

AUBURN DOWNTOWN MASTER PLAN

planning downtown's future



City of Auburn

Steering Committee Kick-off Meeting, July 24th, 2013

DOWNTOWNS ARE NEVER "DONE"



“When you are looking at your next step, how can you see where you are going”

-Elizabeth Alraune

AGENDA



Project Overview
Steering Committee “Charge”
Existing Situation
Vision
Next Steps

AUBURN DOWNTOWN MASTER PLAN

PROJECT OVERVIEW



CONSULTING TEAM



**Urban Design
Master Planning**

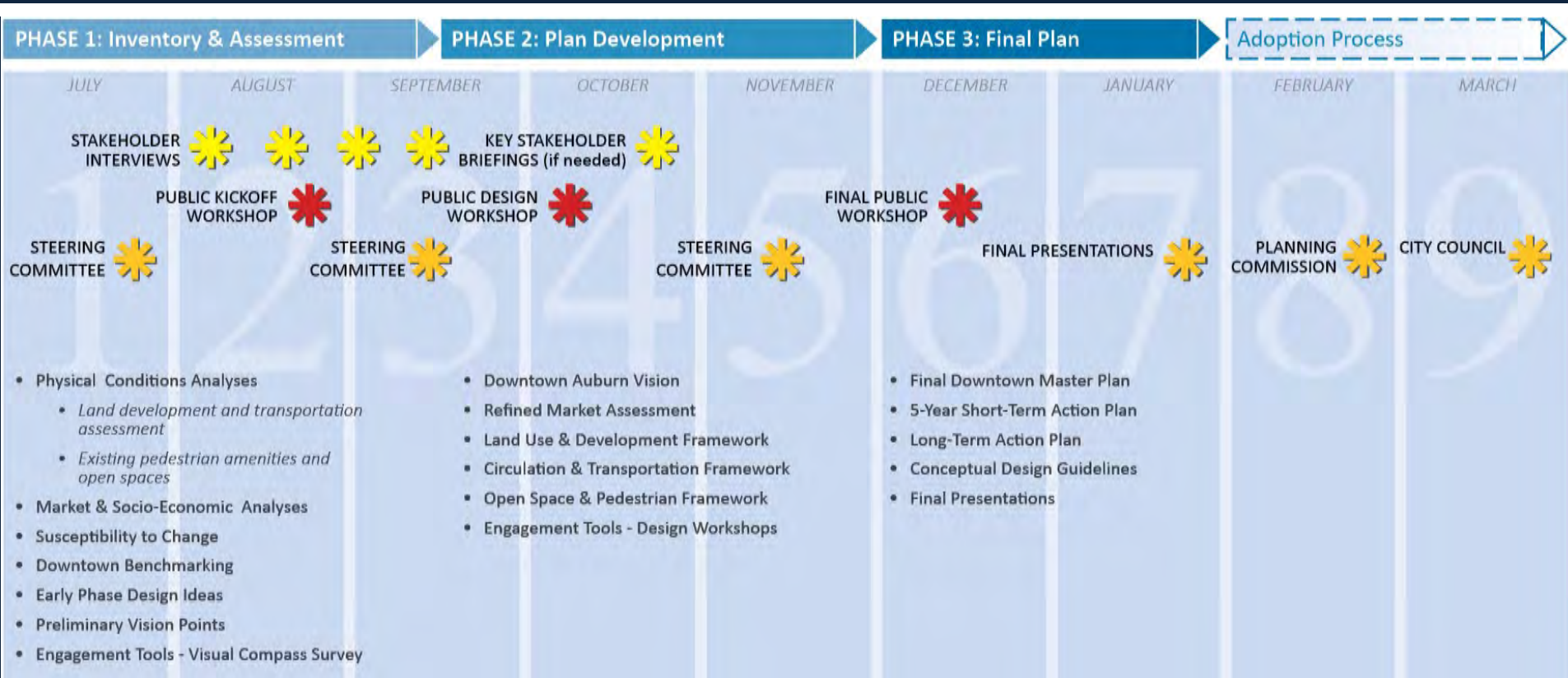


**Transportation
Landscape Architecture**



**Market, Zoning
Economic Development**

PLANNING PROCESS: SCHEDULE



AUBURN DOWNTOWN MASTER PLAN

STEERING COMMITTEE “CHARGE”



STEERING COMMITTEE "CHARGE"



