

June 2010

Greater Downtown Plan

Tuscaloosa, Alabama

Coming
SOON





The Vision

- ***Vibrant, Progressive and Sustainable ... for Living, Working and Playing***
- **The Elements ...**
 - Economically Viable
 - Mix of Uses --- Retail, Office, and Residential
 - Preserved Historic Resources
 - Enhanced Cultural Initiatives
 - Dynamic Main Street Program
 - Traffic "Calmed" Lurleen Wallace Boulevard





The Vision (cont'd)

■ The Elements (cont'd)

- Fully Occupied and Utilized Buildings & Sites
- Enhanced Landscaping
- Designed with Excellence
- Walkable and Bikable
- Linked Open Spaces – RiverWalk, Capitol Park & Annette Shelby Park
- Innovative Land Use Controls





The Planning Products

- **Land Use Plan**
- **Development Concept Plan**
- **Mobility Plan**
- **Historic Preservation Plan**
- **Main Street Program**
- **Regulatory Controls**
 - Overlay District
 - SmartCode
 - Property Maintenance Code
- **Implementation Strategies**



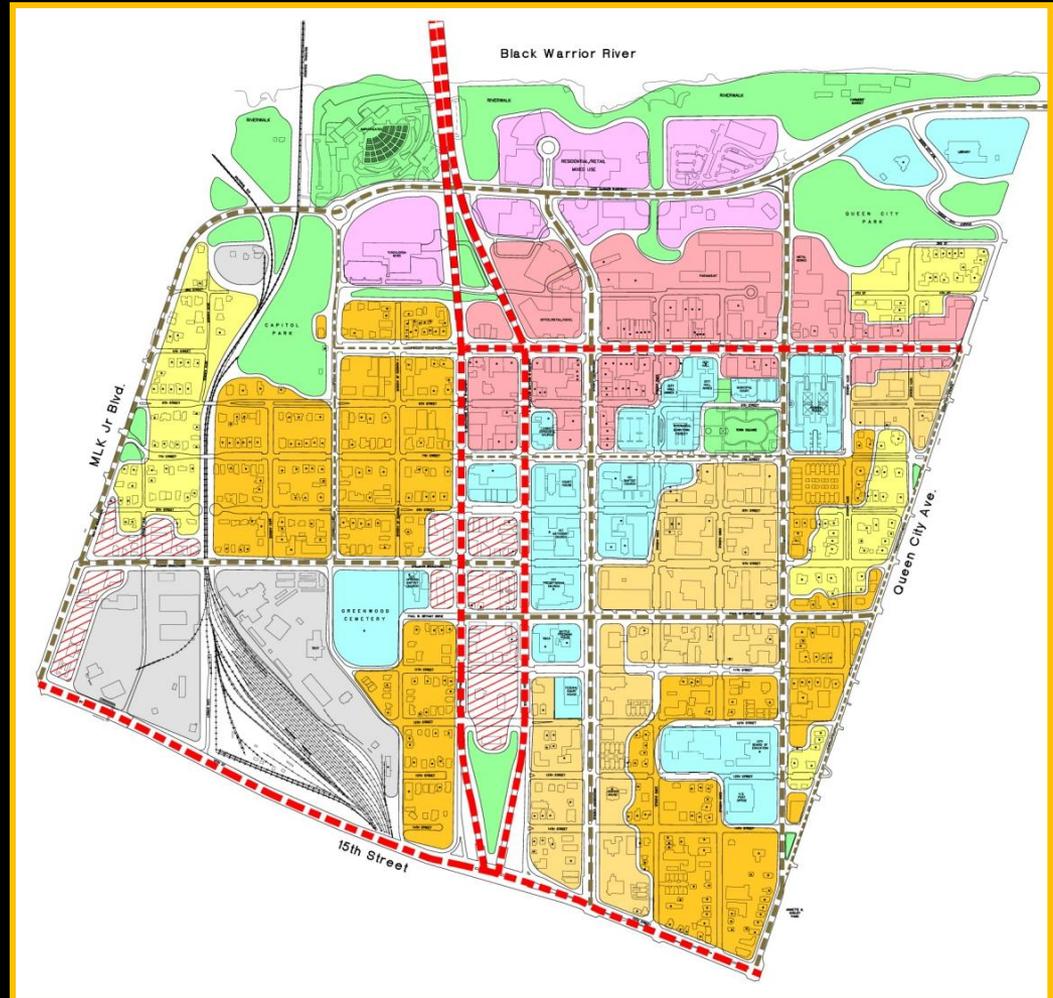


The Land Use Plan

- 1300 lots on
- 450 acres

LEGEND

- DOWNTOWN CORE
- DOWNTOWN FRINGE
- RIVER FRONT DEVELOPMENT
- COMMERCIAL CORRIDOR
- OFFICE-RESIDENTIAL
- RESIDENTIAL
- INDUSTRIAL
- CIVIC-INSTITUTIONAL
- PARK OPEN SPACE
- CONTRIBUTING HISTORIC STRUCTURE
- MAJOR ARTERIAL
- MINOR ARTERIAL
- COLLECTOR





