

Adopted July 27, 2020

PLAN CHELSEA

The City of Chelsea's
Comprehensive Plan



EXECUTIVE SUMMARY

This project was supported by funding from the Regional Planning Commission of Greater Birmingham (RPCGB) and the Birmingham Metropolitan Planning Organization (MPO) Building Communities Program. The contents of this document do not necessarily reflect the official views or policies of the Birmingham MPO or the RPCGB. For more information on this program, please visit <http://www.rpcgb.org> or call (205) 251-8139.

This plan was prepared as a cooperative effort of the U.S. Department of Transportation (USDOT), Federal Highway Administration (FHWA), Federal Transit Administration (FTA), the Alabama Department of Transportation (ALDOT), MPO and RPCGB as a requirement of Title 23 USC 134 and subsequent modification under Public Law 114-94 (FAST Act) December 2015. The contents of the plan do not necessarily reflect the official views or policies of the USDOT.

The contents of this Comprehensive Plan are designed to serve as a guide in the public and private development of land and as such are not binding upon the City of Chelsea when making specific land use decisions and public investments.



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Adopted by the Chelsea Planning on Month XX, 2020
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Introduction to the Chelsea Comprehensive Plan

Chelsea is brimming with optimism. Once a sleepy crossroads in rural Shelby County, Chelsea is now on the front lines of suburban expansion down the U.S. 280 corridor. The City now faces important choices that will permanently shape its future.

How will it handle rapid growth? Where will it go? Can it continue to afford the types of services that residents have come to expect? How can it address the effects of past choices, such as sprawling, disjointed development? How can citizens build a community that offers opportunity and delight to residents, businesses, and visitors?

These are difficult questions that elicit a wide range of answers, not all of which will be mutually compatible. All citizens, however, can agree that they want to leave their city better than they found it. This document presents planChelsea, the Comprehensive Plan for the City of Chelsea. This is their roadmap for answering those questions.

The Chelsea Comprehensive Plan expresses the citizens' vision of how they want their city to grow in the future, and provides a framework and a methodology for converting that vision into a sustainable reality. It is a long-term plan (typically covering 5 to 15 years) that may extend beyond the lifetime of those participating in drafting the plan. It is used as a guide for public investment decisions, to determine what types of transportation system investments are needed, to determine what changes are needed to recruit more businesses and jobs, to determine what housing needs exist, to protect environmentally sensitive areas and to determine what is needed for the safety and welfare of the citizens. The Plan is also a guide for zoning decisions, which in turn guides development permits in the City.



Plan Organization

The Chelsea Comprehensive Plan contains seven Chapters and three Appendices. Chapters 3-7 are organized by the following planning elements: Future Land Use, Economic Development, Recreation and Green Systems, Transportation and Infrastructure, and Public Services. Each chapter is organized into goals and recommended actions that relate to the chapter's theme.

Table 1: Plan Organization

| Plan Chapter | Description |
|--|---|
| 1 Introduction | This chapter includes the purpose of the plan, the legal foundation for planning in Alabama, a summary of how the plan is organized, and a high level summary of the public involvement process. |
| 2 Chelsea Today | This chapter briefly highlights existing conditions and trends in Chelsea (as provided in more depth in Appendices B and C). Topics presented include, demographics, median income, housing trends, and development constraints. |
| 3 Future Land Use | This chapter presents the Future Land Use Map, which will guide the City's future zoning and land use decisions. Descriptions of the future land use categories and the future land use goals are also provided. |
| 4 Economic Development | This chapter provides goals and actions pertaining to growing the local economy, including local business development, workforce development, and fostering productive relationships between the City and business community. |
| 5 Recreation and Green Systems | This chapter provides goals and actions pertaining to stormwater management, low impact development and parks and recreation facilities. |
| 6 Transportation and Infrastructure | This chapter provides goals and actions pertaining to the safety and efficiency of the existing transportation system, expanding the multi-modal transportation network (e.g., trails, sidewalks, and bicycle facilities) and transportation infrastructure maintenance. |
| 7 Public Services | This chapter provides goals and actions pertaining code enforcement, public safety, community facilities and events, and the ability of municipal codes to encourage better placemaking. |
| 8 Implementation | This chapter includes the detailed implementation matrix for the Plan's recommended goals and actions and describes lead partners that should help with implementing each of the actions. |
| Plan Appendix | Description |
| A Public Involvement Summary | A detailed documentation of the public involvement process for this Plan. Each of the outreach strategies are detailed (project website, surveys, eblasts, public meetings, etc.), along with participation rates, survey results and information gathered through the outreach activities. |
| B Existing Conditions | This document is an in-depth assessment of where Chelsea is today and covers a range of topics: a sociodemographic summary, existing land use, zoning and development trends, transportation and mobility characteristics, utilities, and community facilities. |
| C Housing Market Analysis | This document provides an overview of the historic and current residential housing trends in Chelsea, both for owner-occupied and renter-occupied housing. |

Overview of the Public Involvement Process

Chelsea is home to many individuals, perspectives, and landscapes, all of which contribute to the mosaic of the community. The Chelsea Comprehensive Plan is based on an extensive community input process, which asked citizens to envision an economically, socially, civically, and environmentally healthy city of the future. This section summarizes the public engagement process and the results of those efforts.

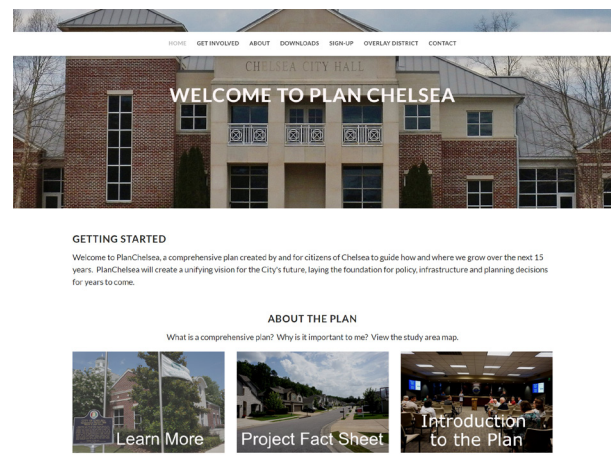
Robust public involvement is the most critical part of any planning process. Without input from the public and knowledge of their desires, concerns, and vision, planners are limited in their ability to create an implementable plan that is tailored to the community. A plan should be a collaboration between locals and the planning team, and as such the purpose is two-fold: for the planners to educate stakeholders

on how the planning process works and its purpose, and for the stakeholders to educate planners about their community. This collaborative effort creates a plan that is defensible, attainable, and reflective of the community it serves.