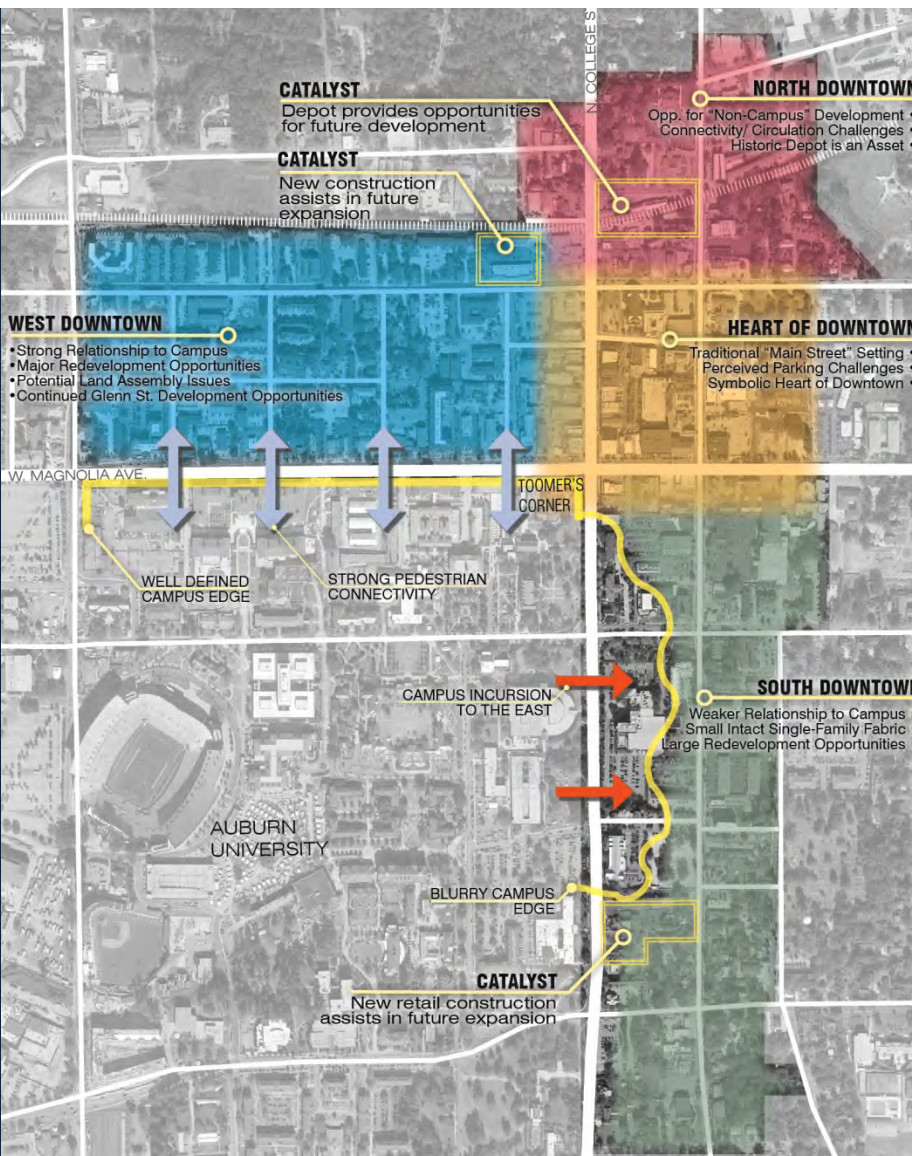
- 15 steering committee members
- Participate in 3-4 steering committee meetings as the Master Plan's primary focus group
- Review, validate and provide input on project material (assessment, analysis, issues and goals, etc.)
- Assist in disseminating information regarding public meetings and input opportunities

