



5. STRATEGIC FOCUS AREAS AND INITIATIVES

An aerial photograph of a residential neighborhood, including houses, streets, and trees, with a blue color overlay. The image is used as a background for the text.

“Aim high in hope and work, remembering that a noble, logical diagram once recorded will not die.”

Daniel Burnham

STRATEGIC FOCUS AREAS

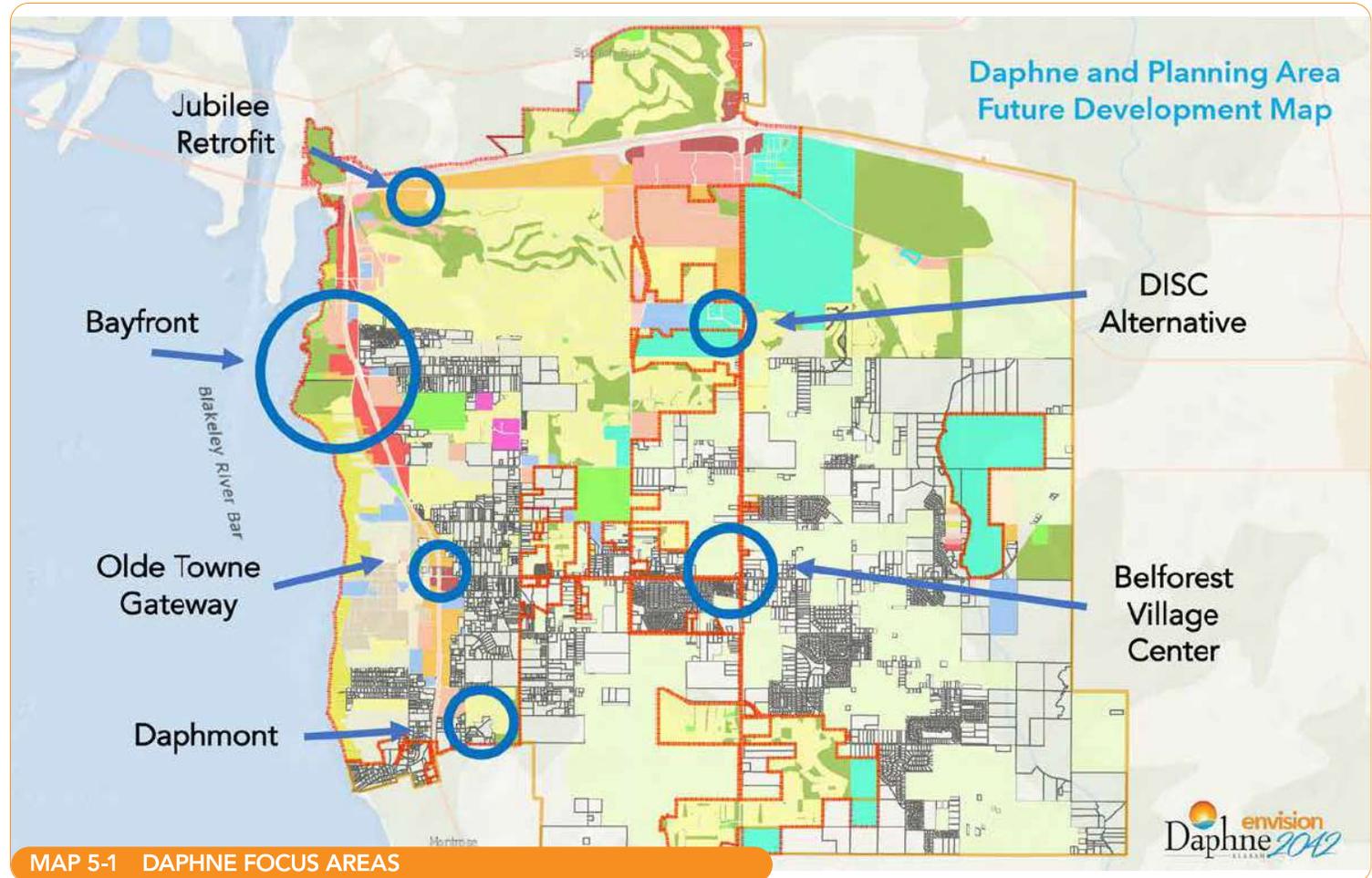
Six strategic focus areas were identified in the planning process. These areas were identified as Strategic Focus Areas because of their important locations within the city and its growth area, the catalytic role they can play in the development and redevelopment of Daphne, and because of their capacity to illustrate best development practices which are transferable to other parts of the city.

