



Public Kick-Off Meeting

**Downtown Revitalization
Planning Project**

**Wetumpka, Alabama
August 26, 2013**

Meeting Agenda

- **Project Overview**
- **Initial Observations**
- **Identification of Challenges & Opportunities**
- **Identification of Model Downtowns**
- **Wrap Up / Next Steps**



Project Overview

STUDY AREA BOUNDARIES:

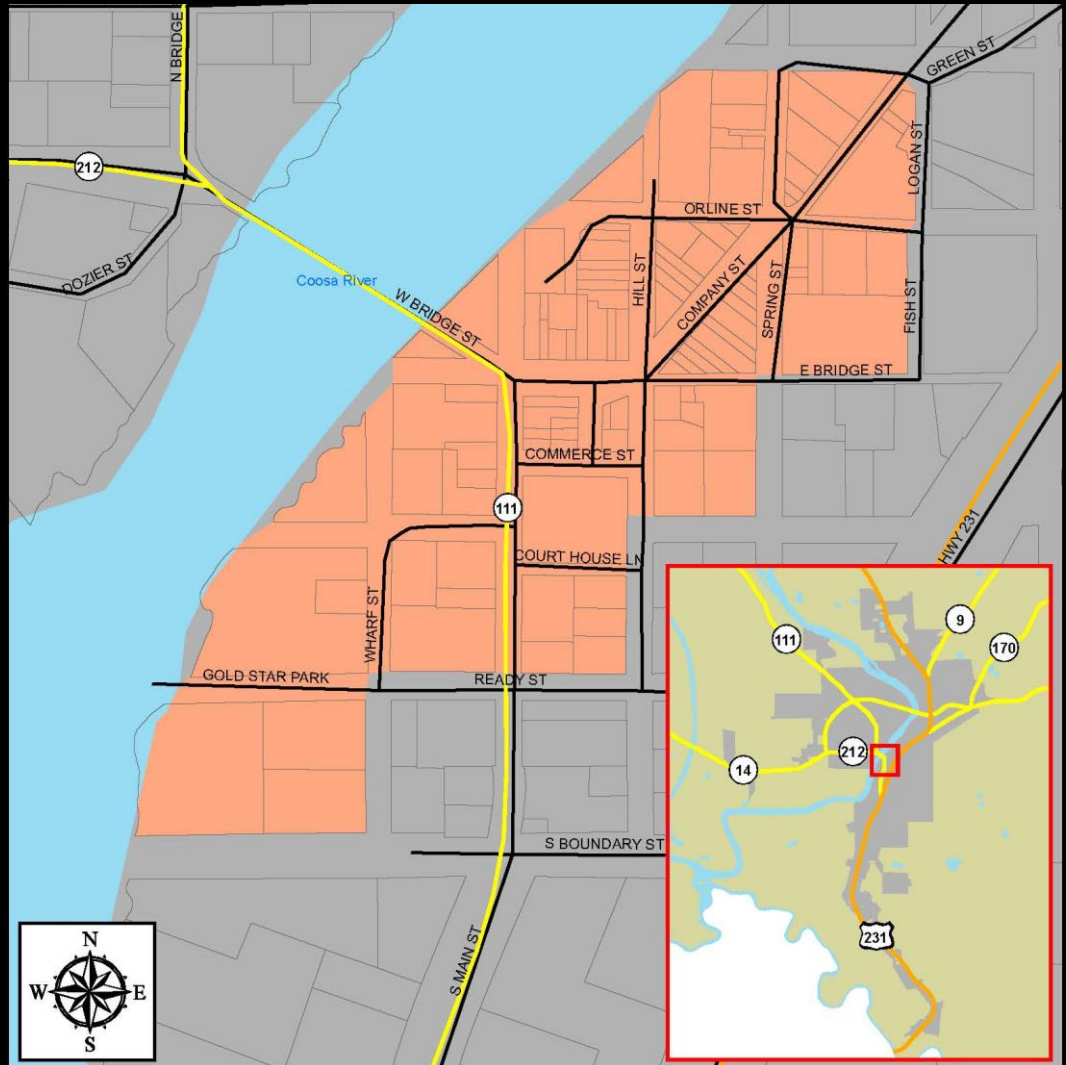
N – Green Street

S – S. Boundary Street

E – Varies

- Fish Street
- Spring Street
- Hill Street
- Warf Street

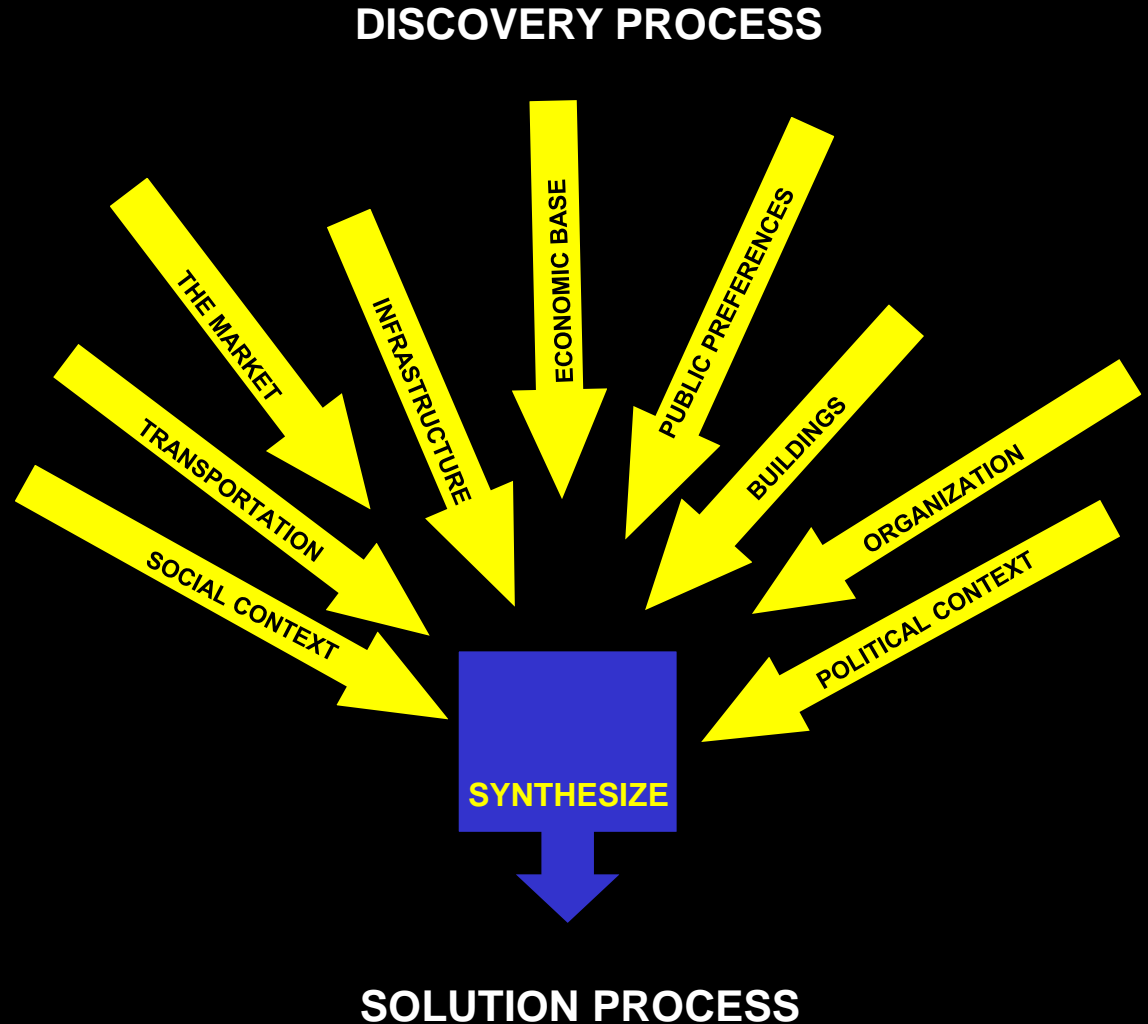
W – Coosa River



Project Overview

KEY STEPS:

- 1.0 Background Research & Analysis
- 2.0 Charrette & Concept Plan
- 3.0 Draft Plan Preparation
- 4.0 Plan Presentation & Revisions



Project Overview

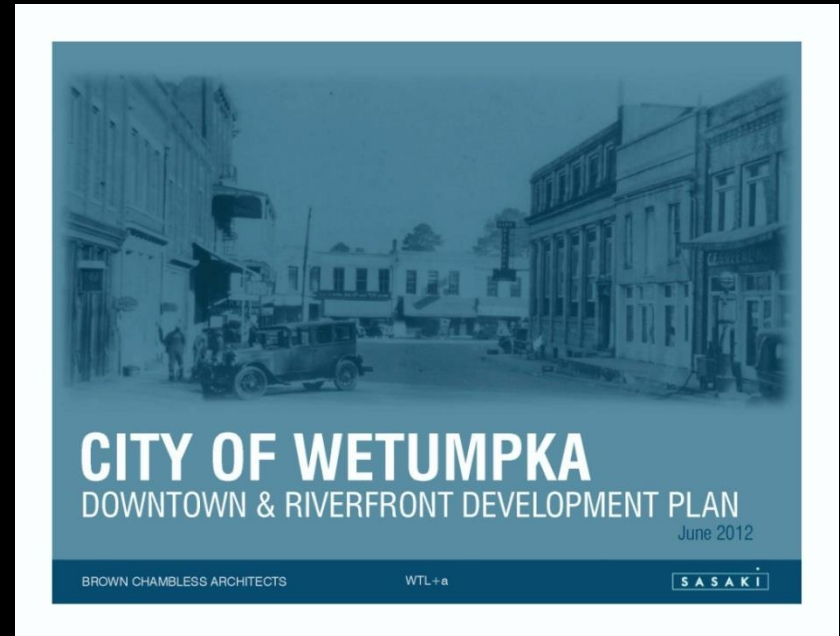
HOW DOES THIS PLAN RELATE TO THE 2012 PLAN?

2012 PLAN FOCUSED ON:

- Broad planning principles
- Catalyst projects
- Precedents from elsewhere

THIS PLAN WILL FOCUS ON:

- Building upon 2012 plan
- Much greater detail for specific subjects (land uses, urban design, streets and parking, key projects, etc.)

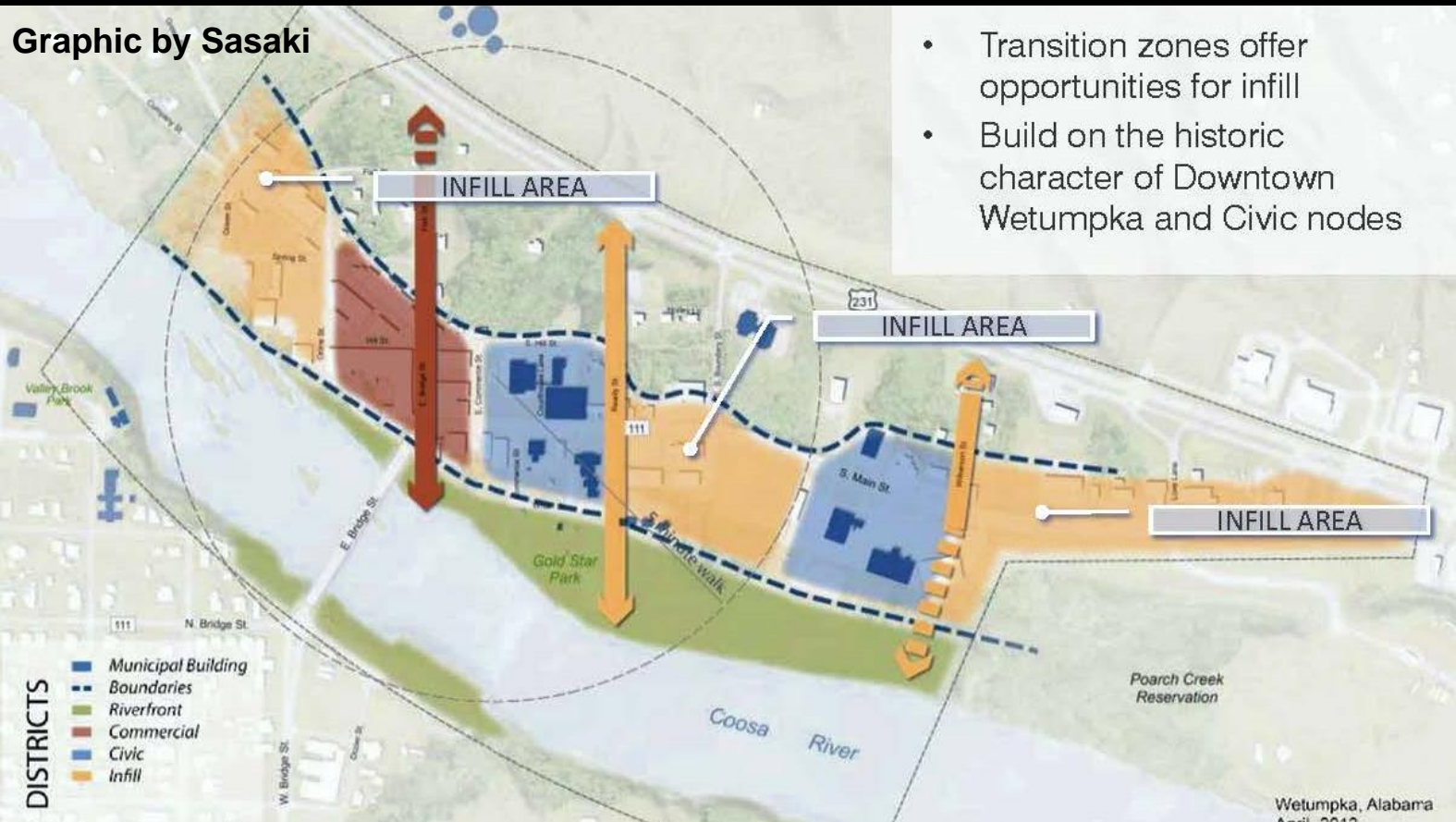


Project Overview

2012 PLAN – Zones

Historic Zone / Civic Zones / Transition Zones

Graphic by Sasaki



- Transition zones offer opportunities for infill
- Build on the historic character of Downtown Wetumpka and Civic nodes

