

# VETERANS DRIVE CORRIDOR STUDY

Transportation | Land Use | Urban Design

Community Engagement No. 2

July 7, 2022

**ROSS/FOWLER**  
LANDSCAPE ARCHITECTURE  
URBAN DESIGN & PLANNING



**SKIPPER**  
CONSULTING INC



NORTH ALABAMA  
MEDICAL CENTER

AL  
157

VETERANS DRIVE

AL  
133

COX CREEK  
PARKWAY

PATTON ISLAND  
OVERLOOK

MARRIOTT  
SHOALS HOTEL  
& CONFERENCE  
CENTER

RIVER HERITAGE  
PARK

RIVER HERITAGE  
TRAIL



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# MISSION BEFORE ACTION

**Mission** > *What is our purpose?*

It is our mission and responsibility to create orderly, thriving physical, social and economic conditions.

**Vision** > *What are we trying to achieve?*

To partner with citizens and stakeholders in a thorough planning process that will inform policy recommendations and guide development of future plans and projects.

**Values** > *What guides decision making?*

Upholding the high standards for the quality of life established by citizens.

Collecting and incorporating sound scientific information and local knowledge.

Engaging citizens in the planning process.



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# Areas of Significant Change

1999

1999 - 2005

2005 - 2011

2011 - 2020



Google Earth  
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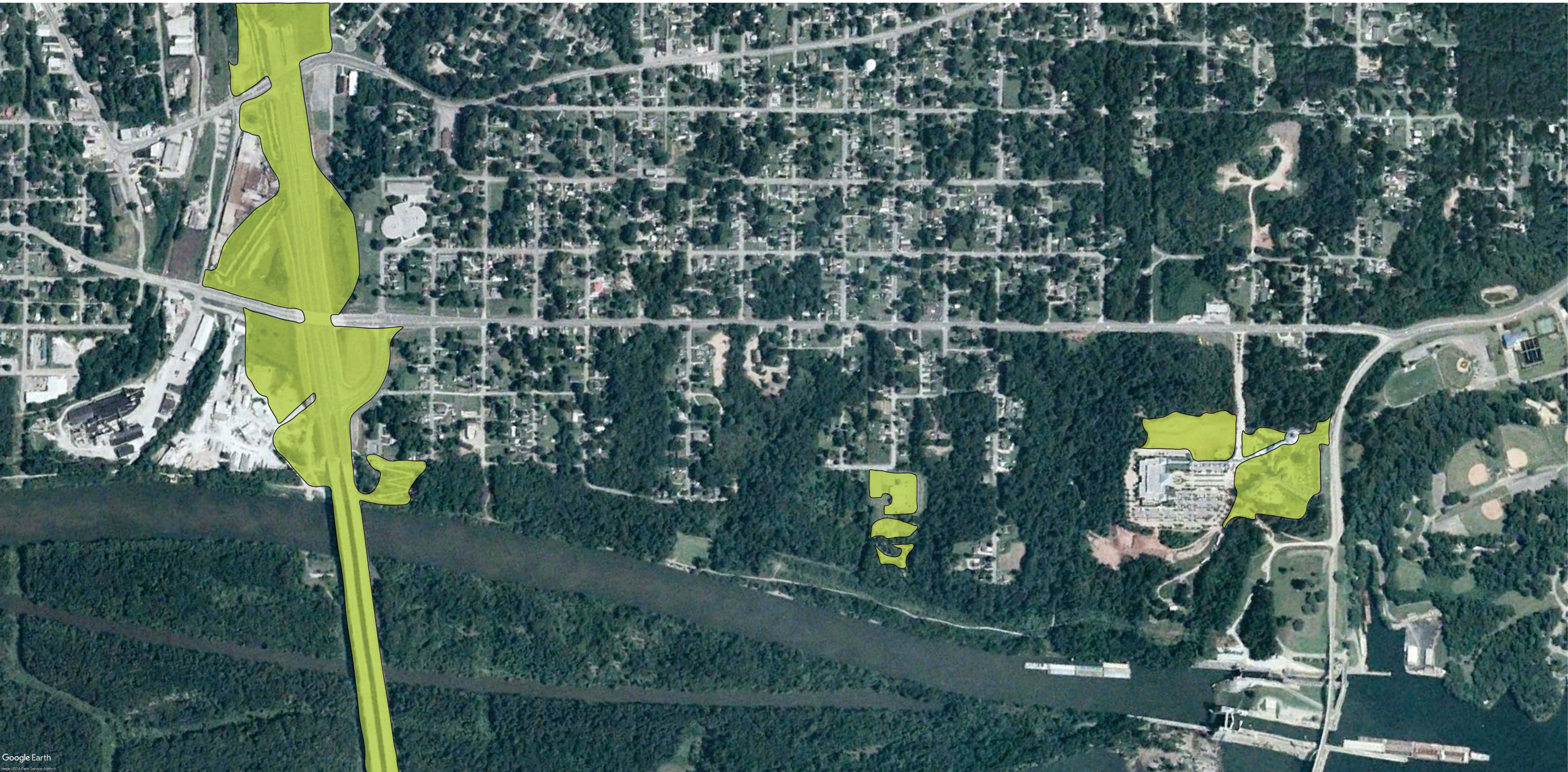
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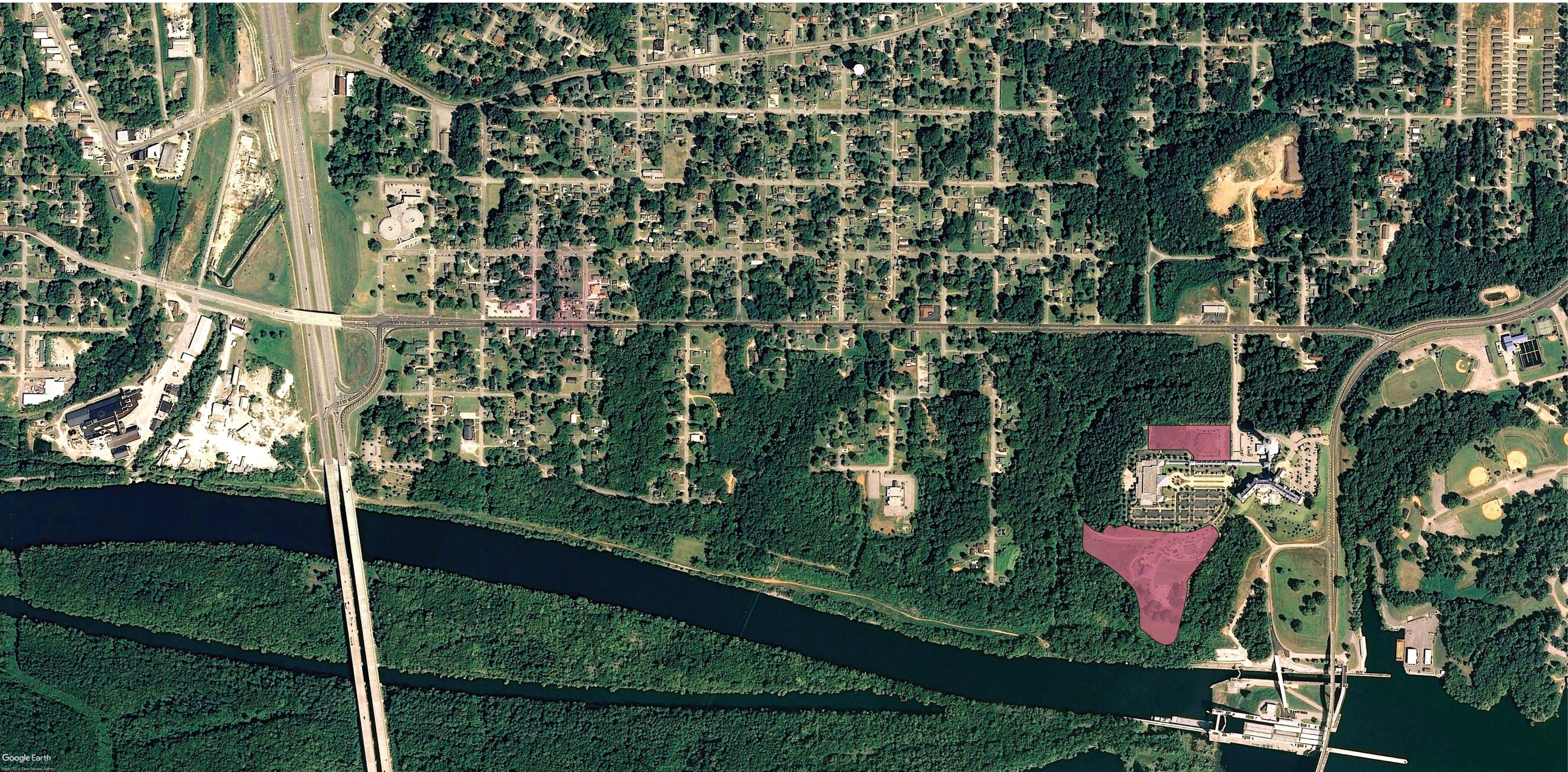
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Google Earth



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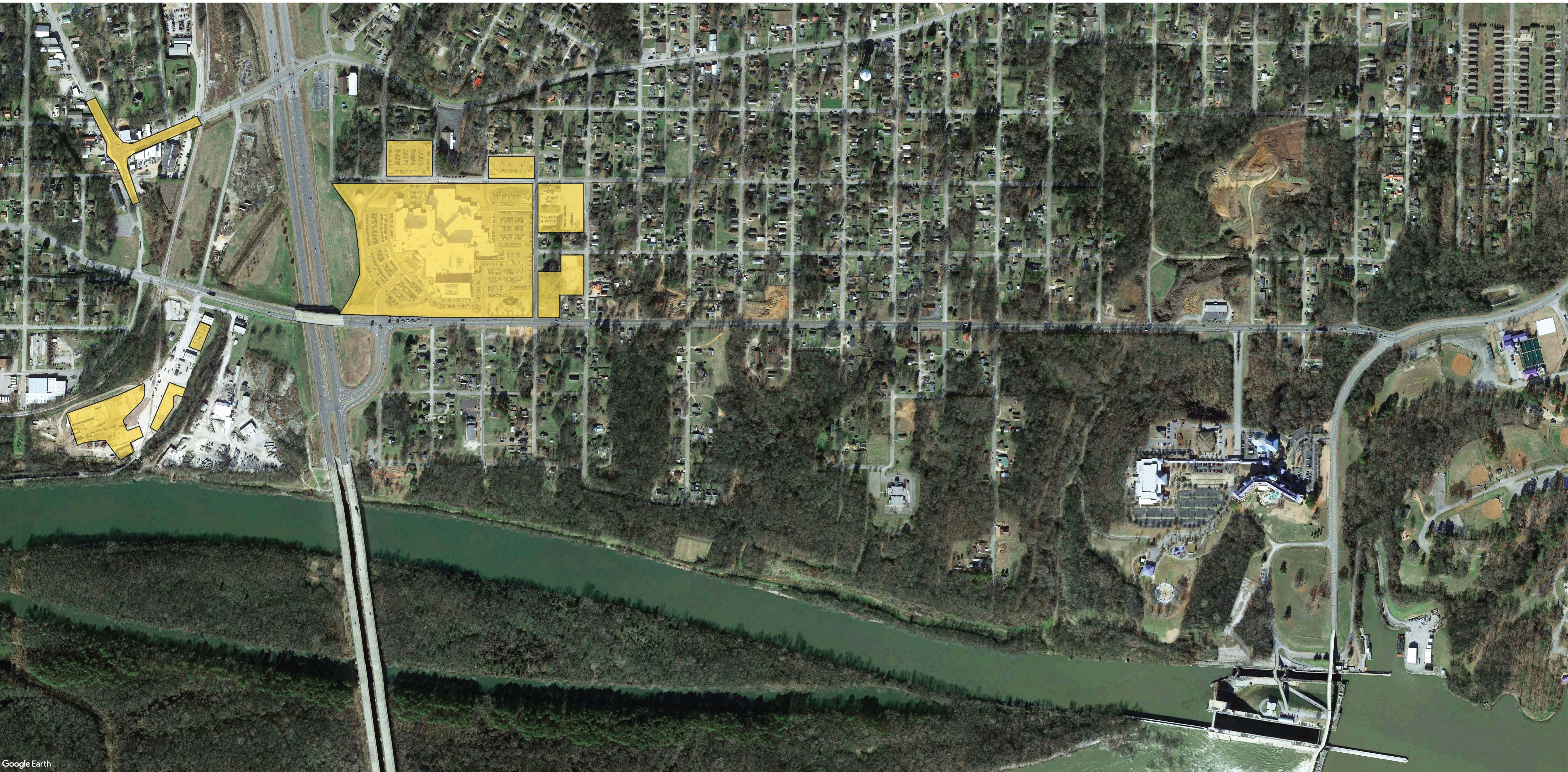
# Areas of Significant Change

1999

1999 - 2005

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Google Earth

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Google Earth



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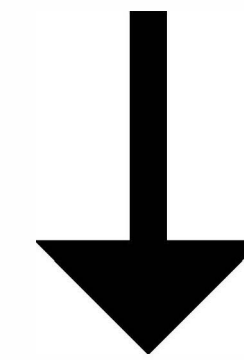


# CHANGE HAPPENS...

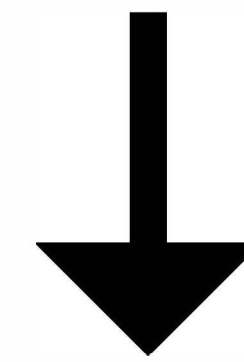
...as a result of a **decision making process**.