The six strategic focus areas of Envision Daphne 2042 are:

- The Jubilee Center
- Bayfront Park Drive Community Activity Area
- Olde Towne Gateway
- Daphmont Neighborhood
- DISC Center Optional Design
- Belforest Village Center

The location of each of the six strategic development areas is illustrated on the map to the right. Each of these strategic focus areas is considered individually in the following sections. They are discussed by addressing the following topics in each:

- Strategic Development Area Context
- Overall Development Vision
- Key Challenges
- Applicable Best Practices



SUBURBAN RETROFIT AND REDEVELOPMENT

The Jubilee Center represents the largest concentrated commercial center in Daphne and is located near the southeast corner of Highway 90 and Highway 98. It consists of 38 retail spaces representing over 500,000 square feet of retail floor space on approximately 50 acres. The ratio of floor space to land area is classically suburban at approximately twenty-five percent of building floor area to land area.

Though currently developed as a Suburban Commercial Center, the Jubilee Center has been designated as a part of the Mixed-Use Corridor Placetype because of its potential for redevelopment over the long-term. Its site context adjacent to the Lake Forest Lake, lying immediately to the south, presents an extraordinary opportunity to retrofit the center with a broad mix of uses including residential. The natural life cycle of the center coupled with the flattening of retail floor space demand over time will likely present redevelopment opportunity for the center.

*Upper Right and Below: Jubilee Center from above and oblique
Lower Right: Jubilee Center Tenants
Opposite Page: Conceptual redevelopment configuration*



SUBURBAN CENTER BEFORE RETROFIT

Planned Characteristics

Community Development Vision

The long-term commercial redevelopment vision using the Jubilee Center as an example is illustrated on the diagram on the opposite page. The redevelopment vision includes the introduction of residential uses, infill of parking areas with mixed use buildings, and reorientation of selected building frontages to take advantage of Lake Forest Lake.

Key Challenges

Retrofitting existing conditions is inherently challenging. Specific challenges will include achieving optimal mix of uses, re-orienting form to face amenities, and introducing appropriate streetscapes.

Related Best Development Practices

Best commercial retrofit and redevelopment practices include:

- Reuse of existing buildings
- Establishment of a street grid
- Emphasis on pedestrian mobility
- Create new liner buildings and create passages through large commercial buildings
- Establishment of a residential component
- Incorporate site amenities
- Introduce retrofits incrementally
- Revise zoning to promote development vision





New liner buildings

Reinforce pedestrian character

Introduce site amenities

Infill expansive parking

Introduce residential component

SUBURBAN CENTER AFTER RETROFIT

OLDE TOWNE GATEWAY

The Olde Towne Gateway is located at the intersection of Highway 98 and Daphne Avenue. It serves as a primary entry and access point to Olde Towne Daphne, the beloved center of community life. Olde Towne itself embodies the City's memory and meaning in its built form and is a wholly unique place. However, the Olde Towne gateway is heavily suburban in character, offering little evidence of the quality of the Olde Towne environment a short distance away.

The Olde Towne Gateway offers a superior opportunity to connect and expand the character of Olde Towne into the highway corridor. This extension would serve to reinforce Daphne's community character and expand desired placemaking opportunities.

Upper Right and Below: Olde Towne Gateway (Hwy. 98 and Daphne Ave.) from above and oblique
Lower right: Daphne Ave. and Main Street looking east



EXISTING OLDE TOWNE GATEWAY - HWY. 98 AND DAPHNE AVE.

Community Development Vision

The planned characteristics for the Olde Towne Gateway are illustrated in the accompanying exhibits. These characteristics include establishing appropriate identity markers at the intersection, providing for pedestrian connections, improving architectural designs, and mixed-use infill leading into Olde Towne.

