

# Planning Ozark

## Downtown Plan Land Use Plan

Public Hearing:  
December 3, 2007

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## Downtown Plan

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# Downtown Strategic Concept

- Enhance downtown gateways and access corridors
- Increase the residential population around downtown
- Reassert downtown's role as the heart of the community
- Restructure and concentrate community and neighborhood retail and services to build downtown's share of the market
- Manage design to ensure compatibility and appropriateness
- Organize and promote downtown to build regional focus and local interaction



**LEGEND**

<span style="display:inline-block; width:15px; height:10px; background-color:red; border:1px solid black;"></span> Retail/retail use	<span style="display:inline-block; width:15px; height:10px; background-color:yellow; border:1px solid black;"></span> Public parking
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<span style="display:inline-block; width:15px; height:10px; background-color:blue; border:1px solid black;"></span> Institutional	<span style="display:inline-block; width:15px; height:10px; background-color:purple; border:1px solid black;"></span> Light industrial
<span style="display:inline-block; width:15px; height:10px; background-color:green; border:1px solid black;"></span> Open space	

1. Remove staircases, improve stairwells
2. Improve streetscape around square along Union, Broad, and Andrews Ave.
3. Infill vacant lots for new business uses
4. Enhance public parking signage, landscaping, circulation, connectivity
5. Provide civic open space for community events
6. Redesign shopping center for townhomes and/or low-rise apartments, maintain existing grocery store
7. Build gateway to center downtown, proposal civic park, and adjacent neighborhoods
8. Infill vacant lots for new residential uses
9. Improve entry to downtown along Peacock Place, screen public works area

# Implementing the Concept

- Reorganize the Downtown Redevelopment Authority and appoint Advisory Committees for:
  - Promotion
  - Design
  - Business and Economic Structure
  - Community Connections

# Implementing the Concept

Appoint a Downtown Promotion Advisory Committee to organize and manage:

- Joint advertising of downtown business
- Special sales events
- Major special community events
- Weekday activities

# Implementing the Concept

Appoint a Downtown Design Advisory Committee (and subcommittees) to study, plan for and assist in the implementation of:

- Streetscape and landscape updating and management
- Storefront repair and improvement assistance programs
- Canopy removal and awning installation
- Accessibility improvements and parking management
- Downtown wayfinding and signage

# Implementing Design



Improve facilities for people to walk within downtown and from nearby neighborhoods.

- *Repair existing sidewalks where needed and extend sidewalk network outward from downtown to connect to nearby neighborhoods. Ensure pedestrian-oriented lighting is provided along sidewalks in and around downtown, especially in business areas.*
- *Limit driveway cuts along sidewalks and prohibit parking across pedestrian rights-of-way.*
- *Develop a greenway trail connecting from the proposed civic space to downtown and neighborhoods east of downtown. Connect the greenway to the proposed network of greenways and parks described in the Citywide Land Use Plan.*

# Implementing Design

It should be easy to find Downtown Ozark from all sides of the city. One way to enhance access is to remove both physical and psychological interruptions to travel. Prime examples include: railroad grade crossings that are jarring to the senses; any apparent lack of continuity of local streets, traffic signals that seem to delay local motorists headed toward downtown while providing no obvious benefit to others, and sharing what seem to be local streets with large, through trucks. Marking and maintenance of roadways, railroad grade crossings and traffic signals, intersections and signage—all are critical to associating pleasant experiences with a trip to downtown. Major street intersections and traffic signals should be organized and timed to favor downtown destinations rather than obstruct and frustrate the motorist trying to get to the center of the city. This requires continuing review of all traffic control systems by city and state highway officials for the impact they have on desired traffic patterns, local accessibility and the separation of local and through traffic.



