



Mountain Brook, Alabama

Adopted June 2007

Village Master Plans

Crestline Village

English Village

Mountain Brook Village

Overton Village

MOUNTAIN BROOK, ALABAMA VILLAGES BY DESIGN VILLAGE MASTER PLANS

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1.0 PREFACE

1.1 BACKGROUND AND HISTORY

The City of Mountain Brook has a rich planning history. By most accounts, Mountain Brook is thought of as a model planned suburban community. Although now more centrally located in the Birmingham metropolitan area, the most significant physical aspects existing in the City today are due to the vision of planners when this was not the case. The original planning of Mountain Brook was the new frontier of development as growth went “over the mountain.”

Although impacted by settlement patterns and population dating back to the early 1800’s, the most significant development in Mountain Brook was the result of planning and development that occurred between 1926 and 1929. Local real estate professional and developer Robert Jemison, Jr. is credited with the vision for Mountain Brook that has lasted to this day. During this time, Jemison commissioned a number of nationally and internationally renowned designers, including landscape architects Warren Manning and Donald Ross.

Ross was an internationally known golf-course designer who assisted in the planning of Mountain Brook’s golf courses which serve as a prominent organizing element for the City, and which embody the ethic of incorporating natural features which drove much of Jemison’s vision. Manning was a Boston-based designer who worked for and was influenced by Frederic Law Olmstead, and later gained his own acclaim for planning large estates in naturalistic settings.

Another strong influence during this time – of Jemison’s vision, of his designers, and of the planning

profession in general - was the Garden City movement. This movement was founded by Ebenezer Howard in England in the late 1800s and influenced much of the early 20th century planning in the United States. The concept was based on self-contained communities, surrounded by green belts, and a careful balance of residential, commercial and industrial, and agricultural or natural landscapes – essentially combining the advantages of the city and the countryside while eliminating their disadvantages. Although they were considered nearly utopian at the time, Howard’s ideas were initially widely criticized. The ideals of the Garden City movement included an inherent tension between the city and the countryside that has never been fully resolved, and execution of the movement over time has met mixed success.

Ebenezer Howard’s influence on the planning profession is well documented, and his work is known to have inspired much of the thinking and design of Fredrick Law Olmstead. Thus, it is not hard to trace the lineage of Mountain Brook – from Jemison, to Manning, to Olmsted, to Howard – to the Garden City movement and the villages of the English countryside. Observing the writings about Robert Jemison’s values, and observing the physical patterns that exist in Mountain Brook today confirms this lineage.

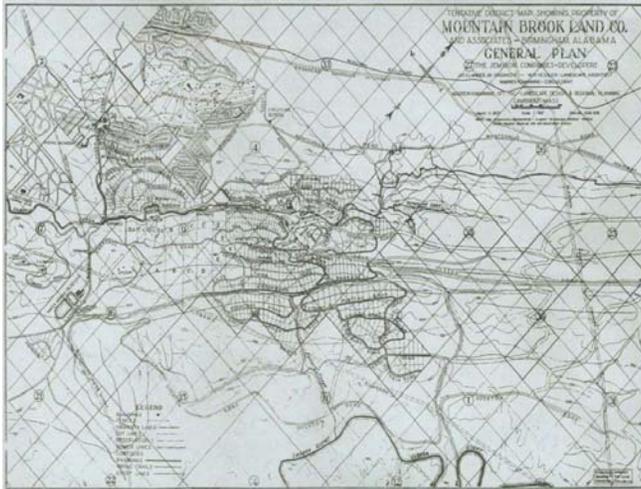
Much of the execution and development of the Jemison’s plans



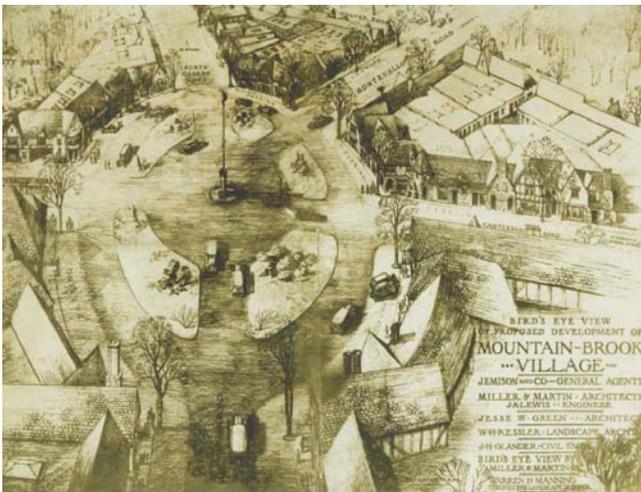
Letchworth, England – the original garden city planned by Ebenezer Howard.



English Village, Mountain Brook Alabama today.



The original plat map of Mountain Brook, including Mountain Brook Village, for The Jemison Companies by Warren H. Manning Off. Inc. (March 11, 1929)



Rendering of "proposed development" of Mountain Brook Village for Jemison and Company.

for Mountain Brook was carried out by local landscape architect W.H. Kessler. The patterns constructed under Kessler in Mountain Brook exemplify the ideals behind their history – self-contained communities placing large, naturalistic estates close to the conveniences and needs of everyday life. They include details such as:

- A remarkable roadway network of winding and narrow primary roads that meander with the topography yet maintain connectivity.
- Naturalistic settings and estates.
- Green belts, trails, naturalistic golf courses cited as a model for integrating into the landscape, neighborhoods, and civic structure of the City.
- Tight compact village cores offering the convenience of necessary services and goods for nearby residents.

In 2005 The *Villages by Design* master plan process was initiated by the City to study and develop long-range plans for the City's four villages – Mountain Brook Village, English Village, Crestline Village, and Overton Village. The master plan process is intended to recognize the unique heritage and history of Mountain Brook development, and to position the villages for sustained success in the future.

Mountain Brook Village

Mountain Brook Village was part of the original plan and plat for the

community, dating from 1926. It was originally designed as an automobile accessible commercial center, but characterized by pedestrian scale and convenience that reflected the Garden City movement. The village location, at the junction of four arterial roads, unlike more contemporary development celebrates this accessibility and features the circular intersection as the focal point and heart of the village. Like much of the development occurring at that time and under this movement, Mountain Brook Village features numerous examples of the Tudor Revival architecture style. The largest of the City's villages, Mountain Brook village was always planned as a substantial center of commerce for the surrounding residential areas originally developed by Jemison.

English Village

English Village was the second village to be developed. Much smaller in scale than Mountain Brook, English has evolved from a convenience stop on the highway route over the mountain to what it is today – a pleasant neighborhood center with an eclectic mix of small businesses. Like Mountain Brook, it contains numerous examples of the Tudor Revival architectural style in the village and in the surrounding residences.

Crestline Village

Crestline Village, developed later than Mountain Brook and English Village, is unlike the previous villages in that it does not feature prominent Tudor Revival architecture styles as these styles fell out of favor in the mid-twentieth century. Originally formed as the Community of Crestline Heights, this village features characteristics like a more traditional main street. However, Crestline Village does exhibit the pedestrian scale, character, and neighborhood convenience of the earlier villages. Further, since the City's incorporation, Crestline has grown to exemplify the traditional small town downtown, hosting City Hall, the Library, and Crestline Elementary School and functioning as the civic center of the City. It is also

home to many city-wide special events such as the homecoming parade and festivals.

Overton Village

Overton Village is the newest of the four villages, and unlike the others, it was annexed into the City (the other three villages existed in some form upon the cities incorporation in 1942). Overton is also the smallest of the villages with primarily neighborhood and convenience services. Therefore, Overton Village also has a more automobile-oriented character typical of many strip commercial centers. Overton Village recently gained more “critical mass” through the development of the Publix grocery store – a vital and valued business to area neighborhoods. Outside of the immediate study area, Overton Village also hosts many civic amenities, including Overton Park, several churches, and the Chabad House. One particularly unique aspect of Overton Village is the municipal boundary that meanders through what would physically and perceptually be considered as the village boundaries by casual observation. Overton Village serves both southeast Mountain Brook and the City of Vestavia Hills’ neighborhoods.

Relationship of the Villages Today

Although impacts that come from years of adaptation to contemporary needs, accommodation of individual business, and aging of buildings and sites are evident, still Jemison’s vision for Mountain Brook holds strong. The enduring characteristic of the City of Mountain Brook, and specifically its village centers, is the small-scale, pedestrian nature integrated into the topography and natural landscapes of the south Birmingham region. The City has been an exemplary steward of the vision of the original planners, as recent improvements and policies demonstrate:

- The 1996 Improvement Plans which reaffirmed the village streetscapes as the premier public realm and a significant part of the villages. This effort represented a significant investment in additional on-street parking, sidewalk

improvements, decorative street lighting and other streetscape beatification projects;

- The Emmet O’Neal Library in Crestline Village, featuring a state of the art children’s center and special events, conference rooms, and a full service cultural, education and research center.
- The Sidewalk Master Plan (2002 – 2009) which has already constructed 30 miles of pedestrian paths linking neighborhoods and villages, and which has 14 more miles planned in phases through 2009.
- the remarkable roadway network – a network that has proven resilient even under today’s demanding transportation needs – against more contemporary roadway design practices and traffic concerns.

Resources:

- *A History of Mountain Brook, Alabama*, Marilyn Davis Barefield.
- *Robert Jemison, Jr. – A Man with Vision*, Elbert S. Jemison, Jr. and Wendell O. Givens.
- *Visionaries and Planners: The Garden City Movement and the Modern Community*, Stanley Buder.



“Let us develop the resources of our land, call forth its powers, build up the institutions, promote all its great interests, and see whether we also, in our day and generation, may not perform something worthy to be remembered.”

- Excerpt from 1825 Daniel Webster anniversary speech at the Bunker Hill Battle site, and Robert Jemison, Jr.’s lifetime creed.

1.2 VILLAGES AND MARKET CONTEXT



Mountain Brook village today continues to be a distinctive, pedestrian-oriented village.



City Hall in Crestline Village creates a civic destination for the entire city.

The villages of Mountain Brook exist in both geographical and market juxtaposition, both against each other and against larger scale commercial development in the region. Once secluded and “over the mountain,” as the metropolitan region has grown through the 20th century, and Mountain Brook is now considered centrally located.

Each village, due to its unique history and physical context, now serves varied, but overlapping markets. Though individual businesses within the villages may compete against each other, each village serves a somewhat different roll for the citizens of the community. Therefore, their diversity and uniqueness in the region also mean that collectively they are competing against other commercial options in the Birmingham region.

Borrowing upon and paraphrasing International Conference of Shopping Center (ICSC) classifications which are based on total square footages and types of services and goods, the villages generally reflect the following characteristics.

- Mountain Brook Village – Hybrid Community Center / Lifestyle Center
 - Regional destination character
 - Large-scale employment nearby

- Access to major regional roads
- Mix of neighborhood and destination shops

- Crestline Village – Hybrid Community Center / Neighborhood Center
 - Downtown main street character
 - Civic functions and neighborhood services
 - Central to Mountain Brook citizens, but difficult to access regionally
- English Village – Neighborhood Center
 - Niche / “getaway” character
 - Specialty and boutique shops
 - Immediate neighborhood access; convenient but subtle regional access
- Overton Village – Neighborhood Center
 - Small-scale neighborhood character
 - Neighborhood convenience shops
 - Remote from other villages; proximity near large-scale regional centers

The older development patterns and building formats of the villages (with the exception of Overton Village) are both a strength and a threat. They are a strength in that they draw much of their charm, pedestrian-nature and popularity from the older forms that are vastly different from development practices of the last several decades, and which many more recent developments are seeking to resurrect. They are a threat in that trends in commercial market preferences may not be met competitively in the current form and format. For the villages to remain viable for the next several decades, the City must be organized and prepared to support and promote the more community-oriented virtues reflected by village patterns.

Similarly, the successful history and impressive stewardship of the vision for Mountain Brook has brought pressures to the villages. Most recently, development pressures for more density, larger scale building formats, and accommodations for cars have

all commanded attention and the potential to alter the existing character of the villages. Not necessarily "persuaded" solely by the village character, these development pressures must fit into a framework that protects the best of the past and allows new, complimentary elements to be introduced to the villages – in essence so the villages remain "something worthy to remember," as generations in the future experience the Villages of Mountain Brook.

1.3 PLANNING PROCESS

The City of Mountain Brook commenced the *Villages by Design* planning process to engage the community and develop a vision for the villages for the next twenty to thirty years. In November of 2005, project teams were assembled to guide the study – a Project Steering Committee charged with oversight of the entire project and viewing the villages from the big-picture city-wide perspective and the Village Focus Groups for each village study area were charged with feeding details, nuances, or other special interests of their specific village into the project process. From its inception, the *Villages by Design* planning process was based upon (1) the future vision of the community; (2) an economic analysis, ensuring the strength and vitality of the villages as assets to its citizens; and (3) the incorporation of modern planning and implementation techniques to ensure that the vision is achieved. Over a 16 month period these groups helped to guide the public and professional consultants through a number of steps in the planning process based on the three principles above.

Issues and Opportunities Identification - *January 2006*

Members of the project teams were asked to individually list their top priorities for this project as a whole. These lists were then circulated and other members were asked to begin striking issues from

others' lists, until each list had a top priority. The exercise introduced the committee members to the "big-picture" thinking necessary to guide this project, and to the difficult task of prioritizing sometimes competing goals or closely valued goals. All of the lists were then collected and combined into a master list noting issues which appeared repeatedly among project team members and including those issues that were stricken during the exercise. This exercise began the process of issue identification and prioritization that was carried on throughout the project process. Following this exercise, Steering Committee members, joined by each village's Focus Group then broke out into the specific villages to brainstorm issues and opportunities for each village.

The results of these first meetings established a basic direction for the project, but was only a starting point that was continually tested, verified and further developed throughout the project.

Key Person Interviews – *Throughout Project*

Throughout the process, the consultant team was aided by numerous key-person interviews that discussed the nuances of particular projects, individual sites within the villages, or special interest issues that could impact the direction of the plan. These key person interviews included local developers, property owners, design and development professionals, business owners, city staff, and members of boards and commissions who oversee or influence design and development. Many of the people were not on the project teams, or provided opportunities for candid conversations that



The Steering Committee and Focus Groups meet frequently throughout the project to discuss and give direction on key aspects of the project.



An interactive workshop with interviews and design sessions lead to applying some of the planning concepts to sites in the villages.



were not otherwise available in the general public participation process. This information was fed into the analysis and helped steer the project towards its primary goal – to blend the disparate interests in Mountain Brook’s Villages, and draft a plan that will help each village serve a broader community interest over the next 20 to 30 years.

Visioning (Public Event) –
February 2006

Project team members assisted the general public in mapping exercises as their introduction to the project process. A separate public event was held for each village. The mapping exercise was built upon the system devised by planner Kevin Lynch, author of *Image of the City*. Over his career, Lynch’s studies and experience found that the way people perceive their environment dictates much of their behavior, and therefore how a city functions and should be designed. Borrowing from Lynch’s concepts, the Mountain Brook citizens were asked to map *Pathways, Landmarks, and Nodes or Gathering Places* for the villages – first for how the village exists today, and then how they would ideally see the village in the future. Individual maps were then consolidated onto a single map in different breakout groups. The purpose was to collect as many possibilities for the future of the villages. These maps were then collected and used to help draft vision statements for each village. Following the public visioning

sessions, Steering Committee and Focus Group members were asked to draft their own Vision Statement for the villages. These statements captured the essence of what the villages could become, and were used to begin to identify the series of goals necessary to achieve the vision. Ultimately, the vision statements for each village were used to aid problem solving throughout the course of the project – in essence asking “ which of any number of potential solutions available to specific issues best reflects our vision.”

Research and Analysis –
January – May 2006

At the inception of the project the consultants began independent research and analysis of the City’s development processes and issues that will shape future development in the Villages. This work feed into the ongoing discussions of the Steering Committee, Focus Groups and public. The research and analysis phase lead to two key discussion papers which are background and support for these Plans:

- *Plan, Policy and Ordinance Evaluation Report (May 2006). This report is an assessment of the City’s current plans, policy and development regulations and ordinances, how they have impacted the built form of the villages, and opportunities for them to be improved to better support the vision for each of the villages that evolved through the process.*
- *Critical Issues White Paper (May 2006). This report is an in depth analysis of critical issues that shape the plan direction. These issues are not necessarily the most important issues to the City or the community at large, but are issues for which policy and direction would have the most significant impact on all elements of the built environment.*

These reports are on file with the City.

Design Alternatives Workshop (Public Event) –
April 2006

The planning process included a 4-day Design Alternatives Workshop. The purpose was to take concepts that had been discussed to date in the project process, translate them to conceptual plans for actual sites in the villages, and critically evaluate the pros and cons of such future courses of action. Instrumental to the Design Alternatives Workshop was an open and candid public dialogue on design and development issues. The Workshop concluded with a public open house where much discussion and debate occurred. Some ideas were embraced and were rolled into the planning effort. Others were questioned and adjusted to better match the community's goals. And some were rejected as not consistent with the vision of the community. All of the discussion and debate was instructive as to charting the direction for this master plan workshop and lead to the formulation of initial draft plans for each of the villages

Initial Draft Review (Public Meetings) –
June 2006

Based upon the input to this point, the consultant team prepared initial draft plans for each of the villages. These plans represented the first recommendations on how the City could approach future design and development decisions in the villages, although not yet a formal proposal for the City's consideration. The purpose of the initial drafts was to demonstrate how all of the diverse issues discussed in the project to date could come together in a cohesive plan. Further, it was intended to test whether the initial drafts accurately reflected the Steering Committee and Focus Groups' visions for the villages. The initial drafts were also introduced to the public at a series of presentations – one for each village. The plans and these presentations identified where the draft plans differed from the City's current plans, and where development regulations and other

implementation strategies may differ from the City's current approach.

Following these sessions, the Steering Committee also elected to hold a special meeting for each village. The purpose of these meetings was to conduct a detailed and deliberate review of the Initial Drafts, and to highlight consensus among Committee members or to better understand where there was disagreement. Minutes of these meetings and further recommendations from the Committee were then evaluated and considered as the draft plans evolved.

Final Draft Review –
October 2006 through March 2007

Following the special Steering Committee meetings final Draft Plans were prepared. These plans were presented to a joint meeting of the Project Steering Committee and City Planning Commission. The purpose of this meeting was to present the Final Drafts to both bodies, provide an overview of the concepts, policies, and implications, and allow further discussion and deliberation to be provided to the Planning Commission. Following the delivery of the final draft and review comments by the Steering Committee, the Planning Commission conducted a series of work sessions to review and discuss the draft plans. This work session took place in November 2006 through February 2007. Final edits were made to the plans based upon the discussion at these work sessions and the Adoption Draft was delivered to the City

Formal Review and Adoption –
April 2007

The formal public review and adoption process began in April 2007. The Planning Commission held public hearings on the proposed ordinance amendments and adoption of the Master Plans in April and May, and made formal recommendations to the City Council based on those hearings.

1.4 PLAN PURPOSE AND AUTHORITY

Each Village Master Plan is a policy document of the City of Mountain Brook, as recommended by its Planning Commission. It is a comprehensive study which sets the framework for a series of recommendations for the long range approach to development in each village. These recommendations address a variety of interrelated public and private development decisions that impact building forms and land use, transportation and streets, economic development, public facilities, and open or civic spaces. It is intended to educate and advise elected officials, public and civic entities, and citizens, landowners and developers on carrying out the long-range strategy to sustain the general health, safety and welfare of the community.

The basic goal of a plan is to maintain coordinated and efficient functioning of the villages, with a constant eye on the larger context and longer-term implications of individual development decisions. Therefore, the plan should be used to guide future decisions on zoning, public infrastructure and facilities, and private development.

A plan is generally based on a desired future condition of a community, and directed by analysis of existing conditions and assumptions of future events. This reflects two critical aspects of how a plan should be developed and used. First, it must be based upon a Vision – a vision of what the community wants to become and a vision that necessarily balances competing interests. Second – it should be flexible, so that when conditions change or assumptions on which the plan are based are altered, it is still an effective guide for the day-to-day decisions that occur with plan implementation. Further, the Plan should be reviewed periodically to ensure that the Vision and general direction of the plan remains valid.

As special area plans, and a subset of the overall municipal plan of Mountain Brook, the village master plans are authorized by Section 11 – 52-2 and 11-52-8 of the Alabama Code, and upon adoption by the Planning Commission are to be updates to the overall Master Plan of Mountain Brook.

CRESTLINE VILLAGE MASTER PLAN

2.0 EXISTING CONDITIONS

3.0 VILLAGE MASTER PLAN

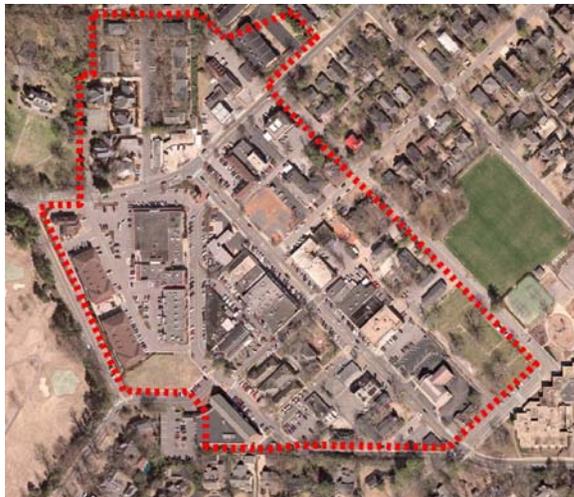
4.0 EXISTING CONDITIONS

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2.0 EXISTING CONDITIONS

2.1 GENERAL PLANNING AREA

Crestline Village is home for many civic and institutional uses, including City Hall, the Library, the Chamber of Commerce, Crestline Elementary School, and the recently planned School Board Offices. The businesses in Crestline Village are primarily neighborhood oriented, and anchored by a small, full service grocery store. A number of family- or children-oriented businesses and services also currently are located in this village. However, more recently a number of destination-type restaurants have also located in Crestline Village. The surrounding neighborhoods are very closely linked and connected to the village by local streets and alleys. Roughly twenty-eight percent of the City's population is in neighborhoods conveniently served by Crestline Village.



Crestline Village planning area.

2.2 BUILDING FRAMEWORK AND DEVELOPMENT PATTERN

The existing building framework characteristic is a pattern of street front buildings – particularly the “storefront building” type for the primary commercial uses. Civic buildings – and particularly the City Hall - are appropriately free-standing and stepped back to provide enhanced civic open space at their frontages. Most of the residential buildings currently existing in the study area represent a pattern that tends to orient away from the village streetscape in a more “complex type” format. Additionally, there are some instances of commercial buildings that do not appropriately address the public streetscape – particularly the buildings on Oak street that orient inward in a strip-center format and have their backs on Oak Street, and the building on the northeast corner of Church and Oak that are set back to provide front parking and curb-cuts to the site. The north side of Euclid also demonstrates more individual, site-oriented buildings that do not reflect the predominant character and building patterns in the village.

2.3 PARKING

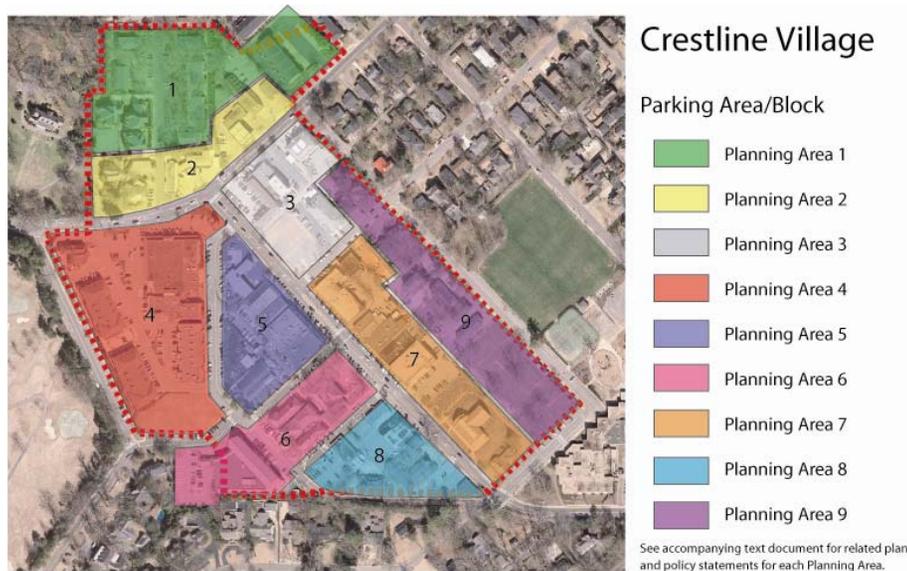
Based on the total required parking spaces per the current ordinance standards, Crestline Village should provide approximately 1,050 parking spaces. Current supply is approximately 950 spaces. Based on observations, there are parking supply issues on the core streets of the village, with near 100 percent parking utilization frequently during the day. Although some parking spaces might be available at any given time, it may take some additional circulation to find one. Crestline core area streets have two hour time limits.



Crestline Village building framework (2003).

Longer-term parking is provided in the outlying areas, including Dan Watkins Drive and Vine Drive.

Observations found parking consistently available at these longer-term parking areas. These parking spaces tended to be under utilized. There is also some inefficiency in the fact that some of the off-street parking is provided privately for the sole use of a few parcels and is not available to the general public. A high percent of restaurant activities which tend to generate higher parking demand also contribute to parking problems during peak use times.



Crestline Village Parking Data										
Area / Block	Zoning District	Building Floor Area		Required Spaces		Existing Parking Spaces			Existing Minus Required	
		Retail	Office	By Zoning District *	By Use**	Off-street	Public / On-street	Total	By Zoning District *	By Use**
2	Local Business ¹	13,796	5,295	95	90	30	7	37	-58	-53
3	Local Business ²	17,258	12,158	147	134	85	15	100	-47	-34
4	Local Business ³	21,260	5,637	134	128	214	129	343	209	215
5	Local Business	30,924	7,640	189	184	45	62	107	-82	-77
6	Local Business ⁴		29,500	147	118	46	101	147	0	29
7	Local Business ³	32,230	15,320	97	84	75	73	148	51	64
8	Local Business ³	6,748	12,754	237	222	56	10	66	-171	-156
Total		122,216	88,304	1,046	960	551	397	948	-98	-12

2.4 PEDESTRIAN AND VEHICLE CIRCULATION

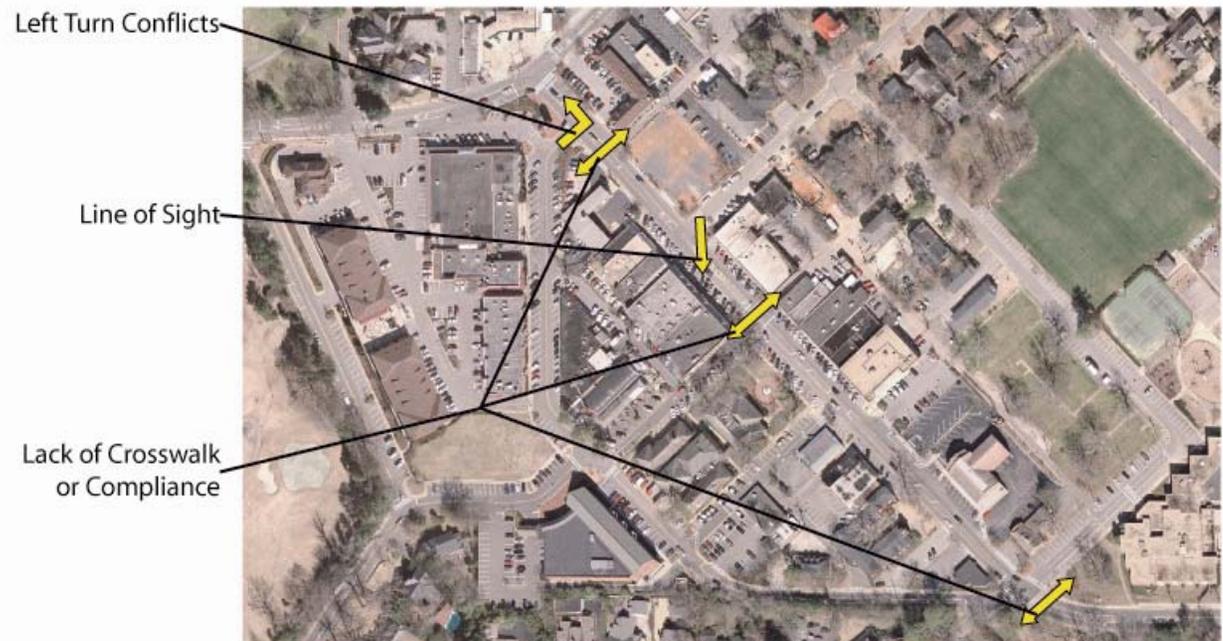
Based on observations, public input and discussions with the Mountain Brook Police Department and the City's Consulting Traffic Engineer, traffic and circulation generally operate well within Crestline Village. The sole signalized intersection at Euclid and Church operates with acceptable level of service and even during peak periods, traffic runs smoothly along Church. The one traffic conflict within Crestline Village is northbound Oak traffic desiring to turn left onto Church. Because of the short distance between the Oak intersection and Fairway, vehicles often back up on Church from Fairway during the red cycle and restrict the left turns from Oak. A minor conflict also occurs when north-west bound Church traffic desiring to turn left on Oak can block traffic on Church that desires to go through the Oak intersection and turn left on Fairway.