AUBURN DOWNTOWN MASTER PLAN

EXISTING SITUATION

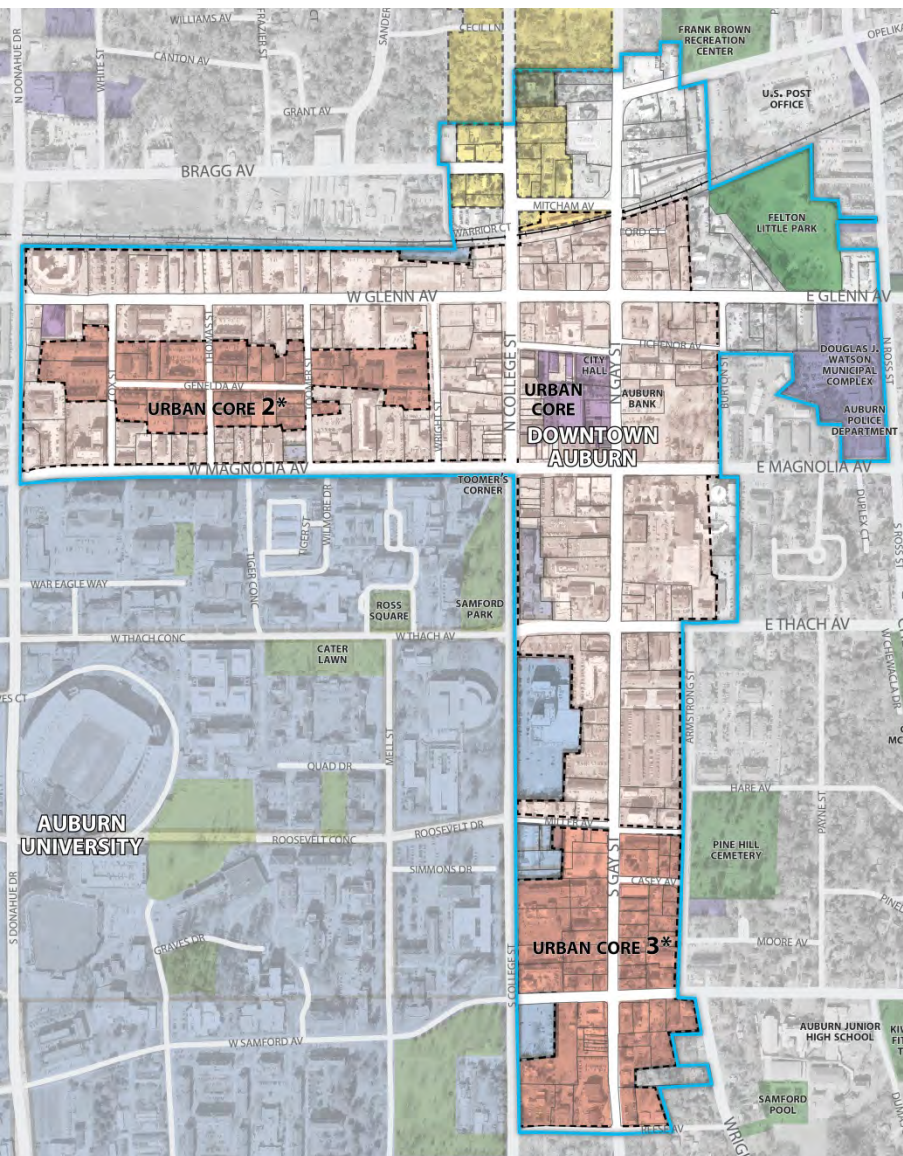


DOWNTOWN AUBURN STRENGTHS



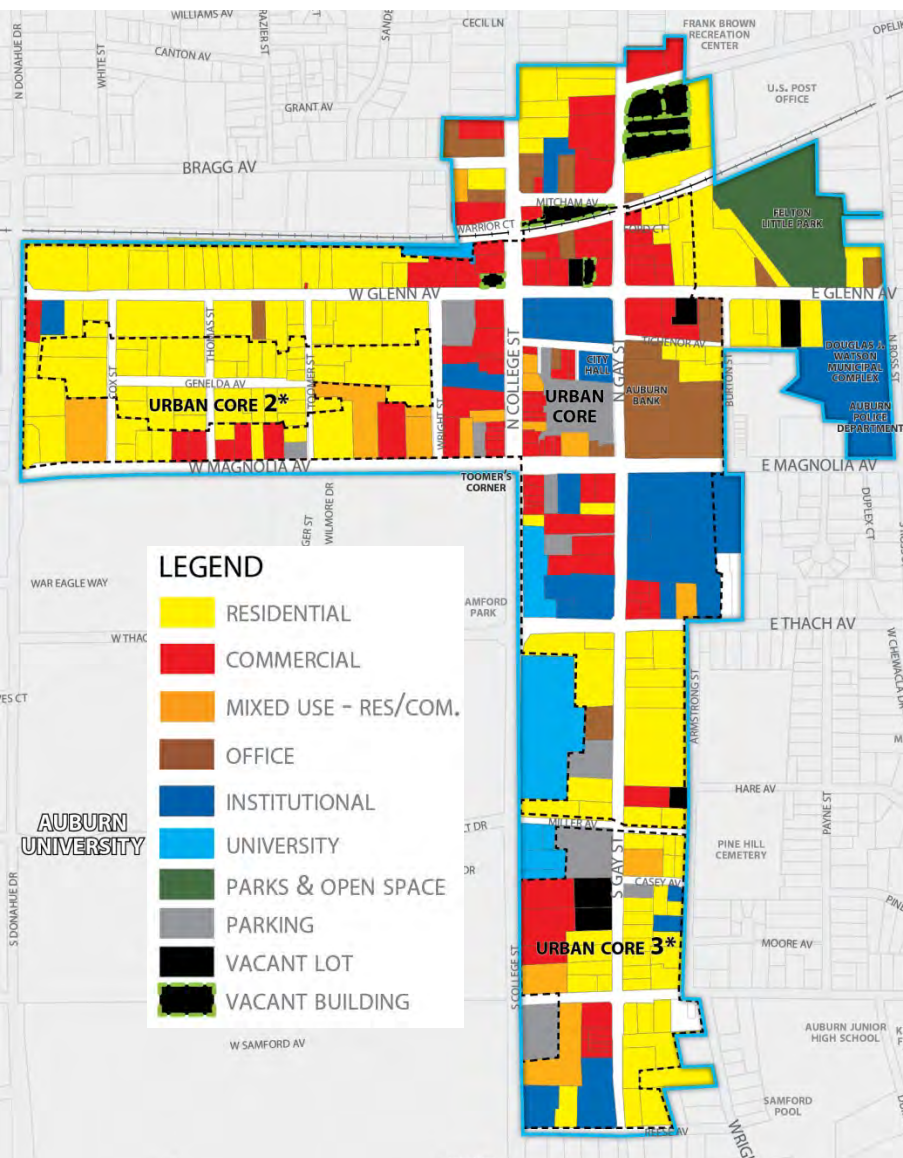
- More than One Block
- Town Envelopes Gown
- Quantity of Downtown Housing
- Strong Regional Growth
- Regional Market Strengths
- Recent/Planned Catalysts

