for example, indicated in interviews that setbacks and lot coverage requirements in the City's zoning code limit innovation and creativity. Clustering lots to preserve open space and minimize public infrastructure is one example of flexibility that is available in other jurisdictions. Flexibility and density can be used to incentivize desired outcomes such as particular land use types and open space.



## Commercial Development

Most of the non-residential development that exists in the West Side is typical suburban strip commercial. Little if any relationship or connectivity exists between the commercial development and adjacent residential subdivisions, schools or industrial areas. Strip commercial development is, by its very nature, linear and auto-oriented.

When asked what types of commercial development are needed and desired in the West Side, stakeholders and the public mentioned neighborhood retail, specialty grocers, restaurants and small businesses. Big box retailers and large commercial developments, on the other hand, were not wanted. A number of people expressed an interest in being able to walk and bike to restaurants, retailers and businesses.

## Mixed-Use Development

There is currently no mixed-use development in the West Side, however the Village of Oakland Springs will change that. At 150 acres it is half the size of the Village of Providence, a very successful mixed-use development in Huntsville near Madison that is very similar in approach and range of uses. At build-out the Village of Oakland Springs is expected to contain 400 single-family homes, townhomes, condominiums, and apartments as well as a village center and neighborhood retail.

In the past, there has been opposition to the idea of creating commercial nodes within or adjacent to residences as part of a single development site. Acceptance and certainly enthusiasm for mixing residences and businesses is closely tied to design and the perceived character of the area to be developed. Both the Village of Providence and the Village at Oakland Springs are being developed by the same developers with a vision for an integrated community with a distinct character based on compact urban form, walkability, common design elements, and symbiotic land uses. This holistic approach to multi-use development, as opposed to just saving a perimeter parcel for a strip commercial center, normally generates excitement and support from surrounding areas. The City has other property zoned for multi-use development along County Line Road that is currently undeveloped.



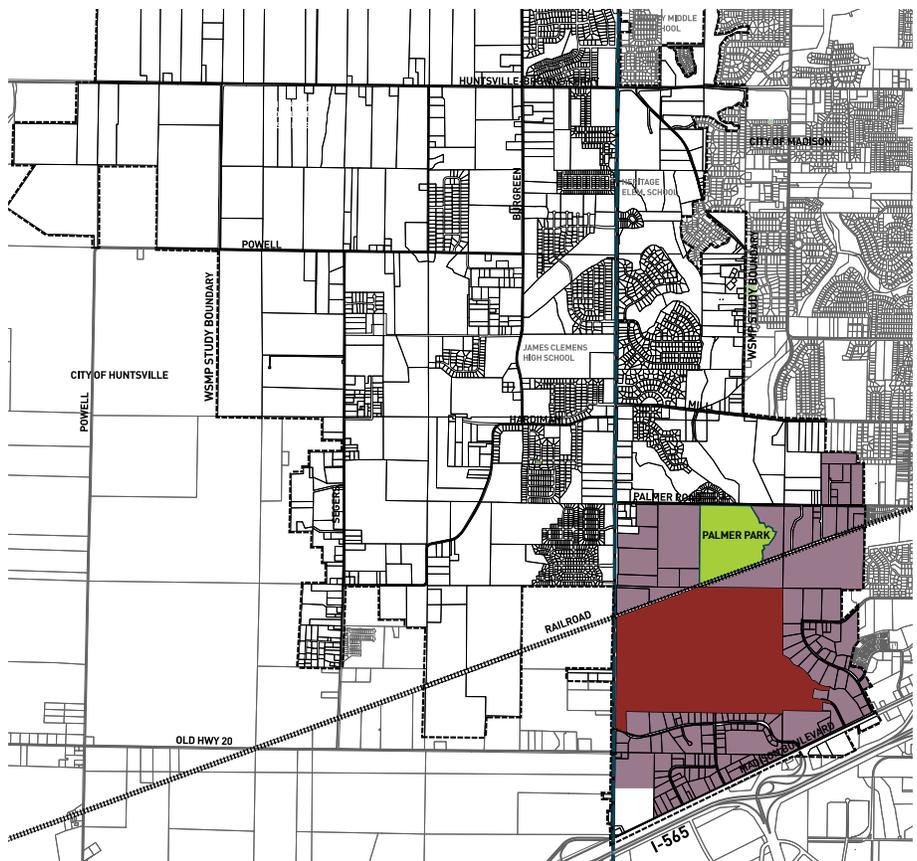


## Industrial Development

Industrial development in the West Side is limited to the area north of Madison Boulevard and east of County Line Road. There is currently more land zoned industrial than actually developed for that purpose.

Among all of the stakeholders and public groups who participated in interviews and the visioning process, those representing the industrial community expressed the strongest interest in mixed-use development, walkability and bike routes. This is perhaps a reflection of the national movement to redevelop industrial parks as mixed-use centers and to connect those centers to the larger community via sidewalks, trails, bikeways and greenways. High tech industry in particular has found that a connected mixed-use center environment is more attractive to their workforce. For industrial parks such as Putnam in Madison, which are not in a stage of redevelopment and which are relatively small, being adjacent to a mixed-use center is sufficient. There is a 500+ acre site just north of Putnam Industrial Park that is currently zoned Mixed-Use and is surrounded on the north and east by more land zoned for industry.

Map of existing industrial zoning (purple) and mixed use (maroon).



# NATURAL RESOURCES

## Major Creeks

The West Side of Madison is adjacent to or transected by three major creeks: Bradford Creek on the eastern edge of the planning area, Limestone Creek on the western edge, and Beaverdam Creek that runs pretty much through the middle. These creeks, and their accompanying floodplains, provide habitat, fisheries, and flood storage, and filter pollutants from runoff helping to protect the Tennessee watershed, its shipping lanes, and its public water intakes. They also serve to recharge the aquifer that supplies Madison's drinking water.

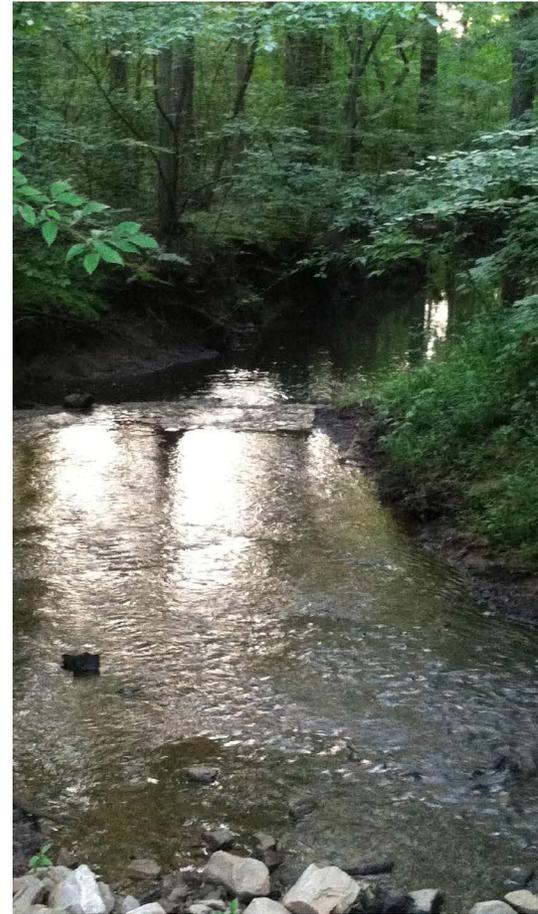
As part of its development review and approval process, the City of Madison requires developers to submit a site assessment. This assessment must delineate all creeks, floodplains, wetlands, buffers and other natural features, and plans for new development must, to a certain degree, protect these features.

## Stormwater

Stormwater is an issue in any urban area and Madison is no exception. Madison is unique, though, in that every drainage basin that impacts the City originates within the corporate boundaries. This means that Madison is not having to deal with stormwater from other jurisdictions, just the occasional lot in Huntsville that may drain toward Madison adding negligible amounts to the overall system.

Stormwater runoff that does not result in widespread flooding can still have a significant impact on nearby properties, public facilities, and natural systems. The first flush of stormwater can carry a large amount of pollutants picked up from the land and surfaces such as roof tops, streets, and parking lots. Stormwater from developed areas can also race towards streams, rivers and lakes at speeds that cause erosion and channelization, and be so warm when it gets there that it changes the biology of the receiving waters. For these reasons, the U.S. Environmental Protection Agency has developed stormwater guidelines that impact certain areas of Alabama including the City of Madison.

In 1990, the City of Madison was included under Huntsville as an EPA (US Environmental Protection Agency) Phase 1 stormwater community, which meant that Madison was held responsible for meeting and enforcing every requirement of the Huntsville permit. In 2015, Madison became its own Phase II community, which also came with



*Bradford Creek*

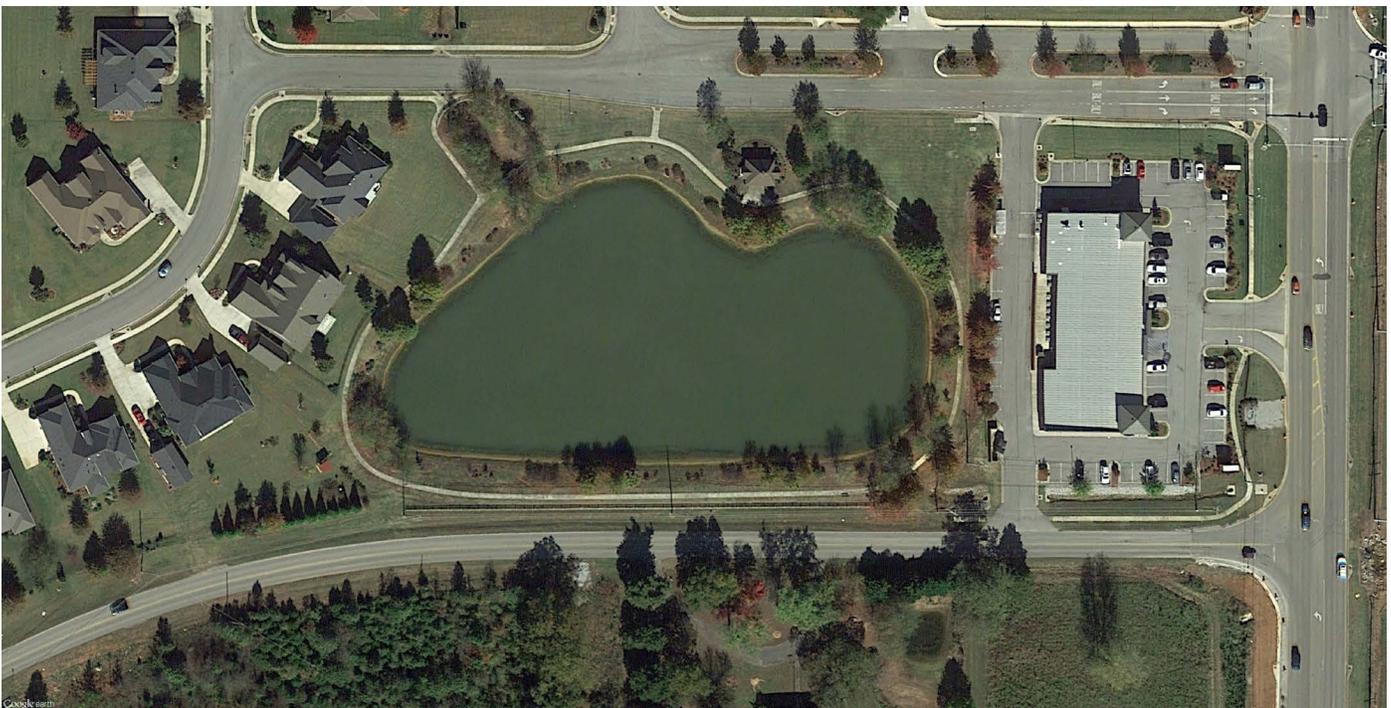
*Beaverdam Creek*



requirements, but relieved the City of enforcement placing that responsibility on the Alabama Department of Environmental Management. As a Phase II community, Madison must meet six minimum measures aimed at reducing stormwater and stormwater pollution:

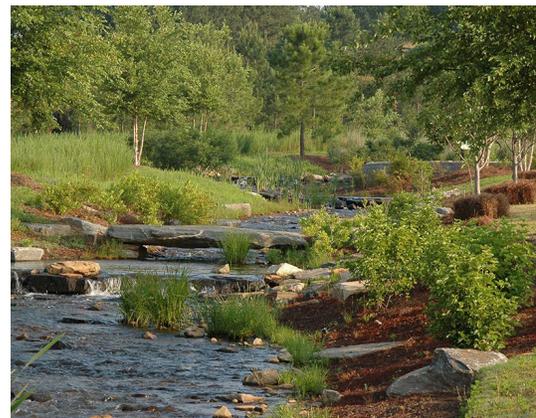
- Public education and outreach
- Public involvement and participation in stormwater programs
- Illicit discharge detection and elimination
- Construction site stormwater runoff control
- Post-construction management
- Pollution prevention and good housekeeping measures for government facilities and processes

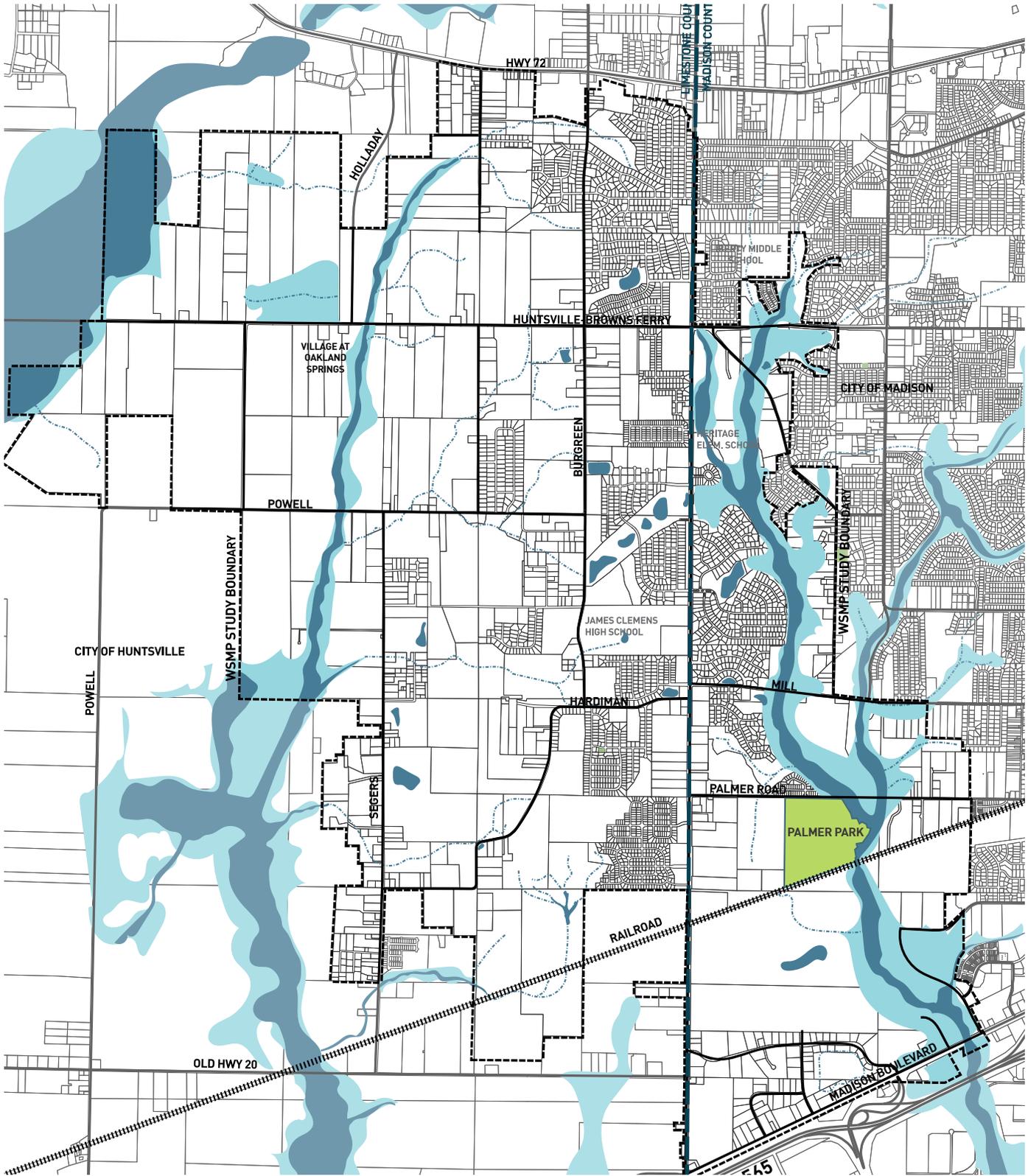
As part of the post-construction management requirements, Madison must map and monitor every part of its municipal separate storm sewer system (abbreviated as MS4s). This is a term used by the EPA to mean any conveyance or system of conveyances that is designed to collect stormwater and move it from one part of the land or community to another. It includes every publicly owned concrete and metal storm drain, pipe, and ditch normally found along roadsides, but occasionally running between lots within a subdivision. These systems have historically been designed to capture and remove stormwater as quickly as possible with the endpoint emptying into a branch or creek. While the system normally works well for that purpose, it increases the amount of pollution entering waterways, and causes streambank erosion and changes in water temperature that threaten habitat and wildlife. Streambank erosion also causes siltation in wetlands and larger waterways impacting navigation, wildlife and fisheries. Madison is currently still mapping its existing storm sewer system, but the City does require new developments to submit electronic as-built drawings that can be uploaded directly into the City's mapping database helping it stay abreast of new systems.



One method of stormwater control, Low Impact Design, often abbreviated LID, offers an alternative to conventional pipes and ditches. Instead of moving stormwater offsite as quickly as possible, it is a system designed to retain stormwater as close as possible to where it falls for as long as possible to allow the water to filter through soil and bedrock and replenish groundwater aquifers. This also serves to remove many of the pollutants captured by the stormwater and to contain trash and debris where they can easily be removed. LID uses bioretention areas and rain gardens, which are low areas planted with water loving plants in areas downstream from runoff locations. It also uses rain barrels, cisterns, and green roofs to capture and reuse stormwater. While some piping, direction and channeling may be necessary to “feed” LID features, sheet flow—the method of allowing stormwater to run unchanneled across the land, is also a core feature of LID, although a system of swales may be used in some cases to help direct the flow. In addition to improving water quality and habitat, low impact design reduces the amount of publicly owned storm sewer systems thereby reducing costs associated with stormwater mapping and monitoring required by the EPA.

There are more than 140 stormwater detention ponds in the City today, and a few of those are in the West Side. On average, each new subdivision adds one, and in some cases two, new detention ponds to the inventory. Stormwater detention is one method of controlling the rate of runoff, and reducing pollutants by allowing particulates to settle out and trash and debris to be filtered at the intake and outflow. It is not the only method, though. One example is wetlands. Wetlands are nature’s detention ponds, and, like man-made ponds, they serve a valuable role in the treatment of runoff. The City of Madison currently requires the mapping and preservation of wetlands on development sites in cooperation with the US Army Corps of Engineers.





EXISTING FLOOD PLAINS & FLOODWAYS

## Floodplains

Each of the three creeks—Bradford, Beaverdam, and Limestone—that traverse the West Side have a floodway as well as floodplain associated with the main channel and some of the branches. Regulated floodways are the channel of a river or other watercourse and the adjacent land areas that must be reserved in order to discharge the base flood without cumulatively increasing the water surface elevation more than a designated height. Floodplains are any land area susceptible to being inundated by water from any source. FEMA classifies floodplains into different categories based on flood potential: Special Flood Hazard Areas, Moderate Flood Hazard Areas, and Minimal Flood Hazard Areas. Only areas lying within a floodway or certain zones of Special Flood Hazard Area are regulated and require flood insurance if property is purchased through a lending institution.

The latest update to the FEMA Flood Insurance Rate Maps included areas within the developed portion of Madison, basically east of County Line Road, but the floodplain in most of the West Side hasn't been clearly delineated. A study is currently underway to model and map these floodplains and is expected to take two to three years.

The City of Madison is requesting acceptance into the National Flood Insurance Program's Community Rating System (CRS). This program recognizes communities that have floodplain management programs that exceed minimum program requirements. Currently 250 residents pay as much as \$250,000 per year combined for flood insurance. If Madison is accepted into the CRS Program, flood insurance rates within the City should decline.

## Wetlands

Along with the rivers and the forests, wetlands are a vital element of the natural ecosystem and provide valuable habitat for many types of plants, animals and migratory birds. Until the 1970's, the destruction of wetlands, usually through fill, was not regulated. Of the estimated 8 million acres of wetlands believed to exist in Alabama prior to statehood, more than 50% have been destroyed by conversion to farmland, construction of roads and development of wetland sites.

Wetlands are natural water filters serving to remove pollutants picked up on the land by stormwater before they are washed into rivers and lakes. Development adjacent to wetlands may be outside the jurisdiction of federal agencies and can have significant impacts. For this reason, many local governments now provide some protection through wetland buffer requirements in their land development regulations. Where known or suspected wetlands exist on a property, the City of Madison requires developers to work with the US Army Corps of Engineers to determine the extent of the wetland and protection or mitigation measures that are required. At minimum, all wetlands within Madison are protected by a 25-foot buffer. This is the least distance required to guard against destabilization and degradation of the habitat.

## Streambanks

The banks of rivers and creeks serve as natural channels and provide important habitat for water and shoreline wildlife. When streambanks are destabilized by development practices either through direct impact often caused by removal of vegetation and ground cover as well as road crossings, or through in-



creased stormwater flow, erosion becomes a serious problem, habitat is lost, and wildlife is diminished.

Rip rap is frequently used to armor destabilized banks and is often effective, but it does little to protect or enhance habitat. Many communities, including highly urbanized cities, are embracing a return to a more natural streambank through the use of live staking and joint planting. This method of stabilization involves the planting of live, vegetative cuttings often with the assistance of some rip rap, willow wattles, straw rolls or similar features. Live streambanks anchor the soil, filter and slow stormwater, shade the water, and provide habitat for water and shoreline wildlife. They are also considered much more attractive than rip rap alone.

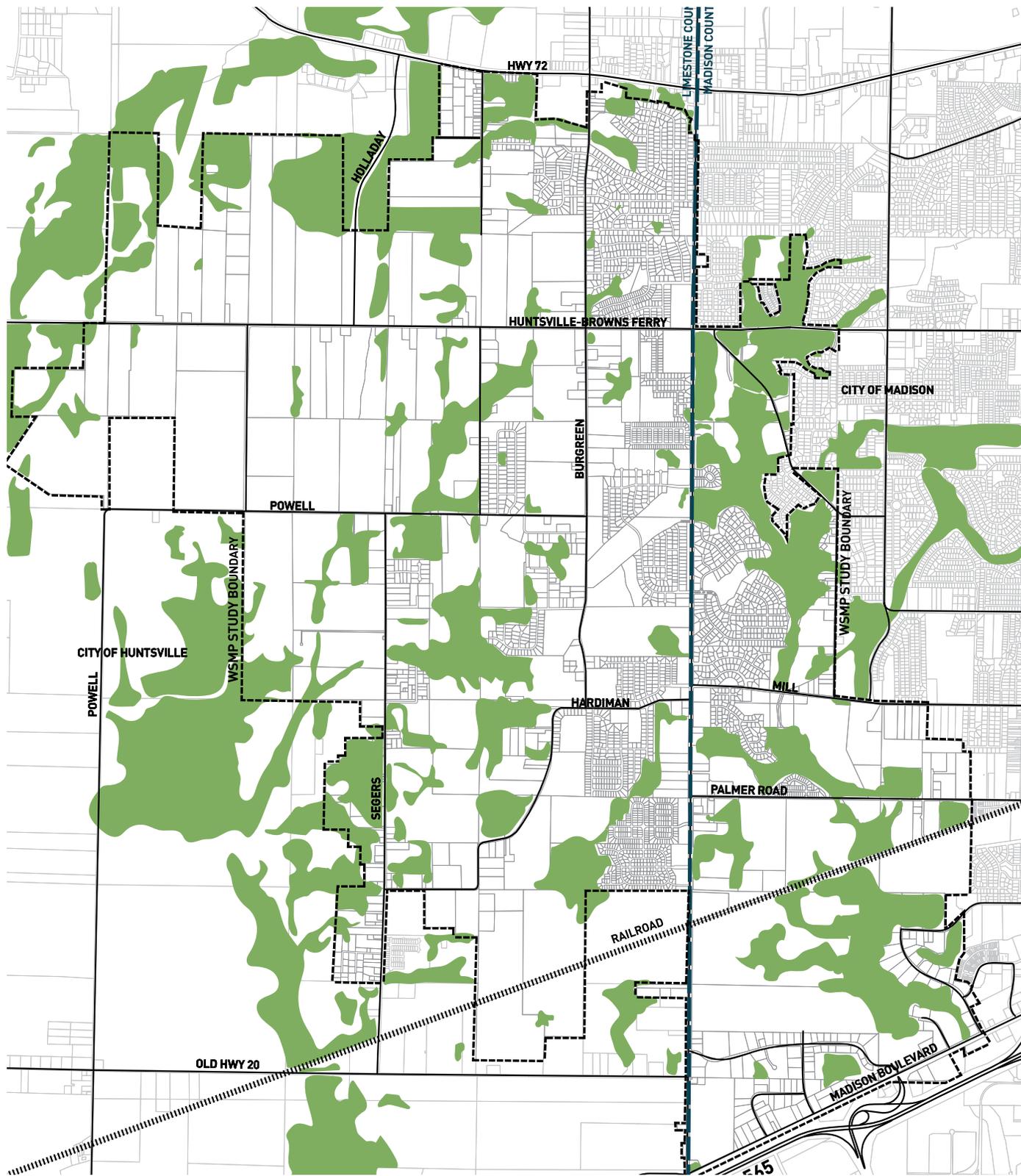
Another way to protect streambanks is to require buffers. The City of Madison requires minimum buffers established on a case-by-case basis.

## Tree Cover

Many cities are now cataloging trees and establishing tree cover as a natural resource worth protecting. The Cooperative Extension reports that tree cover can reduce ambient temperatures by as much as 10 degrees Fahrenheit and the difference between shaded and unshaded ground can be as much as 36 degrees. Trees also clean the air, trapping particulates and turning carbon monoxide into carbon dioxide. Trees mitigate the impact of stormwater by slowing rainfall through their canopies, absorbing water through their roots, and filtering stormwater through leaf litter and other organic material that collects around them. And trees in floodplains help slow and remove flood water and trap floating debris that otherwise may collect at bridges and bends in the stream exacerbating flood damage. In short, tree cover can reduce costs associated with cooling, air pollution, stormwater and flooding making cities more livable.

As cities grow, trees tend to disappear. But this doesn't have to happen. Through mostly private efforts, Madison has maintained, and in some cases grown, a decent amount of tree canopy. However, in the West Side, which has been mostly agricultural for many years, there are few mature trees. These tend to be located within floodplains and a few pockets of trees still exist in upland areas.





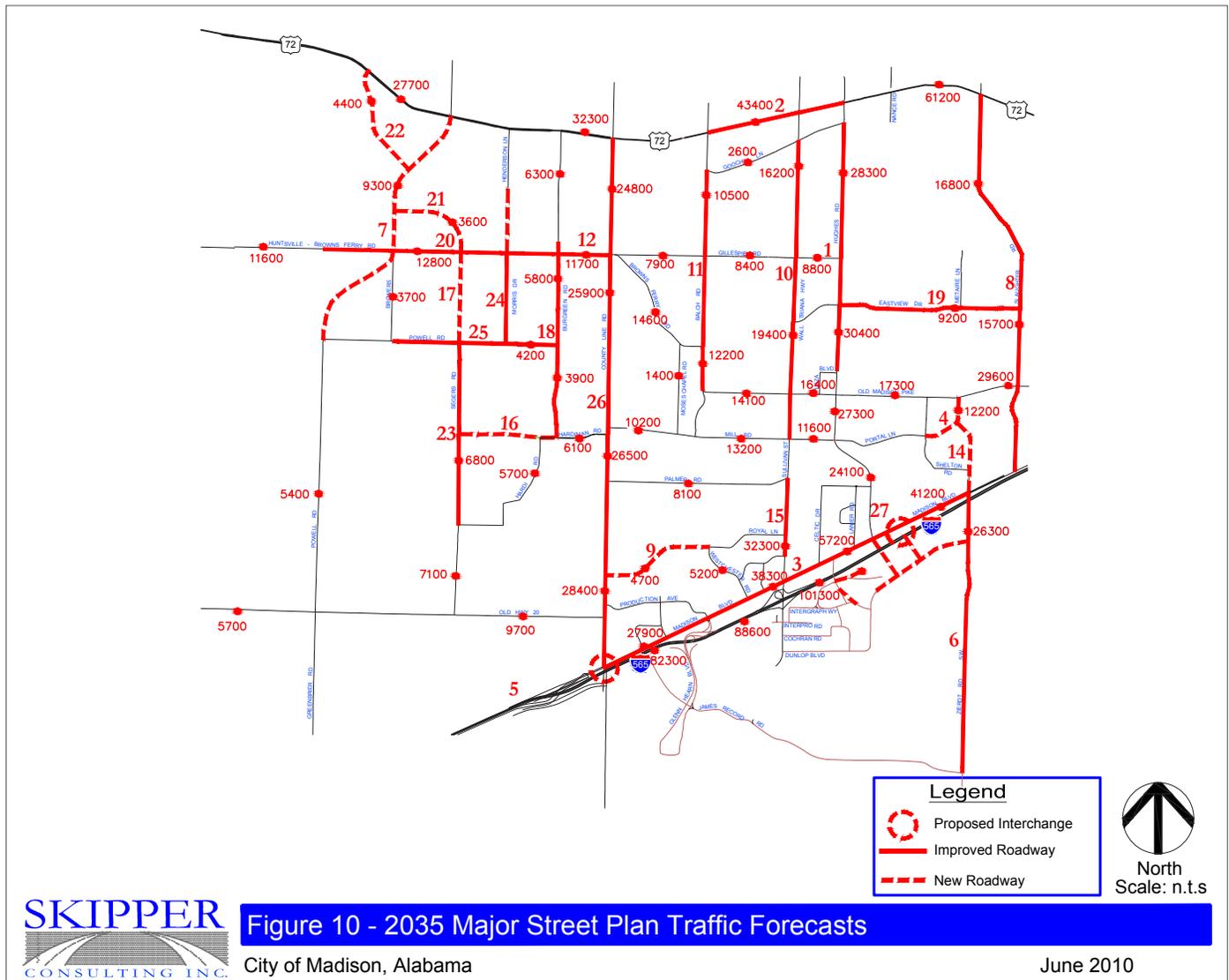
EXISTING TREE CANOPY WITHIN THE WEST SIDE



Above: View of Hardiman Road

Opposite page: View of Burgreen Raod

Below: 2035 Major Street Plan Traffic Forecasts



## MOBILITY

Efficient and effective mobility is an essential element of successful places and quality urban environments. The concept of mobility as used here means the ability to move people and goods from one point to another using a combination of motorized and non-motorized facilities. Such facilities include streets, sidewalks, multi-use paths and bikeways, but do not include more recreational forms such as greenways and trails. While these can certainly be used for transportation, they are more often used for recreation and are covered in the Recreation and Open Space sections of this plan.

### Streets

At the end of the last millennium, County Line Road was still largely a rural two-lane demarcation of the boundary between Madison and Limestone counties. Over the next 15 years, Madison continued to grow pushing westward towards and eventually beyond County Line Road into Limestone County. Farmland yielded to residential subdivisions and increasing commercial development along County Line Road and HWY 72. Today, nearly half of all land within the City lying in Limestone County has either been developed or approved for residential subdivisions. County Line Road has been widened and improved, and the state is currently constructing shared use paths along both sides of the street from Madison Boulevard to HWY 72. Recently, the City completed a new interchange with County Line Road and I-565 making County Line an even more prominent gateway into the City and the most prominent gateway in the West Side.

Furthermore, as noted in the Madison Growth Plan, there isn't much street connectivity in the West Side. County Line Road is the only significant north-south roadway. HWY 72, Huntsville Brown's Ferry and Madison Boulevard provide widely spaced east-west connections. Without a finer grained pattern of streets, however, and additional north-south connections, it will remain difficult to efficiently move the amount of traffic growth will create in the West Side.

In June 2010, Skipper Consulting prepared a street plan for Madison entitled 2035 Major Street Plan. That plan forecasted demand to 2035 and considered several scenarios including a no-build scenario. A number of streets in the West Side were indicated for improvement or extension. The 2035 Major Street Plan map resulting from this study indicates what they believed needs to be constructed based on existing corporate limits and land uses.



Most existing streets in the West Side have remained largely unimproved. Originally designed and constructed to handle rural, agricultural traffic, these streets are now seriously challenged by significantly increased traffic related to large residential subdivisions. Much of the existing street inventory is constructed as narrow ribbons of asphalt without shoulders and sometimes without lane markings, and many are now pressured to function well beyond their capacity, leading to complaints and costly repairs. This pattern is becoming an ever increasing burden on the City. In fact, it is believed that nearly every street in the planning area will need improvement to handle the expected traffic that continued construction will generate. Yet, there is a clear lack of sufficient funding for street improvements. A few years ago the City earmarked a small amount of sales tax revenue for road improvements, but there is no requirement that development improve public street access to their property. Since 2006 the City has required sidewalks



*Intersection of Powell and Segers Roads (looking down Segers)*

in association with all subdivisions and commercial development. Funding for street improvements and right-of-way acquisition for projects approved prior to the sales tax increase and sidewalk policies, however, remains a problem.

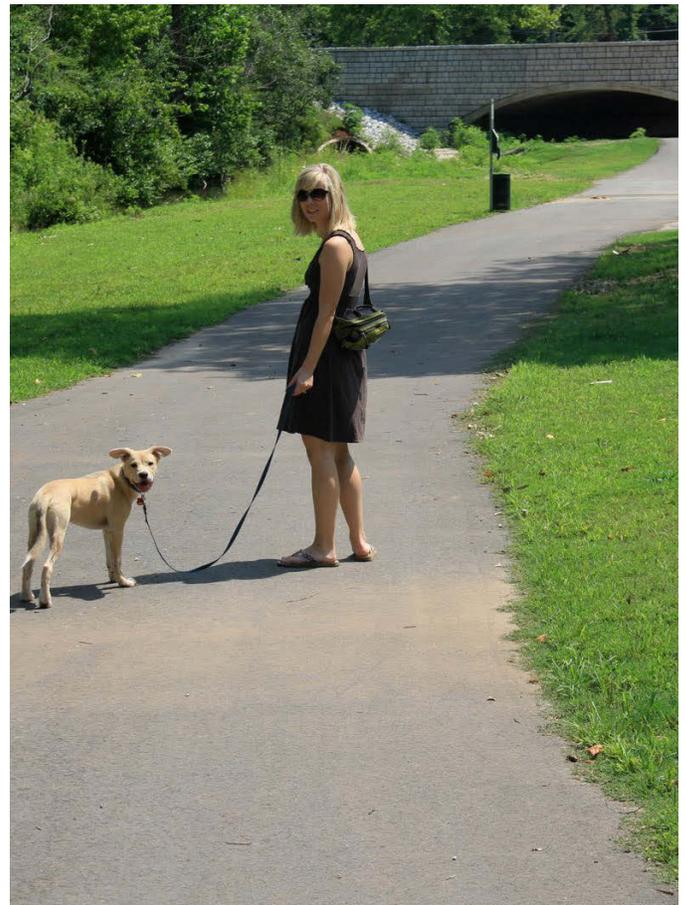
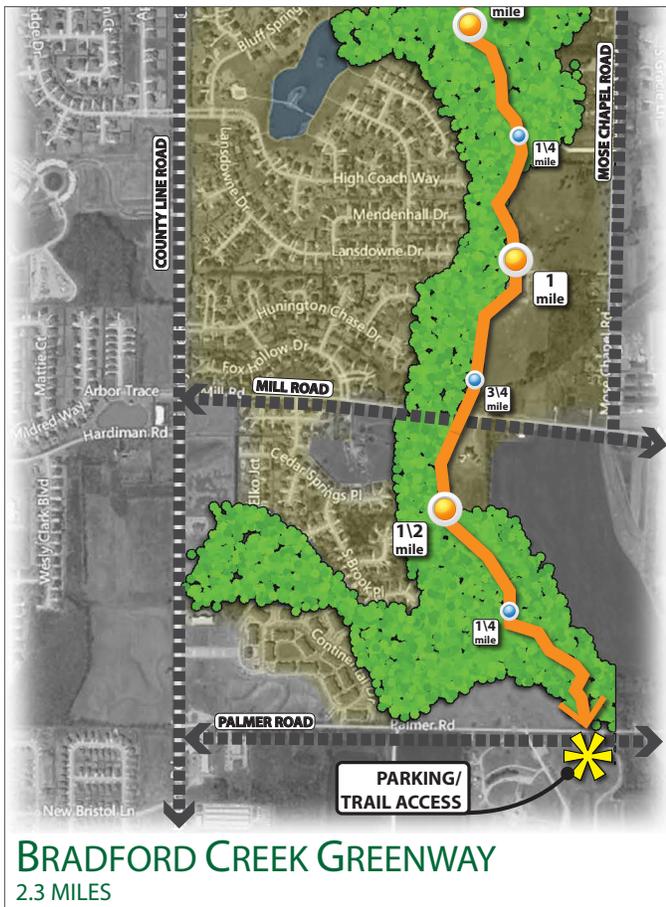
## **Non-motorized Travel**

Complete streets is a design approach that seeks to maximize mobility options within the rights-of-way of public streets. Public street rights-of-way are the largest public holdings in most communities, yet they are often designed strictly for cars with little thought to pedestrians, cyclists, other transportation choices, their visual impact on the community, their relationship to land use and community vision, or their role in shaping public opinion about the quality of the community they pass through. When communities “complete the street” they not only provide choice, they send a signal that everyone in the community is valued, not just those who have private automobiles. Children too young to drive and adults who either cannot drive or prefer not to are given options for moving about their community independently.

Stakeholders and the public indicated support for complete streets in Madison. What’s more, they expressed a desire to be able to walk or bike safely to schools, shops, and restaurants. Some indicated a desire to establish bike routes to employment centers. Nearly all acknowledged a need to modify the street network by improving the grid (north-south and east-west movement options) to improve flow and relieve extensive traffic congestion during school hours especially on north-south routes. Huntsville Brown’s Ferry Road in particular, which will become a major east-west city gateway in the near future, was highlighted as needing special attention to ensure it functions in all ways at levels needed and provides the right introduction to the City of Madison. Stakeholders emphasized the need for it to be attractive and draw people into Madison.

With the exception of the shared use paths currently under construction along County Line Road, few facilities for non-motorized travel exist in the West Side that aren’t isolated within subdivisions. Subdivisions frequently include sidewalks, but there is no network providing continuous mobility that they can connect to, either existing or planned. There are no direct connections between adjacent residential areas and commercial centers, schools or other institutions. There are also minimal standards in place creating a lack of continuity of character, form or function. With that said, in recent years the City has begun requiring stub streets to adjacent properties and sidewalks along those stubs that will connect to future roads and sidewalks when built.

In interviews with stakeholders, there was support for multiuse paths along all major streets similar to what is being constructed along County Line Road. Also, meetings with stakeholders and the public gener-



ated a lot of discussion about sidewalks. While a few expressed concern about cost and liability, most favored requiring sidewalks, having wider sidewalks (for example, 6 feet as a minimum to allow comfortable two-way travel), and establishing and requiring a functional planted strip containing street trees between the back-of-curb and the sidewalk.

## Transit

The only forms of public transit that currently exist in Madison are the Madison Assisted Ride System (MARS) operated by the Parks and Recreation Department, and school buses that transport children to Madison City Schools. While it is doubtful that a funded public transit system will exist to serve the citizens of Madison over the term of this plan, it is possible that the city could be part of a larger regional ef-



### What is MARS?

MARS, or **Madison Assisted Ride System**, is a public transportation system funded entirely by the City of Madison and run with the help of the Huntsville public transit call center. The MARS system is meant to be used by individuals who live in Madison's city limits and are eligible for paratransit services under ADA guidelines.



### Madison Assisted Ride System



#### Madison Assisted Ride System

Dublin Park  
Recreation Center  
8324 Old Madison Pike  
Madison, AL 35758

Phone: 256-772-9300  
Fax: 256-772-9377  
E-mail:  
elise.kirkland@madisonal.gov

For tickets, call Dublin Park  
256-772-9300

For scheduling, call  
256-427-6857

### Am I Eligible to Ride?

According to the ADA, a disabled individual is one who has a "physical or mental impairment that substantially limits one or more of the major life activities of such individual". To be eligible to use the MARS service, an individual must have an impairment that clearly prevents or limits his or her ability to operate a motor vehicle. Before subscribing to MARS, each rider will be required to fill out a form detailing his or her impairment, as well as an authorization to release medical information. Forms can be obtained online at [www.madisonal.gov](http://www.madisonal.gov) and at Dublin Park Recreation Center, 8324 Old Madison Pike, Madison, AL 35758. Completed forms may be faxed to (256) 772-9377, dropped off in person, or mailed to Dublin Park Recreation Center.

### So How Does it Work?

#### Purchasing a Ticket

Tickets may be purchased at Dublin Recreation Center in person Monday through Friday between the hours of 7am and 5pm, or by mail. If you plan on purchasing tickets by mail, please include a stamped self-addressed envelope with cash or a check. Credit cards will be accepted when tickets are purchased in person. Tickets cost \$2.00 for each one-way trip the rider wishes to schedule. Multiple trips require multiple tickets. One escort per rider is allowed on the van at no additional cost. Drivers **do not** sell tickets or carry cash, so tickets must be purchased in advance.

