

ADOPTED JANUARY 9, 2020

**Regional Planning Commission
of Greater Birmingham**

PLAN PELHAM

City of Pelham
Comprehensive Plan Update

**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 Pelham when making specific land use decisions and public investments.



ACKNOWLEDGMENTS

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FUT HELP

PLACE A DOT: HIGH ENHANCED STORMWATER MANAGEMENT AND FLOOD MITIGATION

COMMENTS

ATTACHMENTS

Site Map

Grid of dots

Markers



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EXECUTIVE SUMMARY

PURPOSE OF THE PLAN

The Comprehensive Plan for the City of Pelham is intended to define the City’s overall vision for growth and redevelopment. It is not a law or a zoning ordinance but is intended to serve as a guide to community decision-making regarding land use, development, growth management and capital improvements decisions. It provides a framework for guiding public and private decisions that will affect new development as well as reinvestment in existing neighborhoods and business areas.

A Comprehensive Plan is based on the citizens’ vision of how they want their city to grow in the future— it is a long-term vision (typically covering 15 to 25 years) that may extend beyond the lifetime of those participating in drafting the plan.

The Comprehensive Plan is used as a guide to decide where future housing and business growth should occur, 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.



Pelham City Hall

PELHAM TODAY

LAND USE AND JOBS

There are a total of 25,152 acres of land within the current city limits of Pelham. Today, approximately 76% of that area has been developed. Residential development is the primary use of developed land in Pelham, which reflects the City’s initial development as a bedroom community, from which residents travel regularly for work, shopping and other destinations.

18,699

of people employed in Pelham.

354

of employees employed at Pelham City Schools, which is the largest employer in Pelham, followed by the City of Pelham.

1,762

of businesses in Pelham.

PEOPLE AND HOUSING

From 2000 to 2017, the population of people living in Pelham increased to 23,108 people. Between 2010 and 2017, the number of family households increased from 5,725 to 6,151, an increase of 426 families. The number of married couples slightly increased from an estimated 58% in 2010 to 61% in 2017. Pelham also experienced a 3% decrease in non-family households from 2010 to 2017. Non-family households consist of single individuals living alone or with non-relatives. This increase in family households follows those of general national trends of increasing single-parent households and multi-generational households.

2000 population = 16,161



+ 6,947 people



+30%



2017 population = 23,108

PLAN ORGANIZATION

The Pelham Comprehensive Plan provides a framework and a methodology for converting the community’s vision into a sustainable reality. The plan contains eight Chapters and three Appendices. Chapters 3-8 are organized by the following planning elements: Future Land Use, Transportation, Economic Development, Green Systems, and Planning and Public Services. Each thematic chapter has goals and supporting implementation actions that relate to the chapter’s theme. A description of each chapter and Appendix in the plan is outlined in **Table 1.2**.

Table 1.1: Plan Organization

Plan Chapters		Description
1	Plan Overview	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	Pelham Today	This chapter briefly highlights existing conditions and trends in Pelham. Topics presented include land use and development, socioeconomic data, housing, impervious surfaces, active transportation and transportation issues identified during the public involvement process of this plan.
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	Transportation	This chapter provides goals and actions pertaining to the safety and efficiency of the existing transportation system, expanding the multi-modal transportation network (i.e. trails, sidewalks, and bicycle facilities) and transportation infrastructure maintenance.
5	Green Systems	This chapter provides goals and actions pertaining to stormwater management, low impact development and parks and recreation facilities.
6	Economic Development	This chapter provides goals and actions pertaining to Pelham’s marketing and branding efforts and utilizing a variety of incentive programs and development tools to encourage investment along commercial corridors.
7	Planning and Public Services	This chapter outlines ways to improve the physical character and definition of the City, along with strategies and programs needed to streamline code enforcement and improve property maintenance. In addition, the chapter provides revisions needed to the city codes and ordinances, as well as programs needed to enhance the safety of the community.
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.
A	Appendix A: Existing Conditions	This document is an in-depth assessment of where Pelham is today and covers a range of topics: a description of the current city departments, boards and commissions, a sociodemographic summary, existing land use, zoning and development trends, natural resources, the transportation system, utilities and infrastructure and community facilities and services.
B	Appendix B: Housing Market Analysis	This document provides an overview of the current residential housing trends and housing market in Pelham.
C	Appendix C: Public Involvement Summary	A detailed documentation of the Pelham Comprehensive Plan’s public involvement process. Each of the outreach strategies are detailed (project website, surveys, eblasts, public meetings, etc.), along with the participation rates, survey results and information gathered through the outreach activities.

PUBLIC INVOLVEMENT PROCESS

Effective outreach provides ample opportunity for citizens to be involved in the plan development process. It educates citizens about the purpose of the planning effort, and the important role they play in developing the plan. As a part of the development of the Pelham Comprehensive Plan, community stakeholders were engaged in several different ways throughout the planning process. They were encouraged to actively voice their opinions about Pelham’s future.

Stakeholders were engaged through a variety of means including the establishment of a Steering Committee, one-on-one stakeholder interviews with elected officials and department heads, the project website, a community-wide visioning survey, public meetings and Pelham Business Council luncheons. A full public involvement summary is included in [Appendix C](#).