The Development Concept Plan

LEGEND

- EXISTING BUILDING
- HISTORIC/ CONTRIBUTING BUILDING
- POTENTIAL BUILDING
- POTENTIAL OFFICE/ RESIDENTIAL
- POTENTIAL TOWNHOME
- PROPOSED STREETSCAPING
- PARK
- OPEN SPACE
- RIVERFRONT TRAIL
- MAJOR GATEWAY
- MINOR GATEWAY





The Mobility Plan



LEGEND	
	MAJOR ARTERIAL
	MINOR ARTERIAL
	COLLECTOR

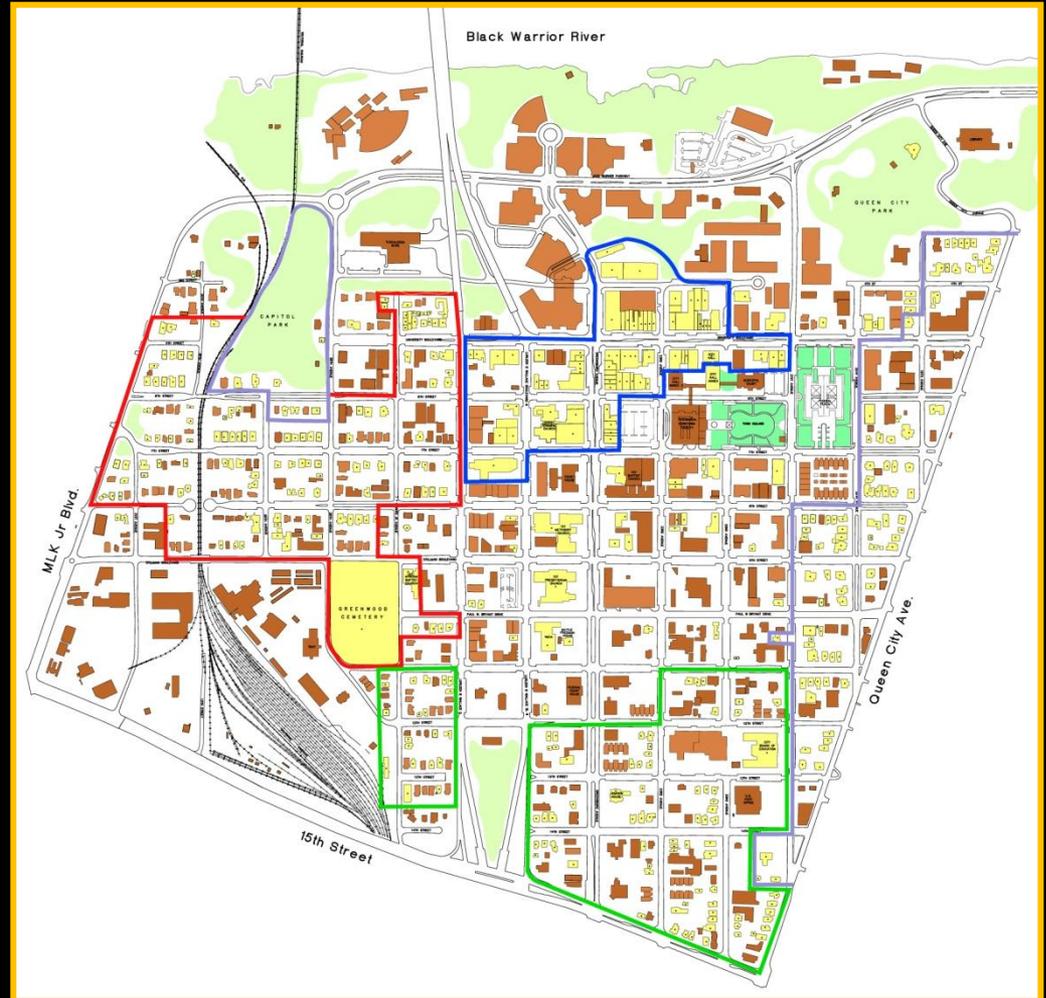


The Historic Preservation Plan



LEGEND

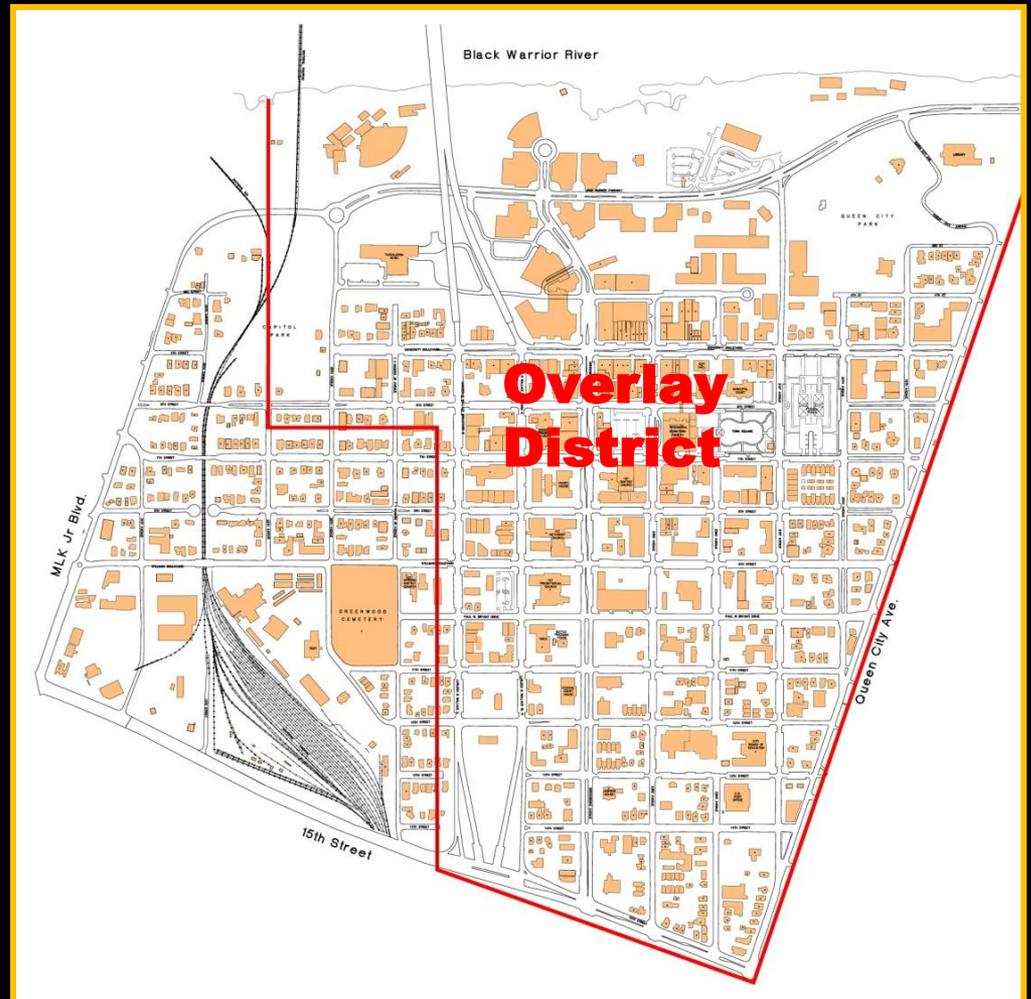
-  HISTORIC / CONTRIBUTING BUILDING
-  EXISTING AND PROPOSED BUILDING (NON-HISTORIC)
-  DOWNTOWN TUSCALOOSA NATIONAL REGISTER DISTRICT-REVISED
-  DRUID CITY HISTORIC DISTRICT