The RPCGB planning team for this Chelsea Comprehensive Plan used a multifaceted approach utilizing both in-person and online methods to gather as much information from the community as possible. The sections below highlight the outreach methods used by the planning team to inform their development of the Comprehensive Plan. A full public involvement summary is included in **Appendix A “Public Involvement Summary.”**

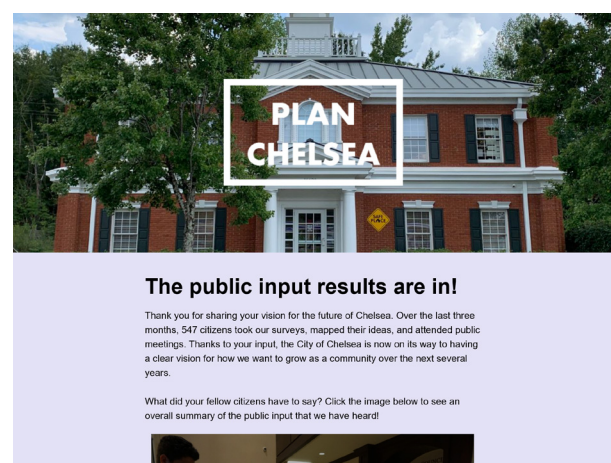
Project Website

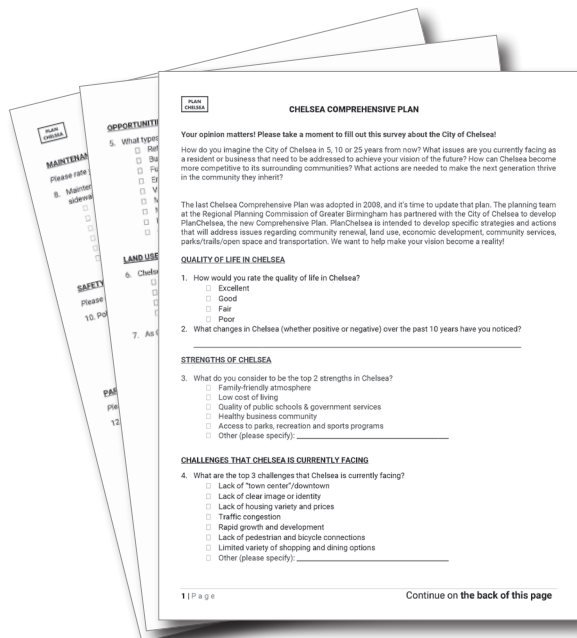
A formal website for the Chelsea Comprehensive Plan was maintained by the RPCGB through the life of the project. This website, www.PlanChelsea.com, served as an information gateway for the Plan, and provided easy access to plan documents, public meeting details, survey results, project facts and other information.



Email E-Blasts

Email was the main form of communication used to provide information for the Chelsea Comprehensive Plan events, calls to action, and distribution of documents at plan milestones. Recipients included an initial list of businesses, organizations and residents that was developed by Chelsea City Hall and the RPCGB. Other recipients included those who opted in on the project website and those who attended the Kickoff Public Meeting and other plan-related events. It was the intention of this Plan that the email subscriber list would grow as the Plan progressed.



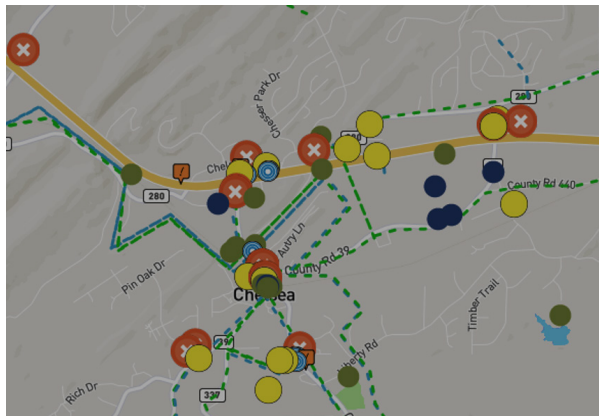


Visioning Survey

This 23-question multiple-choice and open-ended survey was open for responses from August 20th to October 16th, 2019. A total of 422 responses were received. The purpose of the survey was to assess the community’s perceived strengths, challenges, opportunities, development patterns, and resident satisfaction of various community services, including maintenance of local roads, code enforcement, police protection, the City’s responsiveness to formal complaints, public facilities, fire and rescue services and parks and recreational facilities. The survey was advertised on the project website and promoted via E-blasts, while hard copies were made available at Chelsea City Hall, the library, and Community Center, as well as at the Kickoff Public Meeting on August 20th, 2019. A summary of the responses to each survey question is shown in **Appendix A “Public Involvement Summary.”**

Online Mapping Tool

An online mapping tool, called a Wikimap, was available on the project website and allowed participants to “map” their issues, needs, and ideas on an interactive street map of the City. Participants were able to note locations of community assets, areas that need improvement, opportunity ideas, traffic issue areas, streets needing sidewalks or bike facilities, along with any other issue or idea they wanted to geographically pinpoint. The Wikimap was open for answers from August 20th to October 16th, 2019 and received 135 comments from 57 unique visitors. Direct links to both the Visioning Survey and Wikimap were made available on the project website and were also distributed multiple times via e-blast. To view the online Wikimapping results, please consult **Appendix A “Public Involvement Summary.”**



Steering Committee

A steering committee was established for the Chelsea Comprehensive Plan process. The steering committee consisted of the Chelsea Planning Commission members. This committee played a critical role in ensuring that this new Comprehensive Plan is grounded in the values and the aspirations of the people of Chelsea. The steering committee met X times during the planning process. Their meeting schedule is identified below:

- Steering Committee Meeting 1: September 23rd, 2019.
- Steering Committee Meeting 2: TBD



Face-to-Face Meetings

The following face-to-face meetings were held with the general public:

August 20th, 2019 Kick-off Public Meeting / Open House

The Kick-off Open House was held on August 20th, 2019 from 6:30 – 7:30 PM at Chelsea City Hall. In total 30 people attended.

At the Kickoff Open House, Chelsea citizens expressed their concerns and ideas across a wide range of issues, including future projects and priorities, economic development, transportation, quality of life, and public services. Participants were encouraged to provide feedback to the planning team through the following interactive activities:

- Word Cloud activity
- Issues and Opportunities banners
- Visioning Survey
- Interactive mapping exercise

For detailed results of the Kickoff Open House activities, please see **Appendix A “Public Involvement Summary.”**



September 11th, 2019 Chelsea Business Alliance Luncheon

The RPCGB met with local business leaders at the monthly Chelsea Business Alliance luncheon at the Chelsea Community Center on September 11th, 2019 from 11:30PM – 1:00PM. The RPCGB promoted the Plan with a presentation and used an interactive keypad polling exercise to solicit input from the attendees regarding the current local business climate and ways that the City can improve it. A total of 27 people attended the luncheon.



November 5th, 2019 Group Stakeholder Interviews

On November 5th, 2019, the RPCGB met with two groups of local stakeholders. The first group consisted of City employees while the second group consisted of private real estate developers currently or recently active in the Chelsea area. The City employees were asked a series of open-ended questions about the challenges and opportunities facing their respective departments, what the City can do to address them, and how the Plan can assist their departmental goals. The developers were asked about the challenges and opportunities facing private real estate development in the area, what obstacles exist to developing more sustainable, walkable neighborhoods, and what the City can do to facilitate such development. A total of 19 people attended the two meetings: nine for the City staff and ten for the developers.



