



ARTSELLE

COMPREHENSIVE PLAN 2045

SEPTEMBER 2024



NORTH CENTRAL ALABAMA REGIONAL COUNCIL OF GOVERNMENTS

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ACKNOWLEDGMENTS

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RESOLUTION 24-0806

CITY OF HARTSELLE PLANNING COMMISSION
RESOLUTION TO ADOPT THE HARTSELLE COMPREHENSIVE PLAN – 2045

WHEREAS, the City of Hartselle Planning Commission has made careful studies of the existing land use, physical, housing, transportation system, community facilities, and economic development conditions in Hartselle, Alabama, and;

WHEREAS, the City of Hartselle Planning Commission has reviewed the “*Hartselle Comprehensive Plan – 2045*” and finds the goals, objectives, strategies, and future land use map, etc., to best promote the implementation of the future vision and aspirations of Hartselle, Alabama, and;

WHEREAS, according to the Section 11-52-10 of the Code of Alabama, it shall be the function and duty of the City of Hartselle Planning Commission to adopt said plan for the physical development of Hartselle, Alabama, and public hearing requirements of said “*Hartselle Comprehensive Plan – 2045*” have been met.

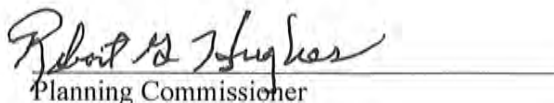
NOW, THEREFORE, BE IT RESOLVED, by the Planning Commission of the City of Hartselle, Alabama, that the planning document entitled “*Hartselle Comprehensive Plan – 2045*” and all official maps pertaining thereto are hereby adopted the 6th day of August 2024.

BE IT FURTHER RESOLVED that this resolution and the “*Hartselle Comprehensive Plan – 2045*” be transmitted to the Hartselle City Council and recommended for adoption.


Chairman

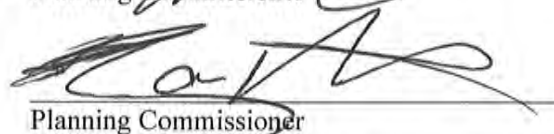
ATTEST:


Planning Commission, Secretary

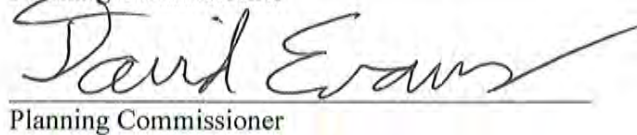

Planning Commissioner

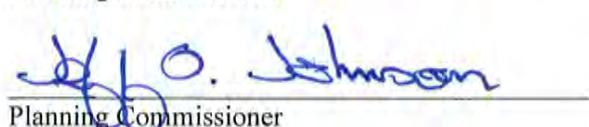

Planning Commissioner

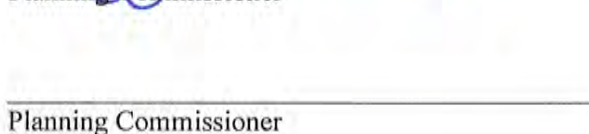

Planning Commissioner


Planning Commissioner


Planning Commissioner


Planning Commissioner


Planning Commissioner


Planning Commissioner

RESOLUTION 24-0910

A RESOLUTION ADOPTING THE 2045 HARTSELLE COMPREHENSIVE PLAN


WHEREAS, the Hartselle Planning Commission, having made careful studies of the existing land use, physical, housing, transportation system, community facilities, and economic development conditions in Hartselle, has adopted "*Hartselle Comprehensive Plan – 2045*" and further recommends adoption of the plan by the Hartselle City Council; and

WHEREAS, the Hartselle City Council has reviewed "*Hartselle Comprehensive Plan – 2045*" and finds the goals, objectives, strategies, and future land use map, etc., to best promote the implementation of the future vision and aspirations of Hartselle, Alabama; and

WHEREAS, the Hartselle City Council, concurring with the findings of the Hartselle Planning Commission, wishes to formalize its approval and support of "*Hartselle Comprehensive Plan – 2045*" as a guiding document for the growth and development of the City of Hartselle;

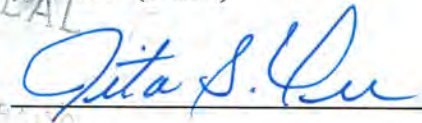
NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Hartselle, Alabama, that the planning document entitled "*Hartselle Comprehensive Plan – 2045*" and all official maps pertaining thereto are hereby adopted.

DONE this 10th day of September, 2024.


Kenny Thompson, Council President



ATTEST: (SEAL)


Rita S. Lee, City Clerk – Controller

Rita S. Lee, City Clerk – Controller



INTRODUCTION

INTRODUCTION

PURPOSE

The Hartselle 2045 Comprehensive Plan is intended as a guide for future development and policy decisions. By reflecting upon the past and observing current trends, such as the recent spike in growth in the Huntsville-Decatur metropolitan area, it is intended that this plan will provide a road map for city leaders in making decisions that will impact the direction of growth and quality of life in Hartselle.

This comprehensive plan replaces the previous plan, the Hartselle 2030 Comprehensive Plan, which was adopted in March 2012. With its adoption, the City of Hartselle is better ensured of having a cohesive and progressive development pattern that will promote the growth of the city, while at the same time, protecting the sense of community and lifestyle valued highly by Hartselle residents.

The intent of the 2045 Hartselle Comprehensive Plan is to comply with the Code of Alabama Section 11-52-9 as follows:

The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality and its environs. Its intent, in accordance with present and future needs, is to promote health, safety, morals, order, convenience, prosperity and general welfare as well as efficiency and economy in the process of development including, among other things, adequate provision for traffic, the promotion of safety from fire and other dangers, adequate provision for light and air, the promotion of the healthful and convenient distribution of population, the promotion of good civic design and arrangement, wise and efficient expenditure of public funds and the adequate provision of public utilities and other public requirements

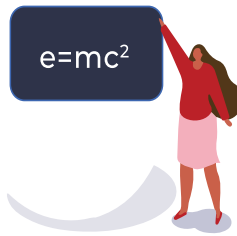
This plan is not intended to serve as a “parcel by parcel” guide to development. Rather, it is to be viewed as an overall guide to the nature and direction of development in Hartselle as it is necessary to achieve both the short and long-term goals of the city. In order to attain these goals, it is understood that changes to current zoning and subdivision regulations will be necessary in some cases.

The successful achievement of the goals outlined in this plan will not be possible without open communication and cooperation between the City of Hartselle, Hartselle Utilities, Hartselle City Schools, and the Hartselle Area Chamber of Commerce. While this plan is an independent document, it is adopted with input from these entities and the understanding that their plans will play equally important roles in the overall future form of Hartselle.

In 2009, Hartselle entered the Alabama Communities of Excellence (ACE) program to become ACE certified and became a designated ACE community. As part of maintaining that designation, the comprehensive plan is required to be updated every five to ten years.



Housing & Neighborhoods



Education



Quality of Life

WHAT KIND OF CITY DO YOU WANT TO BE?

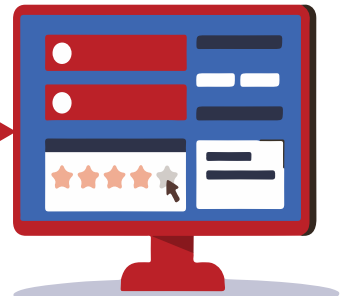
Transportation



Parks & Recreation



Economic Development



**2045
Comprehensive
Plan**

PLANNING PROCESS

The Hartselle 2045 Comprehensive Plan Update was developed with a great deal of input from the public, planning commission, and comprehensive plan steering committee. NARCOG created a Public Involvement Plan that outlined the public involvement strategies to be utilized, including a plan website, online survey, pop-up meet and greets, social media, focus group and stakeholder interviews, and public meetings. The public involvement process aims to meet the following outreach objectives:

- **Inform** - Inform the community with timely, transparent, and accurate information to create awareness.
- **Listen** - Listen to the community in the identification, refinement, and prioritization of policy updates needed to guide growth and development in the City.
- **Educate** - Educate citizens and stakeholders to participate and contribute more meaningfully to the process by equipping them with information to provide knowledgeable input and decisions. Ensure people understand how decisions are made, that their concerns are heard, and that their feedback influences decisions.
- **Reach** - Reach and engage a diversity of stakeholders who reflect Hartselle including residents, businesses, community agencies, students, and hard to reach populations.

In March of 2023, the City of Hartselle Mayor Garrison finalized the appointment of a steering committee for the update of the existing 2012 comprehensive plan (the Hartselle 2030 Comprehensive Plan). The steering committee played an integral role by providing their knowledge and perspective to the plan development team, and assisting with communicating and promoting the planning efforts to the citizens of Hartselle. This committee, comprised of 15 individuals representing a cross-section of the community, met five times between July of 2023 and February of 2024 to review the existing plan together with the input gained from public engagement sessions.

A dedicated website for the planning process and public engagement was created, as well as a dedicated FaceBook page, several versions of yard signs, flyers, QR codes, and other materials to obtain public input for the plan. A visioning survey created using Survey123 by Esri was posted online for several months and received over 600 responses, approximately 4% of the population. There were two open house meetings for the public to comment on the plan. Meeting #1 was August 17, 2023. Meeting #2 was March 19, 2024. A public hearing for the final draft was held August 6, 2024.

Antrak Stop
for passengers
Improve Rail line
for Industry like
@ SONOCO

Nice Recreation Park
with access : parking
to support family
recreation including
canoe, kayak, fishing
@ Flint Creek in
Woodall's Bridge Park
-greatly improve the park

Promote
Infill
Business/
mixed use

HISTORY OF HARTSELLE

The City of Hartselle has a rich heritage dating back over 150 years to the inception of the original town in 1870. Named for George Hartsell, an early settler in the area, the town became better known after the construction of the railroad through Hartselle. With its development and the establishment of a train depot, the commercial buildings of Hartselle were constructed, and the city became a familiar stop along the railroad. In August of 1916, the entire business district of Hartselle was destroyed by fire. Twenty-one buildings were leveled, including the train depot and freight building. Business owners replaced the original frame buildings with new brick structures, many of which still exist today. The train depot has been restored and now serves as a visitor center and Chamber of Commerce headquarters.

The decision of the Morgan County commissioners to locate a pike road through Hartselle was a major key to its growth. This road, now known as U.S. Highway 31, was constructed north to south through Hartselle in the 1930s, and has since served as a fast route of transportation into and out of Hartselle, as well as contributing to the city's economic growth and prosperity.

Over the years, many things have changed in Hartselle. Cotton is no longer the primary industry. The interstate now passes through the area along the eastern edge of the city, and development, both residential and commercial, has occurred well beyond the small original downtown area. The Hartselle of today is home to a variety of industries, as well as many commuting residents who make the short drive daily to work in Decatur or Huntsville. Hartselle is expected to experience continued residential growth over the coming years; therefore, planning efforts in the city should be aimed at ensuring that this growth is well managed and conducted in the best interest of the community as a whole.

Below is a historical photograph from the Hartselle Historical Society of the old Sinclair gas station on the corner of Hickory and Sparkman Streets next to the current Farmers Market.



HISTORIC DESIGNATIONS

In 2017, the Alabama Tourism Department erected historic markers to commemorate “The Great Hartselle Bank Robbery” as a “notable event.” The robbery occurred in the early morning hours of Monday, March 15, 1926, when five to ten men took around \$15,000 in cash, coins, and gold bars from the Bank of Hartselle over the course of a three-hour heist. According to the historic plaque:

“It began around midnight when five men appeared in Hartselle and asked where they could purchase gas. Earnest Mittwede, a cashier from the nearby Farmers and Merchants Bank, led them to night policeman Les Williams. Producing pistols, the men directed Mittwede and Williams to the back room of the Bank of Hartselle. They tied the men up and unloaded tools, rifles and explosives from a nearby car. Meanwhile, bandits proceeded to the L&N depot where they captured station agent J.B. “Brad” Huie and passenger Oscar K. Williams. When the train stopped, conductor J.A. Taylor was puzzled to find no passengers or station agent. He soon discovered that the telephone lines had been cut. Conductor Taylor used an emergency line unknown to the robbers to contact authorities in Cullman and Birmingham. When the robbers’ efforts to access the Bank of Hartselle vault through the wall proved unsuccessful, they placed explosive charges on the vault door. By some accounts it took eight charges to blow the door, wrecking the interior of the bank and sending debris on to the heads of the frightened hostages. Alarmed by the noise, many of Hartselle’s citizens emerged from their homes to investigate and were met by gunfire warning them to keep away. The robbers took other citizens hostage, including Chester Young, Mack McGinnis and Bob Griggsby. Dr. J.D. Johnston, a local dentist, ventured too close and was shot in the thigh. After they had packed up their loot, the robbers got in their cars and vanished into the darkness. The robbery lasted more than three hours. Despite the efforts of local, state, and federal authorities, no arrests were ever made.”

Source: <https://www.hmdb.org/m.asp?m=217091>



“The hole made by the explosives is still there today.”

Source: <https://www.hmdb.org/>

[PhotoFullSize.asp?PhotoID=757150](https://www.hmdb.org/PhotoFullSize.asp?PhotoID=757150)

In 2014, the Hartselle Historical Society and the Alabama Tourism Board erected a historic marker for the “Skirmish at Woodall’s Bridge” that occurred during the Civil War on April 7, 1864, in Hartselle.

"An estimated 600 Confederate and Union troops skirmished on this site for control of crucial troop movements south of the Tennessee River during the Federal occupation of North Alabama. Confederate Brigadier General James Holt Clanton led forces based in Danville against a Federal cavalry from the garrison at Decatur for control of Woodall's Bridge. The bridge was the primary route for east-west movement in Morgan County after an important river bridge at Decatur was burned two years earlier. Troops needed access to Woodall's Bridge to move across the county and defend their picket positions. The Confederate strength was initially 40 men, with another 200 becoming engaged. The Union forces were estimated at 350 men. The Confederates chased the Union cavalry back to Decatur after the skirmish. The next day smaller cavalry units of both forces skirmished on this site with the Confederates again chasing the Union forces back towards Decatur."



Source: <https://www.hmdb.org/m.asp?m=72810>

On April 1, 2010 a formal resolution was signed by the Governor of Alabama designating the portion of Alabama Highway 36 in Morgan County from the interchange of AL-36 with I-65 to the Lawrence County line as "The Jesse Owens Parkway." In 2017, the project to place long overdue appropriate highway signage recognizing the designation of AL-36 as "The Jesse Owens Parkway," as well as replacing dilapidated directional signage on Alabama Highway 157 for the Jesse Owens Museum and Memorial Park was completed. Projected benefits from the signage include increased tourist traffic through Downtown Hartselle in particular.

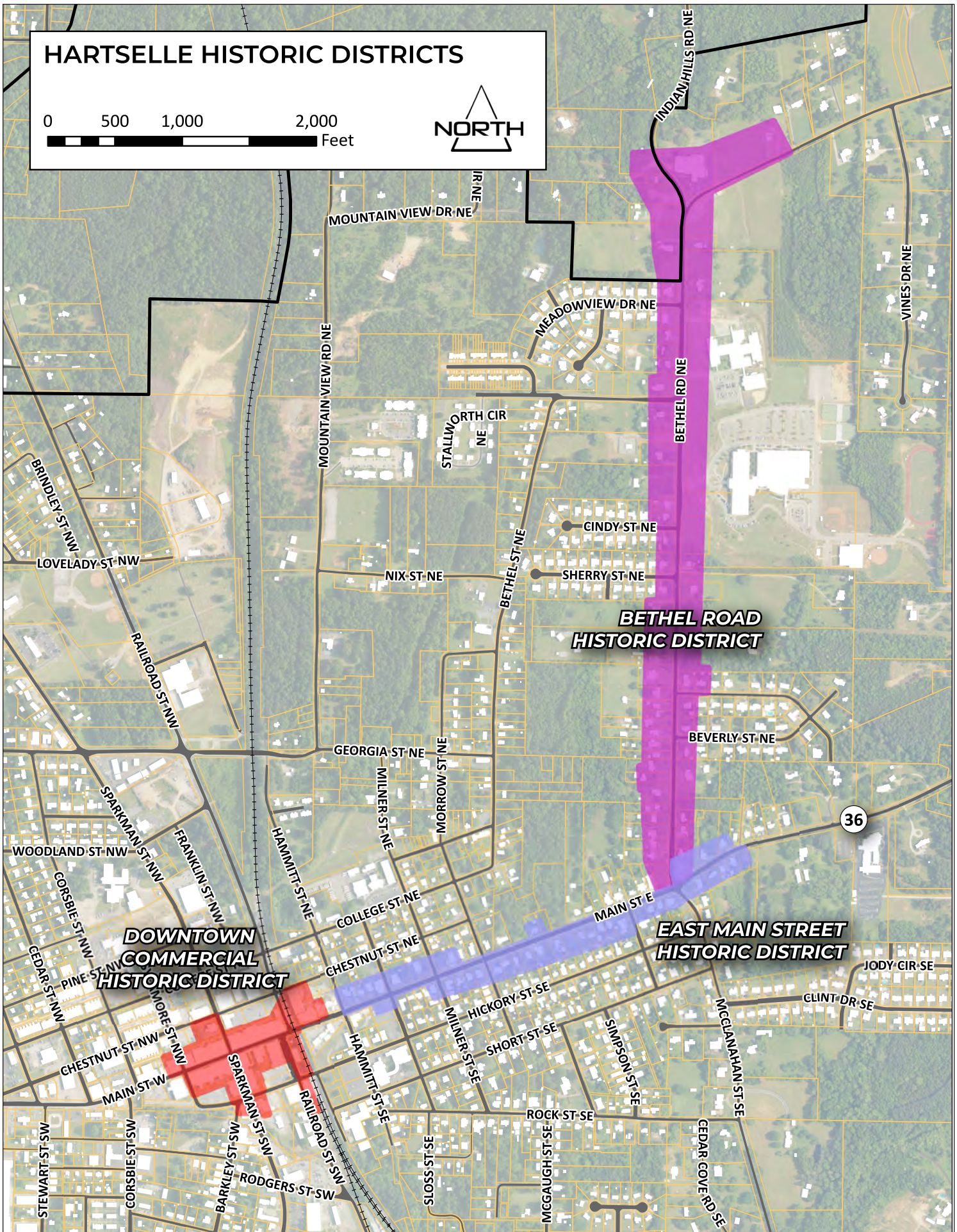


HISTORIC DISTRICTS

There are three (3) recognized historic districts located in Hartselle. The **Hartselle Downtown Commercial Historic District** is recognized by both the National Register of Historic Places, which is managed by the National Park Service (NPS), and by the Alabama Register of Landmarks & Heritage, which is managed by the Alabama Historical Commission (AHC). All Alabama properties that are listed in the National Register are automatically considered listed in the Alabama Register. The Downtown Commercial Historic District goes roughly along Main Street, Railroad Street, Hickory Street, and Sparkman Street. The other two districts that are on the Alabama Register are the **Bethel Road Historic District** and the **East Main Street Historic District**. The East Main Street Historic District goes from 201 to 728 E Main Street. The Bethel Historic District runs along Bethel Road. The map on the following page shows the historic district boundaries.

HARTSELLE HISTORIC DISTRICTS

0 500 1,000 2,000 Feet





EXISTING CONDITIONS

EXISTING CONDITIONS

PHYSICAL CONDITIONS & CHARACTERISTICS

Hartselle is located in the foothills of the Appalachian Mountains, in an area with numerous stream systems, forests, and wildlife species. The Tennessee River is located approximately 12 miles to the north of Hartselle, and provides an array of recreational opportunities for local residents and tourists, as well as port access for local industries. The approximate physical boundaries of the current city limits are Flint Creek to the west and Interstate 65 (I-65) to the east. In addition, the City of Decatur and Wheeler Wildlife Refuge to the north and the Town of Falkville to the south create jurisdictional borders.

The flood area associated with Flint Creek is of particular significance to the future growth of the city. The Wheeler National Wildlife Refuge encompasses the creek and its flood area north of the city. West of U.S. Highway 31 (US-31) north and south of State Highway 36 (AL-36), the creek's physical limitations for building, associated with flooding and soil type, form a natural barrier to development in these areas.

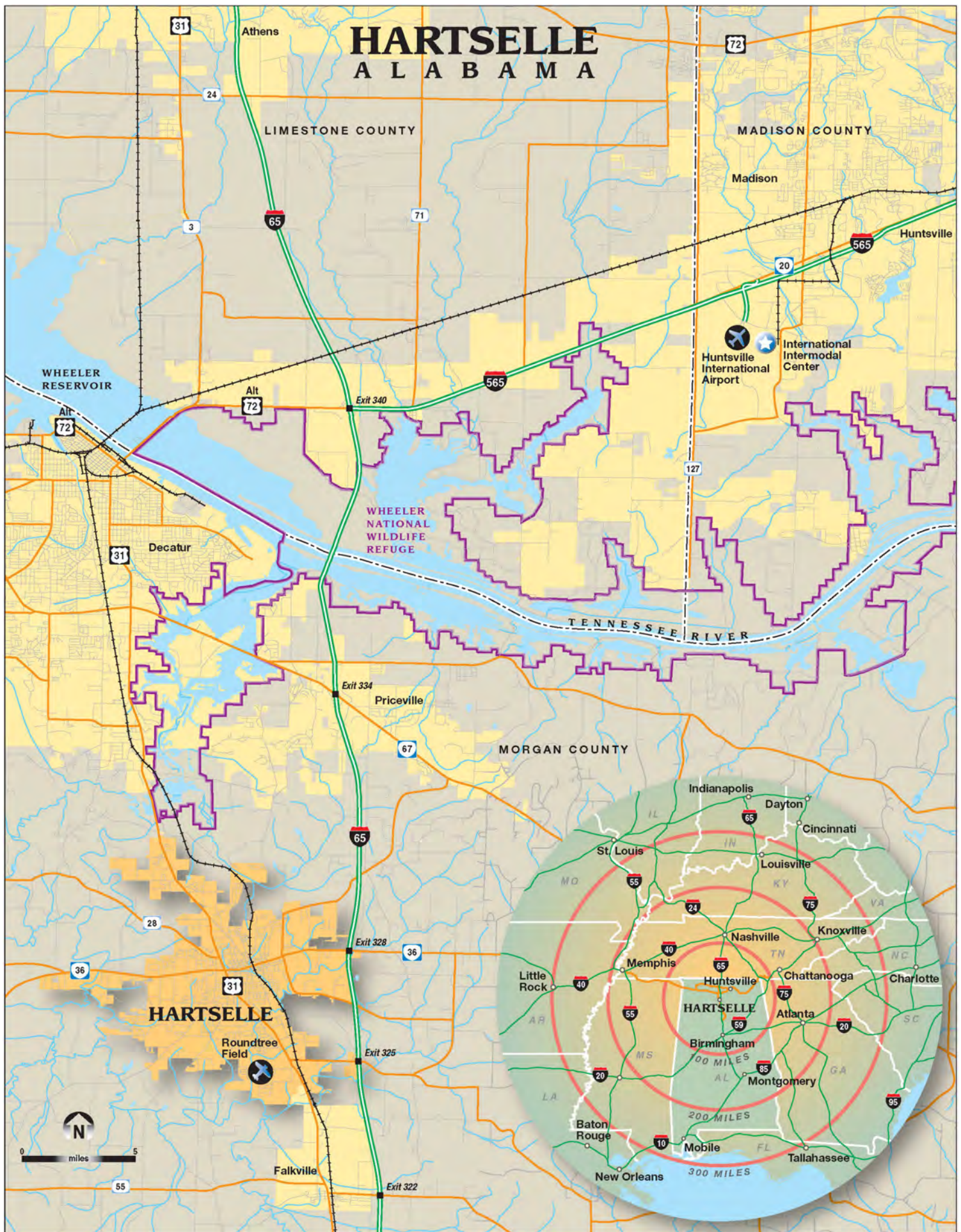
The city is bordered by steep topography to the north, and along the streams between I-65 exit 328 and the airport. Although slopes in these areas are typically considered unsatisfactory for development, several new subdivisions have been developed in the north Hartselle area on 10 to 15 percent slopes. It is essential that any development approved in these areas include provisions for the protection of sensitive environmental resources.

LOCATION

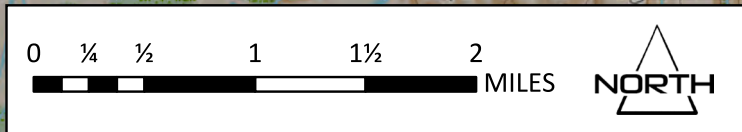
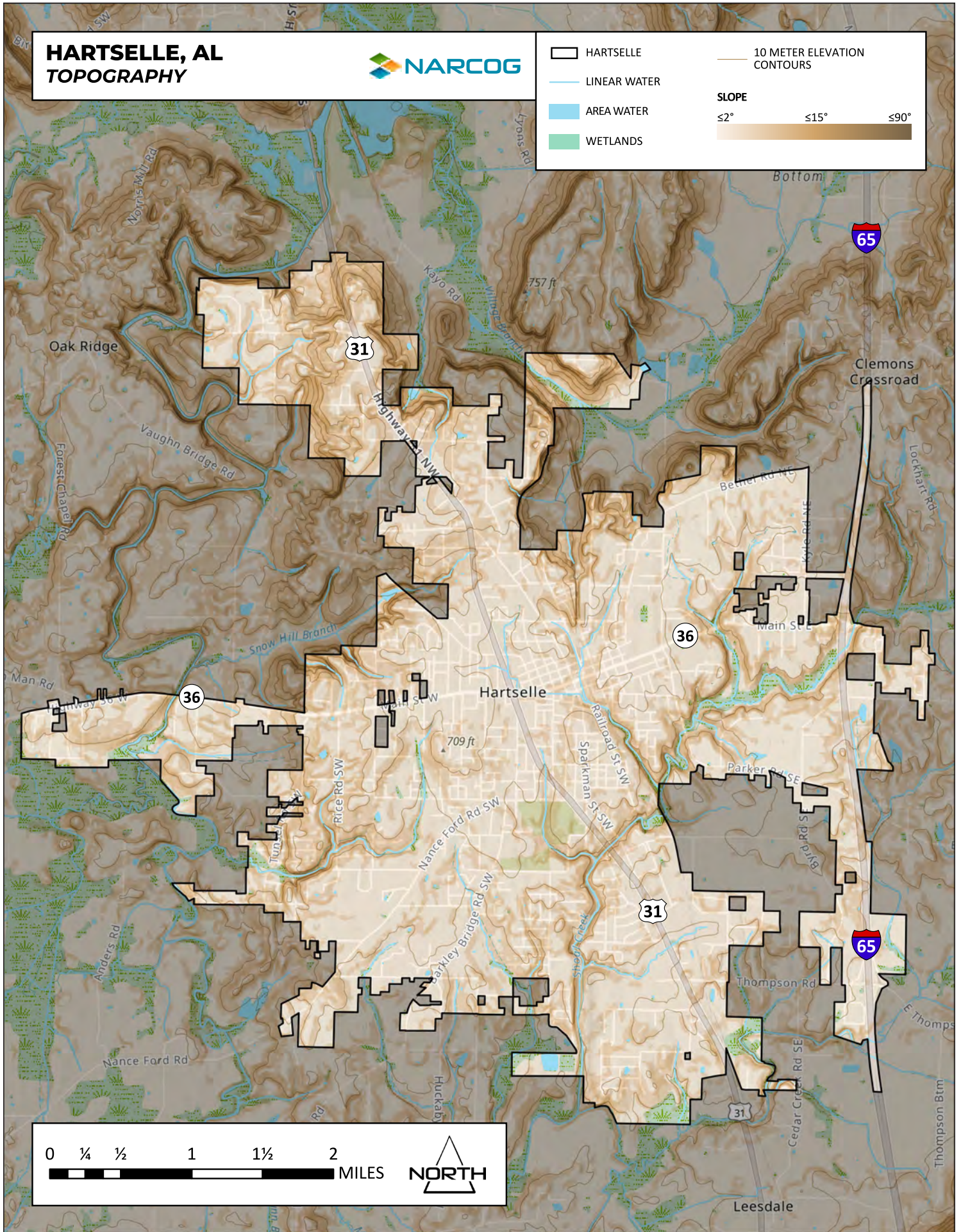
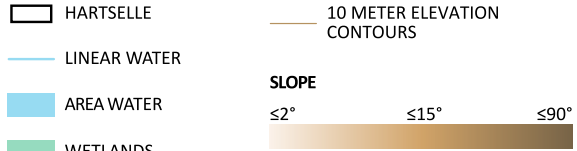
Hartselle is located in central North Alabama in Morgan County. It is approximately ten miles south of Decatur, seventy miles north of Birmingham, and thirty miles southwest of Huntsville. Easy access to I-65 gives citizens the benefit of easy access to Birmingham as well as other large employment and manufacturing centers. The location of Hartselle along I-65 also provides the city with opportunities for hospitality-based business development such as lodging facilities and restaurants at its AL-36 interchange. The 2011 opening of Cracker Barrel restaurant at this exit has provided a draw to attract interstate travelers, and this development is expected to grow significantly in the near future.

The city's location further provides opportunities for light manufacturing ventures with the development of Morgan Center Business Park. One example of this is the new Cerrowire facility that recently located to the business park. Future phases of this park will provide abundant opportunities for job-creating light manufacturing ventures and support facilities, located near the center of Morgan County with immediate access to the "new railroad", I-65.

While Hartselle is not a true "bedroom" suburb, its clean environment, small town atmosphere, low crime rate, and excellent school system provide a superior quality of life and make it an attractive location for residential development. The encouragement of essential growth and continued provision of a desirable environment is a delicate and essential balance.