# Implementing Design



- *Include adequate wayfinding signage to public parking areas along the major thoroughfares leading to the Square. Ensure signage at entrances to parking areas are consistent with wayfinding signage.*
- *Install landscaping and/or low walls between the sidewalk and off-street parking area. Install interior landscaping, such as shade trees, where room is available within parking areas.*
- *Assess design and condition of public parking areas and improve as needed, taking into consideration parking layout, striping, surface, drainage, etc. Ensure that layout is properly organized and marked to maximize capacity.*

# Implementing Design

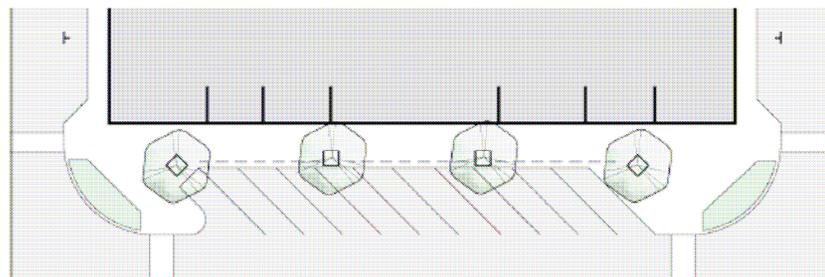
- *Removal of canopies will allow room along the sidewalk for new plantings, lighting, and other design improvements. Install street trees along the blocks facing the Square. Trees should be of a species, size and shape that do not hide storefronts and signage and that are low maintenance.*
- *Canopy removal will also enable businesses to install more effective signage and window displays and to accentuate storefronts through façade improvements and individual awnings. Awnings should be individually designed but be compatible in color, shape, and size with the storefront and surroundings.*



# Implementing Design

The time has come also to remove the street trees that have been blocking the views of corner storefronts on the Square and to plant street trees selected from the Downtown Plant List in Appendix B. The key will be to remove the trees and their stumps, repair the curbs and sidewalks as needed, add tree wells along the streets and plant the trees. Once the new trees are in place, shrubs and lower plant materials should be selected from the plant list and planted in the corner landings around the Square.

Most importantly, a city landscape maintenance function should be undertaken to assure these plant materials are maintained.



# Implementing the Concept

Appoint a Downtown Advisory Committee for Business and Economic Structure to organize and assist with:

- Downtown market research
- Matching vacant properties with needed business prospects
- Increasing the population within walking distance of downtown
- Adding a civic space or small park in or adjacent to downtown

# Implementing Restructuring

Redevelop the former downtown Wal-Mart shopping center for new residential uses.

- *Develop multi-family, attached, or cottage housing for retirees, empty nesters and other residential market groups wanting to downsize their living arrangements and responsibilities and who would be attracted to a location in walking distance of downtown shopping and services.*
- *Maintain the current grocery store housed within the mostly vacant shopping center.*
- *Break up the site into multiple blocks with new streets that connect into the surrounding street network. New streets should include sidewalks, planting strips, street trees, pedestrian-scaled light fixtures, and on-street parking. Include alleys/shared drives that access internal parking areas.*



# Implementing Restructuring

Infill vacant or undeveloped lots.

- *Develop new homes in residential areas surrounding downtown, such as along Newton Avenue, to increase population near downtown and reduce vacancy.*
- *Infill sites with new housing comparable with the historic residential architecture and development patterns around downtown. Residential densities should decrease further from downtown.*

Develop a civic open space to house special community events that can promote downtown.

- *Use city-owned property fronting on Wilkins Street for development as a city park designed for civic events, including fairs, festivals, and assembly points for parades. Consider land swap with owners of adjoining undeveloped land if available City property is inadequate.*
- *Ensure improved open space is properly connected to downtown, and especially the Square, through sidewalk and other improvements along Wilkins Street.*





**LEGEND**

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# Downtown Action Agenda (1)

- Adopt the Downtown Plan (planning commission)
- Ratify the Downtown Plan as city policy (city council)
- Reorganize the Downtown Redevelopment Authority (DRA)
- Establish a Downtown Promotions Advisory Committee to the DRA
- Establish a Downtown Design Advisory Committee to the DRA
- Establish a Downtown Business Advisory Committee to the DRA
- Develop benchmark information to assess progress
- Join the National Mainstreet Network
- Prepare and implement a downtown promotion promotion