CAPITOL PARK HISTORIC DISTRICT
-  POTENTIAL LOCAL/NAT. REGISTER DISTRICT
-  POTENTIAL CONSERVATION DISTRICT





The Downtown Overlay District

- **Standards & Guidelines**
 - Land Uses
 - Building Placement
 - Building Materials
 - Parking Lots Location
 - Signage
 - Lighting
 - Landscaping





Adding New Civic Buildings



Farmers Market



Federal Plaza



Intermodal Downtown Facility



Transportation
Museum



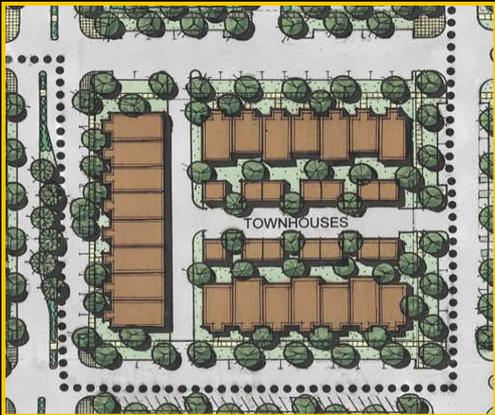
Annex III



Expanding In-Town Living

Existing

Potential





Increasing Outdoor Enjoyment



Amphitheater



Governmental Plaza



Annette
Shelby Park



Capitol Park



The RiverWalk

The “To-Do” List ...