Table 2: Public Involvement Participation Rates

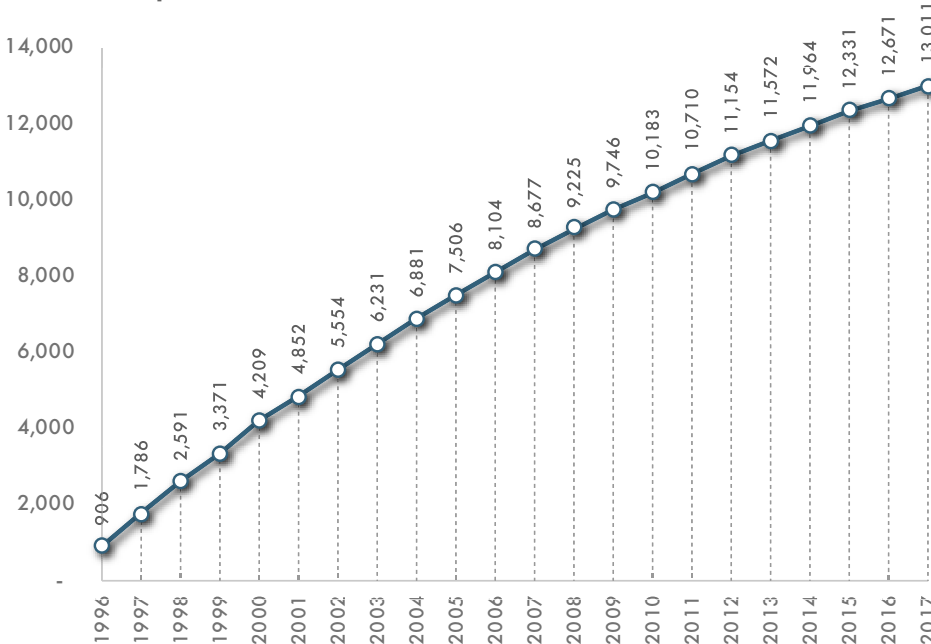
| Face-to-Face Meetings | Date(s) | Participants |
|---|------------------------|---------------------|
| Kick-off Public Meeting / Open House | 8/20/2019 | 30 |
| Chelsea Business Alliance Luncheon | 9/11/2019 | 277 |
| Group Stakeholder Meetings | 11/5/2019 | 19 |
| Draft Plan Reveal Public Meeting / Open House | TBD | TBD |
| Online Respondents | Date(s) | Participants |
| Visioning Survey | 8/20/2019 – 10/16/2019 | 422 |
| Online Wikimap | 8/20/2019 – 10/16/2019 | 57 |
| Steering Committee | Date(s) | Participants |
| Meeting 1 | 9/23/2019 | 7 |
| Meeting 2 | 6/1/2020 | |
| Web Content | Date(s) | Participants |
| Plan Chelsea Website Unique Visitors* | As of 3/23/2020 | 1,473 |

Demographic Profile

Chelsea is growing very quickly.

In the 22 years since its incorporation, Chelsea has grown from 906 residents to over 13,000 – an increase of 1,336%. It is still growing fast. Its growth rate of 27.8% between 2010 and 2017 far outstripped that of the Birmingham metropolitan area, which grew at only 1.8% over the same period.

Figure 1
Chelsea Population Growth, 1996-2017



Source: U.S. Census

Figure 2
Comparative Population Growth, 2010-2017



Source: U.S. Census

Residents in Chelsea earn significantly more than their neighbors.

Household incomes in Chelsea are higher than that of the greater Birmingham region – significantly higher. In 2017, a typical household in the greater Birmingham region earned \$52,088 per year. The typical Chelsea household earned \$96,591, nearly 85% more.

Median Household Income (2017)



\$96,591

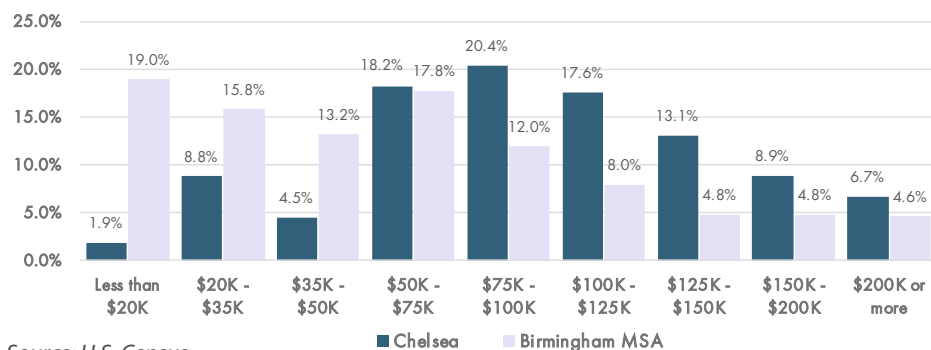
Chelsea

\$52,088

Birmingham MSA

Source: U.S. Census

Figure 3
Household Income Distribution



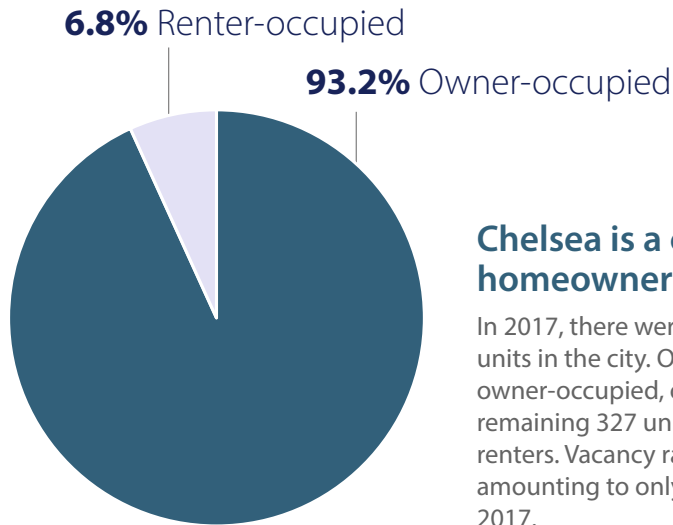
Source: U.S. Census

Chelsea has a strong middle class.

Much of Chelsea’s relative affluence can be attributed to its robust middle class. Overall, Chelsea has a fairly well-distributed range of household incomes, with over half of all households earning between \$50,000 and \$125,000 per year. The city has a significantly smaller share of low-income households than the region.

Housing Profile

Figure 4
Homeownership (2017)

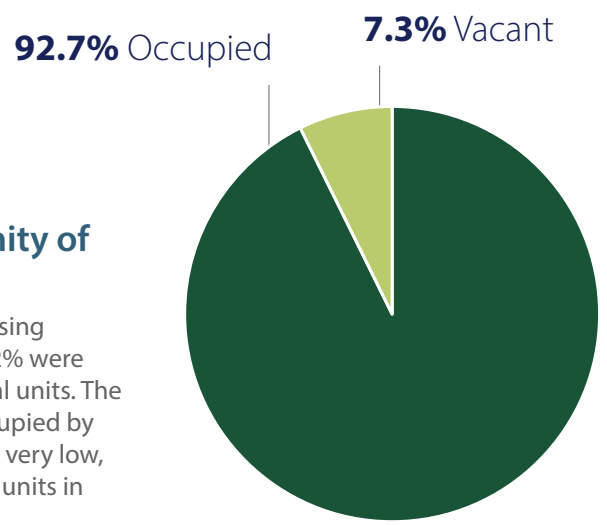


Source: U.S. Census

Chelsea is a community of homeowners.

