



CITY OF PRICEVILLE

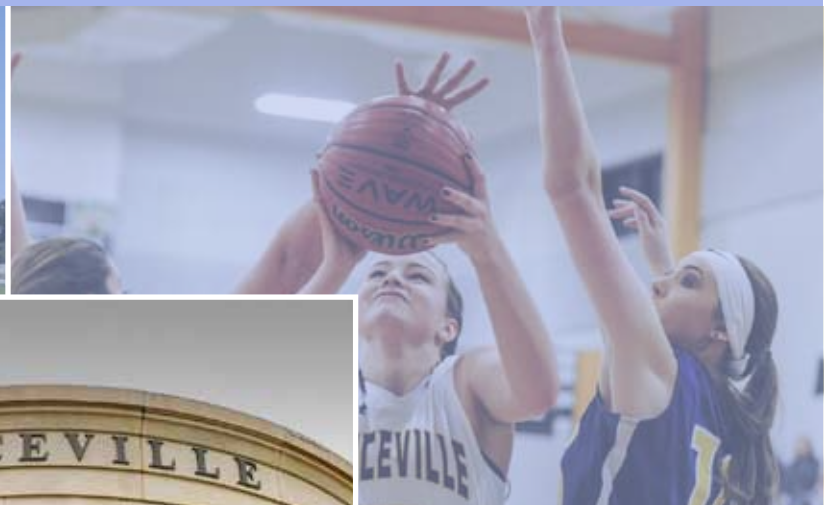
COMPREHENSIVE PLAN

Adopted: December 21, 2020



TABLE OF CONTENTS

INTRODUCTION	1
Community Vision.....	1
Visioning Session	1
Community Survey	4
Goals	5
GOALS	7
Goal 1 Business Development.....	7
Goal 2 Local Schools	8
Goal 3 Parks and Recreation	9
Goal 4 Infrastructure.....	10
Goal 5 Preserving Community Character	11
GROWTH STRATEGY.....	13
Natural Environment.....	13
Infrastructure.....	14
Activity Centers.....	15
Housing	17
Transportation.....	18
Community Image	20
Annexation.....	21
LAND USE + TRANSPORTATION	23
Land Use Plan	25
Transportation Plan.....	30
FACILITIES, SERVICES AND INFRASTRUCTURE	37
Parks + Recreation	37
Fire Protection	39
Police Protection.....	39
Sewer System.....	39
TRANSPORTATION	39
IMPLEMENTATION.....	41
Development Regulations	41
Priorities	42
Action Plan.....	43
Keeping the Plan Up to Date.....	46



INTRODUCTION

The Comprehensive Plan describes the overall strategy for how Priceville will shape itself, through public and private investment, over the next twenty years. The City prepared this plan as a guide to making decisions regarding capital improvements, City services, growth management and economic development efforts. The plan gives Priceville residents, property owners, merchants, builders and developers a reasonable expectation of the city's future so that they may invest in the community with confidence.

The plan is long-range, general, and focused primarily on the physical and economic development of the community. It will be a living document whose relevance will continue even as circumstances change over time.

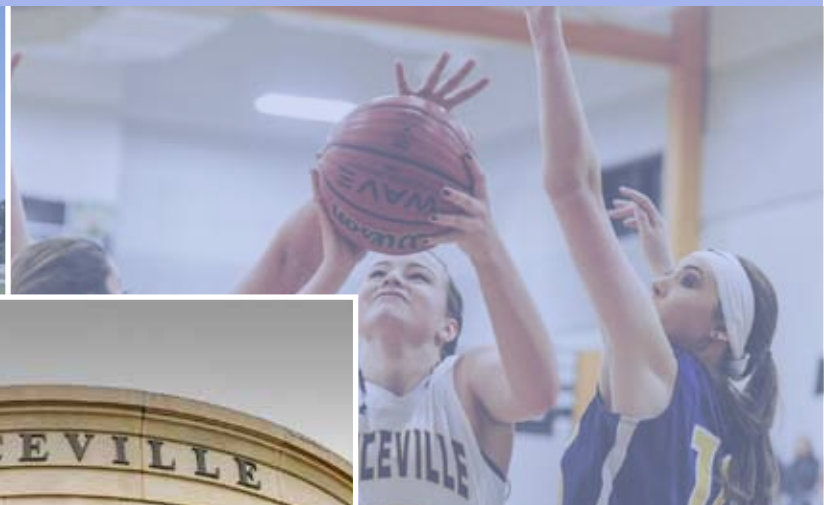
Through the Priceville Comprehensive Plan, City officials wish to:

- Illustrate the ways in which the city should develop over time.
- Coordinate land use recommendations with those for transportation and other infrastructure improvements.
- Provide a guide to development decisions and a basis for making and revising zoning and other regulations.
- Ensure that as development occurs, the city's most significant natural and historic features will be conserved and enhanced, while property values are protected.
- Provide a pattern for land use and development that strives for a sustainable community with a diversified tax base to support necessary and desired facilities and services.

In response, the City of Priceville will continually refer to this document to:

- Visualize what can reasonably be expected to occur in Priceville—to provide some assurance and security regarding development investment decisions.
- Review and evaluate development proposals and rezoning requests in the context of Priceville's vision.
- Provide guidance on improving and updating the City's development policies and regulations.
- Identify priorities and strategies for making infrastructure investments.

The Priceville Comprehensive Plan recognizes the value of the city's underlying natural resources, history and community values. The plan will guide development to balance growth with the conservation of important natural resources. For example, activity centers—where infrastructure is in place and private investment is already occurring—function as magnets for economic growth. This approach reinforces existing businesses, optimizes use of existing roads and infrastructure, while avoiding encroachment into neighborhoods and environmentally sensitive areas. And, development will be supported and encouraged by the City of Priceville to foster efficiency, stability, entrepreneurial activity and a strong quality of life and community image.



COMMUNITY VISION

The following section describes the community's vision for the continued development and improvement of Priceville that arose from an initial community visioning session. 491 residents, business and property owners and local workers responded to an online survey, the results of which were used, in combination with the results of the Visioning Session, to identify the major goals for the plan.

VISIONING SESSION

On December 5, 2019 the City held a Visioning Session attended by residents, elected and appointed officials, city staff and other community representatives to discuss the state of Priceville and how they would like it to be in the future. Participants were presented a series of questions to elicit thoughts that would help the Planning Commission and City Council as they considered the future of the Priceville. What follows below is a summation of the main themes of the responses.

ASSETS

Those attending the Visioning Meeting were asked first about what they considered the assets of Priceville—those special features they hold in high regard and that set the community apart from other places.

Priceville has good quality schools and a strong sense of community. The people are welcoming, supportive and happy. The city has a great location with easy access to the interstate system. It is a safe, quiet community. Many of Priceville's businesses are locally owned, and low taxes keep the cost of living down. The Wheeler National Wildlife Refuge and farms dotting the landscape keep residents in touch with nature.

ISSUES

Regardless of the affection for their community, participants in the Visioning Session made it clear that work remains to be done to bring conditions up to the standards they would like to enjoy throughout the community.

Still a small community, access to goods and services is limited. Residents must travel to nearby cities frequently for shopping and dining. Priceville is a bedroom community to other larger cities—there are few industries or other businesses in city offering good job opportunities. Healthcare and social services are also limited.

Some feel that the community has not had a clear, overall vision to plan and manage growth. Though Priceville has grown significantly in recent years, it is still served by a volunteer fire department. The junior high school is located on a busy highway with no room to grow, and school athletic facilities are not always convenient to the schools they serve. Elementary school traffic bogs down local two-lane streets in the morning. Lighting on Highway 67, a state-controlled route, is poor in some locations. There are few sidewalks or paths for people to get around the community except by car. With several creeks running through the community and a relatively flat landscape, flooding and drainage are an issue in some areas of the city.

OUTSIDE FORCES

There are always factors outside the control of the community—occurring sometimes at county, state, national and even global levels—that can affect Priceville, for better or worse, over time.

Economic growth in Huntsville and Madison County, like the Mazda Toyota manufacturing facility, is creating development pressures on Priceville. Commuter traffic on I-65 and I-565 is increasing as well as on Highway 67 between Decatur and Priceville. Residents are concerned that there is inadequate infrastructure and services to accommodate impending growth and that community assets may be lost as the city grows. Businesses development that is desired by residents is occurring just outside of the city, limiting needed tax revenue to fund city services and facilities. Any finally, residents noted that national politics and policies can have an impact on the community.

SACRED COWS

In Priceville there are elements of the community that are considered “sacred” or essential to its character and should not be lost, tampered with or taken for granted.

In Priceville, residents consider local churches, its good schools, the wildlife refuge and Veterans’ Park to be fundamental to the city’s identity. So too are its sense of community, safety, cleanliness and rural character. Open farmland is still a defining characteristic of the community appreciated by many residents. Priceville has also practiced restraint in regulation to be supportive of growth.

VISIONS FOR PRICEVILLE

Building upon these discussions, meeting participants were asked to envision Priceville as they would like it to be in at least a decade or so. Each person was asked to share one significant aspect of that future condition they perceived to be absent from Priceville today.

Many responded quickly that they yearn for more places to shop and eat. Such businesses would also generate tax revenue to help the city government become financially secure and provide quality services and facilities. Others noted that adequate infrastructure will be needed to accommodate business development, yet additional retail around the interstate could be an easy win for the community with necessary infrastructure already in place. However, expanding Highway 67 eastward will likely be needed to support increasing traffic on the main artery. A second interchange along I-65 would open up more opportunities for economic and residential development.

Some residents noted they would like more economic opportunities in Priceville, such as in high-tech industries. Trades and skills education would help develop a workforce to support future industries.

Residents generally agreed the city must be proactive in managing impending growth. That would include strategic annexation so that new developments contribute to the city’s tax base and are consistent with community standards. Some noted they would like to see new housing development include more high-end options, while others remarked there should be different housing types suitable for residents at different stages of life. They envision neighborhoods being connected to one another and to community destinations with sidewalks and shared use trails. Local schools will remain strong and may eventually transition into a city school system. An expanded tax base will enable the city to provide more public amenities, such as an amphitheater or water park. A recreation center or YMCA would provide better activities for Priceville’s youth after school.

THE “WOW” QUESTION

Meeting participants were asked to name one change to the community that would impress them the most. The following illustrate participants' responses:

outlet mall

recreation
center

happy, content
people confident
in their safety and
well-being

common area
for business and
pleasure

downtown area with
retail and housing,
entertainment...
tax revenue!

tear down the
junior high and
replace with
businesses

outdoor shopping,
restaurant area with
splash pad, ballfields,
trails, large homes

retail, parks
and recreation

self-sufficient,
independent from
County

outdoor
entertainment
and retail space

COMMUNITY SURVEY

A community survey was published in late 2019 to understand the feelings of residents, property and business owners and local workers regarding the current state of the city, how it appears to be changing and the issues that are most important to the community's future.

QUALITY OF LIFE

A significant majority of respondents (88%) rated life in Priceville as "good" or "very good." Asked how quality of life has changed in Priceville in the last five to ten years, 72% of respondents felt it had improved or somewhat improved. About one-quarter felt it had stayed about the same. Less than five percent of respondents felt it had either declined or somewhat declined.

The top conditions that respondents noted as contributing positively to their quality of life were: schools (62%), sense of community (56%), cost of living (44%), access to goods and services (40%) and parks and recreation amenities (28%).

The top conditions considered to be hampering Priceville's quality of life were: traffic (41%), limited access to goods and services (36%), limited parks and recreation opportunities (25%), limited arts and cultural amenities (24%), lack of economic opportunities (21%) and local healthcare options (21%).

ISSUES

Respondents were asked to select three issues out of a dozen they felt were critical to the future of Priceville: The top five responses were: business development (63%), PreK-12 education (36%), parks and recreation (31%), utilities and infrastructure (31%) and preserving the community's character (27%).

POSITIVE, LONG-TERM IMPACT

Finally, respondents were given the opportunity to name any one change they felt would have a positive, long-term impact on the community. Responses were translated into the following categories (ranked in order by the number of instances they appeared in responses):

1. **Recruit/grow retail and service businesses**
2. **Manage growth, community character and appearance**
3. **Build an indoor recreation center**
4. **Build more housing***
5. **Recruit/grow restaurants**
6. **Expand parks, recreation and entertainment options**
7. **Improve traffic**
8. **Plan for and improve infrastructure**
9. **Maintain a quality school system**
10. **Build a town center**
11. **Improve leadership, communication and involvement**
12. **Bring more jobs to the city**
13. **Provide more walking and bicycling facilities**

* Survey responses indicate that most support continued residential development, though there are mixed preferences regarding various types of housing.

GOALS

The following overarching goals were culled from input of residents, business and property owners, City staff and officials and other stakeholders. These topics represent the issues that the community identified as most important for the City to focus on to assure Priceville's develops appropriately. These goals along with underlying strategies are further described in the following section of this plan. These goals informed the development of the growth strategy and land use, transportation and infrastructure recommendations that appear later in the document.

BUSINESS DEVELOPMENT

Priceville will continue to recruit retailers, restaurants and other businesses to the city, support existing businesses and grow new ones locally to provide residents with access to goods and services and assure a sustainable tax base to fund city services and facilities. Necessary to this will be accommodating more residential development into the community to grow the city's market potential for the types of businesses desired by residents.

LOCAL SCHOOLS

Priceville will protect and support the continued enhancement of its already high-performing local schools. As the school system goes, so goes the community. Good schools protect property values and attract quality growth. Local schools are operated by the Morgan County Board of Education, with whom the community must partner to maintain high quality schools in Priceville.

PARKS AND RECREATION

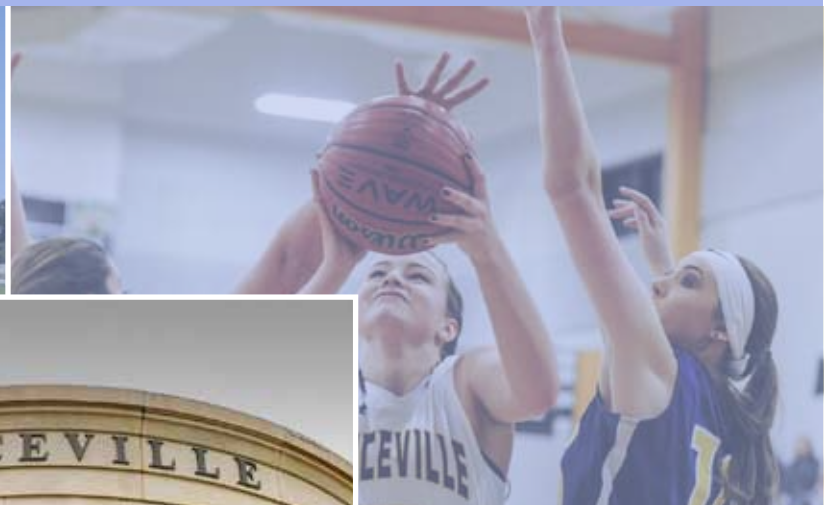
Priceville must continue to build on its recreational offerings to residents of all ages. Building a strong parks and recreation system and programs helps keep quality of life at a high level. To do so, the City must grow revenues to add new facilities and maintain them over time. Morgan County and the county school board will be important partners in providing quality recreational amenities to residents.

INFRASTRUCTURE

Sound infrastructure is fundamental to supporting a high quality of life and business development and to accommodating new residential growth in a responsible manner. The City will build its capacity to plan and maintain streets, the sewer system and public facilities as growth occurs and infrastructure expands. So too will new development contribute to the strengthening of the city's infrastructure.

