RENEW OPELIKA ROAD
THE OPELIKA ROAD CORRIDOR PLAN

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CORRIDOR PLAN

Auburn, Alabama

July 2013

City of Auburn

How to use this document

This document captures the process and outcomes of the master planning effort by Design Workshop and the City of Auburn undertaken from March 2012 through April 2013. The objective of this planning effort is to implement the CompPlan 2030 Corridor Development strategies as they pertain to the Opelika Road Corridor. The recommendations contained herein create a plan that addresses the improvements necessary over the next 10-20 years in order to facilitate continued redevelopment and revitalization of the Opelika Road Corridor.

Design Workshop's Legacy Design process emphasizes a deliberate approach to sustainable design solutions that is inclusive of four Legacy categories: environment, community, art and economics. All aspects of the design process and foundational thinking for the project are captured in this document. *Issues* associated with the project and our client's *Critical Success Factors* are defined at the outset. The design team and client define a project *Vision*, a problem statement called a *Dilemma* and a design solution called a *Thesis*. These steps are intended to build a strong foundational story for the project that aligns the design team and client to the same *Principles* and *Legacy Goals*. DW Legacy Design® metrics are employed to ensure that the project is accountable to comprehensive *Legacy Goals* set at the beginning of the process.

This document provides a visual and textual story of the planning analysis, definition and discoveries that led to planning solutions and conclusions. It is intended to be used to present the Corridor Plan vision to city officials for approvals, to attract redevelopment interest and to serve as the foundation for the next phases of implementation. The document also serves as a guide to the Corridor Plan for businesses, the community and property owners.

DESIGNWORKSHOP

Contents

Acknowledgements

The City of Auburn would like to thank all of the residents and stakeholders for their participation in the creation of this plan. Special thanks go to Dr. John Pittari Jr.'s synthesis studio students for their advance work on Opelika Road visioning, to Sweta Byahut's classes in the Community Planning Masters program for their work on parking utilization and sidewalk level-of-service on the Opelika Road Corridor, to those Auburn University students who helped with facilitation during public meetings, to Alabama Power for their cooperation in working to resolve utility conflicts on the corridor, and to the Auburn Chamber of Commerce for their support throughout the project.

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PROJECT INTRODUCTION

Project Background

Auburn is known as a college town with good growth potential, having experienced an average growth of 3% per year since 1960. Census population estimates show Auburn as the 14th-fastest growing City in the U.S. as of 2012. Students of Auburn University comprise a large percentage of the City of Auburn's population, but not the majority. Some of the major corridors near and within the city include: Interstate 85, Glenn Avenue, College Street, Shug Jordan Parkway, East University Drive, Samford Avenue and Opelika Road. Dean Road is also a major thoroughfare, which is considered to be a "collector" and "arterial" according to the City of Auburn, depending upon the particular roadway segment.

I-85 provides regional access directly to Atlanta, Georgia, and Montgomery, Alabama. Exits to the interstate providing access to Auburn include Auburn Technology Parkway (Exit 50), South College Street (Exit 51), and Bent Creek Road (Exit 57). Shug Jordan Parkway and East University Drive provide circumferential loops around the main urbanized area of Auburn, while College Street (AL 147) runs north-south through town.

Opelika Road provides east-west access from Opelika to Auburn and changes its name to Pepperell Parkway once in the City of Opelika. The general character of Opelika Road is an underdeveloped and underutilized auto-oriented commercial strip. Speed limits and right-of-way vary along the corridor, and curb cuts and driveways are generally very wide or continuous. The corridor is approximately 2.66 miles long, from the intersection of Gay Street to the city limits.

Under the 2035 Long Range Transportation Plan for the Auburn-Opelika Metropolitan Planning Organization, Opelika Road is planned to be widened to 6 lanes from the eastern Auburn City Limits to East University Drive (EUD) in year 2035. This will be subject to further evaluation as the projected project year draws closer. Additionally, turning movements are planned to be improved on EUD from Opelika Road to Glenn Avenue in 2022, as well as on Opelika Road from EUD to Dean Road in 2031 by adding turn lanes.

In Auburn's *CompPlan 2030*, the future land use of Opelika Road is designated Corridor Redevelopment. This land use is intended to encourage redevelopment through a variety of means, such as offering incentives for redevelopment, reduced setbacks, shared parking, streetscaping, and/or possible City investments in infrastructure. The plan states an average breakdown of uses should be 85% commercial, 5% office and 10% residential at an average of 12 dwelling units per acre.

Vision

It is the desire of the City of Auburn to revitalize and activate the Opelika Road Corridor both aesthetically and functionally to facilitate the Corridor becoming a destination – capitalizing on local businesses and "flavor." The Corridor Plan will consider land use and transportation in tandem to ensure that the final plan is realistic and can be implemented.

Critical Success Factors

Critical success factors must be achieved in order for the planning process to be successful:

- Create a plan that supports the existing planning framework, Future Land Use designation, vision statements and recommendations in *CompPlan 2030.*
- Conduct a robust public engagement process that involves all stakeholders and achieves consensus on a preferred approach.
- Create a clear identity and improved aesthetic for Opelika Road and its associated districts.
- Coordinate corridor planning efforts with the City's existing development proposals, transportation improvements and design review process. The plan needs to conform to existing or pending local, state, and federal regulations.
- Create a plan that accommodates multi-modal transportation, including Tiger Transit and pedestrian and bicycle facilities.
- Identify opportunities for infill and redevelopment.
- Identify impediments to implementation such as existing zoning and access to infrastructure.
- Create a plan that is realistic and reflective of market demands; consider the niche market that students demand.
- Develop a phasing strategy that is implementable and fundable.
- Create a plan that prepares the project for implementation including phasing and financing.

Dilemma

The Opelika Road corridor represents a prototypical auto-oriented commercial corridor, and like many others developed during the same time period, is in a relative state of aesthetic and economic decline. Over the past few decades, the corridor has degraded due to changing retail patterns, such as the decline and consolidation of auto dealerships and the development of interstate-serving retail. It serves as the primary connection between downtown Auburn and Auburn University with the Village Mall and the City of Opelika. However, traffic volumes measured as part of this process indicate much of the traffic utilizes other east-west routes to access downtown, and rarely travels the entire length of the corridor. While the corridor sees significant traffic volumes, it suffers from high rates of vacancy, a generally unattractive visual environment, outdated buildings and lot configurations, an unsafe pedestrian environment, and underutilized buildings and parcels.

Today, the Opelika Road corridor offers significant opportunities for reinvestment. The Corridor Redevelopment Future Land Use designation is intended to encourage redevelopment through a variety of means, such as offering incentives for redevelopment, reduced setbacks, shared parking, and/or possible City investments in infrastructure, such as streetscaping. This provides the framework for the planning effort; however, existing zoning may impede infill development and redevelopment, and infrastructure may require significant upgrades before significant reinvestment can occur.

How can we reconcile the need to move cars and provide necessary services with the need to create a clear corridor identity, encourage redevelopment and reinvestment, and provide for pedestrians and residents?

View looking west of the intersection of Opelika Road and North Dean

Thesis

A robust citizen involvement process is required to educate the public about the benefits of redevelopment on Opelika Road. Political support for the proposed strategy is needed from the broad stakeholder group, and the benefits of the desired solution need to be demonstrated. The character of the Opelika Road corridor differs considerably over its length; therefore, the solutions along the corridor will differ.

The solution should be a complete street - departing from conventional roadway design, which often only addresses the needs of cars. The solution should provide a high level of service for auto, transit, bikes, and pedestrians, while focusing land use changes at key locations for redevelopment. By understanding the community's vision, we can identify clear steps and build momentum for ongoing improvements and implementation.

View looking west from Mall Parkway and Opelika Road

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EXISTING CONDITIONS

The existing conditions within this chapter were collected from May to August 2012. The summaries provided reflect the existing data provided by the City of Auburn and original data collection by the consultant team comprised of Design Workshop, Haddow and Company and Foresite Group.

Context

Opelika Road is classified by the City of Auburn as an “arterial” and runs west to east from the City of Auburn to the City of Opelika. Opelika Road has three general character areas: from Gay Street to Dean Road, Dean Road to East University Drive, and East University Drive to the city limits. Section 1 is further broken down into three sections A, B, and C, as the speed limit and number of lanes increases. The entire corridor displays an unattractive visual environment, high levels of vacancy, numerous curb cuts, varying lot setbacks and forms, insufficient pedestrian and biking environments, and outdated auto-oriented buildings and roadway styles. The three sections are summarized in Table 1.

Section 1 (Gay Street to Dean Road)

This section is generally characterized by a residential apartment and commercial mix, with sidewalks and pedestrian features ranging from acceptable to non-existent. Numerous auto-repair or sales facilities exist in Sections 1-B and 1-C. The south side of the road in Section 1 is sparsely occupied due to limited lot depths and the proximity of the railroad. Billboards and curb cuts are frequent throughout Sections 1-B and 1-C and give the sections a bleak feeling. The 3-lane roadway’s speed limit increases from west to east from 25 to 35 mph at Ross Street, and then 35 to 45 mph as it widens to a 5-lane section near Temple Street.

Section 2 (Dean Road to EUD)

This section has moderate quality sidewalks; however, much of the south side of Opelika Road includes striped sidewalks, and there are no sidewalks on the north side. This section is a five-lane road section, two lanes in each direction with a two-way left-turn lane (TWLTL). The wide roadway creates an environment for higher vehicle speeds. Car dealerships, storage centers, small commercial shops, restaurants, and service centers are located along this section of roadway.

Section 3 (EUD to the city limits)

This section is heavily developed commercially, has no sidewalks on either side of Opelika Road and is completely auto-oriented. Typical uses include stores or shopping centers with extensive signage, parking lots, outparcels, drive aisles, and curb cuts. Opelika Road connects the outskirts of the city near the Mall area with downtown indirectly through North Gay Street; Opelika Road dead ends to the west at Gay Street. The continuation of Opelika Road (Pepperrell Parkway) to the east eventually leads to downtown Opelika.

Opelika Road Corridor Segments Table

	Section	Number Lanes	Posted Speed Limit (MPH)	Description
1-A	North Gay Street to North Ross Street	3	25	2 Lanes with TWLTL
1-B	North Ross Street to Temple Street	3	35	2 Lanes with TWLTL
1-C	Temple Street to North Dean Road	5	45	4 Lanes with TWLTL
2	North Dean Road to East University Drive (EUD)	5	45	4 Lanes with TWLTL
3	EUD to Auburn city limits	5	45	4 Lanes with TWLTL

Opelika Road Corridor Segments Map

Population

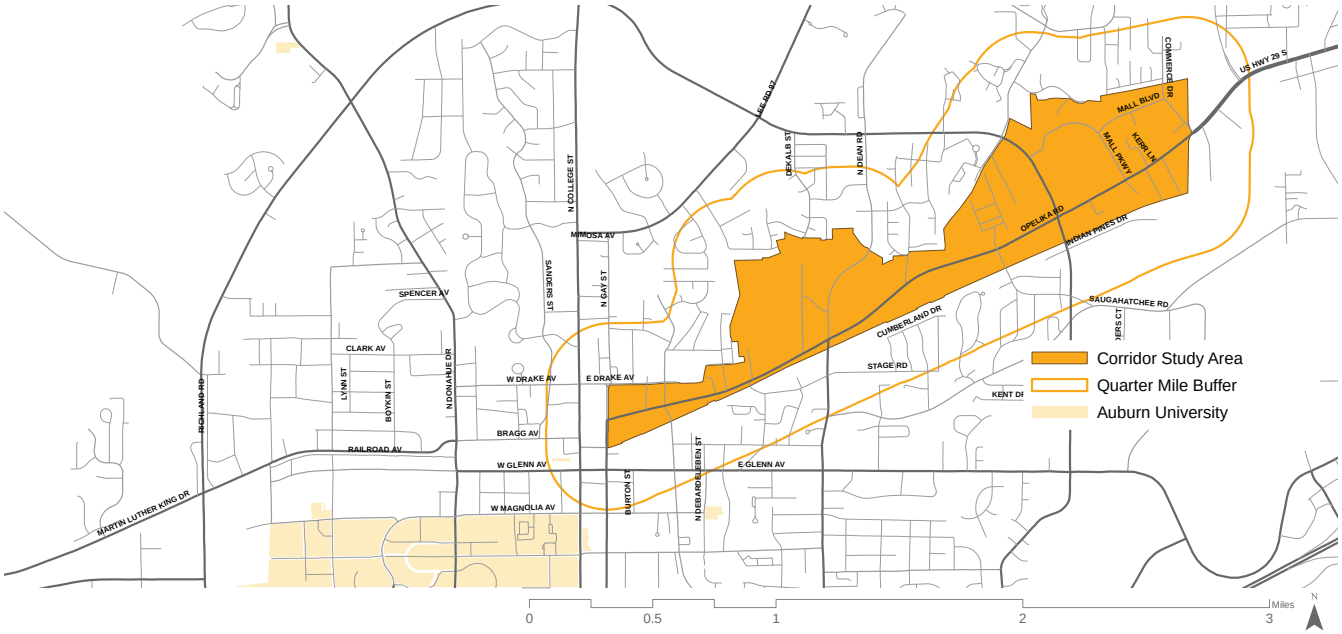
Auburn is the largest municipality in Lee County. The U.S. Census Bureau estimates the 2012 population at 56,908. The City grew by 6.4 percent from 2010 to 2012. Lee County had a 2010 population of 140,247, and Opelika, the county seat, had a population of 26,477. Lee County grew at a 2 percent annual rate last decade, while Opelika grew at an annual rate of only 1.2 percent. Approximately 5,000 people live within a quarter mile of the Opelika Road Study Area.

Age Distribution

Auburn's median age in 2010 was 23 years, compared to 36 and 30 years for Opelika and Lee County, respectively. This discrepancy is due to the large student population at Auburn University, which had Fall 2012 enrollment of 25,134 students. Interestingly, the two fastest growing segments of the population from 2000 to 2010 were the 55 to 64 and 65 to 74 year age cohorts. The 55 to 64 age group grew at a 6.2 percent annual rate, increasing by more than 1,500 people, while the 65 to 74 year age group expanded at an annual rate of 3.4 percent, adding more than 500 people. These same age cohorts were also the fastest growing segments of the population in Opelika and Lee County.

Income Trends

The 2010 median household income for Auburn was $35,857. A drag on the income figures is the fact that almost 40 percent of households have an income under $25,000, which is the result of the large student population. Auburn is becoming a more affluent community. Roughly 7 percent (1,526) of households had incomes of $150,000 or more in 2010, up from only 2.4 percent (442) in 2000. By contrast, only 5.4 percent of households in Opelika and 4.6 percent of households in Lee County had household incomes greater than $150,000 in 2010.



Population

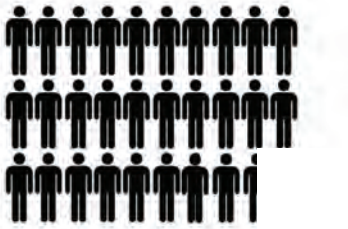
1990

population - 35,593

2000

population - 42,987

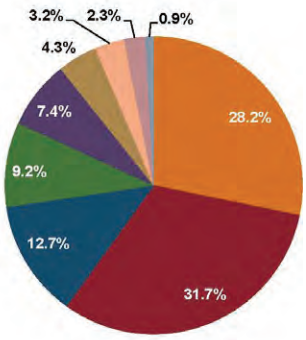
2012



population - 56,908

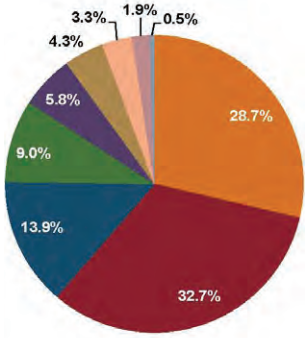
Age Distribution

1990



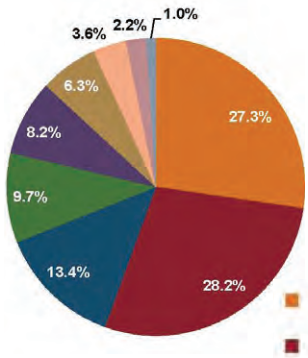
Median Age - 23.3

2000



Median Age - 22.6

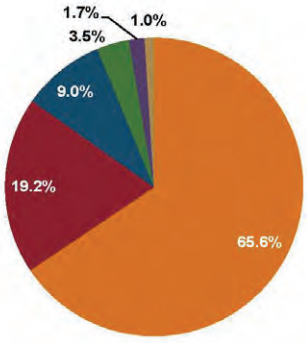
2010



Median Age - 23.3

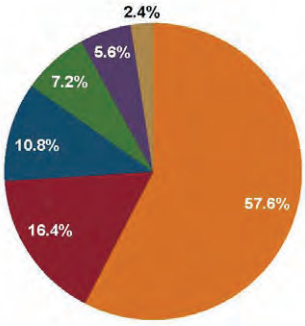
Income Trends

1990



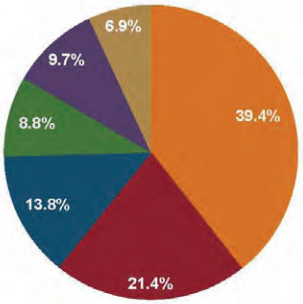
Median Household Income - $13,569

2000



Median Household Income - $17,206

2010

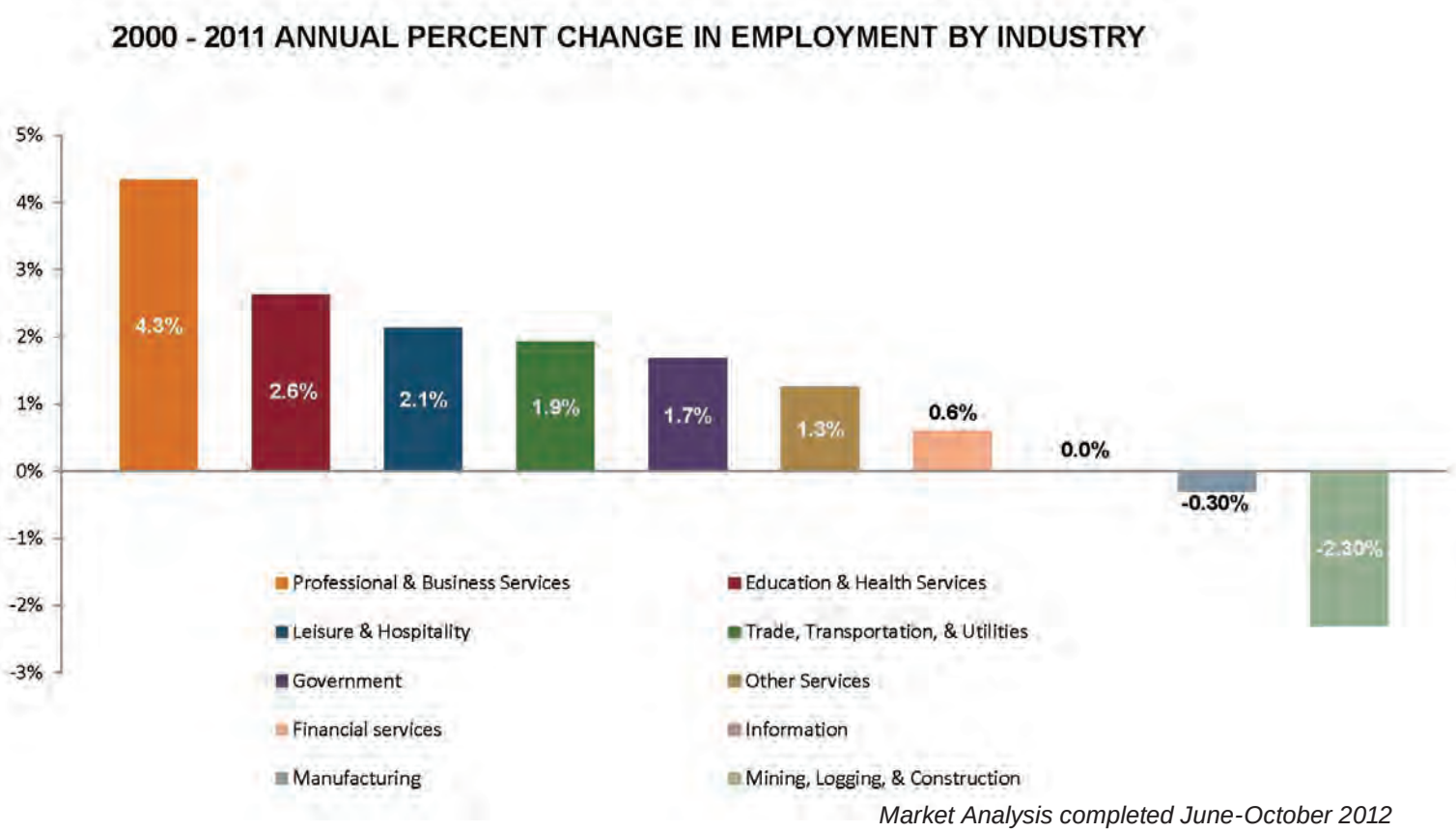


Median Household Income - $35,857

Economy and Employment

The Auburn-Opelika MSA, which encompasses Lee County, has a stable economic base that helped it fare better than the U.S. during the recent recession. A total of 53,400 people were employed in non-agricultural employment in Lee County during 2011, and the unemployment rate was 7.4 percent, according to the U.S. Bureau of Labor Statistics. Employment grew at an annualized rate of 1.6 percent over the ten-year period from 2001 to 2011, with more than 8,000 jobs added. The economy shed 2,500 jobs in 2008 and 2009 with the onset of the recession, but approximately 45 percent of these were recovered in 2010 and 2011 as conditions improved. The government sector accounted for 33 percent of total jobs in 2011, followed by trade, transportation & utilities (17.2 percent) and manufacturing (10.9 percent). Auburn University is the MSA's largest employer, which explains the heavy concentration of government jobs. The opening of the KIA Motors plant in West Point, Georgia, in 2009 has had a positive impact on the local economy, as a number of automotive suppliers have gravitated to the area. Another bright spot has been the professional and business services sector, which was the fastest growing industry from 2001 to 2011, expanding at an annual rate of 4.3 percent.

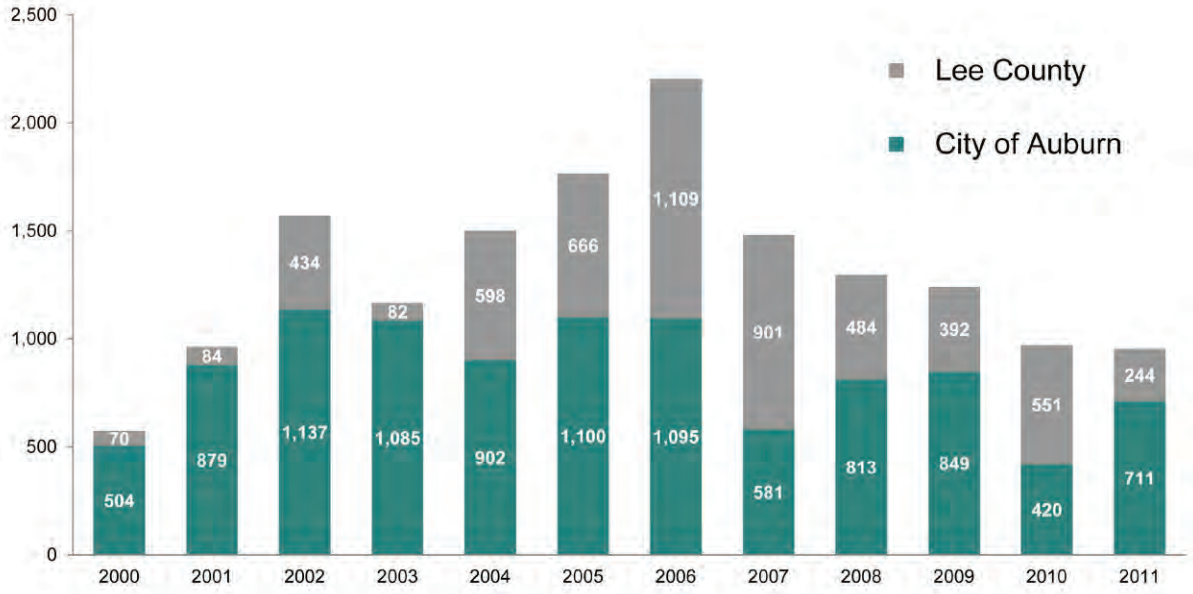
Auburn has an impressive track record of attracting new industry. The City has three technology parks and one industrial park, which it has aggressively used to lure new businesses, as well as retain existing companies. One recent announcement that will be a boost for the economy is SiO2 Medical Products' decision to expand in Auburn and invest $90 million in a new facility adding 300 high wage jobs. Last year, GE Aviation began construction on a 300,000 square-foot facility, where jet engine components will be manufactured. The company also plans to create 300 to 400 high-paying jobs over the next several years. Auburn's strengths in the education, bioscience, and advanced manufacturing sectors provide a solid foundation for future growth.

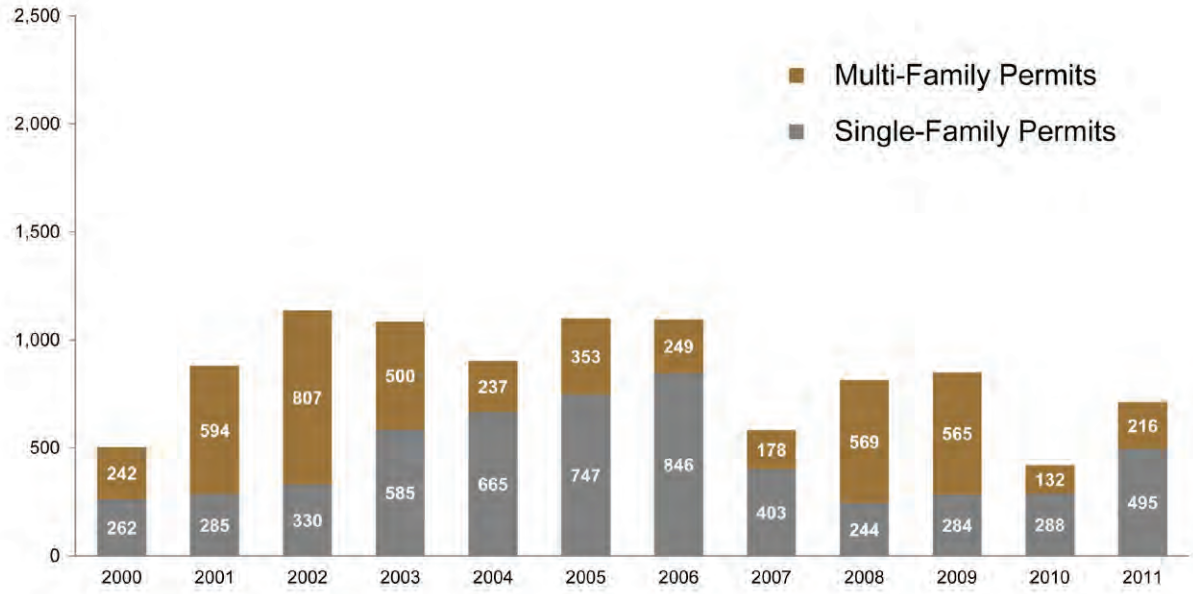


Market Analysis completed June-October 2012

Sales & Development

The residential market began to stagnate in 2007. Single-family building permits dropped by more than 50 percent from 2007 to 2008, and home prices began to decline. The average sale price of a single-family home in the City of Auburn in 2007 was $279,673, but it had fallen to $237,766 in 2011. The average sale price of an attached housing unit (duplexes, townhomes, and condominiums) in 2011 was only $130,020. The city issued an average of 272 single-family building permits from 2008 to 2010, but experienced an uptick in activity in 2011 when 495 permits were issued. Student housing has been the most active sector of the residential market, with over 1,000 new units permitted in 2008 and 2009. The majority of new single-family development activity is occurring south of Interstate 85 in the Moores Mill Road corridor and in the northwest quadrant of the city.





Market Analysis completed June-October 2012
sources: U.S. Census Bureau; 2000 & 2010 Decennial Census; 2008 - 2010 American Community Survey 3-Year Estimates; MLS (Multiple Listing Service)

Existing Land Use

The current land use map of Auburn shown in *CompPlan 2030* shows the majority of the corridor as commercial, with some vacant land, and small amounts of residential. The breakdown on the following pages categorizes retail/service, office, light industrial/ commercial support, residential, government/institutional and hotel land uses. The largest amount of land falls in the retail/service category comprising 211 acres of the corridor, followed by residential uses comprising 132 acres.

Vacant Lands and Buildings

There are pockets of vacant lands along the corridor, comprising 64 total acres. These are purely unutilized lands (not built on), while there are 23 acres of lands that contain buildings which are vacant.

Vacant Land **[64 ACRES]**

Land Containing Vacant Buildings **[23 ACRES]**

Market Analysis completed June-October 2012

Retail / Service **[211 ACRES]**

Office **[28 ACRES]**

Light Industrial / Commercial Support **[20 ACRES]**

Market Analysis completed June-October 2012

Residential **[132 ACRES]**

Government / Institutional **[23 ACRES]**

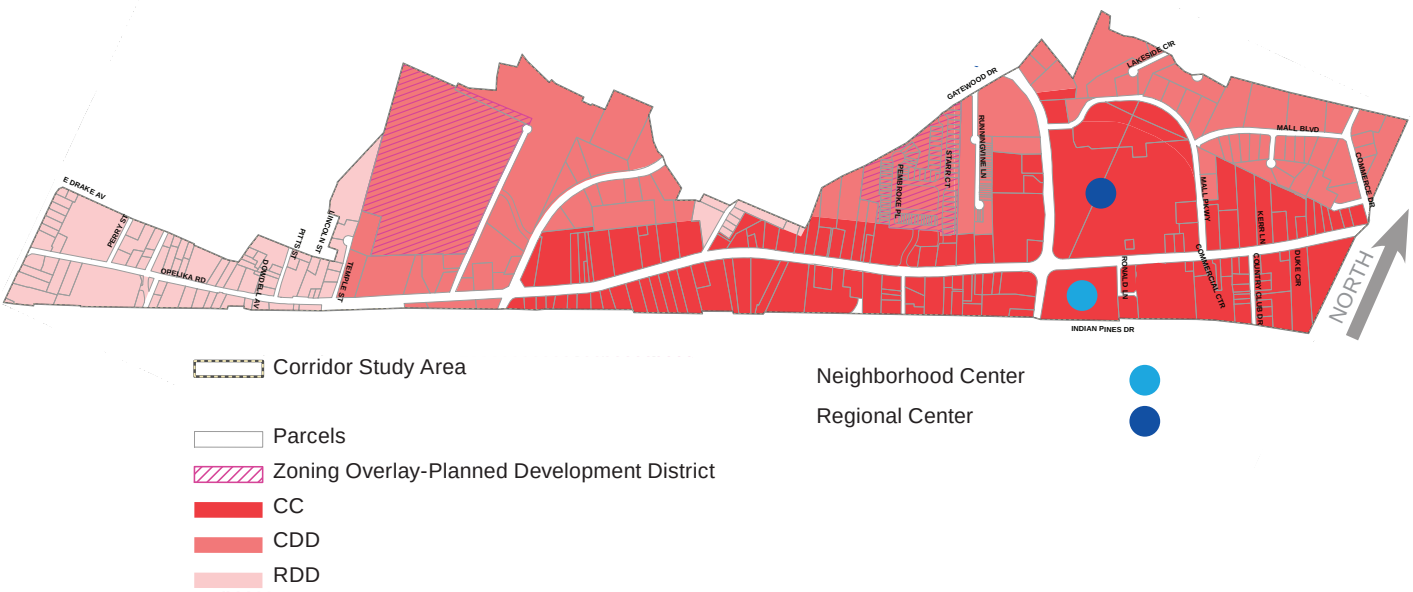
Hotel **[8 ACRES]**

Market Analysis completed June-October 2012

Zoning

The zoning along the roadway is RDD – Redevelopment District - at the western end of Opelika Road from the intersection of North Gay Street to Temple Street. The Redevelopment District is intended to promote the renewal and redevelopment of locations that have undergone significant and sometimes haphazard changes in density, land use type, and intensity by providing for intermediate residential densities and commercial and institutional uses (*Auburn Zoning Ordinance*). Along Opelika Road, the character of the development varies widely and is represented by small shops and restaurants, apartments, a post office, residences, and some car sales, parts, and service shops.

At the eastern end of Opelika Road, from North Dean Street to the city limits, the corridor zoning is CC - Commercial Conservation District. This district is intended to preserve existing shopping areas and centers, as well as being able to accommodate limited expansion. This section is highlighted by the Village Mall, a regional center, as identified in *CompPlan 2030*. Between Temple Street and North Dean Road, the zoning is CDD – Comprehensive Development District. This district allows for the development of low to moderate residential densities along with necessary commercial and institutional uses. Some of the land is undeveloped or vacant, and residential development is permitted in low to moderate densities. Mixed-use development is permitted with an emphasis on eliminating any negative impacts of mixing said uses.



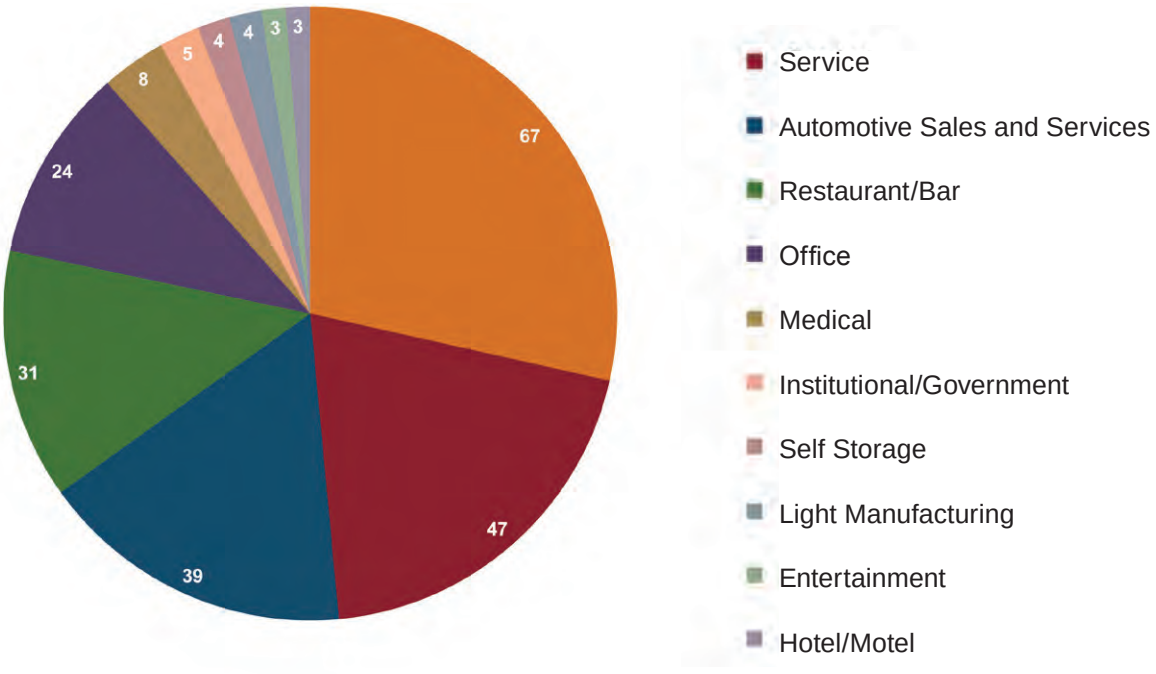
Opelika Road Corridor - Existing Business Mix

An inventory of existing businesses along the corridor was conducted in June of 2012. A total of 235 businesses were identified, and they were divided into 10 categories as shown below. The leading category was retail, with a total of 67 businesses, many of which are clustered near the intersection of Opelika Road and East University Drive, where the Village Mall and other retail centers are located. Twenty percent, or 47 businesses, were classified as service-oriented, while 16.6 percent (39 businesses) are involved with automobile sales and services.

The corridor has always had a strong automotive presence, but the Chevrolet dealership recently relocated to West Pace Auto Mall, leaving a significant void. Many of the remaining auto-oriented uses are used car dealerships, repair shops, and auto parts and accessory retailers. The corridor boasts over 30 restaurants, a mix of national chains and home-grown establishments with strong local followings. A major attraction on the corridor is AMF Auburn Lanes, the only bowling alley in the City. The other notable entertainment use is a 16-screen theater located across the street from Village Mall. Three hotels are located in the study area, and two of these (Quality Inn and Hometown Suites) are situated near the mall. Major institutional uses include the City's U.S. Post Office, the Courthouse Annex, as well as the Jan Dempsey Community Arts Center. Office uses comprise roughly 10 percent of businesses in the study area, and they are primarily small accounting, insurance and law firms. Several self-storage facilities are located along Opelika Road that draw from the large student population.

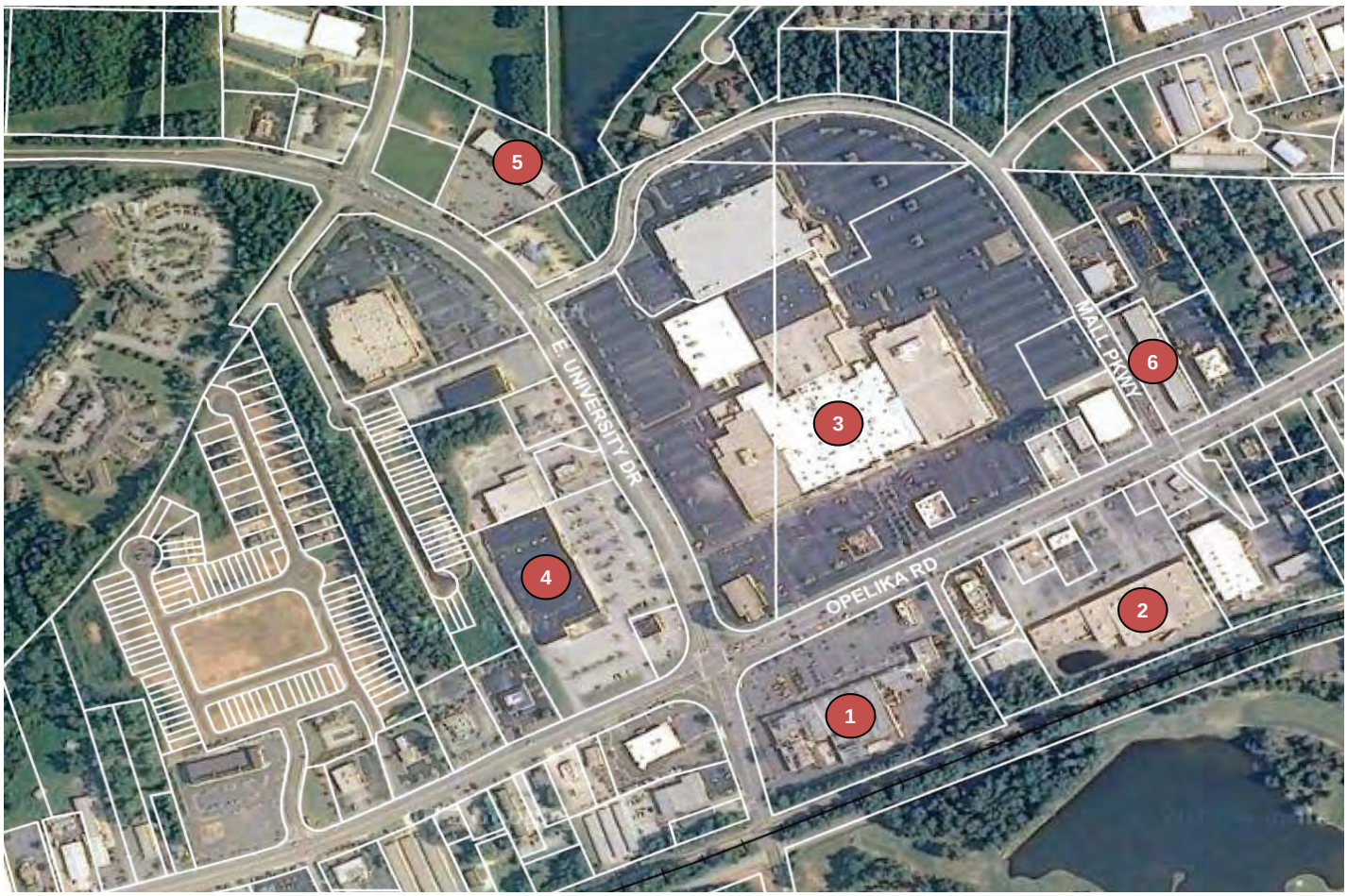
*For more information refer to *Market Analysis -Opelika Road Corridor*, Haddow and Company

Number of Businesses [by type]



Market Analysis completed June-October 2012

Opelika Road Corridor - Major Retail Centers



No.	Name	Year Built	Square Feet	Occupancy Rate	Quoted Rental Rates (Sq. Ft.)
1.	Flint's Crossing	1988	88,000	95.0%	$11.00 - $14.00 (MG)
2.	Market Square	1984	90,031	95.0%	N/A
3.	Village Mall	1973	523,948	82.0%	N/A
4.	Village Square*	N/A	88,000	0.0%	Negotiable
5.	Moore's Place	2003	18,000	83.3%	$12.00 (MG)
6.	1775 Opelika Road	2005	19,924	100.0%	N/A
	Total		**827,903**		

MG = Modified Gross Lease

* Kmart recently vacated Village Square, which explains the vacancy rate. The property is being marketed for lease and has reportedly generated considerable interest.

Source: Haddow & Company

Market Analysis completed June-October 2012

Commercial Market

Office Development Trends

Auburn has a very modest office market with the majority of space oriented to small businesses and medical professionals. The two largest concentrations of office space are Skyway Professional Center near the Auburn University Regional Airport and Central Park on North Dean Road adjacent to the study area. There are also small office clusters in downtown and south of Interstate 85 on Moores Mill Road. The Shoppes at Cary Creek is a mixed-use development at the intersection of East University Drive and North College Street where 54,000 square feet of office space is planned that will compete with the Opelika Road corridor in the future.

A survey of six office buildings was conducted to gauge rental rates and typical building sizes. Rental rates ranged from roughly $10.00 to $18.40 per square foot with a variety of different lease structures. Most office buildings are one-story and built at a density of roughly 8,000 to 10,000 square feet per acre, and the typical tenant has space needs ranging from 1,500 to 3,000 square feet. Started in 1994, Central Park is a total of 90 acres, but there are only 15 acres of undeveloped land remaining and 11 acres are earmarked for retail and mixed-use development. Land prices at Central Park range from $3 to $5 per square foot.

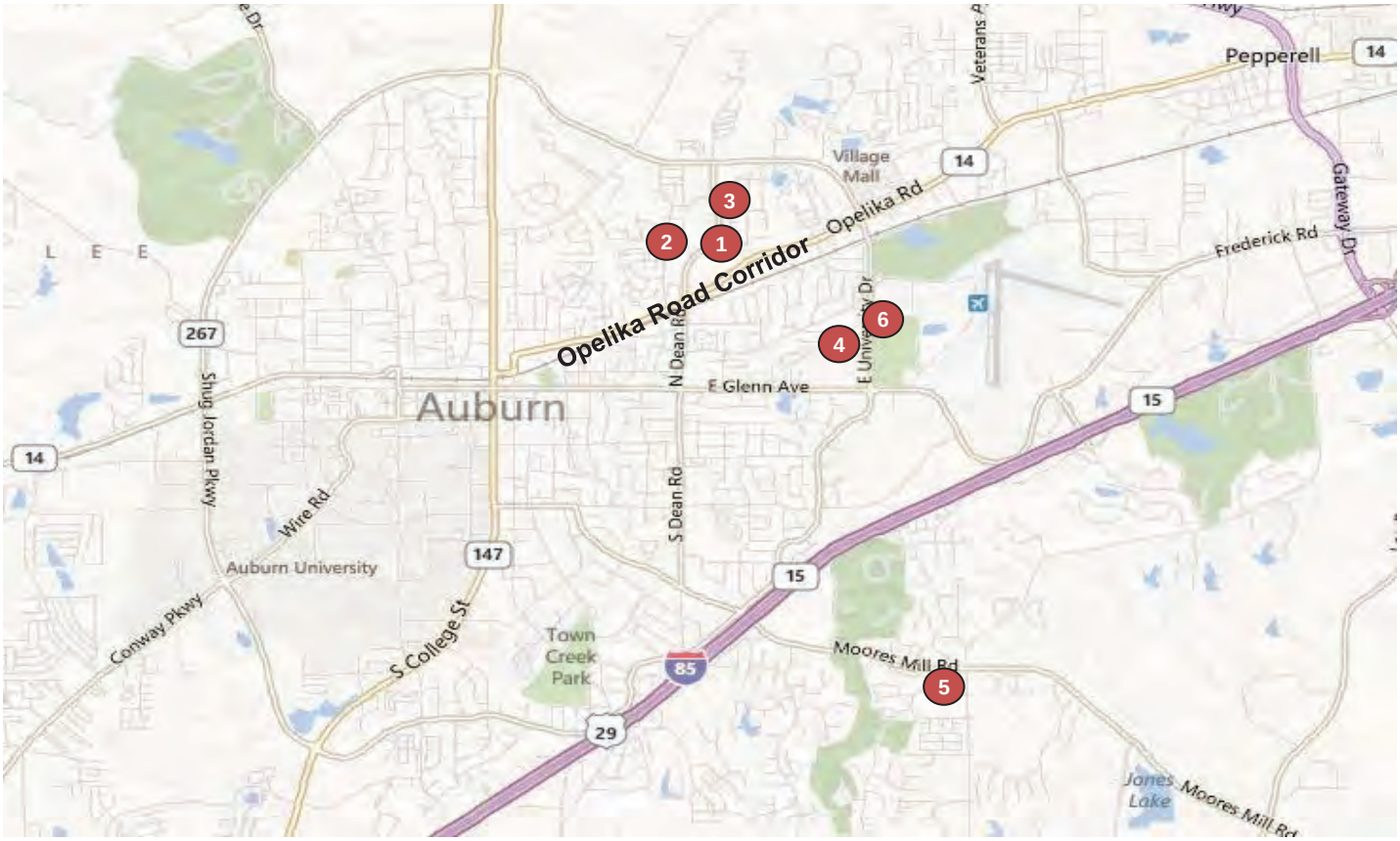
Office Development Opportunities

Although Auburn has a small office market, Opelika Road is well-positioned to capture a share of future development. It is centrally located between Downtown Opelika and Downtown Auburn, and the supply of office land at Central Park is dwindling. The success of Central Park is a good barometer of the area's appeal to office users. The biggest drawback is the physical appearance of Opelika Road, which is an impediment to attracting small firms that desire an aesthetically pleasing setting. There are a handful of larger tracts in the study area which have significant depth that could be developed with retail along the frontage and office in the rear. The biggest competition for new office space will be the planned office concentration at The Shoppes at Cary Creek.

Source: Haddow & Company

Market Analysis completed June-October 2012

Auburn-Opelika Area | Office Rental Rates at Selected Locations



No.	Building Location	Year Built	Square Feet	Number of Tenants	Occ. Rate	Rent Per Sq. Ft.	Lease Type
1.	Koullas Office Building 778 North Dean Road	2007	13,800	6	100%	$15.00 - $17.00	Modified Gross
2.	785 North Dean Road	2009	7,500	4	100%	$18.00	Negotiable
3.	890 North Dean Road	2011	8,050	3	75%	$18.00	Negotiable
4.	1675 East University Drive*	1991	2,672	1	100%	$18.40	Gross
5.	Ogletree Village 2320 Moores Mill Road Building 700	2000	6,665	3	100%	$10.55 - $18.00	Net
6.	1685 East University Drive**	1980	3,000	1	100%	$15.00	Gross
	Totals/Averages	**---**	**41,687**	**3**	**95.8%**	**$16.61**	**---**

**This building houses a veterinary practice.*

***A medical practice is located in this building.*

Sources: Haddow and Co. and Barrs Appraisal Services, Inc.

Market Analysis completed June-October 2012

Retail Development Trends

Auburn has a variety of retail offerings, with much of it concentrated along the Opelika Road corridor at Village Mall and Flint's Crossing. Downtown and South College Street are also major retail hubs catering to the student population. The Shoppes at Cary Creek features a 45,000 square-foot Publix and will have an additional 90,000 square feet of shop space and commercial outparcels. It will draw from the new residential development that occurred on the north side of town over the last decade. Hamilton Place, which also includes a Publix, anchors the south side of town. A retail node has also emerged on East Glenn Avenue near the airport where a Sam's Club and Academy Sports have located.

The Village Mall is a preferred location for retailers looking to enter the Auburn-Opelika market. However, there are a number of niche national and local retailers that would prefer a more intimate setting with an emphasis on pedestrian activity, public space, and the aesthetic environment.

Retail Development Opportunities

Opelika Road has a significant amount of retail space that is well occupied. A major void is the former Kmart space but the owner is aggressively marketing the property. The biggest near-term challenge is repositioning Village Mall, and this process is under way. Future retail opportunities in the study area will primarily occur at North Dean Road and Opelika Road and at the western end of the corridor near downtown. The intersection of North Dean Road and Opelika Road is a compelling retail location for the following reasons:

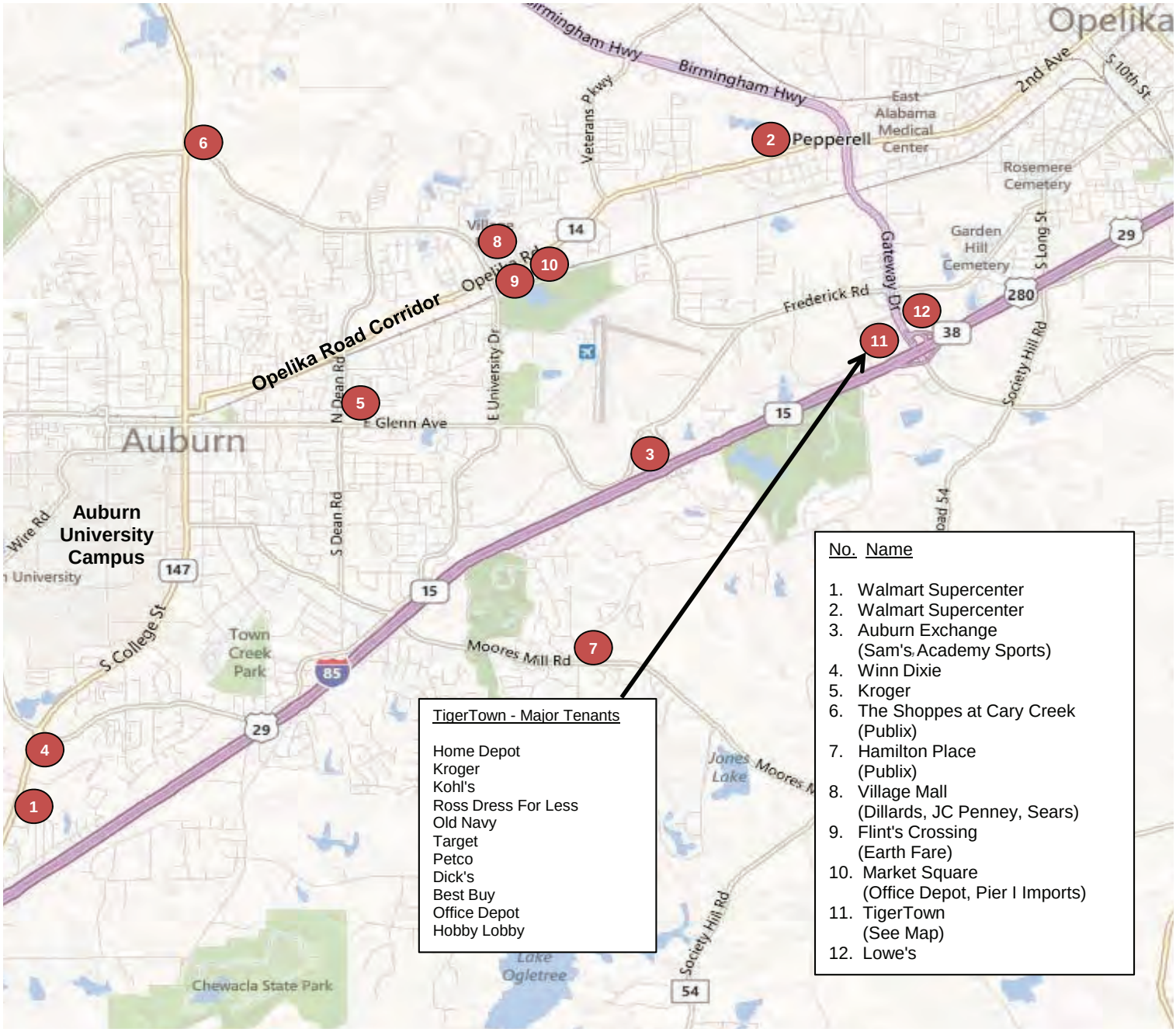
- Significant residential population within walking distance of the node, primarily residents at Creekside and Aspen Heights.
- Auburn Lanes (bowling alley) is a popular destination, and new entertainment/restaurant uses could leverage this asset.
- North Dean Road is a major north/south route that connects to neighborhoods to the south and several apartment complexes to the north.
- The former Saco gas station presents an intriguing reuse possibility.
- Land is potentially available, as property is either for sale or underutilized.

The western end of the corridor also has retail possibilities. It is located close to the University and could accommodate demand for more retail space near downtown. The "funky" character of the building stock could also appeal to art galleries, coffee shops, independent bookstores, bakeries and other offbeat uses. This area has a number of underutilized properties, especially near the intersection of North Gay Street and Opelika Road. As these properties are redeveloped, there is the potential to integrate new housing with retail uses, either vertically or in a more traditional single-story format.

Source: Haddow & Company

Market Analysis completed June-October 2012

Auburn-Opelika Area | Retail Context Map



TigerTown - Major Tenants

Home Depot
Kroger
Kohl's
Ross Dress For Less
Old Navy
Target
Petco
Dick's
Best Buy
Office Depot
Hobby Lobby

No. Name

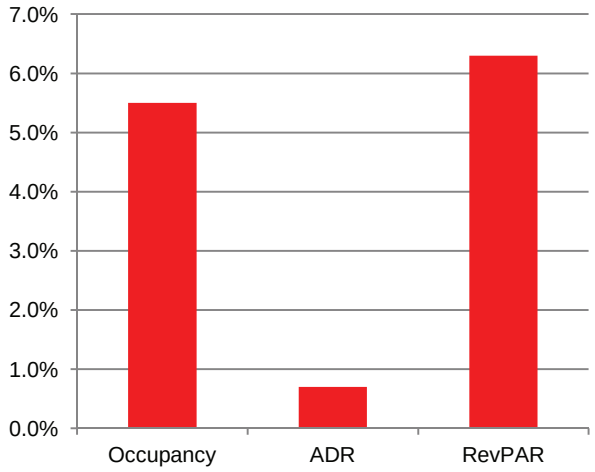
1. Walmart Supercenter
2. Walmart Supercenter
3. Auburn Exchange (Sam's, Academy Sports)
4. Winn Dixie
5. Kroger
6. The Shoppes at Cary Creek (Publix)
7. Hamilton Place (Publix)
8. Village Mall (Dillards, JC Penney, Sears)
9. Flint's Crossing (Earth Fare)
10. Market Square (Office Depot, Pier I Imports)
11. TigerTown (See Map)
12. Lowe's

Market Analysis completed June-October 2012

Hotel Development Trends

The Auburn-Opelika hotel market is struggling. The average occupancy rate increased by just over five percent from 2011 to 2012, according to Smith Travel Research. The average daily rate (ADR) and revenue per available room (RevPar) showed modest increases during the same period, as illustrated below. An oversupply of hotel rooms is likely contributing to some of the woes. The market has a total of 1,686 rooms and over 400 of these have been added since 2008. The most recent hotel delivery is the Microtel Inn (77 rooms), which was completed in 2010 and is located near TigerTown.

Hotel Performance - Percent Change from June 2011 to June 2012



*This represents the percent change in data for the 12-month period ending June 2012 relative to the 12-month period ending in June 2011.

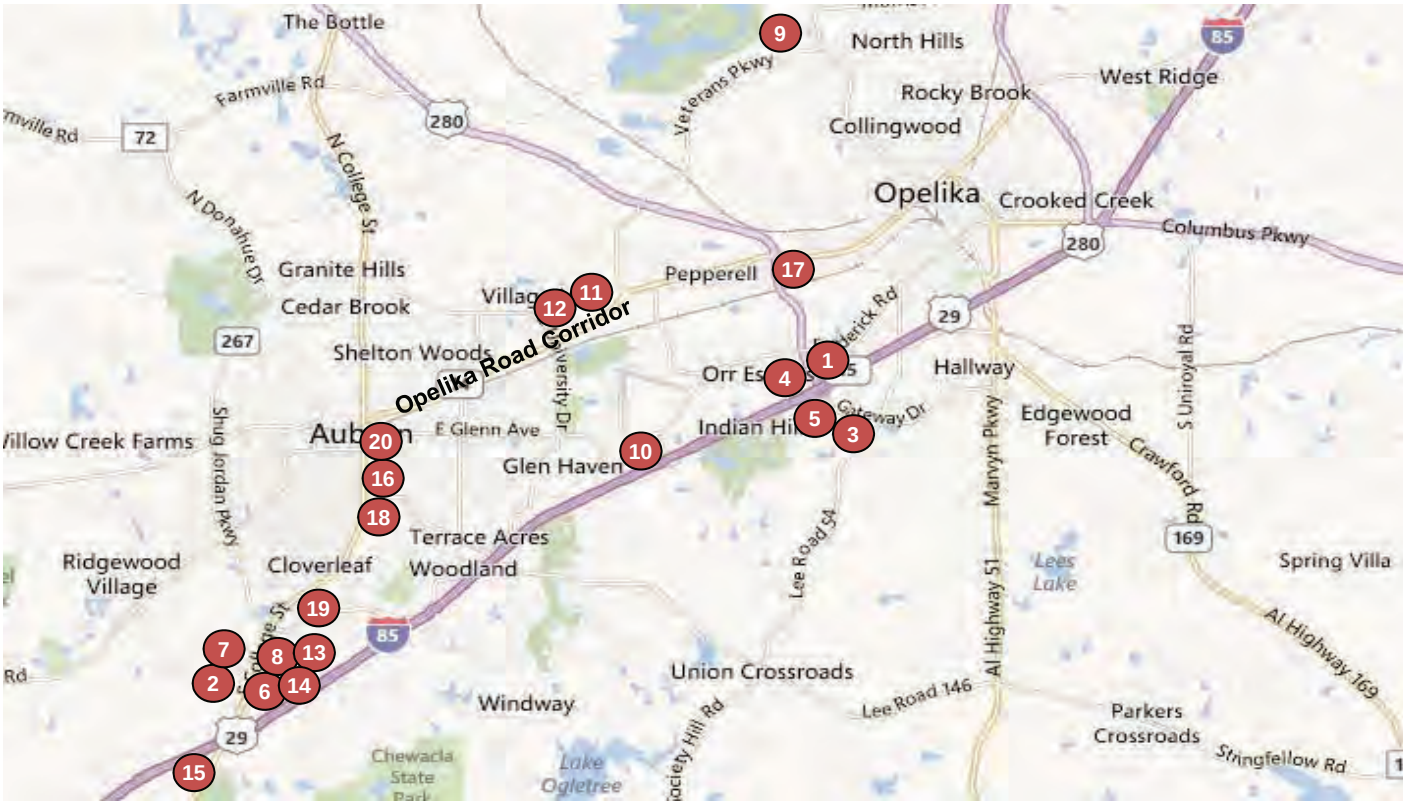
Hotel Development Opportunities

Conditions in the Auburn-Opelika hotel market are soft. New hotels are clearly not a near-term possibility. The Quality Inn and Hometown Suites are almost 15 years old, so there will be a need for new lodging facilities in the future, particularly if the effort to transform the Village Mall is successful. If new hotels were to be developed in the study area, they would likely cluster near the mall.

Source: Haddow & Company

Market Analysis completed June-October 2012

Auburn-Opelika Area | Selected Hotels



No.	Name	Year Opened	Number of Rooms
1.	Microtel Inn	2010	77
2.	Stay Lodge	2009	106
3.	Holiday Inn Express	2009	87
4.	Fairfield Inn & Suites	2008	74
5.	Hampton Inn & Suites	2008	83
6.	Sleep Inn	2006	72
7.	Microtel Inn	2005	42
8.	Holiday Inn Express	2002	82
9.	Auburn Marriott Opelika Hotel & Conference Center at Grand National	2002	129
10.	Hilton Garden Inn	2001	101
11.	Hometown Suites	1999	63
12.	Jameson Inn	1997	42
13.	Quality Inn	1996	49
14.	Econo Lodge	1996	42
15.	Hampton Inn Auburn	1992	102
16.	The Hotel at Auburn University	1988	236
17.	Best Western	1988	56
18.	Days Inn *(demolished)*	1990	85
19.	Lexington Hotel University Convention Center	1972	118
20.	University Inn	1930	40
	Total		**1,686**

Source: Haddow & Company

Market Analysis completed June-October 2012

Residential Market

Student Housing

The student housing market within proximity to the Opelika Road corridor is in danger of being overbuilt. A survey of 12 student housing developments (2,204 units) in the city was conducted to gauge current market conditions. Refer to page 28 for a list of the developments studied. These 12 developments contain a total of 7,163 beds, which were 91.5 percent occupied with an average monthly rent per bed of $438. An occupancy rate of 91.5 percent is sub-optimal, and many agents reported slow leasing velocity for the fall semester. An occupancy rate of 95% and above is considered good. A total of 2,042 beds have been added to the market since 2009, which does not include The Fairways and The Greens at Auburn. These developments (732 units) attract a large student population, but leasing is not done on a per-bedroom basis. Supply and demand conditions are further exacerbated now that The Grove and Aspen Heights developments have recently been completed, adding 1,200 more beds. Auburn University does not plan to grow undergraduate enrollment, although it would like to increase the graduate population by another 1,000 students. The University is making an effort to house more students on campus, which will further reduce demand for off-campus apartments.

There were 25,134 students enrolled at Auburn University in 2013. The University has a housing capacity for approximately 5,468 students, leaving 19,660 students who must seek housing elsewhere in the market. According to *A Student and Market-Rate Apartment Housing Analysis* completed in 2013, the purpose-built student housing has an overall vacancy rate of 8.1%, which is higher than what is usually encountered in a well-balanced student market - 4-6.5% vacancy. Recently opened properties have absorbed reasonably well with vacancies under 5%. A conservative goal of purpose-built student housing is 50% of net enrollment, which would yield a total of 9,830 beds. Deducting the 7,701 existing beds yields new development potential of 2,129 beds. The release of 1,200 beds in the past year has stressed the market; therefore, a realistic goal of 300-400 beds per year is recommended.

Only 13.4% of purpose-built beds are located within walking distance (less than one mile) from campus, which is considerably lower than at most well-developed schools where walkable beds range from 25 to 28%. A strategy to bring beds closer to campus would not only improve the potential for a successful development, but support the downtown as well.

Conventional Apartments

Most of the new apartments built in the Auburn area are geared towards students, and there is a dearth of newer product oriented toward young professionals, who do not desire a student living environment. A survey of eight developments (1,955 units) was conducted to better understand this market segment.

Included in this 1,955 unit total are The Fairways and The Greens, which attract many students but also draw retirees and young professionals. The survey revealed an occupancy rate of 94.2 percent, an average unit size of 970 square feet, and an average monthly rent of $736, or $0.76 per square foot. The newest project is The Crossings of Opelika (168 units), which garners an average monthly rent of $0.78 per square foot. The Fairways and The Greens at Auburn achieved the highest rent per square foot ($0.82), primarily because of the modest average unit size of 862 square feet.

Student and Market-Rate Apartment Housing Analysis completed March 2013
Opelika Road Market Analysis completed June-October 2012

The biggest barrier to development of more conventional apartments is the low rental rates, which do not support the cost of new construction. According to leasing agents and others interviewed, there is a need for newer rental product targeted to young professionals, families, and others.

The *Student and Market-Rate Apartment Housing Analysis* notes vacancy rates citywide for conventional market rate housing are low, ranging from 3.4% to 6.2%. Vacancies within this market appear to be limited by supply rather than demand. The city has considerable need for conventional apartment development in a variety of product types, including young professional and senior/empty nester housing. Targeting young professionals with product specific development, such as a mixed-use/town center style with amenities more appropriate for an older tenant would be well received in the Auburn market. Similarly, ranch apartments with attached garages and senior-appropriate amenities would appeal to seniors. Recommendations for potential apartment development within this study include an upscale market-rate development with high-end rents and a market-rate development with moderate rents. Also included in the recommendations are an upscale senior apartment community and a moderately priced senior apartment community.

Residential Subdivisions

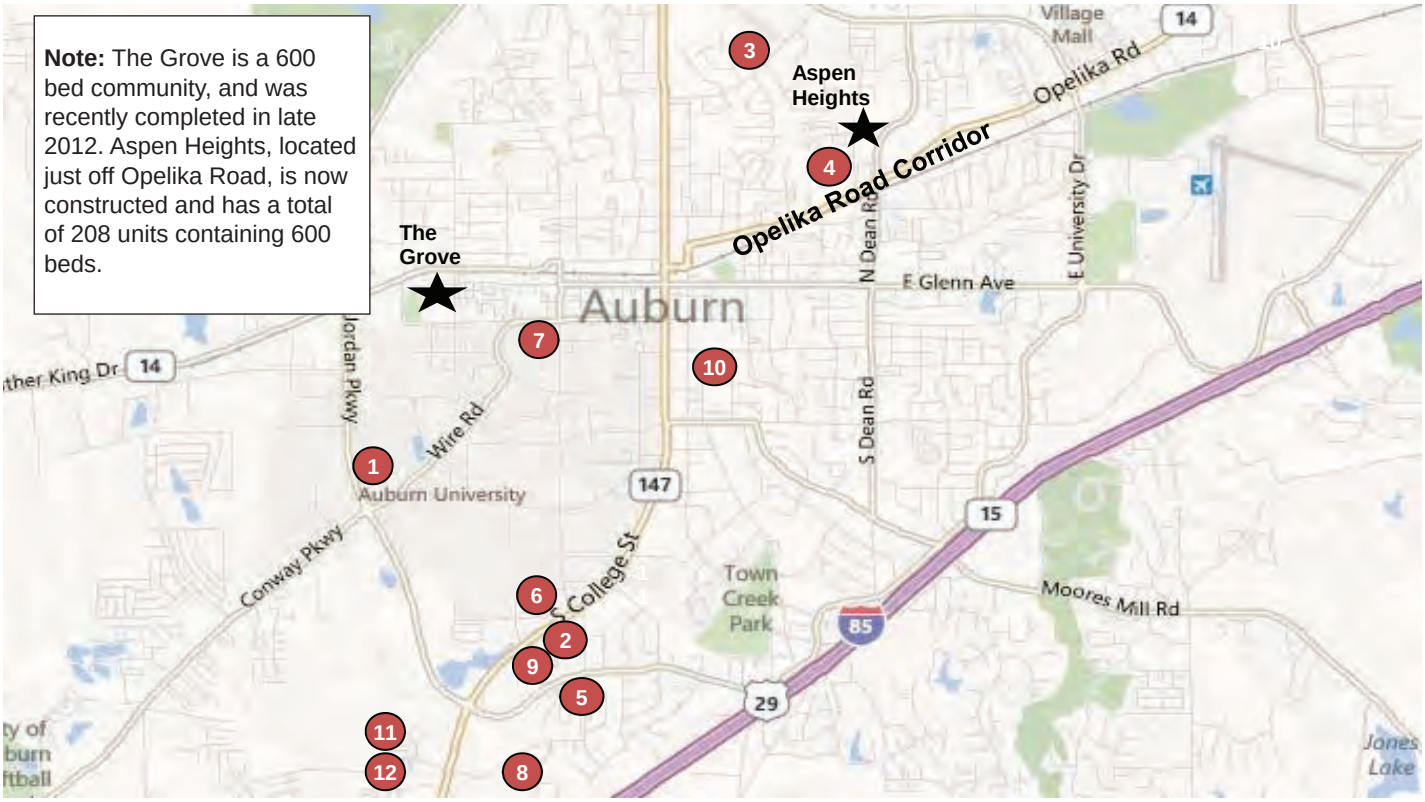
The Opelika Road corridor does not have many large parcels that are suitable for conventional single-family development at lower densities. New for-sale residential will likely be higher density infill development and consist of townhomes and other forms of attached housing. Therefore, the market survey focused on projects with densities ranging from 2.4 up to 9.3 units per acre. One notable development near the study area is Villas at Midtowne, located south of Opelika Road on East University Drive. The project started in 2005 and contains 16 units on 2.4 acres, which translates to a density of 6.7 units per acre. All the units have been sold, and resale prices range from $230,000 to $250,000. Hamilton Gables is another development that offers a good example of the type of housing suitable for the study area. Located south of Interstate 85 in Opelika, the development will consist of 60 units on 13.4 acres, or a density of 4.5 units per acre. Hamilton Gables is a mix of single-story duplexes and fourplexes with prices ranging from $211,000 to $306,000. Although it is not an age-restricted community, the project does attract the market segment known as “active adults,” who are generally 55 years and older.

Senior Housing

A number of senior housing projects are located near the Opelika Road corridor, and six of these developments were surveyed. The projects contain a total of 232 independent living units and 191 assisted living units. The occupancy rate for the independent living units was only 84.2 percent, and one factor cited for the low occupancy was the inability of people to sell their existing homes at an acceptable price. All of the facilities except for Monarch Estates were built before 2000, and four of the facilities are owned by East Alabama Medical Center. The area is a good location for senior housing because of the proximity to the hospital, the medical offices on North Dean Road, and Village Mall.

Student and Market-Rate Apartment Housing Analysis completed March 2013
Opelika Road Market Analysis completed June-October 2012

Note: The Grove is a 600 bed community, and was recently completed in late 2012. Aspen Heights, located just off Opelika Road, is now constructed and has a total of 208 units containing 600 beds.



No.	Name	Year Built	No. of Floors	No. of Beds	No. of Units	Average Unit Size (Sq. Ft.)	Avg. Monthly Rent Per Bed[1]	Occ. Rate[2]
1.	The Veranda	1989	3	368	96	N/A	$328	80.0%
2.	Legacy at Auburn	1991	3	640	186	1,174	$329	75.0%
3.	Copper Beach	2009	3	754	271	1,827	$460	98.0%
4.	Creekside of Auburn[3]	2007	1-3	660	N/A	N/A	N/A	98.0%
5.	Garden District Apartments	1997	2-3	449	205	1,106	$474*	N/A
6.	The Edge at Auburn	2003	3	408	116	1,352	$350	100.0%
7.	The Edge West at Auburn	2004	3	420	132	1,231	$495	100.0%
8.	The Exchange	2009	3	900	312	1,221	$522*	95.5%
9.	The Reserve on South College	2000	3	576	180	1,146	$340*	94.0%
10.	Two21 Armstrong[4]	2009	3	388	156	1,059	$597	100.0%
11.	University Heights[4]	2002	3	756	246	1,176	$383*	85.9%
12.	University Village	2004	3	844	304	1,137	$500*	85.3%
	Totals/Weighted Averages			**7,163**	**2,204**	**1,255**	**$438**	**91.5%**

1 The general market standard is that cable, internet, and trash service are included in the monthly rent. Utilities (water, electricity, telephone) are not included unless noted otherwise.

2 The occupancy rate is based on the number of beds and does not include Garden District Apartments which would not disclose the current occupancy rate.

3 Creekside of Auburn is a condominium development containing a total of 360 units (1,119 beds). Woodruff Companies is responsible for leasing 660 beds. The occupancy rate above reflects occupancy for the 660 beds.

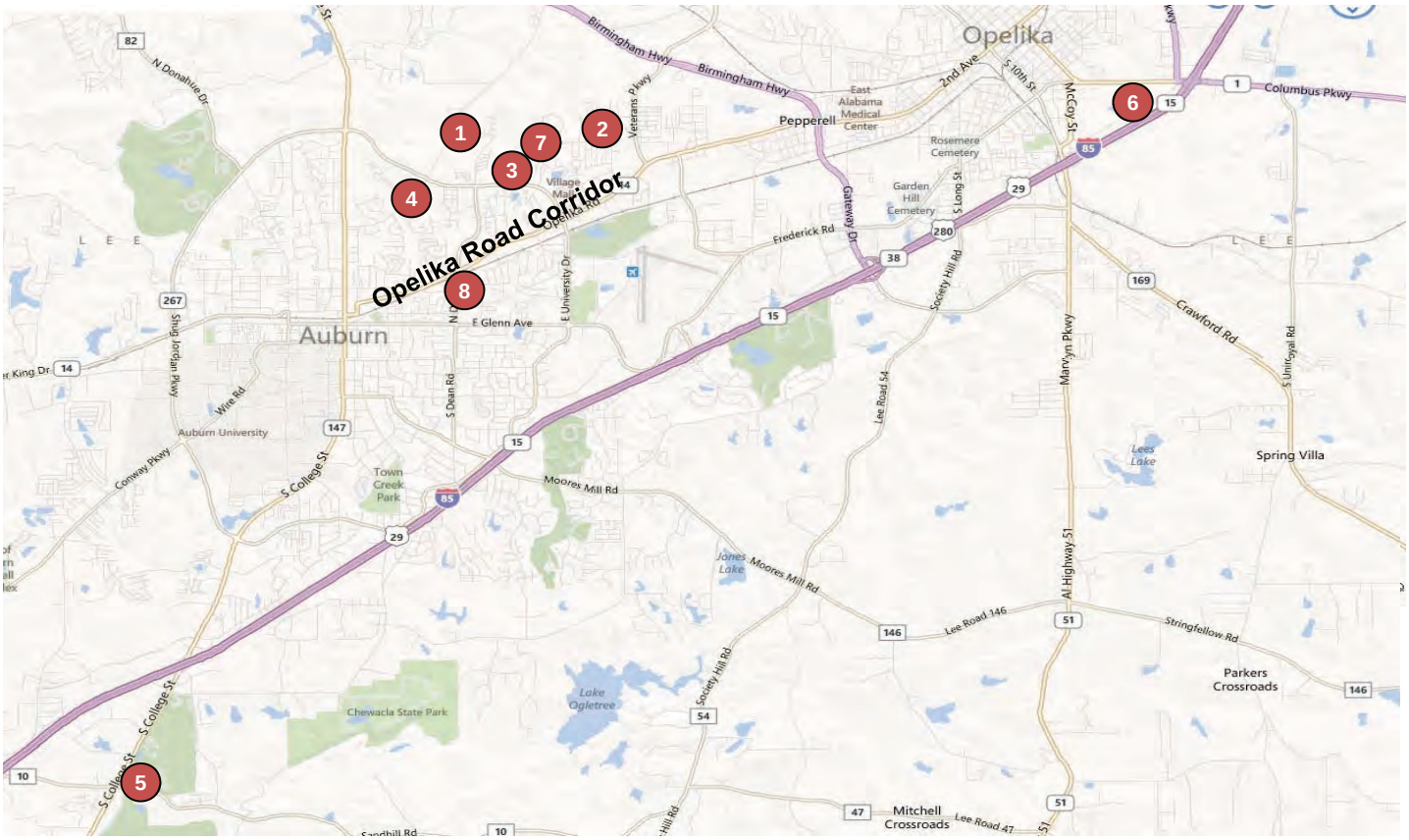
4 All units are furnished.