...**not overnight**.

...in a **continuous manner and is inevitable**.



It is not **IF** growth will occur, but rather **HOW** it will occur.  
It can be compact and orderly **OR** sprawled and uncoordinated.



The purpose of municipal planning is to provide the means to manage change in the developed, undeveloped, and re-developed environment so that communities *get what they want, rather than take what they get.*



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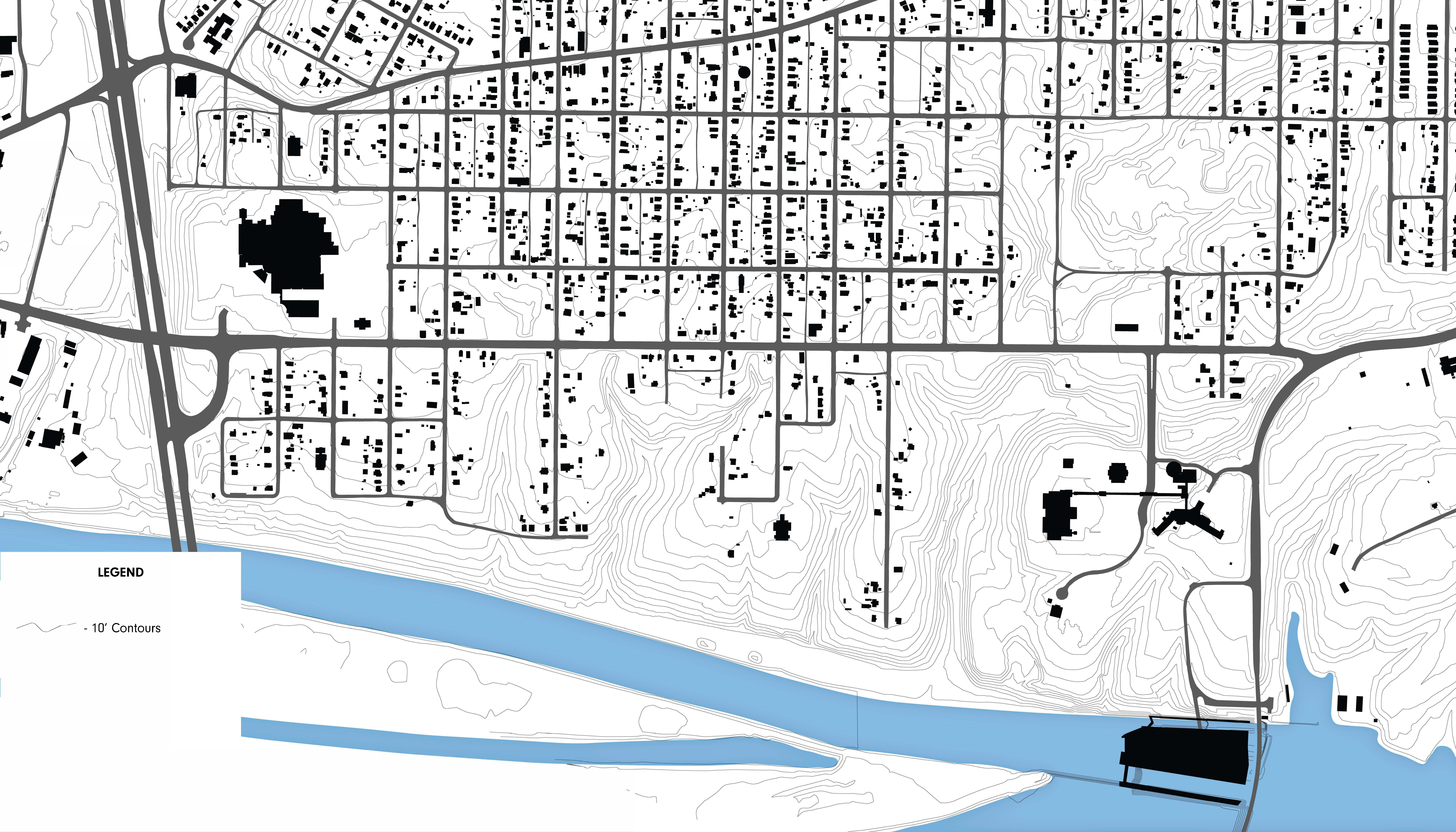


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**LEGEND**

- 10' Contours

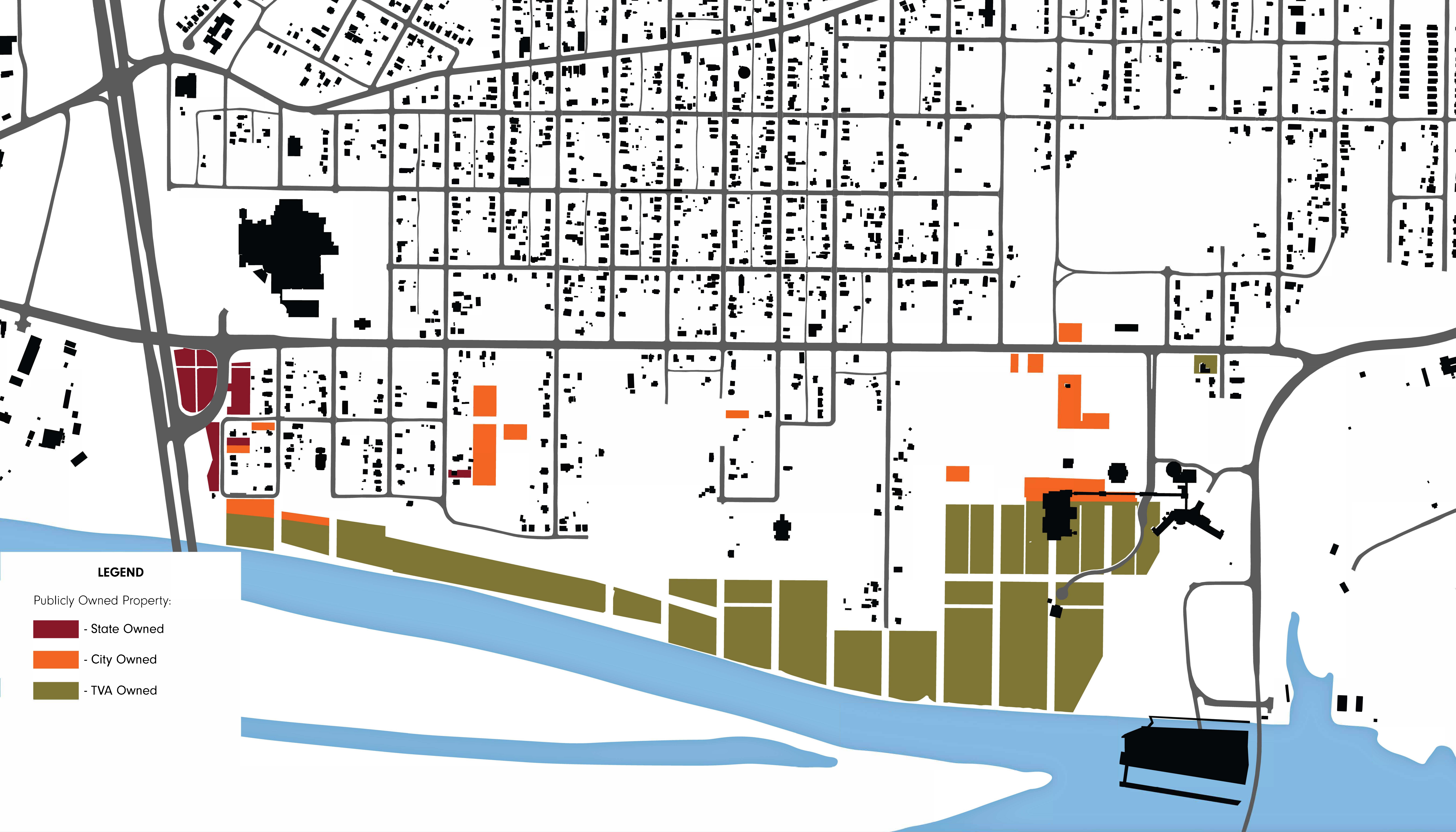
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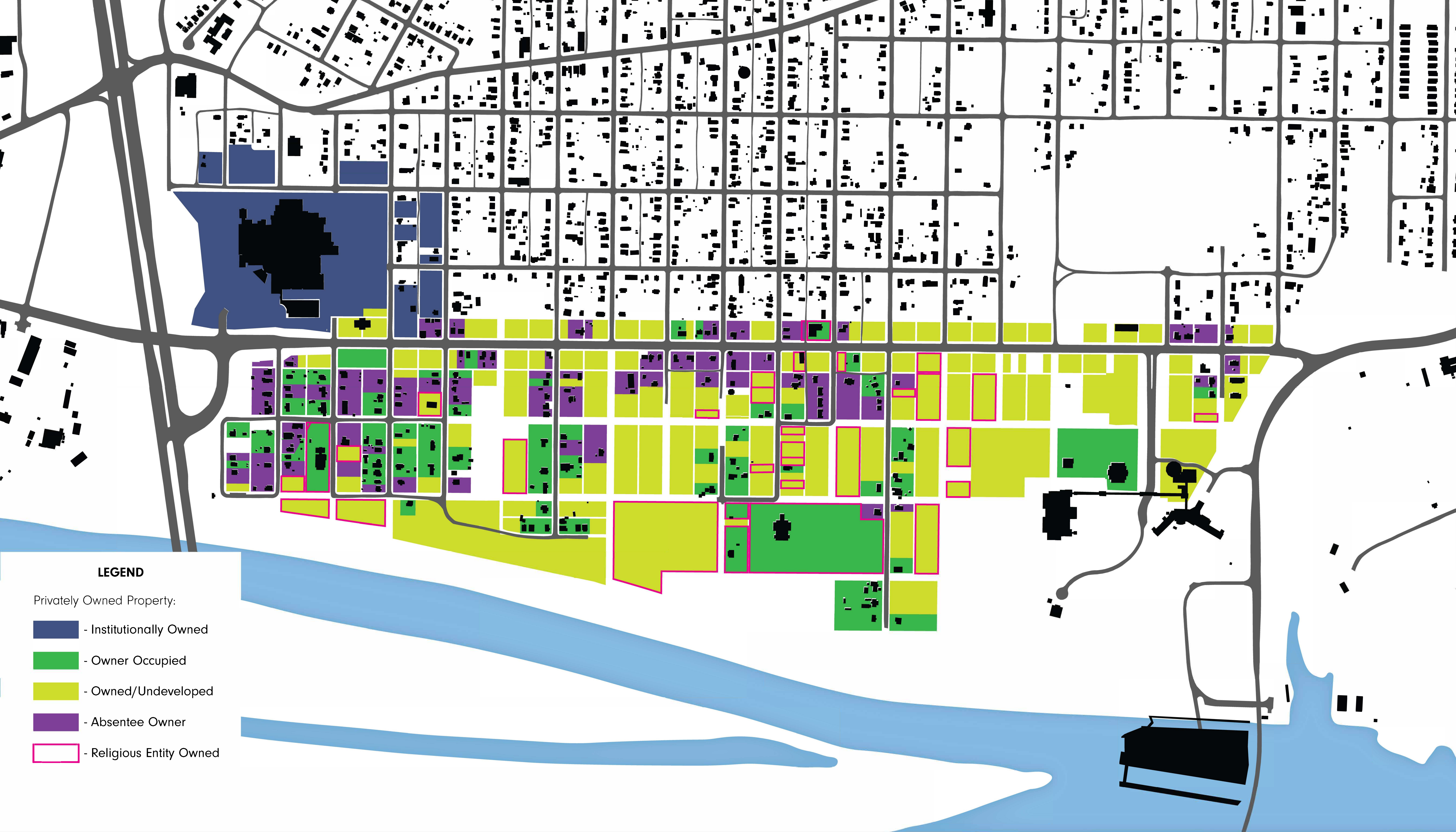