PRESERVING COMMUNITY CHARACTER

With quality local schools and a convenient location, Priceville is experiencing ever-growing development pressure. Residents are clear that the City's essential character must not be sacrificed as new businesses and housing areas emerge. To do so the community must identify and implement standards for development that will help maintain the best aspects of Priceville, while directing development in ways that assures quality and avoids undue stress on city facilities and services.



GOALS

GOAL 1 BUSINESS DEVELOPMENT

Priceville will continue to recruit retailers, restaurants and other businesses to the city, support existing businesses and grow new ones locally to provide residents with access to goods and services and assure a sustainable tax base to fund city services and facilities. Necessary to this will be accommodating more residential development into the community to grow the city's market potential for the types of businesses desired by residents.

OBJECTIVE 1: PLAN FOR BUSINESS DEVELOPMENT

This includes identifying appropriate locations for business development where infrastructure is already in place or can be efficiently extended or enhanced. This is addressed in the Land Use Plan, which identifies locations for interstate and commuter-oriented commerce, businesses that serve a community-wide market and smaller-scale neighborhood businesses. The Land Use Plan also promotes the development of a previously proposed town center along Marco Drive. The City will also put in place development standards to assure that new business development will maintain and enhance the appearance of the community.

OBJECTIVE 2: RECRUIT AND GROW BUSINESSES

The City will continue to recruit retail, restaurants and other businesses to Priceville through national venues and local economic development partnerships. National and regional retailers place great emphasis on economic indicators when selecting locations. Priceville meets or exceeds many of these with the notable exception of market size, the number of people living within the target radius of a potential business. Because Priceville has become a community of choice for those working in north-central Alabama, its population is increasing, which makes Priceville increasingly attractive to national and regional businesses. As the population grows, prospects for local businesses improve, such as expanding and opening new locations.

OBJECTIVE 3: INVEST IN INFRASTRUCTURE

To accommodate continued business development, infrastructure investments will be necessary. This includes increasing the capacity of the sewer system and upgrading local streets that serve existing and planned business development areas to handle increased traffic. The potential for a modified interstate interchange will be studied. If the concept is approved, it would open up additional locations for business development that are now mostly concentrated around AL 67.

GOAL 2 LOCAL SCHOOLS

Priceville schools, operated by the Morgan County Schools, are highly ranked, which reinforces the city's attractiveness as a place to live for parents working in north-central Alabama. The community emphasized the importance of local schools throughout the development of this plan. While the City does not control the schools, it is still important to support and collaborate with Morgan County Schools to assure their ongoing quality.

OBJECTIVE 1: MANAGE DEVELOPMENT AROUND SCHOOLS

At the most basic level, the City must support county schools through effective land use planning and infrastructure investments. The City, using its zoning power, should prevent high-traffic or otherwise disruptive uses from locating adjacent to schools. Schools need good street access since they generate heavy traffic loads during two brief periods of the day. The street system around schools should be interconnected to disperse traffic and minimize congestion. Development around schools should also include sidewalks so that students living nearby can walk to schools safely (which can also reduce traffic loads).

OBJECTIVE 2: PLAN COLLABORATIVELY WITH THE SCHOOL SYSTEM

It is important to have continuous communication between the City and the school system, particularly with regard to housing development so that Morgan County Schools can estimate future enrollment, which affects facility and staffing needs. This is particularly relevant in the case of Priceville, which is growing at a faster rate than other parts of the county. In some rapidly growing communities, it has been necessary for local governments to control the rate of residential growth to give the school system time to grow facilities to accommodate increasing enrollment.

OBJECTIVE 3: SUPPORT SUSTAINABLE SCHOOL FUNDING

Morgan County Schools funding ranks near the middle of all Alabama school systems on a per pupil basis. About 21% of school funding comes from county and municipal tax revenues, including property, sales and use taxes. As Priceville grows, pressure will increase on the system to expand or build new schools to absorb additional enrollment. Increased business development in Priceville will increase sales tax revenue, a portion of which goes to the county school system. In the not too distant future, interest in forming a city school district will increase as Priceville grows. This possibility and the need to budget for other increasing services and facilities expenditures as Priceville grows will add pressure to adopt a municipal property tax.

GOAL 3 PARKS AND RECREATION

Priceville must continue to build on its recreational offerings to residents of all ages. Building a strong parks and recreation system and programs helps keep quality of life at a high level. To do so, the City must grow revenues to add new facilities and maintain them over time. Morgan County and the county school board will be important partners in providing quality recreational amenities to residents.

OBJECTIVE 1: INCREASE PARKS AND RECREATION AMENITIES

During this planning process, the community indicated there is already a strong desire for more parks and recreation facilities. As new households come to Priceville, new parks and recreation amenities will become essential to maintaining the community's desired quality of life. In addition to the currently proposed recreation center, additional outdoor park space must be secured to house more passive and active recreational activities.

OBJECTIVE 2: CREATE A PARKS AND RECREATION DEPARTMENT

The City will need to add staff as the parks system grows. With the completion of the proposed recreation center, a director will be needed to operate the facility and oversee the various programs it will house. This will form the basis of a new parks and recreation department. That staff will take over some of the responsibilities associated with Veterans Park and the community center that are now shared between the maintenance department and other City Hall staff.

OBJECTIVE 3: CONTINUE COUNTY PARTNERSHIPS

The City of Priceville has a strong relationship with Morgan County and Morgan County Schools, which enables sharing of resources between them. Priceville's youth are able to participate in sports programs played at North Park, for example. As the community grows in population, continued partnering with the county government and school system will help meet increasing recreational needs. New facilities developed by the City of Priceville may, in return, be of use to county or school programs in the future, which helps to avoid unnecessary duplication.

GOAL 4 INFRASTRUCTURE

Sound infrastructure is fundamental to supporting a high quality of life and business development and to accommodating new residential growth in a responsible manner. The City will build its capacity to plan and maintain streets, the sewer system and public facilities as growth occurs and infrastructure expands. So too will new development contribute to the strengthening of the city's infrastructure.

OBJECTIVE 1: EXPAND SEWER SYSTEM CAPACITY

To support continued residential and economic development, the capacity of the wastewater treatment plant must be increased. In addition, strategic upgrades to the system will be needed to support business and industrial development in key locations. Other improvements should be pursued to increase efficiency of the system and lower operational costs as the system grows.

OBJECTIVE 2: INCREASE CAPACITY ON MAJOR LOCAL STREETS

Traffic will continue to grow on North Bethel Road, Cave Spring Road, Upper River Road and Skidmore Road as land north of AL 67 is developed for housing. By setting expansion plans for these major streets to accommodate growing traffic, developers will contribute to capacity upgrades along the frontage of new subdivisions while the City will be responsible for retrofitting the streets where development has already occurred. Landscaping, lighting and bicycle and pedestrian facilities should be incorporated as streets are improved. Refer also to Land Use + Transportation Section.

OBJECTIVE 3: IMPROVE FIRE PROTECTION

To enhance fire protection for the city overall and lower property insurance costs, efforts must be made to improve the department's ISO rating. This will include adding a fire station in the growing northern areas of Priceville and transitioning to a full-time department or a combination full-time and volunteer staffing.

GOAL 5 PRESERVING COMMUNITY CHARACTER

With quality local schools and a convenient location, Priceville is experiencing ever-growing development pressure. Residents are clear that the City's essential character must not be sacrificed as new businesses and housing areas emerge. To do so the community must identify and implement standards for development that will help maintain the best aspects of Priceville, while directing development in ways that assures quality and avoids undue stress on public facilities and services.

OBJECTIVE 1: ADOPT STANDARDS FOR NEW HOUSING DEVELOPMENT

The City will update the zoning ordinance to accommodate varied forms of higher density single-family residential development subject to appropriate development standards to assure that denser housing developments complement and enhance the community. Standards will address arrangement of dwellings and parking, setbacks, building materials and other design elements, informed by the results of the Development Preferences Survey. Including a "conservation subdivision" tool in the zoning ordinance will help to preserve natural areas as new housing develops in areas with floodplains, wetlands and steep slopes.

OBJECTIVE 2: ADOPT STANDARDS FOR NEW BUSINESS DEVELOPMENT

The City will update the zoning ordinance to establish supplemental design standards for development along AL 67 and other key corridors where nonresidential development is permitted to assure that new development will complement and enhance the community. Standards will address the arrangement of buildings, access drives and parking areas; landscaping, lighting, building materials and other design elements, informed by the results of the Development Preferences Survey.

OBJECTIVE 3: UPGRADE SUBDIVISION REGULATIONS

The City will update its Subdivision Regulations to assure that the design of new developments, with a focus on street design, helps create greater walkability, incorporates landscape elements within the streetscape and incorporate street connectivity to avoid congesting existing streets.

Priceville will be a legible community—its edges and districts will be clear; and visitors will be readily able to find their destinations. City gateways will be well defined and major roads will reflect an appropriate overall image.

Continued business development will be directed toward AL Highway 67 and Interstate 65 as well as to the future town center and designated community and neighborhood-scale activity centers. Through new development and reinvestment, each commercial center will become more attractive, legible and accessible to multiple modes of travel.

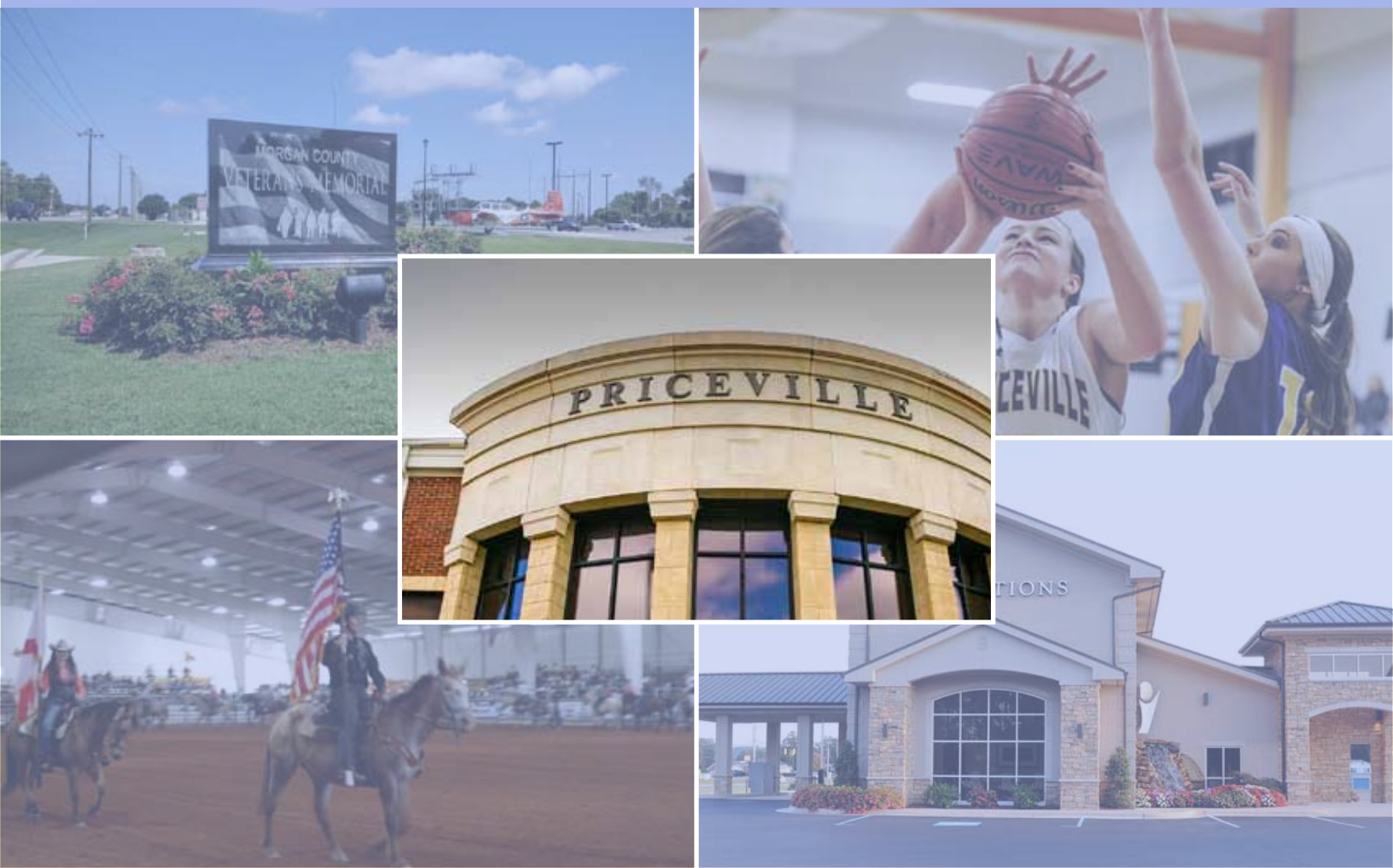
Development of the street network will be managed to emphasize connectivity, access management, walkability and appropriateness to adjoining land uses.

The park and recreation system will grow proportionately with the city so that a balanced system of passive and active parks and recreation facilities are distributed to best meet the needs of the city's neighborhoods.

Pedestrian and bicycle mobility will be enhanced between neighborhoods, schools, parks, commercial hubs and Priceville's future town center.

Green infrastructure will be conserved to enhance development, preserve community character and maintain environmental functions.

The city will plan and carry out public investments in ways that support the community's vision and encourage private investment to grow the city in accordance with that vision.



GROWTH STRATEGY

This section describes the overall growth strategy for Priceville in accordance with the community's vision and preferences for the city's development.

NATURAL ENVIRONMENT

TREAT NATURE AS A RESOURCE, NOT AS AN OBSTACLE.

Natural features should be incorporated into the design of new development so that they continue to provide drainage, water quality and other benefits while also serving as amenities that add value to adjoining property.

Waterways, wetlands, steep slopes and woodland areas are often viewed as obstacles to development. They take up land that might otherwise be built on for profit. Priceville can change this attitude by promoting "conservation development." This means clustering development into portions of a site while setting aside those with valuable natural features. This may entail flexibility from zoning limits on density and yard setbacks. By clustering development, not only are natural features protected—and the functions they serve—the amount of infrastructure necessary to the development can be reduced, which then reduces the costs of long-term maintenance for that infrastructure. In addition, preserved natural areas can add value to the development by turning them into open spaces to be enjoyed by those inhabiting the development.

Waterways

Area creeks function as drainageways for stormwater runoff, provide wildlife and fish habitat and contribute to the natural character of Priceville's often flat landscape.

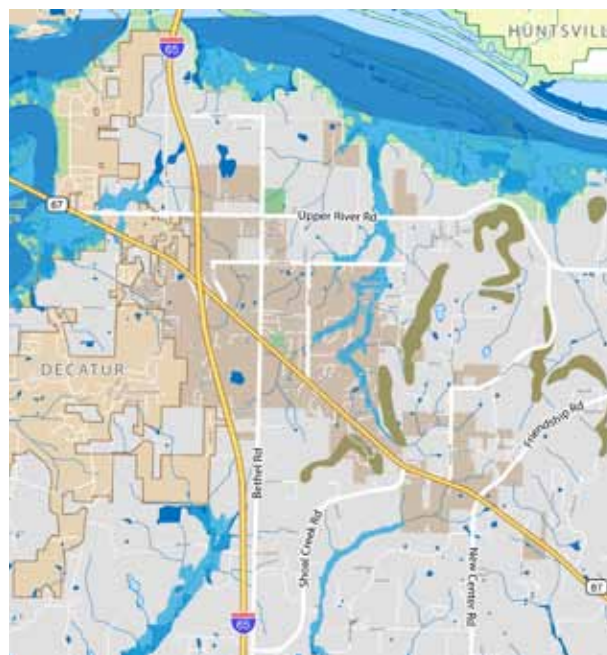
Flood prone areas tend to occur along waterways. Priceville's largest floodplain complex follows Ginhouse Branch, from around Cove Creek Drive northward to the river. Three of Priceville's larger subdivisions have been developed along Ginhouse Branch's floodplain areas. Through these areas, the creek has been channelized to accommodate housing development. Channelization increases

the velocity of stormwater flows, which exacerbates erosion and sedimentation and can complicate downstream flooding issues.