* Includes all utilities except electricity.

Date: June, 2012

Source: Haddow & Company

Market Analysis completed June-October 2012



No.	Project	Year Built	No. of Floors	Total Units	Average Unit Size (Sq. Ft.)	Effective Monthly Rent	Average Rent Per Sq. Ft.	Unit Mix 1BR	2BR	3BR	Occ. Rate
1.	The Arbors @ Meadowbrook	2001	2	214	1,039	$755	$0.73	19.6%	47.6%	32.7%	94.0%
2.	Paces at The Estates	2008	3	180	1,095	$825	$0.75	33.0%	67.0%	0.0%	100.0%
3.	Westshore Landing	1987	2	112	900	$715	$0.79	21.4%	57.2%	21.4%	92.0%
4.	Shelton Mill Townhomes[1]	1978	1-2	109	1,242	$726	$0.58	14.7%	44.0%	41.2%	100.0%
5.	The Fairways/The Greens at Auburn[2]	2009	2	732	862	$710	$0.82	33.0%	66.6%	0.0%	99.0%
6.	The Crossings of Opelika[3]	2011	3	168	1,118	$873	$0.78	21.4%	57.1%	21.4%	68.0%
7.	Village at Lakeside	1985	2-3	200	1,109	$730	$0.66	0.0%	80.0%	20.0%	93.0%
8.	Courtyards at Auburn[4]	1968	2	240	832	$656	$0.79	31.6%	63.3%	5.0%	93.0%
Totals/Weighted Averages				**1,955**	**970**	**$736**	**$0.76**	**25.3%**	**62.9%**	**11.6%**	**94.2%**

1 Shelton Mill Townhomes was developed in two phases, with delivery of the first phase in 1978 and delivery of the second phase in 1985.

2 The Fairways/The Greens at Auburn attracts many students, but the renter profile also includes retirees, young professionals, and families. The property features an 18-hole golf course.

3 The Crossings of Opelika delivered in June, 2011 and is still in initial lease-up.

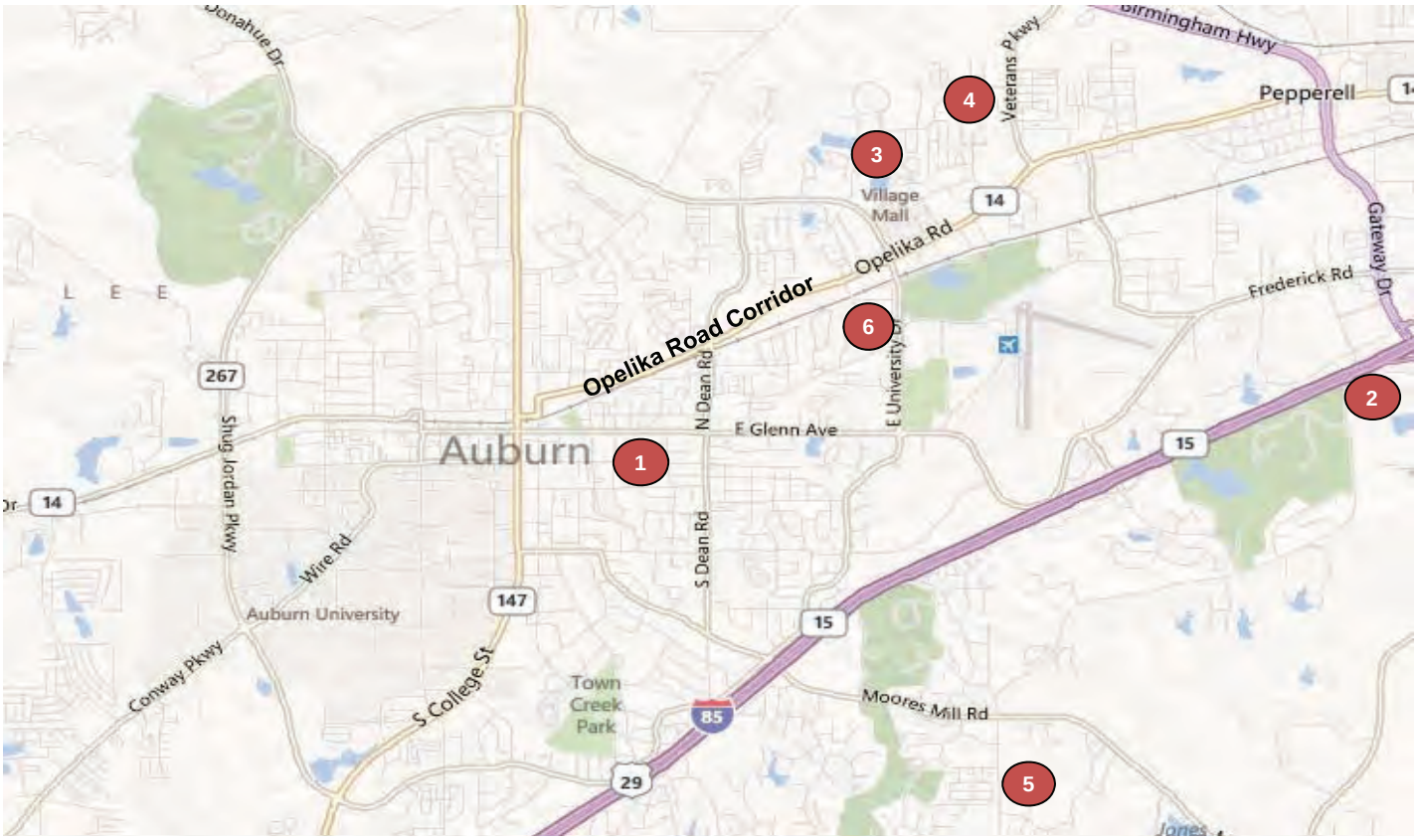
4 The Courtyards at Auburn was delivered in three phases: 1968;1986;1989.

Date: June, 2012

Source: Haddow & Company

Market Analysis completed June-October 2012

Selected Residential Subdivisions



No.	Development Name (Type)	Year Started	Planned Units	Site Size (Acres)	Density (Units/Acre)	Houses Built	Houses Sold*	Price Range
1.	Charleston Place (TH/SF/Row Houses)	2001	73	31.0	2.4	42	N/A	$220,000 - $300,000
2.	Hamilton Gables (DP/FP)	2008	60	13.4	4.5	28	19	$211,000 - $306,000
3.	Oxley Manor (TH/DP)	2006	32	3.9	8.2	32	20	$105,750 - $333,900
4.	Hilltop Pines (TH)	2006	64	6.9	9.3	40	36	$155,000 - $188,600
5.	East Lake (TH)	2008	44	10.0	4.4	11	6	$265,000 - $435,000
6.	Villas at Midtowne (TH)	2005	16	2.4	6.7	16	16	$230,000 - $250,000

TH = Townhome; SF = Single-Family; DP = Duplex; FP = Fourplex

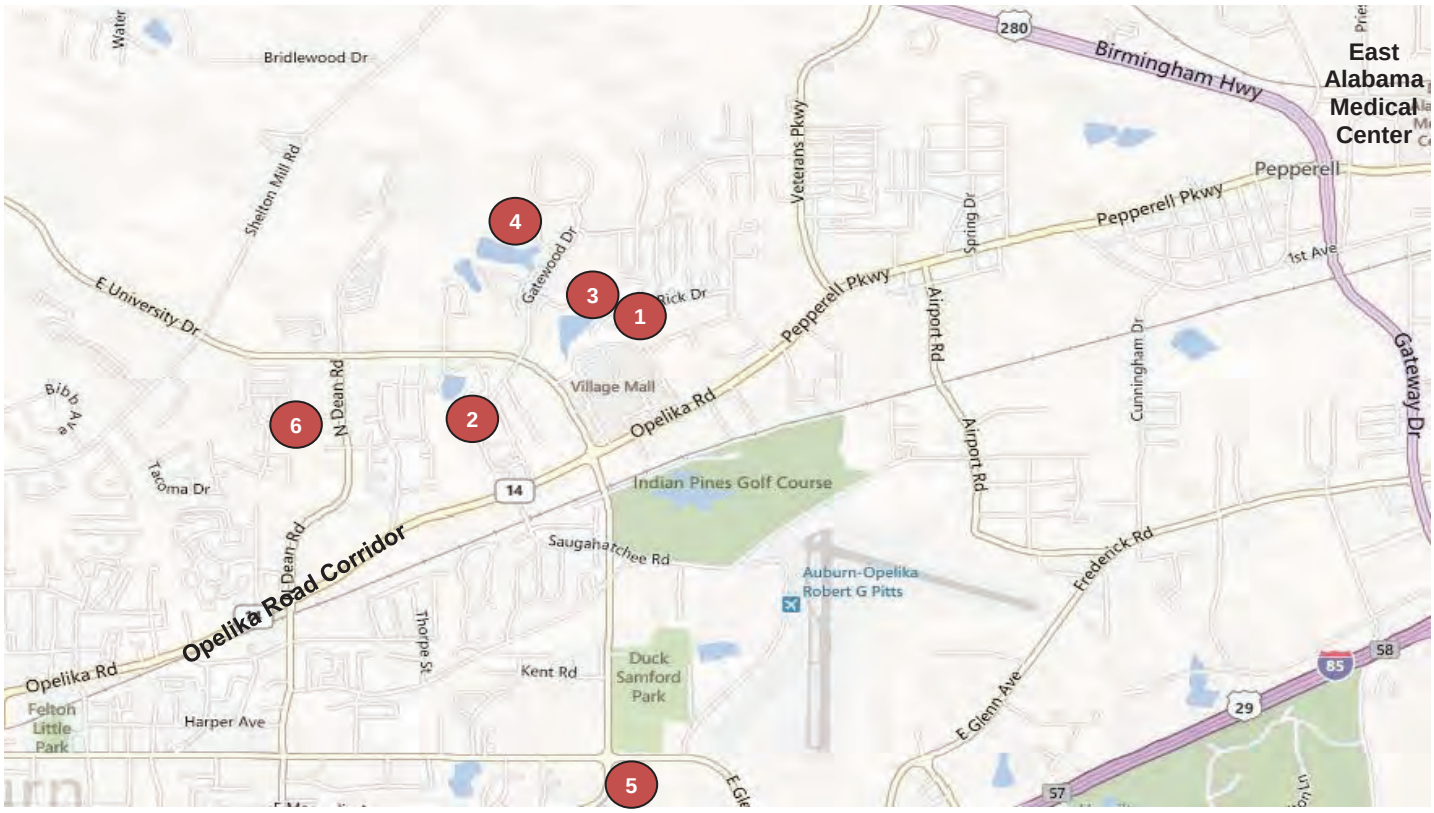
* Houses sold represent sales from the developer/builder, not resales.

Date: June, 2012

Sources: Haddow & Company and Prudential Preferred Auburn

Market Analysis completed June-October 2012

Selected Senior Housing Developments



No.	Project Name	Owner	Year Built	Independent Living Units	Occ. Rate	Assisted Living/ Dementia Care Beds	Occ. Rate
1.	Azalea Place	East Alabama Medical Center	1999	30	96.6%	42	92.8%
2.	Camellia Place	East Alabama Medical Center	1999	20	65.0%	58	100.0%
3.	Magnolia Place (Atria Auburn)	East Alabama Medical Center	1986	13	92.3%	42	83.3%
4.	Oak Park*	East Alabama Medical Center	1980s	55	83.0%	---	---
5.	Monarch Estates	Holiday Senior Living	2001	114	84.0%	---	---
6.	Morningside of Auburn	Five Star Senior Living	1998	---	---	49	92.8%
Totals/Averages				**232**	**84.2%**	**191**	**92.9%**

* Includes 87-bed nursing home.

Date: May, 2012

Source: Haddow & Company

Market Analysis completed June-October 2012

Transportation

Speed and Road Configuration

Right-of-way along the corridor varies, but is generally 65 feet for the 3-lane section and 100 feet for the 5-lane section from Temple Street to the city limits. Actual versus posted speed limits are shown below. In all recorded sections, the 85th percentile speed exceeded the posted speed limit.

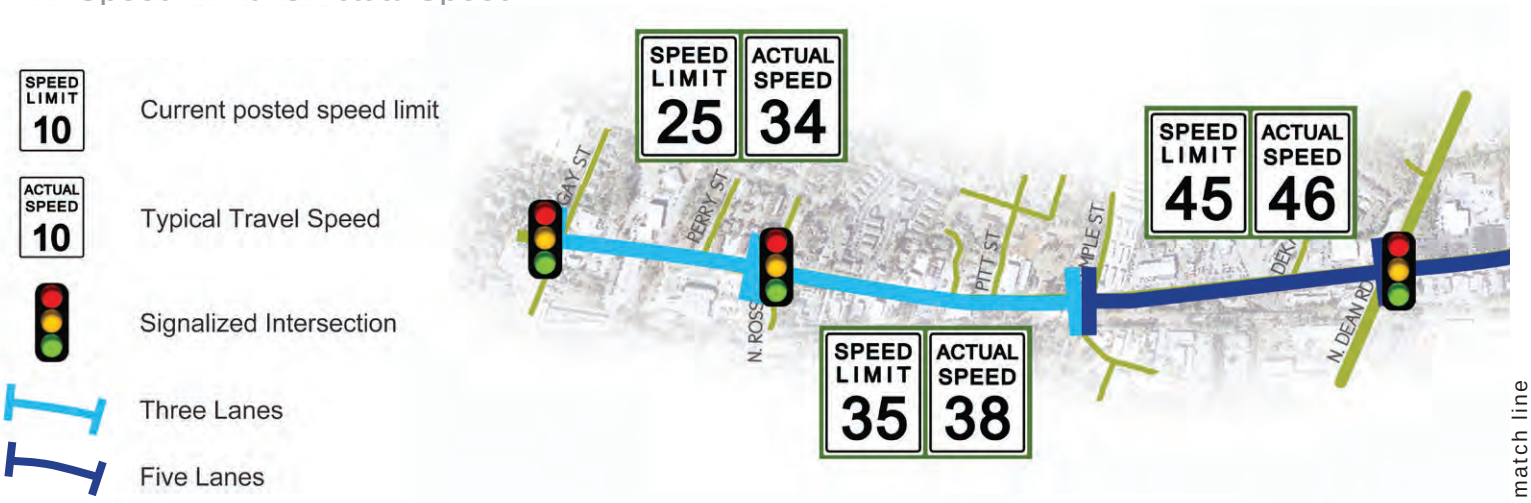
Opelika Road currently has six intersections which are signalized. They include:

- Opelika Road @ North Gay Street
- Opelika Road @ North Ross Street
- Opelika Road @ North Dean Road
- Opelika Road @ East University Drive
- Opelika Road @ Ronald Lane
- Opelika Road @ Mall Parkway

Section #	Section	Number of Lanes	Posted Speed Limit (MPH)	Description*
1-A	North Gay Street to North Ross Street	3	25	2 Lanes with TWLTL
1-B	North Ross Street to Temple Street	3	35	2 Lanes with TWLTL
1-C	Temple Street to North Dean Road	5	45	4 Lanes with TWLTL
2	North Dean Road to East University Drive (EUD)	5	45	4 Lanes with TWLTL
3	EUD to Auburn city limits	5	45	4 Lanes with TWLTL

* Two Way Left Turn Lane (TWLTL)

Speed Limit vs Actual Speed



Traffic Volume and LOS

Traffic Volumes and Trends

Average Daily Traffic (ADT) volumes along Opelika Road generally decrease from east to west, as the road narrows from four to two lanes, and as the speed limit is reduced from 45 to 25 mph. Near the city limits the ADT is approximately 26,800 vehicles. East of East University Drive (EUD), near the Village Mall, the ADT on Opelika Road is approximately 25,700. West of the intersection, about halfway between EUD and North Dean Road, the volume is 18,700, which is approximately consistent westbound until close to the intersection of North Gay Street, where the ADT tails off to about 15,100. Hourly characteristics show a slight morning peak around 7 am, with traffic slightly heavier in the westbound direction (towards downtown). Traffic volume continues to increase through the morning and experiences another peak around noon, higher than the AM peak, and then increases again until the afternoon peak around 4 pm. Directional splits are nearly even, with slightly higher eastbound volumes in the afternoons. Near the mall, the noon peak volume is slightly higher than the afternoon peak.

Some of the major trip generators along Opelika Road include (during school season) the Creekside apartment complex off of DeKalb Street, and other small residential neighborhoods off of side streets. The commercial nature of the corridor does not abound with major trip generators. Relative to the other uses on the roadway, the mall and nearby shopping centers are the largest trip attractors, but other significant attractors include the post office and other strip shopping centers along the roadway.

A vehicular classification count was taken on April 18, 2012, to determine the type of vehicles heading in each direction over the course of the day. Heavy vehicle percentages are low, with approximately 0.9% of the total volume composed of heavy vehicles. Buses and single-unit trucks comprised another 4.7% of the total volume.

Level of Service

Level of service (LOS) is a letter designation (A through F) which explains the typical amount of delay associated with driving through an intersection for vehicles. The existing traffic volumes were entered into a Synchro 8.0 model to perform capacity analysis of existing conditions for the AM and PM peak periods.

The signalized intersections of Opelika Road at North Gay Street, North Ross Street, and North Dean Road operate at a level of service (LOS) C or better throughout the day, including all movements and approaches. The intersection of East University Drive and Opelika Road, which experiences the most entering traffic volume, also experiences the most delay and lowest levels of service. The overall level of service in the AM peak period is E, and in the midday (MD) and PM peak periods, the LOS experienced is D. The north and southbound left turning movements, which are permissive only, can experience LOS F at various times of the day. The protected westbound left movement experiences a LOS D in the PM Peak.

The intersections of Opelika Road at Ronald Lane and Mall Parkway operate with LOS A or B for the east and westbound directions for the day, due in part to the coordinated signal timing. The north and southbound movements experience typical delays associated with leaving a shopping center onto a major roadway (LOS C, D, or E for all movements).

The adjacent table shows the capacity analysis results in terms of seconds of delay and the associated level of service for each intersection by approach. The minimum LOS should be D, while an LOS of C is desired.

Existing Conditions Capacity Analysis Results

Intersection	Approach	AM		MD		PM	
		LOS	Delay	LOS	Delay	LOS	Delay
Opelika Road @ North Gay Street	NB	A	5.2	A	4.8	A	6.5
	SB	B	11.2	A	9.9	B	11.7
	EB	-	-	-	-	-	-
	WB	B	11.2	B	19.5	B	19.7
	Intersection	A	9.1	B	11.4	B	12.6
Opelika Road @ North Ross Street	NB	A	8.9	B	10.8	C	22.2
	SB	B	12.2	B	12.9	C	23.2
	EB	A	6.9	A	7.5	A	9.7
	WB	A	8.2	A	7.7	B	12.8
	Intersection	A	8.7	A	8.6	B	14.8
Opelika Road @ North Dean Road	NB	B	14.2	B	15.8	C	20.9
	SB	B	15.2	B	19.3	C	23.6
	EB	B	15.7	B	16.2	B	18.7
	WB	B	14.9	B	13.5	B	19.1
	Intersection	B	15.0	B	15.7	C	20.1
Opelika Road @ East University Drive	NB	C	31.8	D	38.3	D	38.9
	SB	F	123.2	F	83.6	E	77.2
	EB	C	26.3	E	58.7	E	55.7
	WB	C	23.5	C	28.0	D	39.4
	Intersection	E	56.3	D	50.4	D	52.6
Opelika Road @ Ronald Lane	NB	D	54.5	E	63.5	E	61.7
	SB	C	27.8	D	36.7	C	32.1
	EB	A	5.8	B	15.5	A	7.5
	WB	A	4.3	A	8.8	A	2.5
	Intersection	A	8.7	B	18.4	B	10.5
Opelika Road @ Mall Parkway	NB	D	36.3	C	25.7	C	26.8
	SB	D	42.7	D	45.8	D	52.0
	EB	A	4.4	A	8.3	B	14.8
	WB	A	5.6	B	14.2	B	15.9
	Intersection	A	8.2	B	15.3	B	19.7

Crashes

The City of Auburn provided 2009-2011 crash data for the Opelika Road Corridor on May 30, 2012. The location with the highest number of crashes was the intersection of Opelika Road and East University Drive. One hunderd crashes, collisions, accidents, or incidents occurred over the course of 2009-2011, with the amount increasing each year from 26, to 36, then 38, respectively. The crash rate for each intersection was calculated by dividing the number of crashes by the yearly volume in million vehicles entering the intersection. The crash rates were calculated for locations with high number of crashes, or moderate number of crashes and moderate traffic volume. The intersection with the highest number of crashes - Opelika Road and EUD - also had the highest crash rate at 2.34 crashes per million vehicles entering (MVE) the intersection. The other intersection of note is Opelika and Dean Road at 1.68 crashes per million vehicles entering. According to Wisconsin Department of Transportation's U.S. Highway 51 Needs Assessment, an intersection crash rate below 1.5 crashes per million vehicles entering is normal. The report also states that intersection crash rates of 1.5 to 2.0 MVE "warrant watching" and intersection crash rates above 2.0 MVE "warrant further investigation". The intersections which have crash rates less than 1.5 crashes per MVE include Opelika Road at DeKalb Street, Ross Street, Ronald Lane, and Mall Parkway. Year to year trends show a general decrease of crashes across the intersections, but the data set per intersection is too small to draw significant conclusions from this result.

Opelika Road/East University Drive

The high crash rate is likely caused by numerous conflict points. After review of the 100 crashes that occurred at this location over the years 2009-2011, no single feature or condition appears to cause the crashes.

Opelika Road/North Dean Road

The 2006 Auburn Citywide Crash Study showed that the crash rate at this intersection was 3.52 crashes per MVE for years 2003-2004. The 2009-2011 value of 1.68 crashes per MVE is much lower. The striping and sight distance appear to be acceptable at this intersection, despite the skew angle. The crash rate of 1.68 crashes per MVE is likely due to conflict points at the intersection and roadway speeds increasing danger.

Crashes

10 — Average total crashes per intersection per year, based on data from 2009-2011

Width denotes crash rate within each road segment, based on data from 2009-2011

match line

Sidewalks

Appropriate sidewalks present

Satisfactory sidewalks; Room for improvement

match line

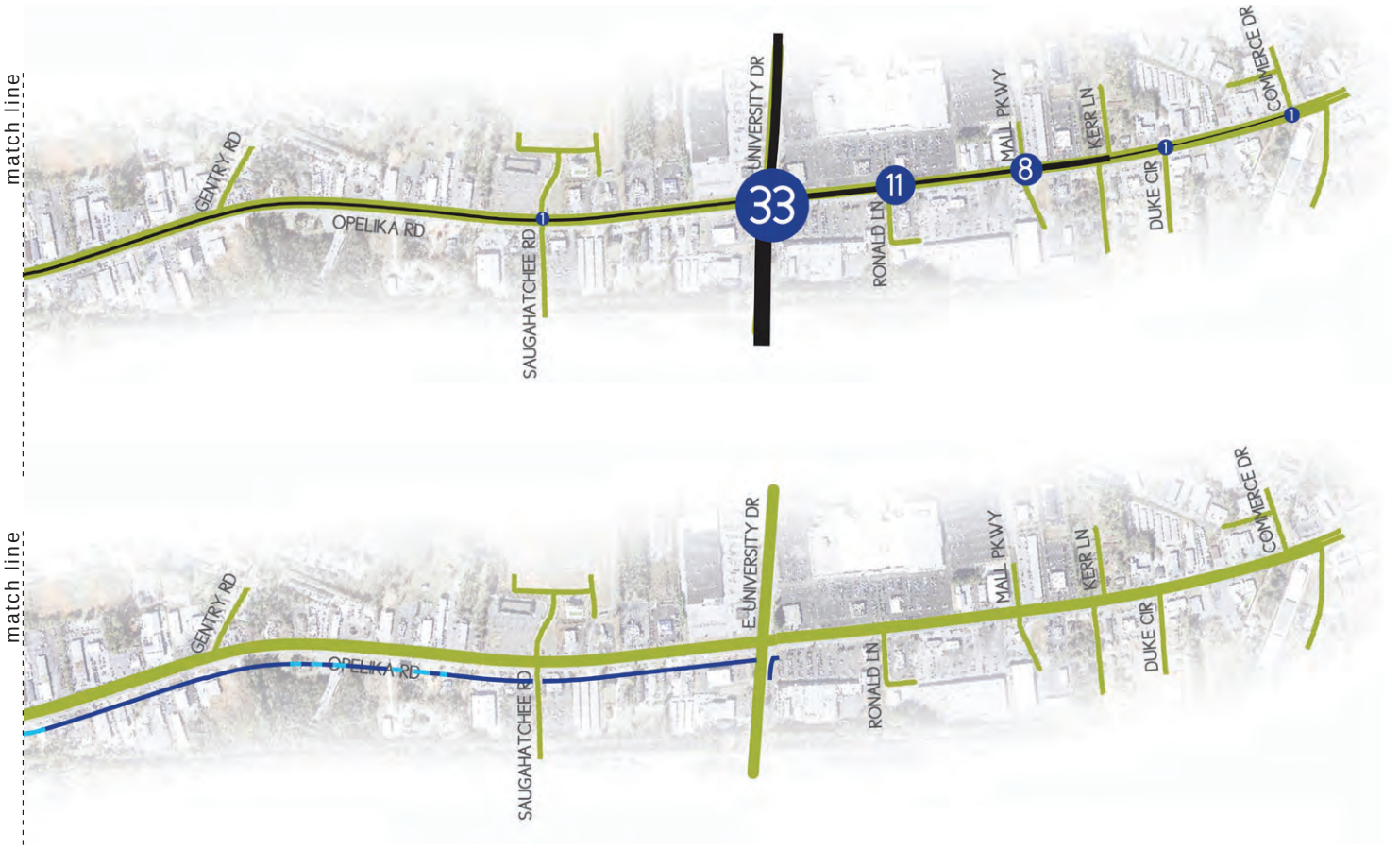
Opelika Road/DeKalb Street

Although the crash rate at Opelika and DeKalb Street is only 1.28 crashes per million entering vehicles, many of the crashes reported at the intersection involve a southbound driver on DeKalb Street failing to yield to westbound through traffic on Opelika Road. Limited sight distance may be the cause of the common crash type and should be evaluated.

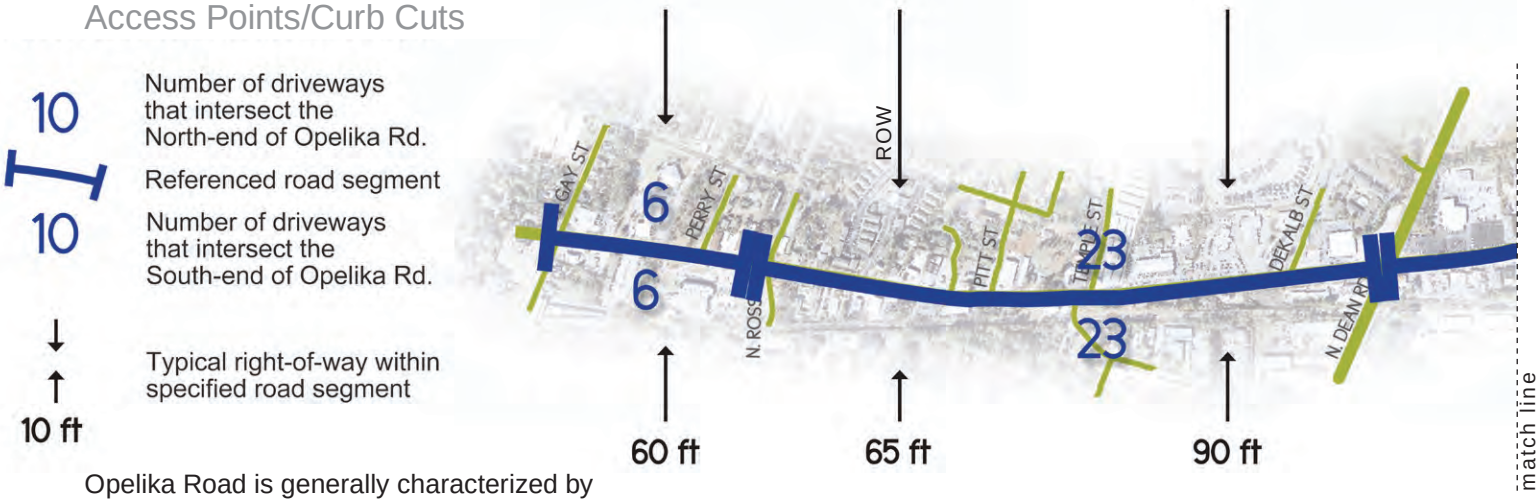
Sidewalks

The pedestrian facilities along Opelika Road are significantly lacking in terms of quality, coverage, and safety. There is a lack of crosswalks, pedestrian signals and push buttons. As seen to the right, sidewalks are provided in limited locations and are of varying condition. Auburn University students completed a pedestrian level of service analysis along Opelika Road, concluding a LOS of D for section 1-A; E for 1-B; and F for sections 1-C, 2 and 3.

	Section	Pedestrian Features
1-A	North Gay Street to North Ross Street	sidewalks; no pedestrian heads or buttons at Gay or Ross Street intersections
1-B	Ross Street to Temple Street	intermittent/incomplete sidewalks, typically more on the north side of the roadway; little or no separation from parking lots and road
1-C	Temple Street to North Dean Road	no sidewalks, one crosswalk and two ped signal heads, pushbuttons at Dean Road intersection
2	North Dean Road to East University Drive	painted crosswalk/sidewalk along the south side of the road with no physical separation from the roadway from Dean Road for 1,000 ft; continues intermittently with sidewalk to EUD, no sidewalk on north side
3	East University Drive to Auburn city limits	crosswalks exist at EUD and Opelika, but no pedestrian heads or connecting sidewalks to the east on either side of Opelika Road. No pedestrian facilities at Ronald Lane, only one crosswalk at Mall Pkwy, no sidewalks to east



Access Points/Curb Cuts



Opelika Road is generally characterized by numerous curb cuts and continuously open curbs. A preliminary estimate revealed that there are approximately 64 curb cuts per mile along the entire length of the corridor. The table to the right shows the number of curb cuts for each roadway section. All of the sections experience a comparable and high number of curb cuts. Some commercial properties share driveways or curb cuts, but most have at least one of their own. Research has shown that accident rates will increase as the number of curb cuts increase along a given road. Roads with 40-60 curbs cuts per mile have rates of 6 accidents per month.

Section	Road Segment	Length (mi)	North	South	Total	Cuts/ mile
1-A	Gay to Ross	0.24	6	6	12	50
1-B & 1-C	Ross to Dean	0.72	23	23	46	64
2	Dean to EUD	1.06	34	41	75	71
3	EUD to City Limits	0.65	22	17	39	60
Total		2.67	85	87	172	64

Pedestrians

At the afternoon peak period (4:00-6:00pm), 14 pedestrians crossed Opelika Road at North Gay Street. At North Ross Street., 28 pedestrians crossed; North Dean had 5 pedestrians cross; at East University Drive, 4 pedestrians crossed. This illustrates that pedestrian activity is correlated with the availability of pedestrian facilities as well as the adjacent roadway character in terms of speed, width, and safety.

Bicycles

No bicycle lanes exist along Opelika Road. Bicycle lane sharing pavement markings also do not exist. The Auburn-Opelika MPO Long Range Transportation Plan shows planned pedestrian or bicycle improvements associated with roadway improvement projects from the intersection of North Dean Road to the city limits. Despite a healthy student population, no bicycle activity was observed along Opelika Road during field visits. The safety of bicyclists could be greatly improved.

Transit

Transit on Opelika Road is covered by two groups, Auburn University's Tiger Transit and Lee-Russell Council of Governments' Lee-Russell Public Transit Service. Although neither provides a year-round fixed route transit service to the corridor, transit systems are still viable given the options available.

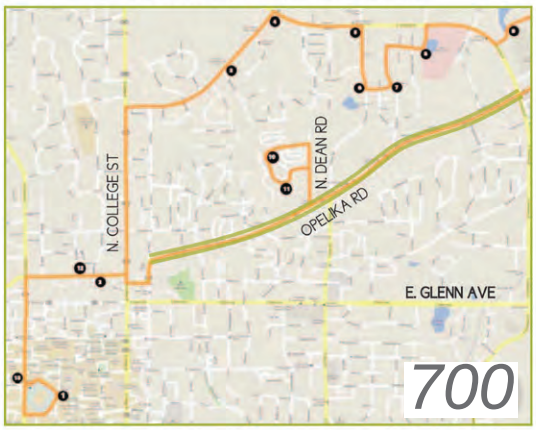
Auburn University's Tiger Transit service is offered by the University's Transportation Department and operates 19 lines during the school semesters. Four lines run on some portion of Opelika Road and the surrounding residential area uses, as illustrated on the following page.

Lee-Russell Council of Governments (LRCOG) offers Lee-Russell Public Transit (LRPT, formerly LETA) between Auburn and Opelika. A former fixed route service called LETA was eliminated on September 29, 2008, and has been replaced by dial-a-ride services. The public dial-a-ride service is open to all residents of Lee and Russell Counties and must be scheduled in advance for a curb pickup.

Express 85 is a privately run trip reservation service to and from Auburn and the Atlanta or Birmingham airports which can be scheduled in advance. No stops exist on Opelika Road, but redevelopment or construction of a hotel could make the corridor an attractive pickup location for such a service.

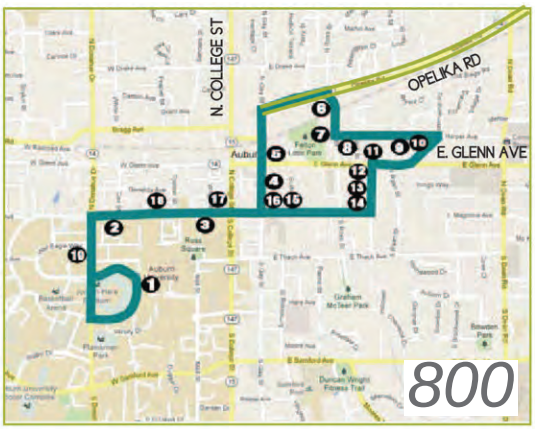
Tiger Transit Lines in the Opelika Road Corridor

Peach Line | 700 riders/day

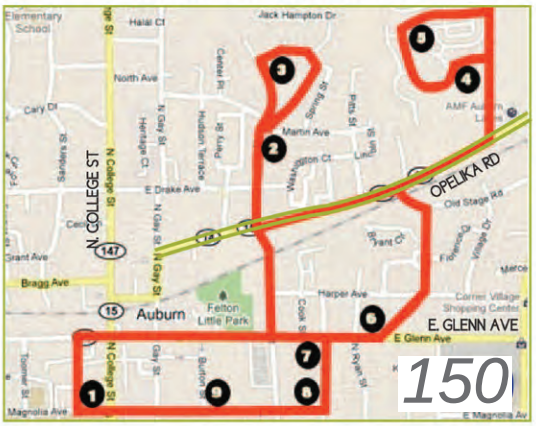


Terracotta Line | 630 riders/day

Aqua Line | 800 riders/day



Toomer's Ten Line | 150 riders/day



3

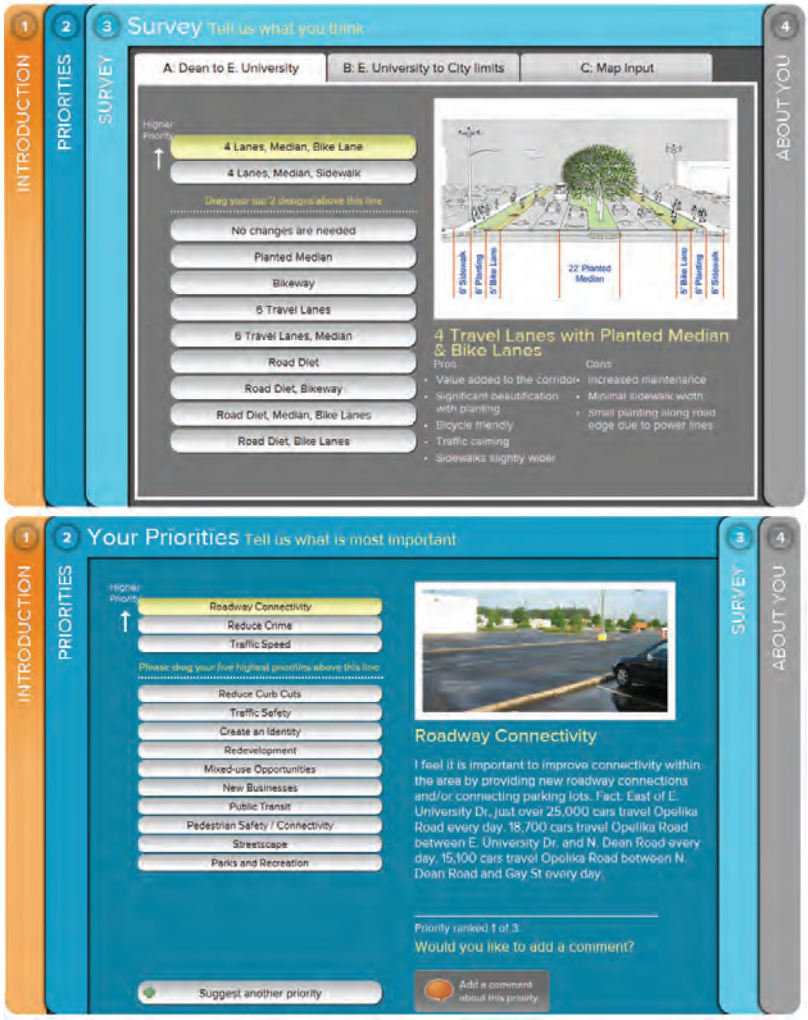
ROADWAY ALTERNATIVES

The corridor planning effort began in May 2012 and was completed in April 2013. The process included a wide range of public engagement techniques and stakeholder outreach to ensure the plan is reflective of the community desires within the corridor.

Public Involvement

Over the course of the study, the planning team executed a public involvement/stakeholder outreach plan that aggressively engaged key stakeholders including property owners, business owners, community organizations and special interest groups, City staff, subject experts and the general public with an interest in the project. The goal of the plan was to implement a process that would engage, educate and address issues that potentially impacted these stakeholders.

The process utilized specific techniques, tools and forums to engage the different parties allowing them an opportunity to share their vision and express their concerns for the corridor. Data collected from the various forums was used to aid the technical team with developing a transportation plan, land use plan, and conceptual streetscape recommendations. Such activities included one-on-one meetings, work-sessions with subject experts, three public charettes and two portals for online engagement, including online surveys after charette 1 and charette 2 and two phases of an interactive online questionnaire. An online survey was also available following the third public charette, as well as an online interactive land use map, which allowed participants to leave comments. The project website provided links to the surveys as well as meeting materials and results.



Renew Opelika Road - Metroquest online input tool

Keypad Polling and Online Surveys

Each charette presented an opportunity for the design team to gather input and garner a better understanding of the community's interest. At each meeting, the public had an opportunity to review exhibits that highlighted the process, project history and overview, current conditions, and preliminary concepts. Participants had an opportunity to participate in a keypad polling exercise that provided real-time results (see appendix for results).

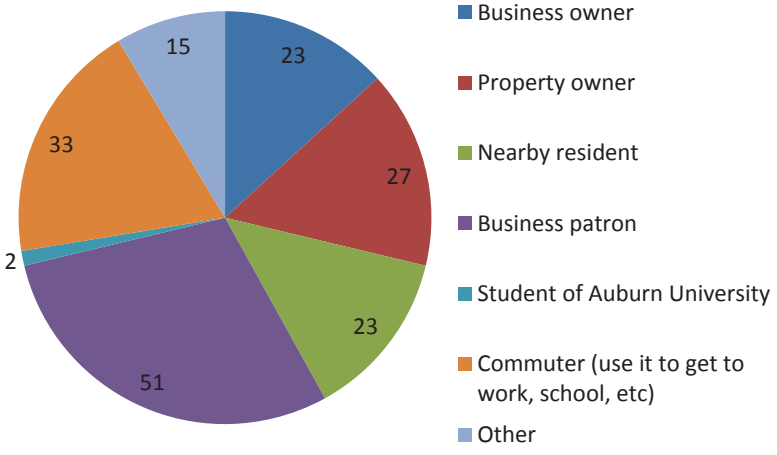
Charette #1 shows 73 participants in key-pad polling, while 74 people provided input through the online survey and 189 people provided input through the interactive MetroQuest site following the charette.

Charette #2 shows 76 participants in key-pad polling, while 35 people provided input through the online survey and 32 people provided input through the interactive MetroQuest site following the charette.

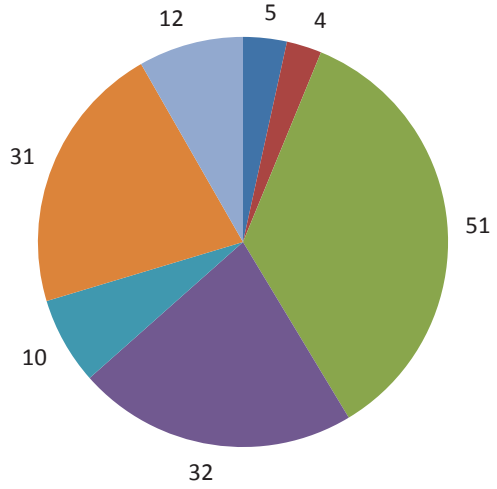
Charette #3 shows 35 participants in key-pad polling, while 38 people provided input through the online survey.

[charette #1 keypad question]
My affiliation with Opelika Road is (choose all that apply):

Keypad Polling



Online Survey



Charette #1 participants represented a wide range of stakeholders.

Charette One
Road Layout Alternatives

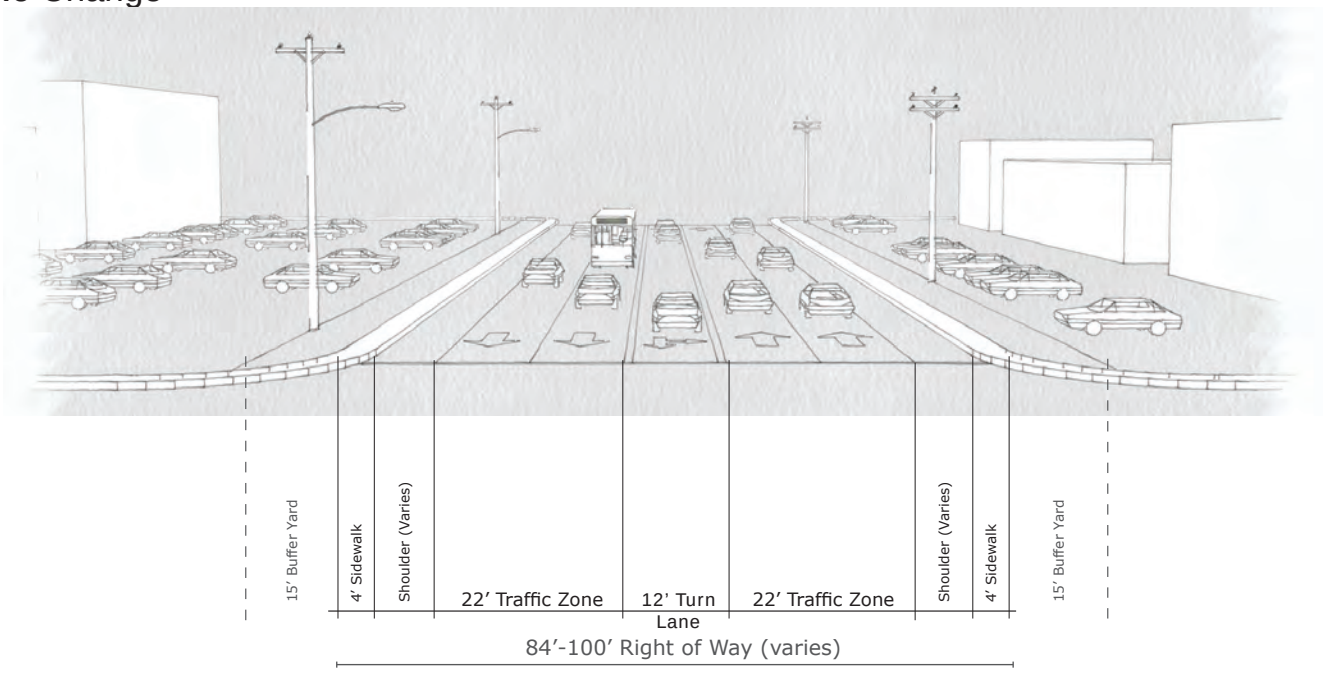
Charette #1 allowed the public to provide feedback on ten road design options ranging from widening the road to narrowing the road with other variables including wider sidewalks, street trees and planted areas and accommodation of bicycles. The intent was for the planning team to explore all possible roadway configurations in order to gauge the public's priorities and preferences. The input followed a presentation on existing conditions including traffic volumes, accident rates, speed measurements and other analysis (see existing conditions). The following pages illustrate these ten options and illustrate the preferred options, which informed the design options presented at Charette #2.

The preferences from Charette #1 clearly indicated that the plan should focus on addressing retail vacancies and vacant properties as well as strategies to attract new businesses to the corridor. Participants felt that Opelika Road is the ideal area for neighborhood-serving retail and entertainment uses, and that strategies to allow mixed-use should be explored. Transportation issues largely concerning the public included difficulty in making left turns across oncoming traffic, difficulty in accessing businesses, and the large amount of driveways/curb cuts. Participants indicated the dangers in walking along or crossing Opelika Road, while the majority made it clear that they do not attempt to walk along Opelika Road. Due to these issues, the majority of participants were willing to consider a different street layout than what currently exists for Opelika Road.

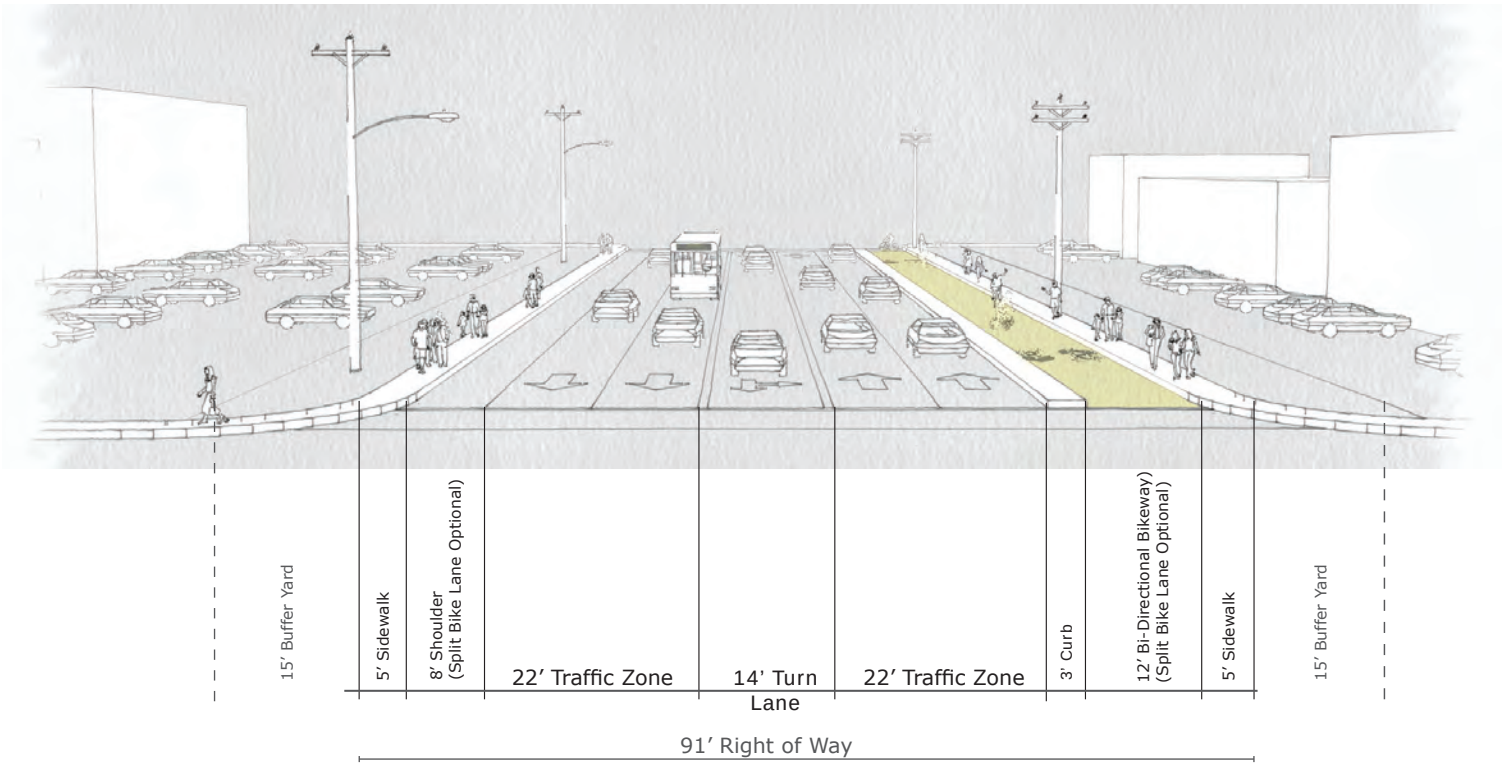
The questions were asked for each of the three segments of the road: 1) Gay to Dean, 2) Dean to East University Drive, 3) East University Drive to the city limits. Design direction from Gay to Dean showed preference for continuous separated sidewalks, larger planting areas for trees and accommodation for bicycles. Preferences for Dean to East University Drive and East University Drive to city limits included a planted median, continuous sidewalks and accommodation for bicycles. There was also significant support for a "road-diet" to three lanes in various configurations. In addition, there was strong support for the addition of new north-south connections, backstreets, connected parking lots and reduction of curb cuts within the corridor study area.

Participants were asked to rate the appearance of Opelika Road today – 90% rated the corridor as poor or very poor. In terms of physical improvements, participants felt it important to improve the look of the streetscape, improve connectivity and accessibility, increase sidewalk widths as well as rehabilitate existing buildings.

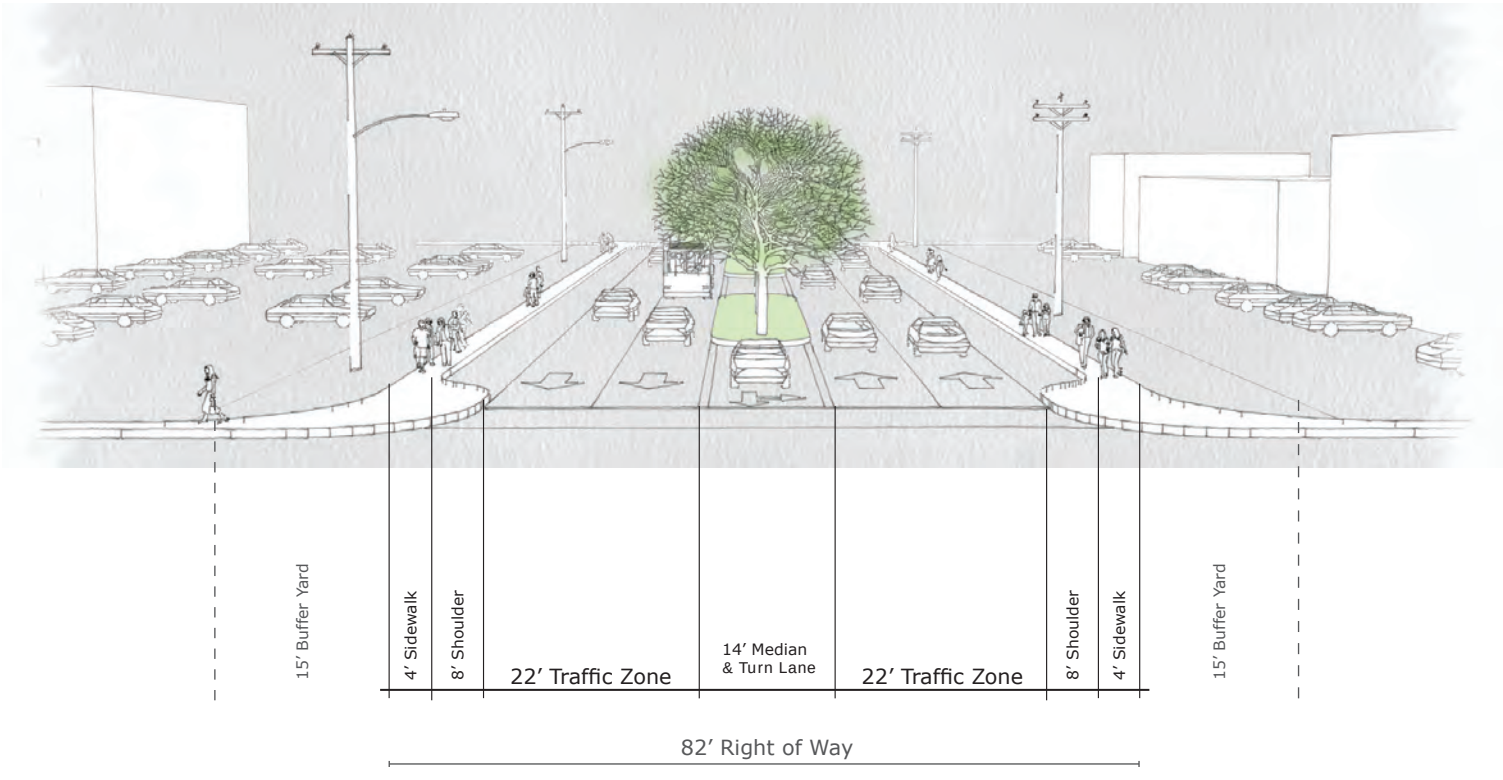
EXISTING CONDITIONS
No Change



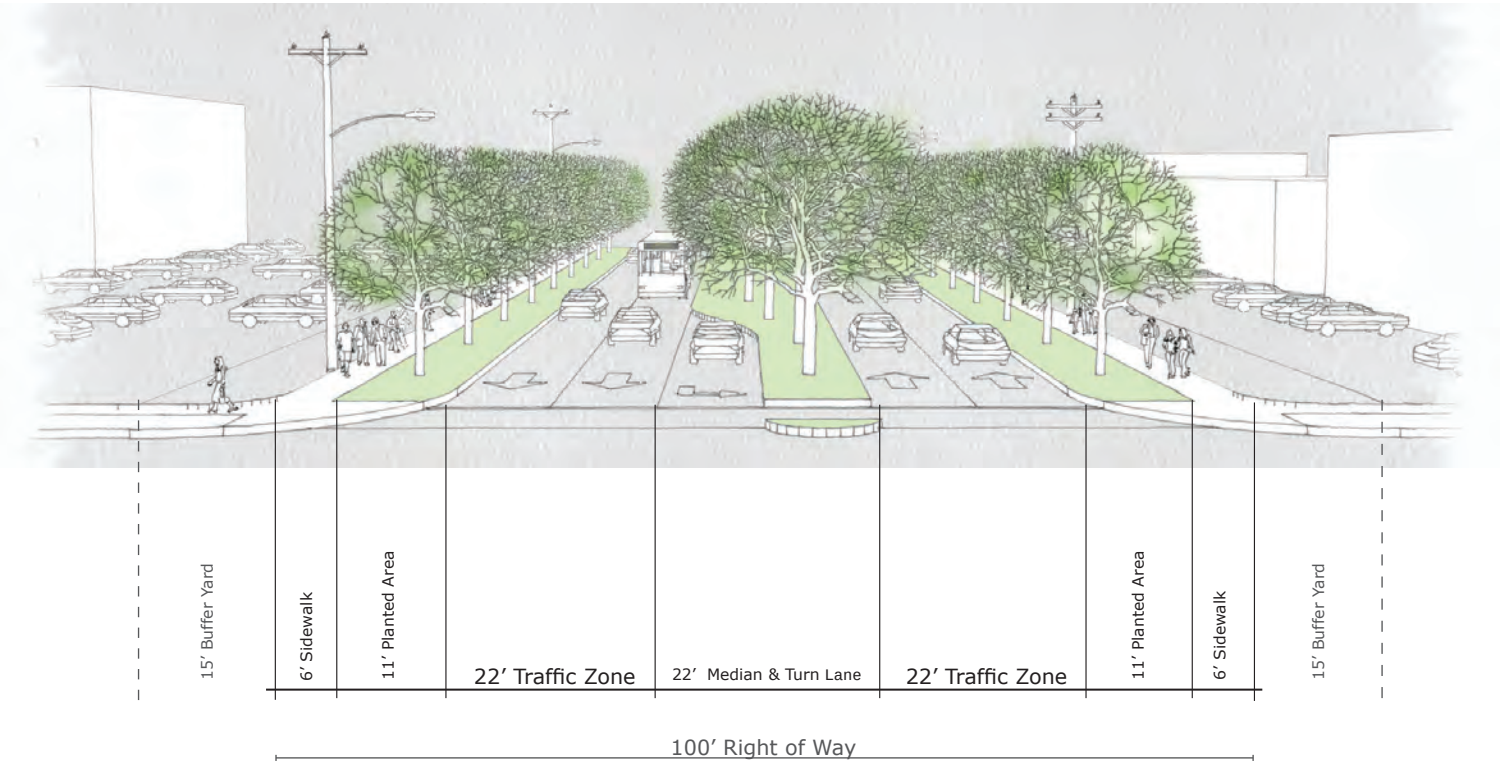
OPTION 1
Minimal Change - Bikeway



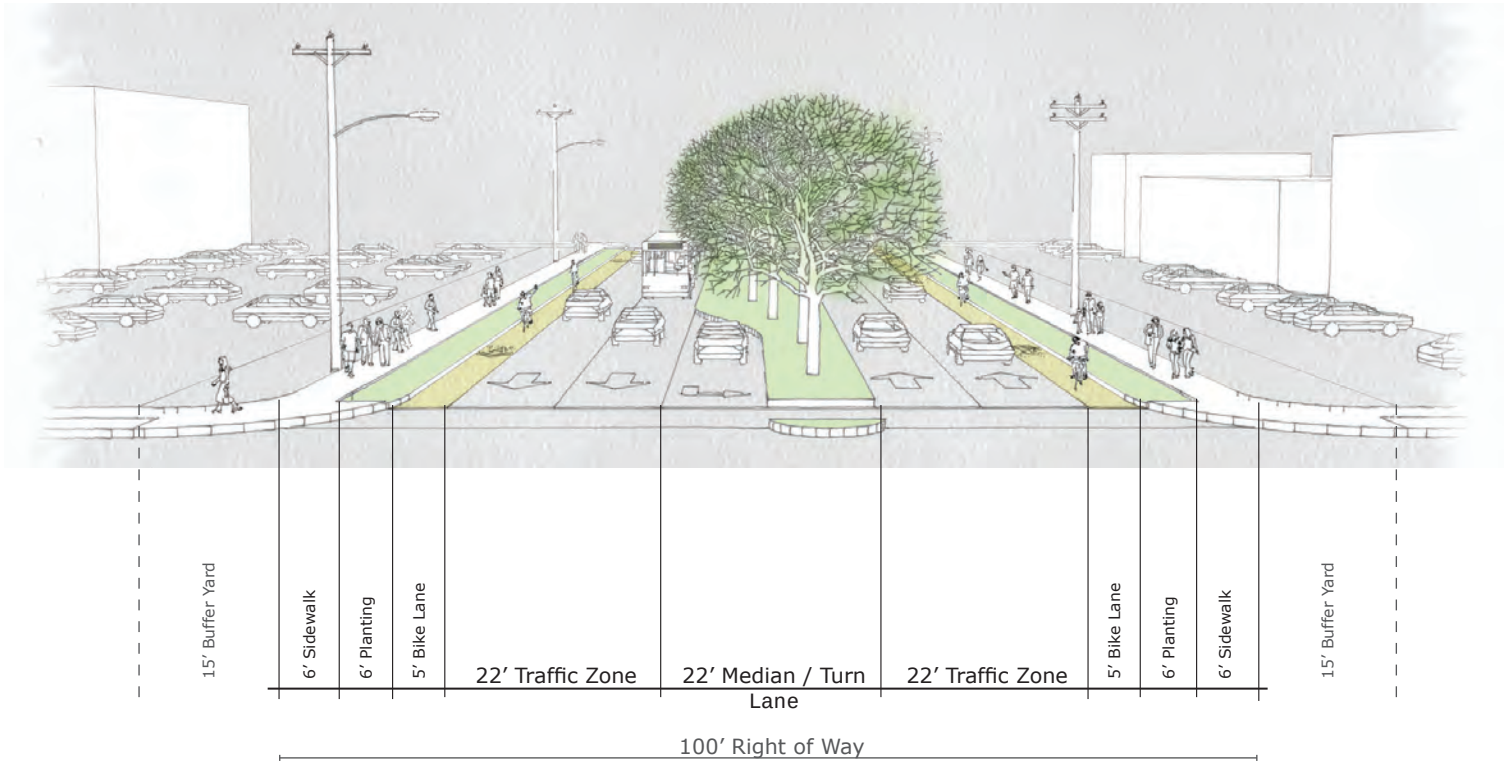
OPTION 2
Minimal Change - Planted Median



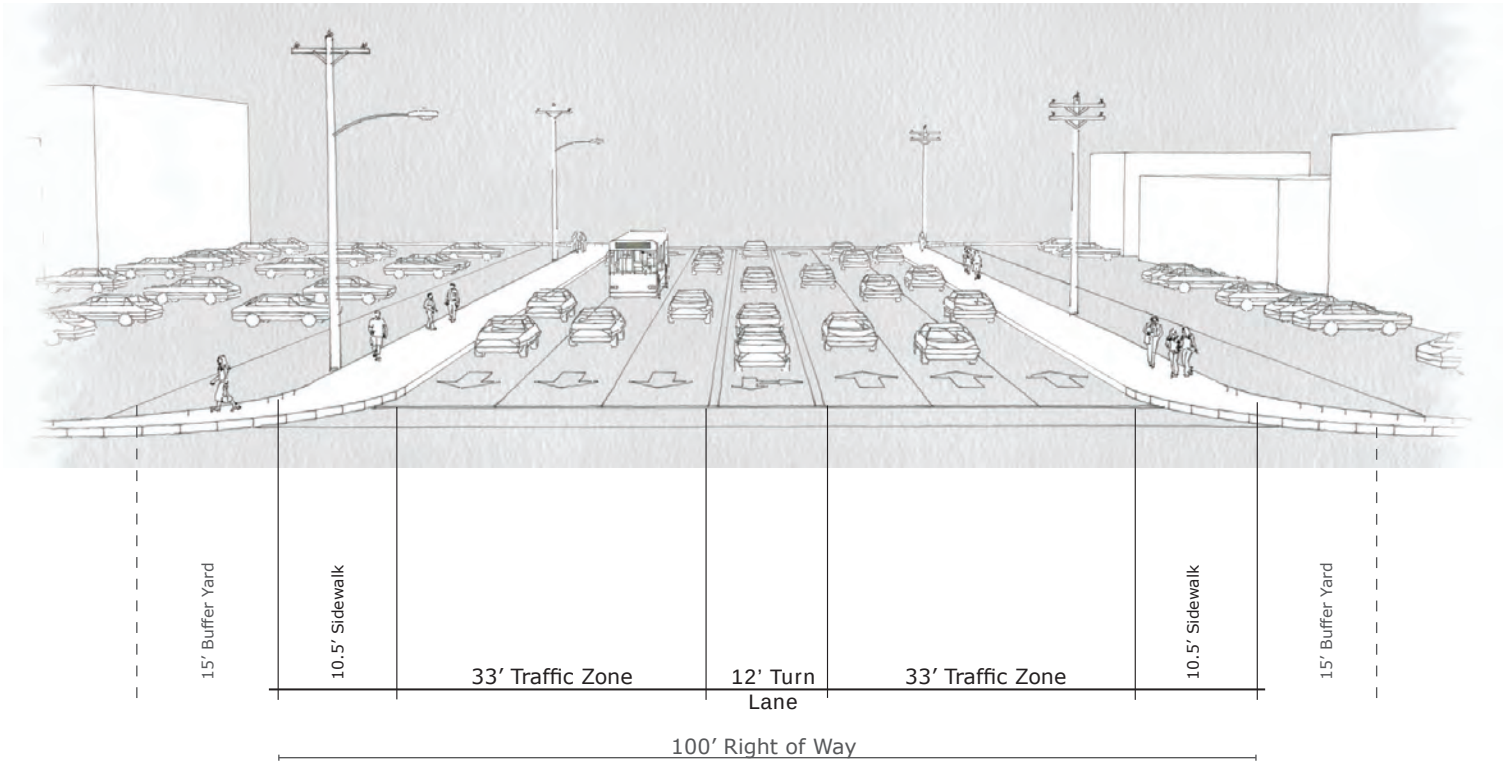
OPTION 3
Four Travel Lanes with Planted Median



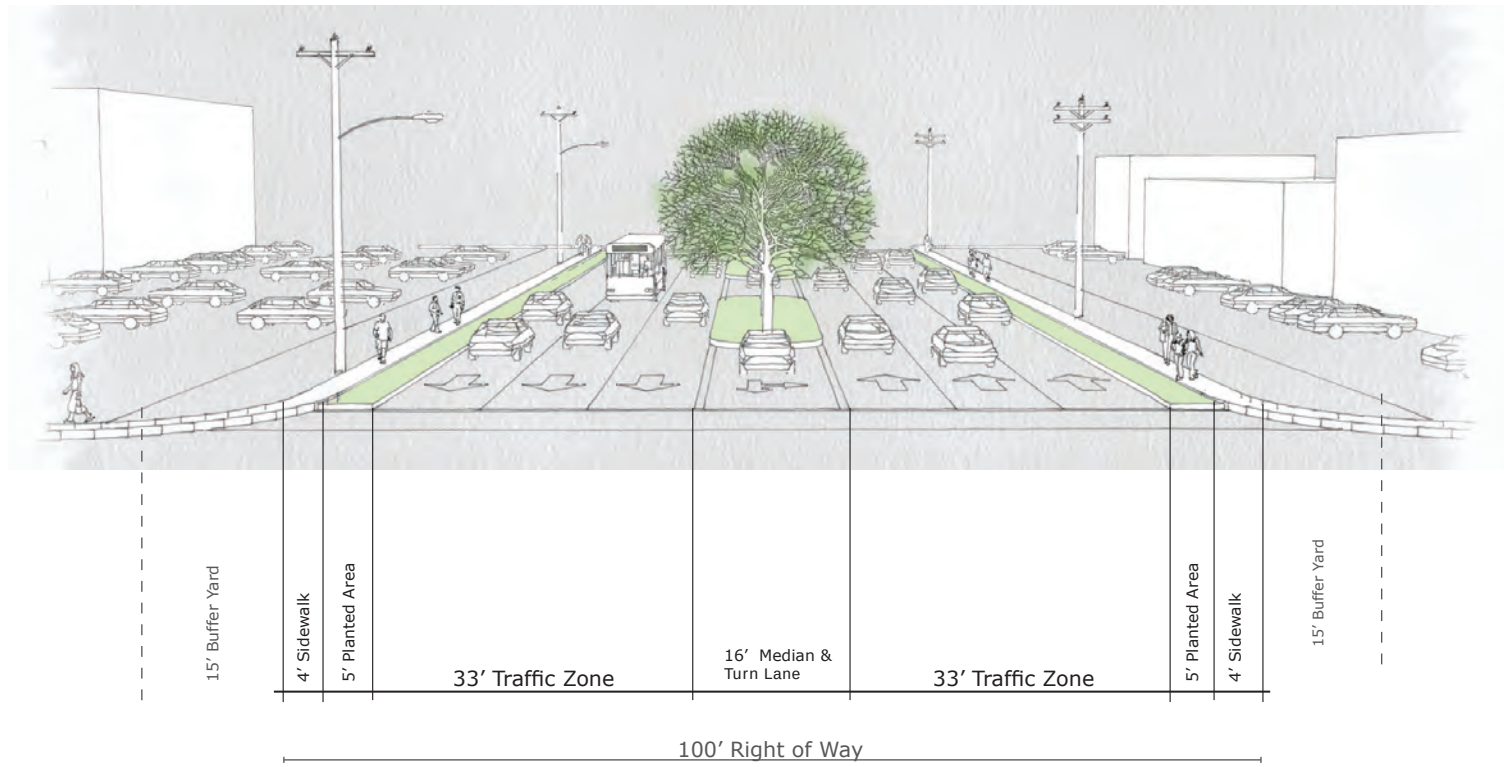
OPTION 4
Four Travel Lanes with Planted Median & Bike Lanes



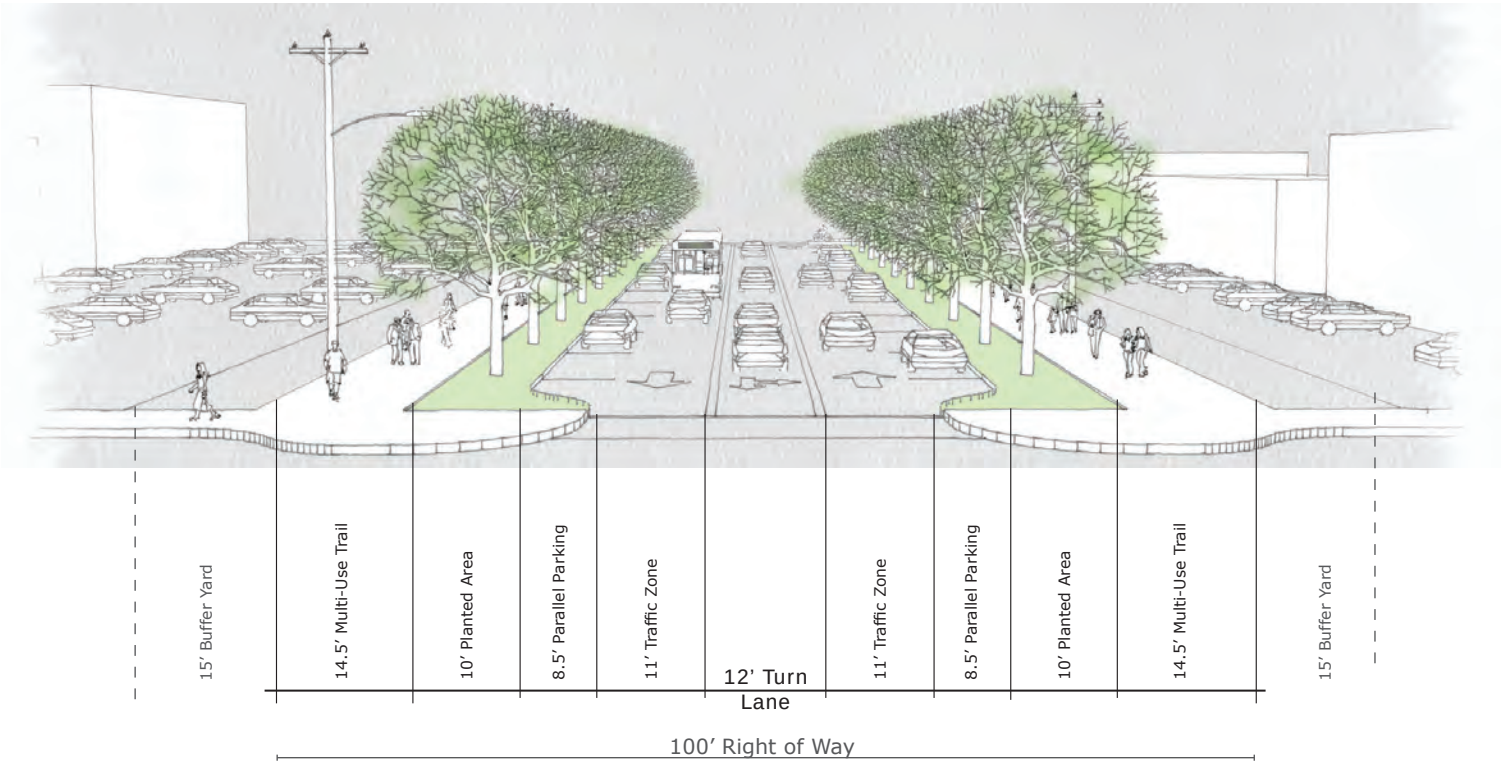
OPTION 5
Six Travel Lanes with a Center Turn Lane