#### Scheduling a Trip

Once tickets have been purchased, a trip can be scheduled by calling 256-427-6857. The MARS van will run Monday through Friday, between the hours of 7am and 5pm. There is only one full-time and one part-time MARS van, so scheduling will occur on a first-come first-serve basis. Trips may be scheduled up to 30 days in advance or by 2pm the day before. When making an appointment, be sure to clarify to the dispatcher if and when a return trip will be required.

### Riding on MARS

Please be prepared for the arrival of the MARS van at least 10 minutes before and 10 minutes after the scheduled departure time. MARS provides door-to-door assistance. MARS drivers are not allowed to enter private homes beyond the doorway or carry packages or bags for MARS customers. When preparing to board the van, please have your ticket ready to give to the driver. The MARS vans are equipped with a lift, two wheelchair tie-downs, and bench seating.

The MARS program was created to better serve the people of Madison. Please feel free to let us know of any questions or concerns you may have.



**\* Please note that trips into Huntsville may be scheduled only for essential services that cannot be found within Madison's City limits. This would include doctor's visits and job transportation.**

fort to begin planning and building for some form of regional transit. Dispersed, low density, and erratic land use patterns make efficient transit impossible to plan and operate. In order to position itself to take advantage of future regional efforts, Madison should plan now by creating higher density, mixed-use centers in the West Side that can serve as transit stops whenever such a system is put into place.

## PUBLIC UTILITIES

Water, sewer, electric and gas are integral to the development of cities. Beyond convenience, they help to ensure public health and sanitation, are required for economic development, and support a quality of life that is essential to a healthy urban environment. Madison is no exception. However, the city does not control any utility, at least not from the land use and development standpoint. The water and sewer authority, Madison Utilities, is city-owned, but it is operated autonomously. All other utilities operate completely independent of Madison.

The single biggest concern of any utility is the ability to serve existing customers followed by their ability to grow their system and serve new customers. In other words, utilities exist to serve. Yet, when growth exceeds capacity, occurs in areas difficult or costly to reach, or is accompanied by strained resources already spread too thin, service may not be possible or economically feasible. It is wise to plan a community, or, in this case, the West Side, with utilities in mind.

### Electricity

All electricity used within Madison and the larger region is generated and transmitted by TVA, the Tennessee Valley Authority. There are two electric distribution companies that serve the City of Madison: Huntsville Utilities and Athens Utilities. Most of the West Side—everything in the planning area in Limestone County-- lies within Athens Utilities' territory. Both companies stated they have the ability to serve the areas within their territory including any uses that may eventually locate there. Electric service is not dependent upon topography and can run as easily uphill as down. For this reason, and the fact that there is a power generation surplus in the TVA system, service to the West Side is not an issue.

### Gas

Gas service is provided to the West Side by Huntsville Utilities, North Alabama Gas District, and Athens Utilities. This is the most fractured of all utilities in the planning area in terms of service areas and providers. Huntsville Utilities serves most parcels located within Madison County. Athens Utilities serves the western end of Huntsville Browns Ferry Road from approximately Morris Road to the western planning area boundary. North Alabama Gas District serves the largest share of the West Side. Service by all three utilities is a combination of customer choice and which utility is nearby and can serve. There are no pre-defined service expansion areas for any provider.

Regardless of the provider, gas reaches Madison through Kinder Morgan's Southern Natural Gas pipeline that serves all of North Alabama. Gas availability is a combination of proximity to service lines and line capacity. Currently, gas lines exist only in predominately developed areas of the West Side close by or adjacent to Madison Boulevard, County Line Road, HWY 72 and Huntsville Browns Ferry Road, but capacity is projected to exist, regardless of provider, to serve the entire area as shown in the West Side Master Plan.

## Public Water

Virtually all new development requires public water. Some older development in the West Side draws water from private wells, but these tend to be existing single uses on large lots typical of agricultural and rural areas.

Public water is provided to the West Side by Madison Utilities and Limestone County Water and Sewer Authority. Madison Utilities' service area extends to Burgreen Road and points north and south along a line from the endpoints of that road to either the corporate limits or where the line abuts Huntsville Utilities' service area. Limestone County Water and Sewer Authority serves everything west of Burgreen Road.

Madison Utilities gets its water from 10 wells located within the larger Tuscumbia/Fort Payne Aquifer. Currently, Madison Utilities is in the process of constructing an intake on the Tennessee River and expanding pretreatment capacity at the Quarry Water Treatment Plant so that it can provide the level of pretreatment needed for river water.

Limestone Water and Sewer pulls its water from a variety of sources including wells, Elk River, Decatur Utilities and Athens Utilities. Improvements currently underway will help to ensure ongoing capacity in that portion of the planning area they serve.

In short, both Madison Utilities and Limestone Water and Sewer Authority have, or will have, the capacity and service lines to serve the West Side at build-out consistent with this plan.

## Public Sewer

While electricity, gas and water service is generally not affected by topography, sewer is. Although it is possible and certainly not uncommon to pump sewage, wastewater treatment plants are typically located at the low point of basins to allow most lines to gravity feed. Gravity-fed public sewer systems are the least costly and most trouble free sewer systems a public company can construct.

Madison Utilities has a sewer main that extends up Beaverdam Creek to the current corporate limits. Generally speaking, sewer extensions up to a half-mile from the main are economically feasible and will, for the most part, gravity feed back to the main. Beyond this half-mile limit, costs escalate and pump stations as well as main extensions may be required adding to the cost of installation and, in the case of force mains, more expensive maintenance. Crossing ridge lines between major creek basins, such as the ridge line separating the Beaverdam and Limestone Creek basins, is a very costly undertaking. Fortunately, only a moderate portion of the West Side lies within the Limestone Creek basin and may have access to Huntsville sewer when developed.

Madison does not have a defined extension policy that requires new development to pay for sewer extensions. Instead, each development is reviewed and negotiated individually with Madison Utilities normally covering the majority, and in some cases, all of the cost. It costs approximately \$90 per linear foot to extend an 8-inch sewer main to serve a new development.

Residential development is the largest current consumer of sewer service in Madison accounting for nearly all sewer usage. Developers pay a \$1,200 per lot sewer availability fee. That fee helps to ensure that the City has the capacity in its existing system (existing mains and wastewater treatment) to provide service, but it does not cover the cost of service extension.

## SCHOOLS

Madison City Schools are consistently ranked among the best schools in Alabama. Perhaps even more important for the purposes of growth, public perception of the quality of the schools, based largely on rankings and the quality of the facilities, is extremely positive. As a result, it is no surprise that stakeholders repeatedly listed Madison City Schools as one of, if not the most, significant drivers of growth in the West Side, or indeed all of Madison, in recent years.

But growth hasn't come without cost. An average growth rate of 250 new students each year means that the school system must constantly deal with schools at or near capacity and the costs and complexities of building new facilities knowing that new schools will reach capacity shortly after construction. James Clemens High School, recently built to handle the increase in high school attendance, is a good example.

With the current number of rooftops recently constructed, under construction, or that will be constructed in new subdivisions, existing schools will exceed current capacity. In the near future, Madison City Schools projects that it will need a new middle and high school and two elementary schools to serve the West Side.

The Madison City Board of Education has no present intention of constructing any additional Madison City School facilities in Limestone County until such time as the current taxation mechanism that allows Limestone County to tax Madison residents for the purpose of benefiting education only in Limestone County while excluding those same Madison residents from any education benefit is equitably resolved.

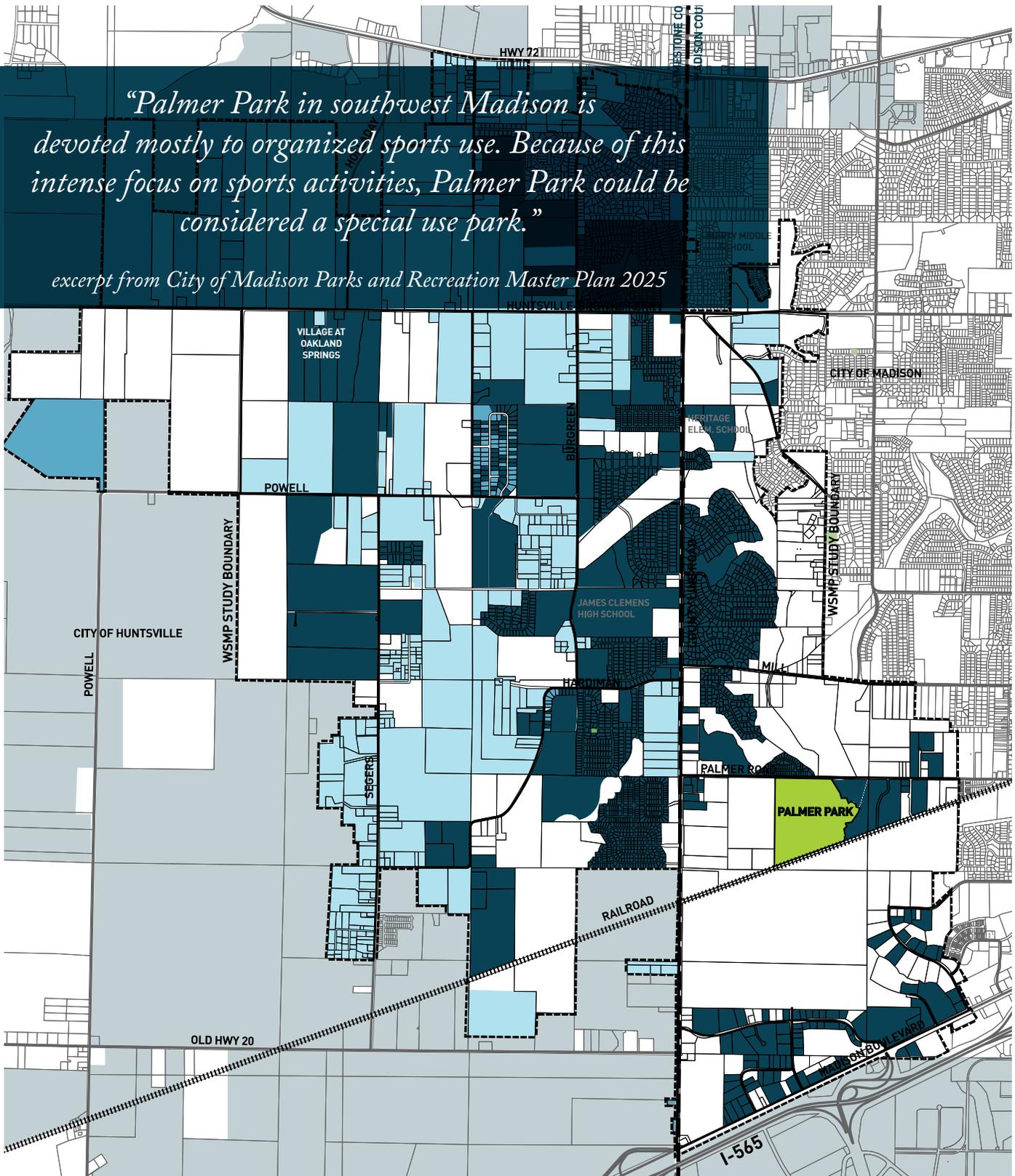
## PUBLIC FACILITIES

Quality recreational areas and open space are a fundamental part



*“Palmer Park in southwest Madison is devoted mostly to organized sports use. Because of this intense focus on sports activities, Palmer Park could be considered a special use park.”*

*excerpt from City of Madison Parks and Recreation Master Plan 2025*



### PALMER PARK PARKSHED RELATING TO THE WEST SIDE

Palmer Park’s parkshed, according to the City’s Parks & Recreation Master Plan, does not adequately service the majority of the area of the West Side. There is currently a demand for a large park and the demand will increase with future population growth.

of the fabric of thriving communities. In addition to providing places for play, relaxation and rejuvenation, these areas provide and protect habitat, foster community among neighbors, and enhance and often become an integral part of the identity of place.

### Parks

As Madison grows to the west, residents will need access to passive and active recreation areas. In the past, small parcels within neighborhoods were set aside as recreation sites and donated to the public. These sites, while potentially important neighborhood amenities, are too small and too scattered to provide a full range of recreational opportunities. Some have never been improved for use.

The City has adopted a Parks & Recreation Master Plan that documents there is a current demand for 149 acres of community park space and an additional 66 acres will be needed by 2025, and the extension of the City’s greenway system within the West Side. The plan also advocates for the integration of low impact stormwater design techniques, complete streets, moving away from the acceptance of small parcels within subdivisions and towards a fee-in-lieu program that will help fund larger, more effective parks.

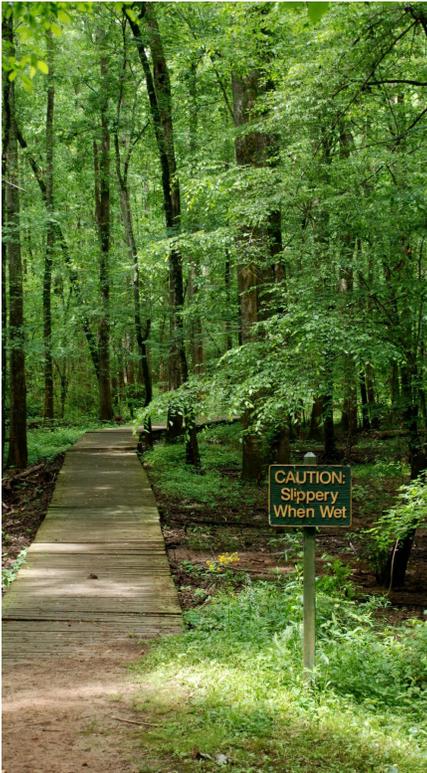
In 2006, the Subdivision Ordinance was amended to allow fees-in-lieu of land dedication for parks and recreation facilities in new subdivisions. This mechanism would allow a developer to donate a calculated sum of money to the City for the express purpose of developing recreational facilities as an alternative to land dedication. Fees-in-lieu programs are used in many places across the country very successfully, but the option has not yet been used in Madison.

The Parks & Recreation Master Plan calls for the City to work with Madison City Schools to plan, design, construct and maintain shared recreation facilities. There are very successful models for this in the immediate area including Madison, where limited agreements currently in place allow for shared use. The proposed Rec Campus, which would be a 180,000 square foot public-private project on school and city property and include basketball/volleyball courts and a 10-lane natatorium is an example of this. The Parks & Recreation Master Plan does not, however, identify opportunities to coordinate recreation facilities with adjacent jurisdictions.

### Greenways and Trails

From modest beginnings in 2000, Madison’s system of trails has grown





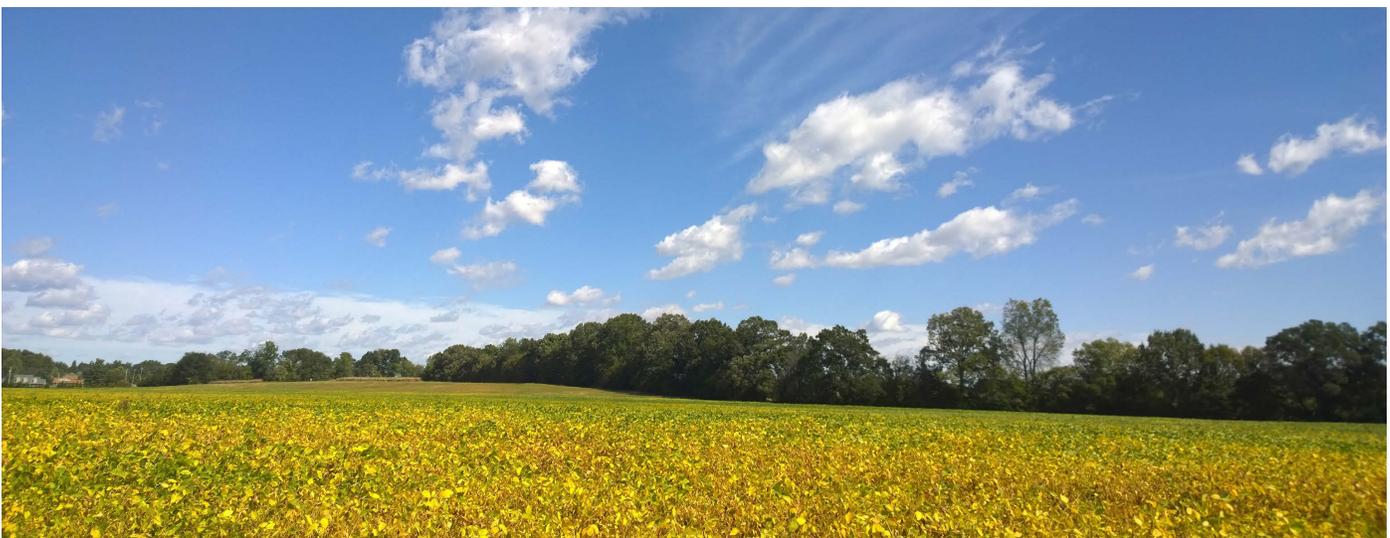
to more than nine miles of multiuse corridors and greenways. The multiuse path currently under construction along County Line Road is the most significant facility in the West Side, although the Bradford Creek Greenway, a very popular facility, touches the eastern edge. Land dedication for greenways has been more popular and practical than parkland dedication for Madison in recent years. Landholders along branches of Beaverdam Creek, such as Moores Branch and Oakland Branch, have expressed quite a bit of interest in the possibility of donating land lying along the branches to the City for extension of the greenway system. The citizens of Madison also expressed a strong desire to expand city greenways in both our stakeholder interviews and public meetings as well as in the 2010 Growth Plan where expanding the greenway trail network was identified as a top priority by citizens.

### Open Space

While parkland may provide open space, open space may or may not be used for parks or recreation. The purpose of open space varies from jurisdiction to jurisdiction and occasionally within jurisdictions, but often includes natural resource protection, view shed protection, agricultural preservation and buffering, habitat and wildlife corridor protection, noise and light buffers, and passive recreation and public trails space. Most forms of urban open space also serve the purpose of mitigating density and providing green space and natural areas that soften the urban environment by making it more livable. Many open space purposes aren't exclusive so some open spaces may serve two or more purposes.



The Land Trust of North Alabama owns land south of Hardiman Road and manages public land elsewhere in the City, but there is no publicly



owned open space within the West Side, excluding greenways. There are, however, a number of floodways, floodplains and wetlands that are either unbuildable, expensive to develop, or unattractive as building sites. Such areas could be pieced together to make linear open spaces that protect water quality, habitat, and wildlife corridors, provide flood protection, serve as greenway locations and buffer higher density development against lower density sites.



*A robust, well-planned and designed parks and recreation system projects a message that the City cares deeply for its people and provides the best for them.*

*Quote from the Parks & Recreation Master Plan, 2014*

### Fire Safety

The City of Madison currently has three fire department locations, one of which, Fire Station #3, is in the northern part of the West Side along County Line Road. The City recently received an ISO rating of 1, which is the best rating a city can get. What this means for property owners is lower insurance rates and peace of mind that Madison has the ability to respond quickly and appropriately to fire events and threats.



Each fire department location is a first responder not just for fire, but for medical emergencies as well. The Segers Volunteer Fire Department located on Segers north of the railroad tracks, serves the unincorporated area in the West Side, but Madison does have an



agreement with them to assist with fire response as needed inside the City. The Segers station, however, is not a first responder.

Due to the growth occurring in the West Side, the Madison Fire Department is considering relocating Fire Station #3 somewhere near Burgreen Road and Huntsville Browns Ferry Road. With the amount of growth occurring and expected, a second fire station in the West Side will also be needed sometime within the next ten or twenty years.

## Police

The City of Madison has one police station located on Hughes Road within the City Hall building. There are currently no satellite police stations within the City.

## Emergency Management Services

Huntsville Emergency Management Services (HEMSI) currently has two stations in Madison: Station 4 near Hughes Road and Station 11 near Wall Triana Highway.

## ADJACENT LAND USES

Governmental borders alone do not prevent impacts, both positive and negative, from land use and development. For this reason, planning for the West Side, or any area, must take into account what is happening or proposed to happen in adjacent areas.

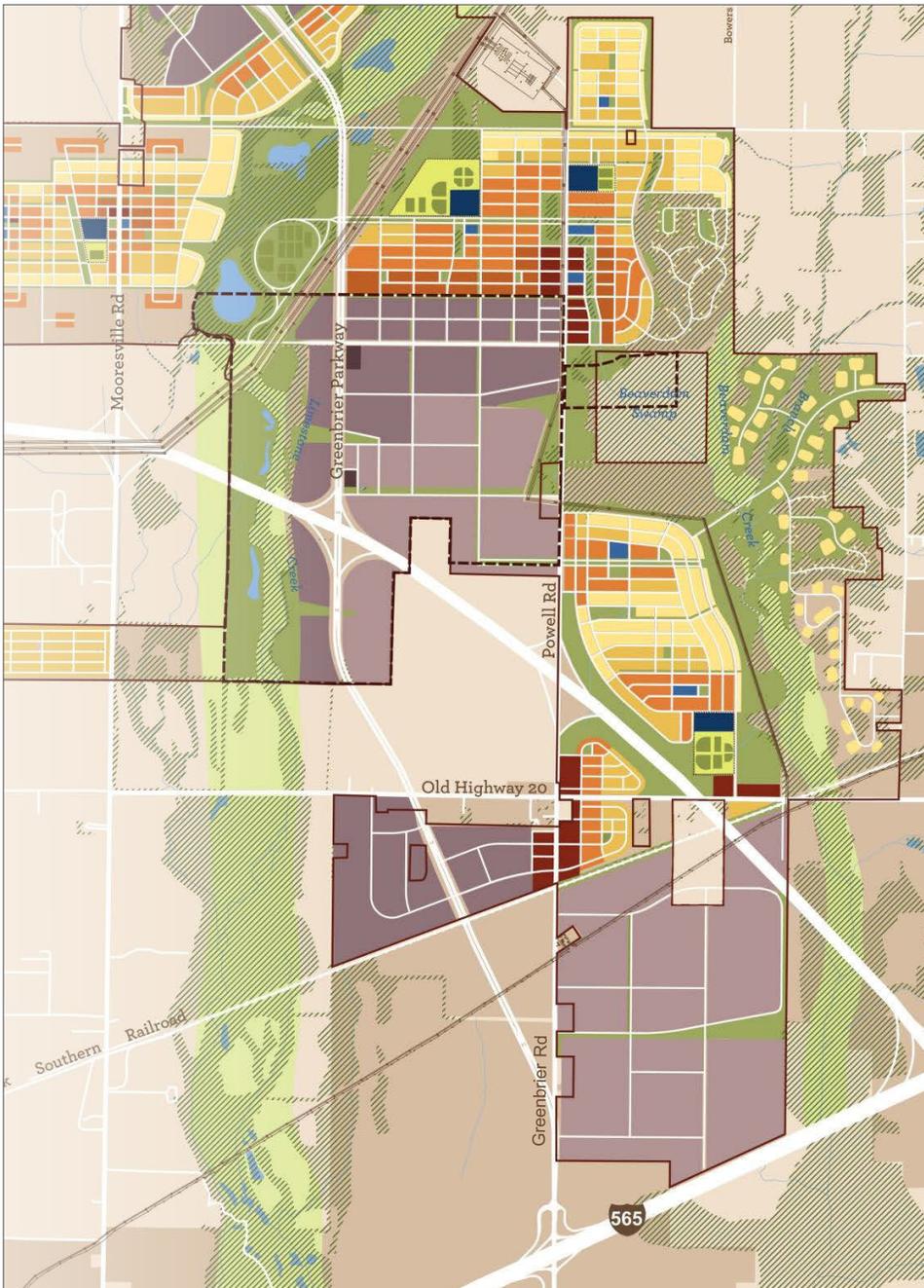
The West Side planning area abuts the City of Huntsville to the north, west and south. In 2011, Huntsville completed a plan for the more than 9,000 acres annexed into Huntsville lying within Limestone County. Much of this land is adjacent to the West Side. According to the summary in the July 13, 2011 edition of Huntsville Development News, the plan calls for 3-5 million square feet of

office space, 550,000-800,000 square feet of retail, 2-7 million square feet of industrial space, and 10,000-12,000 total residential units (single and multi-family).

The plan's existing land use map indicated that most of the land immediately adjacent (1 mile or less) to the West Side was cropland, low density development and forest in 2011. The future plan, however, shows lands adjacent to the western boundary of the West Side Planning Area rimmed with low, medium and high density residential uses with office, retail, and industrial land uses just beyond that. Current zoning indicates that the land has, for the most part, been zoned Planned Industrial (PI) to the north and south along Huntsville Brown's Ferry Road, Residential (R1-A) west of Segers Road, or Commercial Industrial Park (CIP) between I-565 and the southern border of the West Side Planning Area. Pockets of Residence 2 (R2) and Highway Business (C4) zoning exists along or near HWY 72, with another pocket of R2 abutting the planning area to the south.

## HUNTSVILLE INTERNATIONAL AIRPORT

Huntsville International Airport is classified by the FAA as a small hub public airport located within the City of Huntsville south-southeast of the West Side planning area and only 5 miles from the Madison City Hall. It handles over a million passengers a year, approximately 80 commercial passenger flights a day (in and out), and is the largest cargo-handling airport in Alabama with cargo service to Europe, Mexico and Asia. In fact, the airport is ranked 16th in the nation for international cargo tonnage and is the North American hub for the cargo carrier Panalpina. Huntsville International Airport along with the adjacent Jetplex Industrial Park, International Intermodal Center, Foreign Trade Zone No. 83,



MASTER PLAN  
--FOR HUNTSVILLE  
CITY PROPERTY IN  
LIMESTONE COUNTY

- STUDY AREA
- OPTION TRACT
- EXISTING TREE COVER & WETLANDS
- FLOODWAY ESTIMATION AREA

- MASTER PLAN LAND USES
- SINGLE FAMILY LOW DENSITY
  - SINGLE FAMILY MEDIUM DENSITY
  - SINGLE FAMILY HIGH DENSITY
  - MULTIFAMILY
  - MIXED USE
  - COMMERCIAL
  - OFFICE, RESEARCH & DEVELOPMENT
  - INDUSTRIAL
  - CIVIC / INSTITUTIONAL
  - K-8 SCHOOL / HIGH SCHOOL

S A S A K I

Sunset Landing Golf Course and vacant land for future expansions occupy approximately 7,300 acres with a goal of eventually containing 8,000 acres. The airport, Jetplex, Intermodal Center and Foreign Trade Zone and are owned and managed by the Huntsville-Madison County Airport Authority. While becoming a passenger hub is a long term goal for Huntsville International Airport, there is more short term potential for the airport to become a cargo hub.

In 2013 and 2015 the east and west runways were expanded so that they now have the capability to handle 747-8 aircraft making the west runway at Huntsville International Airport longer than most in the Southeast—second only to Miami International in length. Existing noise contours affect the south end of the planning area based on the current runway configuration. A noise contour is a line on a map that indicates the area in which a certain level of noise can be expected. The Federal Aviation Administration (FAA) requires airports to identify noise contours based on the average annual daily sound level, otherwise known as the day-night level abbreviated as Ldn. An Ldn of 55 decibels or less is considered by the FAA to be minimal sound exposure and the FAA does not recommend any land use controls for that area. However, the FAA does recommend consideration of land use controls for areas exposed to moderate noise levels between the 55 and 65 decibel Ldn contours and implementation of land use controls in areas above 65 Ldn to prevent incompatible uses, such as residential subdivisions, within this contour.

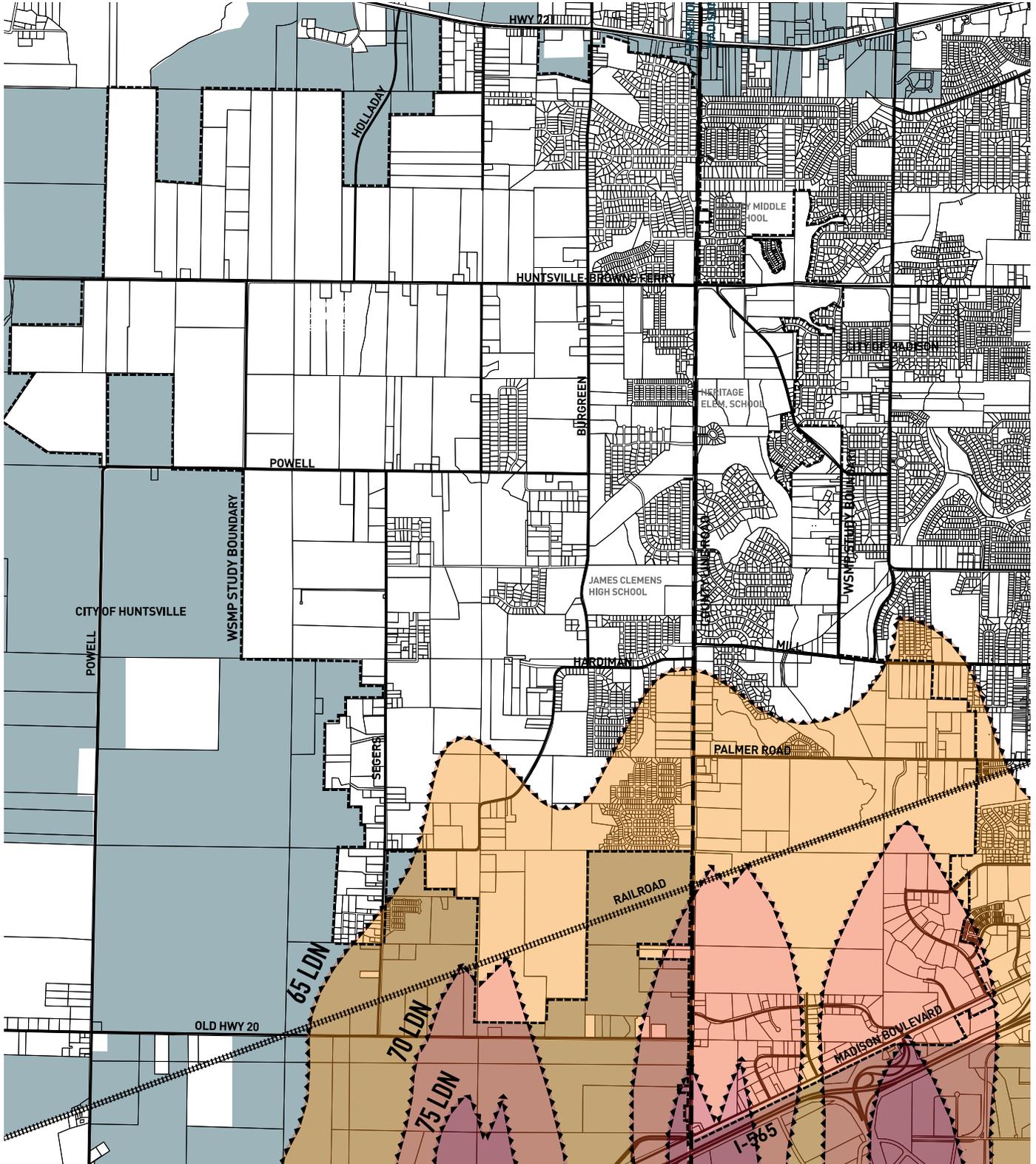
Currently, the City of Madison requires aviation easements on properties lying within the boundaries of the 65 and 70 decibel Ldn contour lines established on the Noise Contour Zone Map. Aviation easements serve three purposes: disclosure, acquisition, and restriction. Disclosure is very important since it is not obvious that properties are within an area that may be impacted by airport operation. Through the aviation easement, the airport acquires permanent rights to operate aircraft in the air space above properties. Lastly, aviation easements also restrict uses of the land to help ensure future structures and operations do not interfere with the safe passage of aircraft. Such restrictions normally include prohibitions for anything interfering with pilot visibility and instrumentation. Aviation easements and additional land use controls within noise contours help to ensure the ongoing viability of the airport, protection of the public investments made in airport facilities, and the continuing economic development benefits the airport brings to Madison and the region as a whole.

Towards the end of last year, the new proposed Airport Master Plan, which shows maximum potential build-out, was shared with the City of Madison indicating new potential noise contours that would penetrate quite a bit further into the planning area than existing contours. These new contours are based on the two existing runways and three new proposed runways expected to each measure 12,600 feet in length. Future contour areas will require more aviation easements for Madison, and control of land uses within the 65+ LDN contours. Of course, airport expansion so close to Madison also means more potential for economic investment and jobs that may directly or indirectly benefit Madison's citizens.

Early in 2016, Huntsville International Airport released a statement saying that the airport and United Launch Alliance, which is developing the Atlas V launch system for the Dream Chaser spacecraft, have entered into a partnership to land future Dream Chaser spacecraft at the airport. The Dream Chaser is a reusable space vehicle designed by the Sierra Nevada Corporation designed to provide transportation

services to low-Earth orbit destinations. It was recently selected by NASA to receive a multi-year contract to provide cargo delivery, return and disposal services for the International Space Station. Much like its predecessor the Space Shuttle, only significantly smaller, the Dream Chaser is designed to land on a run-

PROPOSED FAA NOISE CONTOURS



way. The potential impacts of landing the Dream Chaser are currently being studied to determine impacts and feasibility.

*The launch system used for Dream Chaser is the Atlas V, built in Decatur, Alabama by United Launch Alliance (ULA). In essence, the rockets that take this craft to space are born here and now this project can allow the same vehicle to truly come home to Alabama at Huntsville International Airport. It's full circle. It's the next chapter. It's Alabama's continued role in space missions, research and the future. Our airport is pleased to be a partner working towards making this a reality.*

Huntsville International Airport Facebook posting March 31, 2016

## ANNEXATION

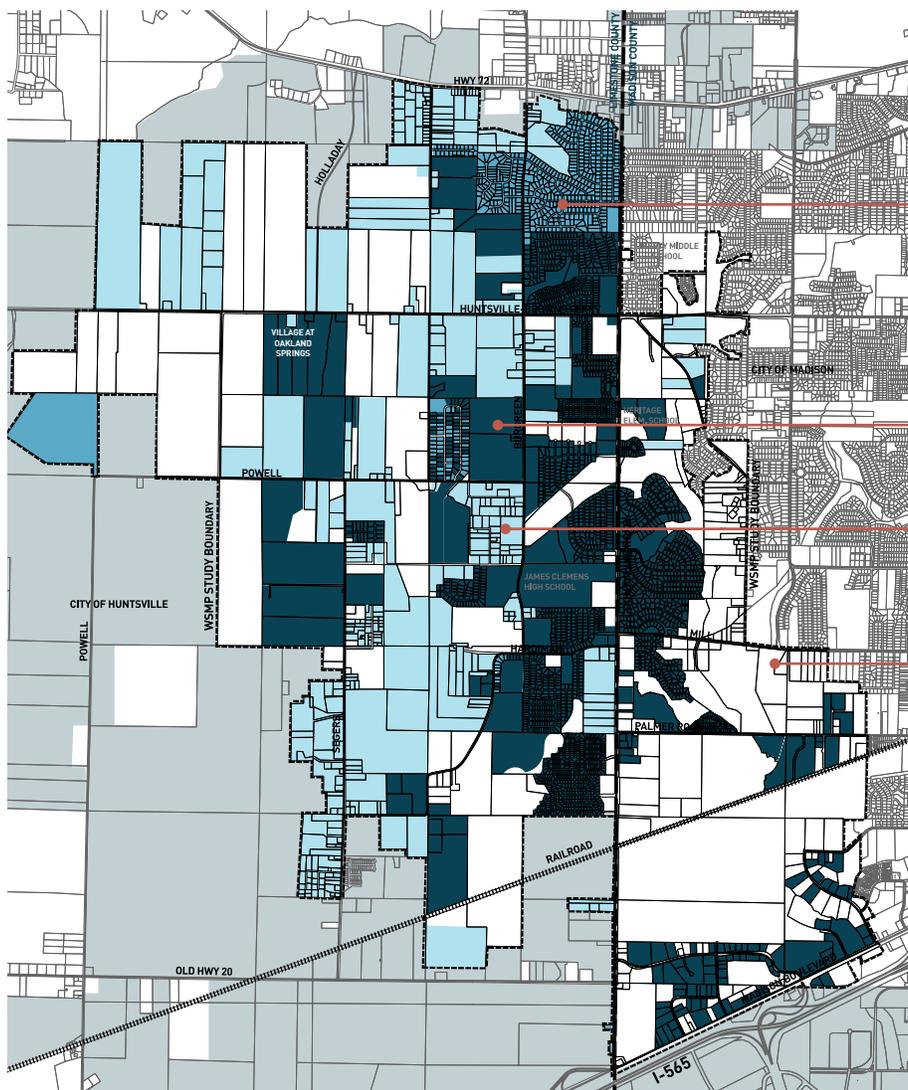
From the mid-1980s until 2010, the cities of Madison and Huntsville engaged in rapid annexations that resulted in increasing the size of Madison by nearly 50% from 2000 to 2010 and ensuring that Huntsville completely surrounded Madison effectively cutting off future expansion. All that remains of unincorporated areas are landlocked lots and a few smaller tracts that still exist between the corporate limits of these two cities. The effect of the annexation boom is a patchwork of jurisdictional lines that make cohesive, consistent development and service patterns difficult. This would only be exacerbated by continued annexation of some of the remaining parcels by either jurisdiction where a substantial percentage of the total parcel boundary is not contiguous with the annexing city.

A primary driver for annexation continues to be Madison City Schools. There are no Huntsville City Schools in Limestone County so children living in the few developments that have been built are bussed around Madison to attend Huntsville City Schools in Madison County. But there are Madison City Schools existing and planned in Limestone County making their proximity and strong reputation for quality facilities and services something that residents, and therefore residential developers, highly desire. In the Fall of 2015 alone, developers submitted sketch plans for four new residential developments that would result in hundreds of new lots most of which will have to be annexed to qualify for Madison City School attendance. Only a portion of one of those developments has actually been platted and it is within the current city limits. Still, as the area continues to rebound from the Great Recession the pressure to annex and grow will increase.



Credit: NASA

## 2016 ANNEXATION & DEVELOPMENT POTENTIAL



DEVELOPED PARCELS  
IN HUNTSVILLE OR  
UNINCORPORATED LIMESTONE  
COUNTY

DEVELOPED OR APPROVED  
PARCELS WITHIN THE CITY OF  
MADISON

UNDEVELOPED & UNANNEXED  
PARCELS

UNDEVELOPED PARCELS  
WITHIN THE CITY OF MADISON

*“The single largest source of income for the City of Madison, and likely all cities in Alabama, is sales tax.”*





## V. Impact of Growth on City Finances

### THE IMPACT OF GROWTH ON CITY FINANCES

The City of Madison derives its revenue from a number of sources including taxes, licenses, permits, fines, and contributions and donations. The City does not collect impact fees to offset the cost of growth, nor does it require adequate public facilities or development agreements, as many cities do, to help with the staging and financing of infrastructure. The single largest source of income for the City of Madison, and likely all cities in Alabama, is sales tax. Sales tax represented 38% of total revenues for the fiscal year ended September 30, 2015. Property tax and payments in lieu of taxes generated 17% of the revenue, and licenses and permits another 16% for the same fiscal year rounding out the top four largest revenue generators. Nearly every structure that is added to the city adds to the tax base, and new residents and employees as well as businesses contribute sales tax.

While growth increases tax base and other revenue streams, it also costs the City in terms of services and facilities. During the time-frame of this planning process, the relationship between land use and revenue was studied by TischlerBise in an effort to better understand land use impacts on city finances. Five residential land use prototypes were studied along with eight non-residential prototypes:

#### RESIDENTIAL PROTOTYPES

- Single-Family Detached: Lot Size >12,000 SF
- Single-Family Detached: Lot Size <12,000 SF
- Single-Family Attached (Townhouse)
- Multi-Family: Apartments
- Mixed-Use: Apartments

## NON-RESIDENTIAL PROTOTYPES

- Retail
- Indoor Entertainment
- Business/Service
- Office
- Research and Development Campus
- Manufacturing/Industry
- Institutional
- Mixed-Use

The analysis included Madison's tax supported funds, but only funds affected by new development were included. Excluded were enterprise funds as well as costs associated with Madison City Schools, which is a separate governmental taxing authority.

According to the study, none of the five residential prototypes generate a positive fiscal result to the City. In other words, revenues do not cover expenses. The largest deficits are generated by residential units on lots 12,000 square feet or more in size. The smallest deficit is generated by residential uses that are part of a mixed-use development.

Of the non-residential uses included in the study, three of the eight prototypes generated a surplus when expenditures were subtracted from revenues. Retail generated the largest surplus followed by mixed-use development and indoor entertainment.

It is important to note, though, that had the impact of growth on Madison City Schools been included in the study commissioned by the City, the net fiscal results would likely look much different. Currently, City Schools educate 1,800 students who reside in the Limestone County portion of the City, but none of the school revenues collected by Limestone County are remitted to Madison City Schools. This means that losses calculated by TischlerBise for the five residential prototypes would have been larger, while all of the non-residential land use prototypes would have generated a surplus. This information was factored into the decisions resulting in the Vision Map and land use strategies.



“...none of the five residential prototypes generate a positive fiscal result to the City.”

