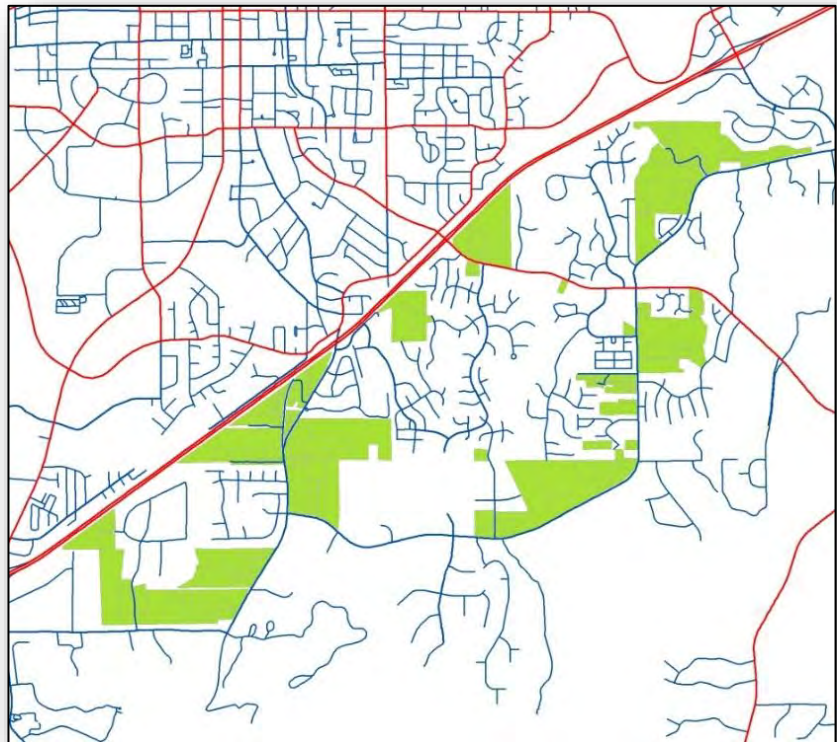


Appendix I: Chapter 3 – Completed Focus Area Studies and Goals and Policies of 2011 CompPlan 2030 *(updates are underlined)*

3.2.4 Focus Areas Updates

Conservation/Cluster Residential (South of I-85)

This area includes approximately 1,081 acres and extends along the north side of Ogletree Road between Moores Mill and Wrights Mill Road, as well as along Shell Toomer Parkway and Wrights Mill Road, south of Interstate 85. These areas have a distinctive rural and pastoral character that epitomize and reflect the type of residential community that one might ideally anticipate in a City that is home to a land grant university such as Auburn University. It is a character that is worthy of preserving and this area warrants special care as future development is contemplated here. It is also an area that largely exists in the Chewacla Creek watershed, which includes its sub-watersheds as well (Lake Ogletree, Moores Mill Creek, Parkerson Mill Creek, and Town Creek). This underscores an underlying theme that exists with this designation which is watershed protection, and this helps to largely explain the current rural, low density character of the area. Finally, this character area also includes Shell Toomer Parkway, which is the gateway to Chewacla State Park, thereby reinforcing its value as a primarily rural character area.



Recommendation

Maintain the rural character of this area by utilizing the City's Conservation Overlay District (COD) designation or a modified version thereof which encourages cluster housing and low impact development in concert with the City's Conservation Subdivision regulations. Conservation subdivisions are encouraged, with a five (5) acre minimum size for conservation subdivisions. Conservations subdivisions may develop at two (2) dwelling units per acre; all other development may develop at one (1) dwelling unit per acre.

Outcome

Recommended changes to the land use for the area north of Hamilton Road east of Moores Mill Master Development, the area west of the Moores Mill Master Development and Grove Hill south of I-85, and along both side of Wrights Mill Road between I-85 and Ogletree Road to Low Density

Residential. The land use along the north and west side of Ogletree Road across from Eastlake Subdivision to the Lake Wilmore property and west of Ogletree Road and north of Shell Toomer Parkway is recommended to change to Neighborhood Preservation. The land use south of Hamilton Road and north of Moores Mill Road west of the Auburn University property change to Conservation/Cluster Residential.