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**LEGEND**

Privately Owned Property:

- Institutionally Owned
- Owner Occupied
- Owned/Undeveloped
- Absentee Owner
- Religious Entity Owned

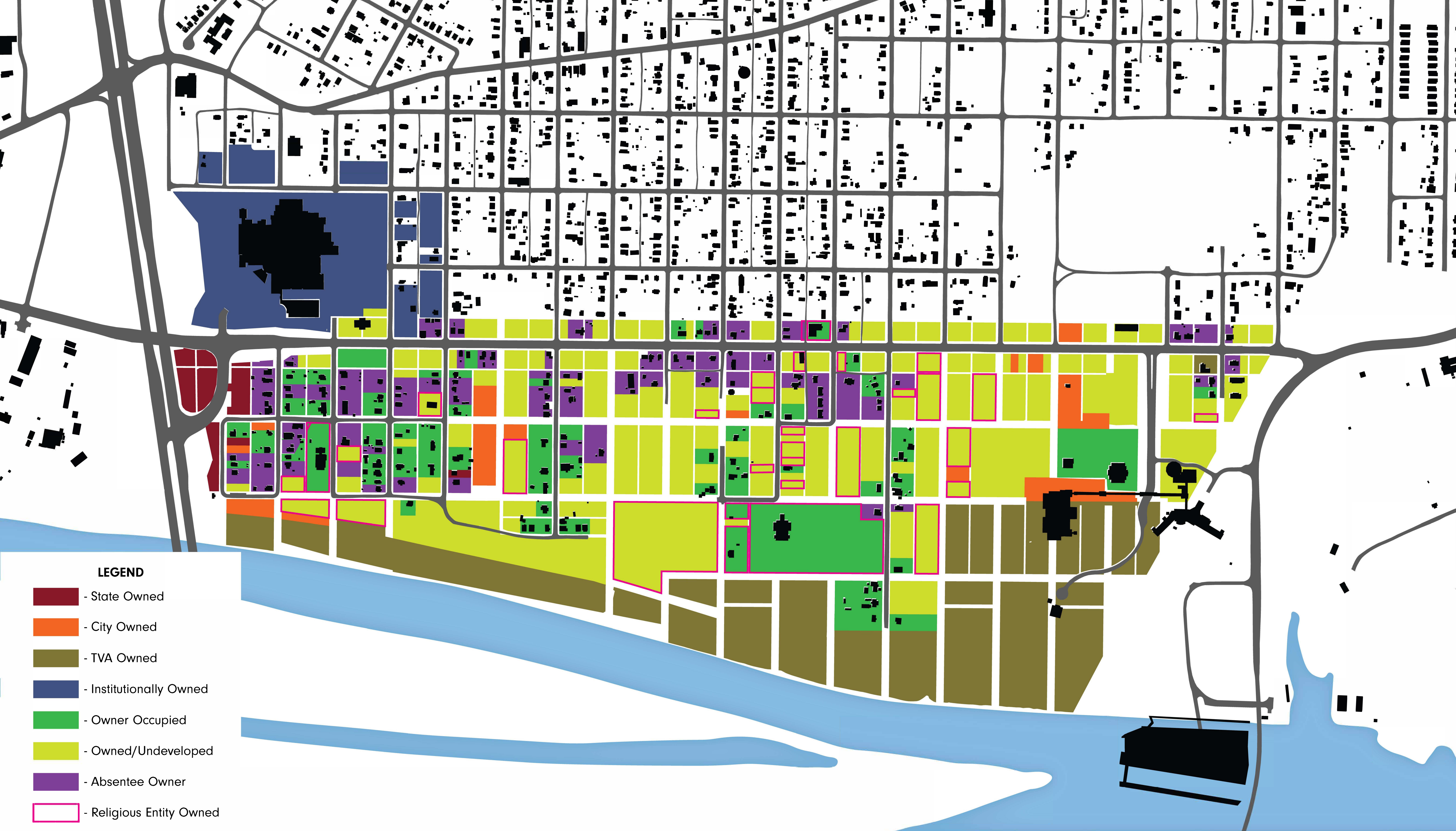


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**LEGEND**

- State Owned
- City Owned
- TVA Owned
- Institutionally Owned
- Owner Occupied
- Owned/Undeveloped
- Absentee Owner
- Religious Entity Owned



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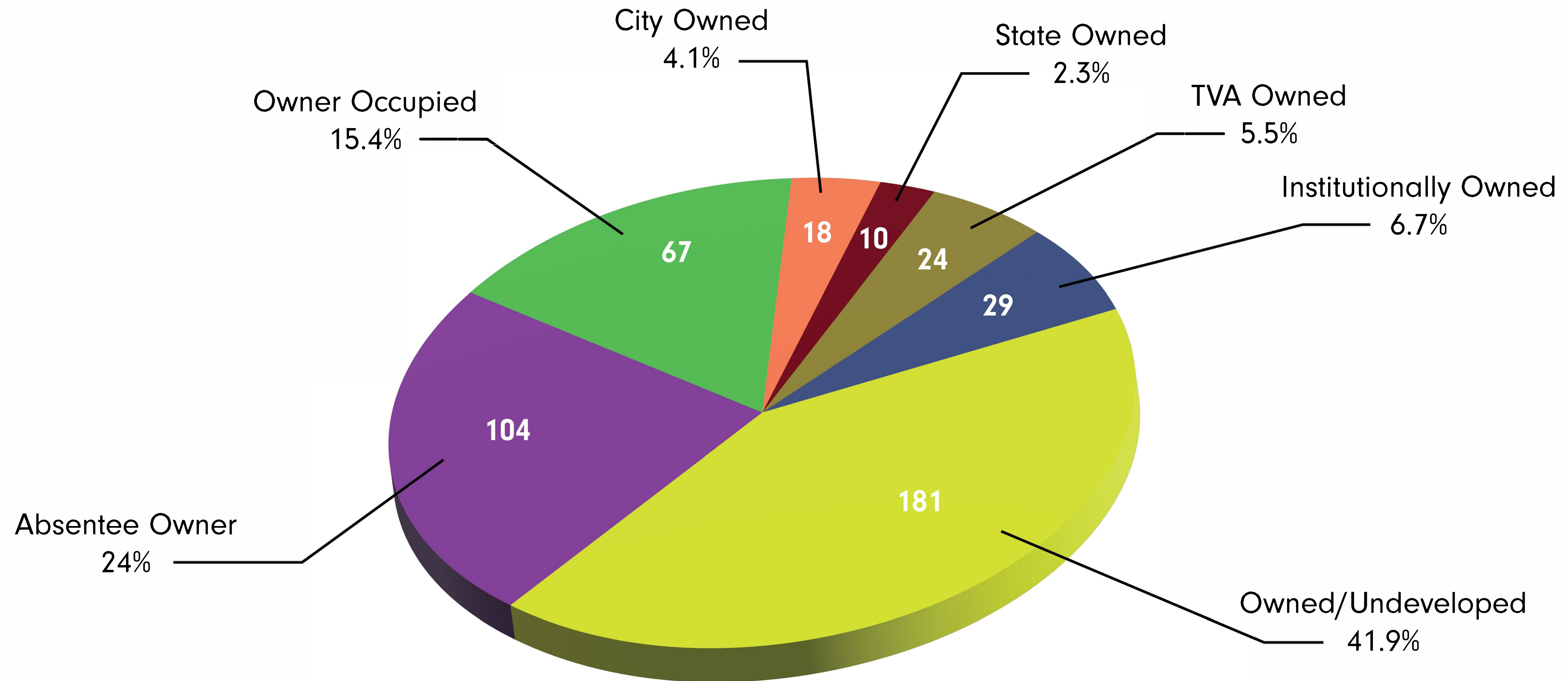
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# STUDY AREA COMPOSITION:

434 Total Parcels of Land



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**LEGEND**

- 10' Contours

- Sewer Main Lines

- Gas Main Lines



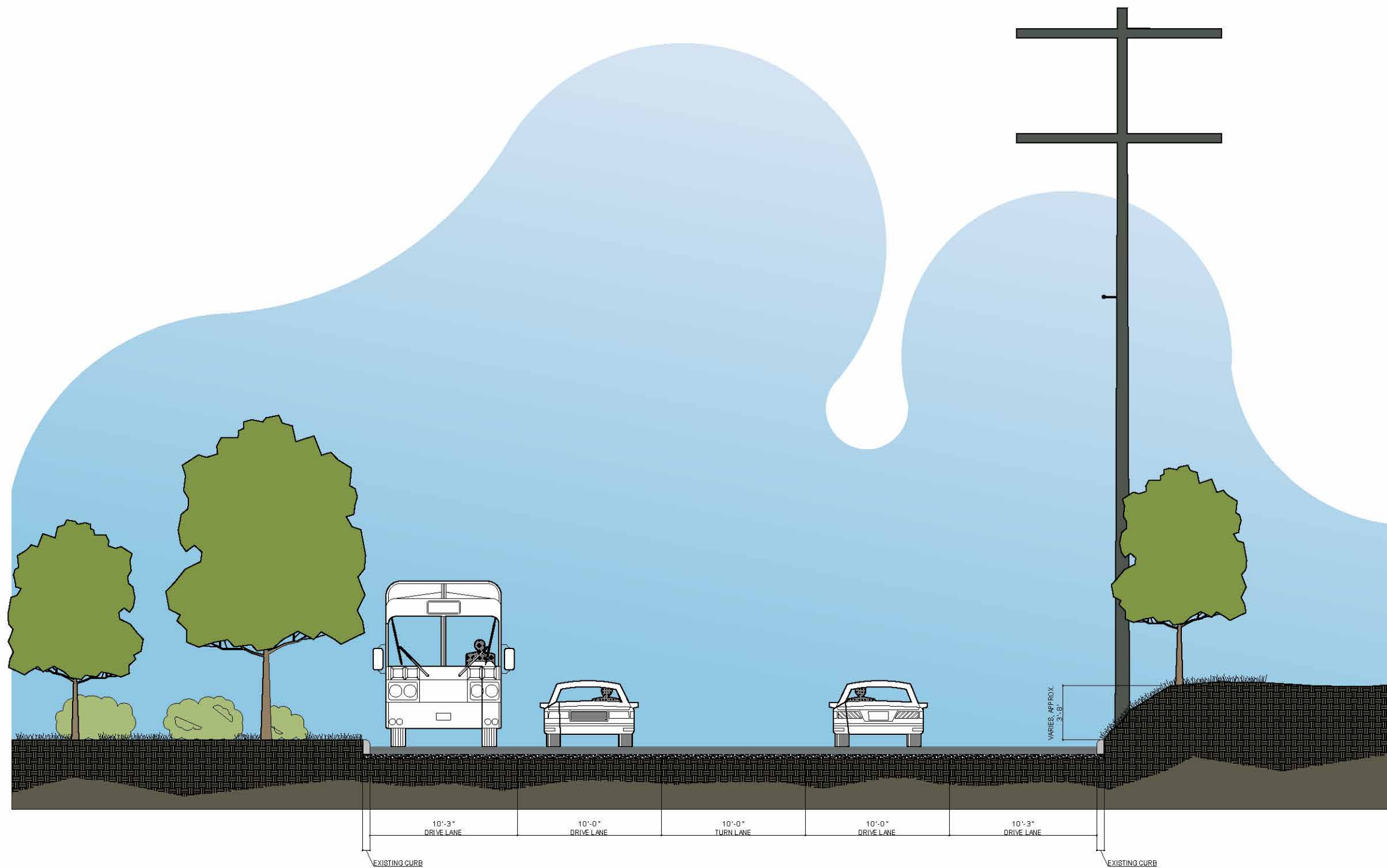
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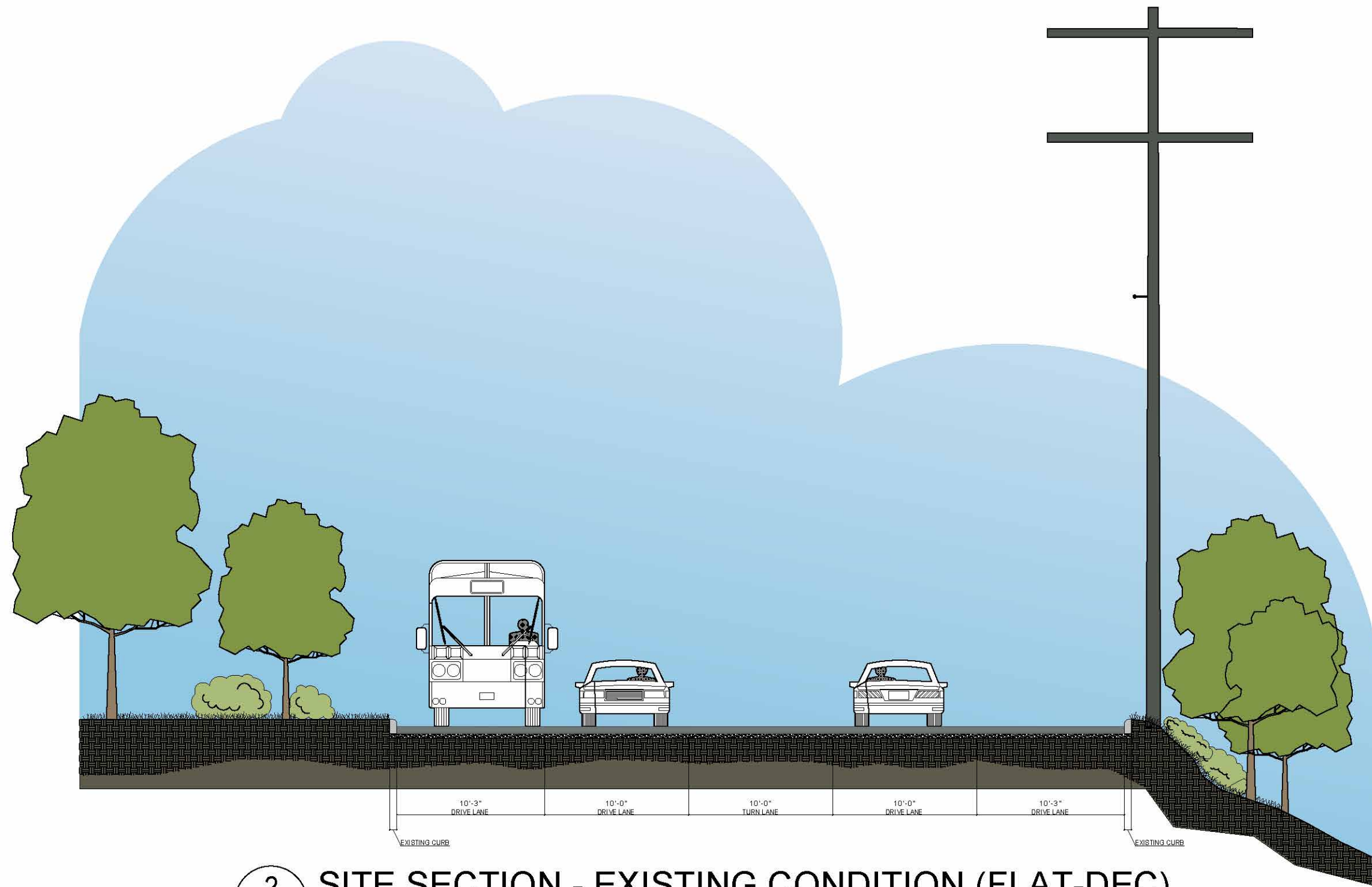
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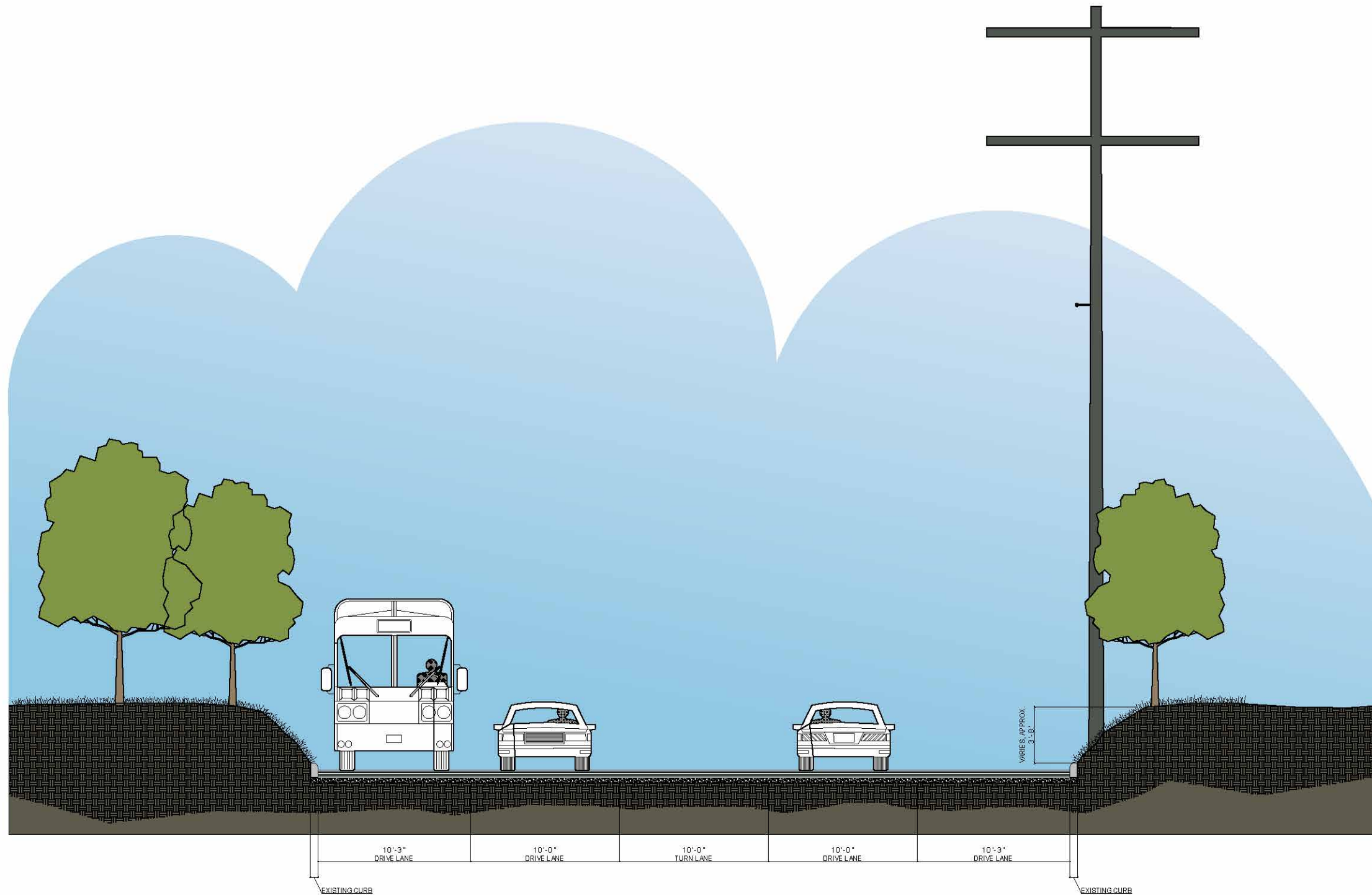
1
**SITE SECTION - EXISTING CONDITION (FLAT-ELEV)**  
 L100 SCALE: N.T.S

SITE SECTION EXISTING 01



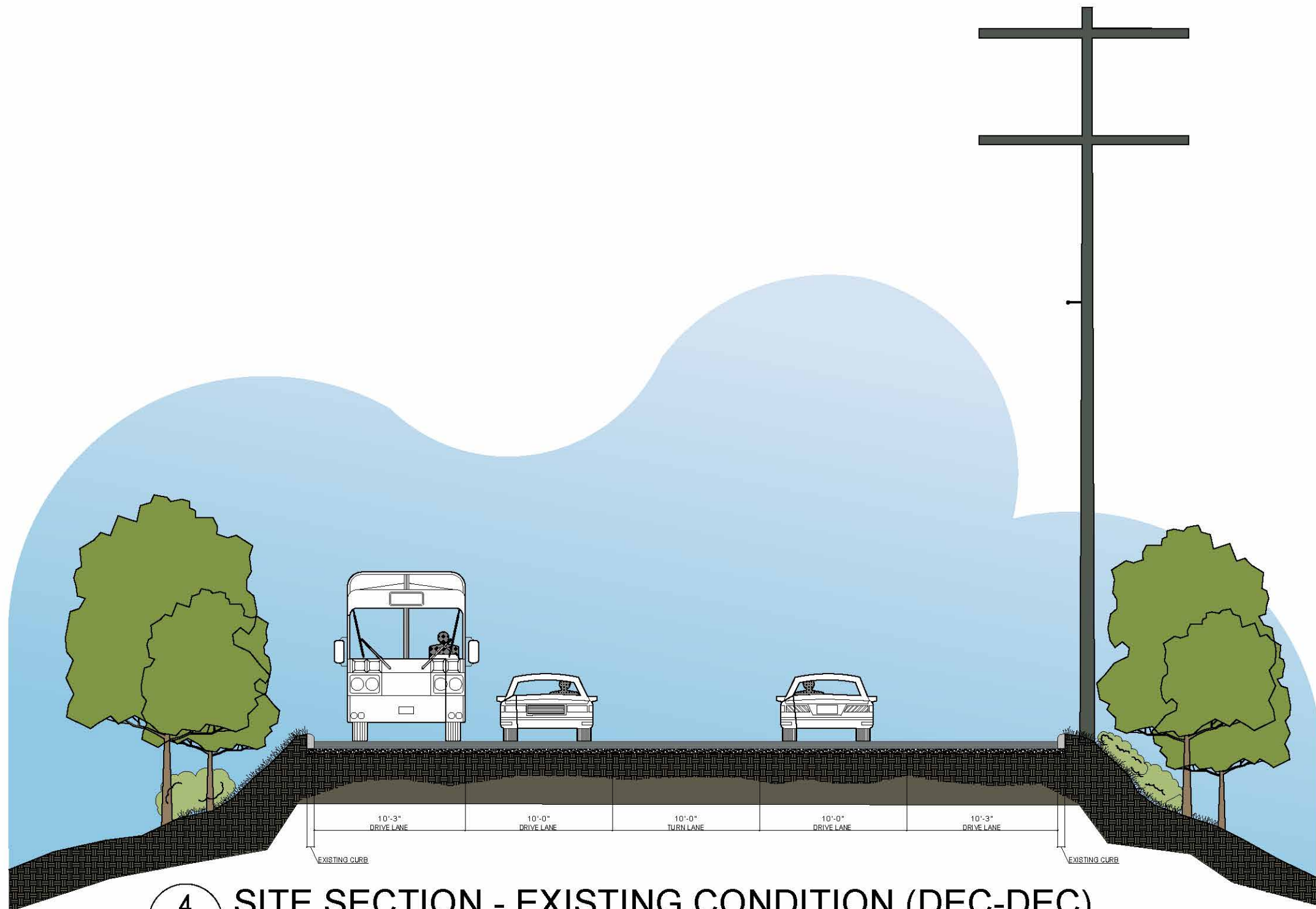
**2** SITE SECTION - EXISTING CONDITION (FLAT-DEC)  
 L100 SCALE: N.T.S