Wetlands

Wetlands are areas where water covers the soil, or is present at or near the surface of the soil for varying periods during the year. There are several wetland areas in Priceville, the two largest are adjacent to the high school and between the library and I-65. Other wetland areas tend to be along local creeks and along the river.

Conserving wetlands can help ease flooding problems, maintain water quality and protect fish and wildlife habitat.



Natural Features

INFRASTRUCTURE

Steep Slopes

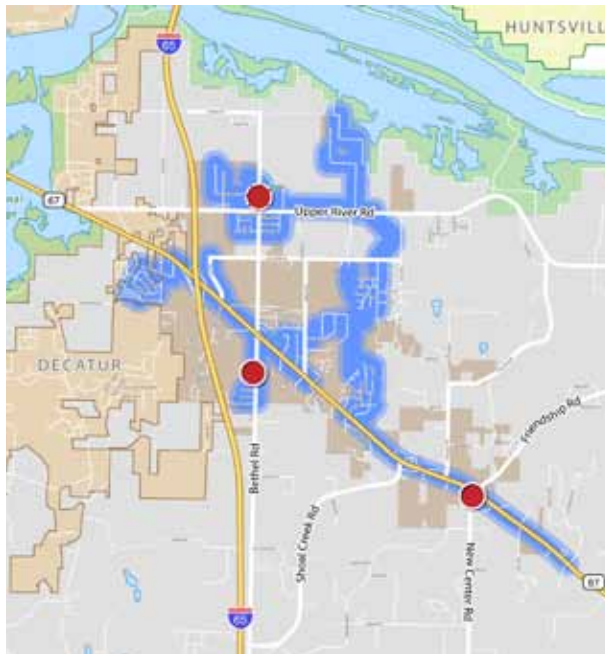
Priceville's topography is generally flat northwest of Priceville Cemetery. But, to the southeast is a ridgeline known as Priceville Mountain. The western and northern faces of the ridge feature slopes of about twenty percent, which is generally too steep for most types of development.

Development on slopes of more than fifteen percent is often avoided or done with great care due to the potential for increased erosion and higher costs of construction, in addition to the loss of tree cover and wildlife habitat.

Woodland

Because much of the Priceville area has been farmed over the years, significant tree cover remains in only a few areas, along the river, around Priceville Mountain and between South Bethel Road and Shoal Creek.

Tree and plant cover along the slopes of Priceville Mountain help prevent erosion, provide wildlife habitat and provide a scenic backdrop for the community.



Sewer System and Fire Stations

EXPAND INFRASTRUCTURE FOR THE GROWTH PRICEVILLE WANTS.

The infrastructure services it provides should be used by the City as leverage to manage the location, type and intensity of growth in accordance with its vision.

The City of Priceville is responsible for infrastructure services necessary to living in and doing business in the community, including local streets, the sewer system, stormwater drainage and fire protection. As continued growth in the Huntsville metro area spills southward, pressure to accommodate residential development is mounting, because Priceville features good schools, plenty of easily-developable land and a small town atmosphere. But if growth exceeds the City's capacity to serve new residents and businesses, all of what makes Priceville attractive to development will be lost.

While Priceville can manage growth within its city limits through zoning, much of the area where development is and will continue to occur is outside the city limits. Short of annexing everything north of Cave Spring Road, the best way for Priceville to manage its future and help prevent overcrowding of county schools serving the area, is through infrastructure.

Street Network

The City can affect growth through its street system. Expanding a major street to four lanes and converting a stop sign to a traffic light, for example, enables development along that corridor. On the other hand, keeping a street to two lanes and a stop sign, discourages development. Note: some key corridors in Priceville are under the control of ALDOT or Morgan County, who may not share the same policies on growth as the city.

The City has authority over development of new streets in an area 1.5 miles beyond the city limits through the regulation of subdivisions. This allows the City to assure that streets serving any new development meet local standards (lane widths, curb and gutter, sidewalks, etc.). And, the City can require a developer to improve an existing street if their development alongside it will increase traffic to a point necessitating the additional capacity.

Fire Protection

Development potential is also affected by fire protection services provided by the City. A strong fire department—with well-trained staff, good equipment, properly distributed stations and a supportive water system—reduces costs of property insurance, which helps level out housing costs. While Priceville's is currently a volunteer fire department, with good equipment and plans to build a new station on the north side of the city, the department's insurance rating can be kept in a reasonable range. This will enable continued development in Priceville. But as growth continues, Priceville will need to determine when it must transition from a volunteer service to a full-time fire department. That will further improve Priceville's rating and lower insurance costs for existing property owners and future ones.

The City's Subdivision Regulations also address infrastructure elements that support fire protection, including adequacy of water lines and fire hydrant installation. Subdivision regulations address street design to assure new streets are designed to accommodate emergency vehicles. Street connectivity requirements can also be used to keep emergency response times as low as possible.

Sewer System

One of the most powerful tools the City has to control and direct growth is the municipal sewer system. The City requires that any development wishing to tie on to the sewer system, must annex into Priceville. Once property is incorporated, it is subject to zoning regulations, through which the City controls land use and density. If a developer chooses not to tie on to the sewer system and to remain unincorporated, the development must use onsite septic systems. The use of onsite septic systems requires more land area per home and must be approved by the County, which may deny the use of septic systems if soil conditions are not adequate. Because septic systems require larger lot sizes and, because soils in the area can be problematic for septic tank use, developers will tend to want their developments on the municipal sewer system.

Currently, the City is pursuing sewer system improvements, including increasing treatment capacity. With the growth that has already occurred in the last several years, the system is reaching its permitted treatment capacity. Growing the sewer system will enable continued residential development. Putting off capacity improvements will stifle growth and will have repercussions on the City if already approved residential developments cause the system to exceed its capacity.

ACTIVITY CENTERS

CLUSTER BUSINESS DEVELOPMENT INTO CONVENIENT LOCATIONS WITH A STRONG SENSE OF PLACE.

Businesses areas should be planned and designed to suit their target customers and their location within the community. Business areas tend to have a primary function or focus based on who they are marketed toward. This helps determine where they are located and designed. Each center should be accessible and have a relatively high concentration of business activity at their core. Each should also project a positive image for the community.

Highway Commerce

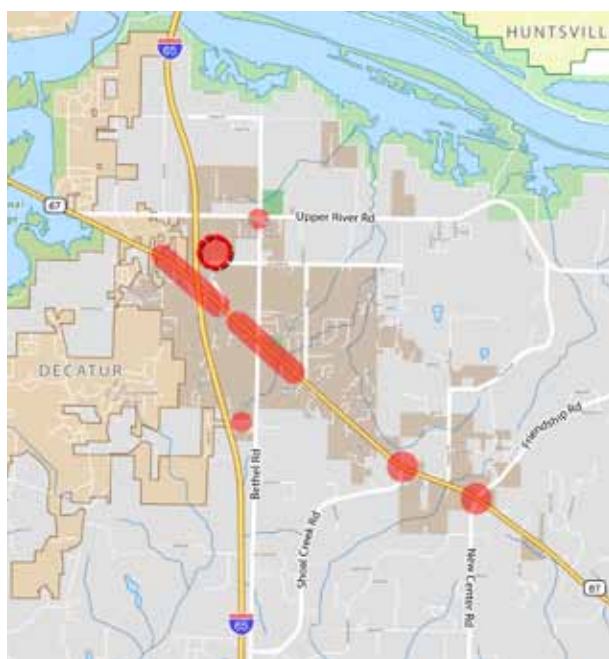
Interstate or highway commercial areas tend to serve travelers and commuters, who make choices primarily based on convenience in the context of their traveling or commuting agenda. These areas offer a somewhat limited range of goods and services, such as gas stations, fast food restaurants and hotels. Priceville already has an array of businesses easily accessible from I-65 that are targeted toward travelers and commuters. There is some room left near the interchange for additional businesses, depending on how far southeast the highway commercial area extends along Hwy 67.

Highway business areas must be easily accessible by vehicle, but there should also be some level of internal accessibility—drivers should be able to get from one business to another without always re-entering the highway. This helps maintain traffic flow and safety while accommodating the access needs of individual businesses.

Design standards should be employed to assure that new development creates a strong image for Priceville at its primary gateway.

Community Shopping

Community shopping areas are destinations—residents from throughout the community (and sometimes beyond) often plan their visits to these areas in advance—and offer the greatest variety of goods and services. Currently, Priceville’s community shopping area is strong out along Highway 67, between Marco Drive and Skidmore Road. This pattern is externally accessible but has little “internal accessibility,” the ability to get from one business to



Commercial Activity Centers

another without re-entering the highway. Stretching the community shopping area along the highway from one end of the city to the other will turn Priceville into the kind of congested community that some residents likely moved here to get away from.

Rather than continuing the “strip” pattern along the highway, community shopping space should be expanded for a short distance off the highway along major streets such as Marco Drive or Bethel Road. This pattern is also recommended for the businesses areas that have grown up along the highway at intersections with Shoal Creek Road and Friendship Road. Design standards should be employed to assure that new development projects a positive image for Priceville along its most heavily traveled corridor.

Another opportunity to provide a high quality community shopping environment is developing a town center. Such a development has already been proposed along Marco Drive between Cave Spring Road and Upper River Road. This location, accessible the interstate and major local roads, offers plenty of land for a town center development and future residential areas around it as well. A town center for Priceville should feature a mix of retail, restaurants and entertainment, public space and high degree of walkability. Offices, housing in upper floors and a relatively dense neighborhood surrounding the town center would create a captive market for businesses.

Neighborhood Business

Neighborhood business areas offer everyday goods and services near where their customers live. Currently, there is only one such location in Priceville and it includes only a gas station at the corner of Upper River Road and Bethel Road. There is potential for this intersection to house more businesses that would serve the growing residential area, as well as visitors to North Park.

Businesses should be smaller in scale and have limited hours (i.e., 7am to 9pm) so they do not create large amounts of traffic and pose other nuisances for nearby residents. Businesses should be designed so that they are easy to get to on foot, which reduces how much traffic they generate and reduces parking needs. Parking should be located to the side or rear of buildings rather than the front so that entrances are accessible from sidewalks.

HOUSING

GROW NEIGHBORHOODS, NOT SUBDIVISIONS.

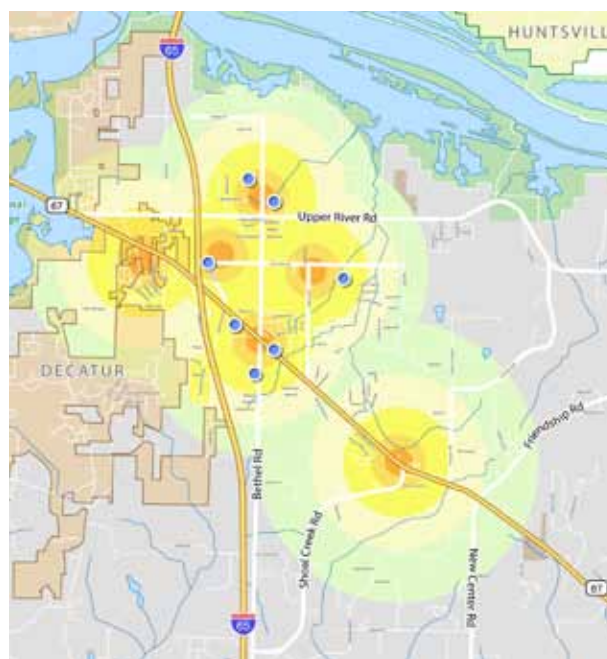
To maintain the welcoming, small town environment that drew many residents to Priceville originally, efforts to manage housing growth should focus on creating authentic, family-friendly neighborhoods rather than sprawling, generic subdivisions.

Neighborhoods feature a varied housing stock—different sizes and styles. They are designed to be safe and comfortable for people of all ages, including having slow-traffic streets, sidewalks and a common open space or public park in walking distance. Today's residential developments tend to be inward focused, lacking any visual or physical connection to adjacent residential areas, much less parks or neighborhood business areas. But, well-designed subdivisions form neighborhoods when meaningful connections are made between them.

Community input indicated that Priceville should grow in ways that provide housing choice for people in all stages of life—married couples with children and without, young singles and older ones, empty nesters and so on. This would mean that someone who grows up in Priceville would be able to find financially appropriate, quality housing options throughout their life. At the same time, there is concern in the community that allowing more housing diversity—Priceville neighborhoods are predominately detached single family homes on large lots—would mean an influx of poorly maintained rental housing. But, there are options between these ends of the spectrum.

Detached single-family homes on small lots, townhouses (attached homes) and cottage housing are just a few of these “in-between” housing products. One key to integrating these and other housing types successfully in Priceville—while respecting existing neighborhoods and the community's desire character—is placing denser housing as a transition between activity centers and lower density, single-family neighborhoods. In essence, housing density should be highest near activity centers, where infrastructure and the ability and street capacity is the greatest. Further from these centers, density should dissipate.

The design of residential developments should be suited to their density. In denser housing areas, there should be a greater emphasis on street connectivity, so that traffic can be dispersed. Streets should have sidewalks and street trees. On-street parking can provide a buffer between traffic and sidewalks, while also calming traffic and reducing the need for large parking areas. Garages and common parking areas are located away from the street. With denser housing, green space on individual lots tends to be smaller. But this is offset with more common open spaces or parks. In less dense areas, streets are less interconnected and narrower. Sidewalks may be fewer and private yards make up the bulk of open space.



Residential Development Densities

TRANSPORTATION

BUILD A CONNECTED, CALM, SAFE STREET NETWORK.

As Priceville grows, the way the street network evolves will be critical to maintaining the character and desired way of life of the community.

Connectivity

Most of the recent residential development in Priceville features little connectivity. Each subdivision has multiple cul-de-sacs and puts all of the traffic it generates onto existing, two-lane streets—Bethel Road, Upper River Road, Skidmore Road and Cave Springs Road. If this pattern continues, not only will these streets need to be widened (at taxpayer expense), but there will always be some level of congestion on them. To avoid this, new development must provide street connections from one to the other so that drivers have choices other than these major roads to move around the community. This also helps emergency responders arrive quickly, affording more direct and/or less congested routes.

Connected Street Network



While there will be some through traffic on neighborhood streets, the more interconnected the street network, the more traffic is dispersed and congestion on major streets is lessened. Assuring appropriate levels of connectivity in new development—denser development, for example, should provide more connectivity—can be done through the City's subdivision regulations.

Traffic Calming

The design of streets impacts the way people drive on them. Wide streets encourage faster driving speeds, as do long, straight streets. As development occurs, the City can use its subdivision regulations to assure appropriate traffic-calming measures are incorporated into the design of new streets. These include narrower streets, vertical curb and gutter, street trees, on-street parking, more frequent intersections, gentle curves, roundabouts and other design techniques. Incorporating traffic-calming features into streets when they are built, not only improves safety, but avoids higher costs to the public to retrofit them later.

Access Management

Access management is an important strategy for balancing property access with safety and street capacity. ALDOT enforces regulations to preserve capacity on state highways like Highway 67. Requiring spacing between driveways and intersections along major roads is a key part of access management. The intent is to limit conflict points between through traffic and local, turning traffic that can result in accidents and bog down the flow of travel. Access standards also include requirements for deceleration lanes, left turn lanes and cross access between adjoining developments.