Corridor Redevelopment

This area consists of approximately 378 acres, primarily along Opelika Road, Bragg Avenue, and Martin Luther King Drive, but also including a portion of North Dean Road. The Opelika Road corridor represents a prototypical auto-oriented commercial corridor, and, like many others developed during the same time period, is in a state of aesthetic and economic decline. While the corridor sees significant traffic volumes, it suffers from high rates of vacancy, an unattractive visual environment, outdated buildings and lot configurations, an unsafe pedestrian environment, and underutilized buildings and parcels. The relative health of the corridor differs, but generally from a retail standpoint the corridor is at most



healthy in the area centered on the intersection of East University Drive and Opelika Road. While Opelika Road has long been a commercial corridor, Bragg Avenue is seen as having emerging potential for redevelopment, especially since the realignment of the MLK Drive/Bragg Avenue/North Donahue Drive intersection. The character of the Opelika Road corridor differs considerably over its length. For example, the segment from Gay Street to Old Stage Road has a narrower street width, smaller parcels, and smaller buildings built close to the street, while the segment from North Dean Road to East University Drive has a five-lane road section, larger parcels, and larger buildings with significant street setbacks.

Recommendation

There is significant interest in revitalizing the Opelika Road corridor. The Corridor Redevelopment Future Land Use designation is intended to encourage redevelopment through a variety of means, such as by offering incentives for redevelopment, reduced setbacks, shared parking, and/or possible City investments in infrastructure, such as streetscaping. The designation promotes limited mixed-use, with an average breakdown of uses across the entire area intended to be 85% commercial, 5% office, and 10% residential (12 du/ac). Preference should be given to projects that integrate residential with other use types. Parts of the Corridor Redevelopment area are also in a historic district; when that is the case, it is recommended that redevelopment efforts focus on retention and reuse of existing historic structures.

This area should be the first candidate for a corridor plan following adoption of the CompPlan. Some initial planning work has been completed through a City of Auburn/Auburn University collaborative project.