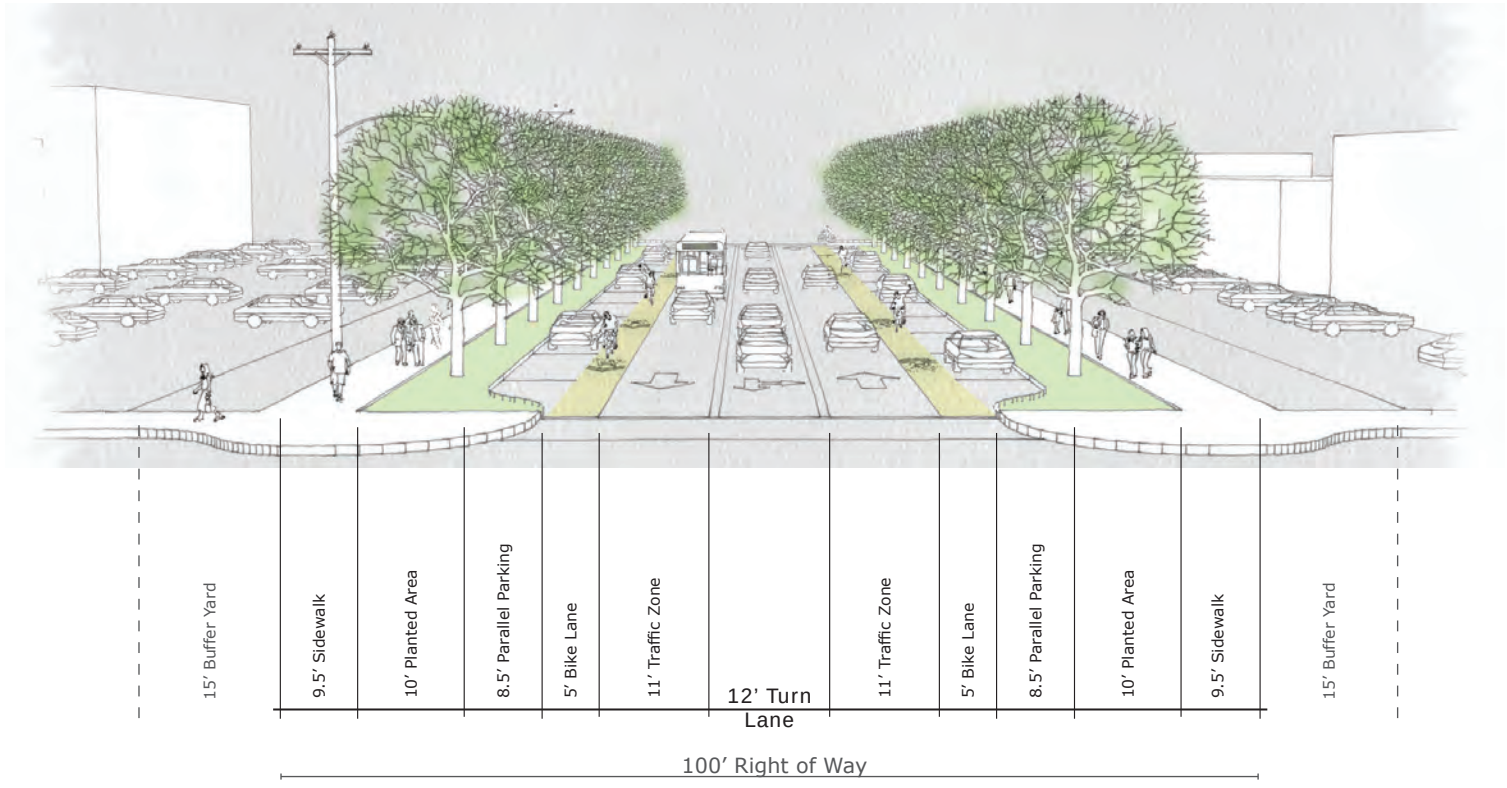
OPTION 6
Six Travel Lanes with Planted Median



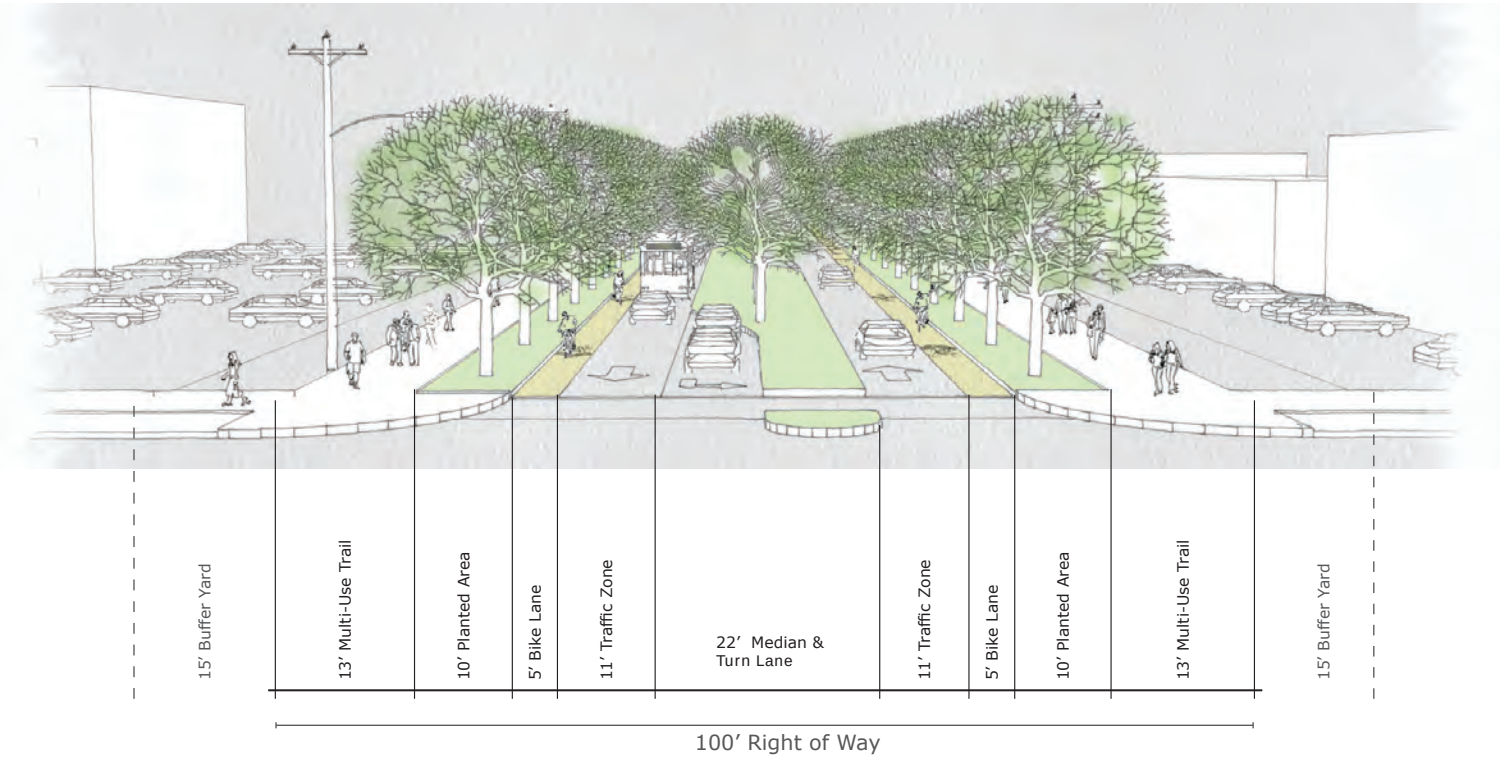
OPTION 7
Road Diet (2 Travel Lanes with a Center Turn Lane)



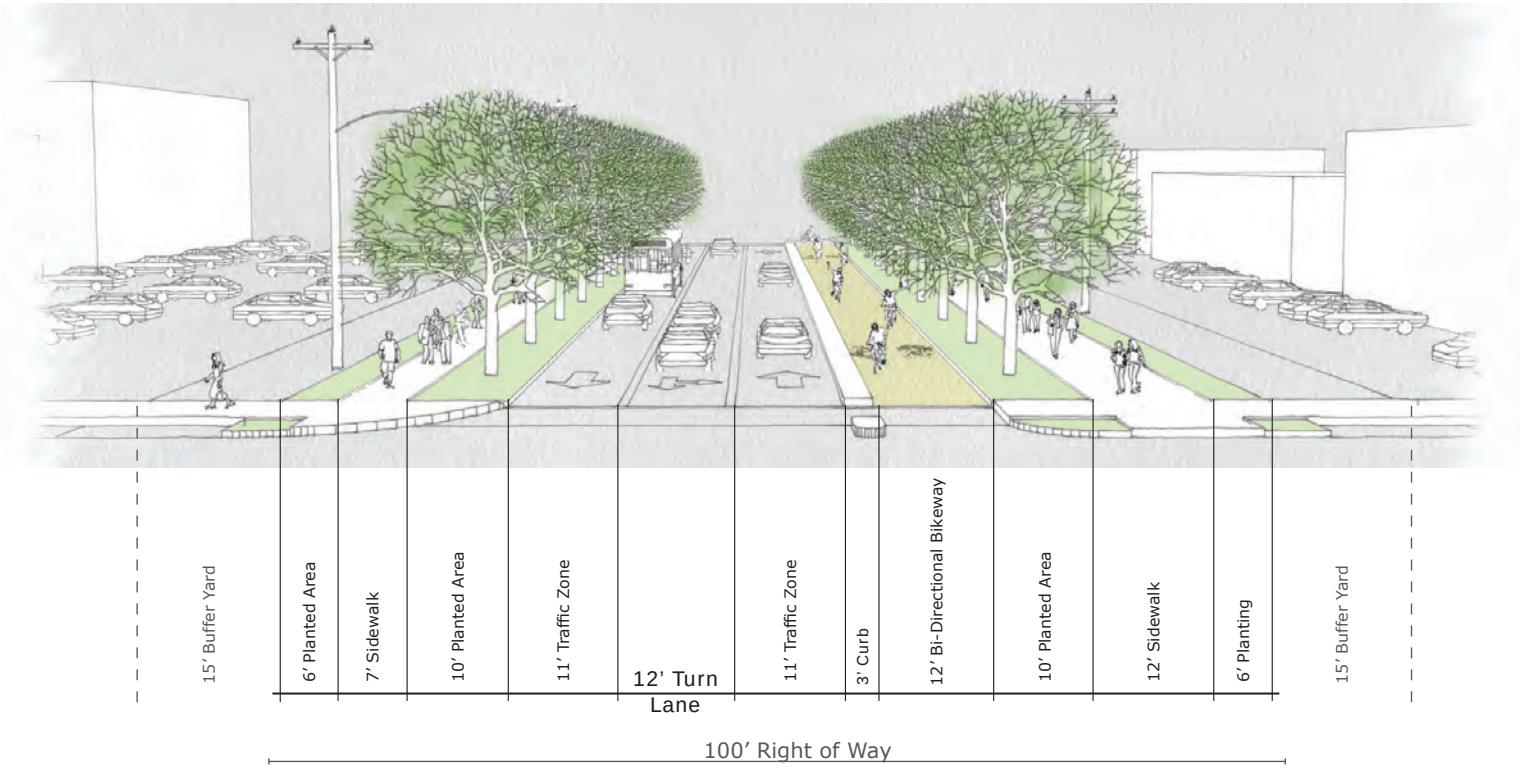
OPTION 8
Road Diet with Bike Lanes



OPTION 9
Road Diet with Enlarged Median & Bike Lanes

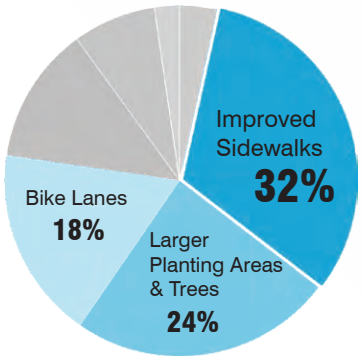


OPTION 10
Road Diet with Bikeway

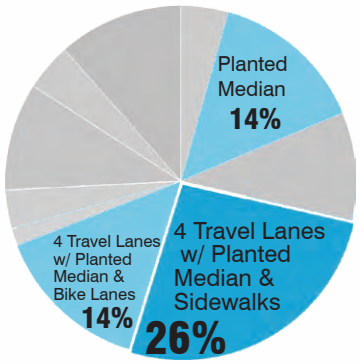


Keypad Polling & Online Survey [Charette #1 Alternatives]

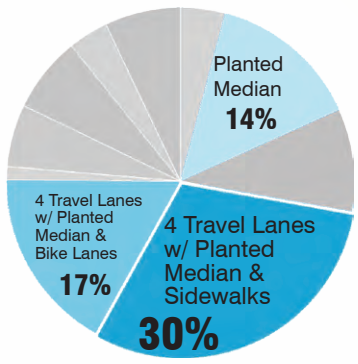
FROM GAY ST. TO DEAN RD.



FROM DEAN RD. TO E. UNIVERSITY DR.



FROM E. UNIVERSITY DR. TO CITY LIMITS

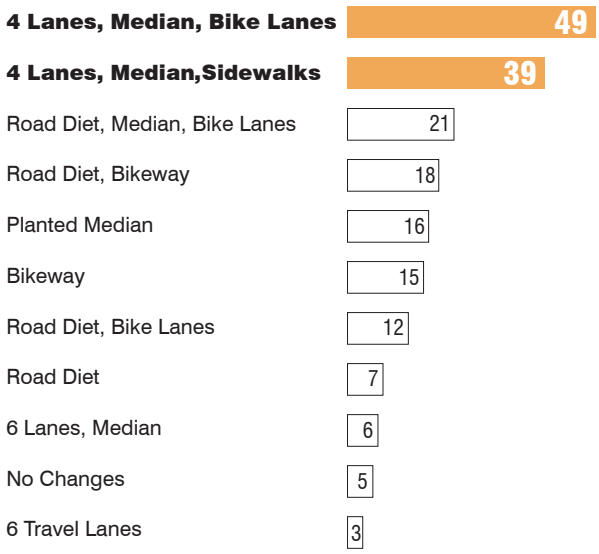


MetroQuest Online Interactive Survey

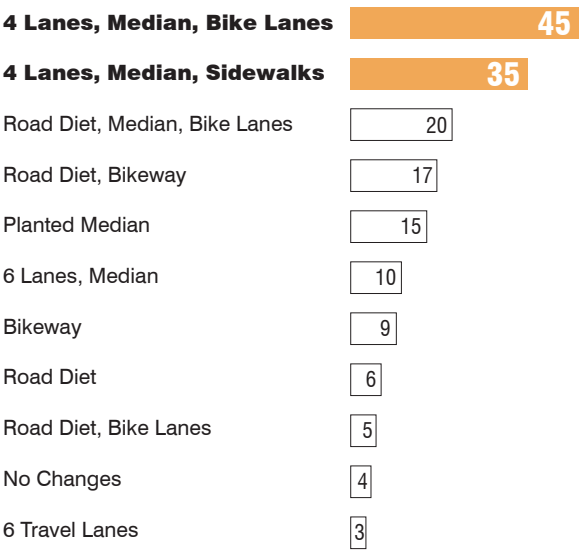
COMMUNITY RANKING OF ROAD OPTIONS

* Number of Responses

FROM DEAN RD. TO E. UNIVERSITY DR.



FROM E. UNIVERSITY DR. TO CITY LIMITS

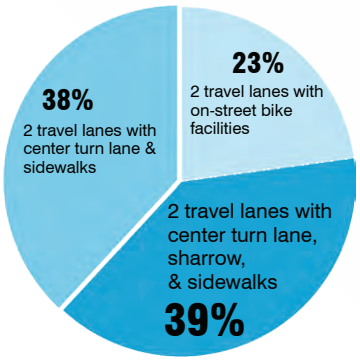


Charette Two - Narrowed Down Alternatives [Summary of Input]

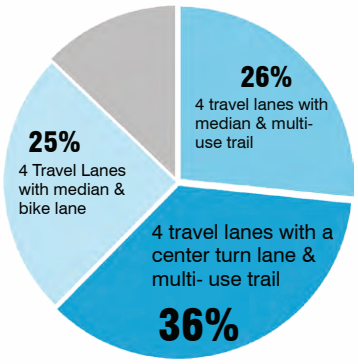
Charette #2 utilized the public's input from Charette #1 to inform the narrowed options for the roadway design. The preferences from Charette #2 supported road section options that provided a planted median, multi-use trail and accommodated bicycles. The western segment of the roadway has limited options due to the narrow right-of-way and established curb line, whereas the eastern segments provided options between a median, multi-use trail, bike lanes and a road diet to three lanes.

Keypad Polling & Online Survey [Charette #2 Alternatives]

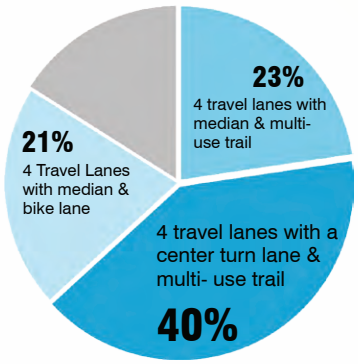
FROM GAY ST. TO N. DEAN RD.



FROM N. DEAN RD. TO E. UNIVERSITY DR.

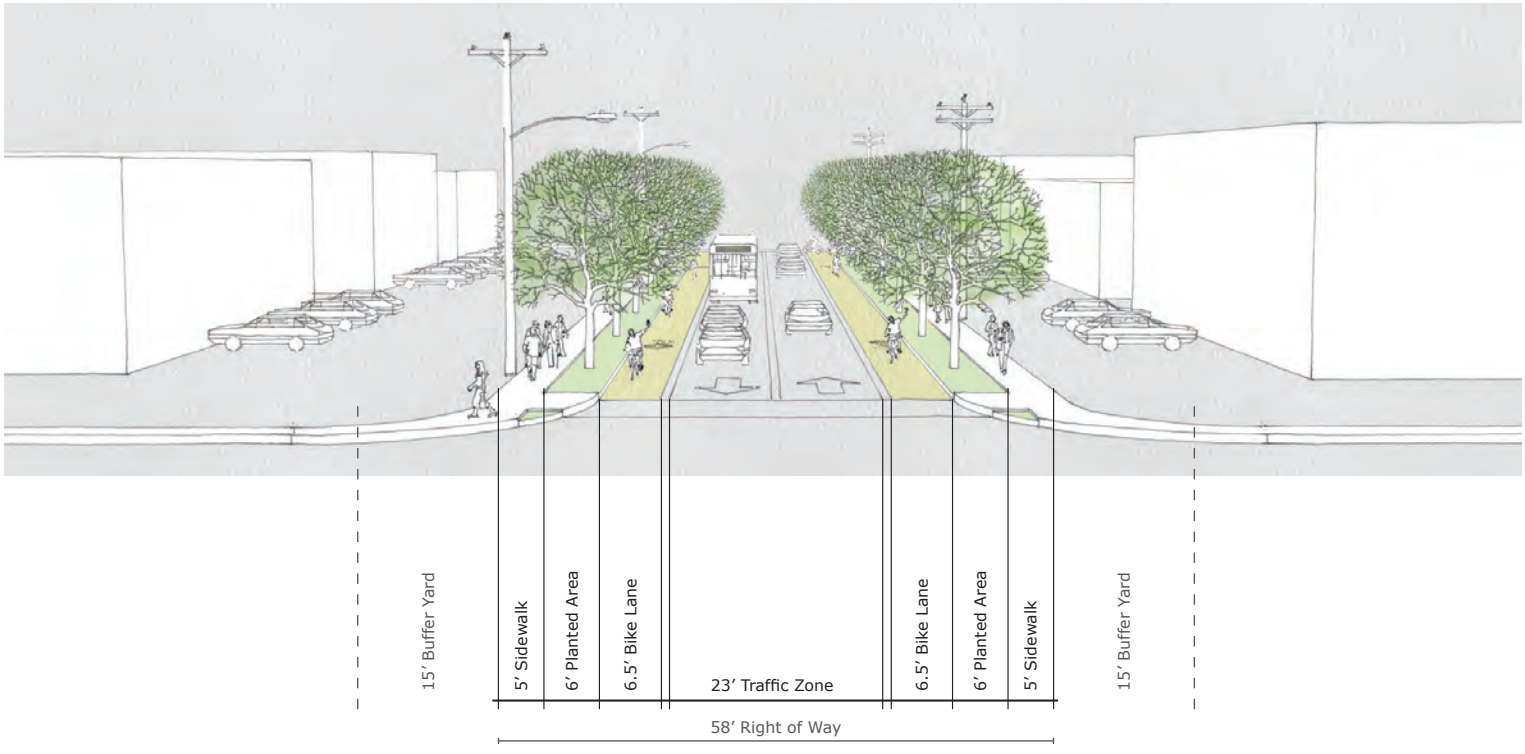


FROM E. UNIVERSITY DR. TO CITY LIMITS

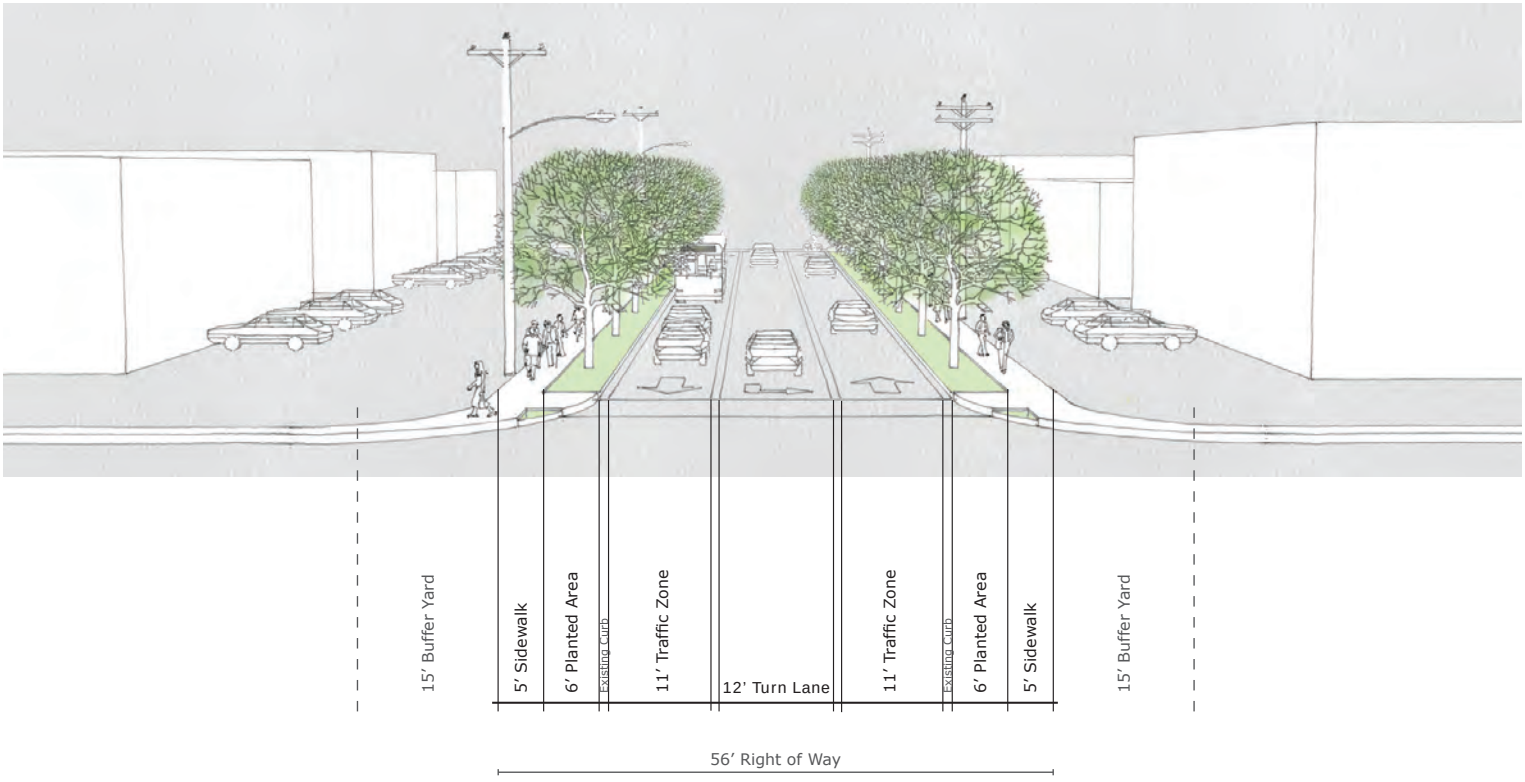


Segment One: North Gay Street to Temple Street

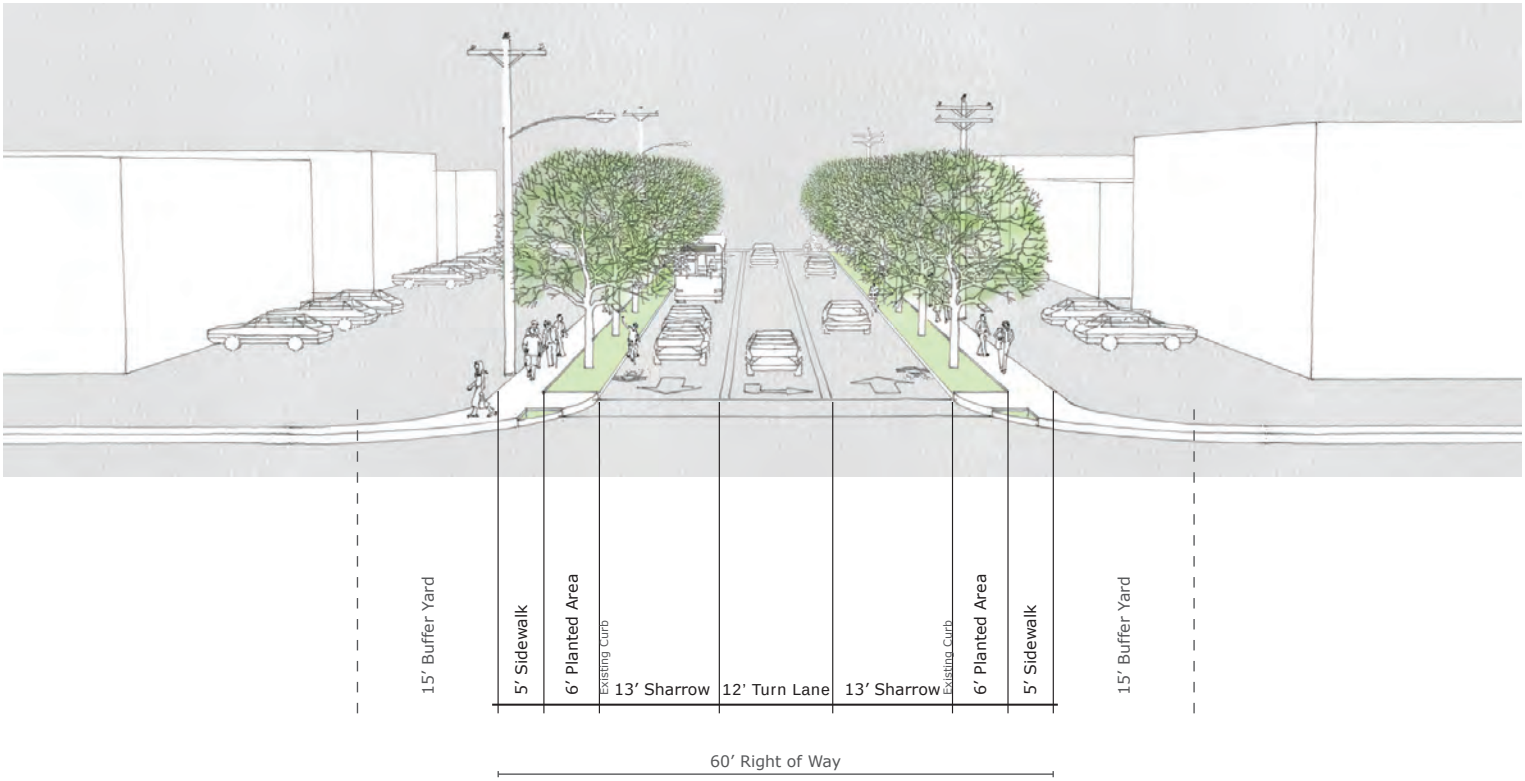
OPTION 1
Two Travel Lanes with On-Street Bike Lanes



OPTION 2
Two Travel Lanes with Center Turn Lane & Sidewalks

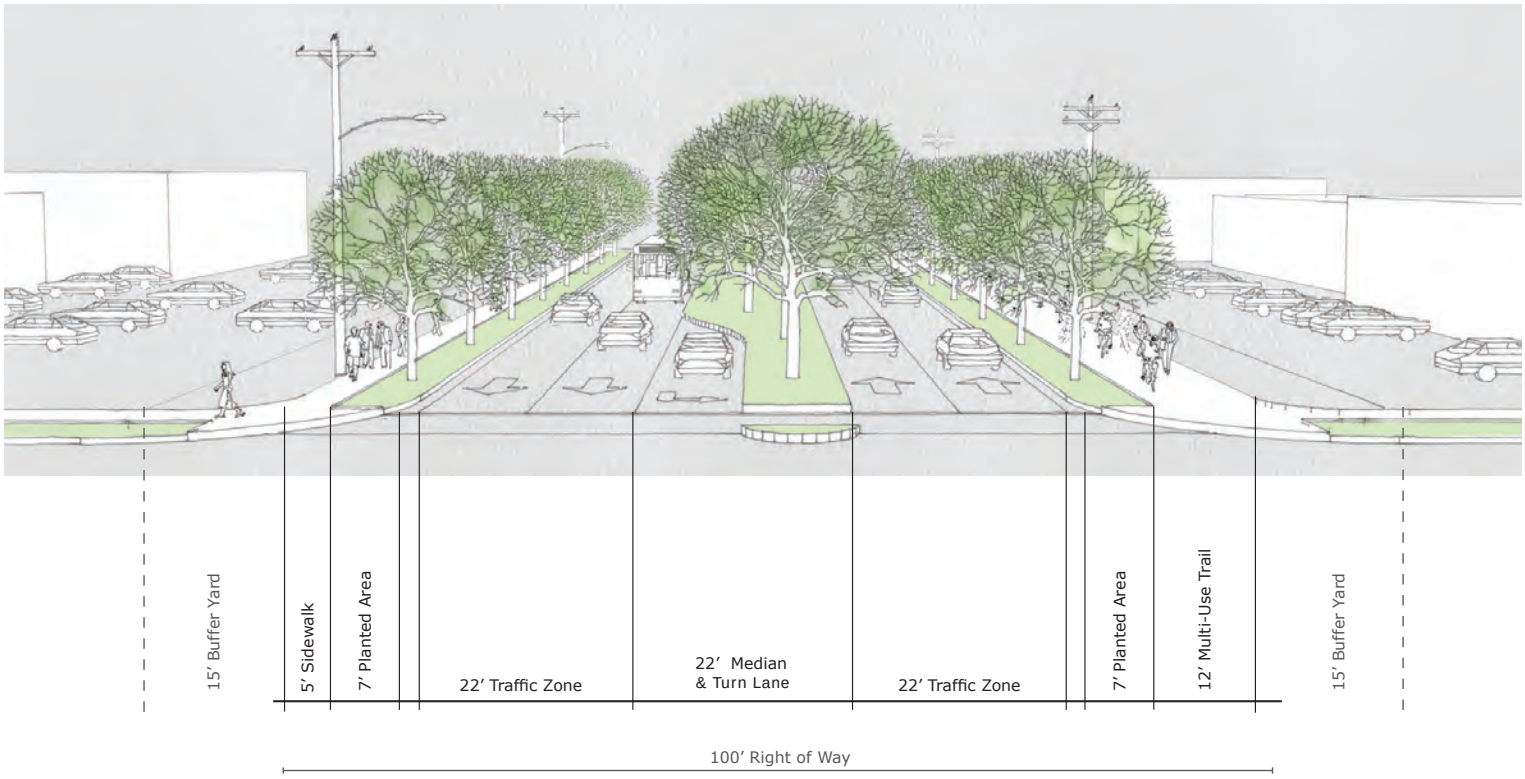


OPTION 3
Two Travel Lanes with Center Turn Lane, Sharrow & Sidewalks

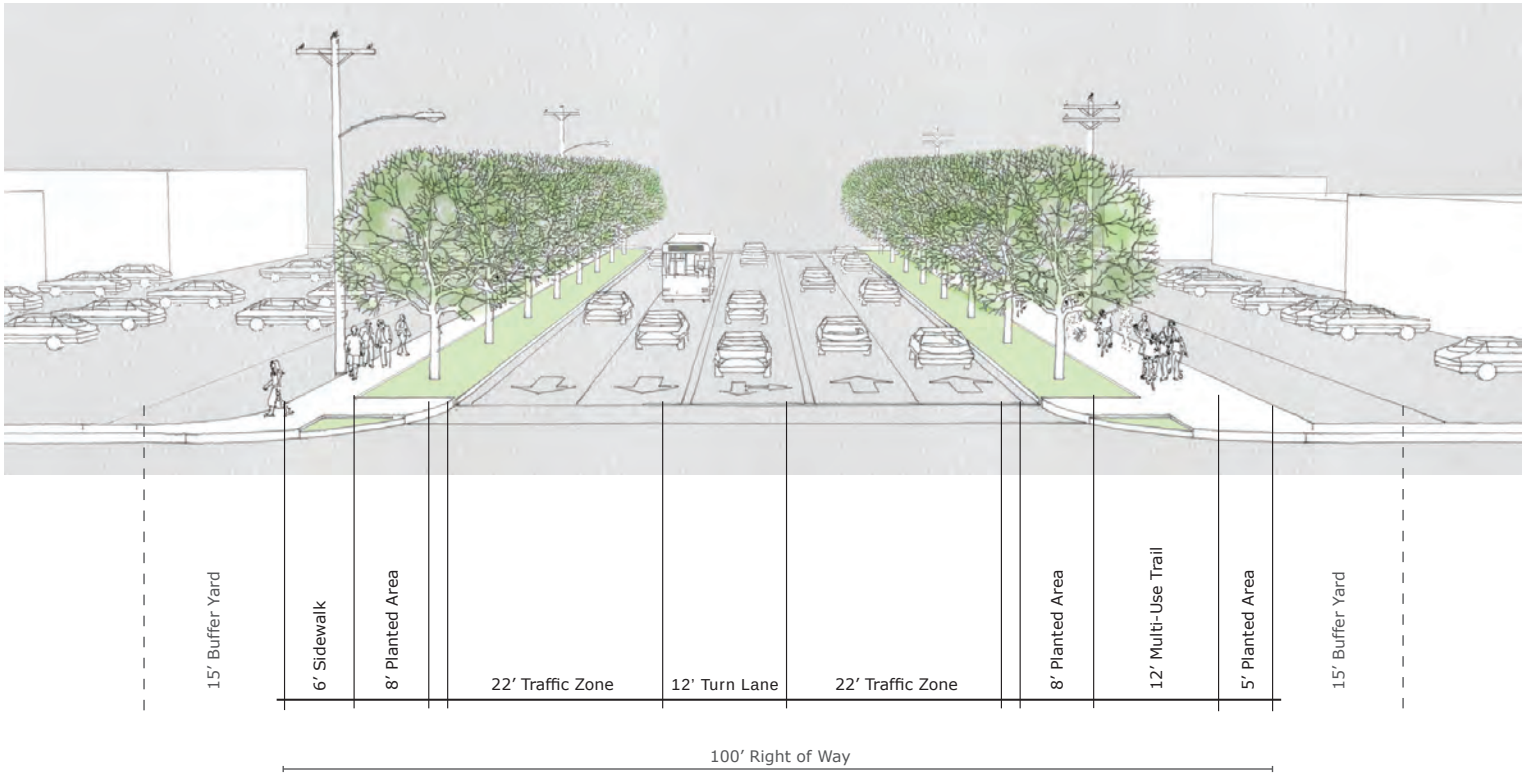


Segments Two and Three: Temple Street to East University Drive and East University Drive to the City Limit

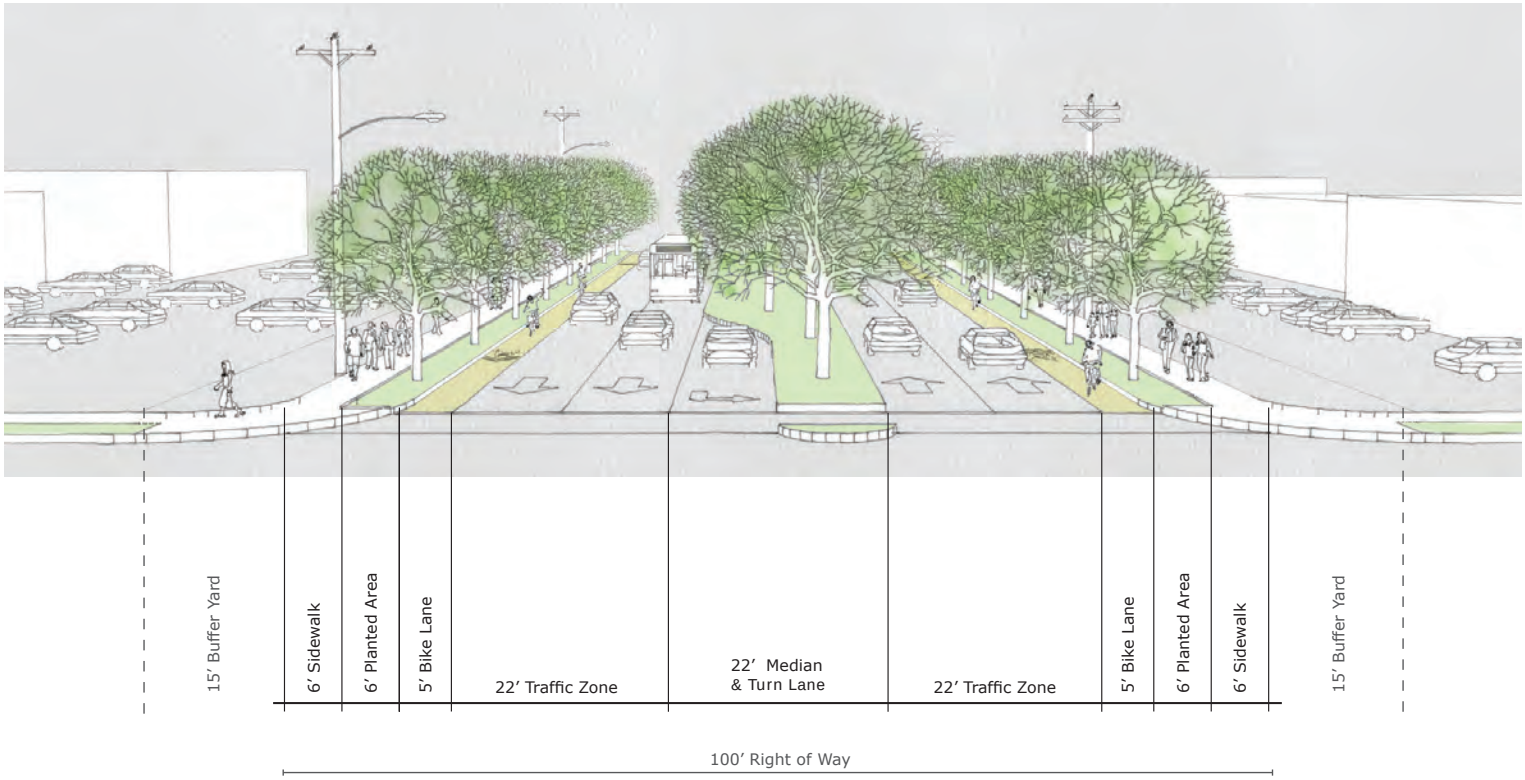
OPTION 1
Four Travel Lanes with Median & Multi-Use Trail



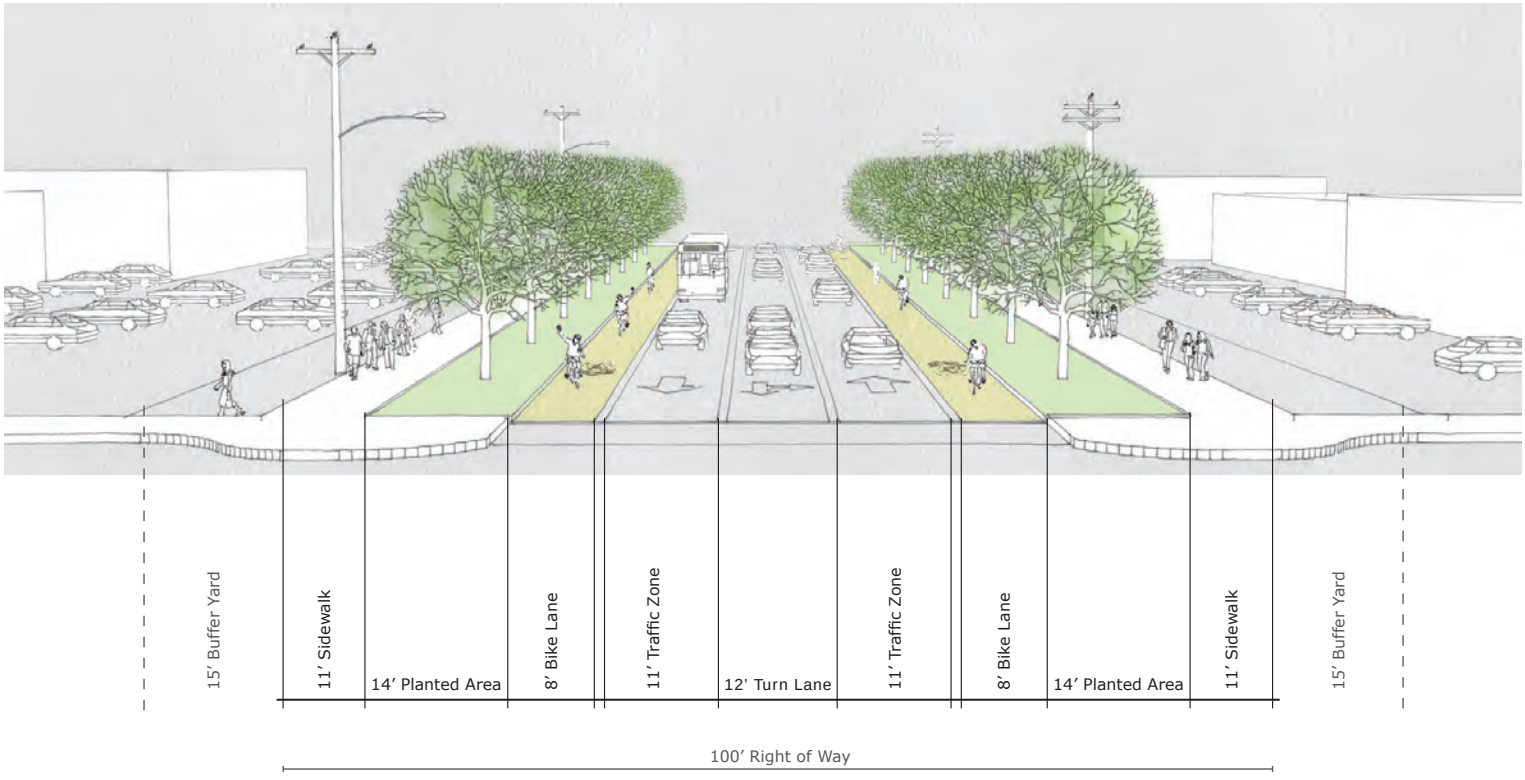
OPTION 2
Four Travel Lanes with Center Turn Lane & Multi-Use Trail



OPTION 3
Four Travel Lanes with Median & Bike Lanes



OPTION 4
Road Diet with Bike Lanes & Enlarged Planted Areas



4

CORRIDOR PLAN RECOMMENDATIONS

Transportation Plan

Preferred Plan

Charette #3 utilized the public's input from Charette #2 to inform the preferred plan for the roadway design. The preferences from Charette #3 supported a road section that provides a planted median in key locations phased over time, multi-use trail and enhanced street trees and planting areas. The recommended plan for each segment is illustrated on the following page.

Participants within the planning process for the Opelika Road corridor indicated that the following are the transportation related issues that concern them the most: difficulty in making left turns across oncoming traffic, difficulty in accessing businesses and too many curb cuts. Through a transparent process to identify issues, the team established the following goals for the transportation plan:

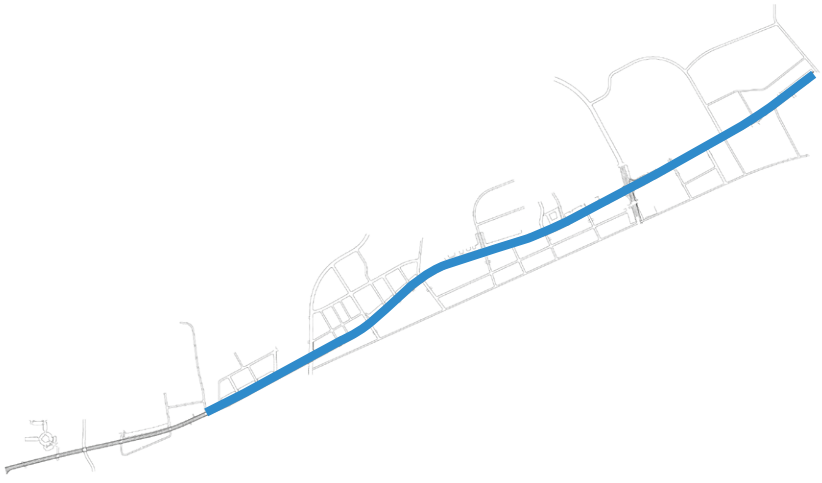
- Improve connectivity between uses;
- Create a network of new side streets and backstreets to connect to surrounding and new residential development;
- Create smaller blocks to shorten walking distances and create new corners, while also better utilizing land that is currently underutilized;
- Establish an access management plan to create safer access points;
- Create walkable nodes of new development that provide transit options.

NORTH GAY STREET TO TEMPLE STREET

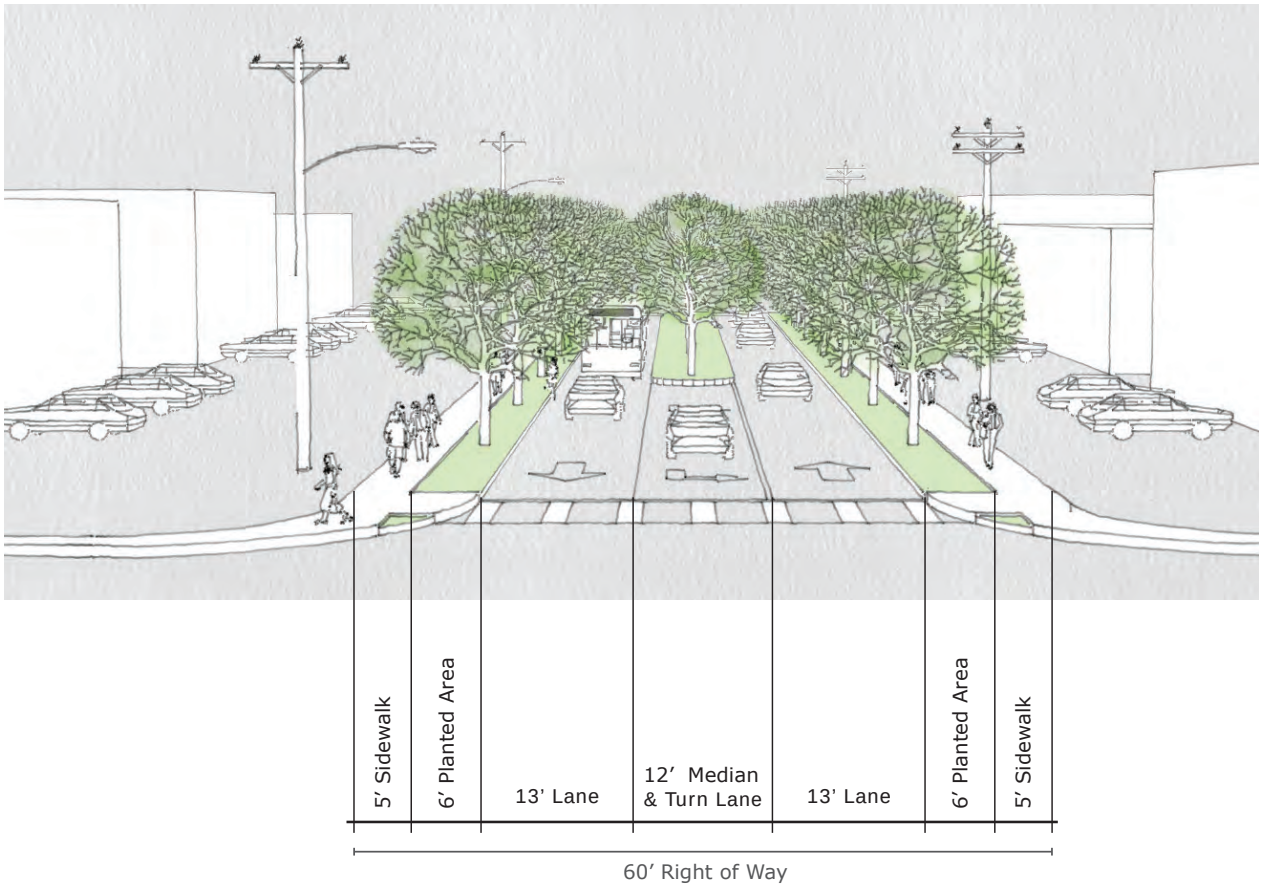
Two Travel Lanes with Intermittent Planted Median, Edge Planting & Sidewalks

TEMPLE STREET TO CITY LIMITS

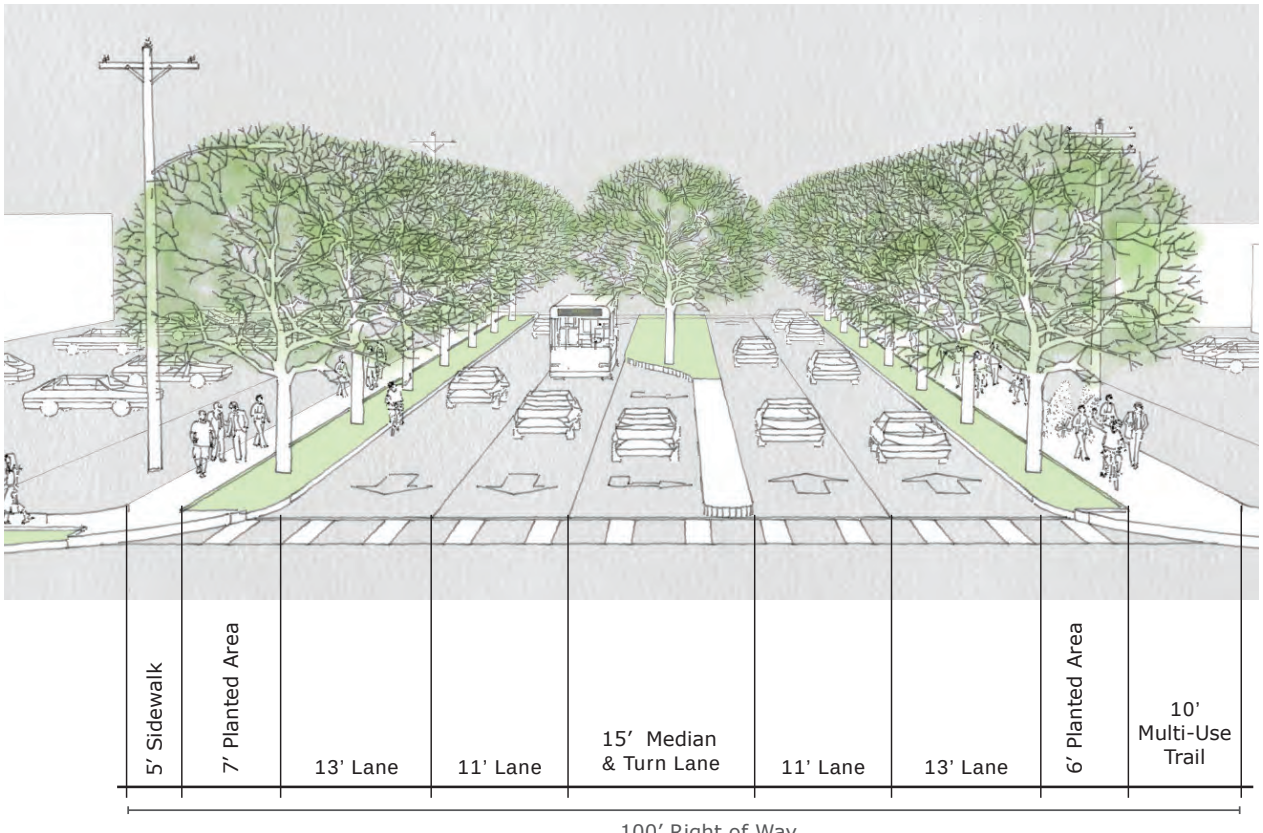
Four Travel Lanes with Intermittent Planted Median, Edge Planting & Multi-Use Trail

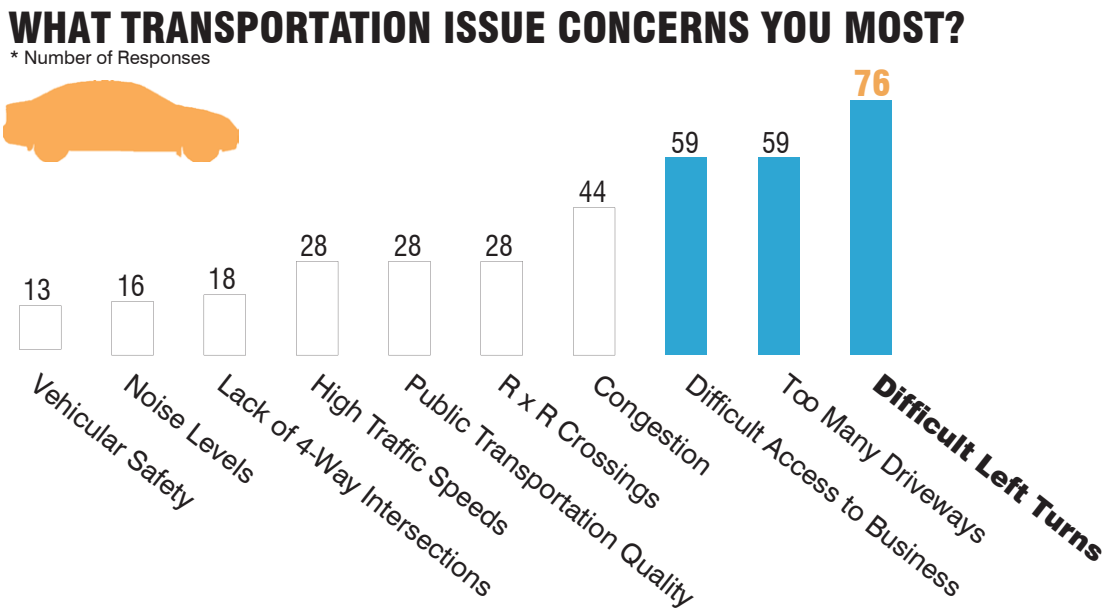


RECOMMENDED PLAN: NORTH GAY STREET TO TEMPLE STREET



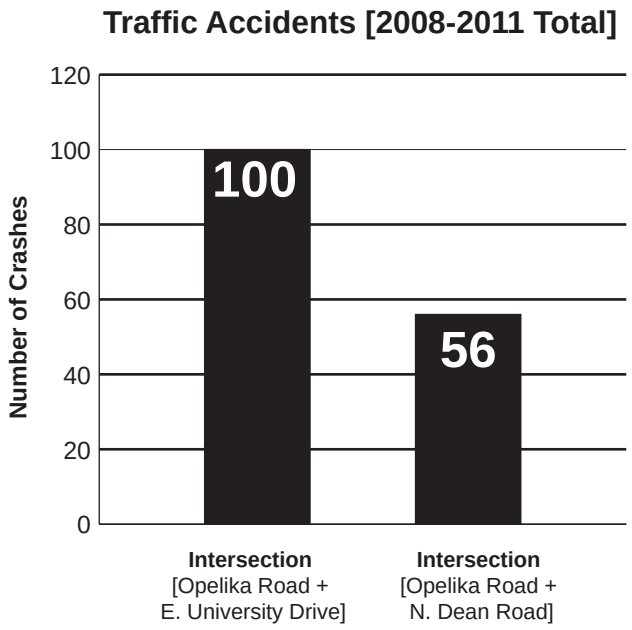
RECOMMENDED PLAN: TEMPLE STREET TO CITY LIMITS





Median and consolidation of access

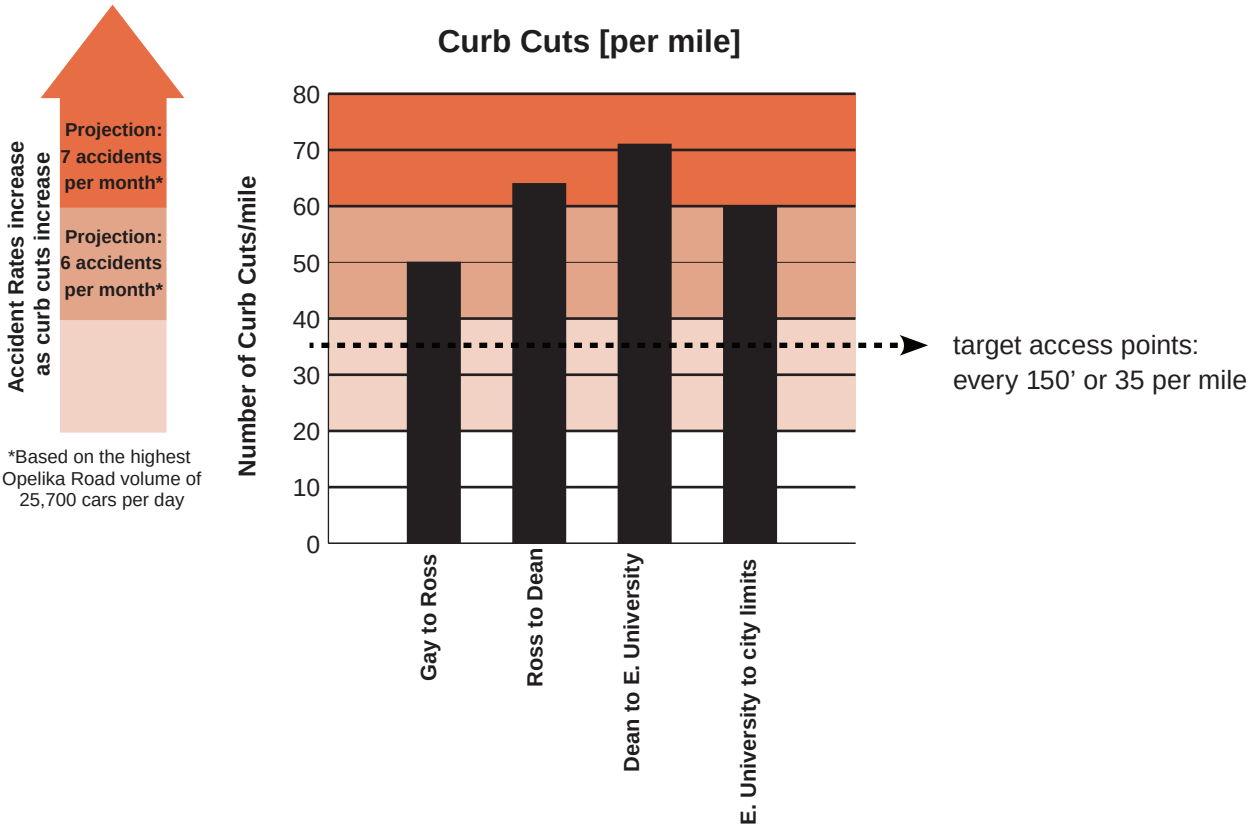
- The proposed roadway configuration provides a 12-15’ median, 11’ adjacent travel lanes, 13’ outer travel lanes to allow for a sharrow with on-street bicycle traffic, a 6’ minimum planted buffer adjacent to the roadway and a 5’ sidewalk on the north side, and 10’ multi-use path on the south side of Opelika Road (which narrows to a 5’ sidewalk in the western segment of the corridor.
- Medians as proposed are not continuous. Medians will be implemented over time in conjunction with backstreets and other forms of alternate access.
- Space for the sharrows will be provided along the entire length of Opelika Road. The sharrow becomes much more safe and feasible with a lower posted speed limit than the current 45 mph. This approach functions best at speeds at or under 35 mph.
- Most of the businesses along Opelika Road have their own curb cut. Curb cuts per mile range from 50 to 71. Research has shown that as curb cuts per mile increase, accidents per mile also increase. The median configuration will substantially smooth traffic flow by consolidating left-hand turns and access, strengthened by a system of side and rear access and interconnections between parking lots and businesses. Also, rear alleys will assist with access and loading.
- The plan illustrates the access points that should be provided as the curb line is constructed. The number of access points or curb cuts varies depending on the designated speed of the roadway. As additional access points are provided as redevelopment occurs, the plan illustrates a spacing of 150’, which is designed based upon a 35 mph speed limit.
- Consolidating access points will require shared driveways in many instances. These driveways should be 22-26’ in width to minimize conflict with pedestrians and bicycles. Many of the current driveways are extremely wide and are unsafe. Narrowing the driveway openings will improve safety. Exact locations of access points will be determined at detailed design.
- Because right turn lane warrants are dependent on the turning volumes, right turn lanes would be installed on a case-by-case basis and use the same taper lengths as their corresponding left turn lanes. However, it is noted that right turn lanes can be in conflict with bike lanes, trails, and sidewalks and should be considered only if traffic volumes require them. Easements should be required for right turn lanes as new development occurs.
- Reduction of curb cuts will reduce potential pedestrian conflicts with automobiles and improve sidewalk continuity. In addition, by facilitating connections between parcels, some trips can be made by a combination of driving and walking or by short trips through interconnected parking lots. Ultimately, this strategy will reduce the now frequent turns out of and into parking lots, which will improve traffic flow in the corridor. Curb cuts/access points should be consolidated to allow shared access as a requirement as redevelopment occurs, and new development should plan access in conjunction with the established medians.



Accident rates will increase as the number of curb cuts increase along a given road. Therefore, reducing curb cuts along Opelika Road is an effective way to reduce the amount of traffic accidents on the roadway.

Roads with 40-60 curb cuts per mile have rates of 6 accidents per month. When curb cuts increase to 60-80 per mile, accidents also increase to an average rate of 7 per month.

Currently, segments of the corridor fall into these ranges as shown to the left. As redevelopment occurs over time, access points will be reduced to every 150', or a target of about 35 per mile.



Backstreets / Side Streets

Backstreets provide new addresses in developing deeper parcels, while side streets create opportunities for corner locations. These new street connections promote economic development. The proposed network of streets will function as service roads behind businesses or as “main streets” within the neighborhood centers. These streets are further explained as “A” or “B” streets below. As backstreets and side streets are constructed, the design will provide on-street parking, wide sidewalks and tree planting where possible. An Opelika Road Merchants Association can help facilitate negotiations on exact placement of side streets and backstreets, as well as direct access points.

Where backstreets occur, buildings should front directly onto the street. Where backstreets are not provided, connected parking should be encouraged. New streets are proposed to create approximately 300’-400’ blocks, which better reflects the size of city blocks in downtown. This block dimension is appropriate for the creation of higher density development and site plans that allow buildings to better relate to the street. Backstreets and side streets should be clearly posted at no more than 35 miles per hour with a target speed of 25 miles per hour due to the great potential for these streets to accommodate cyclists and pedestrians. In addition, these streets will provide more comfortable outdoor gathering spaces with significantly lower noise levels.

A Street

Thoroughfares that have pre-existing pedestrian-supportive qualities or a future importance to pedestrian connectivity. Buildings will orient to these streets.

A Street (Retail Focus)

Thoroughfares that have pre-existing pedestrian-supportive qualities or a future importance to pedestrian connectivity with a focus on retail. Buildings will directly front onto these streets and provide pedestrian facilities including crosswalks, bulbouts, outdoor dining, and public plaza spaces. The A streets with a retail focus will have curb and gutter and wide sidewalks to accommodate pedestrians and outdoor seating. Rain gardens can be located at intersections. Landscaping consists of a single large tree species aligned at 40’ spacing, with a large tree pit providing at least 1,000 cubic feet of soil area for successful growth. Large tree species can be limbed up to avoid any conflict with pedestrian or vehicular traffic or ability to view signage. Vehicular parking is accommodated on street.

B Street

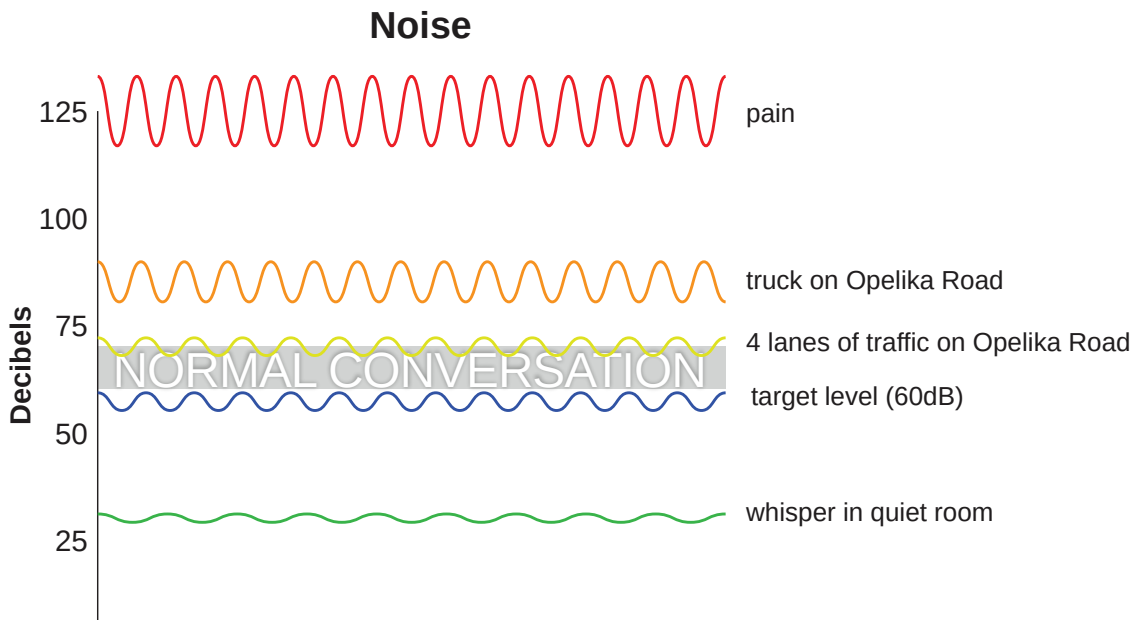
Thoroughfares that by virtue of their use, location, or absence of pre-existing pedestrian supportive qualities, may meet a lower standard than that of the A Streets and are more readily considered for warrants allowing automobile-oriented standards. In order to minimize traffic congestion, noise and pedestrian conflicts, these streets may also serve as service routes for all truck movements and deliveries, and access to the rear parcels. Drive-through facilities, loading docks, trash storage, service bays, utilities and mechanical equipment should be off of B streets rather than A streets. Overhead power lines make planting trees directly on Opelika Road a challenge, however as redevelopment occurs, the city should consider moving overhead lines to B streets.

A Street (Retail Focus)

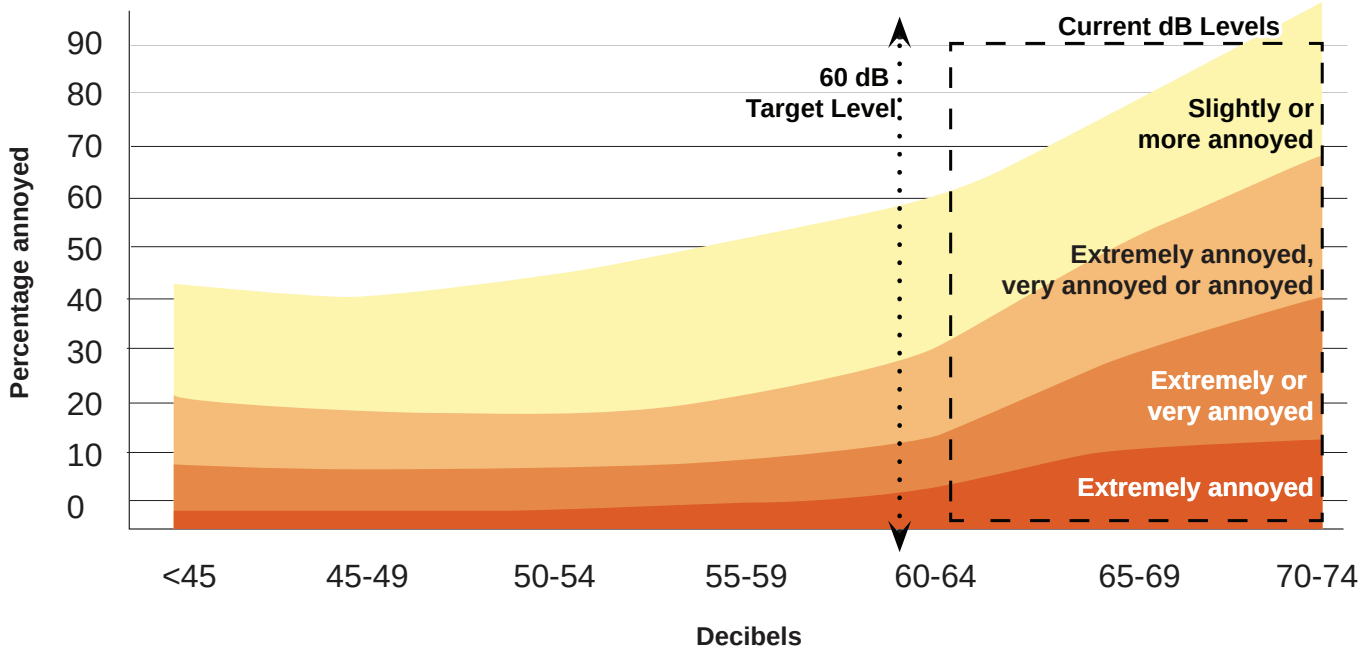
B Street

The feedback from the public process was that the current noise levels on Opelika Road negatively affect the majority of people's shopping and dining experience. Current noise levels of normal traffic range from 68-74 decibels, and increase to above 85dB with trucks and buses. Noise levels are generally higher on the eastern segments of the corridor. As a point of measure, the level at which hearing is damaged is at 90-95 dB. The lower speeds on side streets and backstreets will lower noise levels significantly in those areas.

Following implementation of the Master Plan recommendations, the targeted noise level on the Opelika Road should be 60 dB which will allow for a comfortable shopping and dining experience on Opelika Road Corridor. One strategy to reduce noise levels is to reduce traffic speeds.



People's Level of Annoyance based on Decibel Level



Connecting Parking Lots

Connecting parking lots will require cross-access agreements between property owners of adjacent parcels. These agreements are necessary to formally establish an agreement allowing adjoining property owners to access their properties through a free and uninterrupted roadway or access point. These agreements may also establish a plan for future improvements or maintenance. A merchant's association can be critical in these conversations to identify any legal challenges or opportunities regarding shared access such as insurance policies.

Future development can connect parking lots and encourage cross access through "teaser" parking (two rows of parking fronting onto Opelika Road) which would connect to adjacent parking lots as well. Where two parcels with two rows of parking fronting Opelika Road adjoin, these parking lots should be connected. However, within the designated neighborhood centers, a first priority is to front buildings directly onto Opelika Road, while "teaser" parking is a secondary alternative.

Shared Parking

The idea of shared parking was strongly supported by the public. The possibility for shared parking can be evaluated as redevelopment occurs. Shared parking can mean sharing between uses with different peak demand times (office and residential), or consolidating parking lots for multiple buildings, rather than providing parking around each individual use. This strategy can reduce the cost of providing parking and potentially free up additional land for development. Strategies to reduce the current required parking ratio can contribute to future development by allowing more land for revenue producing buildings, reducing impervious surfaces and thus the cost of stormwater management. It is often the case in a corridor such as Opelika Road that parking utilization is low. Auburn University students measured parking utilization on multiple properties at the intersection of Opelika Road and East University Drive showing a collective parking utilization of less than 30% at all times.

Employing the use of shared parking reduces impervious surfaces within the corridor and allows building form at center locations to take precedent rather than building placement being dependent on required parking. Neighborhood Center locations should have a lower parking requirement to accomplish the desired building form and placement. Shared parking is easiest to implement with one owner of multiple uses due to challenges when an owner wants to sell and the parking agreement remains in place for a new owner and land use. However, there are precedents of shared parking between multiple owners where an agreement or shared parking plan clarifies the maintenance and management of shared spaces. Planning staff would calculate a shared parking plan during the approval process, as each circumstance may differ. Current parking standards are as follows:

- Restaurant – 1 space/4 patron seats
- Shopping Center – 1/250 s.f.
- Hotel/Motel – 1.25/unit
- Grocery – 1/250 s.f.
- Medical Office – 1/250 s.f.
- Gas station – 1/150 s.f. of retail, 1/250 s.f. for office
- Auto Parts Store – 1/300 s.f.
- Banks – 1/300 s.f. 4 waiting spaces per drive through

The Corridor Plan recommends the following shared parking reductions:

- Shared parking for uses of the same type (such as neighborhood retail), with overlapping operating hours: allow reductions in the total minimum number of parking spaces required.
- Up to 20% reduction for four or more establishments.
- Up to 15% for three establishments.
- 10% for two establishments.
- Shared parking for uses with different operating hours (day vs. night): allow for up to 90 % of the required parking to serve as shared.
- Shared parking for differing uses (residential vs office): allow for a 50% reduction in parking requirement (provided the reduction does not exceed the minimum parking required for office uses).