AUBURN DOWNTOWN STUDY AREA



- Study boundary: 228 acres
- Parcel area: 194 acres
- Rich history associated with the railroad and Auburn University
- Major peripheral streets: College, Magnolia, Donahue, Glenn, Armstrong and Reese
- Context: University of Auburn, North College Historic District, Opelika downtown only 7 miles away
- Key Features: Auburn Railroad Depot (A Place in Peril), Toomer's Drug Store, Toomer's Corner, Historic Downtown Core

EXISTING LAND USE

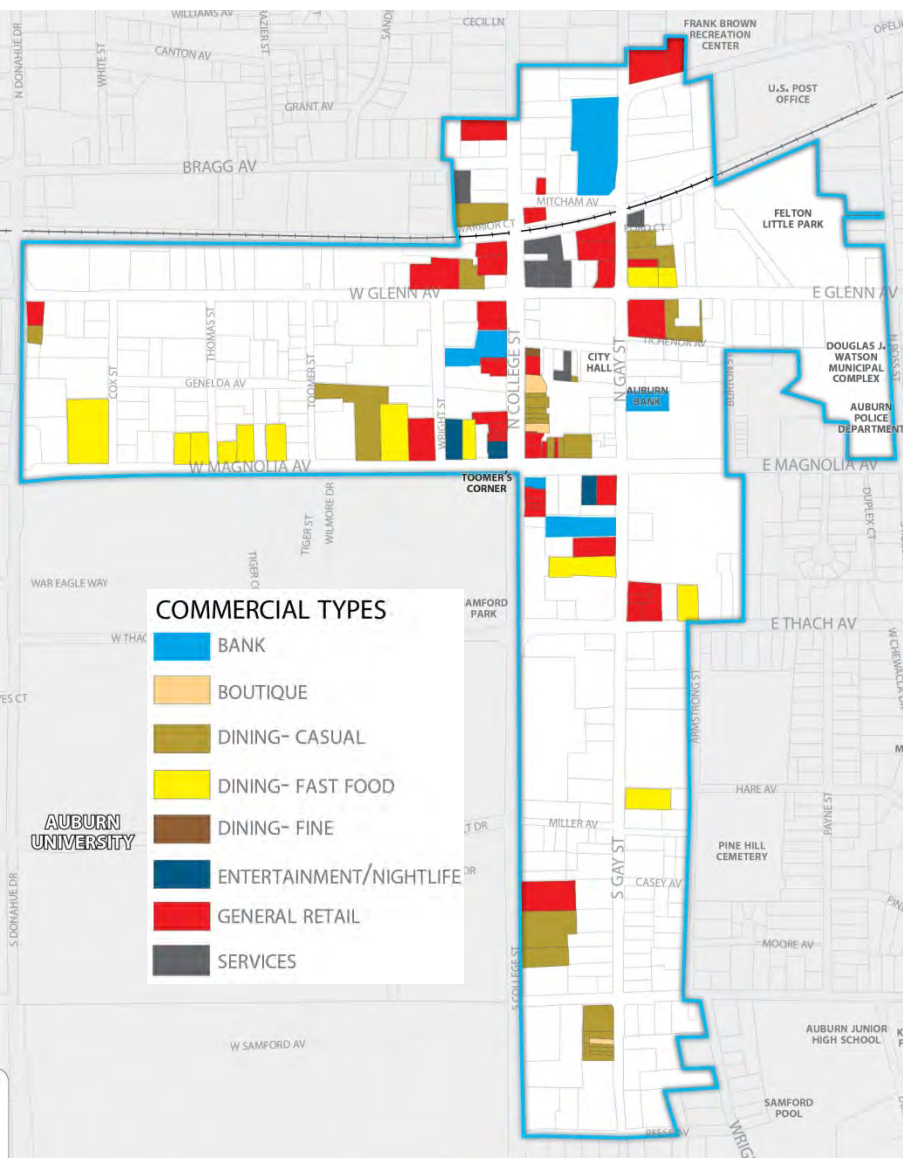


Land use distribution

- 43% Residential
- 16% Commercial
- 14% Institutional
- Churches and public buildings
- 6% Office
- 5% Parking
- 5% Mixed-use (Res+Comm)
- 4% University
- 4% Parks/green space
- 3% Vacant land + vacant buildings

- Majority of the commercial and residential uses are geared towards college students
- Land uses / development in the expansion areas are primarily residential