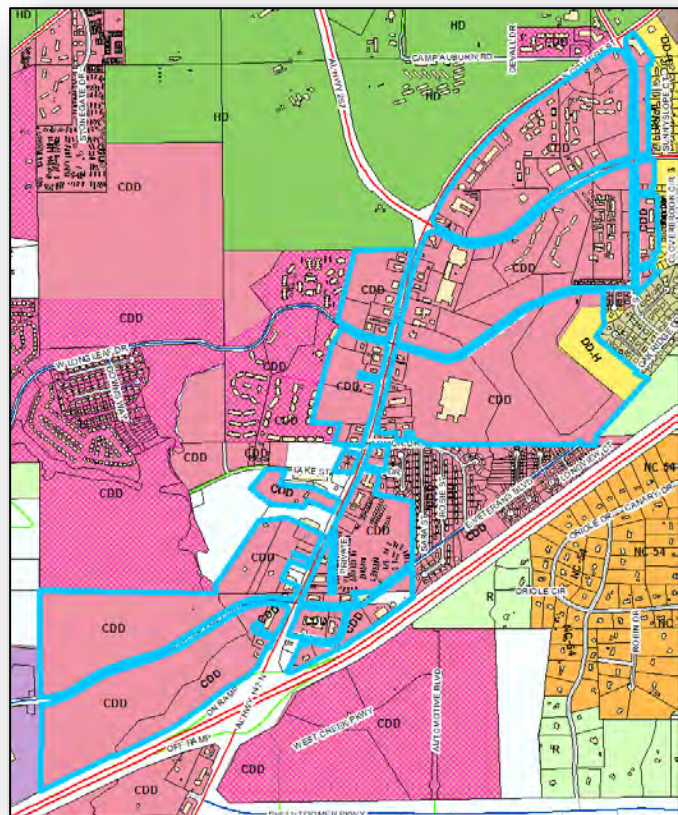
Outcome

The Opelika Road and North Dean Road portion of this area was studied with an update to zoning and land use completed as part of the Renew Opelika Road plan that was adopted in August of 2014. 4 new land use categories were created, Regional Center, Neighborhood Center, Mixed Use 1, and Mixed Use 2. Two new zoning districts were created, Corridor Redevelopment – Urban (CRD-U) and Corridor Redevelopment – Suburban (CRD-S). The intent of the CRD-U zoning district encompasses all of the Mixed Use 2 area and the Mixed Use 1 along Opelika Road from Gay to DeKalb Street. The CRD-U encourages redevelopment in a more compact, urban character with a focus on commercial uses with higher density residential uses above ground floor retail. The CRD-S starts at DeKalb Street and continues to the eastern edge of the City and includes the area shown along North Dean Road. The CRD-S allow more road service and commercial support uses than the CRD-U along with the commercial uses. The CRD-S promotes growth with strong aesthetic and design guidance.

The Bragg Avenue/MLK Drive portion of this focus area was combined with a broader comprehensive land use study for the the northwest portion of the City of Auburn defined by Shug Jordan Parkway on the north and west, North Donahue Drive, Cary Woods and the North College Street Historic District on the east, and the railroad track on the south.

South College Focus Area

The South College focus area is located along the South College Street corridor and extends from its intersection with Donahue Drive to the north and Interstate 85 to the south. It encompasses approximately 618 acres of land area with major intersection points at East University Drive, Longleaf Drive, and Veterans Boulevard. While more current than the development along Opelika Road, it has developed in a similar strip commercial fashion, but has benefited from the implementation of cross-access requirements between adjacent developments, which then direct vehicular traffic toward signalized intersections whenever possible. Because it is a major commercial corridor and because it is a major gateway to Auburn University from Interstate 85, it does experience significant traffic during most periods of the day. It is anticipated, however, that some relief will come as a result of ~~with~~ the connection of West Longleaf Road



between South College Street and Cox Road as well as with the addition of the new Beehive Road interchange with ~~on~~ I-85. In reality, South College is mostly developed and opportunities for redevelopment are likely to be rare in the short term. In the longer term, however, it is anticipated that redevelopment opportunities will present themselves, much like is the case with the Opelika Road corridor today. Finally, this area cannot be fully discussed without raising the issue of those parcels that line this corridor, but remain in the County. These parcels have been identified for annexation for quite some time, but may not be expected to be annexed without some type of legislative remedy. The plan also identifies master-planned mixed-use opportunities along West Veterans.

Recommendation

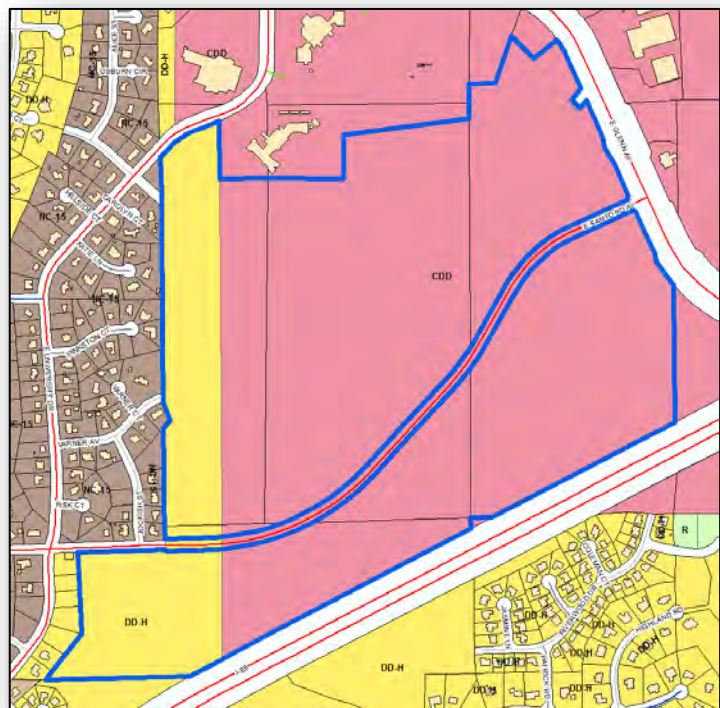
Develop a corridor plan for the South College Street area. Continue to vigilantly control access to the South College corridor, while maximizing cross-access opportunities between adjacent parcels. Promote land assembly and redevelopment as opportunities present themselves. Require master development plans for future developments that are of a certain size. Consider legislative remedies for annexing parcels located within the focus area.