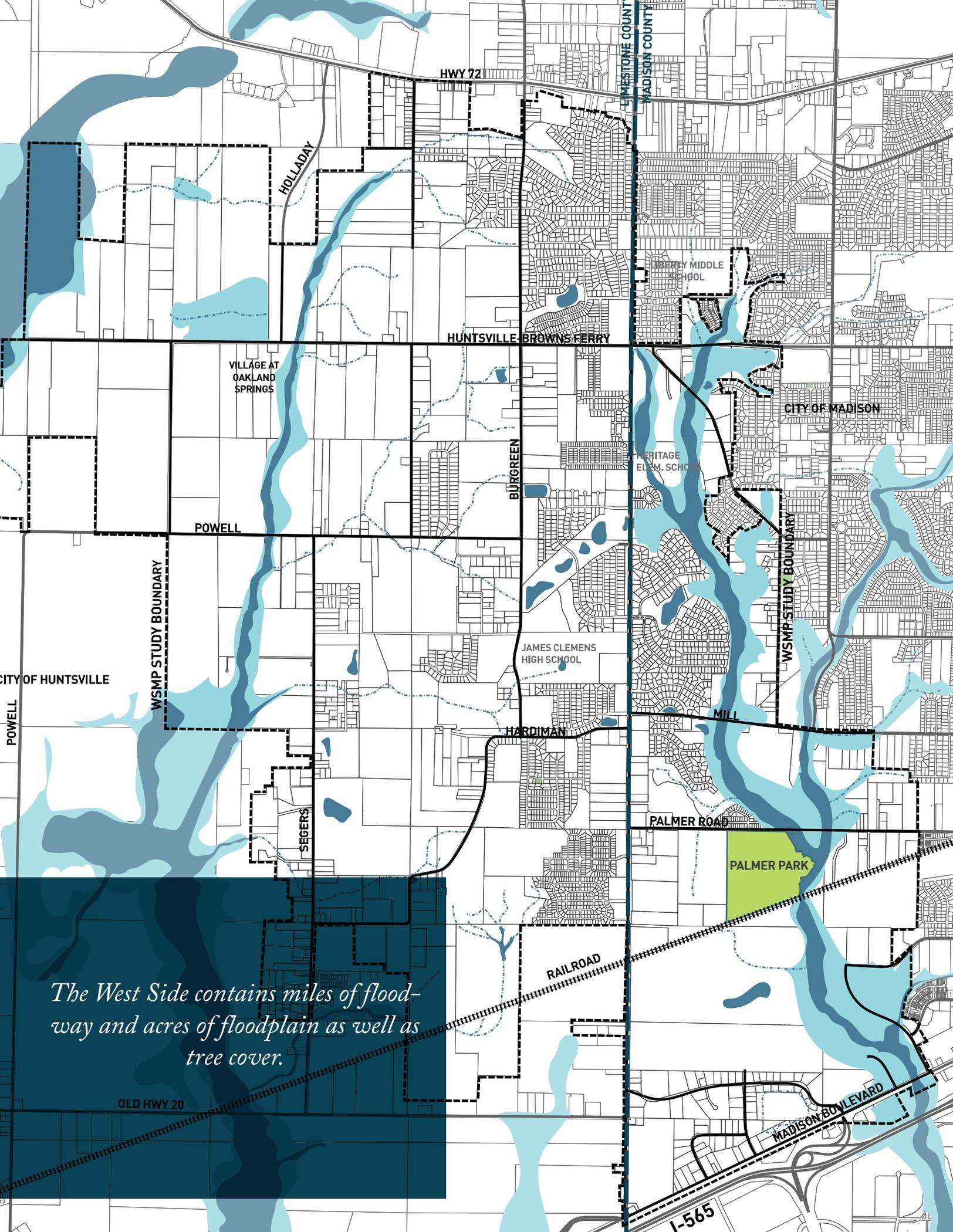


“The largest deficits are generated by residential units on lots 12,000 square feet or more in size.”



“Retail generated the largest surplus followed by mixed-use development and indoor entertainment.”





*The West Side contains miles of floodway and acres of floodplain as well as tree cover.*

OLD HWY 20



## VI. Opportunities

Although growth presents challenges, it also brings opportunities—opportunities that can help the City thrive. Growth means change and change means different things to different people. To some, change means an end to familiar places, childhood memories, and community character. To others it means progress, convenience, and new choices. Whatever it means, change is coming to Madison’s West Side. Instead of waiting to let growth dictate direction, use and character, Madison can seize this opportunity to make growth work for it to strengthen the economic, social and environmental fabric of the City. Madison can ensure that growth is a catalyst and a means to a promising future.

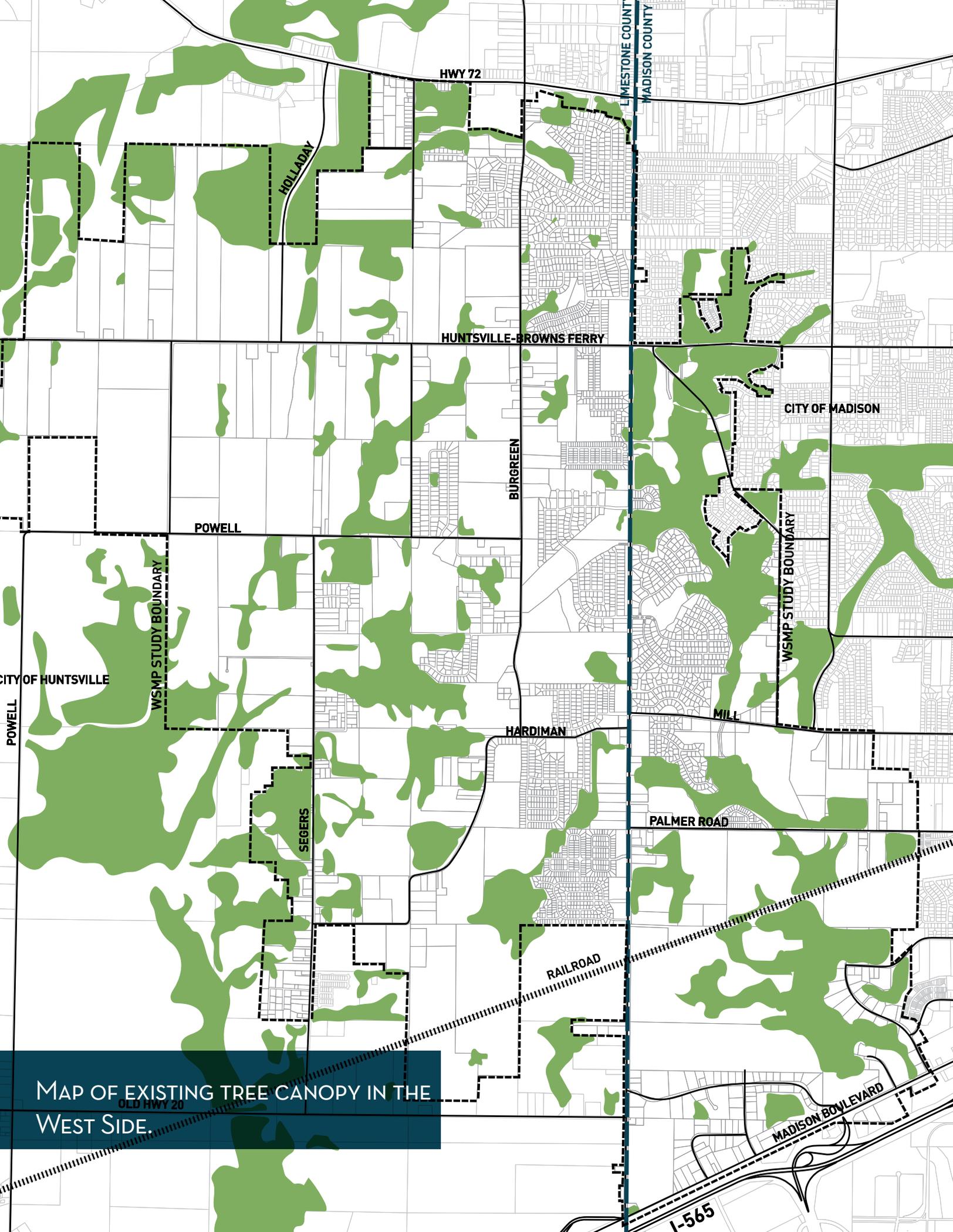
### Growth Can Lead to Environmental Gains

Despite the grubbing, grading, and clearing that come with development, and the increased population, vehicles and land coverage that result, growth doesn’t have to negatively impact the environment. In fact, growth can be used to help preserve it.

The West Side contains miles of floodway and acres of floodplain as well as tree cover. Instead of building in the floodplain changing flood contours and probabilities, growth can help preserve it through the use of flexible land planning and zoning techniques such as density shifting permitted in cluster developments to offsite-offsets for required parks and open space.

*A small tributary flows from  
the West Side into Beaverdam  
Swamp*





HWY 72

HOLLADAY

LIMESTONE COUNTY  
MADISON COUNTY

HUNTSVILLE-BROWNS FERRY

CITY OF MADISON

POWELL

BURGREEN

WSMP STUDY BOUNDARY

WSMP STUDY BOUNDARY

CITY OF HUNTSVILLE

HARDIMAN

MILL

POWELL

SEGERS

PALMER ROAD

RAILROAD

MAP OF EXISTING TREE CANOPY IN THE  
WEST SIDE

OLD HWY 20

MADISON BOULEVARD

I-565

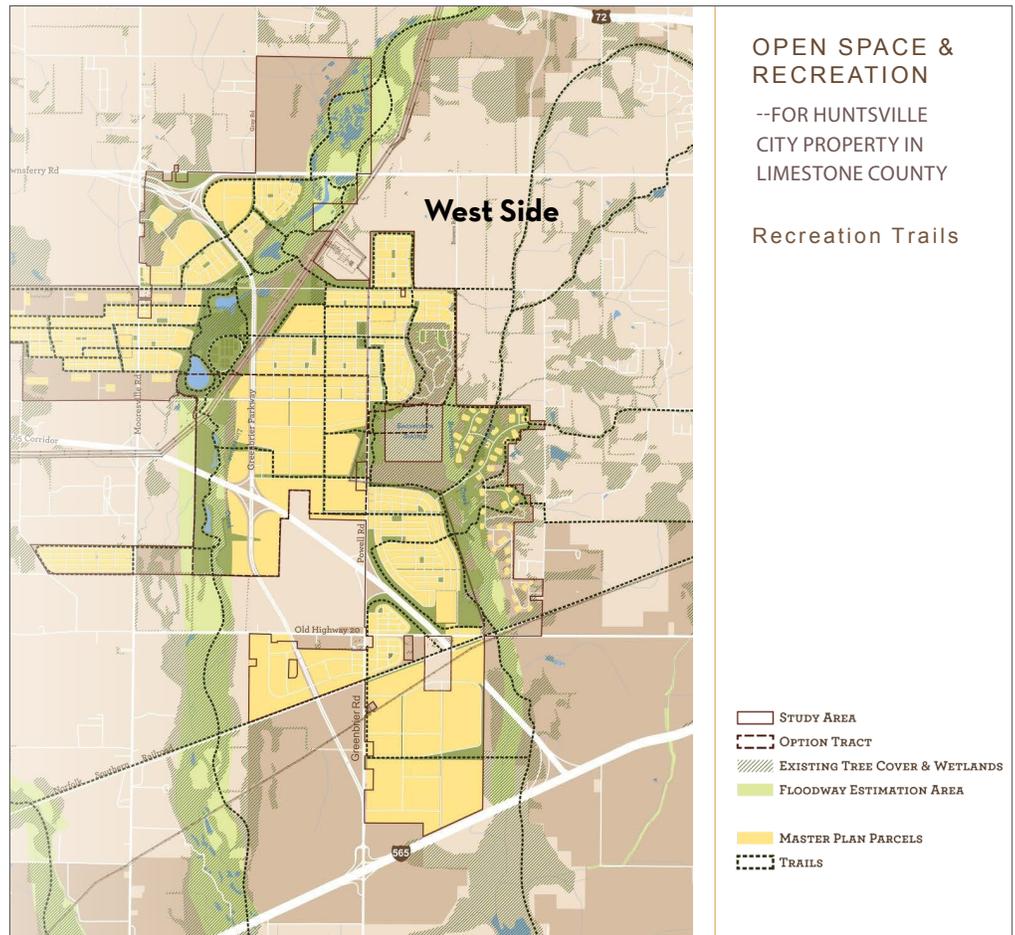
## Growth Can Help Create Regional Linkages

While the City of Madison has discreet borders it is impacted by and has impacts on surrounding jurisdictions. Most immediately, zoning and plans for future growth in Huntsville will have the greatest impacts on and present the greatest opportunities for the citizens of Madison.

Huntsville has plans for trails up Limestone Creek. Building trails in Madison that connect to Huntsville’s system of trails multiplies opportunities for Madison’s citizens and adds to a regional network that will serve the area for years to come. Growth can help provide the land, if not the trail itself, as part of required parks and recreation facilities for new development. Showing future trail locations on the Vision Map is the first step to realizing this network.

Huntsville has set aside a significant amount of industrial and residential growth along its border with Madison. If planned correctly, Madison can take advantage of the residential growth by providing shopping, dining, and employment opportunities close by. In a like manner, residents of Madison’s planned communities can be close to job and commercial opportunities in Huntsville. Although land use can be competitive between jurisdictions due to taxes generated by growth, especially sales tax, it is possible for both Madison and Huntsville to successfully grow their communities at the same time.

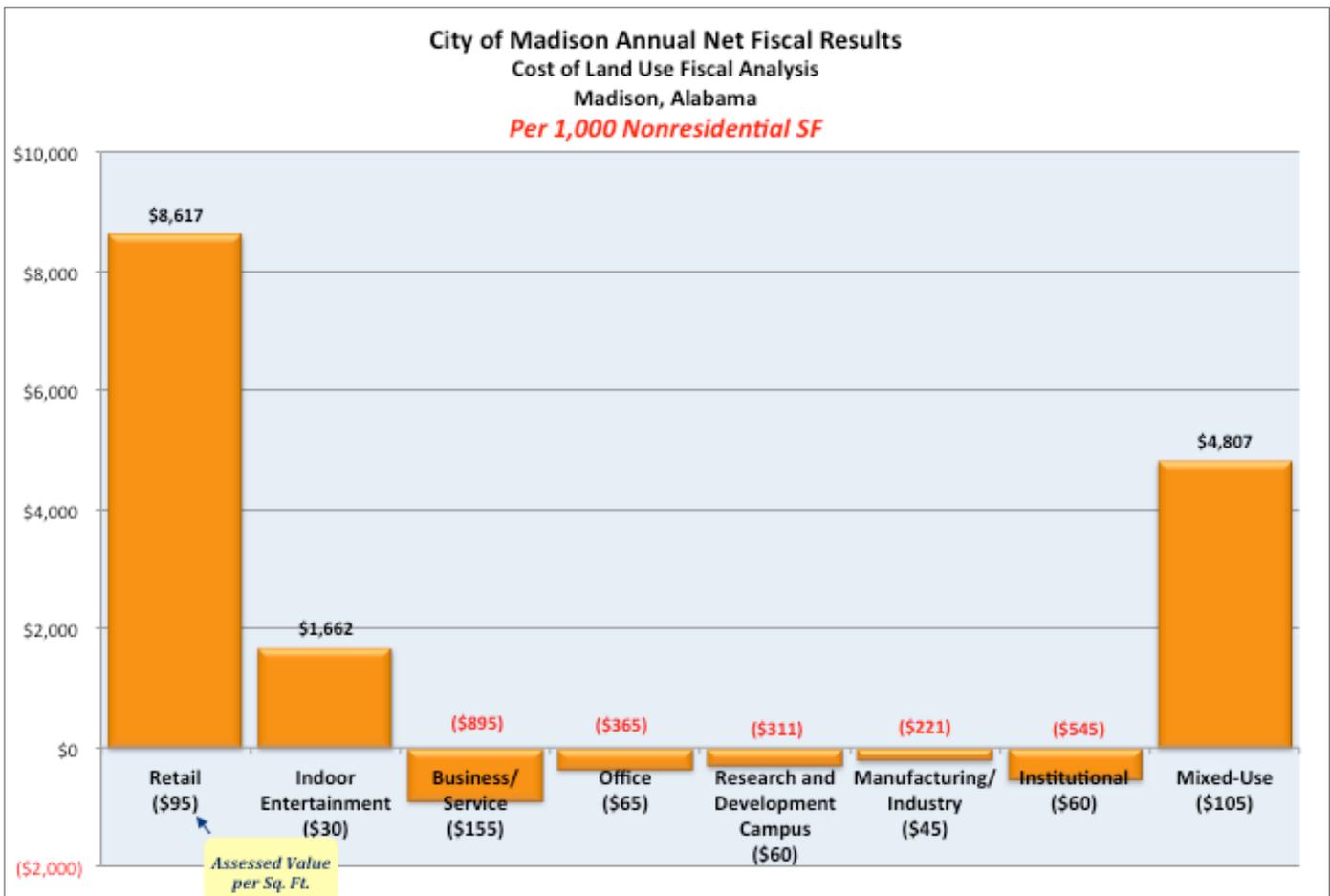
*Map illustrates Huntsville’s plan for open space and recreation bordering Madison’s West Side.*



## Growth Can Help Balance the Tax Base

After reviewing the Cost of Land Use Fiscal Impact Analysis conducted by TischlerBise, it is tempting to say that Madison should concentrate on future growth that is non-residential, especially non-residential development that generates significant sales tax. However, this strategy has some key flaws. First, the West Side contains more than 10,000 acres of land. There is not enough demand or spending potential to warrant a plan that does not include residential growth. Second, Madison is continuing to grow, and the West Side presents the best options for significant residential growth to address the demand. Third, industry and jobs are still important to Madison and must be an important part of the West Side. And lastly, creating quality communities means balancing land use and investing in the infrastructure in ways that makes people want to live, shop, work and play in the community.

*This chart, from the Cost of Land Use Fiscal Impact Analysis conducted by Tischlerbise, shows the impact of non-residential uses on City finances.*



There is no magic formula for determining an appropriate land use balance, but there are general guidelines for growth that can help Madison ensure it grows in a way that maximizes the potential for creating great places that add to the tax base and the quality of life. These include:

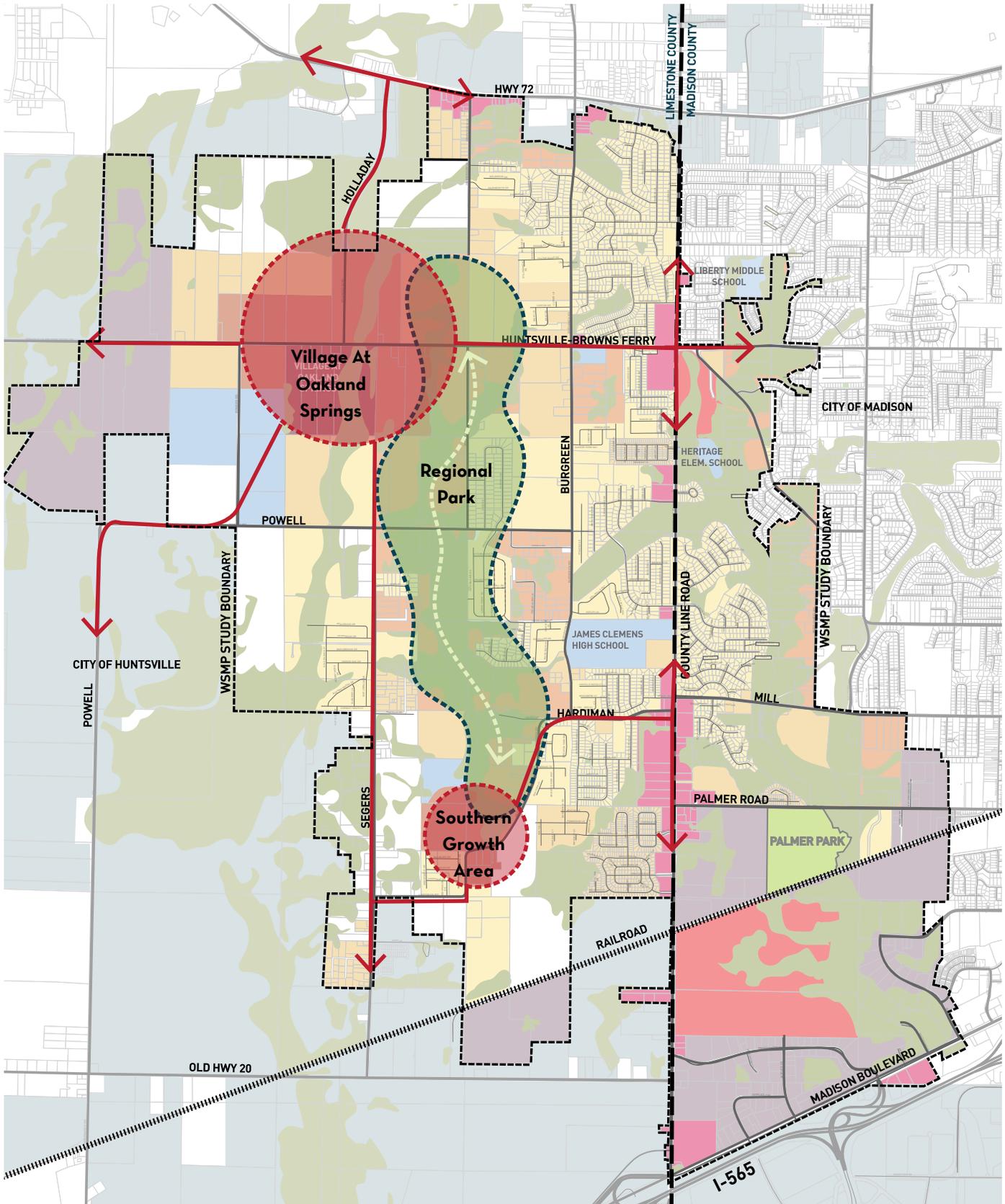
1. Have enough open space to encourage consistent active and passive recreation.
2. Make sure infrastructure can meet demand both immediately and in the future.
3. Create a community where everyone can move around the community as efficiently as possible, as independently as possible, and in as many ways as possible.
4. Maximize options for where and how to live and make sure housing is connected and, when possible, mixed with other land uses that provide services, destinations, diversity and interest.
5. Ensure that new growth remains connected to the City identity at the same time it builds a strong sense of place.
6. Require minimum standards of design that are necessary to make sure the built form strengthens the City and helps to make buildings that will be landmarks and resources for years to come.
7. Seek relationships and partnerships with the private, non-profit and public sector to create quality community elements.

Nielson's 2016 Claritas reports for Madison indicate that there is potential to capture more revenue from many different kinds of retail. About 43% of all retail sales estimated to be generated by Madison's residents are not occurring in Madison. Undoubtedly the vast majority of the leaked sales are going to Huntsville. Huntsville is the most significant economic engine of northern Alabama and surrounds and is substantially larger than Madison so it is only natural that Madison's citizens shop and spend money there. Preventing that is neither possible nor desirable and shouldn't be the goal, but perhaps capturing some of that leakage is possible. Growth in the West Side gives Madison a chance to create shopping experiences and options that are informed by such data and that not only appeal to Madison citizens, but non-residents as well.



*Have enough open space to encourage consistent active and passive recreation.*





PRIORITY GROWTH DIAGRAM FOR THE WEST SIDE

## Growth Can Create New Destinations

Destinations can be large or small, but whatever the size they attract people, create economic opportunities for businesses, and add diversity and interest to communities. Ideally, destinations are well connected to nearby land uses and mobility options and may include auditoriums and other entertainment venues, unique shopping experiences, farmers' markets, and great places to visit such as gardens, nature centers, museums and historic sites. In recent years, brew pubs have become hot destinations as well. Growth will enable Madison to create new destinations in the West Side that help drive a healthy economy.

National and regional growth trends can and should inform how Madison grows. Major national trends that should be considered include greater mobility, significantly more interest in walkability, less interest in home ownership, more interest in reducing commute times, demand for smaller homes and homes in mixed-use developments, more public space, greater flexibility in work location resulting in less office demand, small industry and cottage industry, interest in urban agriculture, and more interest in green development. The Market + Main and Graham & Co. market assessments prepared for Huntsville in 2014 and 2015 respectively indicated that many of these trends are either being experienced in Huntsville or will be in the near future. Evidence of that can be seen in new developments under construction in and near the downtown such as Twickenham Square. Madison has the opportunity to make the West Side not only a place that serves the needs of today's citizens and residents, but an opportunity to ensure it serves future citizens and residents as well.

### *Twickenham Square*





**CORK & CRUST**  
Pizzeria & Wine Bar  
EST. 10-27-2014

WHAT TYPE OF FUTURE LAND USES ARE YOU INTERESTED IN?  
WHAT TYPE OF RECREATIONAL FACILITIES WOULD YOU LIKE TO SEE IN THE WEST SIDE?

STREETSCAPES WOULD YOU LIKE TO SEE IN THE WEST SIDE?

WHAT TYPE OF FUTURE RESIDENTIAL USES WOULD YOU LIKE TO SEE IN THE WEST SIDE?

**VISION GOAL:**  
*To create a vibrant, connected community for all ages that grows in a way that is fiscally healthy, forward thinking, and environmentally sound.*



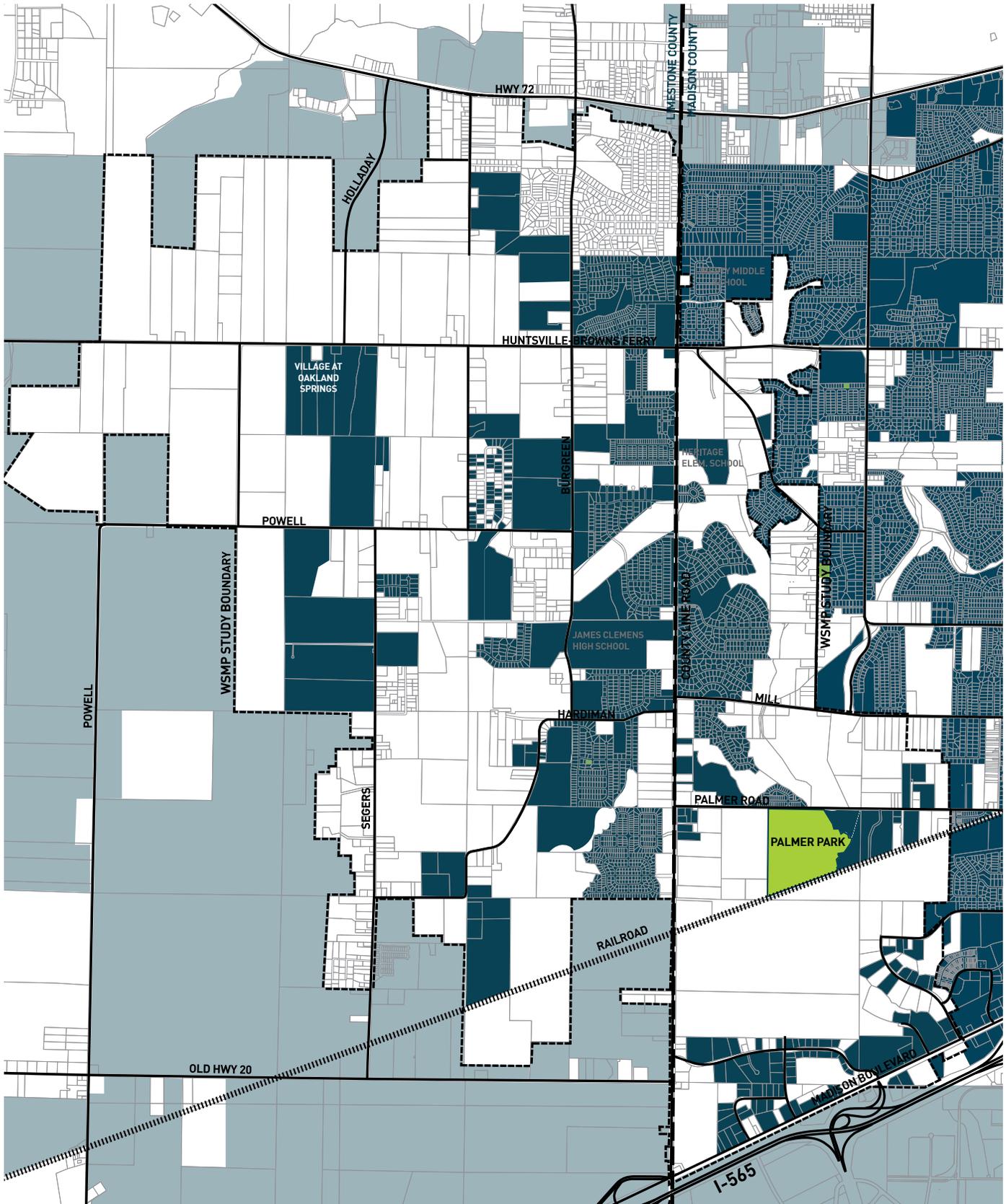
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## VII. The Vision

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The focus of the second trip by Orion Planning + Design was a series of visioning sessions with stakeholders, the steering committee and the public. Sitting around a table with large maps of the West Side, we talked about broad planning concepts such as mixed-use and complete streets, and very specific issues such as places to build, places to preserve, connectivity and mobility along specific roads, and where future roads are needed. We mapped these ideas with each group, and then created a synthesis map that illustrated all of the ideas generated. Between trips 2 and 3, we continued to refine the Vision Map using information gathered from online resources, interviews, results from the Fiscal Impact Analysis and best practices. During and after Trip 3, the map continued to be refined and is reflected in both the layers and the consolidated vision plan set forth in this section.

What follows is a series of maps by place type concluding with the complete Vision Map that puts all of the pieces together. The Vision Map is intended as a guide for future development. It will enable Madison to make the most of the opportunities that growth brings while minimizing the negative consequences that are often the result of unplanned, haphazard, or misguided growth. While the greatest benefit may be its ability to inspire a prosperous and balanced future, elements of the plan do have some force of law. Section 11-52-11 of the Alabama Code of Laws states that plans for streets, public spaces, open space, public structures, and utilities as covered by the West Side Master Plan must be approved by the Planning Commission. Disapprovals may be appealed to the City Council. Lastly, the map will be most helpful if not used alone, but rather in concert with the recommendations included within the implementation element of the plan.



## CURRENT PARCELS OF ANNEXED DEVELOPMENT

*Dark blue parcels represent areas that are within city limits and are approved for development, in construction, or have been developed previously.*

## VISION GOAL

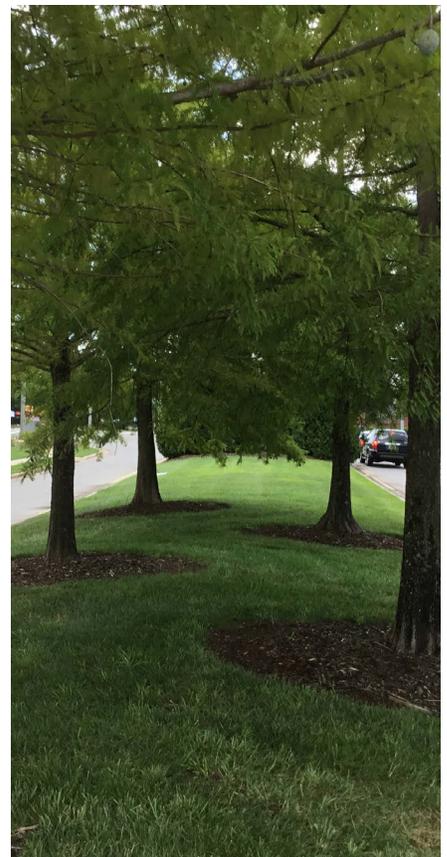
The development of the Vision Map was also driven by the vision goal. Simply stated, the goal of the vision for the West Side is:

*To create a vibrant, connected community for all ages that grows in a way that is fiscally healthy, forward thinking and environmentally sound.*

Fiscal health is a very important element of the goal, but hard to identify in concrete ways for a 20-year plan. It is easy to understand that growing the tax base and revenue stream is a good thing. What is much more difficult is quantifying how to do that in terms of land use. For example, sales tax is the largest contributor to city revenue; however, sales tax can vary substantially between business types and products meaning the same square footage can have very different fiscal impacts. Even though there is only so much retail that can reasonably be expected, predicting that amount can be difficult. Past land absorption rates are frequently used to predict future land needs or consumption. However, since the West Side is largely planned to grow in ways not typical for Madison, and with an emphasis on mixed-use buildings and developments, small specialty stores and higher end retailers looking for well-planned and designed spaces, it is difficult to forecast acreage by land use based on past trends. That difficulty is only exacerbated by the fact that many of the figures we could generate and use pertain to times before and during the Great Recession that may not be predictive at all in terms of what Madison can expect over the next 20 years for retail, housing or industry.

To be forward thinking means planning for future generations including the children of Madison as well as new residents and businesses. It means looking beyond the challenges and desires of today to understand that positions, values and needs change. It also means exploring and understanding at least some of the obstacles and opportunities that will come in the near and long term, and recognizing and taking advantage of trends to ensure the best possible outcome for the City.

Growing in ways that preserve and protect the environment isn't just for tree huggers. It is a component of growth that is necessary to ensure that the environmental resources of the City are not lost in the push for more development. Protecting the environmental value of floodplains and wetlands not only helps accomplish that, it also helps to protect current and future residents and business owners from costs associated with increased flood risks and insurance, as well as degraded surface waters. Protecting trees also creates a more livable community.



## VISION ELEMENTS

The vision unfolds in this section of the plan as a series of illustrations and narratives by topic that describes details as well as the overall picture of how the West Side should grow in the future. This series is composed of the following parts:

PLACE TYPES  
 KEY AMENITIES  
 STREET NETWORK  
 STREET TYPES  
 STREET TREES  
 VISION MAP

The place types describe and provide detail for specific use and design characteristics that are desirable on the West Side and show where such characteristics would be most appropriate. They are grouped under headings that indicate the predominant development pattern such a place type would generate.

Key amenities includes detail about stormwater, the Regional Park, and pathways. It illustrates and provides the detail necessary to provide the non-street infrastructure needed to address not only projected growth but changing demographics and lifestyle preferences.

The street network part describes and illustrates how and where new roads and improvements to existing roads need to be accommodated to address growth. It is a fairly large-grained grid plan that should provide efficiency and access, although a finer-grained pattern that includes the local streets that serve new developments will need to be developed within this pattern to adequately address traffic movement.

Street trees are covered briefly in overview where a list of recommended trees is provided to help developers and landowners landscape in ways that are friendly to streets, sidewalks, and utilities.

Finally, the Vision Map brings all of the previous parts together to illustrate our effort to balance fiscal management, forward thinking policy and environmental stewardship while we promote and accommodate growth in the West Side. It also represents the highest achievable aspirations for what we think the West Side can become. We'll have to stretch and work hard to realize this vision, but with the help of the community, community partners, and the private sector we believe we can get there.



## PLACE TYPES

### Purpose

There are very many different sorts of development, and particular buildings and uses that could potentially locate in the West Side. The purpose of this plan is to provide a guide for at least the next 20 years as to which of those buildings and uses will be appropriate and where they should be located. The combination of buildings and uses is what will give the West Side a character, one identifiable by the people who live, work, visit or maybe just drive by there.

A place type is an urban design category used to describe a specific area where particular buildings, uses and patterns of development are appropriate in terms of form, scale and function. In order to establish potential future land use and development patterns in the West Side, the following eleven place types have been established and are described in detail in this chapter. Such detail includes descriptions, standards, and graphic examples of each place type along with its mobility characteristics.

### PLACE TYPES:

PARK AND NATURAL AREAS

RURAL & TRANSITIONAL AREAS

SUBURBAN SINGLE-FAMILY

MIXED RESIDENTIAL

MIXED RESIDENTIAL CONSERVATION

NEIGHBORHOOD MIXED-USE

COMMERCIAL MIXED-USE

CONVENIENCE COMMERCIAL

TOWN CENTERS

COMMUNITY FACILITIES

INDUSTRY

These place types are used on the Vision Map to provide a geographic guide for future decisions including rezonings and, in concert with this chapter, changes to the Zoning Ordinance.

Included with each place type are photos that exemplify the general character of development. The intent of this imagery is to provide conceptual guidance to the City, property owners, and developers and not to serve to limit or prescribe particular design elements such as materials, style, color, or articulation.

### Uses

Not all uses that may be necessary are listed in each place type. This does not mean that they are not permitted in a particular place type or within the West Side as a whole. Such uses include the following and any use similar in nature and scope of impact.

### Uses Permitted Globally:

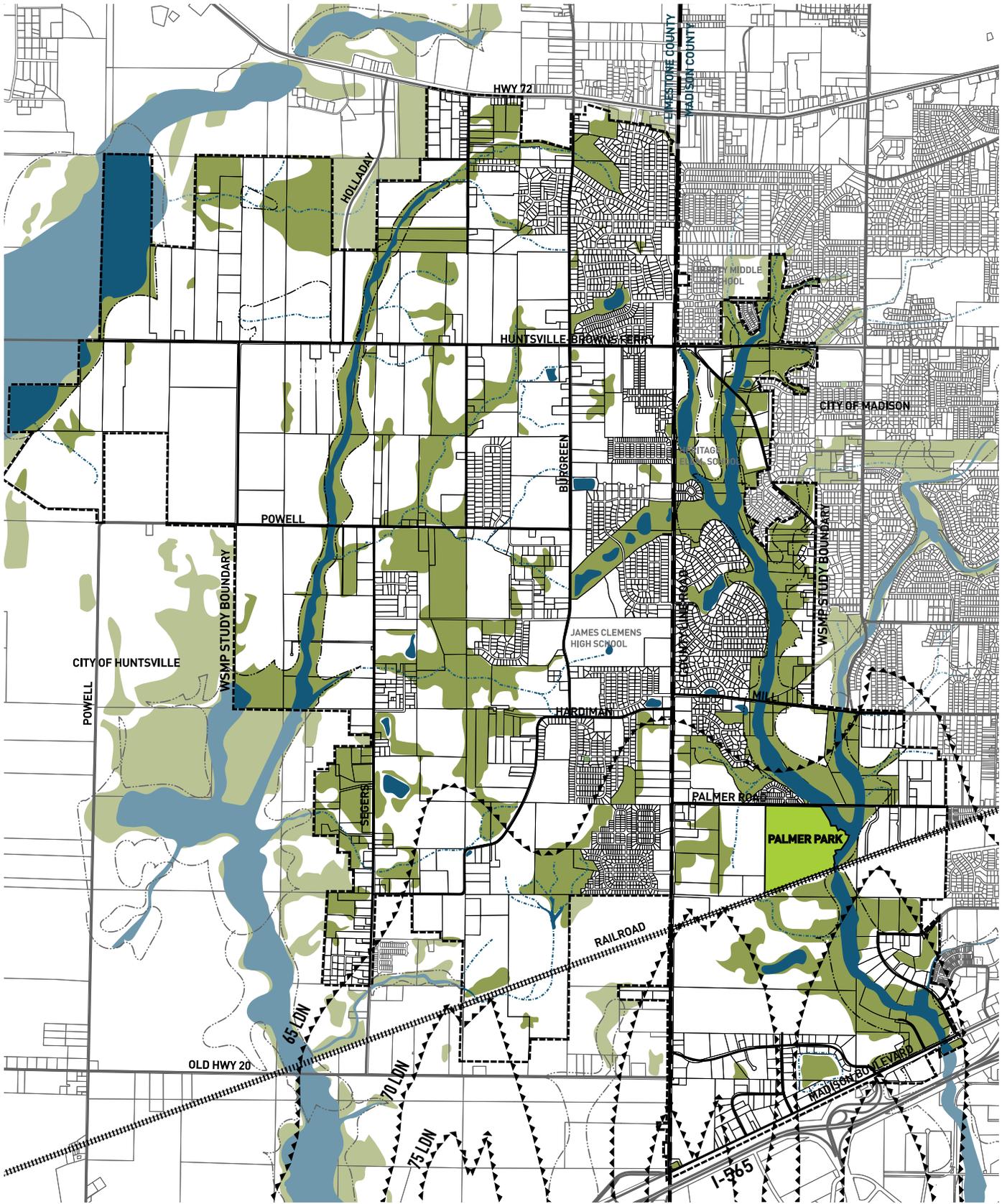
- Customary accessory uses
- Essential public services such as water, sewer, gas, electric, cable, and optical fiber facilities including installations necessary for the performance of those uses, but not including offices, storage yards, the maintenance or storage of equipment not physically connected to a permitted network, and similar ancillary uses
- Greenways, parks, trails, golf courses and open space
- Small institutional uses such as daycare for children and adults, pre-schools, group care, nursing homes, and similar uses
- Small assembly uses such as club houses, country clubs, places of worship, sorority and fraternity meeting houses (Lions, Rotary, Grange Halls, etc.)

Some uses not listed should be prohibited within the West Side including the following and any use similar in nature and scope of impact.

### Uses Prohibited Globally:

- Landfills for sanitary, construction, debris, or hazardous waste
- Uses requiring onsite storage or use of significant amounts of toxic and hazardous material except those permitted and necessary to a bona fide agricultural or industrial operation.