TYPE OF RETAIL / COMMERCIAL



- 26 Dining- Fast Food
- 14 Dining- Casual
- 8 Nightlife/Entertainment
- 7 Banks
- 6 Boutique Shops
- 5 Coffee Shop/ Snack Bars
- 1 Dining- Fine
- 35 Retail Services

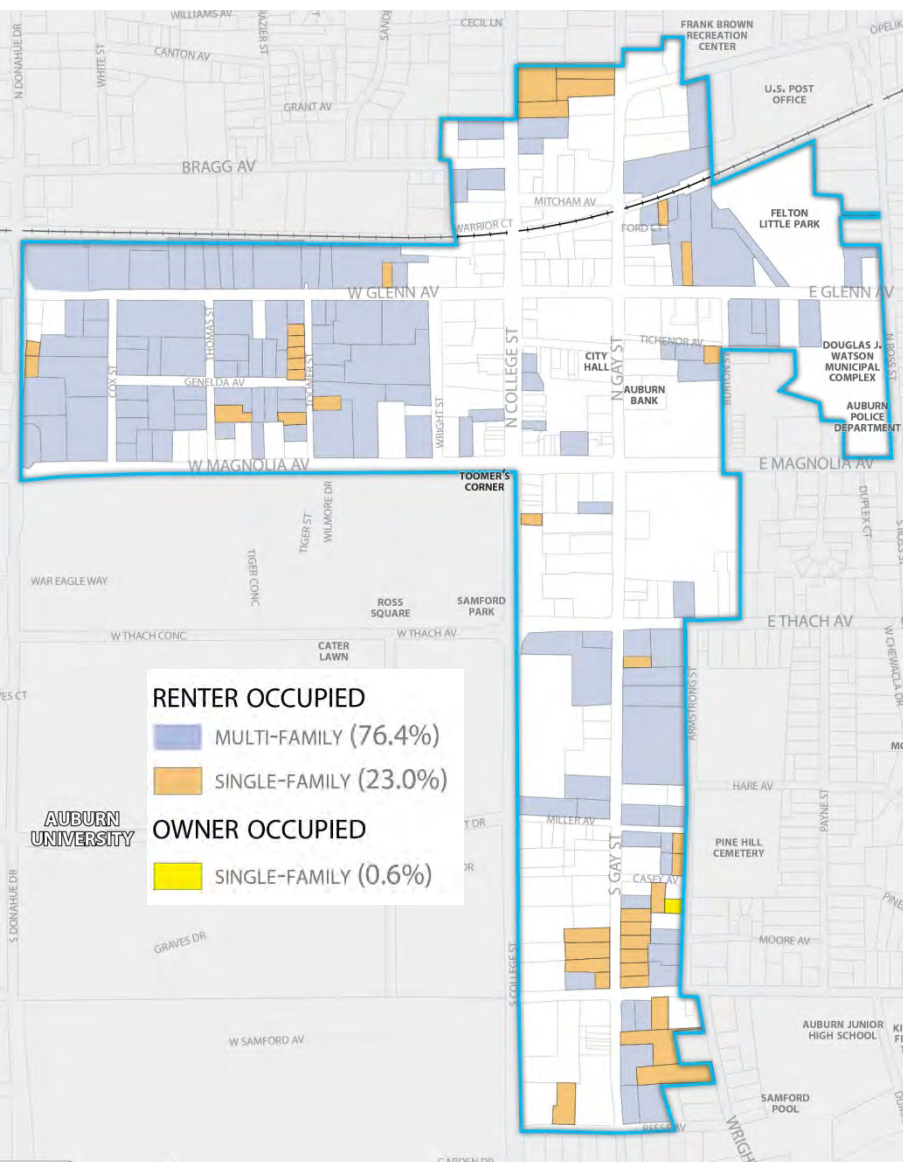
Beauty, salon, daycare, auto repair, etc.

- 25 General Retail

Gas stations, clothing, hardware, convenience stores, book store, etc.

- *What's Generally Missing: grocery store, fine dining options, family-oriented retail, and movie theater / entertainment*