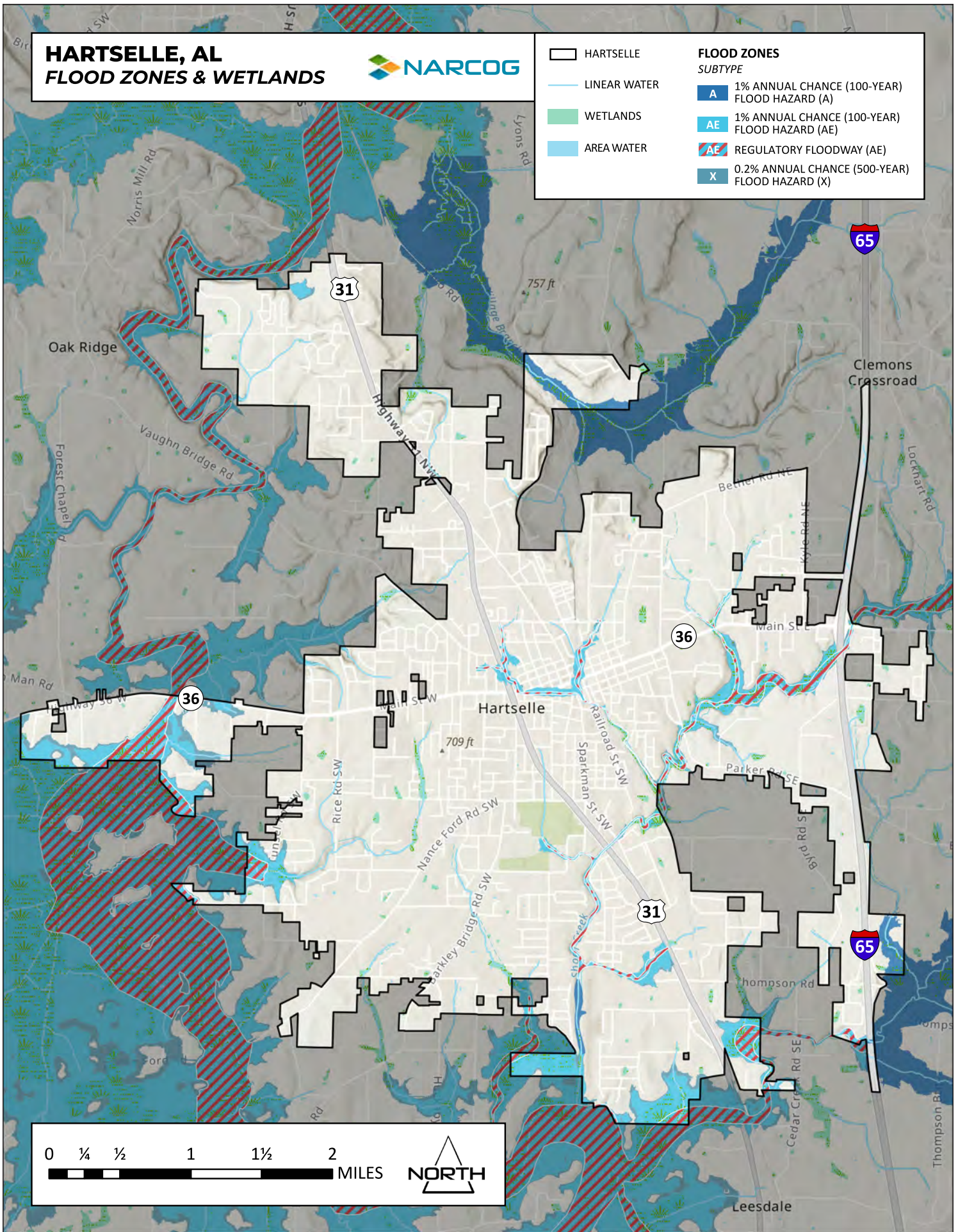
HARTSELLE, AL TOPOGRAPHY



HARTSELLE, AL FLOOD ZONES & WETLANDS



	HARTSELLE
	LINEAR WATER
	WETLANDS
	AREA WATER
FLOOD ZONES	
SUBTYPE	
	1% ANNUAL CHANCE (100-YEAR) FLOOD HAZARD (A)
	1% ANNUAL CHANCE (100-YEAR) FLOOD HAZARD (AE)
	REGULATORY FLOODWAY (AE)
	0.2% ANNUAL CHANCE (500-YEAR) FLOOD HAZARD (X)



DEMOGRAPHIC & ECONOMIC CHARACTERISTICS

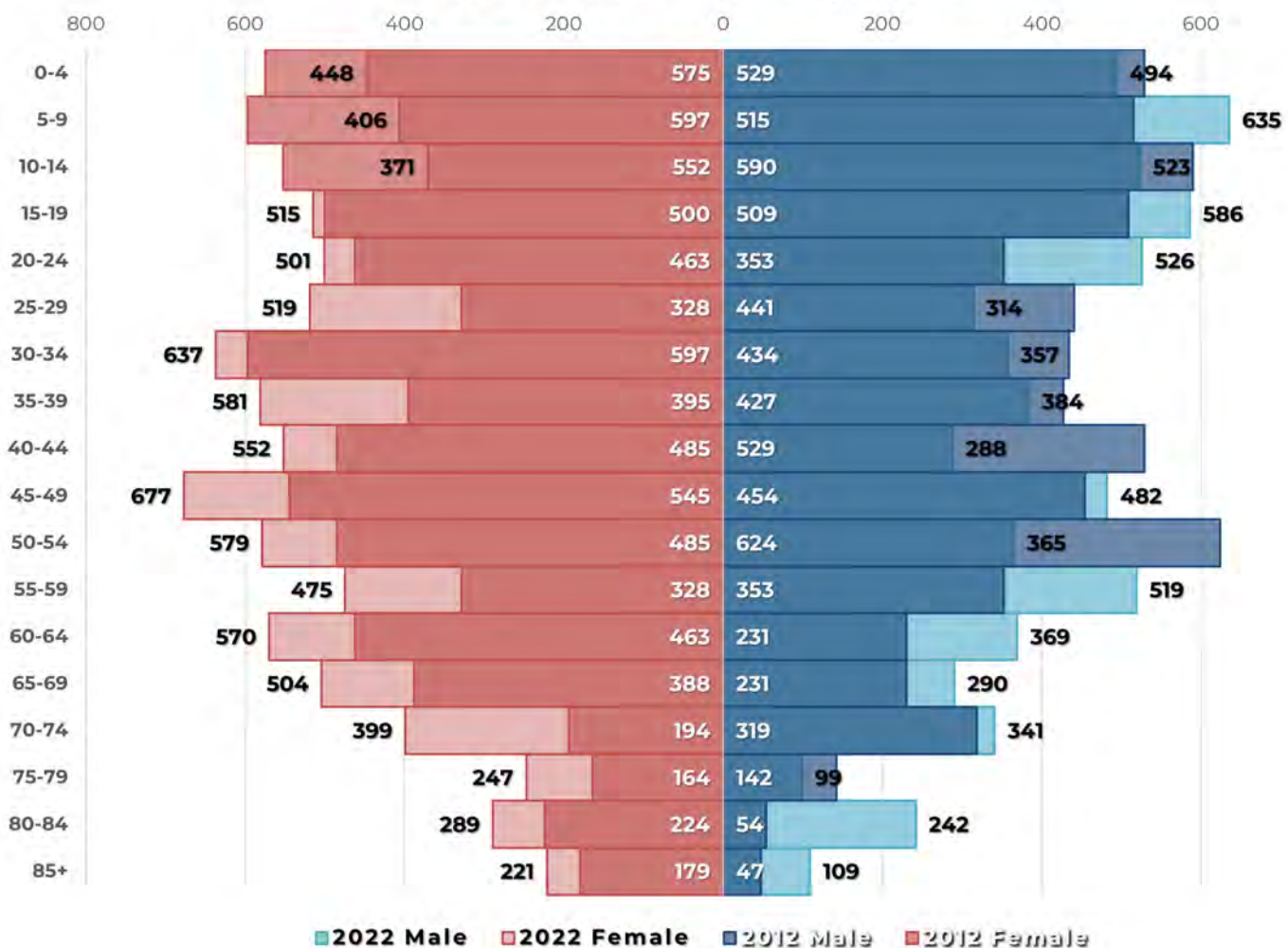
The demographic characteristics of Hartselle and surrounding areas are of great importance in observing current trends and offering recommendations for future policy and development plans. Some of the most significant characteristics and their prevailing trends are discussed herein. Graphic tables illustrating these trends follow.

POPULATION

The population of Hartselle continues to steadily increase. As of the 2020 Census, the population was 15,455. The most recent population number from the 2022 American Community Survey (ACS) 5-Year Estimates for the city is 15,414. This is an increase of 1,200 people (8.4%) since the 2010 Census, and an increase of 3,436 (28.6%) since the 2000 Census.

As new industries are attracted to Morgan Center Business Park and new commercial development takes place near the interstate and along US-31, it is anticipated that many new jobs will become available in the area over the coming years. This expectation combined with the new Hartselle High School, new Crestline Elementary school building, reputation of Hartselle as a city with low crime, superior schools, and excellent recreation opportunities, reinforces the likelihood of continued population growth in the coming years. As this growth continues, effective zoning, subdivision regulation, and infrastructure planning will be essential to ensure the healthy development of the city as a whole.

2012 vs 2022 Hartselle Population



POPULATION PROJECTIONS

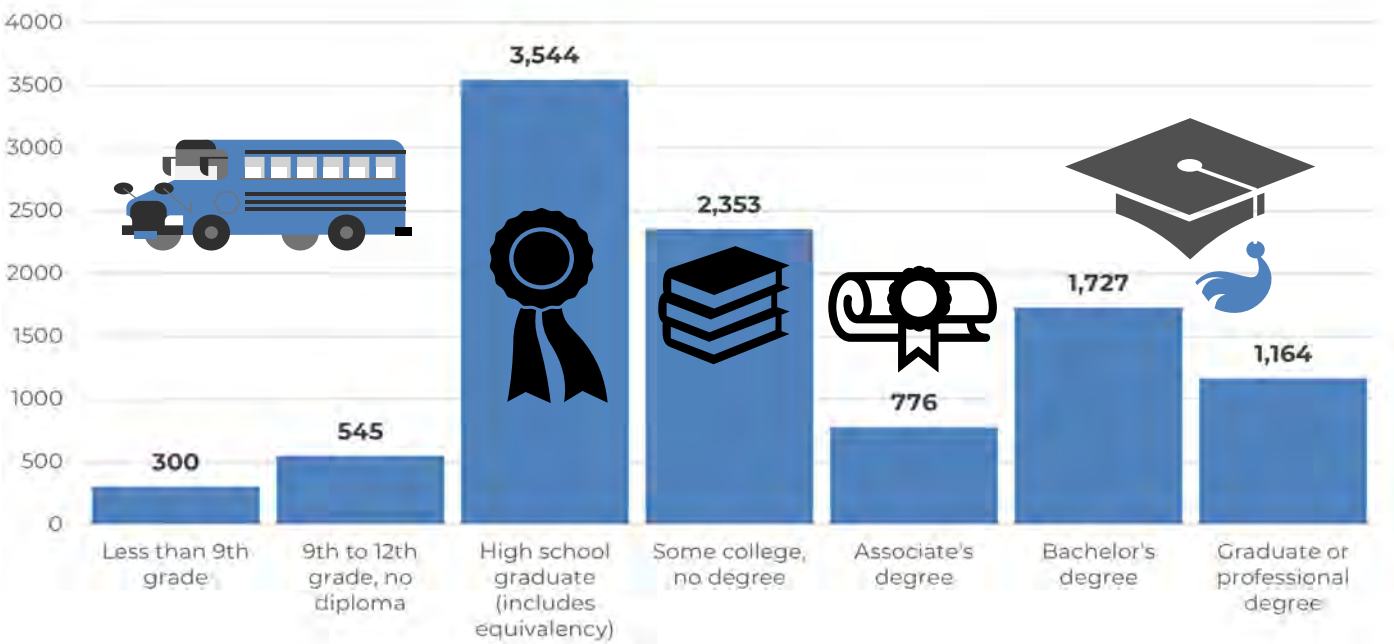
Based on past population statistics for the city of Hartselle, the Average Annual Absolute Change (AAAC) method of projection was used to project Hartselle’s future population growth out to 2050. Using Hartselle’s population change between 2012 and 2022, the AAAC method projected that the population in 2050 will be approximately 18,696.

HARTSELLE	2012	2022	2030	2040	2050
Population	14,242	15,414	16,352	17,524	18,696

EDUCATIONAL ATTAINMENT

The level of educational attainment achieved by Hartselle residents greatly impacts characteristics such as household income and home ownership. In addition, it is an important factor in the decision-making process of many industries in whether to locate in a city. The availability of a suitable employee base is of the utmost importance to these industries as well as to companies already based in or near Hartselle. Companies such as NASA and Intergraph are located in nearby Huntsville and employ suitably trained residents from all surrounding cities. Of significance is the array of higher education institutions within a short drive of Hartselle. The University of Alabama at Huntsville, University of North Alabama, Alabama A&M University, Calhoun Community College, and others all provide education opportunities for Hartselle residents.

The percentage of population aged 25 or older with less than a high school diploma dropped from 9.2% in 2012 to 8.1% in 2022. The percentage with Associate’s degrees increased from 7.3% to 7.5%, and the demographic with a Bachelor’s degree or higher attainment increased from 22.6% in 2012 to 27.8% in 2022. The population with a graduate or professional degree or higher increased from 6.2% in 2012 to 11.2% in 2022. This continuing increase in residents with college degrees, together with continuing reduction in the high school drop-out rate, presents Hartselle with a continuously better trained, better qualified employee base for both the attraction of new commerce and the retention of existing Hartselle companies. The graphic below shows a detailed look at the educational attainment of the population aged 25 or older.

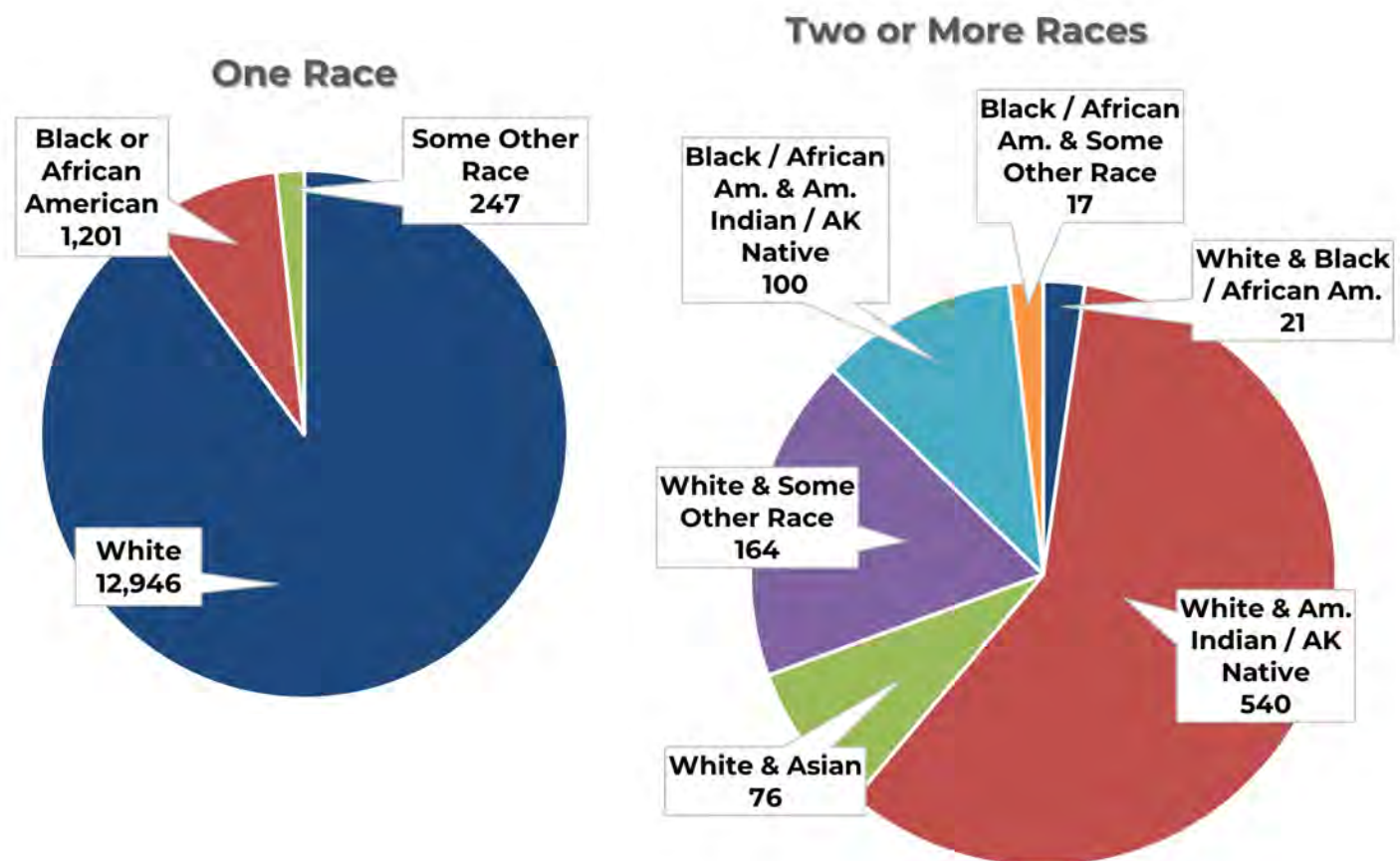


DIVERSITY: AGE, SEX, & RACE

According to the ACS estimates, the median age as of 2022 is 39.6. In the last 10 years, the percentage of the total Hartselle population under the age of 20 has decreased slightly from around 30% in 2012 to around 26% in 2022. Both middle-aged segments of the Hartselle population stayed fairly steady between with the 20-34 age demographic slightly increasing from 18.4% to 18.5%, and the 35-54 age demographic reducing from 27.7% to 25.4%. The age range that has increased the most is those 55 years and older. In 2012, the largest of these four age groups was “under 20 years” at 30.7%. In the 2022 estimates, the largest age group is “55 years and over” at 30.3%. The median age of males in Hartselle is 35.3 and the median age of females is 42.3 years of age. The number of males per 100 females is 81.5, which is down from the ratio of 90.9 males per 100 females in 2012. The population pyramid on the previous page shows a more detailed look at the age and sex of the population in 2012 versus 2022.

Although it is evident that young families with children continue to make Hartselle home, the gradual increase in demographic share by the senior population will likely impact the priorities of public service funding and allocation over the next several decades. While movement to the city by families with children will certainly continue with the advancement of the Hartselle school system and recreation facilities, the continued aging of Hartselle’s significant older population will make public services such as senior services an increased necessity in the forthcoming years.

In terms of race and ethnicity, the most recent estimates (2022) show that 93.4% of the population identifies as being one race, and 84% of them are white, 7.8% are black or African American, and 1.6% are some other race. Of the 6.6% that identify as two or more races, 3.5% (540) identify as “White and American Indian and Alaska Native.” The charts below show a more detailed look at the racial makeup of the population.



INCOME & EMPLOYMENT

The City of Hartselle has experienced a steady increase in median household income over the past several decades.

According to the 2022 ACS estimates, of the population 16 years and over, 59.2% are in the labor force, which is a decrease from the 66.8% in 2012, however, only 3.9% are unemployed, which is a much better rate than the 10.8% unemployed in 2012. The median household income has also increased by over \$10,000 from 2012 when it was \$52,036 and is now \$64,876. The median family income is now \$89,781, an increase of over \$30,000 since 2012 when it was \$59,349. This increased income coincides with improvements in educational attainment levels since 2000, and will likely further increase over the coming years with the development of new industry and high-tech companies throughout the region.

HOUSING

The estimated number of total housing units in Hartselle has increased from 5,807 in 2012, to 6,611 in 2022 with 88.1% occupancy. The 11.9% vacancy rate is mostly due to vacancies in rental units (8.7%), as the vacancy rate of homeowner units actually decreased from 3.8% in 2012 to 3.6% in 2022. Part of the high rental vacancy rate is likely due to the increased cost to rent. In 2012, there were no rentals paying more than \$1,500 per month, however, in 2022, 6.6% of rentals were paying between \$1,500 and \$3,000 per month. Approximately 39.1% of renters are paying over 30% of their household income for rent, whereas only 13.8% of homeowners with a mortgage were paying over 30% of their household income to selected monthly owner costs. This discrepancy is likely one of the main reasons for the high vacancy rate of rental units.

About 7.2% of the housing stock is estimated to have been built in the last 15 years. The median value of owner-occupied housing has increased from \$128,000 in 2012 to \$175,600 in 2022. The average household size dropped only slightly from 2.67 in 2012 to 2.64 in 2022.

The city of Hartselle will continue to ensure that all ADA accessibility requirements (including sidewalks, etc.) are met as new residential subdivisions are developed using subdivision regulations.



Above: New townhomes in Cain Park



Left: Sign advertising new homes in Cain Park east of I-65



Right: Single-family homes on Meadowview Dr off Bethel Rd NE

COMMUNITY FACILITIES & PUBLIC SERVICES

PARKS & RECREATION



Sparkman Park Master Plan

The Hartselle Parks and Recreation Department consists of several locations and multiple facilities to promote fitness and fun in the City of Hartselle. The main office is located inside Sparkman Civic Center at 406 Nanceford Road SW. Facilities include baseball and softball fields at Sparkman Park and Grady and Margie Long Complex; soccer fields at Walker Field and the Youth Soccer Complex; walking and bicycling paths at Sparkman Park; playgrounds, including the Special Needs Accessible Playground (SNAP) of Morgan County next to Sparkman Park where one can find a splash pad, pavilions with picnic tables, restrooms, and a water fountain. Hartselle also has the Aquatic Center, which is a family-

oriented facility open from Memorial Day Weekend to August. It offers fun for all ages and abilities including a zero-depth entry, two slides, a lazy river and a full-service concession stand. The facility can be rented for private parties or corporate events as well. More information about existing facilities can be found on the city's website at <https://hartselle.org/188/Parks-Recreation>.

Several major additions have been made to Hartselle recreation facilities since the adoption of the 2012 comprehensive plan. A man-made, stocked fishing pond and associated walking trail were constructed for Sparkman Park. The city invested \$1.4 million in lighting upgrades at all sports facilities, including the ball fields at Sparkman, Mountainview, and the tennis courts beside the Intermediate School, where additional pickle-ball upgrades are planned, as well. Upgrades have also been made to the SNAP playground and splash pad, as well as the interior and exterior of the Sparkman Civic Center. The city also recently had the firm Game Day Associates complete a Sparkman Park Master Plan in 2023. Hartselle also now has a dog park and skate park. Link to Sparkman Park Master Plan: <https://acrobat.adobe.com/id/urn:aaid:sc:VA6C2:b5db4d29-19b8-4965-a83a-127d3446a405>

CIVIC CENTER COMPLEX

In 2010, the City of Hartselle, along with the help of the Morgan County Commission, was successful in obtaining grant funding to construct a new senior center facility. The former meeting location for senior groups in Hartselle was a single room within the Sparkman Civic Center and did not meet the needs of the growing senior population. This newly constructed facility, an addition to the civic center, consists of a large recreation room complete with kitchen and private restroom facilities, as well as ample space for activities, meetings, and relaxation. The new center has been an enormous success and has provided an exclusive location for senior citizen activities in Hartselle.



Rendering of the future surgery center

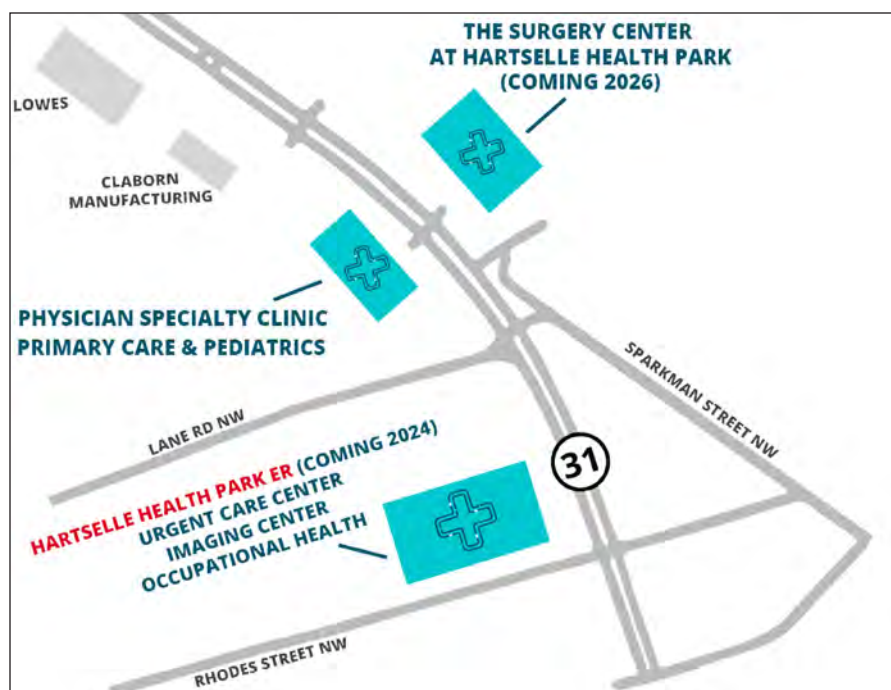
Source: <https://cullmanregional.com/cullman-regional-seeks-approval-to-build-ambulatory-surgery-center-in-hartselle/>

HEALTHCARE

In terms of healthy living and food accessibility, the Hartselle Farmers Market has expanded exponentially since the last plan, including a new building in 2017. Eligible senior citizens can use a \$50 benefit card provided by the Senior Farmers Market Nutrition Program (SFMNP) to purchase local fresh fruits and vegetables from the Farmers Market. The farmers market offers local, fresh produce, meat and poultry, and baked goods.

The Hartselle Health Park opened in 2021 and has since added multiple outpatient services, including two doctor clinics, a diagnostic imaging center, and an urgent care. Cullman Regional has already established a specialty clinic with primary care and pediatrics and an outpatient imaging center in Hartselle. In April of 2023, the State Health Planning & Development Agency Certificate of Need Review Board approved Cullman Regional's application to build a freestanding emergency department in Hartselle, which will serve Hartselle and south Morgan County communities. The 17,934 square-foot facility will be located at the new Hartselle Health Park on US-31. It will operate like a hospital-based ER, open 24 hours a day, 7 days a week, and will be staffed with board certified

emergency trained physicians. There will also be an ambulance bay and helipad. In November 2023, the Certificate of Need Review Board also approved the building of the surgery center, which is slated to be opened in 2026.



Source: <https://cullmanregional.com/community/hartselle-health-park/>



Sign on US-31 announcing future site of surgery center in Hartselle Health Park

SCHOOL SYSTEM & EDUCATION

Hartselle City Schools (HCS) continues to be one of the best school systems in North Alabama. The school system is composed of three K-4 & PreK schools: Barkley Bridge, Crestline, and F.E. Burleson Elementary schools; Hartselle Intermediate (5th and 6th grades); Hartselle Jr. High (7th and 8th grades); and Hartselle High School (9th-12th grades). The school system just updated its 2018 Strategic Plan. The mission statement is “Inspiring and preparing ALL students for learning, leadership, and life.” The vision states “HCS will establish itself as a premier Alabama school district by leading the way on local, state, and national levels academically, artistically, and athletically.” Since the last comprehensive plan in 2012, the school system has completed the construction of a new high school, as well as a new building for one of the elementary schools, Crestline Elementary. The new Crestline Elementary building is approximately 105,000 square feet. The new 2024 Strategic Plan can be viewed here: <https://www.hartselletigers.org/domain/135>.



*Above: The new Crestline Elementary building
Below: Hartselle High School*



LIBRARY

The current library, William Bradford Huie Library, is located at 152 Sparkman Street NW. It hosts a summer reading program, a Little Listeners Story Time, and provides free Wi-Fi and public computers, among many other services. A new library is planned to go in the new development on the old hospital site, along with an event center. Renderings for the new library and event center can be found in the Future Land Use section of this plan.

CITY HALL

The new Hartselle City Hall is located at 611 Chestnut Street NW on the western edge of downtown. It opened in October 2021 and cost \$3 million to remodel. The new three-story former Wells Fargo Bank building is prominently located near the intersection of U.S. Highway 31 and Alabama Highway 36/Main Street.

In addition to the City Council auditorium, the first floor of city hall is home to offices of the City Clerk – Controller, Administration Department, and Municipal Court. Administration staff on the first floor are available to assist b with questions related to business licenses, building permits, yard sale and food unit permits, alcohol licenses, sales tax matters, city cemetery questions, and to schedule certain city services such as debris pick-up. The Municipal Court staff is available to assist with traffic fines and similar matters, as well as questions related to municipal court schedules.

The second floor of the building houses the office of the Mayor, the city's human resources and accounts payable/receivable offices, and the Department of Development

The Department of Development is located at City Hall and encompasses building inspection; planning and zoning; nuisance abatement; GIS mapping; development marketing; and special projects administration. The department serves as the first point of contact for a wide array of specialized services and is available to assist with questions related to zoning and new residential or commercial development. Please visit the city website at <https://hartselle.org/168/Department-of-Development> for more information. The third floor of the facility is currently unfinished, allowing for future office and public space to be added, as the city and its needs continue to grow.



PUBLIC WORKS

The Public Works Department is located at 99 Lovelady Street NW. The Public Works Department is responsible for the following:

- Street repair
- Right-of-way maintenance
- Maintenance of City drainage
- Curbside garbage and yard-waste pickup
- Curbside recycling
- Street and traffic signs
- Street sweeping
- Operation of the city landfill
- Maintenance of city vehicles and equipment
- Roll-off dumpster service

The landfill hours are from 7:30am to 4:00pm Monday through Friday, and 8:00am to 12:00pm noon on Saturday.