Project Overview

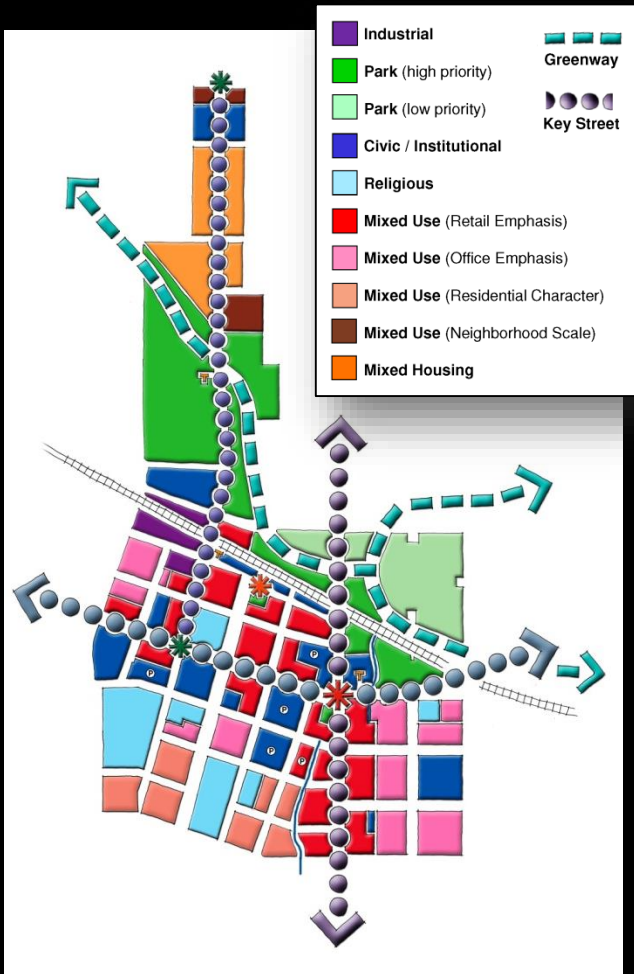
2012 PLAN – Catalyst Projects

Also features “Market Potentials” and “Precedents”



Project Overview

THIS PLAN – More detail (examples from our other plans)



Initial Observations: Organization

- **City of Wetumpka**
- **Elmore County / ECEDA**
- **Wetumpka Chamber of Commerce**
- **Elmore County Historical Society**
- **Central Alabama Regional Planning & Development Commission**
- **Alabama Dept. of Econ. Develop. & Community Affairs**