Key Challenges

The Olde Towne Gateway is currently developed. Implementation will depend on redevelopment in an incremental manner. Additionally, ownership is fragmented. Retrofitting existing conditions is inherently challenging. Specific challenges will include achieving optimal use mix, reorienting form to face amenities, and introducing appropriate streetscapes.

Best Implementation Practices

- Appropriately design identity markers
- Public Art Placement and Landscaping
- Use mix that is complementary to Olde Towne
- Pedestrian orientation



EXISTING OLDE TOWNE GATEWAY - MAIN STREET AND DAPHNE AVE.



Olde Towne Gateway Intended Character

Upper Left and Right: Olde Towne Gateway (Hwy. 98 and Daphne Ave.)

Far right above: Daphne Ave. and Main Street looking east

Far right center: Gateway housing infill

Far right below: Gateway housing infill

BAYFRONT PARK AND DRIVE COMMUNITY ACTIVITY AREA

Bayfront Park is located along the waterfront of Mobile Bay at the terminus of Bayfront Drive. Existing park facilities include beach access, pier, boardwalk, gazebo, picnic area, kayak and canoe access, restrooms, and a boardwalk connection to Village Point Park Preserve which lies to the south. Both the park and Bayfront Drive are currently being planned for additional facilities to accommodate community activities including public events and entertainment venues. The area as a whole begins at the intersection of Bayfront Park Drive and Main Street. The intersection also serves as a community gateway for Olde Towne. Commercial and residential development is located to the north.

Upper Right: Bayfront Park and waterfront
Below: Bayfront Park natural area
Lower Left: Bayfront Park Area Aerial



EXISTING BAYFRONT PARK

Community Development Vision

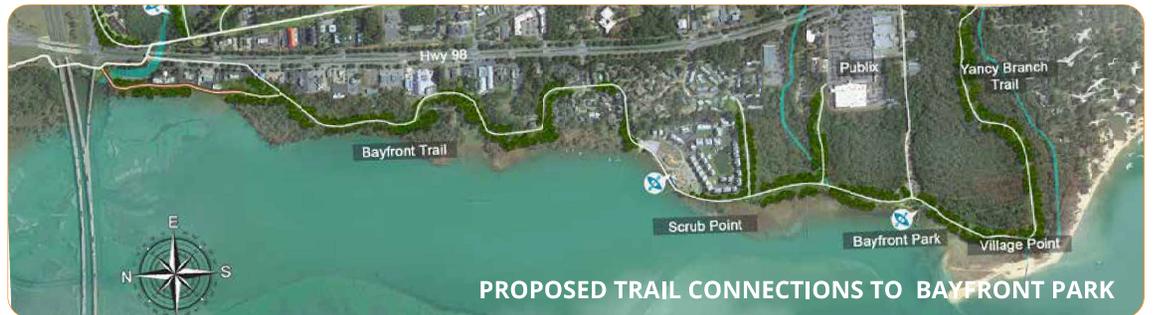
Bayfront Park is currently the subject of a community development initiative to create an entertainment street along Bayfront Park Drive. In support of this initiative, the area is envisioned as a key community activity node to include complementary private and public spaces. The area is envisioned for development that includes mixed-use, infill, an additional trail and waterfront connectivity. Additional connectivity to the area through overall trail network completion is envisioned to leverage the area as a future important community space for Daphne.

Key Challenges

Given that planning investment in this area is underway, initial conceptual planning challenges have been identified and are in the process of being addressed on a more detailed level. However, the intergration of the focus area into the broader pedestrian greenway is an important priority.

Best Implementation Practices

- Best related development practices include:
- Emphasis on internal pedestrian orientation
 - Incorporation of traffic calming and streetscape enhancements such as medians, bulb outs and on street parking.
 - Creation of flexible use space
 - Pedestrian access and connectivity to adjacent areas
 - Appropriately designed public entertainment venues
 - Design sensitivity to surrounding natural environment



PROPOSED TRAIL CONNECTIONS TO BAYFRONT PARK



Bayfront Park and Drive Community Activity Area Illustration

Right: Bayfront Park Community Activity Area as fully developed

DAPHMONT NEIGHBORHOOD

As Daphne's oldest African American neighborhood, Daphmont represents a rich community history. Key features of the neighborhood include the Ruff Wilson Youth Organization and Joe Louis Patrick Park. Joe Louis Patrick Park hosts Daphne's Community Spirit Day.