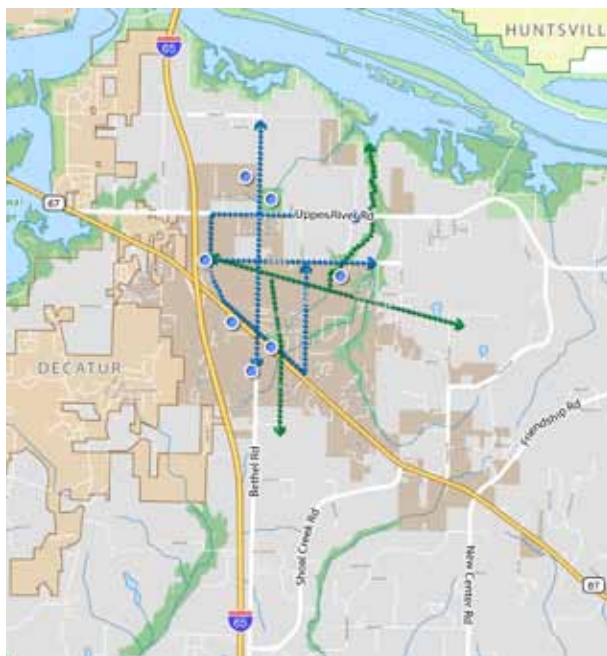
The city should incorporate appropriate access management standards in its development regulations to protect capacity and promote safety on major local streets.

PEOPLE SHOULD BE ABLE TO GET AROUND SAFELY WITHOUT A CAR.

As new development occurs in Priceville, options for walking and bicycling safely within and throughout the community should increase. Community input indicates that sidewalk connections within and between neighborhoods are highly desired. This is particularly true for safe walking access to schools and parks.

On-Street Paths

While the City already requires sidewalks in most residential areas, there are several existing streets—Bethel Road, Upper River Road, Cave Springs Road and Skidmore Road—without any bicycle or pedestrian facilities that are critical to providing access to schools and parks. New developments with frontage on these streets should provide additional right-of-way and either build the facilities along them or contribute to public funding to do so. A ten-foot wide, paved shared use path, to accommodate walking and bicycling, located on one side of each of these streets would be an efficient way to create a functional walking and bicycling network (a sidewalk should also be provided on the opposite side of the street).



Bicycle-Pedestrian Network

Sidewalks and/or shared use paths should also be planned along Marco Drive and Highway 67 (from Marco Drive to Skidmore Road) to complete the connection between neighborhoods, businesses and community facilities along the highway, and the proposed town center near City Hall.

Off-Street Paths

Another opportunity to enhance the future walking and bicycling system is construction of off-street trails. Many communities have built shared use paths along power line easements, in part, because they do not require right-of-way acquisition or costly retrofitting. There are two such corridors in Priceville. The first is a power line easement roughly parallel to and east of Bethel Road. It would provide connections to Veterans Park from existing and future development to the north and south. The second route is an east-west easement that would connect residential areas to the football stadium and elementary school to the City Hall and proposed town center area.

Off-street trails are also often developed along stream



corridors. Because stream channels are low-lying and prone to flooding, they are avoided for development and are normally set aside in drainage easements or as natural space. Flooding, should it occur, poses little risk to trails. But, if damaged these “greenway” trails are easily repaired. A greenway trail along Ginhouse Branch would connect residential areas with the elementary school, the east-west powerline trail (described above) and the river. Development occurring along the creek should provide an easement or right-of-way for the trail and either build the path or contribute to public funding to do so.

COMMUNITY IMAGE

MAKE A GOOD FIRST IMPRESSION.

Maintaining and improving the image of the community will involve public and private efforts. The city addresses this through investment and maintenance of streets, landscaping, gateways and signage and adopting and enforcing zoning, building code and property maintenance regulations. The private sector contributes to community image by investing in development that meets or exceeds community standards, that is compatible with its neighbors and that is well-maintained over time.

The City should be strategic, focusing on efforts that will have the highest cost-to-benefit ratio, when investing in the community's image. Its gateways and image corridors should be a primary focus of image enhancement efforts. This can also encourage property owners in these critical areas to invest compatibly in their buildings and grounds.

GATEWAYS

Priceville should install gateway signage where major roads enter the city, such as at Highway 67 and I-65. Gateway signs help create a positive impression for visitors and are part of the city's overall branding and wayfinding systems. It is not necessary for them to be placed at city boundaries. Locations should be strategically chosen to afford the best first impression, such as sites with pleasant natural scenery or where surrounding development and the street environment are particularly attractive. In developed areas, it is important that gateway signage is placed, designed and sized to fit into and complement its built context but also to stand out.

Priceville's gateway locations include:

- West gateway (major), AL 67 at I-65
- East gateway (major), AL 67 at Friendship Road
- North gateway (minor), Upper River Road and Bethel Road
- South Gateway (minor), Bethel Road near Livingstone Lane

Gateway locations may change slightly as the city grows and expands. This should be taken into consideration before installing improvements in locations where the city limits and development conditions are likely to change. Major gateways should receive a higher priority in terms of budgeting improvements; and the design and scale of signage and other enhancements should also be greater than at minor gateways.



Gateways and Image Corridors

IMAGE CORRIDORS

Alabama Highway 67 is the most frequently traveled road in Priceville, for residents, for those who work in Priceville and for those visiting and passing through. It is also home to much of the city's commercial development. It is the city's primary "image corridor"—the design and upkeep of the highway, as well as the development alongside it, have a profound impact on the way that residents and visitors view Priceville. The degree to which traffic flows smoothly and safely along the highway also contributes to Priceville's image.

Priceville's other image corridor are Marco Drive, Bethel Road and Upper River Road.

ANNEXATION

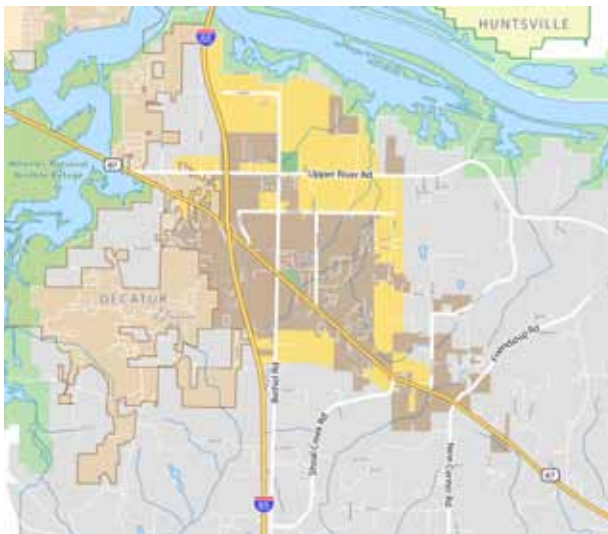
EXPAND STRATEGICALLY AND RESPONSIBLY.

To manage and improve the image of the community within the rights-of-way of image corridors, towns often invest in streetscape improvements, gateways, lighting, banners and wayfinding signage. Access management and other traffic improvements are sometimes necessary to address congestion and operational factors that hurt community impressions. To enhance the image of the city through private development along major roads, Priceville will consider zoning rules and/or design guidelines that establish standards for site, building, signage, landscaping and lighting. This can be done through overlay regulations that apply only to specific areas or general requirements for commercial, multifamily and mixed-use development. To ensure that property is well-maintained, Priceville will enforce property maintenance codes and ordinances on weed and nuisance abatement.

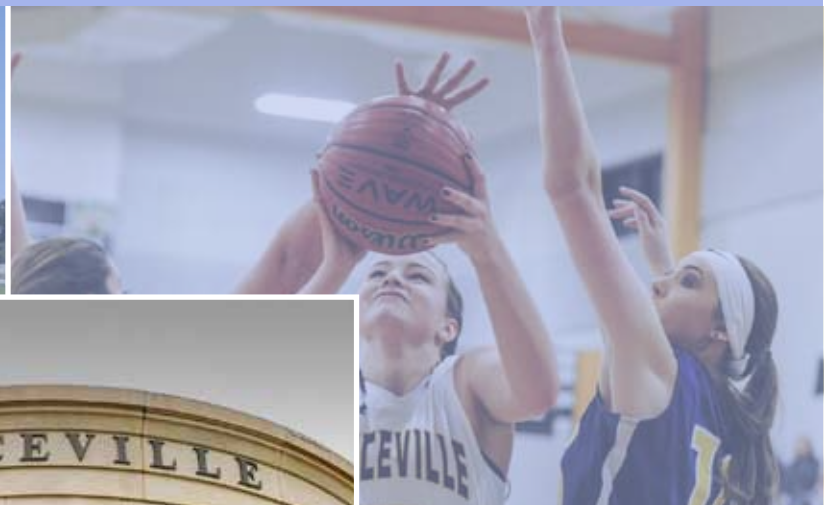
The City should proactively annex currently unincorporated areas where residential growth is likely to occur in the coming years. That can be done, in part, through sewer system policy—requiring those on the sewer system to annex into the city. Annexing these areas will allow the city to apply zoning regulations to direct where various uses and residential densities should occur. This helps the city plan for and manage the infrastructure, facilities and services it provides.

In addition, areas that are likely to be developed for commercial development should be targeted as well to capture potential sales tax revenue needed to fund infrastructure improvements and city facilities and services.

Overly aggressive annexation can result in cities being spread too thin in providing police, fire and other services to far flung areas that do not generate revenue to cover added service costs. In evaluating future annexations, the City must take into consideration whether it can provide equitable police, fire and parks services, and whether it has the capacity to maintain road and sewer infrastructure, all without reducing the quality of those services.



Strategic Annexation Areas



LAND USE + TRANSPORTATION

The following land use and transportation strategies result from analysis of existing land uses, environmental and man-made conditions, and the principles embedded in the Vision and Growth Strategy. Plans for land use and transportation, included together in this chapter, reinforce that they are integral to one another and must be evaluated and planned for simultaneously. Simply put, different land uses and densities require different levels and types of transportation infrastructure. Conversion of one type of use or density to another will have direct impacts on street design and capacity, property access, connectivity and pedestrian facilities.

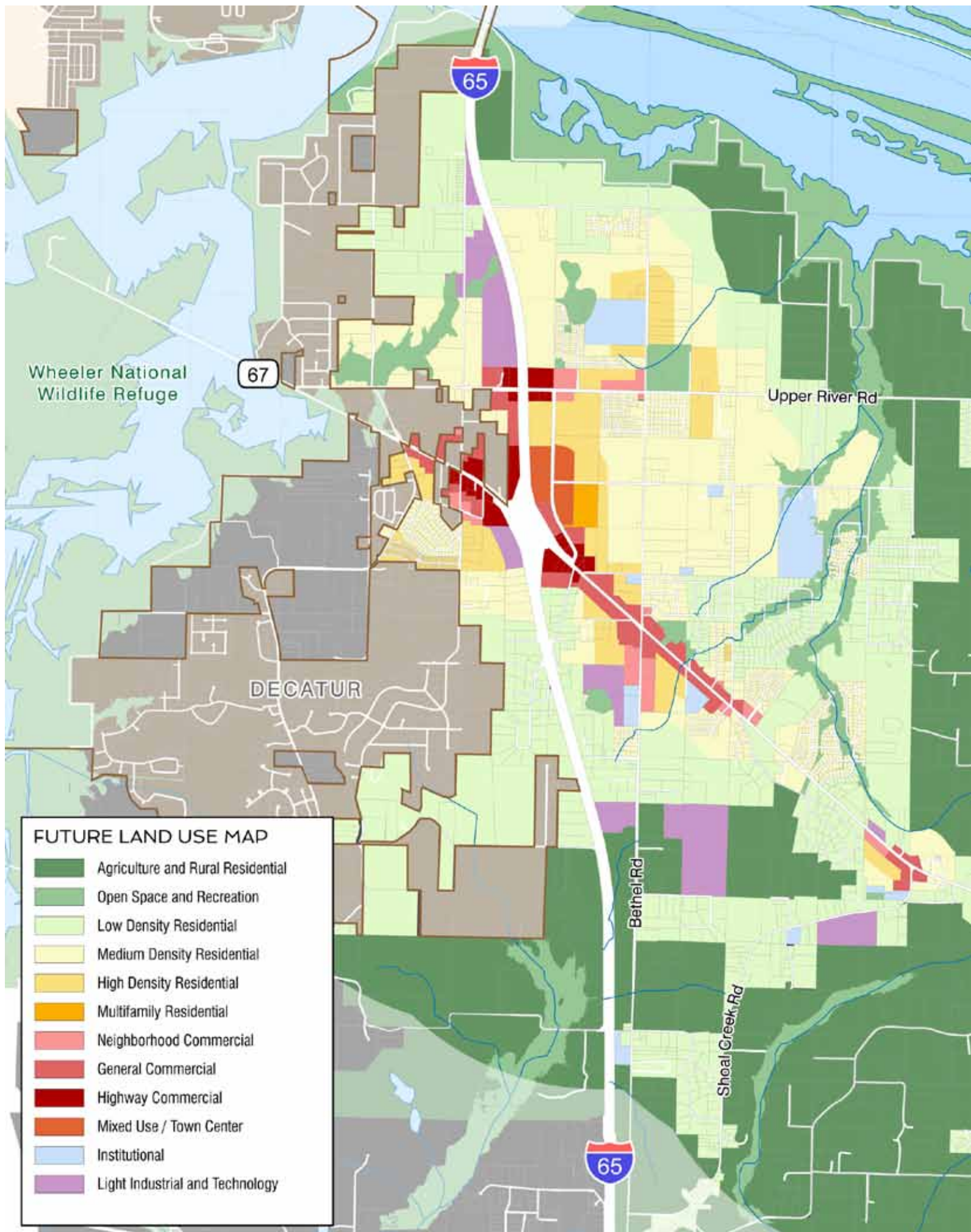
The Future Land Use map illustrates generally how different parts of the community should function and relate to one another. The map portrays a pattern of various activity centers, their relationships with each other and with the city's neighborhoods. Building on this structure, Priceville intends to invest, reinvest and develop so that new growth is suited to the capacity of the land and to the city's ability to economically provide infrastructure and quality services and facilities.