Outcome

The Planning and Economic Development Departments worked jointly on a plan for South College Street in 2015. Because of the high visibility and the connection to the interstate and greater region, both departments recommended a plan that would preserve South College Street for commercial uses with a regional market. The resulting land use and zoning changes excluded all residential uses, most institutional uses, and almost all commercial support uses. In addition, many of the road service uses that previously required conditional use approval were changes to permitted uses in an effort to help facilitate infill and redevelopment opportunities. The new district, the South College Corridor District (SCCD) was placed on parcels with along South College beginning at South Donahue Drive extending down to the north side of Veteran Drive that were nonresidential. In addition, the zoning extend along parcels frontage at East University Drive, Longleaf Drive and Veteran Drive.

East Samford Focus Area

The East Samford focus area is located along the East Samford Avenue extension between East University Drive and East Glenn Avenue. The area comprises approximately 215 acres and is zoned almost entirely CDD, with the exception of a DD-H “buffer” that is located along the western boundary of the focus area which was designed to provide a transition from the existing single-family neighborhoods to the west, and the undeveloped CDD property to the east. The completion of the Samford Avenue extension in 2009 immediately elevated the importance of this area in terms of future development potential, and therefore, elevates the importance of this area in terms of the City needing to identify specific land use categories along



this corridor to ensure its well-planned development. The proximity of the property to the Bent Creek/I-85 interchange and its southern boundary having I-85 frontage, combined with its entirely undeveloped state, provides a proverbial “blank canvas” and a unique opportunity for a functional eastern gateway and entry corridor leading directly to the City’s core.

Recommendation

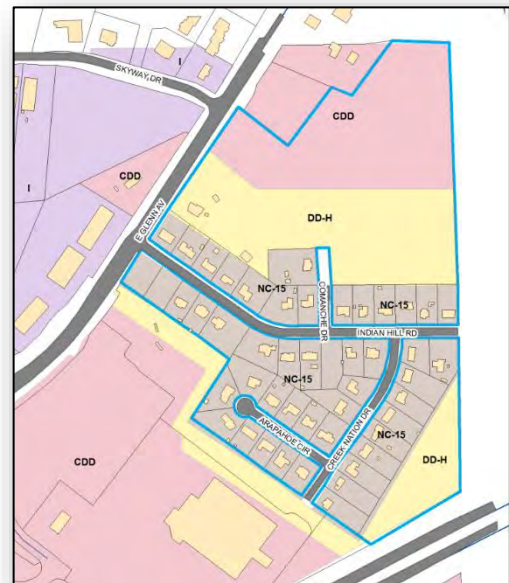
Ensure a gradual transition of uses and increase in development intensity from residential to office to commercial as one travels from west to east along the East Samford Avenue extension. A gradual increase in intensity from west to east utilizing mixed-uses is also encouraged. This will require zoning amendments to the existing CDD portion of the focus area to accomplish this and assure the desired transition. An access management plan will also be key as this corridor evolves into a major transportation corridor for the City, and residents increasingly utilize the Samford Extension as a viable and desirable transportation alternative to East Glenn Avenue.

Outcome

The area has largely been developed since 2011. Along the north side of the street, the Church of the Highlands built a large campus on 20 acres at the intersection of Samford and Glenn Avenue and the remaining undeveloped property to the west was purchased by the Auburn City School for the location of the new high school, which will open in fall of 2017. Along the south side of Samford at the intersection with Glenn Avenue approximately 40 acres are being developed as a commercial/office park. The remaining property to the west, approximately 45 is still undeveloped.