The neighborhood is located within the Suburban Neighborhood Placetype.

Daphmont plays a fundamental role in the community identity of Daphne. Community development initiatives to strengthen the neighborhood will insure that this role continues into the future and that neighborhood vitality is protected and expanded.

*Above Right: Johnson Road Retrofit.
Below Right: Existing Johnson Road
Below: Estate Residential Neighborhood
Opposite Page: Daphmont Area Concept
plan*



Community Development Vision

Development vision for the Daphmont area includes enhancing the character of Johnson Road through the establishment of a median, traffic circles, and complementary pedestrian facilities. Included in the vision is the enhancement of recreational amenities related to Ruff Wilson and Joe Louis Patrick Park.

Key Challenges

As a developed neighborhood, challenges include inserting a complete streets design into the current right of way configuration, extension of the road through challenging topography, and incorporating the area into the proposed broader greenway network.

Applicable Best Development Practices

- The applicable best development practices to achieve this vision include:
- Multi-modal trail construction along Johnson Road
 - Extension of the Multi-modal trail to incorporate circulation to Joe Louis Patrick Park and Ruff Wilson.
 - Establishment of street median
 - Creation of roundabouts at the intersections of Warren Drive and Johnson Road, and Pine Street and Johnson Road.



Daphmont Neighborhood Development



DISC CENTER

The Daphne Innovation + Science Complex (DISC) is located south of Interstate 10 on Highway 181 and adjacent to Daphne High School. The site is publicly owned by the Daphne Industrial Development Board. The site was established as an economic development project to foster collaboration with the school system and private industry and to partner with Science Technology Engineering Mathematics programs.

The Novelis corporation has recently announced plans for a nearby manufacturing facility and to develop an Advanced Manufacturing and Leadership Training Center at the DISC site.

Above Right: DISC Site
Below Right: Cottages in Mixed-Use Neighborhood
Below: Mixed-use buildings



Community Development Vision

The development vision for the DISC Center site includes the creation of complementary mixed-use development to the planned Advanced Manufacturing Leadership Training Center. Development envisioned would provide housing and shops in a mixed use walkable environment.