SITE SECTION EXISTING 02



**3** SITE SECTION - EXISTING CONDITION (ELEV-ELEV)  
 L100 SCALE: N.T.S.

SITE SECTION EXISTING 03



**4** SITE SECTION - EXISTING CONDITION (DEC-DEC)  
 L100 SCALE: N.T.S.

SITE SECTION EXISTING 04

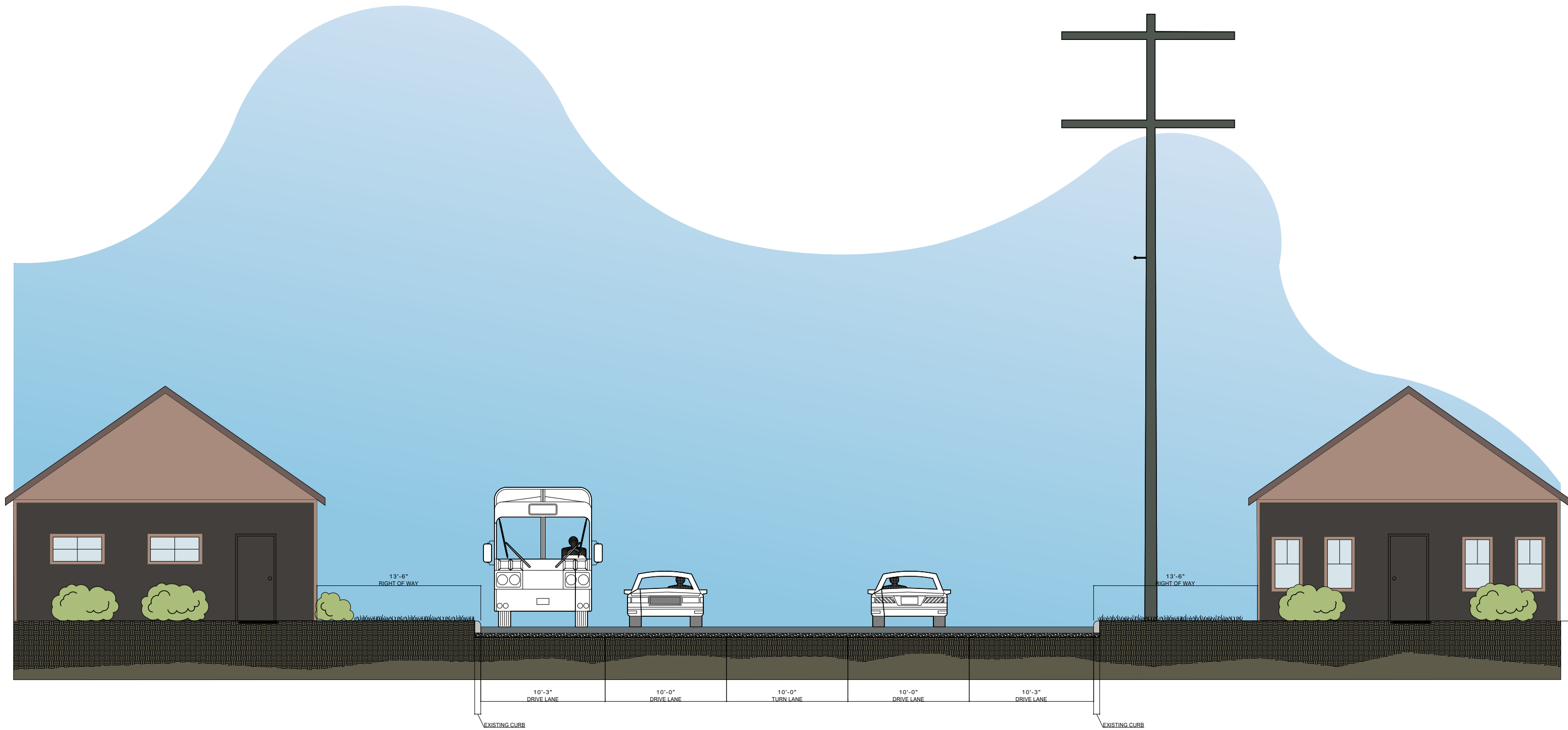


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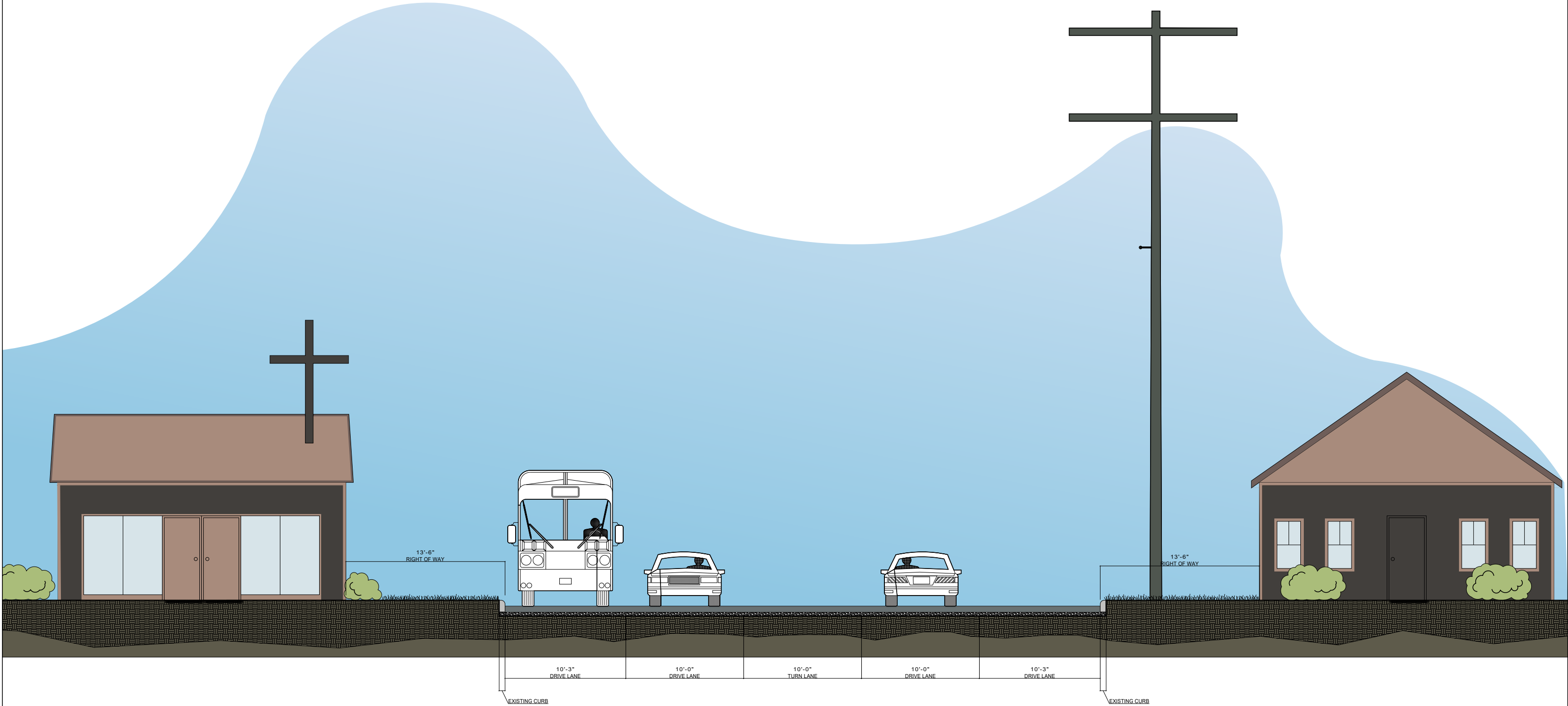
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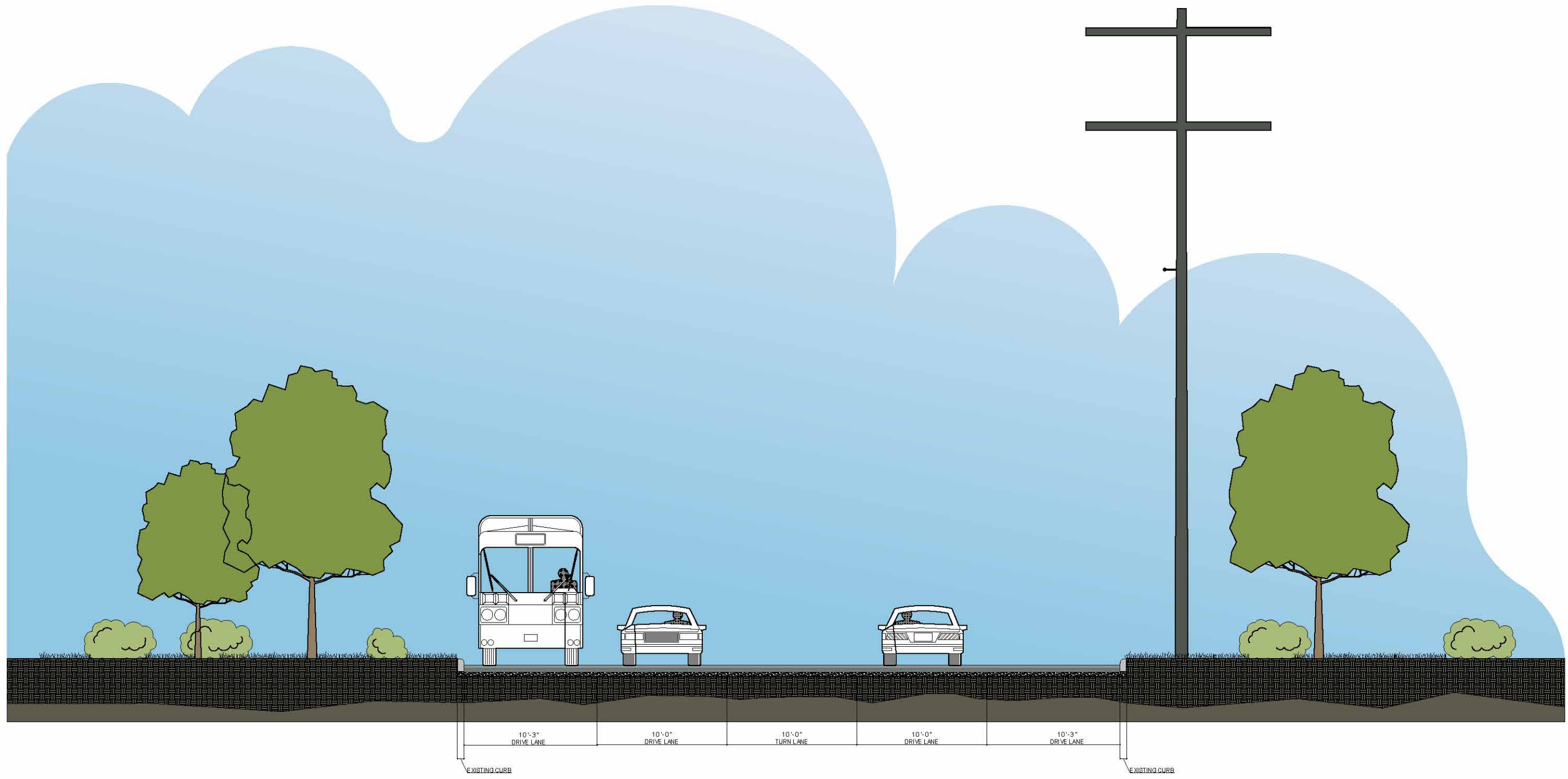
5 SITE SECTION - EXISTING CONDITION (RES-RES)  
 L100 SCALE: N.T.S.

SITE SECTION EXISTING 05



6
**SITE SECTION - EXISTING CONDITION (REL-RES)**  
 L100 SCALE: N.T.S.