PUBLIC SAFETY

Fire and Rescue

Hartselle Fire and Rescue (HFR) is a combination fire department consisting of full-time career firefighters and volunteers that provides fire protection for the city. HFR has two fire stations and an ISO Class 4 fire rating. Station Number 1 is located at 200 Main Street East and Fire Station Number 2 is located at 100 Crestline Drive. ISO ratings are important as they directly impact insurance costs.

Hartselle Fire and Rescue (HFR) responds to all fires, MVAs, emergency medical calls, HAZMAT, and other incidents within the incorporated city limits of Hartselle. HFR is constantly training its own personnel and conducts various Alabama Fire College classes that are open to outside agencies. Other programs offered by HFR include fire prevention and safety training. Fire Station Number 1 near downtown has outgrown its useful life, and the city is planning on relocating it further east along Highway 36 near I-65 on Shull Road, across from the county engineering offices.

Police Department

The Hartselle Police Department is located at 150 Chestnut Street NW. The Police Department is currently allocated for 34 full-time officers, four (4) part-time officers, and one (1) civilian employee. The department hopes to add a second civilian position in the upcoming budget cycle. There are three (3) divisions within the Police Department: Investigations, Patrol, and Records. The Criminal Investigations Division is comprised of three general Investigators and investigates all types of felony offenses. The Patrol Division provides a variety of services and has several specialized units. Extra patrol units for businesses and residents can be requested. The Records Division has copies of accident reports that are usually available approximately 48 hours after an accident has occurred.

Additionally, the City of Hartselle Police Department sponsors a Citizens Police Academy to provide the citizens of Hartselle the opportunity to learn more about their police department, officers, support staff, and the day-to-day operations of the department. It's open to residents of the City of Hartselle and the surrounding area who are at least 19 years of age or older.

Renderings of the future Fire Station #1 by Leonard Design Architects



UTILITIES INFRASTRUCTURE

Hartselle Utilities (HU) is nearing the installation phase of metering upgrades to incorporate Advanced Metering Infrastructure (AMI) technology to the water, gas, and electric systems. This will allow for Hartselle Utilities to remotely read meters in the system and provide real time usage data to the customers.

Electrical System

The Electric Department of Hartselle Utilities has three substations, District in the center, Primary in the southwest, and Cedar Creek in the southeastern section of the coverage area. There are 5,705 electric meters, or customers. There are almost 200 miles of overhead spans, and almost 45 miles of underground spans.

Natural Gas System

The Hartselle Utilities Natural Gas Department has ten regulator stations, 4,611 gas meters, 523 active risers, and 231 miles of gas main lines. HU recently extended 4" PE gas main approximately 7 miles to reach poultry houses in eastern Lawrence County. This project, constructed by Hartselle Utilities Personnel, was completed in October 2023 after nearly a year of work. The terrain and subsurface rock presented construction issues for this project.



Water System

The Water Department of Hartselle Utilities serves 7,562 customers. There are three water booster pump stations and five water storage tanks totaling 3,350,000 gallons of storage capacity. In 2022, HU completed the Bethel Road High Level Water Booster Station, which provides a redundant feed and pressurization assistance for the eastern portion of the water distribution system. This project was constructed with funds from an ADEM Drinking Water State Revolving Fund loan and was designed by CDG, Inc.

Sanitary Sewer System

The Sewer Department of Hartselle Utilities serves 5,095 customers with one sewer treatment plant that utilizes active sludge treatment and sludge processing and disposal. This system consists of gravity main and force main. There are fifteen drainage basins, 2,090 manholes, and 20 lift stations. HU is in the design phase for several large sanitary sewer improvement projects that will be constructed in the coming years. Those improvements are the Basin F Sanitary Sewer Pumping Station and Force Main, Basin N Sewer Main Upgrades, and multiple pipe bursting sewer replacement projects across the collection system.

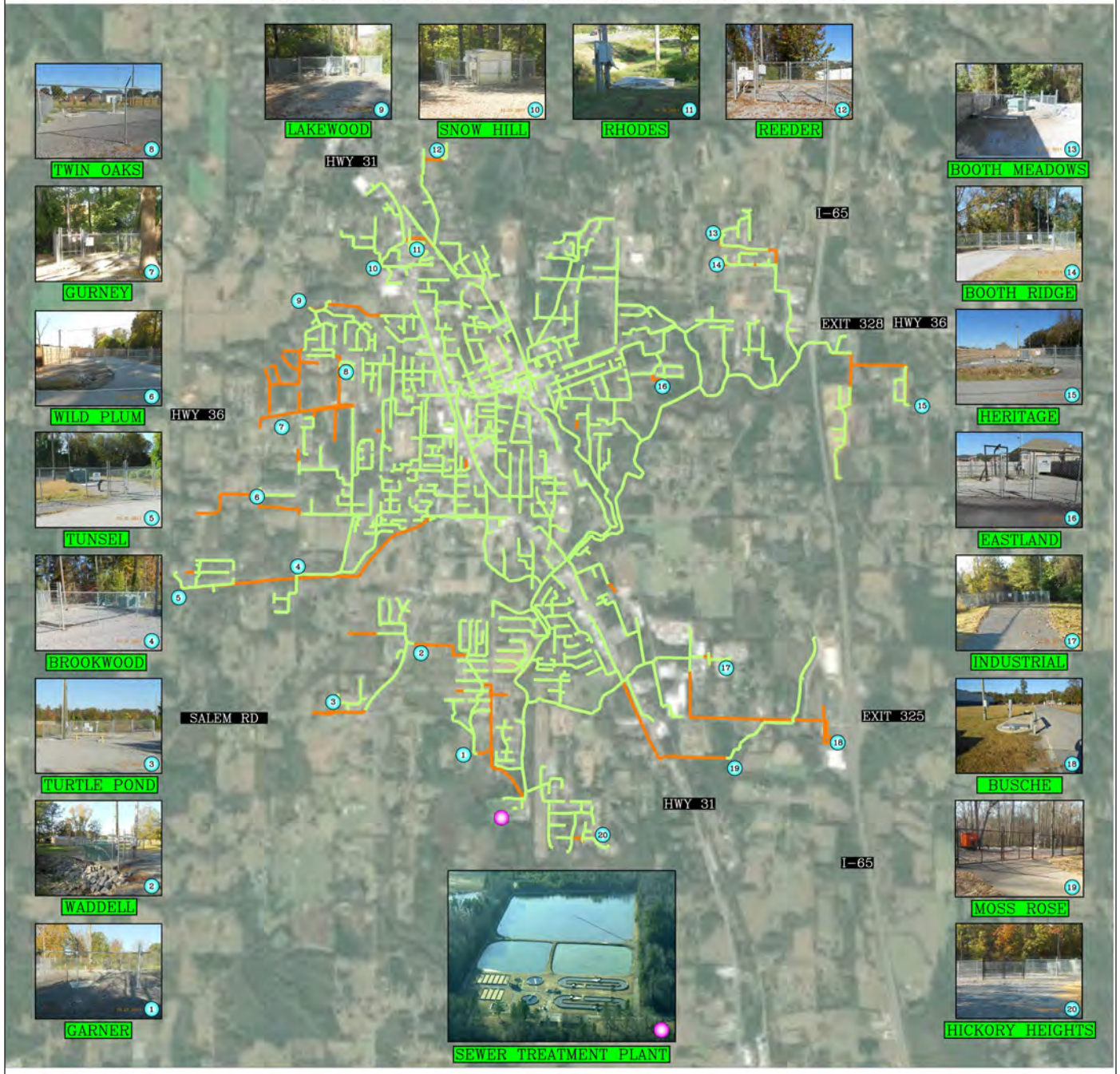


Hartselle Utilities
1010 SPARKMAN STREET, NW
HARTSELLE, ALABAMA 35640
PHONE: 256.773.3340

HARTSELLE UTILITIES SEWER SYSTEM



HARTSELLE UTILITIES ENGINEERING DEPARTMENT NOVEMBER 2023 SCALE: NTS



ANNUAL AVERAGE DAILY TRAFFIC (AADT) COUNTS

 HARTSELLE CITY LIMITS


 RAILROAD

 AIRPORT

 AIRPORT RUNWAY

ROAD TYPE


 LOCAL/COUNTY


 STATE


 U.S.


 INTERSTATE


2021 AADT

 20 – 3,076

 3,077 – 7,742

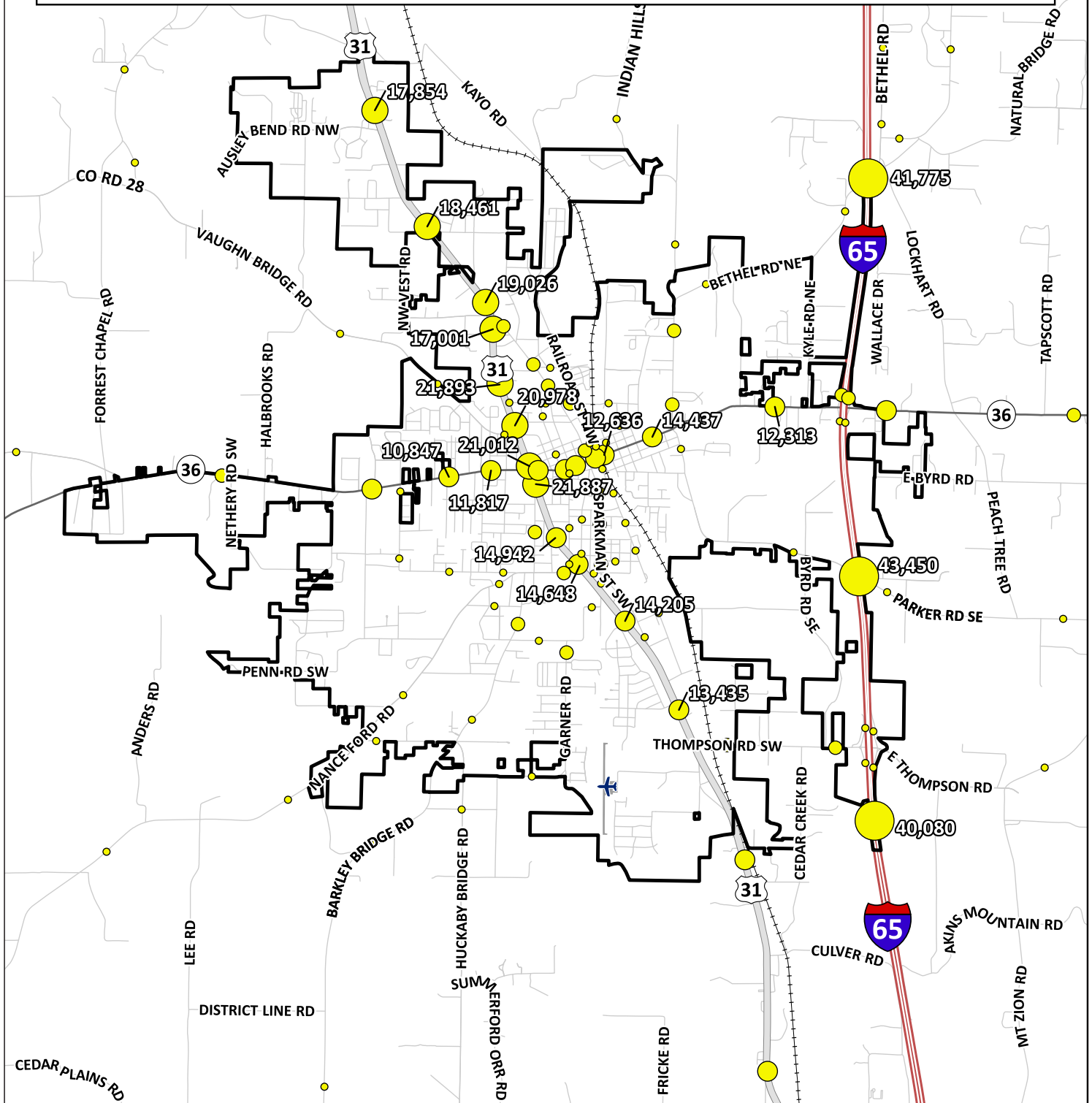
 7,743 – 14,942

 14,943 – 27,134

 27,135 – 54,438



0 ¼ ½ 1 1½ 2 Miles



TRANSPORTATION

STREETS

At the time of the 2012 Comprehensive Plan, one of the biggest recent achievements was a railroad bypass and Longhorn Pass extension which allowed for the provision of uninterrupted emergency services throughout the city.

As expected, the Annual Average Daily Traffic (AADT) counts from 2021 were highest along US-31, AL-36, and I-65, and also increased from the previous year's count. The 2021 AADT is shown on the map provided.

Hartselle continually updates and follows its connectivity plan for local streets. Since 2004, developer-constructed stub streets have been included within many residential and commercial developments in order to ultimately connect these developments to the larger street network. Other potentially larger and more costly transportation projects include:

- Proposed Bethel Rd I-65 exit to connect to US-31 and relieve the traffic along AL-36
- Widening of road and bridge expansion on Thompson Rd and improvements on Thompson Road from MCBP to I-65
- Widen bridge on AL-36 over I-65 or implement round-abouts and access management plan
- US-31 and AL-36 intersection upgrades
- TAP Phase 2 project at intersection of US-31 and Sparkman St (realignment, signal, turn lanes)



Construction on US-31 to improve access management along the section near Sparkman Street

The Highway Functional Classification System defined by the Federal Highway Administration (FHWA) lists the four main classification categories for roadways as Principal Arterials, Minor Arterials, Collectors, and Locals. The map on the following page shows the road classifications for the Hartselle area. Although the Interstate (I-65) is labeled separately, interstates are considered to be a type of Principal Arterial.

HARTSELLE EXISTING TRANSPORTATION SYSTEM



HARTSELLE CITY LIMITS

EXISTING BIKE/PED FACILITIES

STREETS

RAILROAD

AIRPORT

AIRPORT RUNWAY

HIGHWAY FUNCTIONAL CLASSIFICATION

MINOR COLLECTOR

MAJOR COLLECTOR

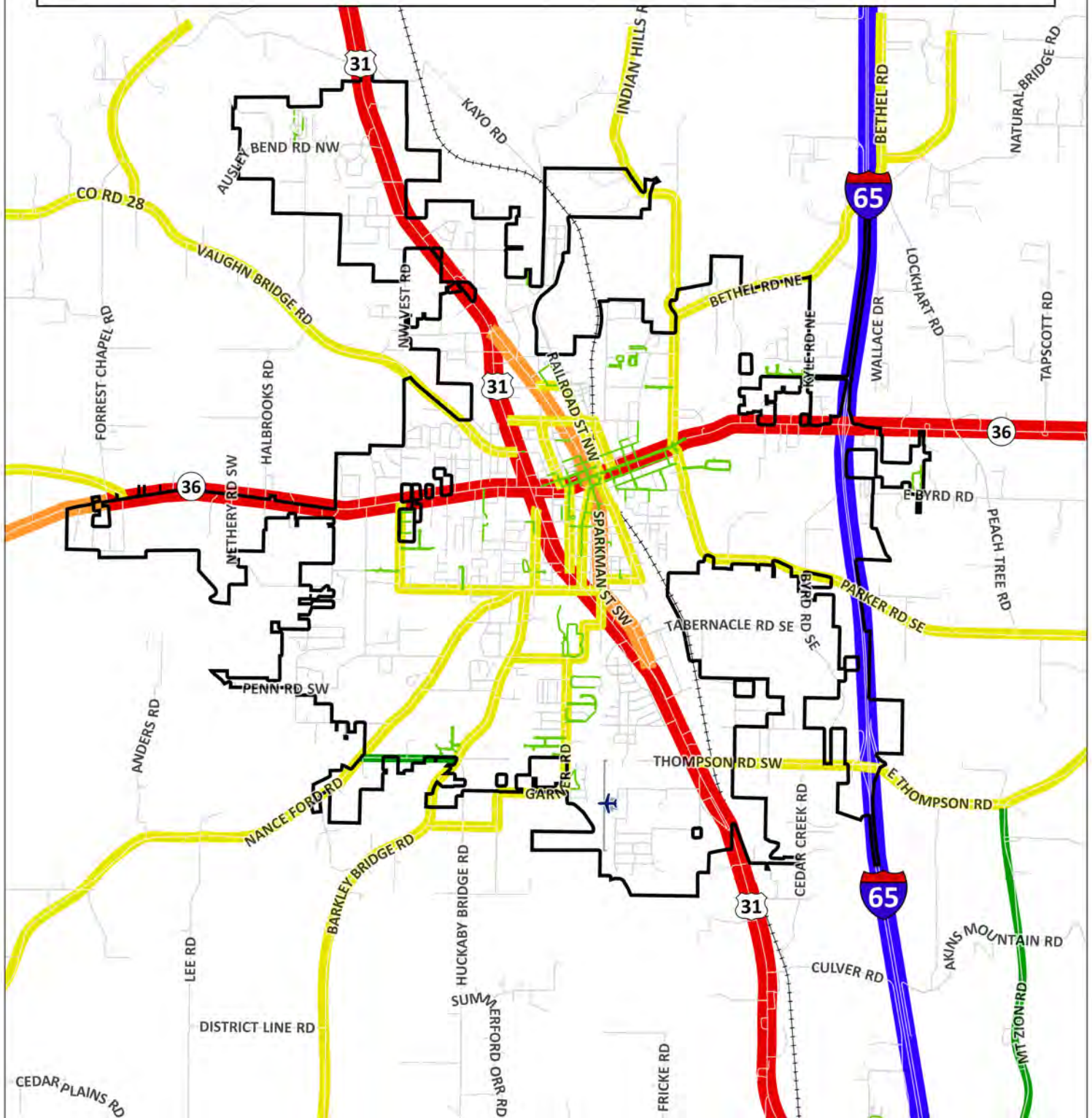
MINOR ARTERIAL

PRINCIPAL ARTERIAL

INTERSTATE



0 ¼ ½ 1 1½ 2 Miles



PEDESTRIAN INFRASTRUCTURE

The City of Hartselle continues to make strides toward a more complete ADA compliant sidewalk system. In keeping with its accessibility plan, the city makes improvements and additions to the existing sidewalk infrastructure as possible. It further requires that all new developments within its jurisdiction include ADA compliant sidewalks and ramps. It is the intent of the city to continue making improvements consistent with its ADA accessibility plan until fully compliant. Some potential projects include:

- Construct sidewalks along Barkley Bridge Road and Groover Road from neighborhoods to the school
- Complete shared-use path from Sparkman Park through the Downtown to the High School
- Construct shared-use path from Garner Road neighborhoods to Sparkman Park

AIRPORT

Established in 1965, the Hartselle-Morgan County Regional Airport (formerly Rountree Field) has been an asset to the City of Hartselle. The airport is a popular fueling stop for small plane pilots and is the only airport in Morgan County. As Morgan Center Business Park grows, it is important that the airport be equipped to adequately support increased demand and serve as a continued attractor of business and industry to the city. In 2018, the airport was awarded \$498,654 in FAA funding for rehabilitation of the apron, runway, and taxiway. In April of 2020, the city was awarded another Airport Improvement Project Grant from the FAA for \$125,670.65 to make airfield electrical improvements at the airport. In November of 2023, the airport received another \$144,000 in grant funding through the FAA. The city also commissioned an Airport Master Plan that is nearing completion by the consultants. The FY2025-2033 Airport Capital Improvement Plan can be viewed here: <https://acrobat.adobe.com/id/urn:aaid:sc:VA6C2:56b5d1f4-6e3c-492e-9014-43ebb22c8f0f>

INTERSTATE 65 CORRIDOR

Interstate 65 is the major north-south corridor in Hartselle. The City has two exits on I-65 at Alabama State Highway 36 (exit 328) and at Thompson Road (exit 325). A third exit is currently being planned at Bethel Road.

In 2000, an Interstate Corridor Development Plan was completed by the RM Plan Group of Nashville. In studying the interstate corridor, the group concluded that based on current trends, continued population growth was likely in the study area. Commercial uses were seen as being most positive at the AL-36 interchange. In addition, commercial and industrial uses should be encouraged in the Thompson Road area. In order to guide development of the corridor in a direction consistent with study findings, the plan proposed expanding incorporated areas to include the interchanges of I-65. In addition, it was recommended that infrastructure improvements such as new service roads and extended water and sewer systems be implemented in order to better attract development. The corridor plan remains valid and its recommendations continue to be followed as the city works with its regional partners to develop the I-65 corridor. The development of Morgan Center Business Park at exit 325, Cracker Barrel development at exit 328, and utility infrastructure improvements to facilitate growth east of the interstate have been significant steps toward realization of the long-term goals outlined in the plan.

HOUSING & NEIGHBORHOODS

RESIDENTIAL GROWTH

Since the 2030 Plan completion in 2012, new and continued residential development has occurred in various areas of the city. Some of the existing subdivisions that have had new houses built since 2012 include the Twin Oaks neighborhood; Booth Meadows and Booth Ridge neighborhoods off Kyle Rd NE; Turtle Pond neighborhood off Barkley Bridge Rd; the Stone Hills and Ausley Bend neighborhoods off Ausley Bnd Rd; and Hickory Heights off Foote Rd SW. New construction has continued in the Garner Road area in neighborhoods like Magnolia Preserve, Gold Crown Estates, The Knoll, Lake South Village, Shoal Creek Estates, and Fox Ridge, as well as in the Cain Park and Heritage Heights neighborhoods to the east of I-65 along East Byrd Road.

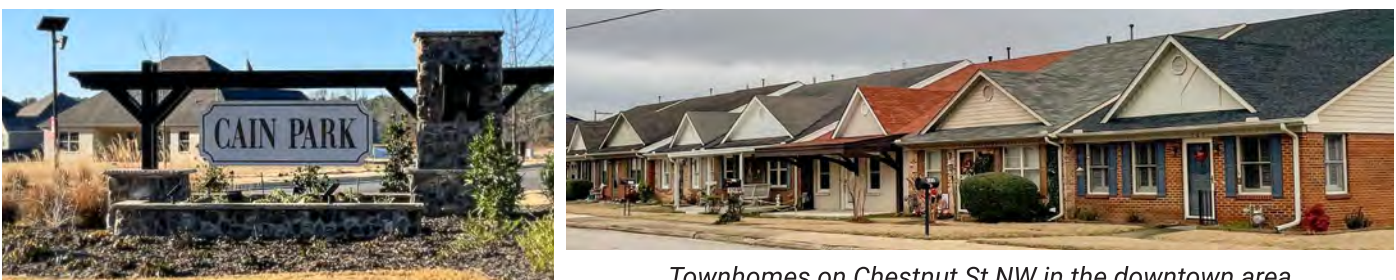
Additionally, new multi-family apartment developments have been constructed, such as Rivers Edge apartments next to Pike St SE, just west of the I-65 exit onto Main St E (AL-36). Other planned developments include Sweetwater Cove and new phases of some of the existing subdivisions. Cain Park and Hickory Heights have had the largest number of lots platted in their subdivisions at 218 and 153 lots, respectively. There are five public housing neighborhoods operated by the Hartselle Housing Authority: Cotton Place (off Hammitt St NE), Roberts Court (off Railroad St SW), Corsbie Circle (off Corsbie St SW), Oakwood Townhomes (off Adelle St SW), and Stallworth Circle (off Stallworth St NE).

As development occurs, the city should remain vigilant in its enforcement of subdivision regulations and environmental/aesthetic ordinances to ensure the quality of development for the city as a whole. Additionally, it is encouraged that the city continue to make provisions for the allowance of higher density infill development near downtown, as well as multi-family apartment and mixed use developments where compatible. More affordable housing options have also been raised as a concern for many citizens.

The map on the following page shows areas that are already in the city limits where residential and mixed-use infill opportunities can be studied (in orange).



Newer houses in the Ausley Bend neighborhood area (Source: Zillow, Google Street View)



Townhomes on Chestnut St NW in the downtown area

ECONOMIC DEVELOPMENT



Recently, the Morgan Center Business Park (MCBP) has become one of the important economic drivers in the Hartselle area. It is a fully served 135-acre site with transportation and utility infrastructure already provided. In early 2023, the park welcomed the first tenant, a 270,000-square-foot Cerrowire production plant, and recently finished completing a 200,000-square-foot pad for another prospective company to locate. Cerrowire also plans to expand in the near future and has located its headquarters in Hartselle. The Alabama Policy Institute

recently ranked Hartselle in its top 15 most business-friendly cities in the state. Some of the other most important economic drivers for Hartselle are along the US-31 corridor, Downtown (which also includes part of AL-36), and the I-65 exit 328 at AL-36.

The Hartselle Area Chamber of Commerce (HACC) is a business focused organization that supports and promotes economic development in all of Hartselle and the surrounding areas, including Falkville. According their website (<https://www.hartsellechamber.com/>), the Chamber exists to help businesses grow and prosper, increase job opportunities, encourage the orderly expansion, development, and economic stability of the community, promote competitive marketing, and make the Hartselle area a better place to live, work, and play. Some examples of their work include ribbon cuttings, “Lunch & Learn” meetings for members, and events such as “Depot Days,” “Serve Day,” and “Hartselle for the Holidays.”



The Chamber also has the Hartselle For Tomorrow Foundation, which exists to support organizations and charitable programs that advance the people and places of the community. The Chamber cites the first actionable item of this foundation as being to restore the Old Post Office and establish it as the future home of the HACC, as well as an educational and event center. It will also grow capacity for an improved tourism and visitor center and intends to be another economic driver for Hartselle.

The Downtown Hartselle Business League (DHBL) is now a committee under the Chamber and exists to affirm and maintain Historic Downtown Hartselle as the “social, cultural, and historical focal point” of the community. Although the city itself is not a designated Main Street Alabama Community, the league uses the Main Street Four-Point Approach® (organization, promotion, design, and economic vitality) as its four focus areas to promote and strengthen downtown Hartselle.



Hartselle. Incorporated in July of 1969, MCEDA is located in Decatur, Alabama and was created to stimulate, promote and assist in the development of new industry and the expansion and development of existing industry within Morgan County. In addition, the MCEDA office, in conjunction with the Decatur-Morgan County Port Authority, oversees the operation of the Morgan County public port terminals.



Decatur Morgan County Tourism (DMCT) is another economic development partner of Hartselle. Tourism can function as a significant tool in economic development by generating



outside revenue through visitor spending, hospitality-related job creation and retention, infrastructure development, and preservation of cultural and community heritage. DMCT promotes many Hartselle destinations, venues, and events, such as the annual Christmas parade and open house, Depot Days, the Hartselle Farmers Market, the historic downtown and depot, the Flint Creek Canoe Trail beginning in Hartselle, the disc golf course at Sparkman Park, the many wedding venues and dress shops, the Step Out Agriventure Trail featuring Reeves Peach Farm, and many others.