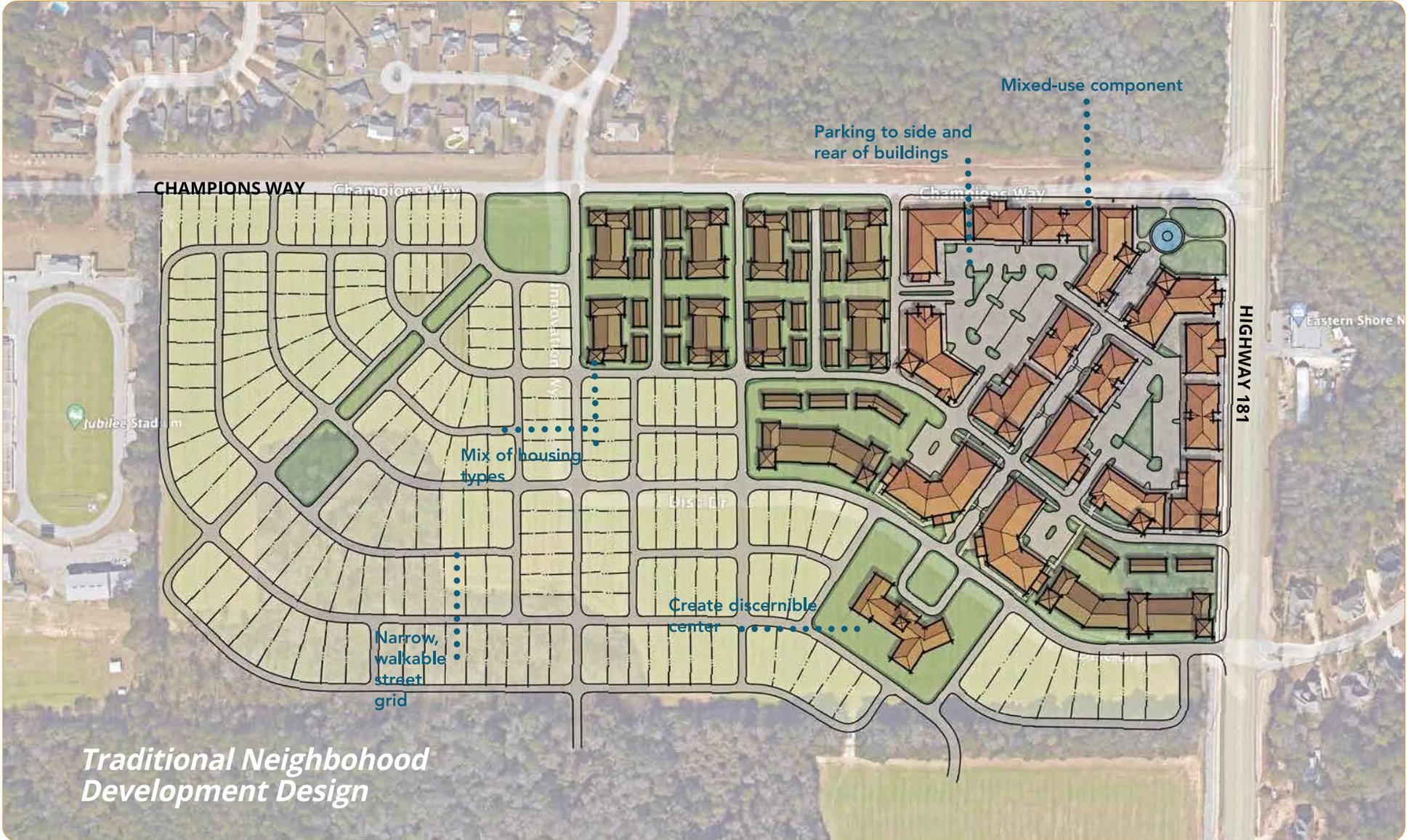
Key Challenges

Key challenges for achieving the development vision for the DISC Center include integrating a mixed-use housing and commercial component into the overall site design as a publicly owned site.

Applicable Best Development Practices

- The applicable best development practices to achieve this vision include:
- Create discernible neighborhood centers
 - Include a variety of residential dwelling types
 - Locate most dwellings within a short walk of the community center
 - Include shops, offices, and restaurants that meet neighborhood needs
 - Include multiple story buildings with street-level retail space and housing on the upper floors
 - Use streets to form a gridded, connected balanced mobility network
 - Locate buildings close to the street and frame the sidewalk with trees and building walls
 - Place parking to the side and rear of buildings, accessed by alleys
 - Reserve prominent sites for community and public buildings





Traditional Neighborhood Development Design

BELFOREST VILLAGE

Belforest is a long-established rural community centered on the intersection of Highway 181 and County Road 64. The area has a deep agrarian history and has served as a community center since the late 1800s. The unincorporated community was served by a post office until 1911.

The Belforest area is experiencing strong pressures of urbanization. Growth in this sector has been rapid and recent expansion of mobility routes has fueled high growth rates. Given Belforest's growth and its locational advantages, the area presents a prime opportunity to implement alternative development patterns to that of now dominant patterns of suburban sprawl and to create a town center node in Daphne's eastern growth sector.

Above Right: Sight of Belforest Village concept
Below: Conceptual development form
Opposite: Belforest Village concept



Community Development Vision

The Belforest area is envisioned to evolve into a key mixed-use community activity node as Daphne expands into the planning area. The establishment of clustered and compact development patterns is envisioned to create walkable, mixed-use neighborhood environments.

Key Challenges

The primary challenge for implementing the development vision expressed for Belforest Village and the area in general is the incorporation of the area into the City Limits of Daphne. Additionally, land use and design rules must be applied to achieve the desired development pattern.