Bus Transit

Current transit demand for Tiger Transit is largely transporting students to and from campus, while Lee-Russell Public Transit (LRPT) provides demand-response service largely for residents commuting to and from their place of work as well as from the senior housing north of the corridor to retail needs on the corridor. There are no proposed near-term changes to the transit network or stops. The City should consider a conversation with the MPO to discuss opportunities to provide a route from Creekside and Aspen Heights to the east – terminating at the mall/Flints Crossing. No transit stops are recommended on Opelika Road itself; however, as additional streets are constructed within the corridor, and new residential development occurs, Tiger Transit should consider additional stops within or near the neighborhood centers. There are currently about 5,000 residents that live within ¼ mile of the corridor. As population growth occurs and fuel costs rise, there will likely be increased demand for bus services.

New Traffic Signals

As new road connections are implemented, the new intersections should be evaluated to determine if new traffic signals are warranted. New traffic signals will enhance visibility of businesses at and near these intersections.

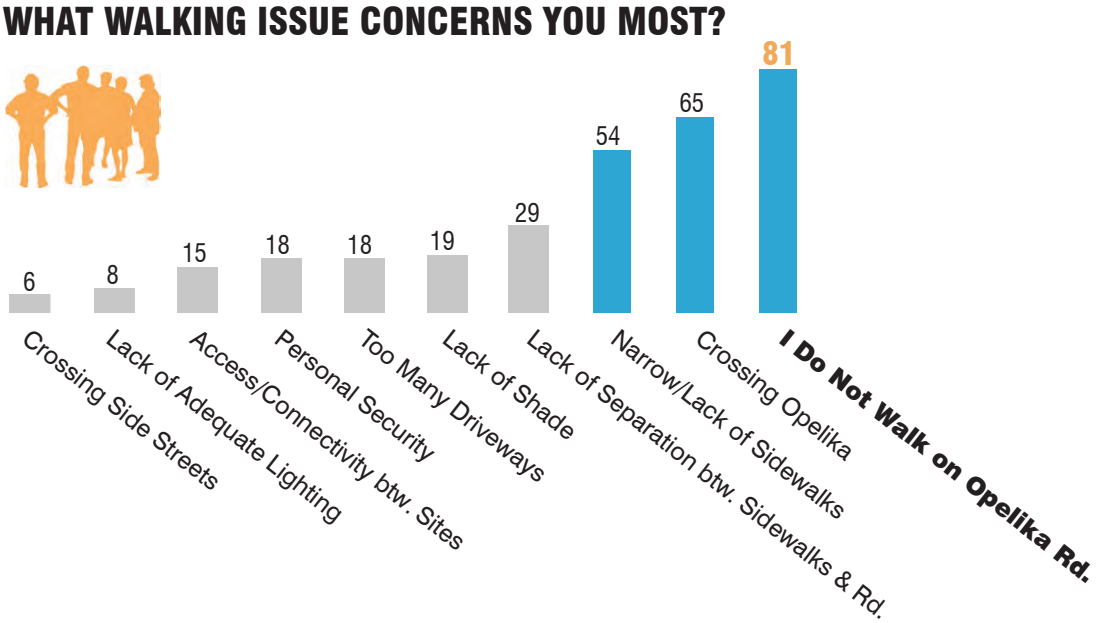
Bicycle Accommodation

Bicycles are accommodated within the 10' multi-use trail, which can be marked to allocate a designated section for bicycles. In addition, the outside lanes on both the north and south sides of Opelika Road will be constructed at 13' wide, providing an additional 2' for safely passing cyclists riding on the roadway. This strategy is considered a "sharrow," where vehicles and bicycles share the roadway. The sharrow becomes much more safe and feasible with a lower posted speed limit than the current 45 mph. This approach functions best at speeds at or under 35 mph.

Pedestrian Crossings and Sidewalks

To create a complete street means sufficient pedestrian facilities in which demand will increase as redevelopment and construction of side streets and new traffic signals occur. The proposed roadway plan provides a continuous standard 5' sidewalk on the north side and a 10' multi-use path on the south side. Existing and new crosswalks will be clearly marked with ALDOT-standard ADA accommodations.

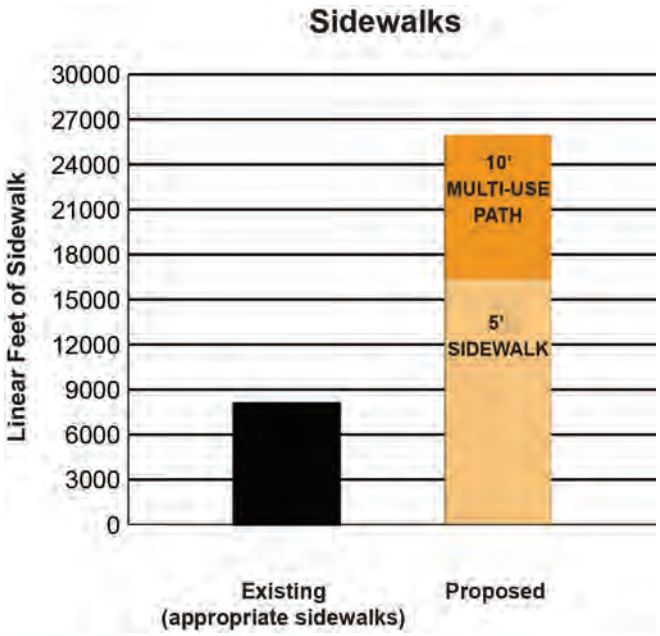
Due to the nature of Opelika Road as an arterial and the fact that busses do not stop on Opelika Road, it is recommended that pedestrian amenities such as benches, pedestrian scale lighting and outdoor seating be focused on side streets rather than on Opelika Road itself. There is further discussion on this in the land use section of this plan.



	Section	Pedestrian Level of Service (Auburn University student study)
1-A	North Gay Street to North Ross Street	D
1-B	Ross Street to Temple Street	E
1-C	Temple Street to North Dean Road	F
2	North Dean Road to East University Drive	F
3	East University Drive to Auburn city limits	F

The pedestrian facilities along Opelika Road are significantly lacking in terms of quality, coverage, and safety. Reducing speeds on Opelika Road is an effective way to improve safety. Using strategies to reduce speeds to the posted 25 mph speed limit between North Gay and Ross will provide easier access in and out of businesses, promote a more friendly condition for bike/pedestrian circulation, and provide for more time to stop or slow down to avoid conflicts between vehicles and pedestrians/cyclists and vehicles.

Slower speeds do not necessarily result in slower travel times. Improved signalization and traffic light placement can contribute to improved travel times, allowing for better progression and coordination between signals.



Linear Feet of Sidewalk

Appropriate sidewalks present
Satisfactory/room for improvement

Access Management Plan

Median Types

Medians are to be implemented over time, in conjunction with other improvements to help maintain access to affected parcels. The three types of median breaks proposed are Type I, II, and III. It is expected that the Type I intersections (Dean, and Mall Pkwy) will not change. Their configurations have been analyzed; unless traffic volumes increase or shift significantly, there do not need to be any additional lanes or lengthening of the turn lanes. Current improvements to the (East University Drive) EUD and Opelika Road intersection include a wider eastbound right turn lane on Opelika Road, and additional left turn lanes turning eastbound from Opelika Road to EUD and eastbound from EUD onto Opelika Road. Type II and III intersections are assigned by the current speed limit zones on Opelika Road.

The Type II intersections at Gay and Ross are in the 25 MPH zone and are already signalized. The Type II standard shown is sufficient to accommodate the necessary volumes and queues. However, a more detailed analysis should be performed at the time the project moves forward to the design stage to verify turn bay lengths. Another future Type II intersection might be built to accommodate the proposed neighborhood center just east of Temple Street, in front of Creekside, as well as access to the development. This would occur in the transition from the 45 MPH to the 35 MPH zone. A signal may be required and depending on the intensity of the development, the minimum turn bay lengths may need to be increased.

Two additional Type II intersections are proposed at the neighborhood center at North Dean. Depending on redevelopment, one or two signals would be installed. The turn lane storage length will depend on what is built. The minimum is shown for a 35 MPH design speed, forcing a slow down in the through lanes. Medians are not planned immediately west or east of East University Drive.

Roadway Level of Service Analysis

Based on the projected land uses and the proposed roadway configuration, an analysis was done to ensure that Opelika Road would function at an acceptable level-of-service (LOS). As redevelopment occurs over time, the LOS will remain the same, and actually improve slightly at the intersection of Opelika Road and East University Drive.

Intersection	Existing Condition		Analysis of Proposed Plan	
	AM	PM	AM	PM
	LOS	LOS	LOS	LOS
Opelika Road @ North Gay Street	B	B	B	B
Opelika Road @ North Ross S	B	B	B	C
Opelika Road @ North Dean Road	C	C	C	C
Opelika Road @ East University Drive	E	D	C	D
Opelika Road @ Ronald Lane	A	A	A	A
Opelika Road @ Mall Parkway	A	B	A	B

Definition	
LOS	Delay (s)
A	< 10 seconds
B	10 - 20 seconds
C	20 - 35 seconds
D	35 - 55 seconds
E	55 - 80 seconds
F	> 80 seconds

Complete Street Design Standards for Opelika Road

One purpose of creating complete street standards for Opelika Road is to provide a framework for future design work on the corridor. The roadway plan provided in this document is based on aerial imagery and GIS data; therefore, as detailed design and construction proceeds with survey data, the complete street design standards outline the design and engineering standards applied in the proposed plan. Some components of the design will shift depending on the built development along the corridor.

The intent of "complete streets" is to find an acceptable compromise between a through/commute corridor and an access corridor for all users – cars, trucks, bikes, and pedestrians. To this end, the guidelines have been developed specifically for Opelika Road and have been designed to intentionally slow traffic through strategies other than reducing the posted speed limit. Deceleration is accomplished partially in the travel lanes and partially in the turn lanes. Driveway radii are small enough to necessitate slower movements. The City's Public Works Design and Construction Manual is a more conservative approach that separates slowing vehicles from through traffic as quickly as possible and creates a high quality of service.

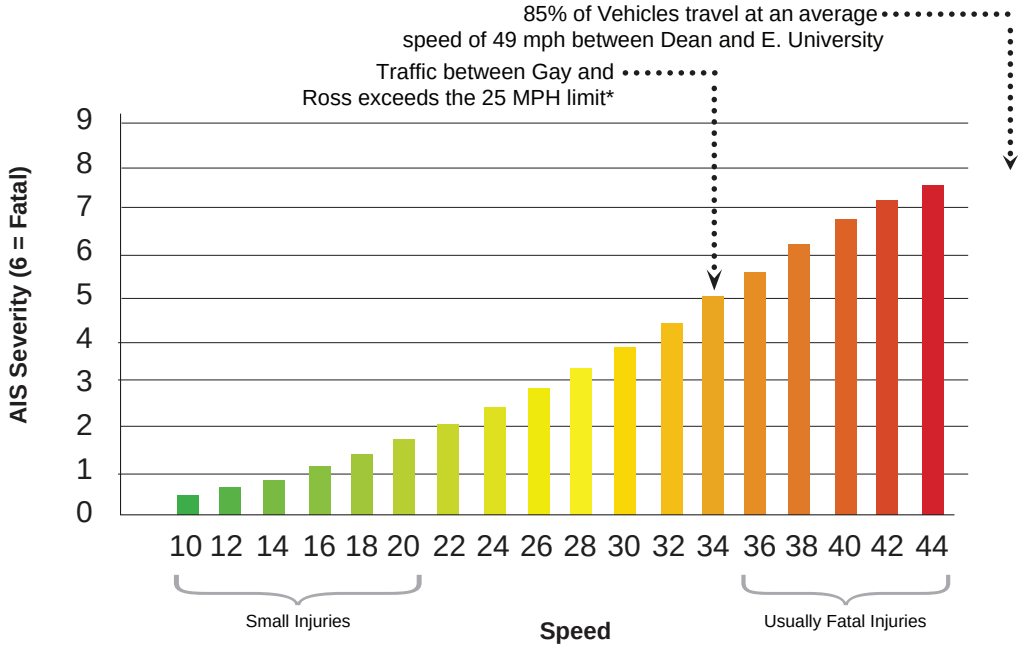
Where applicable, the City's Public Works Design and Construction Manual's standards were consulted. The difference is in the design speed used. In general, the 35 MPH design speed criteria was used as the starting point for the Type II medians. AASHTO was consulted for the Type III medians as well as the current constructed practice for the median breaks on Glenn Road in Auburn. There is latitude for accepting limits lower than the "desired" AASHTO guidelines that appear to be applicable for Opelika Road.

AASHTO A Policy on Geometric Design of Highways and Streets, 6th Edition, Section 9.7.2:
On many facilities, it is not practical to provide the full length of the auxiliary lane for deceleration due to constraints such as restricted right-of-way, distance available between adjacent intersections, and extreme storage needs. In such cases, at least part of the deceleration by drivers needs to be accomplished before entering the auxiliary lane. Inclusion of the taper length as part of the deceleration distance for an auxiliary lane assumes that an approaching turning vehicle can decelerate comfortably up to 10 mph before clearing a through lane. Shorter auxiliary lane lengths will increase the speed differential between turning vehicles and through traffic. A 10-mph differential is commonly considered acceptable on arterial roadways. Higher speed differentials may be acceptable on collector highways and streets due to higher levels of driver tolerance for vehicles leaving or entering the roadway due to slow speeds or high volumes. Therefore, the distances discussed above should be accepted as a desirable goal and should be provided where practical. The deceleration distances discussed above are applicable to both left- and right-turning lanes, but the approach speed is usually lower in the right lane than in the left lane.

Pedestrian Safety: Vehicle Impact Speed vs. Potential Pedestrian Injury

** Between North Gay and Ross, the 85% speed is 9 mph over the speed limit.*

*** Between North Dean and University, the 85% speed was 4 mph over the speed limit.*



Access Management Plan

Complete Streets Design Guidelines for Opelika Road

The National Complete Streets Coalition defines a “complete street” as a street for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk.

Target Speed - Maintain current speed limits

- North Gay Street. to North Ross Street – 25 mph
- North Ross Street. to Temple Street – 35 mph
- Temple Street. to North Dean Road – 45 mph*
- North Dean Road to city limit – 45 mph*

**While there is not currently public support for reducing the current speed limit on Opelika Road, it is strongly recommended that the City consider reducing the posted speed limit to 35 mph in the future.*

Lane Width

- 11’ travel lane
- 11’ turn lanes

Medians

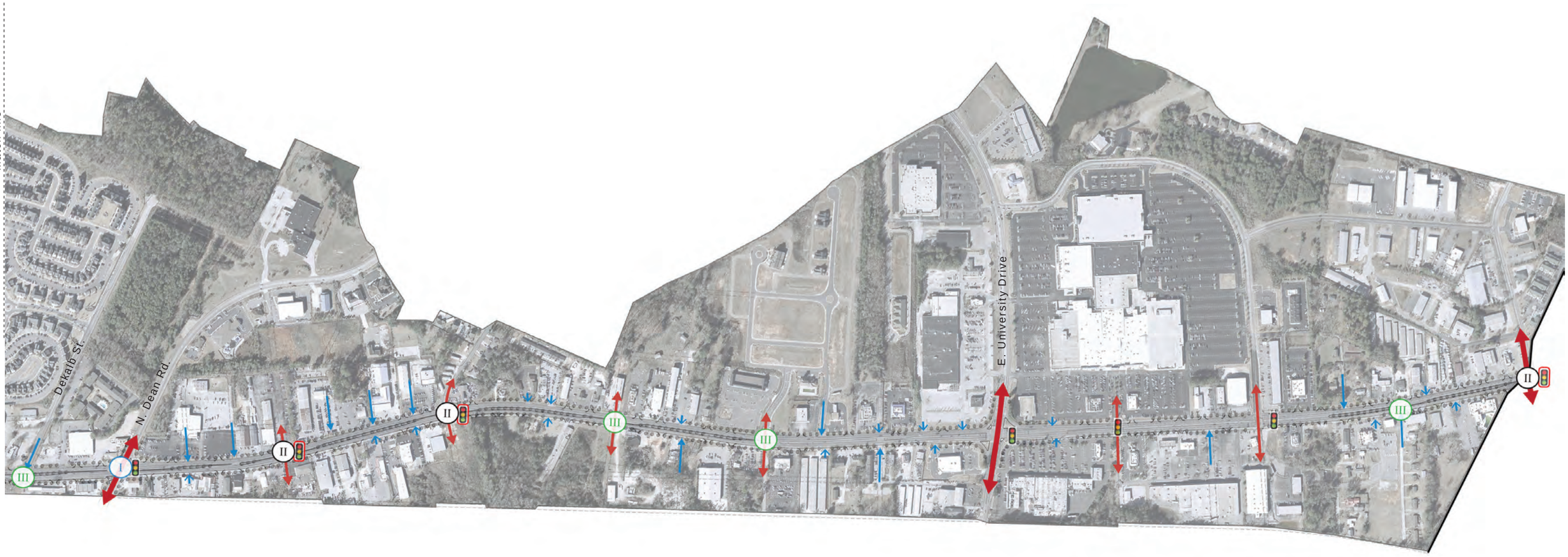
- Raised, landscaped
- 12-18’ width
- 4’ bullnose with pavers or stamped concrete
- 6’ minimum width (back-of-curb to back-of-curb) required for shrubs
- 6’ minimum width (back-of-curb to back-of-curb) required for trees

Sidewalks

- 5’ min
- ADA accessible

Multi-use Trail

- 8’ min, 10’ typical



Bicycle Facilities

- 13’ outside lane to allow for on-street bicycle “sharrow” traffic (safely executed in areas with posted speed limits of < 35 mph.

Trees

- 3’ from edge of travel lane (median)
- 40’ on center spacing

Intersection Standards by Type

- Type I – Signalized, heavy side street volume
  - Dean
  - East University
- Type II – Signalized, moderate side street volume
  - Gay
  - Ross
  - Mall Pkwy
- Type III – Unsignalized median break
- Type IV – Driveway

Turn lane requirements

- Type I – City of Auburn Standards for 45 MPH roadway
  - Min. 220’ bay length
  - 150’ bay taper
- Type II – City of Auburn Standards for 35 MPH roadway
  - Min. 125’ bay length
  - 110’ bay taper
- Type III –
  - 100’ min. turn bay
  - 100’ taper

Curb Radii

- 15’ for most driveways
- 25’ for more truck active driveways of 24’ or wider

Traffic Signals

- Min. 1000’ spacing
- Full pedestrian accommodation
  - ALDOT specified crosswalk striping
  - ALDOT specified ped signalization
- U-turn provisions

Lighting

- Standard cobra head with extension arm
- Multi-use path lighting - Pedestrian scale

Major Intersection Access

Cross Street Access

Proposed Curb-Cut Access

Possible Curb-Cut Access, spaced 150’

New Signal when development and traffic volumes warrant

Existing Signal

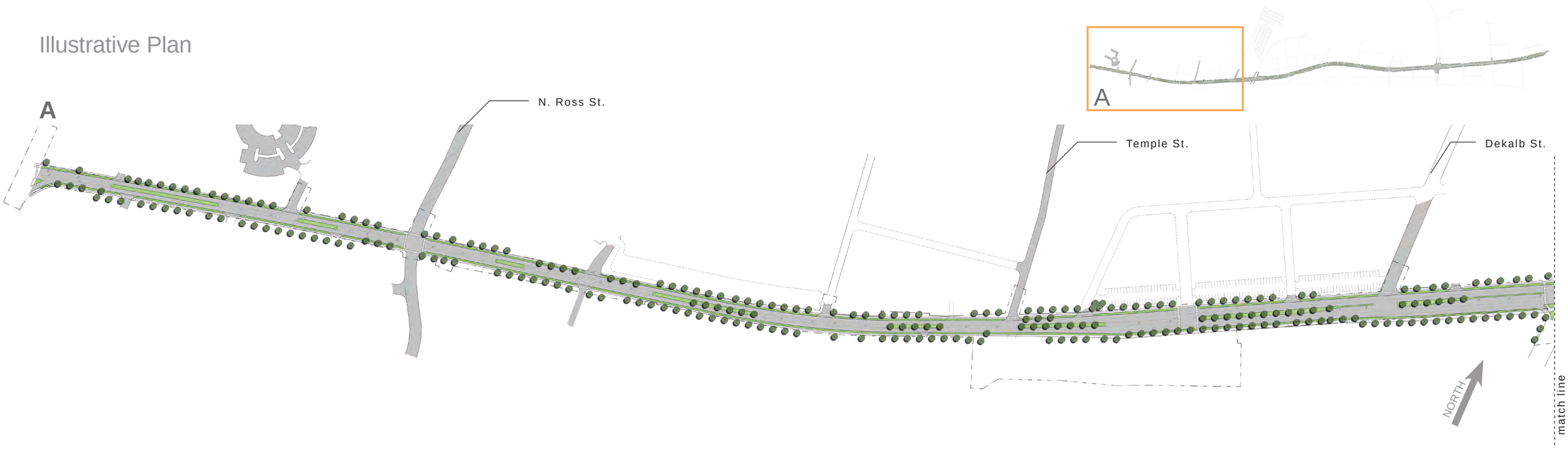
Proposed Road Connection

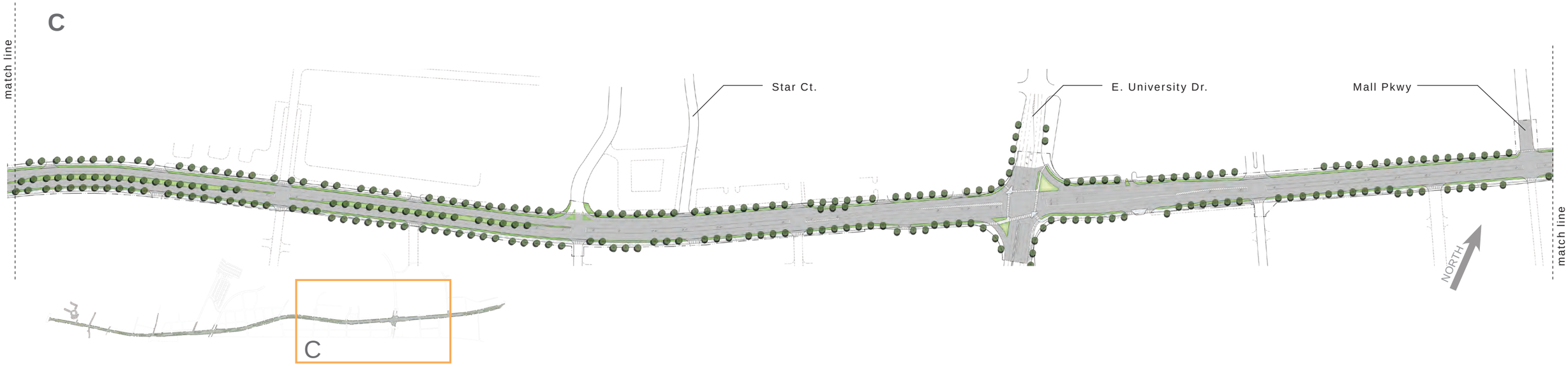
I Type I Median Break - Major with signal

II Type II Median Break - Minor with signal

III Type III Median Break - Unsignalized

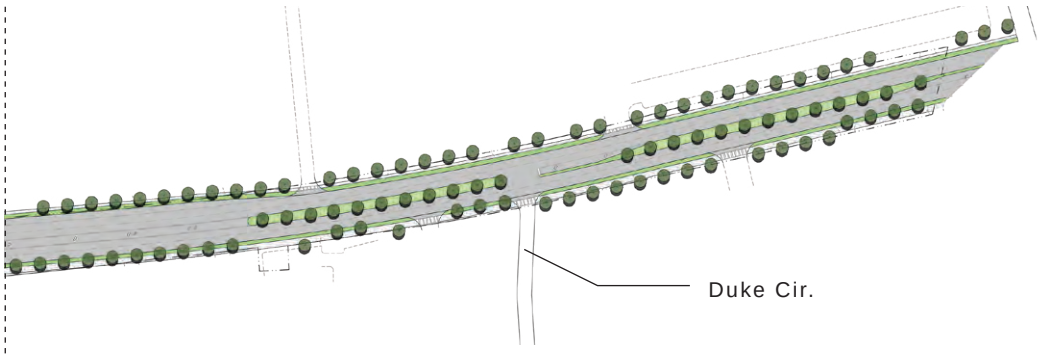
Illustrative Plan





B

D



LAND USE PLAN

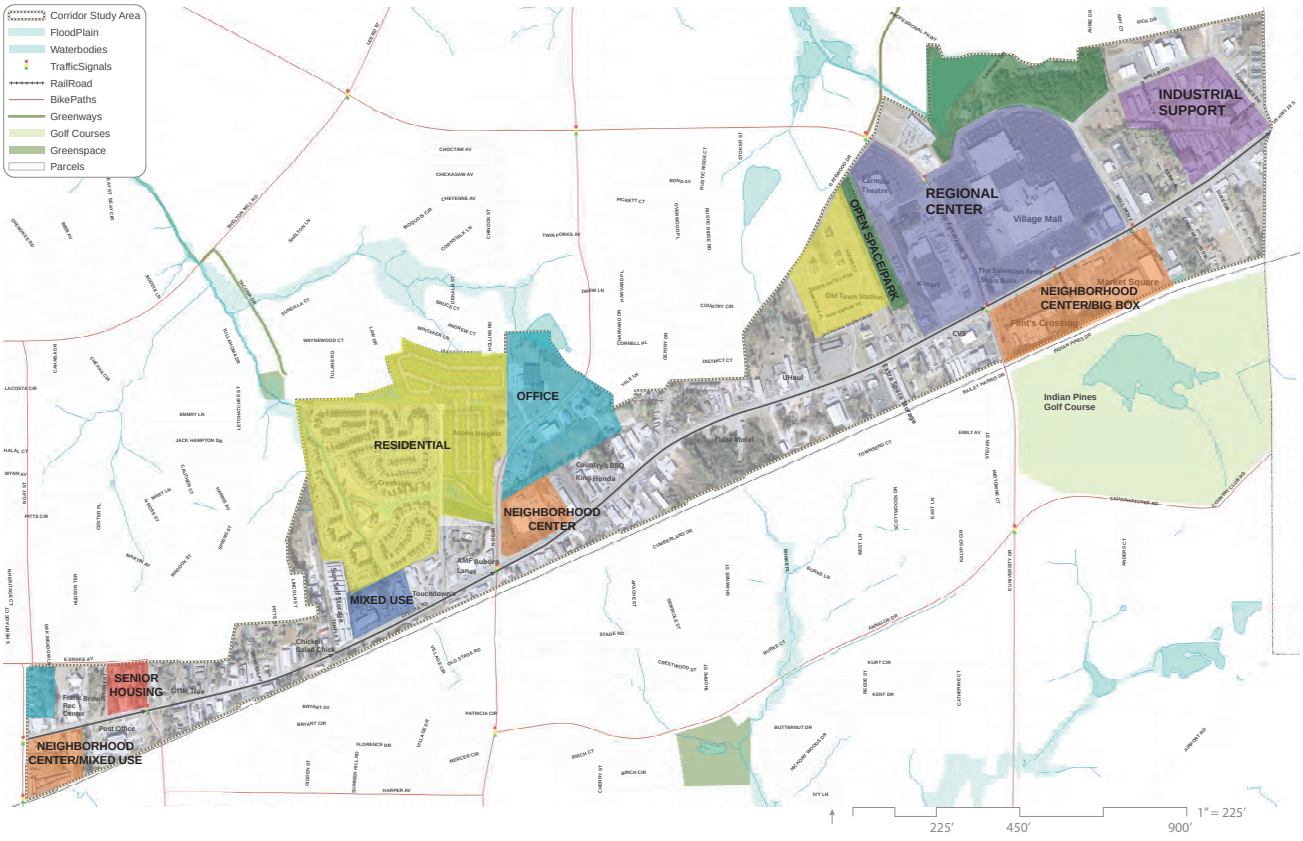
Chip Game

As depicted in the picture below, the team conducted a series of “chip games” with the public in order to develop input as the team created redevelopment concepts. In this game, citizens allocated “chips” representing the projected land uses for the corridor in 2030 (based upon the findings of a market study) to various areas along the corridor. The Chip Game process empowered citizens to help plan for the future of the corridor and provided the team with a number of ideas for redevelopment.

Chip game in progress at Charette #1

The general public as well as city staff representing a number of departments provided input through this exercise. General consensus illustrated the following:

- Neighborhood Centers were consistently placed at Gay, Dean, EUD.
- Mixed Use or Neighborhood Center was consistently placed at Temple.
- The Regional Center was consistently identified as staying at EUD/Opelika Road, with entertainment uses concentrated in this area also.
- Open space was generally placed within existing tree stands and drainage areas.
- Infill of office uses were placed around the existing office park north of Opelika Road/Dean Road.
- Existing residential was largely indicated to remain.
- Senior housing was located near the existing cluster of senior housing and near the regional
- center and walkable services.
- New hotels were located near/around the regional center and on the south side of Opelika Road between North Dean and EUD.
- Infill of future duplex/townhome housing was placed adjacent to existing single family lots and apartments. Clusters of future duplex/townhome housing near the rec center/post office.
- Restaurants and entertainment uses were placed in and around the designated regional center.



Summary composite of chip game input

LAND USE PLAN

Nationwide, growing demand for mixed-use and energy-efficient development is changing linear strip development to people-oriented centers. Participants in the charette and online survey indicated strong support for an approach that focuses on mixed-uses allowed throughout the corridor with a focus on development form. Therefore, the corridor needs to be restructured into a form in which property owners and developers – along with the community – will reinvest. Corridor redevelopment requires a complimentary strategy to restructure land use and redesign the right-of-way. The goals of the land use plan are aligned with the critical success factors established at project kick-off:

- Create new economic opportunities (with the transportation plan) that are more aligned with current consumer, investor and community preferences
- Harness the forces of market demand
- Better utilize available land (long blocks, deep parcels)
- Create a framework for form (building placement, height, intensity)
- Project a positive community identity
- Provide mixed-use centers for expansion of transit and walkability/bikeability – reorganize to nodal development
- Create new corners to increase visibility and increase retail-driven investment
- Plan for development at densities to support transit options

Nodal Development/Centers

Comp Plan 2030 identifies citywide regional, community and neighborhood centers. In the plan, they are described as "focal points for the surrounding neighborhood and community and should have a strong sense of identity. Nodes can be magnets for activity and development that affect urban form, environmental quality and the transportation network in a positive way..." Nodes promote the efficient use of land and public services such as water, sanitation, fire and police protection, recreation and open space, and transportation." See *CompPlan 2030* for the definition of neighborhood, community and regional centers.

In order to locate "centers" where strong commercial assets are already in place, the team identified the most favorable locations for retail clusters and considered existing residential development, traffic volumes, location of underused or vacant properties, and parcels of sufficient size. Centers should be located at major intersections, but not bisected by large roadways. Centers are best located at one quadrant of a major intersection, rather than targeted at all four corners. The proposed centers are located to take advantage of strong retail and entertainment uses already in place. The centers are intended to build on and encourage similar and complimentary uses on nearby properties with phased-in redevelopment.

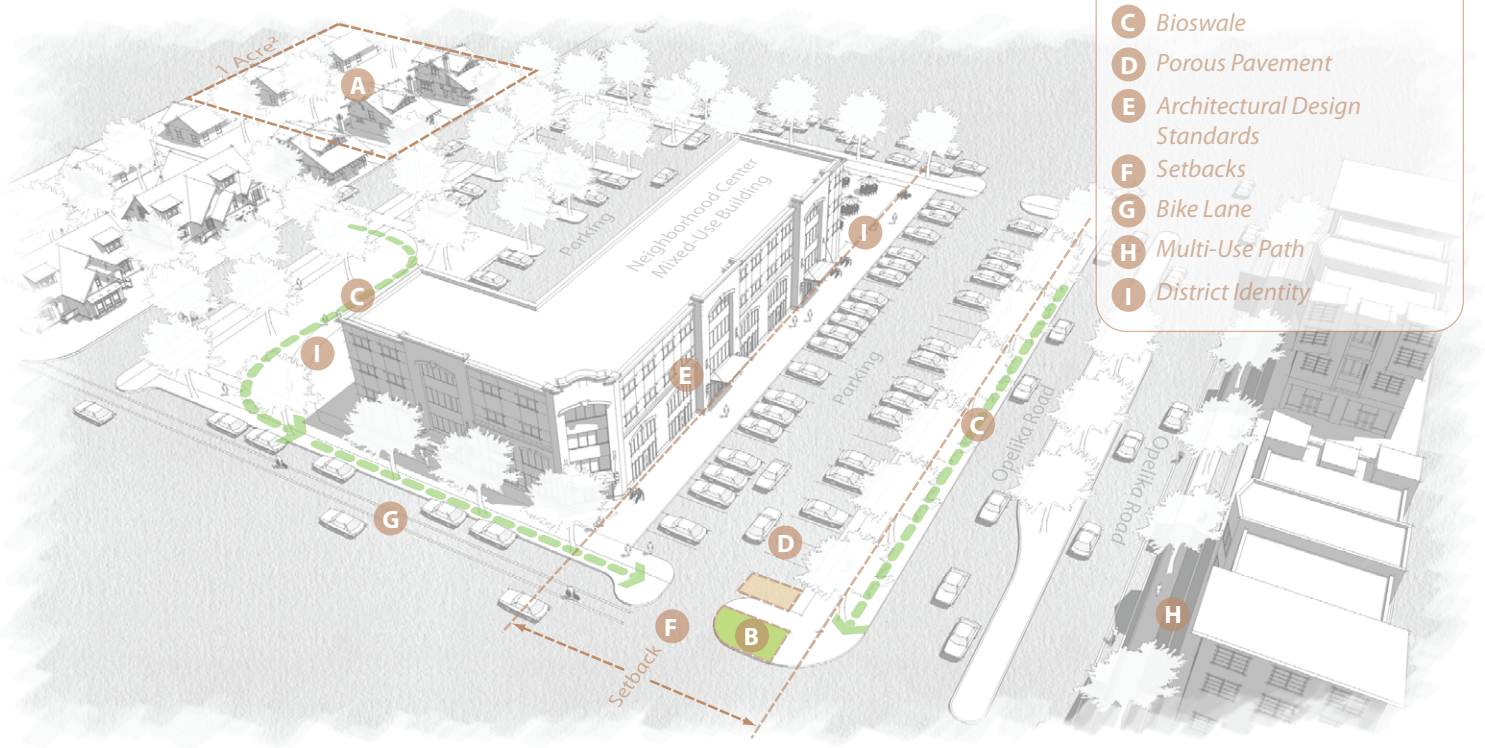
The centers will contain smaller local roads, with pedestrian-friendly sidewalks and on-street parking to slow traffic and reduce the need for large, expansive parking lots. The centers are intended to concentrate development, allowing people to walk between stores or from their home to a store as well as create development with high enough densities to support transit.

Market Analysis of Current vs. 2022 Projected Land Uses

OPELIKA ROAD CORRIDOR - LAND USES

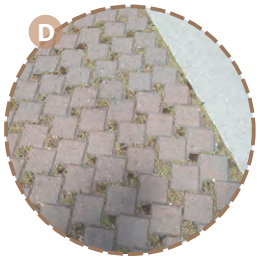
	Current Area (Sq. Ft.)	Current Area (Acres)	Current Percent of Total	Projected Area (Acres)	Projected Percent of Total
Residential	**5,748,958**	**132**	**26%**	**185**	**36%**
Single Family	1,429,294	33	6%	25	5%
Duplex/Townhome	261,066	6	1%	35	7%
Apartment	3,865,047	89	17%	110	21%
Senior Living	115,518	3	1%	15	3%
Mobile Home	78,033	2	0%	0	0%
Retail	**9,185,001**	**211**	**41%**	**210**	**41%**
Retail/Service	6,263,339	144	28%	150	29%
Automotive Sales & Service	1,756,837	40	8%	20	4%
Restaurant	681,876	16	3%	25	5%
Entertainment	482,949	11	2%	15	3%
Office	**1,195,957**	**27**	**5%**	**50**	**10%**
General Office	1,010,899	23	5%	45	9%
Medical Office	185,058	4	1%	5	1%
Government/Institutional	**995,905**	**23**	**4%**	**25**	**5%**
Hotel/Motel	**327,543**	**8**	**1%**	**10**	**2%**
Light Industrial	**881,993**	**20**	**4%**	**25**	**5%**
Self Storage	416,654	10	2%	10	2%
Light Manufacturing	465,339	11	2%	15	3%
Vacant	**3,770,731**	**87**	**17%**	**0**	**0%**
Vacant Buildings	991,413	23	4%	0	0%
Vacant Land	2,779,318	64	12%	0	0%
Parks/Open Space	**296,090**	**7**	**1%**	**10**	**2%**
Total	**22,402,178**	**515**	**100%**	**515**	**100%**

Opelika Road Corridor Plan
Definitions of Terms: *Anatomy of a Neighborhood Center*



Rain Garden

Bioswale



Porous Pavement

Bike Lanes

Multi-Use Path

District Identity

Key elements of a neighborhood center include:

- Mixed-use development (vertical or horizontal), including a variety of housing choices;
- Interconnected street system and connections to adjacent or future development;
- Pedestrian-oriented street and building design;
- Reduced building setbacks, street widths and turning radii;
- Minimized parking and maximized transit, bike, and pedestrian access;
- Civic and park spaces within walking distance of residential.

Participants agreed with the recommendation to concentrate outdoor dining opportunities on side streets and backstreets, rather than directly on Opelika Road. Due to the difficulty in establishing pedestrian environments around high volume intersections, in such circumstances the pedestrian focus is often on an adjacent side street. In this way, the economic energy of the high volume intersection is captured while still maintaining a pleasant pedestrian environment.

In addition, the population of Auburn grew at an annual rate of 2.2% in the last decade and by 6.4% in the last two years. As growth continues (including potential growth in student enrollment at Auburn), this strategy allows new residential development to occur within the corridor – taking advantage of existing infrastructure, rather than consuming undeveloped land. The market study anticipates an increase in residential uses from 26% of the land within the study area to 36%, specifically an increase in higher density housing such as duplexes, townhomes, apartments as well as senior living accommodations.

Participants in the 'chip game' at the first charette consistently showed future neighborhood centers at the locations shown on the future land use plan. The second charette participants also supported strategies to encourage new or enhance existing neighborhood centers and mixed uses at the intersections of Opelika Road and Gay Street, Temple Street and North Dean Road with a regional center designation at Opelika Road and University Drive.

Existing Centers:

Regional Center – East University Drive and Opelika Road:

CompPlan 2030 identifies this regional center. The market analysis notes that approximately 830,000 s.f. of retail space is already located in the six existing retail developments near this intersection. These retail developments have occupancy rates between 82% - 100% with the exception of the parcel previously occupied by K-Mart; however, there is reportedly much interest in this property. This location has the benefit of the largest traffic volumes on the corridor – 25,700 average vehicles per day along Opelika Road. This location serves as a major destination, creating one terminus – the other being downtown. This proposed center is currently located within the Commercial Conservation zone.

Neighborhood Center – Flint's Crossing

CompPlan 2030 identifies this neighborhood center. Similarly to the regional center on the north side of Opelika Road, the neighborhood center designated at the southeast corner of East University Drive and Opelika Road will largely build on the high traffic volumes and success of the retail and restaurant establishments that currently exist. This proposed center is currently located within the Commercial Conservation zone. A major railroad crossing is located at this intersection, which improves access to this site and the regional center to the north from neighborhoods to the south of Opelika Road. Without the crossing, access to the site would be otherwise cut off by the railroad corridor.

Proposed Centers:

Neighborhood Center – Gay Street. and Opelika Road:

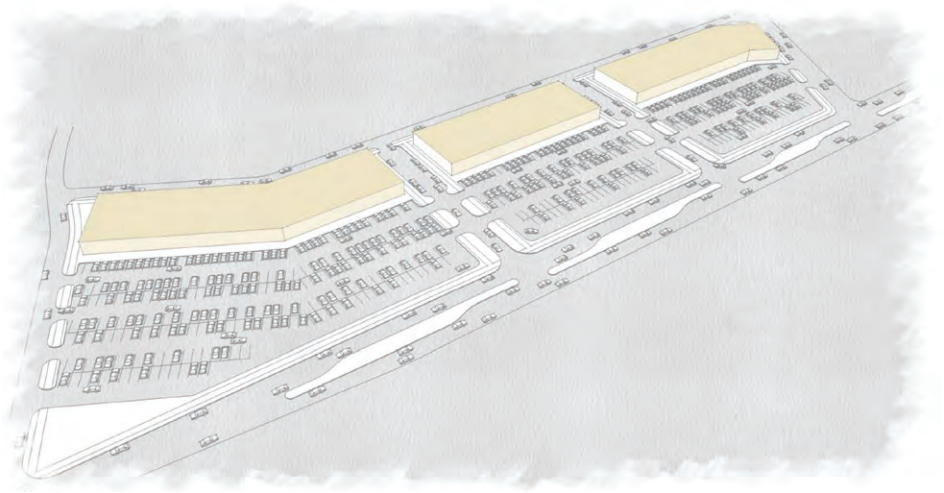
This intersection has the least average daily traffic within the corridor at 15,100; however, this location has a number of underutilized properties. As these properties are redeveloped, there is potential to integrate new housing with retail uses, either vertically or in a single-story format. This proposed center is currently located within the Redevelopment District zone. A railroad crossing is located just south of this center location, which improves access to this site by bridging the physical barrier from neighborhoods to the south of Opelika Road and from downtown/campus.

Neighborhood Center - Temple Street and Opelika Road:

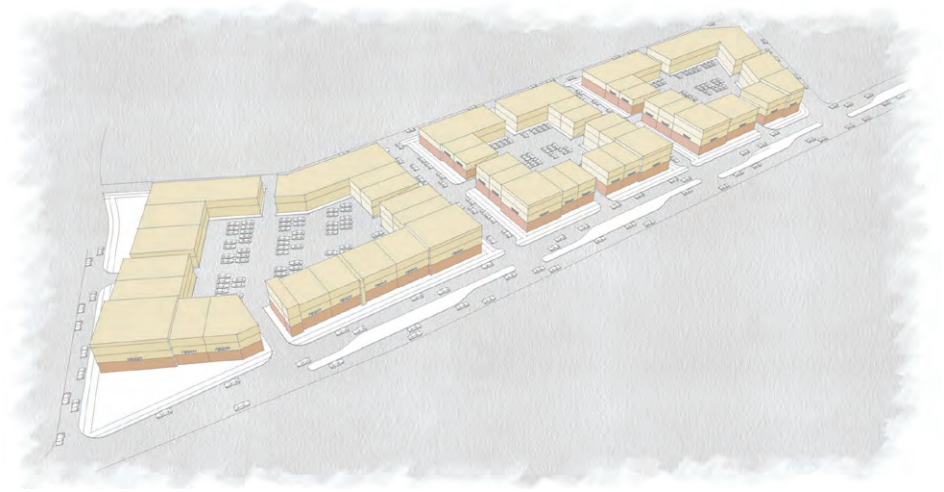
The proposed neighborhood center at Temple Street will capitalize on its location between the residential developments of Creekside and Aspen Heights and downtown/campus. Just north of this location, Creekside contains 1,119 beds and is largely Auburn students. Stakeholders expressed that an opportunity exists to provide a mix of uses at this location with a particular focus on niche markets that students demand, including gyms, entertainment venues, and daily needs. Its adjacency to the Auburn Lanes bowling alley is also beneficial, as this is a use that draws many people to Opelika Road. Citizens that participated in the planning process felt that Opelika Road is the ideal area for entertainment uses and neighborhood-serving “daily needs” retail. Key elements to making this center successful are not only clear roadway connections, but also sidewalk connections; currently, residents cannot safely walk from their neighborhoods to Sushi Boy.

This center also has the opportunity to accommodate some of the anticipated demand for conventional apartments and for-sale higher density housing, as the adjacent developments are largely occupied. The market analysis suggests there will be more demand focused on students, young professionals, families and empty nesters. Public input indicates support for higher residential densities, likely due to the citywide success of 8-20 du/ac residential developments. There are a number of successful residential developments at densities of over 20 units per acre throughout the City, including Summer Brooke within the corridor study area itself and Burton House/Oaks, for example. Participants were largely comfortable with building heights up to 3 stories within designated neighborhood centers. To capitalize on demand for higher density residential products, the neighborhood centers could develop with single-story mixed-use or vertical mixed-use.

To better understand the vision for building form and configuration within the centers, the consultant team developed a series of options specific to this location – just east of Temple Street and directly in front of Creekside. None of the participants indicated a preference for a “retail only” option with large parking fields in front, or what you might call “business as usual.” There was strong support for a mixed-use (residential/retail/office) building configuration that provided two rows of teaser parking in front with on-street parking on side streets and backstreets. The center designs on the adjacent page illustrate the need for visible parking while providing aesthetic appeal and comfortable pedestrian environments and connectivity. Parcel sizes within this area are small in comparison to the other center locations, the largest parcel being 4.78 acres. However, there are only six parcels designated here, which eases redevelopment in terms of parcel assembly. This proposed center is currently located within the Comprehensive Development District zone.



Temple Street center illustrating “business as usual”



Temple Street center illustrating how retail might front onto Opelika Road

Temple Street center illustrating parking along Opelika Road and side streets

Neighborhood Center – North Dean Road and Opelika Road:

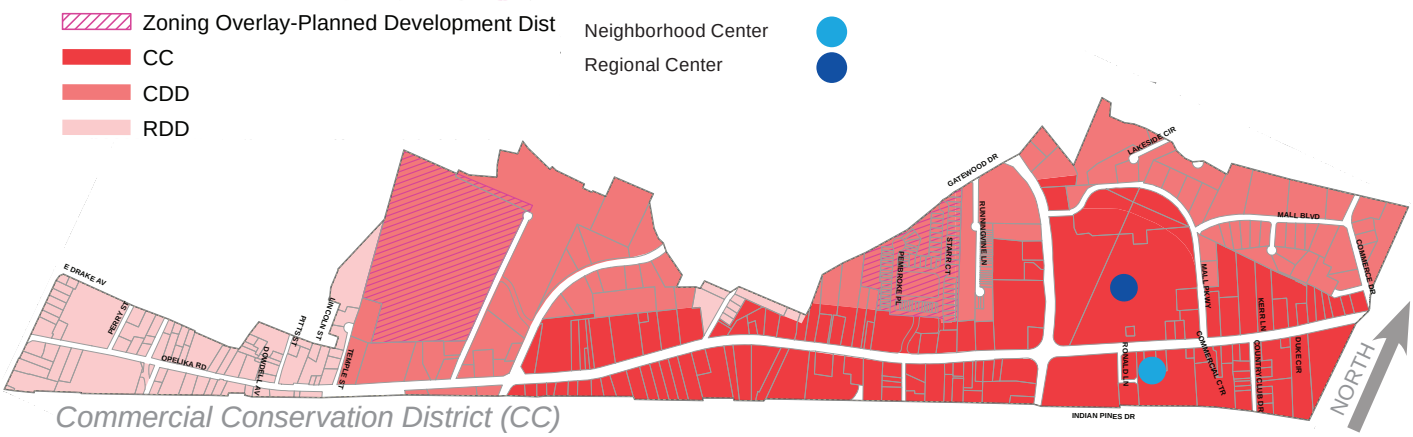
The proposed neighborhood center at the northeast corner of North Dean Road and Opelika Road is at a major regional intersection with average daily traffic reaching 18,700. This intersection is a compelling retail location due to the traffic volumes as well as its proximity to Auburn Lanes, which provides an opportunity to leverage this asset with new entertainment and restaurant uses. There is land within this location that is vacant or underutilized, including a 4.69 acre parcel that currently contains a vacant building. In addition, 600 residential beds at Aspen Heights are located in close proximity to this location, again largely a student population. This center also has the opportunity to accommodate some of the anticipated demand for conventional apartments and for-sale higher density housing. The Temple and North Dean centers are located near areas with already-established residential character, in addition to the corridor-wide benefits of being close to downtown, Village Mall, East Alabama Medical Center and Interstate 85. A major railroad crossing is located at this intersection, which improves access to this site from neighborhoods to the south of Opelika Road as well.

Again, higher densities and taller buildings were strongly supported within the center locations. The consultant team also developed a series of options specific to this location to better understand building configuration and placement preferences. Participants supported multiple options that broke up large parking areas and created a backstreet central to the neighborhood center, which would better support destination-type uses and entertainment uses where walking and dining might be supported on the interior road or on sidestreets. This proposed center is currently located within the Commercial Conservation zone.

North Dean center illustrating how builldings and parking might be configured

Public input at the first charette indicated the most important land-use related issues to address in the corridor are attracting new businesses, addressing vacancies and modifying land use regulations to allow for mixed-uses. The second charette illustrated land use alternatives in which participants expressed the strongest support for allowing more mixed uses throughout with a focus on development standards and building placement – additional support was expressed for this approach particularly at neighborhood centers. It was recognized that by allowing additional uses, developers and property owners will have more opportunity rather than limiting land uses. The greater the number of uses, the more reasons people will have to frequent the corridor.

The study area currently includes three performance-based zones: CC – Commercial Conservation, CDD – Comprehensive Development District and RDD – Redevelopment District. The performance-based zoning has focused on buffering and separating uses on Opelika Road. Separation of uses results in limited connectivity between neighborhoods, shopping areas and places of employment. Many communities nationwide have found that by allowing retail, office, and residential uses in the same development or in close proximity to each other, new developments have fared better in the market and created more desirable destinations for residents and businesses. Mixed use districts not only encourage redevelopment, but they also create a “sense of place” along a corridor. Though mixed use is allowed on Opelika Road, the current zoning designations on Opelika Road do not allow the center-type development described within this plan, particularly regarding building heights, setbacks and densities.



Commercial Conservation District (CC)

This District is intended to preserve the general character of existing commercial areas. The intent is to accommodate limited expansion, conversion and infill of existing commercial areas. The regulations for the CC District permit future development consistent with the existing character of commercial development.

Comprehensive Development District (CDD)

This District is intended to provide the zoning and capital improvements that attract development. It consists of the areas where development should logically locate as a consequence of planned public facilities and associated capital expenditures. It provides for low- to moderate-density residential development and for necessary commercial and institutional uses. Manufactured home parks, commercial support uses, and road service uses are permitted conditionally, and industrial uses are not permitted. The CDD allows many and varied uses while placing the emphasis on minimizing or buffering any nuisances between uses. It anticipates the likelihood – and desirability of mixing of land uses, imposes standards to resolve any possible problems, and eliminates the negative impacts of unlike land uses.

Redevelopment District (RDD)

This District is intended to promote the renewal of those transitional areas of the City of Auburn that have undergone extensive changes in land-use type and density/intensity. This District provides regulations that permit redevelopment of an urban character. It provides for intermediate residential densities and necessary commercial and institutional uses. The RDD is designed to target areas where a combination of public investment in capital improvements and public/private actions to renew and redevelop land and structures will stabilize transitional neighborhoods, thereby reducing the cost of growth in Auburn. Like the CDD, this District allows many and varied uses while placing emphasis on minimizing or buffering any nuisances between uses.

Existing Zoning Challenges

The vision for Opelika Road's centers conflicts with permitted uses within the existing zoning as follows:

- Mid-density residential (townhouse/ duplex) is not permitted at the proposed North Dean, and Flints Crossing neighborhood center locations, and is conditional at the Gay Street neighborhood center. Duplexes are conditional at the Temple Street neighborhood center.
- Institutional uses (day care, nursing home, assisted living, independent living) are conditional at the Gay Street neighborhood center.
- Commercial and Entertainment uses are conditional at the Gay Street neighborhood center. Hotels/motels, brewpubs and lounges are conditional within all proposed neighborhood centers.
- Convenience stores or small grocery stores are conditional at the Gay Street neighborhood center.
- Neighborhood shopping centers are not permitted within all proposed neighborhood centers with the exception of the Temple Street neighborhood center.
- The front setback requirement of 40 feet in the CC district.

The vision for the Opelika Road future land use conflicts with the current form-related standards within the zoning code. Maximum FAR and ISR requirements within all of the existing zoning designations can be challenging for redevelopment. These FARs are generally too low, particularly within the proposed center locations. The narrow and small parcels within the corridor make maximum FARs difficult for redevelopment. Other form-related zoning requirements can create challenges for redevelopment, including buffer requirements adjacent to streets.

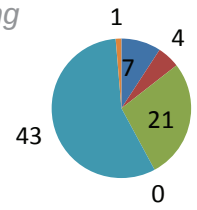
Minimum parking requirements inadvertently create the pattern of development seen on Opelika Road. Each parcel accommodates the parking required for each individual use and often results in buildings surrounded by parking lots. The space and money devoted to parking could be used to accommodate other homes, businesses, shopping, or public space or park opportunities. In some cases, parking standards can discourage or even prevent development because providing it is expensive. Strategically lowering parking requirements can lower total development costs and further encourage compact, mixed-use development, particularly at the center locations. Recommended shared parking reductions are outlined in the Corridor Plan chapter.

The bicycle parking requirement in the current zoning code (University Service District only) would be beneficial within the centers along Opelika Road. This code requires multi-family residential to provide 1 space/8 parking spaces or bedrooms. Bicycle parking spaces should be provided in close proximity to building entrances, clustered in lots, and with appropriate signage.

As a point of reference, LEED ND (Leadership in Energy and Environmental Design - for Neighborhood Development) bicycle parking is based on the number of units on a site and requires at least one bicycle space per ten dwelling units but no fewer than four spaces per project site. For retail uses, LEED ND requires at least one bicycle space per 5,000 square feet of retail space for customers. LEED ND also encourages the use of enclosed, secure bicycle parking.

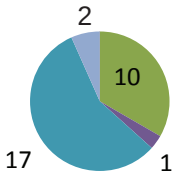
Of the land use alternatives shown, I am most supportive of:

Keypad polling



- Minimal land use controls
- Retain existing land use controls - business as usual
- Focus on mixed-use at neighborhood centers
- Focus on residential
- Mixed-use throughout - focus on development standards
- Other
- None of the above

Online survey



- Minimal land use controls
- Retain existing land use controls - business as usual
- Focus on mixed-use at neighborhood centers
- Focus on residential
- Mixed-use throughout - focus on development standards
- Other
- None of the above

Form-Based Code

Conventional zoning is primarily concerned with separation of uses, whereas a transect zoning system replaces conventional separated-use zoning systems that have encouraged a car-dependent culture and land-consuming sprawl. The transect zones are form-based districts that provide the basis for real neighborhood structure, which requires walkable streets, mixed use, transportation options, and housing diversity. The T-zones vary by the level of intensity of their natural, built, and social components.

Much of the future land use reflects this mixed-use approach for the future of the Opelika Road corridor. This offers flexibility of use but will be more specific with regard to physical form (building setback, height, parking, relationship to the street). While the real estate market will determine the exact mix of product types and exact densities of new development, the future land use definitions suggest recommended densities. The intent of form regulations is to create development that retains the urban design over many decades, as tenants and individual businesses come and go. The goal is to positively affect the form of the neighborhood center locations, with less priority on building form between the centers. There are alternative approaches to implementing the form-based code.

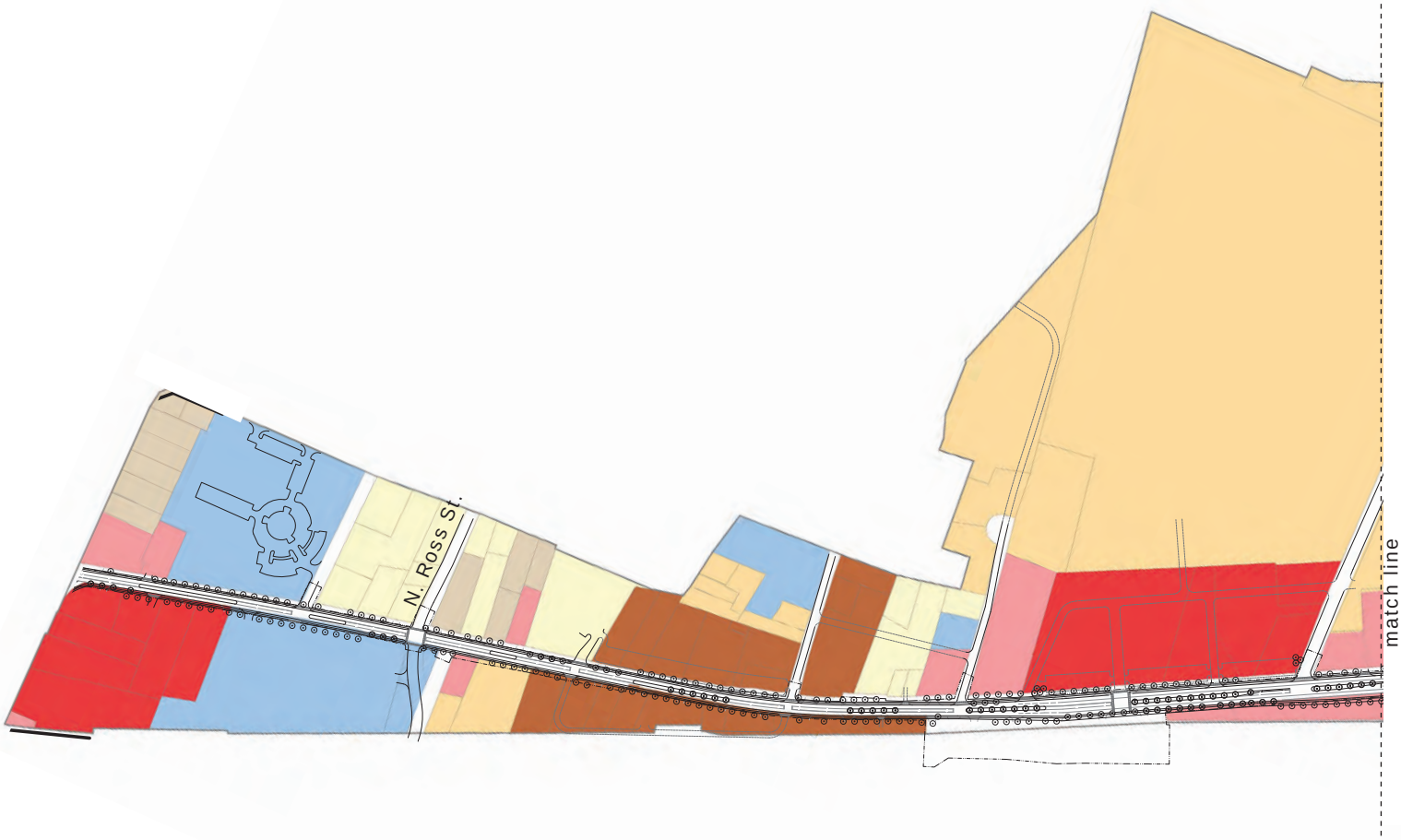
1 - Require that any parcels (or assembled parcels) over 4 acres conform to the form-based code.

2 - Require land that falls within the identified neighborhood centers conform to the form-based code.

3 - Provide the option to opt in to the form-based code with a minimum lot size or assembly requirement.

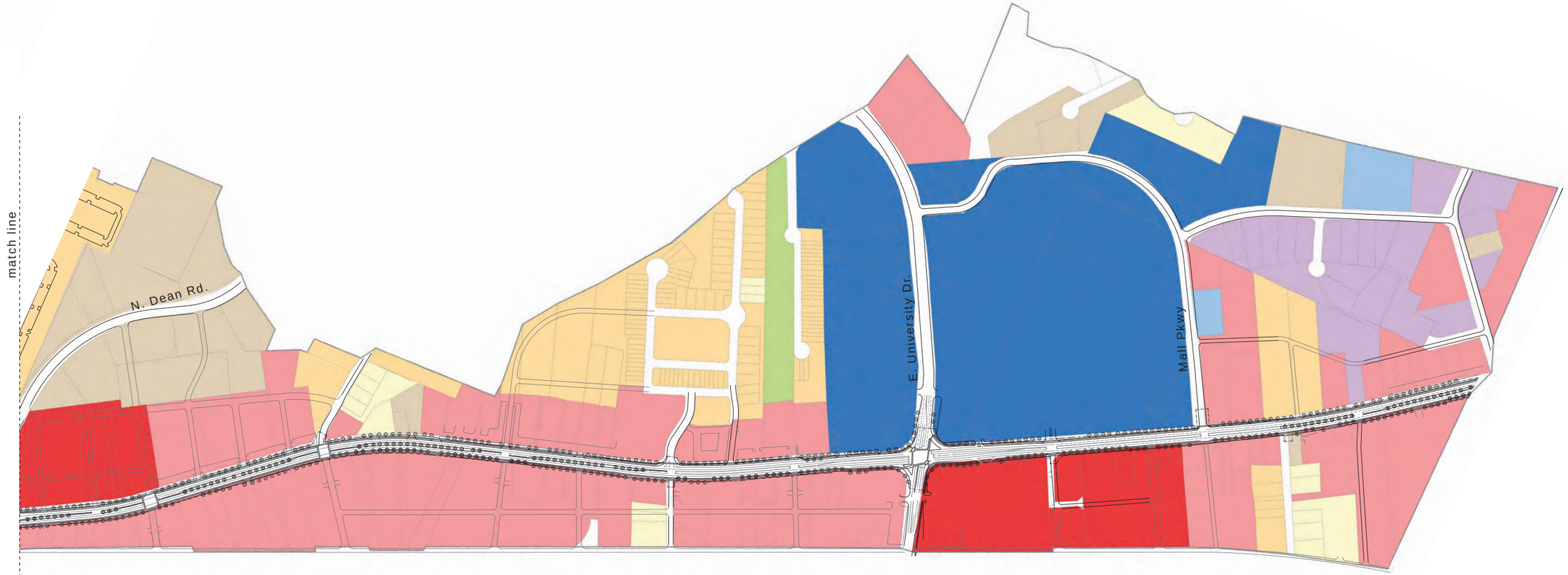
An “opt-in” form-based code is beneficial when the goal is to provide an attractive opportunity to apply form. Property owners are provided the opportunity to voluntarily opt in to a form-based code within the centers and mixed-use designations in the corridor. This would ensure that property owners retain their property rights provided by the current zoning but have the option of choosing more flexible development regulations at their own discretion. This approach has been successfully completed in many communities. As redevelopment proposals arise in Flagstaff, Arizona, property owners are contractually opting in to the form-based districts because of the flexibility in use and attractive development opportunities. These form-based districts, or transect districts, are located at locations where more compact, mixed-use development is desired. Other areas of the city remain under the traditional zoning code.

Short-term implementation of this approach should include revisions to the current CC zoning district to reflect the goals indicated in this plan including the front setback and allowable uses.



Regional Center Transect (opt-in FBC)

The Regional Center designation is a hub of regional importance, and is anchored by a large shopping center, in this case Village Mall. It is intended to focus on entertainment and retail uses, but is supported by higher density residential and allows office uses. The Regional Center provides goods and services citywide and regionally with a diverse mixture of land uses at higher permitted densities. The Regional Center transect allows residential uses that are projected to grow within the corridor, specifically higher density housing such as duplexes, townhomes, apartments, and senior living accommodations. Roadways within this transect are more automobile-focused, and larger front setbacks (24' min.), rear setbacks (12' min.), and higher parking requirements are allowed in comparison to the Neighborhood Center transect. Building heights should be up to three stories. Big-box stores often locate within the Regional Center transect. Many uses are permitted within this transect, the focus of which is retail, commercial and office uses that serve the community at-large; the main exceptions are single-family detached housing, heavy industrial, gas stations, commercial support uses and storage facilities.



Neighborhood Center Transect (opt-in FBC)

The intent of this designation is to provide a lower intensity compared to the Regional Center, yet it still includes a mix of uses in order to encourage redevelopment. The primary building form is a multi-story building placed directly at the sidewalk – ideally for at least 75% of its length. The Neighborhood Center designation allows both horizontal and/or vertical mixed-uses, and encourages a more walkable environment through small front (6'-12') and side setbacks (0'-24'), larger building heights (1-3 stories) and lower and/or shared parking requirements. The buildings should address the pedestrian by providing first-level windows and regularly placed entries and avoiding blank walls to create a human-scale street. Building heights are encouraged to be 2-3 stories, while one-story buildings are acceptable. Vertical mixed use is also encouraged. Residential densities should support demand for bus transit and should therefore target an average density of 24-30 units per acre. The Neighborhood Center transect allows high-density residential uses that are projected to grow within the corridor, such as duplexes, townhomes, apartments, and senior living accommodations, all of which will support "daily needs" type retail and entertainment uses.

The Neighborhood Centers have higher lot coverages than the Mixed Use 1-2 transects (described on the following pages). To provide the environment described above while also meeting the need for surface parking, the target lot coverage for Neighborhood Centers is 30-35%. New streets and road connections create smaller blocks to reflect the average size of a block downtown. Parking requirements are slightly lower than other areas of the corridor to provide benefits to new development and create a more walkable environment. Bicycle parking and pedestrian amenities including benches, outdoor seating and lighting are provided. Many uses are permitted within this transect, the focus being high density residential, retail and entertainment uses; the main exceptions are single-family detached housing, heavy industrial, commercial support, storage facilities and gas stations. Drive-through facilities are permitted when integral to larger mixed-use buildings. Detailed recommendations for setbacks, building heights and parking requirements will be identified in the form-based code.

Corridor Study Area

Future Land Use

- Government/Institutional
- Green Space/Park
- Industrial Support
- Office
- Low Density Residential
- Medium Density Residential
- Mixed-Use 1
- Mixed-Use 2
- Neighborhood Center
- Regional Center

Mixed-Use Transect 1 (opt-in FBC)

Mixed-Use Transect 1 anticipates the lowest intensity within the “opt-in” form-based code transects in terms of building height, pedestrian activity and lot coverage. This transect represents the areas largely between the center locations. This designation may include retail, commercial, residential and office uses; however, building placement regulations allow larger setbacks, lower lot coverage and larger parking areas in comparison to the Regional Center and Neighborhood Center transects. Building heights are allowed up to two stories; however, it is likely that these buildings remain at one story. This transect will employ the use of connected parking lots and shared parking to improve access management. Therefore, front setbacks are allowed up to 66’ to allow for parking. The intent of this transect is to permit additional uses throughout with a focus on development standards and building placement. By allowing additional uses, developers and property owners will have more opportunity rather than limiting land uses. This transect allows gas stations, storage facilities and drive-through facilities. Industrial support uses are encouraged to be located on backstreets. This transect does not require vertical mixed-use but allows and encourages horizontal mixed-use.

Mixed-Use Transect 2 (opt-in FBC)

The transect designated as Mixed-Use Transect 2 identifies a unique segment of the corridor located at the western end of the corridor between North Ross and Pitts Street. This section of the corridor is well positioned to take advantage of being between downtown and a large amount of residential – particularly student housing - on the corridor. This transect has developed with a more “urban” form compared to the remainder of the corridor. The intent of the Mixed-Use 2 transect is to build on this existing form. Uses are focused on retail, as the character of the building stock can appeal to art galleries, coffee shops, independent bookstores, bakeries and other similar uses that will meet the demand for niche markets. Building heights are allowed up to two stories; however, it is likely that these buildings remain at one story. Residential uses are also permitted to integrate with retail uses, while at a lower intensity compared to the Neighborhood Center transect. Mixed uses are permitted either vertically or in a more traditional single-story format. The main non-permitted uses include single-family detached housing, drive-through facilities, heavy industrial, storage facilities and gas stations.

Office

Office uses permitted.

Low-Density Residential

Average density of four (4) dwelling units per acre. Permitted uses include single-family detached and duplex.

Medium-Density Residential

Average density of eight (8) dwelling units per acre. Permitted uses/development types include single-family detached, zero lot line, townhouse, duplex, and traditional neighborhood development.

Light Industrial (Industrial Support)

Intended to accommodate commercial support and light industrial uses, such as self-storage, wholesale warehouses and services such as exterminators, plumbers, et cetera.

Government/Institutional

Uses include schools, churches, and government buildings.

CONCEPTUAL STREETSCAPE

Stormwater Management

The City's current stormwater management regulations require post-development flows not to exceed the existing pre-development flows for new or redeveloped sites. Considering the large amount of impervious surfaces within the corridor, new stormwater detention facilities will often not be warranted as redevelopment will most often *decrease* impervious surfaces. Opelika Road is largely on a ridge; therefore most of the runoff captured is from the road itself. Portions of the Corridor are located in the Saugahatchee Watershed which is an impaired watershed; water quality best management practices will be required along the Corridor for new developments.

Regional stormwater detention facilities with water quality components could be constructed to treat the stormwater runoff from the Corridor and not overburden the individual property owners along the Corridor. Regional detention locations could be encouraged or incentivized to help make their application more feasible and help the overall water quality draining from the Corridor. Regional detention facilities are subject to meet requirements of the Clean Water Act, and should be located in accordance with local, state, and federal regulatory requirements.

Rain gardens and porous pavers or porous concrete are encouraged within private redevelopment sites to lessen run-off impacts. New sidewalks along Opelika Road should be constructed with porous concrete. These strategies should also be employed in the construction of side streets and backstreets.

Adding green space and porosity to large pavement surfaces will improve aesthetics and reduce stormwater runoff from parking lots. Soil composition along the corridor, according to the Soil Survey of Lee County, indicates sandy loam and clay mixes with good natural drainage. Soil composition should be evaluated on a site-by-site basis; in the case of clay soils preventing drainage, soil media can be replaced to allow the use of these strategies.

Trees and Planting

The current zoning code requires 1.5-2 canopy trees per 100 feet and 3-4 understory trees per 100 feet. Parking lots are required to provide one landscape island for every 16 parking spaces or a minimum of 10% of the interior parking lots shall be landscaped (with a minimum distance between islands of 180 feet). The following tree planting strategy is intended to replace these current regulations.

The proposed target tree spacing is 40' on center; however, exceptions within 5' may be made to avoid curb cuts, fire hydrants or other utility conflicts. Tree caliper of 4" or greater is recommended for planting. Ideal tree planting conditions will provide min. 100 s.f. pavement openings and min. 1,000 cubic feet of soil mix for each tree; however, the placement of utilities on Opelika Road may prevent ideal conditions. A continuous tree lawn will provide sufficient soil and growth area for healthy trees. Tree grates should be avoided. A native grass and perennial mix is proposed for the area within the continuous tree lawn to reduce the need for water and lower maintenance costs.

The proposed tree spacing of 40' will allow the trees to mature to their full potential by providing enough room for the canopy to thrive. Closer spacing would result in overcrowding, decline, and ultimately tree removal. The 40' spacing is ideal to creating tree cover that reads as a cohesive green element along Opelika Road. The 50' to 75' spacing requirement of the current zoning fails to create a legible planting scheme. By increasing the frequency of trees, benefits such as reduced heat island effect, increased stormwater retention, beautification, shade, and enhanced street identity are realized.

Jim Urban, the recognized leader in street tree planting and author of *Up By Roots, Healthy Soils and Trees and the Built Environment,* provides recommendations that should be incorporated into the tree planting where possible. For instance, tree pits should be dug a minimum of 4 feet in depth. Planting soil should be a loamy variety, avoiding structural soil for planting. Trees planted in structural soils have been shown to have a significantly shorter life, and decreased health

(Cornell University 2003 Container Soil Study). Another alternative to consider is the use of *Silva Cells*. The cells provide structural support for hardscape above portions of the tree pits, while allowing for tree roots to thrive in planting soils. Incorporating these suggestions will allow the planted trees to reach their full life and maintain their health.

Trees should be limbed up so as to not interfere with pedestrian or auto/truck travel or retail visibility (min. 7' over walkways and 14' over travel lanes). The intent of the illustrated tree placement is to target areas along Opelika Road that are free from underground utility conflicts and overhead power line conflicts. Large canopy species are specified and should be either field grown or ball & burlap for optimal health.

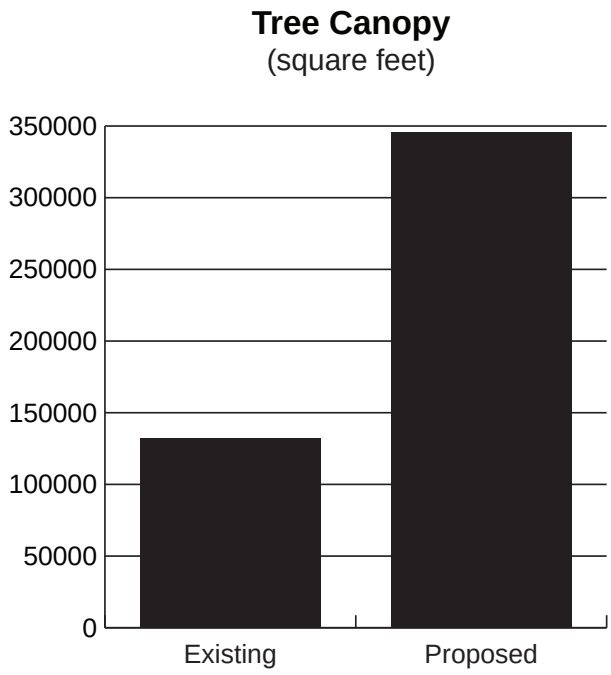
Utilities' Impact

The location of proposed trees was determined by the location of existing underground and overhead utilities. Proposed trees are not located within 10' of sewer lines or overhead power lines, and where possible trees are not proposed within 10' of other utilities. However, due to the large impact of these requirements on the ability to plant trees along Opelika Road, where necessary, trees will be planted between 5'-10' of underground utilities (not including sanitary sewer lines) with the addition of a root barrier. If possible, the root barrier should be placed next to adjacent pavement to prevent roots from lifting the concrete. Root barriers are not healthy for trees if placed too close to the trunk.

Buffer Yards

With right-of-way space at a premium, it is critical that the area between the buildings and roadway (private frontage) be used effectively to reinforce the overall roadway plan. When utility conflicts exist, tree planting will be required within the adjacent front setback of buildings along Opelika Road. The proposed plan clearly indicates trees within the right-of-way vs. trees required on private property. When parking lots front the street, shrubs should be required at the edge of parking lots to buffer views of vehicles.