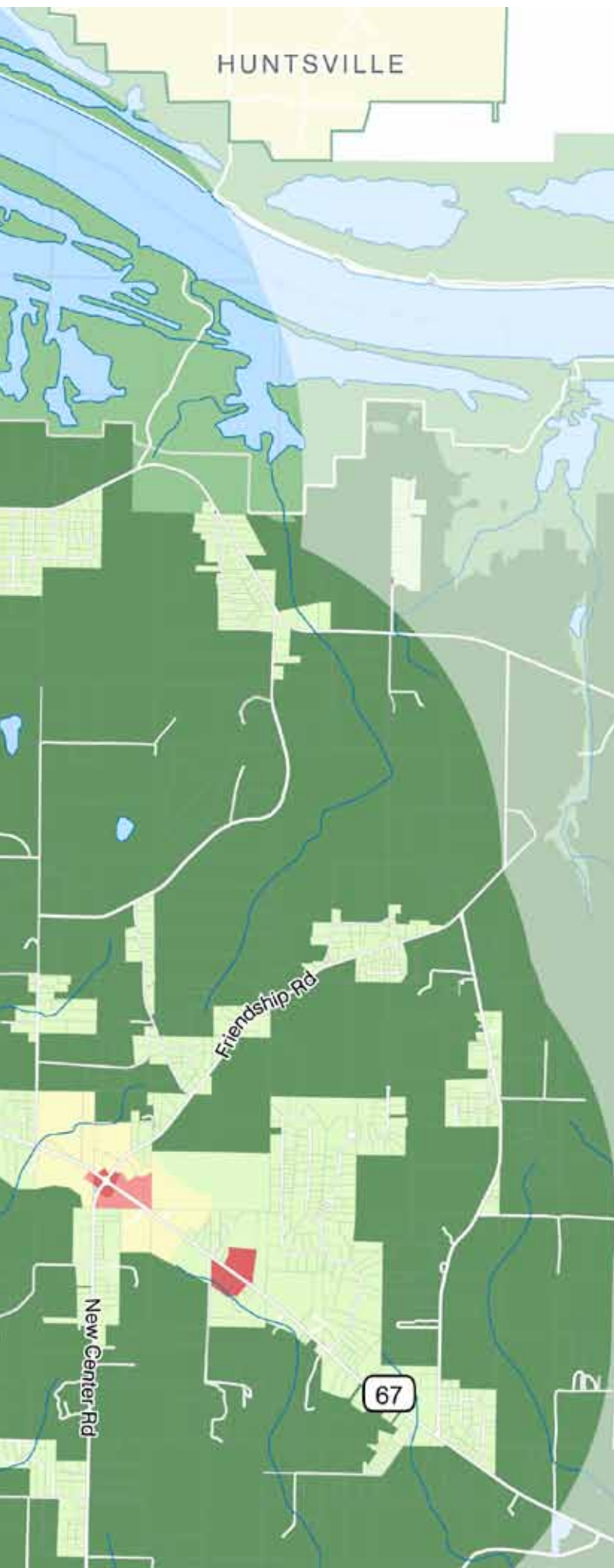
The Transportation Plan map illustrates how the city's street network must develop to accommodate the types, intensities and extents of development described in this plan. In addition to proposing improvements to resolve or improve existing transportation issues, the map identifies transportation improvements that will enable desired development and improve traveling within and through Priceville.

LAND USE AND TRANSPORTATION PRINCIPLES

The integrated land use and transportation concept is built around the following principles:

- Arrange uses to avoid incompatibility that can harm property values.
- Provide comfortable transitions between uses of different types, densities and intensities.
- Arrange uses so that traffic from industrial, commercial and other traffic generators is not funneled through residential areas.
- Treat commercial areas as centers or hubs around which residential, institutional and other community elements are arranged.
- Locate higher density residential uses close to commercial hubs and major roads and lower density residential areas further out from commercial hubs and major roads.
- Designate environmentally sensitive areas for recreational uses or development types with low impact on flood plains, steep slopes, etc.
- Face similar uses across streets. Arrange uses so that land use transitions occur mostly along rear lot lines and man-made and natural barriers (railroads, highways, streams, etc.). Land use transitions along side lot lines should be considered on a case by case basis and may require buffers between some uses.





LAND USE PLAN

The purpose of the Land Use Plan is to identify the range of uses, densities and development patterns that may be allowed in a given area—should changes occur in the future—to support orderly growth and avoid incompatibility between neighboring uses that can harm property values. The Plan represents a desired pattern of land uses. It is not intended that existing uses, which differ from the land use plan, must change. But, if they do change, then changes should be consistent with the overall pattern established in the Land Use Plan.

The Land Use Plan is used by the City for a variety of purposes. One of the most common of these is in reviewing the appropriateness of zoning and subdivision applications. The Future Land Use map is not a zoning map but a guide to how the zoning map may change. The boundaries of land use categories shown on the Future Land Use map should not be interpreted rigidly but the general pattern should be observed to support comfortable transitions between uses. It is to be consulted in planning for expansion and new development of public facilities and utilities to serve the growing community because it represents a reasonable picture of the future state of the community.

The Future Land Use map is not intended to be static and unchanging. There will likely be instances when otherwise appropriate development requests will not conform exactly to the Future Land Use map. At those times it may be necessary for the City to consider amending the Land Use Plan (and/or map).

The designation of land uses on the Future Land Use map should not be interpreted to propose, approve, deny nor preclude any specific action without full consideration of all policies, principles, standards or intentions expressed in this plan and the city's development regulations. Specific site conditions, such as topography, geology, soils and hydrology, must be considered when choosing sites for new developments, especially those of larger scale, and planning and designing their uses and densities. These realities, plus attitudes toward development on the part of public officials, other agencies, area residents, property owners and developers will play a large part in determining appropriate development location and design. Similarly, adequate community facilities and infrastructure – streets, parks, fire protection services, and water and sewer systems, should be assured before making any significant development proposals or decisions.

LAND USE TYPES AND CHARACTERISTICS

The following land use types are depicted on the Future Land Use map. Land use categories include street design guidance appropriate to the type and intensity of development that should be applied to development involving the construction of new streets or changes to existing streets. For categories without such information, street design should be consistent with the broader land use context.

Agriculture and Rural Residential

Includes very low density single-family housing, crop farming, timbering, raising of livestock and some agriculturally-related business uses that produce little traffic and involve a low ratio of building to land area.

Street-side stormwater drainage is handled by swales rather than curb and gutter. Sidewalks are not provided but off-street paths may be desirable for pedestrian, bicycle, horse or all-terrain vehicle use.

Open Space and Recreation

Includes land permanently reserved as open space and/or recreation including public parks, land trust properties and cemeteries. Flood prone areas are also include to encourage conservation of these areas and reduce development impacts on area waterways.

Residential

Includes detached single-family housing, townhouses, manufactured housing and multifamily residential uses. Low intensity institutional uses, parks and open spaces are also included within each of four residential categories—low density single-family, medium density single-family, high density single-family and multifamily (refer also to illustrations).

Low density residential



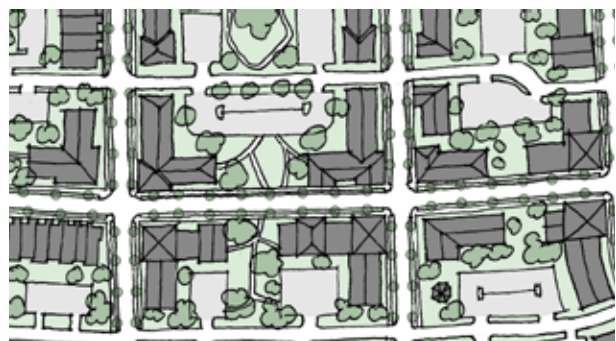
Medium density residential



High density single-family residential



Multifamily residential



Low density residential uses are single-family detached houses on large lots (under three dwelling units per acre) that vary in character from suburban estates to more rural housing areas. These areas are located where the street network is sparse and where sewer may not be available.

Green space is incorporated through generously-sized yards. Sidewalks should be provided on both sides of collector streets and set back from the road edge. Alternatively, low density subdivisions can be connected to community destinations through trails. Streets may include vegetated swales, valley gutters or raised curbs for stormwater purposes.

Medium density residential uses include single-family detached homes and duplexes with moderate lot sizes (three to six dwelling units per acre).

Green space is provided in common open spaces and in the streetscape (primarily in front lawns). Five foot wide sidewalks are provided on at least one side of the street (on both sides of collector streets). Sidewalks are set back from the curb by a buffer strip planted with street trees. Streets serving the lower end of this density range may have swales, valley curbs or curb and gutter for stormwater purposes. Otherwise, streets should generally have curb and gutter.

High density single-family residential uses include single-family detached homes on small lots (more than six dwelling units per acre), including townhouses. In these areas, duplexes, triplexes and quadplexes may also be appropriate. These developments are located around mixed-use and commercial hubs in relatively close-in locations.

Green space is provided in common open spaces and in the streetscape. Alleys or shared driveways provide access to the rear of lots, which provides a discrete location for parking, utilities and garbage pick-up. Due to the narrowness of townhouse lots, front driveways would take up most of the front yard and so are discouraged. Parking can be provided in common parking areas or at the rear of individual lots.

Five foot wide sidewalks are provided on both sides of the street. Sidewalks are set back from the curb by a buffer strip planted with street trees. Streets should have curb and gutter.

Multifamily residential uses are residential developments in which three or more units are located within the same building. They are generally intended to develop within or at the edges of mixed-use and commercial hubs. This provides a transition between the more intensive activity in these hubs and the desired quiet in medium and low density neighborhoods.

Green space is provided in common open spaces and within the streetscape. Sidewalks are provided on both sides of the street and are separated from the street by a buffer strip planted with street trees. Streets feature vertical curb and gutter for stormwater purposes. Mid-block alleys or private drives provide access to parking areas, which should be located within the development rather than in front of buildings.



In a community survey, participants ranked the above images as preferred examples of high-density residential (above) and multifamily residential (below), reflecting the community's expectations for high quality design, open space and landscaping and walkability.

Commercial

Includes retail, business and personal services, office, dining, entertainment and lodging accommodations. These are to be concentrated in highway, community and neighborhood commercial centers identified in the Growth Strategy.

Shopping and dining uses should be concentrated at the heart of each commercial center with other business uses located in upper stories of buildings (if applicable) or flanking the core uses. High density and multifamily residential uses may be appropriate at the edges of commercial activity centers and in upper floors of buildings. Institutional uses are also be appropriate in commercial areas.

New commercial development should feature sidewalks on both sides of the street to provide pedestrian access throughout the district and to connect to adjoining neighborhoods. With the exception of AL 67, streets in commercial areas should have vertical curb and gutter.

Highway Commercial includes gas stations, travel retail centers, fast food restaurants, lodging and similar businesses that primarily serve interstate travelers and commuters. This category applies around the I-65 interstate and the proposed Upper River Road access to I-65, but only upon approval of that access. Parking areas of adjacent businesses should be connected and the number and size of curb cuts along the highway minimized.

General Commercial includes a wide range of businesses that serve patrons from throughout the city and nearby areas, with no limit on size or traffic impact. This category applies primarily along AL 67 from Marco Dr to Skidmore Rd and at the Shoal Creek Rd and Friendship Rd intersections. Parking areas of adjacent businesses should be connected and the number and size of curb cuts along the highway minimized.

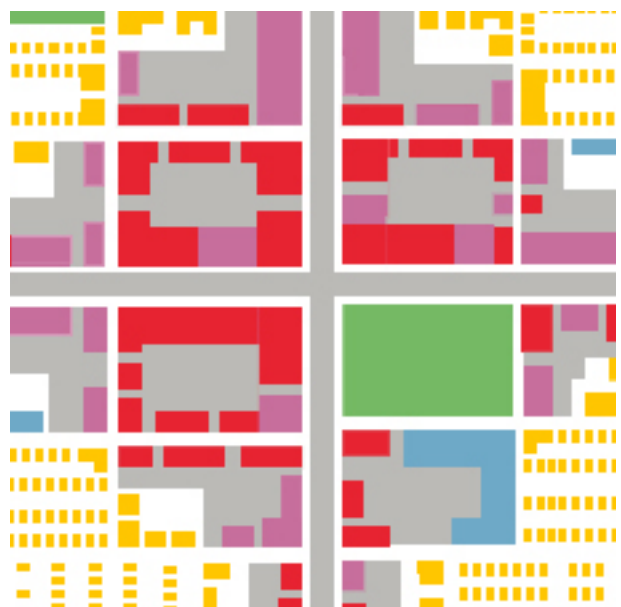
The town center should form a hub with residential areas orbiting around it, decreasing in density further from the hub. Parking is located internally to each block (to the sides and rear of buildings rather than in front) so that the area is walkable and the streetscape is defined by landscaping and buildings rather than parking lots. Uses can be mixed vertically or horizontally, with a focus on shopping and dining at the center.

Neighborhood Commercial includes small businesses that primarily serve the daily and weekly needs of nearby residents. Large businesses and ones that draw considerable traffic from outside the general vicinity are not appropriate. Auto-oriented businesses (restaurants and other businesses with drive-throughs, car washes, auto repair businesses and gas stations) may be considered on a case-by-case basis and only when designed to minimize traffic, light, noise and other characteristics incompatible with adjacent residential areas. If permitted, drive-through elements should be located away from streets and from adjoining housing. In new development, parking areas should be located to the side or rear of buildings rather than along the front. This category is also used as a transition between intensive commercial areas and residential ones.

Mixed-use / Town Center

Includes a variety of commercial, residential, recreational and institutional uses. Shopping and dining uses should be concentrated at the heart of town center with other business uses located in upper stories of buildings or flanking the core uses. High density and multifamily residential uses may be appropriate at the edges of mixed-use hubs and in upper floors of buildings. This category is applied to proposed site of Priceville's future town center, along Marco Drive.

Institutional



Includes government facilities, schools, places of worship, medical, and community service uses and lands. NOTE: Only existing institutional uses are shown. Large churches and schools, hospitals and other higher intensity institutional uses, which tend to comprise larger buildings and draw larger amounts of traffic, should generally be located in high visibility places where access is suitable and adjacent land uses are compatible. Less-intense institutions, which range from small churches to elementary schools, may be appropriate in or adjacent to neighborhoods provided there is sufficient transportation access that does not interfere with the enjoyment of the neighborhood.

The development pattern—building heights, setbacks, parking location, street and sidewalk design—of institutional uses should be consistent with the pattern of the dominant use in the area (i.e., residential, commercial, mixed-use, etc.).

Light Industrial and Technology

Includes warehousing and distribution, light manufacturing, and research and technology-focused, clean industries. Light industrial and technology uses tend to be less land intensive and more compatible with non-industrial uses than heavy industry. However, they must be located with consideration to how truck access would affect neighboring uses and buffered from less intensive uses, especially housing areas. New or expanded light industrial and technology development may be limited until road access is improved, including capacity improvements on major streets and approval of any future interstate access improvements at Upper River Road.

Industrial areas need not have sidewalks except as determined by context. For example, sidewalks may be desirable to connect industries to an adjacent commercial area so that employees can walk to nearby restaurants and other businesses. Context should also determine whether streets are lined with swales, valley curbs or curb and gutter.



In a community survey, participants ranked these images as preferred examples of commercial and mixed-use development, reflecting the community's expectations for high quality design, open space and landscaping and walkability.

TRANSPORTATION PLAN

Priceville has a modest street network that, as growth continues, will become heavily stressed unless development is planned and designed to enhance the existing street system and create an increasingly interconnected framework of streets.

The primary transportation goals in the coming years are:

- Increasing connectivity in the local street network
- Maintaining traffic flow and safety on AL 67 and major local streets
- Enhancing mobility for pedestrians, bicyclists and those with disabilities
- Correcting deficiencies among existing streets and intersections
- Maintaining streets in good condition over time

Transportation Policies

The following policies will guide transportation decisions and investments made by the City of Priceville and the City's evaluation and decisions regarding new development and subdivisions:

- Promote higher level of street connectivity in more intensively developed areas
- Encourage development of pedestrian and bicycle facilities and other forms of mobility
- Manage access on major roads
- Maintain an attractive, functional street network that enhances community character

INTERSTATE 65

Access to the interstate is key to Priceville's development and traffic along AL 67 has increased significantly over the last ten years on both the east and west sides of the interstate interchange. The City, in conjunction with Morgan County and the ALDOT, intends to study interstate access needs in the face of impending growth. The proposed study would include analysis of modifications to the current interchange at AL 67. A concept being considered would be expanding the interchange, relocating the northbound on-ramp and southbound off-ramp further north at Upper River Road. This strategy would likely involve extending accesses on the east and west sides of the interchange between AL 67 and Upper River Road. Were this change to occur it will increase the need for capacity improvements on Upper River Road and create additional business development opportunities in the area. The project is indicated in the Transportation Improvements Map following, along with capacity improvements on AL 67 and major local streets (shown in purple).