In 2017, there were 4,244 housing units in the city. Of those, 93.2% were owner-occupied, or 3,917 total units. The remaining 327 units were occupied by renters. Vacancy rates are also very low, amounting to only 7.3% of all units in 2017.

Figure 5
Vacancy Rates (2017)



Source: U.S. Census



Median Home Value (2017)

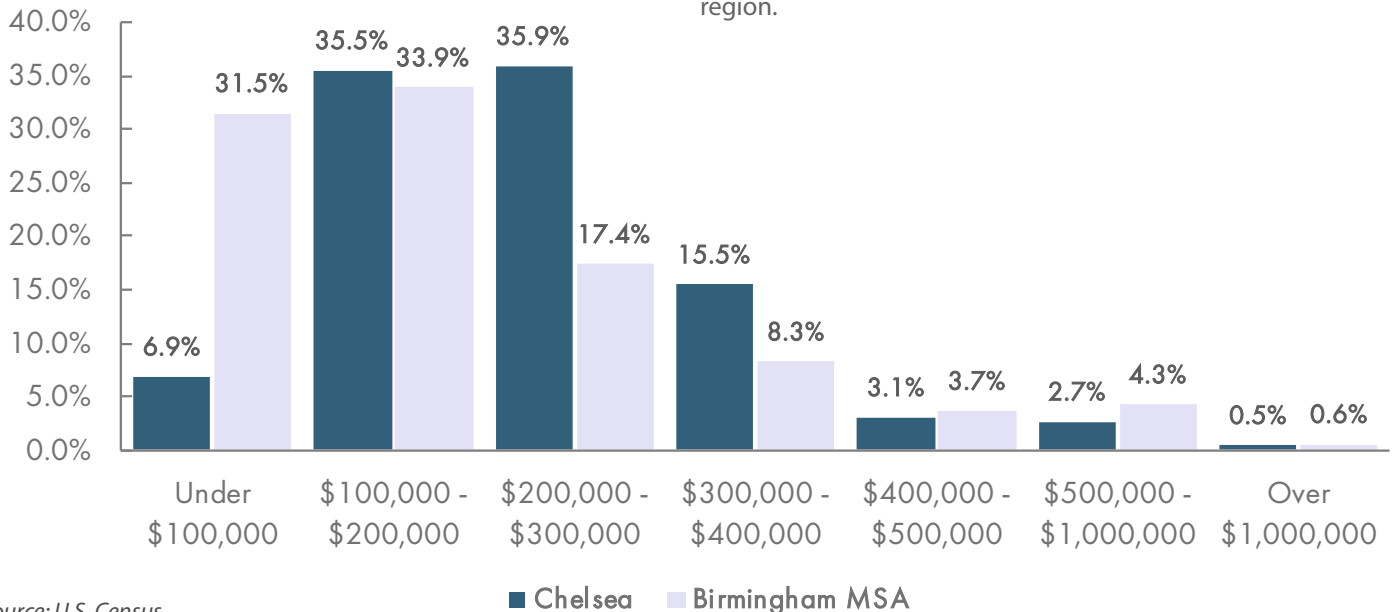
| | |
|------------------|------------------|
| \$221,900 | \$152,200 |
| Chelsea | Birmingham MSA |

Source: U.S. Census

Homes in Chelsea are valuable, yet affordable.

Chelsea has an exceptionally large share of affordable, mid-market homes (between \$100,000 and \$400,000), fueling the city's popularity among families with children. While the city's share of high-end homes mirrors that of the region, it has a drastically smaller share of low-end homes under \$100,00 in value.

Figure 6
Home Value Distribution (2017)



Source: U.S. Census

Affordability has not detracted from value, however; the median home value in Chelsea is almost 50% higher than that of the region.