Indian Hills Focus Area

The Indian Hills area is located immediately northeast of the Sam’s Club adjacent to the Bent Creek interchange. The average age of homes in the subdivision is around 23 28 years. When Indian Hills was constructed, the area around it had not yet developed commercially. As commercial development has progressed, the DD-H zoning buffer around Indian Hills has been of limited effectiveness, and the subdivision is now surrounded by commercial development to the south and west. A recent court ruling that allows access to a large office development in Opelika via Indian Hill Road could significantly increase non-residential traffic through the subdivision. With its close proximity to a major arterial as well as I-85, the Indian Hills subdivision will be under increasing commercial development pressure.



Recommendation

Allow commercial rezoning and redevelopment of the Indian Hills Subdivision at such time as most subdivision parcels can be assembled.

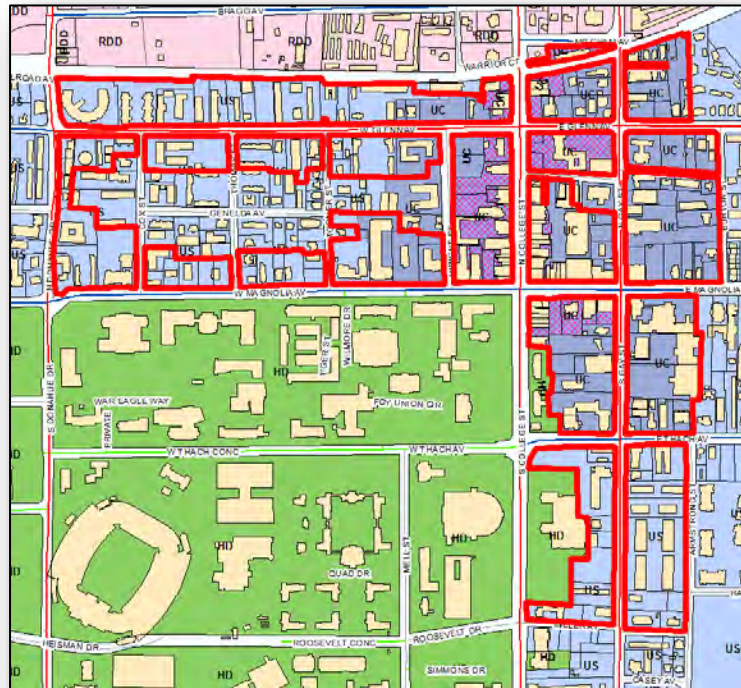
Outcome

In 2016, the City approved a Planned Development (Spring Lake) for the property between located to the northeast of the Indian Hills subdivision and the City of Opelika. Included in the approval was

270 units of multi-family units on the rear of the property, thus continuing and extending residential uses in the area. Land Use for this area has been changed to Master-Planned Mixed-Use.

Urban Core

The Urban Core (UC) is proposed to expand substantially as part of CompPlan 2030. In fact, this expansion is one of the cornerstones of this plan. The plan acknowledges and embraces the undeniable fact that Auburn’s citizens point to the downtown area as a primary component of the community’s identity. Most of the proposed expansion area is located north of Magnolia Avenue and consumes what is currently identified as University Service- zoned areas. The main intent of this change is to facilitate form-based redevelopment along a corridor whose identity is inextricably linked to its interface with the northern boundary of the Auburn University campus. The secondary intent of this change is to incentivize redevelopment of existing, dated multi-family/student housing stock into more vibrant, urban, and pedestrian-friendly mixed-use development. This is one important way that one of the primary themes of this plan, that being densification of infill areas, can be realized. As a result, the UC is proposed to expand from an existing 56.16 acres to more than 97.66 acres. The area is proposed to extend westward from just past Wright Street, all the way to Donahue Drive. On the opposite end of the UC, the area is proposed to extend southward from Thach Avenue to Miller Avenue. Finally, this furthers an important objective of the plan which is to ensure the relevance of Downtown Auburn over time by providing an opportunity for further growth and development of the UC commensurate with the growth being experienced throughout the City’s outlying areas.