STEERING COMMITTEE

A Steering Committee was established for the Pelham Comprehensive Plan process. This committee played an integral role in relaying community needs to the plan development team and communicating details of the planning efforts to the general public. The committee met three times during the Plan Pelham planning process. Their meeting schedule is identified below.

- Steering Committee Meeting 1: October 11, 2018
- Steering Committee Meeting 2: January 10, 2019
- Steering Committee Meeting 3: May 02, 2019

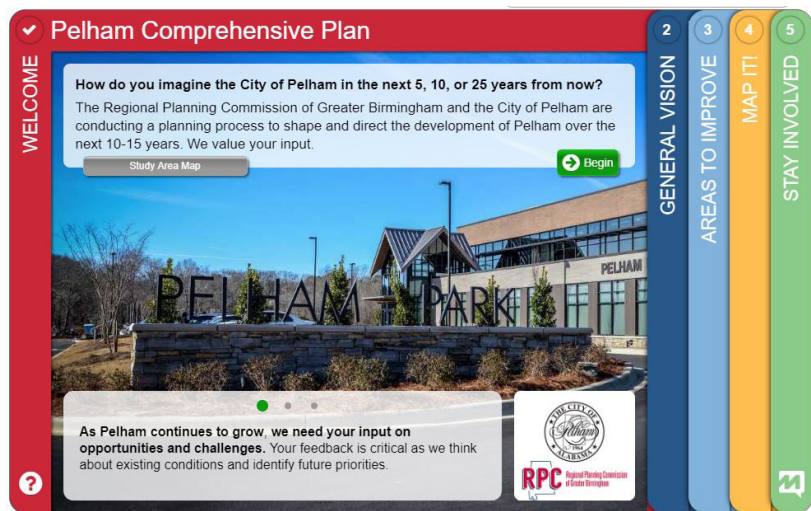
STAKEHOLDER INTERVIEWS

Throughout the development of the plan, the project team conducted formal interviews with the Mayor, City of Pelham department heads and Pelham City Councilors. Interviews and discussions helped the plan development team to better understand baseline conditions. They also assisted with identifying key community initiatives, needs, and priorities.

VISIONING SURVEY

This multiple-choice and open-ended question survey was created using MetroQuest, an online survey tool, and a direct link was hosted on the project website. The Visioning Survey was open for answers from October 02, 2018 through December 15, 2018 and included a series of survey questions and a map exercise that were intended to illustrate the City’s strengths, weaknesses, opportunities, as well as citizens’ priorities to the planning team. The survey was promoted via E-blasts, as well as on the RPCGB and City of Pelham’s Facebook and Twitter pages. Hard copies of the survey were made available at the Kickoff Open House on October 23, 2018. In total, 681 survey responses were received.

A summary of the responses is shown in [Appendix C](#).



Plan Pelham Visioning Survey

PUBLIC MEETINGS

The following meetings were held with the general public:

OCTOBER 23, 2018 KICKOFF OPEN HOUSES

The Kickoff Open Houses for plan were held on October 23, 2018 at the Pelham Civic Complex. Two open house meetings were held in order to reach as many Pelham residents and stakeholders as possible. The first Open House was held from 11:00pm to 1:00pm and second Open House was held from 5:30pm to 7:00pm, and in total 85 people attended the kickoff open house events.

The purpose of the Kickoff Open Houses was to gather feedback regarding the state of the city today and citizen’s issues and desires regarding economic and leadership development, quality of life, community development, infrastructure and planning and public services. Participants were encouraged to provide feedback to the planning team through the following interactive activities:

- Project Fact Sheet
- Issue Banners
- Visioning Survey and Map Exercise

APRIL 16, 2019 OPEN HOUSES

At these public meetings the draft Comprehensive Plan was released. They were held on April 16, 2019 at the Pelham Civic Complex. Two open house meetings were held in order to reach as many Pelham residents and stakeholders as possible. The first Open House was held from 11:30am to 1:00pm and second Open House was held from 5:30pm to 7:00pm, 20 people signed in at the open house events. At the meeting, the 65 attendees were encouraged to visit tables highlighting key recommendations from each chapter of the plan and to provide feedback.

PROJECT WEBSITE

A formal website for the Pelham Comprehensive Plan was maintained by the RPCGB throughout the life of the project. This website, www.PlanPelham.com, served as an information gateway for the plan, and provided easy access to plan documents, public meeting details, surveys and other information.

PELHAM BUSINESS COUNCIL MEETINGS

During the planning period, the planning team attended Pelham Business Council meetings to gather additional input and to provide a status update on the plan to their membership. These meetings included:

- Pelham Business Council Meeting, July 17, 2018
- Pelham Business Council Meeting, October 23, 2018
- Pelham Business Council Meeting, April 16, 2019



Pelham Business Council Meeting



April 16 Open House - Lunch Meeting

FUTURE LAND USE



The Future Land Use Plan is a long-range tool intended to guide future zoning decisions and capital investment decisions. The Future Land Use Map is not a zoning map. Whereas zoning maps are parcel specific and establish detailed requirements for setbacks, height, use, parking and other characteristics, the land use categories on the Future Land Use Map recommend a range of potentially appropriate land uses and intensities. The Future Land Use Map uses color-coded categories to express public policy on future land uses across the City. The land use designations have been drawn based on parcel lines, existing and desired development patterns, streets, environmental features and other logical boundaries.