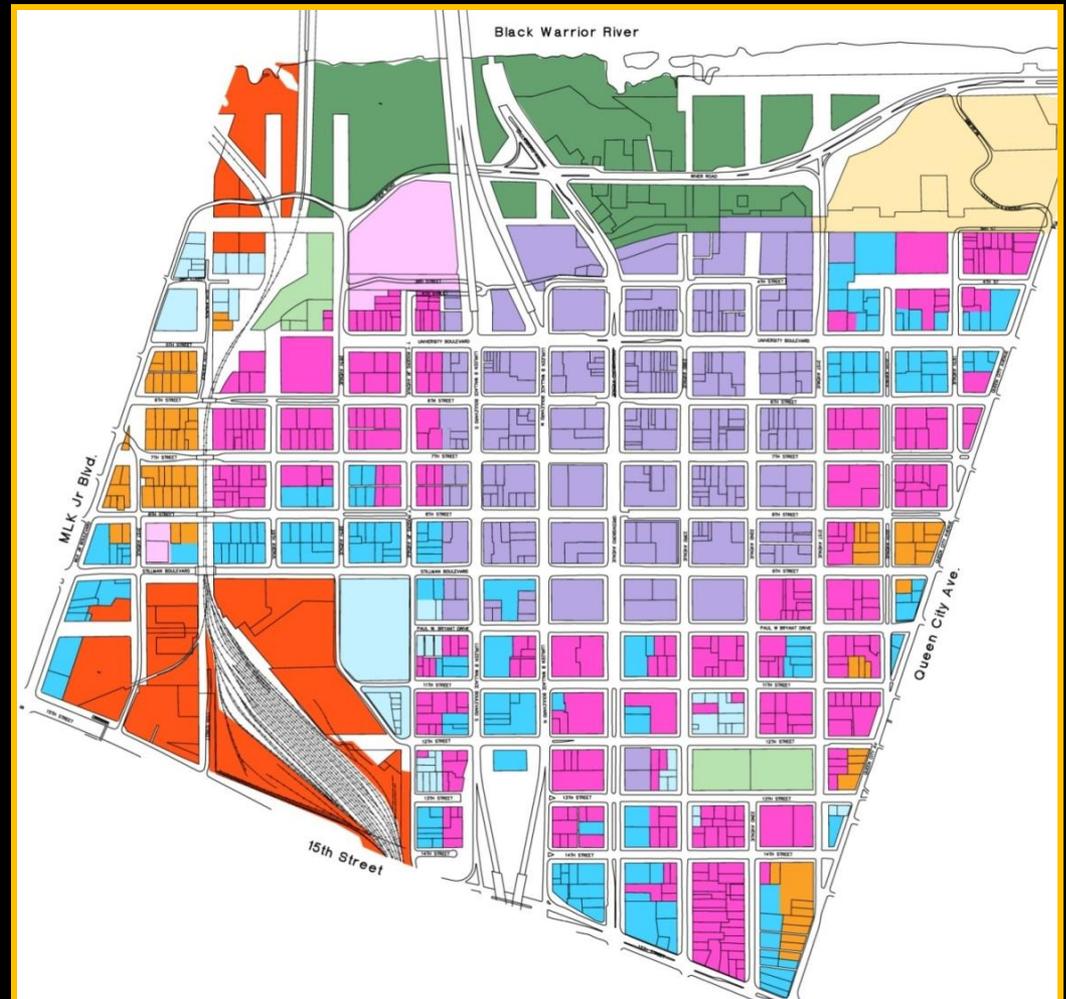




Replace Old Zoning Code with ...

LEGEND

- R-1: RESIDENCE
- R-3: RESIDENCE
- R-4: MODERATE DENSITY RESIDENCE
- BC: CENTRAL BUSINESS
- BGO: GENERAL BUSINESS-OFFICE
- BN: NEIGHBORHOOD COMMERCIAL
- I: INSTITUTIONAL
- RD: RIVERFRONT DEVELOPMENT
- ML: LIGHT INDUSTRY
- MG: GENERAL INDUSTRY