Initial Observations: Physical Characteristics

Aerial Photograph

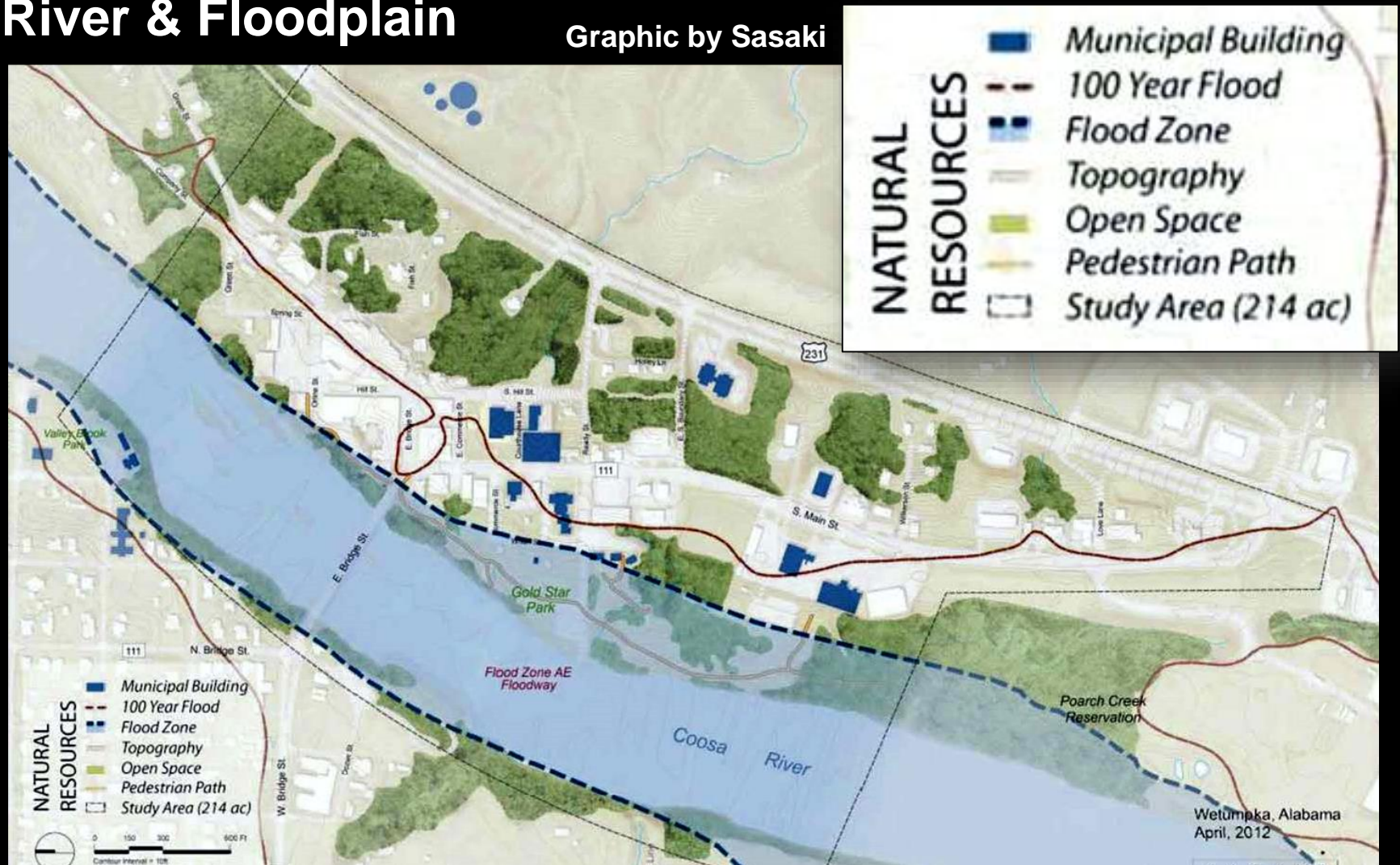
Graphic by Sasaki



Initial Observations: Physical Characteristics

River & Floodplain

Graphic by Sasaki



Initial Observations: Physical Characteristics

Elevations

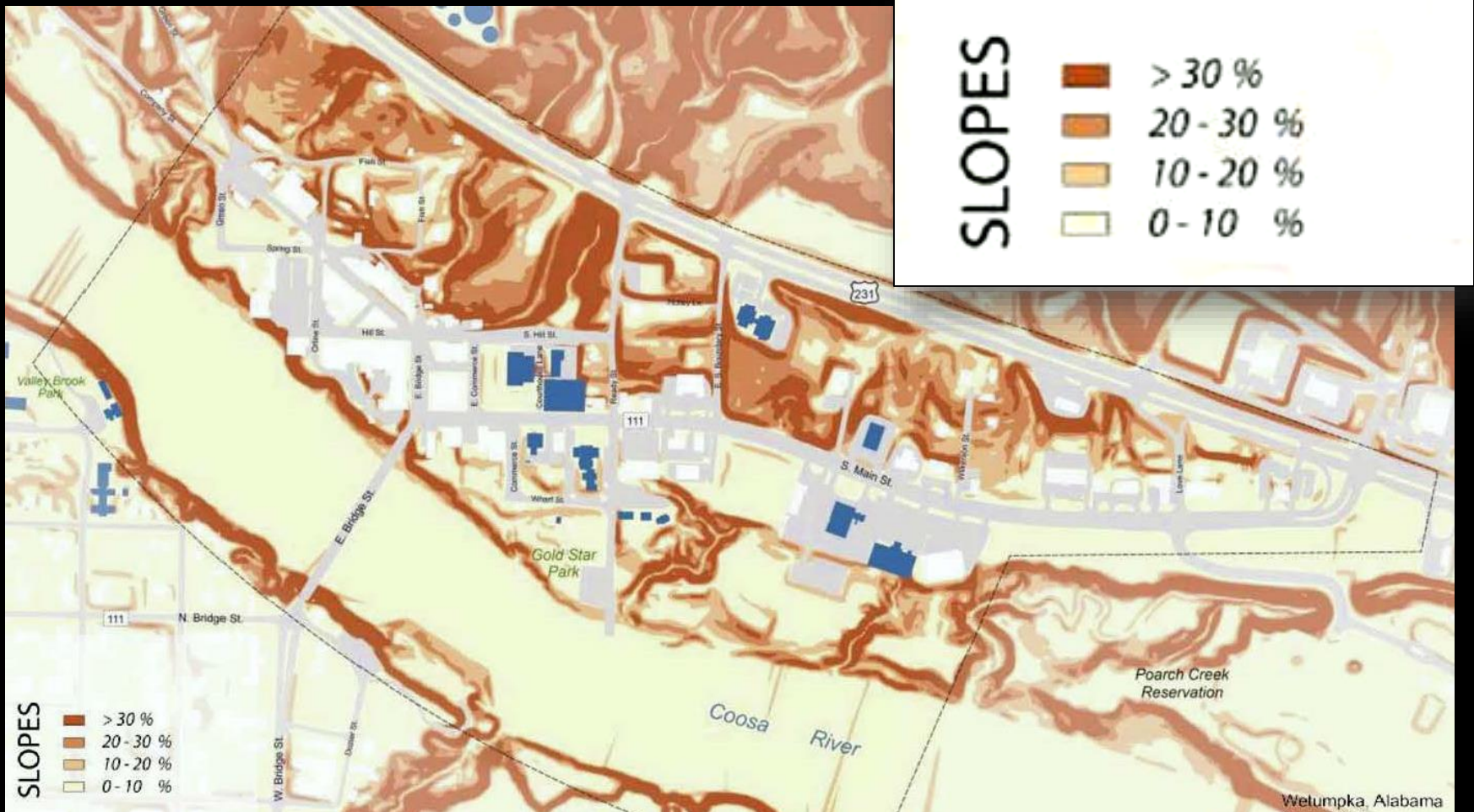
Graphic by Sasaki



Initial Observations: Physical Characteristics

Topography

Graphic by Sasaki



Initial Observations: Physical Characteristics

Streets - Grid Pattern Over Axial Streets

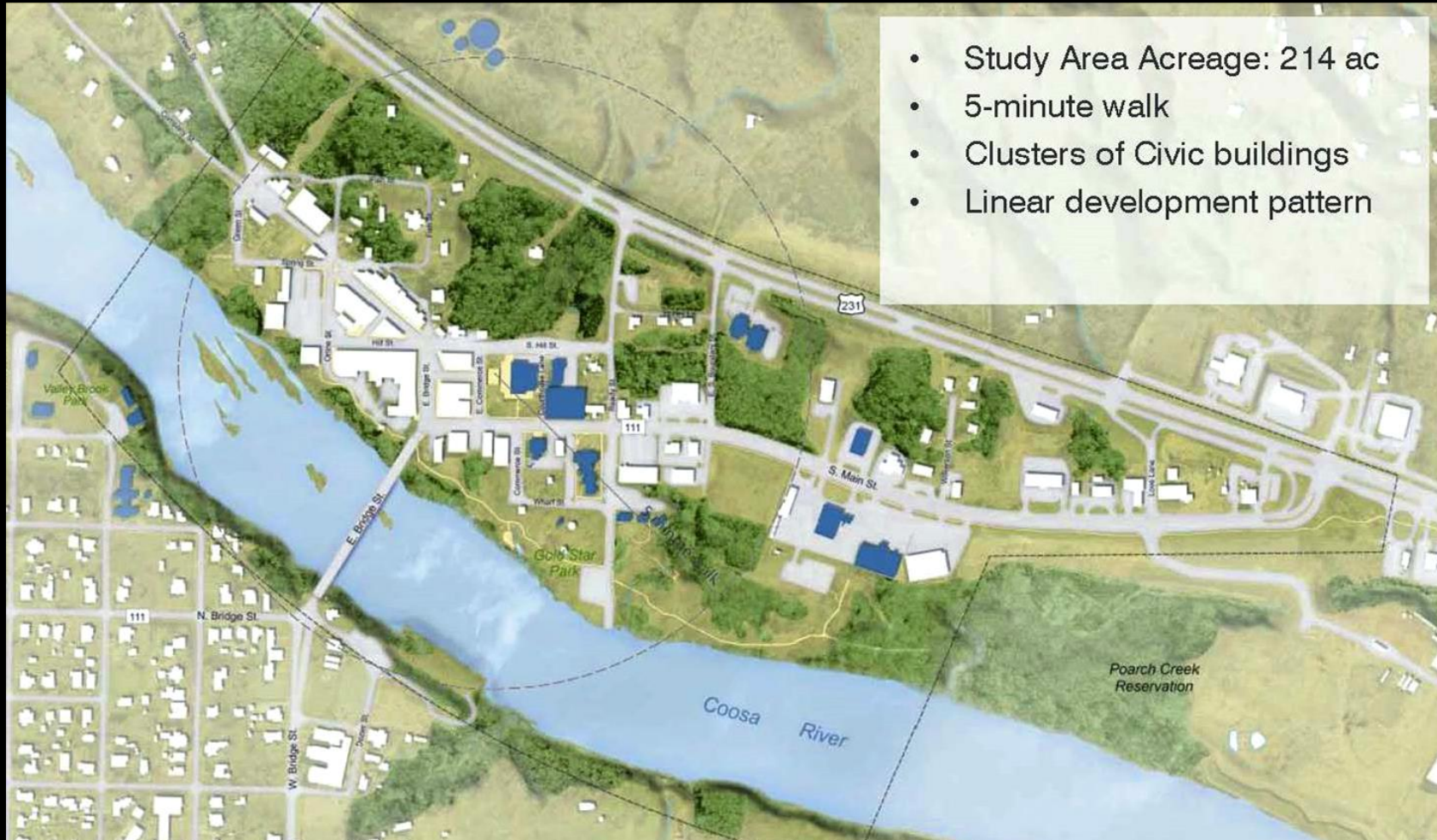
Graphic by Sasaki



Initial Observations: Physical Characteristics

Building Footprints (blue are public)