# Downtown Action Agenda (2)

- Prepare and implement a downtown marketing campaign
- Prepare and implement a downtown joint advertising program
- Coordinate downtown business hours
- Program regular downtown weekday events
- Prepare a recurring community special event calendar for downtown
- Install Historic Downtown Ozark wayfinding signage on US 231
- Improve the downtown maintenance program
- Develop funding assistance for downtown building rehabilitation
- Remove the canopies from all downtown storefronts

# Downtown Action Agenda (3)

- Install awnings on downtown storefronts as appropriate
- Designate a downtown historic district
- Prepare and adopt downtown historic district standards
- Rezone downtown to support mixed use development
- Rezone downtown edges to discourage strip development
- Rezone downtown edges to support medium density residential development
- Prepare a downtown capital improvements program and budget
- Repair and extend sidewalks to connect downtown to nearby neighborhoods
- Review and update the sign ordinance to support the downtown plan

# Downtown Action Agenda (4)

- Improve streetscapes along Broad and Union adjacent to downtown
- Prepare a downtown parking lot improvement plan and program
- Implement a downtown parking management program
- Improve public parking lot wayfinding, landscaping and lighting
- Coordinate downtown garbage collection times and locations
- Improve Peacock Parkway image and landscape
- Develop a civic open space and/or park downtown