## PARK & NATURAL AREA PLACE TYPE LOCATIONS

## PARK & NATURAL AREAS (PNA)

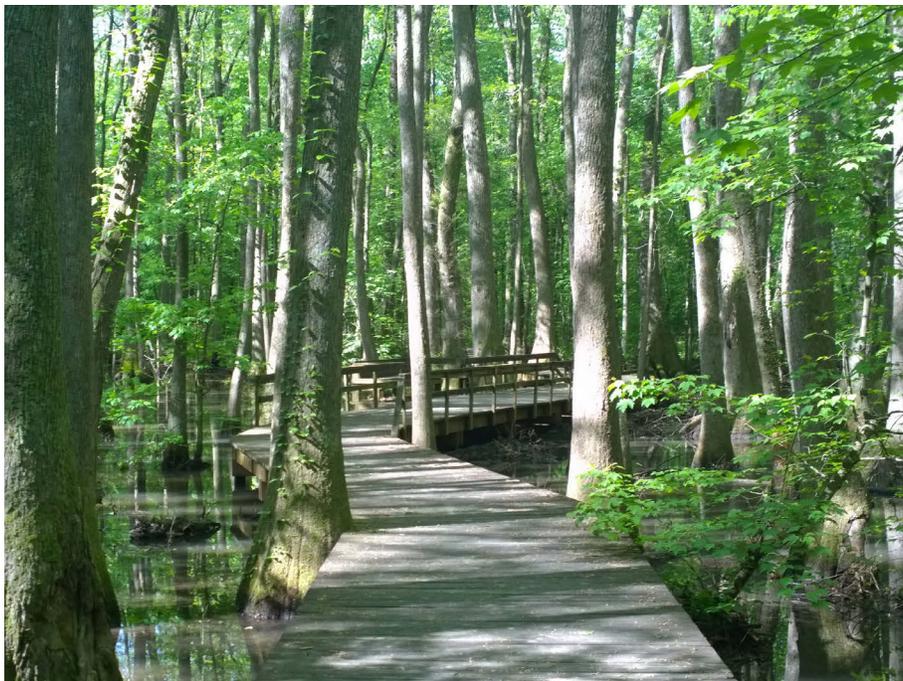
| PROPOSED PLACE TYPES  |                                      |
|---|--------------------------------------|
| PNA   | PARK & NATURAL AREAS                 |
| RTA   | RURAL & TRANSITIONAL AREAS           |
| SSF   | SUBURBAN SINGLE-FAMILY               |
| MR  | MIXED RESIDENTIAL                    |
| MRC   | MIXED RESIDENTIAL CONSERVATION       |
| NMU   | NEIGHBORHOOD MIXED-USE               |
| CMU   | COMMERCIAL MIXED-USE                 |
| CC  | CONVENIENCE COMMERCIAL               |
| TC  | TOWN CENTER                          |
| CF  | COMMUNITY FACILITIES                 |
| I   | INDUSTRY                             |
| <hr/>   |                                      |
|    | FLOOD WAY / EXISTING BODIES OF WATER |
|    | 100 YR FLOOD PLAIN OUTLINE           |
|    | STREAMS                              |
|    | PROPOSED LAKE / STORMWATER RETENTION |
|    | ROAD                                 |
|  | FAA NOISE CONTOURS                   |

Park and natural areas are intended to provide land for large-scale parks and preserve key environmental features. Parks should be developed in floodplain and upland areas suitable for passive or active recreation and may include a range of natural and constructed spaces such as trails, ball fields, playgrounds and similar uses. This place type includes such areas as well as important habitat, significant tree canopy, wildlife corridors, hydrological features, and areas with other environmental conditions that make them unsuitable for development or too important to lose. Unlike park spaces, natural areas should include only trails and support structures such as picnic shelters and maintenance structures.

Existing and future park and natural areas are shown on the map for this place type. The Park & Recreation place type is the second largest place type by acreage in the Master Plan at 1,630 acres or 16% of the total gross area (land and water) of the West Side.

The most significant elements of this place type are creeks, floodways, floodplains, tree canopy and the potential for a great active recreation park in the center of the West Side. This park would be part of a linear park and natural area feature that would include a system of trails linking it to the rest of the community. The benefit of a

### EXAMPLE IMAGERY



linear park, as shown, is that it will be more accessible to more parcels and more people at more points. Planned, designed, and protected well, this park will be a defining feature of not only the West Side but all of Madison. In addition to trails and greenways and the potential for ballparks, the park could accommodate mountain biking, skateboarding and myriad other activities that may be of interest to citizens.

There are multiple benefits to preventing development within the floodplain including hazard reduction and water quality. Protecting a large portion of the remaining tree canopy is also important to the environment as well as quality of life. Natural areas may also be useful for stormwater detention.

While this place type is labeled Park and Natural Areas, parks and natural areas, especially in the form of open space, are an essential element within every place type. As a category, parks and natural areas in other place types should range from community or neighborhood parks to community ball fields to formal open spaces such as greens and squares. The Park and Natural Area place type are specifically designed to address large-scale public spaces and preservation areas and not community or neighborhood facilities.

Road layout and design should conform to the natural features of the site and only minimally intrude into protected areas. Parks should be well connected to the greater community and serve to connect the larger network of greenways that transcend any one place type that is included in this plan and illustrated on the Vision Map.

## **EXAMPLE IMAGERY**



## PARK AND NATURAL AREA PLACE TYPE DETAIL

### GENERAL USE CHARACTER

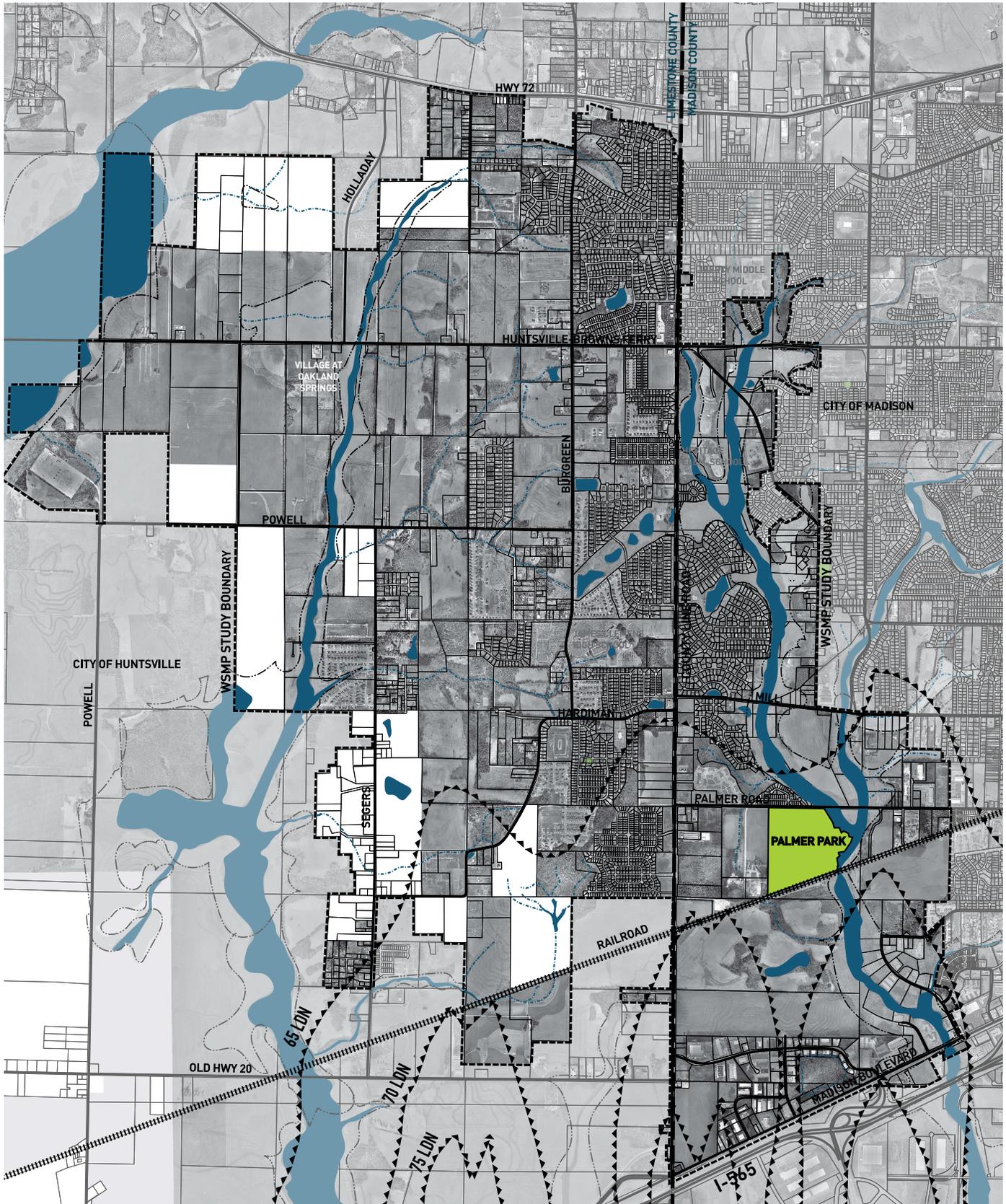
|  |   |
|--|---|
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Active and passive recreation</li> <li>• Preservation</li> <li>• Forested areas and wildlife habitat</li> </ul>  |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Flood protection</li> <li>• Conservation areas</li> </ul>  |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• N/A</li> </ul>   |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• FEMA Flood hazard requirements</li> <li>• Development easements</li> <li>• Preservation easements</li> <li>• Recreation easements</li> <li>• Riparian buffers</li> </ul> |

### GENERAL DESIGN CHARACTER

|                                   |   |
|-----------------------------------|---|
| Building Placement                | <ul style="list-style-type: none"> <li>• Park buildings are placed to serve recreation needs</li> <li>• Buildings in natural areas respect topography, have little if any impact on sensitive areas and complement the character of their surroundings</li> </ul> |
| Building Frontage Characteristics | <ul style="list-style-type: none"> <li>• None</li> </ul>  |
| Building Height Maximum           | <ul style="list-style-type: none"> <li>• None</li> </ul>  |
| Parking Characteristics           | <ul style="list-style-type: none"> <li>• Parking areas are buffered where adjacent to public streets, residential areas, or protected areas and have little if any impact on sensitive areas</li> </ul>   |
| Access Characteristics            | <ul style="list-style-type: none"> <li>• Limited curb cuts</li> </ul>   |
| Landscaping Characteristics       | <ul style="list-style-type: none"> <li>• Natural</li> </ul>   |
| Mobility Characteristics          | <ul style="list-style-type: none"> <li>• Accessible by car, bike and pedestrians</li> </ul>   |

## EXAMPLE IMAGERY





RURAL & TRANSITIONAL AREA PLACE TYPE LOCATIONS

## RURAL & TRANSITIONAL AREAS (RTA)

Rural & Transitional Areas are intended to be sparsely developed with agricultural and large lot residential as the primary uses. Property within the West Side that is currently used for agriculture and large lot residential areas are candidates for this place type.

There is value in protecting prime agricultural land and preserving rural character in urban fringe areas. As development occurs adjacent to and within such areas, it should be designed, sited and managed to visually and functionally protect and enhance these areas.

In general, residential and agricultural buildings are scattered across the landscape in a pattern that honors environmental features and agricultural uses and does not create a dense road network. Residential buildings are often irregular in their orientation to rural roads with deep and varying setbacks. They are often placed on large contiguous acres of land, resulting in wide spacing between buildings. Some groupings of homes may have clustered in small “hamlets” where residential buildings may be more regularly spaced, sitting closer to and oriented towards the road.

| PROPOSED PLACE TYPES |                                      |
|----------------------|--------------------------------------|
| PNA                  | PARK & NATURAL AREAS                 |
| RTA                  | RURAL & TRANSITIONAL AREAS           |
| SSF                  | SUBURBAN SINGLE-FAMILY               |
| MR                   | MIXED RESIDENTIAL                    |
| MRC                  | MIXED RESIDENTIAL CONSERVATION       |
| NMU                  | NEIGHBORHOOD MIXED-USE               |
| CMU                  | COMMERCIAL MIXED-USE                 |
| CC                   | CONVENIENCE COMMERCIAL               |
| TC                   | TOWN CENTER                          |
| CF                   | COMMUNITY FACILITIES                 |
| I                    | INDUSTRY                             |
| <hr/>                |                                      |
|                      | FLOOD WAY / EXISTING BODIES OF WATER |
|                      | 100 YR FLOOD PLAIN OUTLINE           |
|                      | STREAMS                              |
|                      | PROPOSED LAKE / STORMWATER RETENTION |
|                      | ROAD                                 |
|                      | FAA NOISE CONTOURS                   |

### EXAMPLE IMAGERY



Where smaller pockets of this place type contain no agricultural uses and are adjacent to urbanizing areas, they may transition to a more urban place type over time. The new place type applied to the area should be determined based on street type, access, surrounding place types, and the need for more of a particular place type than is shown on the Vision Map as determined by the City. Where five acres or more of such an area are aggregated for redevelopment purposes, appropriate place types for consideration include any covered in this chapter except Suburban Single-Family.

Rural and Transitional Areas are shown on this map and represent 14% of the total land area of the West Side at 1,486 acres. While much of the land in this place type is actively used for agriculture, some is developed as large lot (rural) subdivisions and platted lots that could be difficult to assemble for future development



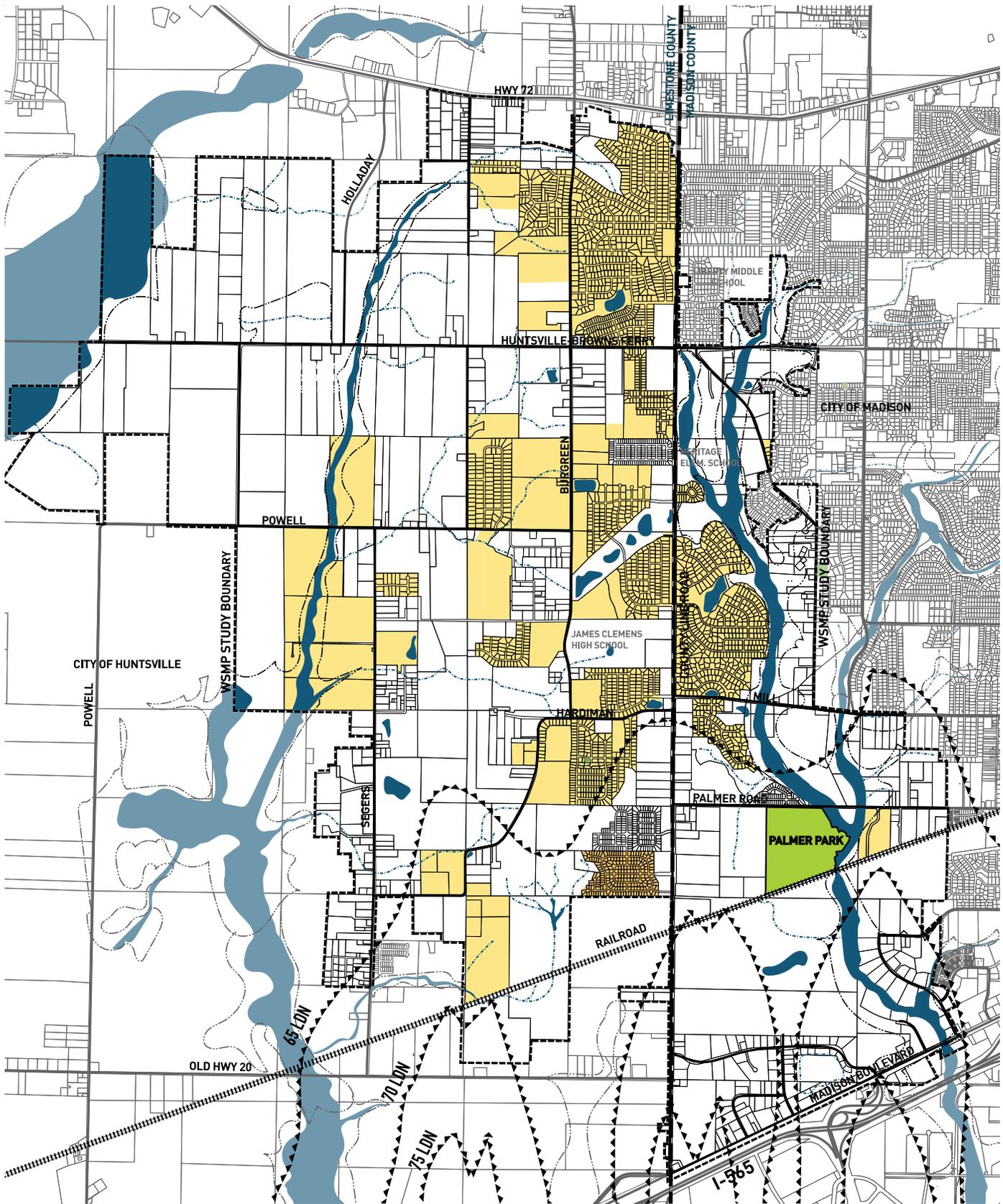
## EXAMPLE IMAGERY



| RURAL & TRANSITIONAL AREA (RTA)              |   |
|--|---|
| GENERAL USE CHARACTER                        |   |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Agriculture</li> <li>• Large lot residential</li> </ul>  |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Produce stands</li> <li>• Community gardens and community farms</li> <li>• Businesses expressly serving the agricultural community such as feed and seed stores</li> </ul>   |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• .1 dwelling unit per acre</li> <li>• Non-agricultural FAR: .09</li> <li>• Maximum lot coverage: 20%</li> </ul>   |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Large lots</li> <li>• Open space preservation programs</li> <li>• Agriculture</li> <li>• Tree canopy preservation</li> </ul>   |
| GENERAL DESIGN CHARACTER                     |   |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Building facades are at least 40 feet from lot lines</li> </ul>  |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• No requirement</li> </ul>  |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 35 feet or 2 stories maximum (does not apply to bona fide farm structures)</li> </ul>  |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Garages are located in line with or behind the front facade of the principal building, if located within 100 feet of the front lot line</li> <li>• Parking for non-residential uses containing 10 or more parking spaces is buffered and at least partially screened from adjacent residential uses</li> </ul> |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Limited curb cuts</li> </ul>   |
| Landscaping Characteristics                  | <ul style="list-style-type: none"> <li>• Natural/agricultural</li> </ul>  |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Accessible mainly by automobile; cyclists share the road where offroad trails are not available</li> <li>• Streets have narrow shoulders and may be laid in irregular patterns</li> </ul>  |

**EXAMPLE IMAGERY**





## SUBURBAN SINGLE-FAMILY PLACE TYPE LOCATIONS

# SUBURBAN SINGLE-FAMILY (SSF)

| PROPOSED PLACE TYPES  |                                      |
|---|--------------------------------------|
| PNA   | PARK & NATURAL AREAS                 |
| RTA   | RURAL & TRANSITIONAL AREAS           |
| SSF   | SUBURBAN SINGLE-FAMILY               |
| MR  | MIXED RESIDENTIAL                    |
| MRC   | MIXED RESIDENTIAL CONSERVATION       |
| NMU   | NEIGHBORHOOD MIXED-USE               |
| CMU   | COMMERCIAL MIXED-USE                 |
| CC  | CONVENIENCE COMMERCIAL               |
| TC  | TOWN CENTER                          |
| CF  | COMMUNITY FACILITIES                 |
| I   | INDUSTRY                             |
| <hr/>   |                                      |
|    | FLOOD WAY / EXISTING BODIES OF WATER |
|    | 100 YR FLOOD PLAIN OUTLINE           |
|    | STREAMS                              |
|    | PROPOSED LAKE / STORMWATER RETENTION |
|    | ROAD                                 |
|  | FAA NOISE CONTOURS                   |

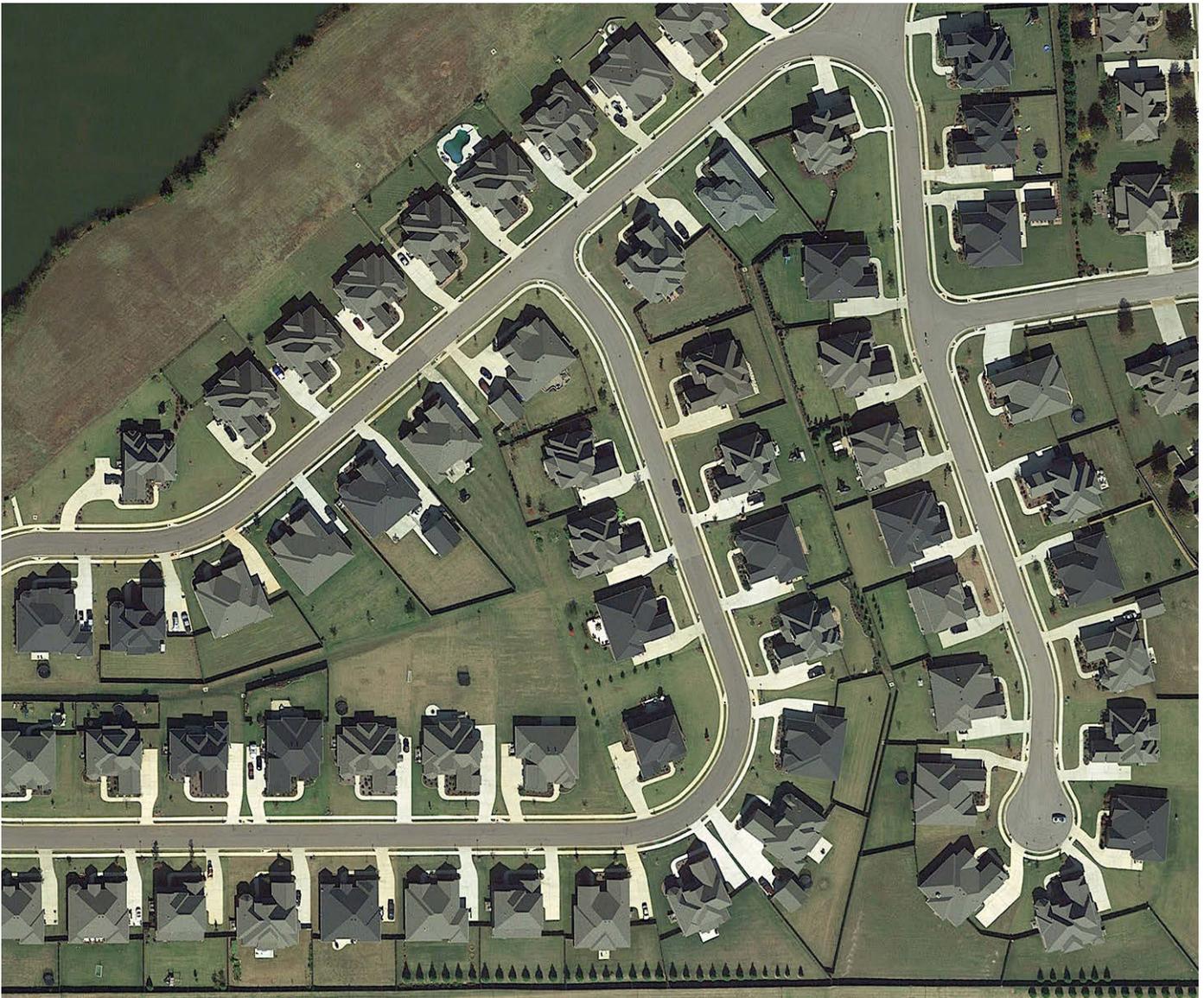
In 2016 the predominate development pattern in the West Side was single-family suburban. With few exceptions, this place type, as shown on the map, consists of these existing single-family subdivisions. As noted in the TischlerBise Cost of Land Use Fiscal Analysis, this is the most expensive type of development in Madison relative to its impacts on public resources. Suburban Single-Family is important as a choice in a well mixed urban/suburban residential market, as a dominate pattern. However, it is unsustainable.

Existing Suburban Single-Family development in the West Side does not, as a rule, connect to commercial areas or have adjacent or close-by parks or trails. Expansion of this place type should ensure that there is at least moderate street connectivity and that alternate forms of mobility, predominately pedestrian and cycling, are safely and conveniently accessible.

At 3,073 acres, this place type as shown represents 29% of the total gross area of the West Side. Future expansions to this place type are discouraged.

## EXAMPLE IMAGERY





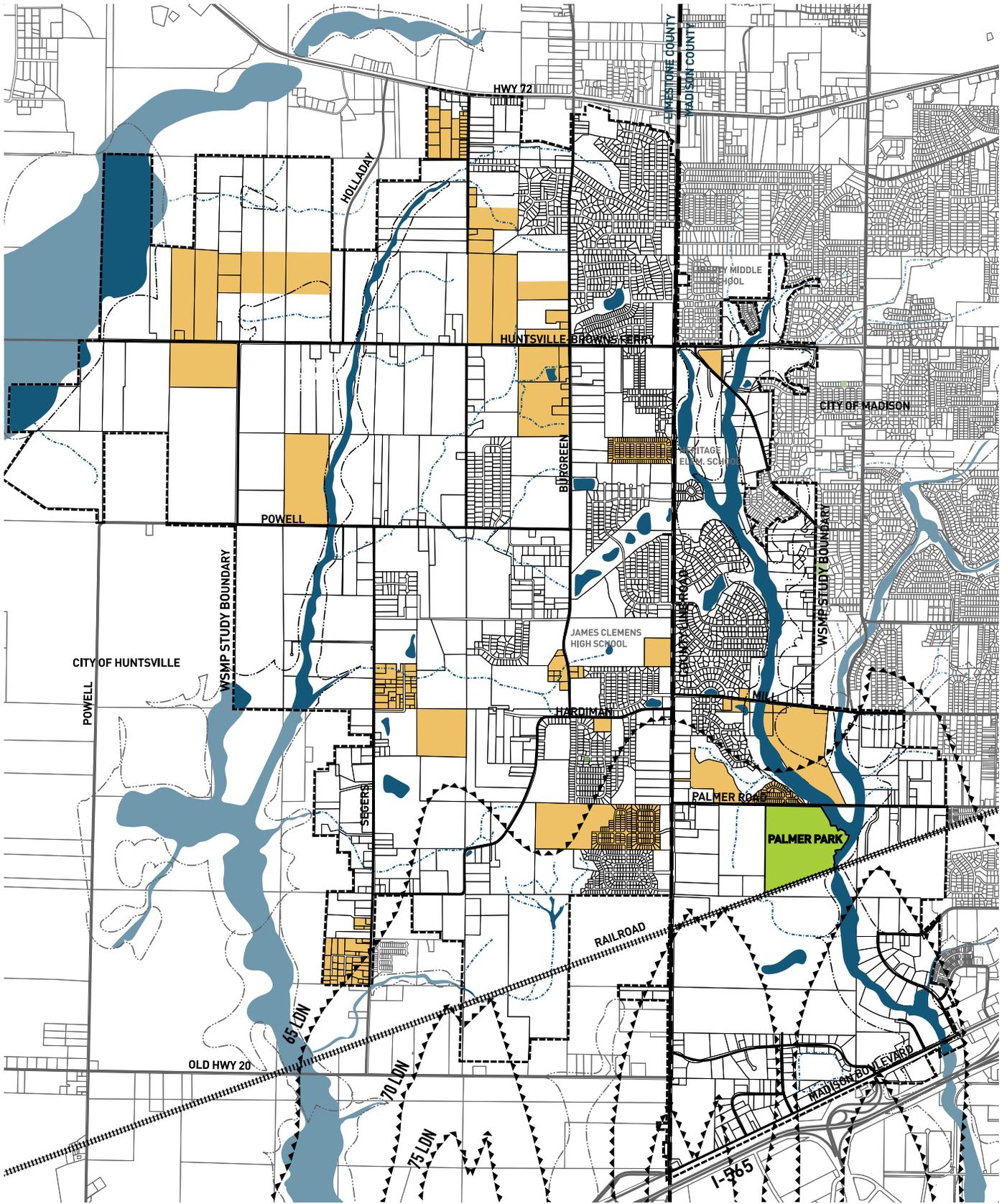
**EXAMPLE IMAGERY**



| SUBURBAN SINGLE-FAMILY (SSF)                 |   |
|--|---|
| GENERAL USE CHARACTER                        |   |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Single-family detached residential</li> </ul>  |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Accessory dwellings</li> <li>• Community gardens and community farms</li> </ul>  |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• 2-4 dwelling units per acre</li> <li>• Non-residential FAR: .1-.49</li> <li>• Maximum lot coverage: 25%-35%</li> </ul>   |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Tree canopy preservation</li> <li>• Constructed stormwater facilities</li> <li>• Underground utilities</li> </ul>  |
| Public and Private Amenities                 | <ul style="list-style-type: none"> <li>• 10% of the gross site is dedicated to permanent park or open space. Fees-in-lieu or offsite-offsets may be required or accepted by the City instead.</li> </ul>                                |
| GENERAL DESIGN CHARACTER                     |   |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Building facades set back from the street</li> <li>• Accessory buildings in the rear yard</li> </ul>   |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• Residential buildings typically have porches</li> <li>• At least one entrance faces the primary street</li> </ul>  |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 35 feet or 3 stories</li> </ul>  |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Garages are located behind the front facade or placed to the rear of the lot</li> </ul>  |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Individual driveways</li> </ul>  |
| Landscaping Characteristics                  | <ul style="list-style-type: none"> <li>• Street trees on both sides of the street</li> <li>• Natural or constructed separation from nearby commercial areas</li> </ul>  |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Accessible mainly by car with bike and pedestrian accommodations in some developments</li> <li>• Streets are normally curbed and guttered and may be grid or curvilinear in pattern</li> </ul> |

**EXAMPLE IMAGERY**





MIXED RESIDENTIAL PLACE TYPE LOCATIONS

# MIXED RESIDENTIAL (MR)

| PROPOSED PLACE TYPES  |                                      |
|---|--------------------------------------|
| PNA   | PARK & NATURAL AREAS                 |
| RTA   | RURAL & TRANSITIONAL AREAS           |
| SSF   | SUBURBAN SINGLE-FAMILY               |
| MR  | MIXED RESIDENTIAL                    |
| MRC   | MIXED RESIDENTIAL CONSERVATION       |
| NMU   | NEIGHBORHOOD MIXED-USE               |
| CMU   | COMMERCIAL MIXED-USE                 |
| CC  | CONVENIENCE COMMERCIAL               |
| TC  | TOWN CENTER                          |
| CF  | COMMUNITY FACILITIES                 |
| I   | INDUSTRY                             |
| <hr/>   |                                      |
|    | FLOOD WAY / EXISTING BODIES OF WATER |
|    | 100 YR FLOOD PLAIN OUTLINE           |
|    | STREAMS                              |
|    | PROPOSED LAKE / STORMWATER RETENTION |
|    | ROAD                                 |
|  | FAA NOISE CONTOURS                   |

The Mixed Residential place type is created to permit and encourage a wide range of housing types from single-family detached dwellings on small lots to cottage courts to townhouses to congregate care such as senior living. Permitted building types include apartment courts, garden apartments, stacked flats, townhouses, patio homes, cottage courts and detached housing on small lots.

Specialty housing for the elderly or other group or congregate housing for special populations is also included in this place type. When specialized, the building type differs from the housing types listed above in that it almost universally has elevators when multi-storied, a reduced amount of parking, and entry to units through a shared common interior space. These specialized units often include group kitchen, dining, and recreational spaces.

## EXAMPLE IMAGERY



Ideally, individual developments will incorporate at least two different types of housing paying attention to and effecting reasonable transitions at the edges where they abut lower density housing. This place type covers 671 acres or 6% of the total gross area of the West Side.

## EXAMPLE IMAGERY

*Suburban Multi-Family*



*Cottage Court*



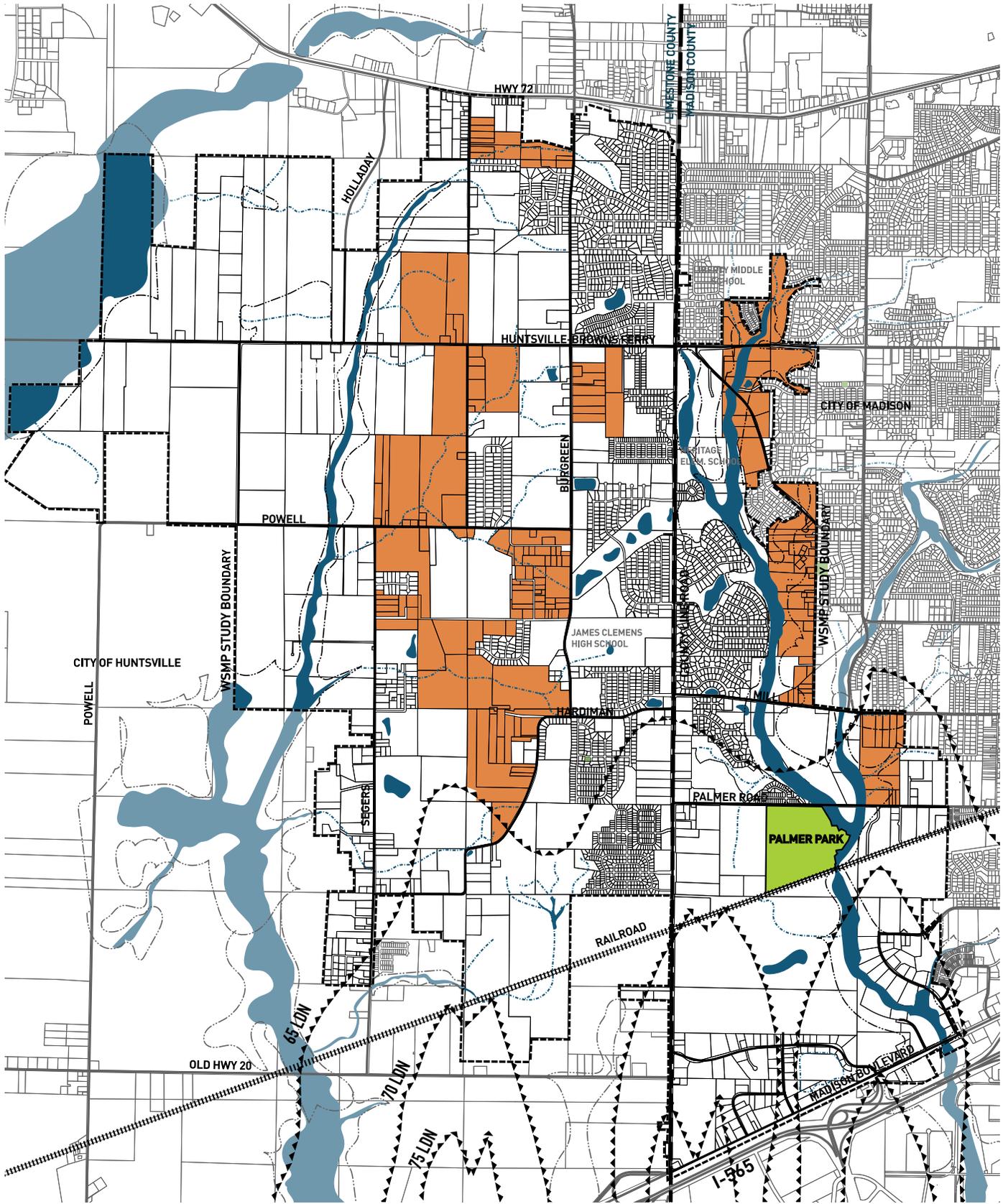
*Attached Single-Family*



*Senior Housing*



| <b>MIXED RESIDENTIAL (MR)</b>                |   |
|--|---|
| <b>GENERAL USE CHARACTER</b>                 |   |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Multi-family residential</li> <li>• Single-family attached residential</li> </ul>  |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Single-family detached residential including zero lot line and cluster developments</li> <li>• Accessory residential</li> <li>• Community gardens and community farms</li> </ul>   |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• 5 to 18 dwelling units per acre</li> <li>• Non-residential FAR: .5-.49</li> <li>• Maximum lot coverage: 40%</li> </ul>   |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Underground utilities</li> <li>• Constructed stormwater facilities</li> </ul>  |
| Public and Private Amenities                 | <ul style="list-style-type: none"> <li>• 15% of the gross site is dedicated to permanent park or open space. Fees-in-lieu or offsite-offsets may be required or accepted by the City instead.</li> </ul>  |
| <b>GENERAL DESIGN CHARACTER</b>              |   |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Building facades are set close to the street</li> </ul>  |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• Street-facing facades have at least one entrance that faces the street</li> </ul>  |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 35 feet or 3 stories</li> </ul>  |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Garages are located behind the front facade or placed to the rear of the lot</li> <li>• Parking lots are located predominately to the rear of primary buildings and may be accessed by alleyways</li> </ul>  |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Limited curb-cuts</li> <li>• Individual and shared driveways</li> <li>• Multi-family and congregate care homes may provide entry to units through a shared interior space such as a lobby, hallway or foyer.</li> </ul>  |
| Landscaping and Buffering Characteristics    | <ul style="list-style-type: none"> <li>• Significant landscaping along the perimeter of the site unless adjoining a natural amenity, park or open space.</li> <li>• Street trees on both sides of the street</li> <li>• Parking areas have a perimeter landscape buffer where adjacent to streets or property lines</li> </ul>                                    |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Accessible by car, bike and pedestrians</li> <li>• Sidewalks on both sides of the street</li> <li>• Cyclists may be expected to share the street or have access to discreet bikeways or shared use paths</li> <li>• Streets are normally grid pattern with curb and gutter</li> <li>• Transit may be feasible</li> </ul> |



## MIXED RESIDENTIAL CONSERVATION PLACE TYPE LOCATIONS

# MIXED RESIDENTIAL CONSERVATION (MRC)

The Mixed Residential Conservation place type is identical to the MR place type except that housing is permitted to cluster at even higher net densities to preserve park and natural area that may be indicated within the development. Gross densities remain the same when factored over developed and preservation areas, and net densities are established on a case-by-case basis.

Dimensional requirements for lot size, setbacks, and floor area ratio are flexible and established on a project-by-project basis. Considerations for acceptable cluster developments include:

- The amount of natural area preserved,
- The location of the clustered development relevant to adjacent uses and public streets,
- The location and character of mobility elements, and
- The type and amount of landscaping and buffering provided.

| PROPOSED PLACE TYPES  |                                      |
|---|--------------------------------------|
| PNA   | PARK & NATURAL AREAS                 |
| RTA   | RURAL & TRANSITIONAL AREAS           |
| SSF   | SUBURBAN SINGLE-FAMILY               |
| MR  | MIXED RESIDENTIAL                    |
| MRC   | MIXED RESIDENTIAL CONSERVATION       |
| NMU   | NEIGHBORHOOD MIXED-USE               |
| CMU   | COMMERCIAL MIXED-USE                 |
| CC  | CONVENIENCE COMMERCIAL               |
| TC  | TOWN CENTER                          |
| CF  | COMMUNITY FACILITIES                 |
| I   | INDUSTRY                             |
| <hr/>   |                                      |
|    | FLOOD WAY / EXISTING BODIES OF WATER |
|    | 100 YR FLOOD PLAIN OUTLINE           |
|    | STREAMS                              |
|    | PROPOSED LAKE / STORMWATER RETENTION |
|    | ROAD                                 |
|  | FAA NOISE CONTOURS                   |

## EXAMPLE IMAGERY



Transitions at edges where this place type abuts a lower density place type are particularly important. High density housing should be placed interior to the development site with lower density housing at the edges. This place type covers 797 acres or 8% of the total gross area of the West Side.

