BIG PLANS FOR SMALL TOWNS

2019 APA-AL|MS Annual Conference
Billy Jean Stroud  
Director of Community Development and Main Street

Bob Barber, FAICP

Bert Kuyrkendall, PE, AICP
Labor force participation rates

<table>
<thead>
<tr>
<th>Monthly</th>
<th>Percent</th>
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<tbody>
<tr>
<td>1998</td>
<td>85</td>
</tr>
<tr>
<td>2001</td>
<td>82</td>
</tr>
<tr>
<td>2004</td>
<td>81</td>
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<tr>
<td>2007</td>
<td>79</td>
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<tr>
<td>2010</td>
<td>78</td>
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<tr>
<td>2013</td>
<td>80</td>
</tr>
<tr>
<td>2016</td>
<td>82</td>
</tr>
<tr>
<td>2019</td>
<td>84</td>
</tr>
</tbody>
</table>

NOTE: Data are for persons aged 25 to 54. Larger metropolitan statistical areas (MSAs) consist of 500,000 people or more, and smaller MSAs consist of 100,000 to 500,000 people. The shaded bars indicate periods of business recession as defined by the National Bureau of Economic Research.

SOURCE: References listed in box note 2.
• Funding
• Leadership
• Public Involvement

• Land-Use/Character Zones
• Node and Corridor Design
• Transportation

• Zoning Changes
• Standards Revision
• New Policies
USA Today's Best Southern Small Town
House Beautiful's Most Beautiful Small Town in Mississippi
July 18, 2019 6:00-7:30
Concept Plans Reveal and Reception
WHAT’S NEXT FOR NEW ALBANY?

New Albany Planning Week is July 15-19
Planning Week builds on the work of earlier area gatherings and guidance of the project’s Advisory Group. Now it’s time for an in-depth look at designing New Albany’s future.

Two major opportunities for community input!
Come plan what’s next for New Albany!

July 15, 6:00 - 7:30 p.m.
Community Futures Workshop
@ Bankhead Bicycle Club, 108 W. Bankhead

July 18, 6:00 - 7:30 p.m.
Reception to View Concept Plans and Results!
@ Bankhead Bicycle Club, 108 W. Bankhead

For More Information Visit:
WWW.NEWALBANYNEXT.COM
• Fact-Based
• Collaborative and Inclusive
• Vision-Driven
• Outcome-Focused
Role of the Advisory Group

- The project advisory committee’s role in the planning process is to:
  - Assist in setting broad planning vision for New Albany
  - Help determine key stakeholders and invite their input into the process
  - Provide critical input, direction, and counsel for the overall project
  - Advise the planning team on policy matters and community issues
  - Review findings and conclusions
  - Officially represent the community in the process
  - Act as spokespersons
  - Volunteer to facilitate at public meetings
  - Disseminate information during the process through personal networks
  - Support the process and its events in various other ways
  - Attend meetings
An Effective Advisory Committee

- Mindful of inclusive community engagement
- Representative of the larger community
- Open-minded in attitude
- Helpful in execution of the process
- Hopeful about the future
- Thoughtfully and helpfully responsive
6.24.19

- Over 100 Participants
- Strong Web Traffic
Advisory Group Meeting #1

New Albany Critical Places
Each red dot indicates the address of an individual participant in one of 3 input sessions held on May 23, 28, and 30 of 2019. Not all participants signed in. The distribution represents about 70 percent of those who participated.
1. Infill, Redevelopment, New Development, Housing
2. Riverfront and Downtown
3. Parks and Recreation
4. Medical District/Healthcare
5. Community Marketing, Tourism, Events and Activities
6. Industrial, Retail Growth, Job and Population Growth
7. Mobility
8. Community Support Infrastructure
9. Aesthetics, Design, Built Environment
10. Education
11. Management, Administration, City Codes

135 Distinct Comments
Preserving and reinforcing New Albany’s historic core - by emphasizing downtown and the riverfront, continuing historic downtown patterns of compact mixed-use development.

Replicating and extending New Albany’s traditional character - by applying those patterns to new development and redevelopment.