Increasing tree canopy will intercept stormwater runoff, reduce atmospheric carbon and conserve energy consumption (see "Planting" section for calculated estimates of these benefits.)



Definition of canopy cover: the area of land surface that is covered by tree canopy, as seen from above (measured in square feet).

The measurement includes only tree coverage directly adjacent to Opelika Road.

The methodology assumes an average of 700 square feet for 189 existing trees

Proposed additional tree canopy measurement assumes 300 square feet for 711 proposed trees.

Benefits of Street Trees

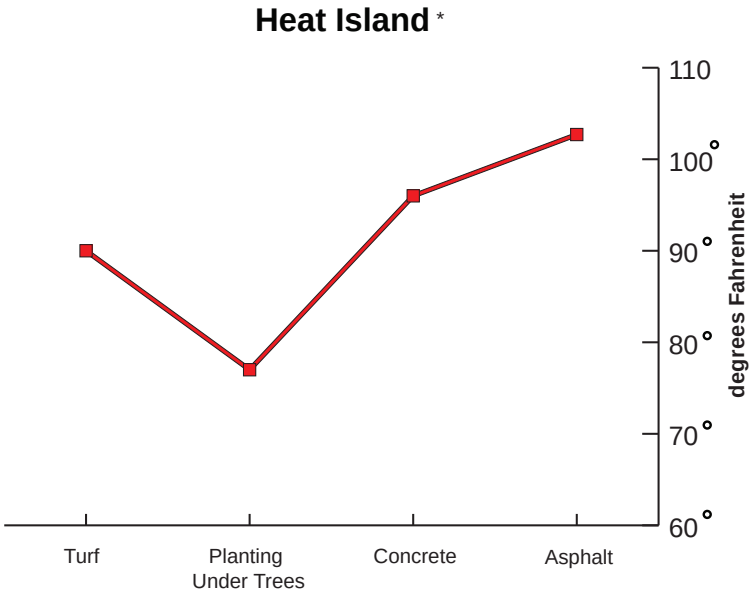
Trees provide a host of aesthetic, social, economic, and health benefits. One of the most frequently cited reasons that people plant trees is for beautification. Trees add color, texture, line, and form to the landscape. In this way, trees soften the hard geometry that dominates built environments. Benefits associated with reducing stormwater runoff and increasing property value account for the largest proportion of total benefits in the piedmont region, which characterizes the Auburn area. Decreased energy use, lower levels of air pollutants and reduced levels of carbon dioxide in the air are the next most important benefits.

Consumer surveys have found that preference ratings increase with the presence of trees in the commercial streetscape. In contrast to areas without trees, shoppers shop more often and longer in well-landscaped business districts. They were willing to pay more for parking and up to 11% more for goods and services. Well-maintained trees increase the “curb appeal” of properties.

Davey Tree Resources “tree benefits calculator” provides an estimated cost savings for a particular tree species within a particular location. The benefits are quantified by stormwater, property value, energy savings and air quality. In a commercial corridor in Auburn, the **benefits for the 711 proposed trees** on both public and private property (at a 6” caliper) along Opelika Road would provide approximately $16,353 per year of benefits in the following ways:

- Intercept 401,000 gallons of stormwater runoff per year
- Raise property values by about $11 per year ($7,821/year total)
- Reduce atmospheric carbon by a total of 95,274 pounds per year
- Conserve energy consumption for cooling by 24,885 kilowatt/hours by providing additional tree canopy for shade.

The proposed streetscape plan with tree locations can be seen on pages 72-73.



* All measurements taken adjacent to Flint’s Crossing on Opelika Road. May 7, 2012 at 1:00 pm

Reducing heat island effects creates a more comfortable pedestrian environment. The graph illustrates the existing heat island effect at Flint’s Crossing. Artifically high temperatures can lead to unpleasant pedestrian environments, including air quality issues such as high ground level ozone, haze and smog.

The proposed plan will reduce higher temperature materials and increase lower temperature materials, specifically through the implementation of planted medians and increased tree canopy along the road edges.

Street Tree Planting Strategy

The intent of the tree planting strategy for Opelika Road is to provide distinct segments of one tree species. This design strategy defines “districts” to scale the street. Trees with showy fall color or a large shade-providng canopy can bring attention to the “center” locations. The species indicated below are native and are large species to allow for limbing the branches up to avoid vehicular conflict, pedestrian conflict and conflict with viewing signage and businesses. The recommended list includes trees that have proven successful in urban/street tree conditions. The diagram on the following page is intended to illustrate no more than 15% of one species along the roadway. Trees are not to be planted within 10 feet of sanitary sewers and overhead power lines.

Trees should primarily be native species tolerant of street conditions (soil compaction, soil PH, minimal clutter). Based on aesthetics, annual tree benefits and urban stress tolerance, the following diagram illustrates the native species recommended for use on Opelika Road.

Street Tree Planting Strategy


Shumard Oak


Urbanite Ash


Willow Oak


Autumn Blaze Maple

- Shumard Oak
- Southern Red Oak
- Willow Oak
- Princeton American Elm
- Urbanite Ash
- Autumn Blaze Maple
- White Oak
- Black Gum


Princeton American Elm


Black Gum


White Oak

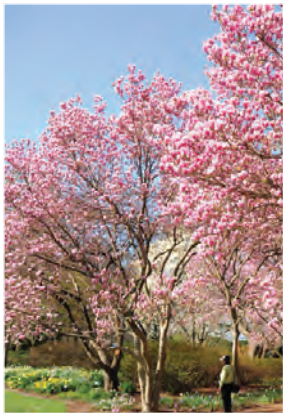

Southern Red Oak

Understory Trees

Due to limitations caused by the location of existing underground and overhead utilities, some areas on Opelika Road will require a smaller understory tree so as to avoid impact to utilities. The use of these trees should be determined at the detailed design phase. To remain consistent with the tree planting strategy to create defined “districts,” these trees should be planted with a linear consistency appropriate to the design. These trees range in size from 20’ to 35’ in height.

Oklahoma Redbud

American Smoke Tree



Japanese Magnolia

Yoshino Cherry

CONCEPTUAL STREETSCAPE

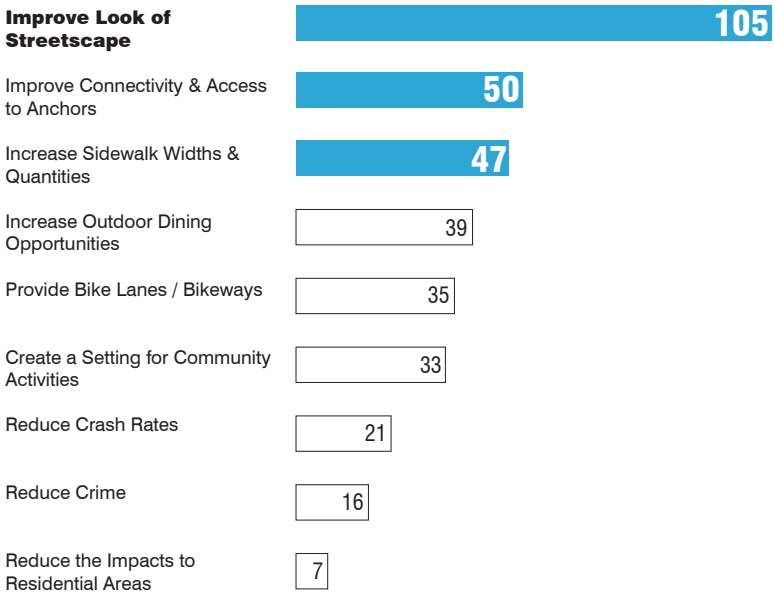
Site Furnishings - Traditional Styling

As a baseline measurement, the public was asked to rate the appearance of Opelika Road. Ninety percent of respondents felt the corridor's appearance is poor or very poor. Beautifying a mixed-use district through streetscape enhancements increases dwell time and repeat visits, leading to increased revenues.

Public input indicated that improving the look of the streetscape is critical. The keypad polling and online survey suggested that the design utilize traditional forms. The selected site furniture display traditional forms and materials in an aesthetically pleasing and functional way.

COMMUNITY CONSIDERATION THAT IS MOST IMPORTANT TO THE DESIGN OF OPELIKA ROAD

* Number of Responses



Benches

Landscape Forms:
Plainwell Bench
metal or wood
Suggested Colors: black, blue, green, custom

Dumor:
Steel Bench 19
metal
Suggested Colors: black, blue, green, custom

Victor Stanley:
Classic Series
metal or wood
Suggested Colors: black, blue, green, custom

Litter Receptacles

Landscape Forms:
Plainwell Series
metal or wood
Suggested Colors: black, blue, green, custom

Dumor:
Steel Series 158
metal
Suggested Colors: black, blue, green, custom

Victor Stanley:
Steelsites Series B-36*
metal
Suggested Colors: black, blue, green, custom
*(used at Auburn University)

Bike Racks

Landscape Forms:
Ride Bike Rack
metal
Suggested Colors: black, blue, green, custom

Dumor:
Bike Rack 125 & 130
metal
Suggested Colors: black, blue, green, custom

Victor Stanley/SecureSite:
Cycle Sentry BRBS 103
metal
Suggested Colors: black, blue, green, custom

Lighting

Pedestrian scale lighting recommended for the multi-use path is the Wadsworth model described below.

Holophane:
Wadsworth Aluminum Pole
Granville II LED (GVD)
Suggested Color: black

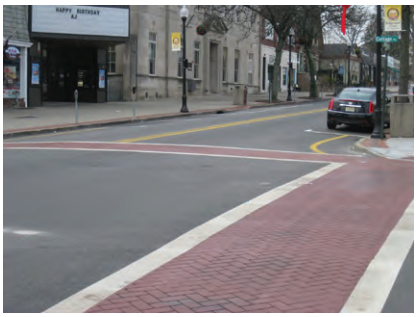
Vehicular lighting should utilize LED street lights placed per the City's Public Works Manual:
Midblock lights are to be located no closer than two hundred (200) feet apart and not to exceed five hundred (500) feet apart. Spacing for poles sixteen (16) or twenty (20) feet in height with decorative fixtures is recommended to be two hundred (200) to three hundred fifty (350) feet apart. Spacing for poles thirty (30) feet in height with cobra head fixtures is recommended to be spaced three hundred (300) to five hundred (500) feet apart.

Signalized Crosswalk Options

Standard Striping 1


Standard Striping 2

Minimal Outline Striping


Decorative Asphalt - Thermo Plastic 1


Color Painted Asphalt


Decorative Asphalt - Thermo Plastic 2


Stamped Concrete


Stamped Concrete

Bike Path and Multi-Use Trail Markings

Multi-Use Signage


Bike Lane Signage


Sharrow


Painted - Color


Painted - Minimal

Painted - Icon

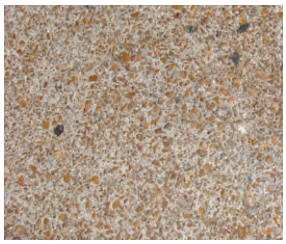

Thermal Plastic

Paving Material Options

The visual preference survey illustrated a strong interest in utilizing permeable paving materials in the streetscape. Pervious concrete will increase surface permeability and store and utilize stormwater on site.

Pervious Concrete

Scored Concrete



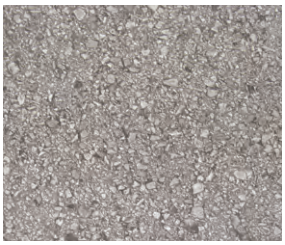
Aggregate Concrete

Grey Concrete

Permeable pavers

Stamped & Colored Asphalt

Colored Concrete



Asphalt

Paving Applications

The paving materials can be applied to the ground plane to create visual differentiation. In the case of permeable materials, the surface also serves the additional functional purpose of handling stormwater. Crosswalks, shoulders, and bike lanes can visually be separated from the driving surface, thereby improving safety, functionality and the overall aesthetic of the corridor.

Colored Asphalt Shoulder

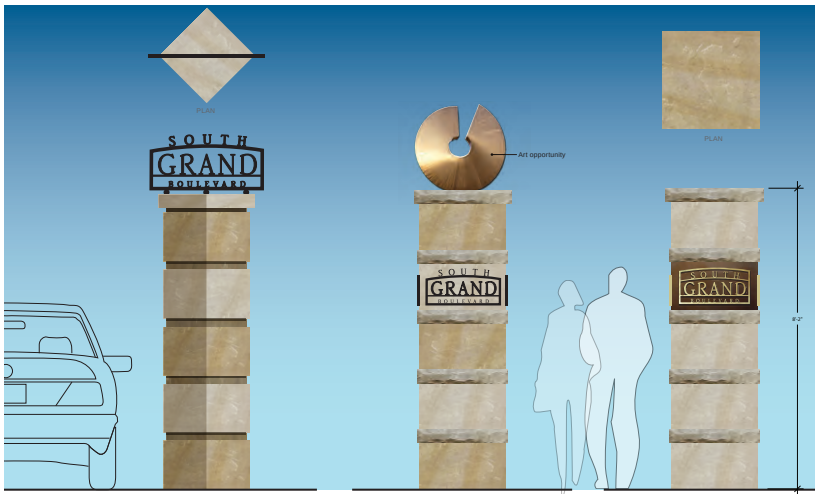
Pervious Concrete in Parking Areas

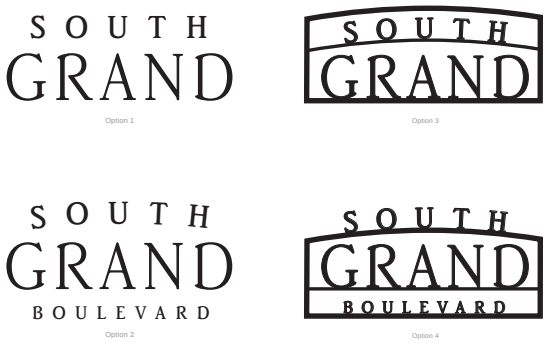
Thermal Plastic Markings

Branding, Wayfinding & Signage Examples

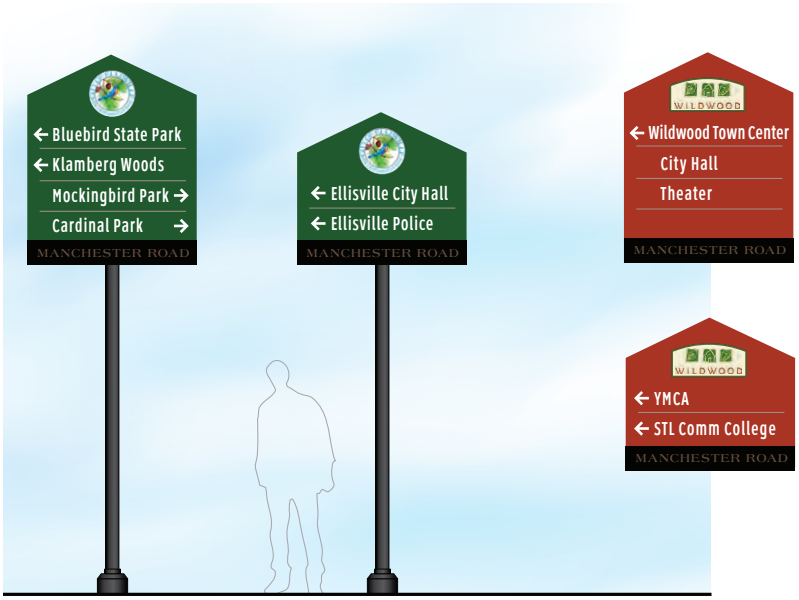
Participants in the second charette of the planning process supported the implementation of a signage and wayfinding plan – including logo development.

The intent of this plan would be to create a consistent and coordinated program within a defined aesthetic - resulting in a family of sign types: identification, directional and regulatory.





Example logo and branding options

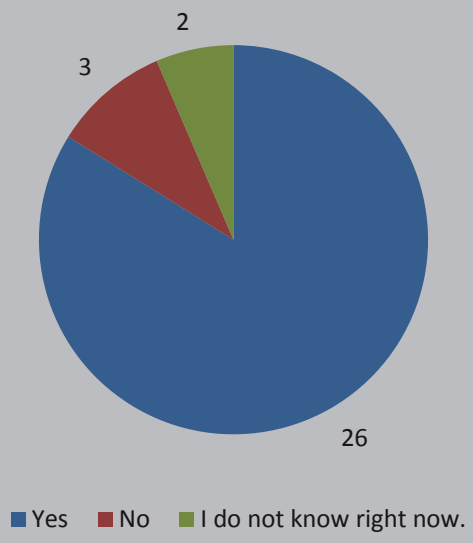


Example components of a signage and wayfinding plan.

5

Implementation

I am in favor of proceeding with further design and planning efforts (leading to construction) along Opelika Road:



Plan Implementation

Plans that are supported by the community and its leaders are more likely to be implemented and successful. Keypad polling participants at the final charette felt the plan should move forward into design and construction.

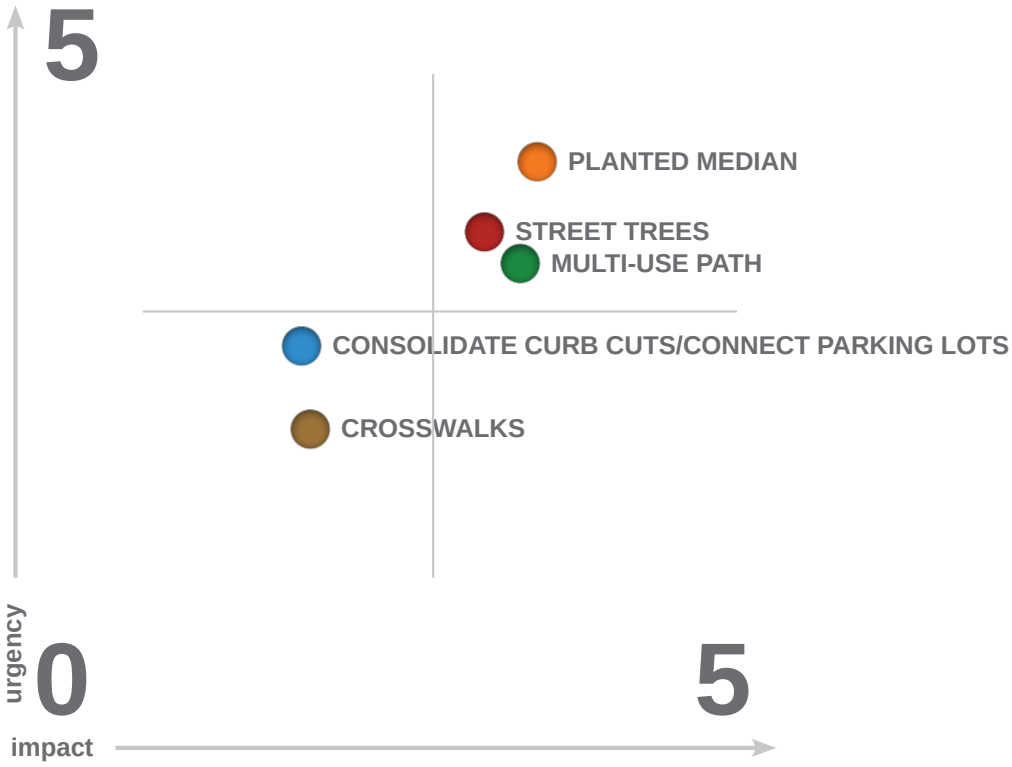
Successful implementation of the Renew Opelika Road plan is dependent upon strategic public investment that will serve as a catalyst for new private investment. Initial public improvements should be concentrated in areas ripe for redevelopment that would benefit from upgrades to existing infrastructure.

The intent is for targeted public investment to plant the seeds for renewal along the corridor. While the market will dictate much of what happens in the study area, the City of Auburn can be an agent of change through proactive policies that encourage private sector investment, which furthers goals contained in the plan. Existing property and business owners can also play a role by working together to promote and enhance the area. Potential tools to assist with implementation of the Renew Opelika Road corridor plan are discussed below.

Priorities and Phasing

When asked what elements of the roadway plan are the strongest construction investments to encourage private investment in the corridor over the next 20 years, participants on the interactive online survey prioritized the planted medians as having the strongest impact and highest urgency. Planting street trees and implementing the multi-use path were also considered urgent and impactful. When asked about short-term investments for construction, participants noted building the median for access management and reducing curb cuts on Opelika Road as being the top priority, followed by planting street trees at neighborhood centers and in conjunction with private development improvements.

Demonstrating what is possible in the corridor can create momentum by showing developers and stakeholders the overall concept for the rest of the corridor as redevelopment occurs. Focusing initial investment where near-term private development interests exist can serve as a catalyst while also serving as an incentive for private investment. In order to spur redevelopment, the City may choose to preemptively build the infrastructure and aggressively market the corridor to potential interests. In other areas, the City might wait until there is interest The intent is to place public investment where the private sector is planning to invest With this in mind, priority should be placed on access management, including the median, curb/gutter and street tree planting where Opelika Road meets N. Dean and E. University Drive. In addition, priority should be placed on access management at the western end of the corridor in front of the rec center.



To prioritize plan elements at the focus areas, keypad polling questions asked participants to rate on a scale from 1 to 5 the “IMPACT” these elements will have and the “URGENCY” of these elements. The resulting chart illustrates the priorities - those elements that are the most urgent and will have the most impact.

Land Assemblage

The City can take a proactive role to encourage private development by assembling land through a public-private partnership. Upfront costs typically borne by the developer such as land acquisition, entitlements, and infrastructure improvements are undertaken by the City. The objective is to provide a developer with a viable development site that is fully entitled. Opelika Road clearly has development potential, but some hurdles exist, primarily fragmented property ownership and parcel size and configuration.

After acquiring and entitling land, the City would have two options. It could sell the land to a developer subject to design controls, or the land could be contributed to a joint venture. There is risk inherent in the latter approach, but it offers the most direct method of jumpstarting development. One risk is that a site that has been acquired does not generate developer interest, forcing the City to hold the property and delay recovery of its capital. Another risk is that the City has to sell the land or contribute it to a joint venture at a value well below its cost basis. Land assemblage should only occur in areas with strong development potential. The following areas are potential candidates.

1. Southeast corner of North Gay Street and Opelika Road

This 5.6-acre site is comprised of seven parcels, and is designated as a neighborhood center on the future land use plan. The property has development potential due to its proximity to Downtown, Auburn University, and residential neighborhoods. Fragmented property ownership makes redevelopment difficult. The properties are currently improved with buildings, but most are older and some are in poor condition. The site is a gateway to the Opelika Road corridor and redevelopment of the site would help set a positive tone. The property could be redeveloped with a mix of housing and retail space, which could be integrated in one structure or developed separately with shared parking. This site could languish for years, or the City could adopt an aggressive posture by assembling land and soliciting private developers. This effort would provide a gateway to the corridor.

2. Ten acres on the north side of Opelika Road adjacent to Creekside

This site consists of five parcels with nearly 1,000 feet of frontage on Opelika Road. A 4.78-acre parcel constituting half of the potential site is currently listed for sale and is improved with an auto service center. It is designated as a neighborhood center on the future land use plan. The property is an attractive redevelopment opportunity because of its proximity to Creekside and Aspen Heights, where there are over 1,700 student housing beds. This location would provide another connection to Creekside and pull residents from Creekside, Aspen Heights, and Legacy Condominiums. There is a market opportunity for retail uses catering to the student population, as well as residents from surrounding neighborhoods and office employees at Central Park. City involvement is warranted because one of the plan's goals is to improve connectivity. Currently, Creekside has only one point of ingress/egress, and as a result, all the traffic is forced onto Dekalb Street. Extending a connection from Creekside through the property to Opelika Road would create another north-south connection that would enhance the desirability of the 4.78 acre site and balance traffic flow. Under this scenario, the City would acquire the property, construct the road, and then sell the development pads. A traffic signal may be justified at the intersection with Opelika Road, further enhancing the site's development potential. The new roadway connection would also facilitate pedestrian activity by allowing students to walk from Creekside to new retail development on the property.

3. Northeast corner of North Dean and Opelika Road

This 10.9 acre site consists of seven parcels with 1,000 feet of street frontage on Opelika Road. It is designated as a neighborhood center on the future land use plan. This major intersection is a compelling retail location due to the traffic volumes as well as its proximity to an already established residential neighborhood at Aspen Heights and Central Park offices. There is an opportunity to accommodate some of the anticipated demand for conventional apartments and for-sale higher density housing.

Strategies for Redevelopment

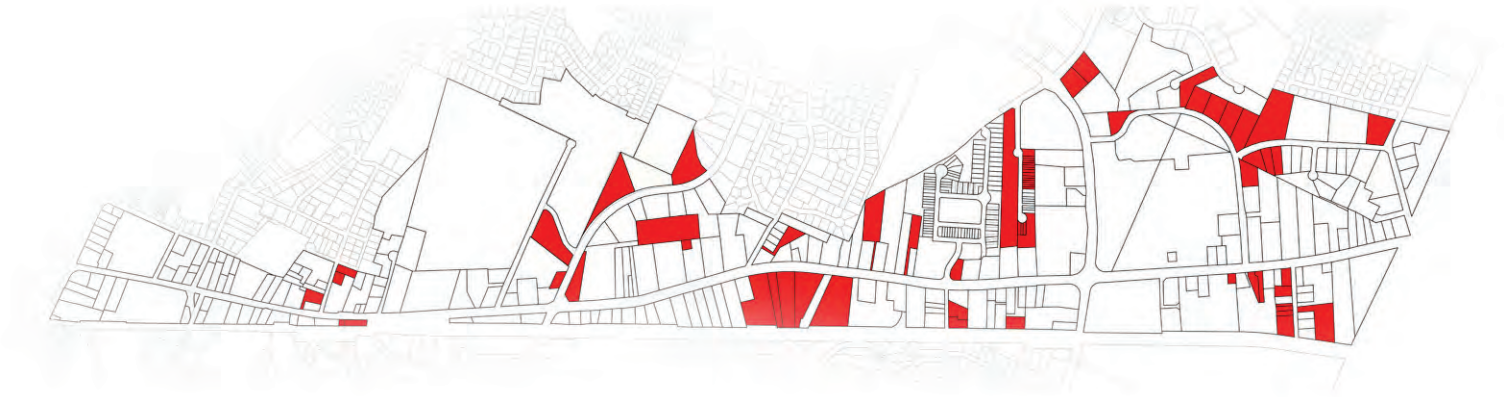
Infill Development Incentives

While there are benefits to infill development, there can be challenges associated with building on an infill property, such as environmental contamination, outdated infrastructure or fragmented parcels. To compensate for the possible financial hardships of developing infill properties, the city should consider additional incentives. Within the PDD zone, the zoning code outlines development incentives to allow additional development capacity in exchange for a public benefit or amenity, determined on a case-by-case basis. These incentives that can be applied to non-residential developments include density bonuses, increases in floor area ratio (FAR) and master signage plan approval, which can be expanded to apply within the Opelika Road Corridor. The City should implement zoning changes to demonstrate the fiscal and aesthetic benefits:

- Reduced parking requirements and increased height limits and densities allow for more intensive development of the property creating a more profitable economic equation for land owners and developers.
- Zoning that provides for a wider range of land uses will create an incentive for larger projects that will make land assembly desirable.
- A form-based code would allow for a streamlined approval process with fewer conditional uses and more uses by right.
- Allow a range of uses as “permitted” as shown in the future land use recommendations.

In addition, expedited or streamlined approval processes or shortening permitting processes is an incentive to developers.

Vacant Land **[64 ACRES]**



Land Containing Vacant Buildings **[23 ACRES]**

Vacant Lands

Acreage of vacant lands and lands with vacant buildings is an indicator of economic heath within the corridor. The plan employs stategies to reduce the acreages of vacancies.

Tax Increment Financing

Tax Increment Finance (TIF) is a popular public financing tool used by municipalities across the country. It allows local governments to make infrastructure improvements and subsidize redevelopment within an officially designated area or district. Increases in property tax revenue above a specified base amount, which result from increases in the value of real estate generated by the improvements, are allocated to pay for the costs. Typically, these revenues, or increment, are used to back bonds issued to pay for the upfront expenditures. A major benefit of the TIF district is that the tax increment is created without raising taxes and without reducing the tax value present at the time of implementation.

The State of Alabama does have enabling legislation authorizing TIF districts (ALA Code 11-99-4), but they have been used sparingly. An impediment to using TIF districts in Alabama are the low property tax rates. Low property taxes translate into a smaller increment, thus a very large increase in property values would be needed to generate the revenue required to cover the upfront costs. A viable TIF district would require either a massive redevelopment project or the inclusion of a very large geographic area.

A TIF district should be investigated for the Opelika Road corridor, but it would likely have to encompass a much broader portion of the city in order to generate sufficient revenue. Another challenge with respect to TIF districts is the requirement in the state-enabling legislation that “the proposed tax increment district on the whole has not been subject to growth and development through investment by private enterprise and it is not reasonable to anticipate that the land in the district will be developed without the adoption of the project plan.” As detailed in the market study, there has been a substantial amount of private investment in the Corridor recently. Additionally, the local government must ensure that “not less than 50 percent, by area, of the real property within the tax increment district is a blighted area and is in need of rehabilitation or conservation work.” The Corridor is certainly in need of some aesthetic improvements, but it may be difficult to designate the area as blighted given the large number of healthy businesses and lack of vacant or dilapidated buildings.

Alabama Improvement District

An Alabama Improvement District can be considered for portions of Opelika Road Corridor if the affected private property owners are interested in participating for needed infrastructure/district improvements. The State of Alabama has enabling legislation (ALA Code 11-99A-4) authorizing improvement districts, which have the ability to issue tax-exempt bonds to fund infrastructure improvements. Bonds are payable out of special property assessments levied on the owners of the land within the district. Property owners wishing to form a district must petition and receive approval from the City. The district is governed by a board of directors that establishes a plan outlining proposed improvements.

Alabama Cooperative Districts

Financing is provided through a tax-exempt bond to fund infrastructure improvements. Bonds are limited and special obligations payable by the revenues of the operations of the project in the district. The City has the option to serve as the chain of credit.

108 Loan Program - State and Federal programs

Section 108 is the loan guarantee provision of the Community Development Block Grant (CDBG) program. Section 108 provides communities with a source of financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects. It allows them to transform a small portion of their CDBG funds into federally guaranteed loans large enough to pursue physical and economic revitalization projects that can renew entire neighborhoods.

The City of Auburn has established a Micro-Loan Program and a Commercial and Industrial Loan Program funded under the Section 108 Loan Guarantee provisions of the U.S. Department of Housing and Urban Development's (HUD) Community Development Block Grant (CDBG) Program. The Section 108 Loan Program may be a useful tool for businesses who wish to redevelop or locate within the Opelika Road Corridor. Please contact the City of Auburn Economic Development Department for further information.

Sales Tax Rebate

An existing tool that has been used successfully by the City to stimulate redevelopment and reinvestments along the Opelika Road Corridor is a sales tax rebate. It has been used to incentivize the development of vacant buildings and to leverage new projects on vacant commercial property throughout the City. This program should continue. It allows the City to rebate a portion of the sales tax to private property owners for specific costs such as facade enhancements, landscaping, and other site, building, and infrastructure improvements. The rebate amount may be capped both annually and for a defined period of time. The City, through its Commercial Development Authority, also has architectural review of projects applying for the incentive to ensure that building facades are enhanced.

Revolving Loan Fund Program (RLF)

The City has an existing Revolving Loan Fund; however, it is currently unfunded. Should funds become available, the City should consider loaning funds to businesses within the Opelika Road Corridor.

State & Federal Funding Sources

There are numerous programs at the State and Federal levels that could provide funding for the Opelika Road right-of-way improvements. Relevant projects must be incorporated into the regional Transportation Improvement Program (TIP) and Statewide TIP (STIP), which are documents that list all transportation projects expected to be funded with Federal and State participation in specified four-year periods. Currently, the Auburn-Opelika Metropolitan Planning Organization (AOMPO), which is responsible for the regional TIP, and the Alabama Department of Transportation (ALDOT), which coordinates the STIP, have committed all available funds through September 2015.

In addition to providing funds for the right-of-way improvements, State and Federal programs also offer opportunities for local business owners to expand their operations and enhance their properties. The City of Auburn Economic Development Department should ensure that businesses along the Opelika Road Corridor are aware of federal programs administered by the Alabama Department of Economic and Community Affairs, such as Community Development Block Grants and the State Small Business Credit Initiative, which could provide capital for property improvements.

Rebranding

Participants in the second charette of the planning process felt the rebranding strategies that would have the strongest effect are creating destinations or “centers” along the Corridor, marketing the “locally owned” businesses on Opelika Road, implementing a signage and wayfinding plan, and developing a logo. A strongly supported strategy to establish a merchant’s association for Opelika Road will assist with rebranding strategies.

Renaming “Opelika Road” was not as strongly supported by participants; however, it is recommended that this strategy be discussed further within the merchant’s group.

Measuring Implementation

Base calculations established during the planning process should be tracked as implementation occurs over the next 20 years. These indicators include:

- Acreage of vacant lands
- Acreage of vacant buildings
- Amount of alternative transportation use (bicycle, bus transit)
- Linear feet of sidewalk
- Square footage of tree canopy
- Roadway level of service
- Number of annual accidents per intersection
- Roadway noise levels
- Heat island
- Curb cuts per mile.

Critical Success Factors

Critical success factors were drafted at the start of the planning process. These items must be achieved in order for the planning process to be successful. The Renew Opelika Road recommendations achieve the following:

- ☑ Create a plan that supports the existing planning framework and Future Land Use Designation and vision statements and recommendations in CompPlan 2030.
- ☑ Conduct a robust public engagement process that involves all stakeholders and achieves consensus on a preferred approach.
- ☑ Create a clear identity and improved aesthetic for Opelika Road and its associated districts.
- ☑ Coordinate corridor planning efforts with the City’s existing development proposals, transportation improvements and design review process. The plan needs to conform to existing or pending local, state, and federal regulations.
- ☑ Create a plan that accommodates multi-modal transportation, including Tiger Transit and pedestrian and bicycle facilities.
- ☑ Identify opportunities for infill and redevelopment.
- ☑ Identify impediments to implementation such as existing zoning and access to infrastructure.
- ☑ Create a plan that is realistic and reflective of market demands; consider the niche market that students demand.
- ☑ Develop a phasing strategy that is implementable and fundable.
- ☑ Create a plan that prepares the project for implementation including phasing and financing.

Capital Improvements and Cost Estimate

Based on the final plan recommendation for the roadway configuration of Opelika Road and assumptions for unit costs developed from example construction project costs within the City, the consultant team outlined a cost estimate for the physical improvements to Opelika Road.

Cost Item	*Unit*	*Total*
Roadway Improvements		$4,081,600
Walkways		$1,510,167
Demolition		$2,180,443
Earthwork Grading		$149,344
Landscaping		$1,945,956
Street Elements		$1,717,512
Stormwater		$778,272
Proposed Improvements Total		**$12,363,307**
Contingency for unknown factors	30%	$3,708,922
Engineering/Design/Survey	12%	$1,483,596
Contractor Profit	10%	$1,236,330
Contractor Overhead	10%	$1,236,330
Testing	2%	$247,266
GRAND TOTAL		**$20,275,822**
*Estimate does not include traffic signals, signage, and trees outside the ROW		
TREES OUTSIDE OF ROW (private property)		$1,076,229

Return on Investment (ROI)

ROI is paramount to the successful revitalization of the Opelika Road Corridor. Initial analysis shows a positive ROI for the construction investment by the City based on increased property values and retail sales tax. The analysis makes the following assumptions:

- 20-Year investment horizon
- Current annual revenue from corridor property taxes totals $1.8 million
- Total cost of improvements is approximately $20 million
- Costs are phased across years
- Property values on the corridor will appreciate at an average of 3% annually, regardless of any improvements being made (baseline)

With these assumptions in place, the ROI would range from an Internal Rate of Return (IRR) of 2.4% to 6.1% depending on the assumed average annual appreciation.

GOAL	OBJECTIVE	POLICY	RESPONSIBILITY	TIMELINE
DEVELOPMENT OPPORTUNITIES				
1. Target realistic development products	1.1 Capture future office development	1.1.1 Opelika Road is well-positioned to capture a share of future office development - larger parcels in the study area, which have significant depth, could be developed with retail along the frontage and office in the rear.	Economic Development, Planning	medium-term
	1.2 Encourage retail development at neighborhood centers	1.2.1 Future retail opportunities in the study area will primarily occur at North Dean Road and Opelika Road and at the western end of the corridor near downtown.	Economic Development, Planning	short- to long-term
	1.3 Encourage retail development within under-utilized properties	1.3.1 Focus retail development near the intersection of North Gay Street and Opelika Road at the western end of the corridor to accommodate demand for more retail space near downtown. The “funky” character of the building stock could also appeal to art galleries, coffee shops, independent bookstores, bakeries and other offbeat uses. As these properties are redeveloped, there is the potential to integrate new housing with retail uses, either vertically or in a more traditional single-story format.	Economic Development, Planning	short- to long-term
	1.4 Target development of new residential products	1.4.1 Promote development of rental products targeted to young professionals and families.	Economic Development, Planning	medium-term
		1.4.2 Promote development of new for-sale residential at higher densities as infill development (townhomes and other forms of attached housing).	Economic Development, Planning	medium-term
	1.5 Target new senior housing development	1.5.1 Promote development of senior housing to build on strengths, such as the proximity to the hospital, the medical offices on North Dean Road, and Village Mall.	Economic Development, Planning	medium-term
2. Provide developers with a viable development site (fully entitled)	2.1 Assemble parcels at target locations	2.1.1 Southeast corner of North Gay Street and Opelika Road 2.1.2 Ten acres on the north side of Opelika Road adjacent to Creekside 3. North-East corner of North Dean and Opelika Road	Economic Development, Planning	medium-term
	2.2 Reduce development costs	2.2.1 Cover or waive upfront development costs such as land acquisition, entitlements, and infrastructure improvements.	Economic Development, Planning	medium-term
TRANSPORTATION				
3. Implement the access management plan	3.1 Create connected parking lots	3.1.1 Begin working with property owners with parking lots that can be connected to reduce access points off of Opelika Road. Initiate cross-access agreements between property owners of adjacent parcels.	Public Works, Planning	short-term
	3.2 Consolidate access points	3.2.1 Begin detailed design and engineering for median construction and curb cut consolidation (access point spacing as indicated at 150’ spacing). This approach will consolidate left-hand turns and access. New development should plan access in conjunction with the established medians.	Public Works, Planning	short-term
	3.3 Construct side streets and backstreets	3.3.1 As redevelopment interest occurs, plan for the construction of side streets and backstreets at approximate identified locations.	Public Works, Planning	short-term

GOAL	OBJECTIVE	POLICY	RESPONSIBILITY	TIMELINE
4. Reduce land cover required for parking	4.1 Implement a shared parking policy	4.1.1 Utilize the form-based code as a vehicle for implementation of shared parking.	Planning	short-term
5. Expand transit opportunities	5.1 Expand bus routes	5.1.1 As redevelopment and infill occur in the form of residential development, consider a bus route from Creekside and Aspen Heights to the east – terminating at the mall and Flints Crossing.	Auburn University Tiger Transit, Lee-Russell Public Transit, Planning	medium-term
	5.2 Create additional bus stops	5.2.1 As additional streets are constructed within the corridor, and new residential development occurs, Tiger Transit should consider additional stops within or near the neighborhood centers.	Auburn University Tiger Transit, Lee-Russell Public Transit, Planning	medium-term
6. Accommodate bicycle traffic within the corridor	6.1 Create a bike sharrow	6.1.1 Detailed design and engineering for the new roadway configuration should include 11' lanes adjacent to the median and 13' outer travel lanes marked as a 'sharrow' for the entire length of Opelika Road.	Public Works, Planning	short-term
	6.2 Provide a multi-use path	6.2.1 Detailed design and engineering for the new roadway configuration should include 10' multi-use path on the south side of Opelika Road (which narrows to a 5' sidewalk in the western segment of the corridor).	Public Works, Planning	short-term
STREETSCAPE				
7. Improve the pedestrian environment	7.1 Provide a continuous sidewalk	7.1.1 As the roadway is constructed, include in roadway configuration a 5' sidewalk on the north side and 10' multi-use path on the south side of Opelika Road (which narrows to a 5' sidewalk in the western segment of the corridor).	Public Works, Planning	short-term
	7.2 Provide crosswalks	7.2.1 As the roadway is constructed, include newly painted and configured crosswalks to include pedestrian automated signalization and ADA compliant with visual, audio and tactile alerts.	Public Works, Planning	short-term
8. Improve stormwater management	8.1 Utilize stormwater management systems	8.1.1 Encourage the implementation of rain gardens and porous pavers/porous concrete within private redevelopment sites to lessen run-off impacts.	Public Works, Planning	short-term
		8.1.2 Identify locations for regional stormwater detention facilities to treat stormwater runoff without overburdening individual property owners.	Public Works, Planning	short-term
9. Increase planted area within the corridor	9.1 Implement tree planting 'districts' strategy	9.1.1 Plant new trees at 40' on-center according to the plan and utility locations. Utilize buffer yards where utilities or roadway configuration prevents planting trees within the right-of-way. Priority should be placed on planting street trees at neighborhood centers and in conjunction with private development improvements.	Public Works, Planning	short-term
	9.2 Implement a continuous tree lawn/planting area along the roadway	9.2.1 Roadway reconfiguration should include a 6' minimum planted buffer adjacent to the roadway.	Public Works, Planning	short-term
		9.2.2 Develop a policy for deviation from the tree planting strategy regarding unique conditions.	Public Works, Planning	short-term
10. Create a consistent corridor aesthetic	10.1 Provide a consistent site furniture palatte	10.1.1 Phase in a consistent palette of street furniture style (benches, trash cans, bike racks, lighting)	Public Works, Planning	short-term
	10.2 Prioritize neighborhood center locations	10.2.1 Concentrate outdoor dining opportunities, seating and related site furniture on side streets and backstreets within neighborhood centers - rather than directly on Opelika Road.	Public Works, Planning	short-term

GOAL	OBJECTIVE	POLICY	RESPONSIBILITY	YEAR
LAND USE				
11. Encourage redevelopment and increase mixed-use development within the corridor	11.1 Develop a form-based code	111.1 Develop an opt in form-based code utilizing the Opelika Road plan as a starting point. The form-based code should be focused on the creation of new neighborhood centers.	Planning	short-term
	11.2 Modify zoning district definitions	11.2.1 Allow a range of uses as "permitted" as shown in the future land use recommendations. Allow fewer conditional uses and more uses by right as outlined in the "Existing Zoning Challenges" section of this plan.	Planning	short-term
		11.2.2 Remove maximum FAR and ISR requirements within the neighborhood center locations.	Planning	short-term
		11.2.3 Add the bicycle parking requirement (currently only in the University Service District) to zoning districts for the identified centers along Opelika Road.	Planning	short-term
		11.2.4 Consider additional incentives to compensate for the possible financial hardships of developing infill properties. The zoning code (PDD) outlines development incentives to allow additional development capacity in exchange for a public benefit or amenity. These incentives can be expanded to apply to the entire corridor. Incentives that can be applied to non-residential developments include density bonuses, increases in floor area ratio (FAR) and master signage plan approval.	Planning, Economic Development	short-term
		11.2.5 Examine the CC zone and address major challenges in that zoning classification, such as setbacks and prohibitions on mixing uses.	Planning	short-term
BRANDING				
12. Create a consistent brand and aesthetic for the corridor	12.1 Establish a merchant's association for Opelika Road to assist with rebranding strategies	12.1.1 Implement a wayfinding and signage plan for Opeilka Road (including logo development)	Planning, Chamber	short-term
		12.1.2 Work with the Chamber of Commerce and newly established merchant's association to market and build on the "locally-owned" businesses on Opelika Road.	Planning, Economic Development, Chamber	short-term
		12.1.3 Further investigate and test the opportunity to change the name "Opelika Road."	Planning, Chamber	short-term
FUNDING				
13. Fund proposed improvements within the corridor	13.1 Further evaluate potential funding strategies and sources	13.1.1 A Tax Increment Financing district should be investigated for the Opelika Road corridor (likely to encompass a much broader portion of the city in order to generate sufficient revenue) 13.1.2 An Alabama Improvement District should be considered for portions of Opelika Road Corridor (dependent on interest by affected private property owners). 13.1.3 Continue the use of the Sales Tax Rebate to stimulate redevelopment and reinvestments along the Opelika Road corridor through incentives. 13.1.4 Consider funding the existing Revolving Loan Fund Program (RLF) to loan funds to businesses within the Opelika Road Corridor. 13.1.5 Further investigate the numerous programs at the State and Federal levels that could provide funding for the Opelika Road right-of-way improvements or economic development strategies including land assembly.	Planning, Economic Development	Ongoing/ long-term

MEASURING IMPLEMENTATION				
14. Measure plan implementation over the next 20 years	14.1 Track base calculations established during the planning process	14.1.1 See Chapter 3 - Metrics for baseline measurements: 1) Acreage of vacant lands 2) Acreage of vacant buildings 3) Amount of alternative transportation use (bicycle, bus transit) 4) Linear feet of sidewalk 5) Square footage of tree canopy 6) Roadway level of service 7) Number of annual accidents per intersection 8) Roadway noise levels 9) Heat island 10) Curbcuts per mile.	Planning	Ongoing/ long-term

Potential Funding Sources

FUNDING NAME	AGENCY	SUMMARY	SOURCE
Transportation/Land Use			
TIGER Grants	US DOT	Designed to invest in communities to make them more livable and sustainable. Project must be multi-modal, or otherwise challenging to fund.	http://www.dot.gov/tiger
Transportation Enhancement (TE) Activities	FHWA administered by State	Federally funded, community based projects that expand travel choices and enhance the transportation experience, including, streetscape, bike and pedestrian improvements.	http://www.enhancements.org
Map-21 Transportation Alternatives Program (TAP)	FHWA	Replaces the TE, SRTS, and Recreation Trails program at end of 2012. A streamlined and performance based surface transportation program including funding for transit, bike, and pedestrian programs.	http://www.fhwa.dot.gov/MAP21/
Transportation Livability Improvement Programs	US DOT	Various grants awarded by the federal government based on issues ranging from transportation planning, bike, ped. improvements, air quality improvement, bus facility improvements, and community preservation.	http://www.dot.gov/livability/grants-programs
Highway Safety Improvement Program (HSIP)	FHWA	Funds apportioned to states, who then distribute to projects, often overlooked, but can be used for bike lanes, ped. improvements, crosswalks, signage, road safety measures and design. Elements must be in the state's Strategic Highway Safety Plan.	http://safety.fhwa.dot.gov/hsip/resources/fhwasa09029/sec5.cfm
Section 402 Grants	NHTSA/FHWA	Funds apportioned to states, who then distribute to projects, often overlooked, but can be used for ped. and bicycle safety, and speed control projects.	http://www.advocacyadvance.org/docs/section_402.pdf
FHWA Discretionary grants	FHWA	List of grants available changes annually, dependent upon discretionary budget. 2012 list includes Transportation, Community, and System Preservation Grant, and Highways for Life Grant among others.	http://www.fhwa.dot.gov/discretionary/
Transportation, Community, and System Preservation Program (TCSP)	FHWA	Discretionary grant for projects seeking to improve efficiency of transportation, reduce environmental impacts,and identify strategies to encourage economic development in communities.	http://www.fhwa.dot.gov/tcsp/
Congestion Mitigation and Air Quality Improvement Program (CMAQ)	FHWA/FTA	Provides funding to states and MPO's for a variety of transportation or environmental projects.	http://www.fhwa.dot.gov/environment/air_quality/cmaq/
Urbanized Area Formula Program (5307)	FTA	Eligible activities include planning, engineering design and evaluation of transit projects and other technical transportation-related studies; landscaping, pedestrian access must be included.	http://www.fta.dot.gov/grants/13093_3561.html
Highways for Life Pilot Program	FHWA	2012 funds awarded to construction projects that utilize innovative construction practices, and methods, resulting in efficient building practices and reduced congestion caused by construction.	http://www.fhwa.dot.gov/discretionary/hfl2012info.htm
Building Blocks for Sustainable Communities	EPA	Communities receive direct technical assistance from a team of national experts in one of two areas: policy analysis (e.g., reviewing state and local codes, school siting guidelines, transportation policies, etc.) or public participatory processes.	

Alabama Safe Routes to School (SRTS)	ALDOT	Federally funded - address roadway and safety issues such as congestion within school zones and inadequate pedestrian facilities, set to expire.	http://www.adph.org/srts/
Lee-Russell COG		Various grant assistance as state and local grants become available, examples - parks, trails, senior center, water line, sewer systems, and ball fields.	http://www.lrcog.com/planning.html
ALDOT	ALDOT	Transportation programs, including Statewide Transportation Improvement Plans (STIP). Funds available through the 2009 Stimulus and American Recovery Act, and Tiger Grants thru the federal government.	
Economic			
AL Dept. of Economic and Community Affairs	ADECA	Various grants available.	http://www.adeca.alabama.gov/about/Pages/Funding-Opportunities.aspx
US Economic Development Administration	US EDA	Various grants as funds available dealing with economic, transportation, and quality of life issues; infrastructure planning and construction as well.	http://www.eda.gov/ffo.htm
Environment			
Brownfields Area-Wide Planning	EPA	The grant funding and direct assistance (through agency contract support) would result in an area-wide plan which will inform the assessment, cleanup and reuse of brownfields properties and promote area-wide revitalization.	http://www.epa.gov/brownfields/grant_info/index.htm
2013 National Urban and Community Forestry Grant	USDA & US Forest Service	Encourages community connections between urban forests and community benefits, outreach programs, planning, and planting of trees by individuals or property owners.	www.grants.gov
Community Action for a Renewed Environment (CARE)	EPA	Provides funding to build broad-based partnerships to reduce environmental risks at the local level.	http://www.epa.gov/care/
Air Quality Grants	EPA	Competitive grant funding for projects and programs relating to air quality, transportation, climate change, indoor air and other related topics.	http://www.epa.gov/air/grants_funding.html
Water Quality Grants		Grants for water pollution prevention and wetlands protection, and tribal grants.	http://water.epa.gov/grants_funding/
Urban Waters Small Grants	EPA	To help restore urban waters by improving water quality and supporting community revitalization.	http://www.epa.gov/urbanwaters/funding/index.html
National Urban and Community Forestry Advisory Council (NUCFAC) grants	US Forest Service	Grants change each year; overall goal to address urban and community forestry.	http://www.fs.fed.us/ucf/nucfac.html

Healthy and Active Communities			
Community Transformation Grants (CTG)	CDC	Must show how project improves the health of communities through increasing the availability of healthy foods and beverages, improving access to safe places for physical activity, and reducing tobacco use and encouraging smoke-free environments.	http://www.cdc.gov/communitytransformation/
Bikes Belong	Bikes Belong Coalition	Provides grants to municipalities and grass roots organizations to support biking projects. Aims to "connect existing facilities or create new opportunities; leverage federal, state, and private funds; influence policy; and generate economic activity." Eligible projects include bike paths, trails, routes, and bike lanes.	http://www.bikesbelong.org/grants/
Robert Wood Johnson Foundation and Active Living by Design	RWJF	Fund community health initiatives including some funding for built-projects such as bike trails.	http://www.rwjf.org/en/grants.html
Urbanized Area Formula Grant	FHWA	Transit Enhancement Activity program has a one percent set-aside of Urbanized Area Formula Grant funds designated for, among other things, pedestrian access and walkways, and "bicycle access, including bicycle storage facilities and installing equipment for transporting bicycles on mass transportation vehicles".	

6

APPENDICES

Appendices include the keypad polling and online surveys' input.

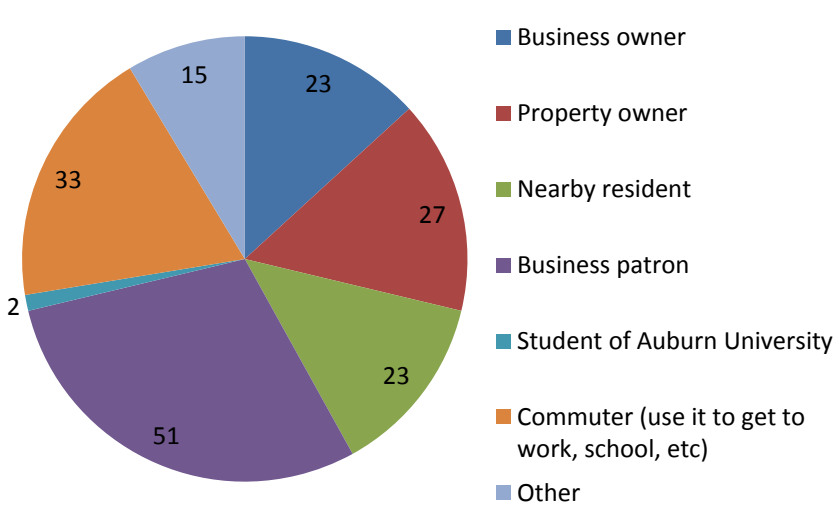
CHARETTE 1

June 2012

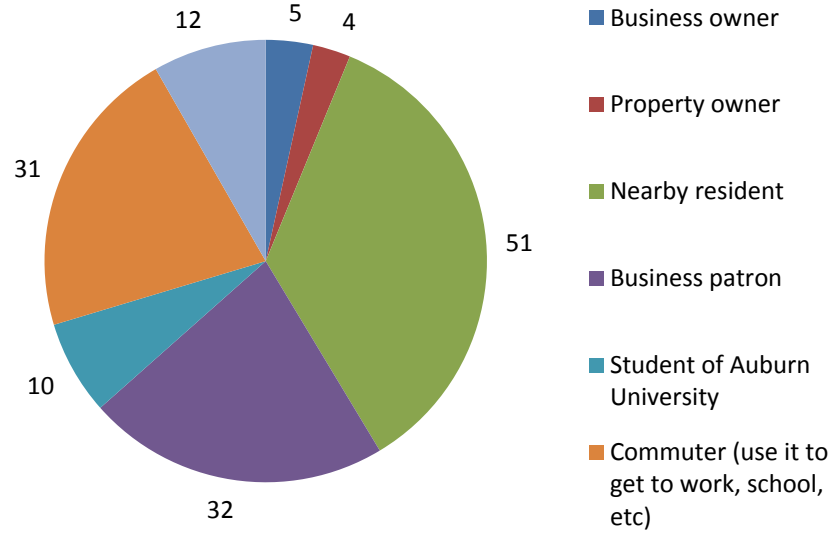
KEYPAD POLLING & ONLINE SURVEY RESULTS

1. My affiliation with Opelika Road is (Choose all that apply)

Key Pad Polling



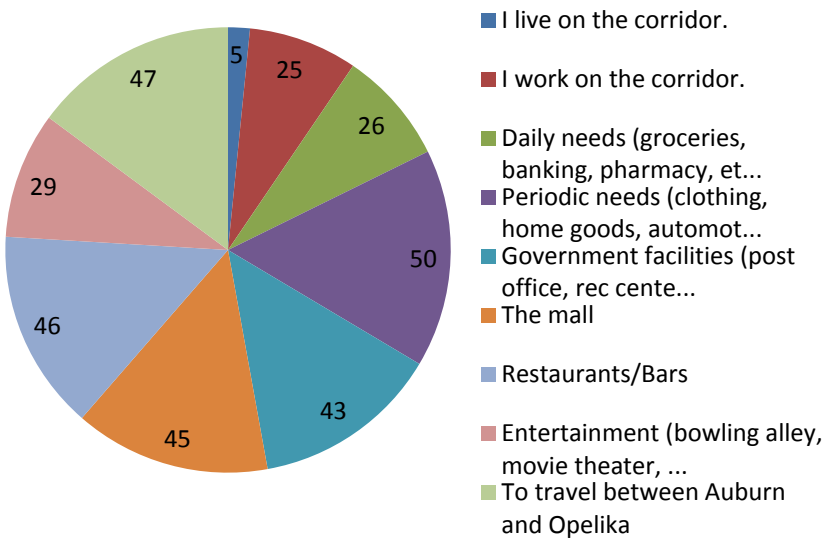
Online Survey



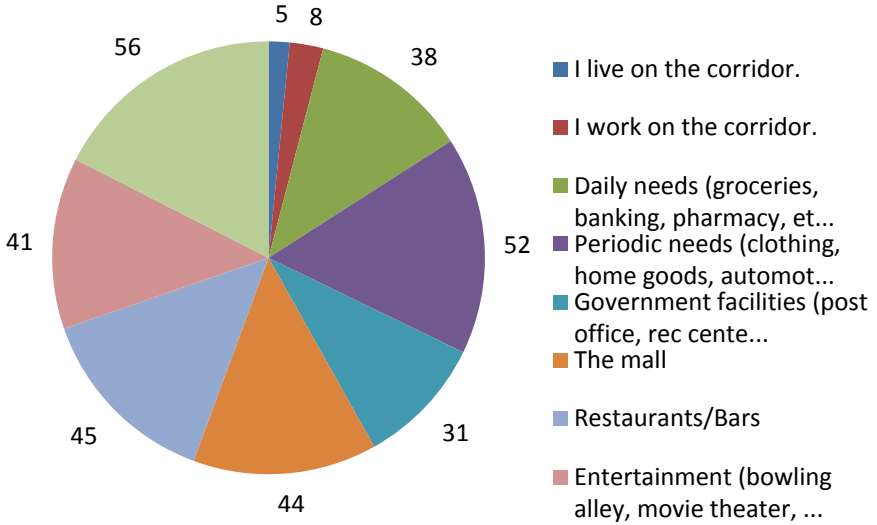
1. My affiliation with Opelika Road is (Choose all that apply)	Online Survey	Keypad Polling	Sum
Business owner	5	23	28
Property owner	4	27	31
Nearby resident	51	23	74
Business patron	32	51	83
Student of Auburn University	10	2	12
Commuter (use it to get to work, school, etc)	31	33	64
Other	12	15	27

2. My primary reason for visiting the Opelika Road Corridor is:(Choose all that apply)

Key Pad Polling



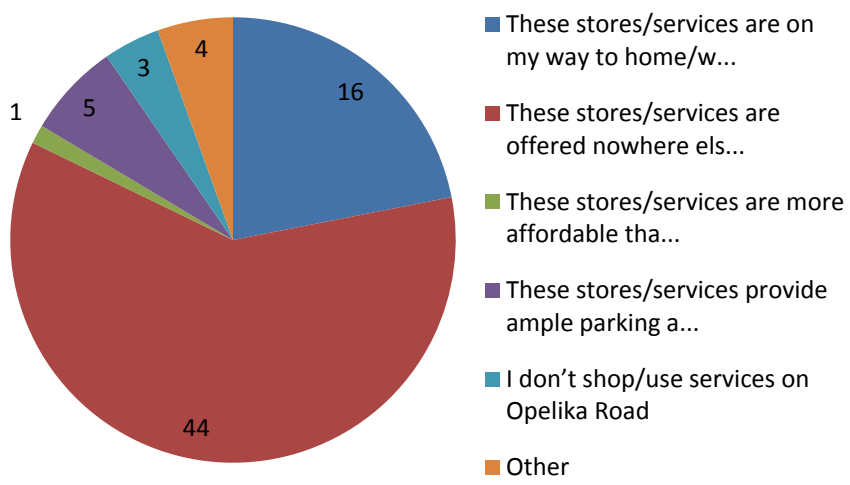
Online Survey



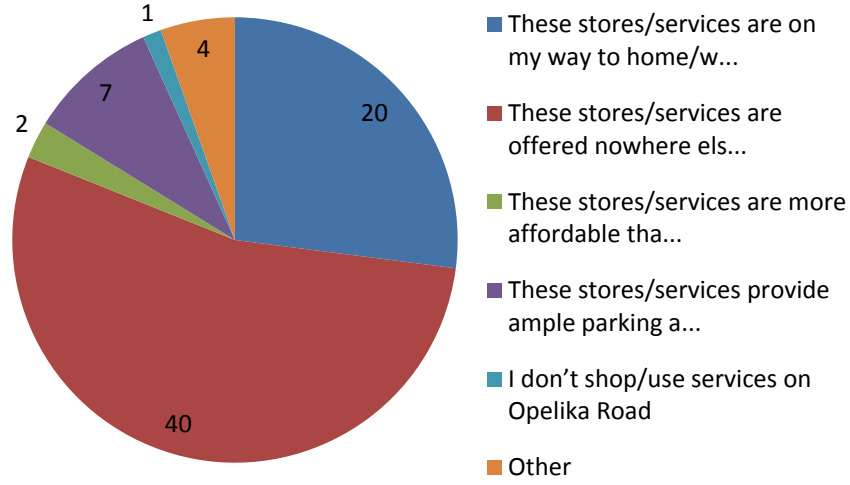
2. My primary reason for visiting the Opelika Road Corridor is:(Choose all that apply) (multiple choice)	Online Survey	Keypad Polling	Sum
I live on the corridor.	5	5	10
I work on the corridor.	8	25	33
Daily needs (groceries, banking, pharmacy, et...	38	26	64
Periodic needs (clothing, home goods, automot...	52	50	102
Government facilities (post office, rec cente...	31	43	74
The mall	44	45	89
Restaurants/Bars	45	46	91
Entertainment (bowling alley, movie theater, ...	41	29	70
To travel between Auburn and Opelika	56	47	103

3. I choose to shop and use services on Opelika Road because…. (Choose 1):

Key Pad Polling



Online Survey



3. I choose to shop and use services on Opelika Road because…. (Choose 1):	Online Survey	Keypad Polling	Sum
These stores/services are on my way to home/w...	20	16	36
These stores/services are offered nowhere els...	40	44	84
These stores/services are more affordable tha...	2	1	3
These stores/services provide ample parking a...	7	5	12
I don’t shop/use services on Opelika Road	1	3	4
Other	4	4	8

4. I choose not to shop and use services on Opelika Road because…. (Choose 1)

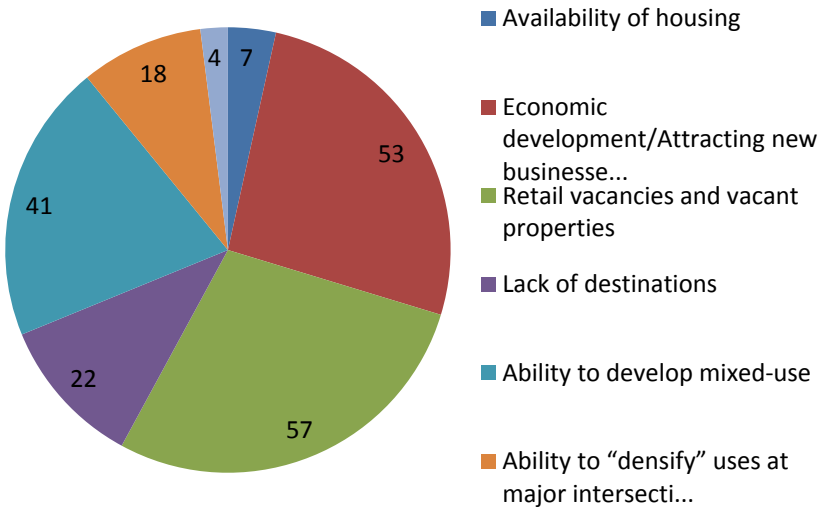
Key Pad Polling

Online Survey

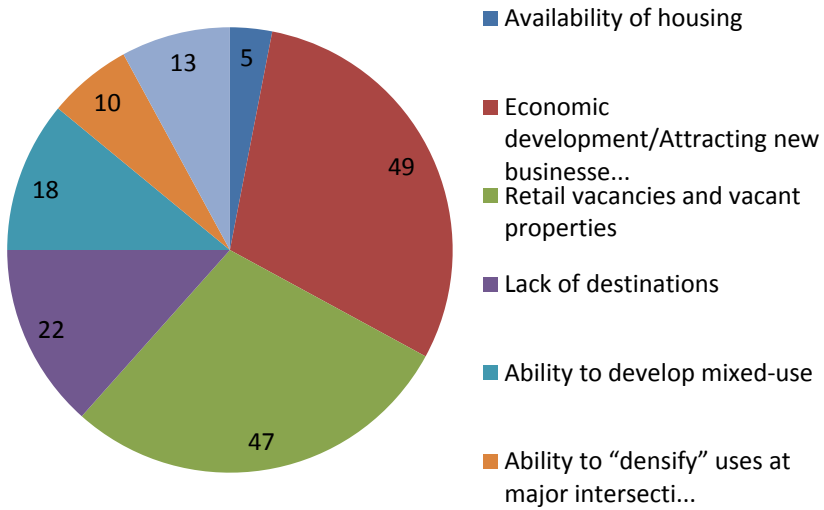
4. I choose not to shop and use services on Opelika Road because…. (Choose 1):	Online Survey	Keypad Polling	Sum
the corridor is out of my way	3	4	7
the stores do not align with my needs	4	7	11
there is not enough variety	1	6	7
I don't like the corridor's appearance	18	7	25
I feel unsafe driving on the corridor	3	5	8
I do shop and use services on Opelika Road	32	40	72
Other	3	1	4

5. The most important land use issues to address along Opelika Road are… (Choose your top 3)

Key Pad Polling



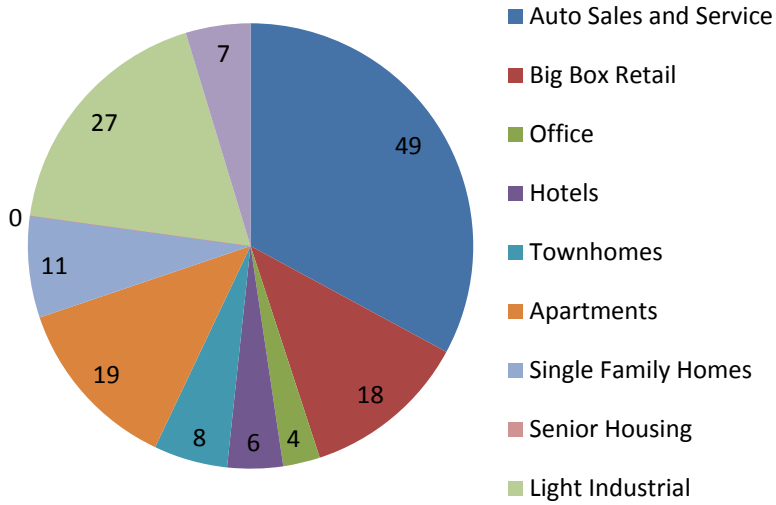
Online Survey



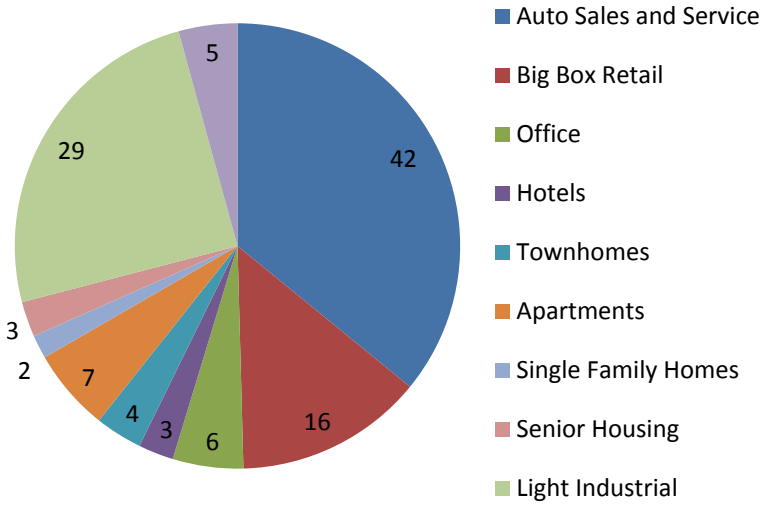
5. The most important land use issues to address along Opelika Road are… (Choose your top 3) (multiple choice)	Online Survey	Keypad Polling	Sum
Availability of housing	5	7	12
Economic development/Attracting new businesse...	49	53	102
Retail vacancies and vacant properties	47	57	104
Lack of destinations	22	22	44
Ability to develop mixed-use	18	41	59
Ability to “densify” uses at major intersecti...	10	18	28
Other	13	4	17

6. Currently, I think the Opelika Road Corridor has too much of the following land uses… (Choose up to 3)

Key Pad Polling



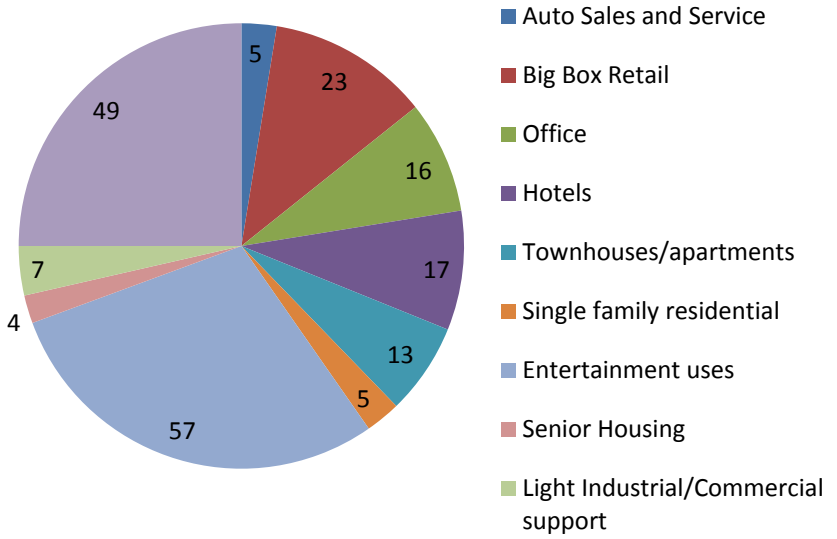
Online Survey



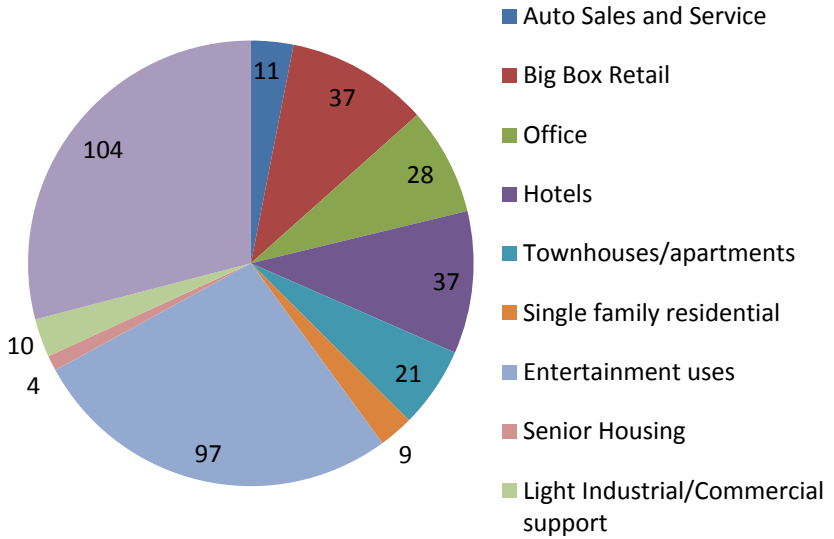
6. Currently, I think the Opelika Road Corridor has too much of the following land uses… (Choose up to 3)	Online Survey	Keypad Polling	Sum
Auto Sales and Service	42	49	91
Big Box Retail	16	18	34
Office	6	4	10
Hotels	3	6	9
Townhomes	4	8	12
Apartments	7	19	26
Single Family Homes	2	11	13
Senior Housing	3	0	3
Light Industrial	29	27	56
Neighborhood Retail (restaurants, daily needs…	5	7	12

7. As redevelopment occurs over time, I think the Opelika Road Corridor is the ideal area for… (choose up to 3)

Key Pad Polling



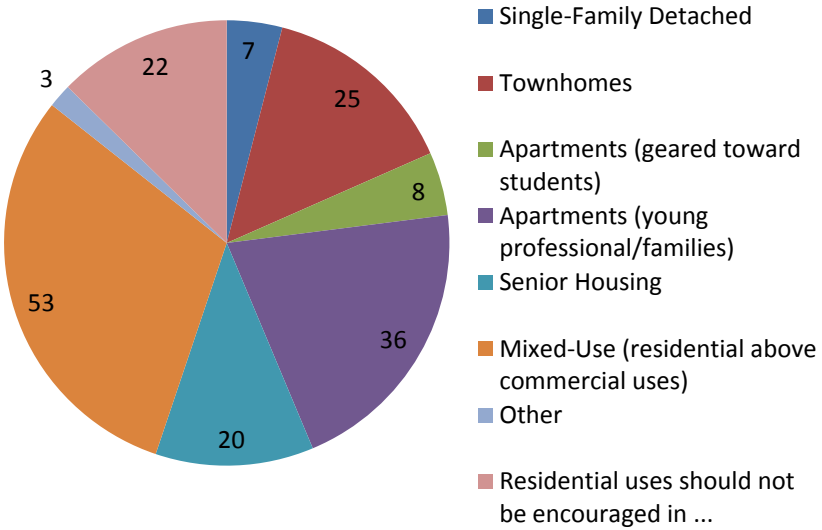
Online Survey



7. As redevelopment occurs over time, I think the Opelika Road Corridor is the ideal area for… (choose up to 3):	Online Survey	Keypad Polling	Sum
Auto Sales and Service	6	5	11
Big Box Retail	14	23	37
Office	12	16	28
Hotels	20	17	37
Townhouses/apartments	8	13	21
Single family residential	4	5	9
Entertainment uses	40	57	97
Senior Housing	0	4	4
Light Industrial/Commercial support	3	7	10
Neighborhood Retail (restaurants, daily needs...	55	49	104