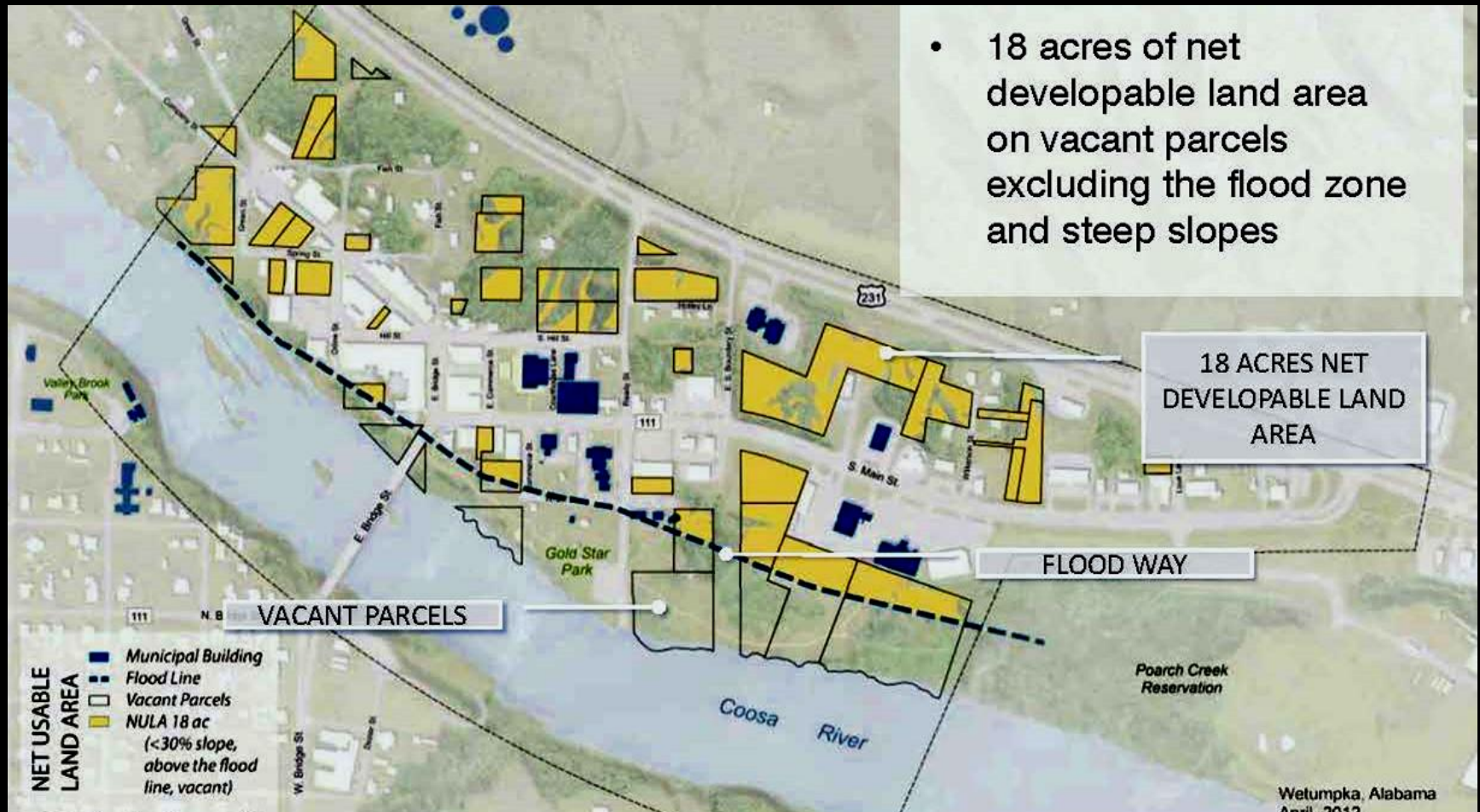
Graphic by Sasaki



Initial Observations: Physical Characteristics

Developable Land (yellow)

Graphic by Sasaki



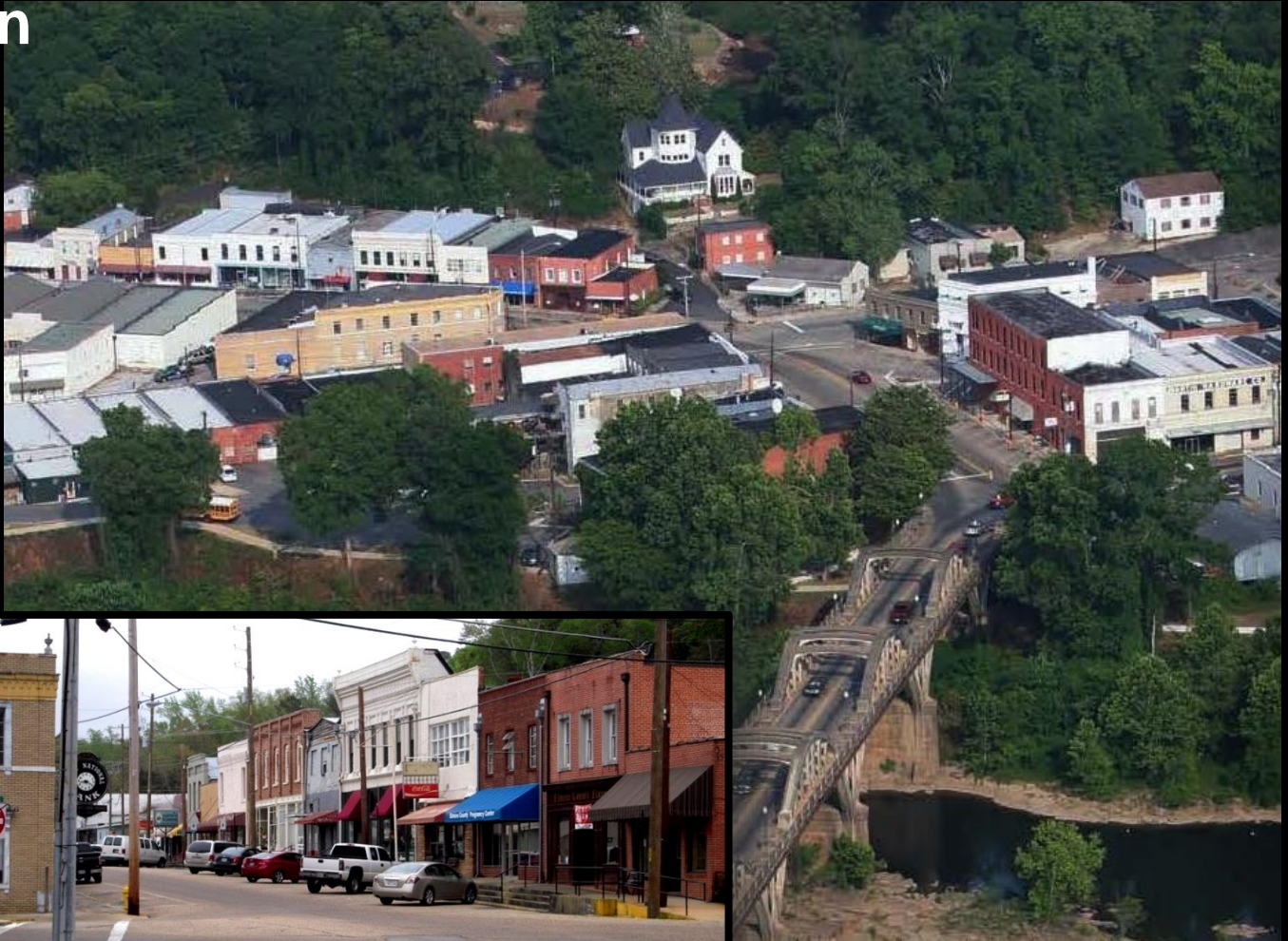
Initial Observations: Physical Characteristics

Urban Design

Spatial Patterns:

- Buildings to streets
- Buildings to buildings

Public Spaces



Initial Observations: Physical Characteristics

Architecture:

- Fortunate to have historic photographs
- Many early buildings have survived
- Historic buildings are a key part of downtown's "brand" (image / identity)