The bigger issue tends to be the conflict between pedestrians and vehicles. Currently there is a crosswalk on Church at Hoyt. Even with a crosswalk and overhead flashing yellow, compliance of vehicles yielding for pedestrians is low, particularly during the peak periods. Vehicle compliance for yielding to pedestrians at Church and Jackson was also noted as low.

The distances between crosswalks along Church are 600 plus feet between Fairway and Hoyt, and between Hoyt and Jackson. In a village area where the objective is to promote pedestrian mobility, an additional crosswalk should be provided between both locations.

One final concern is the line of sight for vehicles traveling south west on Dexter at Church. With parking permitted along Church, it can be difficult to see around parked vehicles, particularly for larger vans and trucks parking along the east side of Church.

Pedestrian and Vehicle Circulation Conditions



2.5 ZONING AND LAND USE

Much of the Crestline Village Study area is currently zoned Local Business District, particularly on the main commercial street, Church Street. Some smaller individual parcels are zoned Professional District, and there are two areas of Residence D zoning on the edge of the study areas.

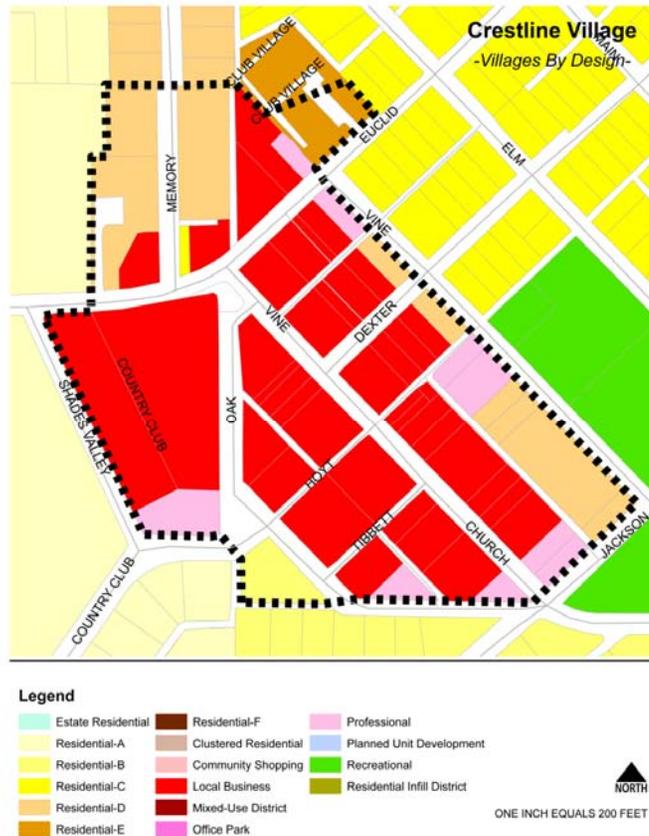
In general, the Local Business District zoning regulations do an adequate job of enabling development that preserves the village character of Crestline Village, however there are some weaknesses in these standards. Specifically, they do not address the following village specific issues adequately:

- *All new parking is required on site, with a vague provision for waivers.*
- *All buildings are required to be street-front, with a cumbersome process for exceptions.*
- *There are no regulatory requirements (other than the design guidelines) for street front buildings to appropriately address the public streetscape.*
- *Occurrences of zoning districts in the villages other than Local Business do not have similar building standards.*

[see Plan, Policy and Ordinance Evaluation Report, March 2006 prepared as part of the planning process for a more detailed analysis]

Additionally, the Residence D district, under its current standards may present difficulties in incorporating new smaller-scale, compact, residential formats in some of the transition areas on the edge of the village. The Professional District standards do not seem appropriate for the village, unless the building types and formats are altered or more specifically detailed to require smaller-format offices with better streetscape relationships.

Existing Zoning



See official zoning map on file with the City for most current information.

3.0 CRESTLINE VILLAGE MASTER PLAN

The Crestline Village Master Plan is based primarily on the Vision, Value and Goals established through the public participation process. To achieve this Vision, all future development should be arranged and evaluated based upon three key plan components – (1) a future Land Use Policy Map (a plan for regulating use of land and buildings); (2) a Building and Development Regulating Plan (a plan for regulating building types and designs); and a Circulation and Urban Design Plan (a plan to guide coordinated public improvements and private site and building designs). Together these three components reflect a comprehensive approach to development in the Village, and guide the many private and public decisions that occur with new development in the Village.

3.1 VISION

Vision

The Heart of the City

Crestline Village is a civic destination and neighborhood village with retail and service uses that primarily serve the daily needs of the residents of adjacent neighborhoods. Crestline Village is also the civic center of the City, serving community-wide civic functions for all Mountain Brook residents.

Values

- Well-maintained common areas strengthening the image of the Village.
- A safe, nurturing, family-friendly environment where children can gather and explore.
- Civic events – whether educational, entertainment, cultural, or municipal.

- Pedestrian-friendly – joggers, walkers, and bicyclists add to the atmosphere of high activity in and around the Village.
- Local businesses – whether daily trips to “The Pig” or an evening out at a local restaurant.

Goals

- Determine the unifying design characteristic(s) to be applied to infill development throughout Crestline Village.
- Identify opportunities to expand streetscape, open space, and other public, quasi-public or private focal point improvements that support the design character of Crestline Village.
- Maintain the neighborhood scale throughout the Village – particularly at edges where the Village transitions to neighborhoods.
- Improve pedestrian connections to adjacent neighborhoods.
- Maintain the strong civic presence in the Village.
- Accommodate new residential opportunities (new dwelling types) provided it is consistent with the scale and intensity of a “village.”
- Develop a district-wide parking strategy.

3.2 LAND USE POLICY MAP

The Land Use Policy Map is a plan that recommends future uses of land and buildings. It guides future zoning decisions and assists in considering a variety of future regulatory strategies that could implement the physical and policy recommendations of the Master Plan.

The map reflects some of the following general categories which are part of the City’s overall land use policy framework. Not all categories are currently represented or recommended in the Village planning area. Where these categories and descriptions differ from the City’s overall master plan, the master plan is specifically amended to include these updated categories and descriptions.



General Commercial – The majority of the city's commercial uses fall into this category. There is an extensive list of uses in the Zoning Regulations. The appropriate building type in or adjacent to the Villages for this category is a low-scale (1 to 3 story) buildings, with street-level storefront designs. The appropriate implementation of this category is the Local Business District as modified by any specific applicable planning and design recommendations for buildings in the village.



General Commercial – Retail Dominant - Land uses in this category are the same as the General Commercial category, except due to the location on key sites and/or streets in the Village, ground-level uses that present a high degree of pedestrian activity are preferred. These are generally retail/restaurant-type uses. The appropriate building type for this category is a low-scale (1 to 3 story) buildings, with street-level storefront designs. The appropriate implementation of this category is the Local Business District as modified by any specific applicable planning and design recommendations for buildings in the Village, and further modified to incorporate policies or regulations to discourage, limit or prohibit ground level service and office uses at these key retail locations.



Office – Land uses in this category include any professional or business office use, regardless if it has a single office on a lot, multiple offices in a single building or multiple buildings in an office park. These uses may range in size depending on location and a variety of building types may be appropriate depending on context. Other compatible uses in this group include municipal buildings, fitness centers, gymnasiums, daycares, restaurants, and laboratories or any other business or service that primarily supports the employment focus. The appropriate implementation of this category is Professional District or Office Park District.



Heavy Commercial – There are only a few occurrences of these kinds of uses in Mountain Brook. This category includes the more intense commercial uses, such as hotels, large restaurants and fast-food restaurants, which generate a high amount of traffic and rely on a predominantly

automobile oriented site design and infrastructure. The appropriate implementation of this category is through the Community Shopping District.



Multi-Use – Land uses in this category utilize buildings designed for a variety of uses – specifically general commercial uses on the ground level, and retail, office or residential uses on the upper levels. This category is generally only appropriate at defined locations in the Village, where the potential for upper level residential uses will not disrupt the primary retail function of the area, and can provide a broader public benefit to the Village as a whole. Multi-story buildings with street-level storefront designs are the appropriate building type for this category. The appropriate implementation of this category is the Local Business District, as modified by any specific applicable planning and design recommendations for buildings in the Village.



Multi-Use – Retail Dominant – Land uses, applicability, and building types in this category are the same as the Multi-Use category, except due to the location on key sites and/or streets in the Village, ground-level uses that present a high degree of pedestrian activity are preferred. These are generally retail/restaurant uses. Multi-story buildings with street-level storefront designs are the appropriate building type for this category. The appropriate implementation of this category is the Local Business District, as modified by any specific applicable planning and design recommendations for buildings in the Village, and further modified to incorporate policies or regulations to discourage, limit or prohibit ground level service and office uses.



Low Density Residential – Land uses in this category are primarily intended to be average-size residential lots and/or developments. These lots range from 10,000 square feet up to two acres in size. The majority of lots in this classification are zoned Residence A, Residence B and Cluster Residential, although this also includes Estate lots that are less than two acres and are adjacent to Residence A zoning. The compatible existing zoning districts are Estate, Residence A, Residence B and Cluster Residential.



Medium Density Residential – Land uses in this category include higher-density residential uses. They average three or more lots – or dwelling units – per acre of land. These lots range from 5,800 square feet to 9,680 square feet in size. The majority of the lots/developments in this classification are zoned Residence C, Residence D, and Residence E. They are single or attached dwelling units, but cannot be a single building containing three or more dwelling units. The appropriate implementation of this category is Residence C, Residence D, or Residence E.



High Density Residential – Land uses in this category are primarily intended to be single buildings containing a minimum of three dwelling units of apartments or condominiums (each). The appropriate implementation of this category is Residence D or Residence E.



Village Residential – Land uses in this category are primarily intended to be high-density, but are smaller-scale residential projects incorporated in or immediately adjacent to the Villages. Building forms are of primary importance in determining the compatibility with adjacent property. Density, parcel size and other non-design elements are of secondary importance. Village residential projects should include some civic or quasi-civic open space at the frontages, or otherwise provide formal residential frontages to fit in with the respective Village character and surrounding neighborhood. Townhomes and stacked flats are the appropriate building types in this category. The appropriate implementation of this category is Residence G, Residence F, Residence D or other higher-density residential districts, as modified by any specific applicable planning and design recommendations for buildings in the Village.



Mixed-unit (“Planned”) Residential – Land uses in this category are primarily intended to be of an overall moderate density, but should reflect a wide range of dwelling and lot types designed as part of a single residential neighborhood design according to a plan. The goal is to present a mix of housing types in a compatible environment. Developments may include dwellings that range from large lot detached

single-family to high-density multi-dwelling structures. Building size and scale is planned and located based upon topography and adjacent building scale and uses. Only large parcels or areas capable of presenting a critical mass to support a neighborhood plan and mixture of units are designated in this category. Single-family dwellings, duplexes, townhomes, and stacked flats are the appropriate building types for this category. The appropriate implementation of this category is a flexible or planned residential district (PUD), which should be guided by site-specific conditions and constraints, with the public or village-wide benefits identified in the specific site development plan for the area.



Civic – Land uses in this category are primarily public facilities, such as schools, playgrounds adjacent to schools, public parking, libraries, churches and public offices. The appropriate implementation of this category is the Recreation District and all others that allow schools, libraries, museums, churches and other public uses



Cultural / Recreation – Land uses in this category are primarily intended to be recreational parks, civic or quasi-civic opens spaces. This includes both large and small recreational parks. The appropriate implementation of this category is the Recreation District and any others that allow public uses and open spaces.

City of MOUNTAIN BROOK

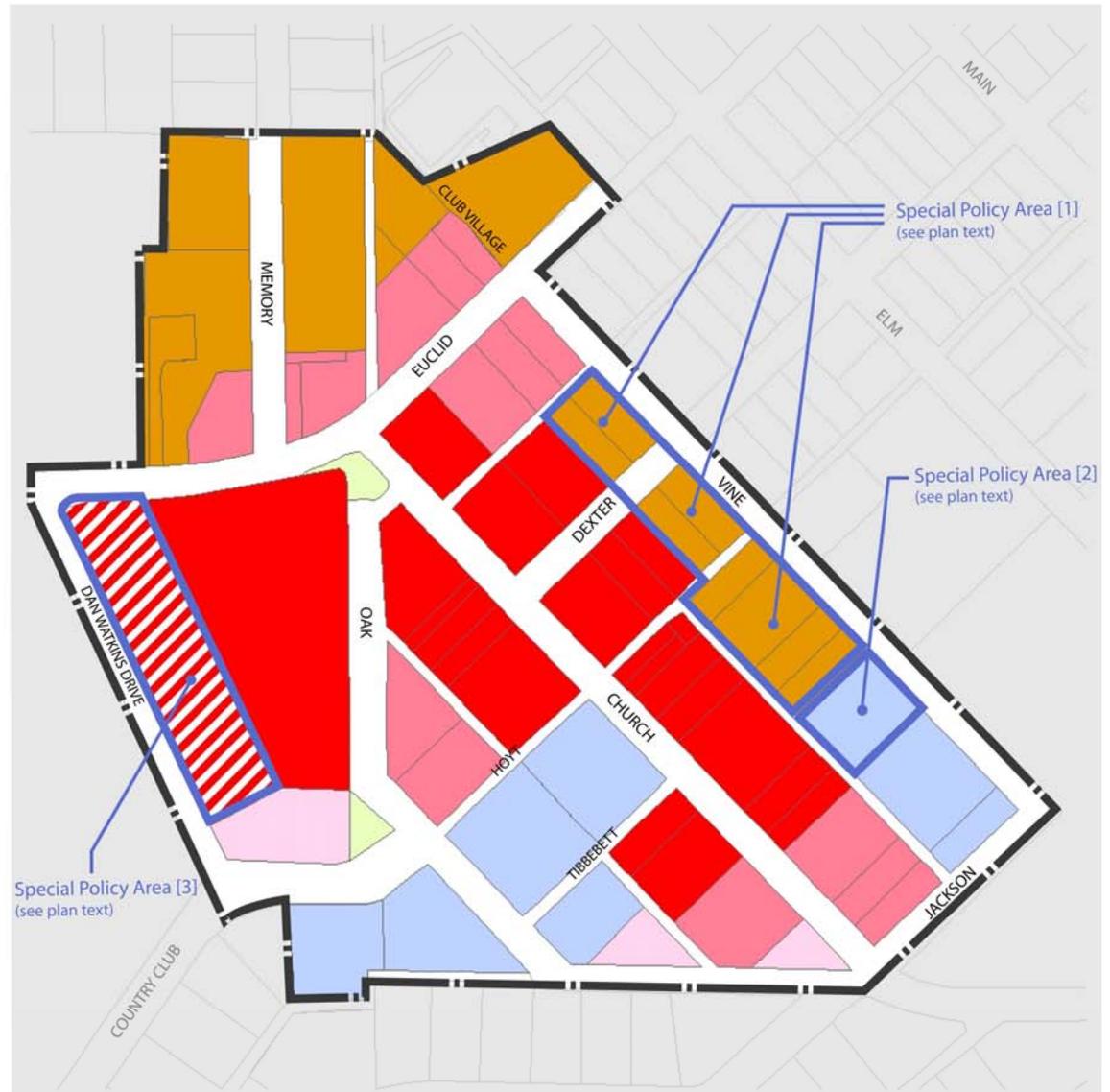
CRESTLINE VILLAGE

LAND USE POLICY MAP

PROPOSED LAND USE

-  Village Residential
-  General Commercial
-  General Commercial - Retail Dominant
-  Multi-Use - Retail Dominant
-  Office
-  Civic
-  Cultural-Recreational
-  Village Boundary Line
-  Special Policy Area's Boundary

* for a complete set of future land use categories available city wide, see master plan



Crestline Village Special Policy Areas

The following areas in Crestline Village are specifically designated on the Land Use Policy Map. Because of their unique location in the Village, block, parcel, and lot configuration, they warrant the following special planning policies.

[1] *Special Policy Area 1* represents property fronting on Vine Street that is most appropriate for residential land uses in the future. However due to the longer street frontage along Vine Street and adjacency to the School and nearby neighborhoods, this area should only use the Townhouse building type enabled by the proposed new Residence F zoning district. Additionally, the Civic area further south and east along Vine Street is identified as a potential long-term parking solution for the Village, and the boundary line between these two *Special Policy Areas* may flex as specific opportunities and detailed designs for residential development and public parking occur in the future.

[2] *Special Policy Area 2* represents property fronting on Vine Street immediately north and west of the new School Board building. This property is currently City-owned, and is identified as part of a potential public parking solution for the Village. A number of different parking configurations may be possible utilizing this property as part of the solution. Any scenario should also emphasize a pedestrian connection directly to the Church Street frontage in the village (See Circulation and Urban Design Plan.) Any portions of this area which are not necessary for a public parking solution, or if a public parking solution is either not feasible on this site or is identified on another site, the remainder of this site may be appropriate for residential development under the Village Residential category of the future land use policy map, and as an extension of *Special Policy Area 1*.

[3] *Special Policy Area 3* represents part of the retail core of Crestline Village. However, opportunities to

improve the frontage of the block that faces the Country Club and Dan Watkins Drive should also be considered in the future. This may allow the inclusion of upper level residential uses either fronting on or overlooking Dan Watkins Drive. Any future development should maintain a 3-story building height measured from Dan Watkins or 2-story when measured from the internal areas of the block.



Street-front Building Type



Free-standing Building Type



Townhouse Building Type

3.3 BUILDING AND DEVELOPMENT REGULATING PLAN

The Building and Development Regulating Plan is a plan that recommends regulations for the kinds and classes of different building types, including the size, scale, orientation and basic design of each type. It is intended to supplement the base zoning district standards for specified portions of the study area, and ensure that appropriate building types and sizes are used in the Village regardless of the base zoning. This plan recommends modifications of the size, scale, orientation, and basic design of buildings which would otherwise be allowed under the general zoning regulations, based on a village-wide perspective, and the relationship of each building site to the public street and surrounding areas.

The Building and Development Regulating Plan is the basis for special zoning overlay standards that emphasizes building form (height, scale, façade design, and relationship to streets and open spaces) to better preserve the Village character, and may become official regulatory requirements upon official adoption of overlay standards by the City Council. The modifications and variations proposed by the Building and Development Regulating Plan are based upon a village-wide perspective, and address differences due to location and street types that parcels front on, as described by the following Frontage Types.


Primary Frontage – Primary frontages represent the pedestrian oriented core of the Villages where “permeable” street-front buildings with a first-level storefront design create an active streetscape environment supporting the Village character.


Secondary Frontage – Secondary frontages are important to the Village but building forms should not necessarily follow the higher design standards of Primary Frontages – possibly because locations need to accommodate automobile access to support the Village generally, or possibly because locations may

accommodate building types for specific uses which cannot easily meet the Primary Frontage standards.


Support Frontage – Support frontages represent areas of the Village, that while important to the overall function of the Village, are not required to meet the Village building form standards due to use-specific needs for a site and/or building design, or to support other site utility functions such as vehicle and service access or access to parking.


Neighborhood Frontage – Neighborhood frontages represent residential areas that require some specific design transition from the streetscape area to the front building line. It is appropriate for townhouse or stacked flat buildings that feature entries through either a courtyard, a terrace, or stoop entrance. The required frontage design is typically based on site specific conditions taking into account the adjacent property and frontage designs on the opposite side of the street.

Colors of each line on respective block signify the building heights.

The plan and the frontages specified in the plan anticipate regulating for four principal building types, each of which there is precedent for in and around the villages.

Street-front Buildings – Buildings with immediate frontage on the street and most typically forming part of a group of buildings that for a continues block face or “street wall” along the block.

Free-standing Buildings – Buildings that may be set back from the street and occupy a lesser portion of a lot frontage due to other site needs at the location or for the uses in the building.

Townhouse Buildings – A group of buildings or building with a group of dwellings, each of which has a private entry from the street frontage and where lots for each building or dwelling may typically be independently owned despite the dwellings being joined.

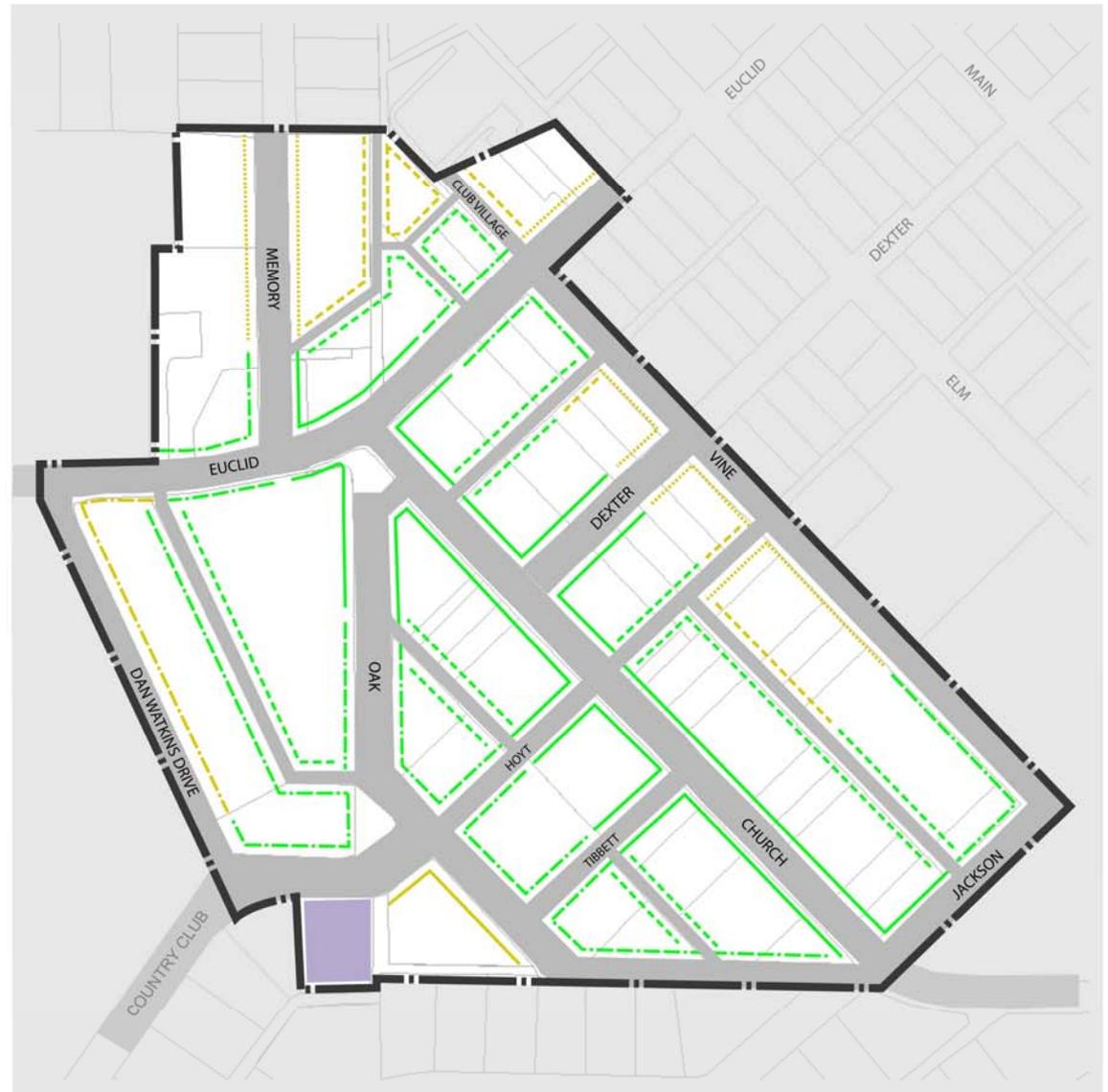
Stacked Flat Buildings. A building for a group of dwellings which may share a common entrance and common internal space.

City of MOUNTAIN BROOK

CRESTLINE VILLAGE BUILDING AND DEVELOPMENT REGULATING PLAN

BUILDING FRONTAGE TYPES

-  Primary Frontage
 3 story
-  Secondary Frontage
 3 story
-  Support Frontage
 3 story
-  Residential ("Neighborhood") Frontage
 3 story
-  Village Boundary Line
-  Area controlled by base zoning districts standards only



3.4 CIRCULATION AND URBAN DESIGN PLAN

The Circulation and Urban Design Plan is a plan for guiding design of multiple projects that may occur in different areas or at different times in a coherent village-wide manner to achieve a consistent character for buildings, sites and public and private open spaces. It identifies things that, while they may not necessarily be regulated or required of private development in every case, they are important to the overall function and aesthetic character of the Village and therefore benefit from a Village-wide plan guiding their application.

The elements of the Circulation and Urban Design Plan deal primarily with the design of the public realm, or aspects of private site development that significantly impact the public realm. It includes the design of either public rights-of-way and open spaces which are not the subject of regulations on private development, but which are often impacted by or reconstructed in association with private development. In addition, it includes aspects of private site development which may be desired but not always mandatory, and which can benefit from considering them within the context of a Village-wide plan prior to incorporating them into individual sites. Elements on the Circulation and Urban Design Plan are:

 *Primary Village Street* – A Primary Village Street is the most pedestrian oriented area of the Village. Vehicle lanes are narrow and balanced with wider sidewalks and maximized opportunities for on-street parking. It features frequent and more enhanced streetscape elements such as street-lights, benches, and landscape elements. Curb-cuts for vehicle access are limited or prohibited in favor of alleys or shared access provided off of Secondary or Support Streets.

 *Secondary Village Street* – A Secondary Village Streets, while still reflecting the pedestrian character

of the Village, may accommodate more automobile access and a lower level of streetscape enhancements. It performs a secondary circulation function in the Village.

 *Access or Service Alley* – An Access or Service Alley is an area that accommodates service vehicles for businesses and secondary vehicle circulation or specific site access for vehicles. These areas may perform dual functions as a pedestrian Passage if enhanced design elements create a balance between pedestrians and vehicles or otherwise emphasize a priority for pedestrians through physical design elements.

 *Village Support Street* – A Village Support Street is a street that is generally not designed to perform a commercial function or support immediately adjacent commercial uses. Typically these streets are residential, and the design should primarily emphasize residential characteristics and pedestrian access to the Villages. Additionally, although residential in nature these streets may also be key access points for vehicles into the villages from adjacent areas.

 *Passage* – A Passage is a linear area primarily designed for pedestrian traffic or balanced pedestrian and vehicle traffic, often providing mid-block connections between Primary and Secondary Village Streets or access to public spaces internal to a block.

 *Greenway* – A Greenway is a long, linear, and natural corridor that features a trail for pedestrians and/or bicycles.

 *Gateway* – A Gateway is a small, pedestrian-scale, ornamental structure usually located along a roadway that signifies a transition or entry to a unique area. Gateways typically include common design themes at separate and remote locations that collectively define the uniform character of the area, but should contain variations on the theme in order to best fit into the specific location of the Gateway.

 *Public/Quasi-civic Open Space* – Public or Quasi-Civic Open Spaces are small, well-designed spaces that

are in the right-of-way or are on private property as extensions of the streetscape. They include many pedestrian oriented elements and are areas that invite people to linger creating “gathering spaces” in the Village.



Landmark Architectural Feature – Landmark Architectural Features are minor elements of a building that, due to their enhanced ornamentation or differentiated mass, call attention to key points in the public realm. They are typically located at important corners or terminate views down a street corridor (i.e. at t-intersections or deflections in the street pattern). Landmark features should emphasize key architectural themes instrumental to the Village or building, and should never emphasize a specific use or corporation using a particular building.



Public/Private Parking – Public/Private Parking areas accommodate centralized surface or structured parking. These locations may be private, but are identified as ideal places for either privately shared parking arrangements, or for areas where public financial and/or policy participation in parking arrangements would be appropriate.



Enhanced Crosswalk – Enhanced Crosswalks are key crossing points where special attention to pedestrian amenities should be paid in the roadway and along the sidewalks. These are not necessarily the only crosswalks that should be located in the Villages, but that identify areas that due to high expected pedestrian traffic, or due to important interfaces between vehicles and pedestrians, may require a higher design emphasis than ordinary crosswalks.