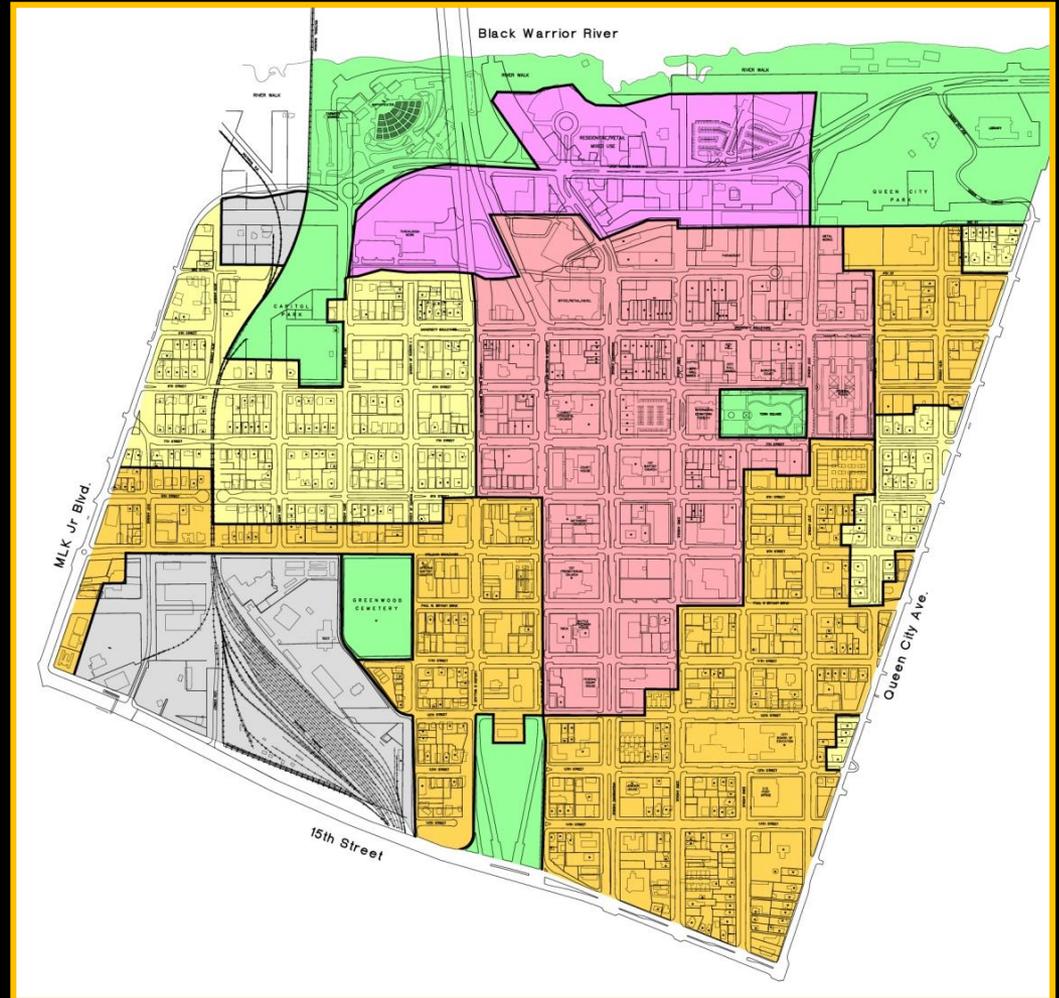


Newly Adopted SmartCode

LEGEND

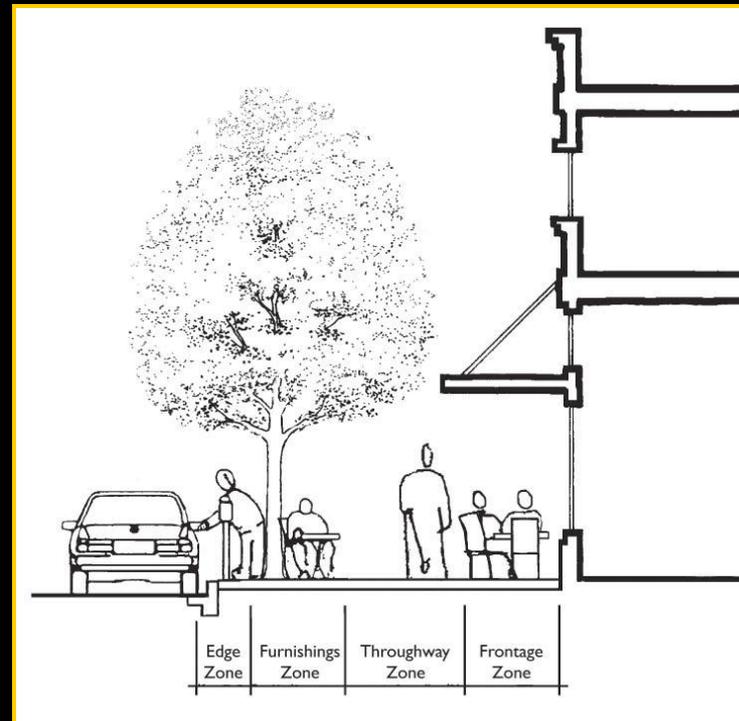
-  T-5 DOWNTOWN CORE
-  T-5R DOWNTOWN RIVERFRONT
-  T-4.5 DOWNTOWN EDGE
-  T-4 URBAN-RESIDENTIAL
-  T-2 RESERVE (PARK-OPEN SPACE-CEMETERY)
-  SD-I SPECIAL DISTRICT-INDUSTRIAL
-  CONTRIBUTING HISTORIC STRUCTURE

NOTE : MAP CONTAINS EXISTING & PROPOSED BUILDINGS



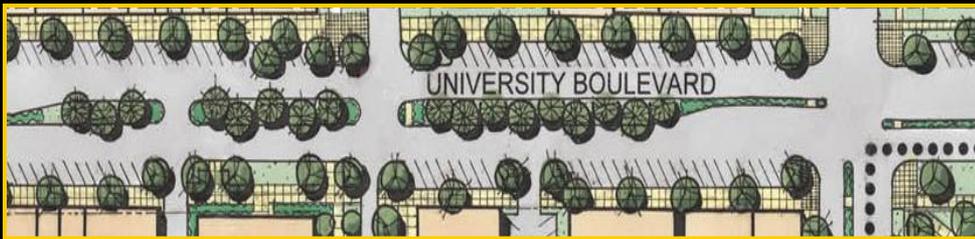


Improve the Pedestrian Experience





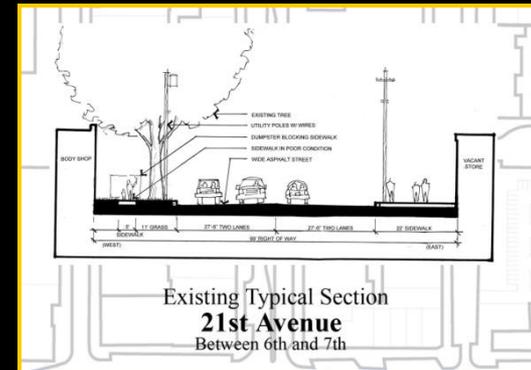
Improve Streetscapes



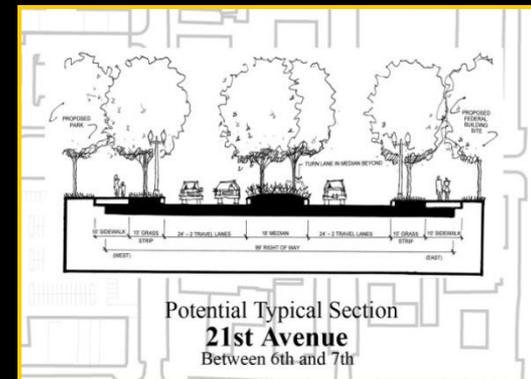
University Boulevard Improvements



Jack Warner Pkwy. /MLK jr / 28th Ave.