Initial Observations: Physical Characteristics

Architecture: So intact a movie was filmed here



On the set of "The Grass Harp"

Initial Observations: Physical Characteristics

Architecture

Potential Improvements:

Reversing alterations to historic buildings:

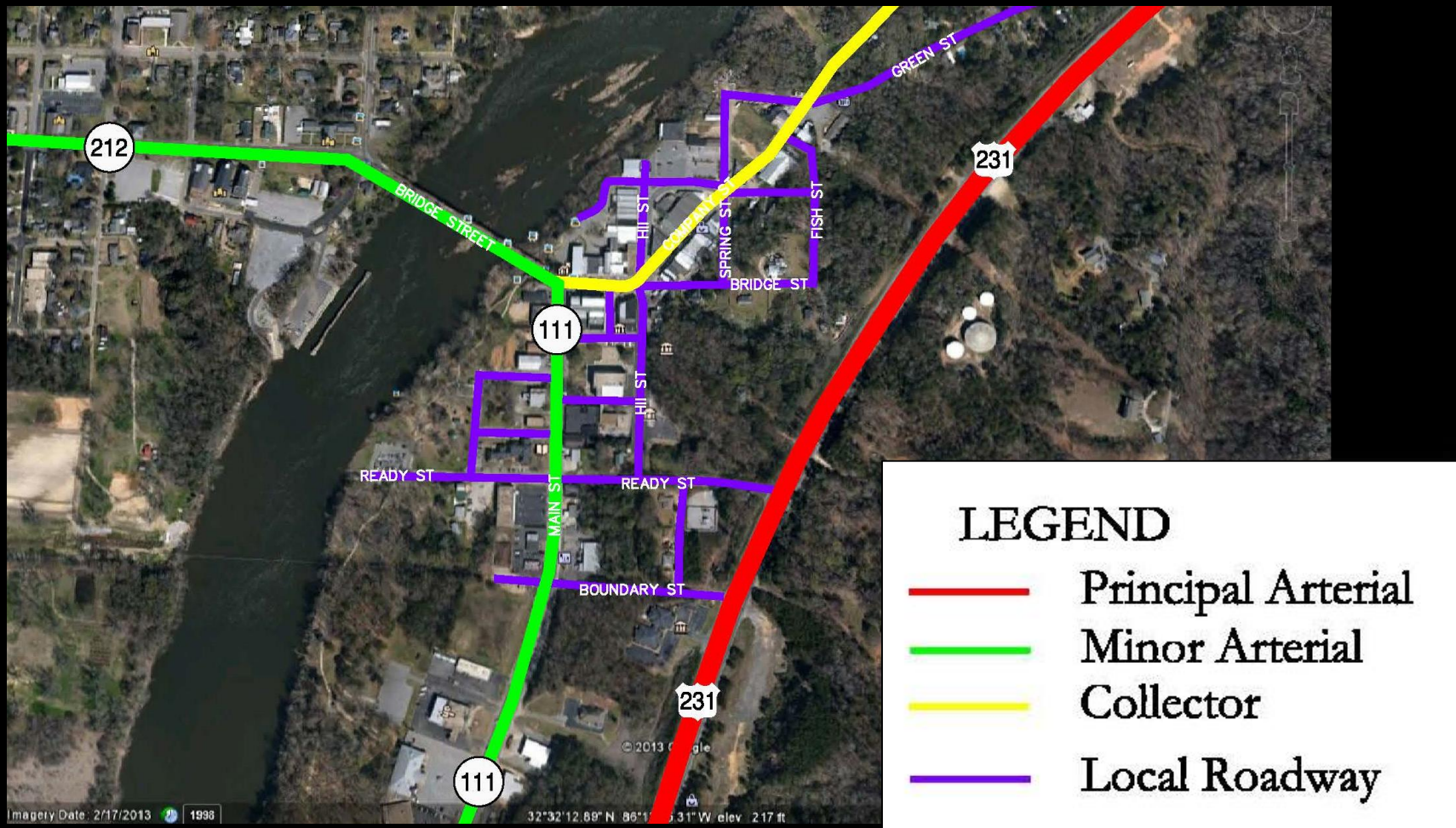
- Reopening doors & windows
- Removing inappropriate canopies
- Removing non-original façade cladding
- Providing more appropriate signage (scale, materials and placement)



Positive model for storefront design

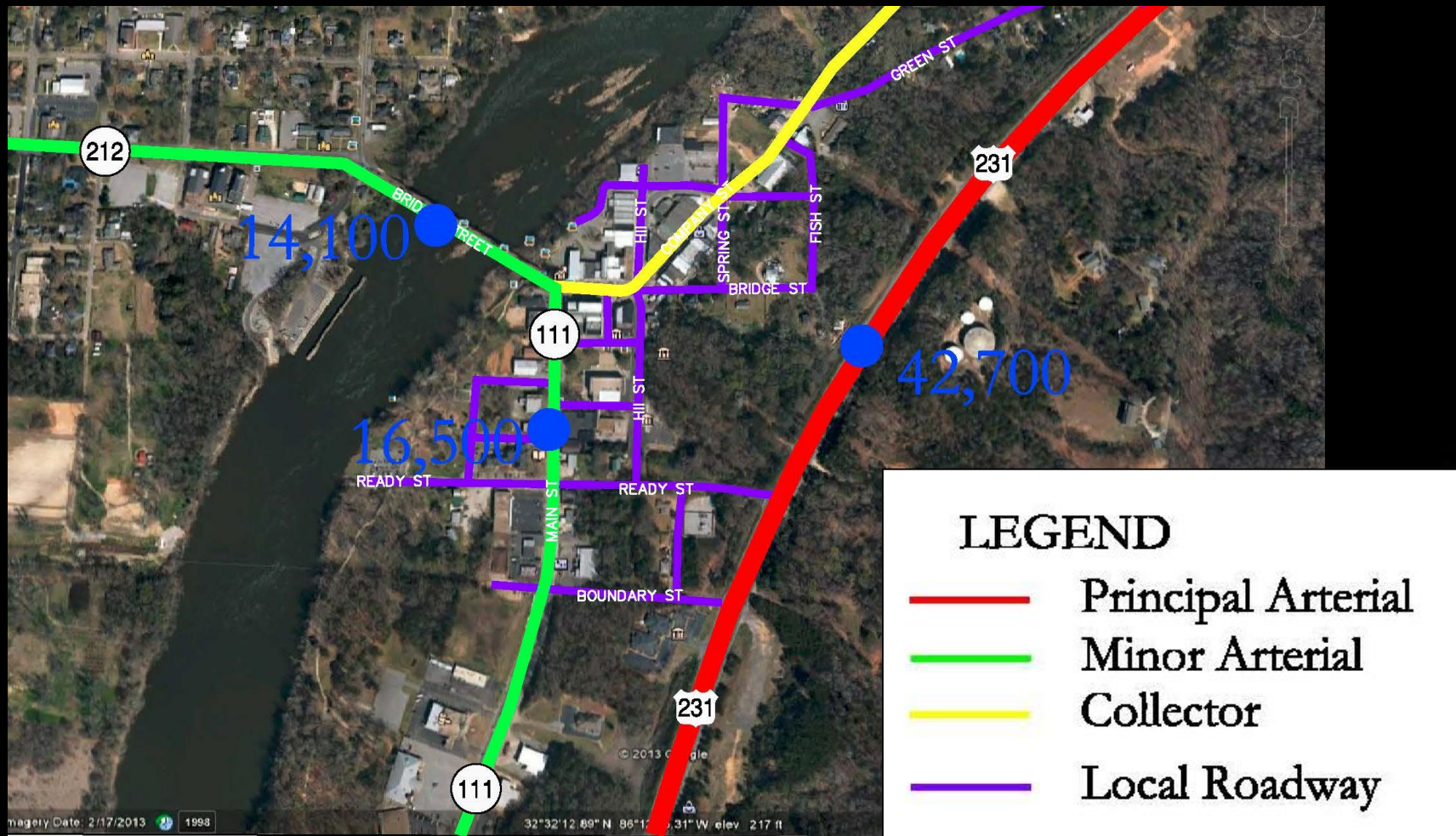
Initial Observations: Physical Characteristics