City of MOUNTAIN BROOK

CRESTLINE VILLAGE

CIRCULATION AND URBAN DESIGN PLAN

URBAN DESIGN ELEMENTS

-  Primary Village Street
-  Secondary Village Street
-  Village Support Street
-  Access-Service Alley
-  Passage (Ped or Ped/Vehicle)
-  Landmark
-  Quasi-Civic / Public Open Space
-  Open Space & Landmark
-  Gateway
-  Enhanced Crosswalk
-  Public / Private Parking
-  Village Boundary Line



4.0 IMPLEMENTATION

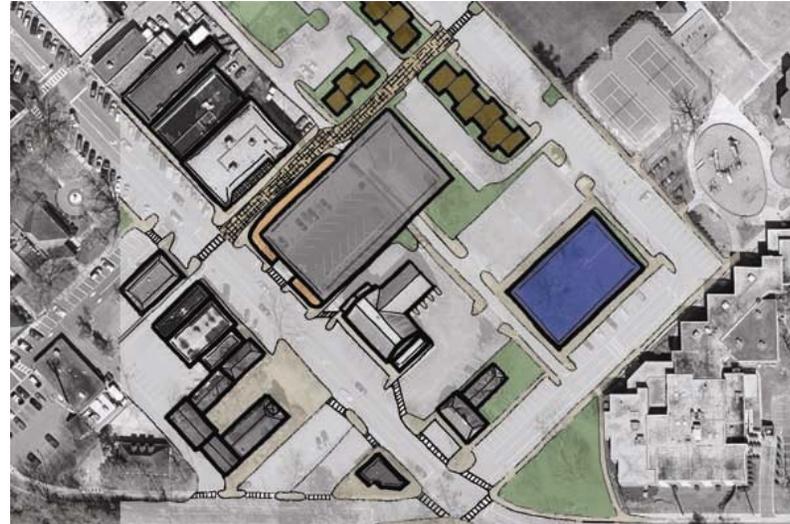
Implementation of the Village Master Plan is a long-term activity, but also occurs through the daily decisions made by the City, private property owners, developers, and businesses. The implementation strategies for Crestline Village arranged according to four key decision areas that are critical to the Village: Parking Management, Public Improvements, Regulatory Amendments, and Public/Private Partnerships.

4.1 PARKING MANAGEMENT

Parking Management contains a series of strategies that can address the parking problem in three significant aspects – a long-term solution, a village-wide approach, and finding the *optimal* parking supply, recognizing that both too much and too little parking are both problems for the Village and maintaining its pedestrian-oriented character.

Parking Management Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Implement a zone management strategy for regulating on-street parking, with priority spaces on Church in the shortest time period, and more remote spaces such as Vine Street and Dan Watkins in the longer-term category.	☑			
Begin preparing for a public/private partnership for a parking structure that is publicly accessible, and allows either publicly funded or en lieu parking fees for new development. Locations should be coordinated with redevelopment based upon the Circulation and Urban Design Plan. Funding, potential partners, and potential locations should begin to be identified.		☑		
Reserve the current city-owned property as a potential portion of a future public/private parking structure [See Option 1 and Option 2 regarding how this property could contribute to a structured parking solution.]	☑			
Monitor current escalating fine system in association with any new zone management strategy to ensure that enforcement has the maximum intended effect. Consider either shorter time periods of recurring fines before fees escalate, or higher escalation in enforcement continues to be an issue.			☑	
Continue discussions and consideration of pay parking programs (if management is not successful and opportunities for structures do not materialize). Proceeds would go to improved streetscape, and enforcement activities in the specific area.				☑
Adopt regulations that allow for the following: <ul style="list-style-type: none"> • Credits for any new on-street parking created with redevelopment activity. • "By right" 1 for 1 replacement of ground-level retail space for new development that does not remove any existing parking. • Options for off-site remote parking, possibly allowing for reduction in total requirements with shared parking agreements. 	☑			

Concept – Parking Option 1. This concept shows a parking structure incorporated into the surface lot between the CVS and the Bank. (Grey is the proposed parking structure footprint; blue is the approximate location of the new School Board facility currently under construction). A pedestrian passage to the school site provides connectivity through this large block. Street level linear space fronts the structure along the Passage and Church Street (10' to 20' deep.) This space could supply display space for art or public information, or pedestrian-oriented aspects of the adjacent businesses (Bank ATM or outdoor display space for CVS, or other vendor elements.) The purpose of this space would be a utilization that animates the streetscape. This is a public/private partnership that would need to involve the current businesses and property owners. The remainder of the City's property on Vine Street is converted to town homes.



Concept – Parking Option 2. This concept shows a parking structure incorporated on the City's property and the School Board's surface parking lot. (Grey is the proposed parking structure footprint; blue is the approximate location of the new School Board facility currently under construction; red is potential new retail space freed up by a parking structure.) A pedestrian passage to the school site provides connectivity through this large block. This is a public partnership that would need to involve the School Board and the City. If an adequate public supply of parking is found for the village through this strategy (and other strategies), this could enable some of the surface lots currently on Church Street to eventually be filled in with street-front buildings at the property owners' discretion.



4.2 PUBLIC IMPROVEMENTS

The Public Improvement strategies represent things that impact the “Public Realm” of the Village – most often the public rights-of-way. As construction projects are conducted, whether in association with new development, through normal repair and maintenance, or through more comprehensive streetscape improvement programs, attention to the detail designs of the Public Realm can have a significant impact on the Village. Refer to the Crestline Village Circulation and Urban Design Plan in Section 3.4.

Public Improvement Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Open Space across from Library: Reserve the triangular right-of-way at the corner of Oak Street and Country Club for public open space to mirror the Library’s courtyard on the opposite corner. Consider acquisition of more of the parcel to the west for a larger open space – possibly incorporating outdoor events space – across the frontage opposite the Library. Acquisition could come through purchase, a land swap with other developable City-owned property (i.e. the remainder of any Vine Street property that is not part of a parking solution), or through a development rights transfer to other portions of the same parcel further towards Euclid if redevelopment occurs.	☑			
Crestline and Hoyt Crossing Treatment: Improve the pedestrian crosswalk treatment at the intersection of Crestline and Hoyt. The existing pedestrian crossing signal is always flashing and drivers have become complacent about yielding to pedestrians. Treatments to consider would be a pedestrian button activated flashing yield sign. <i>[See Image at the end of the section.]</i>	☑			
Church and Oak Crosswalk and Crossing Treatment: Add pedestrian crosswalk and pedestrian button activated flashing yield sign. This crosswalk should remove the primary crossing of Church out of the vehicular flow from Oak to Church to Euclid, and serve pedestrian flow from the alley between Dexter and Euclid. <i>[See detail concept at the end of this section.]</i>		☑*		
Church and Jackson: Add pedestrian button activated flashing yield sign where crosswalk currently exists.	☑			
Pedestrian Alley between Euclid and Dexter: Create a pedestrian connection that incorporates pavement design, brick, or cobblestone utilizing the alley between Euclid and Dexter approaching Church to promote the pedestrian prominence that is shared equally between pedestrian, bicycle, and vehicle.		☑		
Hoyt Pedestrian Alley between Euclid and Dexter: Create a pedestrian connection that incorporates pavement design, brick, or cobblestone utilizing the alley which is the extension of Hoyt Lane east of Church to promote the pedestrian prominence that is shared equally between pedestrian, bicycle, and vehicle.		☑		
Church Parking Restriction Signs Near Dexter: Sign parking spaces along Church on either side of the intersection with Dexter to prohibit van and truck parking to improve line of sight.		☑		
New Pedestrian Passage: Vine to Church. Implement a new pedestrian passage between Vine and Church to bisect the block bounded by Jackson, Church, Dexter, and Vine. This passage would provide a new direct connection to the village from the school (and the many community functions at the athletic fields) as well as from any public parking that can be created within this block. <i>[See Options 1 and 2 for details associated with Parking Management strategies in the previous section.]</i>			☑*	

* Indicates that strategy should be associated with new development on one of the adjacent sites, and may fall outside of the recommended timeframe.

Pedestrian button activated flashing yield sign. Research has indicated a very high compliance with this technique as it only flashes when a pedestrian is present. Additional enhancements might include crosswalk treatment and even an elevation of the crosswalk that also acts as a speed table.



Concept - Church/Oak / Euclid Pedestrian Crossings. This detail shows the context for how improved pedestrian crossings on Church work within the overall Circulation Plan of the Village (see Crestline Village Circulation and Urban Design Plan in Section 3.4.) This detail shows the crossing aligning with the alley between Dexter and Euclid, which could be improved as a Pedestrian Passage from the Neighborhoods, and also work in association with new street-front buildings developed on Church.



4.3 REGULATORY AMENDMENTS

Regulatory Amendments reflect both recommended text changes to the current zoning regulations of the City, as well as potential rezoning of property that may occur with future redevelopment. All of the recommended regulatory amendments are efforts to be more prepared to implement the future Land Use Policy Map over the long-term life of the Village Master Plan. (Proposed regulatory amendments were included in an Appendix to all review drafts of the plans; refer to the City of Mountain Brook Zoning Ordinance for all official and current regulations.)

Regulatory Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Adopt the revised general Local Business District provisions and adopt the recommended Village Overlay Standards based on the Crestline Village Building and Development Regulating Plan in Section 3.3.	☑			
Adopt the new Residence F and G as a new districts appropriate for future application to "Village Residential" areas of the Future Land Use Policy Map.		☑ *		

* Indicates that strategy should be associated with new development on one of the adjacent sites, and may fall outside of the recommended timeframe.

4.4 PUBLIC PRIVATE PARTNERSHIPS

Public/Private Partnerships refer to those things that are the least likely to be City initiated. These elements refer to the partnerships that occur among many stakeholders in the Villages to result in a more coordinated decision-making methodology that keeps the Vision of the Villages at the forefront of those decisions.

In general, to assist with implementation of all of the Village Master Plans, a stronger business association should be developed for the City to represent all Villages. This association will be the starting point for taking the necessary steps to pursue some form of Business Improvement Districts within the Villages. Two options are highlighted in the Market Strategies Report, prepared in association with this planning process. They include a Main Street Program, possibly coordinated at the Birmingham Regional level, and pursuing state legislation to allow the state BID statutes to apply to smaller towns. Refer to the Market strategies report for more details on these programs and implementation strategies

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ENGLISH VILLAGE MASTER PLAN

- 2.0 EXISTING CONDITIONS
- 3.0 VILLAGE MASTER PLAN
- 4.0 EXISTING CONDITIONS

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2.0 EXISTING CONDITIONS

2.1 GENERAL PLANNING AREA

English Village is located in the northwest portion of the City and directly abuts the boundary with Birmingham. It has very convenient access to downtown Birmingham and the “5 Points District” of Birmingham to the north over Red Mountain. English Village contains a variety of specialty shops, a gallery, and specialty food vendors and restaurants that give the area a quaint and eclectic feel. This village also contains many buildings that reflect the Tudor Revival style of architecture. The Redmont Garden Apartments to the east of the study area are on the National Register of Historical Places and represent a distinctive Colonial Revival style. Distinctive winding roadways which meander with the topography, lead to English Village. These roads are lined with large homes and newer condominium projects.



English Village planning area.

2.2 BUILDING AND DEVELOPMENT FRAMEWORK

The building pattern north of the Cahaba and Fairway intersection is largely responsible for the character of English Village. It consists of small-scale (1 and 2-story) buildings with storefront designs at the street level. The condominium project at the north end of this area deviates from this scale. The south portion of Cahaba Road in English Village has a less defined building pattern, with the exception of the Park Lane building on the south end. Several buildings deviate from the otherwise typical street-front pattern, some house different uses in buildings originally designed for residences, and the southeast corner of Fairway and Cahaba is a surface parking lot.

2.3 PARKING

Based on the total required parking spaces per the current ordinance standards, the English Village area should provide approximately 400 parking spaces, as opposed to the current on- and off-street supply of approximately 300 spaces. However, observations appear to indicate that the parking supply is about correct and is generally functional for the village and businesses, with some peak times where parking is an issue.

This was not the case until recently. Before, parking availability was a serious issue. The City is currently leasing the parking lot at the south-east corner of Cahaba and Fairway for approximately \$40,000 per year. This lot can accommodate approximately 52 spaces, which equates to an approximate financial cost of \$64 per



English Village building framework. (2003).

space per month. General observations of this lot indicate that the lot is heavily used during the lunch periods, but there are always parking spaces available. This lease is on an annual basis and the parking supply could be lost with very short notice, which suggests a longer term parking solution of at least 50 parking spaces is critical for English Village.



English Village

Parking Area/Block

- Planning Area 1
- Planning Area 2
- Planning Area 3
- Planning Area 4
- Planning Area 5
- Planning Area 6
- Planning Area 7

See accompanying text document for related plan and policy statements for each Planning Area.

2.4 PEDESTRIAN AND VEHICLE CIRCULATION

The traffic and pedestrian problem areas within English Village are located at the offset intersection of 21st and Fairway at Cahaba. With the offset, all east-west traffic along 21st and Fairway and all north-south traffic on Cahaba must travel through this offset which reduces the capacity of the intersection. It should be noted however, that based on peak hour observations, input from the public, Mountain Brook Police Department, and the City's Traffic Engineering consultant, that even with the offset, there is sufficient capacity at the intersection to allow the intersection to operate at acceptable levels of service. It also operates in a more pedestrian-friendly manner with cars slowed by turn movements and the constrained capacity of the road

This intersection also has lane alignment issues. Northbound Cahaba traffic must shift from the curb lane at 21st to the middle lane and then shift back to the curb lane at Fairway to go north. This lane shift is very short with the close proximity of the intersections.

There is also no pedestrian crossing from the west side of Cahaba at 21st to the east side of Cahaba.

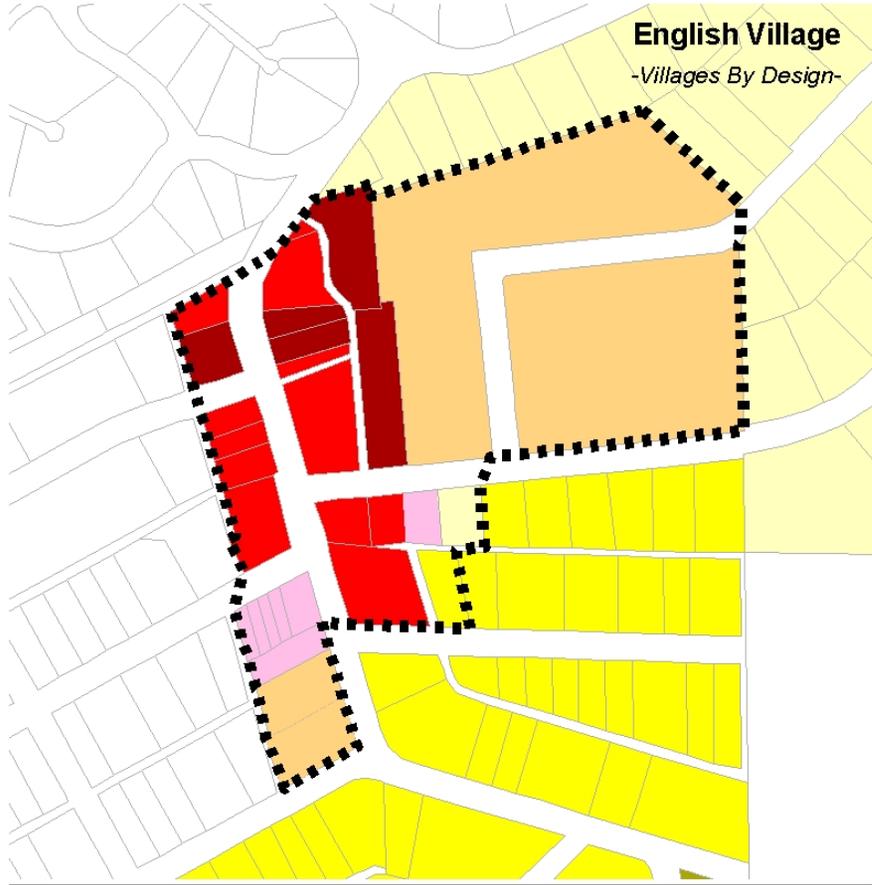
English Village Parking Data

Area / Block	Zoning District	Building Floor Area		Required Spaces		Existing Parking Spaces			Existing Minus Required	
		Retail	Office	By Zoning District *	By Use**	Off-street	Public / On-street	Total	By Zoning District *	By Use**
4	Residence C	12,000		60	60	79	0	79	19	19
5A	Local Business	2,720	4,527	36	31	0	31	31	-5	0
5B	Local Business	14,190	6,866	105	97	29	12	41	-64	-56
5C	Local Business	33,732		168	168	71	35	106	-62	-62
6	Professional		8,096	32	32	26	0	26	-6	-6
Total		62,642	19,489	401	388	205	78	283	-118	-105

Pedestrian and Vehicle Circulation Conditions



Existing Zoning



2.5 LAND USE AND ZONING

Much of English Village is currently zoned Local Business, particularly north of the Fairway and Cahaba intersection, fronting on Cahaba. Several recent projects in this area have used some of the City's current "flexible" zoning categories. Parcels on the south portion of Cahaba Road in English Village have a less coherent regulatory strategy in place. There is primarily a mix of Local Business, Professional, and Residence D zoning. The Professional district standards will likely not lead to building types that are appropriate for those parcels. Additionally, the Residence D standards may present problems fitting smaller-scaled residential formats that are appropriate in the village setting on these somewhat tight sites.

See official zoning map on file with the City for most current information.

3.0 ENGLISH VILLAGE MASTER PLAN

The English Village Master Plan is based primarily on the Vision, Value and Goals established through the public participation process. To achieve this Vision, all future development should be arranged and evaluated based upon three key plan components – (1) a future Land Use Policy Map (a plan for regulating use of land and buildings); (2) a Building and Development Regulating Plan (a plan for regulating building types and designs); and a Circulation and Urban Design Plan (a plan to guide coordinated public improvements and private site and building designs). Together these three components reflect a comprehensive approach to development in the Village, and guide the many private and public decisions that occur with new development in the Village.

3.1 VISION

Vision

Quaint and casual – Old world charm in a progressive neighborhood

English Village is a neighborhood village with niche, boutique and neighborhood oriented businesses. Through its mix of distinctive Old English architecture, diverse retail offerings, variety of residential types, and public or private enclaves that invite people to linger, English Village offers a distinctively urban flavor in a compact and casual setting.

Values

- Distinctive English-style architecture.
- Pedestrian atmosphere – a place to go to, not through.
- Niche and boutique businesses that contribute to a unique destination.

- Casual, compact spaces that invite you to linger in the Village.

Goals

- Develop architecture and urban design standards that emphasize the existing English character.
- Improve pedestrian connections – particularly improvements that accentuate pedestrian priority over vehicle movements along and across roads at the core of the Village.
- Maintain neighborhood scale of all new development.
- Add private or district parking, screened from street levels by grade or buildings, and/or maximize on-street parking opportunities.
- Add a small convenience or specialty grocery store (12K to 18K s.f.).
- Maintain a diversity of dwelling types, provided the building scale is consistent with the predominant adjacent single-family patterns – particularly at the neighborhood edges.
- Capitalize on opportunities for small civic open spaces - courtyards, gardens, or networks of secondary (off-street) pedestrian pathways.

3.2 LAND USE POLICY MAP

The Land Use Policy Map is a plan that recommends future uses of land and buildings. It guides future zoning decisions and assists in considering a variety of future regulatory strategies that could implement the physical and policy recommendations of the Master Plan.

The map reflects some of the following general categories which are part of the City's overall land use policy framework. Not all categories are currently represented or recommended in the Village planning area. Where these categories and descriptions differ from the City's overall master plan, the master plan is specifically amended to include these updated categories and descriptions.



General Commercial – The majority of the city's commercial uses fall into this category. There is an extensive list of uses in the Zoning Regulations. The appropriate building type in or adjacent to the Villages for this category is a low-scale (1 to 3 story) buildings, with street-level storefront designs. The appropriate implementation of this category is the Local Business District as modified by any specific applicable planning and design recommendations for buildings in the village.



General Commercial – Retail Dominant - Land uses in this category are the same as the General Commercial category, except due to the location on key sites and/or streets in the Village, ground-level uses that present a high degree of pedestrian activity are preferred. These are generally retail/restaurant-type uses. The appropriate building type for this category is a low-scale (1 to 3 story) buildings, with street-level storefront designs. The appropriate implementation of this category is the Local Business District as modified by any specific applicable planning and design recommendations for buildings in the Village, and further modified to incorporate policies or regulations to discourage, limit or prohibit ground level service and office uses at these key retail locations.



Office – Land uses in this category include any professional or business office use, regardless if it has a single office on a lot, multiple offices in a single building or multiple buildings in an office park. These uses may range in size depending on location and a variety of building types may be appropriate depending on context. Other compatible uses in this group include municipal buildings, fitness centers, gymnasiums, daycares, restaurants, and laboratories or any other business or service that primarily supports the employment focus. The appropriate implementation of this category is Professional District or Office Park District.



Heavy Commercial – There are only a few occurrences of these kinds of uses in Mountain Brook. This category includes the more intense commercial uses, such as hotels, large restaurants and fast-food



restaurants, which generate a high amount of traffic and rely on a predominantly automobile oriented site design and infrastructure. The appropriate implementation of this category is through the Community Shopping District.

Multi-Use – Land uses in this category utilize buildings designed for a variety of uses – specifically general commercial uses on the ground level, and retail, office or residential uses on the upper levels. This category is generally only appropriate at defined locations in the Village, where the potential for upper level residential uses will not disrupt the primary retail function of the area, and can provide a broader public benefit to the Village as a whole. Multi-story buildings with street-level storefront designs are the appropriate building type for this category. The appropriate implementation of this category is the Local Business District, as modified by any specific applicable planning and design recommendations for buildings in the Village.



Multi-Use – Retail Dominant – Land uses, applicability, and building types in this category are the same as the Multi-Use category, except due to the location on key sites and/or streets in the Village, ground-level uses that present a high degree of pedestrian activity are preferred. These are generally retail/restaurant uses. Multi-story buildings with street-level storefront designs are the appropriate building type for this category. The appropriate implementation of this category is the Local Business District, as modified by any specific applicable planning and design recommendations for buildings in the Village, and further modified to incorporate policies or regulations to discourage, limit or prohibit ground level service and office uses.



Low Density Residential – Land uses in this category are primarily intended to be average-size residential lots and/or developments. These lots range from 10,000 square feet up to two acres in size. The majority of lots in this classification are zoned Residence A, Residence B, and Cluster Residential, although this also includes Estate lots that are less than two acres and are adjacent to Residence A zoning. The compatible existing zoning districts are

Estate, Residence A, Residence B, and Cluster Residential.



Medium Density Residential – Land uses in this category include higher-density residential uses. They average three or more lots – or dwelling units – per acre of land. These lots range from 5,800 square feet to 9,680 square feet in size. The majority of the lots/developments in this classification are zoned Residence C, Residence D, and Residence E. They are single or attached dwelling units, but cannot be a single building containing three or more dwelling units. The appropriate implementation of this category is Residence C, Residence D, or Residence E.



High Density Residential – Land uses in this category are primarily intended to be single buildings containing a minimum of three dwelling units of apartments or condominiums (each). The appropriate implementation of this category is Residence D or Residence E.



Village Residential – Land uses in this category are primarily intended to be high-density, but are smaller-scale residential projects incorporated in or immediately adjacent to the Villages. Building forms are of primary importance in determining the compatibility with adjacent property. Density, parcel size and other non-design elements are of secondary importance. Village residential projects should include some civic or quasi-civic open space at the frontages, or otherwise provide formal residential frontages to fit in with the respective Village character and surrounding neighborhood. Townhomes and stacked flats are the appropriate building types in this category. The appropriate implementation of this category is Residence G, Residence F, Residence D, or other higher-density residential districts, as modified by any specific applicable planning and design recommendations for buildings in the Village.



Mixed-unit ("Planned") Residential – Land uses in this category are primarily intended to be of an overall moderate density, but should reflect a wide range of dwelling and lot types designed as part of a single residential neighborhood design according to a

plan. The goal is to present a mix of housing types in a compatible environment. Developments may include dwellings that range from large lot detached single-family to high-density multi-dwelling structures. Building size and scale is planned and located based upon topography and adjacent building scale and uses. Only large parcels or areas capable of presenting a critical mass to support a neighborhood plan and mixture of units are designated in this category. Single-family dwellings, duplexes, townhomes, and stacked flats are the appropriate building types for this category. The appropriate implementation of this category is a flexible or planned residential district (PUD), which should be guided by site-specific conditions and constraints, with the public or village-wide benefits identified in the specific site development plan for the area.



Civic – Land uses in this category are primarily public facilities, such as schools, playgrounds adjacent to schools, public parking, libraries, churches, and public offices. The appropriate implementation of this category is the Recreation District and all others that allow schools, libraries, museums, churches, and other public uses



Cultural / Recreation – Land uses in this category are primarily intended to be recreational parks, civic or quasi-civic open spaces. This includes both large and small recreational parks. The appropriate implementation of this category is the Recreation District and any others that allow public uses and open spaces.

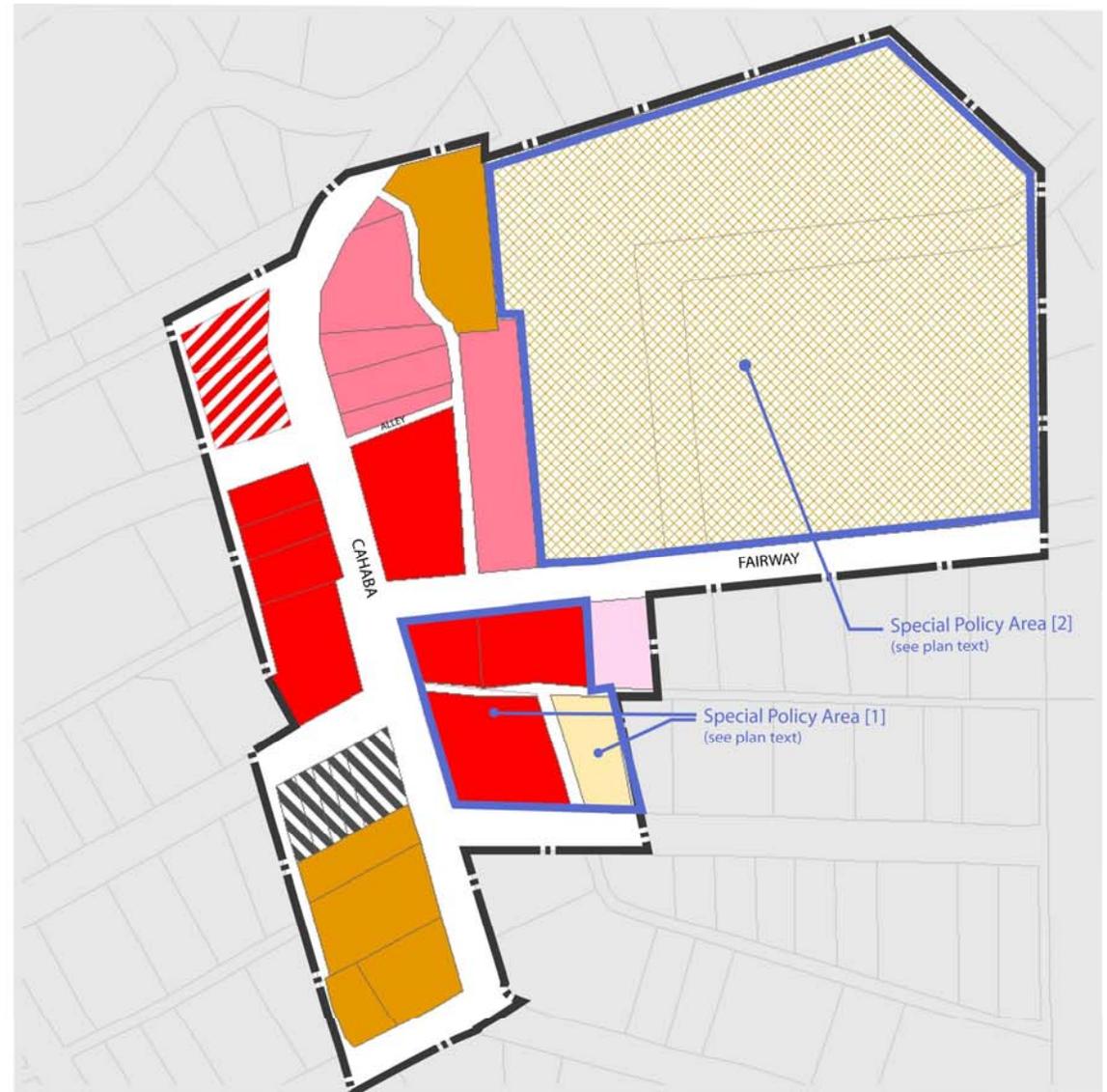
City of MOUNTAIN BROOK

ENGLISH VILLAGE LAND USE POLICY MAP

PROPOSED LAND USE

	Medium Density Residential
	Mixed-unit ("Planned") Residential
	Village Residential
	Office
	General Commercial
	General Commercial - Retail Dominant
	Multi-Use - Retail Dominant
	Multi-Use
	Village Boundary Line
	Special Policy Area's Boundary

* for a complete set of future land use categories available city wide, see master plan



English Village Special Policy Areas

The following areas in English Village are specifically designated on the Land Use Policy Map. Because of their unique location in the Village, block, parcel, and lot configuration, they warrant the following special planning policies.