Chapter 3

FUTURE LAND USE

Image credit: The Inn at Patrick Square



Image credit: Pluritest

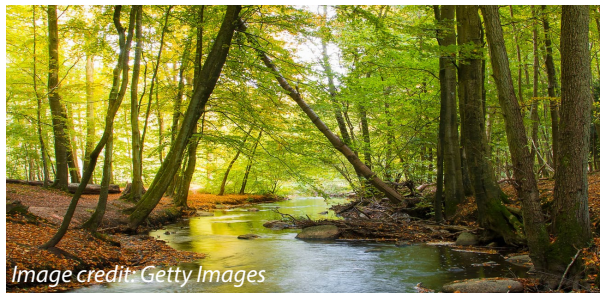


Image credit: Getty Images



Image credit: Realty South

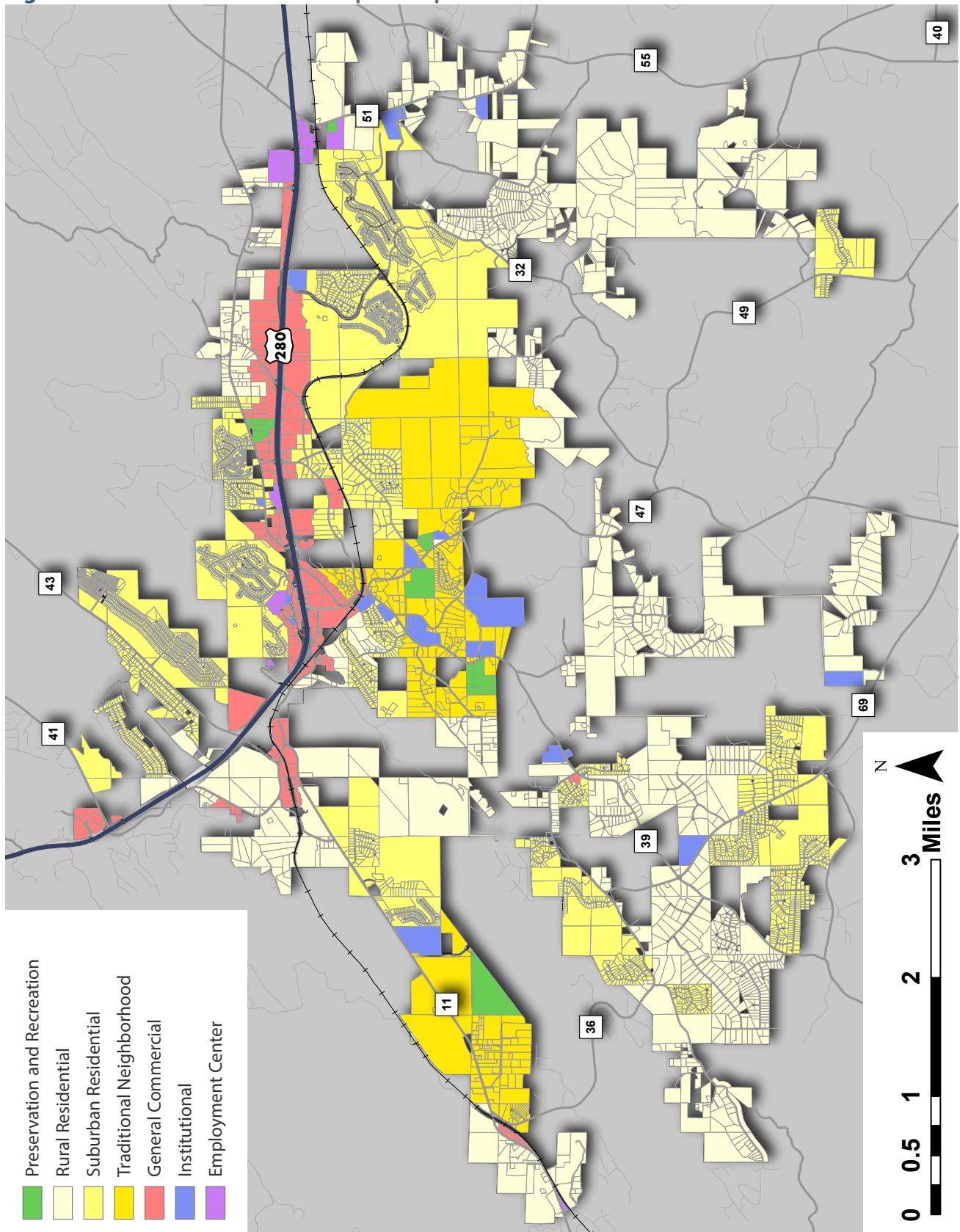
Chapter Goals

- 1** Plan for a vibrant town center in the heart of Chelsea.
- 2** Encourage sustainable long-term development patterns.
- 3** Link land use and transportation.
- 4** Encourage a wide range of housing types.
- 5** Preserve natural open space and expand recreational opportunities for residents.

Key Actions

- Complete the realignment of County Highways 47 and 39.
- Develop a master plan for a walkable town center.
- Encourage walkable, traditional neighborhood patterns.
- Direct future growth toward Preferred Growth Areas.
- Encourage walkable, mixed-use developments that integrate different uses and reduce motor vehicle trips.
- Direct commercial expansion to compact nodes clustered at major intersections instead of conventional highway strips.
- Encourage additional housing types such as estates, live-work units, lofts, condos, and townhomes in new subdivisions and PUDs.
- Encourage the development of conservation subdivisions to protect rural areas.

Figure 7: Constraints on Undeveloped Properties



Chapter 4

ECONOMIC DEVELOPMENT**Chapter Goals**

- 1** Invest in branding and public realm improvements that make Chelsea a unique place to work, shop, dine, and play.
- 2** Market and recruit businesses that will diversify and complement existing businesses.
- 3** Provide the physical capacity for economic development.
- 4** Foster connections between the business community and local schools to improve career-readiness.

Key Actions

- Utilize the public realm as an economic development asset.
- Encourage infill projects within existing strip commercial and “big box” commercial development sites to combat suburban sprawl and to create more compact walkable developments.
- Recruit additional sit-down and high-end restaurants.
- Recruit additional family-friendly entertainment options to the city.
- Continue to develop the Foothills Business Park to recruit medical technology companies to Chelsea.
- Continue to explore potential land for new industrial parks and other employment centers.
- Promote employment opportunities in growing high-wage industries such as trades, engineering, IT, and medical technology.
- Expand local co-op and apprenticeship opportunities for high school students.

Chapter 5

RECREATION AND GREEN SYSTEMS



Image credit: Shelby County Reporter



Image credit: City of Chelsea



Image credit: 280 Living



Image credit: Pinterest

Chapter Goals

- 1** Ensure that parks and recreational facilities are safe and well maintained.
- 2** Expand recreational opportunities for residents.
- 3** Restore and sustain water quality, natural habitats and groundwater by incorporating best practices for environmental site design and stormwater management in development.

Key Actions

- Develop a Parks and Recreation Master Plan for the City to guide future investments.
- Consider forming a Parks and Recreation Board to run sports leagues and assist existing staff.
- Improve drainage at the softball fields.
- Replace aging maintenance equipment.
- Consider constructing a dog park.
- Explore the feasibility of a walking trail along potentially suitable routes such as Yellowleaf Creek, Little Creek, and/or Old Highway 280.
- Expand the Community Center to allow space for a second basketball gym.
- Establish new parks in currently underserved residential areas.
- Incentivize developers to use Low Impact Development (LID) practices or green infrastructure techniques in new developments to mimic natural hydrology where feasible and minimize impacts of stormwater runoff on Creeks and Streams.

Chapter 6

TRANSPORTATION AND INFRASTRUCTURE**Chapter Goals**

- 1** Build a multimodal transportation network to provide a wide range of transportation choices.
- 2** Create an interconnected transportation network.
- 3** Maintain existing infrastructure in a state of good repair.
- 4** Preserve and enhance the safety and efficiency of the existing transportation system.

Key Actions

- Adopt a Complete Streets Policy.
- Expand sidewalk coverage to connect residents with essential needs and recreational opportunities.
- Explore the feasibility of a walking and bicycling trail along Yellowleaf Creek.
- Enforce the City's existing requirement to build sidewalks on all new subdivision streets.
- Enforce existing connectivity and walkability requirements.
- Establish a minimum connectivity index to increase neighborhood connectivity.
- Establish maximum block sizes in new developments to foster better connectivity.
- Create a park-and-ride lot for commuters to promote transportation demand management (TDM).
- Enforce access management standards to preserve traffic flow and reduce accidents.

Chapter 7

PUBLIC SERVICES

Image credit: City of Chelsea



Image credit: 280 Living



Image credit: ABC 33/40

Chapter Goals

- 1 Utilize municipal codes to encourage great places.**
- 2 Develop strategies and programs to improve code enforcement property maintenance.**
- 3 Enhance public services throughout the community.**
- 4 Develop a coherent annexation strategy.**
- 5 Preserve the safety of the community.**

Key Actions

- Improve the pedestrian environment and community character by locating parking lots to the rear or sides of commercial buildings.
- Tie development incentives to placemaking and pedestrian-friendly design.
- Set up a Zoning Board of Adjustments to handle special zoning cases.
- Work with faith-based and other non-governmental partners to assist elderly and disabled residents with maintaining their property.
- Expand the library to provide more space for both children and adult programs.
- Establish a long-range annexation plan for the City.
- Plan a fourth fire station to improve response times in the underserved areas of Chelsea.
- Promote awareness of the Citizens Observer Patrol.

Chapter 8

IMPLEMENTATION

This Chelsea Comprehensive Plan sets forth a bold vision for the future of the City of Chelsea and includes a set of action steps to achieve the goals. The Plan focuses on a mix of policies and program initiatives, and it identifies criteria for decision-making and the kinds of projects that are preferred, given the goals of this Plan. This Plan will require a significant commitment of time, energy and financial resources to implement and is intended to be implemented incrementally over time, one step at a time.