## EXAMPLE IMAGERY

Suburban Multi-Family



Community Open-Space



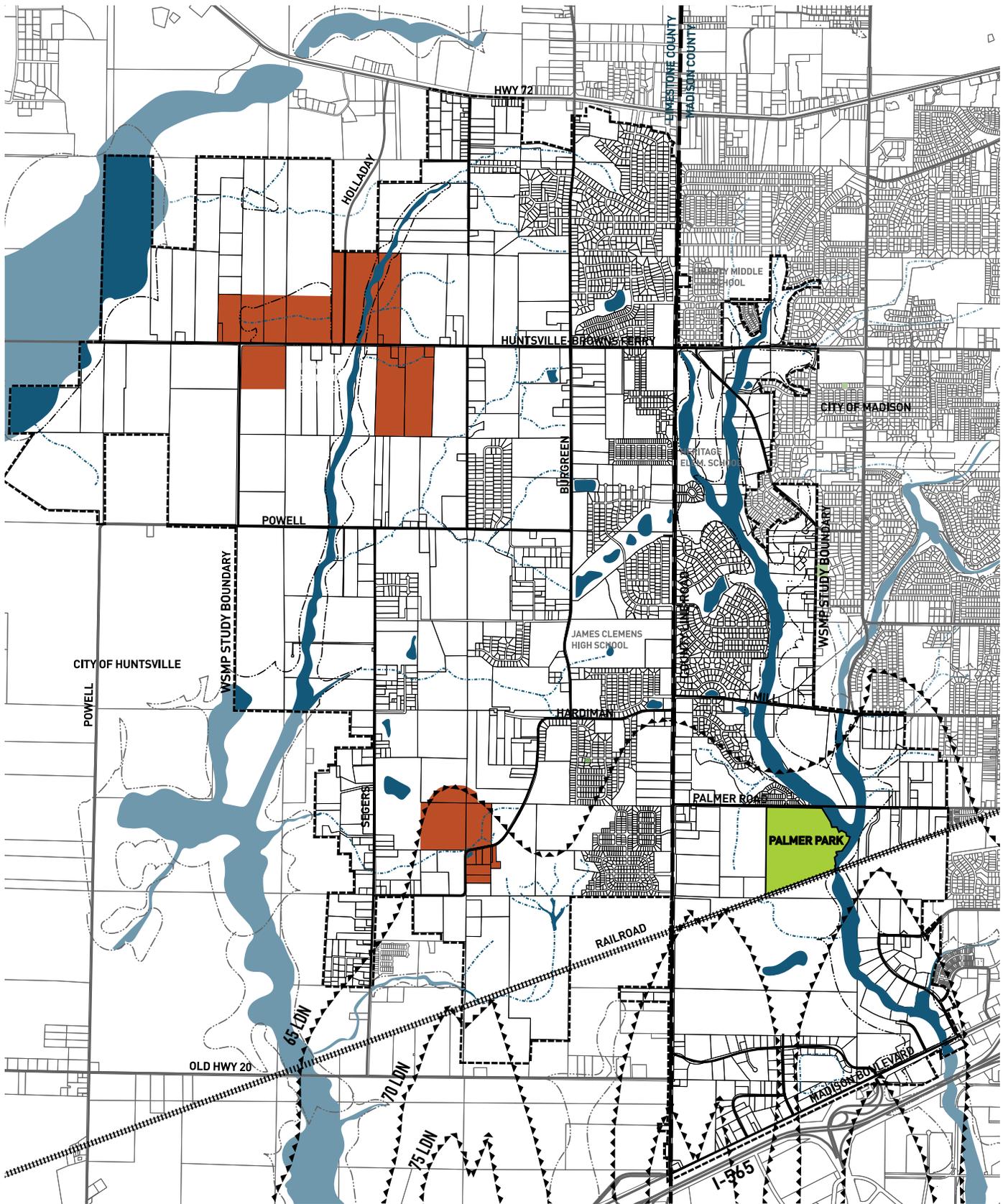
Cottage Court



Sample Conservation Subdivision Master Plan



| <b>MIXED RESIDENTIAL CONSERVATION (MRC)</b>  |   |
|--|---|
| <b>GENERAL USE CHARACTER</b>                 |   |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Multi-family residential</li> <li>• Single-family attached residential</li> </ul>  |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Single-family detached residential including zero lot line and cluster developments</li> <li>• Accessory residential</li> <li>• Community gardens and community farms</li> </ul>   |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• 5 to 18 dwelling units per acre</li> <li>• Non-residential FAR: .5-1.5</li> <li>• Maximum lot coverage: 40%</li> </ul>   |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Clustering required</li> <li>• Underground utilities</li> <li>• Constructed stormwater facilities</li> <li>• Tree canopy and natural area preservation</li> </ul>  |
| Public and Private Amenities                 | <ul style="list-style-type: none"> <li>• 15% of the gross site is dedicated to permanent park or open space. Fees-in-lieu or offsite-offsets may be required or accepted by the City instead.</li> </ul>  |
| <b>GENERAL DESIGN CHARACTER</b>              |   |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Building facades set close to the street</li> </ul>  |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• Street-facing facades have at least one entrance that faces the street</li> </ul>  |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 35 feet or 3 stories</li> </ul>  |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Garages are located behind the front facade or placed to the rear of the lot</li> <li>• Parking lots are located predominately to the rear of primary buildings and may be accessed by alleyways</li> </ul>  |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Limited curb-cuts</li> <li>• Individual and shared driveways</li> <li>• Multi-family and congregate care homes may provide entry to units through a shared interior space such as a lobby, hallway or foyer.</li> </ul>  |
| Landscaping Characteristics                  | <ul style="list-style-type: none"> <li>• Significant landscaping along the perimeter of the site unless adjoining a natural amenity, park or open space.</li> <li>• Street trees on both sides of the street</li> <li>• Parking areas have a perimeter landscape buffer where adjacent to streets or property lines</li> </ul>                                    |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Accessible by car, bike and pedestrians</li> <li>• Sidewalks on both sides of the street</li> <li>• Cyclists may be expected to share the street or have access to discreet bikeways or shared use paths</li> <li>• Streets are normally grid pattern with curb and gutter</li> <li>• Transit may be feasible</li> </ul> |



## NEIGHBORHOOD MIXED-USE PLACE TYPE LOCATIONS

# NEIGHBORHOOD MIXED-USE (NMU)

| PROPOSED PLACE TYPES  |                                      |
|---|--------------------------------------|
| PNA   | PARK & NATURAL AREAS                 |
| RTA   | RURAL & TRANSITIONAL AREAS           |
| SSF   | SUBURBAN SINGLE-FAMILY               |
| MR  | MIXED RESIDENTIAL                    |
| MRC   | MIXED RESIDENTIAL CONSERVATION       |
| NMU   | NEIGHBORHOOD MIXED-USE               |
| CMU   | COMMERCIAL MIXED-USE                 |
| CC  | CONVENIENCE COMMERCIAL               |
| TC  | TOWN CENTER                          |
| CF  | COMMUNITY FACILITIES                 |
| I   | INDUSTRY                             |
| <hr/>   |                                      |
|    | FLOOD WAY / EXISTING BODIES OF WATER |
|    | 100 YR FLOOD PLAIN OUTLINE           |
|    | STREAMS                              |
|    | PROPOSED LAKE / STORMWATER RETENTION |
|    | ROAD                                 |
|  | FAA NOISE CONTOURS                   |

The Neighborhood Mixed-Use place type is intended to allow and encourage neighborhood scale retail and services close to residential areas. These businesses should cater to pedestrians and cyclists and other non-motorized clientele with auto-oriented customers a secondary market. For that reason, parking areas are relatively small and located at the rear of the buildings, and on-street parking is encouraged. Parking areas should be heavily buffered to mitigate light and noise and soften the view of vehicles where adjacent to residential properties. Bicycle parking should be located in the front or to the side of buildings. This place type covers 170 acres or 2% of the total gross area of the West Side. Non-residential uses are scaled for neighborhood and small area service.

While retail and office uses may be one story when individually located, when attached or mixed with residential they are typically in two to three story buildings. These uses are typically located at intersections or along major roadways such as Huntsville Browns Ferry Road. Residential development in these areas is limited to higher density building types that are integrated into the development and structures as opposed to being separated or free-standing. This may in-

## EXAMPLE IMAGERY



clude multi-family above non-residential uses and townhouse developments. Neighborhood mixed-use areas cater more to pedestrians and cyclists, with some accommodation for vehicle parking. Buildings are arranged to create a street wall to make walking and cycling between buildings safer and more enjoyable. Parking lots where needed are located behind or beside buildings and are designed to be discrete, so there aren't large amounts of parking in a single area. On-street parking is encouraged. Off-street parking areas are screened when adjacent to public streets or pedestrian facilities.

Neighborhood Mixed-Use areas should be designed with an interconnected network of streets and an internal network of sidewalks that link buildings to each other and to the public sidewalk system. Landscaping and streetscaping should be more formal featuring a regular pattern of street trees, lighting, and amenities.

## **EXAMPLE IMAGERY**

*Small-scale Mixed-Use Development*



*Commercial Use Integrated with the Local Context*



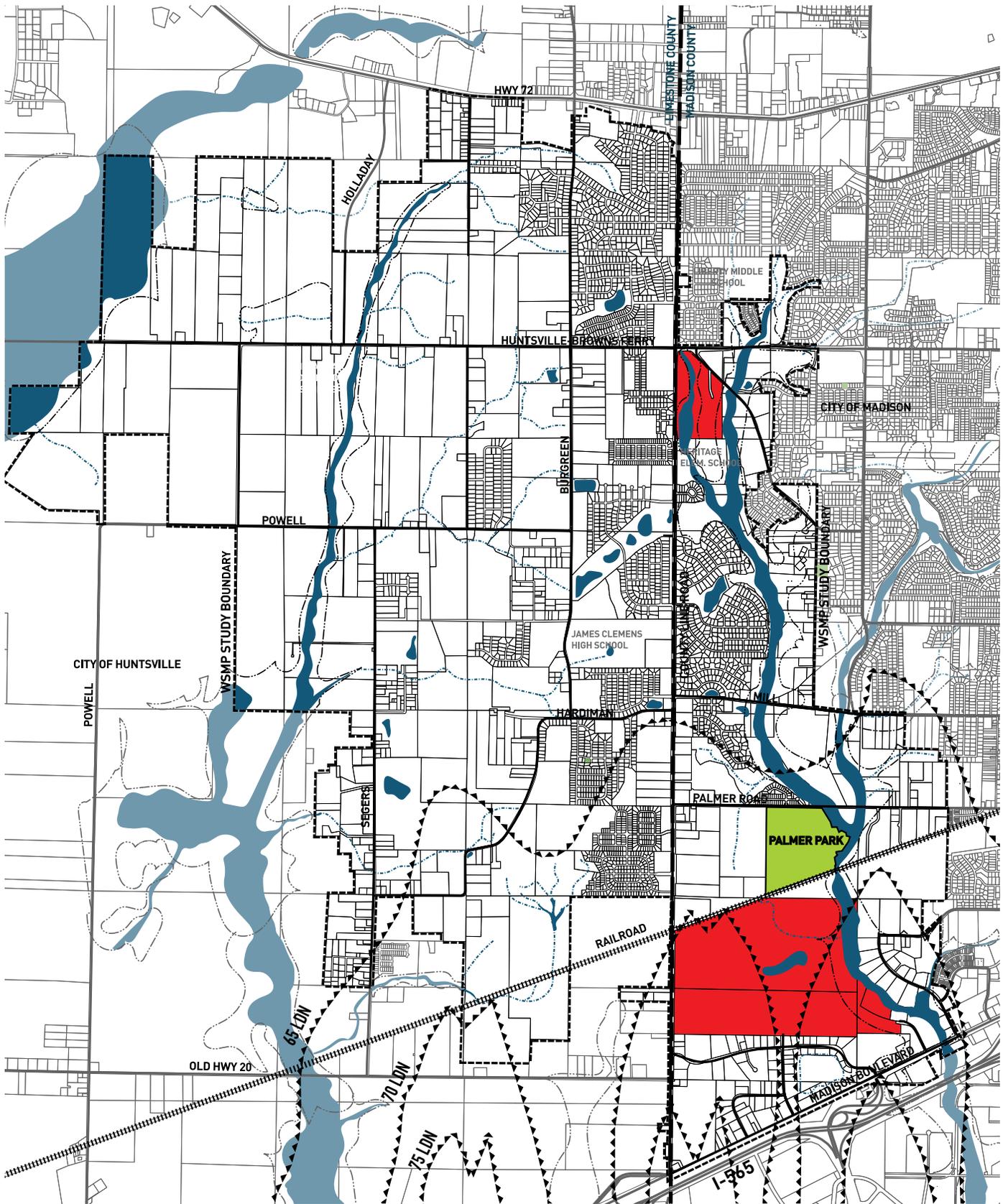
| NEIGHBORHOOD MIXED-USE (NMU)                 |   |
|--|---|
| GENERAL USE CHARACTER                        |   |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Retail/office</li> <li>• Multi-family residential</li> <li>• Small scale community facilities</li> </ul>   |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Single-family attached residential</li> <li>• Bed and breakfast establishments and small inns</li> </ul>   |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• 12-20 dwelling units per acre</li> <li>• Non-residential FAR: .5-1.5</li> <li>• Maximum lot coverage: 75%</li> </ul>   |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Underground utilities</li> <li>• Constructed stormwater facilities</li> </ul>  |
| Public and Private Amenities                 | <ul style="list-style-type: none"> <li>• 25% of the gross site is dedicated to permanent park, open space or approved public amenities such as outdoor dining, plazas, etc. Fees-in-lieu or offsite-off-sets may be required or accepted by the City instead.</li> </ul>            |
| GENERAL DESIGN CHARACTER                     |   |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Building facades are adjacent to the public sidewalk or fronted by a courtyard or outdoor dining area that serves to continue the building wall pattern</li> </ul>   |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• Buildings front the primary street</li> <li>• Buildings are clustered to form groupings</li> </ul>   |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 35 feet or 3 stories</li> </ul>  |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Parking is not allowed between the front facade and the street.</li> <li>• Parking between buildings is limited to one double-loaded aisle</li> </ul>  |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Limited curb-cuts</li> <li>• Shared access</li> <li>• Cross access between developments</li> </ul>   |
| Landscaping Characteristics                  | <ul style="list-style-type: none"> <li>• Significant constructed screening or landscaping for parking areas and the service side of buildings (typically but not always the rear of the building)</li> </ul>  |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Accessible by car, bike and pedestrians</li> <li>• Sidewalks on both sides of the street</li> <li>• Marked bikeways or shared use paths</li> <li>• Streets are grid pattern with curb and gutter</li> <li>• Transit is feasible</li> </ul> |

Cafe with Second Floor Office Spaces



Example of a Neighborhood-Sized Grocery Market





## COMMERCIAL MIXED-USE PLACE TYPE LOCATIONS

# COMMERCIAL MIXED-USE (CMU)

| PROPOSED PLACE TYPES   |                                      |
|--|--------------------------------------|
| PNA  | PARK & NATURAL AREAS                 |
| RTA  | RURAL & TRANSITIONAL AREAS           |
| SSF  | SUBURBAN SINGLE-FAMILY               |
| MR   | MIXED RESIDENTIAL                    |
| MRC  | MIXED RESIDENTIAL CONSERVATION       |
| NMU  | NEIGHBORHOOD MIXED-USE               |
| CMU  | COMMERCIAL MIXED-USE                 |
| CC   | CONVENIENCE COMMERCIAL               |
| TC   | TOWN CENTER                          |
| CF   | COMMUNITY FACILITIES                 |
| I  | INDUSTRY                             |
| <hr/>  |                                      |
|   | FLOOD WAY / EXISTING BODIES OF WATER |
|   | 100 YR FLOOD PLAIN OUTLINE           |
|   | STREAMS                              |
|   | PROPOSED LAKE / STORMWATER RETENTION |
|   | ROAD                                 |
|  | FAA NOISE CONTOURS                   |

The Commercial Mixed-Use place type is intended to encourage more extensive commercial areas than Neighborhood Mixed-Use or Convenience Commercial place types. While retail, service and office uses dominate this place type, community facilities and smaller light industrial uses such as shops that fabricate dental appliances may be located away from main street fronts or above street level.

Residential uses such as apartments and condominiums above shop fronts, row houses, and townhouses are permitted. This place type would also be a good location for a performing arts center, movie theaters, and similar indoor entertainment complexes.

Buildings are arranged to create a street wall to make walking and cycling safer and more enjoyable. Parking lots are located mostly behind buildings. Parking between the front facade and streets is not allowed, however, on-street parking is allowed and encouraged.

This place type covers 612 acres or 6% of the total gross area of the West Side.

## EXAMPLE IMAGERY



## EXAMPLE IMAGERY

*Office & Residential above Retail*



*Office & Residential above Retail*



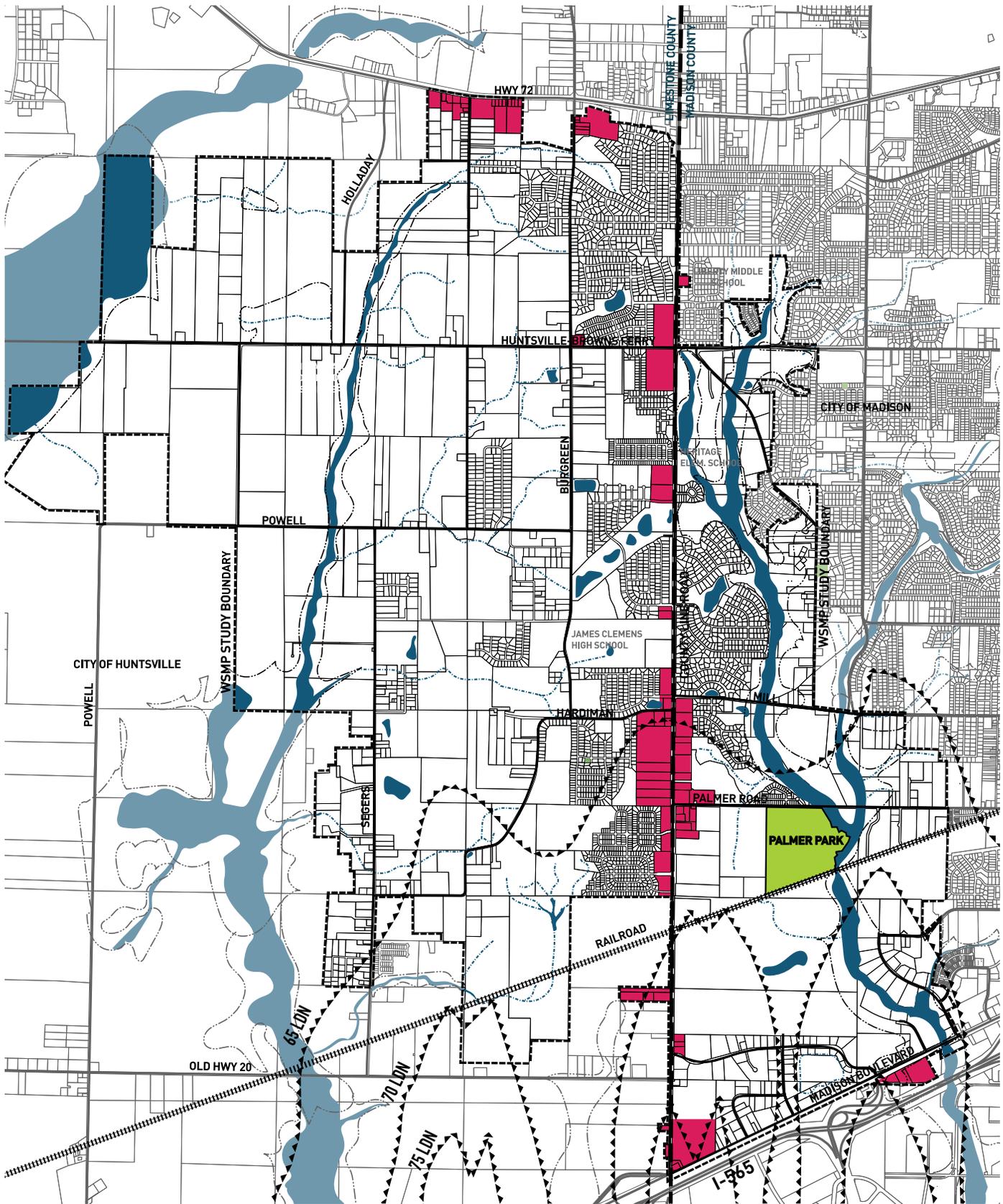
*Destination Retail*



*Residential above Retail*



| <b>COMMERCIAL MIXED-USE (CMU)</b>            |  |
|--|--|
| <b>GENERAL USE CHARACTER</b>                 |  |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Retail</li> <li>• Office</li> <li>• Service</li> <li>• Community facilities</li> <li>• Hotels, including bed and breakfast establishments and small inns</li> </ul>   |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Light industry</li> <li>• High density residential</li> </ul>   |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• 20+ dwelling units per acre</li> <li>• Non-residential FAR: .75-2.0</li> <li>• Maximum lot coverage: 75%</li> </ul>   |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Underground utilities</li> <li>• Constructed stormwater facilities</li> </ul>   |
| Public and Private Amenities                 | <ul style="list-style-type: none"> <li>• 25% of the gross site is dedicated to permanent park, open space or approved public amenities such as outdoor dining, plazas, etc. Fees-in-lieu or offsite-off-sets may be required or accepted by the City instead.</li> </ul> |
| <b>GENERAL DESIGN CHARACTER</b>              |  |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Building facades are adjacent to the public sidewalk or fronted by a courtyard or outdoor dining area that serves to continue the building wall pattern</li> </ul>  |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• Buildings front the primary street</li> <li>• Buildings are clustered to form groupings</li> </ul>  |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 75 feet or 6 stories</li> </ul>   |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Parking is not allowed between the front facade and the street.</li> <li>• Parking between buildings is limited to one double-loaded aisle</li> </ul>   |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Limited curb-cuts</li> <li>• Shared access</li> <li>• Cross access between developments</li> </ul>  |
| Landscaping Characteristics                  | <ul style="list-style-type: none"> <li>• Significant constructed screening or landscaping for parking areas and the service side of buildings (typically but not always the rear of the building)</li> </ul>   |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Accessible by car, bike and pedestrians</li> <li>• Sidewalks on both sides of the street</li> <li>• Marked bikeways</li> <li>• Streets are grid pattern with curb and gutter</li> <li>• Transit is feasible</li> </ul>          |



## CONVENIENCE COMMERCIAL PLACE TYPE LOCATIONS

# CONVENIENCE COMMERCIAL (CC)

| PROPOSED PLACE TYPES |                                |
|----------------------|--------------------------------|
| PNA                  | PARK & NATURAL AREAS           |
| RTA                  | RURAL & TRANSITIONAL AREAS     |
| SSF                  | SUBURBAN SINGLE-FAMILY         |
| MR                   | MIXED RESIDENTIAL              |
| MRC                  | MIXED RESIDENTIAL CONSERVATION |
| NMU                  | NEIGHBORHOOD MIXED-USE         |
| CMU                  | COMMERCIAL MIXED-USE           |
| CC                   | CONVENIENCE COMMERCIAL         |
| TC                   | TOWN CENTER                    |
| CF                   | COMMUNITY FACILITIES           |
| I                    | INDUSTRY                       |

|   |                                      |
|---|--------------------------------------|
|    | FLOOD WAY / EXISTING BODIES OF WATER |
|    | 100 YR FLOOD PLAIN OUTLINE           |
|    | STREAMS                              |
|    | PROPOSED LAKE / STORMWATER RETENTION |
|    | ROAD                                 |
|  | FAA NOISE CONTOURS                   |

The Convenience Commercial place type is intended to accommodate auto-oriented retail and service uses especially along County Line Road and Highway 72. Indoor and outdoor commercial recreation areas such as skate parks and arcades and paintball are possible uses where they do not abut residential neighborhoods. Rather than typical strip center commercial, however, this place type encourages out parcels with buildings close to the street to screen larger buildings and parking toward the rear of the lot. However, other configurations that create a street presence and screen parking are also permitted. This place type covers 386 acres or 4% of the total gross area of the West Side.

All of the existing commercial development within the West Side would fall into the Convenience Commercial place type. In general, this place type provides for retail, service and office uses that are geared toward a motoring public. This place type should be restricted to major streets and should include cross access easements that allow motorists, pedestrians and cyclists to move between development sites without having to access the public street.

Convenience Commercial may allow a range of retail footprints up to and including big box retail. Big box sites are encouraged to use outparcels and landscaping to screen large parking areas.

## EXAMPLE IMAGERY



## EXAMPLE IMAGERY

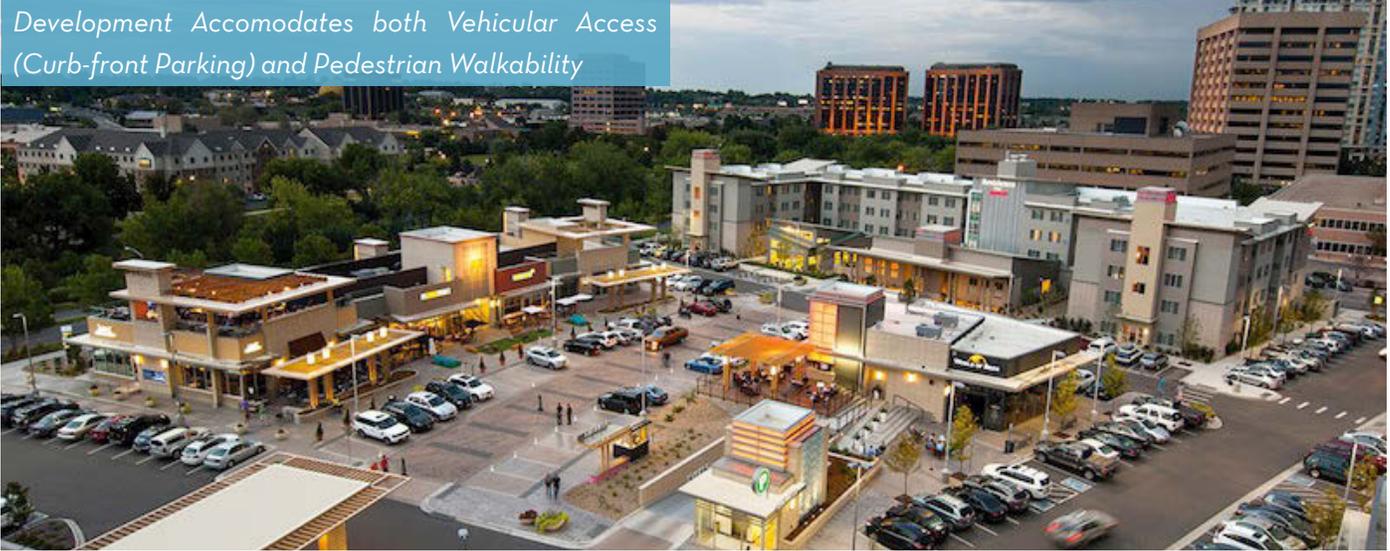
Mixed-Use within a Convenience Commercial Center



Big Box Retail



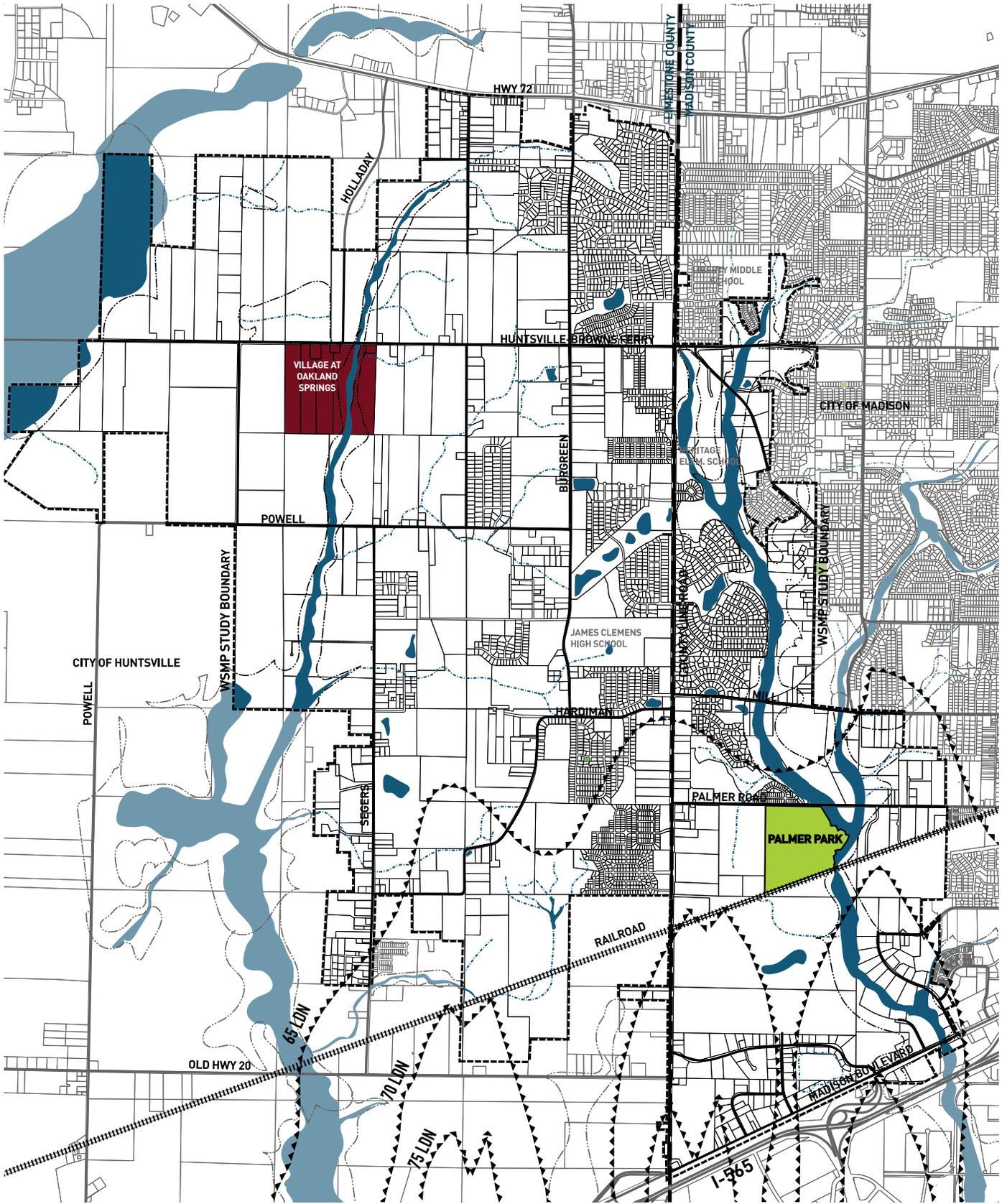
Development Accommodates both Vehicular Access (Curb-front Parking) and Pedestrian Walkability



Streetfront Facade of a CC Development



| CONVENIENCE COMMERCIAL (CC)                  |   |
|--|---|
| GENERAL USE CHARACTER                        |   |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> </ul>   |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Office</li> <li>• Community facilities</li> <li>• Hotels</li> </ul>  |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• FAR: none</li> <li>• Maximum lot coverage: 90%</li> </ul>  |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Underground utilities</li> <li>• Constructed stormwater facilities</li> </ul>  |
| Public and Private Amenities                 | <ul style="list-style-type: none"> <li>• 25% of the gross site is dedicated to permanent park, open space or approved public amenities such as outdoor dining, plazas, etc. Fees-in-lieu or offsite-offsets may be required or accepted by the City instead.</li> </ul>                 |
| GENERAL DESIGN CHARACTER                     |   |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Buildings may be set back from the public street</li> <li>• Outparcels that screen large parking areas in front of primary buildings are preferred</li> </ul>  |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• Buildings front the primary street</li> </ul>  |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 40 feet or 3 stories</li> </ul>  |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Parking is allowed between the building and the public street</li> </ul>   |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Limited curb-cuts</li> <li>• Shared access</li> <li>• Cross access between developments</li> </ul>   |
| Landscaping Characteristics                  | <ul style="list-style-type: none"> <li>• Significant constructed screening or landscaping for parking areas and the service side of buildings (typically but not always the rear of the building)</li> </ul>  |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Accessible by car, bike and pedestrians</li> <li>• Sidewalks on both sides of the street</li> <li>• Marked bikeways or shared use paths</li> <li>• Streets are grid pattern with curb and gutter</li> <li>• Transit may be feasible</li> </ul> |



## TOWN CENTER PLACE TYPE LOCATIONS

# TOWN CENTER (TC)

| PROPOSED PLACE TYPES |                                |
|----------------------|--------------------------------|
| PNA                  | PARK & NATURAL AREAS           |
| RTA                  | RURAL & TRANSITIONAL AREAS     |
| SSF                  | SUBURBAN SINGLE-FAMILY         |
| MR                   | MIXED RESIDENTIAL              |
| MRC                  | MIXED RESIDENTIAL CONSERVATION |
| NMU                  | NEIGHBORHOOD MIXED-USE         |
| CMU                  | COMMERCIAL MIXED-USE           |
| CC                   | CONVENIENCE COMMERCIAL         |
| TC                   | TOWN CENTER                    |
| CF                   | COMMUNITY FACILITIES           |
| I                    | INDUSTRY                       |

|  |                                      |
|--|--------------------------------------|
|   | FLOOD WAY / EXISTING BODIES OF WATER |
|   | 100 YR FLOOD PLAIN OUTLINE           |
|   | STREAMS                              |
|   | PROPOSED LAKE / STORMWATER RETENTION |
|   | ROAD                                 |
|  | FAA NOISE CONTOURS                   |

Town Centers are focal points for the community. They are exemplified by high density commercial and mixed-use centers surrounded by gradually less dense mixed-use and residential areas. Town Centers are readily and safely accessible by car, bicycle, and foot, and provide excellent opportunities for transit.

Town Centers are designed to provide places where people can live, work and play meeting the needs of at least some residents in ways that allow them to carry out their daily lives within this relatively small, defined area. Because of this focus, Town Centers are vibrant and often become destinations.

Non-residential uses are accommodated in mixed-use buildings. The street level use of all mixed-use buildings is predominately retail and restaurant. Subsequent floors may include a range of uses including residential.

As density increases, design becomes ever more important to ensure that buildings, infrastructure, parks, open spaces, landscaping and other urban elements are designed sufficiently to provide a safe, livable, and sustainable community. Proposals to establish or increase a

## EXAMPLE IMAGERY



Town Center place type should require adequate demonstration that minimum design goals are met.

The Town Center place type is limited to the current boundaries of The Village at Oakland Springs. At 157 acres and 2% of the total gross area of the West Side, the Town Center will be a focal point for higher density development in the West Side especially along Huntsville Browns Ferry Road.

## **EXAMPLE IMAGERY**

*Rendering of the Village at Oakland Springs*



*Single-Family Streetscape*

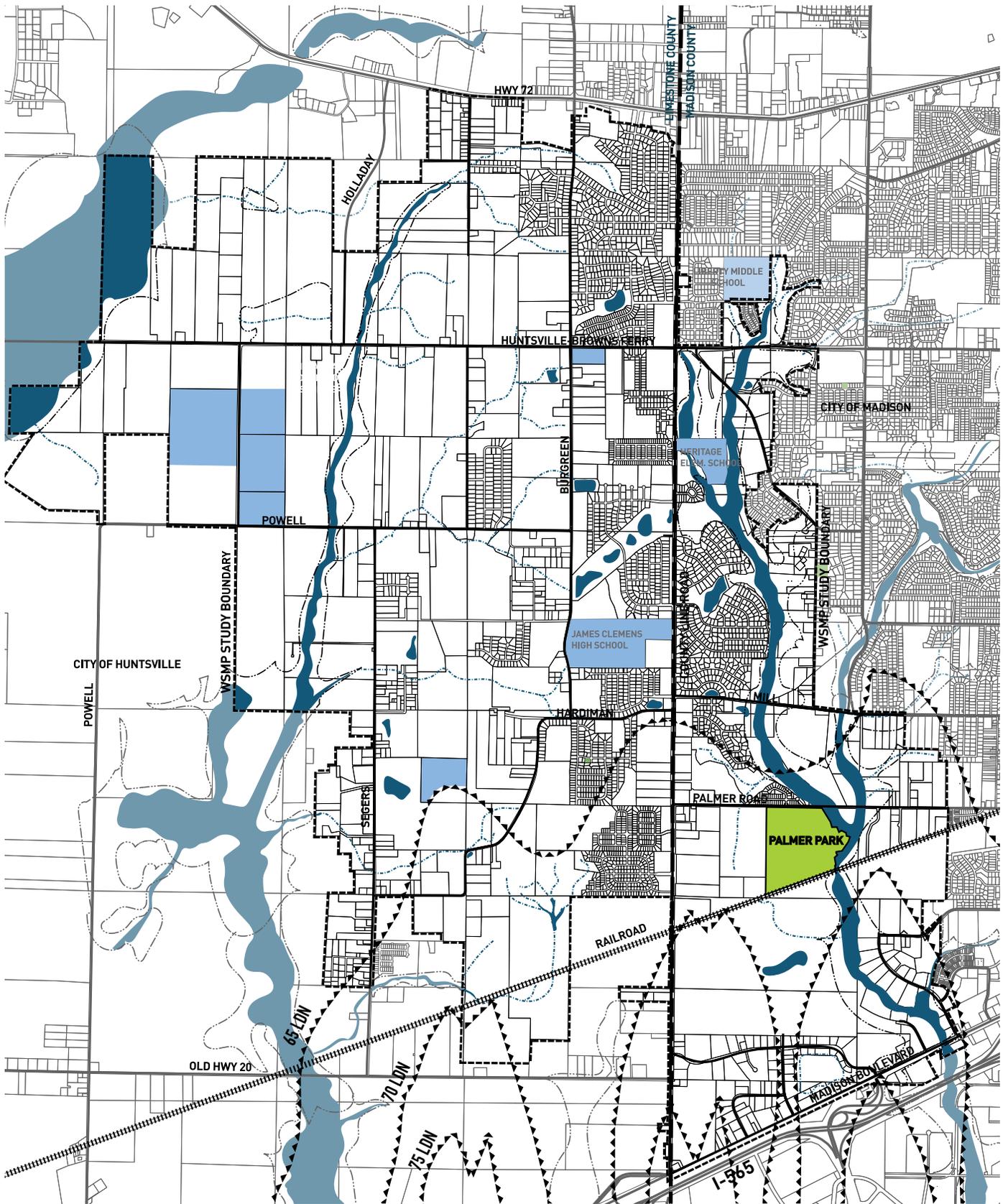


*Main Street Atmosphere*



| TOWN CENTER (TC)                             |   |
|--|---|
| GENERAL USE CHARACTER                        |   |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Retail</li> <li>• Office</li> <li>• Service</li> <li>• Community facilities</li> </ul>   |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Light industry</li> <li>• Hotels, including bed and breakfast establishments and small inns</li> <li>• High density residential</li> </ul>   |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• 20+ dwelling units per acre</li> <li>• Non-residential FAR: 2.0-3.0</li> <li>• Maximum lot coverage: 100%</li> </ul>   |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Underground utilities</li> <li>• Constructed stormwater facilities</li> </ul>  |
| Public and Private Amenities                 | <ul style="list-style-type: none"> <li>• 25% of the gross site is dedicated to permanent park, open space or approved public amenities such as outdoor dining, plazas, etc. Fees-in-lieu or offsite-offsets may be accepted by the City for a portion of the gross site requirement if the site is adjacent to a planned or constructed public facility.</li> </ul> |
| GENERAL DESIGN CHARACTER                     |   |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Building facades are adjacent to the public sidewalk or fronted by a courtyard or outdoor dining area that serves to continue the building wall pattern</li> </ul>   |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• Buildings front the primary street or are designed to address a significant corner</li> <li>• Buildings are clustered to form groupings</li> </ul>   |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 100 feet or 10 stories</li> </ul>  |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Parking is not allowed between the front facade and the street.</li> <li>• Parking between buildings is limited to one double-loaded aisle</li> </ul>  |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Limited curb-cuts</li> <li>• Shared access</li> <li>• Cross access between developments</li> </ul>   |
| Landscaping Characteristics                  | <ul style="list-style-type: none"> <li>• Significant constructed screening or landscaping for parking areas and the service side of buildings (typically but not always the rear of the building)</li> </ul>  |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Accessible by car, bike and pedestrians</li> <li>• Sidewalks on both sides of the street</li> <li>• Marked bikeways</li> <li>• Streets are grid pattern with curb and gutter</li> <li>• Transit is feasible</li> </ul>   |





### COMMUNITY FACILITIES PLACE TYPE LOCATIONS

# COMMUNITY FACILITIES (CF)

| PROPOSED PLACE TYPES |                                      |
|----------------------|--------------------------------------|
| PNA                  | PARK & NATURAL AREAS                 |
| RTA                  | RURAL & TRANSITIONAL AREAS           |
| SSF                  | SUBURBAN SINGLE-FAMILY               |
| MR                   | MIXED RESIDENTIAL                    |
| MRC                  | MIXED RESIDENTIAL CONSERVATION       |
| NMU                  | NEIGHBORHOOD MIXED-USE               |
| CMU                  | COMMERCIAL MIXED-USE                 |
| CC                   | CONVENIENCE COMMERCIAL               |
| TC                   | TOWN CENTER                          |
| CF                   | COMMUNITY FACILITIES                 |
| I                    | INDUSTRY                             |
| <hr/>                |                                      |
|                      | FLOOD WAY / EXISTING BODIES OF WATER |
|                      | 100 YR FLOOD PLAIN OUTLINE           |
|                      | STREAMS                              |
|                      | PROPOSED LAKE / STORMWATER RETENTION |
|                      | ROAD                                 |
|                      | FAA NOISE CONTOURS                   |

The Community Facilities place type is intended to accommodate planned public school sites and public safety stations, although other uses may be permitted that meet the criteria outlined in the place type detail. Approximately 197 acres are set aside for Community Facilities representing 2% of the total gross area of the West Side.

During the life of this plan, there will be a need for at least two new elementary schools, one new middle school, one new high school, and two public safety stations. One of the two stations will be new. The other will be a relocation of the fire station currently located in the northern part of the West Side on County Line Road. The term public safety station is used to allow for the possibility of a combined fire, police and ambulance service facility, but also includes such facilities as stand-alone stations.

Community facilities that will be needed in the West Side, but which are not wholly included within this place type are libraries, senior centers, performing arts centers, recreation centers, and similar uses. These uses are best when integrated with other uses in place types

## EXAMPLE IMAGERY



such as Commercial Mixed-Use, Town Center, and even Neighborhood Mixed-Use depending on the size and scale of the facility.