[1] *Special Policy Area 1* represents property fronting on Cahaba, Fairway, and Park. This area is part of the retail core of the Village, and any future redevelopment should include a strong retail presence anchoring the corner of Cahaba and Fairway.

- This site is identified as part of a possible parking solution for the Village. Future development should seek partnerships with the City to provide a “net gain” in parking by incorporating a parking structure into the grades and screened by buildings fronting Cahaba and the intersection of Cahaba and Fairway.
- Commercial access to the site should be focused on Fairway away from the Cahaba intersection, or limited access off of Cahaba aligned with 21st street, provided it does not disrupt the Cahaba streetscape and building frontage and is incorporated with some public space and amenities along the street.
- Redevelopment proposals that provide an overall parking benefit may be eligible for consideration of 3-story building frontages at the intersection of Cahaba and Fairway and on Fairway provided they are designed with substantial sensitivity to adjacent residences, and that the scale of buildings tapers down to two-story at the south portion of this special policy area.
- No commercial access for the general public shall be constructed off of Park. Access off Park shall either remain as a

secondary support access for the single lot to the south of this area, or shall be only for any new residential uses introduced on the site.

- Any buildings that are constructed to front directly on Park shall be residential only.
- The single lot in the south-east portion of this site shall not constitute a viable commercial lot on its own, and may only perform commercial support services as a contributing part of the lot on the southeast portion of this area, or as a contributing part to a redevelopment plan for the entire area.

[2] *Special Policy Area 2* represents the Redmont Garden Apartments. As historic structures on the National Register, significant efforts should be made to preserve these structures and grounds, and rehabilitation or remodeling should be the first strategy for development in this area. Should strategies for preservation and rehabilitation of these structures be exhausted and unsuccessful, any future re-development that occurs in this area should occur through rezoning to a Residential PUD. The development plan that supports this future flexible zoning should require the following planning principles be incorporated:

- Overall a 3-story building height should be predominant in the plan. However up to 5 stories may be appropriate due to grades and adjacent building heights in the north-west section of this area. Buildings over 3-stories should be limited to no more than 25% of the building footprints in the plan. 2-story buildings shall establish a transition along the street frontage of the road connecting to residential areas to the north and east.
- Circulation within the site may be reconfigured to best support the development plan, however public street connections shall be maintained

at their current locations. All streets within the site shall include enhanced pedestrian amenities, emphasizing pedestrian connections to the Village.

- Additional pedestrian passages should be incorporated into the plan, connecting to the Village. At least one to the south Fairway frontages in addition to the required street connection should be provided. A second connection to the west should be explored.
 - Discrete and small parking areas should be used, located away from adjacent property, away from Fairway Drive, away from the Village center, and away from internal streetscapes of the development plan; any structured parking included in buildings shall be directed away from important streetscapes in the plan and disguised with improved building facades that reflect the residential character of the buildings.
 - No more than 15% of the street frontage areas (between front building line and street edge) for streets internal to the plan shall be driveways, drive aisles, or parking areas.
 - Total project should be at the approximate current density; however, any redevelopment should provide a substantial mix of dwelling types.
 - Lower-density homes should transition to single family homes on the edge of the parcel and higher density formats closer to the Village center.
 - All single-family areas outside of this special policy area should be buffered from any redevelopment of the site. Unless transitions are established by similar dwelling types within any redevelopment plan, a 20-foot landscape buffer should be maintained within the site.
- Green spaces and public spaces should be designed at highly visible locations as focal point for the site – particularly courtyards and formal gardens visible along Fairway.
 - Enhanced streetscapes and primary building frontages (architectural detail and ornamental entrances) should be established along Fairway strengthening connections into the Village.

3.3 BUILDING AND DEVELOPMENT REGULATING PLAN

The Building and Development Regulating Plan is a plan that recommends regulations for the kinds and classes of different building types, including the size, scale, orientation and basic design of each type. It is intended to supplement the base zoning district standards for specified portions of the study area, and ensure that appropriate building types and sizes are used in the Village regardless of the base zoning. This plan recommends modifications of the size, scale, orientation, and basic design of buildings which would otherwise be allowed under the general zoning regulations, based on a village-wide perspective, and the relationship of each building site to the public street and surrounding areas.

The Building and Development Regulating Plan is the basis for special zoning overlay standards that emphasizes building form (height, scale, façade design, and relationship to streets and open spaces) to better preserve the Village character, and may become official regulatory requirements upon official adoption of overlay standards by the City Council. The modifications and variations proposed by the Building and Development Regulating Plan are based upon a village-wide perspective, and address differences due to location and street types that parcels front on, as described by the following Frontage Types.

- Primary Frontage** – Primary frontages represent the pedestrian oriented core of the Villages where “permeable” street-front buildings with a first-level storefront design create an active streetscape environment supporting the Village character.
- Secondary Frontage** – Secondary frontages are important to the Village but building forms should not necessarily follow the higher design standards of Primary Frontages – possibly because locations need to accommodate automobile access to support the Village generally, or possibly because locations may

accommodate building types for specific uses which cannot easily meet the Primary Frontage standards.

- Support Frontage** – Support frontages represent areas of the Village, that while important to the overall function of the Village, are not required to meet the Village building form standards due to use-specific needs for a site and/or building design, or to support other site utility functions such as vehicle and service access or access to parking.

- Neighborhood Frontage** – Neighborhood frontages represent residential areas that require some specific design transition from the streetscape area to the front building line. It is appropriate for townhouse or stacked flat buildings that feature entries through either a courtyard, a terrace, or stoop entrance. The required frontage design is typically based on site specific conditions taking into account the adjacent property and frontage designs on the opposite side of the street.

Colors of each line on respective block signify the building heights.

The plan and the frontages specified in the plan anticipate regulating for four principal building types, each of which there is precedent for in and around the villages.

Street-front Buildings – Buildings with immediate frontage on the street and most typically forming part of a group of buildings that for a continues block face or “street wall” along the block.

Free-standing Buildings – Buildings that may be set back from the street and occupy a lesser portion of a lot frontage due to other site needs at the location or for the uses in the building.

Townhouse Buildings – A group of buildings or building with a group of dwellings, each of which has a private entry from the street frontage and where lots for each building or dwelling may typically be independently owned despite the dwellings being joined.

Stacked Flat Buildings. A building for a group of dwellings which may share a common entrance and common internal space.



Street-front Building Type



Free-standing Building Type



Townhouse Building Type

City of MOUNTAIN BROOK

ENGLISH VILLAGE BUILDING AND DEVELOPMENT REGULATING PLAN

BUILDING FRONTAGE TYPES

- 
 Primary Frontage
 2 story
 3 story
- 
 Secondary Frontage
 2 story
 3 story
- 
 Support Frontage
 2 story
 3 story
- 
 Residential ("Neighborhood") Frontage
 2 story
 3 story
- 
 Village Boundary Line
- 
 Area controlled by base zoning districts standards only



3.4 CIRCULATION AND URBAN DESIGN PLAN

The Circulation and Urban Design Plan is a plan for guiding design of multiple projects that may occur in different areas or at different times in a coherent village-wide manner to achieve a consistent character for buildings, sites and public and private open spaces. It identifies things that, while they may not necessarily be regulated or required of private development in every case, they are important to the overall function and aesthetic character of the Village and therefore benefit from a Village-wide plan guiding their application.

The elements of the Circulation and Urban Design Plan deal primarily with the design of the public realm, or aspects of private site development that significantly impact the public realm. It includes the design of either public rights-of-way and open spaces which are not the subject of regulations on private development, but which are often impacted by or reconstructed in association with private development. In addition, it includes aspects of private site development which may be desired but not always mandatory, and which can benefit from considering them within the context of a Village-wide plan prior to incorporating them into individual sites. Elements on the Circulation and Urban Design Plan are:

 *Primary Village Street* – A Primary Village Street is the most pedestrian oriented area of the Village. Vehicle lanes are narrow and balanced with wider sidewalks and maximized opportunities for on-street parking. It features frequent and more enhanced streetscape elements such as street-lights, benches, and landscape elements. Curb-cuts for vehicle access are limited or prohibited in favor of alleys or shared access provided off of Secondary or Support Streets.

 *Secondary Village Street* – A Secondary Village Streets, while still reflecting the pedestrian character

of the Village, may accommodate more automobile access and a lower level of streetscape enhancements. It performs a secondary circulation function in the Village.

 *Access or Service Alley* – An Access or Service Alley is an area that accommodates service vehicles for businesses and secondary vehicle circulation or specific site access for vehicles. These areas may perform dual functions as a pedestrian Passage if enhanced design elements create a balance between pedestrians and vehicles or otherwise emphasize a priority for pedestrians through physical design elements.

 *Village Support Street* – A Village Support Street is a street that is generally not designed to perform a commercial function or support immediately adjacent commercial uses. Typically these streets are residential, and the design should primarily emphasize residential characteristics and pedestrian access to the Villages. Additionally, although residential in nature these streets may also be key access points for vehicles into the villages from adjacent areas.

 *Passage* – A Passage is a linear area primarily designed for pedestrian traffic or balanced pedestrian and vehicle traffic, often providing mid-block connections between Primary and Secondary Village Streets or access to public spaces internal to a block.

 *Greenway* – A Greenway is a long, linear, and natural corridor that features a trail for pedestrians and/or bicycles.

 *Gateway* – A Gateway is a small, pedestrian-scale, ornamental structure usually located along a roadway that signifies a transition or entry to a unique area. Gateways typically include common design themes at separate and remote locations that collectively define the uniform character of the area, but should contain variations on the theme in order to best fit into the specific location of the Gateway.

 *Public/Quasi-civic Open Space* – Public or Quasi-Civic Open Spaces are small, well-designed spaces that are

in the right-of-way or are on private property as extensions of the streetscape. They include many pedestrian oriented elements and are areas that invite people to linger creating “gathering spaces” in the Village.



Landmark Architectural Feature – Landmark Architectural Features are minor elements of a building that, due to their enhanced ornamentation or differentiated mass, call attention to key points in the public realm. They are typically located at important corners or terminate views down a street corridor (i.e. at t-intersections or deflections in the street pattern). Landmark features should emphasize key architectural themes instrumental to the Village or building, and should never emphasize a specific use or corporation using a particular building.



Public/Private Parking – Public/Private Parking areas accommodate centralized surface or structured parking. These locations may be private, but are identified as ideal places for either privately shared parking arrangements, or for areas where public financial and/or policy participation in parking arrangements would be appropriate.



Enhanced Crosswalk – Enhanced Crosswalks are key crossing points where special attention to pedestrian amenities should be paid in the roadway and along the sidewalks. These are not necessarily the only crosswalks that should be located in the Villages, but that identify areas that due to high expected pedestrian traffic, or due to important interfaces between vehicles and pedestrians, may require a higher design emphasis than ordinary crosswalks.



Sensitive Boarder – Sensitive Boarder indicates areas where adjacencies to anticipated future development activity is particularly close to existing uses, structures, lots or other borders where the development activity may have an adverse impact. Particular attention to design solutions, and specifically strategies articulated in the Design Guidelines of the Master Plan, should be employed to minimize any potential impact.

City of MOUNTAIN BROOK

ENGLISH VILLAGE

CIRCULATION AND URBAN DESIGN PLAN

URBAN DESIGN ELEMENTS

-  Primary Village Street
-  Secondary Village Street
-  Village Support Street
-  Access-Service Alley
-  Passage (Ped or Ped/Vehicle)
-  Landmark
-  Quasi-Civic / Public Open Space
-  Open Space & Landmark
-  Gateway
-  Public / Private Parking
-  Sensitive Border
-  Enhanced Crosswalk
-  Village Boundary Line



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4.0 IMPLEMENTATION

Implementation of the Village Master Plan is a long-term activity, but also occurs through the daily decisions made by the City, private property owners, developers, and businesses. The implementation strategies for English Village arranged according to four key decision areas that are critical to the Village: Parking Management, Public Improvements, Regulatory Amendments, and Public/Private Partnerships.

4.1 PARKING MANAGEMENT

Parking Management contains a series of strategies that can address the parking problem in three significant aspects – a long-term solution, a village-wide approach, and finding the *optimal* parking supply, recognizing that both too much and too little parking are both problems for the Village and maintaining its pedestrian-oriented character.

Parking Management Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Begin preparing for a public/private partnership for a parking structure that is publicly accessible, and allows either publicly funded or en lieu parking fees for new development. Locations should be coordinated with redevelopment based upon the Circulation and Urban Design Plan. Funding, potential partners, and potential locations should begin to be identified.	☑			
Pursue options for parking to be located on sites outside of the Village (and possibly outside of the City boundaries.)		☑		
Maximize on-street parking options with either city-initiated streetscape improvements, or street improvements associated with any redevelopment specifically at the following locations: <ul style="list-style-type: none"> • The south side of Fairway – angled or parallel. • The north side of 21st Street – angled or parallel. • The east and west sides of Cahaba, south of the Fairway intersection – parallel. No on-street parking should be provided on Cahaba between the Fairway and 21 st Street intersections, and the ability to provide parking at the above specific locations may be limited by a more detailed traffic study.		☑		
Adopt regulations that allow for the following: <ul style="list-style-type: none"> • Credits for any new on-street parking created with redevelopment activity. • "By right" 1 for 1 replacement of ground-level retail space for new development that does not remove any existing parking. • Options for off-site remote parking, possibly allowing for reduction in total requirements with shared parking agreements. 	☑			

4.2 PUBLIC IMPROVEMENTS

The Public Improvement strategies represent things that impact the “Public Realm” of the Village – most often the public rights-of-way. As construction projects are conducted, whether in association with new development, through normal repair and maintenance, or through more comprehensive streetscape improvement programs, attention to the detail designs of the Public Realm can have a significant impact on the Village. Refer to the English Village Circulation and Urban Design Plan in Section 3.4.

Public Improvement Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Cahaba/21st/Fairway Crosswalks: Add Crosswalks across 21 st and the south leg of Cahaba. In general, pedestrian movements should be circulated out of the “jog” focusing on enhancing crossings of Cahaba north of Fairway and South of 21 st . [See Options 1 and 2 for details on how this is accomplished with new development on adjacent sites.]		☑ *		
Old English Lane Pedestrian Drive: Create a system of pedestrian connections that incorporates pavement design, brick, or cobblestone surfaces for all drive aisles and parking surfaces between Cahaba and Old English Lane, on Old English Lane, and for the alley that extends from Cahaba/20 th Street. This will promote the pedestrian activity signaling that the space is shared equally between pedestrian, bicycle and vehicle. [See detail at the end of this section.]			☑ * *	
Cahaba Right Turn Lane and Median: Consider widening the section of Cahaba between 21 st and Fairway by one lane to the north to realign the through movement of Cahaba. Construct a landscaped median in the current middle lane that is vacated. This will serve as an entry statement for the village. [See Option 1 for pedestrian circulation associated with this approach.]			☑ *	
Traffic Study for New Development: Require a detailed traffic study for all new proposed developments to address how access points are integrated within the multimodal circulation system and do not impact existing traffic flows.	☑ *			

* Indicates that strategy should be associated with new development on one of the adjacent sites, and may fall outside of the recommended timeframe.

** Refers to an improvement of private property that is not necessarily initiated through the City capital improvements program.



Concept - English Village Pedestrian Circulation – Option 1. This concept shows how pedestrian crossings that cross Cahaba are directed out of the vehicle flow of the jog. In this option, it is associated with an additional turn lane going northbound on Cahaba and associated with new street-front buildings on the current parking lot site. This is coupled with a new central landscape island and has the effect of straightening out northbound through lanes on Cahaba past the Fairway intersection. The development shown on the current surface lot could provide all of its parking on-site and behind the buildings and accessed only from Fairway, but this represents a missed opportunity for solving the village-wide parking problems as the city-provided parking on that lot is removed and would have to be made up elsewhere.



Concept - English Village Pedestrian Circulation – Option 2. This detail concept shows how pedestrian crossings that cross Cahaba are directed out of vehicle flow of the jog. In this option, it is associated with redevelopment of the surface lot and a parking structure entrance aligned with 21st Street and a second off of Fairway. The structure would need to work with the grade and adequately protect the sensitive border with adjacent residential areas.



Olde English Lane Concept. This concept shows how pedestrian treatments to the surface of Olde English Lane – while still allowing the necessary service and vehicle access to parking – could be applied to improve the pedestrian atmosphere for this important connection. Other sidewalks along storefronts through this area present difficult alignments and the most likely pedestrian route is the center of the lane. This decorative pavement treatment could be associated with gateway features at each entrance to calm vehicle speeds. The area could also be closed to vehicles at limited times to host special events for the Village.



Example . Example of paving treatment applied to shared vehicle/pedestrian space, and improving back patios and service entrances of businesses..

4.3 REGULATORY AMENDMENTS

Regulatory Amendments reflect both recommended text changes to the current zoning regulations of the City, as well as potential rezoning of property that may occur with future redevelopment. All of the recommended regulatory amendments are efforts to be more prepared to implement the future Land Use Policy Map over the long-term life of the Village Master Plan. (Proposed regulatory amendments were included in an Appendix to all review drafts of this plan; refer to the City of Mountain Brook Zoning Ordinance for all official and current regulations.)

Regulatory Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Adopt the revised general Local Business District provisions and adopt the recommended Village Overlay District standards based on the English Village Building and Development Regulating Plan in Section 3.3.	☑			
Adopt the new Residence F and G as a new districts appropriate for future application to "Village Residential" areas of the Future Land Use Policy Map.		☑ *		
Adopt the revised PUD standards. The new standards would be used for future application to the Redmont Gardens area should redevelopment occur in the future. The PUD zoning district should not be applied to the property until the preparation of a specific plan. The revised PUD district standards should be applied consistent with the specific goals stated in Land Use Policy Map and Section 3.2 of the Master Plan.	☑			☑ *
Consider both a local landmark designation and a historic district designation for applicability in English Village. Local designation offers to only regulatory protection for historic structures, and could be applied in context with the current National Register Designation. Local improvement policies, such as grants for façade improvements or other non-regulatory incentives, should be investigated as part of the discussions.				☑

* Indicates that strategy should be associated with new development on one of the adjacent sites, and may fall outside of the recommended timeframe.

4.4 PUBLIC PRIVATE PARTNERSHIPS

Public/Private Partnerships refer to those things that are the least likely to be city initiated. These elements refer to the partnerships that occur among many stakeholders in the villages to result in a more coordinated decision-making methodology that keeps the Vision of the villages at the forefront of those decisions.

In general, to assist with implementation of all of the Village Master Plans, a stronger business association should be developed for the City to represent all Villages. This association will be the starting point for taking the necessary steps to pursue some form of Business Improvement Districts within the Villages. Two options are highlighted in the Market Strategies Report, prepared in association with this planning process. They include a Main Street Program, possibly coordinated at the Birmingham Regional level, and pursuing state legislation to allow the state BID statutes to apply to smaller towns. Refer to the Market strategies report for more details on these programs and implementation strategies.

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MOUNTAIN BROOK VILLAGE MASTER PLAN

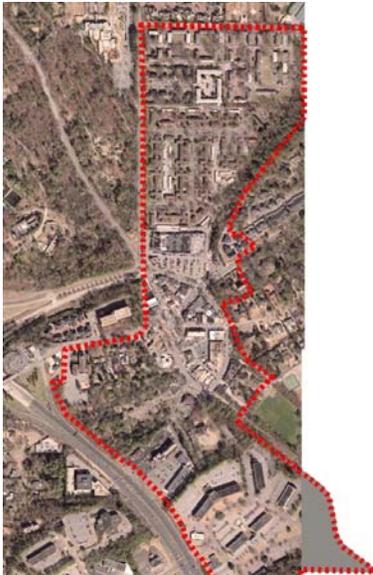
- 2.0 EXISTING CONDITIONS**
- 3.0 VILLAGE MASTER PLAN**
- 4.0 EXISTING CONDITIONS**

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2.0 EXISTING CONDITIONS

2.1 GENERAL PLANNING AREA

Mountain Brook Village is the most highly identifiable and regionally accessible of the Villages. It is located at the convergence of four major arterial roads and easily accessible off of Highways 31 and 280. Additionally, two significant regional destinations are immediately adjacent to Mountain Brook Village – the Birmingham Zoo and the Birmingham Botanical Gardens. The Village contains numerous specialty stores and several long-term merchants who are part of this district's rich history. It has a distinctive pedestrian character, embellished by the prominence of the Tudor Revival architecture style. The Mountain Brook Estate Building is on the National Register of Historic Places. The core area also provides numerous neighborhood service oriented businesses, anchored by a smaller, full-service



Mountain Brook Village planning area.

grocery store. The “core” area of the Village abuts some large estate home neighborhoods to the east and southeast, with some transitional apartment and condominium buildings immediately at the village edge. Mountain Brook elementary school is also located immediately adjacent to and southeast of the planning area.

Two additional areas outside of the “core” of Mountain Brook Village – the Office Park area and Mountain Brook Plaza shopping areas accessed off of Highway 280; and a residential area extending north of the village containing primarily older apartment complexes. The Office Park, and several other office-oriented buildings in the study area, and numerous larger employment campuses outside of the study area place a large daytime population in and near Mountain Brook Village.

Recently, flood problems, which are currently the subject of study and mitigation efforts that are funded and underway, have impacted the core area.

2.2 BUILDING FRAMEWORK AND DEVELOPMENT PATTERN

The core of Mountain Brook Village has a very well preserved building framework of the original street-front buildings. There are a few sporadic examples of buildings with a more vehicle oriented approach interrupting this pattern on important streets. The only significant deviation is the “strip center” pattern of the Western grocery store site. The Office Park area has a pattern typical of office parks of that development era – in fact it is billed as the original office park. However, as is demonstrated by the other employment buildings or campus-like environments further south along Cahaba, this pattern may not take the best advantage of the topography and otherwise natural setting of other areas immediately outside of the



Mountain Brook Village building framework. (2003).

core of the village. Buildings accessing or with more direct frontage on Highway 280 are likely appropriate patterns for such a highly automobile oriented street frontage.

2.3 PARKING

Because of the complexity and diversity of land uses within Mountain Brook Village, this area is divided into the core area, the Western commercial area and the office park.

When looking at the core area, total parking required per current ordinance requirements is approximately 820 spaces, and the current on- and off-street supply is approximately 700 spaces. Based on observations and comments, there are significant parking supply issues within the core area of Mountain Brook Village, with parking on many streets already 100 percent utilized.

This perception is likely a combination of:

- Genuine lack of parking for some peak times.
- Inefficiencies that result from off-street parking for the sole use of a parcel.
- Some high parking generators such as hair/nail saloons and restaurants.
- Longer-term parking occupying premium spots for significant portions of the day.

Longer-term parking located along Heathermoor Road, Lane Park Road, and Montevallo west of Cahaba where observed to be consistently available. Even though parking at the Western site exceeds

the parking district code, the uses at this site generate a high parking demand to where an onsite patrol manages the lot to prevent other businesses' and services' customers from using their lot.

The Community Shopping Center off of US-280 is under parked per the code by approximately 40 spaces; however, this shortage is off-set by the mix of uses of hotel and restaurant/businesses which have different parking peaks and the current situation is generally functional.

Although the Office Park is under parked when compared with current ordinance requirements (4 spaces per 1,000 square feet), actual parking appears to be more than adequate. This does suggest that a parking rate of 3 per 1,000 square feet, which is more typical for office-only areas, would be acceptable. *[See Parking tables at the end of the section.]*

2.4 PEDESTRIAN AND VEHICLE CIRCULATION

In general, Mountain Brook Village has a pedestrian friendly environment with good sidewalks and street crossings. However, there are a number of roadway circulation issues that impact the village. The area of greatest impact is the off-set intersections of Cahaba at Culver and Lane Park. Because of the close proximity of the intersections, the off-set between Culver and the entrance to US 280, and the split signal at the intersection, this area is confusing with vehicle backups.

Another confusing area that results in some conflicts is the five point intersection of Cahaba, Montevallo and Canterbury. Because the alignments of the intersection are not straight, an unfamiliar driver can find him or herself in the wrong lane or improperly reading the signal indicators. Because of the signal timing at Cahaba and Culver, north-west bound traffic on Cahaba can back up into the Cahaba and Montevallo



Mountain Brook Village

Parking Area/Block

- Planning Area 1
- Planning Area 2
- Planning Area 3
- Planning Area 4
- Planning Area 5
- Planning Area 6
- Planning Area 7
- Planning Area 8
- Planning Area 9

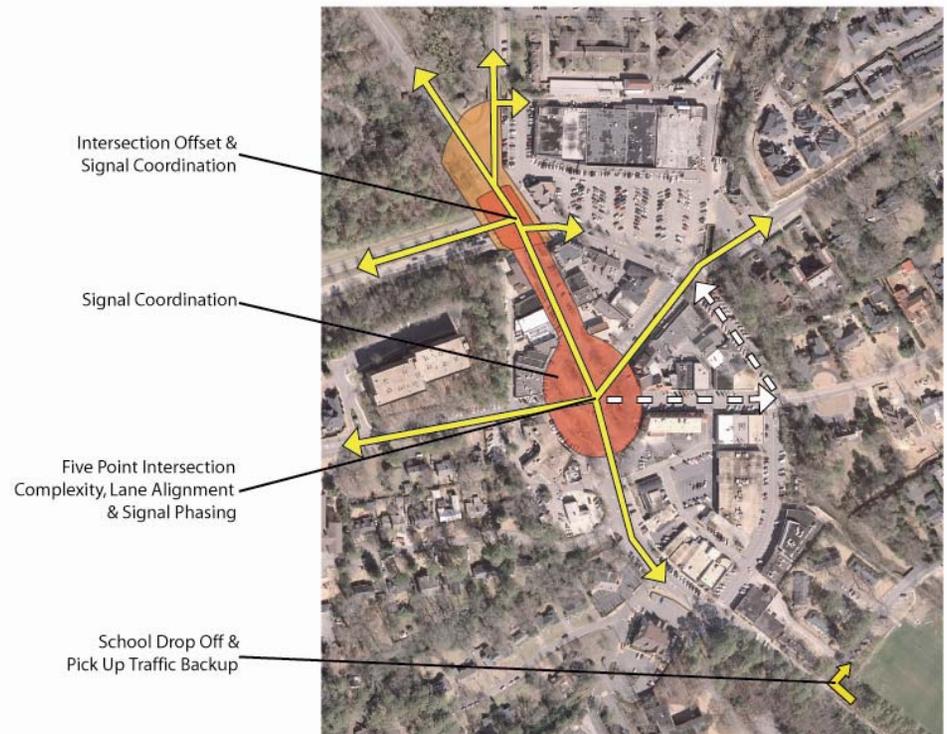
See accompanying text document for related plan and policy statements for each Planning Area.

Mountain Brook Village Parking Data										
Area / Block	Zoning District	Building Floor Area		Required Spaces		Existing Parking Spaces			Existing Minus Required	
		Retail	Office	By Zoning District *	By Use**	Off-street	Public / On-street	Total	By Zoning District *	By Use**
2	Local Business	69,876	4716	372	367	402	34	436	64	69
3A	Local Business	20,828	7,352	140	133	21	43	64	-76	-69
3B	Local Business	5,575	1,430	35	32	13	90	103	68	71
3C	Local Business	46,132	11,584	288	276	89	122	211	-77	-65
3D	Local Business	19,662		98	98	58	8	66	-32	-32
3E	Local Business	12,151	1,225	66	64	60	12	72	6	8
3F	Local Business		38,566	192	154	168	10	178	-14	24
Sub-Total Core Area		104,348	60,157	819	757	409	285	694	-125	-63
4	Local Business ⁵	26,527	2,380	144	141	100	20	120	-24	-21
7	Community Shopping	47,158		261	261	219	0	219	-42	-42
8	Professional ⁶		272,163	1,088	1,088	858		858	-230	-230
Total		247,909	339,416	2,684	2,614	1,988	339	2,327	-357	-287

intersection, further creating conflicts and confusion into the area.

One additional area of note is the north-west bound Cahaba traffic that turns right at Heathermore Road. During times of drop-off and pickup at the school, vehicles can back up onto Cahaba and out of the right turn lane. Based on discussions with the Police Department and the City's Traffic Engineering Consultant, this condition resulted from a new on-site arrival plan at the school which dissipated over the school year as parents became familiar with the process.

Pedestrian and Vehicle Circulation Conditions



Existing Zoning



Legend

 Estate Residential	 Residential-F	 Professional
 Residential-A	 Clustered Residential	 Planned Unit Development
 Residential-B	 Community Shopping	 Recreational
 Residential-C	 Local Business	 Residential Infill District
 Residential-D	 Mixed-Use District	
 Residential-E	 Office Park	


 ONE INCH EQUALS 600 FEET

Official zoning map on file with the City.