Recommendation

Implement form-based regulations to allow this area to redevelop, over time, into a true extension of the existing Urban Core while facilitating a greater balance between the scale and character of campus development with that of the City’s downtown directly across the street. A future downtown master plan is also recommended by the plan.

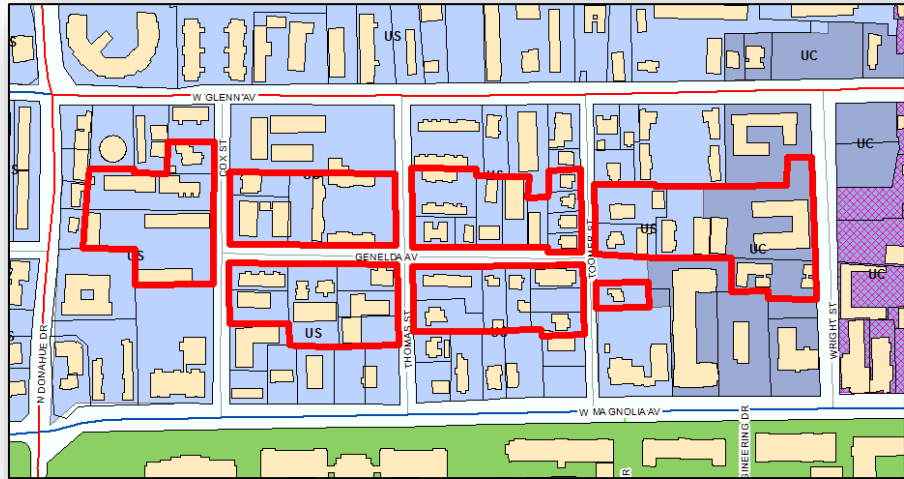
Outcome

In 2015, the City adopted a Downtown Master Plan (DMP) that expanded the Urban Core (UC) an additional 23 acres south along College and Gay Streets. One significant outcome of the DMP were the reduction of building heights in the College Edge Overlay District from 75 feet to 65 feet. The DMP adoption was tied to a comprehensive study completed by the planning staff regarding multiple-unit development (MUD) and dwelling unit densities in the both the UC and the adjacent University

Service (US) areas. The result of this study created a new performance housing style, private dormitory (purpose built student housing), which is not permitted in the UC area and a conclusion that dwelling unit density would continue to be limited by Floor Area Ratios (FAR) and building height and not a unit density cap.

Urban Core 2

Urban Core 2 is envisioned as an extension of the existing Urban Core (UC) to the west along an area that is currently zoned University Service (US) and is comprised of, almost exclusively, older multi-family housing stock geared toward fulfilling the off-campus housing needs of Auburn University students. The area includes 15.78



acres and is bound by West Glenn Avenue to the north, Magnolia Avenue to the south, Donahue Drive to the west, and Wright Street to the east. It should be noted, however, that none of the parcels included in the Urban Core 2 area actually front Glenn Avenue, Magnolia Avenue, or Donahue Drive, and that is what sets this area apart. It is insulated from high-visibility corridors, which in turn, lessens the viability for commercial uses to locate here. Urban Core 2 is envisioned as an area where older multi-family housing stock can re-develop at densities similar to the UC and should also be able to realize a more desirable urban form, as a result, by not being encumbered by angle of light setbacks as are found in the existing US district. In other words, the focus in this area should be on form rather than use. While non-residential uses are envisioned to be encouraged in this area, particularly at major intersections, they are not envisioned to be required in recognition of the lower traffic counts and limited visibility of the area. This focus on urban form will increase the attractiveness and safety of the area for existing and future pedestrian traffic in the area which is already considerable. Unlike Urban Core 3 (see below), this area does not have a distinctive character or identity and would best be served by encouraging redevelopment and providing incentives to facilitate redevelopment activity

Recommendation

Implement form-based regulations to allow this area to redevelop, over time, into a true extension of the existing Urban Core with flexibility in use provisions, such that commercial/non-residential uses would not be required in the Urban Core 2 area due to limited exposure and visibility that is usually needed to sustain those types of uses. Encourage improved future connectivity, by extending Genelda Avenue to North Donahue Drive and Wright Street, for example.