Enhancing New Albany’s recreational amenities - by supporting, improving, connecting and expanding recreational offerings.

Connecting New Albany to its riverfront – by clearly linking the riverfront to its surrounding (downtown, park) through public and private design.

Connecting New Albany communitywide – by improving and extending key pedestrian and cycling paths in ways that link the key points of the city.
Enhancing appearance and function of gateway corridors and key mobility routes – by establishing context sensitive and complete (all modes included) mobility routes.

Developing community anchor areas (schools, the medical districts, employment areas) as distinct, well-functioning, attractive districts – by enhancing clear identity that boosts the economic growth of New Albany and overall community livability.

Inducing neighborhood development and redevelopment investment - by identifying infill opportunities and establishing plan and policies aimed at renewing areas in decline.

Unifying the New Albany experience for visitors – by coordinating marketing through overall community branding, establishing wayfinding, and supporting the rich cultural life of the community.

Cultivating local entrepreneurship and developing broad-based employment opportunities – by incubating local business, encouraging educational quality, and building a flourishing city attractive to larger scale employers.

Improving the efficiency and effectiveness of administrative frameworks – by creating codes and guidelines that are technologically current, friendly to navigate and achieve the desired development outcomes.
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<table>
<thead>
<tr>
<th>Time</th>
<th>Monday (7/15)</th>
<th>Tuesday (7/16)</th>
<th>Wednesday (7/17)</th>
<th>Thursday (7/18)</th>
<th>Friday (7/19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM</td>
<td>Debrief</td>
<td>Debrief</td>
<td>Debrief</td>
<td>Debrief</td>
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<tr>
<td>9:00 AM</td>
<td>Team Arrives, Set up, Orientation</td>
<td>Team Work Session</td>
<td>Team Work Session</td>
<td>Team Work Session</td>
<td>Team Work Session</td>
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<tr>
<td>10:00 AM</td>
<td>Lunch</td>
<td>Lunch</td>
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<td>11:00 AM</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
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<tr>
<td>12:00 PM</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Review Work to date, Establish placetypes, plan outline etc. begin planning and design</td>
<td>Follow-up Stakeholder Interviews As needed. Otherwise Team Work Session.</td>
<td>Team Work Session</td>
<td>Team Work Session</td>
<td>Wrap up/ Depart</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Final Prep for Session</td>
<td>Team Work Session</td>
<td>Team Update</td>
<td></td>
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</tr>
<tr>
<td>3:00 PM</td>
<td>Session I Community Planning Workshop</td>
<td>Team Work Session</td>
<td></td>
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<tr>
<td>4:00 PM</td>
<td>Team Update</td>
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<tr>
<td>5:00 PM</td>
<td>Public Meeting indicated in Green</td>
<td>Session II Conceptual Development Plan</td>
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<tr>
<td>6:00 PM</td>
<td>Dinner</td>
<td>Dinner</td>
<td>Dinner</td>
<td>Dinner</td>
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<tr>
<td>7:00 PM</td>
<td>Dinner</td>
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<td>8:00 PM</td>
<td>Dinner</td>
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<td>Dinner</td>
</tr>
</tbody>
</table>
1. What publicly provided services are most needed in the neighborhood? (redevelopment authority, streetlights, sidewalks, parks, etc.)
2. What are the primary challenges facing this neighborhood?
3. Is there currently an appropriate mix of housing and housing density?
4. What are the best ways to link this neighborhood to downtown?
5. Do the neighborhoods in general need better identity?
6. What characteristics are most important to preserve or emulate?
7. Are there any examples of new/infill development you would not like to see carry forward in the future?
1. In addition to good aesthetics, what type of uses along Carter Street will best serve the citizens and visitors?

2. Do you envision connections to the river?

3. Can this corridor be used to encourage entrepreneurship?

4. How can there be a better connection between Carter Street, the neighborhood to the east, and the Tanglefoot Trail?

5. How can this become a better gateway to Downtown?

6. What constraints presently exist along this corridor that could prevent future improvements for mobility and efficiency?
From the gently rolling green of the North Mississippi Hill Country to the slow, graceful river at its heart, New Albany is rich in history and heritage.