Left: Flint Creek Canoe Trail map located at the boat launch off US-31 across from the WaterWorks Center for Environmental Education

MARKET PROFILE

The reports on the following pages were made by using Esri's Community Analyst tool and show some of the characteristics of the market in terms of consumer spending for Hartselle, with a break down of spending in the "recreation" market, and the spending potential for recreation in Hartselle. It also shows the top three Tapestry Segments in Hartselle. The "Green Acres" segment is the largest group according to Esri. The second largest segment is "Heartland Communities." Both of these segments are part of the LifeMode group characterized as "cozy country living." The third largest segment is "Middleburg," which is a "family landscapes" LifeMode group. More can be learned about each group by clicking the following links:

Green Acres – https://downloads.esri.com/esri_content_doc/dbl/us/tapestry/segment21.pdf

Heartland Communities – https://downloads.esri.com/esri_content_doc/dbl/us/tapestry/segment26.pdf

Middleburg – https://downloads.esri.com/esri_content_doc/dbl/us/tapestry/segment15.pdf

Market Profile

Hartselle City, AL 2
Hartselle City, AL (0133448)
Geography: Place

Prepared by Esri

		Hartselle cit...
Top 3 Tapestry Segments		
1.		Green Acres (6A)
2.		Heartland Communities (6F)
3.		Middleburg (4C)
2023 Consumer Spending		
Apparel & Services: Total \$		\$11,310,949
Average Spent		\$1,802.83
Spending Potential Index		82
Education: Total \$		\$8,768,459
Average Spent		\$1,397.59
Spending Potential Index		78
Entertainment/Recreation: Total \$		\$21,035,066
Average Spent		\$3,352.74
Spending Potential Index		89
Food at Home: Total \$		\$36,142,106
Average Spent		\$5,760.62
Spending Potential Index		85
Food Away from Home: Total \$		\$19,155,220
Average Spent		\$3,053.11
Spending Potential Index		82
Health Care: Total \$		\$42,664,564
Average Spent		\$6,800.22
Spending Potential Index		92
HH Furnishings & Equipment: Total \$		\$15,777,249
Average Spent		\$2,514.70
Spending Potential Index		85
Personal Care Products & Services: Total \$		\$4,963,683
Average Spent		\$791.15
Spending Potential Index		83
Shelter: Total \$		\$125,330,645
Average Spent		\$19,976.19
Spending Potential Index		81
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$17,394,638
Average Spent		\$2,772.50
Spending Potential Index		89
Travel: Total \$		\$11,955,615
Average Spent		\$1,905.58
Spending Potential Index		85
Vehicle Maintenance & Repairs: Total \$		\$7,207,375
Average Spent		\$1,148.77
Spending Potential Index		88

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 18, 2023

Recreation Expenditures

Hartselle City, AL 2
Hartselle City, AL (0133448)
Geography: Place

Prepared by Esri

Demographic Summary		2023	2028
Population		15,851	16,039
Households		6,274	6,384
Families		4,404	4,473
Median Age		42.6	43.5
Median Household Income		\$68,416	\$79,951
	Spending Potential Index	Average Amount Spent	Total
TV/Video/Audio	89	\$1,201.55	\$7,538,544
Cable & Satellite Television Services	91	\$784.97	\$4,924,903
Televisions & Video	84	\$299.91	\$1,881,664
Audio	84	\$114.15	\$716,160
Rental of TV/VCR/Radio/Sound Equipment	80	\$0.60	\$3,759
Repair of TV/Radio/Sound Equipment	95	\$1.92	\$12,057
Entertainment/Recreation Fees and Admissions	83	\$587.83	\$3,688,040
Tickets to Theatre/Operas/Concerts	84	\$45.84	\$287,605
Tickets to Movies	74	\$20.48	\$128,516
Tickets to Parks or Museums	86	\$23.88	\$149,842
Admission to Sporting Events, excl.Trips	93	\$54.36	\$341,035
Fees for Participant Sports, excl.Trips	83	\$99.23	\$622,546
Fees for Recreational Lessons	74	\$107.05	\$671,629
Membership Fees for Social/Recreation/Health Clubs	85	\$236.27	\$1,482,370
Dating Services	67	\$0.72	\$4,496
Toys/Games/Crafts/Hobbies	88	\$138.77	\$870,647
Toys/Games/Arts/Crafts/Tricycles	87	\$113.73	\$713,558
Playground Equipment	121	\$9.69	\$60,799
Play Arcade Pinball/Video Games	95	\$1.63	\$10,223
Online Gaming Services	74	\$6.91	\$43,359
Stamp & Coin Collecting	78	\$6.81	\$42,709
Recreational Vehicles and Fees	98	\$147.56	\$925,807
Docking and Landing Fees for Boats and Planes	102	\$15.51	\$97,323
Camp Fees	77	\$29.02	\$182,043
Payments on Boats/Trailers/Campers/RVs	112	\$75.76	\$475,330
Rental of Boats/Trailers/Campers/RVs	90	\$27.27	\$171,110
Sports, Recreation and Exercise Equipment	83	\$233.28	\$1,463,601
Exercise Equipment and Gear, Game Tables	75	\$72.73	\$456,324
Bicycles	85	\$48.19	\$302,356
Camping Equipment	78	\$15.49	\$97,161
Hunting and Fishing Equipment	93	\$62.71	\$393,470
Winter Sports Equipment	72	\$7.13	\$44,736
Water Sports Equipment	101	\$14.37	\$90,166
Other Sports Equipment	85	\$9.45	\$59,271
Rental/Repair of Sports/Recreation/Exercise Equipment	89	\$2.86	\$17,916
Photographic Equipment and Supplies	83	\$38.63	\$242,345
Film	67	\$0.29	\$1,851
Photo Processing	90	\$7.19	\$45,101
Photographic Equipment	74	\$12.54	\$78,694
Photographer Fees/Other Supplies & Equip Rental/Repair	87	\$18.60	\$116,699
Reading	84	\$106.31	\$666,961
Magazine/Newspaper Subscriptions	89	\$39.00	\$244,658
Magazine/Newspaper Single Copies	95	\$5.28	\$33,153
Books	82	\$34.85	\$218,676
Digital Book Readers	78	\$27.17	\$170,475

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 12, 2024

LAND USE & ZONING

EXISTING LAND USE

Of great importance to the overall good of Hartselle is the functionality of relationships among land-use types in the city. Many serious problems are possible with a lack of consistent and sensitive zoning practices. Such problems may arise when high-density residential development is permitted without adequate infrastructure or when incompatible commercial or industrial development is permitted near residential neighborhoods. Vacant commercial buildings may also result from a lack of population base or allowance of excessive outward commercial development. Hartselle continues to be a city of vibrant residential growth and significant commercial opportunity. The benefits of these characteristics to the residents of Hartselle and the long-term goals of the city are dependent upon the effective oversight of development through well-planned zoning and policy.

Land use factors such as density, mix, connectivity and walkability affect how people travel in a community. Land use patterns greatly affect the quality of life a place can offer to both its residents and visitors alike. The more segregated different land uses are, the more car-dependent a place is. Certain land uses do not belong together or benefit from being in close proximity, such as residential use and industrial uses. This is usually because of the noise, pollution, and unsightly appearance of industries and the potential harmful effects it can have on residents. However, other land uses such as residential, institutional, and commercial/business often go well together, and provide benefits to each other.



The map on the next page shows the existing land uses within the current city limits, as well as the land uses within the future proposed city limits for context. For the purpose of this map, the “institutional” land use includes the following uses: schools, churches, cemeteries, hospitals, parks, city-owned properties, other publicly-owned properties, utilities, and the airport. The “mixed use” category includes any identifiable instances of properties that undoubtedly contain a mix of residential use with another non-residential use other than agricultural. The other uses are self-explanatory.

HARTSELLE, AL

EXISTING LAND USE

++++ RAILROAD

 HARTSELLE CITY LIMITS

 FUTURE HARTSELLE CITY LIMITS

EXISTING LAND USE

 UNDEVELOPED/VACANT

 AGRICULTURAL

 CENTRAL BUSINESS DISTRICT

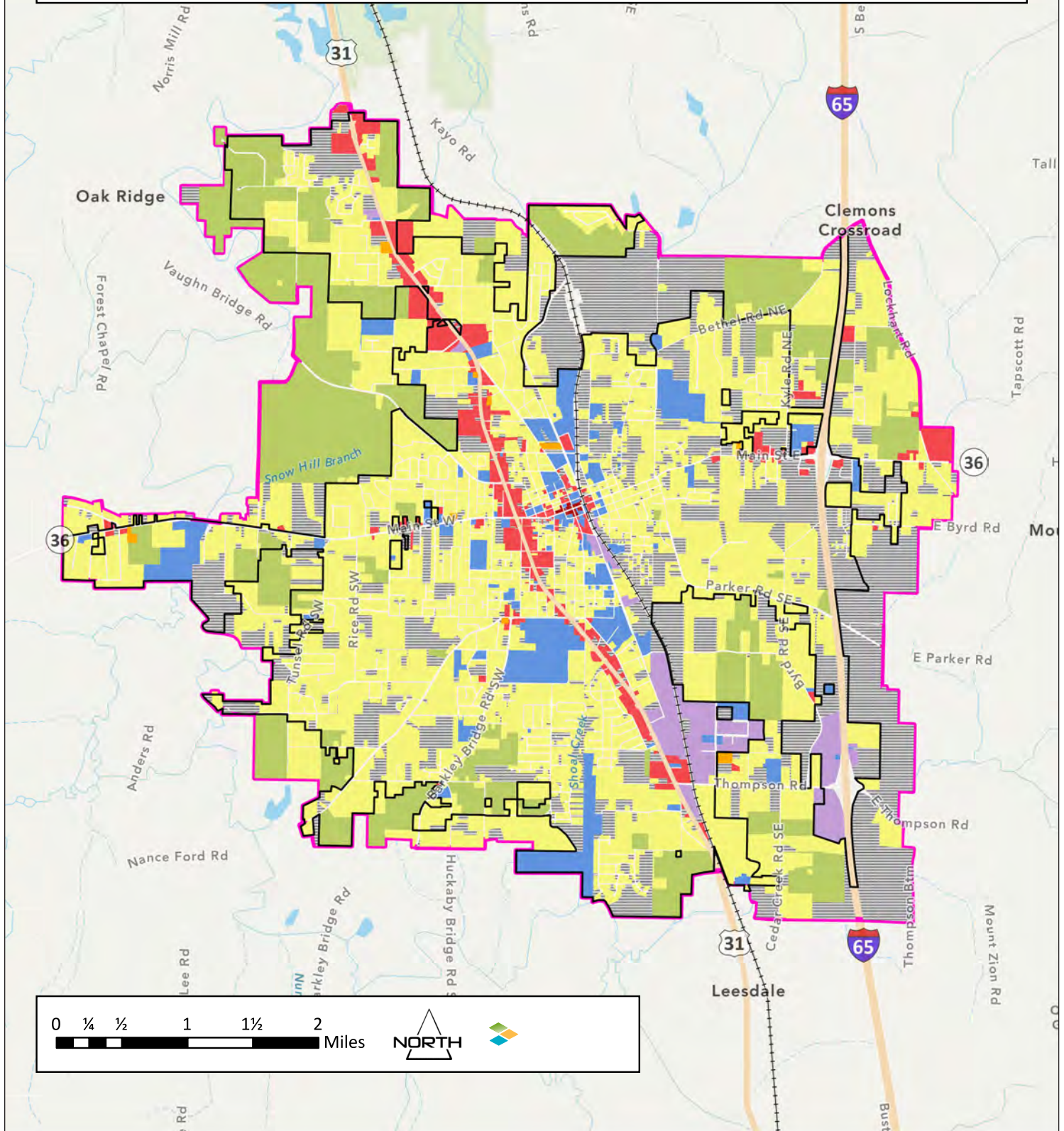
 COMMERCIAL

 INSTITUTIONAL

 MANUFACTURING/INDUSTRIAL

 MIXED USE

 RESIDENTIAL



HARTSELLE, AL EXISTING ZONING

HARTSELLE CITY LIMITS

FUTURE HARTSELLE CITY LIMITS

STREETS

RAILROAD

EXISTING ZONING

AG-1

B-1

B-2

B-3

B-4

M-1

M-2

MIP

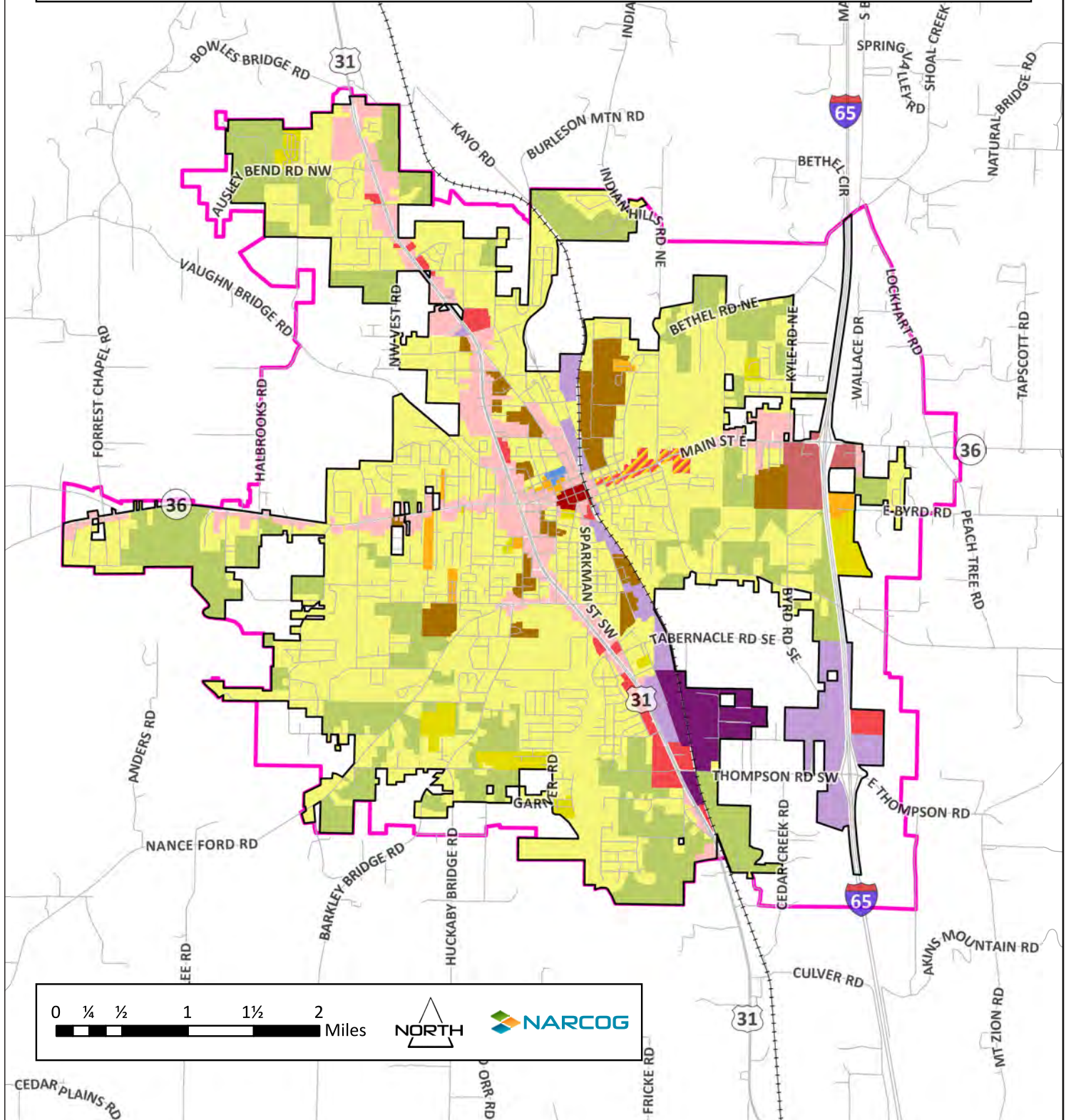
RP

R-1; R-2

R-3

R-4

R-5



0 ¼ ½ 1 1½ 2 Miles



NARCOG

EXISTING ZONING

The map on the previous page shows the current zoning districts for the city. The Zoning Ordinance can be found at <https://hartselle.org/DocumentCenter/View/135/Zoning-Ordinance-PDF>.

According to the ordinance, for all residential (R) districts, the uses that are permitted in these zones aside from residential structures include accessory structures, gardens, playgrounds, parks, public buildings, and certain public utilities. Other uses are listed that may be permitted upon appeal. Zones R-1 and R-2 are both for single-family dwellings, but differ in that R-2 is primarily smaller lot sizes and allows uses on appeal that are allowed in zones R-4 and R-5.

The commercial zoning district known as “B-1” is described as a “Local Shopping District,” with the permitted uses including neighborhood retail stores and markets, neighborhood services, and any business type allowed in R-3 or MIP districts, along with some other uses permitted on appeal such as self-storage facilities or warehouses. The district known as “B-2” is described as a “General Business” district, “B-3” is described as a “Central Business” district, and “B-4” is described as the “Interchange” business district.

The “B-2” general business allows uses including major auto repair businesses and light manufacturing operations with no exterior storage, noise, or emissions. It also allows for any non-residential permitted use or other use permitted on appeal that is allowed in the “B-1” district. Residential dwellings are now allowed on appeal in the B-2 district. The “B-3” central business district (CBD) is essentially the downtown historic commercial district in addition to EARTH Park and public parking areas along Main and Hickory Streets. The “B-4” interchange business district is the business district in the area immediately surrounding the I-65 interchange, specifically at AL-36.

The “MIP” district is intended to provide an area solely dedicated to medical, institutional, and professional uses. This includes educational facilities; libraries; daycares; assisted living facilities or nursing homes; hospitals; municipal buildings; medical complexes; pharmacies; professional offices for dentist, physician, psychiatrist, optometrist, surgeon, chiropractor, engineer, accountant, or attorney; and any use permitted or permitted on appeal in the R-1 district.

The “RP” district is intended to allow for a limited mixture of residential and professional uses along collector and arterial roads, while maintaining the general residential character of the neighborhoods and minimizing the impact of nonresidential uses on the adjacent residential properties.

The “M-1” district is intended for light industry operations, including manufacturing that is not obnoxious, offensive, or detrimental to neighboring properties. These types include machine shops; assembly facilities; electronic equipment manufacturing; machine manufacturing; freight centers; distribution facilities; warehouses; call centers; utility companies/contractors. The “M-2” district is intended for general industry operations including any permitted or permitted on appeal in the M-1 zone. One of the main uses not allowed in either of the manufacturing districts (M-1 or M-2) are residential dwellings.

The “AG” district is intended for agricultural uses and also as a temporary holding category to be applied to parcels that have been annexed into the city and have not yet been developed. Parcels in the AG district should be rezoned before subdivision or development with any urban or semi-urban use or structure. Single-family detached dwellings are allowed in this zone, along with most other general agricultural operations.



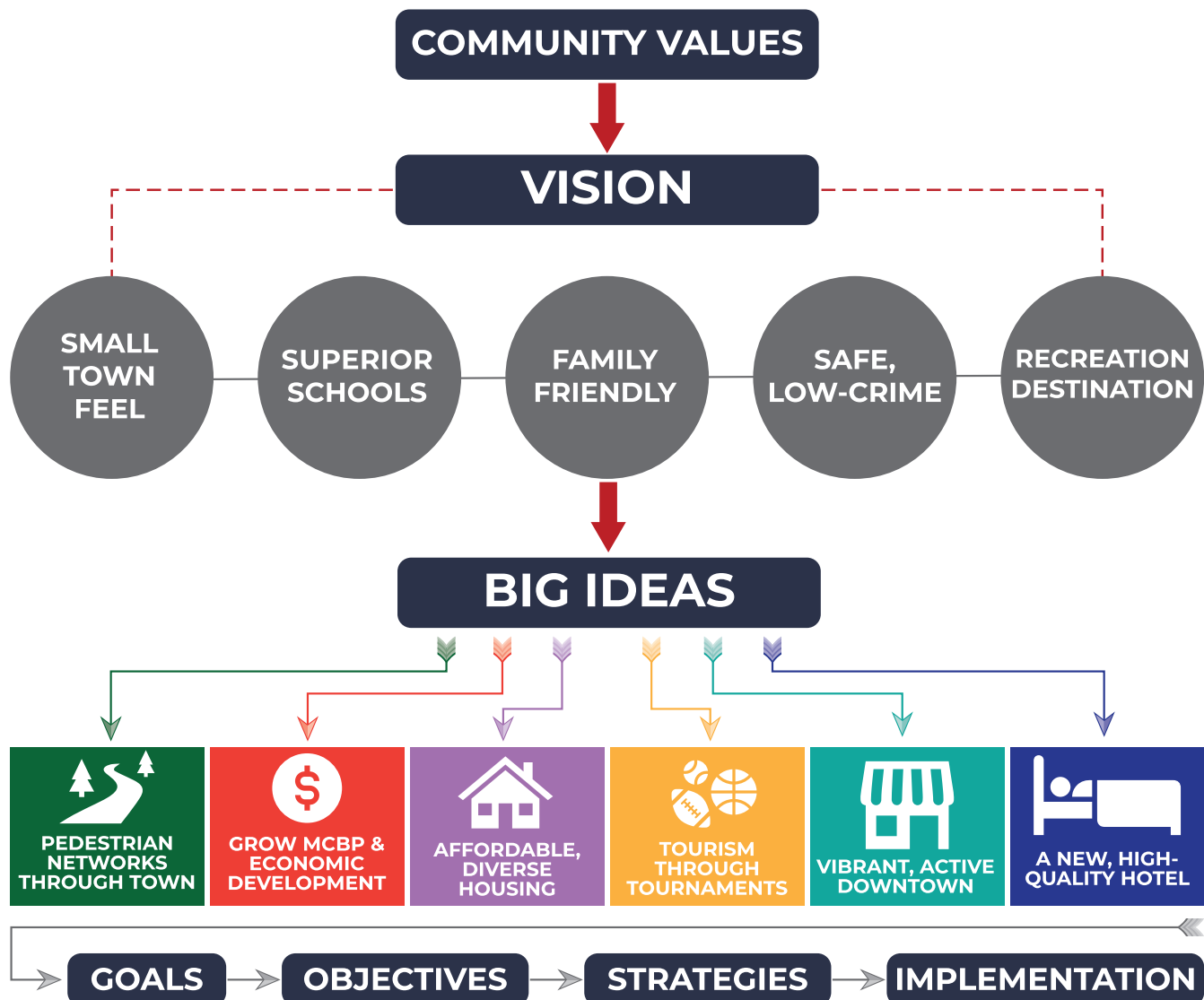
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VISION & GOALS

VISION

What is a “vision” or a “vision statement”? A vision statement is an important step in developing the comprehensive plan because it brings into focus the community’s values, identity, and aspirations for the future of the city. Hartselle’s Comprehensive Plan provides a long term vision for how the city wants to grow and develop in the next 20 years.

When envisioning the future of Hartselle, the goal is to foster a thriving community that prioritizes the well-being and aspirations of all residents. Hartselle’s vision is centered on maintaining and enhancing quality of life by addressing the diverse wants and needs expressed by our citizens during the public engagement process. Those wants and needs expressed a focus on ***maintaining*** the ***small-town charm*** of Hartselle amidst continued growth, the exceptional ***schools*** and educational system, and the ***family-friendliness***, including public ***safety*** and security. They also conveyed a focus on ***improving*** and expanding ***affordable living*** and housing opportunities, quality ***parks and recreation*** facilities, and a more vibrant and active ***downtown***.





VISION STATEMENT

HARTSELLE: HISTORIC | HOSPITABLE | HAPPENING

**EMBRACING THE FUTURE TO CREATE A
VIBRANT AND THRIVING COMMUNITY
THAT PRESERVES THE PAST, MAINTAINS
THE FRIENDLY, SMALL TOWN FEEL,
AND IMPROVES THE QUALITY OF LIFE
FOR ALL RESIDENTS.**

GOALS, OBJECTIVES, & STRATEGIES

GOAL 1 – ECONOMIC DEVELOPMENT

Continue to support the retention of existing and recruitment of new commercial and industrial developments in Hartselle to provide jobs and revenue while promoting tourism opportunities.

OBJECTIVE 1.1 – COMMERCIAL

Strategy 1.1.1 – Pursue new retail and restaurant developments along US-31 corridor

Strategy 1.1.2 – Take advantage of redevelopment opportunities along the US-31 corridor to improve appearance

Strategy 1.1.3 – Actively pursue new retail, restaurant, and hotel development near Cracker Barrel and encourage walkability to and from the new Cain Park developments

Strategy 1.1.4 – Support the continued growth of the Hartselle Health Park on the US-31 corridor

OBJECTIVE 1.2 – INDUSTRIAL

Strategy 1.2.1 – Promote the Morgan County Business Center site for high-tech, light industries to locate

Strategy 1.2.2 – Explore recruiting technology-driven manufacturing, office operations, and knowledge-based businesses

OBJECTIVE 1.3 – TOURISM

Strategy 1.3.1 – Attract a quality, boutique hotel to locate downtown, potentially in a historic building

Strategy 1.3.2 – Attract a high-end chain hotel to locate off the I-65 exit at AL-36

Strategy 1.3.3 – Promote tourism as an economic development strategy through sports tournaments and other events

Strategy 1.3.4 – Promote downtown Hartselle as an event destination

Strategy 1.3.5 – Continue to promote local events such as Depot Days and the farmers market

Strategy 1.3.6 – Continue to promote “agri-tourism” opportunities and the Farmers Market

Strategy 1.3.7 – Promote the new event center as a location for conferences and other similar functions once built

OBJECTIVE 1.4 – DOWNTOWN

Strategy 1.4.1 – Support Chamber promotion of existing and new downtown businesses

Strategy 1.4.2 – Strengthen the capacity of the Chamber to promote the use of all historic buildings, including the old Post Office reuse project

OBJECTIVE 1.5 – HARTSELLE AREA CHAMBER OF COMMERCE

Strategy 1.5.1 – Support the development of a strategic plan for the Chamber of Commerce

OBJECTIVE 1.6 – SEEK FUNDING OPPORTUNITIES TO ADVANCE ECONOMIC DEVELOPMENT OPPORTUNITIES IN HARTSELLE AND MAKE INFRASTRUCTURE IMPROVEMENTS FOR NEW DEVELOPMENTS.

GOAL 2 – INFRASTRUCTURE & UTILITIES

Continue to provide quality infrastructure and utilities for the health, safety, and welfare of all Hartselle residents and customers and to support future growth and economic development.

OBJECTIVE 2.1 – INFRASTRUCTURE

Strategy 2.1.1 – Maintain and upgrade infrastructure as needed to meet evolving regulatory needs and development growth

OBJECTIVE 2.2 – UTILITIES

Strategy 2.2.1 – Support Hartselle Utilities plans for improvements and expansions

Strategy 2.2.2 – Implement underground utilities in all new developments and support the conversion of current above-ground/overhead utilities into underground utilities

OBJECTIVE 2.3 – SEEK FUNDING OPPORTUNITIES TO IMPROVE AND EXPAND INFRASTRUCTURE AND UTILITIES SERVICES IN HARTSELLE

GOAL 3 – HOUSING & NEIGHBORHOODS

Continue to provide enough housing for the growing population.

OBJECTIVE 3.1 – ENCOURAGE THE DEVELOPMENT OF A VARIETY OF HOUSING TYPES

Strategy 3.1.1 – Work with real estate developers to provide the desired types of housing in the appropriate areas (e.g. downtown lofts; apartments and townhomes in the Gateway corridor area)

Strategy 3.1.2 – Work with real estate developers to provide a wide range of price points with housing choices such as garden homes, townhomes, apartments, etc.

OBJECTIVE 3.2 – CONTINUE TO SUPPORT THE PRESERVATION OF HISTORIC NEIGHBORHOODS AND THE CHARACTER OF THE HISTORIC ARCHITECTURE

Strategy 3.2.1 – Develop revitalization plans for identified deteriorating neighborhoods

GOAL 4 – TRANSPORTATION

Improve the existing street network as necessary to ensure safe and efficient travel for all residents and visitors.

OBJECTIVE 4.1 – WORK TOWARDS IMPLEMENTING COMPLETE STREETS ON ALL IDENTIFIED ROADS

Strategy 4.1.1 – Initiate a city-wide wayfinding signage plan

Strategy 4.1.2 – Ensure that all city public parking lots are paved, well maintained, and easy to locate through wayfinding signage

Strategy 4.1.3 – Continue to work towards improvements to Railroad Street and Barkley Bridge Rd

Strategy 4.1.4 – Consider implementing road diets on certain streets to naturally decrease speeds of automobiles while also installing facilities for pedestrians and cyclists

OBJECTIVE 4.2 – CONSTRUCT, RELOCATE, AND REALIGN STREETS AS NEEDED TO PROVIDE BETTER CONNECTIVITY FOR ALL USERS

Strategy 4.2.1 – Consider a transportation connectivity plan or study

OBJECTIVE 4.3 – ENSURE THAT LOCAL STREET AND PEDESTRIAN CONNECTIVITY IS FURTHERED IN ALL SUBDIVISION APPROVALS

Strategy 4.3.1 – Ensure that subdivision regulations are in place to support this objective

OBJECTIVE 4.4 – CONTINUE WORKING WITH THE MPO, ALDOT, AND OTHER REGIONAL PARTNERS TO COMPLETE THE PROPOSED VISIONARY TRANSPORTATION PROJECTS

Strategy 4.4.1 – Widen I-65 from I-565 to south of Thompson Road

Strategy 4.4.2 – Continue to work towards improvements to Thompson Road, and widen the bridge

Strategy 4.4.3 – Complete the proposed connection between I-65 and US-31 from the new exit at Bethel Road

OBJECTIVE 4.5 – IMPROVE/ADD INTERSECTION LIGHTING, SIGNALS, AND TURN LANES IN NEEDED AREAS AND CONSIDER ALTERNATIVES SUCH AS ROUNDABOUTS AND NEIGHBORHOOD TRAFFIC CIRCLES

Strategy 4.5.1 – Implement the roundabout projects at the AL-36 and I-65 interchange

OBJECTIVE 4.6 – ENCOURAGE ACCESS MANAGEMENT AS COMMERCIAL SITES ARE DEVELOPED, ESPECIALLY ON US-31 AND AT I-65 EXITS

Strategy 4.6.1. – Establish an Access Management Plan and apply it to all the highway commercial developments

Strategy 4.6.2 – Consider an Overlay Zoning District for the US-31 corridor and the I-65 Gateway Corridor that requires access management

Strategy 4.6.3 – Implement proposed access management and roundabouts at AL-36 I-65 exit

OBJECTIVE 4.7 – WORK TO PROVIDE A CITY-WIDE ADA COMPLIANT SIDEWALK SYSTEM

Strategy 4.7.1 – Require ADA compliant sidewalks for all residential and commercial developments

Strategy 4.7.2 – Ensure that all existing sidewalks are ADA compliant

OBJECTIVE 4.8 – CONTINUE IMPROVING THE HARTSELLE-MORGAN COUNTY REGIONAL AIRPORT AS AN ASSET TO INDUSTRIAL DEVELOPMENT

Strategy 4.8.1 – Support the implementation of the new Airport Master Plan

OBJECTIVE 4.9 – SEEK FUNDING OPPORTUNITIES TO ASSIST WITH IMPROVING AND EXPANDING TRANSPORTATION FACILITIES IN HARTSELLE

GOAL 5 – COMMUNITY FACILITIES & PUBLIC SERVICES

Continue to ensure the provision of quality public services and community facilities as needed for the health, safety, education, and quality of life of all residents, as well as the continued growth and development of the city.

OBJECTIVE 5.1 – COMMUNITY FACILITIES

Strategy 5.1.1 – Incorporate the history of Hartselle into the design of the new Library and Community Event Center

OBJECTIVE 5.2 – PUBLIC SERVICES

Strategy 5.2.1 – Retain the number and quality of physicians currently practicing

Strategy 5.2.2 – Support the new physicians and facilities coming from Cullman Regional to the Hartselle Health Park

Strategy 5.2.3 – Support the construction of the new fire station replacing the current one downtown and reuse the existing one

Strategy 5.2.4 – Support the renovation of the existing Fire Station #2

OBJECTIVE 5.3 – ENSURE HARTSELLE CITY SCHOOLS ARE AMONG THE BEST IN THE STATE AND REMAIN AMONG THE BEST IN NORTH ALABAMA

Strategy 5.3.1 – Support the implementation of the recently updated HCS Strategic Plan and the accomplishment of the goals therein

Strategy 5.3.2 – HSC should consider a feasibility study for new intermediate school and athletic facilities

OBJECTIVE 5.4 – SEEK FUNDING OPPORTUNITIES TO IMPROVE AND EXPAND COMMUNITY FACILITIES AND PUBLIC SERVICES IN HARTSELLE

GOAL 6 – PARKS & RECREATION

Continue to provide quality recreation opportunities for the benefit of the physical, emotional, and mental health of our residents and visitors.