CHAPTER GOALS

Goal #1: Plan for infill development and new mixed-use development along U.S. 31, County Road 52 and Highway 11

Goal #2: Develop neighborhood commercial areas within a half-mile walking distance to existing neighborhoods

Goal #3: Encourage a wide range of housing types

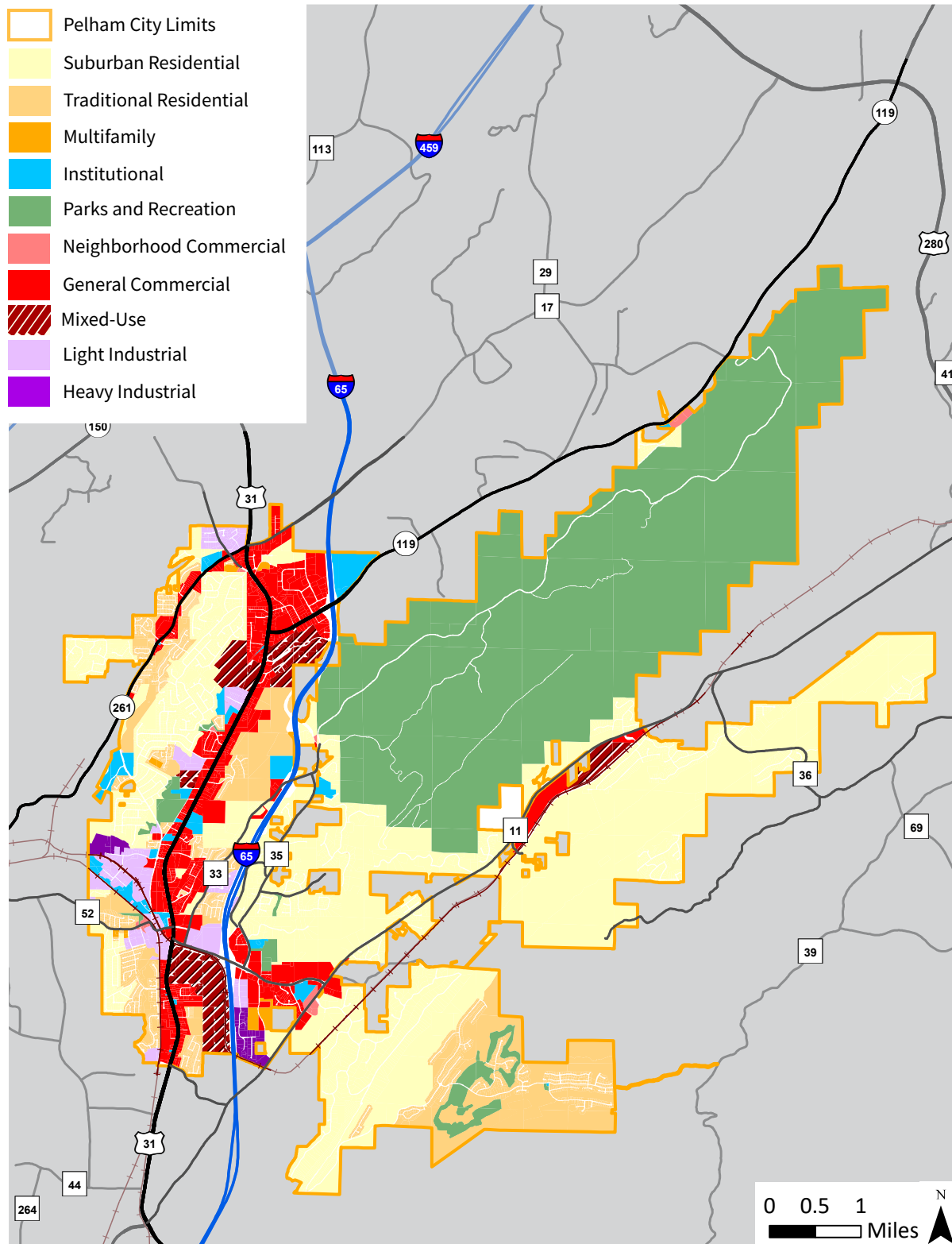
Goal #4: Work cooperatively with adjacent municipalities to coordinate future land use and development near city limits

Goal #5: Coordinate annexation and development plans with community service and utility providers to ensure adequate levels of service are extended to new growth areas and maintained in existing services areas

KEY ACTIONS

- Modify the Zoning Ordinance to create a mixed-use zoning district.
- Establish an overlay district specific to U.S. 31 to help guide compatible types of new development and redevelopment that will foster additional business growth and help to create an image and identity for the City of Pelham.
- Establish an overlay district specific to Highway 11, County Road 52, State Route 261, and Applegate Parkway to help guide compatible types of new development and redevelopment that will foster additional business growth appropriate for neighborhoods and help to create an image and identity for the City of Pelham.
- Target neighborhood commercial development near existing neighborhoods.
- Encourage the development of medium-density infill housing to achieve a mix of housing types and a range of price points, such as cottage sized single-family homes, townhomes, duplexes, condos and lofts.
- Consider adopting an Adequate Public Facilities Ordinance.