First Peoples
Faulkner
Blues
True Community

A community willing to dream and do—accomplished, creative, classic, small-town Southern living.

A community nourished and supported by its institutions and ever strengthened by its gatherings of faith.

Entrepreneurial spirit and strong civic commitment.

Growing and thriving.

Strong
Thinking
Dreaming
Doing

Charting a fresh course
Inspired by distinguished successes.
Recklessly considering challenges.
Pacesetting small-town excellence.

Celebrate New Albany Next!
Transect based planning

The framework for planning the future of New Albany uses a transect based approach. The transect model departs from the conventional land use focused approach used for decades and which underlies current planning assumptions in New Albany. The Advisory Group has chosen to use a more comprehensive and sensitive "place type" approach for New Albany Next. This approach recognizes distinctive types of places and is very deliberate in their treatment, ensuring future development expresses the desired character and function of each well-defined place. These place types exist along a continuum of development patterns. As illustrated below, there are seven distinct continuum types ranging from the "Natural" to the "Urban Core", in addition to the "Special Districts" area. The place type, then, is a planning tool used to guide, evaluate and project development in terms of form, scale and function in the built environment. This includes descriptions, standards, and graphic examples of each place type along with its mobility characteristics. In New Albany, place types currently being considered are:

1. Natural Areas, Parks and Open Space
2. Rural Areas
3. Rural Center
4. Suburban Neighborhood
5. Mixed Residential Neighborhood
Vision

A vibrant neighborhood offering a choice of housing options and affordability
TRADITIONAL NEIGHBORHOODS (HISTORIC AND INFILL)

Potential Development Uses and Policies

- Mixed Use
- All forms of residential

Secondary Land Use

- Assembly
- Institutional

Density/Intensity

- Varies by neighborhood segment

Appropriate Development Policy

- Canopy mitigation
- "Green streets" and neighborhood-scale stormwater management
- Mixed-use, traditional neighborhood design
- Site plan review
- Multiple-family limited

Private & Public Amenity

- Featuring green spaces and parks at 20%

General Design Character

Building Placement

- Building facades of residential buildings have shallow setbacks
- Building facades of mixed-use/commercial buildings are built close to the sidewalk

Building Frontage

- Multi-family residential buildings typically have stoops and/or balconies
- Single-family residential buildings typically have stoops or porches
- Mixed-use/commercial buildings have shopfronts at street level
- Unscreened facades have at least one entrance facing the street

Building Height

- 1 to 4 stories

Parking

- Parking behind or beside the building facade on primary streets
- Parking areas have a perimeter landscape buffer where adjacent to streets
- Garages are located behind the front facade or placed to the rear of the lot

Access

- Alleys & Shared access

Landscaping and Transitional Buffering

- Significant constructed buffering along the perimeter of the site
- Uninspiring adjacent to a nature amenity, park or open space

Mobility

Street Type(s)

- Avenue, Main Street, Local

Non-Vehicular Mobility

- Pedestrian facilities, bike lanes, bike paths
<table>
<thead>
<tr>
<th>Policies</th>
<th>Projects</th>
<th>Management</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amend the Zoning Code</td>
<td>• Adopt new zoning standards that support the existing character of the neighborhood and allow appropriate infill</td>
<td>• Enforce the Zoning Code</td>
<td>• Neighborhood assoc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Residents</td>
</tr>
<tr>
<td>Improve and expand mobility</td>
<td>• Complete a mobility inventory</td>
<td>• Fund mobility improvements</td>
<td>• Neighborhood assoc.</td>
</tr>
<tr>
<td></td>
<td>• Identify possible trail connections</td>
<td></td>
<td>• Residents</td>
</tr>
<tr>
<td></td>
<td>• Create a safe, visible pedestrian connection to downtown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strengthen the housing stock</td>
<td>• Complete a housing conditions inventory</td>
<td>• Continue to fund and coordinate housing demolition</td>
<td>• Neighborhood assoc.</td>
</tr>
<tr>
<td></td>
<td>• Continue to remove dilapidated housing</td>
<td></td>
<td>• Residents</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Non-profits</td>
</tr>
<tr>
<td>Coordinate and align revitalization</td>
<td>• Create a neighborhood improvement program</td>
<td>• Align capital improvements with program goals and actions</td>
<td>• Neighborhood assoc.</td>
</tr>
<tr>
<td>efforts</td>
<td>• Expand the historic district</td>
<td></td>
<td>• Residents</td>
</tr>
<tr>
<td></td>
<td>• Coordinate a neighborhood walk-through</td>
<td></td>
<td>• Utilities</td>
</tr>
<tr>
<td></td>
<td>• Establish a neighborhood clean-up day</td>
<td></td>
<td>• Non-profits</td>
</tr>
</tbody>
</table>
Redevelopment Example