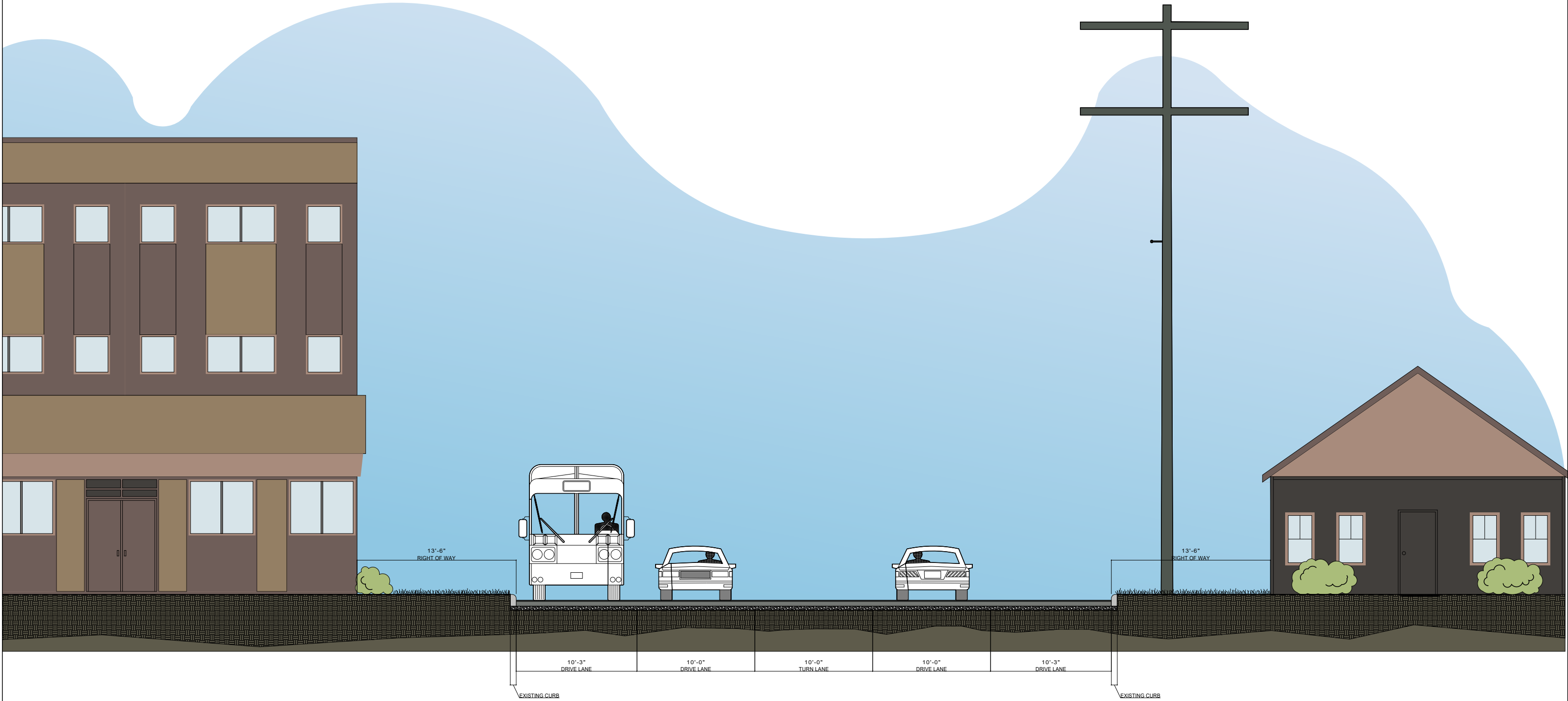
SITE SECTION EXISTING 06



**7**  
 L100
 
**SITE SECTION - EXISTING CONDITION (VAC-VAC)**  
 SCALE: N.T.S.

SITE SECTION EXISTING 07





8  
L100

**SITE SECTION - EXISTING CONDITION (COM-RES)**

SCALE: N.T.S.

SITE SECTION EXISTING 08



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# Transportation

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- > Traffic Volume
- > Excessive Speed
- > Two Traffic Fatalities (2011-2021)
- > No Sidewalks for Pedestrians - four pedestrians struck by motor vehicles
- > Circulation is 'Car-Centric' - creating space for pedestrians is crucial
- > Create Safe Pedestrian Crossings

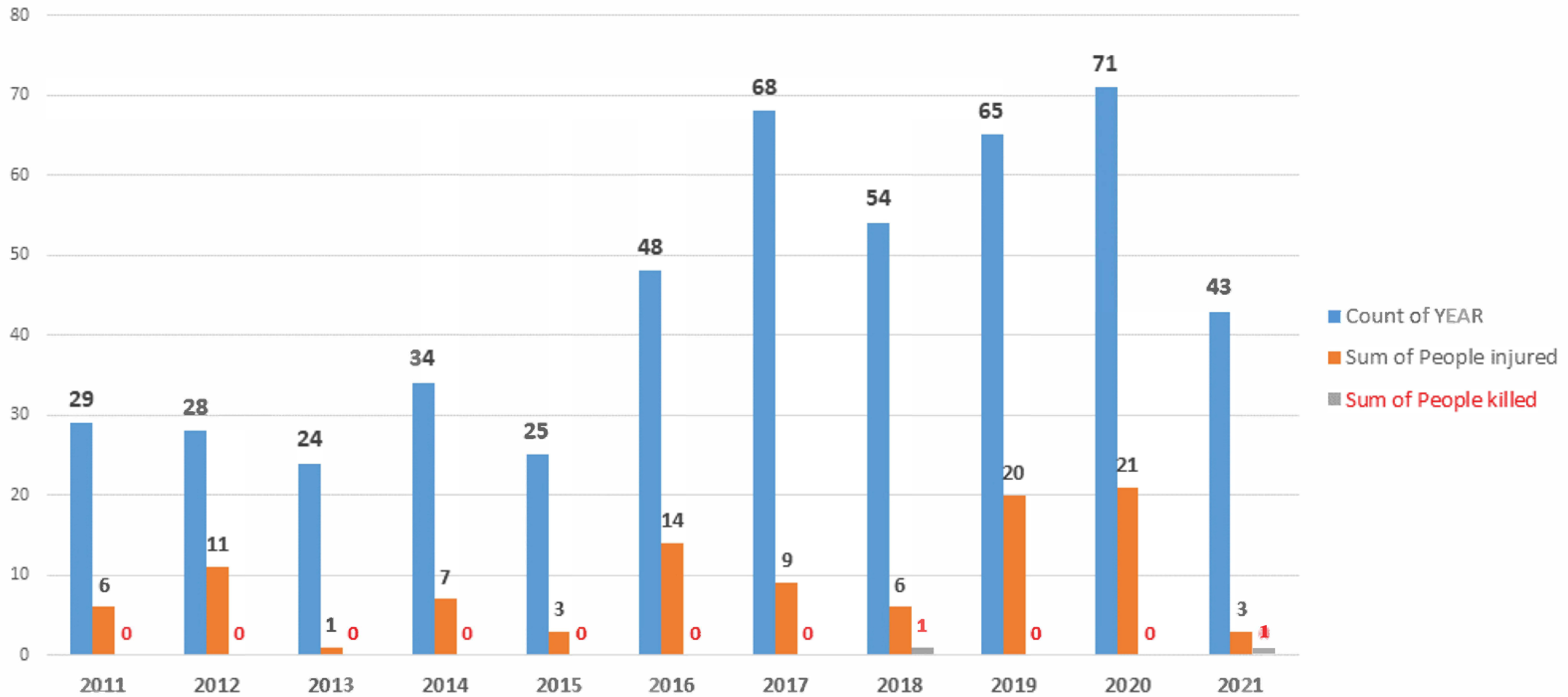


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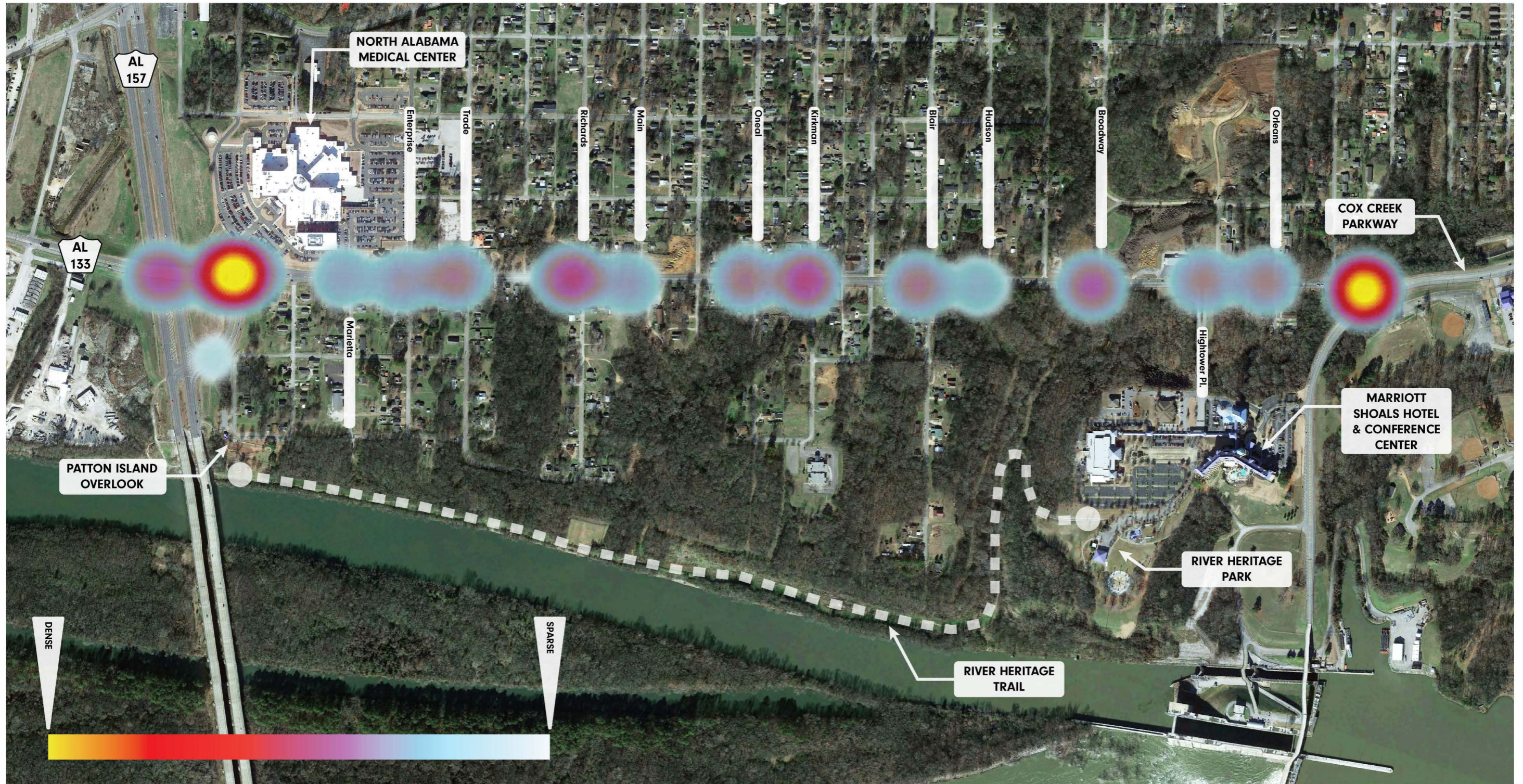
## TOTAL CRASH COUNT WITH INJURY, AND FATALITY COUNTS VETERANS DR 2011 - 2021