Figure 1.1: Future Land Use Map



TRANSPORTATION



Transportation plays a critical role in Pelham’s quality of life, affecting access to education and opportunity, goods and services, worship and recreation. Circulation patterns determine the quality of residential streets by affecting their safety and walkability. Efficient transportation connections have always been a precursor to growth and economic success. This chapter provides goals and strategies for addressing transportation system deficiencies, and improving the overall travel conditions for the City of Pelham.

CHAPTER GOALS

Goal #1: Expand mobility options throughout the City

Goal #2: Improve travel safety for all users

Goal #3: Enhance the efficiency of the transportation system

Goal #4: Maintain city infrastructure in a state of good repair

KEY ACTIONS

- Continue the phased construction of the Bishop Creek Trail project.
- Connect residential neighborhoods to key activity centers with adequate pedestrian infrastructure.
- Provide accessible, safe crosswalks at targeted intersections.
- Promote transportation demand management (TDM) for Pelham commuters.
- Explore the feasibility of new east-west roadway connections.
- Explore signal improvements along U.S. 31.
- Develop a robust, data-driven street resurfacing program.
- Upgrade lighting along U.S. 31.

GREEN SYSTEMS



Water resources, greenspaces, wildlife and the natural environment do not recognize political boundaries. Because of this, Pelham must do its part in the region to improve the environment and be a good steward of the natural resources. Pelham’s special natural resources – Oak Mountain State Park, Buck Creek, Bishop Creek and Peavine Creek - are tremendous opportunities for attracting increased residential growth and businesses related to outdoor recreation. For young professionals and families, Pelham can provide the perfect mix of great schools, a short commute to jobs within the Birmingham Hoover Metropolitan Area, and high-quality natural areas for beauty, recreation and bikeways. Protecting and sustaining natural resources requires regional planning and cooperation among state, county, and municipal jurisdictions and among government, non-profit and for-profit entities.

CHAPTER GOALS

Goal #1: Improve the ecological health of Pelham’s natural systems through enhanced stormwater management and flood mitigation techniques

Goal #2: Maintain and enhance existing parks and recreational facilities

Goal #3: Expand recreational opportunities for residents

KEY ACTIONS

- Provide incentives and education to developers and homeowners who utilize Low Impact Development (LID) or green infrastructure techniques in new developments.
- Develop a Parks and Recreation Master Plan.
- Establish a new charter with governing policies for the Parks and Recreation Advisory Board. Consider creating a Parks and Recreation Foundation to invest in local parks.
- Address improvements needed at Coker Park, Creekview Park, and the Pelham Dog Park.
- Explore the feasibility of constructing a town green and amphitheater at the Pelham City Center.
- Consider the feasibility of constructing a public pool and/or splash pad for Pelham residents.

ECONOMIC DEVELOPMENT



The City of Pelham offers several economic advantages and will continue to grow in the years to come. This chapter outlines goals and actions for balancing the needs of existing businesses with the need to expand and diversify the City of Pelham’s employment base. The long-term economic health of the City of Pelham should be enhanced through building a more diversified economic base that supports a wide range of employment opportunities and through the promotion of quality industrial and commercial sites.

CHAPTER GOALS

Goal #1: Refresh branding and marketing efforts to promote the uniqueness of Pelham.

Goal #2: Utilize a variety of incentive programs and development tools to encourage investment along commercial corridors

Goal #3: Market and recruit businesses that will diversify and complement existing businesses

KEY ACTIONS

- Modernize and promote a consistent branding strategy with updated logos, themes, concepts and graphics.
- Develop promotional brochures and online campaigns to promote Pelham as an “Adventure and Ecotourism” destination.
- Adopt an adaptive reuse ordinance to encourage the rehabilitation of vacant commercial structures.
- Recruit additional sit-down and full-service restaurants, boutiques and luxury retail, additional family-friendly entertainment options.
- Encourage infill projects within existing strip commercial and “big box” commercial development sites to combat suburban sprawl and to create more compact walkable developments.

PLANNING + PUBLIC SERVICES



The City of Pelham offers an exceptional quality of life for residents. Residents enjoy access to the major employment centers, great schools and several recreational amenities. Throughout the course of writing this plan, it became clear that the city and citizens envision Pelham as a vibrant, family friendly and attractive community; designed with walkable villages containing entertainment options, restaurants, boutique retail and services. To implement the community’s vision and the ideas presented in this plan, the City will need to modify and update its ordinances, consolidate and restructure city departments, hire additional staff, create and distribute educational and promotional materials, and allocate additional funding in future city budgets for new capital projects, facilities, equipment and additional staff. This chapter outlines ways to improve the physical character and definition of the city, strategies and programs needed to streamline code enforcement, revisions needed to city codes and ordinances and programs needed to enhance the safety of the community.

CHAPTER GOALS

Goal #1: Enhance the physical character and definition of the City

Goal #2: develop strategies and programs to streamline code enforcement and improve property maintenance

Goal #3: Update and revise the City of Pelham’s codes and ordinances

Goal #4: Enhance the safety of the community.