The adoption of this Chelsea Comprehensive Plan is the first step in the implementation process. It is the product of considerable efforts on the part of the City of Chelsea and many other community leaders and concerned citizens. Working with a range of potential implementation partners, the Mayor's Office, City Council, and staff within the various municipal departments should be the lead facilitators to implement the Plan. This Plan should be revisited and updated over the coming years to ensure that its goals and recommend actions still meet the desires of the community, and to ensure that there is adequate political support for these ongoing planning efforts. Continued community discussion and cooperation will be necessary.

It is important to note that the contents of this Comprehensive Plan are designed to serve as a guide for growth and development, in both the public and private sectors, and as such are not binding upon the City of Chelsea when making specific land use decisions and public investments. This Comprehensive Plan is not a law or a zoning ordinance and is instead intended to serve as a policy guide for community decision-making regarding land use, development, growth management and capital improvements decisions.

Implementation Matrix Table

To guide the implementation of this Plan, the following matrix and summary tables have been created. The tables highlight the list of recommended action items, their relevant page numbers in the Plan, a suggested time frame for completion of each item, as well as potential partners who can be charged with leading the implementation efforts.

The suggested time frames for implementation may vary based on economic influences, potential funding sources and other factors, but they are defined as:

- **Short-term:** tasks that could be initiated and/or implemented within 1-5 years of the adoption of the Comprehensive Plan,
- **Long-term:** tasks that are on 6 year or greater time frame after the adoption of the Comprehensive Plan.
- **On-going:** tasks that may be implemented in a series of incremental steps involving numerous partners, or tasks that are ongoing, continuous efforts.

Implementation Partners

Since the Comprehensive Plan is intended to be implemented over several years, during which administrations, departments, boards and commissions may change, it is important to identify which partners should take the lead and be in a supporting role for a particular action task. It is important to note that the policies and recommended actions outlined in the matrices are for consideration only, and do not constitute an obligation on any City department, agency or organization's part to lead, support or participate in any given activity. The implementation matrices simply identify the recommended actions and potential partners in furthering the plan's goals and actions.

Table 3: Implementation Matrix

| Chapter 3 – Future Land Use | | | | |
|---|--|-------------|-------------------|--|
| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #1: Plan for a vibrant town center in the heart of Chelsea. | | | | |
| 1 | Assemble a team of committed individuals to steer the development of a new town center. | 46 | Short-term | Mayor and City Council, City Clerk, Main Street Alabama |
| 2 | Modify the Zoning Ordinance to create a mixed-use zoning district. | 47 | Short-term | Mayor and City Council, Planning Commission, planning consultant |
| 3 | Establish a town center development authority to facilitate investment by reducing risk and exposure. | 47 | Short-term | Mayor and City Council |
| 4 | Complete the realignment of County Roads 47 and 39. | 48 | Ongoing | Shelby County Highway Department |
| 5 | Develop a master plan for a walkable town center. | 49 | Short-term | Mayor and City Council, Planning Commission, planning consultant |
| Goal #2: Encourage sustainable long-term development patterns. | | | | |
| 1 | Encourage walkable, traditional neighborhood patterns. | 50 | Ongoing | Mayor and City Council, Planning Commission |
| 2 | Adopt a Traditional Neighborhood Development ordinance to encourage compact and pedestrian-friendly new development. | 52 | Short-term | Planning Commission, planning consultant |
| 3 | Direct future growth toward Preferred Growth Areas. | 54 | Ongoing | Planning Commission, Shelby County Development Services |
| 4 | Encourage a diverse economy by providing suitable land for commercial and light industrial investment. | 54 | Long-term | Mayor and City Council, Planning Commission |
| 5 | Target pedestrian-friendly commercial development at the intersection of County Roads 11 and 36. | 55 | Ongoing | Mayor and City Council, Planning Commission, City Engineer |

| Chapter 3 – Future Land Use | | | | |
|--|---|-------------|-------------------|---|
| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #3: Link land use and transportation. | | | | |
| 1 | Encourage walkable, mixed-use developments that integrate different uses and reduce motor vehicle trips. | 56 | Ongoing | Mayor and City Council, Planning Commission, City Engineer |
| 2 | Ensure future developments improve pedestrian, bicyclist, and vehicular connectivity both within and without. | 56 | Ongoing | Mayor and City Council, Planning Commission, City Engineer |
| 3 | Direct commercial expansion to compact nodes clustered at major intersections instead of conventional highway strips. | 56 | Ongoing | Mayor and City Council, Planning Commission |
| Goal #4: Encourage a wide range of housing types. | | | | |
| 1 | Encourage additional housing types such as estates, live-work units, lofts, condos, and townhomes in new subdivisions and PUDs. | 57 | Short-term | Mayor and City Council, Planning Commission |
| 2 | Encourage traditional neighborhood developments that offer a variety of housing choices. | 58 | Short-term | Mayor and City Council, Planning Commission |
| 3 | Encourage the development of viable senior housing options. | 58 | Ongoing | Mayor and City Council, Planning Commission |
| Goal #5: Preserve natural open space and expand recreational opportunities for residents. | | | | |
| 1 | Encourage the development of conservation subdivisions to protect rural areas. | 59 | Short-term | Mayor and City Council, Planning Commission, Shelby County Development Services |
| 2 | Add development standards for conservation subdivision to the subdivision regulations. | 59 | Short-term | Mayor and City Council, Planning Commission |
| 3 | Protect sites of historic significance as the City grows. | 59 | Ongoing | Mayor and City Council, Planning Commission |
| 4 | Encourage the development of new neighborhood-scale parks in underserved residential areas and in new residential developments. | 61 | Long-term | Parks and Recreation Department, Mayor and City Council, Planning Commission |
| 5 | Encourage development that respects natural topography and resources. | 61 | Ongoing | Planning Commission, City Engineer |
| 6 | Protect sensitive water resources by observing a minimum riparian buffer. | 61 | Ongoing | Planning Commission, City Engineer |

| Chapter 4 – Economic Development | | | | |
|--|---|-------------|-------------------|--|
| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #1: Invest in branding and public realm improvements that make Chelsea a unique place to work, shop, dine, and play. | | | | |
| 1 | Continue to promote the “Love Chelsea” campaign. | 66 | Ongoing | Mayor and City Council, City Clerk |
| 2 | Expand the reach and role of the Chelsea Business Alliance. | 66 | Ongoing | Chelsea Business Alliance |
| 3 | Utilize the public realm as an economic development asset. | 67 | Ongoing | Planning Commission |
| 4 | Encourage infill projects within existing strip commercial and “big box” commercial development sites to combat suburban sprawl and to create more compact walkable developments. | 67 | Long-term | Mayor and City Council, Planning Commission |
| Goal #2: Market and recruit businesses that will diversify and complement existing businesses. | | | | |
| 1 | Continue to partner with 58 INC., the Shelby County Chamber of Commerce, and the Chelsea Business Alliance to identify and address business needs within Chelsea. | 69 | Ongoing | 58 INC., Mayor and City Council, Chelsea Business Alliance |
| 2 | Recruit additional sit-down and high-end restaurants. | 69 | Ongoing | 58 INC., Mayor and City Council, Chelsea Business Alliance |
| 3 | Recruit additional family-friendly entertainment options to the city. | 70 | Long-term | 58 INC., Mayor and City Council, Chelsea Business Alliance |
| 4 | Recruit a full-service hotel to locate within Chelsea. | 70 | Ongoing | 58 INC., Mayor and City Council, Chelsea Business Alliance |
| 5 | Recruit additional outpatient and urgent care providers. | 70 | Short-term | 58 INC., Mayor and City Council, Chelsea Business Alliance |