# Planning Ozark

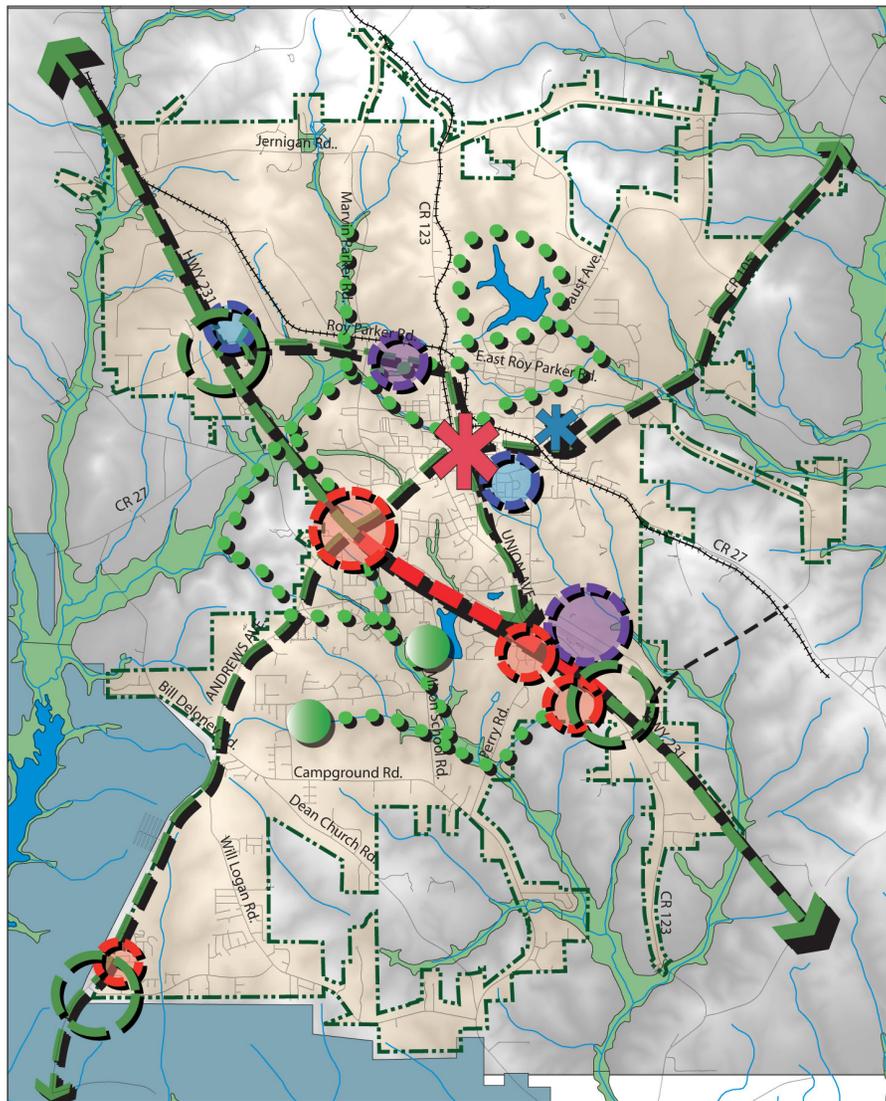
## Land Use Plan

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# Strategic Concept

## The Ingredients

- Assets
- Local desires
- Opportunities
- Existing conditions
- Adjacent development
- Vacant land and buildings
- Accessibility, water and sewer
- Drainage / wetlands / flooding



STRATEGIC CONCEPT

MARCH 22, 2007 DRAFT

Legend			
	Image Improvements		Gateway
	Proposed Road		Future Park
	Commercial Corridor		Downtown
	Commercial Activity Center		Industrial Corridor
	High School		Institutional Development
	Potential Greenway		Fort Rucker

# Strategic Concept

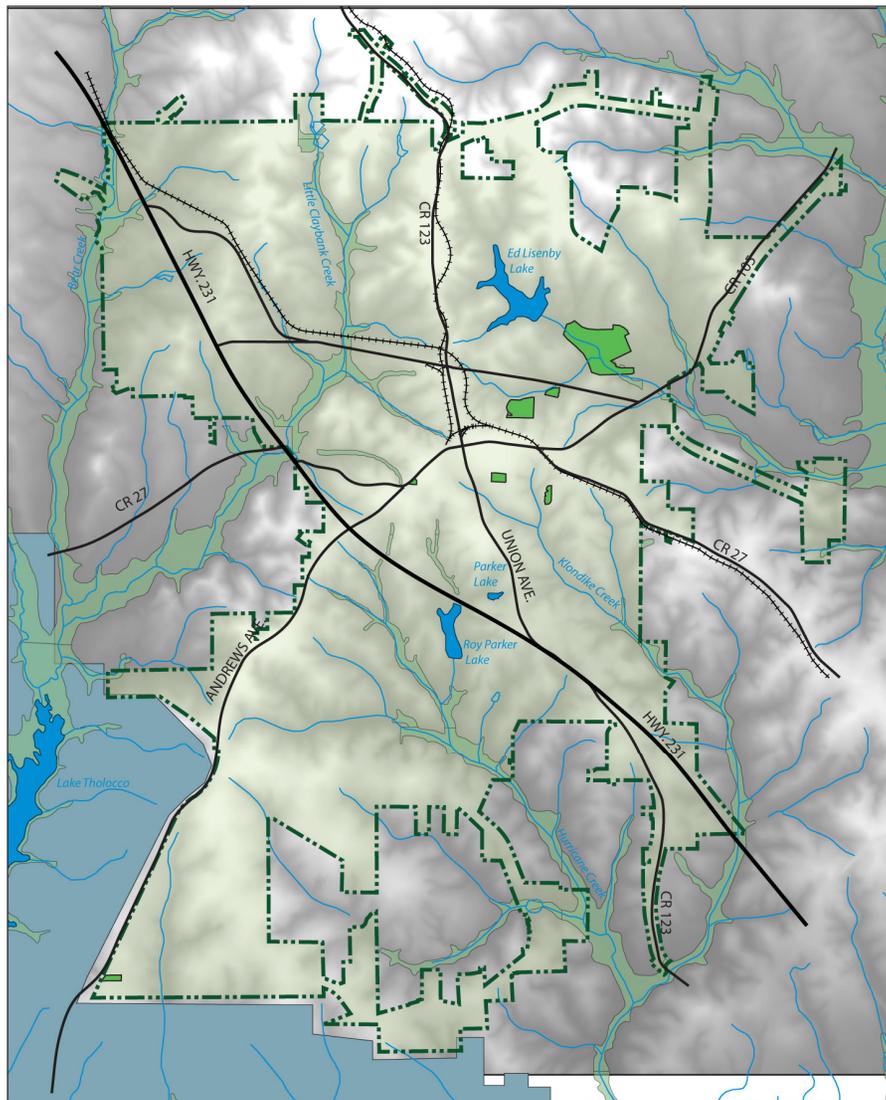
## Essential Elements (1)

- The gateways to the city will be well defined and each of the main corridors through town will reflect an appropriate image.
- The city will have a plan and program for annexation of territory that supports its planned image, health, safety, and welfare.
- Neighborhoods will be planned, designed and built to provide a focus and a sense of place.