KEY ACTIONS

- Consider creating a façade improvement program for commercial structures to encourage business owners to renovate and improve existing facades.
- Clearly define key gateways into Pelham through urban design and beatification enhancements.
- Update City ordinances, including the schedule of fines and fees, to deter property neglect. The City should adopt the following codes to reflect recent updates.
- Establish an elderly and disabled assistance program where residents can register to receive help with maintaining their property.
- Consider the inclusion of a Land Conservancy and Recreation District (CV/RC) or overlay to establish and promote environmental protection on land deemed sensitive or possessing unique natural characteristics.

IMPLEMENTATION

The Pelham Comprehensive Plan sets forth a bold vision for the City of Pelham’s future and a set of goals and action steps to achieve these goals. The plan focuses on policy and organizational initiatives to more effectively achieve the goals, and it identifies criteria for decision making and the kinds of projects that are preferred, given the goals of the plan. The plan will require a significant commitment of time, energy and financial resources to implement and it must be implemented incrementally over time, one step at a time.

The adoption of this Pelham Comprehensive Plan is the first step in the implementation process. It is the product of considerable effort on the part of the City of Pelham and its City Council, Planning Commission, as well as many other municipal departments, community leaders, and concerned citizens. Continuing action to implement the Plan will be needed for it to have lasting impact. Working with a range of implementation partners, the City Council, City Manager and the Department of Development Services staff will be the lead facilitators to implement the Plan and coordinate consistency reviews among municipal departments.

IMPLEMENTATION MATRIX

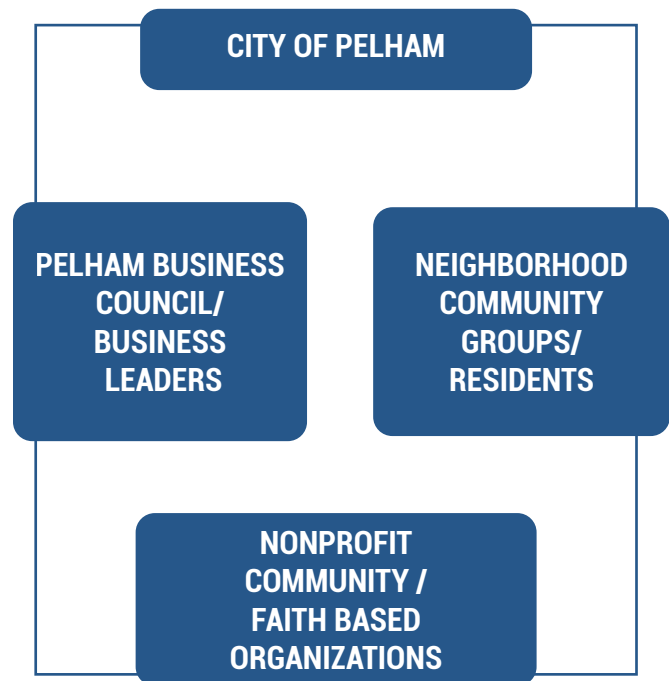
The implementation matrix in **Table 8.1** identifies how the goals and actions in **Chapter 3-7** of the Comprehensive Plan should be implemented. The partners charged with leading the implementation of each action are identified. The actions are assigned suggested time frames for implementation, which may vary based on economic influences, potential funding sources and other factors:

- **Short-term:** Tasks that could be initiated and/or implemented within 1-5 years of the Comprehensive Plan’s adoption.
- **Long-term:** Tasks that are on a 6 year or greater time frame after the Comprehensive Plan’s adoption.

- **On-going:** Tasks that may be implemented in a series of incremental steps involving numerous agencies or tasks that are ongoing, continuous efforts.

IMPLEMENTATION AGENCIES

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 agency(ies) 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 matrix 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 matrix simply identifies recommended actions and potential partners in furthering the plan’s goals and policies.



Success will be achieved through contributions from all sectors of the community.

Table 1.1: Implementation Matrix

#	Action	Page #	Priority	Time Frame	Lead Partners
Future Land Use					
Goal #1: Plan for infill development and new mixed-use development along U.S. 31, County Road 52, and Highway 11.					
1	Modify the Zoning Ordinance to create a mixed-use zoning district.	50	High	Short-term	Planning Commission, City Council
2	Encourage any future large-scale multifamily developments to be built as a component within Mixed-use Districts (MXD).	52	Low	On-going	Planning Commission, City Council, Developers
3	Ensure the long-term enforcement of the existing Corridor Overlay District.	52	Low	On-going	Building Department, Planning Commission, City Council, Pelham Business Council
4	Establish an overlay district specific to U.S. 31 to help guide compatible types of new development and redevelopment that will foster additional business growth and help to create an image and identity for the City of Pelham.	52	High	Short-term	Planning Commission, City Council, Pelham Business Council
5	Establish an overlay district specific to Highway 11, County Road 52, State Route 261, and Applegate Parkway to help guide compatible types of new development and redevelopment that will foster additional business growth appropriate for neighborhoods and help to create an image and identity for the City of Pelham.	52	High	Short-term	Planning Commission, City Council, Pelham Business Council
Goal #2: Develop neighborhood commercial areas within a half-mile walking distance to existing neighborhoods.					
1	Target neighborhood commercial development near existing neighborhoods.	56	Medium	On-going	Planning Commission, City Council, Commercial Development Authority, Developers
Goal #3: Encourage a wide range of housing types.					
1	Encourage the development of medium-density infill housing to achieve a mix of housing types and a range of price points, such as cottage sized single-family homes, townhomes, duplexes, condos and lofts.	58	Medium	On-going	Planning Commission, City Council, Developers