Transportation - Circulation



Initial Observations: Physical Characteristics

Transportation - Traffic Volumes



Initial Observations: Physical Characteristics

Parking

Approximately 500 Spaces:

- Public Parking Lots
- Private Parking Lots
- On-Street Spaces

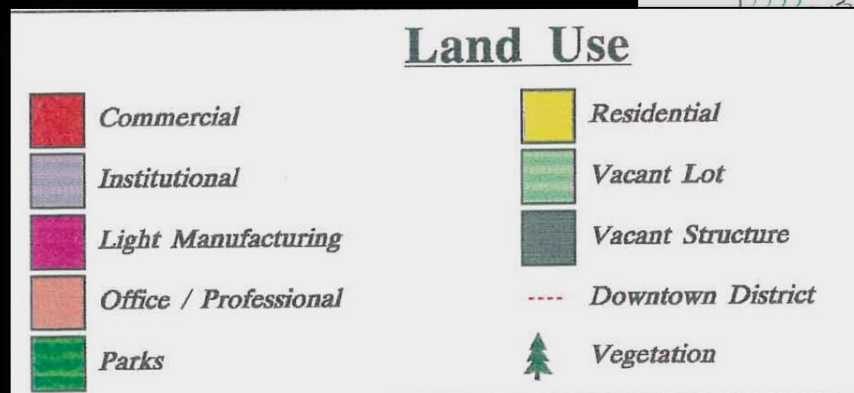


Initial Observations: Uses, Ownership & Economy

Existing Land Uses

per the 1995
*Wetumpka
Downtown
Enhancement Guide*

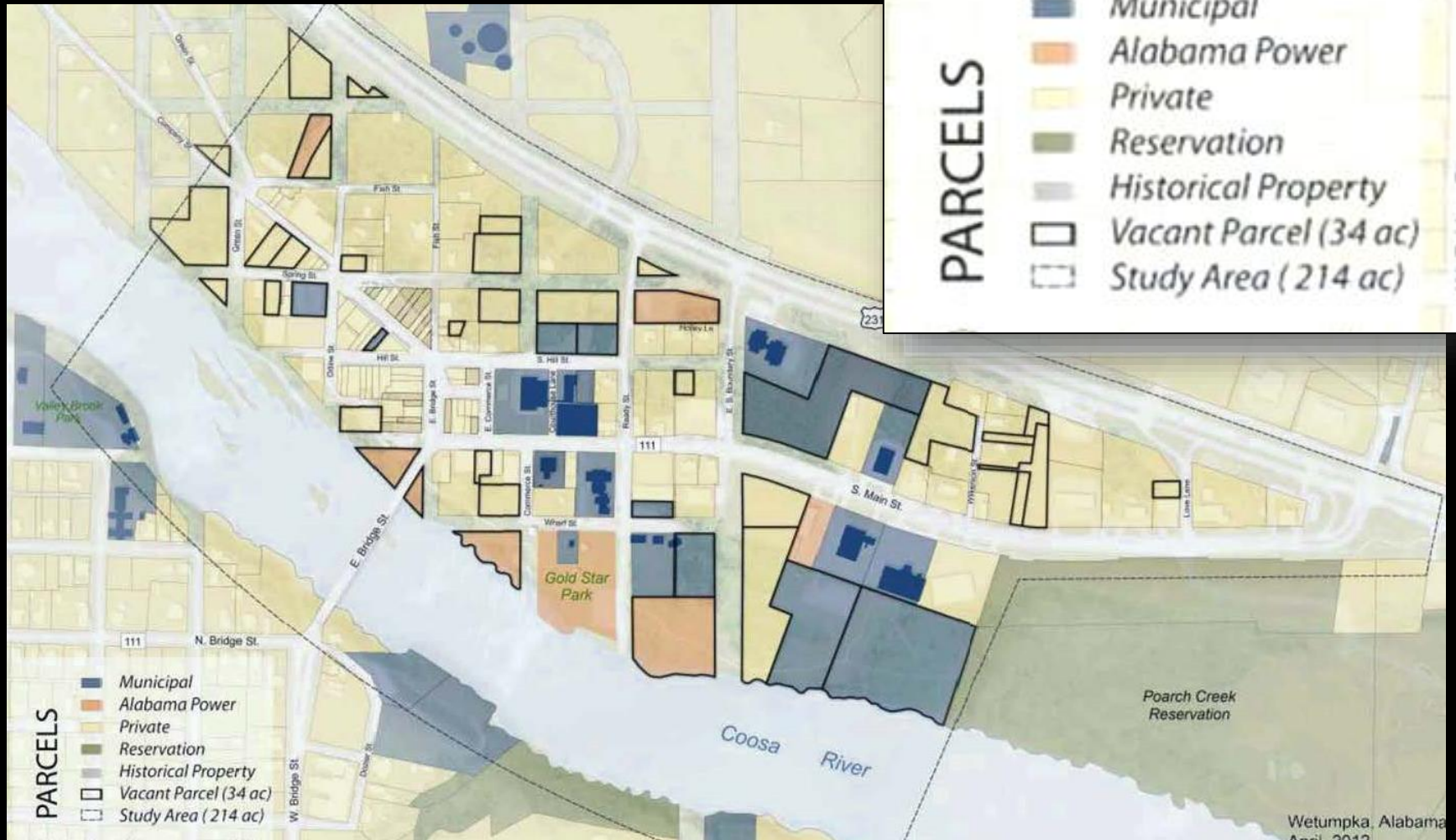
(nearly 20 years old)