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# Crash Heat Map



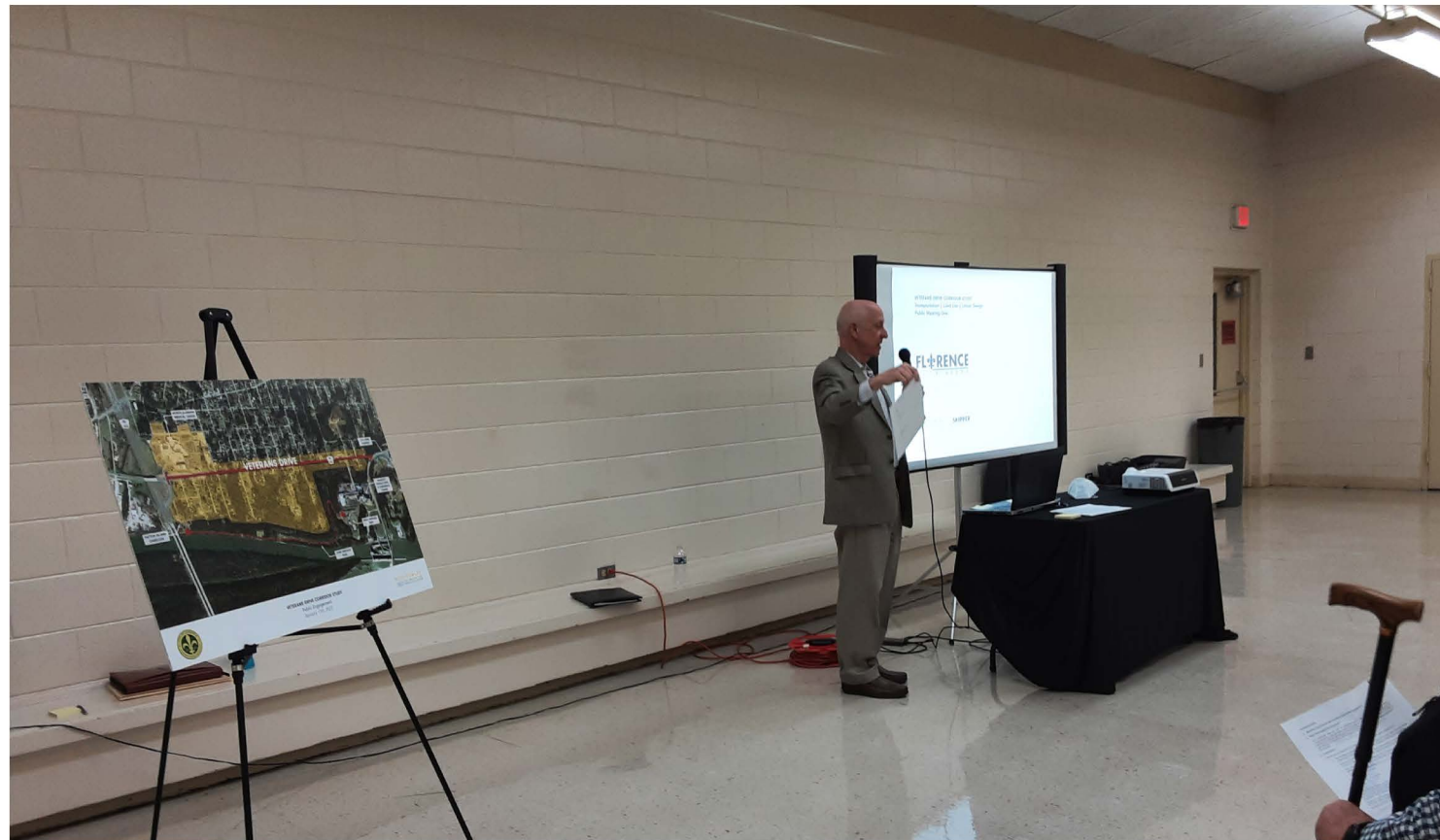
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# Public Engagement Meeting #1

- Presented analysis and data
- Met stakeholders
- Gained feedback and comments from neighborhood residents and Florence citizens.



# Survey Comments & Responses

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*In your opinion, what are the greatest assets of the Veterans Drive Corridor?*

- Bypass traffic
- Quick access to city amenities; east Florence in general
- Access to other major roadways
- Potential for growth



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# Survey Comments & Responses

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## *In your opinion, what are the biggest challenges or weaknesses of the Veterans Drive Corridor?*

- Traffic overload especially in regard to speeding and common courtesy; neglect of drivers, most likely, transit visitors coming in and out of the city
- Heavy bypass traffic
- Safety
- Too much traffic
- Traffic is constrained, road is too narrow; tractor-trailers should use Florence Blvd.
- Traffic control near hospital
- Some intersections where it is a little difficult to see and judge speed of traffic from side streets



# Survey Comments & Responses

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*In your opinion, what are the biggest challenges or weaknesses of the Veterans Drive Corridor? cont.*

- Pharmacy on Marietta
- Access to Veterans Drive



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# Survey Comments & Responses

*In your opinion, what are the greatest assets of the Neighborhood?*

- Steep, rolling hills and topography
- Affordable homes
- Hospital
- Location between hospital and Cox Creek
- Close to main roadway
- Middle of city
- Close to almost all amenities



# Survey Comments & Responses

*In your opinion, what are the biggest challenges of the Neighborhood?*

- 24% Absentee home parcels is unacceptable
- Empty homes breed crime
- Allowing homes to deteriorate/burn etc.
- Hospital
- Safety onto Veterans Drive
- To encourage proper building for area
- "Leaving Lakeside Highlands"
- Traffic is near impossible to access at Huntsville road



# Survey Comments & Responses

## *Suggestions for Veterans Drive/Neighborhood Improvements:*

- Clean area
- Stop signs or red lights on Veterans Drive
- Red light at S. Blair, S. Connor or S. Kirkman to help traffic flow for majority of residents
- Continue to study and regulate development
- Widen road or move trucks with two or more axles to the boulevard
- River Heritage "District"
- Connection to Sweetwater - physical and social
- Finish River Heritage all the way to the harbor



# Survey Comments & Responses

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## *Suggestions for Veterans Drive/Neighborhood Improvements cont.:*

- New wing, 200+ rooms proposed at Marriott Shoals
- Total external and internal renovations
- Hotel/motel site?
- Road widening
- Red light at Blair, Connor or Kirkman (south)
- Deceleration right turn lane at proposed traffic light





# Survey Comments & Responses

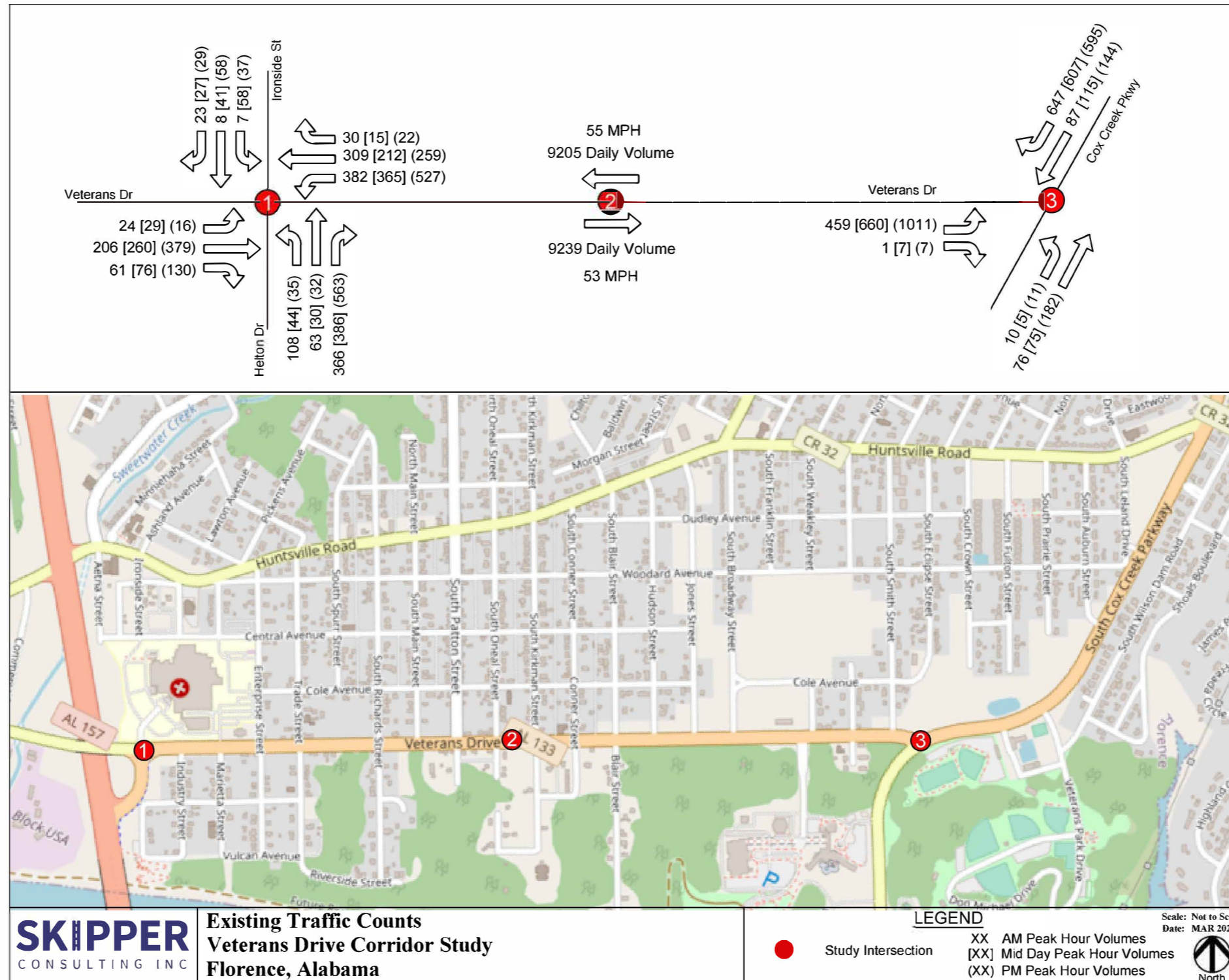
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## *Suggestions for Veterans Drive/Neighborhood Improvements cont.:*