#	Action	Page #	Priority	Time Frame	Lead Partners
2	Expand the Single-family Residential District (R-1) and Two-family Residential District (R-2) zoning along County Road 52 and Simmsville Road to allow for additional residential development.	58	Low	Long-term	Planning Commission, City Council
3	Support the build-out of the Ballantrae neighborhood.	58	Medium	Long-term	Planning Commission, City Council, Mobley Development, Inc.
Future Land Use					
Goal #4: Work cooperatively with adjacent municipalities to coordinate future land use and development near city limits.					
Goal #5: Coordinate annexation and development plans with community service and utility providers to ensure adequate levels of service are extended to new growth areas and maintained in existing services areas.					
1	Consider adopting an Adequate Public Facilities Ordinance.	62	Low	Long-term	City Council, Department of Development Services
Transportation					
Goal #1: Expand mobility options throughout the City.					
1	Adopt a Complete Streets Ordinance.	72	Low	Long-term	City Council, Department of Development Services
2	Continue the phased construction of the Bishop Creek Trail project.	73	High	On-going	City Council, Department of Development Services
3	Construct active transportation routes identified in the <i>B-Active Plan</i> .	73	Low	Long-term	Department of Development Services, RPCGB
4	Deploy context-sensitive bicycle infrastructure along strategic corridors.	77	Low	Long-term	Department of Development Services
5	Provide bike racks at the Pelham Recreation Center, Library and all city schools.	77	Medium	Short-term	Department of Development Services, Community facilities
6	Connect residential neighborhoods to key activity centers with adequate pedestrian infrastructure.	78	High	On-going	Department of Development Services
7	Consider creating a sidewalk standard for all residential areas.	81	High	Short-term	Planning Commission, Department of Development Services
Goal #2: Improve travel safety for all users.					
1	Evaluate potential crash mitigation techniques at high-crash locations.	82	High	On-going	Department of Development Services, Shelby County, ALDOT
2	Protect pedestrians on neighborhood streets with appropriate traffic calming measures.	82	High	Short-term	Department of Development Services
3	Provide accessible, safe crosswalks at targeted intersections.	84	Medium	Short-term	Department of Development Services, Shelby County, ALDOT

#	Action	Page #	Priority	Time Frame	Lead Partners
Goal #3: Enhance the efficiency of the transportation system.					
1	Promote transportation demand management (TDM) for Pelham commuters.	86	Low	Short-term	Commute Smart, Department of Development Services
2	Explore the feasibility of new east-west roadway connections.	88	High	Long-term	City Council, Department of Development Services
Transportation					
Goal #3: Enhance the efficiency of the transportation system.					
3	Work with State, County and private partners to evaluate turn lane warrants at congested intersections.	88	High	Short-term	Department of Development Services, Shelby County, ALDOT
4	Explore signal improvements along U.S. 31.	90	High	Short-term	Department of Development Services, ALDOT
5	Manage local access along major thoroughfares.	90	Medium	On-going	Shelby County, ALDOT
Goal #4: Maintain city infrastructure in a state of good repair.					
1	Develop a robust, data-driven street resurfacing program.	92	High	Short-term	Department of Development Services
2	Repair damaged & antiquated storm drainage infrastructure.	93	High	Long-term	Department of Development Services and Public Works
3	Upgrade lighting along U.S. 31.	93	Medium	On-going	Department of Development Services and Public Works, ALDOT
Green Systems					
Goal #1: Improve the ecological health of Pelham's natural systems through enhanced stormwater management and flood mitigation techniques.					
1	Encourage the use of Best Management Practices (BMPs) on all new developments during post-construction to control soil erosion and minimize sediment runoff.	96	Medium	On-going	Department of Development Services, Developers
2	Provide incentives and education to developers and homeowners who utilize Low Impact Development (LID) or green infrastructure techniques in new developments.	98	Low	Long-term	City Council, Planning Commission, Developers, Homeowners, U.S. Green Building Council of AL
3	Modify the Zoning Ordinance to manage development within a certain distance from Bishop Creek, Buck Creek and Peavine Creek to protect buffer setbacks, floodplains and water quality/habitat.	98	Medium	Short-term	Planning Commission, City Council
4	Consider providing incentives to developers who utilize green design practices.	98	Medium	Long-term	Planning Commission, City Council, Developers