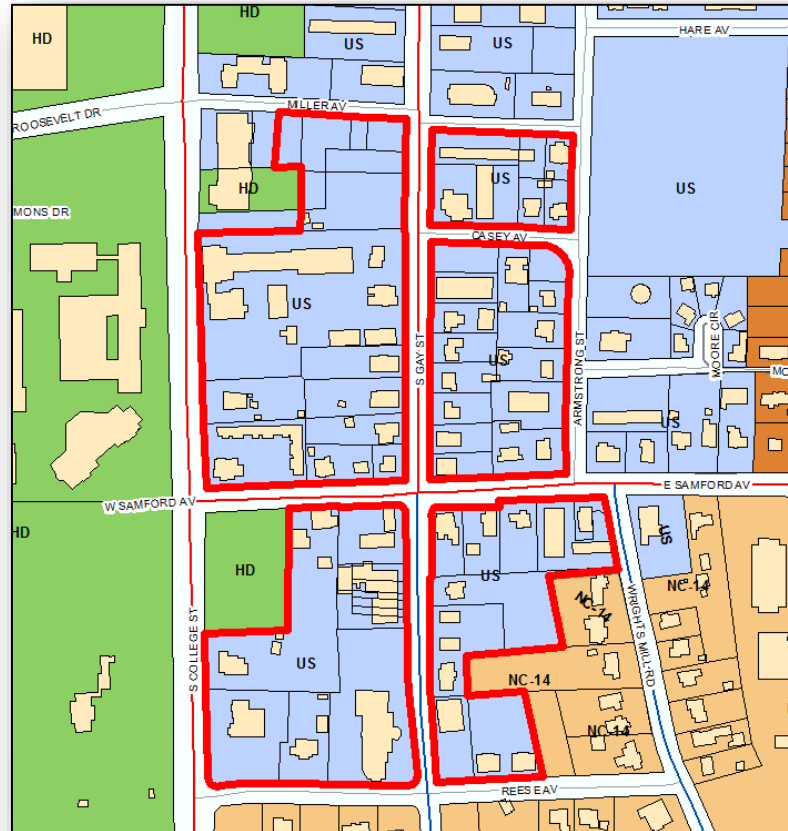
Outcome

The Urban Core expansion area shown west of Downtown along was not included in the UC expansion, instead it was included in a new land use designation - Urban Neighborhood – West (UN-W). The UN-W area west of Downtown is divided into two area. The area east of North Donahue

Drive has development standards and uses similar to the UC but includes a new performance housing style, private dormitory (purpose built student housing), with a maximum bedroom density of 255 bedrooms per acre, a building height of 75 feet, and a maximum FAR of 8.5. The area west of North Donahue allows for private dormitory development with the same 255 bedrooms density, but a FAR of 5 and a building height maximum of 50 feet and a minimum 15 foot setback to provide transition to less intense land use area.

Urban Core 3

Urban Core 3 is a relatively compact and unique enclave bounded by Miller Avenue to the north, Reese Avenue to the south, College Street to the west, and Armstrong Street to the east. The area comprises 24.91 acres. and is zoned entirely University Service (US). However, the character of this area is distinctly different than what is normally found in the US district in the other parts of the City, which is generally multi-family residential uses designed to meet the housing needs of Auburn University students, such as what predominates in the existing US district north of the Auburn University campus. Instead, this area is an eclectic mixture of single-family, multi-family, commercial, and institutional uses, with some adaptive reuse thrown in. ~~All together~~



Altogether, the Urban Core 3 area has a certain appeal and character that is welcoming to both pedestrian and vehicular traffic. With the Urban Core (UC) proper being expanded and Auburn University increasingly locating uses designed for the US district on its campus, there would appear to be some merit in examining this area with an emphasis on retaining much of its character and appeal, while also providing an opportunity for limited densification and encouraging the expansion of limited commercial uses such as the existing neighborhood commercial area located at the southwest corner of Samford Avenue and Gay Street. This type of pedestrian-friendly commercial destination is of a size and scale that provides an ease of transition from the Urban Core to the established and well-maintained neighborhood character areas along South Gay Street and East Samford Avenues.