| Chapter 4 – Economic Development | | | | |
|--|--|-------------|-------------------|---|
| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #3: Provide the physical capacity for economic development. | | | | |
| 1 | Continue to develop the Foothills Business Park to recruit medical technology companies to Chelsea. | 71 | Ongoing | 58 INC., Mayor and City Council, Chelsea Business Alliance |
| 2 | Continue to explore potential land for new industrial parks and other employment centers. | 71 | Ongoing | Mayor and City Council, Planning Commission, City Engineer |
| 3 | Establish a spec building at a future industrial park with the aid of the Speculative Building Program. | 71 | Long-term | Alabama Power, Shelby County Chamber of Commerce, Mayor and City Council, Planning Commission |
| Goal #4: Foster connections between the business community and local schools to improve career-readiness. | | | | |
| 1 | Use the Building (it) Together report to coordinate local workforce development initiatives with regional needs and goals. | 73 | Long-term | Chelsea Business Alliance, Shelby County Chamber of Commerce |
| 2 | Promote employment opportunities in growing high-wage industries such as trades, engineering, IT, and medical technology. | 73 | Long-term | Chelsea Business Alliance, Shelby County Chamber of Commerce |
| 3 | Resume monthly job fairs at the Community Center when conditions allow. | 74 | Short-term | Community Center, City Clerk |
| 4 | Expand local co-op and apprenticeship opportunities for high school students. | 74 | Short-term | Chelsea Business Alliance, Shelby County Chamber of Commerce |
| 5 | Promote Shelby County's Career Technical Educational Center. | 74 | Short-term | Chelsea Business Alliance, Shelby County Chamber of Commerce |

| Chapter 5 – Recreation and Green Systems | | | | |
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| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #1: Ensure that parks and recreational facilities are safe and well maintained. | | | | |
| 1 | Develop a Parks and Recreation Master Plan for the City to guide future investments. | 78 | Short-term | Parks and Recreation Department, Mayor and City Council, planning consultant |
| 2 | Consider forming a Parks and Recreation Board to run sports leagues and assist existing staff. | 79 | Short-term | Parks and Recreation Department, City Clerk |
| 3 | Hire additional grounds keepers to maintain public parks and ball fields. | 79 | Short-term | Parks and Recreation Department, Mayor and City Council |
| 4 | Improve drainage at the softball fields. | 79 | Long-term | Parks and Recreation Department, Mayor and City Council, City Engineer |
| 5 | Replace aging maintenance equipment. | 79 | Ongoing | Parks and Recreation Department, Mayor and City Council |
| Goal #2: Expand recreational opportunities for residents. | | | | |
| 1 | Advertise available parks and recreation opportunities to current residents. | 80 | Ongoing | Parks and Recreation Department, Mayor and City Council |
| 2 | Consider constructing a dog park. | 80 | Short-term | Parks and Recreation Department, Mayor and City Council |
| 3 | Explore the feasibility of a walking trail along potentially suitable routes such as Yellowleaf Creek, Little Creek, and/or Old Highway 280. | 81 | Long-term | Parks and Recreation Department, Mayor and City Council, Freshwater Land Trust, engineering consultant |
| 4 | Expand the Community Center to allow space for a second basketball gym. | 82 | Long-term | Parks and Recreation Department, Community Center, Mayor and City Council |
| 5 | Consider leasing soccer fields from Shelby County to offer soccer opportunities to Chelsea families. | 82 | Short-term | Parks and Recreation Department, Mayor and City Council |
| 6 | Consider constructing a trail head into Oak Mountain off of County Highway 11. | 82 | Long-term | Parks and Recreation Department, Mayor and City Council, Shelby County Facilities and General Services Department |

| Chapter 5 – Recreation and Green Systems | | | | |
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| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #2: Expand recreational opportunities for residents. | | | | |
| 7 | Establish new parks in currently underserved residential areas. | 83 | Long-term | Parks and Recreation Department, Mayor and City Council, Shelby County Facilities and General Services Department |
| 8 | Create pedestrian and bicycle connections to existing and future park space. | 83 | Long-term | Parks and Recreation Department, City Engineer, Shelby County Highway Department |
| 9 | Ensure the provision of passive spaces when establishing new parks in Chelsea. | 83 | Ongoing | Parks and Recreation Department, Planning Commission |
| Goal #3: Restore and sustain water quality, natural habitats and groundwater by incorporating best practices for environmental site design and stormwater management in development. | | | | |
| 1 | Encourage the use of Best Management Practices (BMPs) on all construction sites to control soil erosion and minimize sediment runoff. | 85 | Ongoing | Mayor and City Council, City Engineer, Planning Commission, Shelby County Environmental Services Department |
| 2 | Incentivize developers to use Low Impact Development (LID) practices or green infrastructure techniques in new developments to mimic natural hydrology where feasible and minimize impacts of stormwater runoff on Creeks and Streams. | 85 | Long-term | Mayor and City Council, City Engineer, Planning Commission, Shelby County Environmental Services Department |
| 3 | Protect sensitive water resources by enforcing the stream buffer provisions of the Design and Construction Specifications. | 86 | Ongoing | Mayor and City Council, City Engineer, Planning Commission, Shelby County Environmental Services Department |
| 4 | Pursue opportunities for acquisition, conservations and restoration of open space along year-round streams and rivers and actively protect these resources through land use management, steep slope development regulations, conservation subdivisions, and cluster development. | 86 | Long-term | Mayor and City Council, City Engineer, Planning Commission, Shelby County Environmental Services Department, Freshwater Land Trust |

| Chapter 6 – Transportation and Infrastructure | | | | |
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| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #1: Build a multimodal transportation network to provide a wide range of transportation choices. | | | | |
| 1 | Adopt a Complete Streets Policy. | 92 | Short-term | Mayor and City Council |
| 2 | Construct context-sensitive bicycle infrastructure along strategic roadways. | 93 | Long-term | Shelby County Highway Department, Mayor and City Council |
| 3 | Expand sidewalk coverage to connect residents with essential needs and recreational opportunities. | 94 | Long-term | Shelby County Highway Department, Mayor and City Council, City Engineer |
| 4 | Explore the feasibility of a walking and bicycling trail along Yellowleaf Creek. | 101 | Long-term | Parks and Recreation Department, Mayor and City Council, Freshwater Land Trust, engineering consultant, Shelby County Highway Department |
| 5 | Explore the feasibility of a walking and bicycling trail between the Foothills Point and Chesser Plantation Subdivisions. | 102 | Long-term | Parks and Recreation Department, Mayor and City Council, engineering consultant |
| 6 | Enforce the City's existing requirement to build sidewalks on all new subdivision streets. | 102 | Ongoing | Planning Commission, City Engineer, Mayor and City Council |
| 7 | Provide bike racks at the recreation center, library, and all city schools. | 102 | Long-term | Parks and Recreation Department, Mayor and City Council |
| Goal #2: Create an interconnected transportation network. | | | | |
| 1 | Enforce existing connectivity and walkability requirements. | 103 | Ongoing | Planning Commission, Mayor and City Council |
| 2 | Continue to explore the feasibility of a new connection along Chesser Drive through the Advanced Planning, Programming and Local Engineering (APPLE) Study. | 104 | Ongoing | Mayor and City Council, City Engineer, engineering consultant |
| 3 | Establish a minimum connectivity index to increase neighborhood connectivity. | 104 | Short-term | Mayor and City Council, City Engineer, Planning Commission |
| 4 | Encourage the provision of street stubs for future external connections in place of cul-de-sacs. | 105 | Ongoing | Mayor and City Council, City Engineer, Planning Commission |
| 5 | Establish maximum block sizes in new developments to foster better connectivity. | 106 | Short-term | Mayor and City Council, City Engineer, Planning Commission |
| 6 | Consider adopting a Connectivity Ordinance. | 106 | Short-term | Mayor and City Council, City Engineer, Planning Commission |