8. I think the Opelika Road Corridor is the ideal area for residential types such as…. (Choose all that Apply)

Key Pad Polling



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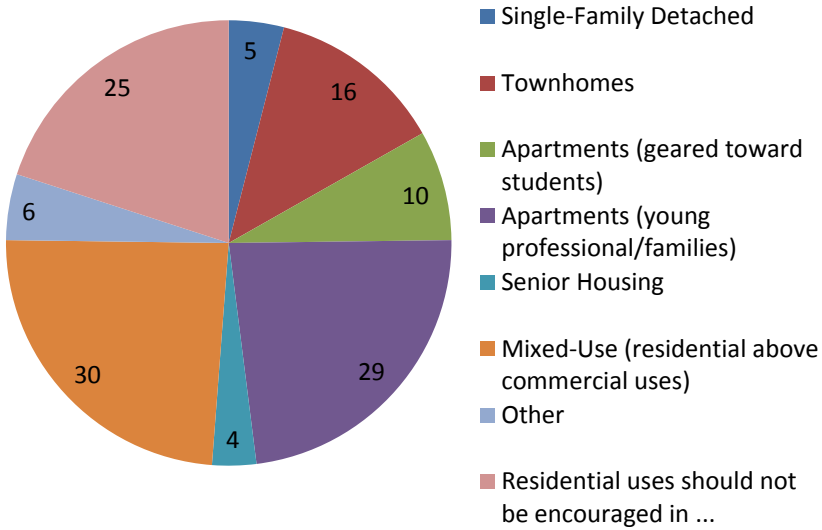
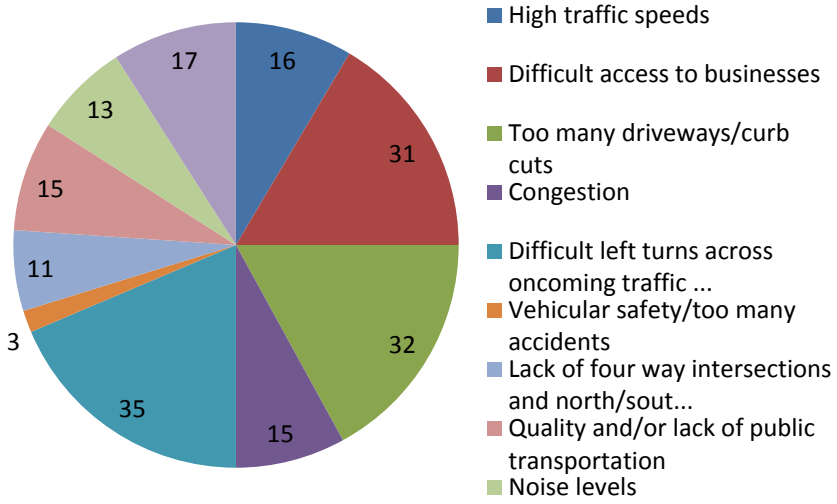


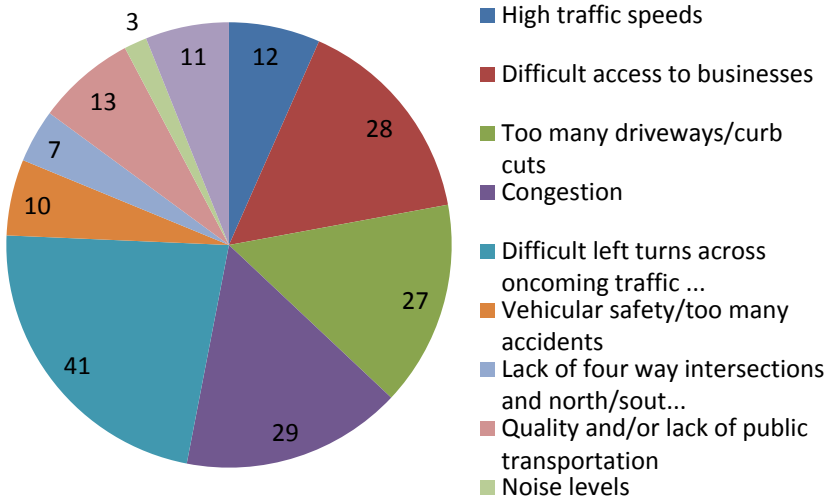
8. I think the Opelika Road Corridor is the ideal area for residential types such as…. (Choose all that Apply)	Online Survey	Keypad Polling	Sum
Single-Family Detached	5	7	12
Townhomes	16	25	41
Apartments (geared toward students)	10	8	18
Apartments (young professional/families)	29	36	65
Senior Housing	4	20	24
Mixed-Use (residential above commercial uses)	30	53	83
Other	6	3	9
Residential uses should not be encouraged in ...	25	22	47

9. Which transportation issues concern you most along Opelika Road? (Choose your top 3)

Key Pad Polling



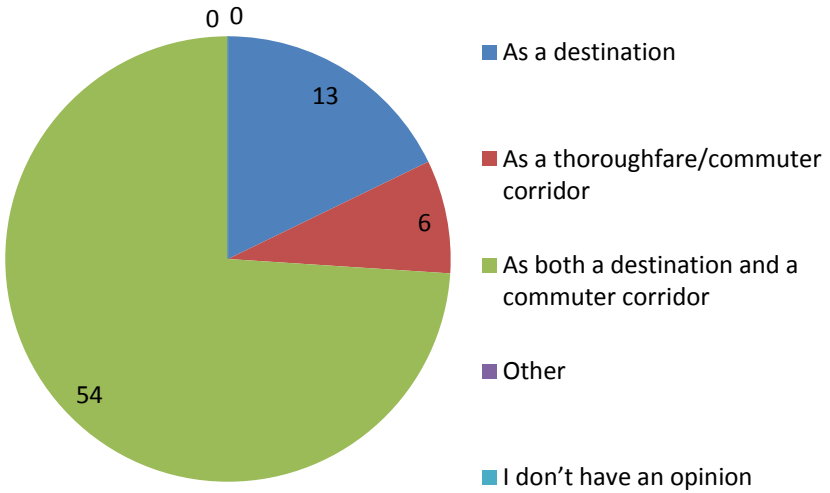
Online Survey



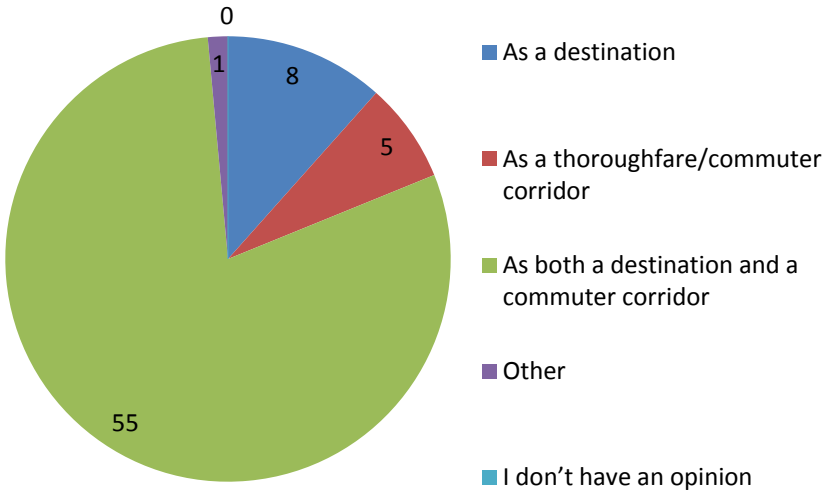
9. Which transportation issues concern you most along Opelika Road? (Choose your top 3)	Online Survey	Keypad Polling	Sum
High traffic speeds	12	16	28
Difficult access to businesses	28	31	59
Too many driveways/curb cuts	27	32	59
Congestion	29	15	44
Difficult left turns across oncoming traffic ...	41	35	76
Vehicular safety/too many accidents	10	3	13
Lack of four way intersections and north/sout...	7	11	18
Quality and/or lack of public transportation	13	15	28
Noise levels	3	13	16
Railroad crossings	11	17	28

10. How should the design of Opelika Road be addressed? (Choose 1)

Key Pad Polling



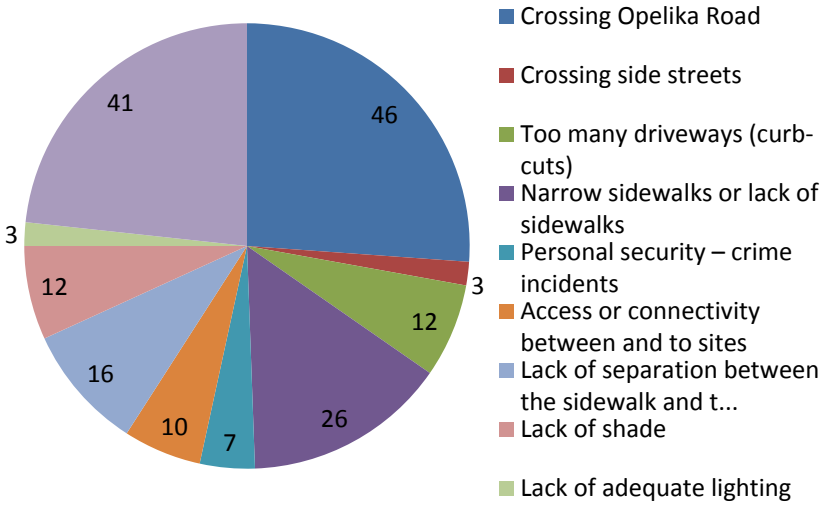
Online Survey



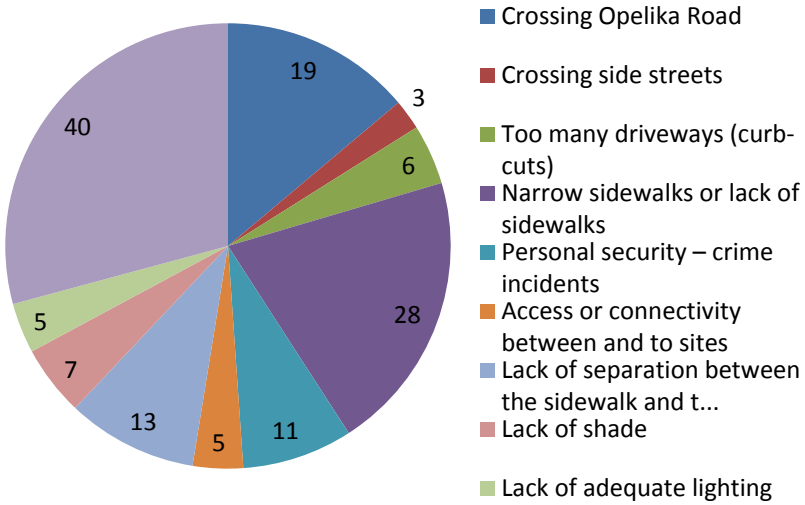
10. How should the design of Opelika Road be addressed? (Choose 1)	Online Survey	Keypad Polling	Sum
As a destination	8	13	21
As a thoroughfare/commuter corridor	5	6	11
As both a destination and a commuter corridor	55	54	109
Other	1	0	1
I don't have an opinion	0	0	0

11. When you are walking along Opelika Road, what concerns you most? (Choose your top 3)

Key Pad Polling



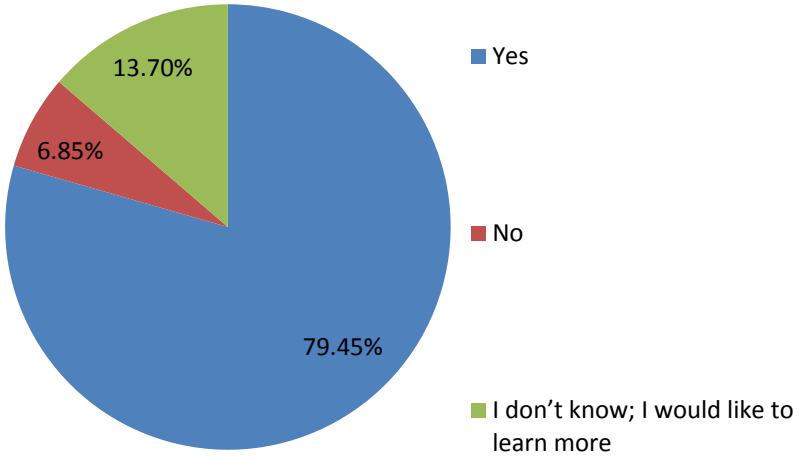
Online Survey



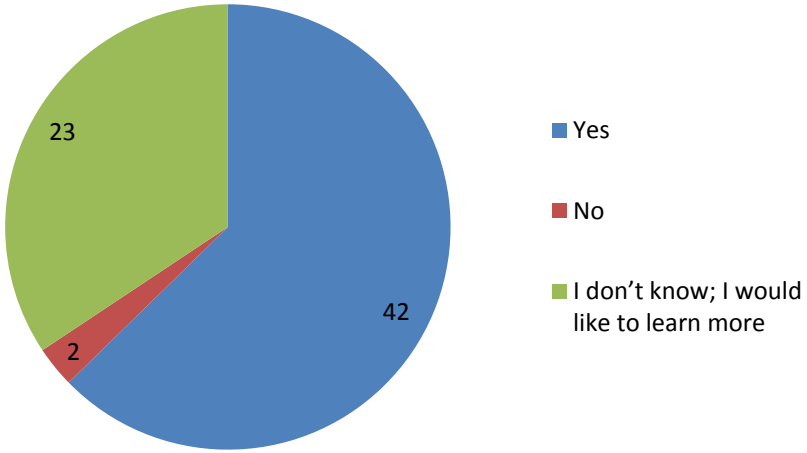
11. When you are walking along Opelika Road, what concerns you most? (Choose your top 3)	Online Survey	Keypad Polling	Sum
Crossing Opelika Road	19	46	65
Crossing side streets	3	3	6
Too many driveways (curb-cuts)	6	12	18
Narrow sidewalks or lack of sidewalks	28	26	54
Personal security – crime incidents	11	7	18
Access or connectivity between and to sites	5	10	15
Lack of separation between the sidewalk and t...	13	16	29
Lack of shade	7	12	19
Lack of adequate lighting	5	3	8
I do not walk on Opelika Road	40	41	81

12. I would be willing to consider a different street layout than what is existing on Opelika Road. (Choose 1):

Key Pad Polling



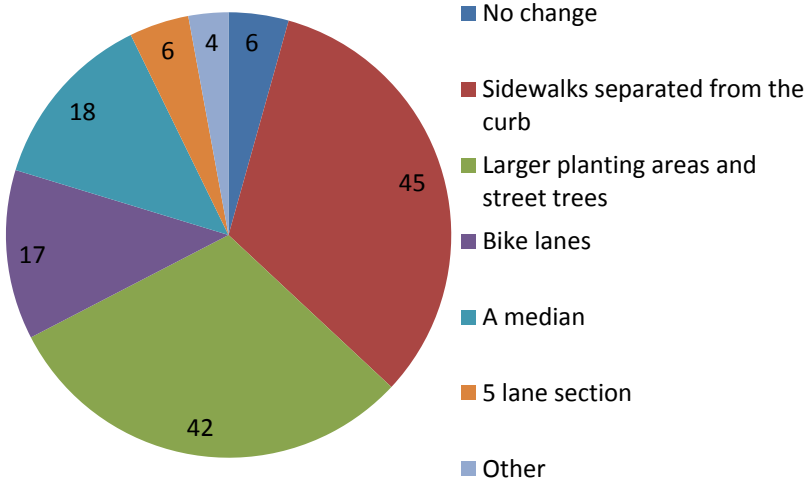
Online Survey



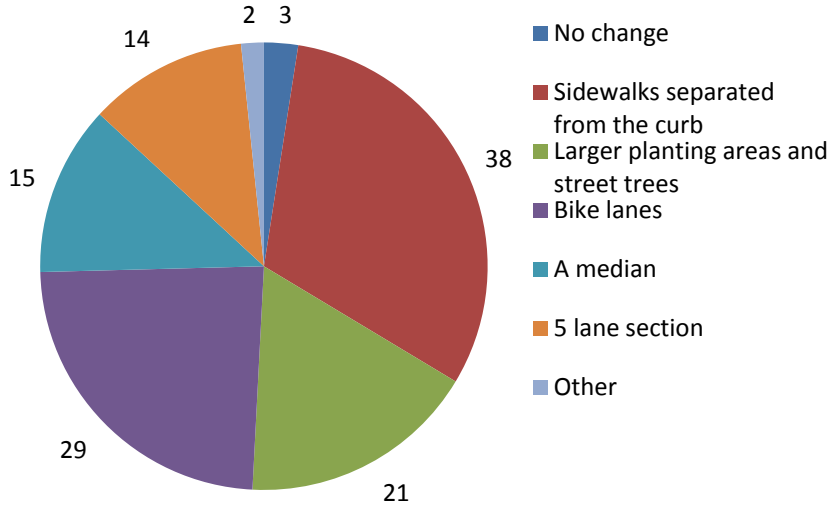
12. I would be willing to consider a different street layout than what is existing on Opelika Road. (Choose 1): (multiple choice)	Online Survey	Keypad Polling	Sum
Yes	42	58	100
No	2	5	7
I don't know; I would like to learn more	23	10	33

13. I would be willing to consider a different street layout than what is existing from Gay to Dean to include: (Choose top 2)

Key Pad Polling



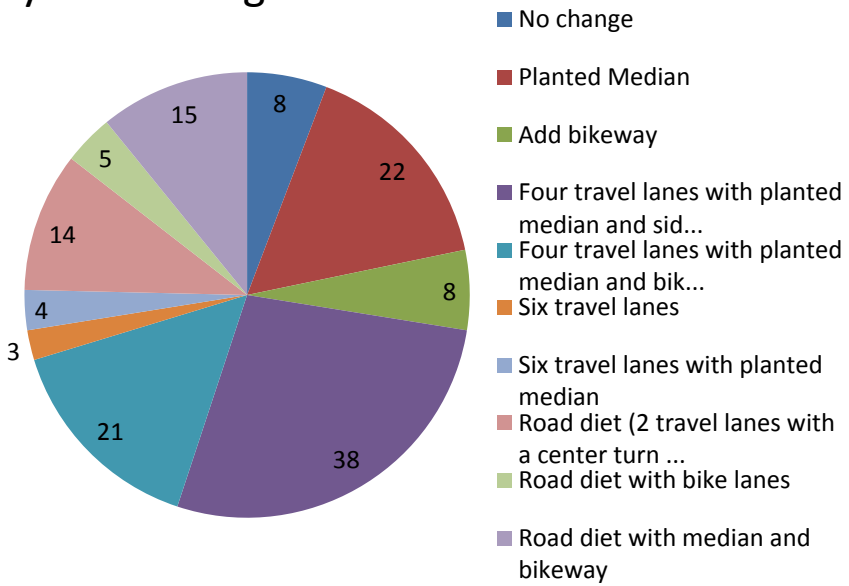
Online Survey



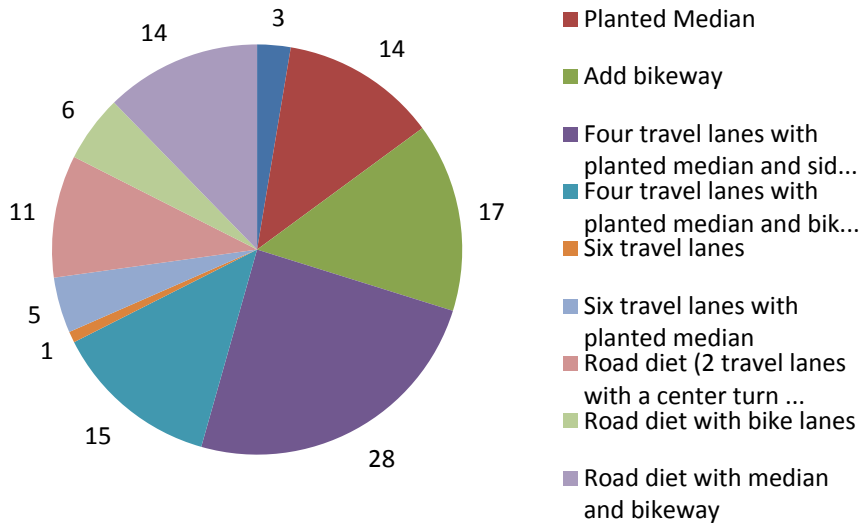
13. I would be willing to consider a different street layout than what is existing from Gay to Dean to include: (Choose top 2)	Online Survey	Keypad Polling	Sum
No change	3	6	9
Sidewalks separated from the curb	38	45	83
Larger planting areas and street trees	21	42	63
Bike lanes	29	17	46
A median	15	18	33
5 lane section	14	6	20
Other	2	4	6

14. I would be willing to consider a different street layout from Dean Road to East University Drive to include: (Choose top 2)

Key Pad Polling



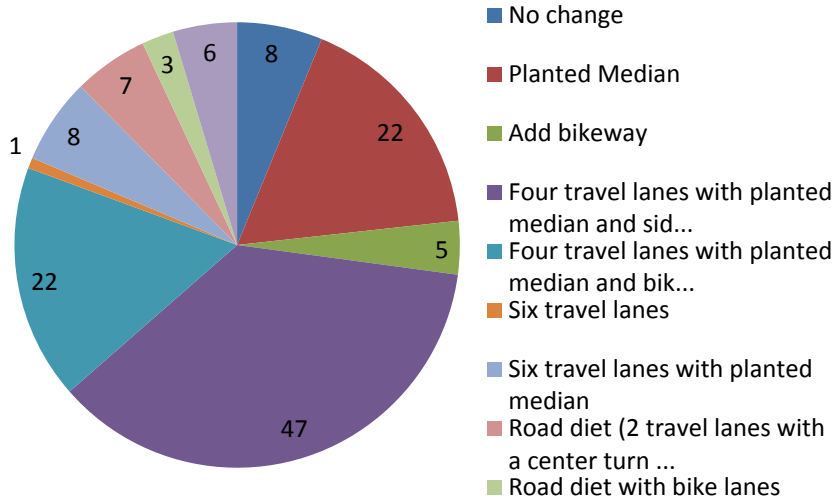
Online Survey



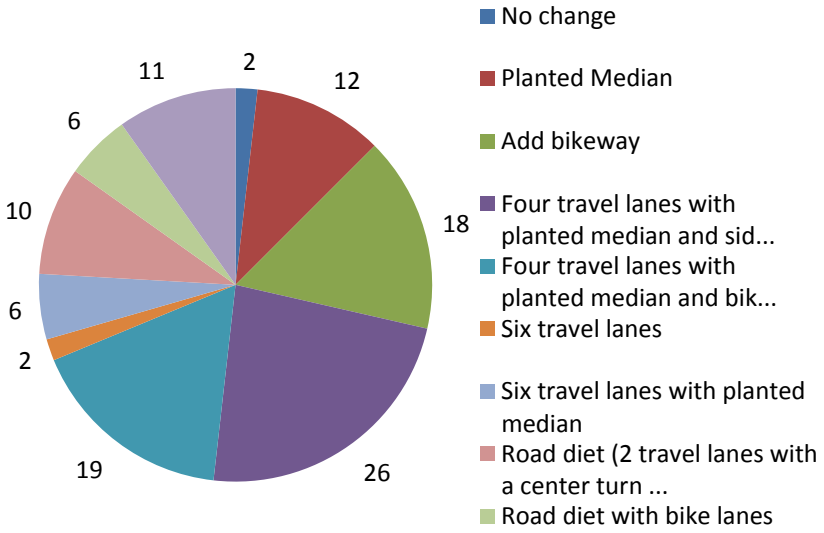
14. I would be willing to consider a different street layout from Dean Road to East University Drive to include: (Choose top 2)	Online Survey	Keypad Polling	Sum
No change	3	8	11
Planted Median	14	22	36
Add bikeway	17	8	25
Four travel lanes with planted median and sid...	28	38	66
Four travel lanes with planted median and bik...	15	21	36
Six travel lanes	1	3	4
Six travel lanes with planted median	5	4	9
Road diet (2 travel lanes with a center turn ...	11	14	25
Road diet with bike lanes	6	5	11
Road diet with median and bikeway	14	15	29

15. I would be willing to consider a different street layout from East University Drive to the city limits to include: (Choose top 2)

Key Pad Polling



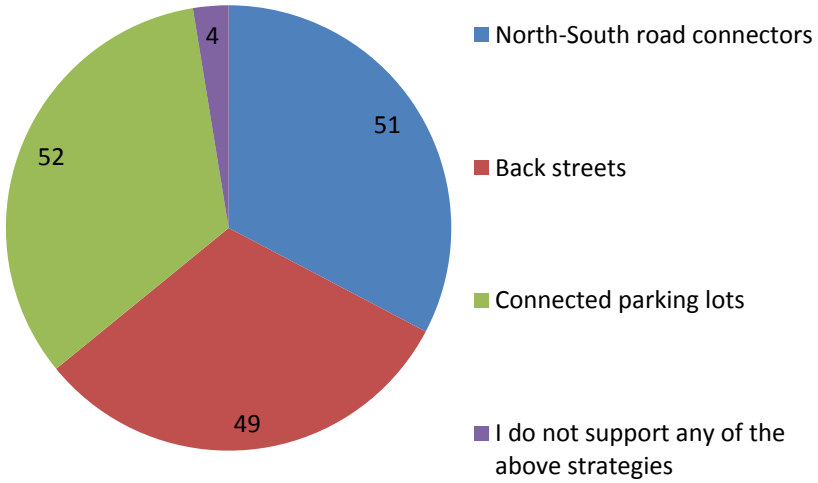
Online Survey



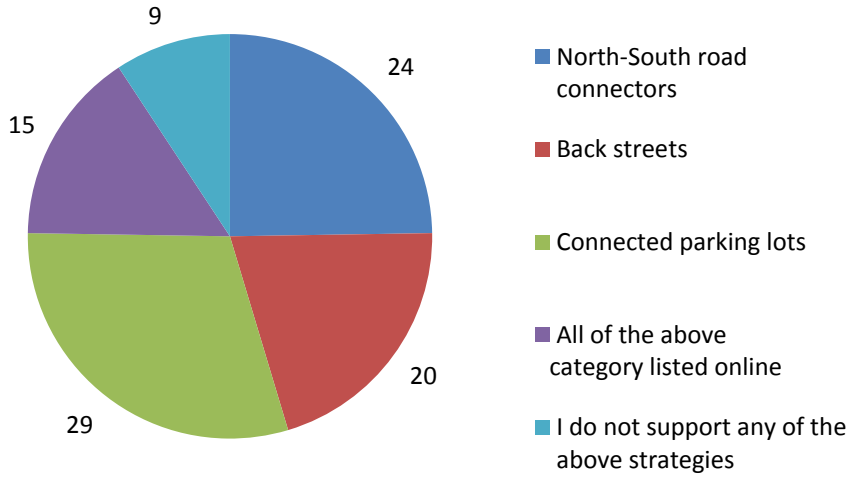
15. I would be willing to consider a different street layout from East University Drive to the city limits to include: (Choose top 2)	Online Survey	Keypad Polling	Sum
No change	2	8	10
Planted Median	12	22	34
Add bikeway	18	5	23
Four travel lanes with planted median and sid...	26	47	73
Four travel lanes with planted median and bik...	19	22	41
Six travel lanes	2	1	3
Six travel lanes with planted median	6	8	14
Road diet (2 travel lanes with a center turn ...	10	7	17
Road diet with bike lanes	6	3	9
Road diet with median and bikeway	11	6	17

16. I would be willing to consider the following strategies along Opelika Road: (Choose all that apply)

Key Pad Polling



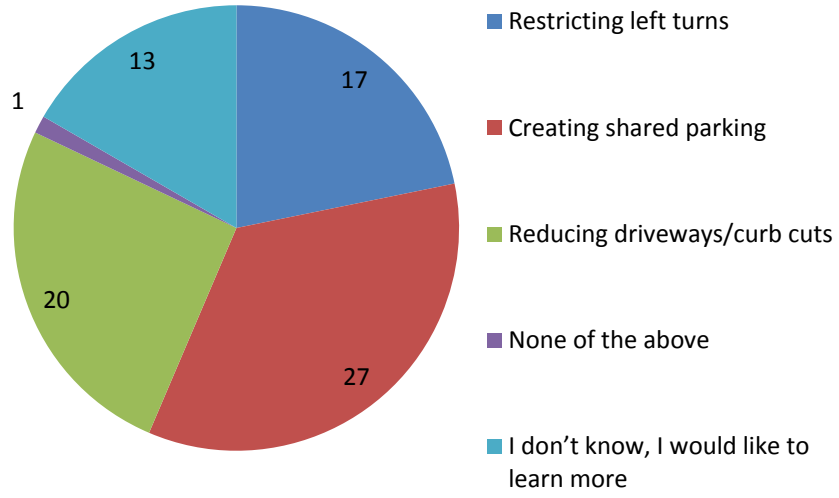
Online Survey



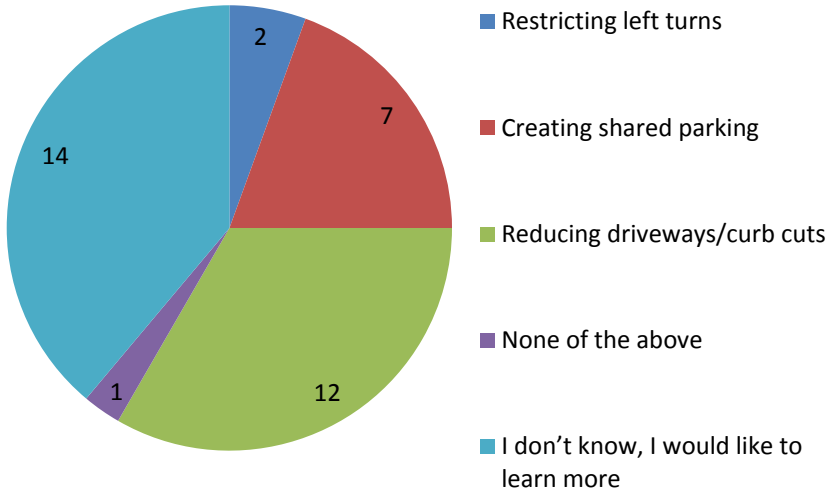
16. I would be willing to consider the following strategies along Opelika Road: (Choose all that apply)	Online Survey	Keypad Polling	Sum
North-South road connectors	24	51	75
Back streets	20	49	69
Connected parking lots	29	52	81
All of the above	15	0	15
I do not support any of the above strategies	9	4	13

17. I would be willing to consider access management strategies including: (Choose 1)

Key Pad Polling



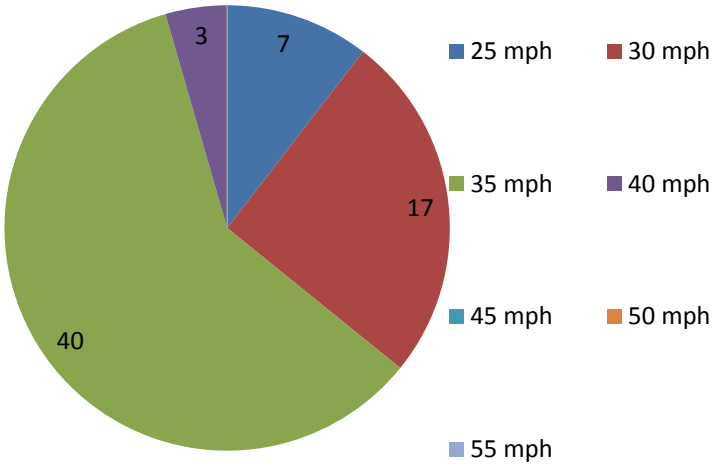
Online Survey



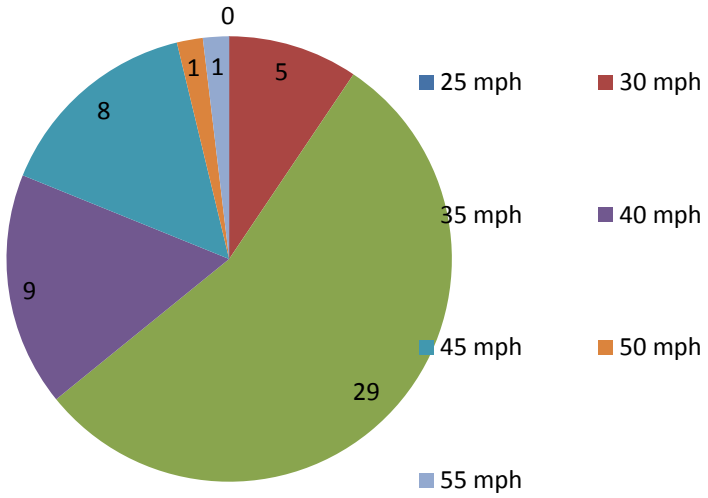
17. I would be willing to consider access management strategies including: (Choose 1)	Online Survey	Keypad Polling	Sum
Restricting left turns	2	17	19
Creating shared parking	7	27	34
Reducing driveways/curb cuts	12	20	32
None of the above	1	1	2
I don't know, I would like to learn more	14	13	27

18. I feel an appropriate speed limit along Opelika Road from Gay to Dean road is: (Choose 1)

Key Pad Polling



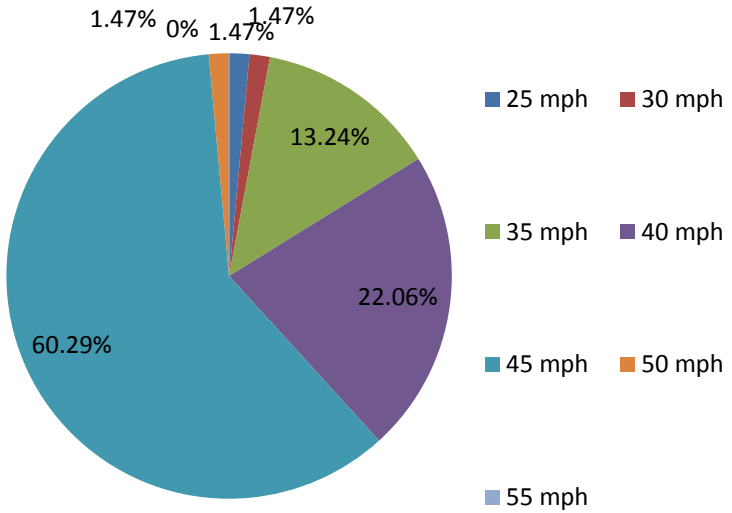
Online Survey



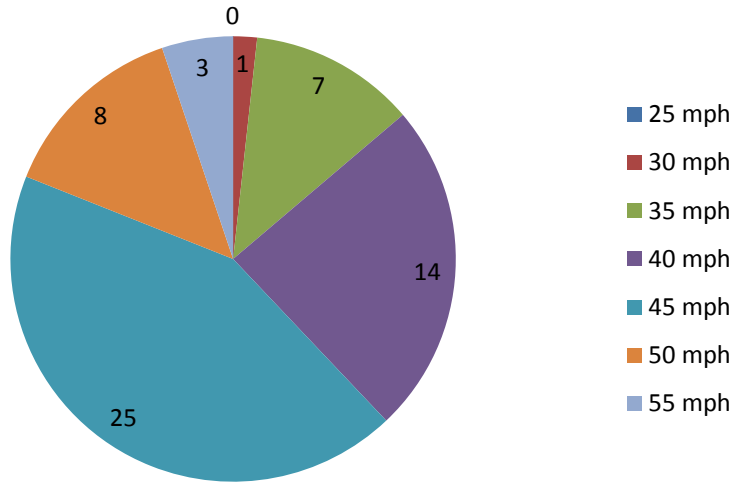
18.) 18. I feel an appropriate speed limit along Opelika Road from Gay to Dean road is: (Choose 1)	Online Survey	Keypad Polling	Sum
25 mph	0	7	7
30 mph	5	17	22
35 mph	29	40	69
40 mph	9	3	12
45 mph	8	0	8
50 mph	1	0	1
55 mph	1	0	1

19. I feel an appropriate speed limit along Opelika Road from Dean to the city limits is: (Choose 1)

Key Pad Polling



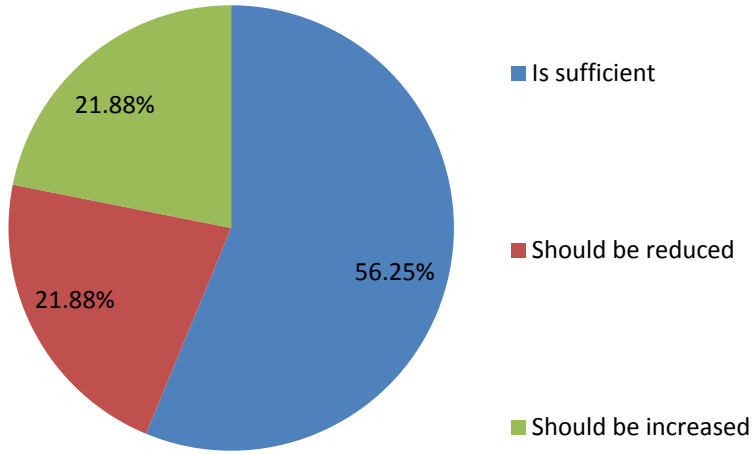
Online Survey



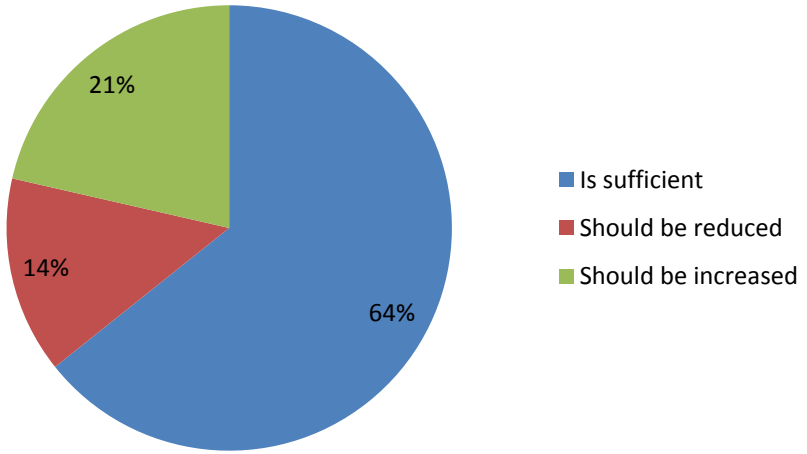
19. I feel an appropriate speed limit along Opelika Road from Dean to the city limits is: (Choose 1)	Online Survey	Keypad Polling	Sum
25 mph	0	1	1
30 mph	1	1	2
35 mph	7	9	16
40 mph	14	15	29
45 mph	25	41	66
50 mph	8	1	9
55 mph	3	0	3

20. Within the corridor, I feel the quantity of parking…(select one)

Key Pad Polling



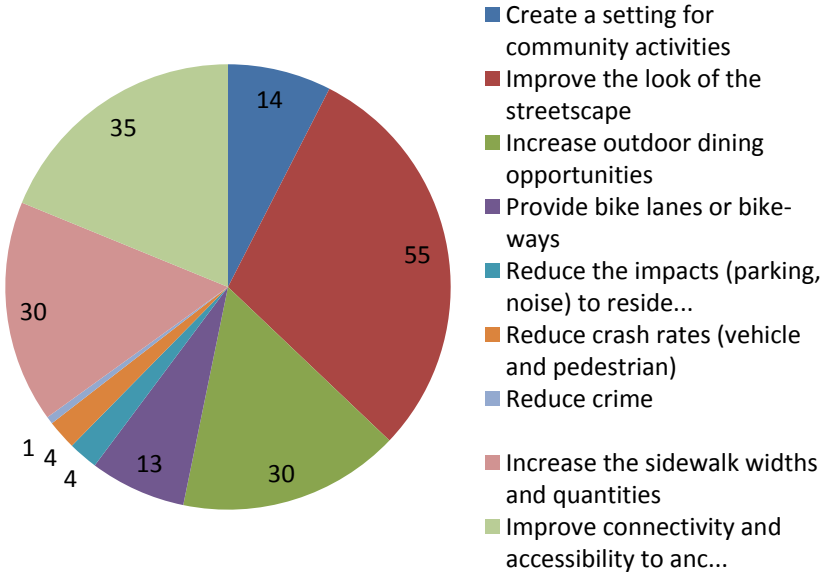
Online Survey



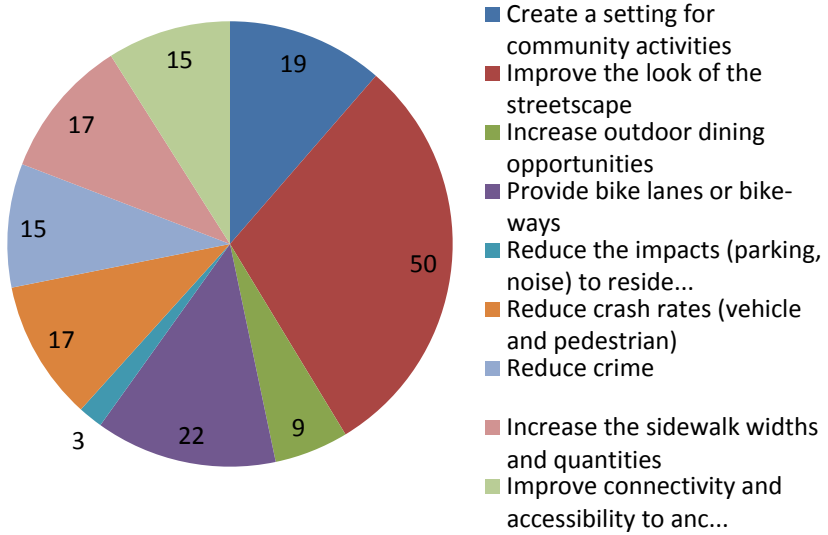
20. Within the corridor, I feel the quantity of parking…(select one)	Online Survey	Keypad Polling	Sum
Is sufficient	36	36	72
Should be reduced	8	14	22
Should be increased	12	14	26

21. Which of these community considerations is most important to the design and composition of Opelika Road? (Select 3)

Key Pad Polling



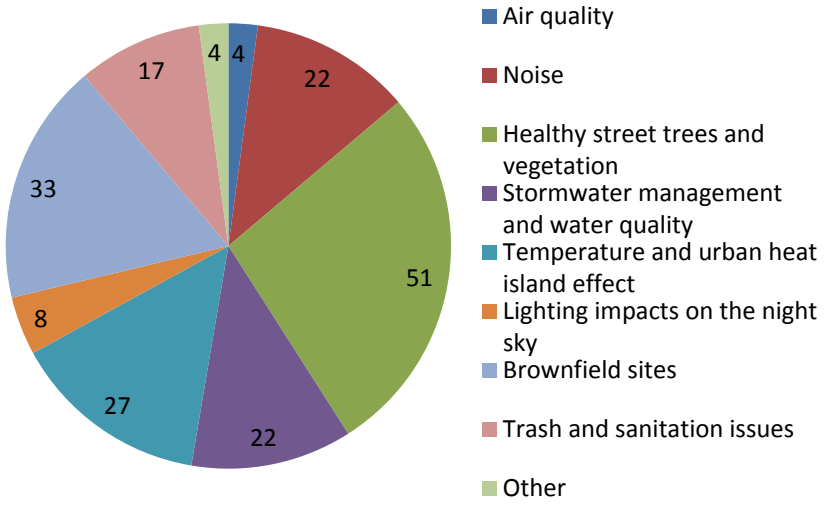
Online Survey



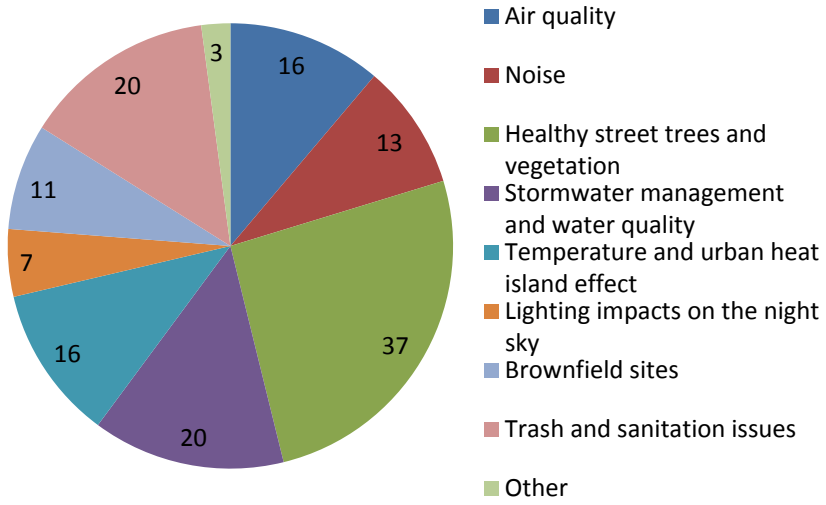
21. Which of these community considerations is most important to the design and composition of Opelika Road? (Select 3)	Online Survey	Keypad Polling	Sum
Create a setting for community activities	19	14	33
Improve the look of the streetscape	50	55	105
Increase outdoor dining opportunities	9	30	39
Provide bike lanes or bike-ways	22	13	35
Reduce the impacts (parking, noise) to reside...	3	4	7
Reduce crash rates (vehicle and pedestrian)	17	4	21
Reduce crime	15	1	16
Increase the sidewalk widths and quantities	17	30	47
Improve connectivity and accessibility to anc...	15	35	50

22. The most important environmental issues to address in the study area are… (Choose your top 3)

Key Pad Polling



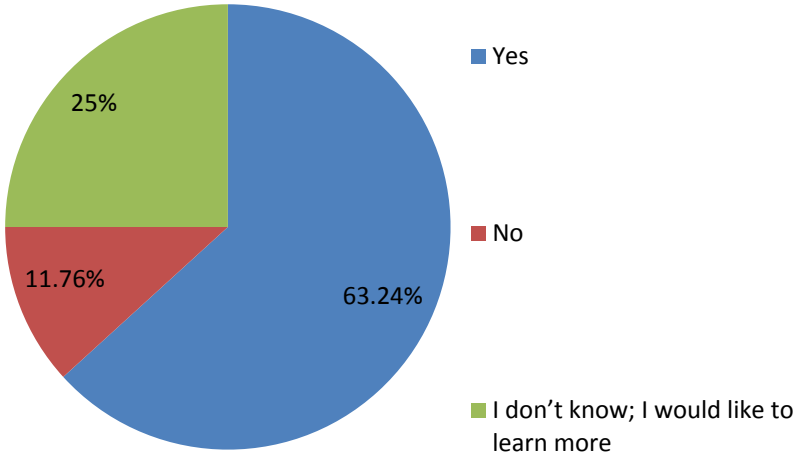
Online Survey



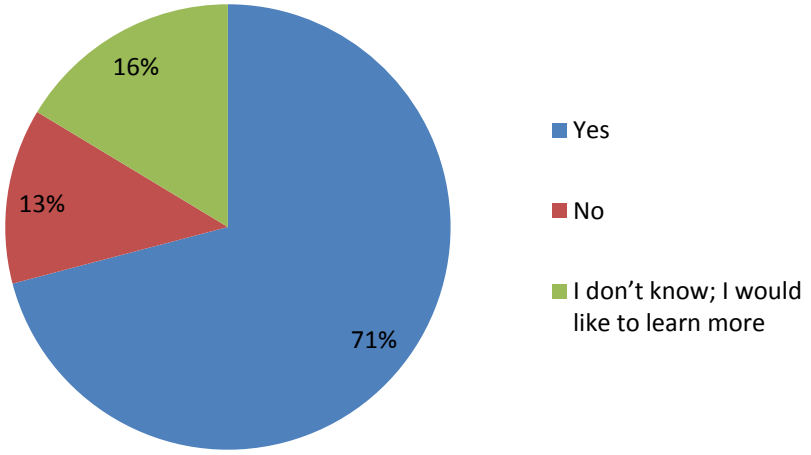
22. The most important environmental issues to address in the study area are… (Choose your top 3)	Online Survey	Keypad Polling	Sum
Air quality	16	4	20
Noise	13	22	35
Healthy street trees and vegetation	37	51	88
Stormwater management and water quality	20	22	42
Temperature and urban heat island effect	16	27	43
Lighting impacts on the night sky	7	8	15
Brownfield sites	11	33	44
Trash and sanitation issues	20	17	37
Other	3	4	7

23. I am interested in having green stormwater elements (i.e. rain gardens, pervious pavement) installed along the corridor: (Choose 1)

Key Pad Polling



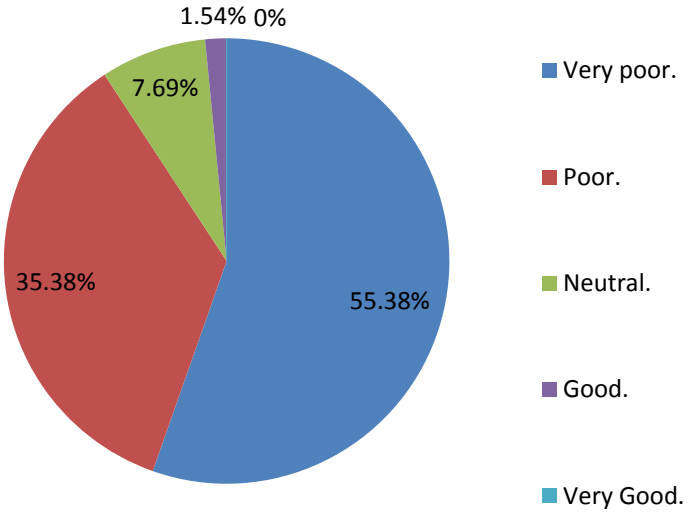
Online Survey



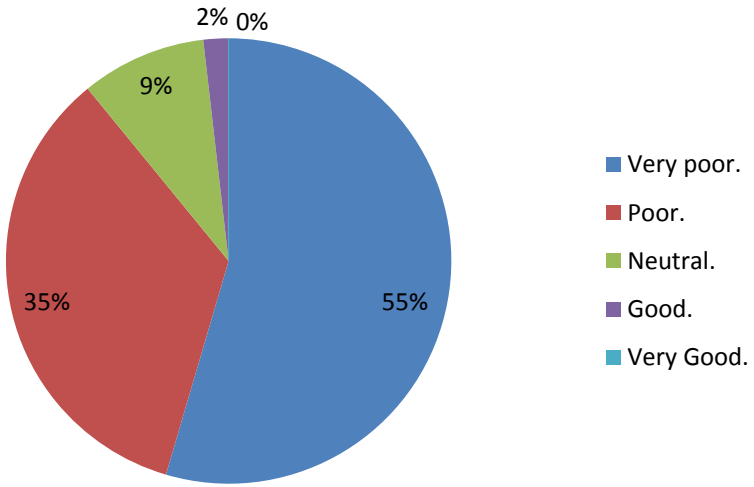
23. I am interested in having green stormwater elements (i.e. rain gardens, pervious pavement) installed along the corridor: (Choose 1)	Online Survey	Keypad Polling	Sum
Yes	39	43	82
No	7	8	15
I don't know; I would like to learn more	9	17	26

24. How do you rate the appearance of the Opelika Road Corridor today? (Select 1)

Key Pad Polling



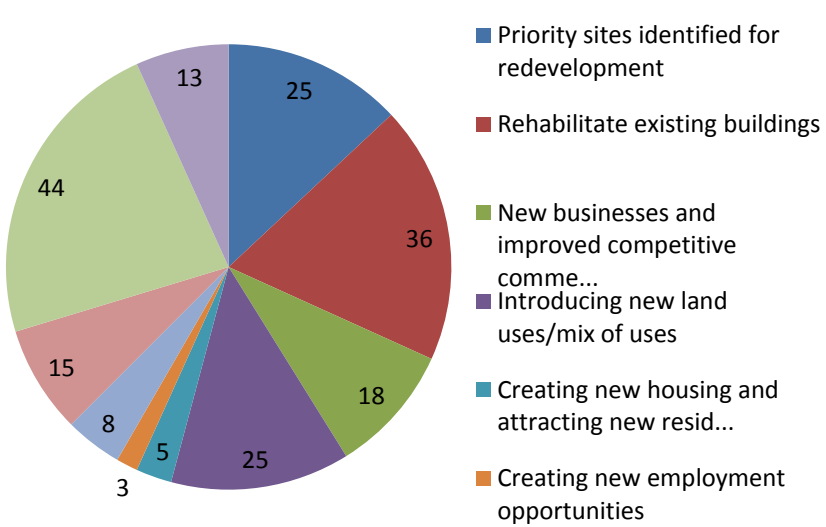
Online Survey



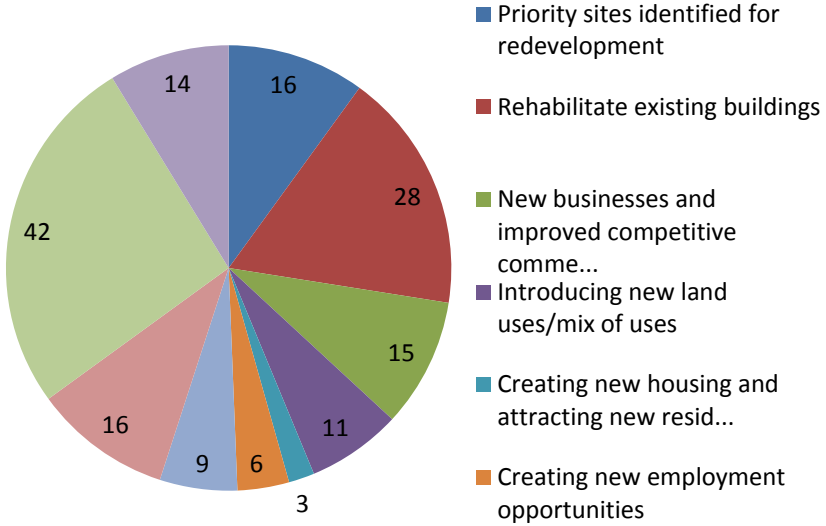
24. How do you rate the appearance of the Opelika Road Corridor today? (Select 1)	Online Survey	Keypad Polling	Sum
Very poor.	30	36	66
Poor.	19	23	42
Neutral.	5	5	10
Good.	1	1	2
Very Good.	0	0	0

25. Which of the following things would have the strongest impact on the success of the Opelika Road Corridor? (Choose your top 3)

Key Pad Polling



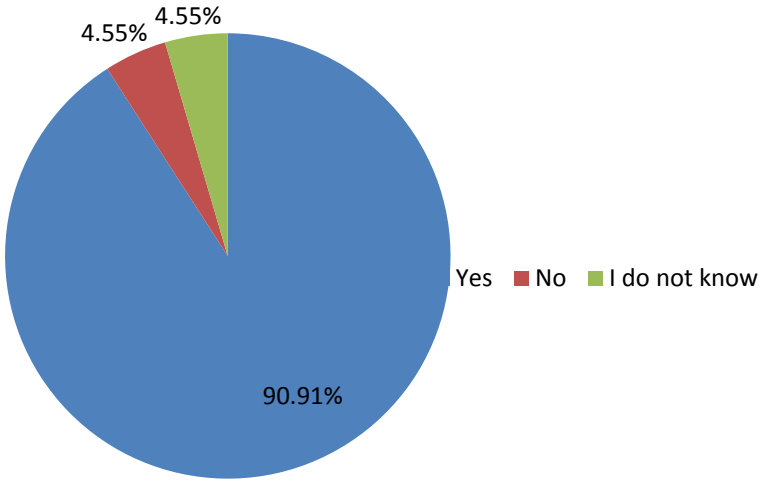
Online Survey



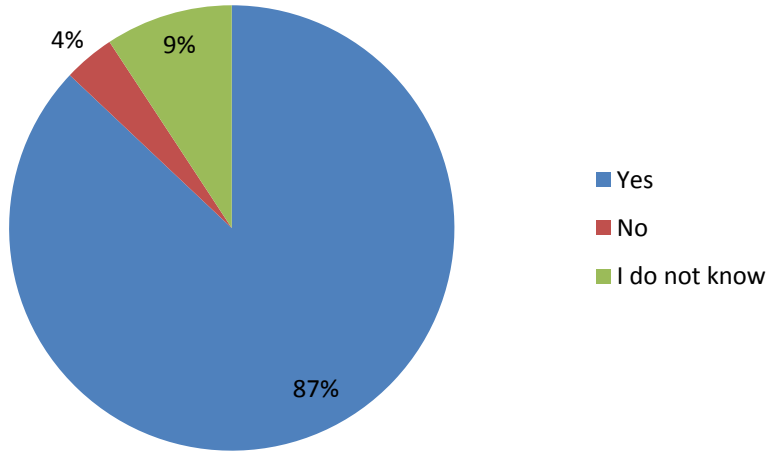
25. Which of the following things would have the strongest impact on the success of the Opelika Road Corridor? (Choose your top 3)	Online Survey	Keypad Polling	Sum
Priority sites identified for redevelopment	16	25	41
Rehabilitate existing buildings	28	36	64
New businesses and improved competitive comme...	15	18	33
Introducing new land uses/mix of uses	11	25	36
Creating new housing and attracting new resid...	3	5	8
Creating new employment opportunities	6	3	9
Improving auto circulation	9	8	17
Improving pedestrian safety and circulation	16	15	31
Improving the aesthetic appearance of the str...	42	44	86
Providing for additional cultural and recreat...	14	13	27

26. Do you think the feedback received from the public is relevant to making future decisions? …(Choose 1)

Key Pad Polling



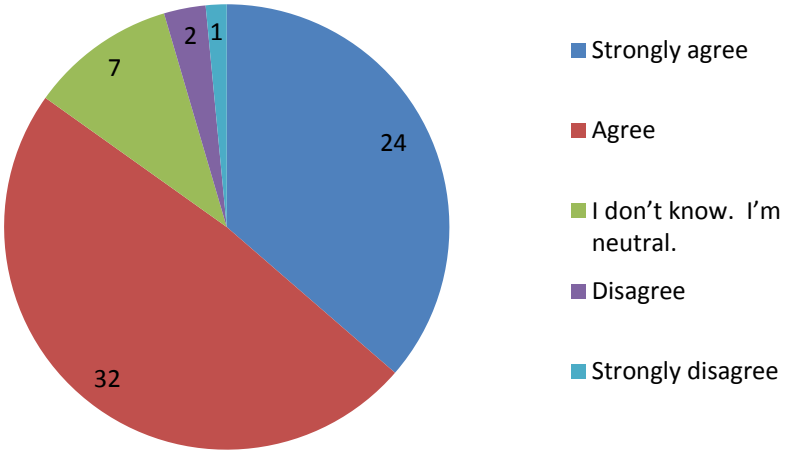
Online Survey



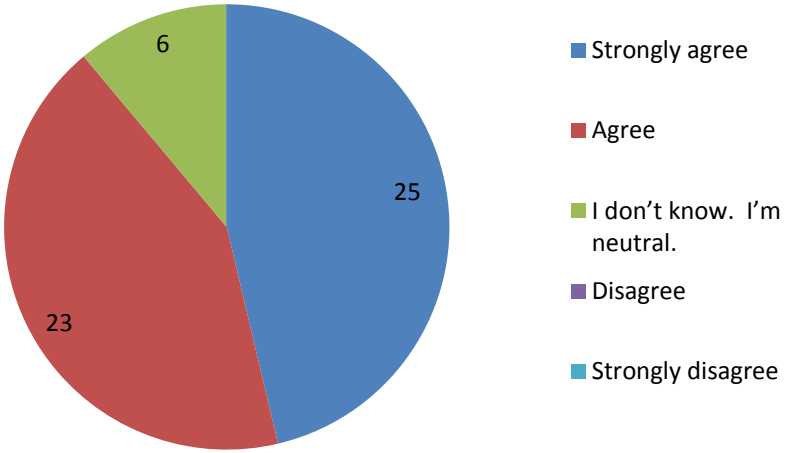
26. Do you think the feedback received from the public is relevant to making future decisions? …(Choose 1)	Online Survey	Keypad Polling	Sum
Yes	47	60	107
No	2	3	5
I do not know	5	3	8

27. I like this method of public engagement… (select one)

Key Pad Polling



Online Survey



27. I like this method of public engagement… (select one)	Online Survey	Keypad Polling	Sum
Strongly agree	25	24	49
Agree	23	32	55
I don't know. I'm neutral.	6	7	13
Disagree	0	2	2
Strongly disagree	0	1	1

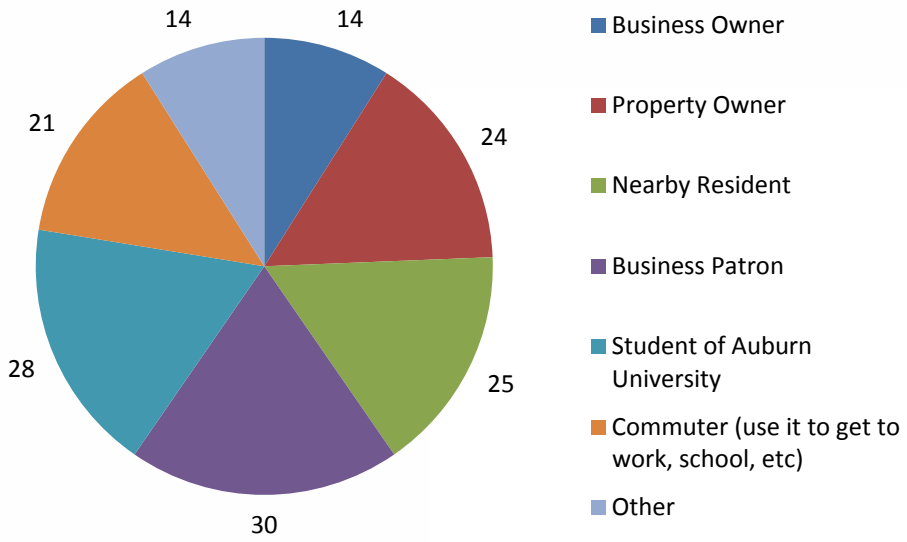
CHARETTE 2

August 2012

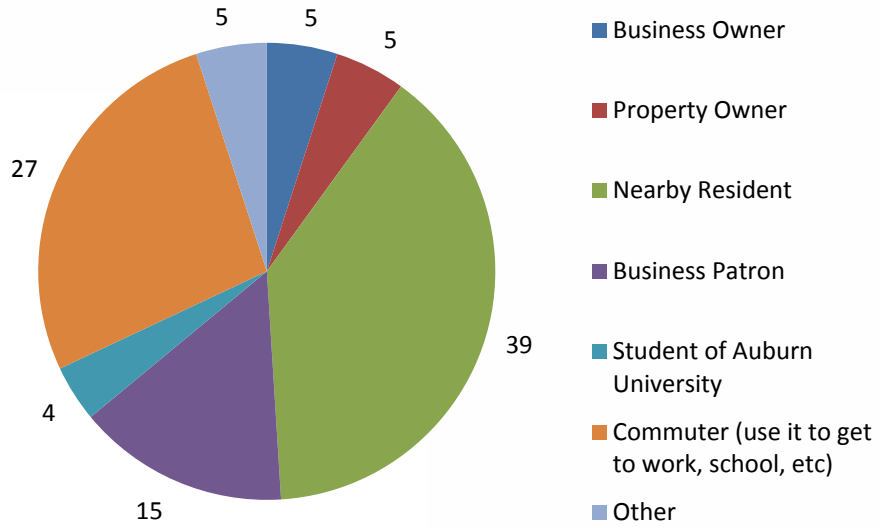
KEYPAD POLLING & ONLINE SURVEY RESULTS

1.) My affiliation with Opelika Road is (select all that apply):

Keypad Polling



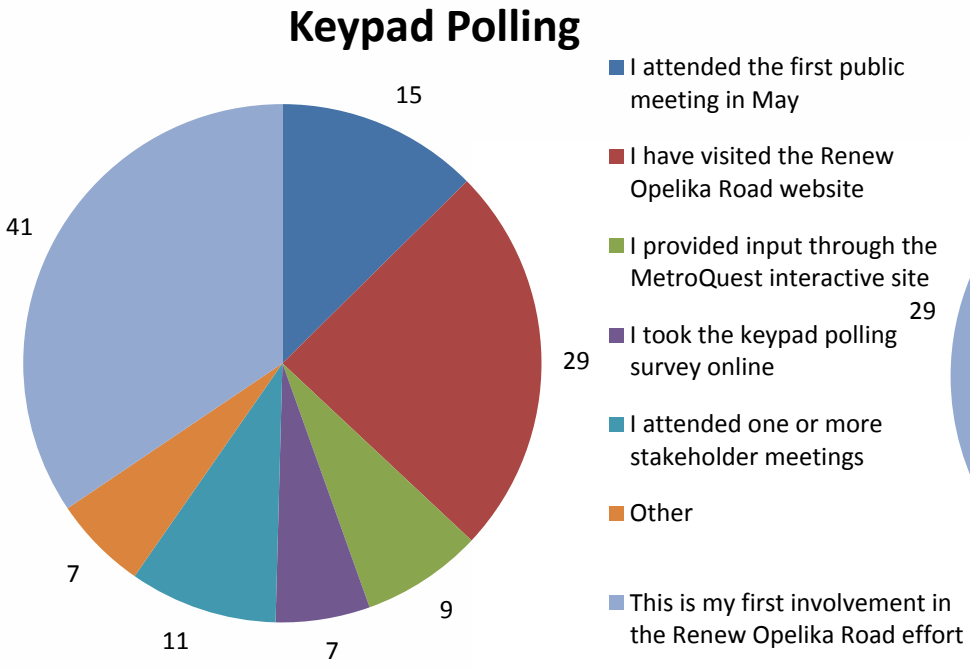
Online Survey

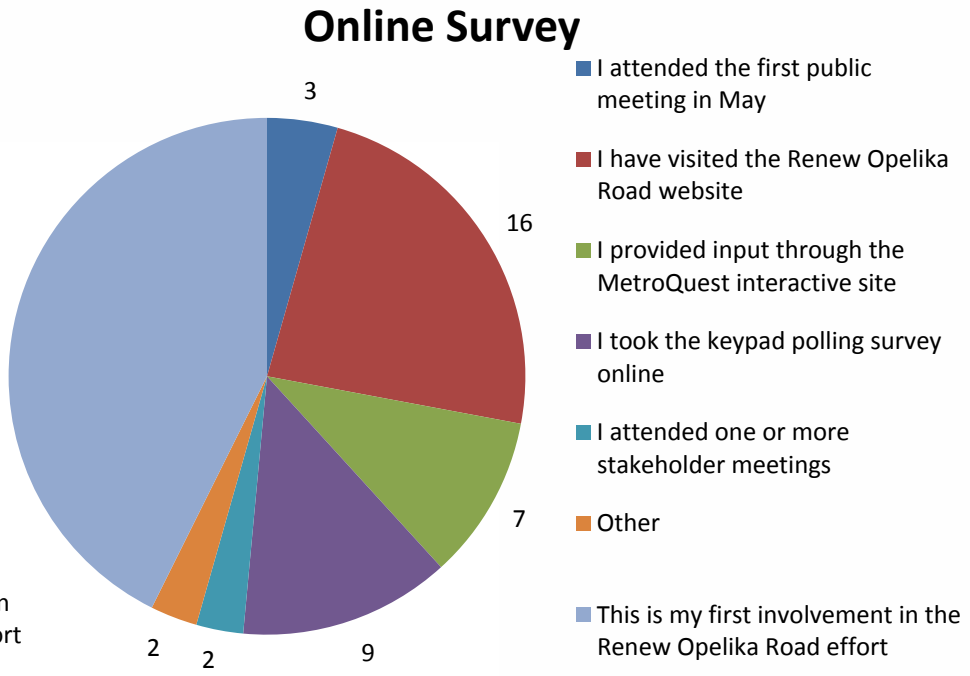


Keypad Polling	Count	Percent
Business Owner	14	9%
Property Owner	24	15%
Nearby Resident	25	16%
Business Patron	30	19%
Student of Auburn University	28	18%
Commuter (use it to get to work, school, etc)	21	13%
Other	14	9%
Total	156	100%

Online Survey	Count	Percent
Business Owner	5	5%
Property Owner	5	5%
Nearby Resident	39	39%
Business Patron	15	15%
Student of Auburn University	4	4%
Commuter (use it to get to work, school, etc)	27	27%
Other	5	5%
Total	100	

2.) I have been involved in the Renew Opelika Road effort in the following ways (select all that apply):



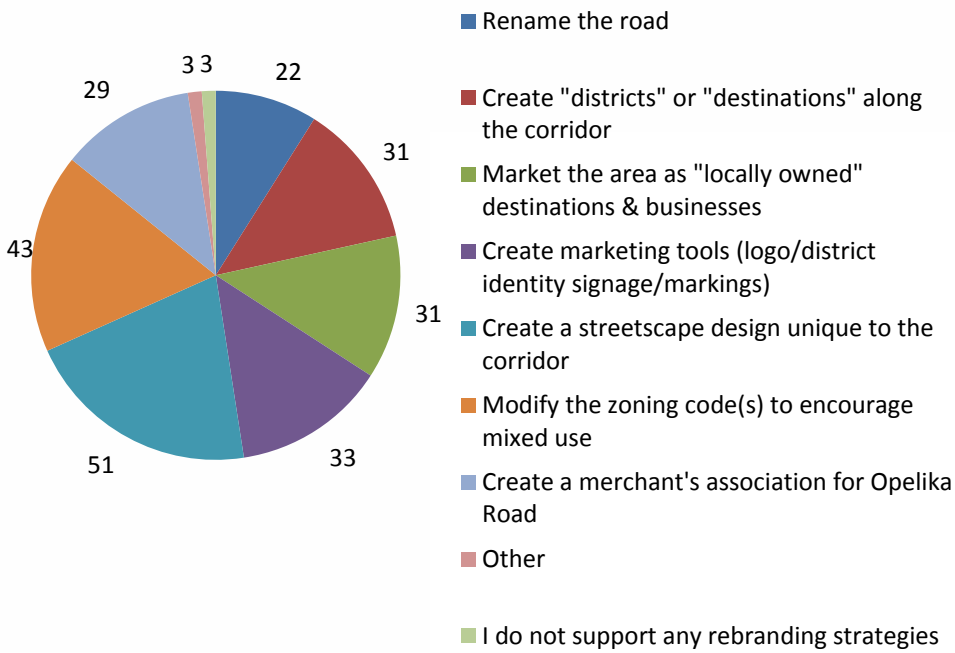


Keypad Polling	Count	Percent
I attended the first public meeting in May	15	13%
I have visited the Renew Opelika Road website	29	24%
I provided input through the MetroQuest interactive site	9	8%
I took the keypad polling survey online	7	6%
I attended one or more stakeholder meetings	11	9%
Other	7	6%
This is my first involvement in the Renew Opelika Road effort	41	34%
Total	119	

Online Survey	Count	Percent
I attended the first public meeting in May	3	4%
I have visited the Renew Opelika Road website	16	24%
I provided input through the MetroQuest interactive site	7	10%
I took the keypad polling survey online	9	13%
I attended one or more stakeholder meetings	2	3%
Other	2	3%
This is my first involvement in the Renew Opelika Road effort	29	43%
Total	68	

3.) I am in favor of the following “rebranding” strategies along Opelika Road (select all that apply):

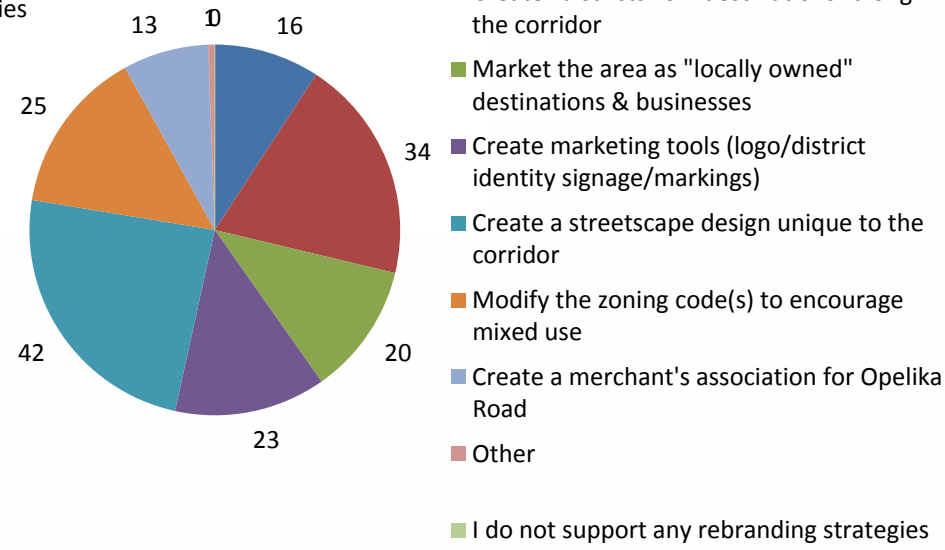
Keypad Polling



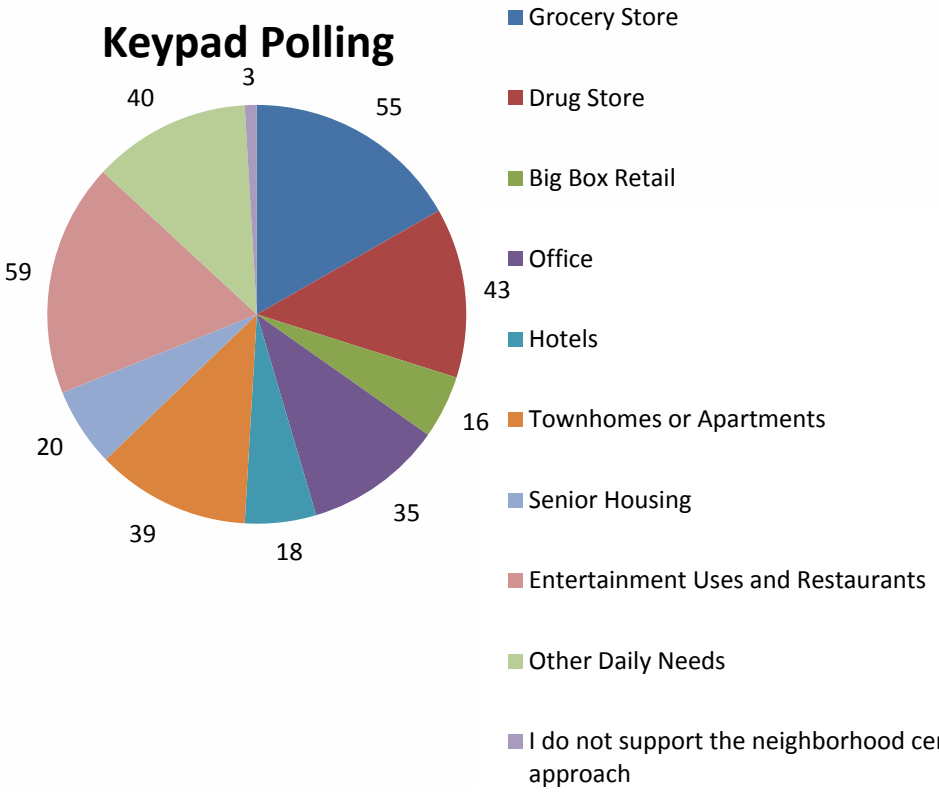
Keypad Polling	Count	Percent
Rename the road	22	9%
Create "districts" or "destinations" along the corridor	31	13%
Market the area as "locally owned" destinations & businesses	31	13%
Create marketing tools (logo/district identity signage/markings)	33	13%
Create a streetscape design unique to the corridor	51	21%
Modify the zoning code(s) to encourage mixed use	43	17%
Create a merchant's association for Opelika Road	29	12%
Other	3	1%
I do not support any rebranding strategies	3	1%
Total	246	