Initial Observations: Uses, Ownership & Economy

Property Ownership

Graphic by Sasaki



Initial Observations: Uses, Ownership & Economy

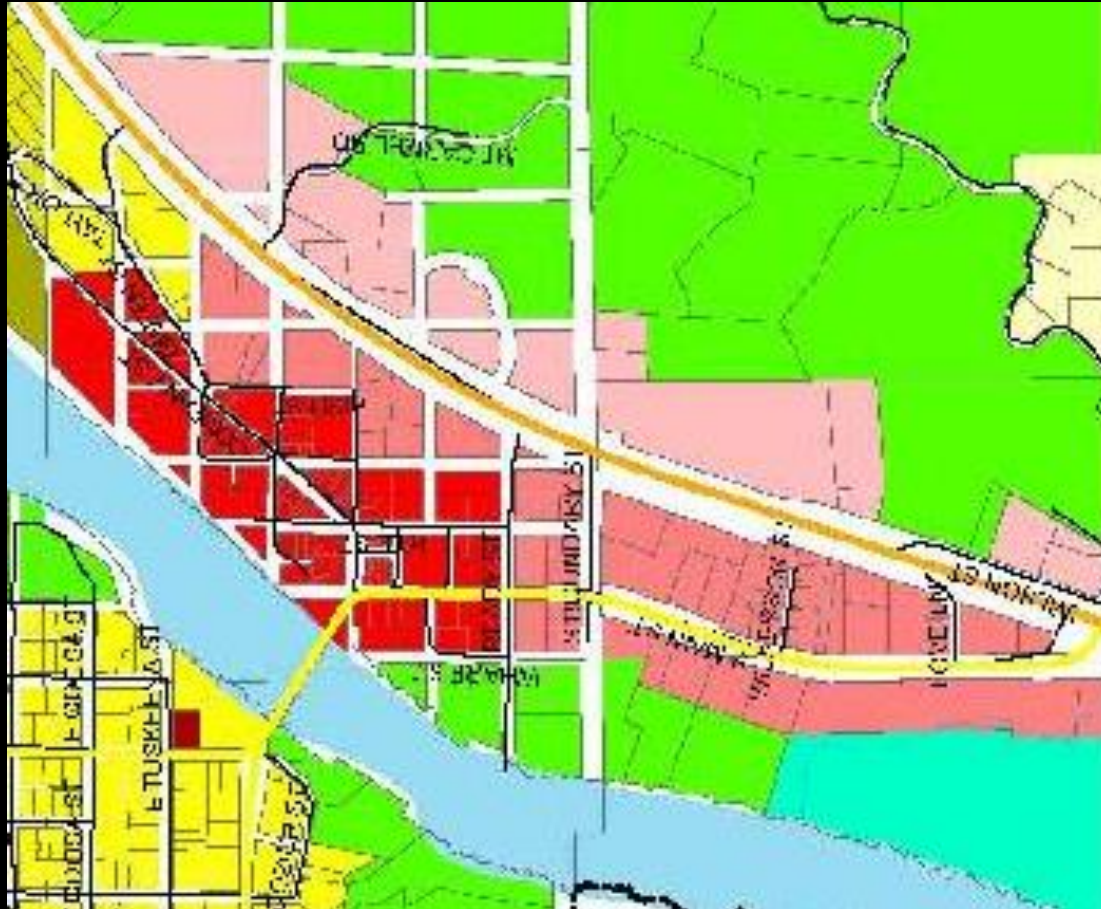
“Potentials” per the 2012 Plan – “targeted” demand levels

- **Limited-service Hotel:** 70 - 120 rooms
(support civic center / 285 rooms built at casino hotel)
- **Boutique Inn:** 20 - 30 rooms
- **Professional Office:** 30,000 - 50,000 SF
- **General Retail & Restaurants:** 25,000 - 35,000 SF
- **Market-Rate Residential:** 75 - 150 units

- Numbers generated before the announced casino expansion
- Development costs vs rental rates require public incentives

Initial Observations: Public Policy

Zoning



Zoning Designation

- B-1: General Business
- B-2: Local Business
- B-3: General Business District
- B-4: Business Conservation
- M-1: Light Industrial
- M-2: Heavy Industry
- R-1: Low Density Residential
- R-2: Low Density Residential
- R-2.6: Low Density Residential
- R-3: Medium Density Residential
- R-4: High Density Residential
- R-5: High Density Residential
- R-H: Rural and Holding
- Tribal Land

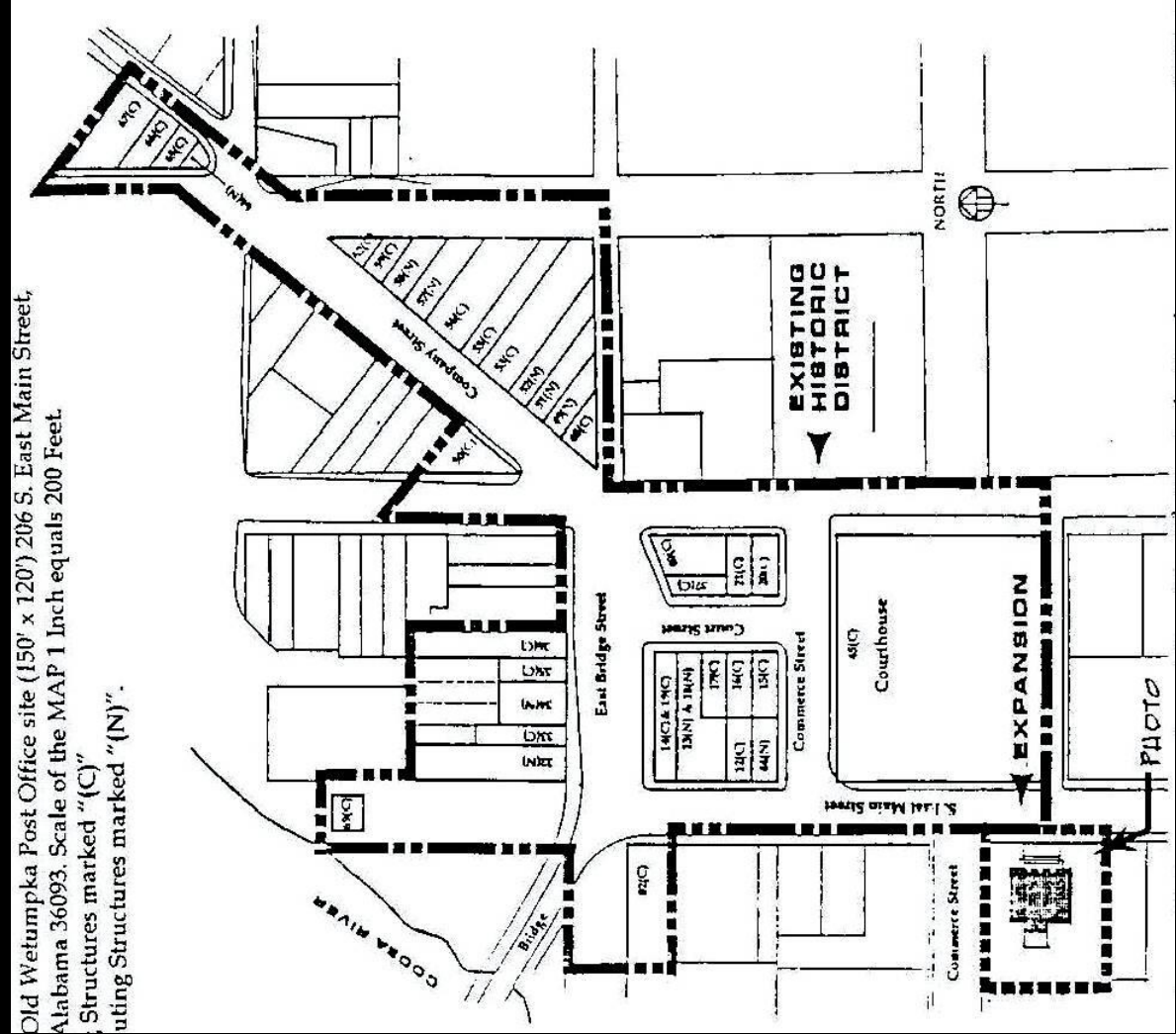
Initial Observations: Public Policy

Historic District

National
Register:
East Wetumpka
Commercial
Historic District

No Local
District

Differences
Between NR
and Local



Identification of Challenges & Opportunities



Identification of Model Downtowns



Wrap Up / Next Steps

Wrap Up:

Final thoughts/comments?

Next Steps:

1.0 Background Research & Analysis

2.0 Charrette & Concept Plan

3.0 Draft Plan Preparation

4.0 Plan Presentation & Revisions