TYPE OF HOUSING

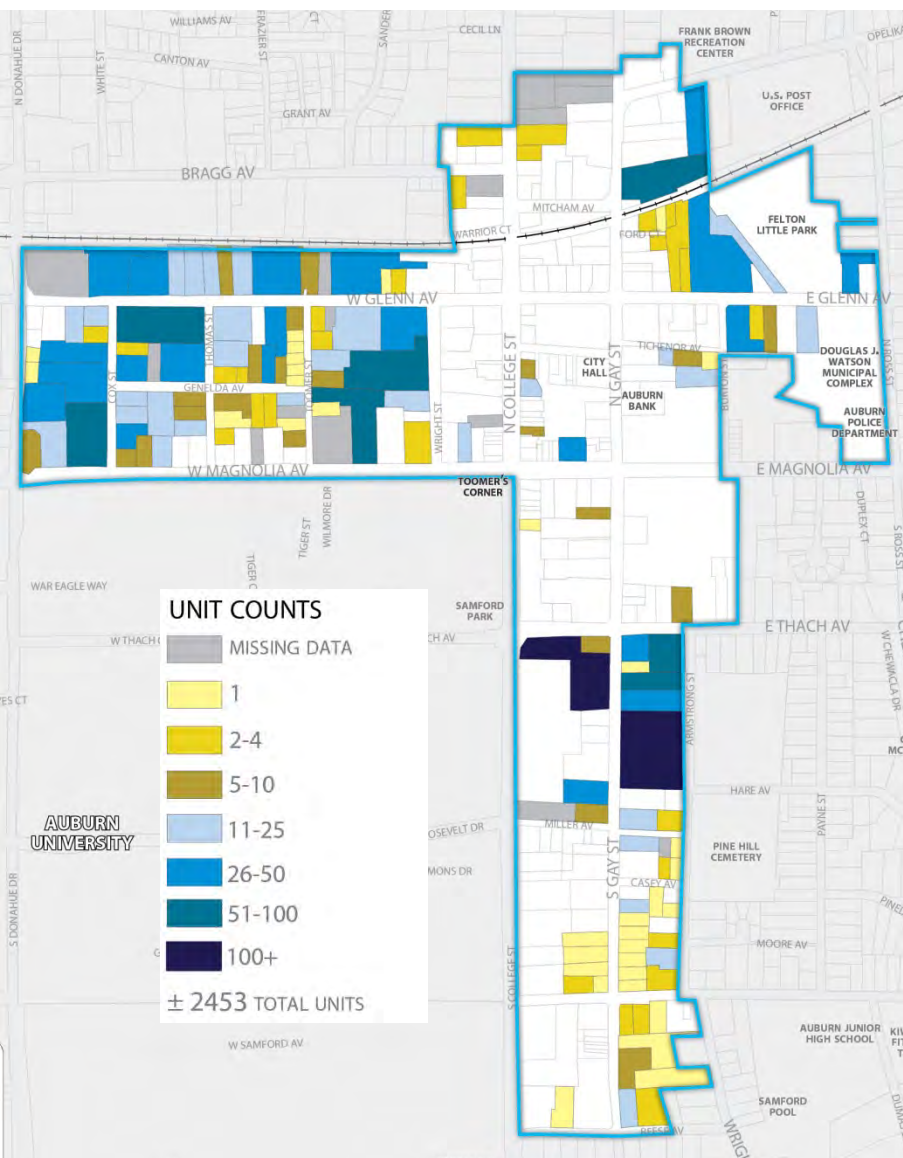


76% Multifamily Housing
Renter Occupied
23% Single Family Housing
Renter Occupied
0.6% Single Family Housing
Owner Occupied

- *A lot of the multifamily housing built in barrack style, ± 50 years old*
- *Some newly built midrise condos in mixed-use configuration*



HOUSING UNIT COUNT DISTRIBUTION



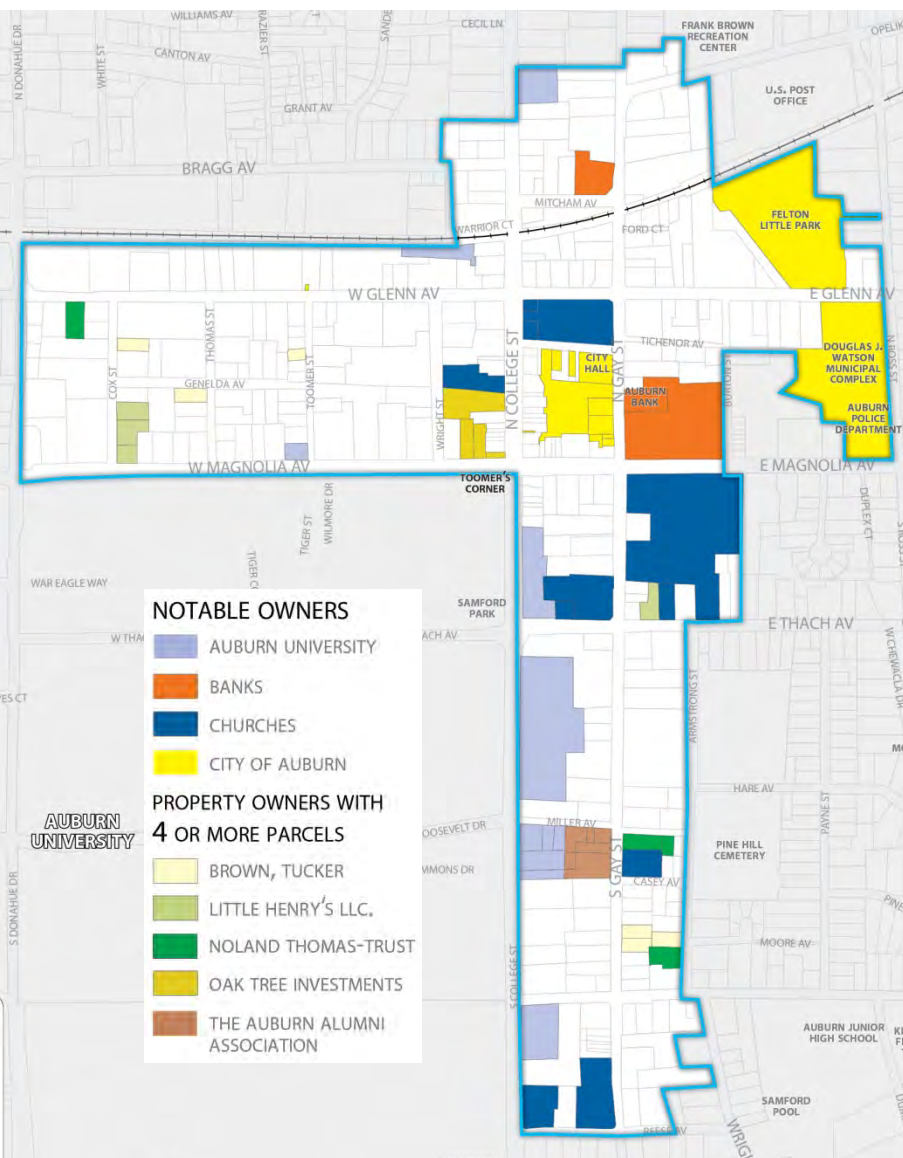
Buildings:

- 37 Single unit
- 29 2-4 units
- 22 5-10 units
- 29 11-25 units
- 21 26-50 units
- 7 51-100 units
- 2 100+ units (356 highest)

±2,400 Total Housing Units

- *Genelda Avenue – student area with complex pattern of housing development*
- *Mix of housing unit density on smaller single family parcels and larger parcels with midrise buildings*

MAJOR PROPERTY OWNERSHIP



19 acres City-owned
 11 acres University
 17 acres Churches
 6 acres Banks

- *Limited public ownership parcels*
- *High percentage of the parcels are fully built out – few vacant lots*
- *Redevelopment could be challenging due to small parcels, multiple owners*

MAJOR DEVELOPMENT ISSUES



- Development outside the downtown core is generally not contributing to a positive character for downtown
- Lacking diversity of land uses; university / student-driven retail and housing development
- Some underutilized buildings/lots
- Lack of event space / public space for downtown activities
- Aging student housing

EXISTING SITUATION: MARKET / ECONOMIC DEVELOPMENT



Retail

- Convenience retail demand being met outside Downtown
- Merchants in greater market area demonstrate high-end market supportability
- Downtown has inconsistent types of businesses/merchants

Office

- Untested potential
- Establishment of Research Park potential generator for increased demand

Residential

- Existing multi-family ripe for redevelopment
- Property assembly will be a challenge

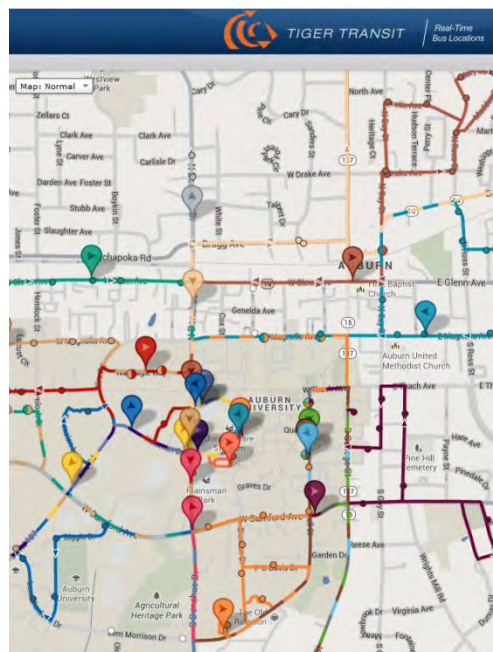
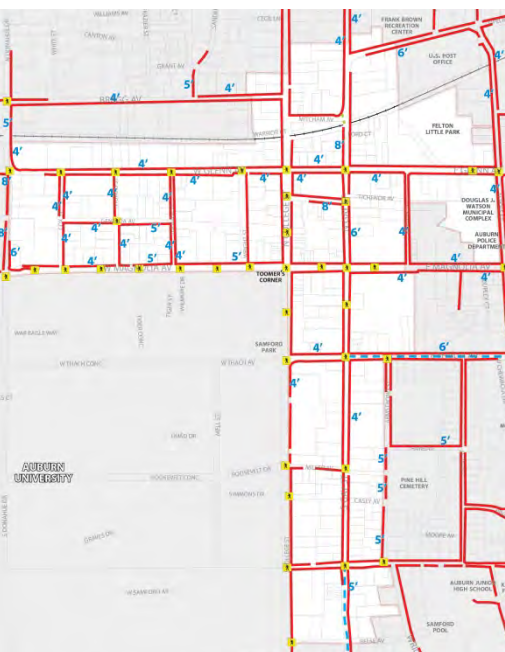
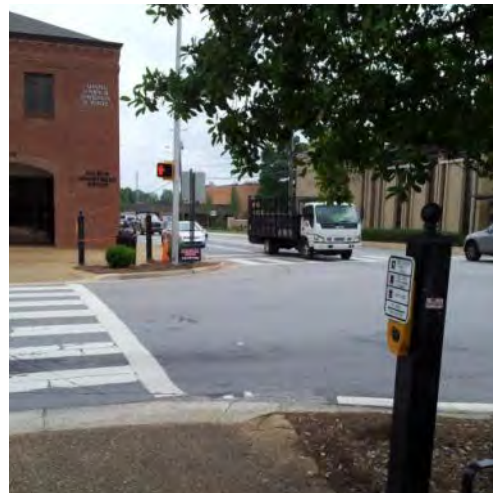
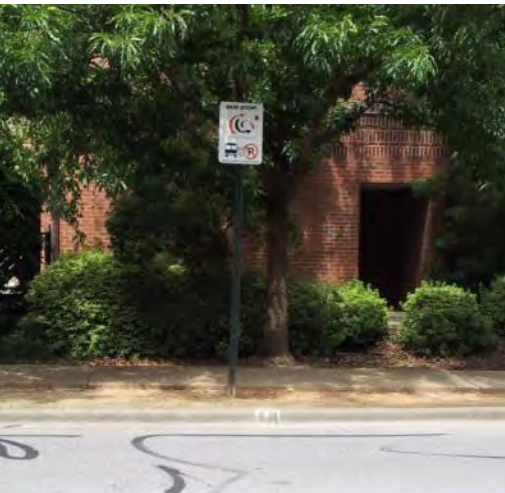
EXISTING SITUATION: MARKET / ECONOMIC DEVELOPMENT