HIGHWAY 67

AL 67 is an important corridor for the city. In addition to being a key business area, it is Priceville's primary image corridor. As businesses have developed along it, the highway has also been improved to accommodate more through traffic at higher speeds. These two changes conflict with one another—the highway's design speed in some locations is excessive when local, turning traffic is mixed in. The corridor should be evaluated to determine if the design speed (and posted speed) can be lowered without causing congestion, existing access points can be improved, a landscaped median can be installed between intersections and bicycle and pedestrian elements can be incorporated. And, if a town center does develop on Marco Drive, a signal will be needed at its intersection with AL 67.

CONNECTIVITY

As new development occurs—that involves the creation of new streets—connectivity should be highly encouraged. This is of particular concern north of AL 67 where residential development is likely. In this area, Bethel Rd, Cave Spring Rd, Skidmore Rd and Upper River Rd provide the beginning of what should become a well-interconnected street system that disperses traffic, provides rapid emergency access and helps people move about the community easily and safely. Proposed improvements include: extending Marco Drive north to Upper River Road (and eventually connecting to Bethel Road North); connecting from Cave Springs Road northward from Skidmore Road; and future streets that connect the east and west sides of Bethel Road north of the high school.

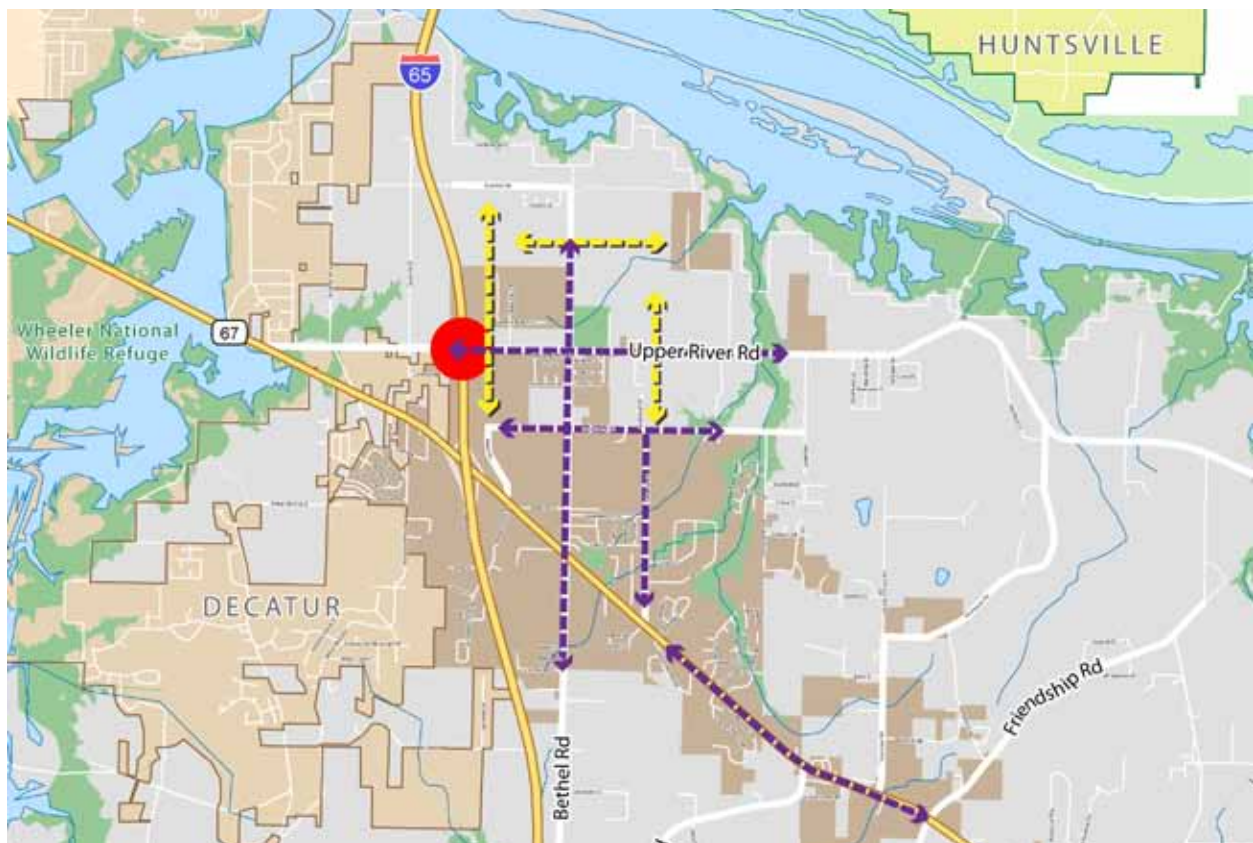
Connectivity is important for safety. When poorly connected street systems funnel local trips onto major roads, it unnecessarily exposes local drivers to accidents on roads with higher design speeds, which increases the severity of injuries and the potential for fatalities when crashes do occur. Connected street systems are more beneficial to emergency response

by police, fire and paramedics because they provide shorter routes to calls and alternative routes if primary routes are clogged.

Because interconnected streets inherently see more traffic than cul-de-sacs, residents—and the developers who design and build subdivisions for them—may oppose the connection of streets internally and from one neighborhood to another. But, a balance must be struck between accommodating residents' desires for minimal traffic and the general welfare and safety of the community overall.

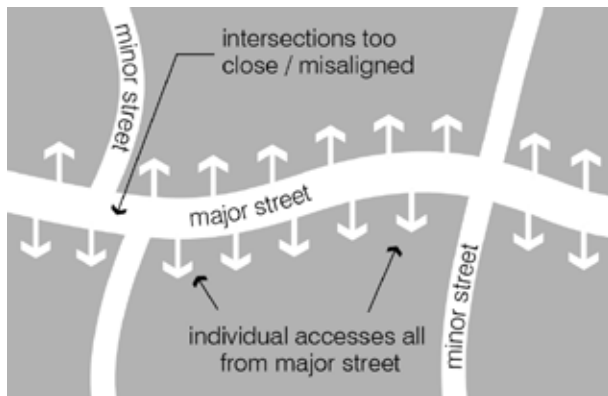
Greater connectivity in street networks increases walkability—regardless of whether or not there are sidewalks—by providing connected walking routes. By contrast, in a subdivision with a large number of cul-de-sacs, a person must walk (or bike) a greater distance to reach another part of the same neighborhood.

Street connectivity can be ensured in new development through the City's development regulations by establishing maximum block sizes and other connectivity standards based on the type and intensity of development.

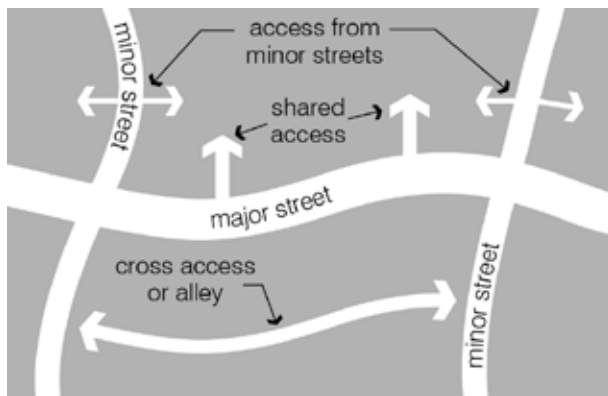


ACCESS MANAGEMENT

Access management is a transportation planning practice that involves optimizing spacing between intersections, between driveways and between driveways and intersections to maintain traffic flow and safety. Access management standards are typically higher on higher classified roads, where the amount of traffic and driving speeds are higher. Today, ALDOT applies access management rules on all state roads and US highways under its purview. The City of Priceville is responsible for these issues on local streets.



An excess number of driveways and driveways too close to one another and to intersections causes congestion and creates safety hazards.



Access management helps avoid congestion and increases safety by limiting the frequency of driveways on major roads through shared driveways, access from minor streets and cross access between properties.

The City should coordinate with the ALDOT to assure that, as access management regulations are applied to new development on AL 67, opportunities to improve existing access points are also addressed. A goal of this effort should be to enhance the overall design of the highway, including lowering the speed limit and replacing the continuous two-way left turn lane with a landscaped median, including turn lanes and directional median openings at intersections and busy access points.

The following strategies can be incorporated into the City's development regulations to manage access on Priceville's major streets, such as Bethel Rd, Upper River Road and Cave Spring Road:

- **Separate conflict points** The distance between intersections of arterials and collectors and driveways should be regulated.
- **Restrict turning movements** Where driveways and unsignalized side streets intersect major streets, turning movements may need to be limited, such as the use of right-in, right-out access points.
- **Design standards** Design standards that address access spacing, the length of turn lanes and tapers and driveway dimensions should be developed for Priceville's arterial and collector streets and applied through zoning and subdivision regulations.
- **Traffic signal spacing** Signals should only be installed when appropriate studies indicate their spacing and interconnection can be accomplished without significant impacts on corridor capacity.
- **Turn lanes** Left and right turn lanes should be required for developments on major streets. In some cases, acceleration lanes may be required.
- **Shared driveways and access** Joint use driveways and inter-parcel interconnections, including alleys, should be required to reduce the proliferation of driveways to preserve the capacity of major streets.

BICYCLE AND PEDESTRIAN FACILITIES

Bicycle and pedestrian facilities along streets are of most value to the community in commercial and medium and higher density residential areas and around parks, schools and similar destinations.

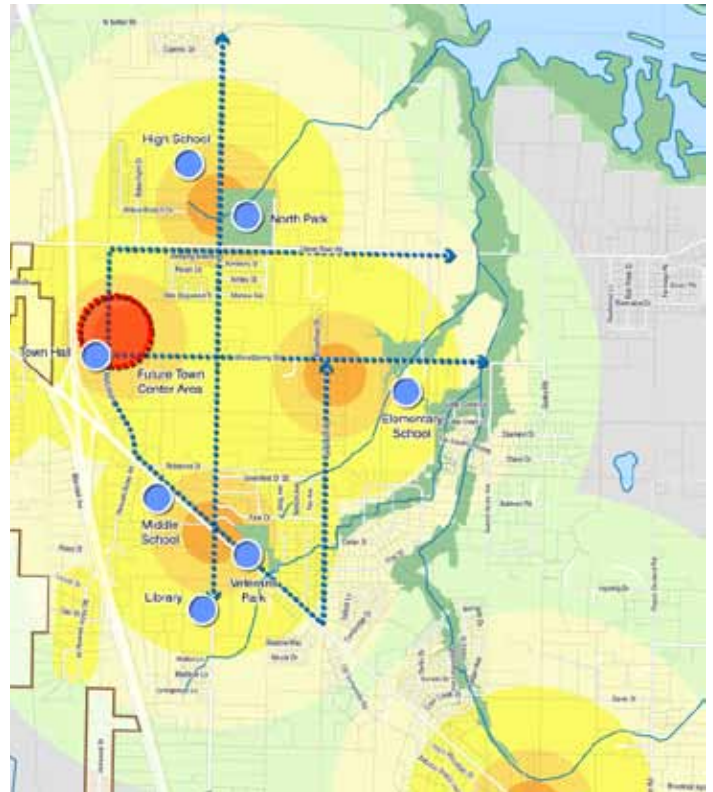
Sidewalks should be provided on-streets within any type of development near schools, parks and Priceville's proposed town center area. They should also be required in higher density residential developments and in commercial and mixed-use development areas. These standards are applied through the City's subdivision regulations.

Project Recommendations

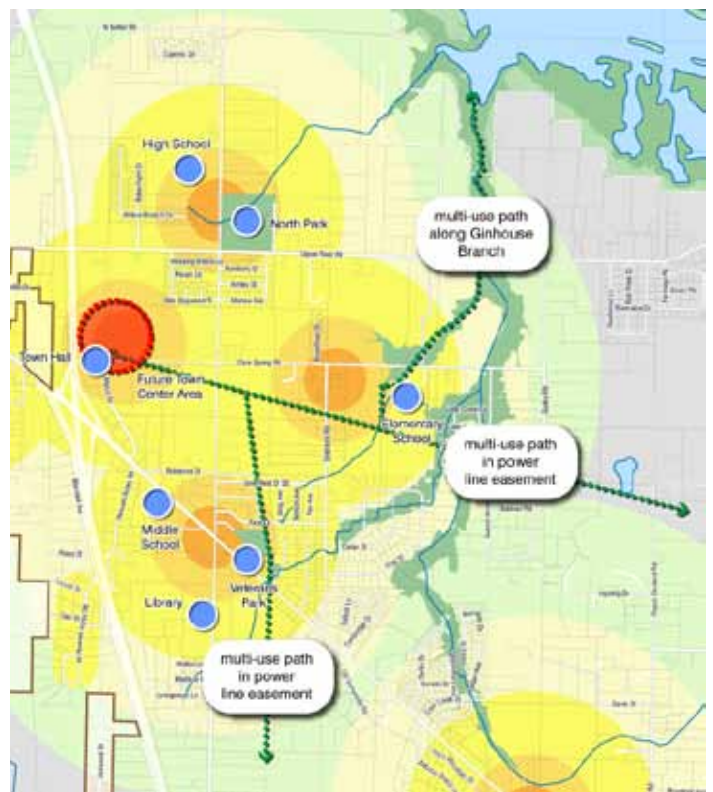
Existing Streets Whenever projects are planned to widen or alter existing streets, adding sidewalks and/or bicycle facilities should be considered. A priority should be placed on including such accommodations in street projects near schools and parks and around the proposed town center.

Cross-sections are provided in the following section (Capacity Improvements) depicting how bicycle and pedestrian facilities should be installed along existing streets as they are modified to add capacity as development occurs. The City can require additional right-of-way to accommodate future street widening and bike-ped enhancements as properties along existing streets are subdivided or developed. When property is developed in these areas, the City may also require the developer to install pedestrian and bicycle facilities or provide a fee-in-lieu to be used by the City for future street improvements.

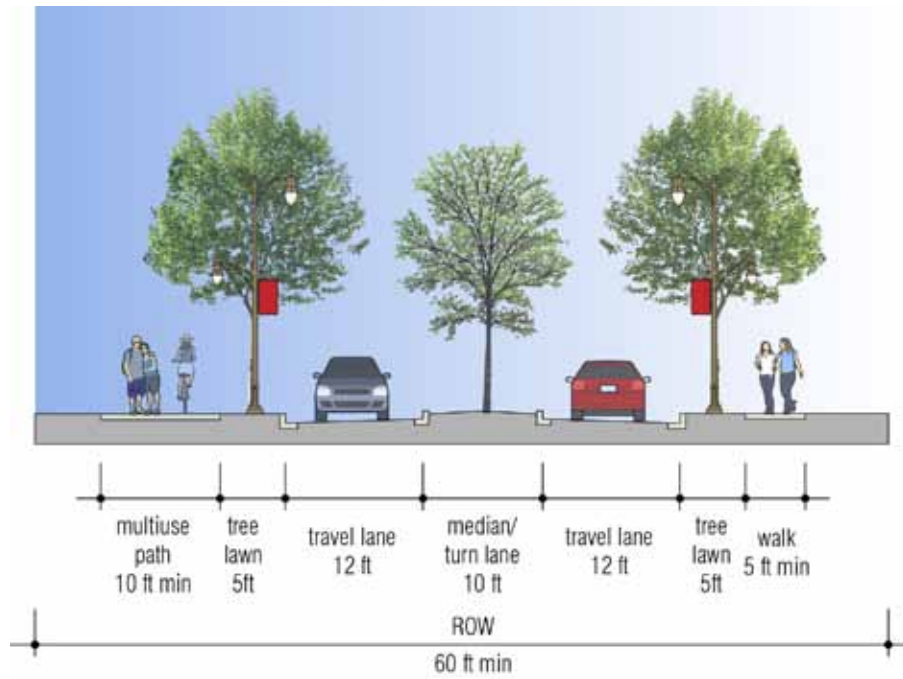
Off-street Paths are designed for use by pedestrians or for pedestrians and bicyclists and often follow waterways or other natural features, utility easements and other routes outside of public rights-of-way. Off-street paths can also be designed to accommodate equestrians and golf carts. Recommended routes in Priceville (noted in the Growth Strategy) are the north-south power line easement parallel to and east of Bethel Road, the power line easement that runs east-southeast from City Hall and along Ginhouse Branch creek from near the elementary school north to the river. Through the subdivision process the City may acquire right-of-way or easements to construct these or encourage subdividers to incorporate and construct these paths into the design of their developments.