OBJECTIVE 6.1 – COMPLETE THE DEVELOPMENT OF A SHARED-USE PATH FROM SPARKMAN PARK TO DOWNTOWN AND DOWNTOWN TO HARTSELLE HIGH SCHOOL

OBJECTIVE 6.2 – WORK WITH TVA TO CREATE A PARK AND BOATING/PADDLING RECREATION CENTER AT THE AL-36 WOODALL BRIDGE HISTORICAL MARKER LOCATION

OBJECTIVE 6.3 – CONTINUE TO ENHANCE THE QUALITY OF RECREATION OPPORTUNITIES TO IMPROVE THE QUALITY OF LIFE FOR ALL

Strategy 6.3.1 – Make improvements to the existing Skate Park and Dog Park

Strategy 6.3.2 – Strive to add additional community and neighborhood parks as opportunities arise

Strategy 6.3.3 – Provide more open green spaces in Hartselle

Strategy 6.3.4 – Explore good sites for a BMX track and city-operated RV facilities at Sparkman Park

Strategy 6.3.5 – Explore the opportunity for a new park and greenway trail near the Red Roof Inn along the creek, including a high quality dog park for interstate travelers to take advantage of, as well as locals

OBJECTIVE 6.4 – IMPROVE AND MAINTAIN SPARKMAN PARK AS A REGIONAL RECREATIONAL DESTINATION

Strategy 6.4.1 – Support the implementation of the Sparkman Park Master Plan completed in 2023

Strategy 6.4.2 – Make improvements to the existing disc golf course at Sparkman Park and continue supporting disc golf opportunities

OBJECTIVE 6.5 – SEEK FUNDING OPPORTUNITIES TO IMPROVE AND EXPAND PARKS AND RECREATION FACILITIES IN HARTSELLE

Strategy 6.5.1 – Consider seeking outside assistance in locating available grant opportunities

GOAL 7 – LAND USE

As Hartselle grows, establish and implement policies and development regulations that support future land use patterns developing in a way that is sustainable and improves the quality of life.

OBJECTIVE 7.1 – ENCOURAGE MIXED-USE DEVELOPMENTS TO PROVIDE FOR MORE WALKABLE, PEDESTRIAN AND TRANSIT-FRIENDLY NEIGHBORHOODS

OBJECTIVE 7.2 – ENCOURAGE THE DEVELOPMENT OF DIVERSE HOUSING OPTIONS

Strategy 7.2.1 – Consider locating future diverse housing developments in locations near other land uses in the focus areas, so as to avoid creating more car-dependent neighborhoods

OBJECTIVE 7.3 – CONTINUE TO PERMIT HOME-BASED START-UP BUSINESSES NOT DETRIMENTAL TO RESIDENTIAL COMMUNITY CHARACTER

OBJECTIVE 7.4 – ENCOURAGE INFILL DEVELOPMENT BEFORE DEVELOPING ON GREENFIELDS AND OTHER UNDEVELOPED PROPERTIES

Strategy 7.4.1 – Make developers aware of potential infill opportunities and locations

OBJECTIVE 7.5 – DEVELOPMENT REGULATIONS

Strategy 7.5.1 – Consider adopting overlay zoning districts and conservation subdivision regulations

Strategy 7.5.2 – Consider adopting Access Management and Complete Streets plans or policies

Strategy 7.5.3 – Consider adopting stricter signage and facade design standards as appropriate in specific zones

GOAL 8 – GROWTH MANAGEMENT & ENVIRONMENT

Annex property as needed to facilitate a healthy, sustainable rate of growth to preserve the community feel while ensuring adequate infrastructure is available to protect the environment.

OBJECTIVE 8.1 – *PRIORITIZE ANNEXING THE ISLANDS WITHIN THE CURRENT INCORPORATED AREA TO ASSIST WITH THE EFFICIENT PROVISION OF SERVICES*

OBJECTIVE 8.2 – *SELECTIVELY AND JUDICIOUSLY ANNEX COMMERCIAL AND MANUFACTURING PROPERTIES ALONG THE I-65 CORRIDOR THAT ARE ECONOMICALLY BENEFICIAL TO THE CITY*

OBJECTIVE 8.3 – *ENSURE THAT PROPERTIES WITH INHERENT DEVELOPMENT ISSUES (E.G. FLOOD PLAINS OR WETLANDS) ARE NOT ANNEXED UNLESS OR UNTIL CORRECTIVE ACTION HAS BEEN TAKEN*

Strategy 8.3.1. – Complete flood management projects on US-31, near downtown, and at other vulnerable sites

Strategy 8.3.2. – Encourage the establishment of green spaces such as greenway trails and other open spaces in these areas to increase pervious surfaces

Strategy 8.3.3. – Encourage the use of green infrastructure practices where applicable to address stormwater management, runoff, erosion, water quality, etc. by not adding more impervious surfaces

OBJECTIVE 8.4 – *SEEK FUNDING OPPORTUNITIES TO SUPPORT GROWTH MANAGEMENT AND ENVIRONMENTAL INITIATIVES IN HARTSELLE*



FUTURE LAND USE

FUTURE LAND USE

FUTURE LAND USE PLAN

The Future Land Use Plan builds upon the existing land use and zoning maps. It is intended to provide guidance in future zoning and development decisions in support of the comprehensive plan.

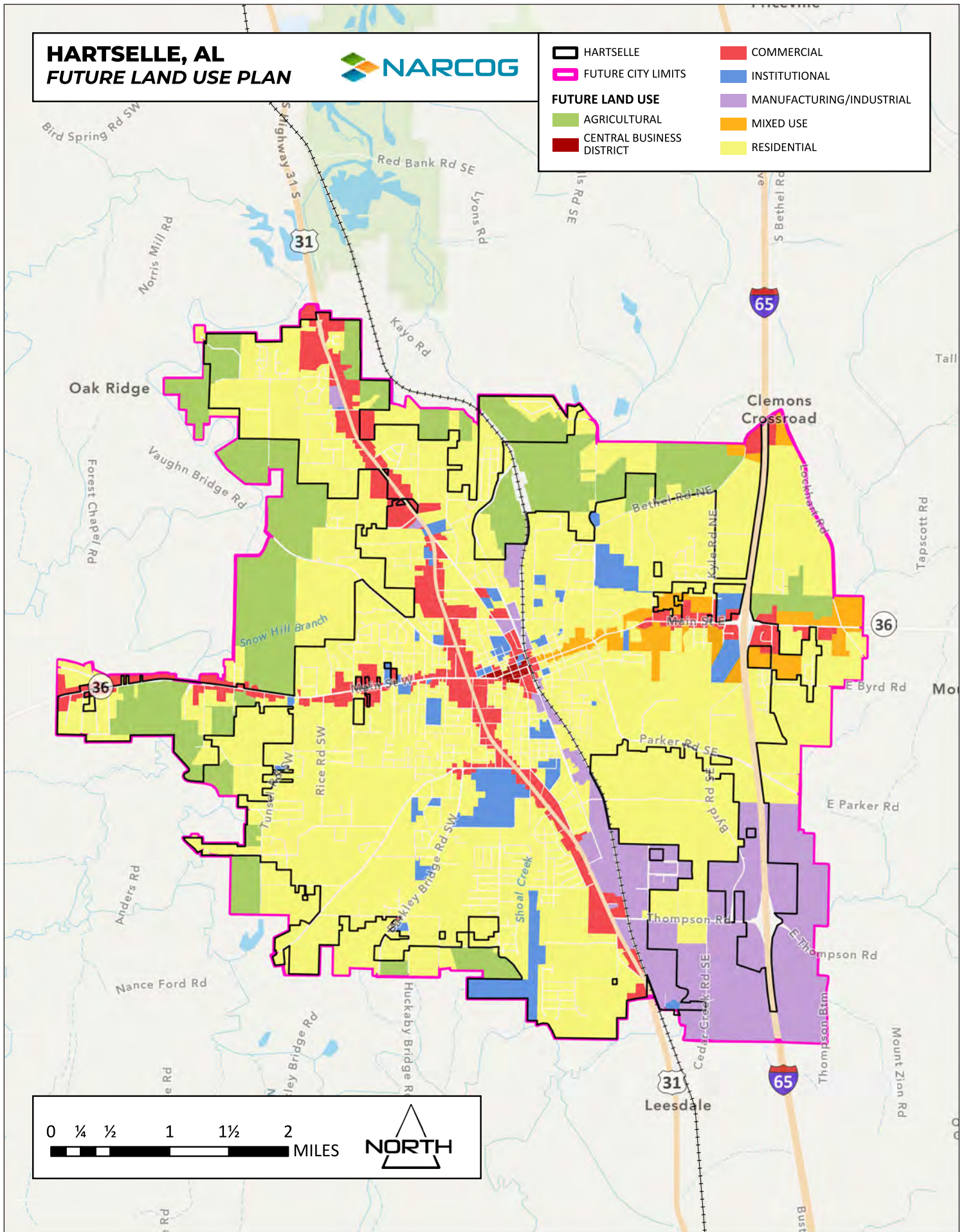
The Future Land Use classifications are agricultural, commercial, residential, institutional, manufacturing/industrial, mixed-use, and central business district. Agricultural land uses are primarily located along the southern, western, and northern edges of Hartselle with some scattered areas within the residential areas. The commercial land uses are located along US Highway 31, which is the primary north/south corridor along with Highway 36, the edges of downtown, and at the gateway to Hartselle at I-65/Highway 36 interchange. The residential land uses are located to the east and west of US Highway 31 and east of I-65. The institutional land uses are scattered throughout the city, the manufacturing/industrial land uses are focused in the southeastern part of the city between US Highway 31 and I-65 along Thompson Road, as well as along the CSX Railroad spine, which runs north/south through Hartselle. The mixed land uses are located along Highway 36 east of downtown before you get to the commercial land uses at I-65. The central Business District is located downtown.

The “mixed-use” areas shown on the map in orange fall under a broad definition of mixed-use, which includes any mix of residential, commercial, professional, or similar. The zoning districts will more clearly identify what specific mix of uses are allowed in what locations.

HARTSELLE, AL FUTURE LAND USE PLAN



- | | |
|---------------------------|--------------------------|
| HARTSELLE | COMMERCIAL |
| FUTURE CITY LIMITS | INSTITUTIONAL |
| FUTURE LAND USE | |
| AGRICULTURAL | MANUFACTURING/INDUSTRIAL |
| CENTRAL BUSINESS DISTRICT | MIXED USE |
| | RESIDENTIAL |



FUTURE ZONING PLAN

The Future Zoning Plan is intended to compliment and implement the Future Land Use Plan and Concept. Below are the existing zoning districts along with proposed future zoning districts.

The proposed Future Zoning Districts may be used to support preferred development types and patterns in the focus areas along with others as appropriate.

ZONING DISTRICTS:

AG1: Agricultural	R2: Residential (single-family)
B1: Business (local shopping)	R3: Residential (multifamily)
B2: Business (general business)	R4: Residential (single-family, semi-attached)
B3: Business (central business district)	R5: Residential (single-family, patio home)
B4: Business (interchange district)	RP: Residential and professional
M1: Manufacturing (light industry)	
M2: Manufacturing (general industry)	*MHS: Manufactured home subdivision
MIP: Medical, institutional, and professional	*MHR: Manufactured home rental
R1: Residential (single-family)	

*not currently applied, but in the zoning ordinance

PROPOSED FUTURE ZONING DISTRICTS :

MU: Mixed-use Zoning District or Overlay (e.g. around the Gateway & future Bethel Rd interchange)
OZ: Overlay Zoning Districts (e.g. around Corridor 31, the Gateway, etc.)

The focus area map on page 60 shows examples of where overlay or mixed-use zoning districts could be applied.

The RP zoning district that currently exists would fall under a type of mixed-use zoning, however, it is more specific, and while all RP would be considered a type of mixed-use, not all mixed-use is RP.

Overlay zoning is a regulatory tool that creates a special zoning district, placed over an existing base zone(s), which identifies special provisions in addition to those in the underlying base zone.

HARTSELLE, AL FUTURE ZONING PLAN

HARTSELLE CITY LIMITS

FUTURE HARTSELLE CITY LIMITS

STREETS

RAILROAD

FUTURE ZONING

AG-1

B-1

B-2

B-3

B-4

M-1

M-2

MIP

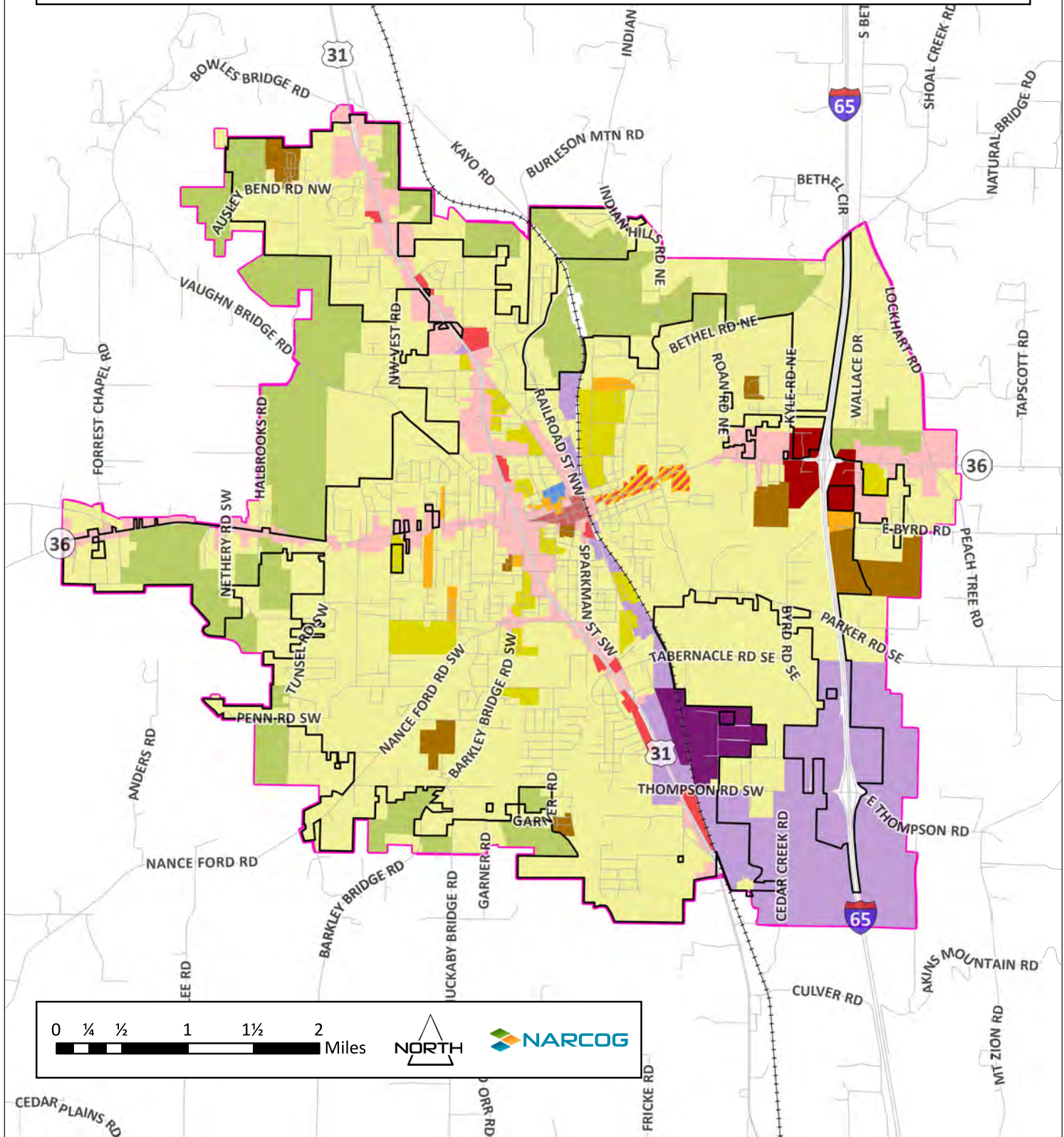
R-1; R-2

R-3

R-4

R-5

RP



0 ¼ ½ 1 1½ 2 Miles



NARCOG

FOCUS AREAS

These focus areas are distinctive places in Hartselle that deserve special attention as they continue to develop and evolve over time. They also present an opportunity for “Branding” through signage, advertising, etc.

There have been three focus areas identified as important for the future planning of development in Hartselle. The first focus area is the “Historic Downtown” area consisting of the Central Business District, the Downtown Commercial Historic District, and the other well-established properties along Main Street W between US-31 and Railroad Street. The “Focus Area Locator Map” shows this area with a quarter-mile radius and a half-mile radius.

The second focus area, known from here forward is “Corridor 31,” which consists of the areas along US-31 through the city. The map shows Corridor 31 with a 500-foot buffer and a quarter-mile buffer.


The third and final focus area for this plan is known henceforth as “The Gateway.” This focus area is located around the I-65 interchange at AL-36 (exit 328) and the surrounding developments at that exit. The map shows a quarter-mile and half-mile radius for the area.


The following pages expand on each focus area.


HARTSELLE, AL FOCUS AREA LOCATOR MAP


 HARTSELLE CITY LIMITS

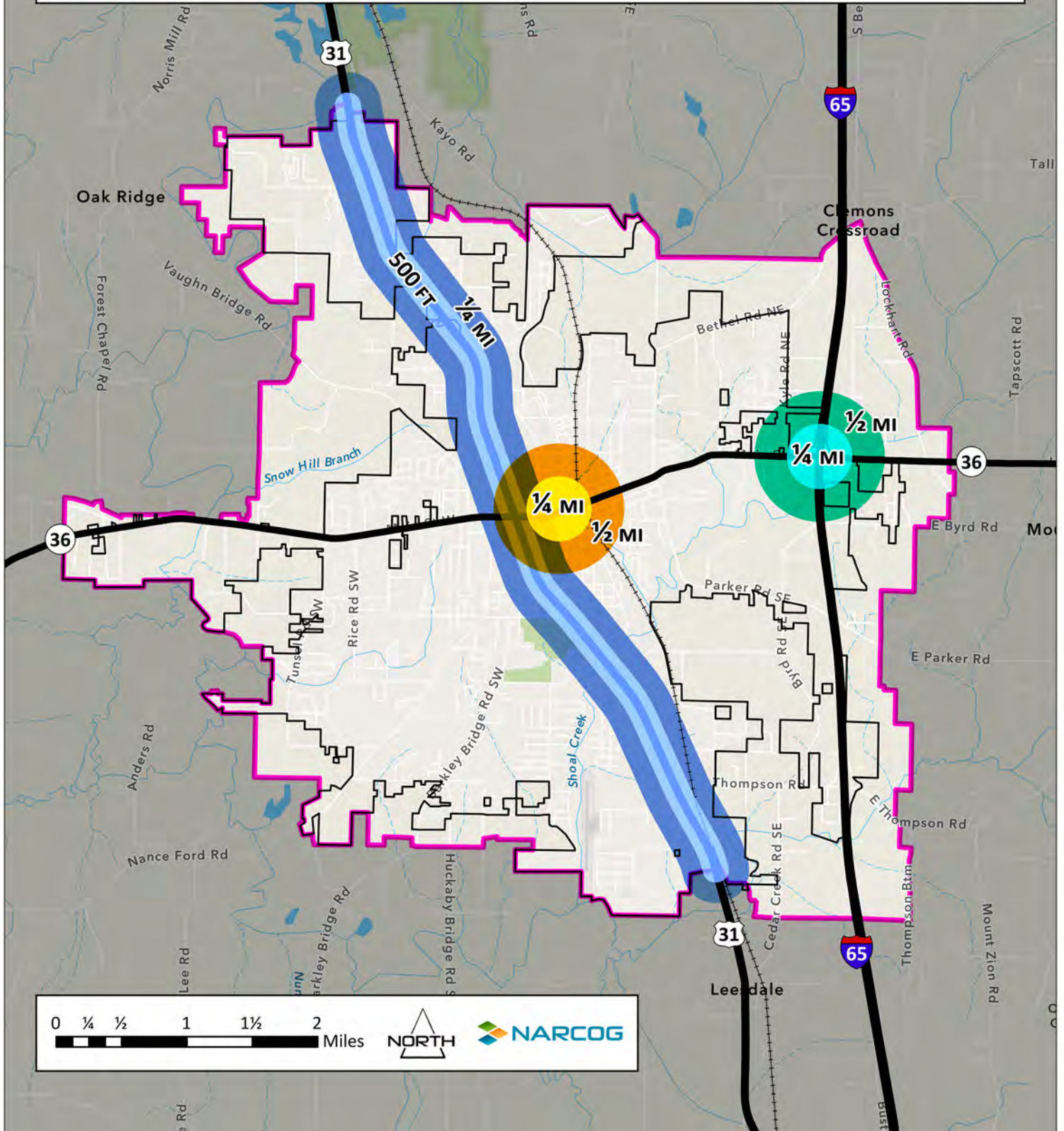
 RAILROAD

 HISTORIC DOWNTOWN (1/4 & 1/2 MILE RADIUS)

 FUTURE HARTSELLE CITY LIMITS

 CORRIDOR 31 (500 FT & 1/4 MILE RADIUS)

 THE GATEWAY (1/4 & 1/2 MILE RADIUS)



HISTORIC DOWNTOWN

The Downtown Focus Area is intended/included to provide guidance on future development opportunities and decisions in “Historic Downtown Hartselle” and the immediate surrounding areas. The guidance includes identified opportunities for redevelopment, parking lot improvements, streetscape improvements, proposed new developments, and existing public facilities. The Downtown Focus Area Maps provides a visual representation of these opportunities. The map to the left is of the future zoning districts in the downtown area, along with some existing and future landmark locations, such as the new Chamber of Commerce location which potentially will be located in the old historic post office. The current Fire Station #1 on the corner of Main and Hammitt Streets will be moved to a new location. The old library will be demolished and become additional downtown parking after once the new library/event center is completed. Renderings by the architects for the new event center are shown below and on the following page.

MAP LEGEND

PUBLIC SERVICES

- FIRE DEPARTMENT
- LIBRARY
- MUNICIPAL COMPLEX
- POLICE DEPARTMENT
- POST OFFICE
- SCHOOL
- CIVIC CENTER

LANDMARKS

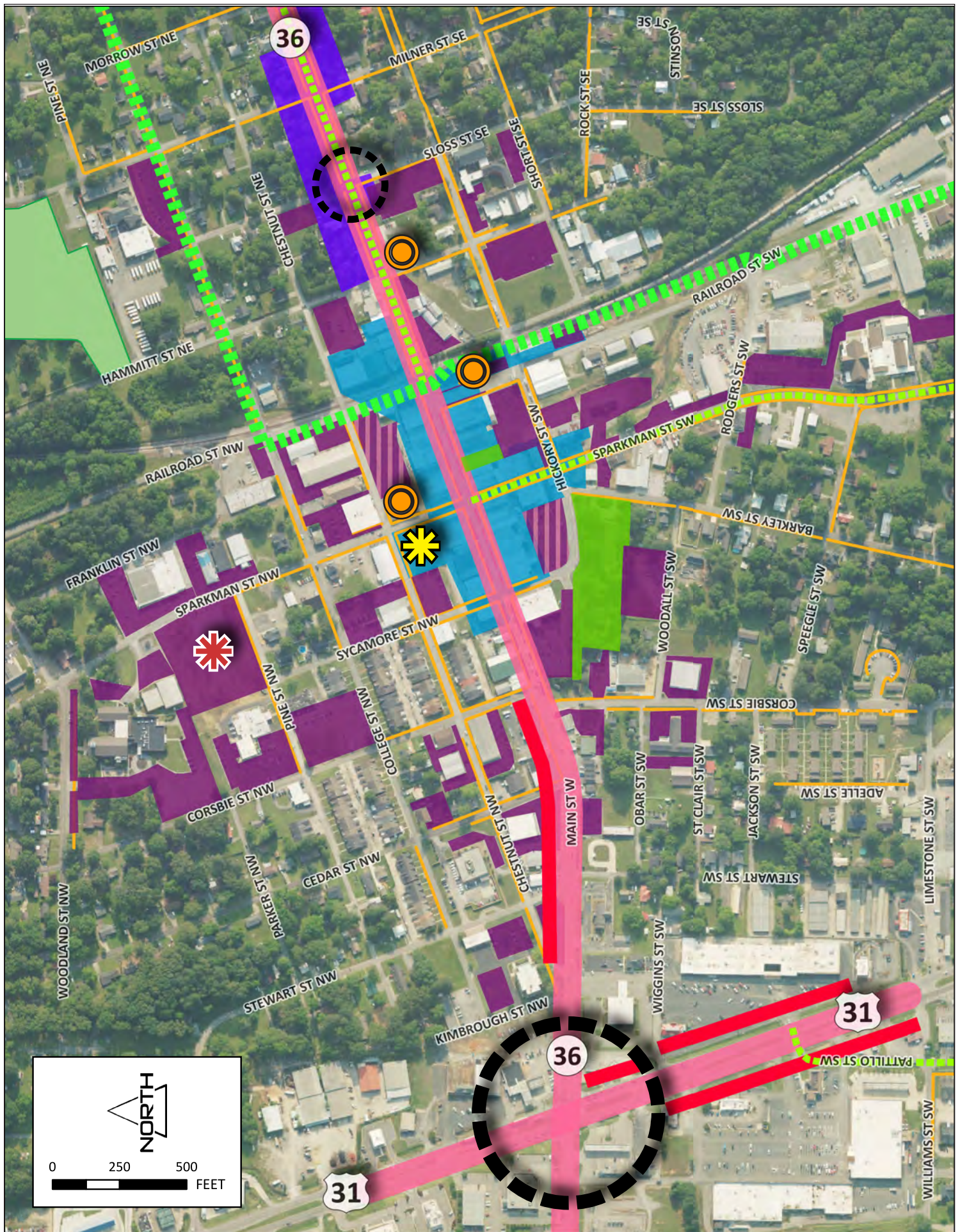
TYPE

- AIRPORT
- CHURCH
- UTILITIES
- FARMERS MARKET
- HARTSELLE HEALTH PARK
- CURRENT CHAMBER
- FUTURE CHAMBER
- FUTURE LIBRARY/ EVENT CENTER COMPLEX
- FUTURE AMPHITHEATER/PARK

TRANSPORTATION & INFRASTRUCTURE

- HARTSELLE CITY LIMITS
- FUTURE HARTSELLE CITY LIMITS
- RAILROAD
- PARKS
- PROPOSED BIKE/PED FACILITIES
- EXISTING BIKD/PED FACILITIES
- I-65 BETHEL RD PROPOSED EXIT
- STREET PLAN
- PROPOSED PARKS
- US-31
- GATEWAY
- SPARKMAN SHARED-USE PATH PLAN




















HISTORIC DOWNTOWN (CONTINUED)

This downtown map to the left shows existing and proposed pedestrian facilities, parking lots and improvements, the historic districts in the immediate downtown, along with other future projects. Below are some proposed projects:

- Activate alleys – sidewalks/paths, murals, benches, plantings, lighting, etc.
- Take advantage of redevelopment and adaptive reuse opportunities as federal/state funding becomes available (FS #1, old library, old hospital site, old train depot, etc.)
- Utilize available upper floors for loft apartments.
- Identify locations for new parks, pocket parks, and open space
- Enhance parking lots through re-striping, landscaping, lighting, ingress/egress, etc.
- Improve Highway 36/Main Street streetscape approximately Cedar Street, SW to U.S. 31
- Improve streetscape from Main Street to new library/events center.

MAP LEGEND

DOWNTOWN FOCUS AREA	
	PARKING AREAS
	PARKING LOTS NEEDING IMPROVEMENTS
	EAST MAIN STREET HISTORIC DISTRICT
	DOWNTOWN COMMERCIAL HISTORIC DISTRICT
	PROPOSED PED/BIKE CONNECTIONS
	PROPOSED SPARKMAN TRAIL
	EXISTING PED/BIKE FACILITIES
	DOWNTOWN GATEWAYS
	IMPLEMENT COMPLETE STREETS/STREETSCAPING
	EXISTING PARKS
	PROPOSED PARKS
	NEW LIBRARY & EVENT CENTER
	NEW CHAMBER LOCATION (OLD POST OFFICE)
	PROPOSED ADAPTIVE REUSE
	PROPOSED NEW DEVELOPMENT

A rendering by the architects of the front of the planned new Event Center and Library .




CORRIDOR 31

The US-31 Corridor runs north and south through the center of Hartselle.