# Strategic Concept

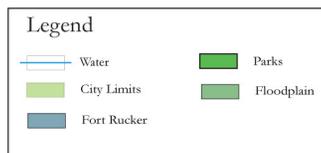
## Essential Elements (2)

- The city's commercial development will be organized mostly into activity centers at logical intersections of arterials and collector streets, and along corridors designated for such uses.
- Industrial development will be directed primarily to existing industrial parks and toward sites used previously for industrial and other intensive purposes.
- The city's "green infrastructure" will be conserved and respected by the development management system.



GREEN INFRASTRUCTURE

MARCH 22, 2007 DRAFT



# Land Use Plan

## Green Infrastructure Elements

- Parks and recreation facilities
- Public and semi-public open space resources
- Floodways and flood plains
- Wetlands and wet soils
- Surface water
- Steep slopes

# Land Use Plan

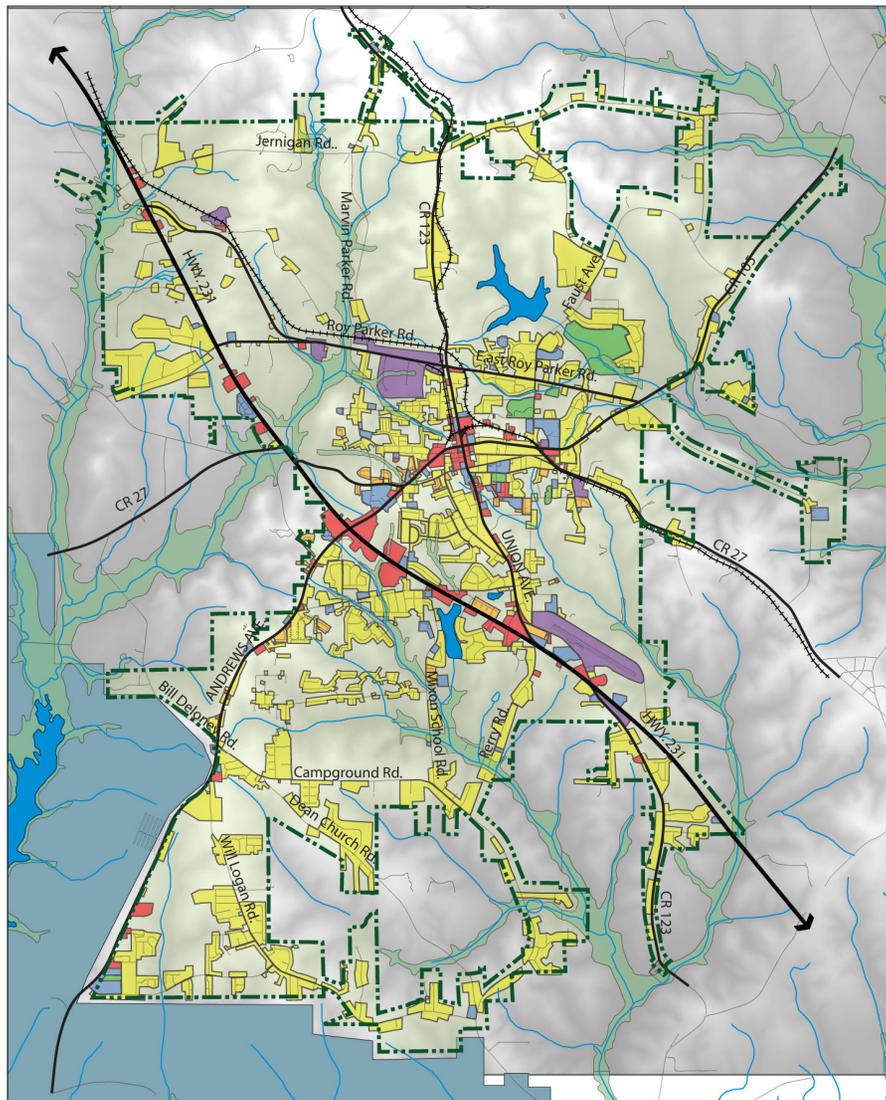
## Major Land Use Policy Themes (1)