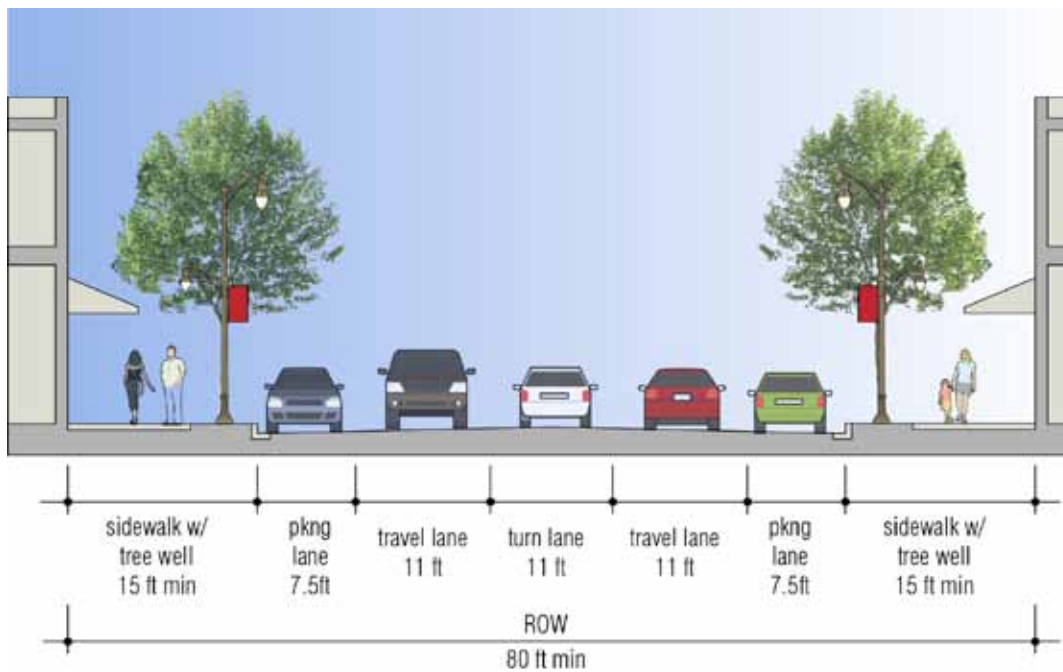
Bike-ped facilities on existing streets



Off-street bicycle and pedestrian paths



THREE LANE COLLECTOR (TYPICAL)
3-lane cross section with median, multiuse path and sidewalk



TOWN CENTER
3-lane cross section with parallel parking both sides

CAPACITY IMPROVEMENTS

As Priceville continues to grow north of AL 67, existing major streets will need to be widened to add capacity and prevent congestion. When properties fronting major streets are developed, additional right-of-way should be provided by the developer to accommodate future street widening.

To re-capture a part of Priceville's pastoral character as growth occurs, widened streets should include street trees and landscaped medians. At intersections, as needed, medians would give way to left-turn lanes.

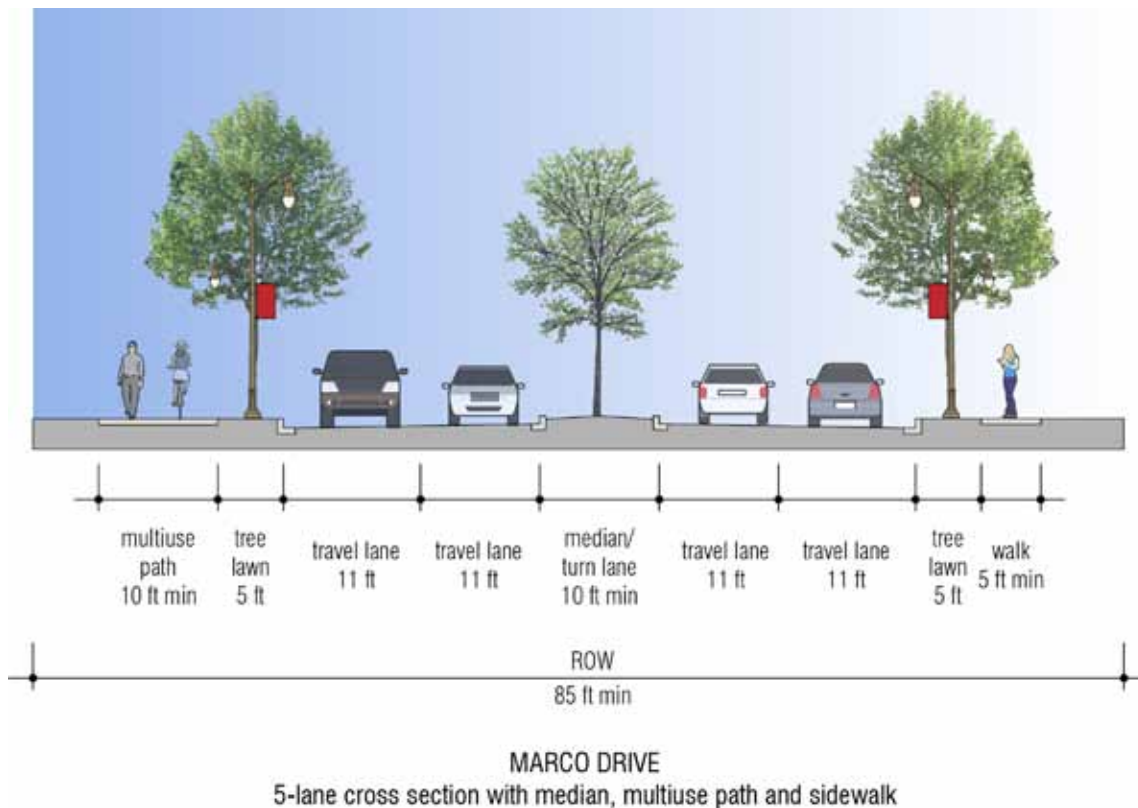
Upper River Road, Bethel Road and Cave Spring Road should be expanded to three lanes (two travel lanes with median/center turn lane). If residential growth continues without adequate street connectivity, these roads will bear the brunt of most all trips from surrounding neighborhoods. This will increase the likelihood of having to expand some of these even further, such as to a five-lane condition. That should be avoided. To assure the ability to include a landscaped

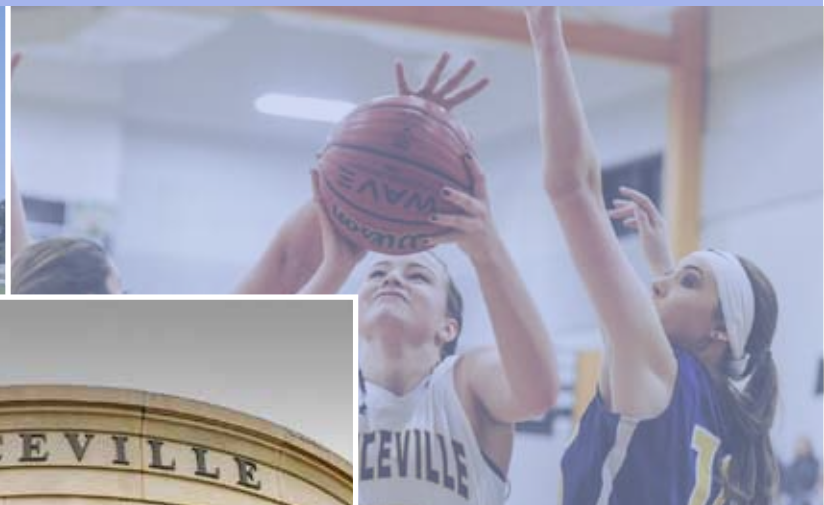
median along these streets, access to properties fronting on them must be carefully managed.

The City should also set standards for how segments of existing streets and new streets crossing through the future town center should be designed, including on-street parking, street trees and wide sidewalks.

The extension of Marco Drive north to Upper River Road should continue the median element of the street, while also incorporating pedestrian and bicycle components. Optimizing capacity on the north extension of Marco Drive will help to limit pressure on Bethel Road, so that it does not have to be widened to five lanes.

Other capacity improvements include widening of AL 67 from two-lanes southeast of Cambridge Drive. This project will become more pressing if areas southwest of Priceville develop and generate more traffic headed toward Decatur or the interstate.





FACILITIES, SERVICES AND INFRASTRUCTURE

PARKS + RECREATION

PARKLAND

The city's only dedicated park space is Veterans Park, which includes a playground, pavilions, two ball fields, two tennis courts and a basketball court. The community also enjoys North Park, which is operated by Morgan County. It features a soccer field, multipurpose field, four baseball/softball fields, one tee ball field, two playgrounds and pavilion space.

Demand will increase for additional passive recreation space and active recreation facilities as Priceville grows in population. Based on community input through the survey and visioning session, there is a strong desire for more passive recreation space today.

According to the National Recreation and Parks Association (NRPA), US cities under 20,000 population provide, on average, one park per 1,231 residents. With a population estimated at about 3,600, Priceville is well below average in the number of parks. Even by including North Park, Priceville is still below average for a community under 20,000. Moreover, residential growth in the area is expected to continue over the next ten years. The City must plan well ahead for additional park space to keep pace with growth. As growth pressures mount, land costs increase. This makes it more expensive and more difficult to acquire parkland where it is most needed, where residential growth is occurring.

Based on historic NRPA recommendations, today, Priceville should have between 22 and 36 acres of parkland overall (6-10 acres per 1,000 residents). However, recent NRPA analysis shows that US cities under 20,000 population, on average, offer about 11.8 acres of parkland per 1,000 residents. Priceville maintains 13.9 acres at Veterans Park, and the county's North Park includes 32 acres. If North Park is included, Priceville offers about 12.7 acres per 1,000 residents. But, at the current pace of growth, Priceville will soon fall below average, even when including the county park.

It will become increasingly appropriate for the County and the City to discuss transfer of North Park to Priceville as the area population shifts from being within unincorporated Morgan County to being within the City. If this were to happen, Priceville's parkland would increase to 46.6 acres (plus the recreation center property). This would be sufficient to support a population of 2,800-4,660 residents, which Priceville will likely surpass in just a few years.

PARK TYPES

Municipal parks systems are traditionally made up of two primary types of parks—community parks and neighborhood parks. Community parks are large parks (25+ acres) with a mix of sports facilities and passive recreational amenities. Historically, NRPA has recommended that cities offer 5-8 acres of community park space per 1,000 residents. Neighborhood parks are somewhat smaller (starting at five acres) and typically feature children's play areas, picnic areas, one or more open areas that can be used for pick-up games and sometimes tennis or basketball courts. Cities should offer 1-2 acres of neighborhood park space per 1,000 residents.

Based on Priceville's size today, the City should have 18-29 acres of community park space and 3.6-7.2 acres of neighborhood park space. While the City is currently building a recreation center that will increase the community's parks and recreation offerings, in the coming years, Priceville will need to acquire more land for outdoor recreation to keep pace with growth.

PARKS PLANNING

New parks should be located near where people live. Ideally, a community or neighborhood park should be located to maximize the number of households within one-quarter and one-half mile distances, which correspond to 5-minute and 10-minute walk times. Based on a survey conducted during the planning process, new local parks should include walking paths and other passive recreational amenities.

The following should be considered when planning for any new parks for Priceville:

- Locate parks so that they are evenly distributed throughout the community, in relation to where people live.
- Locate parks where they can be accessed easily on foot or bike from surrounding neighborhoods.
- All parks, including those primarily devoted to active recreation/sports activities, should include passive recreational space for walking, playgrounds/tot lots and open areas that can be used with flexibility for flying kites, throwing frisbee, picnicking and other impromptu recreational activities.
- Land that is less desirable for development, such as properties with floodplains, wetlands or difficult soils, tend to be less expensive to acquire and may be highly appropriate for a range of park use, depending on the recreational activities desired and how they are situated in relation to sensitive areas.
- Recreational facilities should be added to keep pace with population growth. The table at right shows the average allocation of various recreational facilities based on population size for communities under 20,000 and can be used as a general rule of thumb, but facility planning should be calibrated to local needs, interests and trends.



Recreational Facilities by Population

Average population per facility type for US communities under 20,000

Facility type	Population per facility
Playgrounds	2,269
Tot lots	6,064
Basketball courts	3,975
Tennis courts	2,500
Baseball fields, youth	3,378
Baseball fields, adult	7,812
Softball fields, youth	5,500
Softball fields, adult	4,831
Multipurpose rectangular field	3,875
Dog park/off-leash area	10,000
Swimming pool, outdoor	8,586
Soccer fields, youth	3,411
Soccer fields, adult	8,000
Football field	7,789

source: NRPA, 2019

RECREATION CENTER

The City is in the process of developing a recreation center that will include a variety of indoor recreational facilities. The City intends for the center to be used by residents and to generate sports tourism that can bring added revenue to the community. At least two sites are being considered, both of which would be appropriate to this plan's development strategy. One site would put the recreation center adjacent to City Hall and the proposed town center. The recreation center being nearby would likely bring local and visitor traffic to businesses in the proposed town center. The

other site being considered is adjacent to North Park. Being connected to athletic facilities at North Park makes this a logical location though it would not have the same proximity to local businesses to generate tourism revenue that is made possible being near the town center.

FIRE PROTECTION

To improve fire protection services and improve the department's Insurance Service Office rating (now 5 out of 10), Priceville is planning for a third fire station to be built on the community's north side, where most residential development is forecasted. Another important issue that the city will need to tackle in the coming years is transitioning away from a volunteer fire department. In the near term, it may be more practical to develop into a combination of volunteer and full-time staff. However, as the residential and other development continues, it will become increasingly important to develop a full-time department to be able to respond to increasing call volumes and lower the ISO rating, which will help to lower insurance costs for property owners.

POLICE PROTECTION

While the police department is adequately staffed today, growth will eventually require the department to hire additional patrol personnel. Expanding the department in the future would also involve additional patrol vehicles and additional space for the department.

SEWER SYSTEM

Increasing the capacity of the sanitary sewer system will be necessary to support continued growth in Priceville. Because of soil characteristics and a high water table, on-site septic systems may not be authorized by the Morgan County Health Department in several areas of Priceville, including where residential development is occurring and is proposed to continue. Because of this, even lower density housing may not be eligible for septic systems if the land does not perc properly. Because the sewer system is nearing its capacity, and in fact during wetter months, exceeds its permitted capacity, improvements must be made sooner rather than later.

Improvements to increase sewer system capacity are now being evaluated by the City engineer. Two options are under consideration: 1) constructing a second lagoon adjacent to the current one at the wastewater treatment plant and 2) converting the lagoon system to a mechanical system.

The current plant is permitted at a treatment capacity of 250,000 gallons per day (GPD). Adding a second lagoon would increase capacity to a total of 600,000-700,000 GPD. But, Priceville's population could easily double in the next ten years, if not sooner, putting the City back to square one in terms of needing to increase treatment capacity. While adding a second lagoon will be less costly, converting to a mechanical system would offer higher capacity and support residential, commercial and light industrial development over a much longer period of time. The City could add two oxidation units to the plant increasing the capacity to 1,000,000 GPD. Converting to a mechanical system will require additional staff, representing an ongoing cost to the City.