Online Survey	Count	Percent
Rename the road	16	9%
Create "districts" or "destinations" along the corridor	34	20%
Market the area as "locally owned" destinations & businesses	20	11%
Create marketing tools (logo/district identity signage/markings)	23	13%
Create a streetscape design unique to the corridor	42	24%
Modify the zoning code(s) to encourage mixed use	25	14%
Create a merchant's association for Opelika Road	13	7%
Other	1	1%
I do not support any rebranding strategies	0	0%
Total	174	

Online Survey

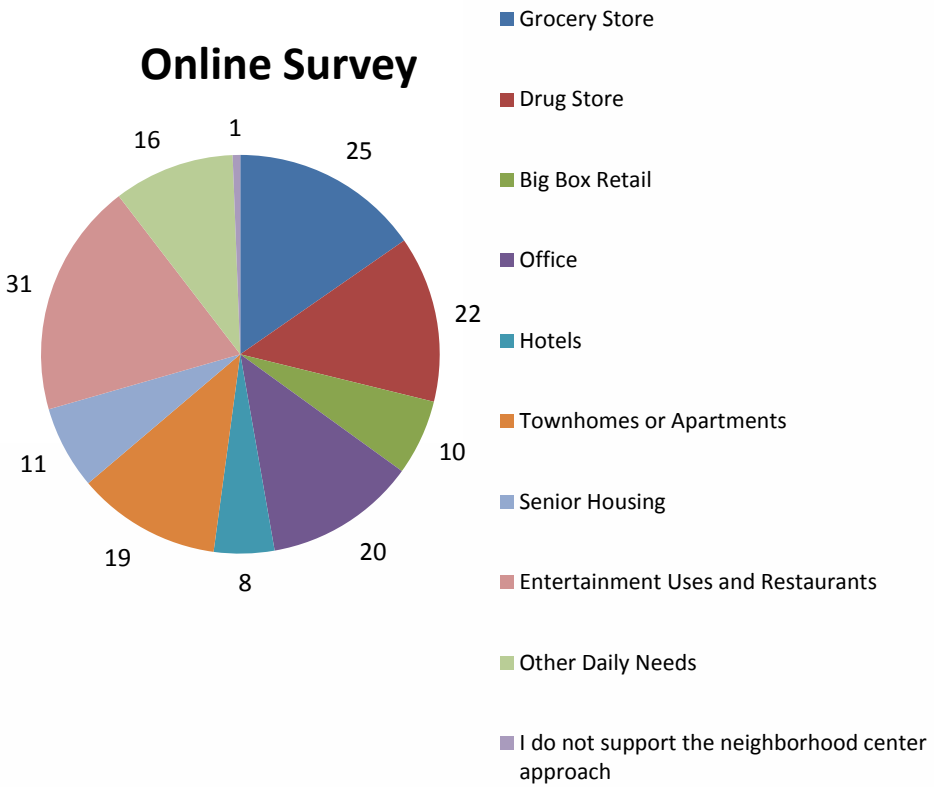


4.) I feel that neighborhood centers should be comprised of (select all that apply):

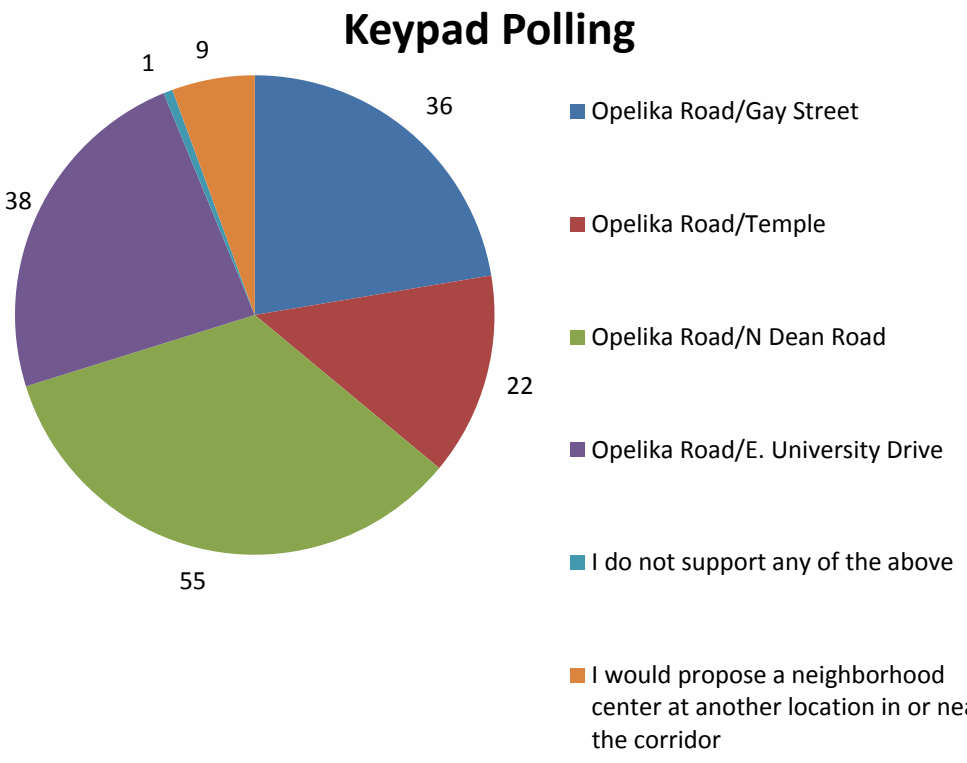


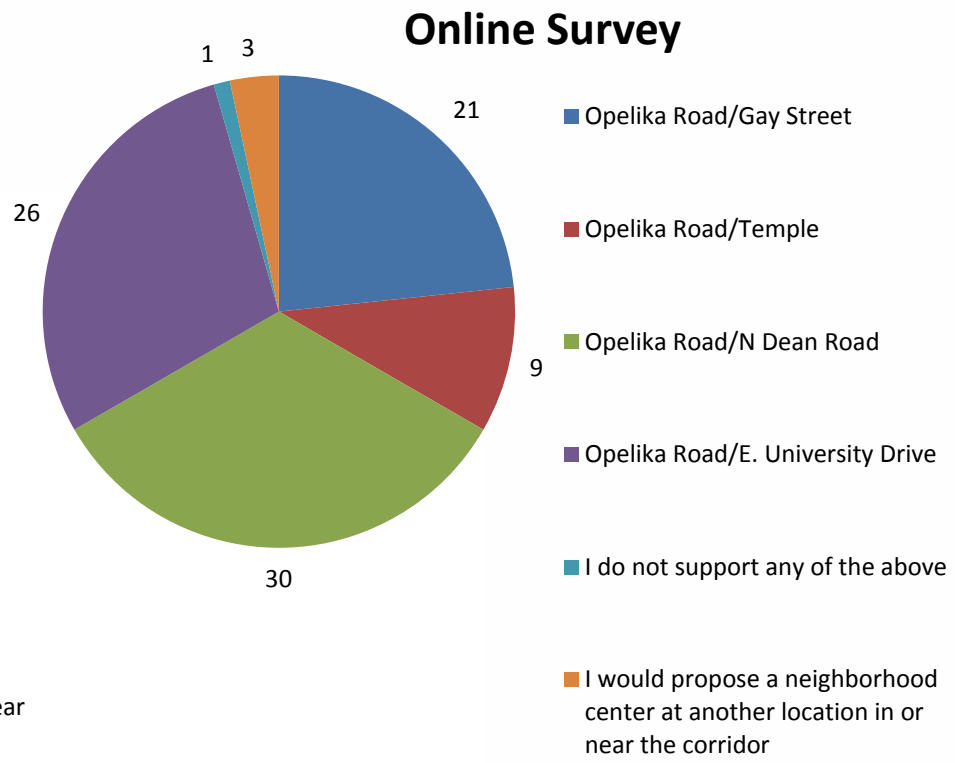
Keypad Polling	Count	Percent
Grocery Store	55	17%
Drug Store	43	13%
Big Box Retail	16	5%
Office	35	11%
Hotels	18	5%
Townhomes or Apartments	39	12%
Senior Housing	20	6%
Entertainment Uses and Restaurants	59	18%
Other Daily Needs	40	12%
I do not support the neighborhood center approach	3	1%
Total	328	

Online Survey	Count	Percent
Grocery Store	25	15%
Drug Store	22	13%
Big Box Retail	10	6%
Office	20	12%
Hotels	8	5%
Townhomes or Apartments	19	12%
Senior Housing	11	7%
Entertainment Uses and Restaurants	31	19%
Other Daily Needs	16	10%
I do not support the neighborhood center approach	1	1%
Total	163	



5.) I support strategies to encourage new or enhance existing neighborhood centers and mixed uses at the following locations (select all that apply):



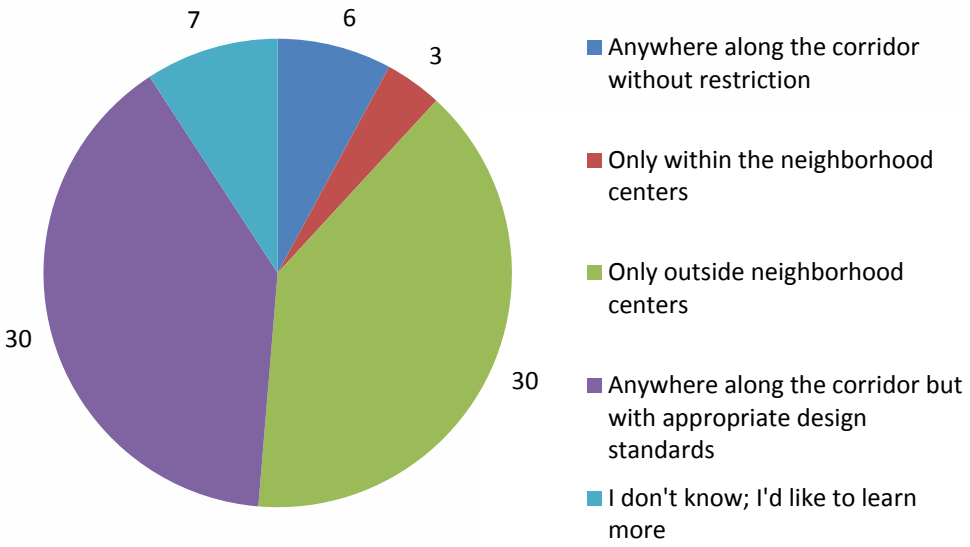


Keypad Polling	Count	Percent
Opelika Road/Gay Street	36	22%
Opelika Road/Temple	22	14%
Opelika Road/N Dean Road	55	34%
Opelika Road/E. University Drive	38	24%
I do not support any of the above	1	1%
I would propose a neighborhood center at another location in or near the corridor	9	6%
Total	161	

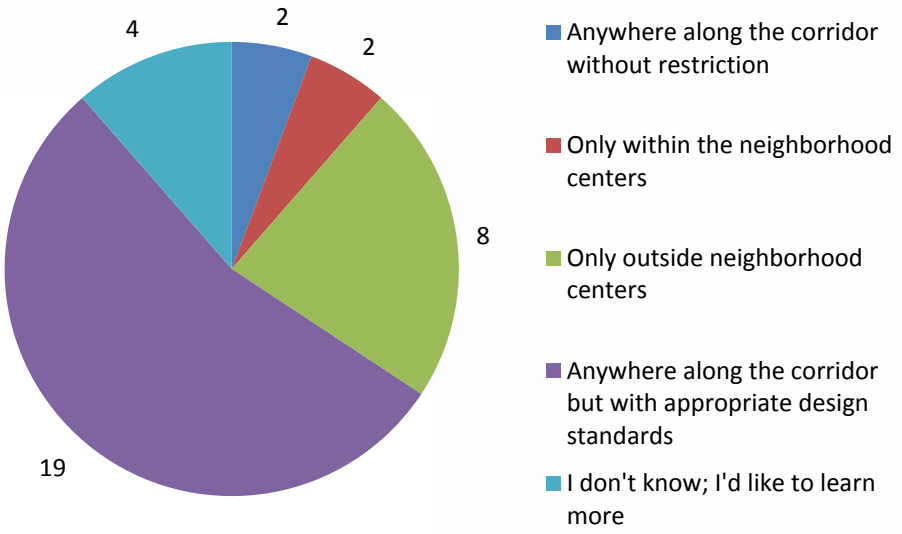
Online Survey	Count	Percent
Opelika Road/Gay Street	21	23%
Opelika Road/Temple	9	10%
Opelika Road/N Dean Road	30	33%
Opelika Road/E. University Drive	26	29%
I do not support any of the above	1	1%
I would propose a neighborhood center at another location in or near the corridor	3	3%
Total	90	

6.) I believe that fast food restaurants, banks, and other facilities with drive-through windows should be located (select one):

Keypad Polling



Online Survey

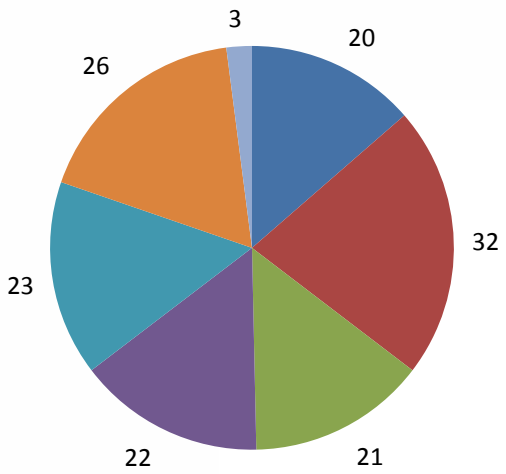


Keypad Polling	Count	Percent
Anywhere along the corridor without restriction	6	8%
Only within the neighborhood centers	3	4%
Only outside neighborhood centers	30	39%
Anywhere along the corridor but with appropriate design standards	30	39%
I don't know; I'd like to learn more	7	9%
Total	76	

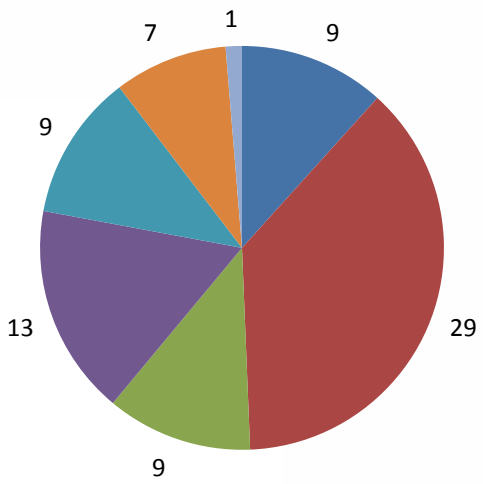
Online Survey	Count	Percent
Anywhere along the corridor without restriction	2	6%
Only within the neighborhood centers	2	6%
Only outside neighborhood centers	8	23%
Anywhere along the corridor but with appropriate design standards	19	54%
I don't know; I'd like to learn more	4	11%
Total	35	

7.) I would be in favor of the following urban design strategies or controls on various areas on Opelika Road (select all that apply):

Keypad Polling



Online Survey

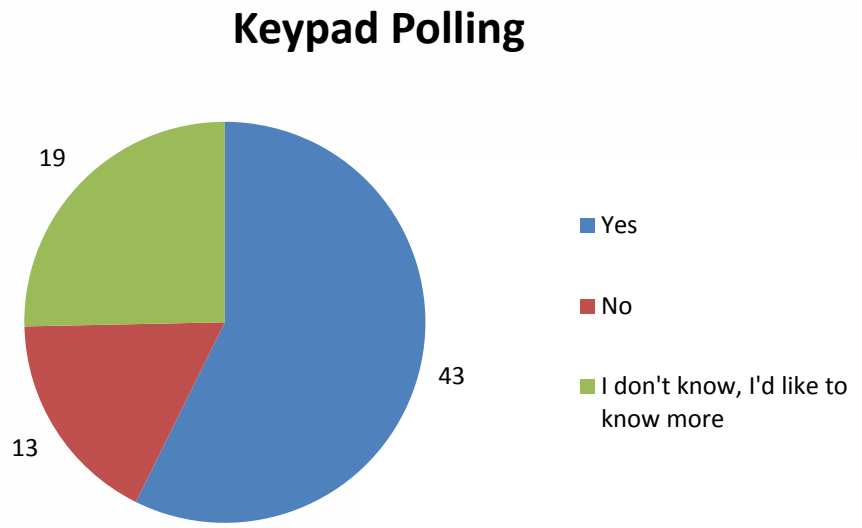


A form-based code
Architectural design standards
Reduced building setbacks
Increased building heights
Reuced parking ratios
All of the above
None of the above

Keypad Polling	Count	Percent
A form-based code	20	14%
Architectural design standards	32	22%
Reduced building setbacks	21	14%
Increased building heights	22	15%
Reuced parking ratios	23	16%
All of the above	26	18%
None of the above	3	2%
Total	147	

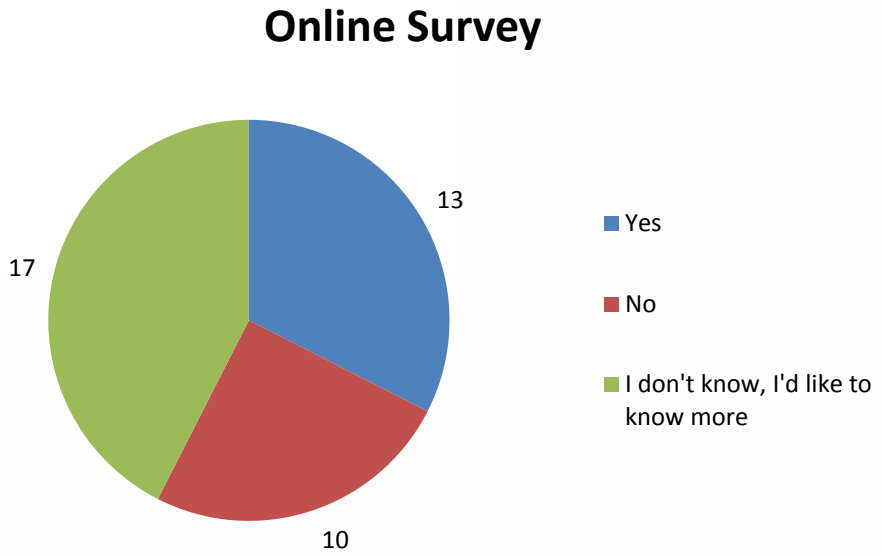
Online Survey	Count	Percent
A form-based code	9	12%
Architectural design standards	29	38%
Reduced building setbacks	9	12%
Increased building heights	13	17%
Reuced parking ratios	9	12%
All of the above	7	9%
None of the above	1	1%
Total	77	

8.) The current zoning requires a building setback of up to 40 feet. I am in support of rewriting the code to reduce the setback requirements:



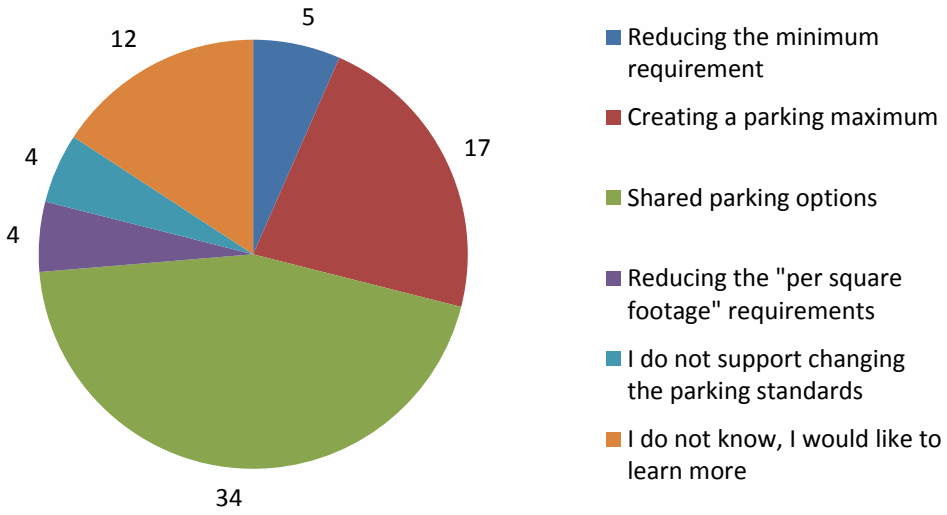
Keypad Polling	Count	Percent
Yes	43	57%
No	13	17%
I don't know, I'd like to know more	19	25%
Total	75	

Online Survey	Count	Percent
Yes	13	33%
No	10	25%
I don't know, I'd like to know more	17	43%
Total	40	

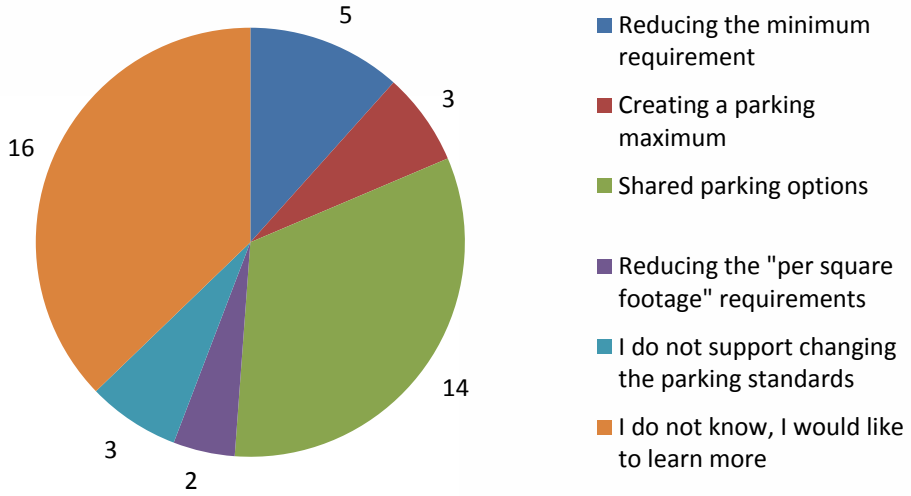


9.) I am in support of modifying the parking requirements by (choose one):

Keypad Polling



Online Survey

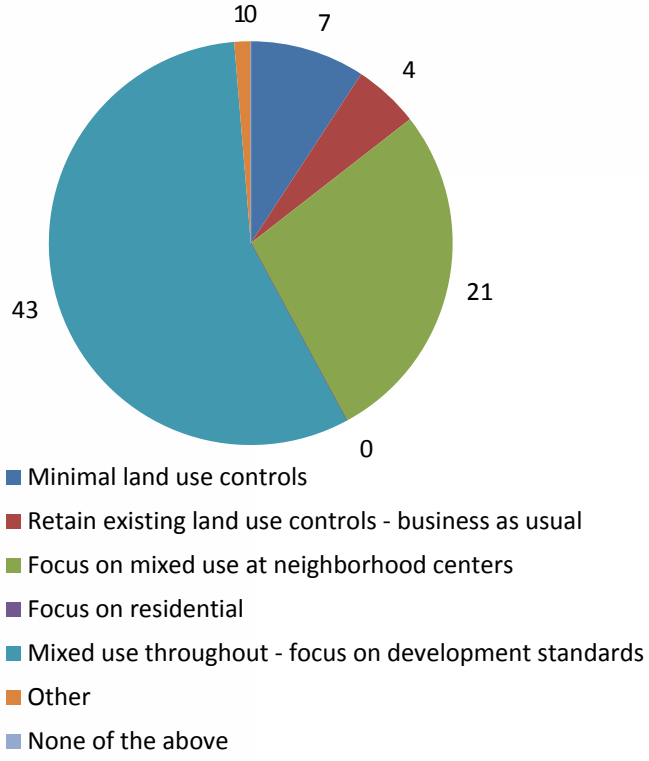


Keypad Polling	Count	Percent
Reducing the minimum requirement	5	7%
Creating a parking maximum	17	22%
Shared parking options	34	45%
Reducing the "per square footage" requirements	4	5%
I do not support changing the parking standards	4	5%
I do not know; I would like to learn more	12	16%
Total	76	

Online Survey	Count	Percent
Reducing the minimum requirement	5	12%
Creating a parking maximum	3	7%
Shared parking options	14	33%
Reducing the "per square footage" requirements	2	5%
I do not support changing the parking standards	3	7%
I do not know; I would like to learn more	16	37%
Total	43	

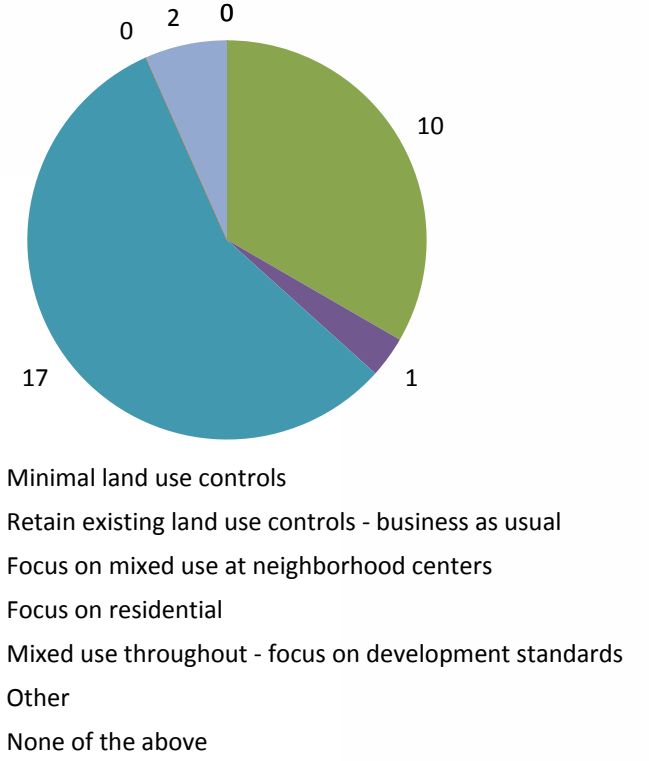
10.) Based on the land use alternatives shown, I am the most supportive of (select one):

Keypad Polling



Keypad Polling	Count	Percent
Minimal land use controls	7	9%
Retain existing land use controls - business as usual	4	5%
Focus on mixed use at neighborhood centers	21	28%
Focus on residential	0	0%
Mixed use throughout - focus on development standards	43	57%
Other	1	1%
None of the above	0	0%
Total	76	

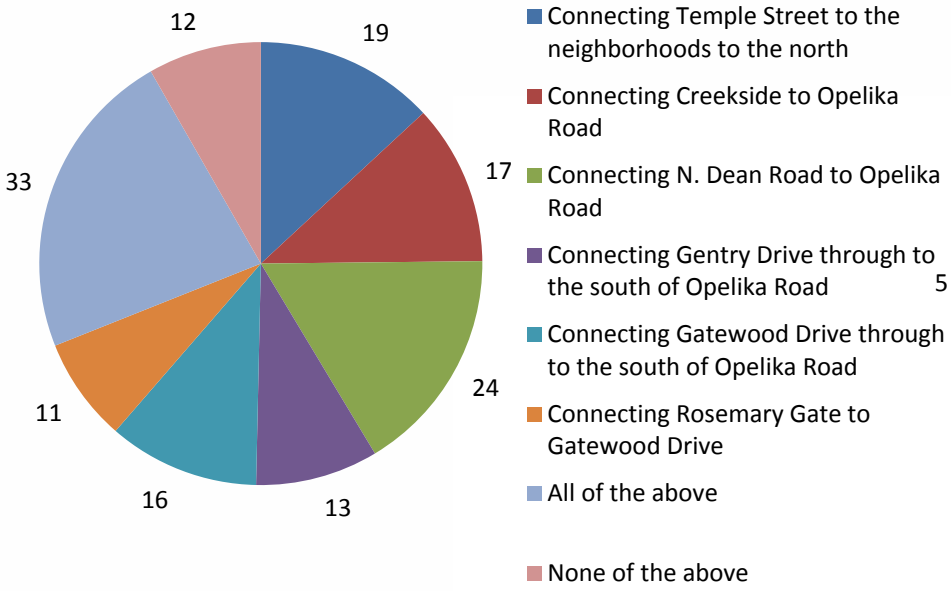
Online Survey



Online Survey	Count	Percent
Minimal land use controls	0	0%
Retain existing land use controls - business as usual	0	0%
Focus on mixed use at neighborhood centers	10	33%
Focus on residential	1	3%
Mixed use throughout - focus on development standards	17	57%
Other	0	0%
None of the above	2	7%
Total	30	

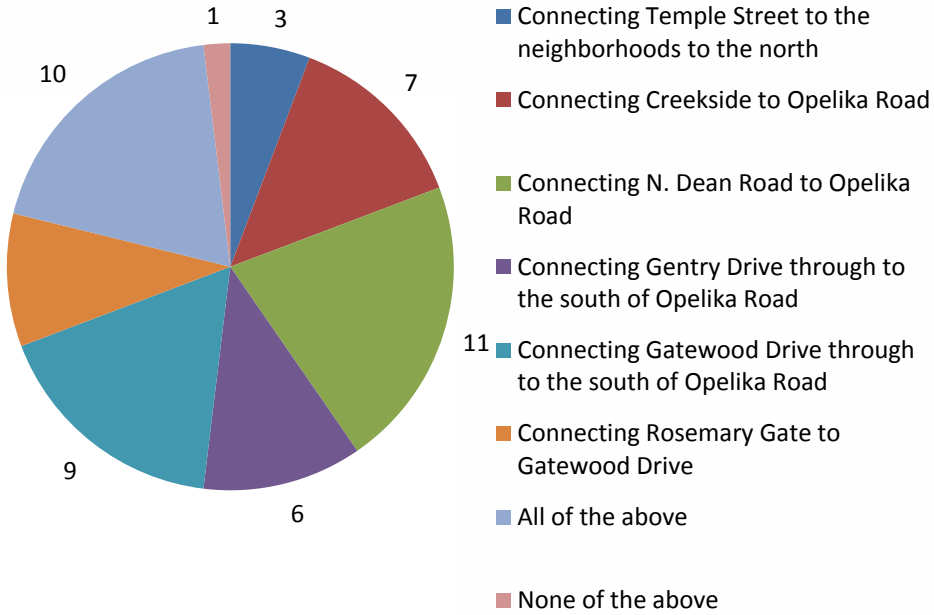
11.) In the context of future land use planning as redevelopment occurs, which new north-south connections or "side-streets" do you agree with? (select all that apply):

Keypad Polling



Keypad Polling	Count	Percent
Connecting Temple Street to the neighborhoods to the north	19	13%
Connecting Creekside to Opelika Road	17	12%
Connecting N. Dean Road to Opelika Road	24	17%
Connecting Gentry Drive through to the south of Opelika Road	13	9%
Connecting Gatewood Drive through to the south of Opelika Road	16	11%
Connecting Rosemary Gate to Gatewood Drive	11	8%
All of the above	33	23%
None of the above	12	8%
Total	145	

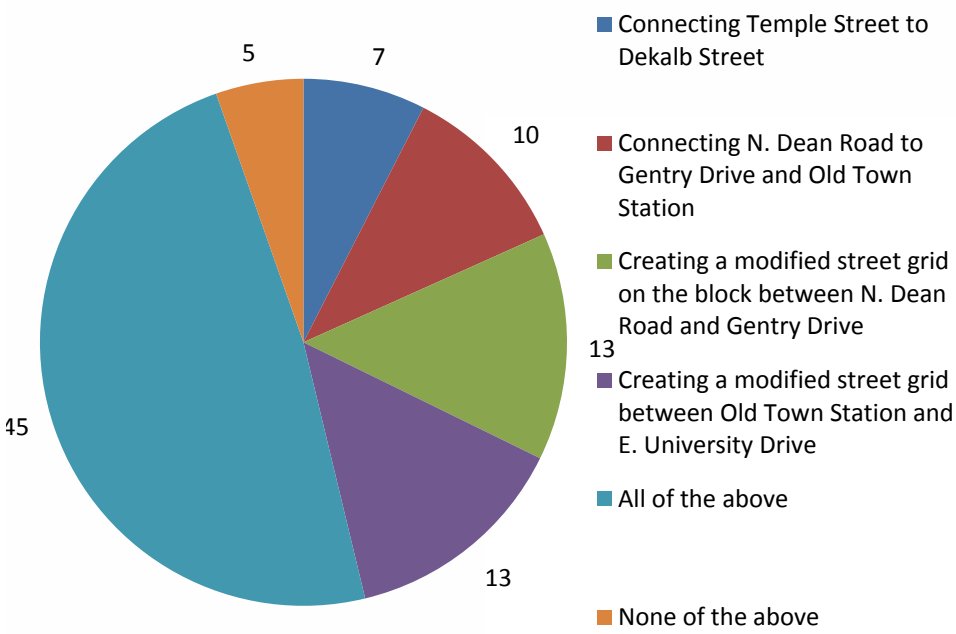
Online Survey



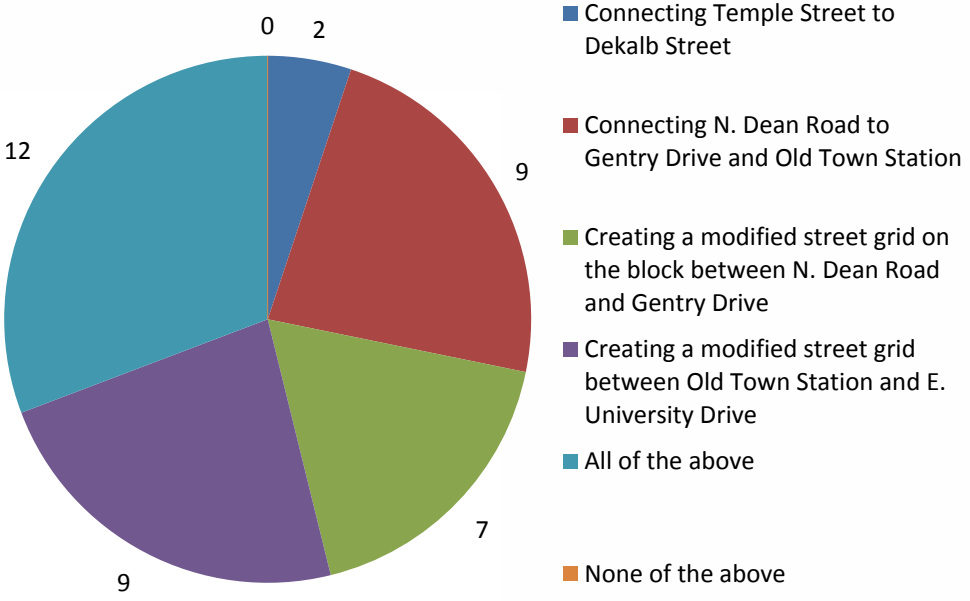
Online Survey	Count	Percent
Connecting Temple Street to the neighborhoods to the north	3	6%
Connecting Creekside to Opelika Road	7	13%
Connecting N. Dean Road to Opelika Road	11	21%
Connecting Gentry Drive through to the south of Opelika Road	6	12%
Connecting Gatewood Drive through to the south of Opelika Road	9	17%
Connecting Rosemary Gate to Gatewood Drive	5	10%
All of the above	10	19%
None of the above	1	2%
Total	52	

12.) In the context of future land use planning as redevelopment occurs, which new east-west connections or "backstreets" do you agree with? (select all that apply):

Keypad Polling



Online Survey

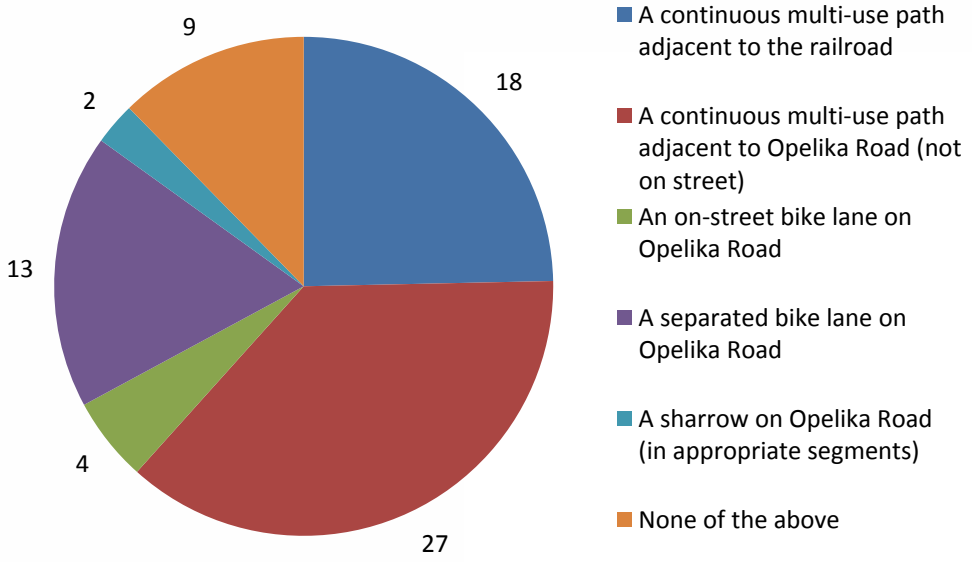


Keypad Polling	Count	Percent
Connecting Temple Street to Dekalb Street	7	8%
Connecting N. Dean Road to Gentry Drive and Old Town Station	10	11%
Creating a modified street grid on the block between N. Dean Road and Gentry Drive	13	14%
Creating a modified street grid between Old Town Station and E. University Drive	13	14%
All of the above	45	48%
None of the above	5	5%
Total	93	

Online Survey	Count	Percent
Connecting Temple Street to Dekalb Street	2	5%
Connecting N. Dean Road to Gentry Drive and Old Town Station	9	23%
Creating a modified street grid on the block between N. Dean Road and Gentry Drive	7	18%
Creating a modified street grid between Old Town Station and E. University Drive	9	23%
All of the above	12	31%
None of the above	0	0%
Total	39	

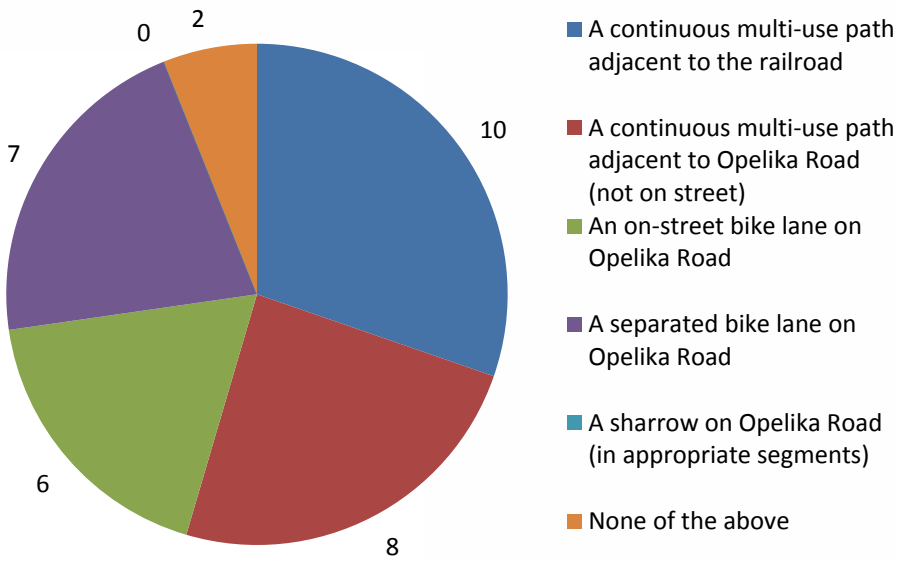
13.) I am most in support of the following strategy to accommodate bicycles in the corridor (select one):

Keypad Polling



Keypad Polling	Count	Percent
A continuous multi-use path adjacent to the railroad	18	25%
A continuous multi-use path adjacent to Opelika Road (not on street)	27	37%
An on-street bike lane on Opelika Road	4	5%
A separated bike lane on Opelika Road	13	18%
A sharrow on Opelika Road (in appropriate segments)	2	3%
None of the above	9	12%
Total	73	

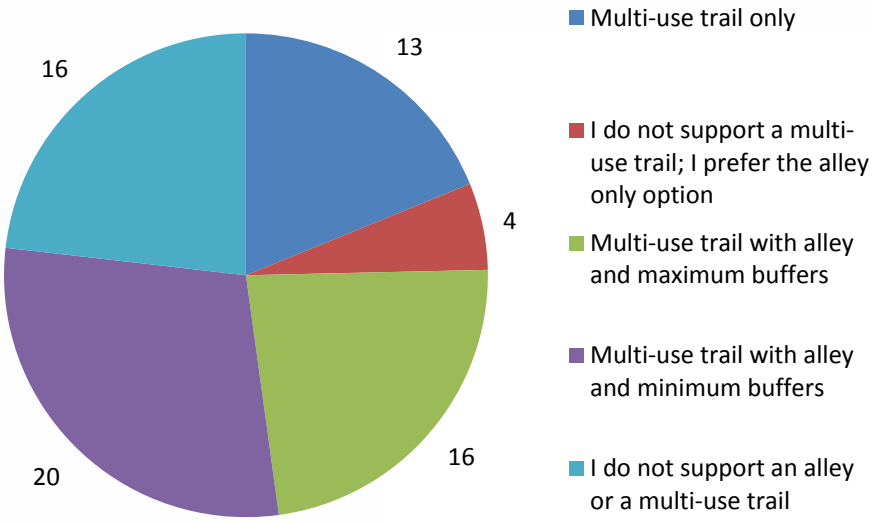
Online Survey



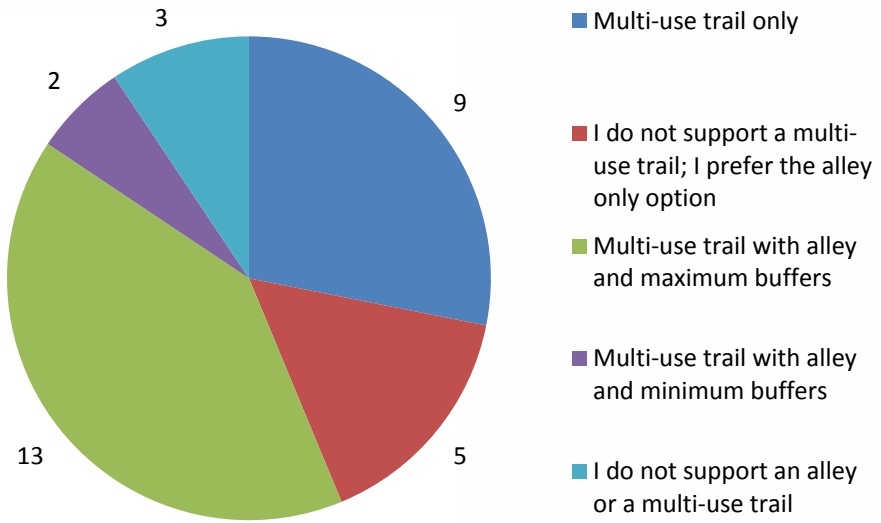
Online Survey	Count	Percent
A continuous multi-use path adjacent to the railroad	10	30%
A continuous multi-use path adjacent to Opelika Road (not on street)	8	24%
An on-street bike lane on Opelika Road	6	18%
A separated bike lane on Opelika Road	7	21%
A sharrow on Opelika Road (in appropriate segments)	0	0%
None of the above	2	6%
Total	33	

14.) If a multi-use trail was coordinated adjacent to the railroad, the layout I most prefer is (select one):

Keypad Polling



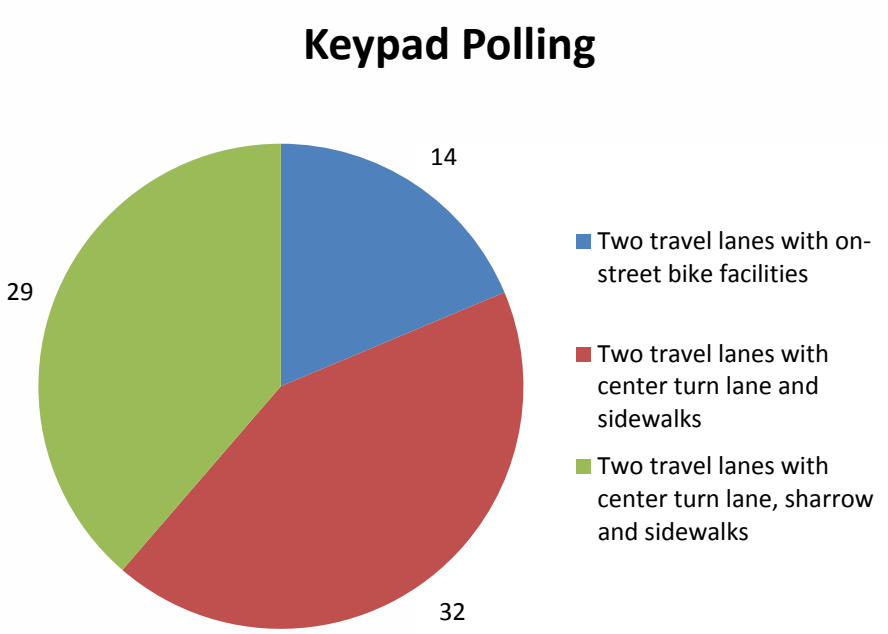
Online Survey

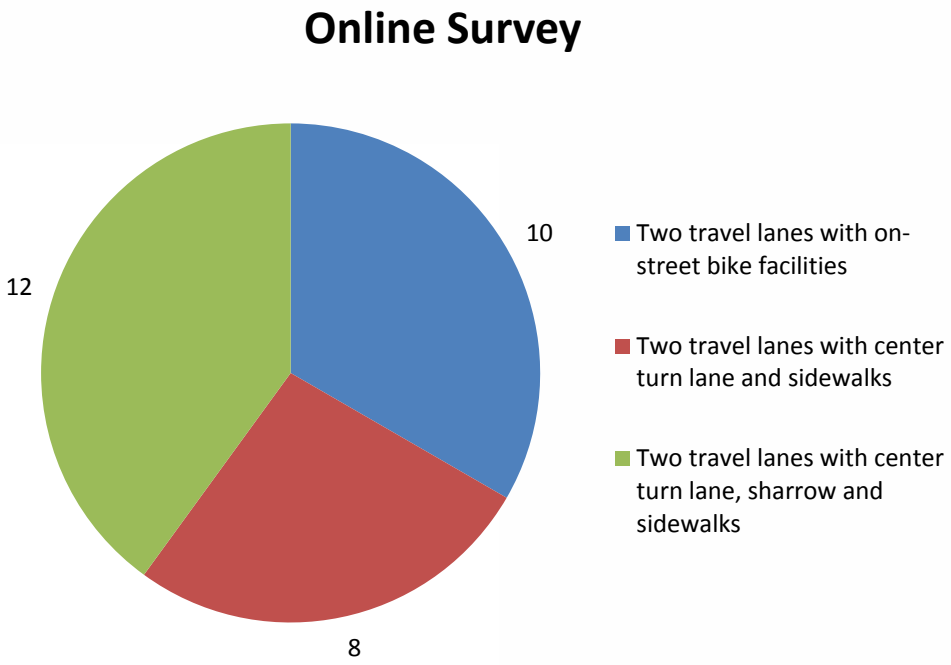


Keypad Polling	Count	Percent
Multi-use trail only	13	19%
I do not support a multi-use trail; I prefer the alley only option	4	6%
Multi-use trail with alley and maximum buffers	16	23%
Multi-use trail with alley and minimum buffers	20	29%
I do not support an alley or a multi-use trail	16	23%
Total	69	

Online Survey	Count	Percent
Multi-use trail only	9	28%
I do not support a multi-use trail; I prefer the alley only option	5	16%
Multi-use trail with alley and maximum buffers	13	41%
Multi-use trail with alley and minimum buffers	2	6%
I do not support an alley or a multi-use trail	3	9%
Total	32	

15.) The top street layout for Opelika Road between Gay and Temple is:



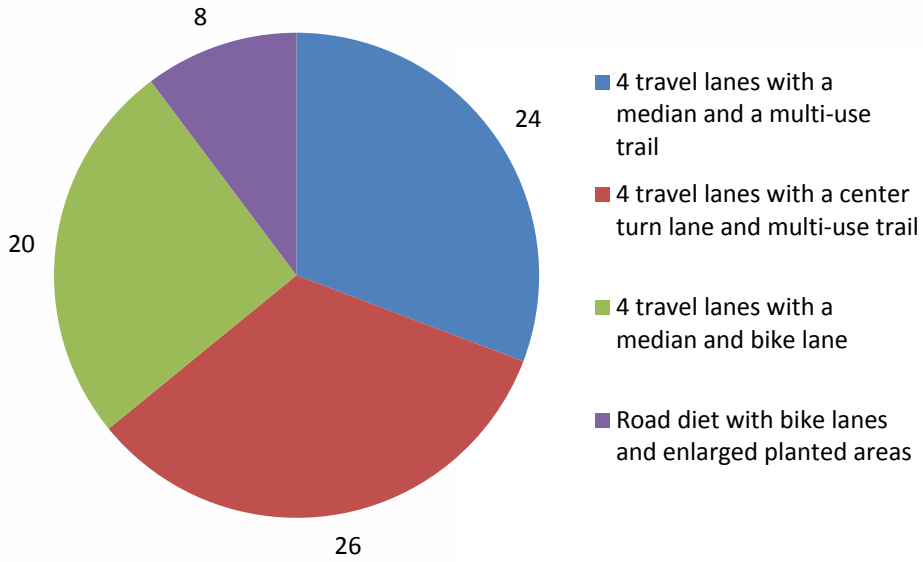


Keypad Polling	Count	Percent
Two travel lanes with on-street bike facilities	14	19%
Two travel lanes with center turn lane and sidewalks	32	43%
Two travel lanes with center turn lane, sharrow and sidewalks	29	39%
Total	75	

Online Survey	Count	Percent
Two travel lanes with on-street bike facilities	10	33%
Two travel lanes with center turn lane and sidewalks	8	27%
Two travel lanes with center turn lane, sharrow and sidewalks	12	40%
Total	30	

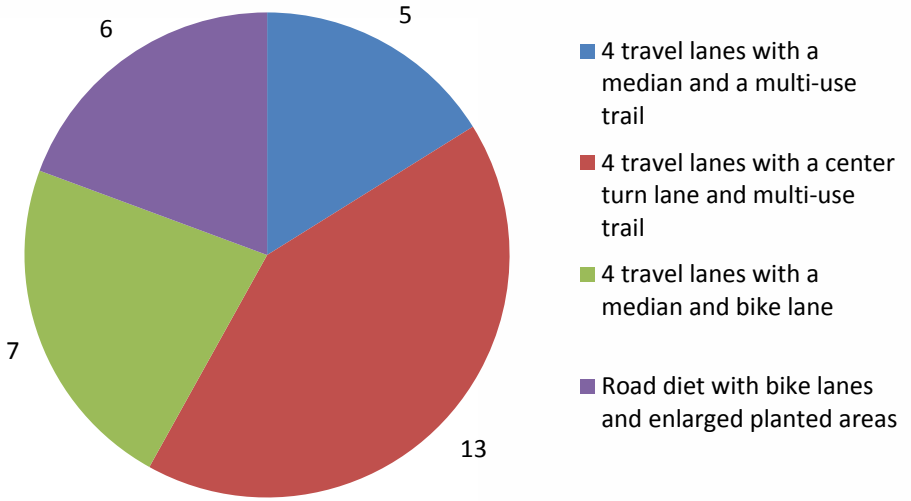
16.) The top two street layouts for Opelika Road between N. Dean and E. University are:

Keypad Polling



Keypad Polling	Count	Percent
4 travel lanes with a median and a multi-use trail	24	31%
4 travel lanes with a center turn lane and multi-use trail	26	33%
4 travel lanes with a median and bike lane	20	26%
Road diet with bike lanes and enlarged planted areas	8	10%
Total	78	

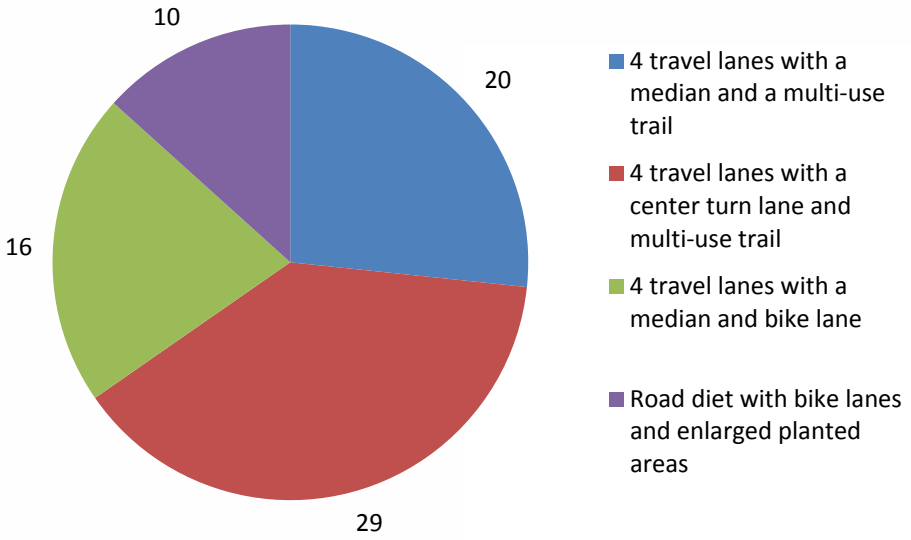
Online Survey



Online Survey	Count	Percent
4 travel lanes with a median and a multi-use trail	5	16%
4 travel lanes with a center turn lane and multi-use trail	13	42%
4 travel lanes with a median and bike lane	7	23%
Road diet with bike lanes and enlarged planted areas	6	19%
Total	31	

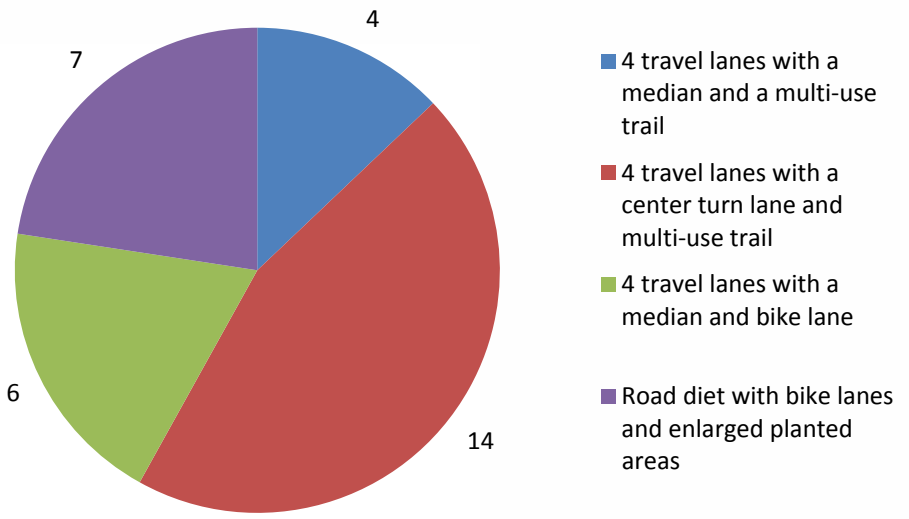
17.) The top two street layouts for Opelika Road between E. University and the city limits are:

Keypad Polling



Keypad Polling	Count	Percent
4 travel lanes with a median and a multi-use trail	20	27%
4 travel lanes with a center turn lane and multi-use trail	29	39%
4 travel lanes with a median and bike lane	16	21%
Road diet with bike lanes and enlarged planted areas	10	13%
Total	75	

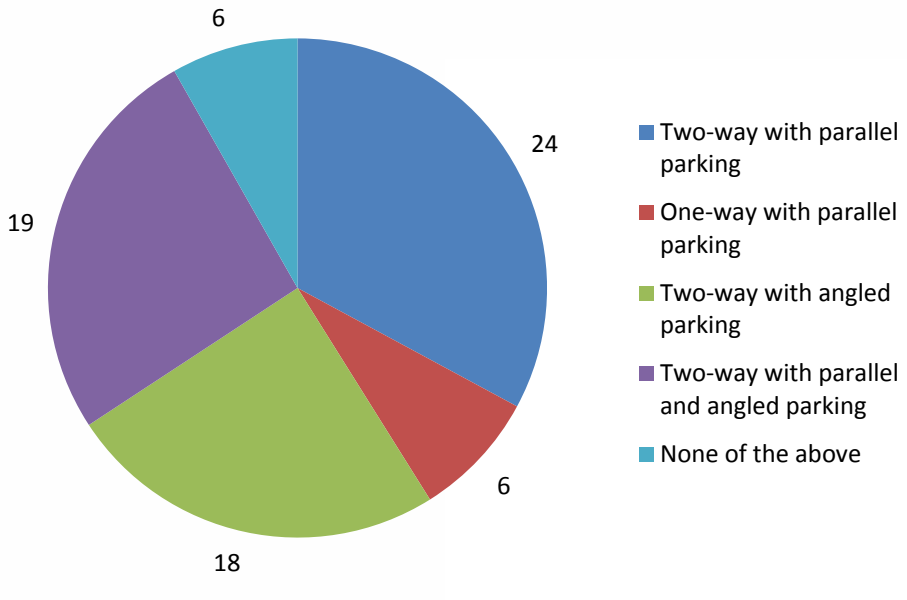
Online Survey



Online Survey	Count	Percent
4 travel lanes with a median and a multi-use trail	4	13%
4 travel lanes with a center turn lane and multi-use trail	14	45%
4 travel lanes with a median and bike lane	6	19%
Road diet with bike lanes and enlarged planted areas	7	23%
Total	31	

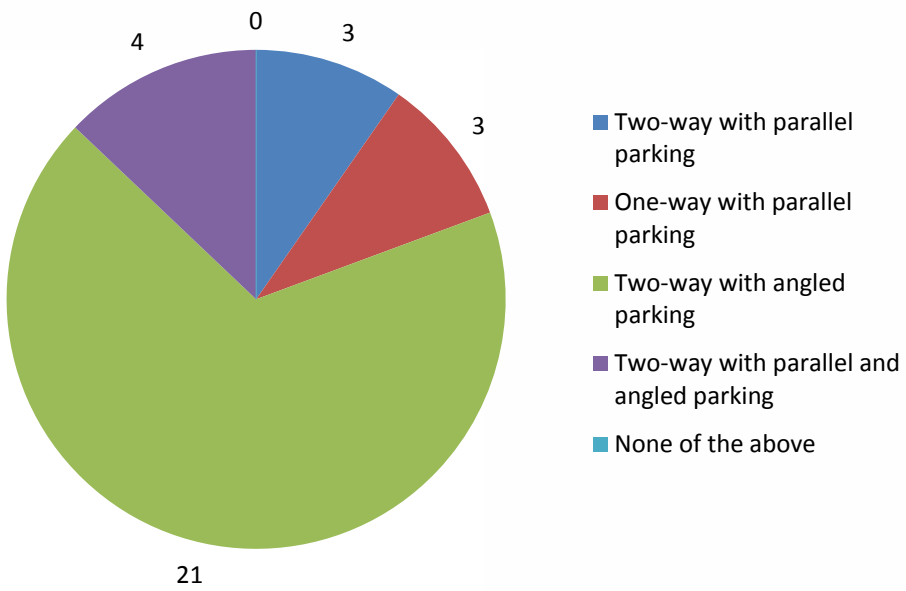
18.) The backstreet road layout I most prefer is (select one):

Keypad Polling



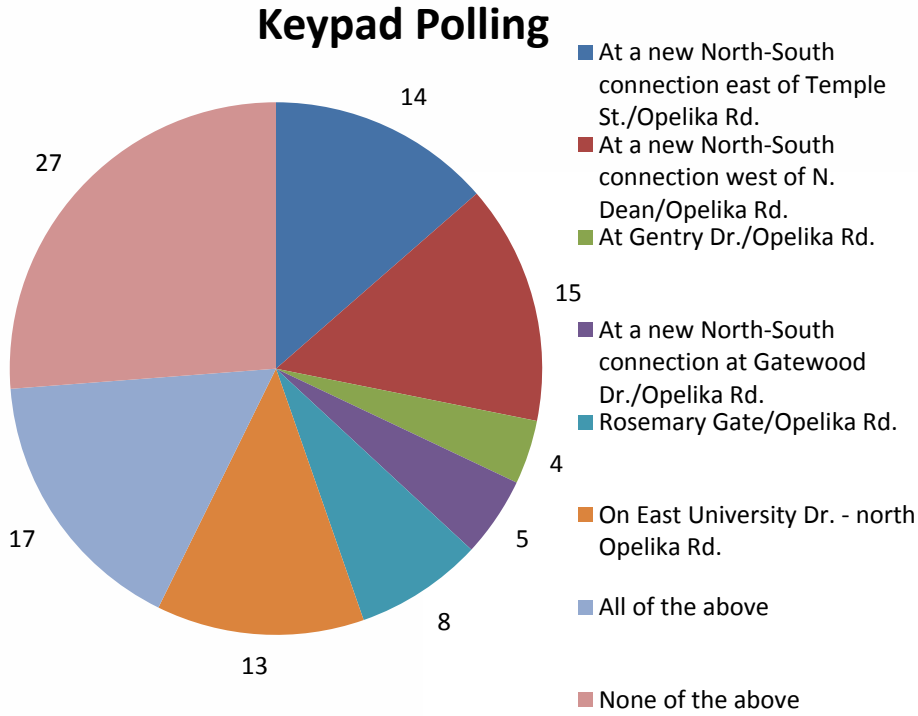
Keypad Polling	Count	Percent
Two-way with parallel parking	24	33%
One-way with parallel parking	6	8%
Two-way with angled parking	18	25%
Two-way with parallel and angled parking	19	26%
None of the above	6	8%
Total	73	

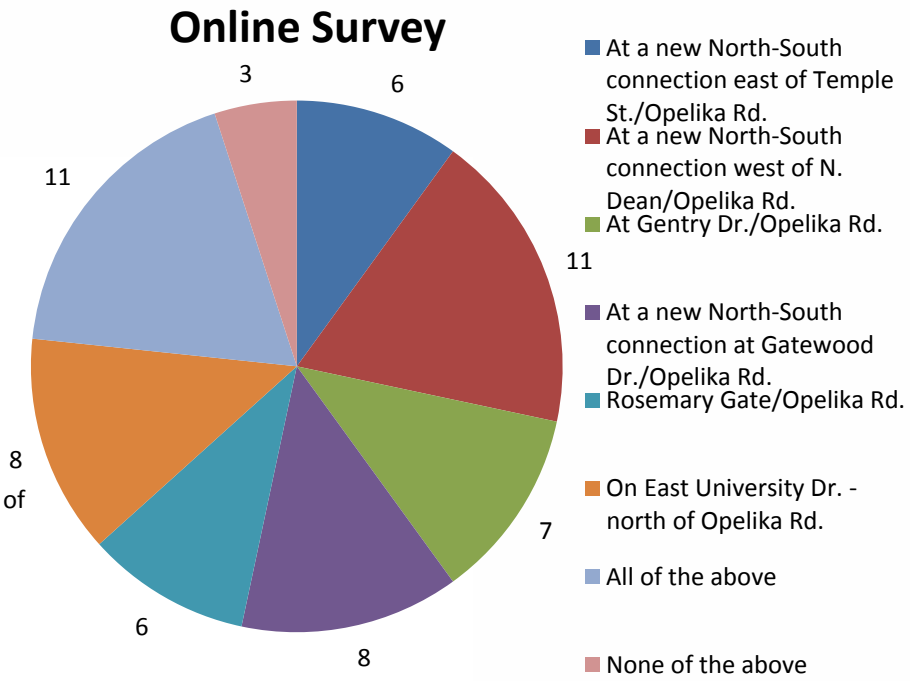
Online Survey



Online Survey	Count	Percent
Two-way with parallel parking	3	10%
One-way with parallel parking	3	10%
Two-way with angled parking	21	68%
Two-way with parallel and angled parking	4	13%
None of the above	0	0%
Total	31	

19.) I am comfortable with new traffic lights at the following locations (select all that apply):



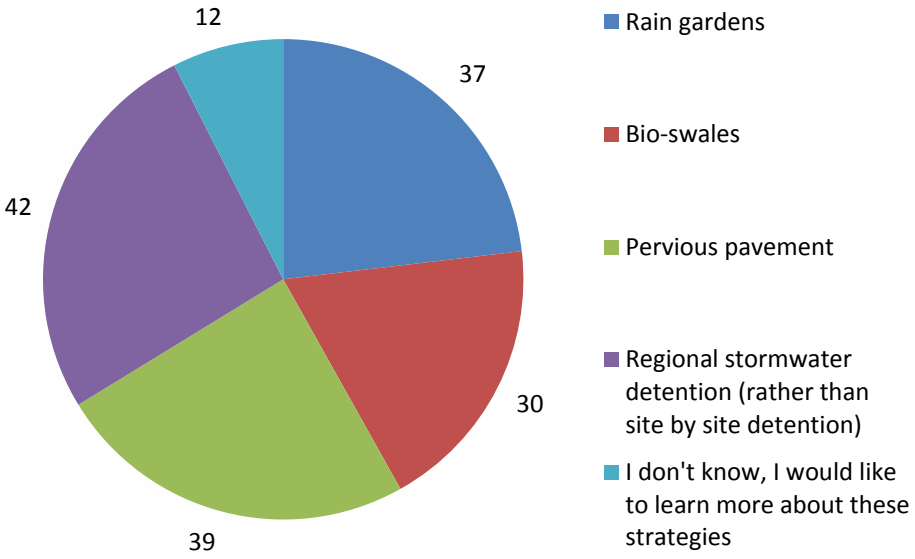


Keypad Polling	Count	Percent
At a new North-South connection east of Temple St./Opelika Rd.	14	14%
At a new North-South connection west of N. Dean/Opelika Rd.	15	15%
At Gentry Dr./Opelika Rd.	4	4%
At a new North-South connection at Gatewood Dr./Opelika Rd.	5	5%
Rosemary Gate/Opelika Rd.	8	8%
On East University Dr. - north of Opelika Rd.	13	13%
All of the above	17	17%
None of the above	27	26%
Total	103	

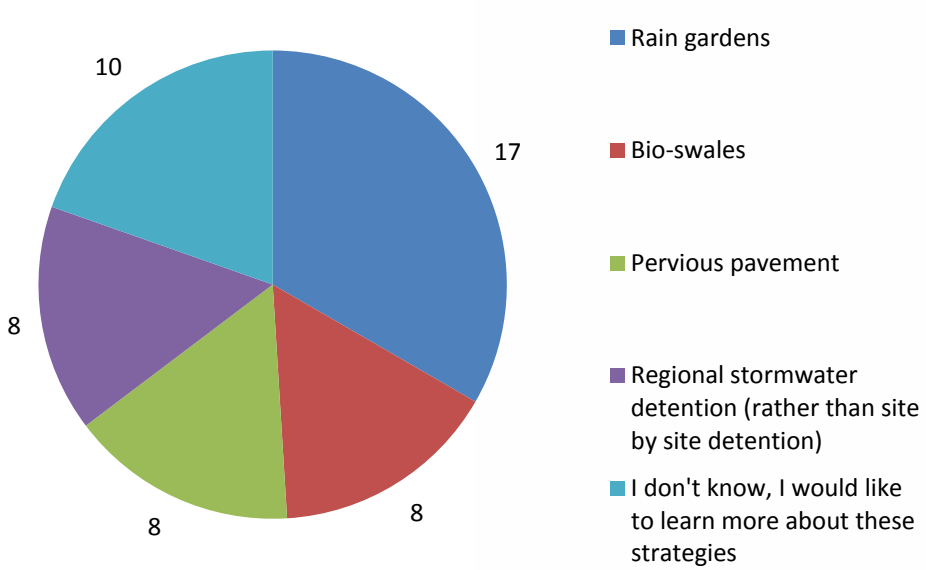
Online Survey	Count	Percent
At a new North-South connection east of Temple St./Opelika Rd.	6	10%
At a new North-South connection west of N. Dean/Opelika Rd.	11	18%
At Gentry Dr./Opelika Rd.	7	12%
At a new North-South connection at Gatewood Dr./Opelika Rd.	8	13%
Rosemary Gate/Opelika Rd.	6	10%
On East University Dr. - north of Opelika Rd.	8	13%
All of the above	11	18%
None of the above	3	5%
Total	60	

20.) The first charrette indicated interest in green stormwater elements within the streetscape along Opelika Road. I would support the following strategies (select all that apply):

Keypad Polling



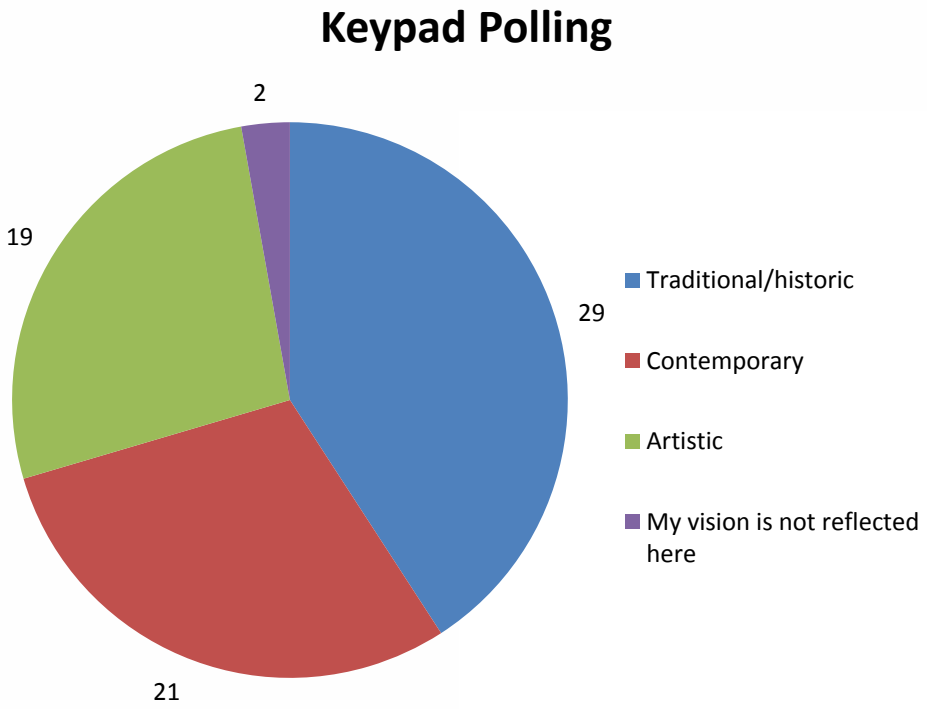
Online Survey

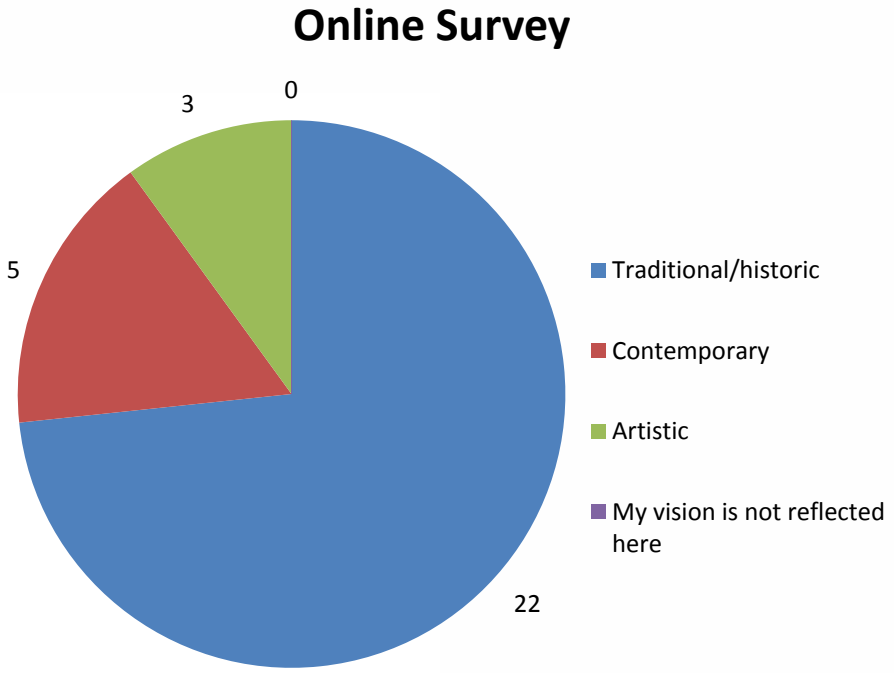


Keypad Polling	Count	Percent
Rain gardens	37	23%
Bio-swales	30	19%
Pervious pavement	39	24%
Regional stormwater detention (rather than site by site detention)	42	26%
I don't know; I would like to learn more about these strategies	12	8%
Total	160	

Online Survey	Count	Percent
Rain gardens	17	33%
Bio-swales	8	16%
Pervious pavement	8	16%
Regional stormwater detention (rather than site by site detention)	8	16%
I don't know; I would like to learn more about these strategies	10	20%
Total	51	

21.) As a way of defining street identity, which architectural/streetscape style do you prefer?