Consider implementing:

- Overlay districts (could include some of the elements below)
- Streetscape improvements – sidewalks, landscaping, lighting, drainage, bike lanes, etc.
- Complete Streets approach
- Access management
- Signage management
- Landscaping and buffering
- Design guidelines for building facades


MAP LEGEND




HARTSELLE CITY LIMITS



FUTURE HARTSELLE CITY LIMITS




RAILROAD




PARKS


PUBLIC SERVICES




FIRE DEPARTMENT




LIBRARY




MUNICIPAL COMPLEX




POLICE DEPARTMENT



POST OFFICE




SCHOOL




CIVIC CENTER

LANDMARKS


TYPE




AIRPORT




CHURCH




UTILITIES




FARMERS MARKET




HARTSELLE HEALTH PARK




CURRENT CHAMBER




FUTURE CHAMBER




FUTURE LIBRARY/
EVENT CENTER COMPLEX




FUTURE AMPHITHEATER/PARK




SPARKMAN SHARED-
USE PATH PLAN




EXISTING BIKD/PED FACILITIES




PROPOSED BIKE/PED FACILITIES




I-65 BETHEL RD PROPOSED EXIT




STREET PLAN



PROPOSED PARKS



US-31

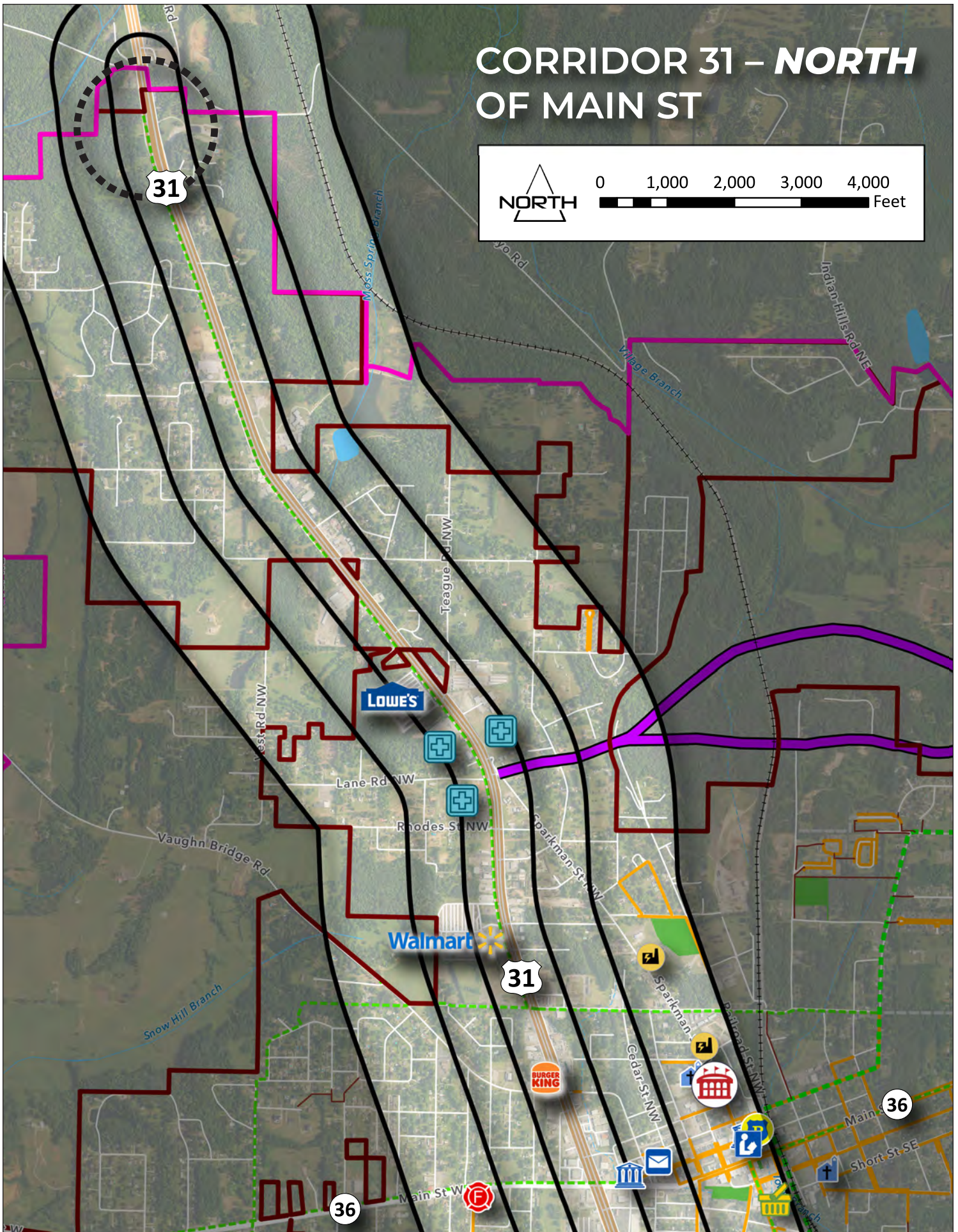


GATEWAY


CORRIDOR 31 – NORTH OF MAIN ST




0 1,000 2,000 3,000 4,000 Feet




MAP LEGEND




HARTSELLE CITY LIMITS



FUTURE HARTSELLE CITY LIMITS




RAILROAD




PARKS


PUBLIC SERVICES




FIRE DEPARTMENT




LIBRARY




MUNICIPAL COMPLEX




POLICE DEPARTMENT



POST OFFICE




SCHOOL




CIVIC CENTER

LANDMARKS


TYPE




AIRPORT




CHURCH




UTILITIES




FARMERS MARKET




HARTSELLE HEALTH PARK




CURRENT CHAMBER




FUTURE CHAMBER




FUTURE LIBRARY/
EVENT CENTER COMPLEX




FUTURE AMPHITHEATER/PARK




SPARKMAN SHARED-
USE PATH PLAN




EXISTING BIKD/PED FACILITIES




PROPOSED BIKE/PED FACILITIES




I-65 BETHEL RD PROPOSED EXIT




STREET PLAN



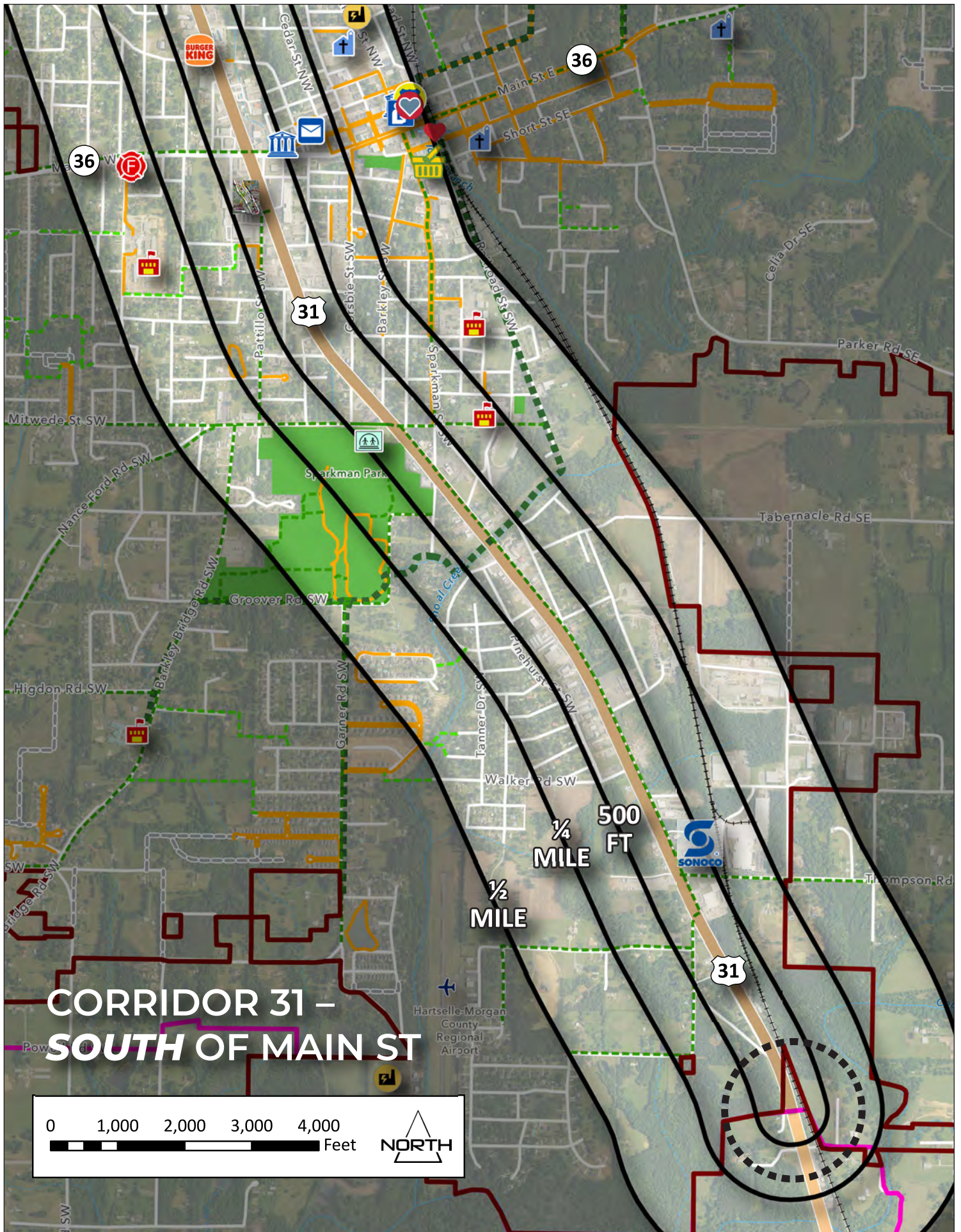
PROPOSED PARKS



US-31



GATEWAY



THE GATEWAY


“The Gateway” is the focus area consisting of the I-65 exit and surrounding developments at AL State Highway 36 (AL-36). Some proposed projects for this focus area include the following:

- Mixed-use street frontage behind and around the Cracker Barrel
- Mixed-use street frontage around the Red Roof Inn
- The new Fire Station #1 will be located in this focus area
- Maybe a Chick-fil-A, Starbucks, or similar, and nice gas station
- High-end hotel or Hampton Inn/Holiday Inn Express, etc.
- Make improvements to and put a park (maybe even a dog park) near the Red Roof Inn, including a creekside walking trail greenway if the land is made available
- Access management and roundabouts plan
- Small outdoor event space near the Cracker Barrel for the Cain Park neighborhood and other neighborhoods east of I-65


Regarding the proposed future interchange at Bethel, future Gateway #2, the same standards of development apply.

The following pages show examples of appropriate development types for the Gateway.


MAP LEGEND




HARTSELLE CITY LIMITS



FUTURE HARTSELLE CITY LIMITS




RAILROAD




PARKS


PUBLIC SERVICES




FIRE DEPARTMENT




LIBRARY




MUNICIPAL COMPLEX




POLICE DEPARTMENT



POST OFFICE




SCHOOL




CIVIC CENTER

LANDMARKS


TYPE




AIRPORT




CHURCH




UTILITIES




FARMERS MARKET




HARTSELLE HEALTH PARK




CURRENT CHAMBER




FUTURE CHAMBER




FUTURE LIBRARY/
EVENT CENTER COMPLEX




FUTURE AMPHITHEATER/PARK




SPARKMAN SHARED-
USE PATH PLAN




EXISTING BIKD/PED FACILITIES




PROPOSED BIKE/PED FACILITIES




I-65 BETHEL RD PROPOSED EXIT




STREET PLAN



PROPOSED PARKS



US-31



GATEWAY

BERRY FARMS – FRANKLIN, TN



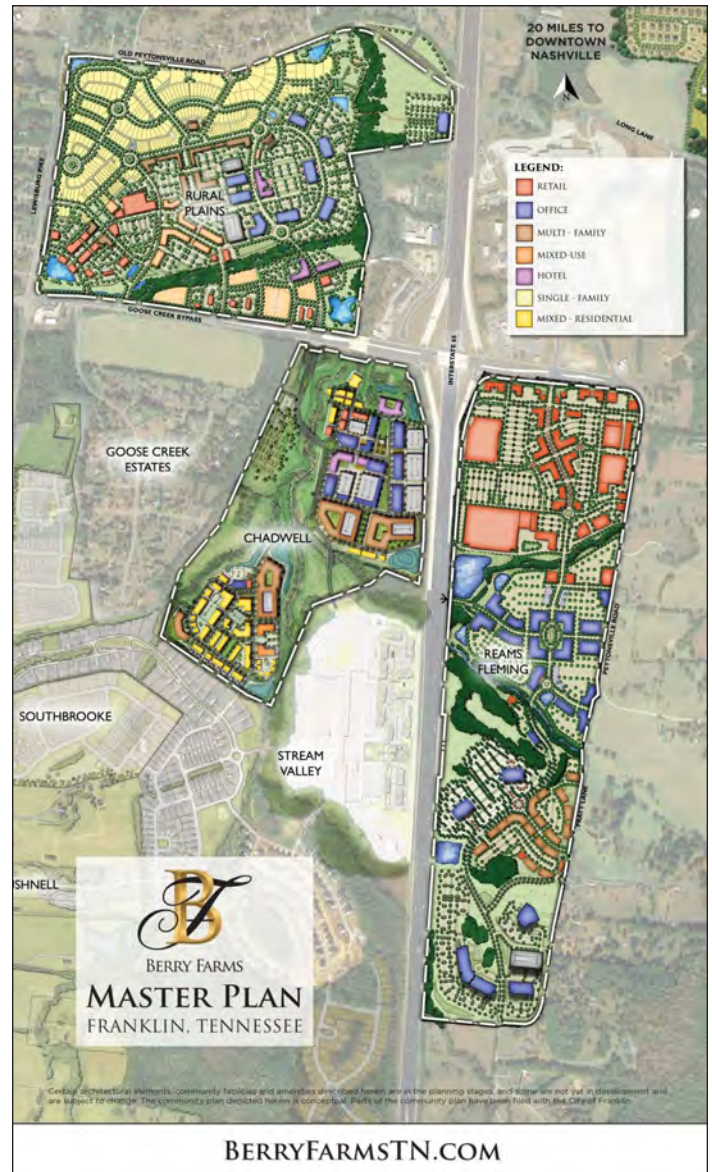
Pocket dog park

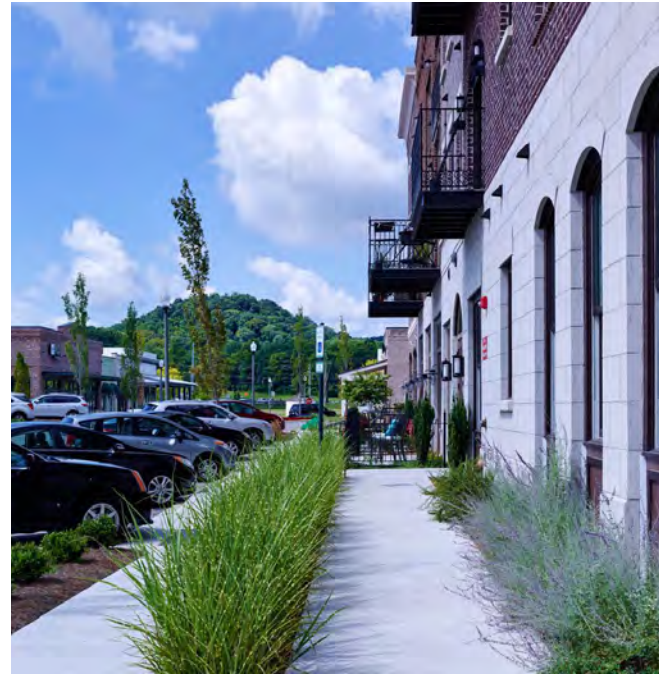


Shell gas station and Twice Daily convenience store



Above: Chick-fil-a
Below: Hampton Inn & Suites





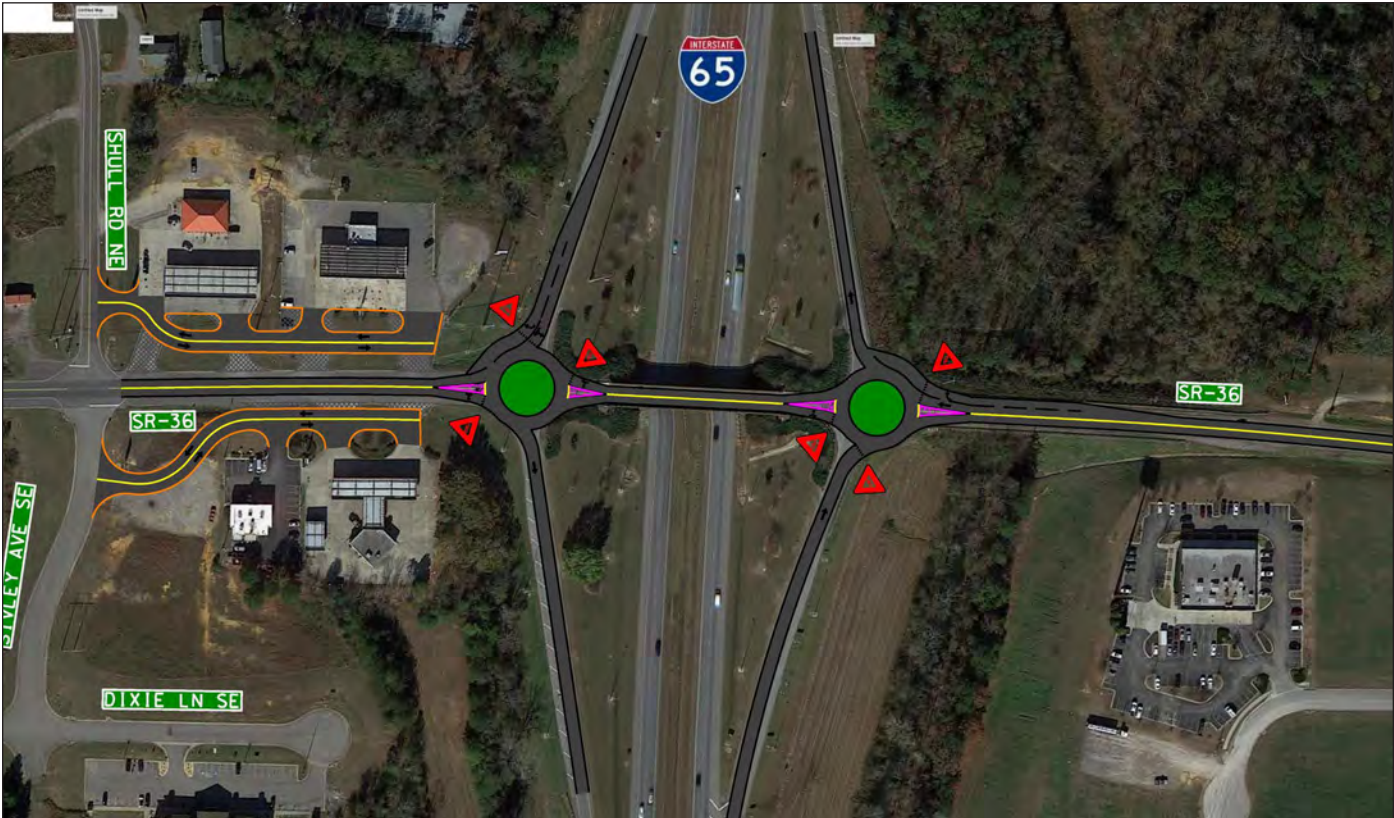
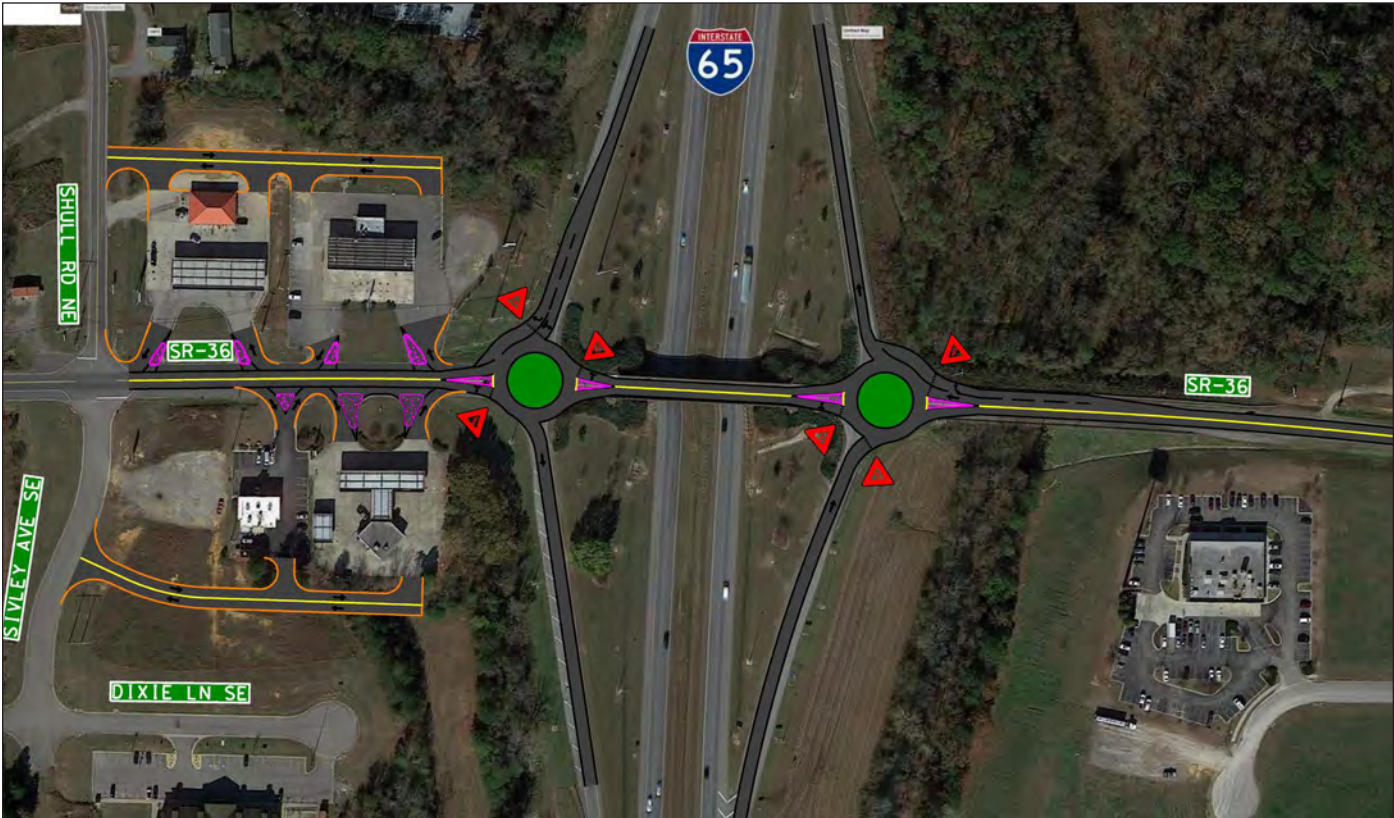


These “District 31” development concepts in Alabaster, AL, are included to provide another example, along with the Berry Farms examples on the previous pages, of the preferred type of new development and/or redevelopment projects in the “Corridor 31” and “Gateway” focus areas.



Source: <https://www.district31al.com/>

ALTERNATIVES FOR FUTURE I-65 INTERCHANGE ACCESS MANAGEMENT IMPROVEMENTS
AT THE AL-36 EXIT



FUTURE ANNEXATION PLAN

One of the benefits of an annexation plan is that it allows for better provision of public services and utilities for residents. The Future Annexation Plan was based on the Hartselle's planning department's current plans for annexation. The map shows the priority levels for annexing various "islands" and other properties on the outskirts of the current limits. The islands and peninsulas shown in red are the highest priority to annex.

Most of the land to the northwest and southeast of the current city limits is flood plains or flood prone areas, which cannot be developed on in most cases, and is not a priority for annexation.

Most of the land directly north and south of the current city limits is already a part of Decatur or Falkville's limits, restricting annexation opportunities. In the areas that are not incorporated between the different city limits, annexation must be equidistant between municipal boundaries.

According to the city of Hartselle's website:

The annexation of property into the city limits of Hartselle may be initiated through consultation with staff of the planning office and subsequent filing of an application by the property owner(s). The approximate time period for a submitted annexation application to be voted upon by the council is 6 weeks.

In order for property to be annexed, it must adjoin the current city limits. In some cases, multiple property owners may jointly request annexation in order to meet this requirement.

Applications for annexation (PDF) are reviewed by the Planning Commission which forwards its recommendation to the City Council. The City Council makes the final determination as to approval of the application after considering the Planning Commission recommendation, current Comprehensive Plan, and any other factors it feels could impact the public good. If the annexation is approved, the council will assign a zoning designation to the annexed property. This zoning designation is typically assigned in keeping with the land use map of the current Comprehensive Plan.

In very limited cases, applications are fee exempt. Further information on these exemptions may be obtained by contacting the planning office.

Property owners are encouraged to contact the planning office early in their consideration of annexing property to determine the location of the current city limits boundary and ensure proper completion of the application.

Residences annexed into the city become entitled to municipal waste collection (household and yard containers); city emergency services; and inclusion in the Hartselle City School district.