Existing Typical Section
21st Avenue
Between 6th and 7th



Potential Typical Section
21st Avenue
Between 6th and 7th

21st Avenue



Improve Streetscapes (2)

- Before



- After



Existing Entrance on I-359



Potential Major Gateway Treatment



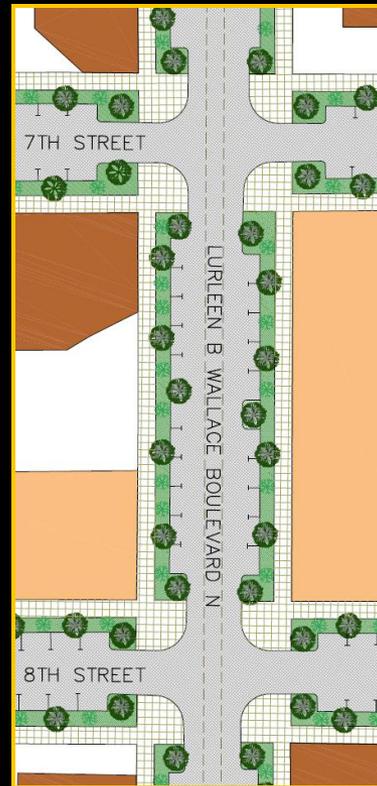
Enhance "Walkability"

■ Sharing the Lurleens & Other Streets

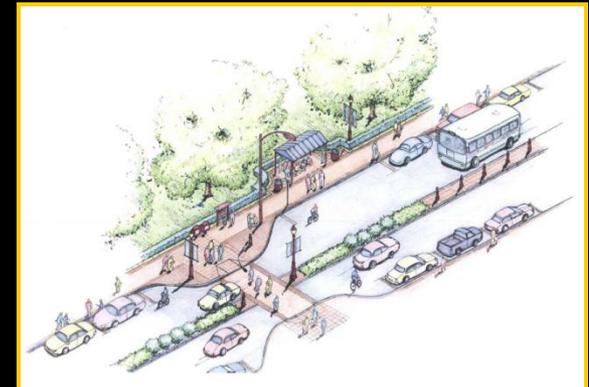
Lurleen Wallace Blvd.



Opportunity for curb
"bump-outs"



Other Streets





Enhance "Bikability"



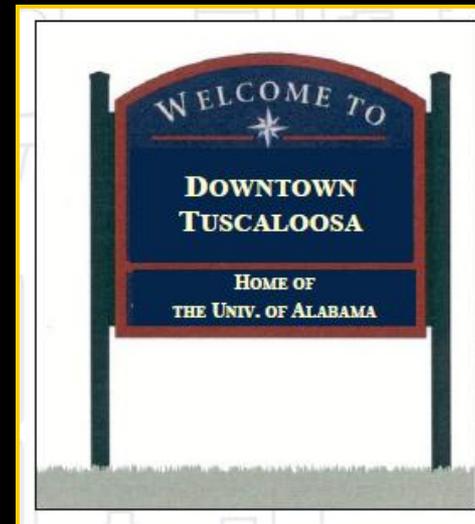


Increase Transit "Availability"