Overall

- Downtown does not have clear role/identity from market perspective
- Successes are fragmented
- Need to define & strengthen core (College & Magnolia) & immediate adjacency
- Will have to re-think role of corridors (Glenn & Gay) in terms of supportable uses/property types

EXISTING SITUATION: TRANSPORTATION



Bicycles

- Bike lanes along Gay St south of Samford Ave
- Bikes must 'share the road'
- Some cyclists use sidewalks
- Bike parking/racks in some places

Transit

- Tiger Transit runs along College, Gay, Glenn, Magnolia
- Ridership is significant
- No/Limited stops on College St. and Glenn Ave. in study area
- Tiger Transit to/from University not necessarily the downtown

DOWNTOWNS ARE NEVER "DONE" ...YOU HAVE TO KEEP WORKING ON THEM



“If you do not change direction, you may end up where you are heading”

-Lao Tzu

AUBURN DOWNTOWN MASTER PLAN

VISION FOR MASTER PLAN



RELVACANT PLANNING DOCUMENTS

- Public Works Design and Construction Manual (2013)
- CompPlan 2030 – The Comprehensive Plan for the City of Auburn (2011)
- Toomer’s Corner Recommendations, Auburn University
- Urban Core Design Guidelines
- Water Resource Management Design and Construction Manual (2011)
- City of Auburn Street Tree Master Plan (1989)
- Downtown Task Force Recommendations
- The Auburn Interactive Growth Model (2008)
- City of Auburn Land Use Plan (2004)
- Green Space and Greenways Plan (2003)
- Auburn 2020 Strategic Plan (1998)
- City of Auburn Street Tree Master Plan (1989)
- Sidewalk Master Plan
- Major Thoroughfare Plan
- Bike Plan
- Downtown Parking Phase I and II Projects

MASTER PLAN VISION POINTS

1. DOWNTOWN GROWTH & DEVELOPMENT
2. HOUSING & MIX OF USES
3. WALKABILITY & STREETScape
4. OPEN SPACES
5. TRANSPORTATION & CIRCULATION
6. PARKING
7. IDENTITY & VITALITY
8. PARTNERSHIPS & IMPLEMENTATION



AUBURN DOWNTOWN MASTER PLAN



NEXT STEPS

PUBLIC WORKSHOP IN AUGUST



1. Process Overview
2. Existing Conditions, Issues and Opportunities – brief!!!
3. Survey
4. Interactive Planning Stations



AUBURN DOWNTOWN MASTER PLAN

**HOMEWORK...FOR THOSE BRAVE
ENOUGH**

An aerial, grayscale photograph of a city grid, likely downtown Auburn, showing a dense pattern of buildings, streets, and trees. The image is used as a background for the text.

HOMEWORK FOR THE STEERING COMMITTEE



1. Take photos in and around the study area:
 - A. Yes! We need more of this!
 - B. No! This needs to go away
2. Find inspirational photos of other places (could be from the Web or personal collections)
 - A. Wish we looked more like this!

Email to: Justin P. Steinmann
jsteinmann@auburnalabama.org
no later than 8/15

QUESTIONS?



City of Auburn