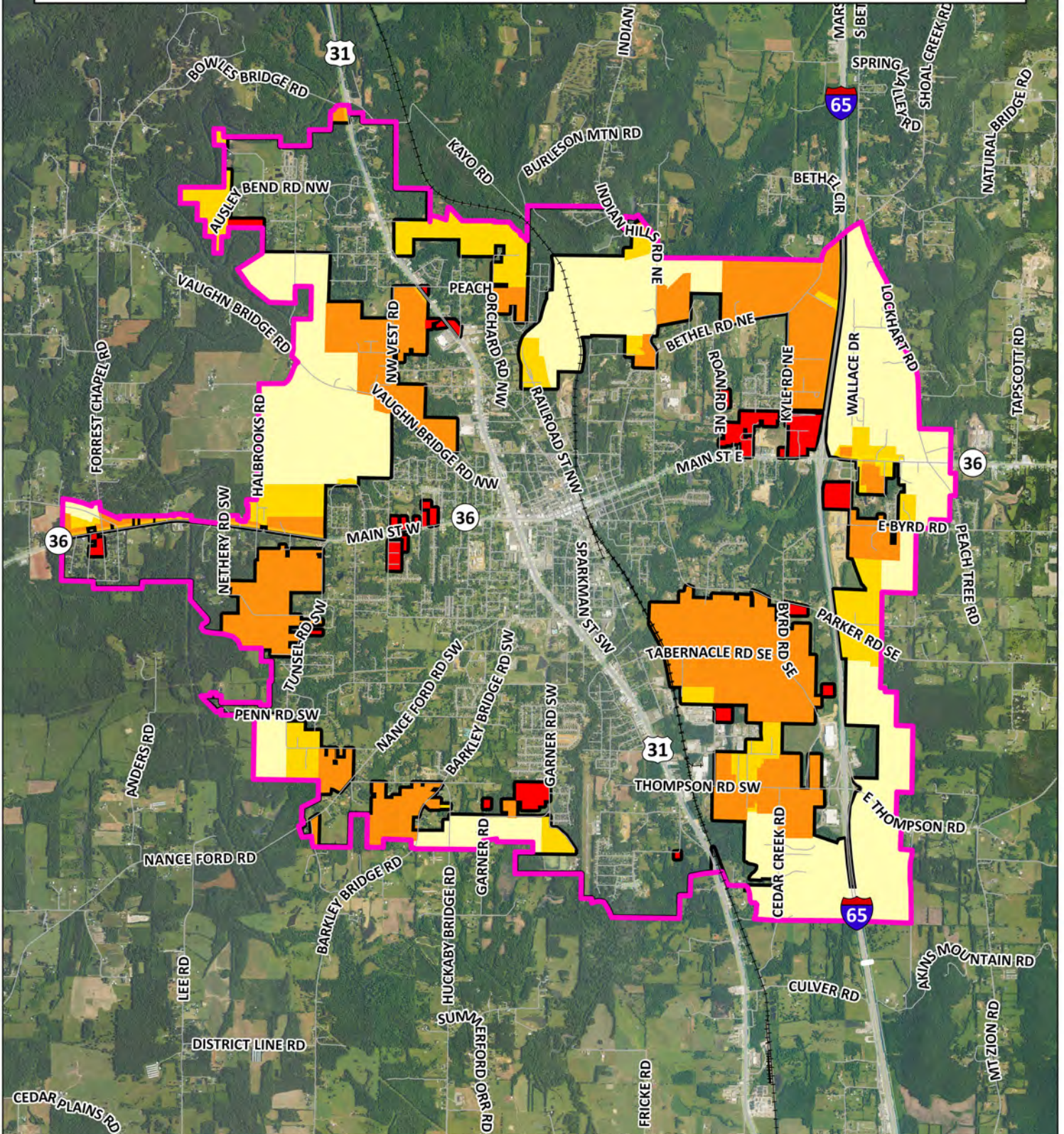
HARTSELLE FUTURE ANNEXATION PLAN

- STREETS
- RAILROAD
- HARTSELLE CITY LIMITS
- FUTURE HARTSELLE LIMITS

- ANNEXATION PRIORITY LEVEL
- 1 (FIRST PRIORITY)
 - 2
 - 3
 - 4



0 ¼ ½ 1 1½ 2 Miles

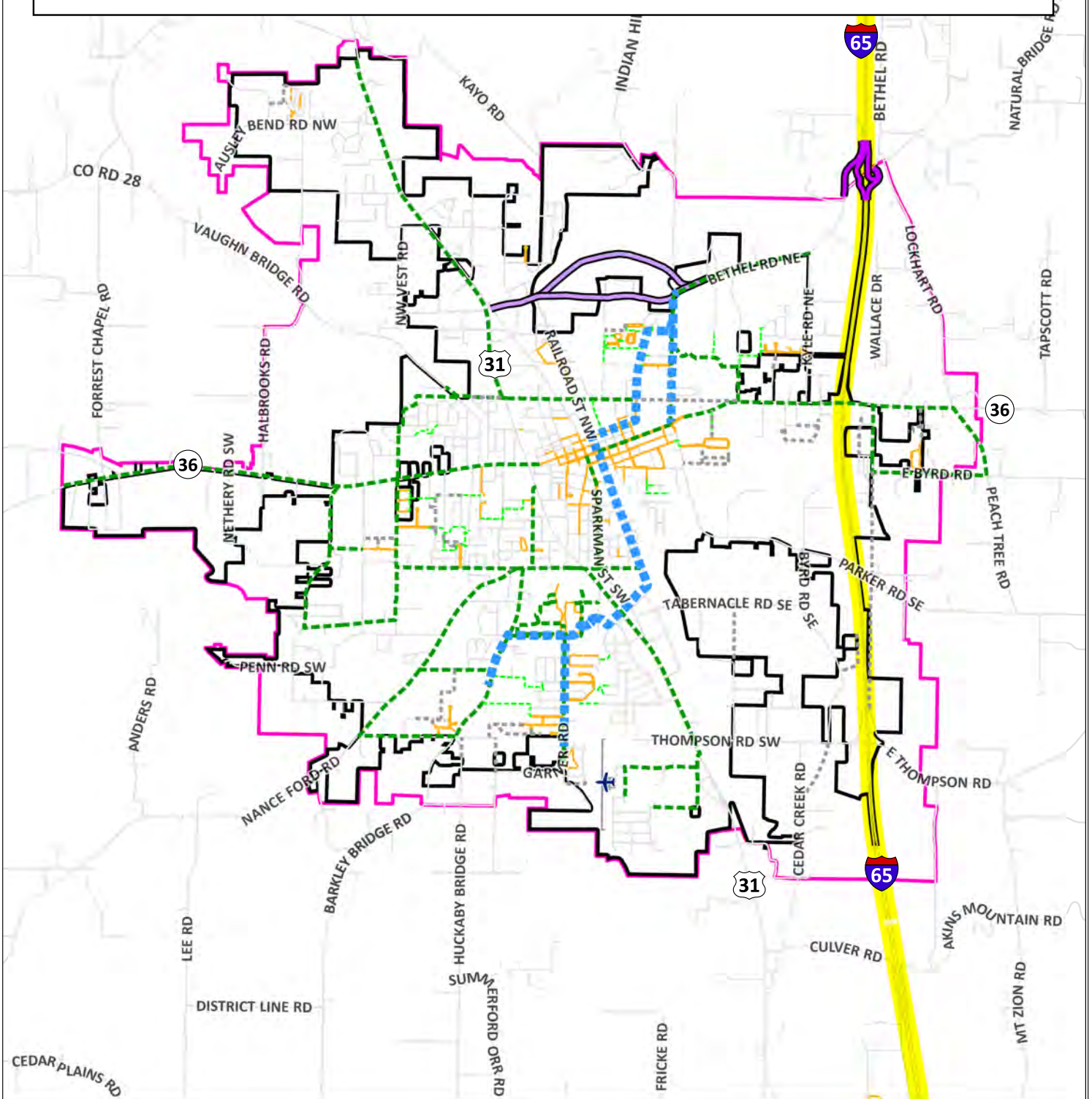


HARTSELLE FUTURE TRANSPORTATION PLAN

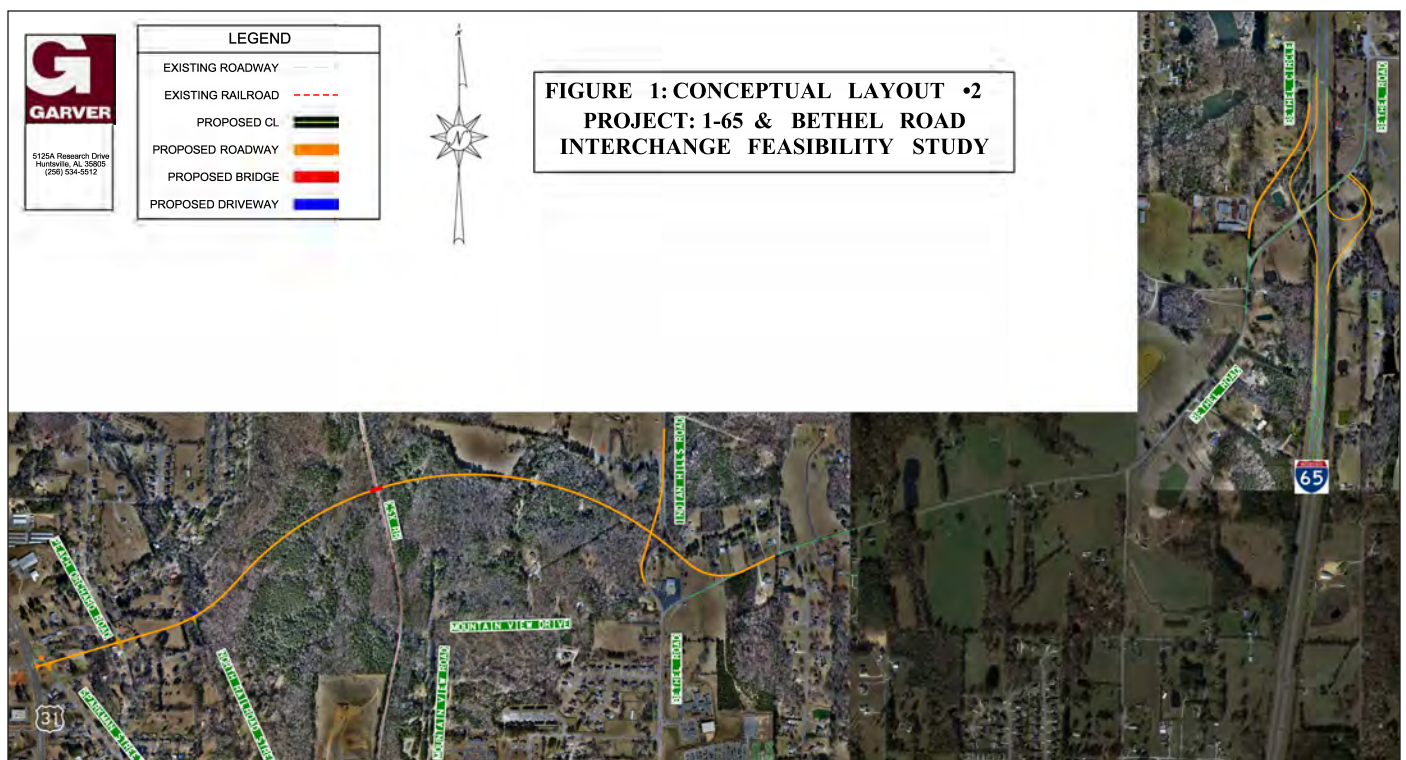
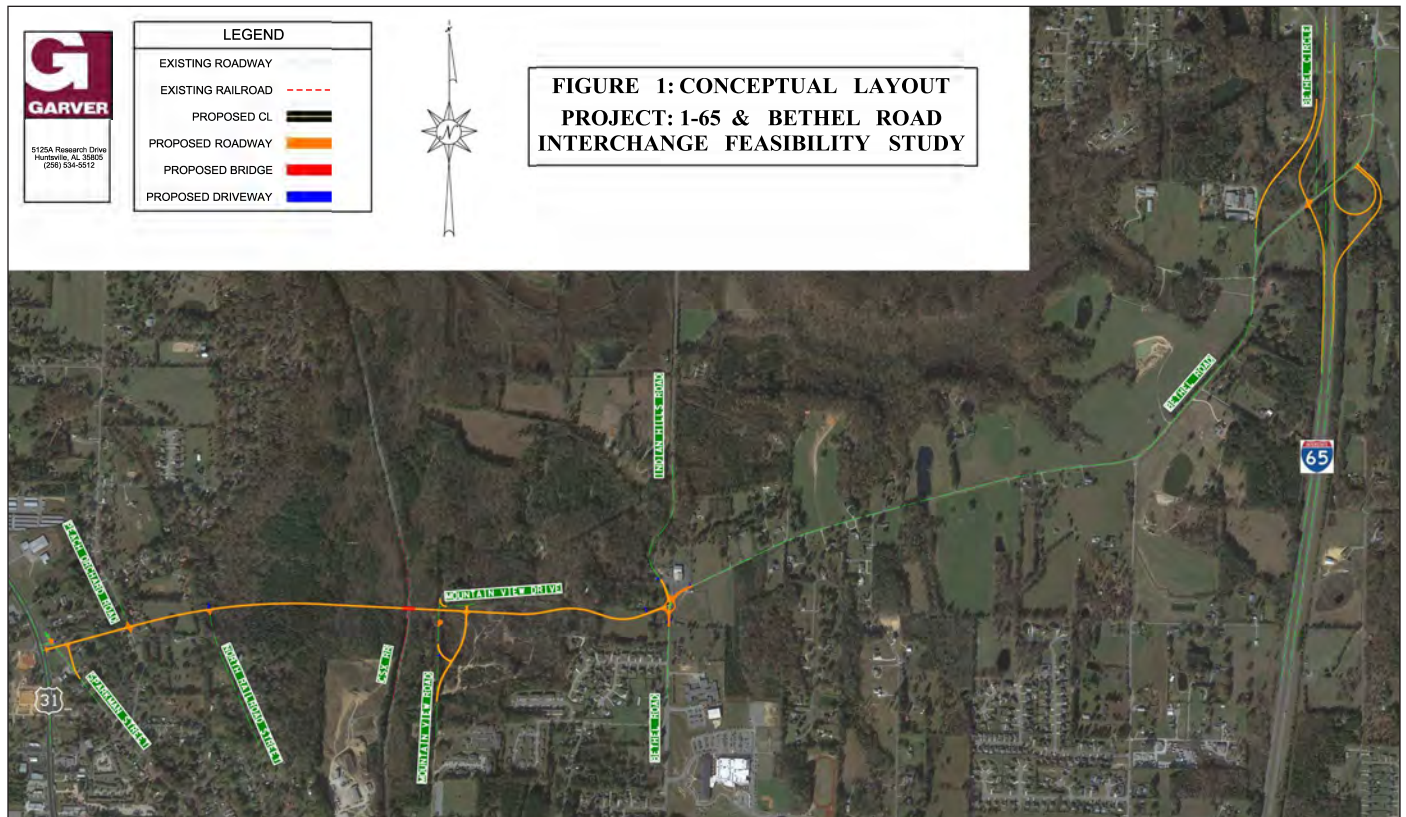
- HARTSELLE CITY LIMITS
- FUTURE CITY LIMITS
- EXISTING BIKE/PED FACILITIES
- STREETS
- RAILROAD
- ✈ AIRPORT
- FUTURE WIDENING OF I-65
- PROPOSED BIKE/PED FACILITIES
- PROPOSED SPARKMAN TRAIL PLAN
- PROPOSED NEIGHBORHOOD PEDESTRIAN CONNECTIONS
- PROPOSED STREET CONNECTIONS
- PROPOSED I-65 EXIT AT BETHEL RD
- PROPOSED ROUTE OPTIONS FOR BETHEL RD CONNECTION TO US-31



0 ¼ ½ 1 1½ 2 Miles



ALTERNATIVES FOR FUTURE I-65 INTERCHANGE AT BETHEL ROAD AND CONNECTOR ROUTE TO US-31



DESIGN GUIDANCE

ACCESS MANAGEMENT

Hartselle should consider developing an Access Management Plan to control the number of curb cuts on high traffic roads, ensure that curbs are maintained for pedestrian safety. According to the Federal Highway Administration (FHWA), good access management is the management of vehicular access points to properties located along or adjacent to any type of road in a way that enables the safe and efficient use of the transportation network for all. Some of the techniques used in access management include, access (traffic signal) spacing, driveway spacing, safe turning lanes, roundabouts, median treatments, and right-of-way management. Other vehicle-oriented considerations include driveway alignment or offset, shared driveways, driveway spacing from intersections, wayfinding, and service drives.

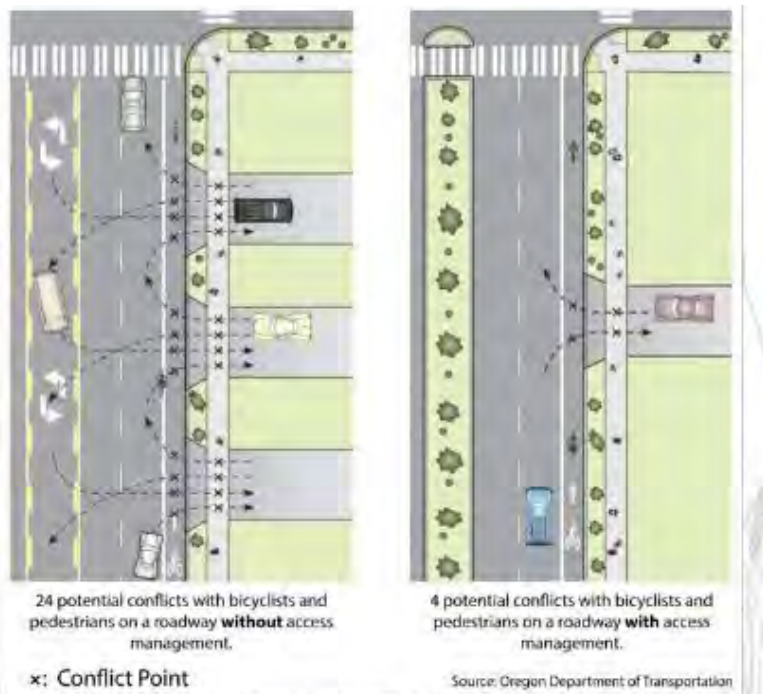
How does Access Management affect operations?

Curb cuts are reduced, this improves safety for:

- **Bicyclists**
- **Pedestrians**
- **People with disabilities**
- **The elderly**

Reducing curb cuts improves:

- **Roadway carrying capacity**
- **Travel speed and time**
- **Mobility**
- **Efficiency**

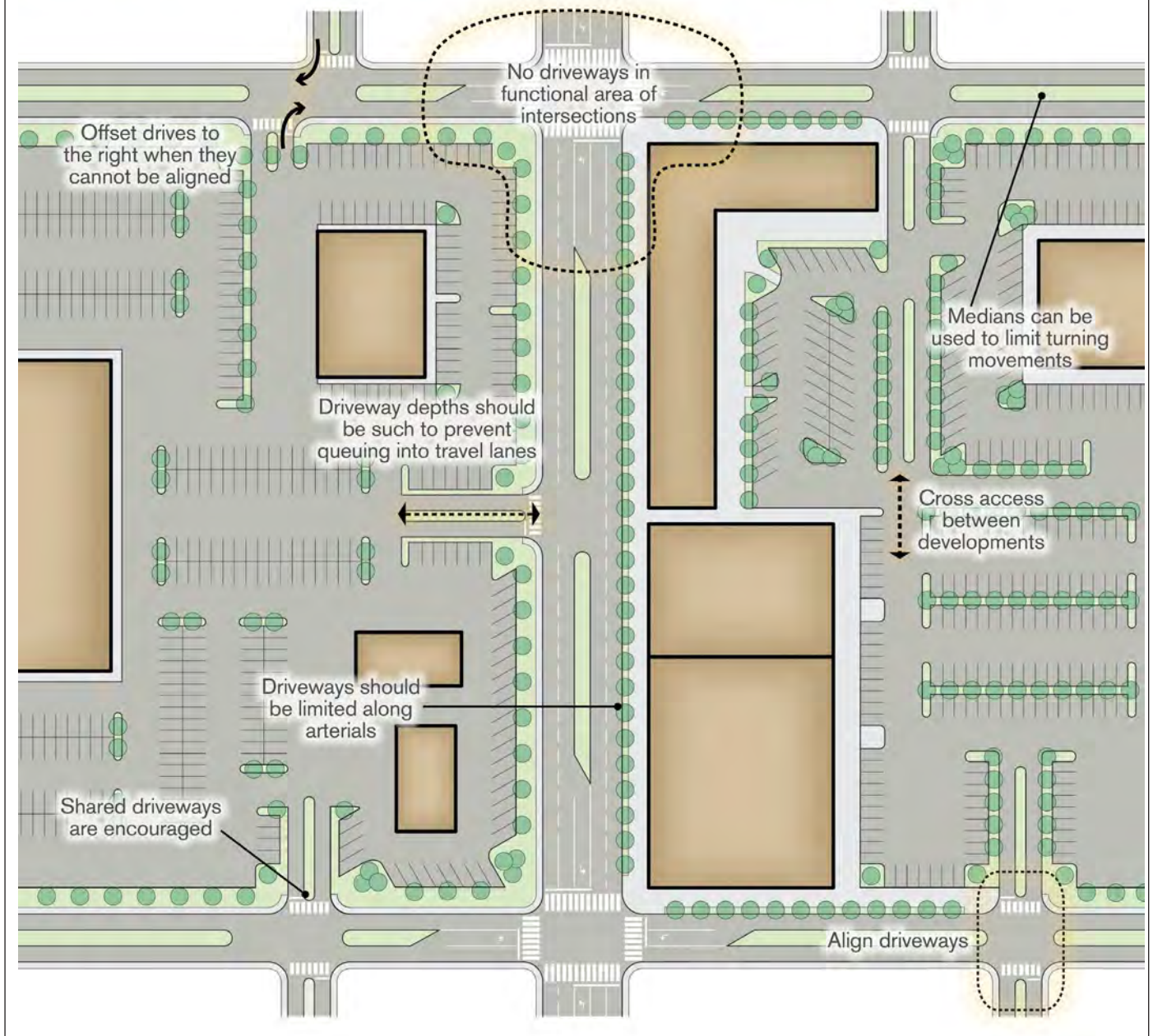


Source: <https://www.bestconstructionpractices.com/2020/03/how-to-improve-safety-on-your-highway-projects/>

Some of the non-motorized considerations include the design of access points, connectivity, bike lanes, sidewalks, crosswalks, and mid-block crossings. Future transit systems should also be considered in access management plans and when designing or redesigning roads. Access management can reduce traffic congestion, conflict points, and collisions, as well as improve the safety for all other users, including pedestrians and bicyclists. It can also increase the opportunities for stormwater drainage and management, landscaping, signage, and general beautification of the area by adding more space for these additions. Whenever a new project or the redevelopment of an area in either of these corridors is planned, upgrading and improving access management on existing and proposed streets should be included in the project plan, as well as considering the need for pedestrian or bicycle facilities.

ACCESS MANAGEMENT DIAGRAM

Example highlighting access management techniques which will help maintain traffic flow and increase safety.



Source: <https://planokc.org/development-guide/infrastructure-investment/access-management-focus-areas/>

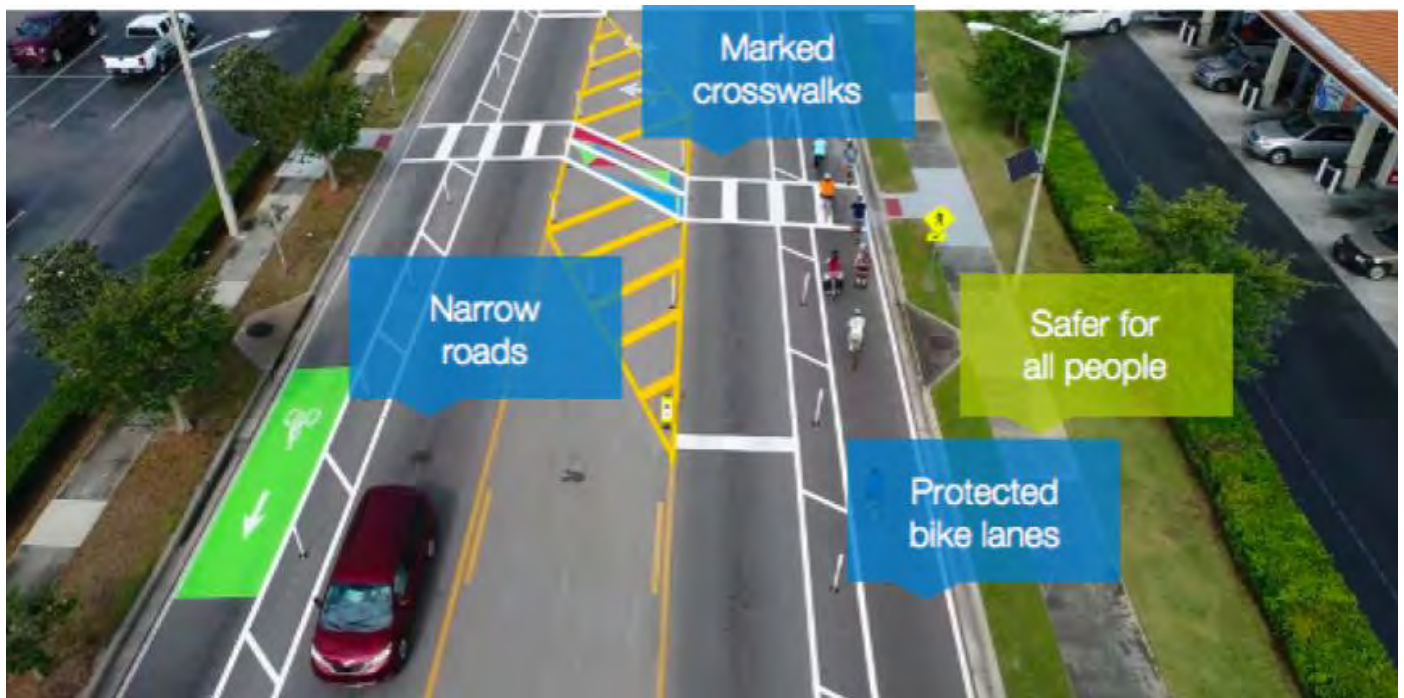
COMPLETE STREETS

Hartselle should consider adopting and implementing the “Complete Streets” policy and approach to all future road work, projects, developments, etc. to enable safe access for all users. This may include sidewalks, bike lanes (or wide paved shoulders), bus lanes and stops, frequent and safe crosswalks, median islands, pedestrian signals, curb extensions (or bulb outs), narrower lanes to encourage slower speeds, roundabouts, and more. Complete streets can also increase property values, in that they provide transportation to the surrounding areas more safely, quickly, and efficiently, regardless of mode. The National Association of Realtors says the old adage “location, location, location” is actually about “transportation,” and supports Complete Streets, among other approaches.

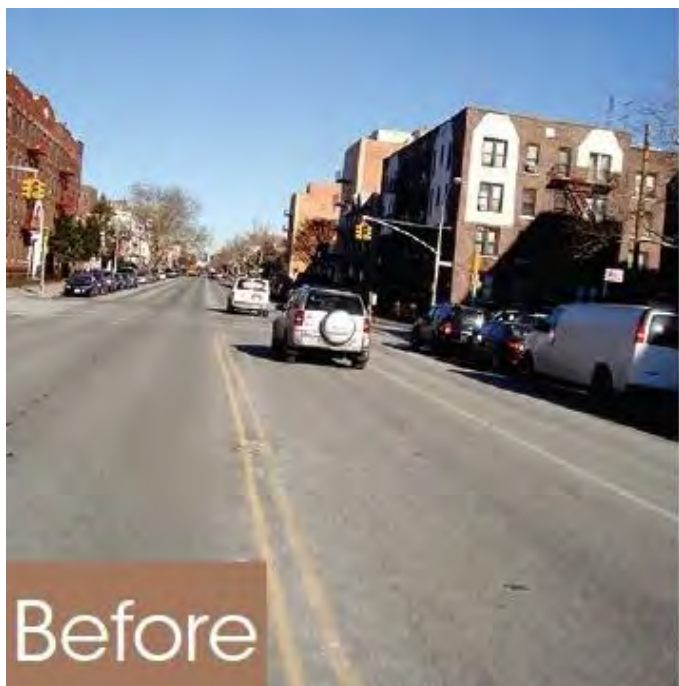


Hartselle should consider implementing “Road Diets,” or road reconfigurations, as a method of implementing Complete Streets on eligible roads and enhance overall quality of life. The process of a road diet can involve converting a four-lane undivided road to a three-lane consisting of two through lanes and a center turn lane. Benefits of road diets can include reduction of rear-end and left-turn crashes, fewer lanes for pedestrians to cross, traffic calming, and the opportunity to install pedestrian refuge islands, bicycle lanes, on-street parking, or transit stops.

Some good locations for road diet projects include roads near schools and other areas where the speeds need to be kept low, as well as the downtown area, and anywhere else that cyclists or pedestrians may also be using the road. Another option is to remove an unnecessary center turn lane and return the road back from a three-lane to a two-lane with wider sidewalks. A similar project was just completed on Sparkman Street, between downtown and the planned event center.



Source: <https://smartgrowthamerica.org/what-are-complete-streets/#:~:text=Complete%20Streets%20is%20an%20approach,of%20all%20ages%20and%20abilities.>



Road Diet implementation in St. Paul

Source: <https://www.nar.realtor/on-common-ground/cars-step-aside>

WAYFINDING & PARKING

WAYFINDING

According to the Society for Experiential Graphic Design (SEGD), wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of a space, allowing them to more easily build a mental map of an area. Hartselle should consider developing a Wayfinding and Signage Plan to implement for pedestrians as well as motorists. Pedestrian wayfinding should be implemented downtown, to include signage to direct people to parking areas or help make them aware of available parking.

Signage and wayfinding are important parts of the success of any place, especially a downtown area. Ensuring roadway and pedestrian safety, efficient utilization of facilities, and continued patronage of the downtown area is at least partly dependent upon effective signage and wayfinding techniques.

Signage should be consistent and include a simple typeface and clear letters or universally recognizable symbols where parking lots are located, and street signs should be high-contrast colors.



SOURCE: <https://rsmdesign.com/news/what-is-wayfinding>

PARKING

Parking management and the efficient use of existing parking areas are crucial to the successful utilization of parking. Managing and mitigating stormwater runoff and flooding, the urban heat-island (UHI) effect, traffic congestion, erosion, and many other things can all be done using the management of existing parking areas. This, along with the sustainable management of other related facilities like the right-of-way, and the pedestrian and bicycle infrastructure therein, can significantly increase the safety, quality, and aesthetics of the area.

Hartselle should consider implementing parking lot sharing memorandums of understanding for places like church parking lots that are underutilized on weekdays and Saturdays.

A parking lot should have clearly define edges such as curb and gutter with sidewalks, if appropriate. These edges should also include landscaping such as a hedgerow and/or street trees to better delineate the parking lot from the street and screen cars as well.

The interior of the lot should be designed to accommodate the needed number of parking spaces and safe vehicular flow while providing trees for aesthetics and shade and decorative lighting in keeping with the street lights in the rest of downtown.



TurfStone Permeable grass grid pavers

Source: <https://www.mutualmaterials.com/product/turfstone-gray-permeable-paver/>

Stormwater drainage should be considered as well as any potential for providing permeable paving materials or pervious surface treatments will aid in capturing run off and be better for the environment. Ingress and egress is important as well and clear lines of sight should be provided. If designed well, the parking lots can become oasis's that are park like versus a heat island. To achieve this vision for retrofitting existing parking lots and future parking lots, the city will need to take the initiative, if the lot is city owned or work with the owner. Also, it may require amendments to the development regulations governing the design requirements and working with the developers to communicate city goals.



PaveDrain permeable pavers

Source: www.pavedrain.com





101

BREAKFAST
8-11
LUNCH
11-2
~CAKE~
ALL DAY!

IMPLEMENTATION

IMPLEMENTATION

Implementation is how you accomplish the goals and objectives identified in the plan to realize your community's vision. This section discusses some of the available tools and resources for implementation including land use controls, the Capital Improvements Program, and funding sources.

Additionally, the "Implementation Matrix" provides an easy-to-read table that outlines the cost, funding sources, responsibility, performance measures, and time-frame for implementing the goals and objectives of the plan.

LAND USE CONTROLS

A wide variety of tools or land use controls are available that influence the look and feel of a community. The two main tools at the disposal of the City are subdivision regulations and the zoning ordinance. The establishment of a local planning system is addressed in the land use goals section of the plan and the two tools are explained below.

SUBDIVISION REGULATIONS – A Planning Commission has territorial jurisdiction over the subdivision of land located within the municipality, and all land lying within five miles of the corporate limits of the municipality and not located in any other municipality, if it so chooses, as established in the Code of Alabama §11-52-30 et seq. The county engineer must approve plats within the extraterritorial jurisdiction of a municipality. However, once the plat is approved, it is within the exclusive control of the planning commission. Additionally, no county shall exercise jurisdiction within the jurisdiction of any municipal planning commission presently organized and functional. The City of Hartselle's Planning Commission may need to consider amendments to the Subdivision Regulations to implement certain portions of the plan. Currently, the city does not enforce subdivision regulations in the planning jurisdiction outside the city limits.

ZONING ORDINANCE – The Legislature of Alabama has delegated legislative authority to the municipalities of the state to pass general zoning ordinances, and to establish planning and zoning commissions in §11-52-70 et seq. of the Code of Alabama. Each municipal corporation may divide its territory into zones or districts and may provide for the kind, character, and use of structures and improvements that may be erected or made within the zone. The City of Hartselle's Planning Commission may need to consider amendments to the Zoning Ordinance and Map to implement certain portions of the plan.

Overlay Zones are special zoning districts placed over the existing base zone(s) that identify special provisions or additional regulations to those in the underlying base zoning district. Overlay zoning districts can share common boundaries with base zones or cut across base zone boundaries. A "Historic District" is a common overlay zone that is often employed.

OTHER TOOLS:

Business Improvement District (BID) – A defined area within which businesses elect to pay an additional fee (or assessment) in order to fund projects within the district's boundaries. BIDs are formed by private property owners and businesses within a legally constituted city district.

Conservation Easements – A non-possessory interest in real property imposing limitations or affirmative obligations, the purposes of which include retaining or protecting natural, scenic, or open space values of real property; assuring its availability for agricultural, forest, recreational or open space use; protecting natural, cultural, or historic resources; or maintaining air or water quality and including preservation easements for historic or cultural resources. Some examples include preserving old growth tree stands, silos, barns, etc., as neighborhood amenities.