Gas station before

Gas station after
New Neighborhoods
Well designed, walkable, compact connected with a variety of housing styles and choices of the growth to come.
New Neighborhood
New Neighborhoods

- Connected and walkable
- Grid street pattern
- Buildings in front, parking in rear
- Mixed use center
<table>
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<th>Management</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create appropriate zoning district (design standards, landscaping)</td>
<td>-</td>
<td>Administer zoning code</td>
<td>Developers and builders</td>
</tr>
<tr>
<td>Adjust code to reduce parking requirements</td>
<td>-</td>
<td>Administer code</td>
<td>Developers and builders</td>
</tr>
</tbody>
</table>
| **Complete Streets and Connectivity**                                 | • Require sidewalks and bike-ped facilities  
• Trail connections to the link to the Tallahatchie and Tanglefoot  
• Safe passage to the sports plex  
• Require development build connections to Tallahatchie, Tanglefoot trails | -        | • City 
• Private developers 
• Residents |
| Support a variety of housing choice                                   | • Adopt new zoning standards that support a range of housing types and mix of uses | -                                 | • Neighborhood assoc.  
• Residents  
• Non-profits |
New Albany Existing Mobility Characteristics
Commute Time

20.5 minutes

AVERAGE TRAVEL TIME

Using averages, employees in New Albany, MS have a shorter commute time (20.5 minutes) than the normal US worker (25.1 minutes). Additionally, 3.21% of the workforce in New Albany, MS have "super commutes" in excess of 90 minutes.

The chart below shows how the median household income in New Albany, MS compares to that of its neighboring and parent geographies.

Data provided by the Census Bureau ACS 5-year Estimate.
Commuter Transportation

MOST COMMON METHOD OF TRAVEL

1. Drove Alone
   82.5%
2. Carpoled
   14.2%
3. Worked At Home
   3.02%

In 2017, the most common method of travel for workers in New Albany, MS was Drove Alone, followed by those who Carpoled and those who Worked At Home.

Data provided by the Census Bureau ACS 5-year Estimate.
Car Ownership

2 cars
AVERAGE NUMBER

The following chart displays the households in New Albany, MS distributed between a series of car ownership buckets compared to the national averages for each bucket. The largest share of households in New Albany, MS have 2 cars, followed by 3 cars.

Data provided by the Census Bureau ACS 5-year Estimate.
Steps to Creating a Safe Routes to School Program

KIDS, ACTIVITY, AND OBESITY

- U.S. children who bike or walk to school: 50%
- U.S. children (19-39) who are overweight or obese: 8%
New Albany Future Mobility Network
“Everybody says rural America is collapsing. But I keep going to places with more moral coherence and social commitment than we have in booming urban areas. These visits prompt the same question: How can we spread the civic mind-set they have in abundance?”

“The city focused on design standards for streets and other public areas, creating a walkable community, offering amenities such as high-speed Internet. The strategy worked and is more applicable now than ever,” says Jon Maynard, CEO of the Oxford-Lafayette Economic Development Foundation. “What we did unknowingly back in 1992 was to create an environment that was attractive to the 21st Century workforce,” Maynard said.

“The word I heard most was “intentionality” — especially about community. Many people try not to use Amazon so they can support local businesses. They don’t use the self-checkout lanes in the drugstore so they can support local workers. They’re almost fanatical in their support of local arts programs.”