## **EXAMPLE IMAGERY**

YMCA



Public Library



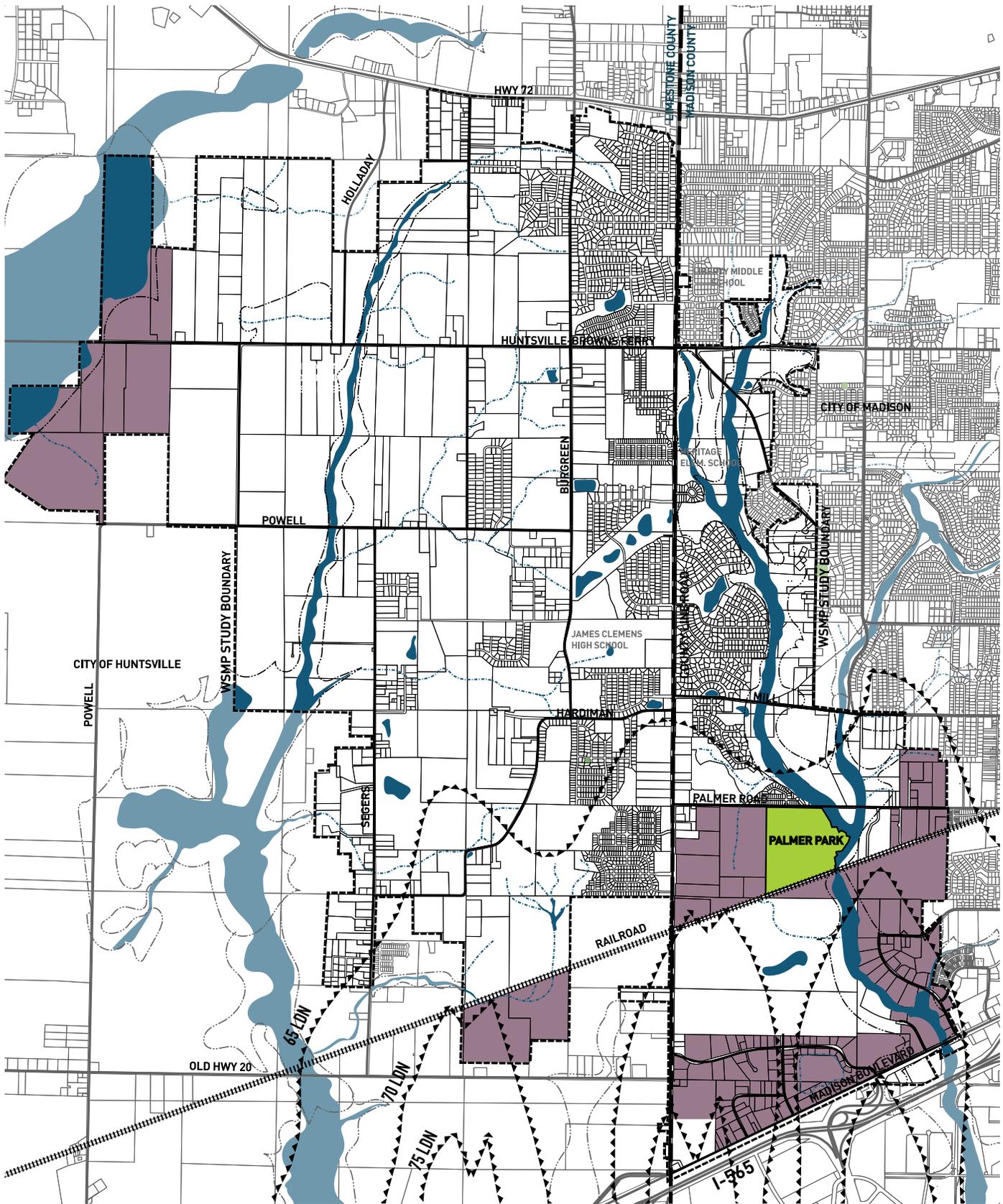
Public School



Community Center



| COMMUNITY FACILITIES (CF)                    |   |
|--|---|
| GENERAL USE CHARACTER                        |   |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Public and private schools</li> <li>• Public safety stations</li> </ul>  |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Libraries</li> <li>• Community and recreation centers</li> <li>• Public and private performing arts centers</li> <li>• Single-family attached residential</li> <li>• Retail and service establishments</li> <li>• Single-family detached residential</li> <li>• Accessory residential</li> </ul>                         |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• 5 to 12 dwelling units per acre</li> <li>• Non-residential FAR: .5-1.5</li> <li>• Maximum lot coverage: 40%</li> </ul>   |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Clustering required</li> <li>• Underground utilities</li> <li>• Constructed stormwater facilities</li> <li>• Tree canopy and natural area preservation</li> </ul>  |
| Public and Private Amenities                 | <ul style="list-style-type: none"> <li>• 15% of the gross site is dedicated to permanent park or open space. Fees-in-lieu or offsite-offsets may be required or accepted by the City instead.</li> </ul>  |
| GENERAL DESIGN CHARACTER                     |   |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Building facades set close to the street</li> </ul>  |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• Street-facing facades have at least one entrance that faces the street</li> </ul>  |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 35 feet or 3 stories</li> </ul>  |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Garages are located behind the front facade or placed to the rear of the lot</li> <li>• Parking lots are located predominately to the rear of primary buildings and may be accessed by alleyways</li> </ul>  |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Limited curb-cuts</li> <li>• Individual and shared driveways</li> <li>• Multi-family and congregate care homes may provide entry to units through a shared interior space such as a lobby, hallway or foyer</li> </ul>   |
| Landscaping Characteristics                  | <ul style="list-style-type: none"> <li>• Significant landscaping along the perimeter of the site unless adjoining a natural amenity, park or open space.</li> <li>• Street trees on both sides of the street</li> <li>• Parking areas have a perimeter landscape buffer where adjacent to streets or property lines</li> </ul>                                    |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Accessible by car, bike and pedestrians</li> <li>• Sidewalks on both sides of the street</li> <li>• Cyclists may be expected to share the street or have access to discreet bikeways or shared use paths</li> <li>• Streets are normally grid pattern with curb and gutter</li> <li>• Transit may be feasible</li> </ul> |



## INDUSTRY PLACE TYPE LOCATIONS

| PROPOSED PLACE TYPES  |                                      |
|---|--------------------------------------|
| PNA   | PARK & NATURAL AREAS                 |
| RTA   | RURAL & TRANSITIONAL AREAS           |
| SSF   | SUBURBAN SINGLE-FAMILY               |
| MR  | MIXED RESIDENTIAL                    |
| MRC   | MIXED RESIDENTIAL CONSERVATION       |
| NMU   | NEIGHBORHOOD MIXED-USE               |
| CMU   | COMMERCIAL MIXED-USE                 |
| CC  | CONVENIENCE COMMERCIAL               |
| TC  | TOWN CENTER                          |
| CF  | COMMUNITY FACILITIES                 |
| I   | INDUSTRY                             |
| <hr/>   |                                      |
|    | FLOOD WAY / EXISTING BODIES OF WATER |
|    | 100 YR FLOOD PLAIN OUTLINE           |
|    | STREAMS                              |
|    | PROPOSED LAKE / STORMWATER RETENTION |
|    | ROAD                                 |
|  | FAA NOISE CONTOURS                   |

## INDUSTRY (I)

The Industrial place type is 7% of the total gross area of the West Side with 763 acres currently shown. New industrial development is expected at the west end of Huntsville Browns Ferry Road and south of the railroad tracks. Recruitment efforts should take advantage of the proximity of these sites to Huntsville International Airport, Jetplex Industrial Park, the International Intermodal Center and the Foreign Trade Zone. There may also be synergies to being in close proximity to new and expected industrial development in Huntsville west of the West Side.

The Industry place type includes employment centers, industrial and business parks, office parks, and expo centers. Supportive retail, such as restaurants, and institutional uses, such as daycare centers and technical schools are encouraged as secondary uses. Heavy industry (an industry with significant offsite impacts related to noise, light, odor, vibration, dust, and debris) is not allowed.

Employment and institutional areas include a variety of development forms that have their own unique internal layout of streets, blocks, and buildings typically owned, maintained or designed by a single entity. For this reason, many of the design requirements are established

### EXAMPLE IMAGERY



on a case-by-case basis through the approval of a master development plan.

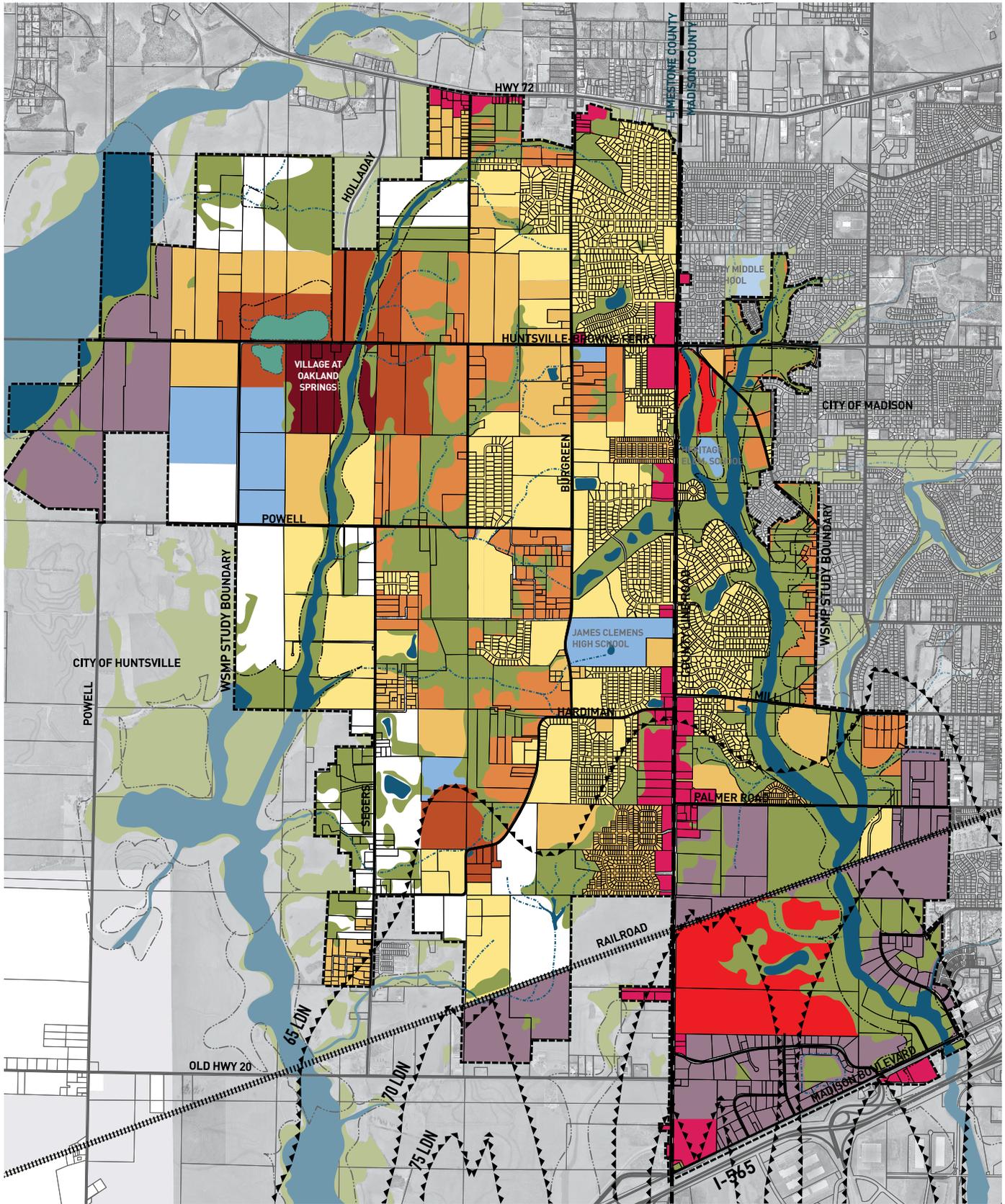
In general, buildings should be located toward the interior of the site or adjacent to public streets at the perimeter. Parking should be placed away from public streets and property lines and buffered against adjacent residential and agricultural uses.

## **EXAMPLE IMAGERY**



| INDUSTRY (I)                                 |   |
|--|---|
| GENERAL USE CHARACTER                        |   |
| Primary Land Uses                            | <ul style="list-style-type: none"> <li>• Light industry</li> <li>• Manufacturing</li> <li>• Office and business parks</li> </ul>  |
| Secondary Land Uses                          | <ul style="list-style-type: none"> <li>• Supportive commercial and institutional</li> </ul>   |
| Density/Intensity                            | <ul style="list-style-type: none"> <li>• FAR: none</li> <li>• Maximum lot coverage: 50%</li> </ul>  |
| Development Considerations and Opportunities | <ul style="list-style-type: none"> <li>• Underground utilities when feasible</li> <li>• Constructed stormwater facilities</li> </ul>  |
| Public and Private Amenities                 | <ul style="list-style-type: none"> <li>• 15% of the gross site is dedicated to permanent park, open space or approved public amenities. Fees-in-lieu or offsite-offsets may be required or accepted by the City instead.</li> </ul> |
| GENERAL DESIGN CHARACTER                     |   |
| Building Placement                           | <ul style="list-style-type: none"> <li>• Building placement is governed by a master development plan</li> </ul>   |
| Building Frontage Characteristics            | <ul style="list-style-type: none"> <li>• Building frontage is governed by a master development plan</li> </ul>  |
| Building Height Maximum                      | <ul style="list-style-type: none"> <li>• 75 feet or 4 stories</li> </ul>  |
| Parking Characteristics                      | <ul style="list-style-type: none"> <li>• Parking located internal to the campus</li> <li>• Parking areas have a perimeter landscape buffer where adjacent to street(s) or property lines</li> </ul>                                 |
| Access Characteristics                       | <ul style="list-style-type: none"> <li>• Major destination access provisions</li> </ul>   |
| Landscaping Characteristics                  | <ul style="list-style-type: none"> <li>• Significant constructed buffering</li> </ul>   |
| Mobility Characteristics                     | <ul style="list-style-type: none"> <li>• Mobility is governed by a master development plan which should include pedestrian and cycling access</li> </ul>  |





CONSOLIDATED MAP OF ALL WEST SIDE PLACE TYPES

## KEY AMENITIES

In addition to providing a guide for smart growth in the West Side, the Vision Map establishes several key amenities that will serve both local and regional communities and will vastly contribute to the overall livability and appeal of the West Side. A stormwater retention lake, regional linear park, extensive pathway network, and a seamless mobility network will all contribute to how people live, work, and play within the West Side. Each of these amenities is discussed in greater detail on the following pages.

| PROPOSED PLACE TYPES  |  |
|---|--|
| PNA   |  PARK & NATURAL AREAS           |
| RTA   |  RURAL & TRANSITIONAL AREAS     |
| SSF   |  SUBURBAN SINGLE-FAMILY         |
| MR  |  MIXED RESIDENTIAL              |
| MRC   |  MIXED RESIDENTIAL CONSERVATION |
| NMU   |  NEIGHBORHOOD MIXED-USE         |
| CMU   |  COMMERCIAL MIXED-USE           |
| CC  |  CONVENIENCE COMMERCIAL         |
| TC  |  TOWN CENTER                    |
| CF  |  COMMUNITY FACILITIES           |
| I   |  INDUSTRY                       |
| <hr/>   |  |
|    | FLOOD WAY / EXISTING BODIES OF WATER   |
|    | 100 YR FLOOD PLAIN OUTLINE   |
|    | STREAMS  |
|    | PROPOSED LAKE / STORMWATER RETENTION   |
|    | ROAD   |
|  | FAA NOISE CONTOURS   |

*Opposite page: A composite map of all the proposed West Side Place Types.*



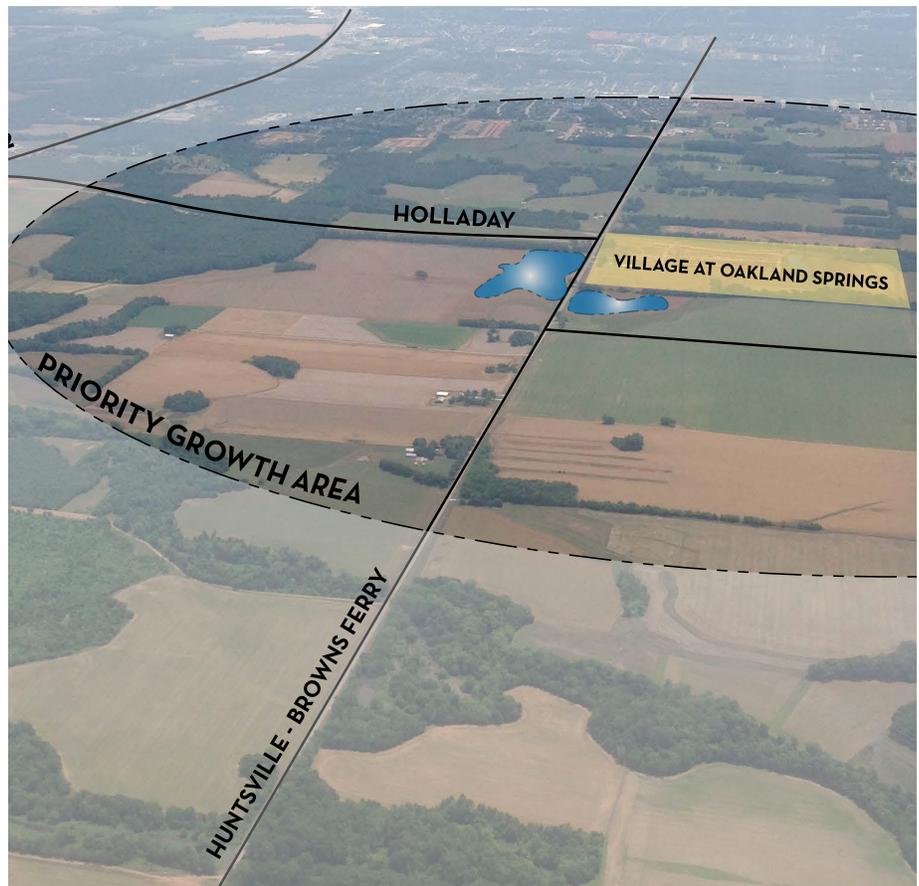
## STORMWATER RETENTION LAKE

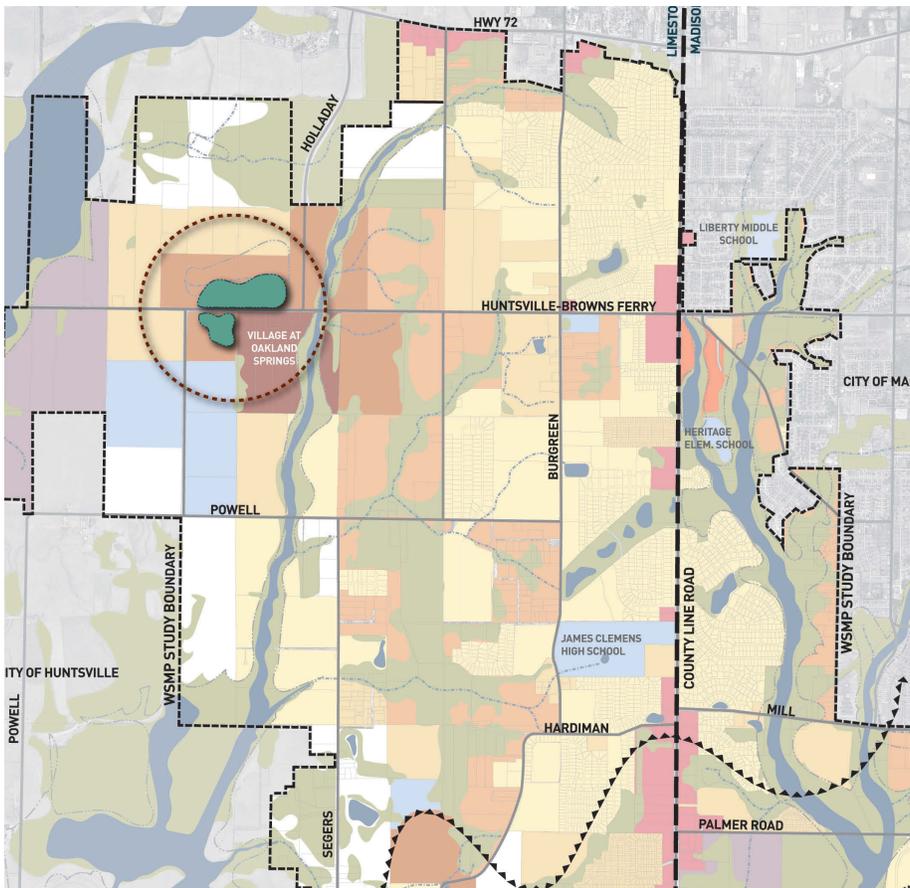
As a means to use an undevelopable sink hole and large area of land covered by floodplain, the creation of a large stormwater retention lake will serve as a regional stormwater management pond as well as a new amenity within the core of West Side priority growth area.

The lake will be sited on the north side of Huntsville-Browns Ferry Road while the sink hole adjacent to the Village at Oakland Springs on the south side of the road will serve as an overflow area. The lake should be developed as an amenity that could create a unique opportunity for a mixed-use waterfront development contributing to the new identity of the West Side.

*Right: An aerial view of the proposed stormwater retention lake within the Priority Growth Area.*

*Opposite page: Example imagery and map highlighting the lake within the West Side*



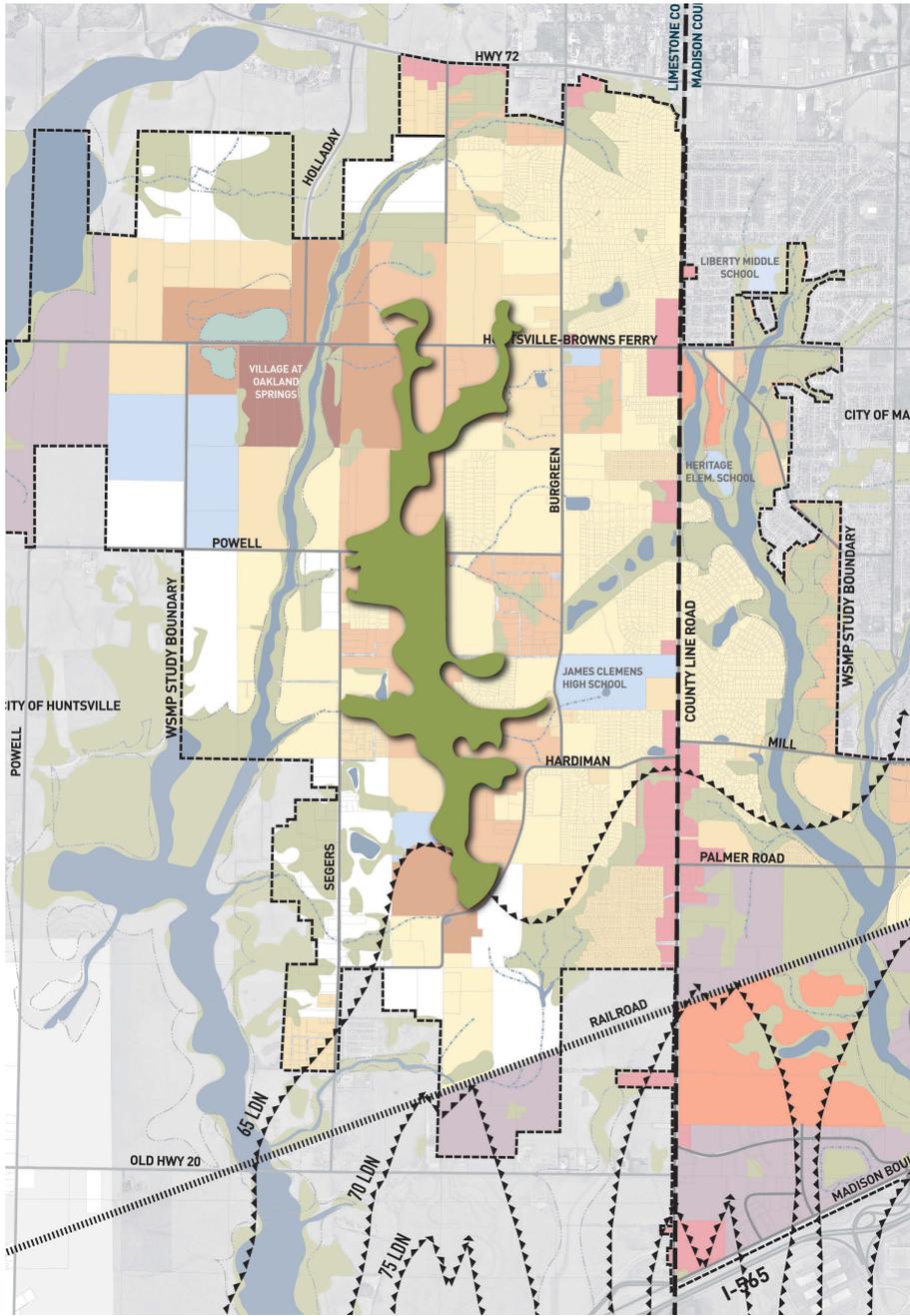


## REGIONAL PARK

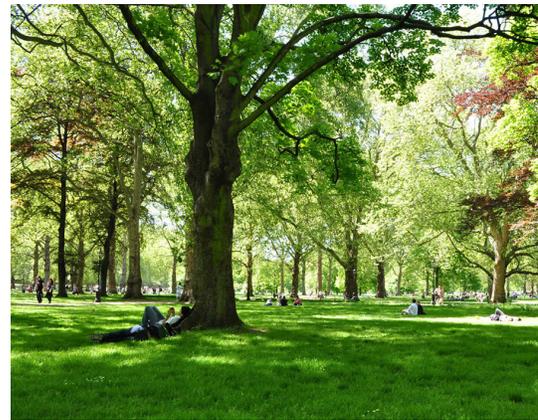
A linear regional park is planned to serve surrounding and nearby residents, but could offer a variety of active and passive recreational activities creating a regional draw for the West Side. The park, created through the preservation of the West Side's predominate areas of mature tree canopy, has a linear form providing greater direct accessibility to residents. As the Village at Oakland Springs will be the commercial and mixed-use centerpiece of the West Side, the park will be the recreational and natural centerpiece of the West Side.

The park should feature predominately wooded areas with pockets of open space scattered along its length providing activity nodes for various types of active and passive recreation. The center area of the park encompasses a large consolidated open space that could become home to active recreation fields, such as ballparks and soccer fields, accessible from all directions via the park's extensive trail and greenway system.





POTENTIAL REGIONAL PARK



## EXTENSIVE PATHWAY NETWORK

Madison will build on the success of the Bradford Creek and Mill Creek Greenways by investing in a series of greenway spines along existing floodplains, preserved tree canopy areas, and within the regional park as shown on the Vision Map. This investment, coupled with the implementation of shared use side paths that would parallel vehicular corridors, would create a robust network of non-motorized facilities that will allow for contiguous cycling or walking movement throughout the West Side and even into Huntsville.

MULTI-USE PATH



SIDE PATH

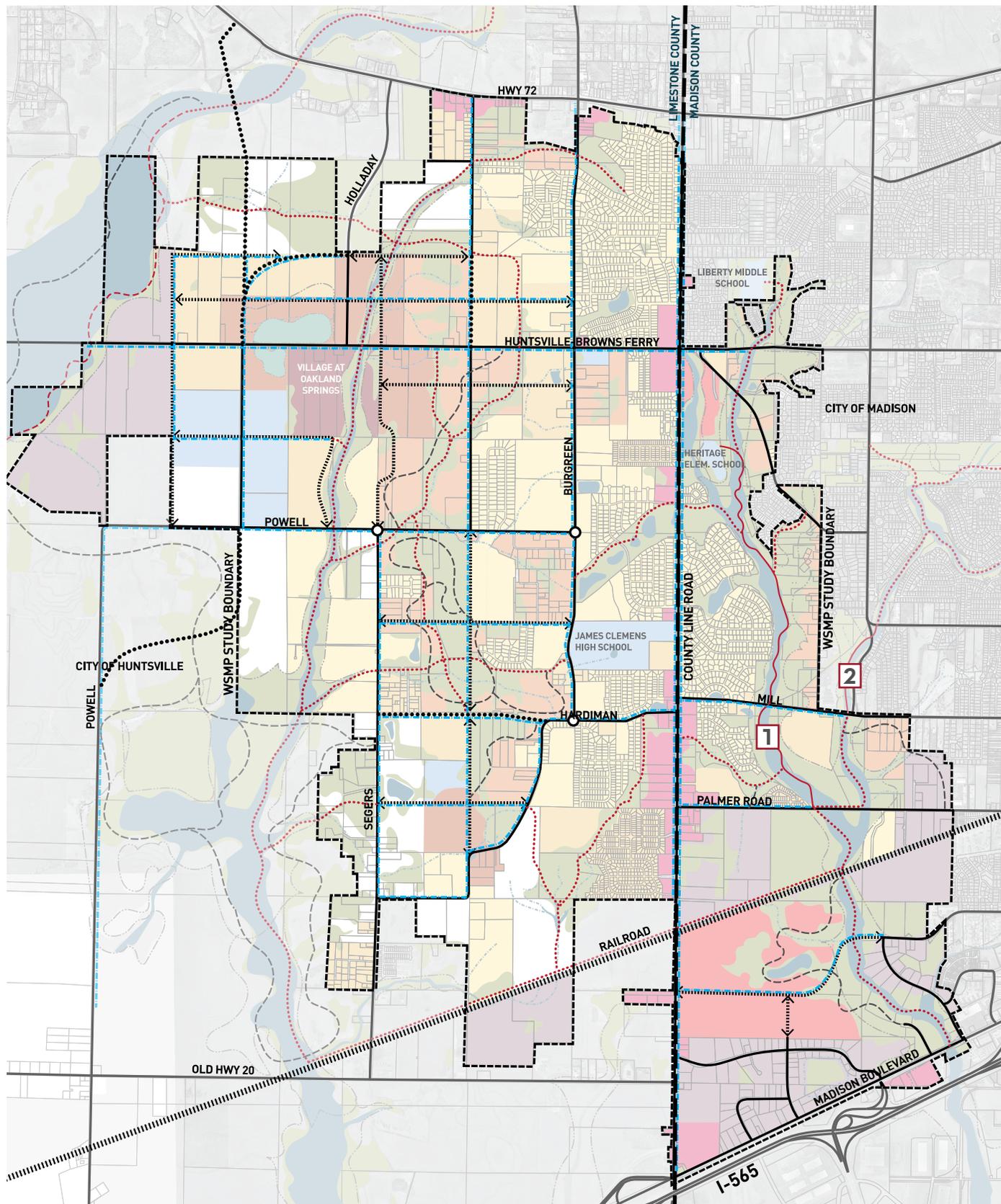


NATURAL SURFACE TRAIL



| PROPOSED PLACE TYPES |                                      |
|----------------------|--------------------------------------|
| PNA                  | PARK & NATURAL AREAS                 |
| RTA                  | RURAL & TRANSITIONAL AREAS           |
| SSF                  | SUBURBAN SINGLE-FAMILY               |
| MR                   | MIXED RESIDENTIAL                    |
| MRC                  | MIXED RESIDENTIAL CONSERVATION       |
| NMU                  | NEIGHBORHOOD MIXED-USE               |
| CMU                  | COMMERCIAL MIXED-USE                 |
| CC                   | CONVENIENCE COMMERCIAL               |
| TC                   | TOWN CENTER                          |
| CF                   | COMMUNITY FACILITIES                 |
| I                    | INDUSTRY                             |
| <hr/>                |                                      |
|                      | FLOOD WAY / EXISTING BODIES OF WATER |
|                      | 100 YR FLOOD PLAIN OUTLINE           |
|                      | STREAMS                              |
|                      | PROPOSED LAKE / STORMWATER RETENTION |
|                      | FAA NOISE CONTOURS                   |
| <hr/>                |                                      |
|                      | PROPOSED MULTI-USE PATH              |
|                      | PROPOSED SIDE PATH                   |
|                      | PROPOSED NATURAL SURFACE TRAIL       |
|                      | PROPOSED ROAD                        |
|                      | ROAD                                 |
|                      | PROP. INTERCONNECTIVITY ROUTE        |
|                      | POTENTIAL ROUNDABOUT LOCATION        |

Opposite page: The numbered greenways call out the existing portions of Bradford Creek Greenway (1) and Mill Creek Greenway (2).



# PATHWAY NETWORK

# PATHWAY TYPOLOGIES

## PAVED MULTI-USE PATHS



### Paved Multi-use Paths

These paths are used for both recreation and transportation and often connect destinations such as parks, schools, commercial areas, and libraries. They are off-street paths, but occasionally have to cross roadways at engineered intersections, and provide family-friendly bicycle and pedestrian transportation options. Multi-use paths often follow utility corridors, streams, floodplains, easements, and open-spaces and would be classified as greenways. Paths must be a minimum of 10 feet in width but 12 feet in width is recommended for safety and usability.

## SIDE PATHS



### Side Paths

Side paths are typically paved paths located within the right-of-way and parallel roadways but with a physical separation such as a planting strip or other physical barrier that provides a level of comfort to the user. They cater to both the recreational user as well as those who use non-motorized transportation. Side paths provide direct connections between neighborhoods, schools, and shopping, and can potentially be funded by packaging them with road projects. They should have a minimum width of 10 feet for a shared-use path and 5 to 6 feet for pedestrian-based sidewalks.

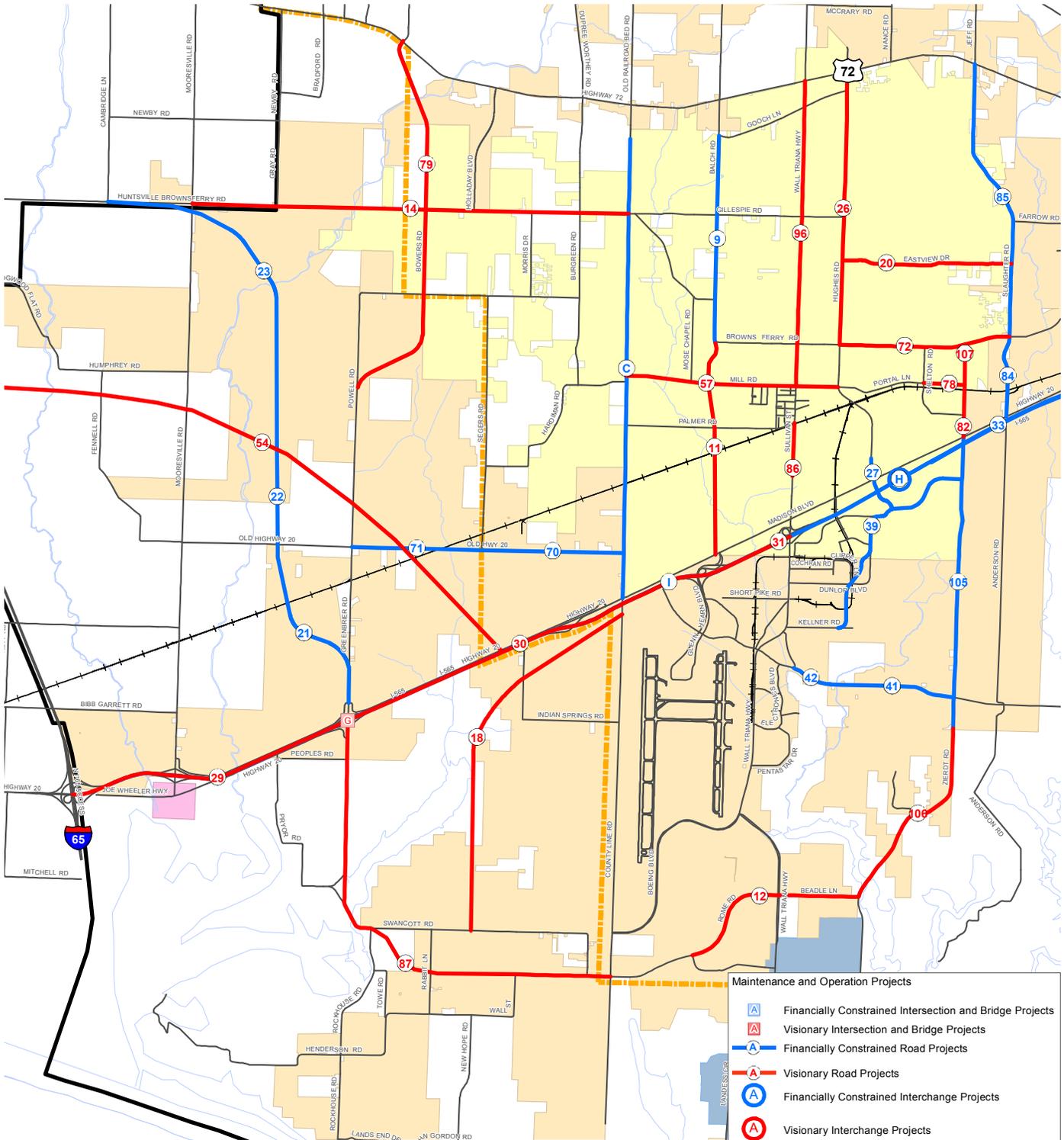
## NATURAL SURFACE TRAILS



### Natural Surface Trails

Natural surface trails are less formal and inexpensive options for pathways and are typically used for recreational rather than transportation purposes. They are narrower than the other two path typologies but some can be the same width as a multi-use path depending up expected use. Some trails may be considered shared use, and have specific regulations regarding user types.





**Maintenance and Operation Projects**

- Financially Constrained Intersection and Bridge Projects
- Visionary Intersection and Bridge Projects
- Financially Constrained Road Projects
- Visionary Road Projects
- Financially Constrained Interchange Projects
- Visionary Interchange Projects

**Capacity Projects**

- Financially Constrained Road Projects
- Visionary Road Projects
- Financially Constrained Interchange Projects
- Visionary Interchange Projects

- Major Roads
- Study Area
- Urban Area
- Huntsville City Limits
- Madison City Limits

Map of Year 2040 Transportation Plan Corridor Improvement Projects Southwest Quadrant from the MPO's Huntsville Area Transportation Study - Year 2040 Transportation Plan adopted February 3, 2016.

## STREET NETWORK

The plan proposes a future mobility network that acknowledges the achievements of and builds upon previous mobility planning. The proposed network refines previous mobility strategies by encouraging development design that is less auto dependent and focuses on all modes of travel. This approach reduces the need for an expensive, extensive and sprawl producing road network while reinforcing desirable development character. This plan provides a set of street types that will efficiently move both vehicular and non-motorized users throughout the West Side and enhances overall connectivity for residents, visitors, and businesses.

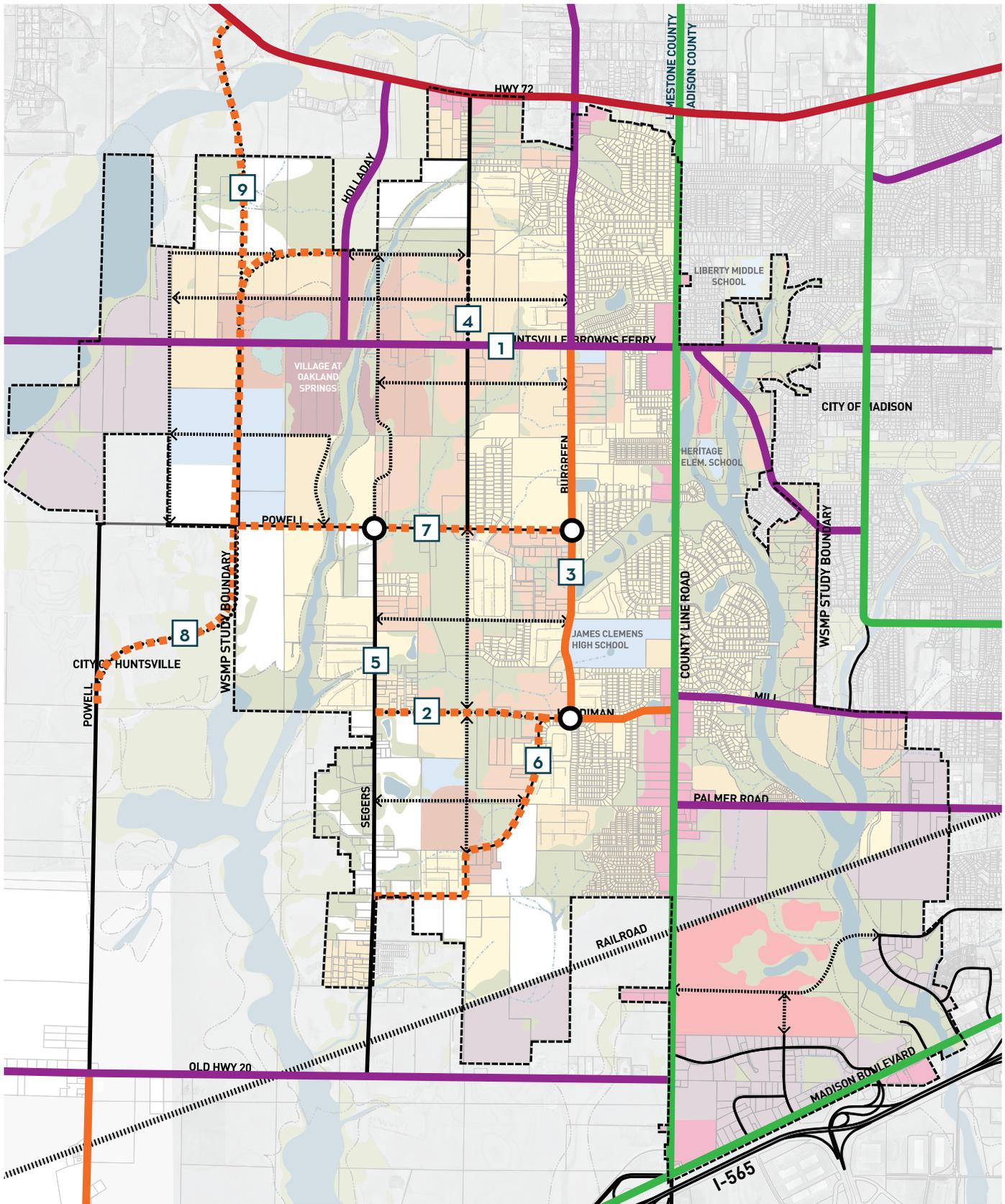
New streets within the West Side should be designed to follow the proposed street typologies of this plan with variations that respond to context and proposed Place Types. Care should be taken to ensure that the streets are built with no more lanes than needed to satisfy the projected traffic demand, which will likely result in context-sensitive growth that focuses on network-building rather than highway-building.

Several guiding principles should be followed in developing the future street network within the West Side to ensure a balanced, attractive, and efficient mobility network:

- Streets should respect the built and natural contexts through which they pass;
- Streets should support all modes of travel, where contextually appropriate, to foster the ability for people to choose how they move through and within the West Side;
- Streets should strike a balance between appropriate vehicular operational efficiency and safety for all users, regardless of their choice of travel mode;
- The City should work with ALDOT on facilities under ALDOT jurisdiction to achieve complete streets within the state system; and
- Street design should support the types of development and re-development appropriate for the place type in which they occur.