2.5 LAND USE AND ZONING

The Mountain Brook Village planning area is large and contains a variety of land uses and zoning. The core area of the village, concentrated on the blocks that radiate from the circle is zoned Local Business. There is one parcel in this area zoned Professional. Outside of the immediate area, residential properties in the planning area are zoned Residence D, except for the lots fronting on Chester Road which are zoned Residence B. The Office Park area at the southern portion of the study area has the self-titled special zoning designation "Office Park District," and Mountain Brook Plaza fronting on Highway 280 is zoned for Community Shopping.

3.0 MOUNTAIN BROOK VILLAGE MASTER PLAN

The Mountain Brook Village Master Plan is based primarily on the Vision, Value and Goals established through the public participation process. To achieve this Vision, all future development should be arranged and evaluated based upon three key plan components – (1) a future Land Use Policy Map (a plan for regulating use of land and buildings); (2) a Building and Development Regulating Plan (a plan for regulating building types and designs); and a Circulation and Urban Design Plan (a plan to guide coordinated public improvements and private site and building designs). Together these three components reflect a comprehensive approach to development in the Village, and guide the many private and public decisions that occur with new development in the Village.

3.1 VISION

Vision

Classic Mountain Brook - Our front door.

Mountain Brook Village is a community and metropolitan destination. True to the village pattern and inspiration of the original Mountain Brook plan, Mountain Brook Village preserves the small-scale pedestrian atmosphere while providing a modern retail shopping experience unique to metropolitan Birmingham.

Values

- Tradition - the initial vision for Mountain Brook Village, preserving its unique character and value as a destination.
- A gateway – to the City of Mountain Brook; to major metropolitan destinations; and to the adjacent neighborhoods.
- Eclectic, complimentary architecture, preserving the past and integrating the best of today.

- Independent and local businesses ensure that there is a unique and local flavor.
- A community village blended with the beauty of the natural surroundings.

Goals

- Maintain the core of Mountain Brook Village in tact – scale (1 and 2 story), streetscape (store-front buildings), and architecture (predominantly English-style).
- Ensure new development around edges of the village contributes to the vitality of the core of Mountain Brook Village.
- Develop a village-wide parking strategy (remote employee locations, structured district parking, on-street parking management).
- Seek opportunity for more evening business activity (dining or entertainment).
- Solve the flood problem.
- Connect or improve bicycle and pedestrian connections through the village, building on the city-wide network established on Cahaba Road and Montevallo Road.
- Enhance existing green space in the Village, and incorporate any new development sensitively into topography and existing vegetation in areas around the Village.

3.2 LAND USE POLICY MAP

The Land Use Policy Map is a plan that recommends future uses of land and buildings. It guides future zoning decisions and assists in considering a variety of future regulatory strategies that could implement the physical and policy recommendations of the Master Plan.

The map reflects some of the following general categories which are part of the City's overall land use policy framework. Not all categories are currently represented or recommended in the Village planning area. Where these categories and descriptions differ

from the City's overall master plan, the master plan is specifically amended to include these updated categories and descriptions.



General Commercial – The majority of the city's commercial uses fall into this category. There is an extensive list of uses in the Zoning Regulations. The appropriate building type in or adjacent to the Villages for this category is a low-scale (1 to 3 story) buildings, with street-level storefront designs. The appropriate implementation of this category is the Local Business District as modified by any specific applicable planning and design recommendations for buildings in the village.



General Commercial – Retail Dominant - Land uses in this category are the same as the General Commercial category, except due to the location on key sites and/or streets in the Village, ground-level uses that present a high degree of pedestrian activity are preferred. These are generally retail/restaurant-type uses. The appropriate building type for this category is a low-scale (1 to 3 story) buildings, with street-level storefront designs. The appropriate implementation of this category is the Local Business District as modified by any specific applicable planning and design recommendations for buildings in the Village, and further modified to incorporate policies or regulations to discourage, limit or prohibit ground level service and office uses at these key retail locations.



Office – Land uses in this category include any professional or business office use, regardless if it has a single office on a lot, multiple offices in a single building or multiple buildings in an office park. These uses may range in size depending on location and a variety of building types may be appropriate depending on context. Other compatible uses in this group include municipal buildings, fitness centers, gymnasiums, daycares, restaurants, and laboratories or any other business or service that primarily supports the employment focus. The appropriate implementation of this category is Professional District or Office Park District.



Heavy Commercial – There are only a few occurrences of these kinds of uses in Mountain Brook. This category includes the more intense commercial uses, such as hotels, large restaurants and fast-food restaurants, which generate a high amount of traffic and rely on a predominantly automobile oriented site design and infrastructure. The appropriate implementation of this category is through the Community Shopping District.



Multi-Use – Land uses in this category utilize buildings designed for a variety of uses – specifically general commercial uses on the ground level, and retail, office or residential uses on the upper levels. This category is generally only appropriate at defined locations in the Village, where the potential for upper level residential uses will not disrupt the primary retail function of the area, and can provide a broader public benefit to the Village as a whole. Multi-story buildings with street-level storefront designs are the appropriate building type for this category. The appropriate implementation of this category is the Local Business District, as modified by any specific applicable planning and design recommendations for buildings in the Village.



Multi-Use – Retail Dominant – Land uses, applicability, and building types in this category are the same as the Multi-Use category, except due to the location on key sites and/or streets in the Village, ground-level uses that present a high degree of pedestrian activity are preferred. These are generally retail/restaurant uses. Multi-story buildings with street-level storefront designs are the appropriate building type for this category. The appropriate implementation of this category is the Local Business District, as modified by any specific applicable planning and design recommendations for buildings in the Village, and further modified to incorporate policies or regulations to discourage, limit or prohibit ground level service and office uses.



Low Density Residential – Land uses in this category are primarily intended to be average-size residential lots and/or developments. These lots range from 10,000 square feet up to two acres in size. The majority of lots in this classification are zoned

Residence A, Residence B, and Cluster Residential, although this also includes Estate lots that are less than two acres and are adjacent to Residence A zoning. The compatible existing zoning districts are Estate, Residence A, Residence B, and Cluster Residential.



Medium Density Residential – Land uses in this category include higher-density residential uses. They average three or more lots – or dwelling units – per acre of land. These lots range from 5,800 square feet to 9,680 square feet in size. The majority of the lots/developments in this classification are zoned Residence C, Residence D, and Residence E. They are single or attached dwelling units, but cannot be a single building containing three or more dwelling units. The appropriate implementation of this category is Residence C, Residence D, or Residence E.



High Density Residential – Land uses in this category are primarily intended to be single buildings containing a minimum of three dwelling units of apartments or condominiums (each). The appropriate implementation of this category is Residence D or Residence E.



Village Residential – Land uses in this category are primarily intended to be high-density, but are smaller-scale residential projects incorporated in or immediately adjacent to the Villages. Building forms are of primary importance in determining the compatibility with adjacent property. Density, parcel size and other non-design elements are of secondary importance. Village residential projects should include some civic or quasi-civic open space at the frontages, or otherwise provide formal residential frontages to fit in with the respective Village character and surrounding neighborhood. Townhomes and stacked flats are the appropriate building types in this category. The appropriate implementation of this category is Residence G, Residence F, Residence D, or other higher-density residential districts, as modified by any specific applicable planning and design recommendations for buildings in the Village.



Mixed-unit (“Planned”) Residential — Land uses in this category are primarily intended to be of an overall moderate density, but should reflect a wide range of dwelling and lot types designed as part of a single residential neighborhood design according to a plan. The goal is to present a mix of housing types in a compatible environment. Developments may include dwellings that range from large lot detached single-family to high-density multi-dwelling structures. Building size and scale is planned and located based upon topography and adjacent building scale and uses. Only large parcels or areas capable of presenting a critical mass to support a neighborhood plan and mixture of units are designated in this category. Single-family dwellings, duplexes, townhomes, and stacked flats are the appropriate building types for this category. The appropriate implementation of this category is a flexible or planned residential district (PUD), which should be guided by site-specific conditions and constraints, with the public or village-wide benefits identified in the specific site development plan for the area.



Civic – Land uses in this category are primarily public facilities, such as schools, playgrounds adjacent to schools, public parking, libraries, churches, and public offices. The appropriate implementation of this category is the Recreation District and all others that allow schools, libraries, museums, churches, and other public uses



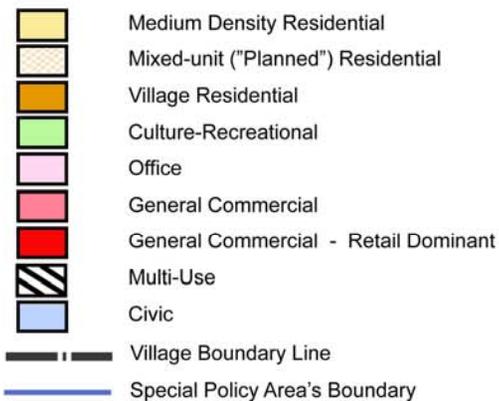
Cultural / Recreation – Land uses in this category are primarily intended to be recreational parks, civic or quasi-civic opens spaces. This includes both large and small recreational parks. The appropriate implementation of this category is the Recreation District and any others that allow public uses and open spaces.

City of MOUNTAIN BROOK

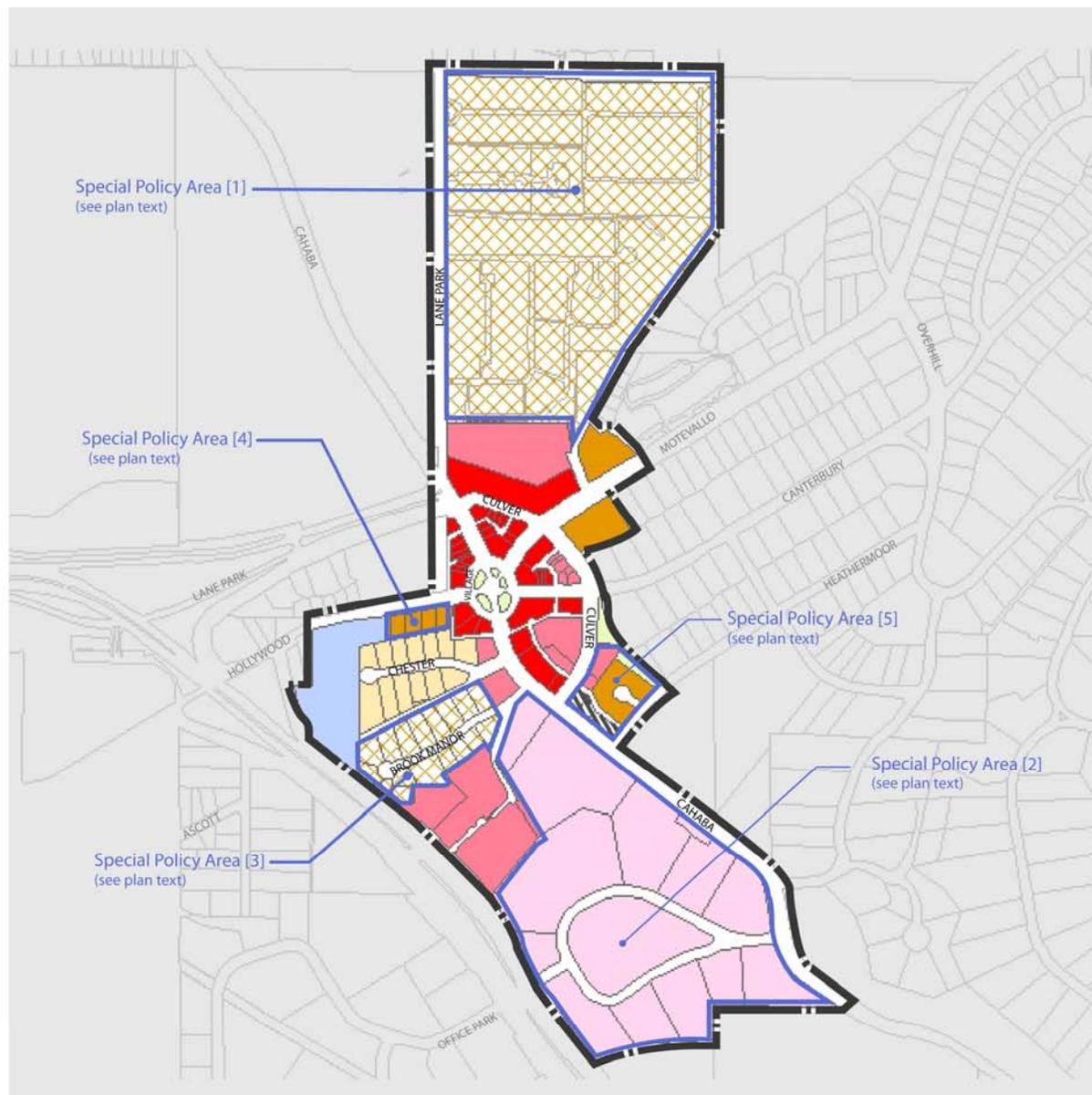
MOUNTAIN BROOK VILLAGE

LAND USE POLICY MAP

PROPOSED LAND USE



* for a complete set of future land use categories available city wide, see master plan



City of MOUNTAIN BROOK

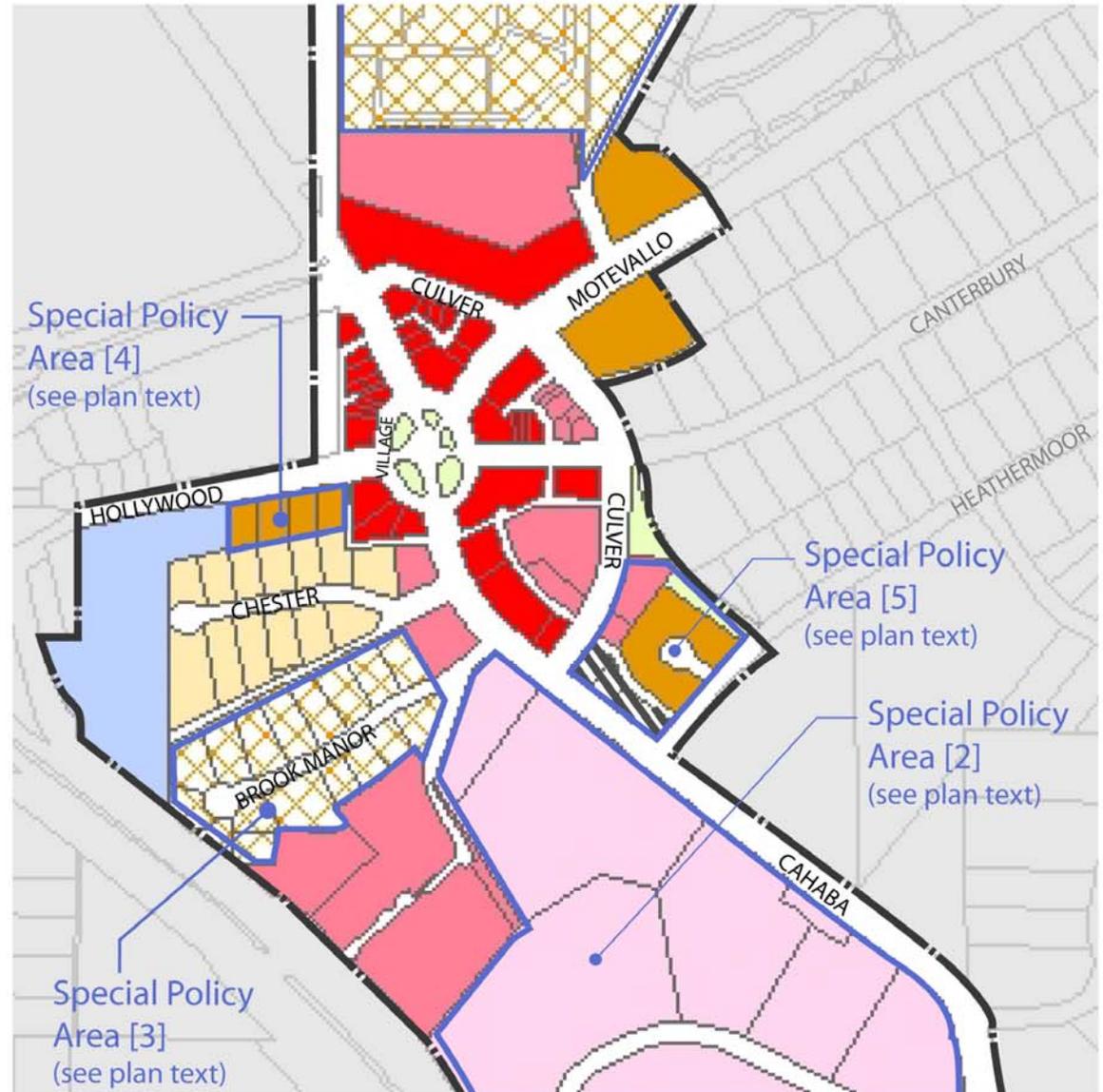
MOUNTAIN BROOK VILLAGE

LAND USE POLICY MAP

PROPOSED LAND USE

-  Medium Density Residential
-  Mixed-unit ("Planned") Residential
-  Village Residential
-  Culture-Recreational
-  Office
-  General Commercial
-  General Commercial - Retail Dominant
-  Multi-Use
-  Civic
-  Village Boundary Line
-  Special Policy Area's Boundary

* for a complete set of future land use categories available city wide, see master plan



Mountain Brook Village Special Policy Areas

The following areas in Mountain Brook Village are specifically designated on the Land Use Policy Map. Because of their unique location in the Village, block, parcel, and lot configuration, they warrant the following special planning policies.

[1] *Special Policy Area 1* represents the Park Lane Apartments and parcels to the north, now zoned Residence D. Any future development in this area should occur through rezoning to a Residential PUD. The development plan that supports this future flexible zoning should require the following planning principles be incorporated in the plan:

- Higher scale buildings may be more appropriate subject to the following:
 - No buildings shall exceed 6 stories or 72' to the eave or cornice line. Buildings shall use the design standards of the Village Overlay District, and the design guidelines to minimize the exterior scale of taller buildings.
 - Buildings in the 4- to 6-story range should only be permitted to retain acceptable densities in exchange for civic open space and/or flood control elements that are designed as focal points in the context of the overall plan, with taller buildings fronting on or adjacent to these open spaces; or taller buildings may be located in association with significant adjacent grade changes where taller buildings would have no perceived impact on adjacent property due to grades, adequate screening and separation, or existing vegetation.
 - Buildings in the 4- to 6-story range should only be placed with consideration of minimizing impacts on Lane Park Road, adjacent property not part of the plan, and transitions to Mountain Brook Village. Smaller scale 2- and 3-story buildings should be used for transitions at these locations.
- Buildings in the 4- to 6-story range should be limited: (1) they should be located to create "land mark architectural features and add variety to the building scale; and (2) they should only be permitted for a minor percentage (up to approximately 25%) of the overall building footprints of the plan.
- The plan should create significant green space serving a dual purpose as storm water mitigation and a significant focal point for the neighborhood. All green spaces and public spaces should be designed at highly visible locations as focal points for the site – particularly courtyards and formal gardens visible along Lane Park Road, along internal streets, and along any new Greenway connection to the village which may be incorporated into the plan. An Open Space Plan for the PUD should include approximately 200 square feet of open space per dwelling unit, designed according to the Open Space Guidelines in Section 5.4.
- Discrete and small parking areas should be used, located away from adjacent property, away from Lane Park Road, away from the Village center, and away from internal streetscapes of the development plan; any structured parking included in buildings shall be directed away from important streetscapes in the plan and disguised with improved building facades that reflect the residential character of the buildings.
- No more than 15% of the street frontage areas (between front building line and street edge) for streets internal to the plan should be driveways, drive aisles or parking areas.
- Stronger connections into the village, specifically through the area immediately south

- of this area should be incorporated into the development plan. Internal street and alley layout should include at least 4 connection points outside of the property:
 - o At least 2 to Lane Park Road.
 - o At least 1 and preferable 2 to the property to the south – if only one can be provided in the development plan then a secondary Pedestrian Passage should also be provided.
 - If redevelopment occurs in association with any redevelopment of commercial areas to the south (site with the current Western Supermarket), areas to the south may be included in the PUD plan, and the transition line between the commercial areas of the plan and the residential portion of the plan may be adjusted, provided:
 - o Retail uses should remain focused towards Culver and the core of the village, while transitional office or service uses may be located further off Culver towards the residential areas; and
 - o Enhance vehicle and pedestrian connections to the village are provided as specified in the policy point above.
 - Internal street networks should be coordinated with any phasing or potential redevelopment of the areas to the north. If property in the southern portion of this area is developed in an earlier phase or prior to any redevelopment of the northern portion, at least one stub connection aligning with the most significant street connection to the village should be provided. Potential for secondary street connections and connections of Greenways or pedestrian paths to phased or other potential redevelopment areas should be provided in the plan.
 - All internal streets should have enhanced pedestrian access.
 - Total project should be at the approximate current density; however, up to a 15% increase in density may be acceptable provided there is a mix of dwelling types and a substantial mix of dwelling units, including at least 3 of the following different dwelling types:
 - o Apartments (stacked flat building types on common lots).
 - o Townhouses (1800 to 2400 s.f. individually owned lots/attached structures).
 - o Cottage homes (2400 – 4800 s.f. individually owned lots/detached structures).
 - o Single-family homes (4800 s.f. + individually owned lots/detached structures.)
 - o Condominiums (stacked flat building type, but individually owned units.)
 - A mix of building types that preserves the potential for retaining rental housing opportunities near the Village is encouraged.
 - Enhanced streetscapes and primary building frontages (architectural detail and ornamental entrances) should be established along Lane Park Road strengthening connections into the village.
- [2] Special Policy Area 2** represents the Office Park currently zoned “Office Park District.” Any future development for the Office Park area should occur through rezoning to an employment-based PUD. The development plan that supports this future flexible zoning should require the following planning principles:
- The development plan should provide a more natural and campus-like environment preserving existing topography and restoring more natural vegetation and open spaces wherever possible (similar to the office developments further south on Cahaba.)

- Building scales should transition with topography, with up to 6-story buildings permissible in the lower southern portions and 3-story buildings in the higher north portions.
 - Building footprints and parking areas should be concentrated to maximize the impact of natural open areas. Buildings clustered around central focal point open spaces and structured parking are preferred.
 - The circulation network shall maintain one primary connection between Highway 280 and Cahaba Road. Internal connections should be designed with a more natural streetscape with native and heavy vegetation. At least one secondary connection shall be included with the Community Shopping district to the north. A traffic impact analysis shall ensure that these networks can support the planned level of development and that no adverse impact on Cahaba Road entering Mountain Brook Village is anticipated.
 - At least one Pedestrian Passage shall be maintained from the center of the development to the northeast and into the core of Mountain Brook Village. Additionally, pedestrian connections to the hotel and community shopping center to the north should be provided as prominent framework elements of the plan for the PUD.
 - A greenway or trail for bicycle and pedestrian access should also be provided along the property on the west side of Cahaba Road.
 - Gateway features coordinated with the Pedestrian Passage, the greenway or trail, and the through connection at Cahaba road should be provided with a design theme that emphasizes connections to Mountain Brook Village (i.e. English Tudor style with stone and slate materials.)
 - An Open Space plan for the PUD should be developed incorporating small pocket parks and overlooks with a pedestrian circulation system for the area.
 - The predominant land use of the site should be office or employment that can support Mountain Brook Village with a larger daytime population, while taking advantage of access and exposure on Highway 280. Retail and service uses included in the plan should only be accessory and supportive of office and employment uses, and should not undermine the core of the Village as the retail and service destination for surrounding areas.
- [3]** *Special Policy Area 3* represents residential lots fronting on Brook Manor. Any future development in this area should occur through rezoning to a Residential PUD. The development plan that supports this future flexible zoning should require the following planning principles:
- Higher scale buildings may be more appropriate subject to the following:
 - No buildings above 2 stories shall be located on the north side of Brook Manor. Any new buildings on the north side of Brook Manor shall maintain setback and buffer relationships with respect to the existing single family homes on Chester, so as to cause no adverse impact on these homes.
 - Buildings up to 3 stories may be appropriate in the southeast portions of this area where the building scale can be minimized by the relationships to the existing grades to the south.
 - Buildings up to 4 stories may be appropriate in the southwest portions of this area where the building scale can be minimized by the relationships to the existing grades to the south and to the west.
 - The plan should create significant green space serving a dual purpose as storm water mitigation and a significant focal point for the neighborhood, as well retain a significant

vegetative buffer with property to the north. All green spaces and public spaces should be designed at highly visible locations as focal points for the site. An Open Space Plan for the PUD should include approximately 200 square feet of open space per dwelling unit, designed according to the Open Space Guidelines in Section 5.4

- Discrete and small parking areas should be used, located away from adjacent property, away from the streets and away from the Village center; any structured parking included in buildings shall be directed away from important streetscapes in the plan and disguised with improved building facades that reflect the residential character of the buildings.
- Stronger pedestrian connections into the Village should be incorporated into the development plan.
- Any increases in density beyond 20% of the current site density may require a traffic study, demonstrating potential impacts on traffic in the Village, particularly the functioning of the intersection of Brook Manor and Cahaba at critical times. If impacts are significant, and acceptable traffic mitigation cannot be designed within the site and PUD plan, the City may require reductions of the overall density of the plan.

[4] *Special Policy Area 4* represents the residential lots fronting on Hollywood Boulevard. Due to the street frontage and depths of the lots any future redevelopment of the residential lots, should include only the townhouse building type of the Village Overlay Standards and Residence F as the base zoning district.

[5] *Special Policy Area 5* represents the lots bounded by Culver, Cahaba, and Heathermoor. This area is

part of the retail core of the Village, and any future redevelopment should include a strong retail presence anchoring the corner of Cahaba and Culver. Redevelopment of this area may present better development opportunities and better designs in conjunction with the Master Plan goals if parcels are assembled and reconfigured. In the event that this occurs, redevelopment should incorporate the following principles:

- This site is identified as part of a possible parking solution for the Village. Future development should seek partnerships with the City to provide a “net gain” in parking by incorporating a parking structure into the grades and screened by buildings fronting Cahaba and the intersection of Cahaba and Culver.
- Commercial access to the site should be focused on Culver away from the Cahaba intersection, or allow some limited access off of Heathermoor. Any commercial access of Heathermoor should be located closer to Cahaba. Access points located further to the northeast on Heathermoor should be limited to residential uses.
- Redevelopment proposals shall be designed with substantial sensitivity to adjacent residences, and that the scale of buildings tapers down to two-story at the eastern portion of this special policy area.
- Any buildings that are constructed to front directly on Heathermoor shall be residential only.

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3.3 BUILDING AND DEVELOPMENT REGULATING PLAN

The Building and Development Regulating Plan is a plan that recommends regulations for the kinds and classes of different building types, including the size, scale, orientation and basic design of each type. It is intended to supplement the base zoning district standards for specified portions of the study area, and ensure that appropriate building types and sizes are used in the Village regardless of the base zoning. This plan recommends modifications of the size, scale, orientation, and basic design of buildings which would otherwise be allowed under the general zoning regulations, based on a village-wide perspective, and the relationship of each building site to the public street and surrounding areas.

The Building and Development Regulating Plan is the basis for special zoning overlay standards that emphasizes building form (height, scale, façade design, and relationship to streets and open spaces) to better preserve the Village character, and may become official regulatory requirements upon official adoption of overlay standards by the City Council. The modifications and variations proposed by the Building and Development Regulating Plan are based upon a village-wide perspective, and address differences due to location and street types that parcels front on, as described by the following Frontage Types.

- Primary Frontage** – Primary frontages represent the pedestrian oriented core of the Villages where “permeable” street-front buildings with a first-level storefront design create an active streetscape environment supporting the Village character.
- Secondary Frontage** – Secondary frontages are important to the Village but building forms should not necessarily follow the higher design standards of Primary Frontages – possibly because locations need to accommodate automobile access to support the Village generally, or possibly because locations may

accommodate building types for specific uses which cannot easily meet the Primary Frontage standards.



Support Frontage – Support frontages represent areas of the Village, that while important to the overall function of the Village, are not required to meet the Village building form standards due to use-specific needs for a site and/or building design, or to support other site utility functions such as vehicle and service access or access to parking.



Neighborhood Frontage – Neighborhood frontages represent residential areas that require some specific design transition from the streetscape area to the front building line. It is appropriate for townhouse or stacked flat buildings that feature entries through either a courtyard, a terrace, or stoop entrance. The required frontage design is typically based on site specific conditions taking into account the adjacent property and frontage designs on the opposite side of the street.

Colors of each line on respective block signify the building heights.

The plan and the frontages specified in the plan anticipate regulating for four principal building types, each of which there is precedent for in and around the villages.

Street-front Buildings – Buildings with immediate frontage on the street and most typically forming part of a group of buildings that for a continues block face or “street wall” along the block.

Free-standing Buildings – Buildings that may be set back from the street and occupy a lesser portion of a lot frontage due to other site needs at the location or for the uses in the building.