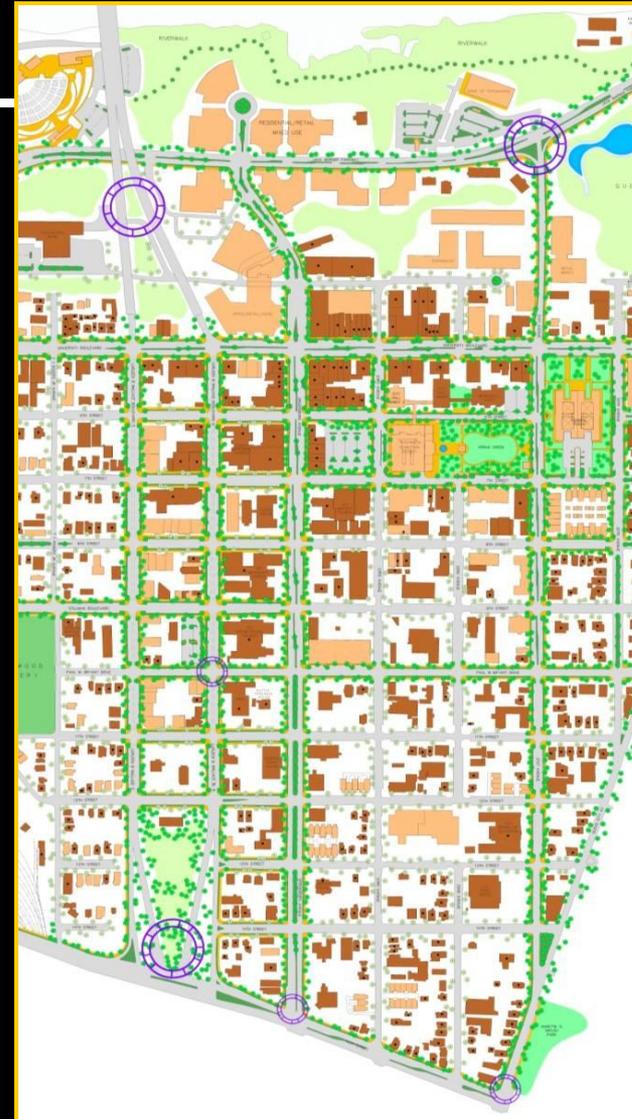


Provide Wayfinding





Create Gateways





Preserve Tuscaloosa's Heritage

- Encourage historically-sensitive development
- Promote Preservation



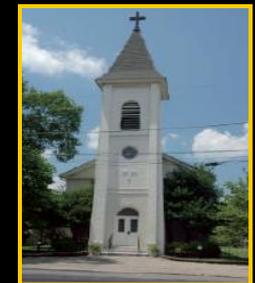


Preserve Tuscaloosa's Heritage (2)

- Protect historic remnants between Lurleen Wallace Boulevards



- Nominate Individual Properties to Nat. Reg.
 - Hunters Chapel A.M.E.,
 - Greenwood Cemetery
 - First Methodist Church
 - First Presbyterian Church
 - St. John the Baptist Catholic Church

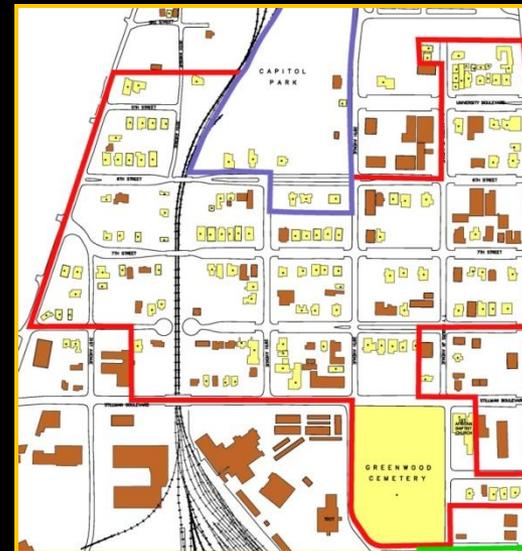
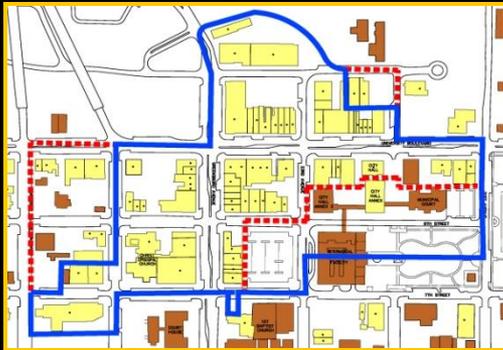




Preserve Tuscaloosa's Heritage (3)

- Revise boundaries of Downtown National Register District
- Consider designating a Local Historic District

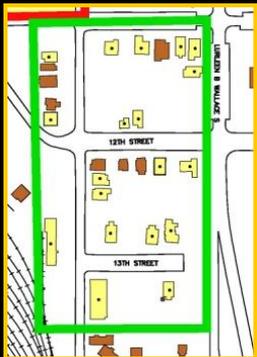
- Expand Capitol Park National Register District





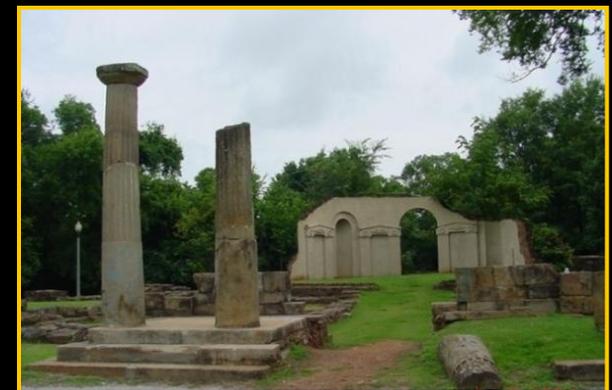
Preserve Tuscaloosa's Heritage (4)

- Consider "Conservation" Districts south of Bryant Drive and also 11th Street
- Undertake Historic Survey of MLK Jr. Neighborhoods