*Left: View looking south on Bowers Road from Huntsville-Browns Ferry*



FUTURE STREET NETWORK AND PROJECT OPPORTUNITIES

The master plan calls for an enhanced street network composed of new roads, existing roads, and roads designated for future improvements. The map on the opposite page illustrates the future street network, functional classification of individual streets, and highlights near-term roadway projects that will help service the growing population and traffic volumes of the West Side. In addition to highlighting specific roadway projects and locations, “Proposed Interconnectivity Routes” are indicated on the map to identify key mobility connections that will also be essential to the overall street network as the West Side is developed.

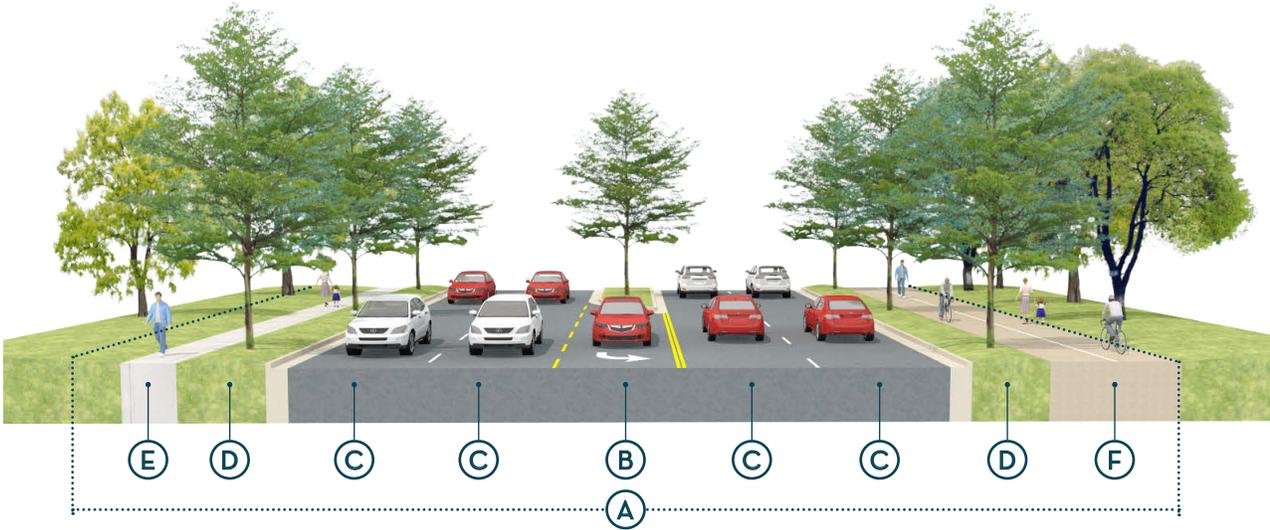
Three potential roundabouts are identified in the West Side. The Federal Highway Administration notes that when compared to conventional intersections roundabouts reduce fatalities and injuries. Generally, roundabouts are best suited for intersections of local and collector streets where maximum annual average daily traffic counts do not exceed 50,000, but have been used on arterials in some cities. Arterial roundabouts are not recommended for the West Side. A traffic study should be completed to determine the location and design criteria of new roundabouts.

| FUTURE STREET NETWORK   |                               |
|---|-------------------------------|
|    | EXISTING PRINCIPAL ARTERIAL   |
|    | EXISTING MINOR ARTERIAL       |
|    | EXISTING MAJOR COLLECTOR      |
|    | EXISTING MINOR COLLECTOR      |
|    | PROPOSED MINOR COLLECTOR      |
|    | EXISTING LOCAL                |
|    | EXISTING LOCAL                |
|  | PROP. INTERCONNECTIVITY ROUTE |
|  | POTENTIAL ROUNDABOUT LOCATION |

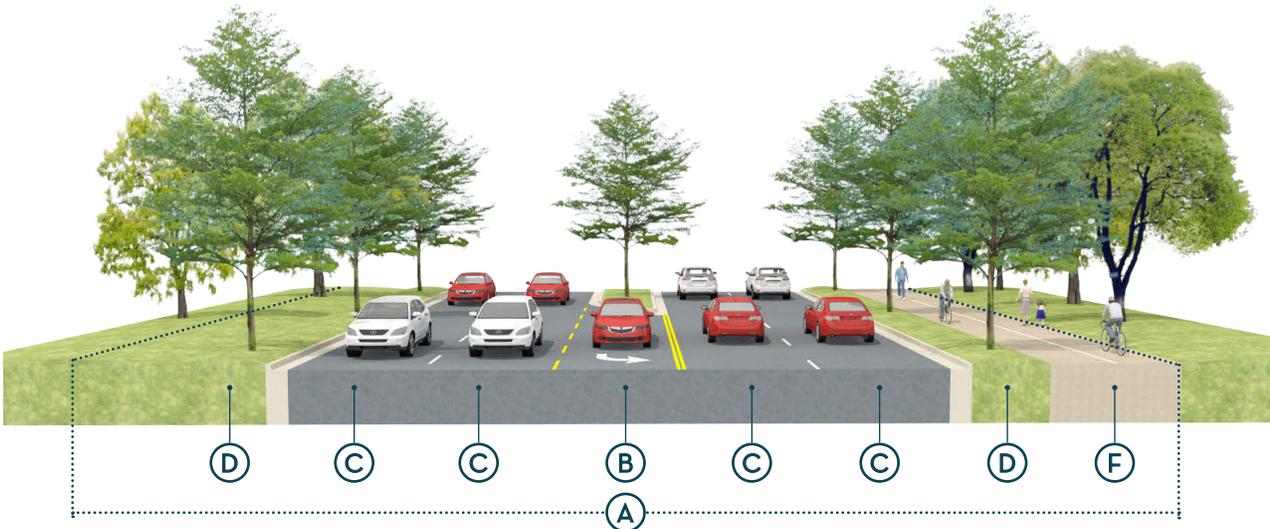
In the next section, specific future street types are defined as they relate to these functional classifications. Cross sections show desired elements and attributes, but the City may permit or require a modification of the design to better fit a particular area. An example of this is where street trees are proposed to be planted along streets with no curb. The City may require a 10 foot setback between the edge of pavement and the tree trunk at grade at the time of planting.

| FUTURE STREET NETWORK OPPORTUNITIES |  |                      |
|-------------------------------------|--|----------------------|
| PROJECT NUMBER                      | PROJECT DESCRIPTION  | PROPOSED STREET TYPE |
| 1                                   | Improve Huntsville-Browns Ferry from a two-lane road to a four-lane parkway with center turn pockets and median.   | Parkway              |
| 2                                   | Create a new minor collector that serves as an additional east-west connection from Hardiman to Segers.  | Avenue               |
| 3                                   | Improve Burgreen Road from a two-lane road to a two-lane road with center turn pockets and median from Hardiman to Hwy. 72. Install roundabouts at the intersections of Burgreen / Hardiman and Burgreen / Powell. | Avenue               |
| 4                                   | Create a new local road that connects Morris Drive to Henderson Lane.  | Local                |
| 5                                   | Improve Segers Road from Powell south to the intersection of the new road created by Project #2 of this matrix. Install a roundabout at the intersection of Powell and Segers.                                     | Avenue               |
| 6                                   | Improve Hardiman from a two-lane road to a two-lane road with center turn pockets and median from Burgreen to Segers.  | Avenue               |
| 7                                   | Improve the east / west portion of Powell from Burgreen from a two-lane to a two-lane road with center turn pockets and median.  | Avenue               |
| 8                                   | Create a new road that connects the north/south portion of Powell north to Holladay via Bowers.  | Avenue               |
| 9                                   | Create a new road that connects to Hwy. 72 west of Holladay.   | Avenue               |

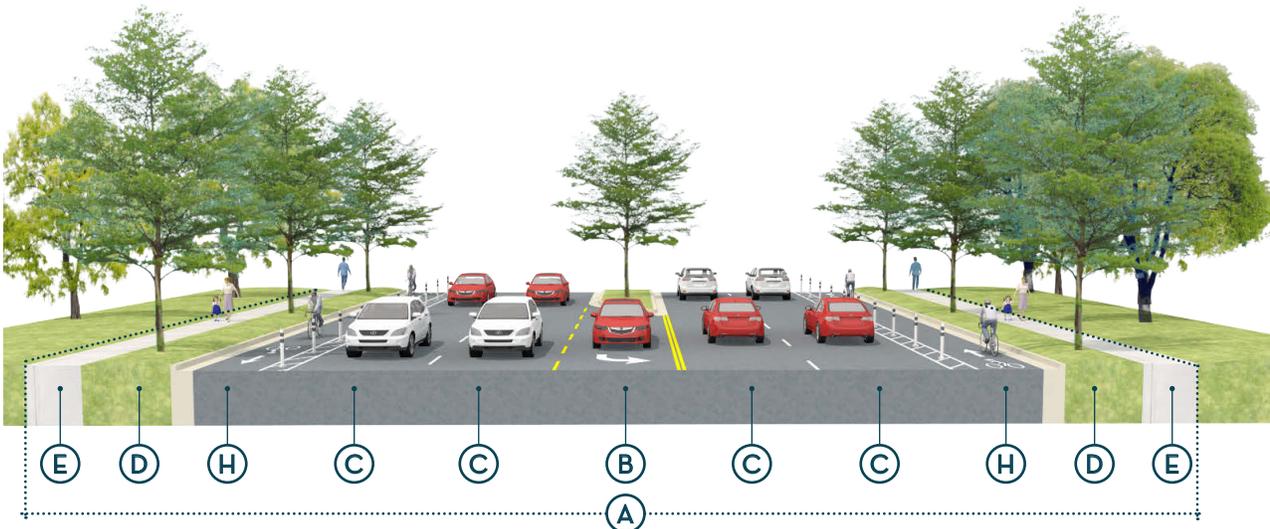
# RECOMMENDED PARKWAY CROSS SECTIONS



RECOMMENDED CROSS SECTION (PKWY)



ALTERNATIVE CROSS SECTION (PKWY-A-1)



ALTERNATIVE CROSS SECTION (PKWY-A-2)

**SECTION ELEMENTS**

- (A)** RIGHT-OF-WAY WIDTH
- (B)** MEDIAN / TURN LANE
- (C)** TRAVEL LANE
- (D)** TREE LAWN / SWALE
- (E)** SIDE PATH - SIDEWALK
- (F)** SIDE PATH - SHARED USE
- (G)** PARKING
- (H)** ON-STREET BIKE FACILITY

**STREET TYPES: PARKWAY**

Parkways apply to minor arterial streets that require four lanes to accommodate traffic demand. Parkways with four lanes always feature medians; the medians can be broken to provide a left turn bay. Signalized intersections are spaced further apart on parkways to better facilitate vehicular mobility. Depending on traffic counts, mid-block pedestrian crossings can be installed on long (>600') blocks to maintain walkability in areas where pedestrian usage could be heavy. Parkways should include consistent streetscape elements such as street trees, lighting as well as furnishings that are consistent with the character of the West Side. Active transportation modes on parkways are supported by shared use side paths or dedicated on-street bike facilities such as buffered bike lanes or a cycle track.

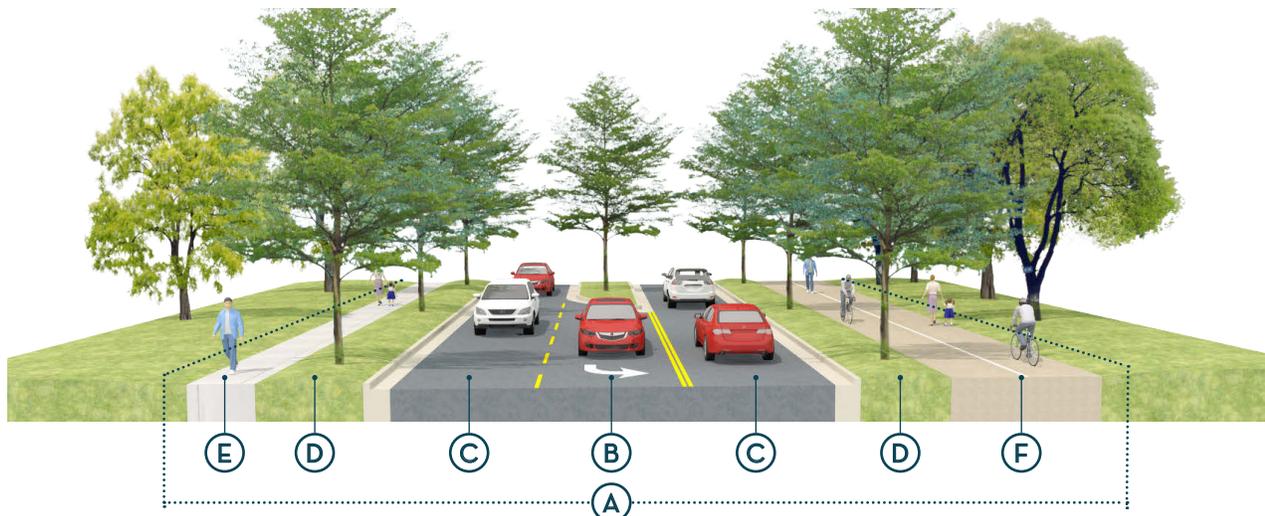
Huntsville-Browns Ferry Road is the only future Parkway recommended to service the West Side.

As an alternative to a closed (curb + gutter) drainage system, the City may opt to incorporate a Low-Impact Design solution consisting of an open-swale drainage system. In which case, typical LID design standards will apply.

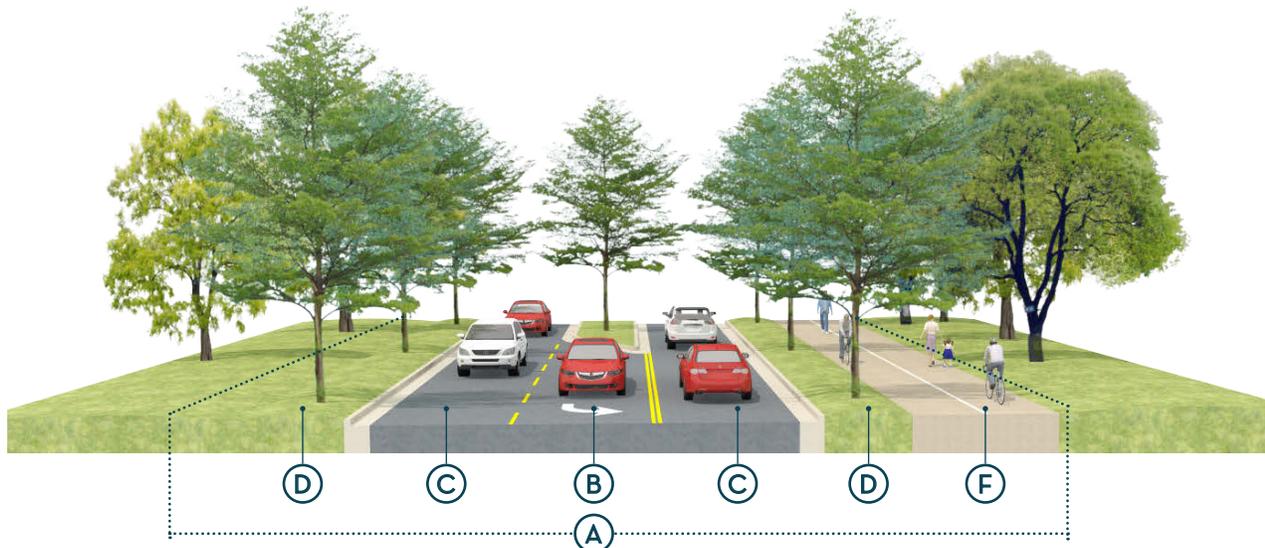
| PARKWAY DESIGN PARAMETERS |   |
|---------------------------|---|
| DESIGN ELEMENTS           | DESCRIPTION   |
| Number of Lanes           | 4 travel lanes with center turn lane / median             |
| Parking                   | Off-Street  |
| Pedestrian Facilities     | Yes   |
| Bicycle Facilities        | Shared use side path (preferred) or protected bike lanes  |
| Drainage                  | Open (swale) or closed (curb + gutter); context dependent |
| Streetscape               | Appropriate street trees in median and tree lawn          |
| Furnishings               | Yes in urban contexts; optional in rural                  |
| Lighting                  | Yes in urban contexts; optional in rural                  |

| PARKWAY DESIGN PARAMETERS |                          |  |
|---------------------------|--------------------------|--|
| COMPONENT                 | DESCRIPTION              | DIMENSIONS   |
| A                         | Right-of-way width       | (PKWY) 85' min.; (PKWY-A-1) 80' min.; (PKWY-A-2) 94' min.    |
| B                         | Median / turn lane width | 12'-16'  |
| C                         | Travel lane width        | 11'-12'  |
| D                         | Tree lawn                | 5' min. - 6' or more preferred                               |
| E                         | Side path - sidewalk     | 5' min. - 6' preferred                                       |
| F                         | Side path - shared use   | 10' min. - 12' preferred                                     |
| G                         | Parking                  | Off-street   |
| H                         | On-street bike facility  | Protected bike lane - 3' buffer with 4' min. per travel lane |

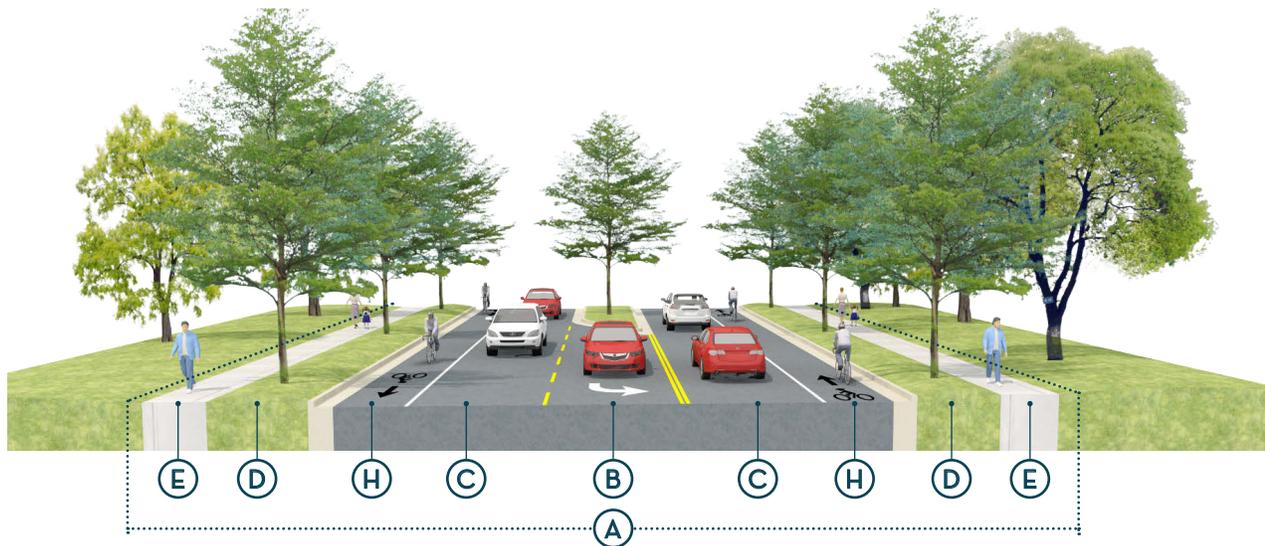
# RECOMMENDED AVENUE CROSS SECTIONS



RECOMMENDED CROSS SECTION (AV)



ALTERNATIVE CROSS SECTION (AV-A-1)



ALTERNATIVE CROSS SECTION (AV-A-2)

## SECTION ELEMENTS

- (A)** RIGHT-OF-WAY WIDTH
- (B)** MEDIAN / TURN LANE
- (C)** TRAVEL LANE
- (D)** TREE LAWN / SWALE
- (E)** SIDE PATH - SIDEWALK
- (F)** SIDE PATH - SHARED USE
- (G)** PARKING
- (H)** ON-STREET BIKE FACILITY

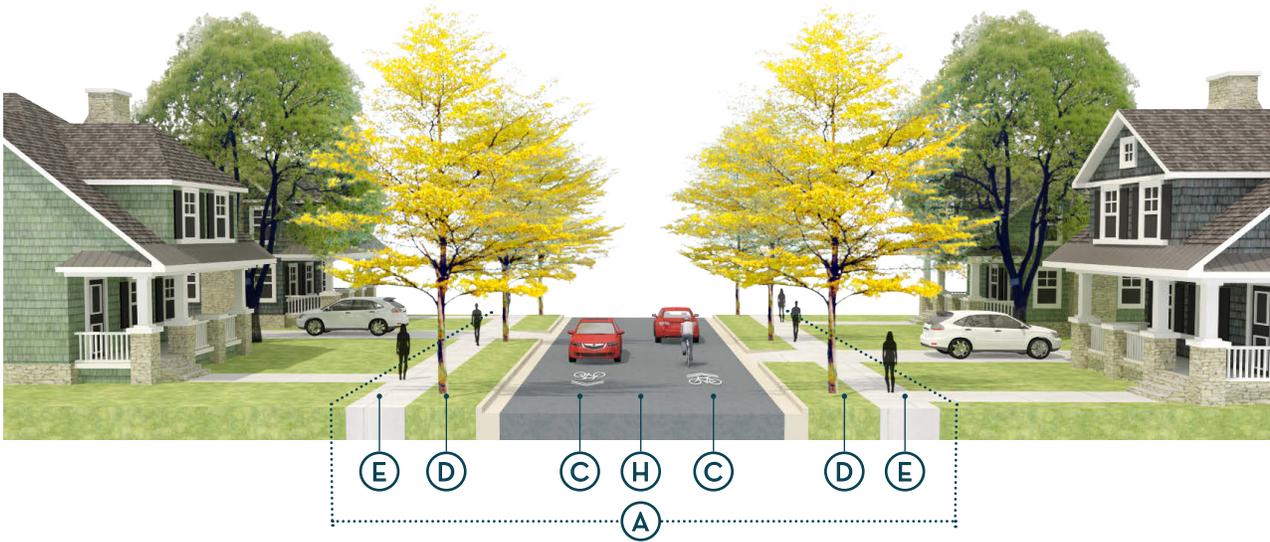
## STREET TYPES: AVENUE

Avenues are walkable, lower speed streets that are generally shorter in length than parkways. They provide access to abutting commercial and mixed-use areas as well as serve residential development. Avenues are predominately only two lanes with a turn lane / landscaped median and would be classified as minor arterials or collectors in some cases. In areas adjacent to mixed use or commercial place types, avenues can accommodate on-street parking. They serve as primary bicycle and pedestrian routes, connect residential communities, and are the backbone street network for the West Side. Depending on context, avenues would primarily feature a sidewalk on one side and a shared use side path on the other or only a shared use side path on one side. It's preferable to provide off-street bike facilities but they could accommodate bicycle traffic through bike lanes or protected bike lanes.

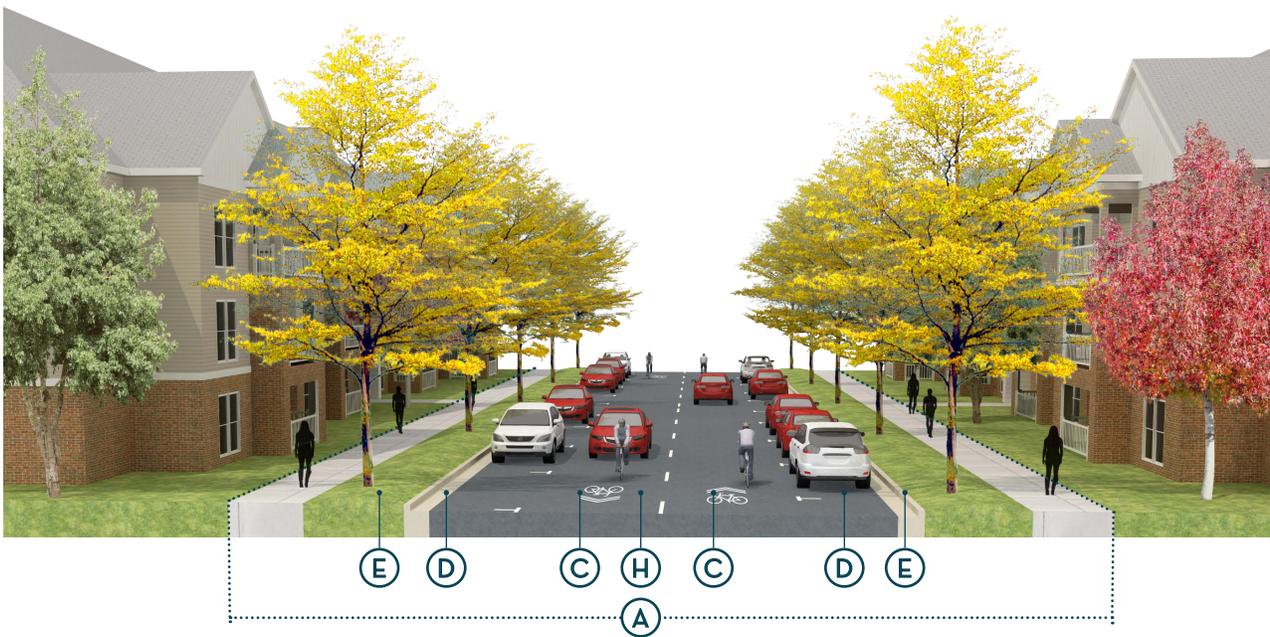
As an alternative to a closed (curb + gutter) drainage system, the City may opt to incorporate a Low-Impact Design solution consisting of an open-swale drainage system. In which case, typical LID design standards will apply.

| AVENUE DESIGN CHARACTERISTICS |  |   |
|-------------------------------|--|---|
| DESIGN ELEMENTS               | DESCRIPTION  |   |
| Number of Lanes               | 2 travel lanes with center turn lane / median  |   |
| Parking                       | Off-street in residential areas; potential on-street near commercial and mixed-use areas |   |
| Pedestrian Facilities         | Sidewalks or shared use side paths   |   |
| Bicycle Facilities            | Shared use side path (preferred); protected bike lane or bike lanes                      |   |
| Drainage                      | Open (swale) or closed (curb + gutter); context dependent                                |   |
| Streetscape                   | Appropriate street trees in median and tree lawn   |   |
| Furnishings                   | Recommended for urban contexts; optional in rural  |   |
| Lighting                      | Recommended  |   |
| AVENUE DESIGN PARAMETERS      |  |   |
| COMPONENT                     | DESCRIPTION  | DIMENSIONS  |
| A                             | Right-of-way width (without on-street parking)   | (AV) 63' min.; (AV-A-1) 58' min.; (AV-A-2) 66' min. with bike lane; (AV-A-2) 72' min. with protected bike lanes                     |
| B                             | Median / turn lane width   | 12'-16'   |
| C                             | Travel lane width  | 11'-12'   |
| D                             | Tree lawn  | 5' min. - 6' or more preferred  |
| E                             | Side path - sidewalk   | 5' min. - 6' preferred  |
| F                             | Side path - shared use   | 10' min. - 12' preferred  |
| G                             | Parking  | Off-street in residential areas; Potential on-street parking urban or commercial areas (perpendicular, angled, or parallel parking) |
| H                             | On-street bike facility  | Protected bike lane - 3' buffer with 4' min. per travel lane; 4' min. bike lane, 5'-6' (preferred)                                  |

# RECOMMENDED LOCAL STREET CROSS SECTIONS



RECOMMENDED CROSS SECTION FOR SINGLE FAMILY (L)



RECOMMENDED CROSS SECTION FOR MULTI FAMILY STREETS (L-A-1)

**SECTION ELEMENTS**

- (A)** RIGHT-OF-WAY WIDTH
- (B)** MEDIAN / TURN LANE
- (C)** TRAVEL LANE
- (D)** TREE LAWN / SWALE
- (E)** SIDE PATH - SIDEWALK
- (F)** SIDE PATH - SHARED USE
- (G)** PARKING
- (H)** ON-STREET BIKE FACILITY

**STREET TYPES: LOCAL**

Local streets provide access to individual lots, accommodate pedestrians and serve as low speed bicycle and vehicle routes. Local streets should be relatively short in total distance, but well interconnected to form a street grid and multiple routing and access points for the neighborhoods they serve. The low speed nature and low anticipated traffic volumes of local streets allow for bicycles to share the street with motor vehicles. As a result, local streets can offer alternative routes to less experienced or confident cyclists when well-connected. Local streets should have sidewalks when serving residential uses. Parking on street is accommodated either in marked parallel parking bays in higher density areas or informally in unmarked yield street spaces in lower density areas.

As an alternative to a closed (curb + gutter) drainage system, the City may opt to incorporate a Low-Impact Design solution consisting of an open-swale drainage system. In which case, typical LID design standards will apply.

| LOCAL STREET DESIGN CHARACTERISTICS |  |   |
|-------------------------------------|--|---|
| DESIGN ELEMENTS                     | DESCRIPTION  |   |
| Number of Lanes                     | 2 max.   |   |
| Parking                             | Off-street in single-family areas; designated parallel in multi-family areas |   |
| Pedestrian Facilities               | Sidewalks  |   |
| Bicycle Facilities                  | Shared street; bike boulevards for designated routes                         |   |
| Drainage                            | Open (swale) or closed (curb + gutter); context dependent                    |   |
| Streetscape                         | Appropriate street trees in median and tree lawn                             |   |
| Furnishings                         | Optional   |   |
| Lighting                            | Recommended  |   |
| LOCAL STREET DESIGN PARAMETERS      |  |   |
| COMPONENT                           | DESCRIPTION  | DIMENSIONS  |
| A                                   | Right-of-way width   | (L) 44' min.; (L-A-1) 60' min. with on-street parking |
| B                                   | Median / turn lane width   | NA  |
| C                                   | Travel lane width  | 10'-12'   |
| D                                   | Tree lawn  | 5' min. - 6' or more preferred                        |
| E                                   | Side path - sidewalk   | 5' min. - 6' preferred                                |
| F                                   | Side path - shared use   | NA  |
| G                                   | Parking  | 8' wide parallel parking in multi-family areas        |
| H                                   | On-street bike facility  | Shared street with sharrows on designated bike routes |

## STREET TREES

As defined in the street type section of the plan, street trees are an integral element for future roads and roadway improvements. Street trees are essential to a well designed street and their absence is often more noticeable than their presence. Most would agree that a tree-lined street is more hospitable and aesthetically pleasing than a street without street trees, which is often reflected in property values. Not only do street trees give the street a unique character and soften the abrasiveness of the concrete and asphalt, they also provide shade which is a huge asset for pedestrians in the hot summers experienced in Madison.

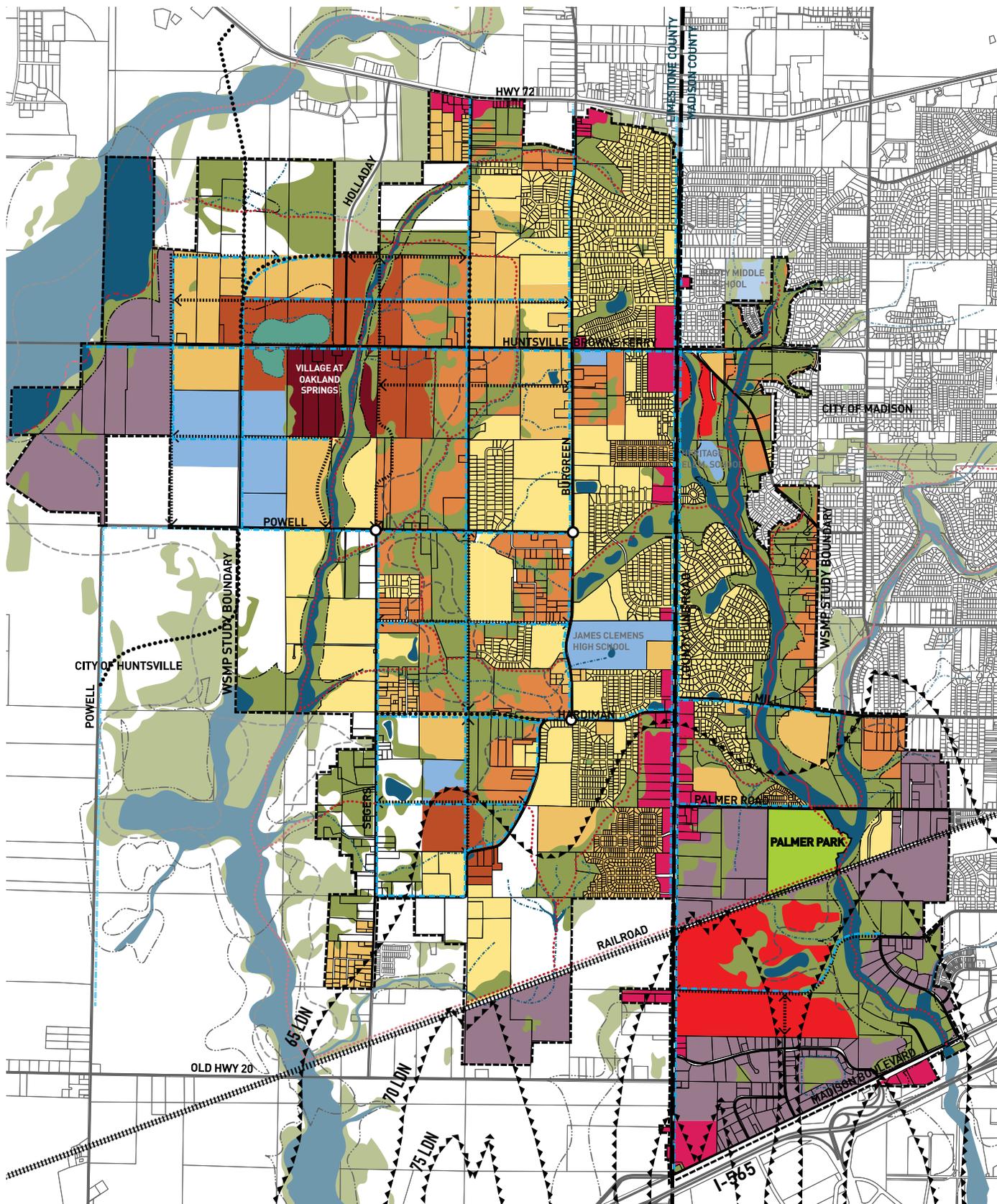
*Existing neighborhood in the West Side without street trees*



*Existing neighborhood in the West Side with street trees*



| RECOMMENDED STREET TREE PALLETTE  |                      |  |
|---|----------------------|--|
| LATIN NAME  | COMMON NAME          | COMMENTS   |
| <b>SMALL STREET TREES SUITABLE FOR NARROW TREE LAWNS (5'-9' IN WIDTH) OR USE UNDER / NEAR UTILITY LINES</b> |                      |  |
| Acer buergeranum  | Trident Maple        | Very adaptable, no substantial problems                                |
| Acer ginnala  | Amur Maple           | Rounded form   |
| Acer griseum  | Paperbark Maple      | Oval form; exfoliating bark; best in well-drained areas                |
| Acer nikoense   | Nikko Maple          | Good fall color; slow growing; vase shaped form                        |
| Cercis canadensis   | Eastern Redbud       | Showy flowers; requires adequate drainage; shade tolerant              |
| Cornus kousa  | Kousa Dogwood        | 'Milky Way Select' cultivar; shade tolerant; good flowers / fall color |
| Cotinus coggygria   | Smoketree            | 'Daydream' - good cultivar; adaptable                                  |
| Cotinus obovatus  | American Smoketree   | Excellent fall color   |
| Crataegus viridis   | Green Hawthorn       | Tolerates dry soils and poor drainage                                  |
| Tetradium daniellii   | Korean Evodia        | Adaptable; dark lustrous foliage; white flowers in July                |
| Lagerstroemia spp.  | Crapemyrtle          | Large variety of cultivars; adaptable; showy flowers                   |
| Malus spp.  | Flowering Crabapple  | 'Adirondack' - good cultivar; ornamental merit; disease resistant      |
| Prunus cerasifera   | Cherry Plum          | 'Krauter Vesuvius' - good cultivar; purple foilage                     |
| Prunus serrulata  | Japanese Cherry      | Columnar form; needs well-drained sites                                |
| <b>LARGE STREET TREES SUITABLE FOR NARROW TREE LAWNS (5'-9' IN WIDTH)</b>                                   |                      |  |
| Ulmus parvifolia  | Lacebark Elm         | Shade tolerant; tolerates poor drainage                                |
| Gingko biloba   | Gingko               | Shade tolerant; tolerates poor drainage                                |
| Carpinus betulus  | European Hornbeam    | Shade tolerant; tolerates poor drainage                                |
| Tilia cordata   | Little Leaf Linden   | Shade tolerant; tolerates poor drainage; blooming                      |
| Acer rubrum   | Red Maple            | Shade tolerant; tolerates poor drainage; native                        |
| Quercus shumardii   | Shumard Oak          | Shade tolerant; native   |
| Quercus nigra   | Water Oak            | Tolerates poor drainage; native  |
| Quercus phellos   | Willow Oak           | Shade tolerant; tolerates poor drainage; native                        |
| Pistacia chinensis  | Chinese Pistache     | Shade tolerant; tolerates poor drainage                                |
| <b>LARGE STREET TREES SUITABLE FOR TREE LAWNS 10' OR MORE IN WIDTH</b>                                      |                      |  |
| Taxodium distichum  | Bald Cypress         | Native; tolerates poor drainage; evergreen                             |
| Fagus grandiflora   | American Beech       | Native   |
| Betula nigra  | River Birch          | Native; great for wet areas; shade tolerant                            |
| Nyssa sylvatica   | Black Gum            | Native   |
| Cedrus deodara  | Deodar Cedar         | Native; evergreen  |
| Juniperus virginiana  | Eastern Red Cedar    | Native; evergreen  |
| Cryptomeria japonica  | Japanese Cryptomeria | Tolerates poor drainage; evergreen                                     |
| Ilex opaca  | American Holly       | Shade tolerant; native; evergreen                                      |
| Magnolia grandiflora  | Southern Magnolia    | Shade tolerant; native; blooming; evergreen                            |
| Acer saccharum  | Sugar Maple          | Shade tolerant; native   |
| Quercus virginiana  | Live Oak             | Shade tolerant; tolerates poor drainage; native; evergreen             |
| Quercus nuttallii   | Nuttall Oak          | Shade tolerant; native   |
| Quercus lyrata  | Overcup Oak          | Shade tolerant; tolerates poor drainage; native                        |
| Quercus falcata   | Southern Red Oak     | Shade tolerant; native   |
| Liriodendron tulipifera   | Tulip Poplar         | Shade tolerant; tolerates poor drainage; native; blooming              |



WEST SIDE VISION MAP

## VISION MAP

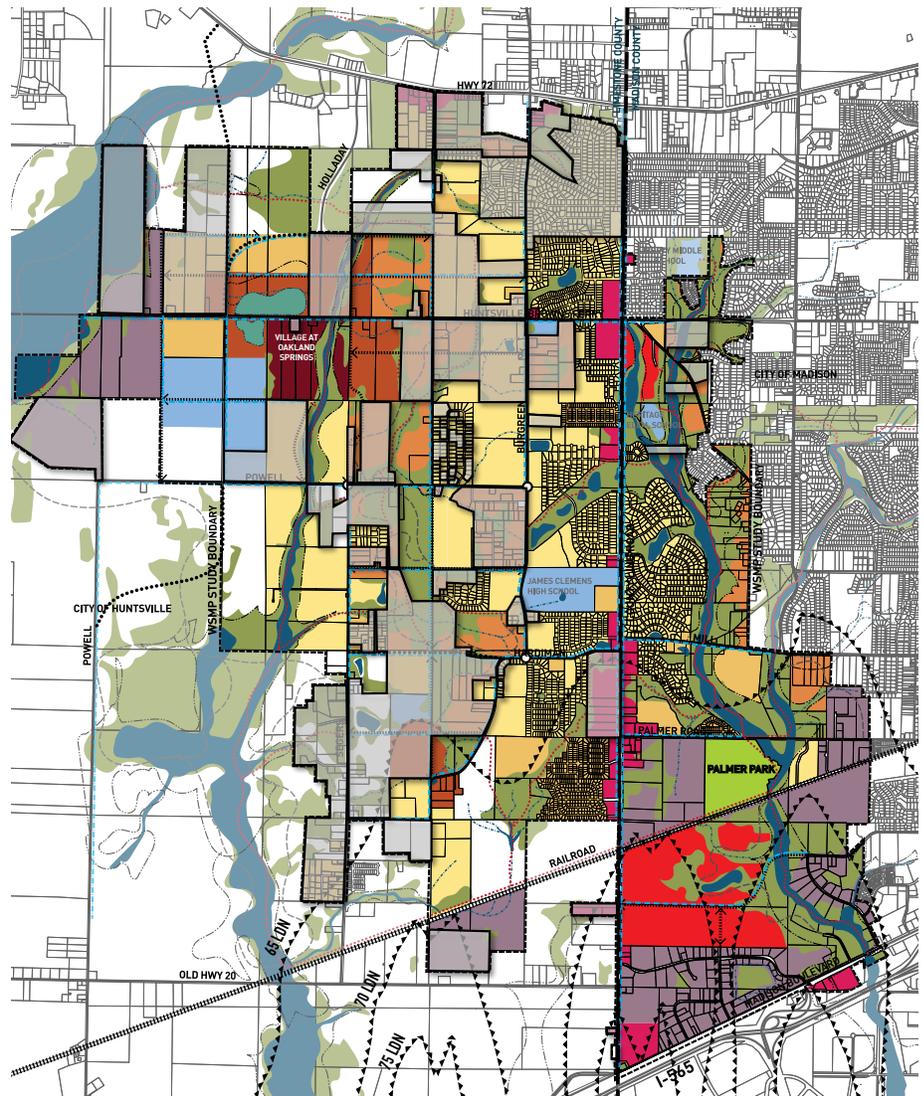
The Vision Map is a composite of the Place Types Map and proposed roads and pathways. When viewed together, this map along with the place type detail, the implementation section, and road and pathway detail represent how the West Side should develop over the next 20 or more years.

| PROPOSED PLACE TYPES |                                |
|----------------------|--------------------------------|
| PNA                  | PARK & NATURAL AREAS           |
| RTA                  | RURAL & TRANSITIONAL AREAS     |
| SSF                  | SUBURBAN SINGLE-FAMILY         |
| MR                   | MIXED RESIDENTIAL              |
| MRC                  | MIXED RESIDENTIAL CONSERVATION |
| NMU                  | NEIGHBORHOOD MIXED-USE         |
| CMU                  | COMMERCIAL MIXED-USE           |
| CC                   | CONVENIENCE COMMERCIAL         |
| TC                   | TOWN CENTER                    |
| CF                   | COMMUNITY FACILITIES           |
| I                    | INDUSTRY                       |

|  |                                      |
|--|--------------------------------------|
|  | FLOOD WAY / EXISTING BODIES OF WATER |
|  | 100 YR FLOOD PLAIN OUTLINE           |
|  | STREAMS                              |
|  | PROPOSED LAKE / STORMWATER RETENTION |
|  | FAA NOISE CONTOURS                   |
|  | PROPOSED MULTI-USE PATH              |
|  | PROPOSED SIDE PATH                   |
|  | PROPOSED NATURAL SURFACE TRAIL       |
|  | PROPOSED ROAD                        |
|  | ROAD                                 |
|  | PROP. INTERCONNECTIVITY ROUTE        |
|  | POTENTIAL ROUNDABOUT LOCATION        |
|  | UNINCORPORATED LIMESTONE CO.         |

### WEST SIDE VISION MAP WITH UNINCORPORATED LIMESTONE COUNTY PARCELS HIGHLIGHTED





*“The Plan ultimately is to serve as a guide for all persons and entities interested in advancing the quality of life in Madison generally and the West Side in particular.”*



## VIII. Implementing the Plan

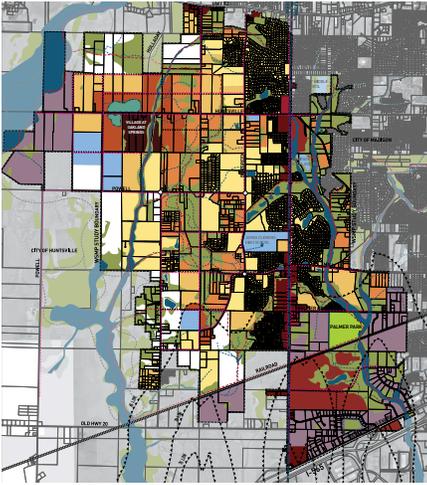
### USING THIS SECTION

Implementation is the ultimate goal of any planning process. While identification of key strategies and a unified vision is important, only implementation will make this plan a reality.