Townhouse Buildings – A group of buildings or building with a group of dwellings, each of which has a private entry from the street frontage and where lots for each building or dwelling may typically be independently owned despite the dwellings being joined.

Stacked Flat Buildings. A building for a group of dwellings which may share a common entrance and common internal space.



Street-front Building Type



Free-standing Building Type



Townhouse Building Type

City of MOUNTAIN BROOK

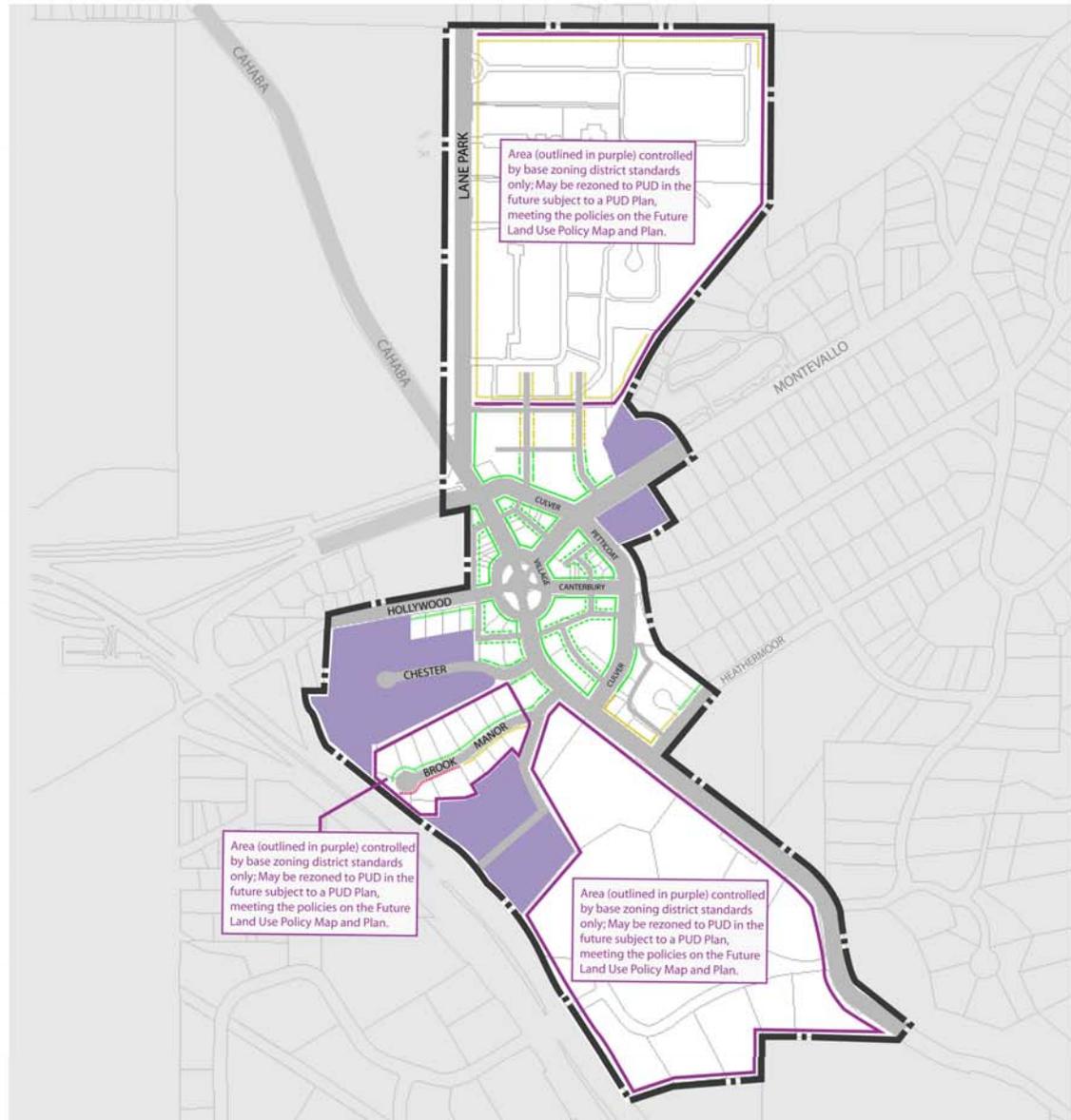
MOUNTAIN BROOK VILLAGE

Village Center

BUILDING AND DEVELOPMENT REGULATING PLAN

BUILDING FRONTAGE TYPES

- 
 Primary Frontage
 2 story
 3 story
- 
 Secondary Frontage
 2 story
 3 story
- 
 Support Frontage
 2 story
 3 story
- 
 Residential ("Neighborhood") Frontage
 2 story
 3 story
 4 story
- 
 Village Boundary Line
- 
 Area controlled by base zoning districts standards only

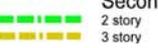


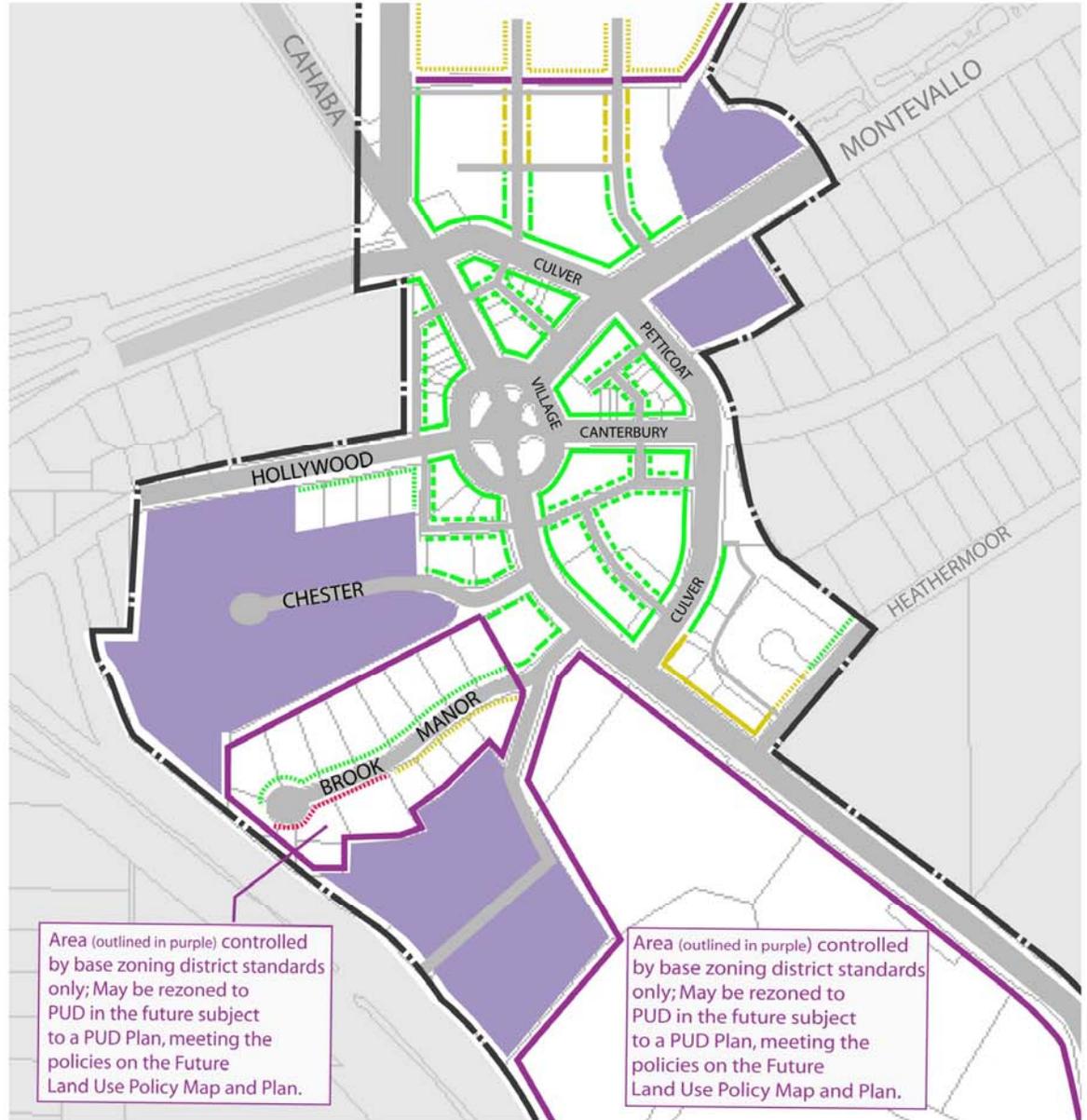
City of MOUNTAIN BROOK

MOUNTAIN BROOK VILLAGE Village Center

BUILDING AND DEVELOPMENT REGULATING PLAN

BUILDING FRONTAGE TYPES

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 Village Boundary Line
- 
 Area controlled by base zoning district standards only



3.4 CIRCULATION AND URBAN DESIGN PLAN

The Circulation and Urban Design Plan is a plan for guiding design of multiple projects that may occur in different areas or at different times in a coherent village-wide manner to achieve a consistent character for buildings, sites and public and private open spaces. It identifies things that, while they may not necessarily be regulated or required of private development in every case, they are important to the overall function and aesthetic character of the Village and therefore benefit from a Village-wide plan guiding their application.

The elements of the Circulation and Urban Design Plan deal primarily with the design of the public realm, or aspects of private site development that significantly impact the public realm. It includes the design of either public rights-of-way and open spaces which are not the subject of regulations on private development, but which are often impacted by or reconstructed in association with private development. In addition, it includes aspects of private site development which may be desired but not always mandatory, and which can benefit from considering them within the context of a Village-wide plan prior to incorporating them into individual sites. Elements on the Circulation and Urban Design Plan are:

 *Primary Village Street* – A Primary Village Street is the most pedestrian oriented area of the Village. Vehicle lanes are narrow and balanced with wider sidewalks and maximized opportunities for on-street parking. It features frequent and more enhanced streetscape elements such as street-lights, benches, and landscape elements. Curb-cuts for vehicle access are limited or prohibited in favor of alleys or shared access provided off of Secondary or Support Streets.

 *Secondary Village Street* – A Secondary Village Streets, while still reflecting the pedestrian character

of the Village, may accommodate more automobile access and a lower level of streetscape enhancements. It performs a secondary circulation function in the Village.

 *Access or Service Alley* – An Access or Service Alley is an area that accommodates service vehicles for businesses and secondary vehicle circulation or specific site access for vehicles. These areas may perform dual functions as a pedestrian Passage if enhanced design elements create a balance between pedestrians and vehicles or otherwise emphasize a priority for pedestrians through physical design elements.

 *Village Support Street* – A Village Support Street is a street that is generally not designed to perform a commercial function or support immediately adjacent commercial uses. Typically these streets are residential, and the design should primarily emphasize residential characteristics and pedestrian access to the Villages. Additionally, although residential in nature these streets may also be key access points for vehicles into the villages from adjacent areas.

 *Passage* – A Passage is a linear area primarily designed for pedestrian traffic or balanced pedestrian and vehicle traffic, often providing mid-block connections between Primary and Secondary Village Streets or access to public spaces internal to a block.

 *Greenway* – A Greenway is a long, linear, and natural corridor that features a trail for pedestrians and/or bicycles.

 *Gateway* – A Gateway is a small, pedestrian-scale, ornamental structure usually located along a roadway that signifies a transition or entry to a unique area. Gateways typically include common design themes at separate and remote locations that collectively define the uniform character of the area, but should contain variations on the theme in order to best fit into the specific location of the Gateway.

 *Public Quasi-civic Open Space* – Public or Quasi-Civic Open Spaces are small, well-designed spaces that are

in the right-of-way or are on private property as extensions of the streetscape. They include many pedestrian oriented elements and are areas that invite people to linger creating “gathering spaces” in the Village.



Landmark Architectural Feature – Landmark Architectural Features are minor elements of a building that, due to their enhanced ornamentation or differentiated mass, call attention to key points in the public realm. They are typically located at important corners or terminate views down a street corridor (i.e. at t-intersections or deflections in the street pattern). Landmark features should emphasize key architectural themes instrumental to the Village or building, and should never emphasize a specific use or corporation using a particular building.



Public/Private Parking – Public/Private Parking areas accommodate centralized surface or structured parking. These locations may be private, but are identified as ideal places for either privately shared parking arrangements, or for areas where public financial and/or policy participation in parking arrangements would be appropriate.



Enhanced Crosswalk – Enhanced Crosswalks are key crossing points where special attention to pedestrian amenities should be paid in the roadway and along the sidewalks. These are not necessarily the only crosswalks that should be located in the Villages, but that identify areas that due to high expected pedestrian traffic, or due to important interfaces between vehicles and pedestrians, may require a higher design emphasis than ordinary crosswalks.



Sensitive Boarder – Sensitive Boarder indicates areas where adjacencies to anticipated future development activity is particularly close to existing uses, structures, lots or other borders where the development activity may have an adverse impact. Particular attention to design solutions, and specifically strategies articulated in the Design Guidelines of the Master Plan, should be employed to minimize any potential impact.

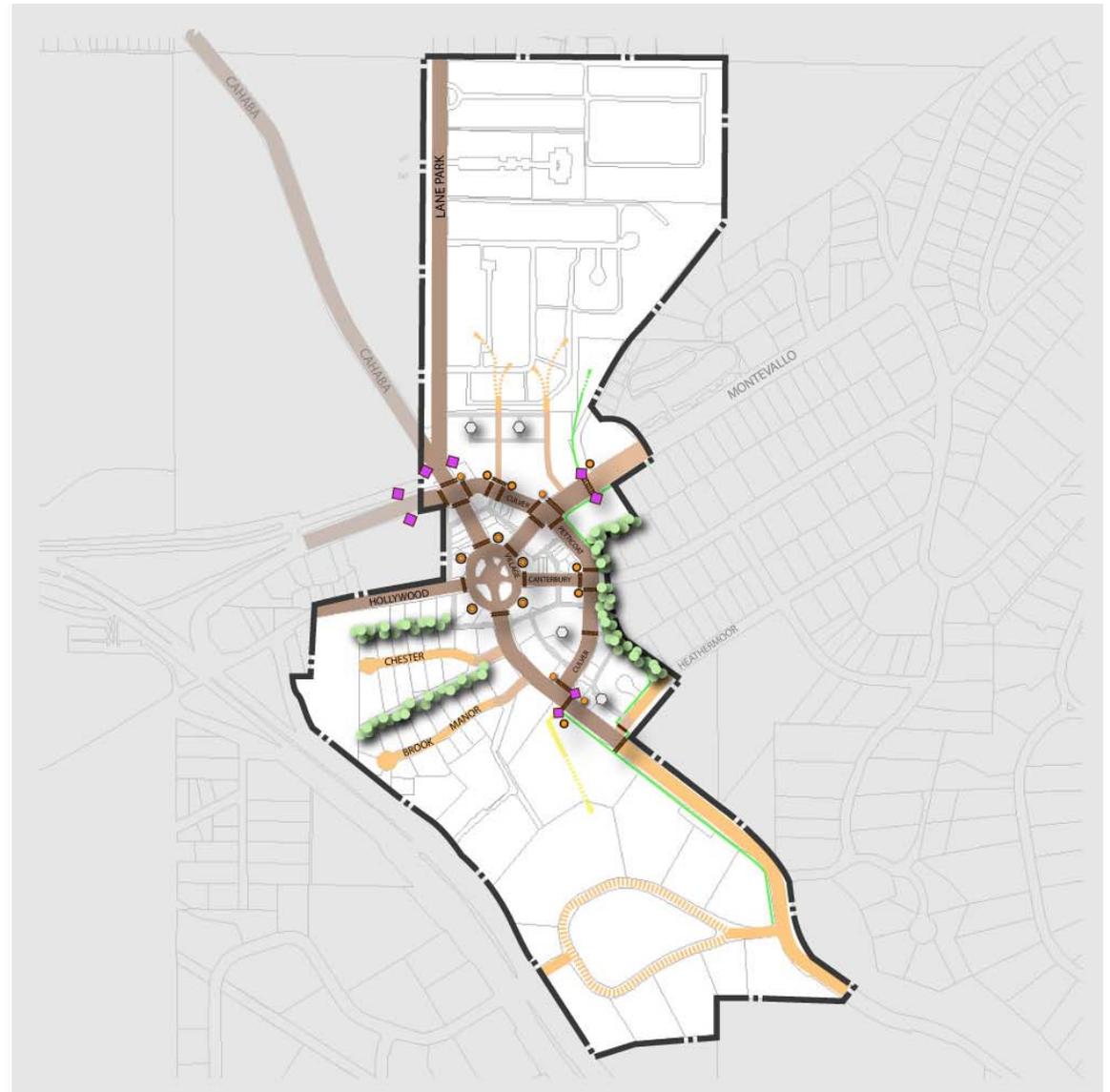
City of MOUNTAIN BROOK

MOUNTAIN BROOK VILLAGE Village Center

CIRCULATION AND URBAN DESIGN PLAN

URBAN DESIGN ELEMENTS

-  Primary Village Street
-  Secondary Village Street
-  Village Support Street
-  Access-Service Alley
-  Passage (Ped or Ped/Vehicle)
-  Greenway
-  Landmark
-  Quasi-Civic / Public Open Space
-  Open Space & Landmark
-  Gateway
-  Public / Private Parking
-  Sensitive Border
-  Enhanced Crosswalk
-  Village Boundary Line



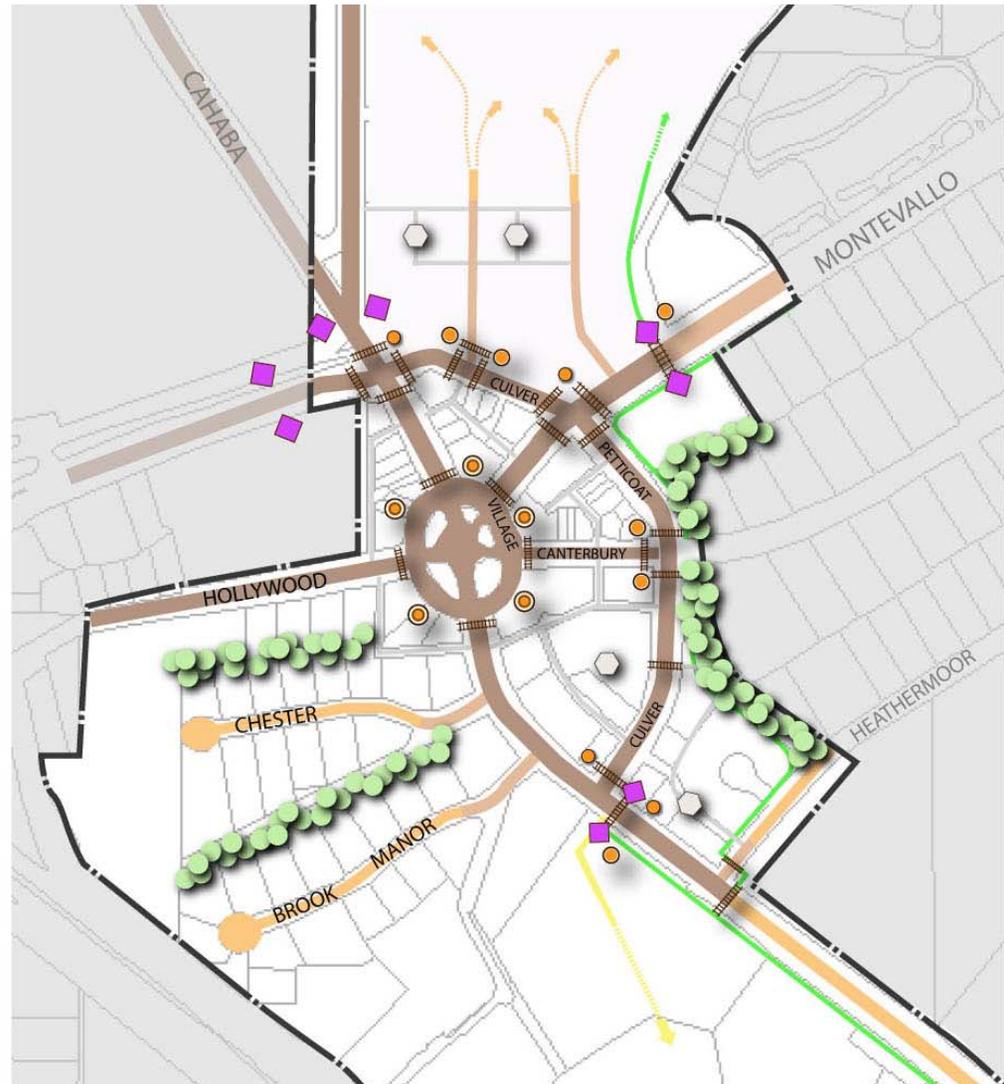
City of MOUNTAIN BROOK

MOUNTAIN BROOK VILLAGE Village Center

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4.0 IMPLEMENTATION

Implementation of the Village Master Plan is a long-term activity, but also occurs through the daily decisions made by the City, private property owners, developers, and businesses. The implementation strategies for Mountain Brook Village arranged according to four key decision areas that are critical to the Village: Parking Management, Public Improvements, Regulatory Amendments, and Public/Private Partnerships.

4.1 PARKING MANAGEMENT

Parking Management contains a series of strategies that can address the parking problem in three significant aspects – a long-term solution, a village-wide approach, and finding the *optimal* parking supply, recognizing that both too much and too little parking are both problems for the Village and maintaining its pedestrian-oriented character.

Parking Management Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Implement a zone management strategy for regulating on-street parking, with priority spaces on the Primary Frontages in the core area in the shortest time period, and more remote spaces such as Lane Park Road, Heathermoor Road, and Culver Road in the longer-term category.	☑			
Monitor the need for a public/private partnership for a parking structure, based on the success of the zone management. Opportunities for public/private structures in association with any private development at locations identified on the Circulation and Urban Design Plan should be evaluated as development occurs.			☑	
Monitor current escalating fine system in association with any new zone management strategy to ensure that enforcement has the maximum intended effect. Consider either shorter time periods of recurring fines before fees escalate, or a higher escalation rate for fines if enforcement continues to be an issue.			☑	
Continue discussions and consideration of pay parking programs (if management is not successful and opportunities for structures do not materialize.) Proceeds would go to improved streetscape, and enforcement activities in the specific area.				☑
Adopt regulations that allow for the following: <ul style="list-style-type: none"> • Credits for any new on-street parking created with redevelopment activity. • "By right" 1 for 1 replacement of ground-level retail space for new development that does not remove any existing parking. • Options for off-site remote parking, possibly allowing for reduction in total requirements with shared parking agreements. 	☑			

4.2 PUBLIC IMPROVEMENTS

PUBLIC IMPROVEMENTS

The Public Improvement strategies represent things that impact the “Public Realm” of the Village – most often the public rights-of-way. As construction projects are conducted, whether in association with new development, through normal repair and maintenance, or through more comprehensive streetscape improvement programs, attention to the detail designs of the Public Realm can have a significant impact on the Village. Refer to the Mountain Brook Village Circulation and Urban Design Plan in Section 3.4.

Public Improvement Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Culver to Heathermoor Pedestrian Connection: Provide a pedestrian connection between Culver and Heathermoor that will connect the business area with long term parking along Heathermoor.		<input checked="" type="checkbox"/> *		
Cahaba Signal Upgrades and Updated Timing / Progression Plans: Conduct a.m., mid-day and p.m. peak hour turn movement counts every three years and with these new counts update the signal timing and progression plans for the Cahaba Corridor. Upgrade signal equipment and interconnect between Canterbury and Culver with full actuated signal technology with the eventual objective of a fully adaptive system. As part of the analysis explore incorporating a split phase operation for the US-280 entrance and Culver approach.		<input checked="" type="checkbox"/>		
Reverse Canterbury and Petticoat Directional Travel: Conduct new traffic counts and conduct a study that examines the reversal in direction of Canterbury and Petticoat with the objective of eliminating the Canterbury intersection having an inbound direction at the Cahaba and Montevallo intersection.			<input checked="" type="checkbox"/>	

* Indicates that strategy should be associated with new development on one of the adjacent sites, and may fall outside of the recommended timeframe.

4.3 REGULATORY AMENDMENTS

REGULATORY AMENDMENTS

Regulatory Amendments reflect both recommended text changes to the current zoning regulations of the City, as well as potential rezoning of property that may occur with future redevelopment. All of the recommended regulatory amendments are efforts to be more prepared to implement the future Land Use Policy Map over the long-term life of the Village Master Plan. (Proposed regulatory amendments were included in an Appendix to all review drafts of this plan; refer to the City of Mountain Brook Zoning Ordinance for all official and current regulations.)

REGULATORY IMPLEMENTATION STRATEGIES	IMMEDIATE	0-2 YEARS	3-5 YEARS	5+ YEARS
Adopt the revised general Local Business District provisions and adopt the recommended Village Overlay Standards based on the Mountain Brook Village Building and Development Regulating Plan in Section 3.3.	<input checked="" type="checkbox"/>			
Adopt the new Residence F and G as a new districts appropriate for future application to "Village Residential" areas of the Future Land Use Policy Map.		<input checked="" type="checkbox"/> *		
Adopt the revised PUD standards. The new standards would be used for future application to the area including Park Lane Apartments and areas further north, and to the Office Park area should redevelopment occur in the future. The PUD zoning district should not be applied to the property until the preparation of a specific plan. The revised PUD district standards should be applied consistent with the specific goals stated in association with the Future Land Use Polcicy Map Section 3.2 of the Master Plan.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> *		
Consider both a local landmark designation and a historic district designation for applicability in Mountain Brook Village. Local designation offers only regulatory protection for historic structures, and could be applied in context with the current National Register Designation. Local improvement policies, such as grants for façade improvements or other non-regulatory incentives, should be investigated as part of the discussions.			<input checked="" type="checkbox"/>	

* Indicates that strategy should be associated with new development on one of the adjacent sites, and may fall outside of the recommended timeframe.

4.4 PUBLIC PRIVATE PARTNERSHIPS

PUBLIC / PRIVATE PARTNERSHIPS

Public/Private Partnerships refer to those things that are the least likely to be city initiated. These elements refer to the partnerships that occur among many stakeholders in the villages to result in a more coordinated decision-making methodology that keeps the Vision of the villages at the forefront of those decisions.

In general, to assist with implementation of all of the Village Master Plans, a stronger business association should be developed for the City to represent all Villages. This association will be the starting point for taking the necessary steps to pursue some form of Business Improvement Districts within the Villages. Two options are highlighted in the Market Strategies Report, prepared in association with this planning process. They include a Main Street Program, possibly coordinated at the Birmingham Regional level, and pursuing state legislation to allow the state BID statutes to apply to smaller towns. Refer to the Market strategies report for more details on these programs and implementation strategies.

OVERTON VILLAGE MASTER PLAN

2.0 EXISTING CONDITIONS

3.0 VILLAGE MASTER PLAN

4.0 EXISTING CONDITIONS

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2.0 EXISTING CONDITIONS

2.1 GENERAL PLANNING AREA

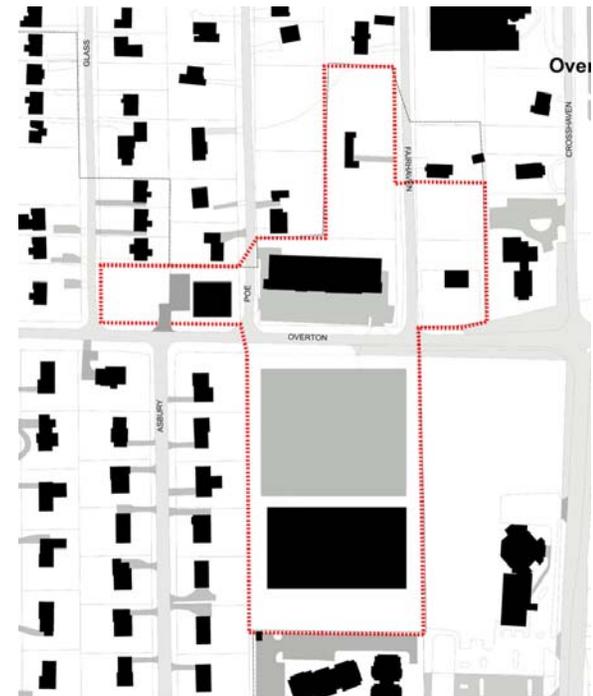
Overton Village is the newest of the four villages in this planning effort. Due to its more recent development it reflects an automobile oriented approach to development and lacks much of the pedestrian characteristics and building types that are present in the other villages. However, the village is a vital element for the surrounding neighborhoods by providing convenience businesses and a full service grocery store. Further, many of the civic and institutional land uses immediately outside of the planning area create a strong neighborhood-oriented ethic that can create momentum towards evolving a more village-like characteristic over time. The City boundary with Vestavia Hills jogs irregularly among streets and lots in this area, so multi-jurisdictional cooperation towards any such efforts is critical.