#	Action	Page #	Priority	Time Frame	Lead Partners
Green Systems					
Goal #2: Maintain and enhance existing parks and recreational facilities.					
1	Develop a Parks and Recreation Master Plan.	104	High	Short-term	City Council, Parks and Recreation Department, Parks and Recreation Advisory Board, Landscape Architecture/ Planning Consultants
2	Establish a new charter with governing policies for the Parks and Recreation Advisory Board.	104	High	Short-term	Parks and Recreation Department, Parks and Recreation Advisory Board
3	Consider creating a Parks and Recreation Foundation to invest in local parks.	104	High	Short-term	Parks and Recreation Department, Parks and Recreation Advisory Board, Pelham Citizens
4	Address improvements needed at Coker Park.	104	High	Short-term	City Council, Parks and Recreation Department
5	Address improvements needed at Creekview Park.	105	Medium	Short-term	City Council, Parks and Recreation Department
6	Consider making improvements to the Ballantrae Clubhouse and Firehouse Grill.	105	Medium	Short-term	City Council, Ballantrae Golf Club
7	Address improvements need at the Pelham Dog Park.	106	Low	Long-term	City Council, Parks and Recreation Department
8	Create connections via sidewalks and trails to existing and future park space.	106	High	On-going	Department of Development Services, Parks and Recreation Department
9	Create way-finding signage throughout the City to direct residents to parks and greenspace.	106	High	Short-term	City Council, Department of Development Services
10	Prioritize planting new shade trees in existing parks to create a more welcoming and cooler environment.	108	High	Short-term	Department of Development Services, Parks and Recreation Department
Goal #3: Expand recreational opportunities for residents.					
1	Explore the feasibility of constructing a town green and amphitheater at the Pelham City Center.	110	High	Long-term	City Council, Department of Development Services
2	Prioritize the development of new pocket parks in under-served residential areas.	110	High	Long-term	City Council, Planning Commission
3	Consider the feasibility of constructing a public pool and/or splash pad for Pelham residents.	112	Medium	Long-term	City Council, Parks and Recreation Department
4	Continue to promote Ballantrae Golf Club to residents, surrounding business, and in golf related circles.	112	Medium	On-going	Ballantrae Golf Club, 58 Inc.

#	Action	Page #	Priority	Time Frame	Lead Partners
Economic Development					
Goal #1: Refresh branding and marketing efforts to promote the uniqueness of Pelham.					
1	Modernize and promote a consistent branding strategy with updated logos, themes, concepts and graphics.	116	High	Short-term	City Council, Pelham Business Council, Consultant
2	Develop promotional brochures and online campaigns to promote Pelham as an “Adventure and Ecotourism” destination.	117	High	Short-term	City Council, Consultant
Goal #2: Utilize a variety of incentive programs and development tools to encourage investment along commercial corridors.					
1	Create a separate overlay district for U.S. 31.	121	High	Short-term	Building Department, Planning Commission, City Council
2	Consider creating a facade improvement program for commercial structures to encourage business owners to renovate and improve existing facades.	121	High	Short-term	City Council, Commercial Development Authority
3	Adopt an adaptive reuse ordinance to encourage the rehabilitation of vacant commercial structures.	121	Medium	Long-term	City Council, Planning Commission
Goal #3: Market and recruit businesses that will diversify and complement existing businesses.					
1	Recruit additional sit-down and full-service restaurants.	122	High	On-going	Commercial Development Authority, 58 Inc.
2	Recruit boutiques and luxury retail to locate in the City.	122	Low	On-going	Commercial Development Authority, 58 Inc.
3	Recruit additional family-friendly entertainment options to the City.	123	High	On-going	Commercial Development Authority, 58 Inc.
4	Encourage mixed-use development to house new retail, restaurants, entertainment venues and owner-occupied housing.	123	High	On-going	Planning Commission, Developers, Commercial Development Authority
5	Consider transforming the vacant Valley Elementary School building into an entertainment venue, with co-working office space, and/ or an arts incubator.	123	High	Short-term	City Council, 58 Inc.
6	Encourage infill projects within existing strip commercial and “big box” commercial development sites to combat suburban sprawl and to create more compact walkable developments.	125	Medium	Long-term	Planning Commission, Commercial Development Authority

#	Action	Page #	Priority	Time Frame	Lead Partners
Economic Development					
Goal #3: Market and recruit businesses that will diversify and complement existing businesses.					
7	Recruit a full-service hotel to locate within Pelham.	125	Medium	Long-term	Commercial Development Authority, 58 Inc.
8	Encourage additional grocery store chains to locate within the city.	125	Medium	Long-term	Commercial Development Authority, 58 Inc.
9	Use City ordinances to limit new payday loan, check cashing and title loan businesses from locating in the City.	130	High	Short-term	City Council, Planning Commission, Commercial Develop Authority
10	Address the long-term regulation of businesses described in Resolution 2018 -07-16-013 "One-Year Moratorium on Certain New Business Licenses".	131	High	Short-term	City Council, Planning Commission, Commercial Develop Authority
Planning and Public Services					
Goal #1: Enhance the physical character and definition of the City.					
1	Consider creating a façade improvement program for commercial structures to encourage business owners to renovate and improve existing facades.	136	High	Short-term	City Council, Commercial Develop Authority, Pelham Business Council
2	Encourage facade improvements for commercial buildings with a tax abatement program.	137	Low	On-going	City Council, Commercial Develop Authority, Pelham Business Council
3	Clearly define key gateways into Pelham through urban design and beatification enhancements.	137	High	Short-term	City Council, Department of Development Services, Consultant
4	Continue to evaluate the existing streetlight system within the City's rights-of-way to ensure it meets current needs and educate residents about Alabama Power's streetlight outage form.	138	Low	Short-term	Department of Development Services, ALDOT, Alabama Power
5	Create a Master Plan for the Civic Complex and the Oak Mountain Amphitheater.	138	High	Short-term	City Council, Pelham Civic Complex, Oak Mountain Amphitheater, Consultant
Planning and Public Services					
Goal #2: Develop strategies and programs to streamline code enforcement and improve property maintenance.					
1	Update City ordinances, including the schedule of fines and fees, to deter property neglect. The City should adopt the following codes to reflect recent updates.	138	Medium	Short-term	City Council, Building Department