Applicable Best Development Practices

The applicable best development practices to achieve this vision include:

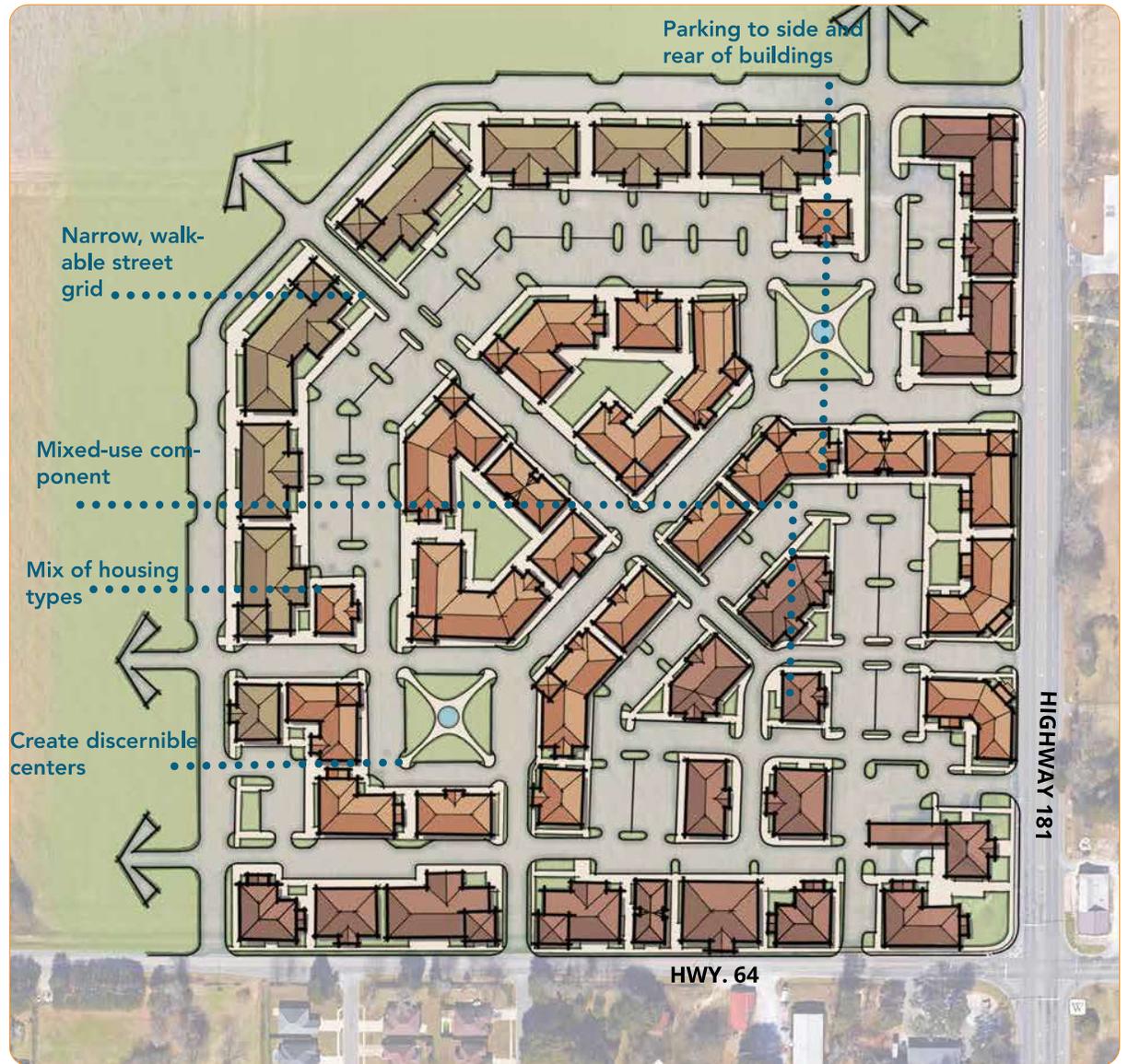
- Create discernible neighborhood centers
- Include a variety of residential dwelling types
- Locates most dwellings within a short walk of the community center
- Include shops, offices, and restaurants that meet neighborhood needs
- Include multiple story buildings with street-level retail space and housing on the upper floors
- Uses streets to form a gridded, connected balanced mobility network
- Locate buildings close to the street and frame the sidewalk with trees and building walls
- Place parking to the side and rear of buildings, accessed by alleys
- Reserve prominent sites for community and public buildings





Belforest Village as town center node in the planning area

Right: Prototypical mixed-use neighborhood design
Above: Example imagery of mixed-use buildings associated with traditional neighborhood development design