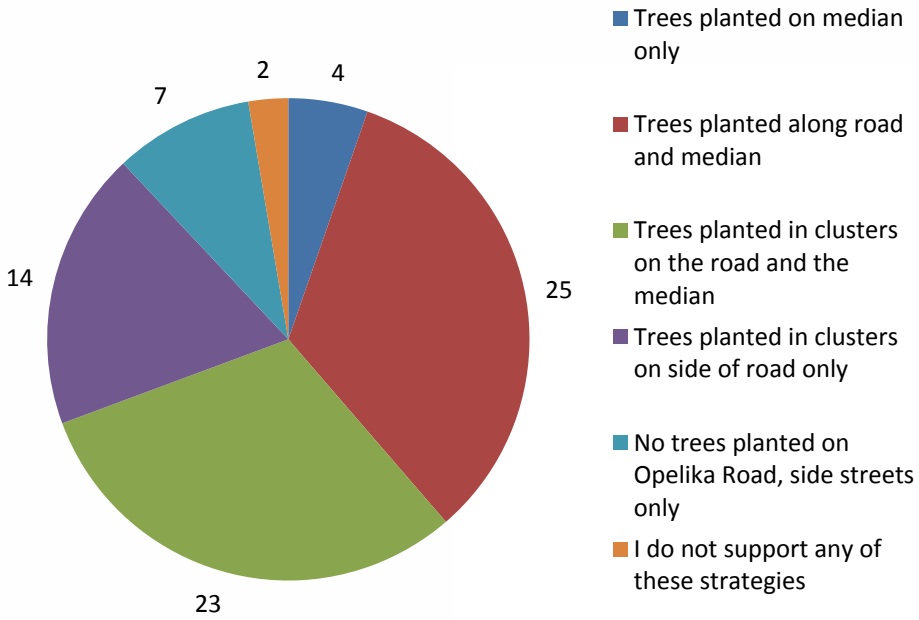


Keypad Polling	Count	Percent
Traditional/historic	29	41%
Contemporary	21	30%
Artistic	19	27%
My vision is not reflected here	2	3%
Total	71	

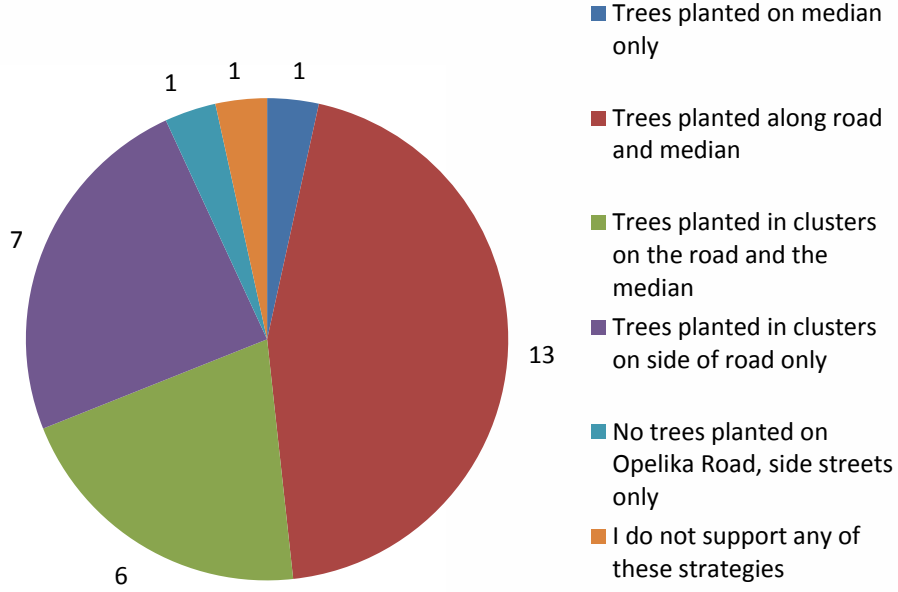
Online Survey	Count	Percent
Traditional/historic	22	73%
Contemporary	5	17%
Artistic	3	10%
My vision is not reflected here	0	0%
Total	30	

22.) I am in favor of the following tree planting strategy along Opelika Road (select one):

Keypad Polling



Online Survey

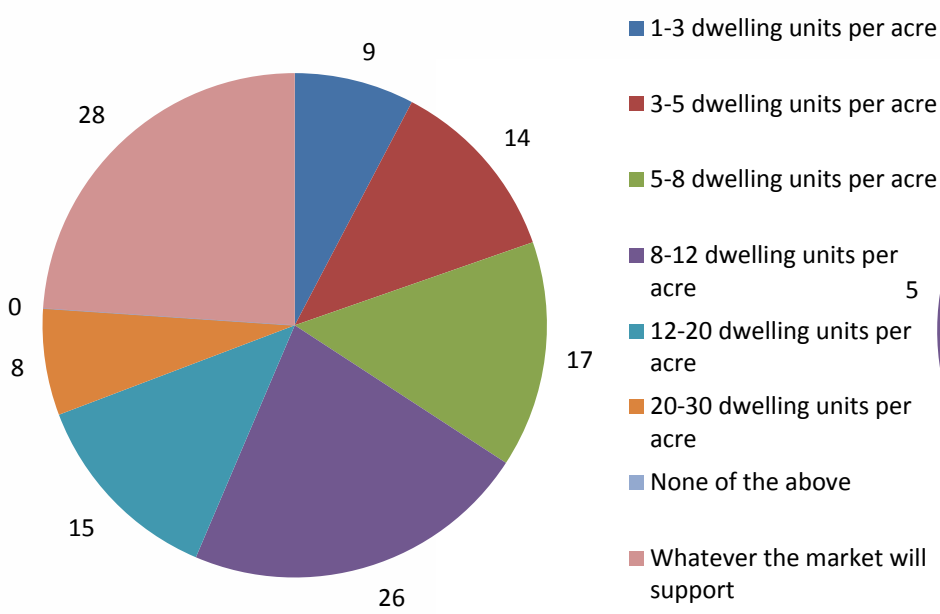


Keypad Polling	Count	Percent
Trees planted on median only	4	5%
Trees planted along road and median	25	33%
Trees planted in clusters on the road and the median	23	31%
Trees planted in clusters on side of road only	14	19%
No trees planted on Opelika Road, side streets only	7	9%
I do not support any of these strategies	2	3%
Total	75	

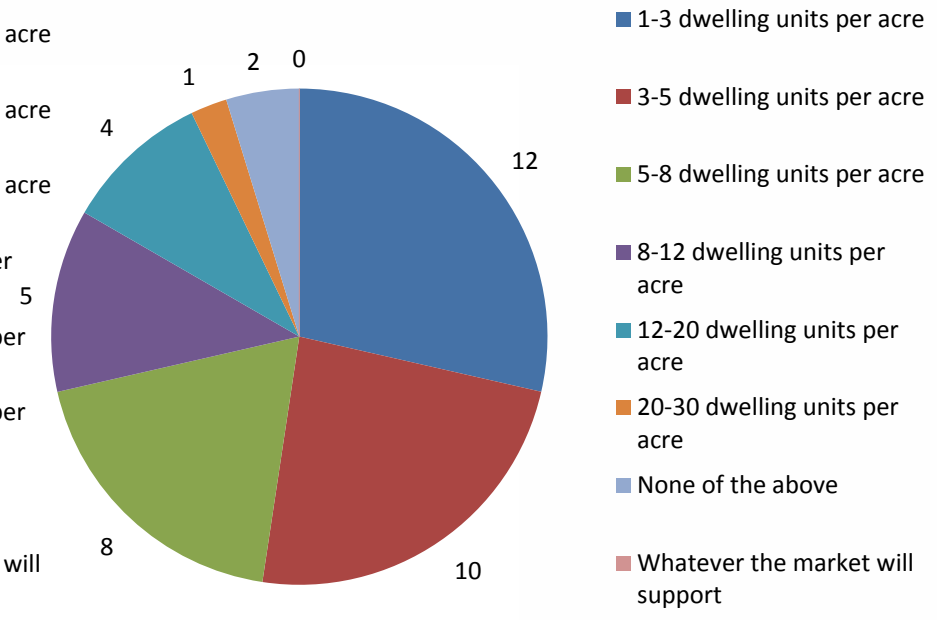
Online Survey	Count	Percent
Trees planted on median only	1	3%
Trees planted along road and median	13	45%
Trees planted in clusters on the road and the median	6	21%
Trees planted in clusters on side of road only	7	24%
No trees planted on Opelika Road, side streets only	1	3%
I do not support any of these strategies	1	3%
Total	29	

23.) I would favor the following residential densities in the Neighborhood Centers (select all that apply):

Keypad Polling



Online Survey

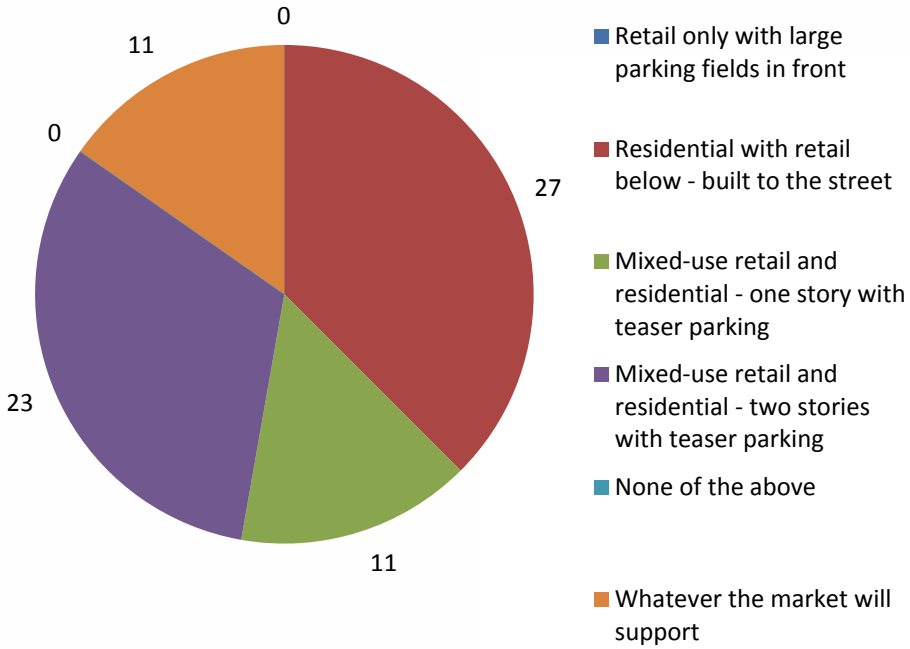


Keypad Polling	Count	Percent
1-3 dwelling units per acre	9	8%
3-5 dwelling units per acre	14	12%
5-8 dwelling units per acre	17	15%
8-12 dwelling units per acre	26	22%
12-20 dwelling units per acre	15	13%
20-30 dwelling units per acre	8	7%
None of the above	0	0%
Whatever the market will support	28	24%
Total	117	

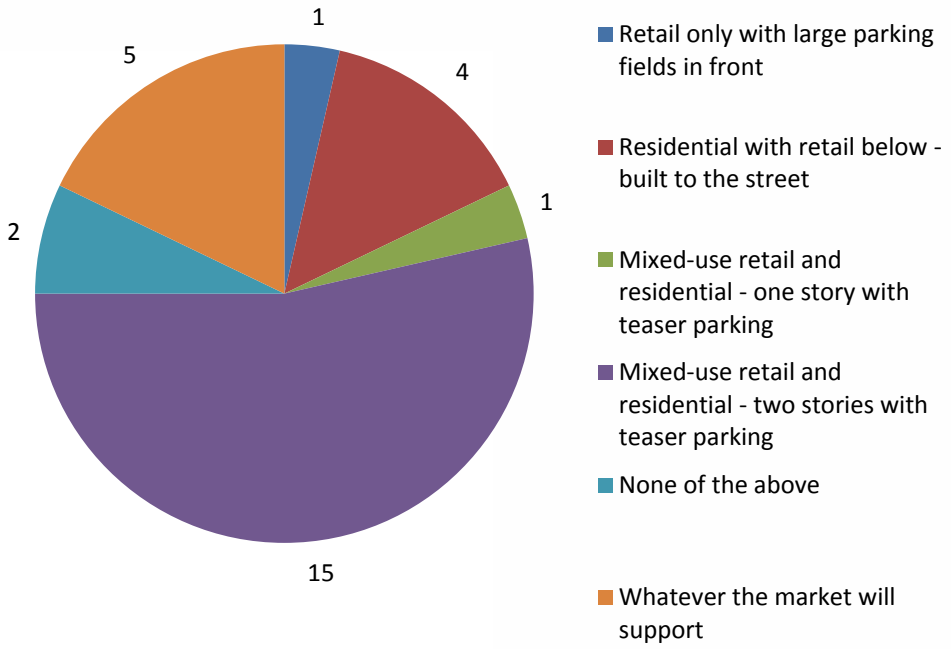
Online Survey	Count	Percent
1-3 dwelling units per acre	12	29%
3-5 dwelling units per acre	10	24%
5-8 dwelling units per acre	8	19%
8-12 dwelling units per acre	5	12%
12-20 dwelling units per acre	4	10%
20-30 dwelling units per acre	1	2%
None of the above	2	5%
Whatever the market will support	0	0%
Total	42	

24.) As redevelopment occurs over time at neighborhood centers, I am in support of urban design standards that encourage the following building configuration in front of Creekside (select one):

Keypad Polling



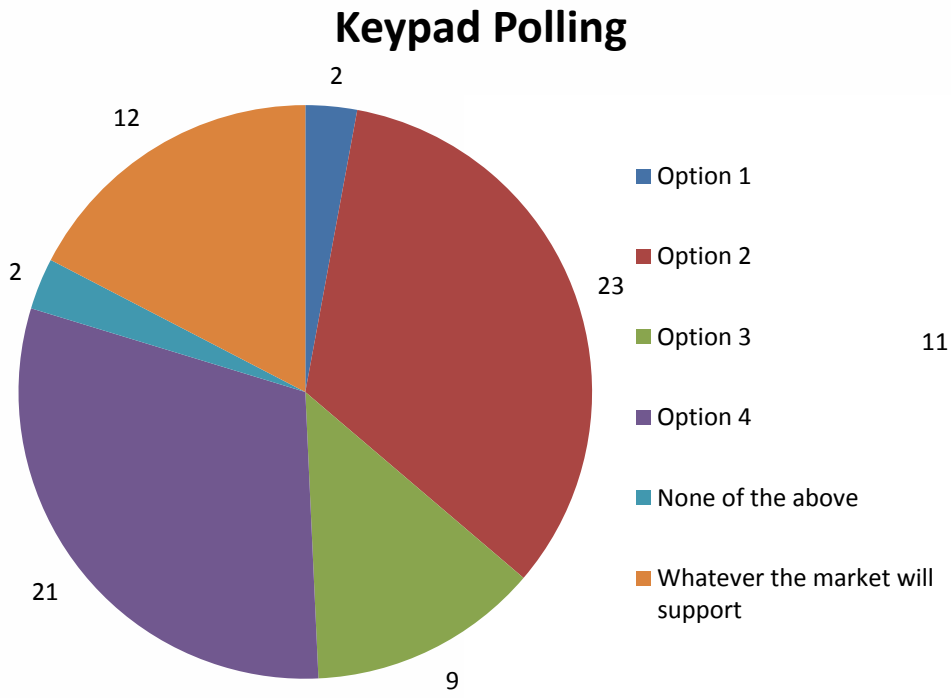
Online Survey

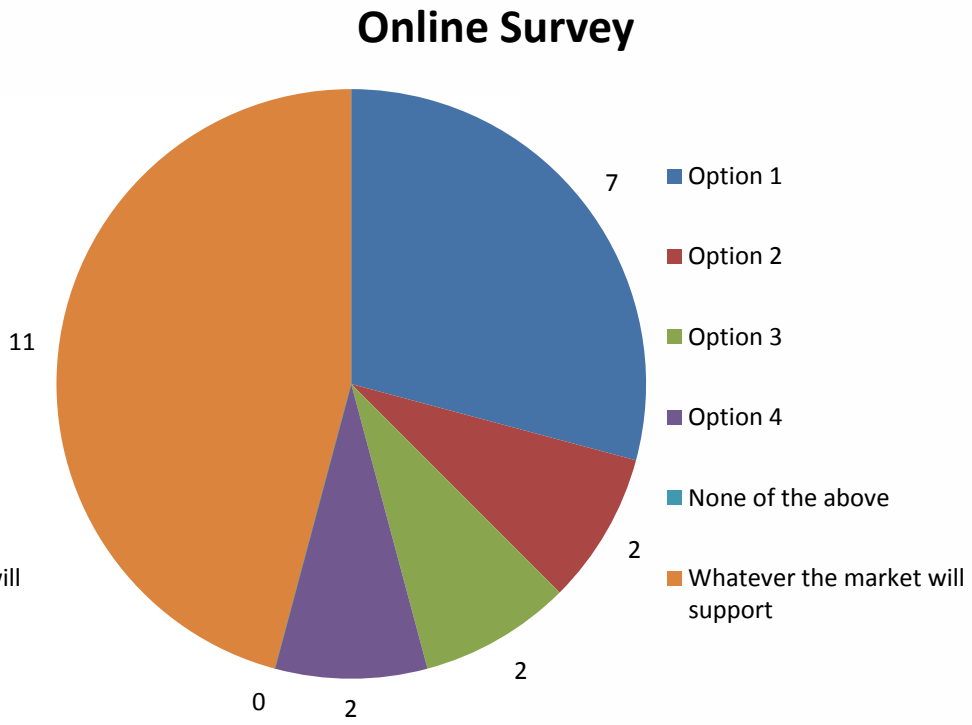


Keypad Polling	Count	Percent
Retail only with large parking fields in front	0	0%
Residential with retail below - built to the street	27	38%
Mixed-use retail and residential - one story with teaser parking	11	15%
Mixed-use retail and residential - two stories with teaser parking	23	32%
None of the above	0	0%
Whatever the market will support	11	15%
Total	72	

Online Survey	Count	Percent
Retail only with large parking fields in front	1	4%
Residential with retail below - built to the street	4	14%
Mixed-use retail and residential - one story with teaser parking	1	4%
Mixed-use retail and residential - two stories with teaser parking	15	54%
None of the above	2	7%
Whatever the market will support	5	18%
Total	28	

25.) As redevelopment occurs over time at neighborhood centers, I am in support of urban design standards that encourage the following building configuration at N. Dean and Opelika Rd. (select one):

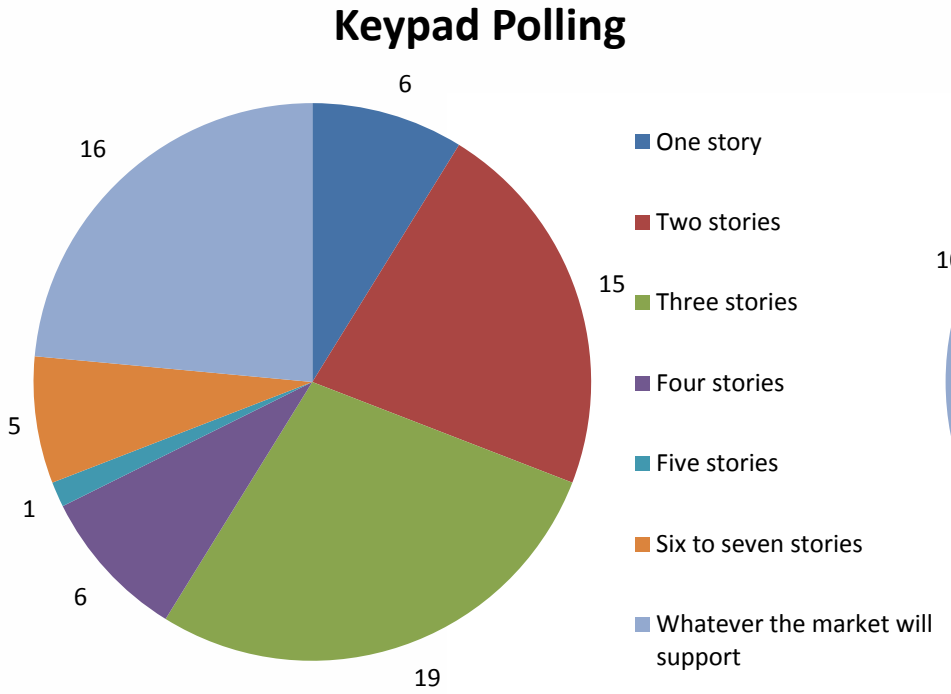


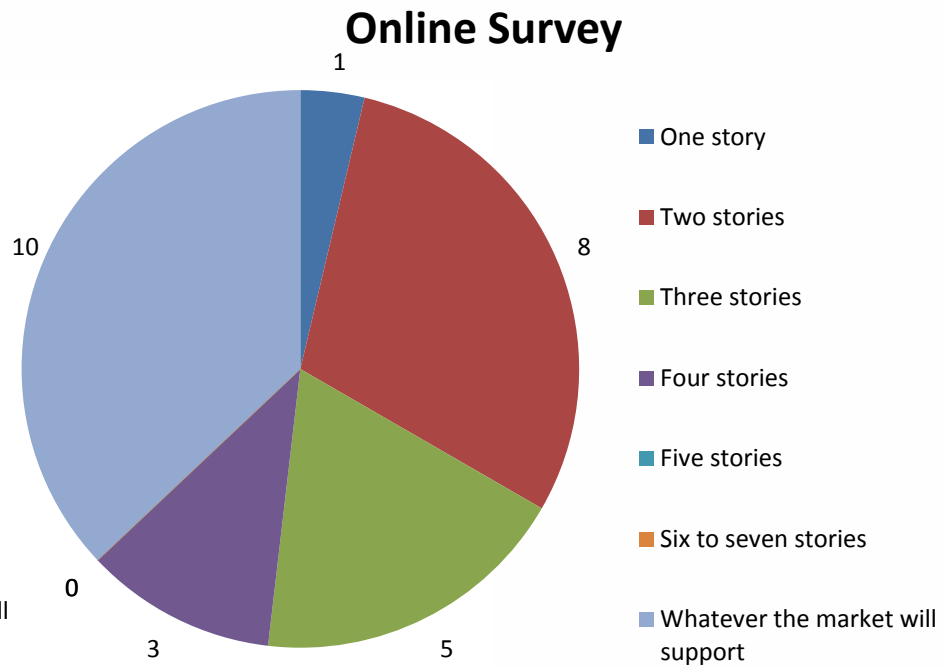


Keypad Polling	Count	Percent
Option 1	2	3%
Option 2	23	33%
Option 3	9	13%
Option 4	21	30%
None of the above	2	3%
Whatever the market will support	12	17%
Total	69	

Online Survey	Count	Percent
Option 1	7	29%
Option 2	2	8%
Option 3	2	8%
Option 4	2	8%
None of the above	0	0%
Whatever the market will support	11	46%
Total	24	

26.) In order to encourage redevelopment in the corridor, I would favor a building height limit in the designated neighborhood centers of (select one):

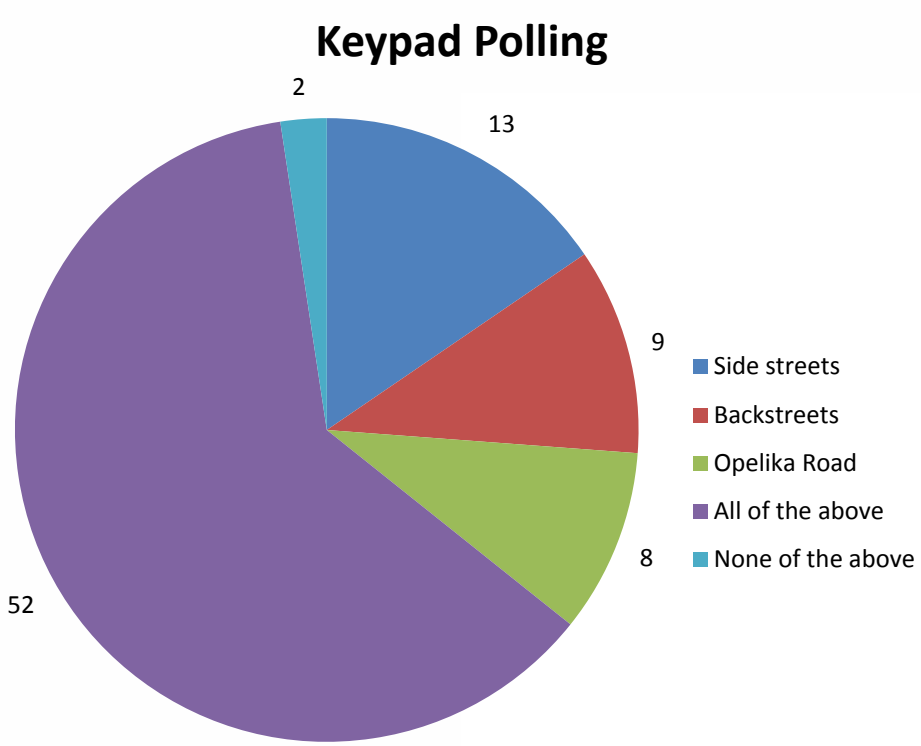


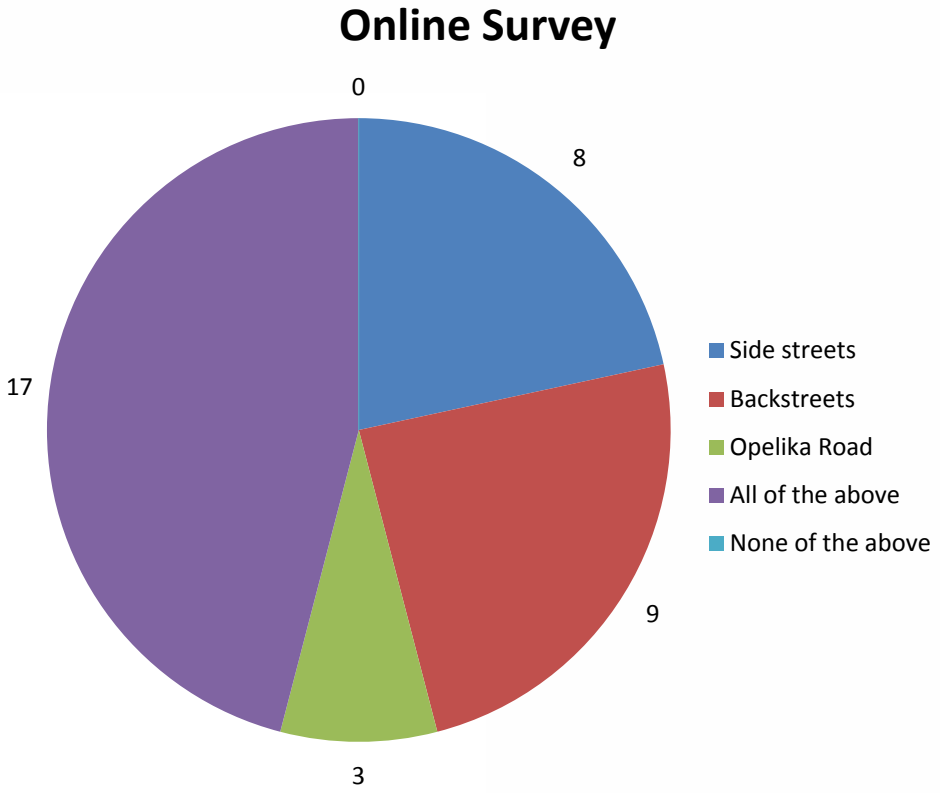


Keypad Polling	Count	Percent
One story	6	9%
Two stories	15	22%
Three stories	19	28%
Four stories	6	9%
Five stories	1	1%
Six to seven stories	5	7%
Whatever the market will support	16	24%
Total	68	

Online Survey	Count	Percent
One story	1	4%
Two stories	8	30%
Three stories	5	19%
Four stories	3	11%
Five stories	0	0%
Six to seven stories	0	0%
Whatever the market will support	10	37%
Total	27	

27.) Outdoor dining was shown as important to people in charrette #1. I believe provision for outdoor dining (wide sidewalks, canopy) should be accommodated on (select all that apply):

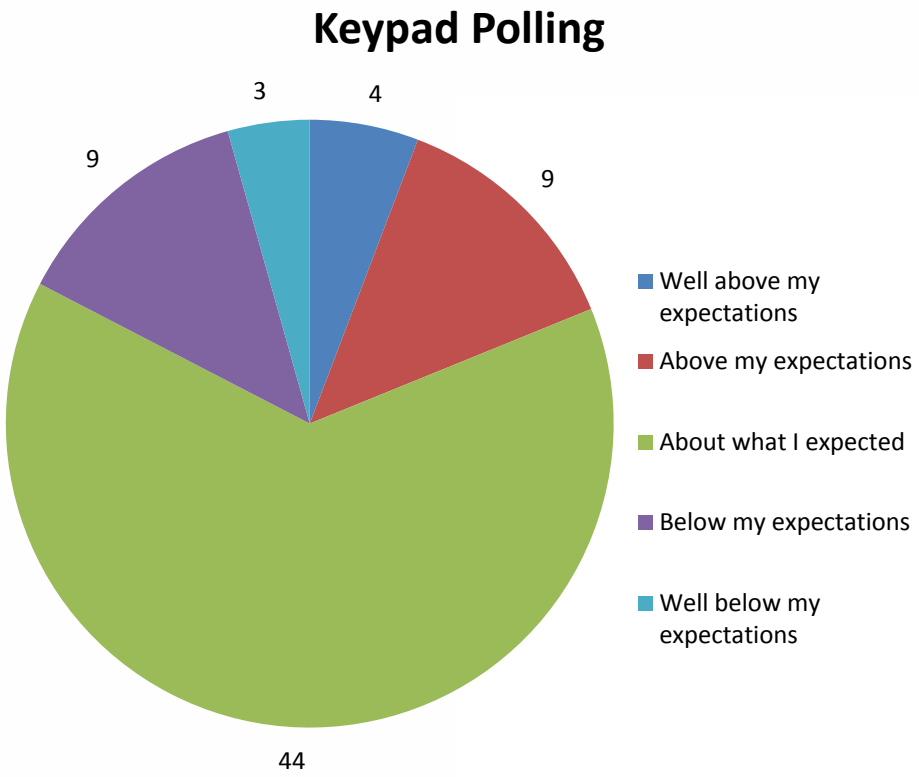


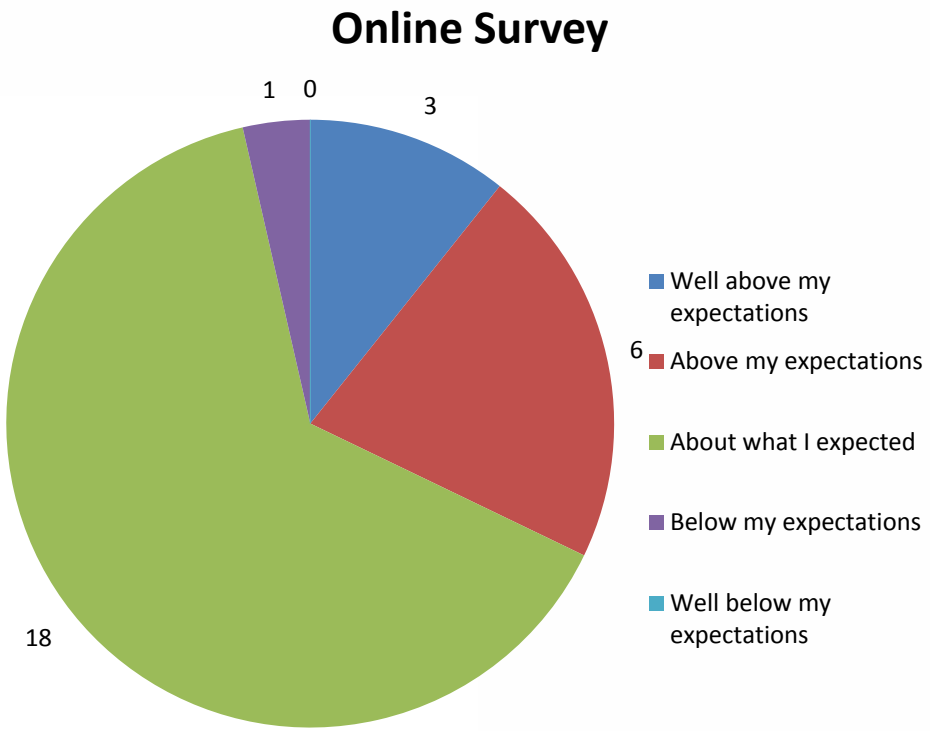


Keypad Polling	Count	Percent
Side streets	13	15%
Backstreets	9	11%
Opelika Road	8	10%
All of the above	52	62%
None of the above	2	2%
Total	84	

Online Survey	Count	Percent
Side streets	8	22%
Backstreets	9	24%
Opelika Road	3	8%
All of the above	17	46%
None of the above	0	0%
Total	37	

28.) Do you feel this planning process so far has met your expectations regarding the key design and planning issues facing Opelika Road?



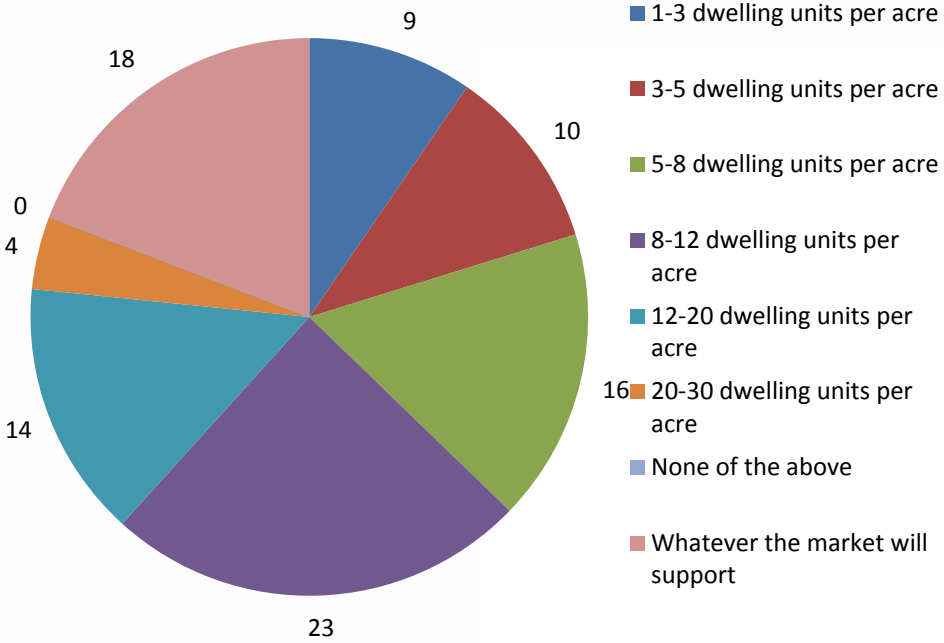


Keypad Polling	Count	Percent
Well above my expectations	4	6%
Above my expectations	9	13%
About what I expected	44	64%
Below my expectations	9	13%
Well below my expectations	3	4%
Total	69	

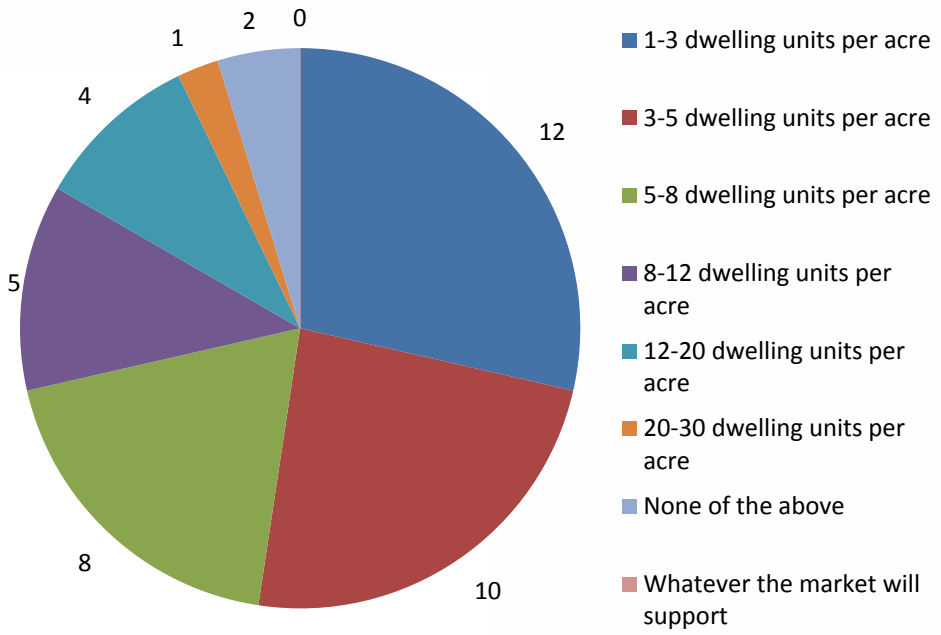
Online Survey	Count	Percent
Well above my expectations	3	11%
Above my expectations	6	21%
About what I expected	18	64%
Below my expectations	1	4%
Well below my expectations	0	0%
Total	28	

29.) I would favor the following residential densities in the neighborhood centers (select all that apply): **This question was re-asked at the end of the meeting*

Keypad Polling



Online Survey



Keypad Polling	Count	Percent
1-3 dwelling units per acre	9	10%
3-5 dwelling units per acre	10	11%
5-8 dwelling units per acre	16	17%
8-12 dwelling units per acre	23	24%
12-20 dwelling units per acre	14	15%
20-30 dwelling units per acre	4	4%
None of the above	0	0%
Whatever the market will support	18	19%
Total	94	

Online Survey	Count	Percent
1-3 dwelling units per acre	12	29%
3-5 dwelling units per acre	10	24%
5-8 dwelling units per acre	8	19%
8-12 dwelling units per acre	5	12%
12-20 dwelling units per acre	4	10%
20-30 dwelling units per acre	1	2%
None of the above	2	5%
Whatever the market will support	0	0%
Total	42	

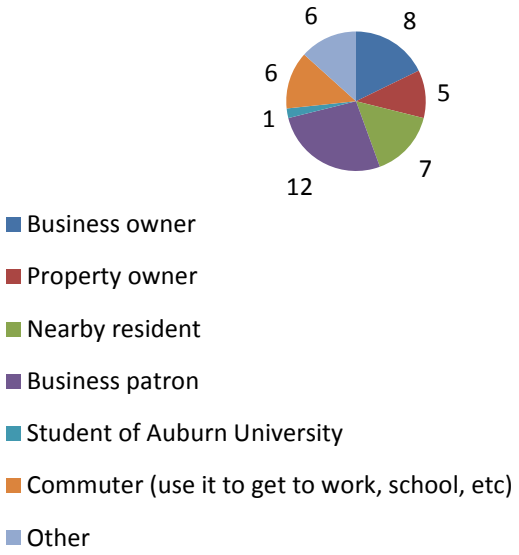
CHARETTE 3

November 2012

KEYPAD POLLING & ONLINE SURVEY RESULTS

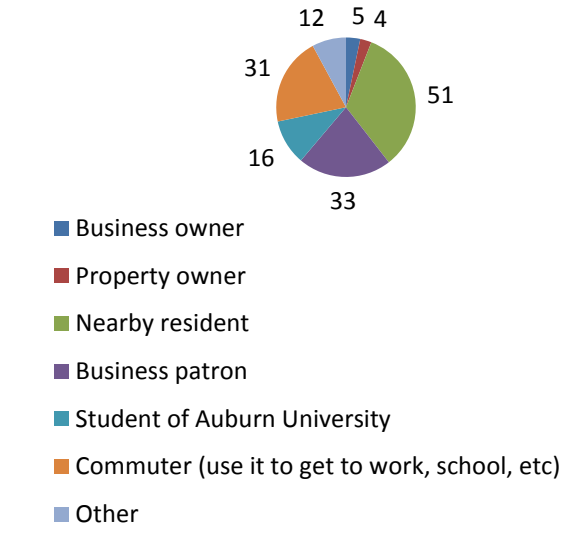
1.) My affiliation with Opelika Road is (Choose all that apply)

Key Pad Polling



1.) My affiliation with Opelika Road is the following: (select all that apply)	Responses	
Business owner	8	17.78%
Property owner	5	11.11%
Nearby resident	7	15.56%
Business patron	12	26.67%
Student of Auburn University	1	2.22%
Commuter (use it to get to work, school, etc)	6	13.33%
Other	6	13.33%
Totals	45	100%

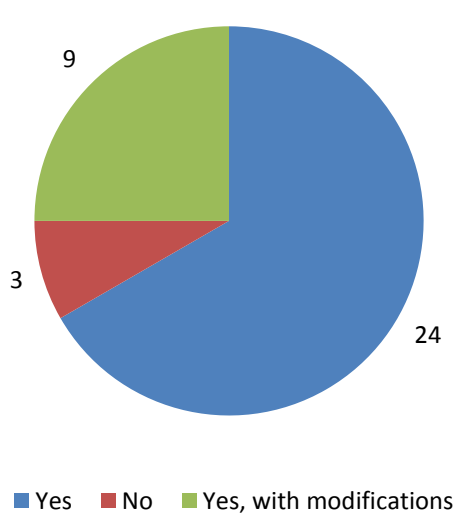
Online Survey



1.) My affiliation with Opelika Road is the following: (select all that apply) (multiple choice)	Responses	
Business owner	5	3.29%
Property owner	4	2.63%
Nearby resident	51	33.55%
Business patron	33	21.71%
Student of Auburn University	16	10.53%
Commuter (use it to get to work, school, etc)	31	20.39%
Other	12	7.89%
Totals	152	100%

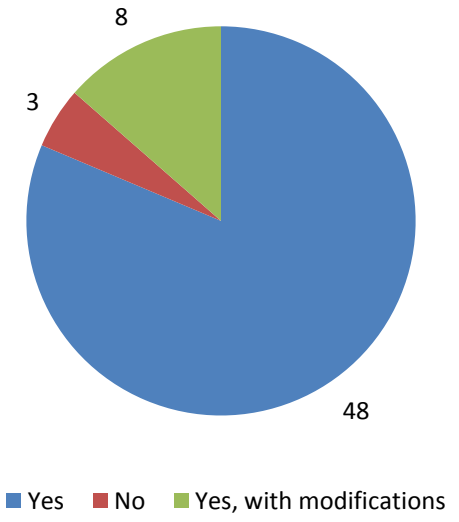
2.) I am in favor of the preferred roadway plan for the western segment as shown:

Key Pad Polling



2.) I am in favor of the preferred roadway plan for the western segment as shown:	Responses	
Yes	24	66.67%
No	3	8.33%
Yes, with modifications	9	25%
Totals	36	100%

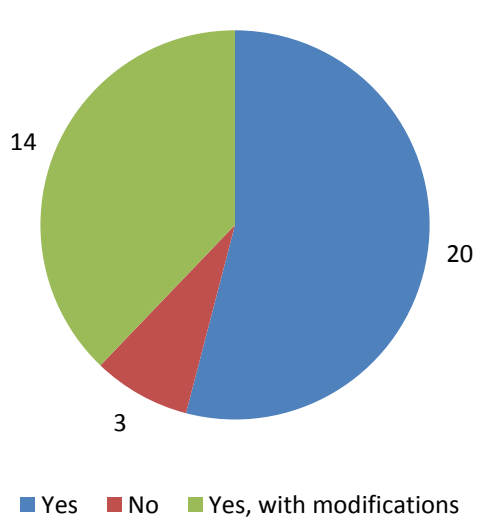
Online Survey



2.) I am in favor of the preferred roadway plan for the western segment as shown:	Responses	
Yes	48	81.36%
No	3	5.08%
Yes, with modifications	8	13.56%
Totals	59	100%

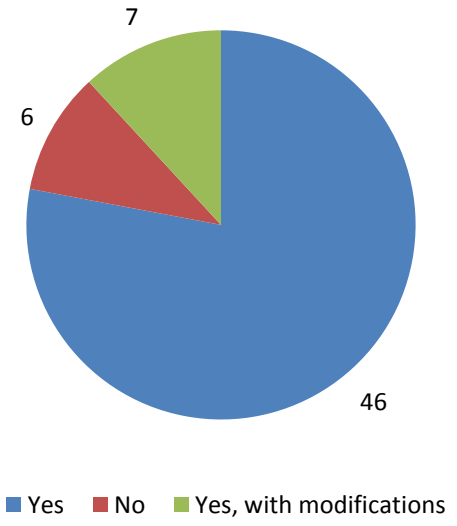
3.) I am in favor of the preferred roadway plan for the eastern segment as shown:

Key Pad Polling



3.) I am in favor of the preferred roadway plan for the eastern segment as shown:	Responses	
Yes	20	54.05%
No	3	8.11%
Yes, with modifications	14	37.84%
Totals	37	100%

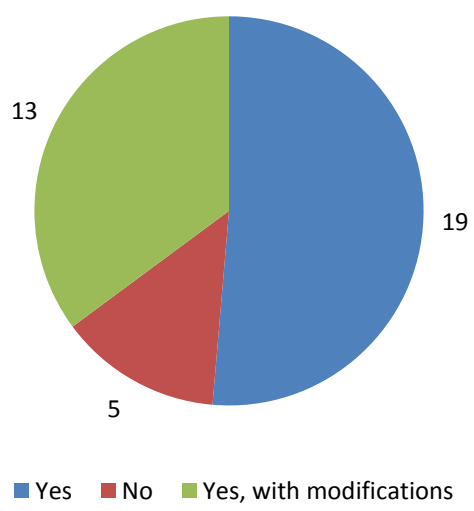
Online Survey



3.) I am in favor of the preferred roadway plan for the eastern segment as shown:	Responses	
Yes	46	77.97%
No	6	10.17%
Yes, with modifications	7	11.86%
Totals	59	100%

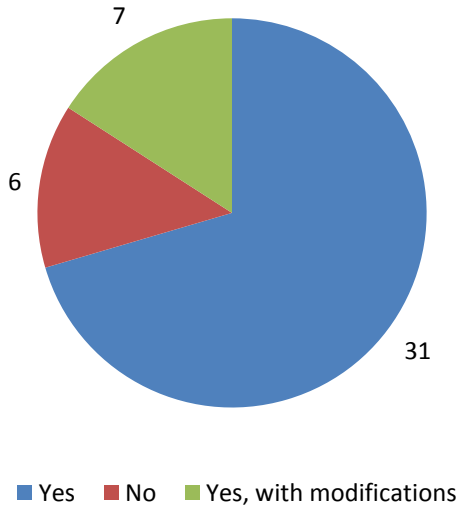
4.) I am in favor of consolidating and modifying access points along the corridor as reflected in the plan shown:

Key Pad Polling



4.) I am in favor of consolidating and modifying access points along the corridor as reflected in the plan shown:	Responses	
Yes	19	51.35%
No	5	13.51%
Yes, with modifications	13	35.14%
Totals	37	100%

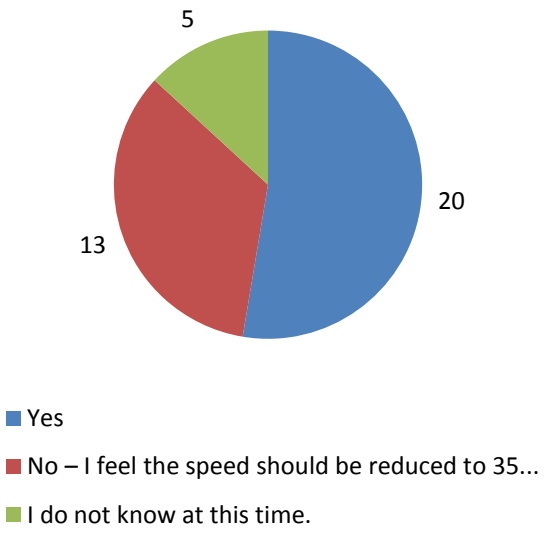
Online Survey



4.) I am in favor of consolidating and modifying access points along the corridor as reflected in the plan shown:	Responses	
Yes	31	70.45%
No	6	13.64%
Yes, with modifications	7	15.91%
Totals	44	100%

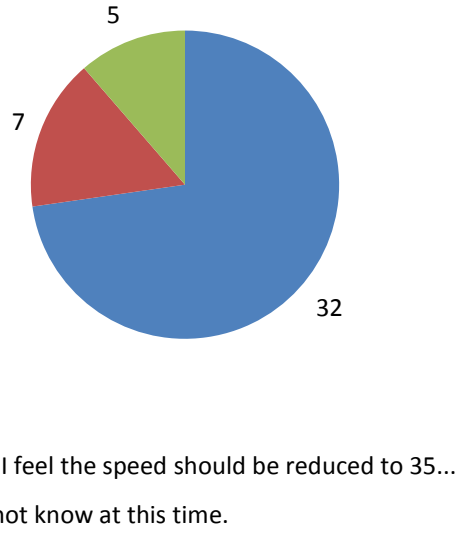
5.) When considering the relationship of curb-cuts to speed, I am comfortable with maintaining the 45 mph speed limit on the eastern end of the corridor:

Key Pad Polling



5.) When considering the relationship of curb-cuts to speed, I am comfortable with maintaining the 45 mph speed limit on the eastern end of the corridor:	Responses	
Yes	20	52.63%
No – I feel the speed should be reduced to 35...	13	34.21%
I do not know at this time.	5	13.16%
Totals	38	100%

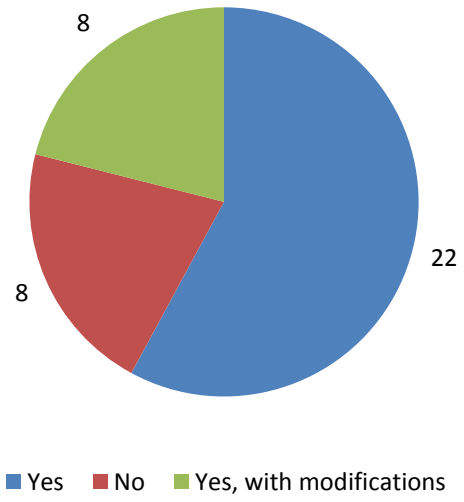
Online Survey



5.) When considering the relationship of curb-cuts to speed, I am comfortable with maintaining the 45 mph speed limit on the eastern end of the corridor:	Responses	
Yes	32	72.73%
No – I feel the speed should be reduced to 35...	7	15.91%
I do not know at this time.	5	11.36%
Totals	44	100%

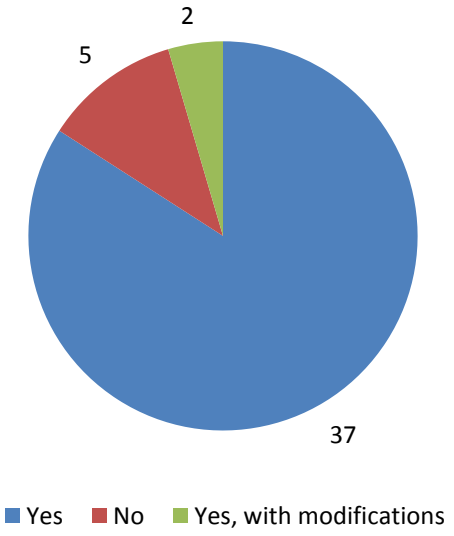
6.) I am comfortable with the implementation of the medians shown as redevelopment occurs over time:

Key Pad Polling



6.) I am comfortable with the implementation of the medians shown as redevelopment occurs over time:	Responses	
Yes	22	57.89%
No	8	21.05%
Yes, with modifications	8	21.05%
Totals	38	100%

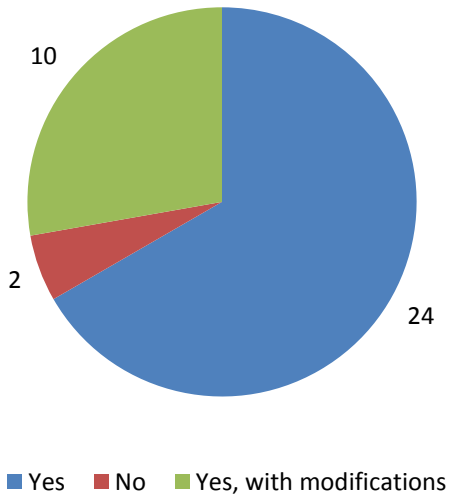
Online Survey



6.) I am comfortable with the implementation of the medians shown as redevelopment occurs over time:	Responses	
Yes	37	84.09%
No	5	11.36%
Yes, with modifications	2	4.55%
Totals	44	100%

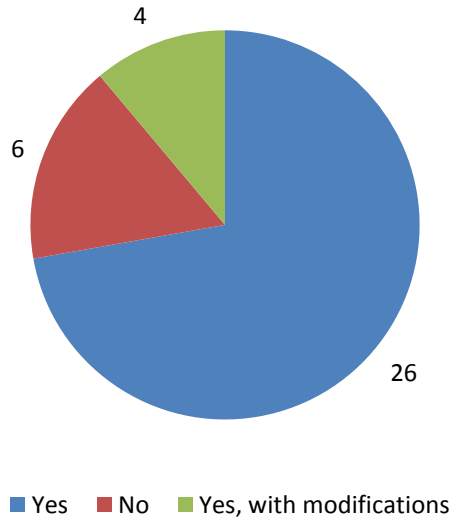
7.) I am comfortable with the general locations of the new streets as shown:

Key Pad Polling



7.) I am comfortable with the general locations of the new streets as shown:	Responses	
Yes	24	66.67%
No	2	5.56%
Yes, with modifications	10	27.78%
Totals	36	100%

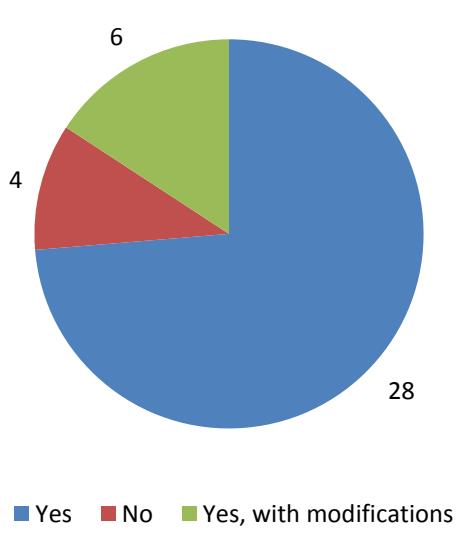
Online Survey



7.) I am comfortable with the general locations of the new streets as shown:	Responses	
Yes	26	72.22%
No	6	16.67%
Yes, with modifications	4	11.11%
Totals	36	100%

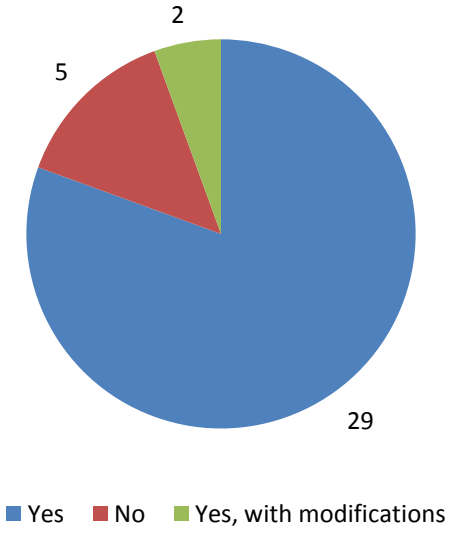
8.) I am comfortable with the land use approach and “opt-in” strategy as presented:

Key Pad Polling



8.) I am comfortable with the land use approach and “opt-in” strategy as presented:	Responses	
Yes	28	73.68%
No	4	10.53%
Yes, with modifications	6	15.79%
Totals	38	100%

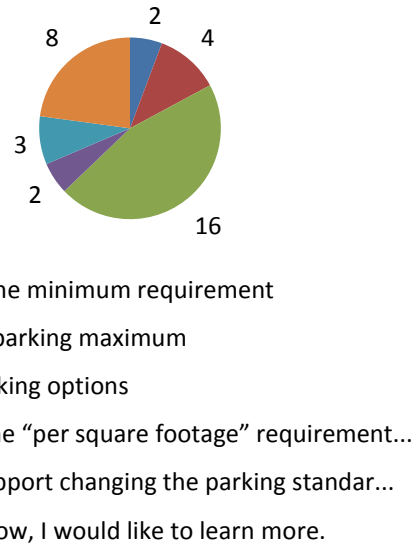
Online Survey



8.) I am comfortable with the land use approach and “opt-in” strategy as presented:	Responses	
Yes	29	80.56%
No	5	13.89%
Yes, with modifications	2	5.56%
Totals	36	100%

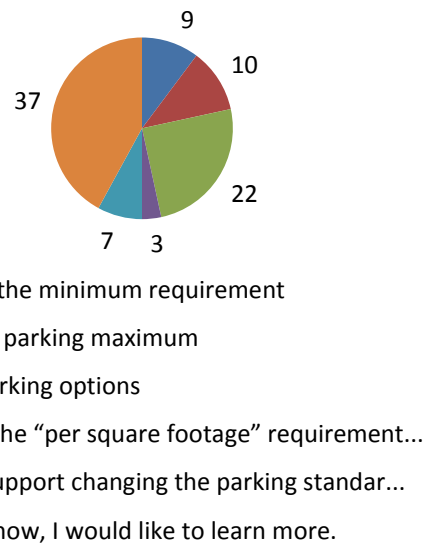
9.) I am in support of modifying the parking requirements by: (choose one).

Key Pad Polling



9.) I am in support of modifying the parking requirements by: (choose one).	Responses	
Reducing the minimum requirement	2	5.71%
creating a parking maximum	4	11.43%
Shared parking options	16	45.71%
reducing the “per square footage” requirement...	2	5.71%
I do not support changing the parking standar...	3	8.57%
I do not know, I would like to learn more.	8	22.86%
Totals	35	100%

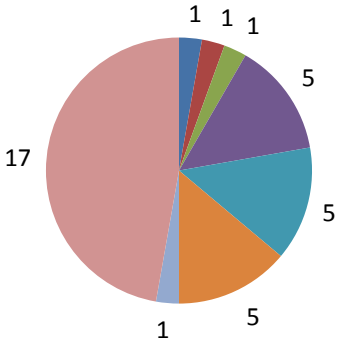
Online Survey



9.) I am in support of modifying the parking requirements by: (choose one).	Responses	
Reducing the minimum requirement	9	10.23%
creating a parking maximum	10	11.36%
Shared parking options	22	25.00%
reducing the “per square footage” requirement...	3	3.41%
I do not support changing the parking standar...	7	7.95%
I do not know, I would like to learn more.	37	42.05%
Totals	88	100%

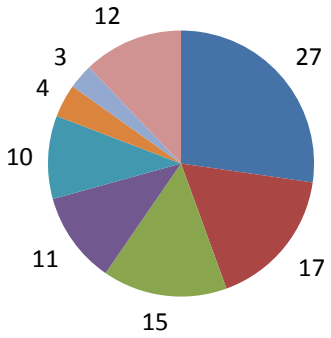
10.) I would favor the following residential densities in the Neighborhood Centers: (select all that apply)

Key Pad Polling



10.) I would favor the following residential densities in the Neighborhood Centers: (select all that apply)	Responses	
1-3 dwelling units per acre.	1	2.78%
3-5 dwelling units per acre.	1	2.78%
5-8 dwelling units per acre.	1	2.78%
8-12 dwelling units per acre.	5	13.89%
12-20 dwelling units per acre.	5	13.89%
20-30 dwelling units per acre.	5	13.89%
None of the above.	1	2.78%
Whatever the market will support	17	47.22%
Totals	36	100%

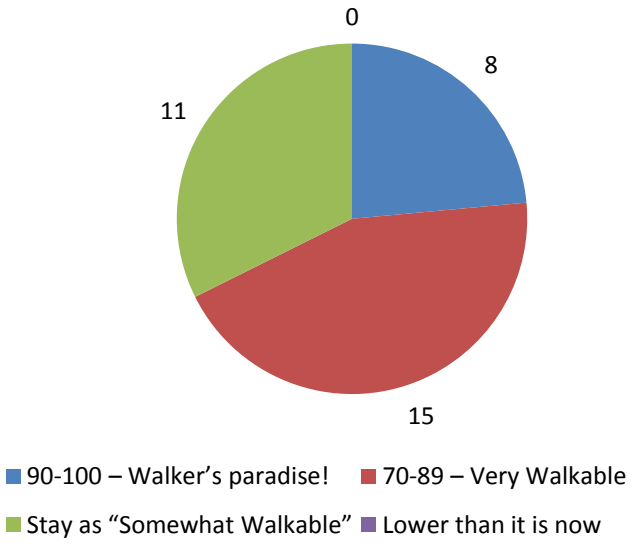
Online Survey



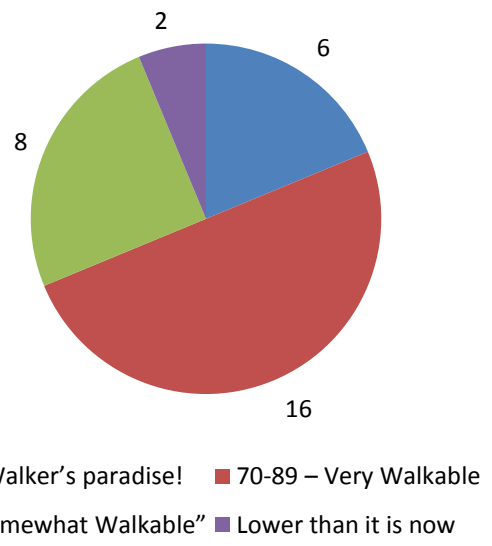
10.) I would favor the following residential densities in the Neighborhood Centers: (select all that apply)	Responses	
1-3 dwelling units per acre.	27	27.27%
3-5 dwelling units per acre.	17	17.17%
5-8 dwelling units per acre.	15	15.15%
8-12 dwelling units per acre.	11	11.11%
12-20 dwelling units per acre.	10	10.10%
20-30 dwelling units per acre.	4	4.04%
None of the above.	3	3.03%
Whatever the market will support	12	12.12%
Totals	99	100%

11.) I feel the future walk-score at N. Dean/Opelika Road should be:

Key Pad Polling



Online Survey

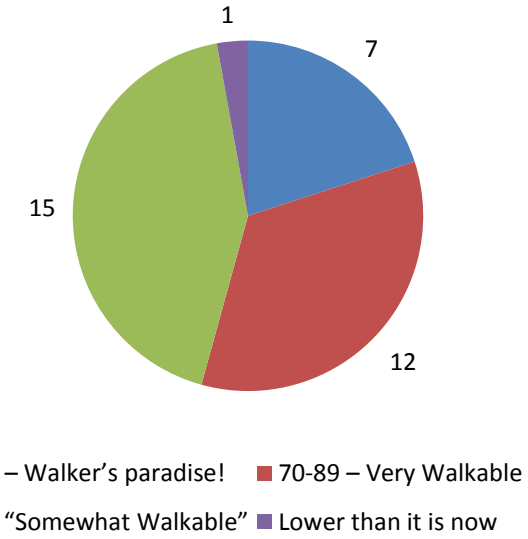


11.) I feel the future walk-score at N. Dean/Opelika Road should be:	Responses	
90-100 – Walker's paradise!	8	23.53%
70-89 – Very Walkable	15	44.12%
Stay as "Somewhat Walkable"	11	32.35%
Lower than it is now	0	0%
Totals	34	100%

11.) I feel the future walk-score at N. Dean/Opelika Road should be:	Responses	
90-100 – Walker's paradise!	6	18.75%
70-89 – Very Walkable	16	50.00%
Stay as "Somewhat Walkable"	8	25.00%
Lower than it is now	2	6.25%
Totals	32	100%

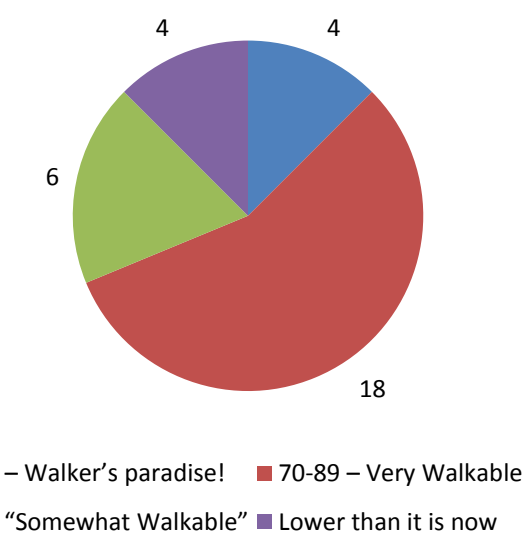
12.) I feel the future walk-score at E. University Drive/Opelika Road should be:

Key Pad Polling



12.) I feel the future walk-score at E. University Drive/Opelika Road should be:	Responses	
90-100 – Walker's paradise!	7	20%
70-89 – Very Walkable	12	34.29%
Stay as "Somewhat Walkable"	15	42.86%
Lower than it is now	1	2.86%
Totals	35	100%

Online Survey



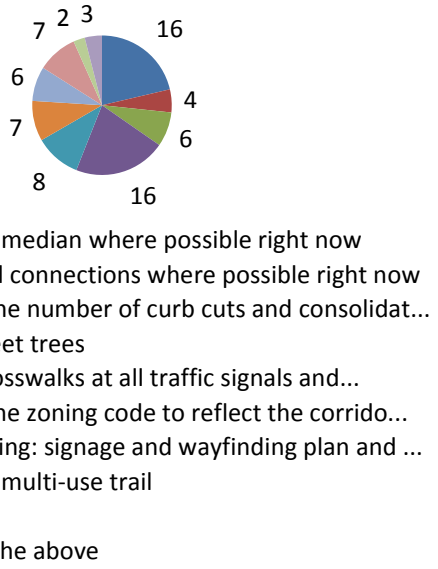
12.) I feel the future walk-score at E. University Drive/Opelika Road should be:	Responses	
90-100 – Walker's paradise!	4	12.50%
70-89 – Very Walkable	18	56.25%
Stay as "Somewhat Walkable"	6	18.75%
Lower than it is now	4	12.50%
Totals	32	100%

13.) There is a limited budget to construct improvements in the corridor. As additional funding becomes available, I prefer the following be included as priorities for implementation: (select your top three):

Key Pad Polling

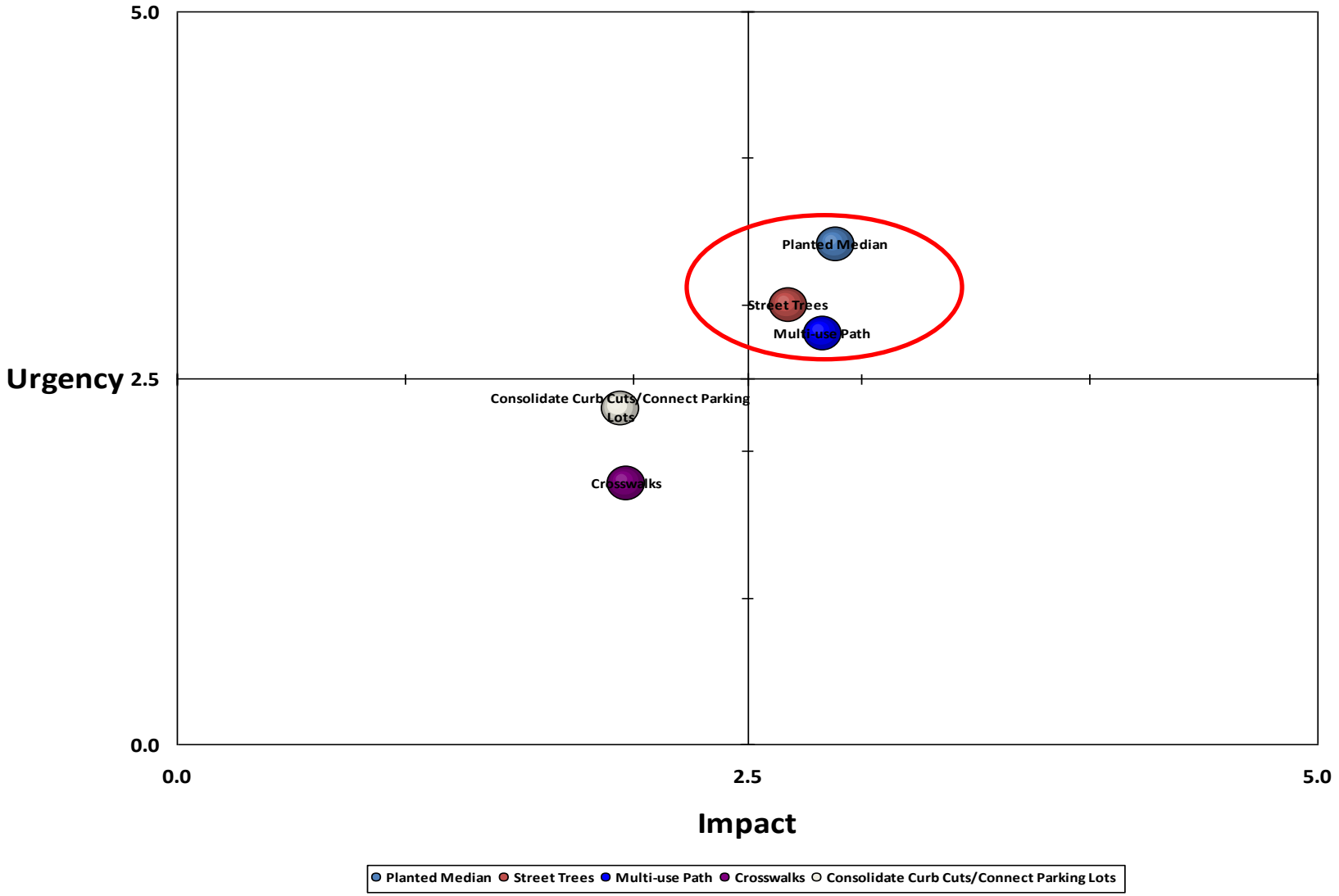
13.) There is a limited budget to construct improvements in the corridor. As additional funding becomes available, I prefer the following be included as priorities for implementation: (select your top three):	Responses	
Build the median where possible right now	9	9.18%
New road connections where possible right now	11	11.22%
Reduce the number of curb cuts and consolidat...	16	16.33%
Plant street trees	10	10.20%
Install crosswalks at all traffic signals and...	12	12.24%
Update the zoning code to reflect the corrido...	13	13.27%
Re-branding: signage and wayfinding plan and ...	7	7.14%
Build the multi-use trail	12	12.24%
Other	7	7.14%
None of the above	1	1.02%
Totals	98	100%

Online Survey



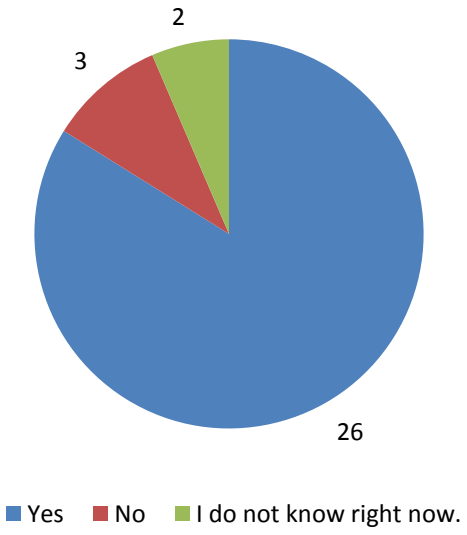
13) There is a limited budget to construct improvements in the corridor. As additional funding becomes available, I prefer the following be included as priorities for implementation: (select your top three):	Responses	
Build the median where possible right now	16	21.33%
New road connections where possible right now	4	5.33%
Reduce the number of curb cuts and consolidat...	6	8.00%
Plant street trees	16	21.33%
Install crosswalks at all traffic signals and...	8	10.67%
Update the zoning code to reflect the corrido...	7	9.33%
Re-branding: signage and wayfinding plan and ...	6	8.00%
Build the multi-use trail	7	9.33%
Other	2	2.67%
None of the above	3	4.00%
Totals	75	100%

14.) To prioritize plan elements at the focus areas, please rate on a scale from 1 to 5 the "IMPACT" you feel these elements will have and the "URGENCY" of these same elements. The result is the priorities.



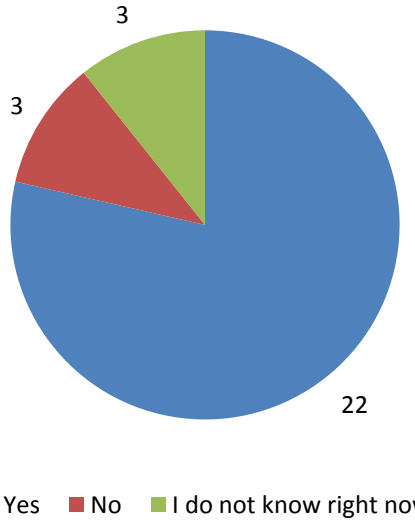
15.) I am in favor of proceeding with further design and planning efforts (leading to construction of improvements) along Opelika Road:

Key Pad Polling



15.) I am in favor of proceeding with further design and planning efforts (leading to construction of improvements) along Opelika Road:	Responses	
Yes	26	83.87%
No	3	9.68%
I do not know right now.	2	6.45%
Totals	31	100%

Online Survey



15.) I am in favor of proceeding with further design and planning efforts (leading to construction of improvements) along Opelika Road:	Responses	
Yes	22	78.57%
No	3	10.71%
I do not know right now.	3	10.71%
Totals	28	100%