- Protect Ozark's green infrastructure
- Build a city of neighborhoods supported by activity centers
  - Support, maintain and enhance Downtown as the heart of the city
  - Organize residential development into true neighborhoods
  - Strategically locate civic, educational, recreational and community commercial functions around the city in support of neighborhoods
  - Focus citywide and regional commerce into highly concentrated, highly accessible centers and corridors accessible by high-capacity arterials
  - Focus light industry, office uses and recreational and institutional uses into activity centers served by arterial and collector streets

# Land Use Plan

## Major Land Use Policy Themes (2)

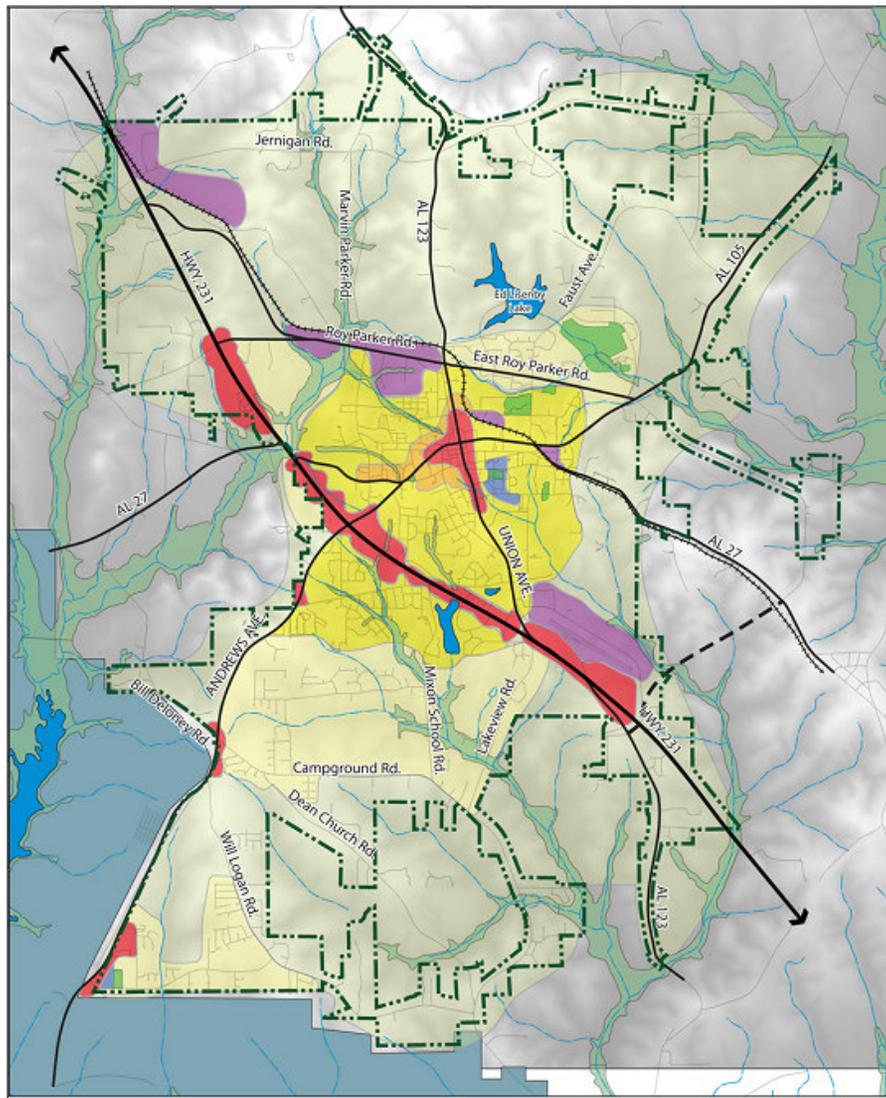
- Maintain and enhance Ozark's community character
- Expand transportation and accessibility opportunities
- Develop in areas served by water and sewer
- Protect and reinvest in the community