Recommendation

Utilize the Urban Core 3 designation as a transition zone of one and two-story structures with viable mixed-use opportunities. This has the potential to enhance the value of the area, both aesthetically and economically, while protecting the character of the existing and surrounding neighborhoods. Emphasis should be placed on reuse of existing structures, especially adjacent to Reese Avenue.

Outcome

As part of the DMP, the Urban Core was expanded south from Thach Avenue between South College and Gay Street down to Samford Avenue and between Gay and Armstrong Street down to Miller Avenue. The remainder of the area designated as Urban Core 3 that previously had a University Service land use received a new land use designation of UN-S. As with the UN-W, this area is a transitional area between the Downtown, the University, and in this case, the single-family neighborhoods to the south and east. This uses in this area are lesser in intensity than the other urban areas with private dormitory uses be approved conditionally with a lower density of 85 bedrooms per acer for performance housing types, minimum setbacks established at 20 feet front and rear and 15 feet on the side, and maximum building heights of 45 feet. In addition, if development is adjacent to single-family residential zoned property, additional setbacks and lower building heights are required.

In addition to the UN-W and UN-S districts, and an UN-E land use was created. The UN-E covers the remaining US east of the Downtown and north of Thach Avenue. The development standards are the same as the UN-S; however, the range of permitted uses is greater than the UN-S and private dormitory developments are also permitted by right.

Completed Goals and Policies

- LU 1.3.5:** Conduct a detailed study of multi-family developments in the City to inventory the current supply and determine the future demand for additional development with recommendations for action based on the study's analysis. In April 2012, the City adopted changes to Table 4-1 (Table of Permitted Uses) making multiple family developments a conditional use in the Comprehensive Development District, leaving only the urban core and urban neighborhood areas where multiple family development as permitted by right.
- LU 2.1.1:** Evaluate the downtown sewer system and develop a program to upgrade the system to support downtown development, while encouraging close coordination between the Water Resource Management Department and the Planning Department as to budgetary priorities or adjustments to budgetary priorities or land use designations as needed. Completed see Chapter Seven: Utilities Section 7.4.1.3
- LU 2.1.2:** A Downtown Master Plan will be created in collaboration with the City government, Auburn University, downtown merchants and property owners, and other stakeholders to identify an agreeable optimal scenario for the future of downtown. The plan should embody and promote an atmosphere of vibrancy, green areas and gathering spaces, public parking and a mix of commercial, institutional and residential uses oriented toward pedestrians. The City of Auburn adopted the Downtown Master Plan in 2015.
- LU 4.1.2:** Where residential use is a component of a mixed use development, consider calculating the allowable number of dwelling units on the gross acreage of the property without consideration of the land used for commercial purposes, or eliminating the existing mixed-use "penalty." In June 2014, the City adopted changes to the zoning ordinance the removed the mixed-use penalty. This change was part of the zoning changes implemented as part of the Renew Opelika Road Plan.

- LU 4.1.7:** New commercial centers will provide sidewalks or multi-use paths on their property to allow access to adjacent properties. *Sidewalk and path locations are reviewed by Public Works as part of Development Approval.*
- LU 5.1.3:** Conduct a study to determine the most effective method for rectifying the disparity between the one dwelling unit per acre permitted in the County within the City's Planning Jurisdiction, and the one dwelling unit per three acres permitted in the City's Rural zoning district. *Completed with 2013 amendment to the Subdivision Regulations.*