Due to water quality restrictions, effluent, once it is treated, must currently be pumped four miles before it can be released into the river. However, if the treatment plant is able to treat wastewater more effectively, effluent could be released into the adjacent creek, avoiding the costs of pumping it.

In addition, the City will add a trunk line on AL 67 between Marco Drive and Bethel Road, north along Bethel Road and north along Marco Drive. These projects are also being evaluated as part of the overall plan to upgrade the sewer system.

TRANSPORTATION

Refer to Land Use + Transportation Section for improvements to Priceville's transportation infrastructure.



IMPLEMENTATION

The major theme of this Comprehensive Plan is to support and encourage growth responsibly while protecting the character of Priceville. The City has prepared this plan to guide decisions regarding land use, development and conservation, zoning and capital improvements. The plan is also intended to help residents, property owners, merchants, builders, and developers invest in Priceville by providing a reasonable expectation of its future physical layout and character.

The Comprehensive Plan is to be carried out through a combination of public and private investment, decisions by the City Council, Planning Commission and other public boards and commissions. The plan's recommendations will continue to be translated into action through revision and enforcement of the city's development regulations; through transportation improvements and access management programs in cooperation with Morgan County (county roads) and the Alabama Department of Transportation (state highways); through budgeting and capital improvement programming and through public and private decisions in support of planned, cost-effective annexation.

Priceville is a municipal corporation, formed under powers granted by the State of Alabama. The City uses this police power to enforce local ordinances and development regulations. And, the City uses its taxation power to plan for and implement a budgeting system that includes capital investments for infrastructure and other city facilities and services that it uses to help shape growth and development. All of these tools will continue to be used together to shape Priceville in accord with this Comprehensive Plan.

DEVELOPMENT REGULATIONS

Updating the City's development regulations—primarily the zoning ordinance and subdivision regulations—will be an important step for managing growth in accordance with this plan. This process has been initiated and is scheduled to be complete in early 2021.

ZONING ORDINANCE

As a part of plan implementation, Priceville intends to revise the Zoning Ordinance to reflect and incorporate the land development policies of this plan. The following elements are recommended to enhance the Zoning Ordinance to better implement the land development policies:

- Re-organize overall ordinance and simplify language to be more user-friendly
- Update terminology and definitions
- Convert the category-based structure of use regulations to a new format that is more user-friendly and allows the City to specify individual uses that require special approvals or requirements
- Include regulations to enable development of and manage conservation subdivisions and cottage subdivisions
- Adjust dimensional requirements in nonresidential and higher density residential developments to encourage better design and walkability
- Establish an institutional zoning district for uses to large or intense for residential districts
- Incorporate community design criteria into planned development district regulations to assist in evaluating proposals
- Create an overlay district to encourage high-quality nonresidential development on AL 67
- Update landscaping, signage and parking regulations

PRIORITIES

SUBDIVISION REGULATIONS

The Land Use and Transportation Plan identifies standards for public improvements most suitable for a variety of land uses, densities and locations—whether a development is centrally located and relatively compact or further out and relatively rural. These policies will be implemented through the City's Subdivision Regulations. For example, the plan recommends that street design, particularly edge treatments and provision of sidewalks, should vary according to context. Other planning and design strategies to be addressed through updating the Subdivision Regulations include:

- Promote street connectivity to avoid congesting major streets, assure efficient routes for emergency response and provide a variety of routes to move about the community
- Conserve natural drainage patterns to reduce the need and added costs of earthwork, clearing and drainage improvements
- Require sidewalks in activity centers and medium and high density neighborhoods and any neighborhoods close to parks, schools or other community destinations
- Require developers contribute to planned transportation improvements including wider rights-of-way and shared use paths on major streets
- Design streets for calm traffic through the use of short block lengths, street curvature, roundabouts, narrow streets, on-street parking, vertical curbs, street trees, sidewalks and pedestrian-scale lighting
- Optimize safety and traffic capacity of major streets by regulating the size, number and spacing of driveways

As plan strategies and capital projects were identified, the community was asked for their input on the relative importance of these recommended efforts through community meetings and surveys. Input from these engagement efforts was synthesized to prepare an implementation plan consistent with community opinion.

PRIORITIES SURVEY

The final survey gave the community an opportunity to prioritize a series of recommended capital projects involving public facilities and infrastructure. Almost 350 survey responses were received. Because the survey reflected only a small sample of the population, it should not be interpreted as community consensus but a reasonable indicator of the community's attitudes toward potential city investments. The following are the five infrastructure and facilities recommendations that received the highest rankings by survey respondents along with their median score (out of 10, with "10" indicating the most important).

- Upgrade fire department - 8.11
- Widen AL Hwy 67 southeast - 7.80
- Build Fire Station #3 - 7.70
- Increase sewer treatment capacity - 7.63
- Increase capacity on North Bethel Road - 7.37



ACTION PLAN

The following matrix categorizes recommended actions according to the plan's five main goals. Each action is assigned a phase based on its importance to the community, sense of urgency, cost considerations, expediency and other considerations. Low-hanging fruit—projects that are inexpensive and relatively simple to accomplish—are typically assigned early timeframes. Accomplishing these tasks shows progress and helps build confidence. Major projects can be complicated, expensive and take considerable time to complete, but they may have initial steps that need to be taken early on to avoid unnecessary delays.

TIMEFRAME This represents a combination of the relative importance of the task to the community and the likely duration necessary to complete related actions: short (1-5 yrs), mid (6-10 yrs), and long (11+ yrs). Tasks referred to as “long-term” may be extraordinarily important to the community but will likely take a considerable amount of time to complete because of costs or other complicating factors. Initial steps for some mid- and long-term tasks may need to be taken relatively soon to assure they can ultimately be accomplished within a ten or twenty year horizon.

LEAD - PARTNERS These are local and state entities whose involvement—which may vary from political support to technical assistance—may be essential in pursuing and completing the task. The lead organization is listed first followed by potential partner organizations. Additional partners, such as private foundations, may also be available depending on the nature of the action.

POTENTIAL RESOURCES These are organizations and programs that offer funding, technical assistance or other types of assistance relevant to the particular task.

The Action Plan is organized around the major goals and objectives identified at the beginning of this plan.

BUSINESS DEVELOPMENT

- Plan for business development
- Recruit and grow businesses
- Invest in infrastructure

LOCAL SCHOOLS

- Manage development around schools
- Plan collaboratively with the school system
- Support sustainable school funding

PARKS AND RECREATION

- Increase parks and recreation amenities
- Create a parks and recreation department
- Continue county partnerships

INFRASTRUCTURE

- Expand sewer system capacity
- Increase capacity on major local streets
- Improve fire protection

PRESERVING COMMUNITY CHARACTER

- Adopt standards for new housing development
- Adopt standards for new business development
- Upgrade Subdivision Regulations

BUSINESS DEVELOPMENT

Action	Timeframe	Lead - Partners	Potential Resources
Recruit new businesses to Priceville	Ongoing	City - Chamber, retail development consultant	
Encourage retention and growth of local businesses	Ongoing	City - Chamber	US SBA
Support development of a town center	Ongoing	City - private developer	
Conduct interchange study	Short-Term	County - City, Decatur, ALDOT	ALDOT
Encourage redevelopment of middle school site for revenue-generating uses	Mid-Term	City - Morgan County BOE	

LOCAL SCHOOLS

Action	Timeframe	Lead - Partners	Potential Resources
Support construction of new middle school	Short-Term	City - Morgan County BOE	
Conduct feasibility study for creation of a local school system	Mid-Term	City - consultant	AL Dept of Education

PARKS AND RECREATION

Action	Timeframe	Lead - Partners	Potential Resources
Construct Recreation Center	Short-Term	City	
Create parks and recreation department	Short-Term	City	
Acquire land for and develop additional park space	Mid-Term	City	ADECA - Land and Water Conservation Fund
Build off-street shared use trails along power line easements	Mid-Term	City	ADECA Recreational Trails Program
Build greenway trail along Ginhouse Branch	Long-Term	City	ADECA Recreational Trails Program
Evaluate potential acquisition of North Park from Morgan County	Long-Term	City - Morgan County	

INFRASTRUCTURE

Action	Timeframe	Lead - Partners	Potential Resources
Increase capacity of wastewater treatment plant	Short-Term	City	ADEM, ADECA, Corps of Engineers, UDA
Install trunk lines on Marco Drive, Bethel Road and AL Hwy 67	Short-Term	City	ADEM, ADECA, Corps of Engineers, UDA
Increase capacity on North Bethel Road, including bicycle-pedestrian accommodations	Short-Term	City - County, subdividers	ALDOT
Increase capacity on South Bethel Road	Mid-Term	City - County, subdividers	ALDOT (industrial access)
Increase capacity on Cave Spring Road, including bike-ped accommodations	Short-Term	City - subdividers	ALDOT
Increase capacity on Upper River Road, including bike-ped accommodations	Short-Term	City - subdividers	ALDOT
Increase capacity on Skidmore Road (i.e., addition of turn lanes at key intersections)	Mid-Term	City	ALDOT
Widen AL 67 (southeast Priceville)	Long-Term	ALDOT - City	ALDOT
Conduct interchange modification study	Short-Term	Morgan County - City, Decatur, ALDOT	ALDOT
Construct Fire Station #3	Mid-Term	City	
Upgrade volunteer fire department	Mid-Term	City	US Fire Administration, FEMA

PRESERVING COMMUNITY CHARACTER

Action	Timeframe	Lead - Partners	Potential Resources
Update planned development and other zoning regulations to assure a range of housing options, subject to appropriate standards of quality	Short-Term	City	
Create AL 67 Overlay District to assure quality commercial development	Short-Term		
Update Subdivision Regulations, including connectivity, access management, streetscape standards - drainage, planting strips and bike-ped accommodations, open space)	Short-Term	City	
Install signage, landscaping and lighting at major community gateways (AL 67)	Mid-Term	City	

KEEPING THE PLAN UP TO DATE

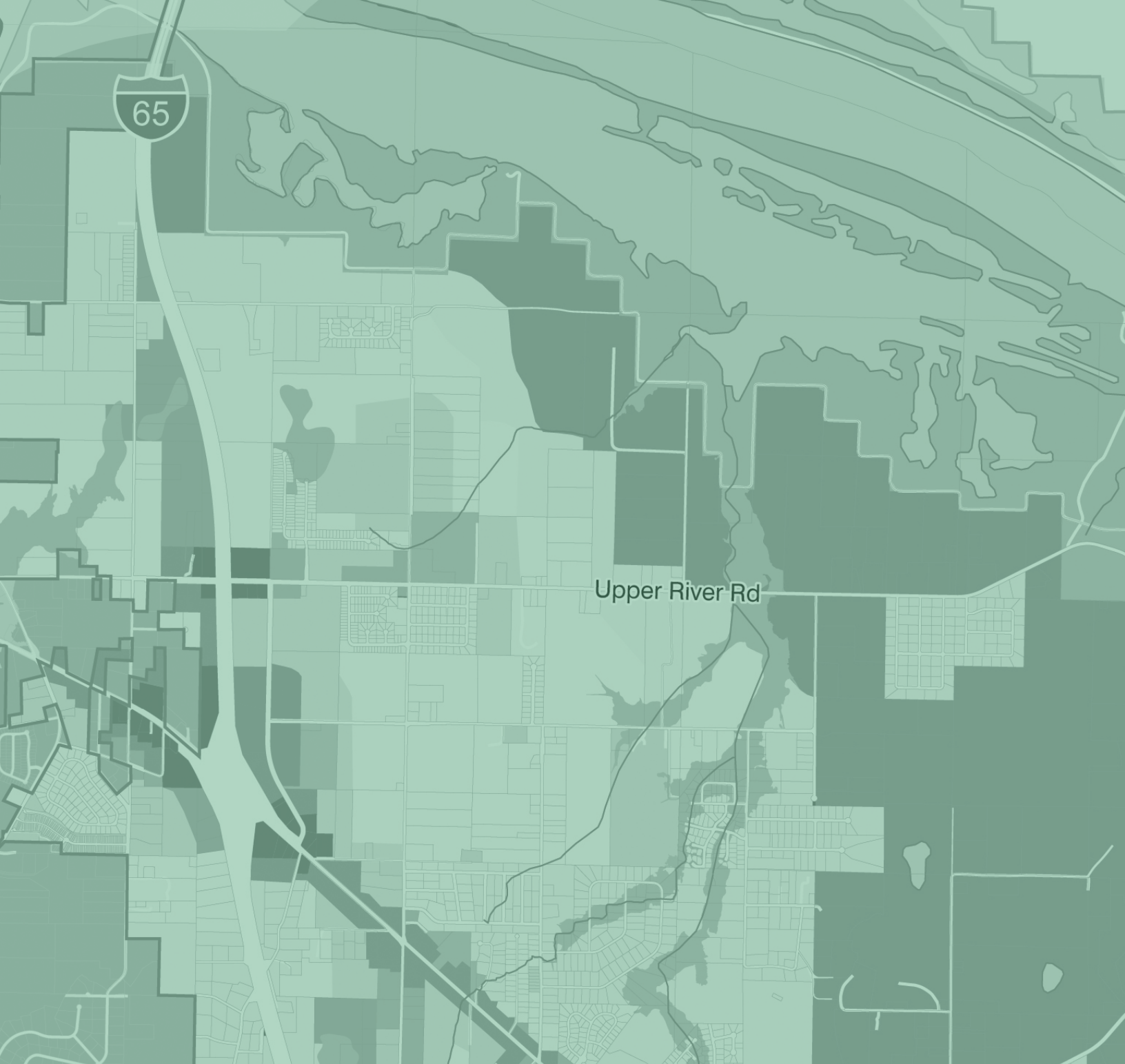
Comprehensive planning is often viewed as an occasional activity overseen by the Planning Commission, while preparing the city budget is an annual responsibility of the City Council. As a result, the comprehensive plan can become less useful as a guide to city budgeting if not reviewed and updated over time. This can be avoided by coordinating plan updates with budgeting processes every year or so.

Coordinated updates may help the Mayor and Council better determine capital budget priorities, consider plan and development regulation amendments, and coordinate public investments toward reaching the vision set out in the plan. To coordinate plan policies and their implementation, each city department, board and commission (and non-city groups that may be eligible for city funding assistance) should review the comprehensive plan and submit a report that would include the following:

- All tasks essential for accomplishing elements of the comprehensive plan during the coming year that are or should be the responsibility of the respondent.
- Suggested changes in city programs – including but not limited to regulations, capital investments, operation and maintenance, and intergovernmental coordination – that the respondent feels to be in the best interests of overall plan implementation.
- Suggested changes in city policy toward growth and development as described in the comprehensive plan.
- Suggested changes in the respondent's responsibility or authority that would better enable implementation of any parts of the comprehensive plan.
- A preliminary budget proposal, including capital equipment and investments needed to deal with the above, and the portion of those costs it is requested that the city bear.

The mayor's office would collect this information for consideration in drafting a capital budget and suggested plan amendments for the coming year. After discussions with department heads and others, the mayor's office would forward a draft capital budget and suggested plan amendments to the Planning Commission, who would review it in light of the comprehensive plan. The Planning Commission would report to the mayor's office the findings of its review of proposed capital investments, recommendations for plan amendments, and adjustments to development regulations.

The mayor's office would prepare and present a proposed capital budget and revenue forecast to the City Council. The Planning Commission would take action regarding any recommended changes to the comprehensive plan and/or subdivision regulations and suggest zoning ordinance amendments, as needed, to the Council.



CITY OF PRICEVILLE COMPREHENSIVE PLAN