EXISTING LAND USE

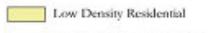
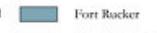
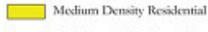
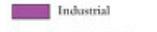
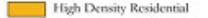
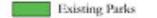
MARCH 22, 2007 DRAFT

Legend		
<span style="display:inline-block; width:15px; height:15px; background-color:red;"></span> Commercial	<span style="display:inline-block; width:15px; height:15px; background-color:blue;"></span> Institutional	<span style="display:inline-block; width:15px; height:15px; background-color:grey;"></span> Utilities
<span style="display:inline-block; width:15px; height:15px; background-color:yellow;"></span> Single Family Residential	<span style="display:inline-block; width:15px; height:15px; background-color:purple;"></span> Industrial	<span style="display:inline-block; width:15px; height:15px; background-color:lightgreen;"></span> Agriculture & Undeveloped
<span style="display:inline-block; width:15px; height:15px; background-color:orange;"></span> Multi-Family Residential	<span style="display:inline-block; width:15px; height:15px; background-color:green;"></span> Parks and Recreation	<span style="display:inline-block; width:15px; height:15px; background-color:lightblue;"></span> Fort Rucker



FUTURE LAND USE

Legend

- |   |   |   |
|---|---|---|
|  Very Low Density Residential |  Commercial            |  Proposed Road     |
|  Low Density Residential      |  Office/ Institutional |  Fort Rucker       |
|  Medium Density Residential   |  Industrial            |  Flood Prone Areas |
|  High Density Residential     |  Existing Parks        |   |

# Plan Implementation

## Six-Part Strategy

- Get the private sector interested and involved
- Get other agencies playing on our team
- Take direct action: invest with our own money
- Shape the actions of others with good laws
- Provide incentives for others to take the lead
- Be sure every power and every dollar is used in support of plan implementation

# Land Use Plan Action Agenda (1)

- Adopt the Land Use Plan (planning commission)
- Ratify the Land Use Plan as city policy (city council)
- Prepare, adopt and implement an annexation strategy
- Acquire abandoned railroad rights of way
- Appoint a Historic Preservation Commission
- Designate one or more residential historic districts
- Prepare and adopt residential historic district design standards
- Adopt the ICC Existing Building Code
- Apply for SAFETEA funding for streetscape improvements

# Land Use Plan Action Agenda (2)

- Incorporate Activity Center criteria into the zoning ordinance
- Incorporate Activity Center criteria into the subdivision regulations
- Add a Corridor Overlay District to the zoning ordinance for arterial streets
- Add the Neighborhood Design Criteria to the subdivision regulations
- Add a Mixed Use category and regulations to the zoning ordinance
- Prepare and implement a US 231 Access Management plan and program
- Prepare and implement an access management program for arterial streets
- Prepare, adopt and implement a citywide tree ordinance
- Review and update the zoning ordinance and map
- Replace the subdivision regulations

# Land Use Plan Action Agenda (3)

- Review and update the sign ordinance to support the image corridors
- Add a comprehensive set of landscape regulations to the zoning ordinance
- Include the Residential Design Criteria in the subdivision regulations
- Include the Commercial Design Criteria in the subdivision regulations
- Include the Watershed Criteria as a checklist in the subdivision regulations
- Develop a citywide truck route plan and program
- Screen Public Works facility from street views
- Prepare a capital improvements program coordinated with the plan
- Prepare and implement a citywide greenway system plan and program

# Planning Ozark

## Downtown Plan Land Use Plan

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