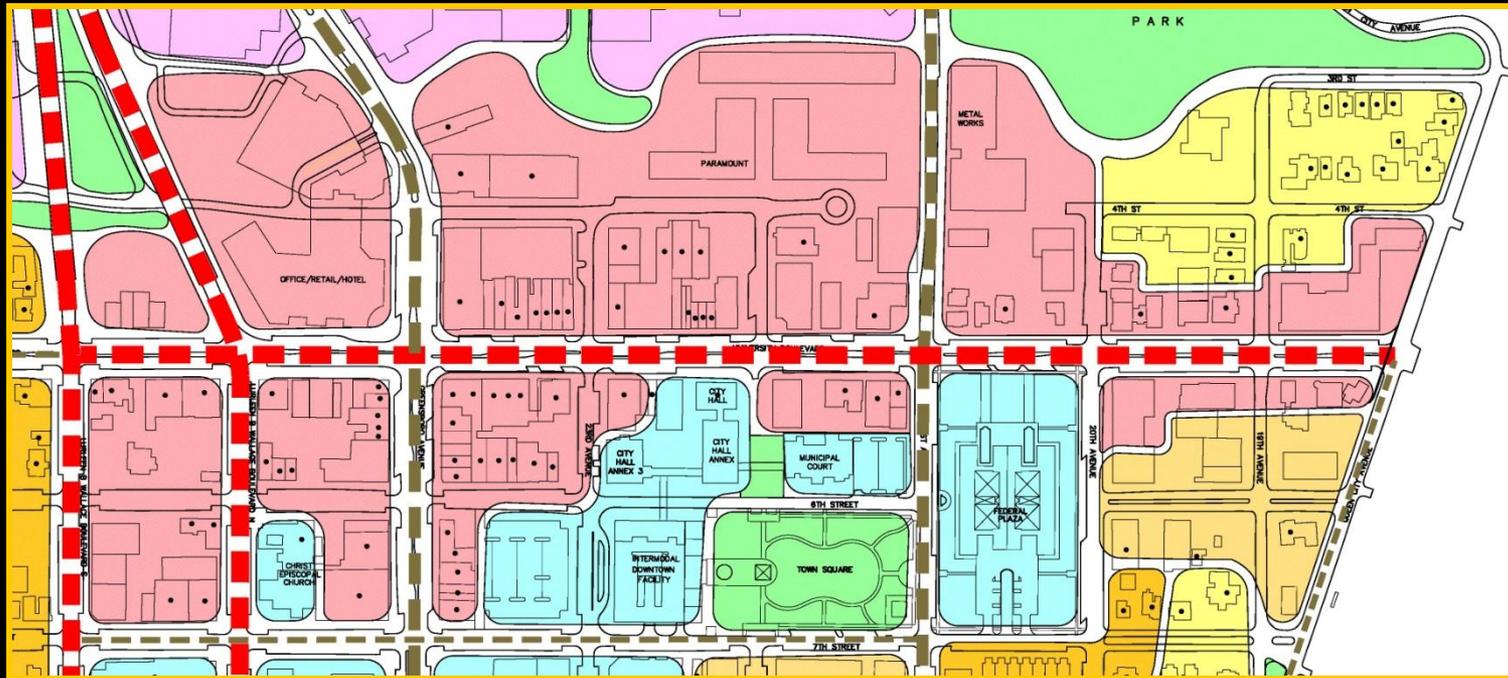


Enhance Cultural Opportunities & Arts





Create a Main Street Program



Red & Blue – Potential Geography of Main Street Area



Main Street – 4 Point Approach

■ Organization

- Assembling human and financial resources

■ Promotions

- Marketing Main Street unique characteristics

■ Design

- Enhancing Main Street via historic building rehabilitation, sensitively-designed new construction, friendly streets, convenient parking, and attractive windows, signage and landscaping

■ Economic Restructuring

- Strengthen existing economic assets and expanding future economic opportunities



Main Street – Organizational Steps

- Incorporation & Bylaws
- Board of Directors & Advisors
- Geographical Boundaries
- Mission / Strategic plan
- Annual Goals
- Work Program & Benchmarks
- Funding & Budget
- Program Director
- Committees
 - Promotions
 - Design
 - Economic Restructuring
- Physical Presence



Main Street – Sample Work Program

- Four-Point Approach training
- Coordination with civic & business organizations
- Fundraising
- Joint advertising
- Business retention & recruitment plan
- Residential infill
- Regular & seasonal events
- Coordinated “open” hours
- Historic building façades renovations program
- Parking management plan
- Landscaping
- Coordinated garbage collection & removal of dumpsters from public view
- Provision of civic space and public art



Summarizing the “To-Do” List

- **SmartCode**
- **Main Street Program**
- **Cultural Arts**
- **Historic Preservation**
 - Downtown Nat. Register District
 - Nat. Register nominations
 - Local Historic Districts
- **Transit**
 - Expanded hours & improved linkages
- **Walkability & Bikability**
 - Lurleen Wallace Blvd. – north of 8th St.
 - Designated bike lanes
- **Continued streetscape improvements**
- **Capitol Park enhancements**
- **Gateways into Greater Downtown**
- **Wayfinding – directional signage**



Choices ... Evaluating the present

Imagination ... Considering the possibilities

Vision ... Setting the course for a

Greater Downtown Tuscaloosa



Thank You!

Connie Cooper, FAICP

Cooper Consulting Co., Inc.

3523 McKinney Avenue, Ste. #235, Dallas, TX 75204

214-228-0211 C 214-520-0729 F

ccconniecooper@cs.com