| Chapter 6 – Transportation and Infrastructure | | | | |
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| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #3: Maintain existing infrastructure in a state of good repair. | | | | |
| 1 | Create a proactive street resurfacing program that emphasizes preventative maintenance. | 107 | Long-term | Mayor and City Council, Maintenance Department, City Engineer |
| 2 | Develop a strategy to regularly review and improve traffic signal timing. | 108 | Long-term | Shelby County Highway Department, ALDOT, Mayor and City Council |
| Goal #4: Preserve and enhance the safety and efficiency of the existing transportation system. | | | | |
| 1 | Develop a traffic calming policy to reduce speeding in neighborhoods. | 109 | Long-term | Mayor and City Council, City Engineer, Maintenance Department |
| 2 | Work with ALDOT to reduce the speed limit on U.S. 280 through Chelsea from 65 mph. | 111 | Short-term | ALDOT, Mayor and City Council |
| 3 | Identify potential hazard mitigation strategies at dangerous intersections and road locations. | 111 | Long-term | Shelby County Highway Department, ALDOT, Mayor and City Council, engineering consultant |
| 4 | Create a park-and-ride lot for commuters to promote transportation demand management (TDM). | 111 | Short-term | CommuteSmart, Mayor and City Council |
| 5 | Enforce access management standards to preserve traffic flow and reduce accidents. | 113 | Ongoing | Mayor and City Council, City Engineer, Planning Commission |
| 6 | Work with the Shelby County to install a left-turn lane at Chelsea Middle School on County Highway 39. | 115 | Long-term | Shelby County Highway Department, Mayor and City Council |
| 7 | Improve connectivity between adjacent neighborhoods to disperse traffic flow. | 115 | Ongoing | Mayor and City Council, City Engineer, Planning Commission |
| 8 | Annually update a Local Transportation Plan to receive Rebuild Alabama Act funds. | 115 | Ongoing | Mayor and City Council |
| 9 | Maintain a list of shovel-ready projects eligible for ATRIP-II and Rebuild Alabama Act Grant funds. | 115 | Ongoing | Mayor and City Council |

| Chapter 7 – Public Services | | | | |
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| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #1: Utilize municipal codes to encourage great places. | | | | |
| 1 | Improve the pedestrian environment and community character by locating parking lots to the rear or sides of commercial buildings. | 120 | Short-term | Mayor and City Council, City Engineer, Planning Commission |
| 2 | Streamline the approval process for preferred development patterns. | 121 | Long-term | Mayor and City Council, Planning Commission |
| 3 | Tie development incentives to placemaking and pedestrian-friendly design. | 121 | Short-term | Mayor and City Council, Planning Commission |
| 4 | Work with property owners to beautify building facades along highly visible corridors. | 122 | Ongoing | Mayor and City Council, Planning Commission |
| 5 | Clearly define key gateways into Chelsea through signage landscaping enhancements. | 122 | Ongoing | Mayor and City Council, Parks and Recreation Department |
| 6 | Set up a Zoning Board of Adjustments to handle special zoning cases. | 122 | Short-term | Mayor and City Council, City Clerk |
| Goal #2: Develop strategies and programs to improve code enforcement property maintenance. | | | | |
| 1 | Create a citizen's guide for code enforcement that educates citizens on common code enforcement issues. | 123 | Short-term | Shelby County Development Services, City Clerk |
| 2 | Work with faith-based and other non-governmental partners to assist elderly and disabled residents with maintaining their property. | 123 | Ongoing | Mayor and City Council, City Clerk |
| 3 | Adopt the 2018 International Property Maintenance Code. | 124 | Short-term | Shelby County Development Services, City Clerk |
| 4 | Hold educational sessions with the City Staff, Planning Commission, City Council and developers to better understand the Highway 280 Corridor Overlay District. | 124 | Short-term | Mayor and City Council, City Clerk, Planning Commission |
| 5 | Continue to promote the "Keep Chelsea Beautiful" campaign to reduce litter. | 124 | Ongoing | Mayor and City Council, City Clerk |

| Chapter 7 – Public Services | | | | |
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| # | Action | Page | Time Frame | Potential Lead Partner(s) |
| Goal #3: Enhance public services throughout the community. | | | | |
| 1 | Encourage regular community events such as music festivals, art festivals, and “movies in the park”. | 125 | Ongoing | Mayor and City Council, City Clerk |
| 2 | Expand the library to provide more space for both children and adult programs. | 125 | Long-term | Chelsea Public Library, Mayor and City Council |
| Goal #4: Develop a coherent annexation strategy. | | | | |
| 1 | Establish a long-range annexation plan for the City. | 126 | Short-term | Mayor and City Council |
| 2 | Coordinate annexation and development plans with community service and utility providers to ensure adequate provision of services | 127 | Long-term | Mayor and City Council |
| 3 | Coordinate and cooperate with neighboring entities and service providers in addressing issues whose impacts extend beyond Chelsea’s borders. | 127 | Long-term | Mayor and City Council |
| Goal #5: Preserve the safety of the community. | | | | |
| 1 | Plan a fourth fire station to improve response times in the underserved areas of Chelsea. | 128 | Short-term | Chelsea Fire and Rescue, Mayor and City Council |
| 2 | Ensure that the Chelsea Fire & Rescue Department coordinates with water service providers in the siting of future stations. | 129 | Short-term | Chelsea Fire and Rescue, local water service providers |
| 3 | Ensure fire department possesses sufficient staff and to respond to emergencies effectively. | 129 | Short-term | Chelsea Fire and Rescue, Mayor and City Council |
| 4 | Promote awareness of the Citizens Observer Patrol. | 129 | Ongoing | Citizens Observer Patrol, Shelby County Sherriff’s Office, Mayor and City Council |
| 5 | Evaluate development regulations to identify ways that the principals of Crime Prevention Through Environmental Design (CPTED) can be incorporated into the design of newly-developed and redeveloped areas. | 130 | Long-term | Mayor and City Council, Parks and Recreation |



CHELSEA CITY HALL

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