Overton Village planning area.

2.2 BUILDING FRAMEWORK AND DEVELOPMENT PLAN

The existing building framework consists of a strip center and few “pad site” type developments, with the new large anchor tenant in a more conventional mid-scale grocery store format. Several lots fronting on Fairhaven off of Overton Road are currently vacant.



Overton Village building framework (2004).

Pedestrian and Vehicle Circulation Conditions



2.3 PARKING

Because Overton Village is new and was built using current off-street parking requirements, parking is abundant and there are no parking availability issues such as those that exist at the other villages.

2.4 PEDESTRIAN AND VEHICLE CIRCULATION

The vehicle and pedestrians circulation systems are lacking for a pedestrian friendly village environment. Overton Road is a high speed facility and separates the commercial developments from the north and south. Although streetscape improvements have added aesthetic value to the area along Overton Road, the sidewalks are not buffered from moving traffic lanes. There are no distinctive design treatments along Overton such as highly emphasized pedestrian crosswalks or on-street parking that would suggest this area is a village and that a lower speed is appropriate.

Overton Village Parking Data

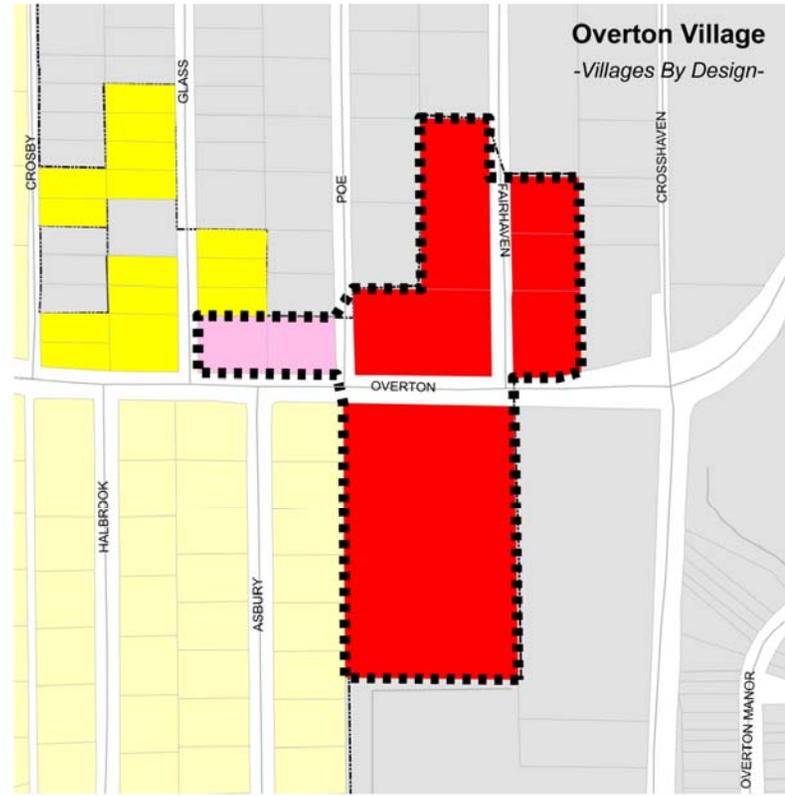
Area / Block	Zoning District	Building Floor Area		Required Spaces		Existing Parking Spaces			Existing Minus Required	
		Retail	Office	By Zoning District *	By Use**	Off-street	Public / On-street	Total	By Zoning District *	By Use**
1	Professional		2,896	11	11	13	0	13	2	2
2	Local Business	14,508		72	72	55	0	55	-17	-17
3	Local Business	1,836		9	9	8	0	8	-1	-1
4	Local Business	44,000		220	220	220	0	220	0	0
Total		60,344	2,896	312	312	296	0	296	-16	-16

2.5 LAND USE AND ZONING

The majority of the Overton Village Planning area is zoned Local Business, with only two parcels to the west on Overton Road zoned professional. Parcels further up Fairhaven Road are likely not good parcels for the typical local business zoning due to the low exposure of traffic passing by on this street. Alternative residential formats are likely needed to add viability to any future village-like development on Overton Road or Fairhaven Road.

During the planning process, a development proposal consistent with the direction of the plan was expedited, reviewed and approved by the Planning Commission and City Council. This plan included rezoning of parcels on Fairhaven, north of Overton Road, to mixed use. It is not reflected on the map displayed here.

Existing Zoning



Legend

Estate Residential	Residential-F	Professional
Residential-A	Clustered Residential	Planned Unit Development
Residential-B	Community Shopping	Recreational
Residential-C	Local Business	Residential Infill District
Residential-D	Mixed-Use District	
Residential-E	Office Park	

NORTH
ONE INCH EQUALS 200 FEET

Official zoning map on file with the City.

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3.0 OVERTON VILLAGE MASTER PLAN

The Overton Village Master Plan is based primarily on the Vision, Value and Goals established through the public participation process. To achieve this Vision, all future development should be arranged and evaluated based upon three key plan components – (1) a future Land Use Policy Map (a plan for regulating use of land and buildings); (2) a Building and Development Regulating Plan (a plan for regulating building types and designs); and a Circulation and Urban Design Plan (a plan to guide coordinated public improvements and private site and building designs). Together these three components reflect a comprehensive approach to development in the Village, and guide the many private and public decisions that occur with new development in the Village.

3.1 VISION

Vision

Gateway and gathering place in Mountain Brook's southern neighborhoods.

Overton Village is a neighborhood village that provides essential services to the nearby residents. Overton Village presents an opportunity to become a modern version of Mountain Brook's traditional village patterns, where neighbors and businesses support one another in building a unique identity for this area.

Values

- Neighborhood businesses that offer key services and meet daily needs for surrounding neighborhoods.
- Gathering spaces that introduce a civic presence to the village.

- A strong community – a good demographic base with the ability to support improvement and change.
- The opportunity to create a unique identity and gateway.
- Convenience and accessibility.

Goals

- Create a village pattern – either at the intersection (node) or through small-scale side streets.
- Promote traffic calming along streets to strengthen pedestrian connections at key intersections.
- Improve connections to adjacent neighborhoods – both enhancing current on-street connections and developing secondary off-street pathways.
- Promote street-front buildings rather than strip centers, including opportunities for mixed-use buildings.
- Improve gateways and civic or green areas throughout the village.
- Explore municipal cooperation with Vestavia Hills – potentially expanding the village pattern and increasing opportunities.
- Create a neighborhood focal point within the village.

3.2 LAND USE POLICY MAP

The Land Use Policy Map is a plan that recommends future uses of land and buildings. It guides future zoning decisions and assists in considering a variety of future regulatory strategies that could implement the physical and policy recommendations of the Master Plan.

The map reflects some of the following general categories which are part of the City's overall land use policy framework. Not all categories are currently represented or recommended in the Village planning area. Where these categories and descriptions differ from the City's overall master plan, the master plan is

specifically amended to include these updated categories and descriptions.



General Commercial – The majority of the city's commercial uses fall into this category. There is an extensive list of uses in the Zoning Regulations. The appropriate building type in or adjacent to the Villages for this category is a low-scale (1 to 3 story) buildings, with street-level storefront designs. The appropriate implementation of this category is the Local Business District as modified by any specific applicable planning and design recommendations for buildings in the village.



General Commercial – Retail Dominant - Land uses in this category are the same as the General Commercial category, except due to the location on key sites and/or streets in the Village, ground-level uses that present a high degree of pedestrian activity are preferred. These are generally retail/restaurant-type uses. The appropriate building type for this category is a low-scale (1 to 3 story) buildings, with street-level storefront designs. The appropriate implementation of this category is the Local Business District as modified by any specific applicable planning and design recommendations for buildings in the Village, and further modified to incorporate policies or regulations to discourage, limit or prohibit ground level service and office uses at these key retail locations.



Office – Land uses in this category include any professional or business office use, regardless if it has a single office on a lot, multiple offices in a single building or multiple buildings in an office park. These uses may range in size depending on location and a variety of building types may be appropriate depending on context. Other compatible uses in this group include municipal buildings, fitness centers, gymnasiums, daycares, restaurants, and laboratories or any other business or service that primarily supports the employment focus. The appropriate implementation of this category is Professional District or Office Park District.



Heavy Commercial – There are only a few occurrences of these kinds of uses in Mountain Brook. This category includes the more intense

commercial uses, such as hotels, large restaurants and fast-food restaurants, which generate a high amount of traffic and rely on a predominantly automobile oriented site design and infrastructure. The appropriate implementation of this category is through the Community Shopping District.



Multi-Use – Land uses in this category utilize buildings designed for a variety of uses – specifically general commercial uses on the ground level, and retail, office or residential uses on the upper levels. This category is generally only appropriate at defined locations in the Village, where the potential for upper level residential uses will not disrupt the primary retail function of the area, and can provide a broader public benefit to the Village as a whole. Multi-story buildings with street-level storefront designs are the appropriate building type for this category. The appropriate implementation of this category is the Local Business District, as modified by any specific applicable planning and design recommendations for buildings in the Village.



Multi-Use – Retail Dominant – Land uses, applicability, and building types in this category are the same as the Multi-Use category, except due to the location on key sites and/or streets in the Village, ground-level uses that present a high degree of pedestrian activity are preferred. These are generally retail/restaurant uses. Multi-story buildings with street-level storefront designs are the appropriate building type for this category. The appropriate implementation of this category is Local Business District, as modified by any specific applicable planning and design recommendations for buildings in the Village, and further modified to incorporate policies or regulations to discourage, limit or prohibit ground level service and office uses.



Low Density Residential – Land uses in this category are primarily intended to be average-size residential lots and/or developments. These lots range from 10,000 square feet up to two acres in size. The majority of lots in this classification are zoned Residence A, Residence B, and Cluster Residential, although this also includes Estate lots that are less than two acres and are adjacent to Residence A

zoning. The compatible existing zoning districts are Estate, Residence A, Residence B, and Cluster Residential.



Medium Density Residential – Land uses in this category include higher-density residential uses. They average three or more lots – or dwelling units – per acre of land. These lots range from 5,800 square feet to 9,680 square feet in size. The majority of the lots/developments in this classification are zoned Residence C, Residence D, and Residence E. They are single or attached dwelling units, but cannot be a single building containing three or more dwelling units. The appropriate implementation of this category is Residence C, Residence D, or Residence E.



High Density Residential – Land uses in this category are primarily intended to be single buildings containing a minimum of three dwelling units of apartments or condominiums (each). The appropriate implementation of this category is Residence D or Residence E.



Village Residential – Land uses in this category are primarily intended to be high-density, but are smaller-scale residential projects incorporated in or immediately adjacent to the Villages. Building forms are of primary importance in determining the compatibility with adjacent property. Density, parcel size and other non-design elements are of secondary importance. Village residential projects should include some civic or quasi-civic open space at the frontages, or otherwise provide formal residential frontages to fit in with the respective Village character and surrounding neighborhood. Townhomes and stacked flats are the appropriate building types in this category. The appropriate implementation of this category is Residence G, Residence F, Residence D, or other higher-density residential districts, as modified by any specific applicable planning and design recommendations for buildings in the Village.



Mixed-unit (“Planned”) Residential – Land uses in this category are primarily intended to be of an overall moderate density, but should reflect a wide range of dwelling and lot types designed as part of a

single residential neighborhood design according to a plan. The goal is to present a mix of housing types in a compatible environment. Developments may include dwellings that range from large lot detached single-family to high-density multi-dwelling structures. Building size and scale is planned and located based upon topography and adjacent building scale and uses. Only large parcels or areas capable of presenting a critical mass to support a neighborhood plan and mixture of units are designated in this category. Single-family dwellings, duplexes, townhomes, and stacked flats are the appropriate building types for this category. The appropriate implementation of this category is a flexible or planned residential district (PUD), which should be guided by site-specific conditions and constraints, with the public or village-wide benefits identified in the specific site development plan for the area.



Civic – Land uses in this category are primarily public facilities, such as schools, playgrounds adjacent to schools, public parking, libraries, churches, and public offices. The appropriate implementation of this category is the Recreation District and all others that allow schools, libraries, museums, churches, and other public uses



Cultural / Recreation – Land uses in this category are primarily intended to be recreational parks, civic or quasi-civic open spaces. This includes both large and small recreational parks. The appropriate implementation of this category is the Recreation District and any others that allow public uses and open spaces.

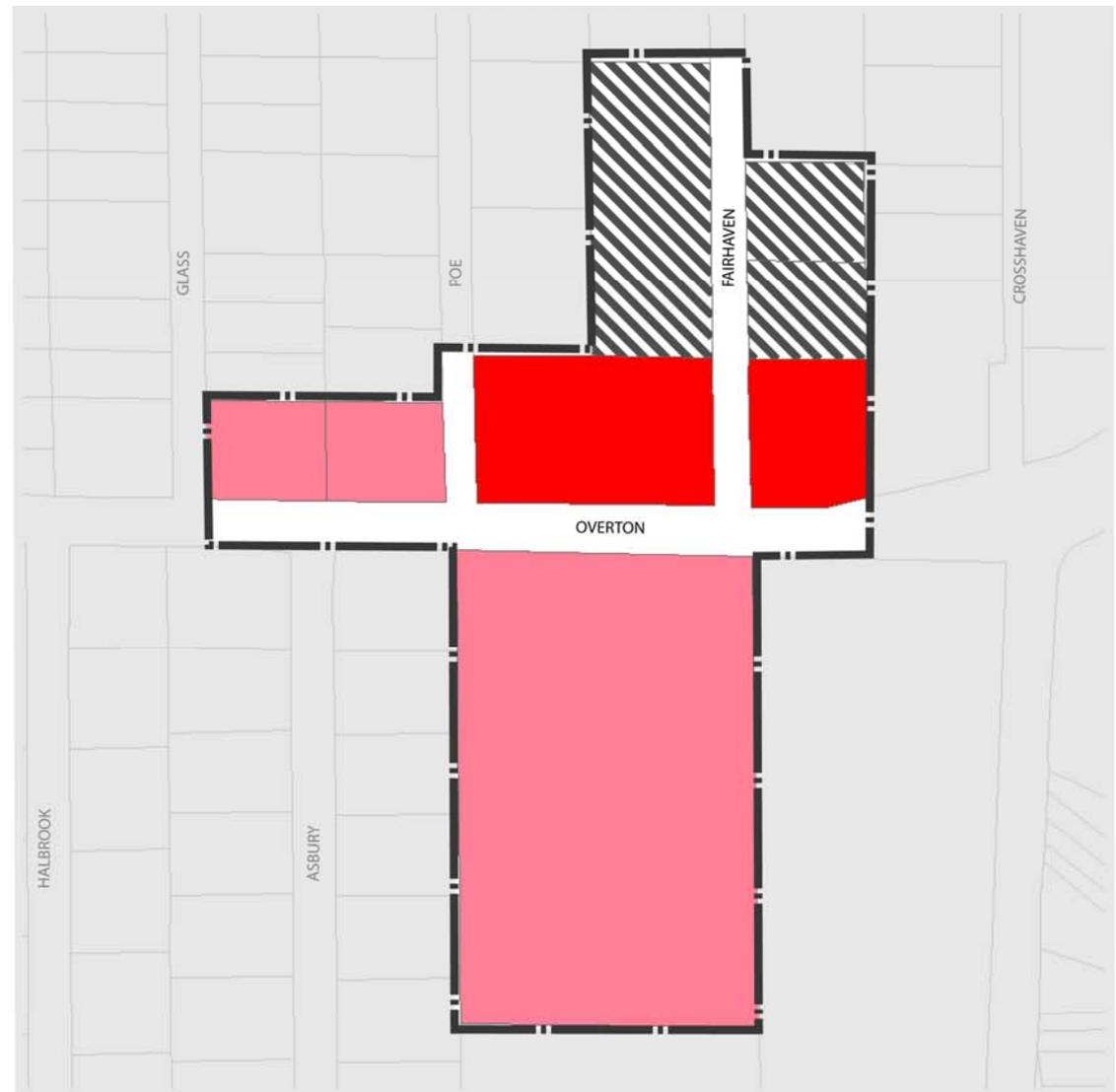
City of MOUNTAIN BROOK

OVERTON VILLAGE

LAND USE POLICY MAP

PROPOSED LAND USE

-  General Commercial
-  General Commercial - Retail Dominant
-  Multi-Use
-  Village Boundary Line



3.3 BUILDING AND DEVELOPMENT REGULATING PLAN

The Building and Development Regulating Plan is a plan that recommends regulations for the kinds and classes of different building types, including the size, scale, orientation and basic design of each type. It is intended to supplement the base zoning district standards for specified portions of the study area, and ensure that appropriate building types and sizes are used in the Village regardless of the base zoning. This plan recommends modifications of the size, scale, orientation, and basic design of buildings which would otherwise be allowed under the general zoning regulations, based on a village-wide perspective, and the relationship of each building site to the public street and surrounding areas.

The Building and Development Regulating Plan is the basis for special zoning overlay standards that emphasizes building form (height, scale, façade design, and relationship to streets and open spaces) to better preserve the Village character, and may become official regulatory requirements upon official adoption of overlay standards by the City Council. The modifications and variations proposed by the Building and Development Regulating Plan are based upon a village-wide perspective, and address differences due to location and street types that parcels front on, as described by the following Frontage Types.


Primary Frontage – Primary frontages represent the pedestrian oriented core of the Villages where “permeable” street-front buildings with a first-level storefront design create an active streetscape environment supporting the Village character.


Secondary Frontage – Secondary frontages are important to the Village but building forms should not necessarily follow the higher design standards of Primary Frontages – possibly because locations need to accommodate automobile access to support the Village generally, or possibly because locations may

accommodate building types for specific uses which cannot easily meet the Primary Frontage standards.


Support Frontage – Support frontages represent areas of the Village, that while important to the overall function of the Village, are not required to meet the Village building form standards due to use-specific needs for a site and/or building design, or to support other site utility functions such as vehicle and service access or access to parking.


Neighborhood Frontage – Neighborhood frontages represent residential areas that require some specific design transition from the streetscape area to the front building line. It is appropriate for townhouse or stacked flat buildings that feature entries through either a courtyard, a terrace, or stoop entrance. The required frontage design is typically based on site specific conditions taking into account the adjacent property and frontage designs on the opposite side of the street.

Colors of each line on respective block signify the building heights.

The plan and the frontages specified in the plan anticipate regulating for four principal building types, each of which there is precedent for in and around the other villages in Mountain Brook.

Street-front Buildings – Buildings with immediate frontage on the street and most typically forming part of a group of buildings that for a continues block face or “street wall” along the block.

Free-standing Buildings – Buildings that may be set back from the street and occupy a lesser portion of a lot frontage due to other site needs at the location or for the uses in the building.

Townhouse Buildings – A group of buildings or building with a group of dwellings, each of which has a private entry from the street frontage and where lots for each building or dwelling may typically be independently owned despite the dwellings being joined.

Stacked Flat Buildings. A building for a group of dwellings which may share a common entrance and common internal space.



Street-front Building Type



Free-standing Building Type



Townhouse Building Type

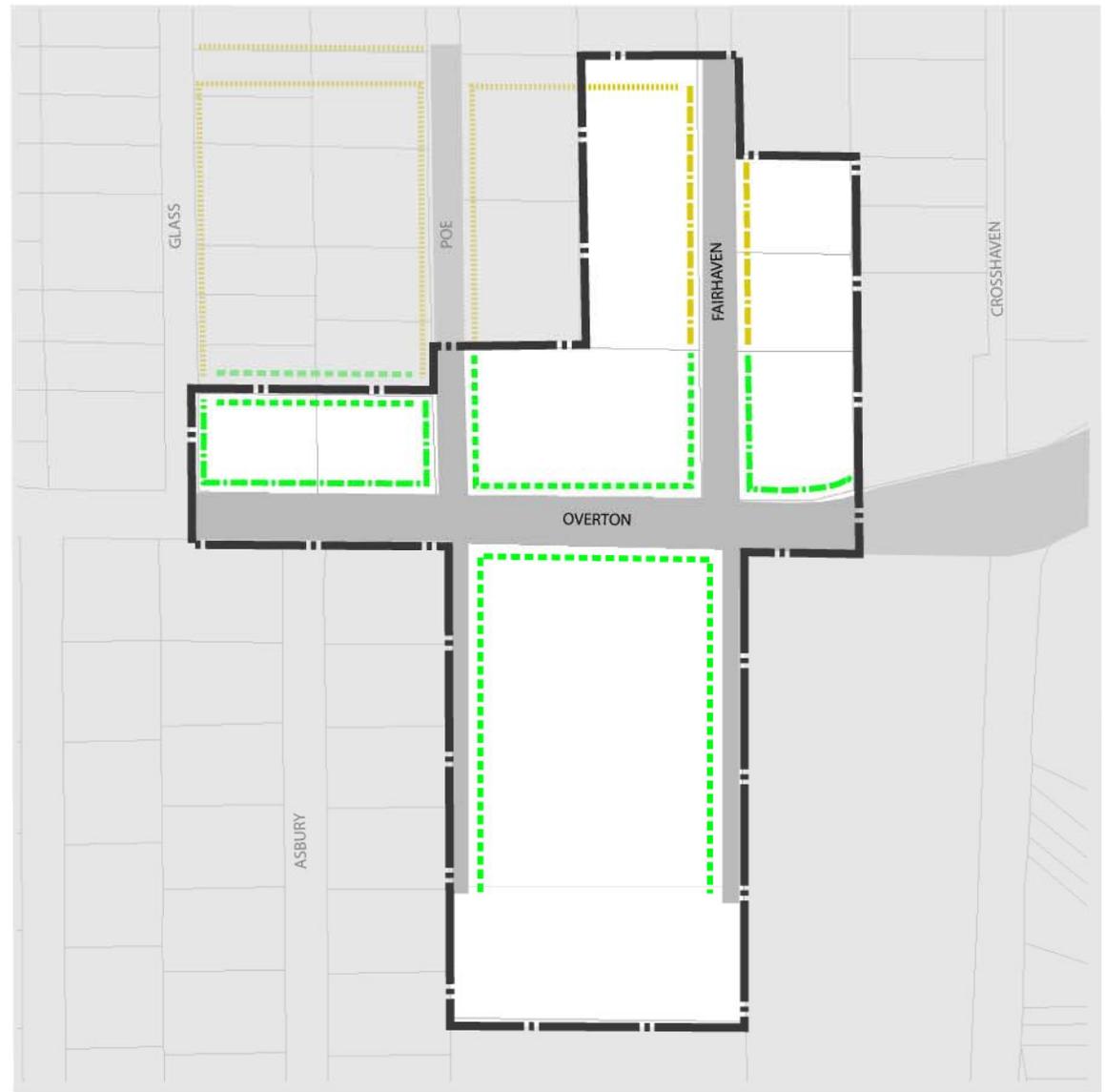
City of MOUNTAIN BROOK

OVERTON VILLAGE BUILDING AND DEVELOPMENT REGULATING PLAN

BUILDING FRONTAGE TYPES

	Primary Frontage
	2 story
	3 story
	Secondary Frontage
	2 story
	3 story
	Support Frontage
	2 story
	3 story
	Residential ("Neighborhood") Frontage
	2 story
	3 story
	Village Boundary Line

* the Building and Development Regulating Plan should be updated to required primary building frontages on Overton Road for all frontages currently designated "support". This change should only occur in association with streetscape improvements to Overton Road, which includes on-street parking. (see implementation section 4 of the plan).



3.4 CIRCULATION AND URBAN DESIGN PLAN

The Circulation and Urban Design Plan is a plan for guiding design of multiple projects that may occur in different areas or at different times in a coherent village-wide manner to achieve a consistent character for buildings, sites and public and private open spaces. It identifies things that, while they may not necessarily be regulated or required of private development in every case, they are important to the overall function and aesthetic character of the Village and therefore benefit from a Village-wide plan guiding their application.

The elements of the Circulation and Urban Design Plan deal primarily with the design of the public realm, or aspects of private site development that significantly impact the public realm. It includes the design of either public rights-of-way and open spaces which are not the subject of regulations on private development, but which are often impacted by or reconstructed in association with private development. In addition, it includes aspects of private site development which may be desired but not always mandatory, and which can benefit from considering them within the context of a Village-wide plan prior to incorporating them into individual sites. Elements on the Circulation and Urban Design Plan are:

 *Primary Village Street* – A Primary Village Street is the most pedestrian oriented area of the Village. Vehicle lanes are narrow and balanced with wider sidewalks and maximized opportunities for on-street parking. It features frequent and more enhanced streetscape elements such as street-lights, benches, and landscape elements. Curb-cuts for vehicle access are limited or prohibited in favor of alleys or shared access provided off of Secondary or Support Streets.

 *Secondary Village Street* – A Secondary Village Streets, while still reflecting the pedestrian character

of the Village, may accommodate more automobile access and a lower level of streetscape enhancements. It performs a secondary circulation function in the Village.

 *Access or Service Alley* – An Access or Service Alley is an area that accommodates service vehicles for businesses and secondary vehicle circulation or specific site access for vehicles. These areas may perform dual functions as a pedestrian Passage if enhanced design elements create a balance between pedestrians and vehicles or otherwise emphasize a priority for pedestrians through physical design elements.

 *Village Support Street* – A Village Support Street is a street that is generally not designed to perform a commercial function or support immediately adjacent commercial uses. Typically these streets are residential, and the design should primarily emphasize residential characteristics and pedestrian access to the Villages. Additionally, although residential in nature these streets may also be key access points for vehicles into the villages from adjacent areas.

 *Passage* – A Passage is a linear area primarily designed for pedestrian traffic or balanced pedestrian and vehicle traffic, often providing mid-block connections between Primary and Secondary Village Streets or access to public spaces internal to a block.

 *Greenway* – A Greenway is a long, linear, and natural corridor that features a trail for pedestrians and/or bicycles.

 *Gateway* – A Gateway is a small, pedestrian-scale, ornamental structure usually located along a roadway that signifies a transition or entry to a unique area. Gateways typically include common design themes at separate and remote locations that collectively define the uniform character of the area, but should contain variations on the theme in order to best fit into the specific location of the Gateway.

 *Public/Quasi-civic Open Space* – Public or Quasi-Civic Open Spaces are small, well-designed spaces that are

in the right-of-way or are on private property as extensions of the streetscape. They include many pedestrian oriented elements and are areas that invite people to linger creating “gathering spaces” in the Village.



Landmark Architectural Feature – Landmark Architectural Features are minor elements of a building that, due to their enhanced ornamentation or differentiated mass, call attention to key points in the public realm. They are typically located at important corners or terminate views down a street corridor (i.e. at t-intersections or deflections in the street pattern). Landmark features should emphasize key architectural themes instrumental to the Village or building, and should never emphasize a specific use or corporation using a particular building.



Public/Private Parking – Public/Private Parking areas accommodate centralized surface or structured parking. These locations may be private, but are identified as ideal places for either privately shared parking arrangements, or for areas where public financial and/or policy participation in parking arrangements would be appropriate.



Enhanced Crosswalk – Enhanced Crosswalks are key crossing points where special attention to pedestrian amenities should be paid in the roadway and along the sidewalks. These are not necessarily the only crosswalks that should be located in the Villages, but that identify areas that due to high expected pedestrian traffic, or due to important interfaces between vehicles and pedestrians, may require a higher design emphasis than ordinary crosswalks.

City of MOUNTAIN BROOK

OVERTON VILLAGE

CIRCULATION AND URBAN DESIGN PLAN

URBAN DESIGN ELEMENTS

-  Primary Village Street
-  Secondary Village Street
-  Village Support Street
-  Access-Service Alley
-  Passage (Ped or Ped/Vehicle)
-  Landmark
-  Quasi-Civic / Public Open Space
-  Open Space & Landmark
-  Gateway
-  Enhanced Crosswalk
-  Public / Private Parking
-  Village Boundary Line



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4.0 IMPLEMENTATION

Implementation of the Village Master Plan is a long-term activity, but also occurs through the daily decisions made by the City, private property owners, developers, and businesses. The implementation strategies for Overton Village arranged according to four key decision areas that are critical to the Village: Parking Management, Public Improvements, Regulatory Amendments, and Public/Private Partnerships.

4.1 PARKING MANAGEMENT

Parking Management contains a series of strategies that can address the parking problem in three significant aspects – a long-term solution, a village-wide approach, and finding the *optimal* parking supply, recognizing that both too much and too little parking are both problems for the Village and achieving a more pedestrian-oriented character.

All parking needs are currently met by on-site parking in Overton Village, so no specific management strategy is recommended. However the following two implementation strategies can assist in incorporating new development, consistent with the Vision of Overton Village:

- Encourage partnerships for private uses and landowners to pursue shared parking arrangements that can allow for greater efficiency in site development.
- Maximize all opportunities for on-street parking in any future public improvements constructed by the City, or public improvements constructed in association with private development [see public improvement strategies below, specifically in relation to traffic calming on Overton Road.]