Conservation Subdivisions – Also called “cluster developments,” preserve the environmental and visual integrity of natural landscapes by concentrating development into more compact neighborhoods with smaller lot sizes. These can help preserve the small town historic and agricultural character desired by residents. These would be most appropriate in the less dense areas on the edges of the city.



Existing Landscape

Subdivision Sprawl

Conservation Neighborhood

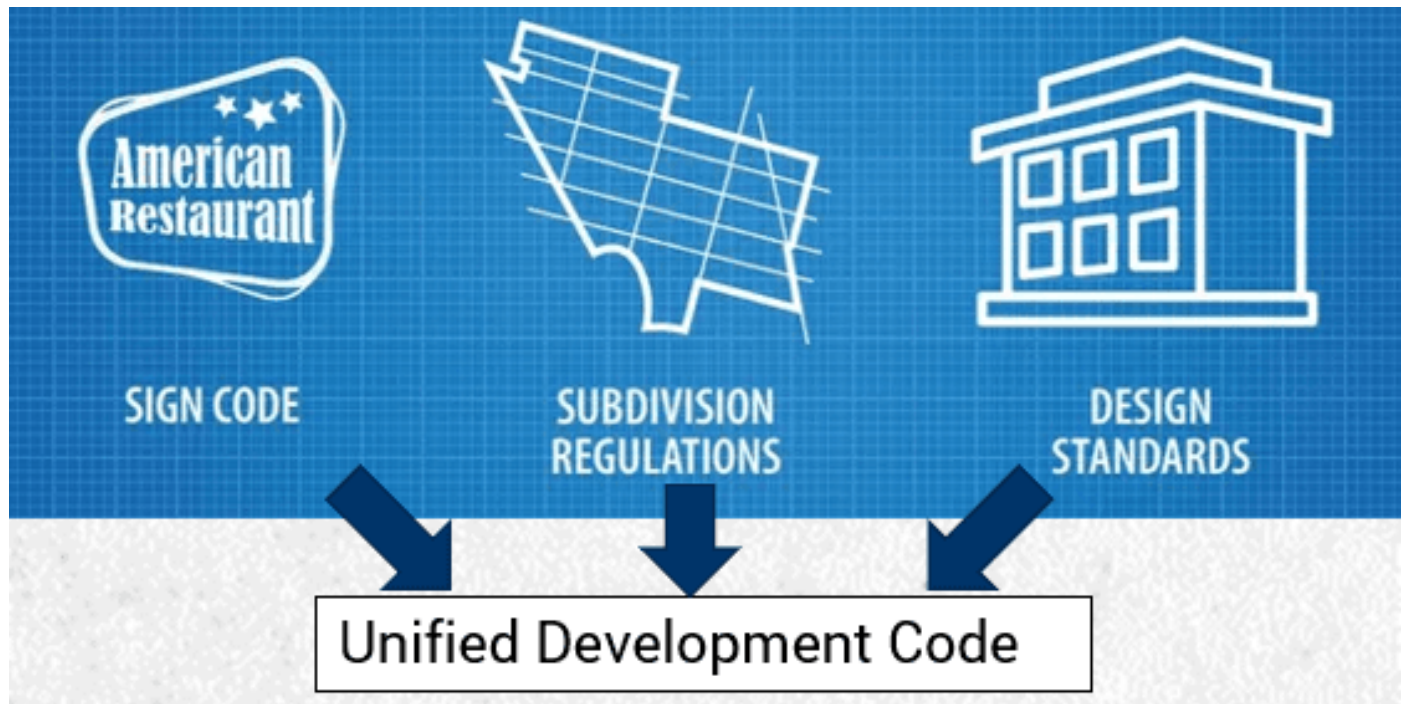
Tax Increment Financing (TIF) – A technique for financing a capital project from the stream of revenue generated by the project. In one form or another, TIF is a common financial tool available to local governments that is obtained through a general obligation bond or other means.

- Tax Increment Districts – See Section 11-99-1 to 10 in the Code of Alabama

Transfer of Development Rights (TDR) – An administrative program or regulatory procedure by which an owner of environmentally sensitive land in a “sending area” sells the land’s development potential to an owner of land located in a “receiving area” where higher density development is desirable. This is accomplished by the conveyance of development rights by deed, easement, or other legal instrument authorized by local law to another parcel of land and the recording of that conveyance.

Unified Development Code (UDC) – A unified development code is a single regulatory document that guides development within a jurisdiction. This may include zoning and subdivision regulations, infrastructure requirements, design guidelines, landscaping standards, sign regulations, etc. Mobile, AL has recently initiated UDC adoption: “To re-initiate the formal adoption process, the current proposed UDC will be reconsidered by City Planning Commission at a public hearing. Alabama state law requires at least two public hearings for adoption – one with the Planning Commission followed by one with the City Council.”

https://mapformobile.org/wp/wp-content/uploads/2021/03/UDC-PC-June-4-2020_forweb2.pdf



Source: <https://ogdencity.com/2460/Zone-Ogden---Development-Code-Zoning-Sub>

Sprawl Repair – Change zoning codes to allow for sprawl repair and the restructuring of assets. The existing regulatory practices in many suburbs limit the opportunities for sprawl repair. Suburbs should revisit these codes to allow for retrofitting to take place. Introduce Lean Urbanism codes to reduce red tape, and allow for more flexibility such as accessory dwelling units (ADUs) and mixed-use in single-use suburban enclaves. Retrofit parking lots and empty structures to be used as something useful such as office headquarters, educational or civic centers, co-working spaces, or even storage facilities. Steer residential builders to engage in retrofit and repair. Residential builders are in a unique position to build desirable living spaces and take underutilized suburban spaces and transform them into more useful community assets. The image to the right shows a typical suburban drive-through on top, and a sprawl repair development with buildings lining the street.

Source: <https://sprawlrepair.com/>



CAPITAL IMPROVEMENT PROGRAM AND BUDGET

A Capital Improvements Program (CIP) can provide the tools to make planning a reality by integrating physical and financial planning. Using a CIP to make annual expenditures for public improvements is one of the best ways to implement a plan. The main value of creating a CIP is that it encourages City officials and citizens to think about the future of the city and to budget capital investments over a set time period to provide the necessary services.

Essentially, a CIP is a program of when, where, and how much money a city plans to invest in public services over a six-year period. A capital budget process is concerned with the selection of capital projects, timing of expenditures, and impact on total government finances. Capital projects are scheduled for a six-year time frame according to priorities and available revenue and updated annually through the CIP process. The first year of the CIP is the capital budget, which outlines the projects for the upcoming fiscal year.

Capital improvement projects are typically major expenditures, such as the purchase, construction, reconstruction, renovation, or replacement of a public building, facility, or major equipment item. The CIP gives highest priority to projects that in the long run will save the City money, especially in terms of energy efficiency, or that are necessary to protect public health and safety. Projects to expand, replace, or upgrade facilities must be based on established service standards and new projects should not be financed at the expense of neglecting existing infrastructure and facilities. However, capital improvements do not include maintenance of existing facilities, property, and buildings. The city must continue to invest in maintenance, making it a high priority, to make the best use of existing resources and prevent unnecessary capital costs caused by neglect. Population growth determines the amount of construction, maintenance, and expansion necessary to maintain the quality of services expected by the public, and population estimates can assist in determining potential capital projects to meet future growth and service needs.

FUNDING SOURCES

There is a wide range of potential funding sources available to municipalities for capital improvements, such as the more traditional general fund and general obligation bonds, to less traditional approaches, such as tax increment financing (TIF), special assessments, and special assessment bonds.

GRANTS

Also, a wide variety of federal and state grant monies are available to municipalities. Some of the federal grant programs are available from the Environmental Protection Agency (EPA), the Federal Highway Administration (FHWA), the Appalachian Regional Commission (ARC) and Housing and Urban Development (HUD). In some instances, certain federal funds are administered through state agencies such as the Alabama Department of Environmental Management (ADEM), the Alabama Department of Economic and Community Affairs (ADECA) and the Alabama Department of Transportation (ALDOT). Examples include Community Development Block Grants (CDBG), the Land and Water Conservation Fund (LWCF), and Recreational Trails Program (RTP) administered by ADECA. Also, there is the Rebuild Alabama Act (RAA) road improvement program and Transportation Alternative Program (TAP) administered by ALDOT.

LOANS

NARCOG Accelerate Business Growth Fund – The NARCOG Business Growth Fund is a locally controlled source of capital used to finance start-up and expanding businesses whose projects will result in job creation,



leverage private sector investment, and reduce unemployment in Cullman, Lawrence, or Morgan Counties. Both traditional loans and microloans are available through this fund.

Traditional Loans offer competitive interest terms and rates. The purpose of a traditional loan is to provide “gap financing” after the applicant and financial institution have reached their financial limits. Letters from the financial institution requesting NARCOG participation for financing are required as part of the application process. These loans can be used for new construction or renovation of commercial real estate, purchases of machinery or equipment, or working capital.

Microloans provides financing for businesses whose projects may not be a fit for traditional financing. It offers a loan ceiling of \$50,000 and up to 5-year term and can be used to purchase real estate/fixed assets, purchase machinery/equipment/inventory, or provide working capital.

PARTNERSHIPS

Alabama Community of Excellence (ACE) – Hartselle was designated an ACE community in 2010. The update of the comprehensive plan is part of maintaining that designation. The program consists of successfully completing three parts: a Community Assessment, a Strategic Plan including Leadership Development, and a Comprehensive Plan. ACE is administered by the Alabama League of Municipalities (ALM). (<https://www.alabamacommunitiesofexcellence.org/>)



Decatur Morgan County Tourism, Inc. – DMCT is a nonprofit economic development agency responsible for marketing Decatur and Morgan County as a destination for conventions, tour groups, sporting events, relocation, and special events, as well as assisting the area industry with corporate travel needs in Decatur. DMCT also works to stimulate interest in our area’s attractions, events, festivals, recreational facilities, and tournaments, and seeks to further develop tourism in the area with hosting conventions, meetings, conferences, etc. here, along with promoting permanent attractions. (<https://www.visitdecatural.org/about>)

DesignAlabama – “DesignAlabama programs create engagement between civic leaders, citizens and design professionals. DesignPlace and the Mayors Design Summit are annual events hosted by DesignAlabama. We also conduct special programs and events such as DesignVision, DesignDash and ConnectLiverty.” (<https://www.designalabama.org/programs/>)





Main Street Alabama – A program that follows a national 40-year-old model for community revitalization consisting of a 4-point approach: design, organization, promotion, and economic vitality. NARCOG previously sponsored Hartselle as a “Downtown Network Community” for three years. (<https://www.mainstreetalabama.org/>)

Morgan County Economic Development Agency –

Incorporated in July of 1969, MCEDA is located in Decatur, Alabama and was created to stimulate, promote and assist in the development of new industry and



the expansion and development of existing industry within Morgan County. In addition, the MCEDA office, in conjunction with the Decatur-Morgan County Port Authority, oversees the operation of the Morgan County public port terminals. (<https://www.mceda.org/>)

Your Town Alabama –



“Towns, villages, and neighborhoods in Alabama, and across America, face an uncertain future – a future which is increasingly threatened by large scale change to economies, relocations by the population, telecommunication needs, housing shortages, public health challenges, a changing environment, the distribution of goods, and changes in land policy.

In the face of these forces, communities struggle to maintain their vitality and even their sense of identity. Whether the threat is sudden growth or stagnation, planning and design decisions can often make the difference between survival and decay, between healthy prosperity and decline. Despite the crucial importance of planning and design, small communities rarely have good access to professional assistance and information on the application of planning and design to their communities’ issues.

The Your Town Alabama program is a first step in meeting these needs. The workshop format is an intensive engagement of citizen leaders and professionals. Our time together is intended to be highly participatory with lectures, case study presentations, and interactive group problem solving, including work on realistic issues in a hypothetical small town. The goal is to provide advanced leadership skills supported by information and planning tools that can be taken home to all corners of our state and applied to the process of designing our future!” (<https://www.yourtownalabama.org/about/>)

IMPLEMENTATION MATRIX

	GOALS, OBJECTIVES, & STRATEGIES
GOAL 1	ECONOMIC DEVELOPMENT
OBJECTIVE 1.1	COMMERCIAL
1.1.1	Pursue new retail and restaurant developments along US-31 corridor
1.1.2	Take advantage of redevelopment opportunities along the US-31 corridor to improve appearance
1.1.3.	Actively pursue new retail, restaurant, and hotel development near Cracker Barrel and encourage walkability to and from the new Cain Park developments
1.1.4	Support the continued growth of the Hartselle Health Park on the US-31 corridor
OBJECTIVE 1.2	INDUSTRIAL
1.2.1	Promote the Morgan County Business Center site for high-tech, light industry to locate
1.2.2	Explore recruiting technology-driven manufacturing, office operations, and knowledge-based businesses
OBJECTIVE 1.3	TOURISM
1.3.1	Attract a quality, boutique hotel to locate downtown, potentially in a historic building
1.3.2	Attract a high-end chain hotel to locate off the I-65 exit at AL-36
1.3.3	Promote tourism as an economic development strategy through tournaments and other events
1.3.4	Promote downtown Hartselle as an event destination
1.3.5	Continue to promote local events, such as Depot Days and the Farmers Market
1.3.6	Continue to promote “agri-tourism” opportunities and the Farmers Market
1.3.7	Promote the new event center as a location for conferences and other similar functions once built
OBJECTIVE 1.4	DOWNTOWN
1.4.1	Support existing and new downtown businesses
1.4.2	Strengthen the capacity of the Chamber to promote the use of all historic buildings, including the old Post Office reuse project
OBJECTIVE 1.5	HARTSELLE AREA CHAMBER OF COMMERCE
1.5.1	Support the development of a strategic plan for the Chamber of Commerce
OBJECTIVE 1.6	SEEK FUNDING OPPORTUNITIES TO ADVANCE ECONOMIC DEVELOPMENT OPPORTUNITIES IN HARTSELLE AND MAKE INFRASTRUCTURE IMPROVEMENTS FOR NEW DEVELOPMENTS
GOAL 2	INFRASTRUCTURE & UTILITIES
OBJECTIVE 2.1	INFRASTRUCTURE
2.1.1	Maintain and upgrade infrastructure as needed to meet evolving regulatory needs and development growth
OBJECTIVE 2.2	UTILITIES
2.2.1	Support Hartselle Utilities’ plans for improvements and expansions

CHAMPIONS & STAKEHOLDERS	POTENTIAL FUNDING SOURCES	TIME FRAME
City, Developers	NA	OG
City, Developers	NA	OG
City, PC, Chamber, Developers	NA	ST
City, PC	NA	OG
MCEDA, City	NA	OG
MCEDA, City	NA	LT
City, DMCT, Chamber	NA	ST
City, DMCT, Chamber	NA	ST
City, DMCT, Chamber	NA	OG
City, Chamber,	NA	OG
City, Chamber	NA	OG
City, Chamber, DMCT	NA	OG
City, Chamber, DMCT	NA	LT
Chamber, DMCT	NA	OG
City, Chamber	NA	OG
Chamber, NARCOG	Chamber	ST
City, NARCOG, Consultants	ARC, CDBG, EDA, TAP, RAA	OG
City, HU	ARC, CDBG, EDA, TAP, RAA, Local	OG
City	HU	LT

	GOALS, OBJECTIVES, & STRATEGIES
2.2.2	Implement underground utilities in all new developments and support the conversion of current above-ground/overhead utilities into underground utilities
OBJECTIVE 2.3	SEEK FUNDING OPPORTUNITIES TO IMPROVE AND EXPAND INFRASTRUCTURE AND UTILITIES SERVICES IN HARTSELLE
GOAL 3	HOUSING & NEIGHBORHOODS
OBJECTIVE 3.1	ENCOURAGE THE DEVELOPMENT OF A VARIETY OF HOUSING TYPES
3.1.1	Work with real estate developers to provide the desired types of housing in the appropriate areas (e.g. downtown lofts; apartments and townhomes in the Gateway corridor area)
3.2.1	Work with real estate developers to provide a wide range of price points with housing choices such as garden homes, townhomes, apartments, etc.
OBJECTIVE 3.2	CONTINUE TO SUPPORT THE PRESERVATION OF HISTORIC NEIGHBORHOODS AND THE CHARACTER OF THE HISTORIC ARCHITECTURE IN THOSE AREAS
3.2.1	Develop revitalization plans for identified deteriorating neighborhoods
GOAL 4	TRANSPORTATION
OBJECTIVE 4.1	WORK TOWARDS IMPLEMENTING COMPLETE STREETS ON ALL ELIGIBLE ROADS
4.1.1	Initiate a city-wide wayfinding signage plan
4.1.2	Ensure that all city public parking lots are paved, well maintained, and easy to locate through wayfinding signage
4.1.3	Continue to work towards improvements to Railroad Street and Barkley Bridge Road
4.1.4	Consider implementing road diets on identified streets to naturally decrease speeds of automobiles while also installing facilities for pedestrians and cyclists
OBJECTIVE 4.2	CONSTRUCT, RELOCATE, AND REALIGN STREETS AS NEEDED TO PROVIDE BETTER CONNECTIVITY FOR ALL USERS
4.2.1	Consider a transportation connectivity plan or study
OBJECTIVE 4.3	ENSURE THAT LOCAL STREET AND PEDESTRIAN CONNECTIVITY IS FURTHERED IN ALL SUBDIVISION APPROVALS
4.3.1	Ensure that subdivision regulations are in place to support this objective
OBJECTIVE 4.4	CONTINUE WORKING WITH THE MPO, ALDOT, AND OTHER REGIONAL PARTNERS TO COMPLETE THE PROPOSED VISIONARY TRANSPORTATION PROJECTS
4.4.1	Widen I-65 from I-565 to south of Thompson Road
4.4.2	Continue to work towards improvements to Thompson Road and widen the bridge
4.4.3	Complete the proposed connection between I-65 and US-31 from the new exit at Bethel Road
OBJECTIVE 4.5	IMPROVE/ADD INTERSECTION LIGHTING, SIGNALS, AND TURN LANES IN NEEDED AREAS AND CONSIDER ALTERNATIVES SUCH AS ROUNDABOUTS AND NEIGHBORHOOD TRAFFIC CIRCLES
4.5.1	Implement the roundabout projects at the AL-36 and I-65 interchange
OBJECTIVE 4.6	ENCOURAGE ACCESS MANAGEMENT AS COMMERCIAL SITES ARE DEVELOPED, ESPECIALLY ON US-31 AND AT I-65 EXITS
4.6.1	Establish an Access Management Plan and apply it to all the highway commercial developments

CHAMPIONS & STAKEHOLDERS	POTENTIAL FUNDING SOURCES	TIME FRAME
City, PC	NA	LT
City, HU	ARC, CDBG, EDA, TAP, RAA, Local	OG
City, PC	Private	
City, PC	Private	OG
City, PC	CDBG, Local	MT
City, PWD	Local	ST
City, PWD	Local	ST
City, PWD	Local	LT
City, PWD	Local	LT
City, PWD, MPO, ALDOT	RAA, TAP, Local	OG
City, PC	NA	OG
City, ALDOT, MPO	ALDOT, FHWA, Local	LT
City, PWD	RAA, Local	ST
City, ALDOT, MPO	ALDOT, FHWA, Local, RAA	LT
City, PC, PWD	Local	ST
City, PC	NA	ST

	GOALS, OBJECTIVES, & STRATEGIES	
4.6.2	Consider an Overlay Zoning District for the US-31 corridor and the I-65 Gateway Corridor that requires access management	
4.6.3	Implement proposed access management and roundabouts at AL-36 I-65 exit	
OBJECTIVE 4.7	WORK TO PROVIDE A CITY-WIDE ADA COMPLIANT SIDEWALK SYSTEM	
4.7.1	Require ADA compliant sidewalks for all residential and commercial developments	
4.7.2	Ensure that all existing sidewalks are ADA compliant	
OBJECTIVE 4.8	CONTINUE IMPROVING THE HARTSELLE-MORGAN COUNTY REGIONAL AIRPORT AS AN ASSET TO COMMERCIAL AND INDUSTRIAL DEVELOPMENT	
4.8.1	Support the implementation of the Airport Master Plan	
OBJECTIVE 4.9	SEEK FUNDING OPPORTUNITIES TO IMPROVE AND EXPAND TRANSPORTATION FACILITIES IN HARTSELLE	
4.9.1		
GOAL 5	COMMUNITY FACILITIES & PUBLIC SERVICES	
OBJECTIVE 5.1	COMMUNITY FACILITIES	
5.1.1	Incorporate the history of Hartselle into the design of the new Library and Community Event Center	
OBJECTIVE 5.2	PUBLIC SERVICES	
5.2.1	Retain the number and quality of physicians currently practicing	
5.2.2	Support the new physicians and facilities coming from Cullman Regional to the Hartselle Health Park	
5.2.3	Support the construction of the new fire station replacing the current one downtown and reuse the existing one	
5.2.4	Support the renovation of the existing Fire Station #2	
OBJECTIVE 5.3	ENSURE HARTSELLE CITY SCHOOLS ARE AMONG THE BEST IN THE STATE AND REMAIN AMONG THE BEST IN NORTH ALABAMA	
5.3.1	Support the implementation of the recently updated HCS Strategic Plan and the accomplishment of the goals therein	
5.3.2	HSC should consider a feasibility study for new intermediate school and athletic facilities	
OBJECTIVE 5.4	SEEK FUNDING OPPORTUNITIES TO IMPROVE AND EXPAND COMMUNITY FACILITIES AND PUBLIC SERVICES IN HARTSELLE	
5.4.1		
GOAL 6	PARKS & RECREATION	
OBJECTIVE 6.1	COMPLETE THE DEVELOPMENT OF A SHARED-USE PATH FROM SPARKMAN PARK TO DOWNTOWN AND DOWNTOWN TO HARTSELLE HIGH SCHOOL	
6.1.1		
OBJECTIVE 6.2	WORK WITH TVA TO CREATE A PARK AND BOATING/PADDLING RECREATION CENTER AT THE AL-36 WOODALL BRIDGE HISTORICAL MARKER LOCATION	
6.2.1		
OBJECTIVE 6.3	CONTINUE TO ENHANCE THE QUALITY OF RECREATION OPPORTUNITIES TO ATTRACT SKILLED WORKERS TO THE AREA FOR THE QUALITY OF LIFE	

CHAMPIONS & STAKEHOLDERS		POTENTIAL FUNDING SOURCES	TIME FRAME
City, PC		NA	ST
City, PC, ALDOT, MPO		ALDOT, FHWA, Local, RAA	MT
City, PC		NA	OG
City, PWD		TAP, Local	ST
City		FAA, Local	LT
City, PW, NARCOG		NATR, FHWA, RTP, ALDOT, TAP, RAA, Local	OG
			OG
City		NA	ST
			OG
NA		NA	ST
City		NA	LT
City		NA	ST
City		NA	MT
			OG
City		NA	MT
HSC		Local	ST
City, NARCOG		ARC, CDBG, Local	OG
City, P&R		RTP, TAP, Local	ST
City, P&R, TVA		LWCF, Local, TVA	MT

	GOALS, OBJECTIVES, & STRATEGIES
6.3.1	Make improvements to the existing Skate Park and Dog Park
6.3.2	Strive to add additional community and neighborhood parks as opportunities arise
6.3.3	Provide more open green spaces in Hartselle
6.3.4	Explore good sites for a BMX track and city-operated RV facilities at Sparkman Park
6.3.5	Explore the opportunity for a new park and greenway trail near the Red Roof Inn along the creek, including a high quality dog park for interstate travelers to take advantage of, as well as locals
OBJECTIVE 6.4	IMPROVE AND MAINTAIN SPARKMAN PARK AS A REGIONAL RECREATIONAL DESTINATION
6.4.1	Support the implementation of the Sparkman Park Master Plan completed in 2023
6.4.2	Make improvements to the existing disc golf course at Sparkman Park
OBJECTIVE 6.5	SEEK FUNDING OPPORTUNITIES TO IMPROVE AND EXPAND PARKS AND RECREATION FACILITIES IN HARTSELLE
6.5.1	
GOAL 7	LAND USE
OBJECTIVE 7.1	ENCOURAGE MIXED-USE DEVELOPMENTS TO PROVIDE FOR MORE WALKABLE, PEDESTRIAN, AND TRANSIT-FRIENDLY NEIGHBORHOODS
7.1.1	
OBJECTIVE 7.2	ENCOURAGE THE DEVELOPMENT OF DIVERSE AND AFFORDABLE HOUSING OPTIONS
7.2.1	
OBJECTIVE 7.3	CONTINUE TO PERMIT HOME-BASED START-UP BUSINESSES NOT DETRIMENTAL TO RESIDENTIAL COMMUNITY CHARACTER
7.3.1	
OBJECTIVE 7.4	ENCOURAGE INFILL DEVELOPMENT BEFORE DEVELOPMENT ON GREENFIELDS AND OTHER UNDEVELOPED PROPERTIES
7.4.1	
OBJECTIVE 7.5	DEVELOPMENT REGULATIONS
7.5.1	Consider overlay zoning districts and conservation subdivision regulations
7.5.2	Consider adopting Access Management and Complete Streets plans or policies
7.5.3	Consider adopting stricter signage and facade design standards as appropriate in specific zones
GOAL 8	GROWTH MANAGEMENT & ENVIRONMENT
OBJECTIVE 8.1	PRIORITIZE CLOSING THE ISLANDS WITHIN THE CURRENT INCORPORATED AREA TO ASSIST THE WITH THE EFFICIENT PROVISION OF SERVICES
OBJECTIVE 8.2	SELECTIVELY AND JUDICIOUSLY ANNEX COMMERCIAL AND MANUFACTURING PROPERTIES ALONG THE I-65 CORRIDOR BENEFICIAL TO THE CITY

CHAMPIONS & STAKEHOLDERS	POTENTIAL FUNDING SOURCES	TIME FRAME
City, P&R	RC&D, Local	ST
City, P&R	RTP, LWCF, RC&D, Local	LT
City, P&R	NA	MT
City, P&R	NA	LT
City, P&R	NA	MT
City, P&R	NA	LT
City, P&R	LWCF, RC&D, Local	ST
City, P&R	RTP, TAP, LWCF, RC&D, Local	OG
City, PC	NA	OG
City, PC	NA	OG
City, PC	NA	OG
City, PC	NA	OG
City, PC	NA	ST
City, PC	NA	ST
City, PC	NA	ST
City, PC	NA	ST
City, PC	NA	MT

	GOALS, OBJECTIVES, & STRATEGIES
OBJECTIVE 8.3	ENSURE THAT PROPERTIES WITH INHERENT DEVELOPMENT ISSUES (E.G. FLOOD PLAINS OR WETLANDS) ARE NOT ANNEXED UNLESS OR UNTIL CORRECTIVE ACTION HAS BEEN TAKEN
8.3.1	Complete flood management projects on US-31, near downtown, and at other vulnerable sites
8.3.2	Encourage the establishment of green spaces such as greenway trails and other open spaces in these areas to increase pervious surfaces
8.3.3	Encourage the use of green infrastructure practices where applicable to address stormwater management, runoff, erosion, water quality, etc. by not adding more impervious surfaces
OBJECTIVE 8.4	SEEK FUNDING OPPORTUNITIES TO SUPPORT GROWTH MANAGEMENT AND ENVIRONMENTAL INITIATIVES IN HARTSELLE
8.4.1	

KEY TO ABBREVIATIONS

ACE: Alabama Communities of Excellence
ACE LC: ACE Local Coordinator
ADECA: Alabama Department of Economic and Community Affairs
ADEM: Alabama Department of Environmental Management
AHC: Alabama Historical Commission
ALDOT: Alabama Department of Transportation
ALDOT TAP: ALDOT Transportation Alternatives Program
ARC: Appalachian Regional Commission
ASCA: Alabama State Council on the Arts
BOE: Board of Education
CDBG: Community Development Block Grant
Chamber: Hartselle Area Chamber of Commerce
DMCT: Decatur-Morgan County Tourism
EDA: Economic Development Administration
EMA: Emergency Management Agency
EPA: Environmental Protection Agency
FD: Fire Department
FEMA: Federal Emergency Management Agency
GERF: Governor's Emergency Relief Fund
HCS: Hartselle City Schools
HMGP: Hazard Mitigation Grant Program
HU: Hartselle Utilities
HUD: U.S. Department of Housing and Urban Development
LWCF: Land & Water Conservation Fund
LIHTC: Low Income Housing Tax Credits

CHAMPIONS & STAKEHOLDERS	POTENTIAL FUNDING SOURCES	TIME FRAME
City	FEMA, Local	MT
City, PC	LWCF, RTP, NATR, RC&D, Local	LT
City, PC	EPA, ADEM, Local	ST
City	ADEM, EPA, RC&D	OG

MCEDA: Morgan County Economic Development Agency

MSAL: Main Street Alabama

NARCOG: North Central Alabama Regional Council of Governments

NA: Not applicable

NATR: North Alabama Trails and Recreation

NFIP: National Flood Insurance Program

PC: Planning Commission

PD: Police Department

P&R: Parks and Recreation Department

PWD: Public Works Department

RAA: Rebuild Alabama Act

RC&D: Alabama's Mountains, Rivers, & Valleys Resource Conservation and Development Council

RTP: Recreational Trails Program

SBA: US Small Business Administration

TVA: Tennessee Valley Authority

UNA CAPZO: University of North Alabama Certified Alabama Planning and Zoning Official

USDA: U.S. Department of Agriculture

TIME FRAME:

Short Term (ST): 1-5 Years

Medium Term (MT): 5-10 years

Long Term (LT): 10+ years

Ongoing (OG): Currently/Continually Ongoing