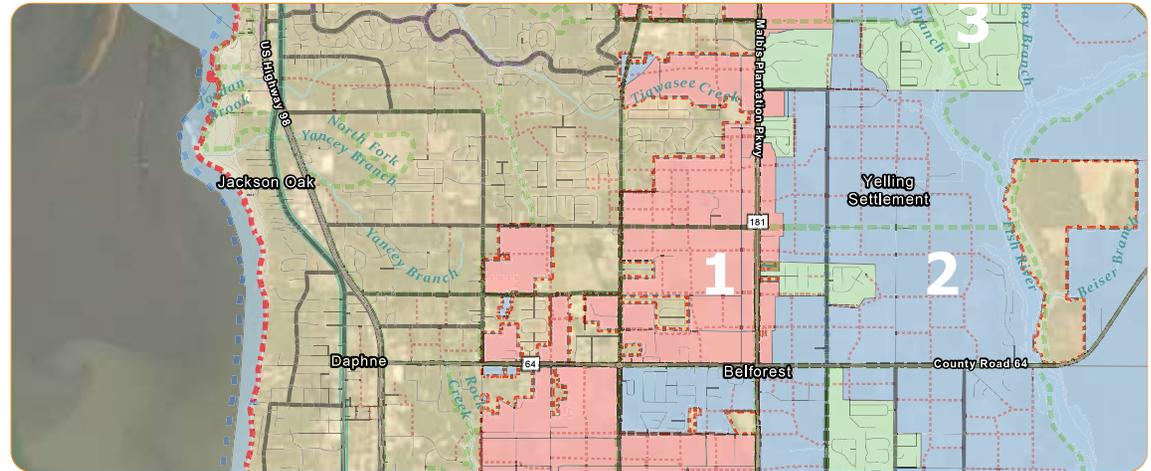


EXPANSION PRIORITIES

Envision Daphne 2042 includes detailed study and planning for areas not currently in the City Limits. Based on the cumulative results of planning study, community engagement, and Daphne's planning vision and themes, expansion is required to fully achieve Daphne's envisioned future. This section illustrates the prioritized expansion of Daphne's City Limits and outlines options for achieving that expansion.

Above Right: Priority expansion areas
Opposite: Placetype Map

Methods of Extending Municipal Corporate Limits



Annexation Options

Growing cities must expand their boundaries to accommodate continued growth. Rapid growth in Daphne's planning area has led to a demonstrated need for expansion to achieve the purposes of Envision Daphne 2042. Alabama offers three options for annexation as summarized below. A report entitled "Methods of Extending Municipal Corporate Limits" produced by the The Alabama League of Municipalities and revised in 2017 provides details of Alabama's annexation options. The three options are summarized below.

1. Annexation by Local Act of the Legislature

Section 104(18) of the Constitution of Alabama of 1901 specifically allows the extension of municipal boundaries by local act of the legislature. The Alabama Municipal League recommends that once a city has discussed the proposed annexation with its legislative delegation, the city should seek approval to work with Legislative Reference Service (LRS) to prepare the annexation bill.

2. Annexation by Referendum

Sections 11-42-1 through 11-42-4 of the Code of Alabama provide for an annexation referendum. Essential requirements include: written assent of at least 2 electors and property owners of 60 percent of the acreage, a map or plat of area, Council resolution, and Certification of Mayor to Probate Judge (no election required if unanimous consent). Probate Judge orders election, notice published, and election conducted. Probate Judge determines and records election results, and issues final resolution reciting results.

Annexation by Petition of 100% of Property Owners

Sections 11-42-20 through 11-42-24 of the Alabama Code allows annexation upon unanimous consent of the persons owning property in the area. The area to be considered for annexation must actually be contiguous to the corporate limits of the municipality.

Priority Expansion Areas

Priority Expansion Area 1

Priority Expansion Area 1 includes territory immediately east of and adjacent to the current City Limits of Daphne. This area includes the important intersections along the Highway 181 corridor.

Priority Expansion Area 2

Priority Expansion Area 2 consists of land to the east of the Highway 181 corridor and lands south of the Bellaton neighborhood. This expansive area extends eastward to the limits of the planning area.

Priority Expansion Area 3

Priority Expansion Area 3 constitutes the balance of the land in the planning area. These areas are characterized by mature development.