4.2 PUBLIC IMPROVEMENTS

PUBLIC IMPROVEMENTS

The Public Improvement strategies represent things that impact the “Public Realm” of the Village – most often the public rights-of-way. As construction projects are conducted, whether in association with new development, through normal repair and maintenance, or through more comprehensive streetscape improvement programs, attention to the detail designs of the Public Realm can have a significant impact on the Village. Refer to the Overton Village Circulation and Urban Design Plan in Section 3.4.

Improvements

Refer to the English Village Circulation and Urban Design Plan in Section 3.5 for the overall plan.

Public Improvement Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Overton Crosswalk and Crossing Treatment: Add pedestrian crosswalk on Overton between commercial areas and install pedestrian button activated flashing yield sign as a first phase. If speeds persist, add raised crosswalk creating a speed table that requires vehicles to slow when traveling through the area. The crossing should be associated with gateway features for the village.	☑			
Create village activities such as building fronts on Overton, and parallel or preferably diagonal parking along the commercial frontages for long term improvements. At ends of the parking areas where crosswalks would occur, consider bulb-outs to minimize the exposure of the pedestrian crossing.				☑*
Provide structural pedestrian connections between public streets and all existing commercial areas.		☑		

* Indicates that strategy should be associated with new development on one of the adjacent sites, and may fall outside of the recommended timeframe.

4.3 REGULATORY AMENDMENTS

Regulatory Amendments reflect both recommended text changes to the current zoning regulations of the City, as well as potential rezoning of property that may occur with future redevelopment. All of the recommended regulatory amendments are efforts to be more prepared to implement the future Land Use Policy Map over the long-term life of the Village Master Plan. (Proposed regulatory amendments were included in an Appendix to all review drafts of this plan; refer to the City of Mountain Brook Zoning Ordinance for all official and current regulations.)

Regulatory Implementation Strategies	Immediate	0-2 Years	3-5 Years	5+ Years
Adopt the revised general Local Business District provisions.	☑			
Consider application of the Village Overlay District, in association with the Overton Village Building and Development Regulating Plan in Section 3.5, in association with any new development that meets all aspects of the master plan (Land Use Policy, Building and Development Regulating Plan, and Circulation and Urban Design Plan.) Particularly, application of the overlay should insure that streets and streetscape design are effective in implementing an overall village pattern.		☑ *		
Adopt the revised MUD standards. The new standards would be used for future application to areas in the future Land Use Policy Map proposed for mixed-use buildings.	☑	☑ *		
Adopt the new Residence F and G as a new districts appropriate for future application to "Village Residential" areas of the Future Land Use Policy Map.	☑		☑ *	

* Indicates that strategy should be associated with new development on one of the adjacent sites, and may fall outside of the recommended timeframe.

4.4 PUBLIC PRIVATE PARTNERSHIPS

Public/Private Partnerships refer to those things that are the least likely to be city initiated. These elements refer to the partnerships that occur among many stakeholders in the villages to result in a more coordinated decision-making methodology that keeps the Vision of the villages a the forefront of those decisions.

In general, to assist with implementation of all of the Village Master Plans, a stronger business association should be developed for the City to represent all Villages. This association will be the starting point for taking the necessary steps to pursue some form of Business Improvement Districts within the Villages. Two options are highlighted in the Market Strategies Report, prepared in association with this planning process. They include a Main Street Program, possibly coordinated at the Birmingham Regional level, and pursuing state legislation to allow the state BID statutes to apply to smaller towns. Refer to the Market strategies report for more details on these programs and implementation strategies.

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5.0 DESIGN GUIDELINES

5.1 INTRODUCTION

Urban design is the relationship of the design characteristics of buildings, open spaces, and streetscapes – and specifically how each of these elements through inter-related designs contributes to a larger whole, shaping the unique character of the Villages in Mountain Brook.

The City of Mountain Brook recognizes the significant role that urban design has played in the success of its Villages, and understands that design review of future projects can strengthen and improve the character of the Villages by ensuring the design of buildings, open spaces, and streetscapes are coordinated – not only within individual projects and sites, but from the overall perspective of many projects over time in the Villages. The Village Design Review Committee has been established to provide public review and expert recommendations to applicants and public officials regarding new development in order to strengthen the unique and identifiable character of Mountain Brook's Villages.

The unique and identifiable character of Mountain Brook's three main Villages (Mountain Brook, Crestline, and English) – and to the same extent what is envisioned for Overton Village, is the primary reason for the enduring value of these areas to property owners and citizens. This unique and identifiable character is the result of several key features that create a "sense of place":

The village scale:

- Each Village has a distinct character and scale.
- Street-level retail and pedestrian-scale buildings and streetscapes create the character of the Villages.

- Scale begins at the unit of the storefront; a series of storefronts comprise a block; and a group of blocks result in a Village. This creates a distinctly intimate and manageable scale of a Village – one that relates primarily to pedestrians.
- Corners and other points of visual interest accommodate focal points and landmark features at a village-wide scale.

The pedestrian character:

- Walkable block lengths give the sense that everything is within easy walking distance.
- Paths and passages provide interesting walks through the Villages, with animated storefronts at street levels, awnings and overhangs protecting pedestrians, and buildings with frequent entrances activating the streetscape.
- Sidewalks and streets have special attention paid to materials, lighting, planting and maintenance focusing on pedestrian needs – in essence, the streetscape is the primary public realm.
- Merchandising directly addresses the pedestrian rather than the motorist.

The building scale:

- Storefront width and height are marked by vertical articulation - piers and columns, differentiated awnings, or material and cornice breaks break of building facades along a block face.
- Bases below merchandising windows anchor buildings.
- Where upper stories are permitted, the street-level is differentiated by a single-story storefront, and emphasized with bases below merchandising windows.
- Larger scale buildings or retail uses, where parking areas may be more prevalent, are located off of the primary commercial streets





on secondary streets either perpendicular to or parallel to primary commercial streets.

The automobile is incorporated:

- Automobile traffic gives a sense of commercial vitality.
- Front door, on-street parking invites customers to drive the retail street and provides a sufficient supply of premium parking spaces.
- On-street parking slows traffic and provides a buffer between pedestrian areas and moving traffic.
- Back-door access accommodates employee or overflow parking, vendors and service.
- Few curb cuts interrupt the pedestrian flow along the streetscapes.
- customer services are directed away from primary retail streets, or are located internal to blocks and sites.

However, despite the prevalence of these key and unique features of the village character, threats to this character exist. These threats manifest themselves in design decisions focused on (1) the interests of individual property owners exclusively; (2) development industry; or (3) at times the City's own policies and actions. The most significant design threats to the existing character of Mountain Brook's Villages are:

- Automobile-oriented policies and site designs that lead to a "automobile scale" rather than a pedestrian scale.
- Large-scale development trends, including larger retail formats, increased dwelling sizes, and the associated building masses that accommodate these trends.
- Franchise architecture that conveys a corporate (often national) message, rather than reflecting the local context and character.
- Introduction of incompatible materials, masses, or patterns that are not present in

the Villages. This is not necessarily style-specific, but all styles should pick up on existing scale, patterns, and material composition themes.

- Fake historic themes that try to replicate past but existing building styles, but often only mask other design flaws or threats mentioned above.

The Design Guidelines that follow seek to minimize these threats and accommodate appropriate development for the Villages. The recommendations are intended to focus the many public and private development decisions that occur incrementally, site-by-site, on a daily basis, and coordinate them to collectively strengthen the overall character of the Villages. They are not meant to substitute for professional design expertise. However, as recommendations, they serve as the appropriate starting point to identify appropriate design solutions for new development in Mountain Brook's Villages.

5.2 GENERAL DESIGN GUIDELINES

The General Design Guidelines in this section are organized into the primary elements of urban design – streetscape design; site and open space design; and building design. They are applicable to all projects in the village planning areas, and are intended to embellish and support the base zoning district standards and any applicable overlay district standards.

Each of these primary elements is presented below with a general description, an overall design objective, and specific guidelines for detail areas of the element that meet the design objective.

STREETSCAPE DESIGN

General Description

The Streetscape Design refers to the design of all components of the public right-of-way, and specifically how that design establishes the public realm of the Village and transitions from the public realm to private lots, buildings and development sites. The Streetscape Design Guidelines are grouped into three detail areas of the streetscape:

- Vehicle Lanes and Parking
- Vehicle Access (to blocks and lots)
- Pedestrian Areas

Design Objective

The design objective of the Streetscape design guidelines is to provide balance between the many uses of the public rights-of-way – specifically creating a well-designed public realm for the Villages that serves the needs of pedestrians and vehicles.

Vehicle Lane and Parking Guidelines

- Maximize on-street parking on all streets. Use angled parking wherever possible, and parallel parking where rights-of-ways are constrained.
- Clear through-lanes for vehicles should be approximately 10' wide on Village streets to accommodate 15 to 25 mile-per-hour design speeds. Where wider rights-of-ways exist or are possible, extra space should be dedicated to pedestrian areas and landscape enhancements before wider vehicle lanes are utilized.
- Use of dedicated turn-lanes should be minimized to preserve narrow, balanced streets and to minimize pedestrian crossing distances.
- Curb-radii at intersections should be small – typically 5' to 15' to slow turning movements of vehicles and maintain shorter pedestrian crossing distances. Where frequent, large-vehicle movements are expected, greater distances may be necessary, but used only as an exception and after careful consideration of the impacts on pedestrian areas.

Vehicle Access Guidelines

- Direct all individual site access to the existing alley system, or create new alley systems wherever possible.
- Where alley access is not possible, use smaller, shared access areas to serve multiple sites on a block and to limit the size and extent of curb cuts along the streetscape.
- Minimize the width of vehicle access points to maintain the continuity of the pedestrian area.
- The material and grade of the sidewalk should be continued across vehicle crossings of the sidewalk wherever possible to emphasize the pedestrians priority over vehicle movements – particularly on Primary and Secondary Village Streets indicated in the Master Plan.



Maximize on-street parking



Minimize vehicle interruptions



Internalize vehicle access



Building orientation to the street



Enhanced sidewalk



Utilize sidewalk – outdoor seating

Pedestrian Area Guidelines:

- Ensure that all buildings and sites have a direct connection to sidewalks in the public streetscape.
- Provide pedestrian connections throughout the village, at least at the frequency of street connections, or at greater frequency where blocks are larger or have an irregular shape.
- Avoid jogs in the pedestrian area along block faces that result from site-specific needs such as on-site parking, vehicle access points, or building placements.
- Maintain adequate pedestrian areas, ideally between 8' and 12' wide on Primary Streets and 6' and 8' wide on Secondary Streets.
- Permit streetscape enhancements geared towards pedestrians, such as small street-trees and planting wells, street furniture, bike racks, pedestrian lighting, and receptacles where ample sidewalk space exists. Ample space for enhancements exists typically where there is greater than the ideal Pedestrian Area ranges expressed above, and where a continuous clear path of at least 5' is maintained.
- Allow sidewalks to directly abut the street edge where there is on-street parking. Otherwise, pedestrian areas should be separated from moving vehicle lanes on the street by a landscape strip, unless it is a constrained right-of-way.
- Seek opportunities for unutilized right-of-way areas to contain pedestrian-scaled Gateway features that incorporate predominant building themes in the village. Gateways should be consistent at all entries into the village, although variations within the design themes of the gateways are desired for different locations, dependant on the context of the site.

SITE AND OPEN SPACE DESIGN

General Description

Site and Open Space Design refers to the design, arrangement and location of all non-building elements

of a development site, and specifically establishing good transitions from the public streetscape to the buildings while serving the function of the site and building. The Site and Open Space Design Guidelines are grouped into three detail areas of the site design:

- Public or Quasi Civic Open Space;
- Site utility, Parking, or Service Areas; and
- Landscape Materials

Design Objective:

The design objective of the Site and Open Space design guidelines is to create efficient use of spaces on private development sites, enhance the relationship of private development to the public realm, and establish appropriate transitions and buffers for the many different activities that occur in the villages.

Public or Quasi-civic Open Space Guidelines

- Relate open space to the streetscape at all times to create a seamless transition from public to private areas.
- Emphasize a relationship between buildings on the site and the usable open space.
- Create effective transitions from the public streetscape to private portions of buildings and sites through the use of Plazas, Courtyards, Passages or other formal open space at building frontages.
- Locate outdoor seating areas on formal open spaces associated with businesses and designed as an extension of the public sidewalks along the frontage.
- Provide pedestrian-scale lighting for all open areas accessible to the public – typically between 12' to 16' high and at a frequency to provide low-level night lighting.
- Ensure that any on-site lighting does not impact adjacent residential areas nor compete with public street lighting.

Site-utility, Parking or Service Area Guidelines

- Maintain strong edges along the streetscape with landscape or decorative fencing or screening wherever on-site parking is permitted adjacent to the street.
- Design site utility areas to perform multiple-functions wherever possible – either through areas that can perform simultaneous functions, such as an open space or parking area that also performs stormwater functions; or areas that can accommodate different functions at different times, such as a parking area that is designed to host occasional special events.
- Locate service areas at the most-remote portions of sites where exposure from public areas is least – typically the side or rear of the property. Consider site lines from windows and other indoor or outdoor active elements of adjacent sites as well.
- Use landscape and screening materials consistent with the site, building, or streetscape designs to minimize impacts when the location of site utility elements at visible portions of the site is unavoidable.
- Incorporate service, storage, or loading areas into the skin of the building or internal to the block wherever possible.

Landscape Material Guidelines:

- Encourage small-scale seasonal (and portable) planters provided in front of individual businesses, provided ample pedestrian areas exist.
- Consider a program for uniform planters to be used among village businesses.
- Seek opportunities to convert any unutilized space in the right-of-way into attractive and low-maintenance annual or perennial landscape planting.
- Locate street trees strategically between buildings and storefronts and select higher-canopy species so the business visibility is not obscured.

- Insure ample planting areas for the survival of selected street-tree species. Construction techniques that allow root access to nearby soils may be necessary on difficult sites or for constrained rights-of-ways.
- Use low ground cover vegetation around the critical root zone of tree wells and planting beds, rather than grates or hard surfaces which can be costly and impair the proper growth or survival of street trees.
- Replicate public streetscape and landscape improvements, even if at a smaller scale on semi-public or private access areas that may have high public exposure.

BUILDING DESIGN

General Description

Building Design refers to the relationship of individual buildings to the public realm (streetscape), to open spaces, and to other adjacent buildings and buildings in the villages generally. The Building Design Guidelines are grouped into three detail areas of building design:

- Massing and Orientation;
- Facades and Storefronts; and
- Architectural Details

Design Objective:

The design objective of the Building Design Guidelines is to identify patterns and forms of buildings that allow a diversity of styles to effectively and compatibly mix within the villages, while maintaining the existing pedestrian scale character of the villages, and to design and locate buildings to provide active spatial definition to public spaces, including streetscapes and on-site open space.

Mass and Orientation Guidelines:

- All buildings should have their primary orientation to the public street.
- New buildings should reflect the form of adjacent existing buildings. Where a larger mass may be



Screened on-site parking



Alternative paving for shared vehicle/pedestrian space



Landscape details on sidewalk



Pedestrian-scale character



Building footprint stepping with grade



Single story storefront emphasized in the multi-story building



Pedestrian scale store fronts



Landmark architectural feature

building should reflect the form of adjacent buildings.

- New buildings should have a similar height to immediately adjacent existing buildings. Where new buildings are permitted to have additional stories, step-backs of upper stories or other complex massing techniques (articulation, fenestration, architectural details) should be used to complement the scale of adjacent buildings.
- New buildings should have a building footprint similar to existing buildings. Where new buildings are permitted to have larger footprints, the footprint should incorporate elements and patterns of the existing building footprints through off-sets of the new building footprint both vertically and horizontally.
- Allow taller buildings or landmark architectural features to be placed at important intersections and key view termini along the village streets. Use of this technique shall convey a consistent, emphasize a single building, site, or use. Generally these landmark features shall be a limited portion of the overall building mass.
- Large wall and roof planes visible from the street should be broken up by small off-sets or architectural details. Street facing wall planes over 900 square feet should have offsets and overhangs, window bays, or other ornamentation to break up the plane. Street-side pitched roof planes greater than 500 square feet should be broken up by dormers, compound and treatments.

Facades & Storefront Guidelines:

- Avoid occurrences of several individual free-standing buildings along a single block, except for Civic buildings – particularly on Primary Village Streets.
- Civic buildings should be free-standing and may be set back from the predominant building line if they provide enhanced Public or Quasi-civic open space between the streetscape edge and the building frontage.

- Ensure that all buildings convey a pedestrian scale with prominent single-story storefronts, even on buildings which are permitted more than one story.
- All buildings, whether single- or multiple story should include a base (a base plate and bulkheads on single-story or the storefront on multiple-story), a body (the merchandising window and sign panel on single story or the upper façade on multiple-story), and a top (a cornice line and parapet on flat roofs or an eave line and roof structure on pitched roofs).
- Street-level storefronts should convey a pedestrian-scale rhythm by generally differentiating building bays approximately every 25 feet with structural pillars and piers in the façade, even if the building is larger or houses a larger tenant. Free-standing or buildings that are setback should convey a pedestrian-scale rhythm by generally differentiating building bays approximately every 50 feet, with structural offsets, or pillars and piers that create distinct building masses on the facade.
- Maintain a Street Wall wherever open spaces, site parking, or site utility areas are permitted on the street edge by continuing an Alternative Street Wall at the extension of predominant building lines.
- Blank walls should be avoided on the primary frontage, particularly on Primary Village streets. Windows, building entrances, or use of architectural details and ornamentation should be used to break up any linear expanse of facades greater than 25.'
- All window openings should be square or of vertical proportions to emphasize a pedestrian scale. Horizontal openings should be created by a grouping of square or vertically-proportioned windows.

Architectural Detail Guidelines

- New buildings should use similar building materials and colors that are predominant on existing adjacent buildings or throughout the village. While not copying the same materials of adjacent buildings, incorporation of some of the primary materials or colors of adjacent buildings can emphasize compatible transitions while creating a diverse visual character.
- Accentuate building entrances, street-level windows, and first floors on multi-story buildings with details and ornamentations such as decorative moldings, cornice lines, and awnings.
- Awnings should be canvas, angled, and differentiate different storefront or shop ownership along the block. Awnings should not be used in locations that would cover architectural details on the façade.
- Signs should be oriented to pedestrians, primarily through smaller wall, projecting or window signs. Signs oriented to vehicles in the roadway should be limited to the traditional sign band portion of the building above the storefront, and typically no taller than 2' high.
- Changes in building materials should only be permitted at horizontal expression lines that add architectural detail to the façade, or at interior corners where the material change emphasizes a different massing element on the façade, such as a bay window. Changes in materials at outside corners that tend to present a “false façade” should be prohibited.



Small projecting sign



Ornamental details on facade



Enhanced building entrance



Vertical window orientation



Ornamental architectural details



Sign orients to pedestrians



Steep roofs with prominent gables



Decorative half timber and stone or brick



Tudor with ornamental windows

5.3 BUILDINGS USING TUDOR OR ENGLISH STYLE DESIGN

The Tudor or English Style building designs prevalent in English Village and Mountain Brook Village are not required. However, all buildings should use the General Building Design Standards in a manner that will compliment this prevalent style. Additionally, when new buildings have this style or when existing Tudor or English Style Buildings are rehabilitated, the following specific building design guidelines should be used.

Roofs

- Appropriate roof types are gabled and cross-gabled, with at least one prominent front-facing building line."
- Roofs should have a steep pitch, typically between 12 in 12 and 16 in 12.
- Overhangs of 6" to 2'-6" may be used at the gable to define roof structure or emphasize material change, particularly when defined with a decorative molding element to 12".
- Appropriate roof materials are slate or wood shingles, sometimes with varying tones or shapes for texture and scale. Equal or better synthetic substitutes may be acceptable

Facades

- Use of decorative half-timbers is common, particularly in gables, accenting and extending window trims, and for horizontal overhangs and material changes. Half-timbers should be darker, natural wood tones.
- Ornamental, prominent chimneys constructed of brick or stone and extending above the roof line should be incorporated appropriately into the building design.
- Arches should be used on doorways, accented by brick or stone decorative trim and often leading

to small recessed and unenclosed entry-ways associated with a small single-story gable should be used on prominent facades. Archways are often flattened or pointed at the top.

- Materials should be a combination of brick, stone, and stucco.
- Building facades should incorporate a primary material comprising between 60% and 90% of the façade surface – typically brick or stone. Brick should be dark red.
- Buildings may incorporate a secondary material comprising between 10% and 40% of the façade surface – typically stucco and used for gables on roof structures, bayed or projecting window boxes, or differentiating upper stories. Stucco should be light tones such as white or beige tones.
- Accent materials should use wood and should be dark, natural wood tones.
- Asymmetrical complex massing is often used with a more prominent front-facing gable on the prominent portion of the façade, then recessed areas or a series of smaller gables on other portions of the façade and/or smaller-scale dormers in the roof structure.
- Partial stories can be incorporated into roof structures with gables and dormers, however the front-facing gable should be the most prominent in the roof structure.

Windows

- Windows should be tall and narrow, with a vertical orientation between 3:2 and 2:1.
- A series of vertical windows may be ganged to form a more horizontal orientation on the façade.
- Windows should be small-scale, divided light panes.
- Window openings may occasionally be arched to emphasis important facades or windows.
- Smaller occasionally and irregularly placed windows may exist to correspond with internal structure design such as a stairwell– and

particularly where larger portions of blank facades would otherwise exist.

- Windows should be double-hung or casement and be accented with wood frames.

Architectural Details

- Brick and stone around doors and archways should be prevalent with flattened or pointed tops to the archways
- Brick and stone chimneys should be emphasized – typically on front or side and extending above roofline
- Stucco window boxes, bays, or projections and gables may be used to differentiate the massing and primary building materials.
- Half-timber ornamentation should be used in stucco gables, at horizontal extensions of window openings, and vertical or decorative patterns below windows. This decorative element should use the stucco and half-timber in contrasting complimentary colors, with the stucco in lighter tones such as white and cream, and the half-timber in darker, natural wood tones.
- Wood decorative molding with ornamental brackets should be used at overhangs and other façade projections, or for differentiating a roof structure from the facade.



Small scale Tudor style



Large scale Tudor style



Prominent chimney



New building incorporates similar elements of adjacent Tudor style



Open space with a fountain



Pedestrian-oriented gateway feature



Pedestrian passage



Mid-block pedestrian package

5.4 OPEN SPACE DESIGN

All of the Villages are compact, and generally space is scarce. Therefore, in order to implement an effective urban design strategy for the Villages, greater attention must be paid to maximizing smaller, well designed spaces and creating the “gathering spaces” needed to make the Villages vibrant. These spaces tie community together both physically and aesthetically. These design guidelines identify specific types of open spaces that are appropriate for the Village. These designs should be applied in conjunction with: (a) the general Site and Open Space Design Guidelines in Section 5. 2; (b) the Circulation and Urban Design Plan for the Villages in Section 3.4 of the Master Plan; and (c) any regulatory requirement of the base zoning district or any applicable overlay standards for a particular parcel.

These guidelines recognize six specific types of open space with different design features and applicability in the Village Planning Areas:

- **Passages**
- **Pocket Parks**
- **Courtyards**
- **Plazas**
- **Greens**
- **Natural Areas**

All of these open spaces can exist in different ownership forms, typically categorized as:

- **Public** – City-owned property.
- **Quasi-civic**– Privately or commonly owned, but generally visible and accessible to the public.
- **Common** – Private or commonly owned, but with limited access to the public.
- **Private** – Privately or commonly owned, removed from view of the public and/or accessible only by common or individual property owners.

PASSAGE

General Description

- A linear area primarily designed for pedestrian traffic or balanced pedestrian and vehicle traffic where pedestrians clearly have priority.
- The typical ownership is Public, Quasi-civic, or Common.

Passage Guidelines

- At least 8’ wide for pedestrian only.
- No wider than 9’ where one-way vehicle traffic is permitted; no wider than 18’ where two-way vehicle traffic is permitted; passages will widen where they also access off-street parking or other site utility or service areas.
- If vehicle traffic is permitted, surfaces should be colored or textured pavement, individual paver systems, or other differentiated surface that calms vehicle speeds.
- If vehicle traffic is permitted, entrance ways should be narrowed with bollards or gateway features to calm traffic and create a pedestrian scale.
- Building facades along passages should contain windows, entrances or other building elements that create pedestrian interest and activity.
- Used to provide mid-block connections between streetscapes in high pedestrian areas where on-street connections are less frequent – typically blocks greater than 400’ should provide passages.
- Used to access to public spaces that are internal to a block, or used to access public spaces that are internal to a block.
- Lighting should be pedestrian scale, enhance the quality of the Passage experience, and meet City standards for light levels in public areas and sidewalks within the villages.

Applicability to Village Master Plans

- Applicable throughout the village planning areas.

POCKET PARK

General Description

- A small space with a more formal design, often with street visibility or immediate streetscape adjacency.
- The typical ownership is Public, Quasi-civic, or Common.

Guidelines

- Between 50 square feet and 150 square feet.
- Creates an extension of the streetscape.
- Contains heavy landscape materials to create a garden-like character.
- Utilize small seating, public art or focal point features to invite pedestrians to linger.
- Used on secondary frontages to screen less desirable portions of buildings and sites,
- Used on longer blocks to add visual interest and diversity to the streetscape
- Used at entrances or transition areas to neighborhoods or projects, often associated with a gateway feature.

Applicability to Village Master Plans

- Applicable throughout the village planning areas.

COURTYARD

General Description

- A small open space accessible to the public, but generally serving one or a few surrounding buildings and heavily landscaped.
- The typical ownership is Common or Private.

Guidelines

- Minimum of 200 square feet.
- Maximum of 2,000 square feet.
- Size should be coordinated with building heights to maintain a building height to Courtyard width ratio between 2:1 and 1:2.

- At least one side should be accessible to a public street, although this side may be screened by a decorative fence or wall, or access may be provided by a Passage.
- Facades fronting on the Courtyard should have frequent windows or building entrances
- No more than 50% of the area should be hard surface.
- Seating or other gathering spaces should be provided.

Applicability to Village Master Plans

- Applicable throughout the village planning areas, and particularly associated with more compact residential formats or free-standing commercial buildings.

PLAZA

General Description

- A small or medium area with significant hardscape, art features or other focal points, and designed for public gathering. Often this is the extension of the public sidewalk.
- The typical ownership is Public, Quasi-Public, or Common

Guidelines

- Minimum size 150 square feet.
- Maximum size 5,000 square feet.
- Size should be coordinated with the height of surrounding buildings to maintain a ratio of building height to Plaza between 1:1 and 1:4.
- At least one side should abut the public street and be designed as an extension of the public streetscape.
- At least one side should feature a building entrance, fronting directly on the Plaza, unless it is a very large Plaza serving as a focal point for a large-scale development, in which case it should be bordered by streets on all sides.



Pocket park along streetscape



Courtyard entrance



Plaza extension of sidewalk



Natural area with pedestrian amenities



Buildings fronting on central green



Internal courtyard

- All building facades fronting on the Plaza should be designed as Primary Facades.
- Seating areas and at least one significant focal landscape feature should be provided.
- Intermittent lawns, landscape beds, or trees should be arranged in a formal pattern to create visual interest.

Applicability to Village Master Plans

- Applicable throughout the village planning areas at significant building entrances, prominent intersections, or other village focal points.

GREEN

General Description

- A large landscape area with a formal design and located to be a focal point and give identity to a specific development area.
- The typical ownership is Public, Quasi-civic, or Common.

- Minimum size 2,000 square feet.
- Maximum size 2 acres.
- At least 2 sides should abut a public street.
- Buildings should front on the streets opposite the green, or on up to two sides that do not front on public streets.
- Size should be coordinated with the height of surrounding buildings to maintain a ratio of building height to Green between 1:1 and 1:4.
- Pedestrian paths should extend from the public streets into the green.
- Occasional public seating may be provided
- No more than 15% of the Green should be hard surface.
- All permeable surfaces should have ground cover, typically with large lawn areas.
- Greens should be bordered by shade and ornamental trees, arranged in a formal pattern.

Applicability to Village Master Plans

- Greens are applicable only in larger-scale planned developments in the Village Planning Areas.

NATURAL AREA

General Description

- Any area preserved primarily in or restored to its natural state to serve buffering, aesthetic, or natural and ecological functions.
- The typical ownership is Public, Quasi-civic, Common, or Private.

Guidelines

- The size of a Natural Conservation Area should be based on the site characteristics and elements that are worthy of protection or restoration. Typically at least 3 acres of contiguous area is needed with no single area being less than 100 feet wide. However, Natural Areas that provide connections to natural features on adjacent sites are also desirable.
- Contains little or no constructed elements
- Trails for accessibility may be provided but should use low-impact construction and permeable surfaces if possible.
- Formal landscape elements or lawn areas should not be used.

Applicability to Village Master Plans

- Natural areas are applicable primarily in larger-scale planned developments in the village planning areas, and particularly applicable where natural vegetation should be restored to serve a buffering function.