#	Action	Page #	Priority	Time Frame	Lead Partners
2	Adopt the 2018 International Property Maintenance Code.	139	Medium	Short-term	City Council, Building Department
3	Establish a “Blight Court” to prosecute code violators.	139	High	Short-term	City Council, Building Department, Municipal Court
4	Explore the feasibility of consolidating the Pelham Water and Sewer Department, Building Department, Permits Department, and Revenue Department into one building to streamline the permits process.	140	High	Short-term	City Council
Planning and Public Services					
Goal #2: Develop strategies and programs to streamline code enforcement and improve property maintenance.					
5	Consider hiring additional code enforcement staff and another building inspector under the Building Department to improve code enforcement efforts and increase permits and inspection times.	140	High	Short-term	City Council, Building Department
6	Support the use of technology to improve code enforcement.	140	Medium	Short-term	Building Department
7	Create a “Citizen’s Guide for Code Enforcement” that enables citizens to report code violations and blighted properties.	141	High	Short-term	Building Department
8	Establish an elderly and disabled assistance program where residents can register to receive help with maintaining their property.	141	Medium	Short-term	Building Department, Nonprofits
9	Create a rental property licensing inspection system and establish a Good Landlord Program.	142	Low	Short-term	City Council, Department of Development Services
10	Consider creating a Building and Maintenance Department.	142	Low	Long-term	City Council
11	Investigate ways to improve bulk trash service throughout the City.	142	High	Short-term	Department of Development Services and Public Works
Goal #3: Update and revise the City of Pelham’s codes and ordinances.					
1	Modify the Zoning Ordinance to create a Mixed-Use zoning district.	143	High	Short-term	City Council, Planning Commission
2	Encourage any future large-scale multifamily developments to be built as a component within Mixed-Use Districts (MXD).	143	High	On-going	City Council, Planning Commission, Developers

#	Action	Page #	Priority	Time Frame	Lead Partners
3	Establish an overlay district specific to U.S. 31 to help guide compatible types of new development and redevelopment that will foster additional business growth and help to create an image and identity for the City of Pelham.	143	High	Short-term	City Council, Planning Commission, Pelham Business Council
4	Hold educational sessions with the City Staff, Planning Commission, City Council and developers to better understand the Corridor Overlay District.	143	High	Short-term	City Council, Planning Commission, Building Department, Developers
5	Expand the Single-family Residential District (R-1) and Two-family Residential District (R-2) zoning along County Road 52 and Simmsville Road to allow for additional residential development.	144	Low	Long-term	City Council, Planning Commission
6	Consider modifying the Townhouse Residential Zoning District (R-T) in the Zoning Ordinance.	144	High	Short-term	City Council, Planning Commission, Pelham Business Council
7	Modify the manufactured homes definition in the Zoning Ordinance.	145	High	Short-term	City Council, Planning Commission
8	To regulate the number of temporary structures, construction trailers, and storage trailers/containers in Pelham, modify the Zoning Ordinance to provide a definition for each use, establish permit fees and fines, and provide an acceptable timeframe for their use.	147	Medium	Short-term	City Council, Planning Commission
Planning and Public Services					
Goal #3: Update and revise the City of Pelham's codes and ordinances.					
9	Consider the inclusion of a Land Conservancy and Recreation District (CV/RC) or overlay to establish and promote environmental protection on land deemed sensitive or possessing unique natural characteristics.	149	Medium	Short-term	City Council, Planning Commission
10	Modify the Zoning Ordinance to regulate businesses currently under the existing business moratorium.	149	High	Short-term	City Council, Planning Commission
11	Make modifications to the Sign Ordinance.	149	Low	Short-term	City Council, Building Department

#	Action	Page #	Priority	Time Frame	Lead Partners
12	Make modifications to the Subdivision Regulations.	149	Medium	Short-term	City Council, Planning Commission, Department of Development Services
13	Evaluate development regulations to identify ways that the principles of “Crime Prevention Through Environmental Design” (CPTED) can be incorporated into the design of newly-developed and redeveloped areas.	150	Low	Long-term	Planning Commission, Parks and Recreation Department, Police Department
Goal #4: Enhance the safety of the community.					
1	Allocate improvements as outlined in the City’s 5-year Capital Improvement Plan.	150	High	Short-term	City Council
2	Support the creation of a Police Career Development Program to provide additional career development and educational opportunities for existing and future officers.	150	Medium	Short-term	Police Department
3	Continue to support the Fire Department’s Community Risk Reduction Program (CRR).	150	Medium	Short-term	Fire Department, Citizens
4	Ensure that the City’s fleet including heavy-duty vehicles are well maintained and updated as necessary.	150	High	Short-term	City Council, Department of Development Services and Public Works