The Plan Implementation section, like the plan as a whole, is a working document, a document used on a regular basis and updated annually by:

- Measuring and reporting the progress of implementation
- Adding new tasks or actions that will help accomplish plan goals
- Refining tasks or actions already underway in order to enhance their implementation or improve their effectiveness
- Removing tasks or actions completed satisfactorily
- Informing Planning Commission and City Council decisions on all issues related to the West Side, especially annexations, rezonings, amendments to existing policies and adoption of new policies, and investments in infrastructure, public facilities, parks and open space.

Implementation is an incremental process. Some recommendations will be carried out in a relatively short period of time. Others are long-term in nature. Policy strategies can range from cost neutral for some implementation actions to project specific actions that may require more detailed study and significant budget commitments. Some recommendations will require the partnership, cooperation and action of others including utilities, non-profits, developers and property owners. The Plan ultimately is to serve as a guide for all persons and entities interested in advancing the quality of life in Madison generally and the West Side in particular.



## APPLICATION OF THE VISION MAP

From time to time it may be necessary to make zoning decisions that appear to be in conflict with the Vision Map. A school site may need to shift, the borders of a place type grow or shrink, or perhaps one area shown as one place type develop as another. The Vision Map is a guide; it is not a mandate. To the extent possible, it should be followed, but when circumstances dictate otherwise there are a few guidelines for change that the City will follow:

### GUIDELINE #1:

New place type applications must be consistent with the fiscal goals of the City and the ability of service providers and infrastructure, including schools, to accommodate increased demand.

### GUIDELINE #2:

Expansions to what is shown for the Suburban Single-Family place type are discouraged. There is currently a significant amount of the place type already developed in the West Side.

### GUIDELINE #3:

The desirability of applying a new place type to any area will be determined based on street type, access, surrounding place types, and the need for more of a particular place type than is shown on the Vision Map as determined by the City.

### GUIDELINE #4:

Where smaller pockets of the Rural & Transitional place type contain no agricultural uses and are adjacent to urbanizing areas, it may make sense for them to transition to a more urban place type. Appropriate place types for consideration include any covered by this Plan except Suburban Single-Family.

### GUIDELINE #5:

Changes to the Park and Natural Area place type as shown on the Vision Map will be discouraged except for small adjustments needed as determined by the City during the rezoning process.

### GUIDELINE #6:

Changes to the location of facilities such as schools or public safety stations are permitted based on service area, land availability, and access as determined necessary by the City.

## STRATEGIES AND PROJECTS

The Strategies and Projects section is one of the three core elements of the West Side Master Plan. Along with the Place Types and Vision Map, it provides a level of detail necessary to move the plan from vision to reality. It is not a capital facilities plan, a budget document, or step-by-step instruction guide. However, as a part of the overall plan, it should influence the City’s capital facilities plan and budget process. Such tools are necessarily time critical and focus on the short term with a horizon of five years or less. By contrast, the Master Plan and its Implementation Schedule are focused on the long-term with a horizon of at least 20 years.

A number of strategies and projects are listed in a table that contains six key columns: the strategy/project statement, expected outcomes, measures of progress, time frame, next steps, and partners. Each of these is explained in more detail below.

### STRATEGIES

The strategies and projects reflected in the Implementation Matrix were gleaned from conversations with stakeholders, the public and best practices. They typically represent areas of the plan that cannot be reflected in the Place Types or Vision Map or are best reinforced through the detail included in this section.

#### POTENTIAL OUTCOMES

This column indicates the outcomes expected if the strategy or project is fully implemented as envisioned.

#### MEASURES OF PROGRESS

This column gives one or more measures that will be useful in determining whether or not implementation is successful.

#### TIME FRAME

The time frame column shows when it is envisioned the strategy will be implemented or the project completed. The time periods are relative: short, medium, and long-term and may include some that are “ongoing” indicating that there is no clear stop date for these strategies. Short term is 3 years or less. Medium term is 3-11 years. Long term is 12+ years. The time frame also acknowledges that some actions build on others and cannot occur simultaneously if they are to be effective. Therefore, actions listed as medium or long term are not less important, they just require other actions to be completed, whether stated in this Plan or not, to occur first in order to be possible, effective or necessary.

#### NEXT STEPS

This column indicates more specific steps that should be considered next for implementing the strategy or completing the project. It is not an exhaustive or all-inclusive list of next steps, but rather a logical approach to moving from idea to reality in terms of implementation.

## POTENTIAL PARTNERS

This column includes a list of key potential partners who may have an interest in assisting with the implementation of a particular strategy or completion of a project with the City. It does not list the operating departments of the City. It should not be viewed as exclusive or comprehensive, in that others who have not been listed may have an interest, skill, or responsibility for assisting with the strategy. New partners are always welcome! It should also not be interpreted to be mandatory. This part of the Plan must remain very fluid in order to be as responsive and nimble as needed to take advantage of opportunities and partnerships as they present themselves over the coming years.

*Future Convenience Commercial possibilities along County Line Road*



| STRATEGY   | POTENTIAL OUTCOMES   | MEASURES OF PROGRESS   | TIME FRAME | NEXT STEPS   | POTENTIAL PARTNERS                        |
|--|--|--|------------|--|---|
| <b>1. IDENTITY AND CHARACTER</b>   |  |  |            |  |   |
| 1-1. Use gateways, signage and design to brand the West Side as part of Madison and to set it apart from Huntsville.   | A strong sense of place<br>Better awareness of city limits   | Signage installed<br>Gateway enhancements completed<br>Design standards incorporated into the zoning ordinance<br>Citizen response | Short term | <ul style="list-style-type: none"> <li>Create a gateway plan for each major gateway</li> <li>Create a signage and wayfinding system unique to Madison</li> <li>Install improvements and signage</li> </ul>   | ALDOT, Chamber of Commerce                |
| 1-2. Continue to work with merchants on a Shop Madison initiative (like Find More Madison) that includes some physical identifier that places of business are in the City. | A stronger sense of place<br>Better awareness of city businesses   | # Madison citizens shopping Madison businesses   | Ongoing    | <ul style="list-style-type: none"> <li>Create and maintain an updated list of city merchants</li> <li>Develop a business identifier</li> <li>Promote shopping locally</li> </ul>                             | Merchants, Chamber of Commerce            |
| 1-3. Adopt design standards that reinforce common design elements to help create a sense of place.   | Stronger sense of place<br>Quality design  | Adoption of standards  | Short term | <ul style="list-style-type: none"> <li>Create a set of design standards that emphasize sense of place</li> <li>Seek input on draft standards</li> <li>Submit standards for formal approval</li> </ul>        | Developers, merchants, builders, realtors |
| <b>2. LAND USE</b>   |  |  |            |  |   |
| 2-1. Revise zoning and subdivision regulations to include conservation subdivision options   | <ul style="list-style-type: none"> <li>Flexibility</li> <li>Opportunity to preserve more space for parks and open space</li> </ul> | <ul style="list-style-type: none"> <li>Adoption of standards</li> </ul>  | Short term | <ul style="list-style-type: none"> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>  | Developers, builders                      |
| 2-2. Develop new or revise existing zoning districts and provisions to help implement this Plan  | <ul style="list-style-type: none"> <li>Plan implementation</li> </ul>  | <ul style="list-style-type: none"> <li>Zoning code amended consistent with the plan</li> </ul>                                     | Short term | <ul style="list-style-type: none"> <li>Develop draft standards (evaluate landscaping standards in current zoning code and update as needed)</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul> | Developers, builders                      |

| STRATEGY  | POTENTIAL OUTCOMES  | MEASURES OF PROGRESS   | TIME FRAME          | NEXT STEPS   | POTENTIAL PARTNERS   |
|---|---|--|---------------------|--|--|
| 2-3. Restrict single-family detached housing on 12,000 square foot or larger lots to those areas already developed or approved for that type of development | <ul style="list-style-type: none"> <li>• More sustainable development pattern</li> <li>• Fewer negative fiscal impacts</li> </ul>   | <ul style="list-style-type: none"> <li>• No increase in SSF development areas</li> </ul>   | Ongoing             | <ul style="list-style-type: none"> <li>• Reach consensus on this policy</li> <li>• Create written materials that provide guidance for the community</li> </ul>   | Developers, builders, property owners  |
| 2-4. Use flexibility and density as incentives in the zoning and subdivision regulations to develop according to this plan                                  | <ul style="list-style-type: none"> <li>• Greater plan implementation</li> <li>• Less push back from the community</li> </ul>  | <ul style="list-style-type: none"> <li>• Adoption of incentives</li> <li>• Positive feedback from the community</li> </ul>   | Short term          | <ul style="list-style-type: none"> <li>• Identify which incentives will work in Madison</li> <li>• Develop draft standards</li> <li>• Seek input on draft</li> <li>• Adopt standards</li> </ul>                                      | Developers, builders, attorneys, realtors  |
| 2-5. Focus retail recruitment on neighborhood scale retail, specialty grocers and shops, and other small businesses   | <ul style="list-style-type: none"> <li>• More diverse shopping opportunities</li> <li>• Greater potential for locally owned business</li> <li>• Less competition from large retail areas in Huntsville</li> </ul> | <ul style="list-style-type: none"> <li>• # of small businesses</li> <li>• # of specialty stores</li> </ul>   | Medium to long-term | <ul style="list-style-type: none"> <li>• Identify specific target retail segments</li> <li>• Create a marketing strategy</li> <li>• Implement the strategy</li> <li>• Maintain up-to-date information on local businesses</li> </ul> | Chamber of Commerce  |
| 2-6. Ensure the ability to walk and bike to retail and employment centers   | <ul style="list-style-type: none"> <li>• Fewer cars on the road</li> <li>• Greater choice in mobility</li> </ul>  | <ul style="list-style-type: none"> <li>• Miles of sidewalk and bikeways</li> <li>• # of connection points between sidewalks, trails and bikeways with local business and employment areas</li> </ul> | Long-term           | <ul style="list-style-type: none"> <li>• Prioritize routes</li> <li>• Began including priority routes in the CIP</li> </ul>  | Business community, employers, Chamber of Commerce, North Alabama Land Trust, Norfolk Southern, developers, builders |
| 2-7. Focus new zoning and growth on mixed-use, retail, and industrial development   | <ul style="list-style-type: none"> <li>• Greater fiscal health</li> </ul>   | <ul style="list-style-type: none"> <li>• The amount of new development that meets this description</li> </ul>  | Ongoing             | <ul style="list-style-type: none"> <li>• Develop draft zoning standards</li> <li>• Seek input on draft</li> <li>• Adopt standards</li> <li>• Rezone land according to the Plan</li> </ul>  | Builders, developers, property owners  |

| STRATEGY   | POTENTIAL OUTCOMES  | MEASURES OF PROGRESS  | TIME FRAME | NEXT STEPS   | POTENTIAL PARTNERS   |
|--|---|---|------------|--|--|
| <b>3. MOBILITY</b>   |   |   |            |  |  |
| 3-1. Require all new streets to conform to one of the cross sections contained within this plan.   | <ul style="list-style-type: none"> <li>Better, more complete streets</li> <li>Greater mobility, especially for those who cannot or choose not to drive</li> </ul> | <ul style="list-style-type: none"> <li>Incorporation of the street standards into development practices</li> <li># new streets that conform to the standards</li> </ul> | Short term | <ul style="list-style-type: none"> <li>Incorporate street standards into city design standards for development</li> </ul>  | Developers, builders, ALDOT  |
| 3-2. Require proof of adequate mobility and connectivity prior to rezoning or subdivision approval. Include motorized and non-motorized mobility options in the assessment | <ul style="list-style-type: none"> <li>Less burden on public infrastructure</li> <li>Fewer retrofit issues</li> <li>Better service</li> </ul>                     | <ul style="list-style-type: none"> <li>Adoption or integration of an adequate public facilities requirement</li> </ul>  | Ongoing    | <ul style="list-style-type: none"> <li>Develop an adequate public facilities requirement</li> <li>Adopt the requirement as part of the zoning ordinance</li> </ul> | Developers, builders, ALDOT  |
| 3-3. Require non-motorized connectivity between residential and non-residential parcels  | <ul style="list-style-type: none"> <li>Better non-motorized access to commercial properties</li> <li>Fewer cars on the streets</li> </ul>                         | <ul style="list-style-type: none"> <li># connectivity points</li> <li>Miles of trail, sidewalk and bikeways</li> </ul>  | Ongoing    | <ul style="list-style-type: none"> <li>Develop draft zoning and subdivision standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>             | Business community, employers, Chamber of Commerce, North Alabama Land Trust, Norfolk Southern, developers, builders |
| 3-4. Require cross connections between commercial properties that accommodate motorists and non-motorized travelers  | <ul style="list-style-type: none"> <li>Safer streets</li> <li>Better pedestrian and bicycle access</li> </ul>   | <ul style="list-style-type: none"> <li># cross connections</li> <li>Miles of trail, sidewalk and bikeways</li> </ul>  | Ongoing    | <ul style="list-style-type: none"> <li>Develop draft zoning and subdivision standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>             | Business community, employers, Chamber of Commerce, developers, builders   |
| 3-5. Add non-motorized mobility, cross connections, neighborhood connectivity and bike parking to site assessment requirements for new, expanding and redeveloping parcels | <ul style="list-style-type: none"> <li>Safer streets</li> <li>Better pedestrian and bicycle access</li> <li>Greater connectivity</li> </ul>                       | <ul style="list-style-type: none"> <li># cross connections</li> <li>Miles of trail, sidewalk and bikeways</li> </ul>  | Ongoing    | <ul style="list-style-type: none"> <li>Develop draft zoning and subdivision standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>             | Business community, employers, Chamber of Commerce, developers, builders   |

| STRATEGY   | POTENTIAL OUTCOMES   | MEASURES OF PROGRESS  | TIME FRAME | NEXT STEPS  | POTENTIAL PARTNERS  |
|--|--|---|------------|---|---|
| 3-6. Ensure that all new schools provide for neighborhood connectivity, and are designed to encourage walkers, bike riders, and other non-motorized travel               | <ul style="list-style-type: none"> <li>Fewer car riders</li> <li>Safer routes for children</li> </ul>                        | <ul style="list-style-type: none"> <li>Quality and quantity of non-motorized facilities on campus</li> </ul>                | Ongoing    | <ul style="list-style-type: none"> <li>Work with MCS to develop guidelines for how to incorporate non-motorized travel adequately and safely</li> </ul>                                     | Madison City Schools, developers                          |
| 3-7. Create higher density multi-use centers within the West Side that could eventually serve as transit stops   | <ul style="list-style-type: none"> <li>Greater fiscal health</li> <li>More connectivity and mobility options</li> </ul>      | <ul style="list-style-type: none"> <li>The amount of new development that meets this description</li> </ul>                 | Ongoing    | <ul style="list-style-type: none"> <li>Develop draft zoning standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> <li>Rezone land according to the Plan</li> </ul>           | Builders, developers, property owners, business community |
| 3-8. Require ADA compliant sidewalks along both sides of all streets as shown in the street cross-sections in this plan, unless the street is served by a multi-use path | <ul style="list-style-type: none"> <li>Safer streets</li> <li>Better pedestrian access</li> </ul>                            | <ul style="list-style-type: none"> <li>Revised zoning and subdivision codes</li> <li>Miles of sidewalk installed</li> </ul> | Ongoing    | <ul style="list-style-type: none"> <li>Develop draft zoning and subdivision standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> <li>Track sidewalk installation</li> </ul> | Business community, developers, builders                  |
| 3-9. Consider the use of roundabouts at major street intersections   | <ul style="list-style-type: none"> <li>Better traffic movement, less congestion</li> <li>Safer street connections</li> </ul> | <ul style="list-style-type: none"> <li># new roundabouts</li> </ul>   | Long term  | <ul style="list-style-type: none"> <li>Identify the potential location of roundabouts</li> <li>Work to reserve the land necessary for construction</li> </ul>                               | Developers, builders, ALDOT                               |
| 3-10. Revise city codes to accommodate and perhaps require electric vehicle charging stations, car sharing zones and autonomous vehicles as needed                       | <ul style="list-style-type: none"> <li>Safer streets</li> <li>Better pedestrian access</li> </ul>                            | <ul style="list-style-type: none"> <li>Revised zoning and subdivision codes</li> <li>Miles of sidewalk installed</li> </ul> | Ongoing    | <ul style="list-style-type: none"> <li>Develop draft zoning and subdivision standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> <li>Track sidewalk installation</li> </ul> | Business community, developers, builders                  |

| STRATEGY   | POTENTIAL OUTCOMES   | MEASURES OF PROGRESS  | TIME FRAME | NEXT STEPS   | POTENTIAL PARTNERS                        |
|--|--|---|------------|--|---|
| <b>4. NATURAL RESOURCES</b>  |  |   |            |  |   |
| 4-1. Require wet detention ponds and similar stormwater control measures to be designed as community amenities integrated into the overall community design                      | <ul style="list-style-type: none"> <li>Better designed facilities</li> <li>More amenities</li> </ul>                       | <ul style="list-style-type: none"> <li>Zoning and subdivision codes amended</li> </ul>  | Short term | <ul style="list-style-type: none"> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>  | Developers, builders                      |
| 4-2. Require Low Impact Design for stormwater control, and encourage pervious pavement systems for parking areas   | <ul style="list-style-type: none"> <li>Fewer MS4s</li> <li>Fewer stormwater problems</li> </ul>                            | <ul style="list-style-type: none"> <li>Zoning code amended</li> <li>Amount of LID or green infrastructure</li> </ul>  | Short term | <ul style="list-style-type: none"> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>  | Developers, builders                      |
| 4-3. Require live staking and similar natural methods as the predominate means of stabilizing streambanks and shorelines   | <ul style="list-style-type: none"> <li>Better functioning and more attractive banks and shorelines</li> </ul>              | <ul style="list-style-type: none"> <li>Codes and design guidelines amended or adopted</li> </ul>  | Short term | <ul style="list-style-type: none"> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>  | Developers, builders                      |
| 4-4. Require a 50-foot undisturbed natural buffer adjacent to perennial streams and wetlands; however, permit greenways and trails with minimal impact to encroach in the buffer | <ul style="list-style-type: none"> <li>Protection of riparian areas</li> <li>Higher quality wetlands and creeks</li> </ul> | <ul style="list-style-type: none"> <li>Zoning and subdivision codes amended</li> <li>Linear feet of buffer</li> </ul>   | Short term | <ul style="list-style-type: none"> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> <li>Track buffers</li> </ul>   | Developers, builders                      |
| 4-5. Use open space, flexible zoning techniques and incentives to encourage development to stay out of the 100-year floodplain as delineated by local studies and FEMA           | <ul style="list-style-type: none"> <li>Less push back from the community</li> <li>CRS supportive</li> </ul>                | <ul style="list-style-type: none"> <li>Adoption of incentives</li> <li># acres of floodplain preserved</li> <li>Positive feedback from the community</li> </ul> | Short term | <ul style="list-style-type: none"> <li>Identify which incentives will work in Madison</li> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> <li>Track acreage</li> </ul> | Developers, builders, attorneys, realtors |

| STRATEGY  | POTENTIAL OUTCOMES  | MEASURES OF PROGRESS  | TIME FRAME | NEXT STEPS   | POTENTIAL PARTNERS                              |
|---|---|---|------------|--|---|
| 4-6. Where development creates new MS4s, continue to require the electronic submission of GIS-compatible as-built drawings of MS4 systems prior to issuance of a certificate of occupancy | <ul style="list-style-type: none"> <li>Less cost to the City</li> </ul>   | <ul style="list-style-type: none"> <li>Continuation of requirement</li> </ul>   | Ongoing    | <ul style="list-style-type: none"> <li>Continue this requirement as a part of submittal materials</li> </ul>   | Developers, builders, surveyors                 |
| 4-7. Evaluate the effectiveness of the existing tree preservation ordinance and update as needed  | <ul style="list-style-type: none"> <li>Protection of trees</li> </ul>   | <ul style="list-style-type: none"> <li>Amount of tree cover</li> </ul>  | Ongoing    | <ul style="list-style-type: none"> <li>Evaluate the ability of the ordinance to protect trees on development sites and to prevent clear cutting</li> <li>Suggest amendments as needed</li> </ul> | Developers, builders, land-owners               |
| 4-8. Adopt a riparian ordinance   | <ul style="list-style-type: none"> <li>Protection of water quality and habitat</li> </ul>   | <ul style="list-style-type: none"> <li>Adoption of a riparian ordinance</li> </ul>                                      | Short term | <ul style="list-style-type: none"> <li>Create a draft of the code for review</li> <li>Solicit input</li> <li>Adopt final code</li> </ul>   | Developers, builders, land-owners               |
| <b>5. PUBLIC UTILITIES</b>  |   |   |            |  |   |
| 5-1. Work closely with utilities and ALDOT to ensure that the timing of development coincides with adequate levels of service   | <ul style="list-style-type: none"> <li>Less burden on public infrastructure</li> <li>Fewer retrofit issues</li> <li>Better service</li> </ul> | <ul style="list-style-type: none"> <li>Adoption or integration of an adequate public facilities requirements</li> </ul> | Ongoing    | <ul style="list-style-type: none"> <li>Develop an adequate public facilities requirement</li> <li>Adopt the requirement as part of the zoning ordinance</li> </ul>                               | Developers, builders, utilities, schools, ALDOT |
| 5-2. To the extent possible, encourage higher density growth to occur within the Beaverdam Creek basin sewer outfall service area   | <ul style="list-style-type: none"> <li>More economical sewer service</li> </ul>   | <ul style="list-style-type: none"> <li>Rezoning consistent with the plan</li> </ul>                                     | Short term | <ul style="list-style-type: none"> <li>Use the Plan as a guide to rezonings</li> </ul>   | Developers, builders, property owners           |
| 5-3. Encourage the use of alternative energy by making low impact forms a use or accessory by right   | <ul style="list-style-type: none"> <li>Greater local power generation capacity</li> </ul>   | <ul style="list-style-type: none"> <li>Zoning code amended consistent with the plan</li> </ul>                          | Short term | <ul style="list-style-type: none"> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>  | Developers, builders                            |

| STRATEGY  | POTENTIAL OUTCOMES  | MEASURES OF PROGRESS  | TIME FRAME  | NEXT STEPS  | POTENTIAL PARTNERS  |
|---|---|---|-------------|---|---|
| 5-4. Consider creating/amending public water and sewer extension policies consistent with this Plan   | <ul style="list-style-type: none"> <li>Better guidance regarding extensions</li> </ul>  | <ul style="list-style-type: none"> <li>Policies created or amended</li> </ul>                                     | Short term  | <ul style="list-style-type: none"> <li>Develop draft policies or recommend amendments to existing policies</li> <li>City council approval of policies and amendments</li> </ul>                         | Utilities   |
| 5-5. Provide street lighting for existing streets as budget permits   | <ul style="list-style-type: none"> <li>Safer driving conditions</li> </ul>  | <ul style="list-style-type: none"> <li># lane miles of unlighted public streets</li> </ul>                        | Medium term | <ul style="list-style-type: none"> <li>Prioritize streets and street segments for street lighting</li> <li>Include street lighting in the capital improvements plan</li> </ul>                          | Utilities   |
| <b>6. PUBLIC FACILITIES</b>   |   |   |             |   |   |
| 6-1. Develop goals, criteria and methodologies for preserving a range of open space types and integrate them into zoning and subdivision ordinances | <ul style="list-style-type: none"> <li>Greater flexibility for open space preservation</li> <li>More usable park and open space land</li> </ul> | <ul style="list-style-type: none"> <li>Zoning and subdivision codes amended consistent with the plan</li> </ul>   | Short term  | <ul style="list-style-type: none"> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>   | Developers, builders  |
| 6-2. Develop a greenway and trails system that links to City of Huntsville, regional trails and existing City of Madison trails                     | <ul style="list-style-type: none"> <li>More extensive trail and greenway system</li> </ul>  | <ul style="list-style-type: none"> <li># linkages</li> </ul>  | Long term   | <ul style="list-style-type: none"> <li>Use the Plan as a guide for detailed trail plans</li> <li>Work with Huntsville and the North Alabama Land Trust to plan linkages</li> </ul>                      | City of Huntsville, North Alabama Land Trust                      |
| 6-3. Work with the North Alabama Land Trust to develop greenways, trails and open space   | <ul style="list-style-type: none"> <li>More extensive trail and greenway system</li> <li>Easier acquisitions</li> </ul>                         | <ul style="list-style-type: none"> <li>Agreement with the North Alabama Land Trust</li> </ul>                     | Long term   | <ul style="list-style-type: none"> <li>Use the Plan as a guide for detailed trail plans</li> <li>Work with the North Alabama Land Trust to identify trail segments for cooperative agreement</li> </ul> | North Alabama Land Trust  |
| 6-4. Explore the possibility of a new trail that follows the railroad line  | <ul style="list-style-type: none"> <li>More extensive trail and greenway system</li> </ul>  | <ul style="list-style-type: none"> <li>Discussions with Norfolk Southern and resolution of possibility</li> </ul> | Medium term | <ul style="list-style-type: none"> <li>Work with the North Alabama Land Trust to explore a potential agreement</li> </ul>   | North Alabama Land Trust, Norfolk Southern Railroad               |
| 6-5. Remove undeveloped, unusable parkland dedications from city whenever possible  | <ul style="list-style-type: none"> <li>More usable parkland</li> <li>Less expense for City</li> <li>Potential increase in tax base</li> </ul>   | <ul style="list-style-type: none"> <li># acres of unusable or undesirable parcels</li> </ul>                      | Medium term | <ul style="list-style-type: none"> <li>Work to return this land to private or non-profit ownership</li> </ul>   | Alabama legislature, homeowners associations, private land owners |

| STRATEGY   | POTENTIAL OUTCOMES   | MEASURES OF PROGRESS   | TIME FRAME | NEXT STEPS   | POTENTIAL PARTNERS                         |
|--|--|--|------------|--|--|
| 6-6. Create a fee-in-lieu program for park creation as part of the land subdivision and non-residential development processes, and use fees collected to create community and regional facilities that serve the West Side | <ul style="list-style-type: none"> <li>• More usable park and open space</li> <li>• Less construction burden on developers</li> <li>• Less cost to City</li> </ul> | <ul style="list-style-type: none"> <li>• Creation and execution of a program</li> </ul>                                  | Short term | <ul style="list-style-type: none"> <li>• Establish receiving fund</li> <li>• Seek approval for policy from City Council</li> </ul>                                     | Developers                                 |
| 6-7. Create a program to allow off-site-offsets for park and open space requirements in development standards  | <ul style="list-style-type: none"> <li>• Greater flexibility for plan implementation</li> <li>• More usable park and open space land</li> </ul>                    | <ul style="list-style-type: none"> <li>• Zoning and subdivision codes amended consistent with the plan</li> </ul>        | Short term | <ul style="list-style-type: none"> <li>• Develop draft standards</li> <li>• Seek input on draft</li> <li>• Adopt standards</li> </ul>                                  | Developers, builders                       |
| 6-8. Reserve land for a second public fire station within the southern portion of the West Side  | <ul style="list-style-type: none"> <li>• Less future cost to the City</li> <li>• Better location</li> </ul>  | <ul style="list-style-type: none"> <li>• Acquisition of land</li> </ul>  | Short term | <ul style="list-style-type: none"> <li>• Identify location</li> <li>• Acquire land</li> </ul>  |  |
| 6-9. Consider adequate school capacity to serve new children expected from new subdivisions prior to rezoning or subdivision approval  | <ul style="list-style-type: none"> <li>• Less burden on public schools</li> <li>• Fewer capacity issues</li> <li>• Maintaining high quality schools</li> </ul>     | <ul style="list-style-type: none"> <li>• Adoption or integration of an adequate public facilities requirement</li> </ul> | Ongoing    | <ul style="list-style-type: none"> <li>• Develop an adequate public facilities requirement</li> <li>• Adopt the requirement as part of the zoning ordinance</li> </ul> | Developers, builders, Madison City Schools |
| 6-10. Continue to seek equity and fair distribution of tax funds generated by new development within the Limestone County portion of the City of Madison   | <ul style="list-style-type: none"> <li>• More funding for Madison City Schools</li> <li>• Fair and equitable taxing system</li> </ul>                              | <ul style="list-style-type: none"> <li>• Ability to secure funding as described</li> </ul>                               | Short term | <ul style="list-style-type: none"> <li>• Continue legislative and legal initiatives to resolve the funding issue</li> </ul>  | Madison City Schools (Lead)                |
| <b>7. GOVERNANCE</b>   |  |  |            |  |  |
| 7-1. Proactively seek annexation of select parcels that will “round out” Madison’s corporate limits  | <ul style="list-style-type: none"> <li>• More logical boundaries</li> <li>• Better service possibilities</li> </ul>  | <ul style="list-style-type: none"> <li>• Identification of key parcels</li> <li>• Contact with land owners</li> </ul>    | Short term | <ul style="list-style-type: none"> <li>• Identify key parcels</li> <li>• Speak to land owners</li> <li>• Annex if desired</li> </ul>                                   | Land owners                                |

| STRATEGY  | POTENTIAL OUTCOMES  | MEASURES OF PROGRESS   | TIME FRAME | NEXT STEPS  | POTENTIAL PARTNERS                                     |
|---|---|--|------------|---|--|
| 7-2. Give priority to planned and existing developments seeking annexation that conform to the West Side Master Plan                        | <ul style="list-style-type: none"> <li>More consistent and planned growth</li> </ul>  | <ul style="list-style-type: none"> <li># annexations that conform to the Plan</li> </ul>   | Ongoing    | <ul style="list-style-type: none"> <li>Identify opportunities to annex and develop according to the Plan</li> </ul>   | Applicants   |
| 7-3. Establish a process for development agreements to achieve plan conformity  | <ul style="list-style-type: none"> <li>More consistent and planned growth</li> </ul>  | <ul style="list-style-type: none"> <li>Creation of a process and methodology for reviewing and approving development agreements</li> </ul> | Short term | <ul style="list-style-type: none"> <li>Create a written process and procedures for developing and negotiating development agreements</li> </ul>   | Developers   |
| 7-4. Adopt impact fees  | <ul style="list-style-type: none"> <li>More financially sound growth</li> </ul>   | <ul style="list-style-type: none"> <li>Creation of impact fees</li> </ul>  | Short term | <ul style="list-style-type: none"> <li>Determine what is required for impact fee approval</li> <li>Hire a firm to conduct an impact fee analysis to establish benchmark financial data</li> </ul> | Developers, builders                                   |
| <b>8. INTERGOVERNMENTAL COORDINATION</b>  |   |  |            |   |  |
| 8-1. Restrict new development within the 65+ DNL airport noise contours to uses whose impacts on airport operations are minimal             | <ul style="list-style-type: none"> <li>Greater potential for airport growth and benefits for Madison citizens and businesses</li> </ul> | <ul style="list-style-type: none"> <li>Zoning code amended consistent with the airport plan and FAA suggested land uses</li> </ul>         | Short term | <ul style="list-style-type: none"> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>   | Developers, builders, Huntsville International Airport |
| 8-2. Establish performance standards in the zoning code to control potential airport impacts such as light, glare, and height of structures | <ul style="list-style-type: none"> <li>Greater potential for airport growth and benefits for Madison citizens and businesses</li> </ul> | <ul style="list-style-type: none"> <li>Zoning code amended consistent with the airport plan and FAA suggested land uses</li> </ul>         | Short term | <ul style="list-style-type: none"> <li>Develop draft standards</li> <li>Seek input on draft</li> <li>Adopt standards</li> </ul>   | Developers, builders, Huntsville International Airport |

| STRATEGY   | POTENTIAL OUTCOMES   | MEASURES OF PROGRESS   | TIME FRAME | NEXT STEPS  | POTENTIAL PARTNERS  |
|--|--|--|------------|---|---|
| 8-3. Create industrial development strategies that take advantage of and build on the resources of the airport, Jetplex Industrial Park, International Intermodal Center, and the Foreign Trade Zone | <ul style="list-style-type: none"> <li>A stronger industrial base</li> </ul> | <ul style="list-style-type: none"> <li>Creation of strategies for marketing and development</li> </ul> | Short term | <ul style="list-style-type: none"> <li>Identify key issues</li> <li>Develop strategies</li> <li>Develop marketing and assessment tools</li> </ul> | Airport, Jetplex Industrial Park, International Intermodal Center, and the Foreign Trade Zone |

## PROJECTS

A number of projects will be needed to fully implement this plan. Some, like making sure public safety is addressed in the growing West Side, are pretty intuitive and would be a part of any future growth strategy. Others, however, can be quite transformative. These range from discreet elements such as turning Huntsville Browns Ferry Road into a landscaped boulevard befitting its status as a significant main corridor, establishing a core or central park, and creating a performing arts center to more global elements such as a well connected mobility network, impactful architecture, and well designed mixed-use centers. Elements not addressed in this plan, but worth considering in future iterations, include green buildings, public art and autonomous vehicle accommodation.

The projects section of the plan focuses on key elements including some of those transformative elements necessary to ensuring the plan's eventual success.

| PROJECT   | POTENTIAL OUTCOMES   | MEASURES OF PROGRESS  | TIME FRAME | NEXT STEPS  | POTENTIAL PARTNERS      |
|---|--|---|------------|---|-------------------------|
| 1-1. Relocate Fire Station #3 to a location that better serves the West Side as it is projected to grow | <ul style="list-style-type: none"> <li>Shorter response time</li> <li>Better coverage</li> </ul>                                       | <ul style="list-style-type: none"> <li>Relocation of facility</li> </ul>            | Short term | <ul style="list-style-type: none"> <li>Identify location</li> <li>Acquire property</li> <li>Design and build facility</li> </ul>                                  |                         |
| 1-2. Create a new fire station in the southern portion of the West Side                                 | <ul style="list-style-type: none"> <li>Shorter response time</li> <li>Better coverage</li> </ul>                                       | <ul style="list-style-type: none"> <li>Creation of facility</li> </ul>              | Long term  | <ul style="list-style-type: none"> <li>Identify location</li> <li>Acquire property</li> <li>Design and build facility</li> </ul>                                  |                         |
| 1-3. Create a multi-use path along both sides of all roads as shown on the Vision Map                   | <ul style="list-style-type: none"> <li>Greater mobility and connectivity</li> <li>Safer pedestrian and non-motorized travel</li> </ul> | <ul style="list-style-type: none"> <li># feet/miles of pathway developed</li> </ul> | Long term  | <ul style="list-style-type: none"> <li>Identify priority segments</li> <li>Secure funding</li> <li>Create detailed designs</li> <li>Begin construction</li> </ul> | Developers, land owners |

| PROJECT   | POTENTIAL OUTCOMES   | MEASURES OF PROGRESS  | TIME FRAME  | NEXT STEPS   | POTENTIAL PARTNERS                                    |
|---|--|---|-------------|--|---|
| 1-4. Create a new seasonal, if not annual, farmer's market in the West Side                                   | <ul style="list-style-type: none"> <li>Better more convenient access to fresh local food</li> </ul>  | <ul style="list-style-type: none"> <li>Creation of a farmer's market</li> </ul>   | Medium term | <ul style="list-style-type: none"> <li>Identify potential funding sources</li> <li>Secure funding</li> <li>Identify location</li> <li>Construct facility</li> </ul>  | Agricultural community, Cooperative Extension Service |
| 1-5. Work with the schools to establish an outdoor classroom on a portion of the land marked for preservation | <ul style="list-style-type: none"> <li>Improvement of environmental education</li> </ul>   | <ul style="list-style-type: none"> <li>Designation of classroom area</li> <li>Construction/ installation of classroom facilities</li> </ul> | Medium term | <ul style="list-style-type: none"> <li>Work with MCS to identify, designate and install the outdoor classroom</li> </ul>   | Madison City Schools                                  |
| 1-6. Create a community/performing arts center  | <ul style="list-style-type: none"> <li>Establishment of a local venue for performances</li> </ul>  | <ul style="list-style-type: none"> <li>Construction of a facility</li> </ul>  | Long term   | <ul style="list-style-type: none"> <li>Identify potential funding sources</li> <li>Secure funding</li> <li>Create plans</li> <li>Identify location</li> <li>Construct facility</li> </ul>  | Performing arts community`                            |
| 1-7. Create a central park  | <ul style="list-style-type: none"> <li>Creation of a signature park and recreation space</li> <li>Greater opportunity for recreation and connection to trails</li> </ul> | <ul style="list-style-type: none"> <li>Acquisition of land and construction of park and trail facilities</li> </ul>                         | Medium term | <ul style="list-style-type: none"> <li>Create a public awareness and action plan</li> <li>Work with the North Alabama Land Trust to acquire land as part of tax deductible contributions and bequeathments</li> <li>Require land dedication as part of development approval; permit density transfers</li> <li>Purchase remaining lands</li> </ul> | Developers, North Alabama Land Trust, land owners     |

WELCOME TO MADISON





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## IX. Acknowledgements

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### CITY COUNCIL/MAYOR

Troy Trulock, Mayor  
Tim Holcombe, District 1  
Steve Smith, District 2  
D.J. Klein, District 3  
Mike Potter, District 4  
Tommy Overcash, District 5  
Gerald Clark, District 6  
Ronica Ondocsin, District 7

### PLANNING COMMISSION

Damian Bianca, Chairman  
Troy Wesson, Vice-Chairman  
Mike Potter, City Council Member  
Lewie L. Bates  
Stephen Brooks  
Tim Cowles  
Cameron Grounds  
Cynthia McCollum  
Steven Ryder

### STEERING COMMITTEE

Steve Smith, City Council Member  
Mike Potter, City Council Member  
Cynthia McCollum, Planning Commissioner  
(Steering Committee Chair)  
Steve Ryder, Planning Commissioner  
Kaylin Deal, Resident  
Chantel Layman, Resident  
Jennifer McDowell, Resident  
Chris Moore, Grounded Coffee, Business Owner  
Tim Holtcamp, Board Member, Madison City Schools  
Emory DeBord, General Manager Madison Utilities

### STEERING COMMITTEE —CONTINUED

Brent Brown, Limestone Water & Sewer

David McCarley, North Alabama Gas Representative

Kory Alfred, City of Madison Parks and Recreation Director

Mary Beth Broeren, AICP, City of Madison Planning & Economic  
Development Director

Gary Chynoweth, City of Madison Director of  
Engineering

Amy Sturdivant, former City of Madison Planning & Economic Devel-  
opment Director

### STAFF

Johnny Blizzard, AICP, City of Madison Senior Planner

Ross Ivey, City of Madison Assistant Planner

Kent Smith, City of Madison Public Works Director

John Stringer, City of Madison Police Lt.

Charles Williams, City of Madison Fire Marshal

Keith Conville, City of Madison GIS Coordinator

Jason Leggett, Water Manager Madison Utilities

Mark Bland, Wastewater Manager Madison Utilities

Dennis James, Director of Student Services Madison City Schools

### CONSULTANTS

Orion Planning & Design





# west side master plan

**OPD**  
**ORION**  
PLANNING DESIGN