- City borrow pile needs to go
- Marriott branding and changing to Renaissance



# Traffic Data

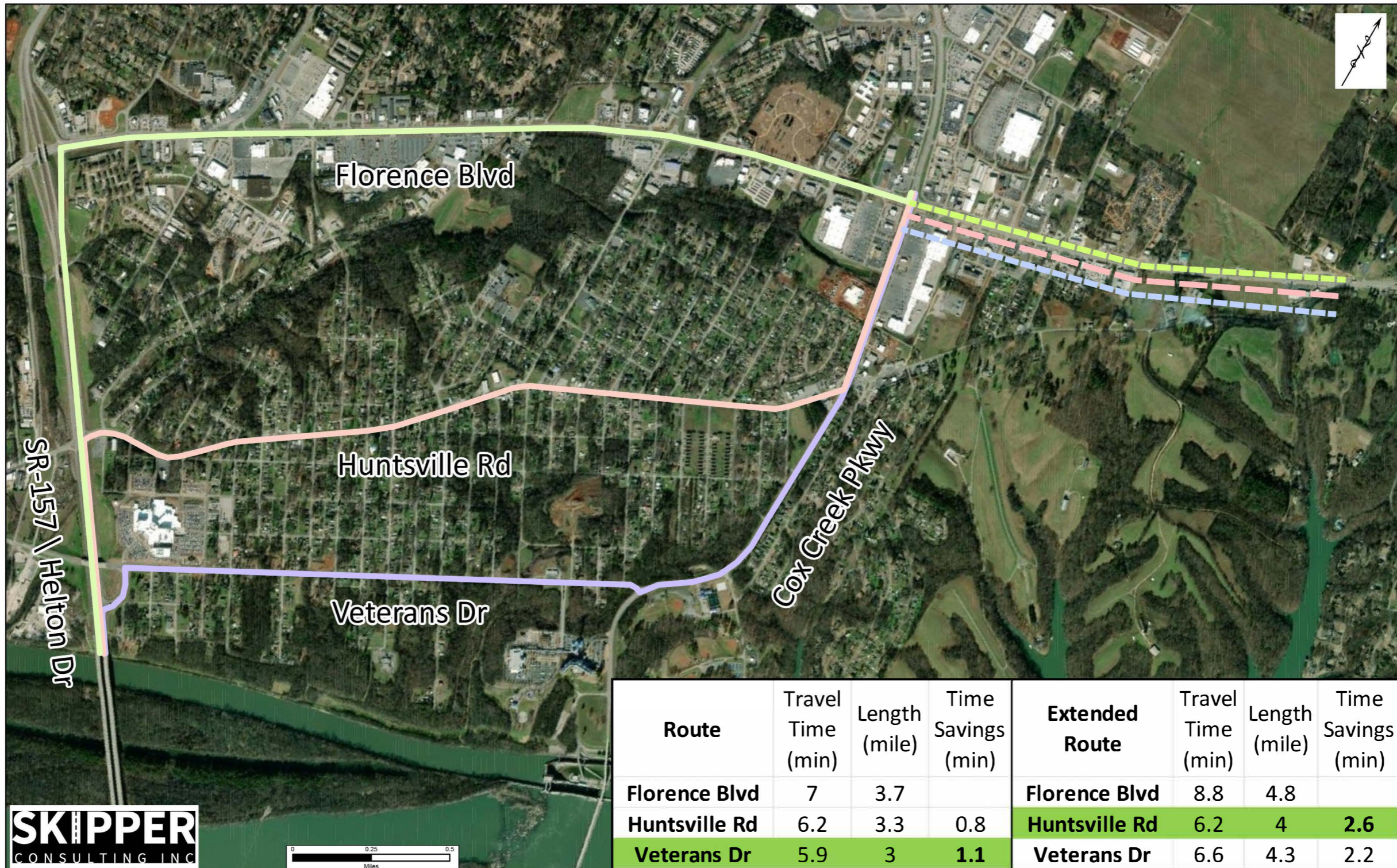


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# Traffic Data

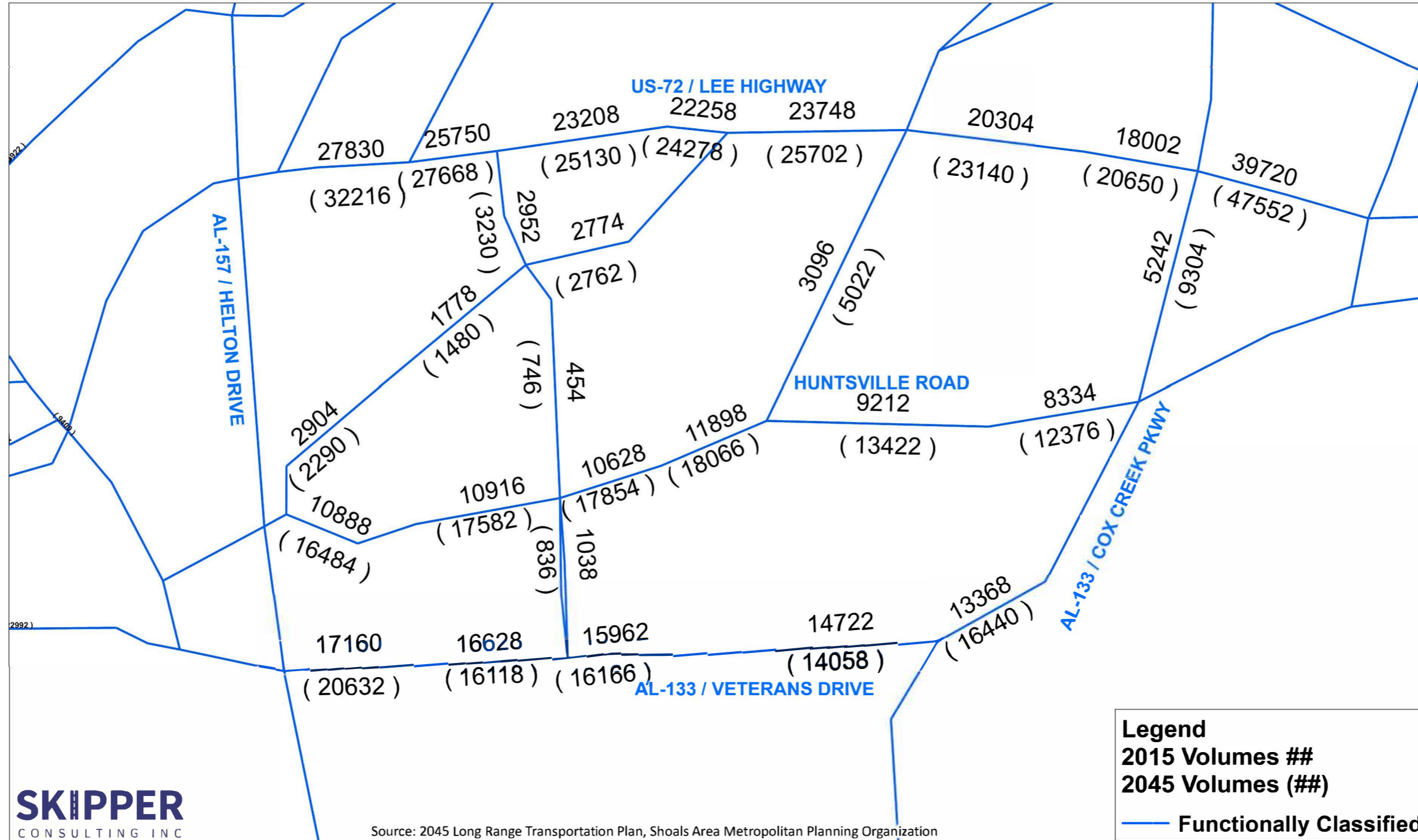
Through-Routes with Travel Times - Florence, Alabama



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## 2015 and 2045 Volumes- Florence, Alabama



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# Traffic Data



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# Traffic Data



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# Traffic Data



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# Proposed Entrance Rendering

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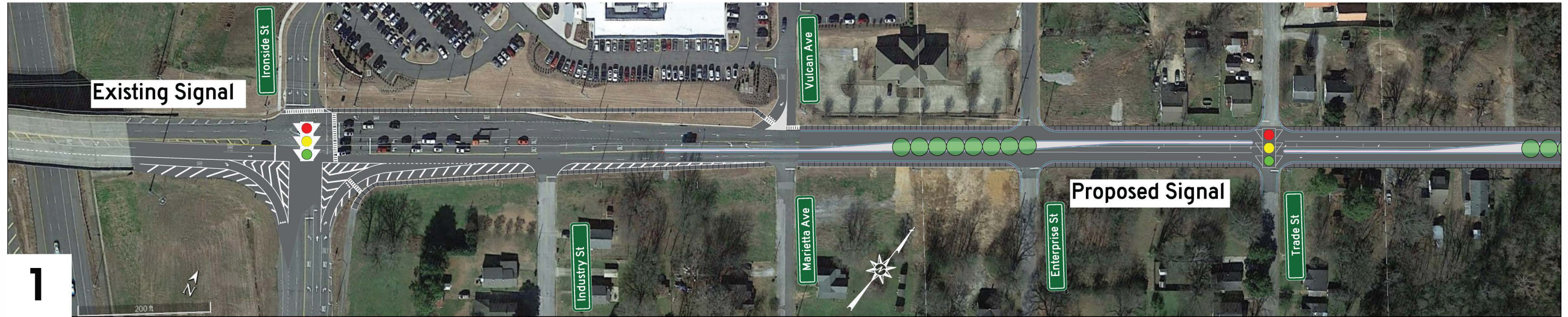


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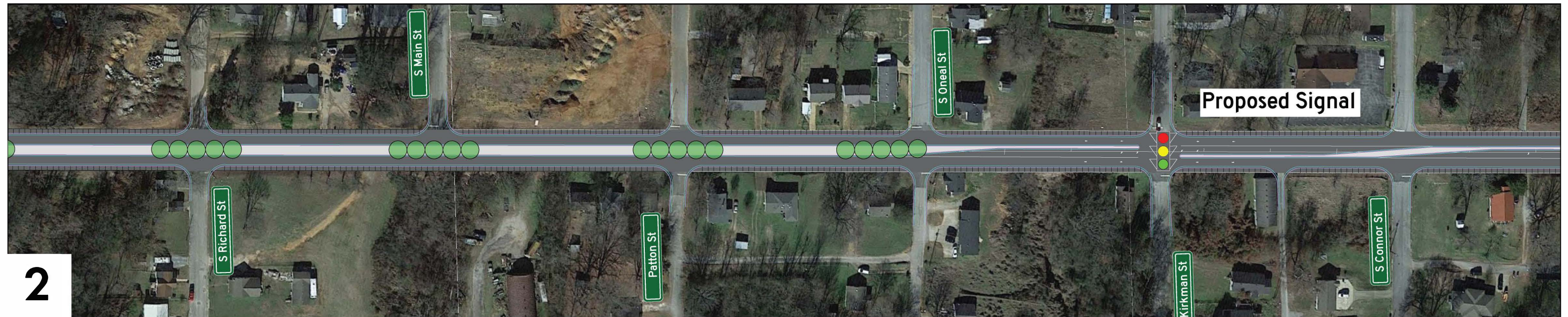


# Proposed Median & Traffic Light Transect



WEST

EAST



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# Proposed Median & Traffic Light Transect



3

WEST



EAST



4

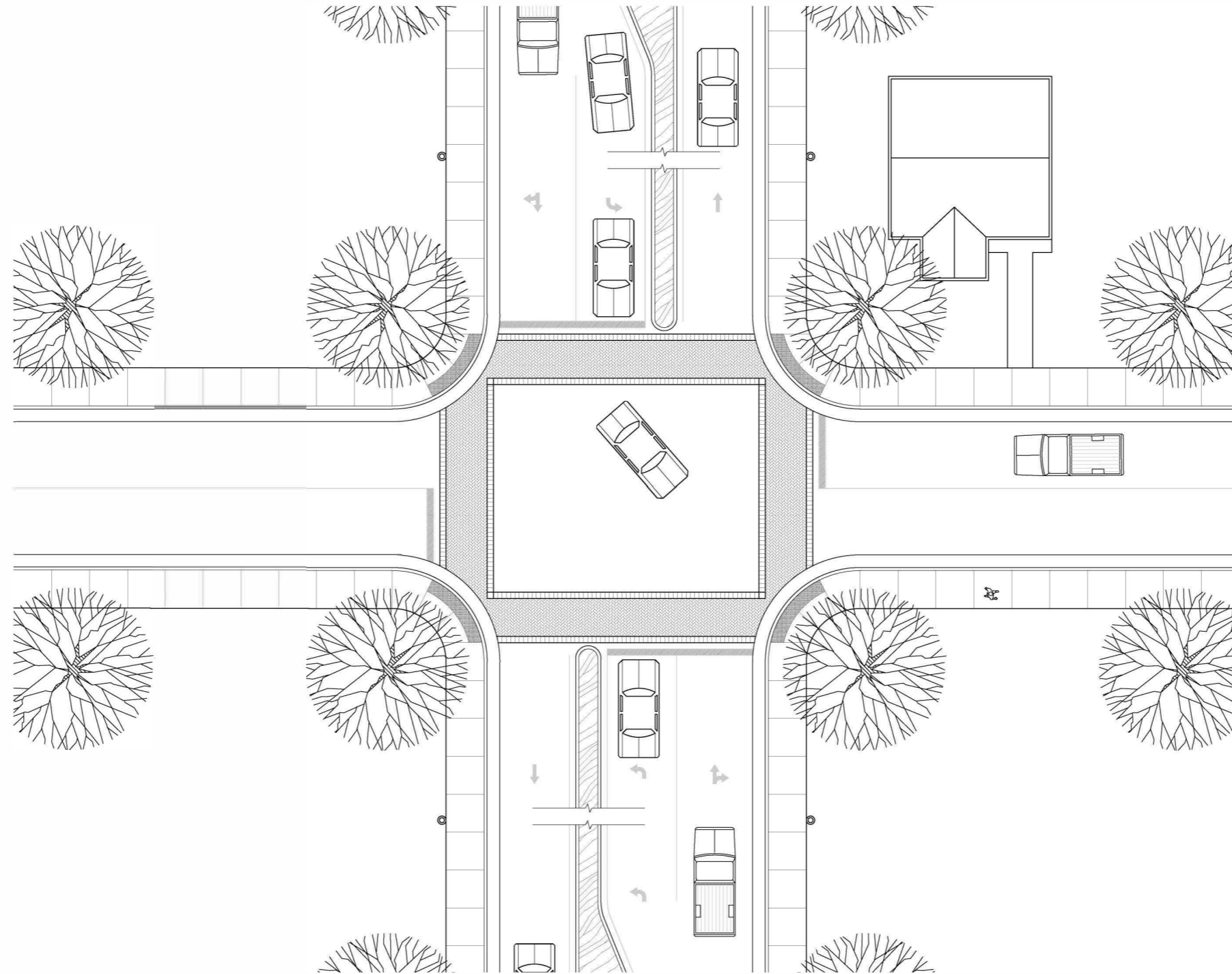


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# Proposed Intersection

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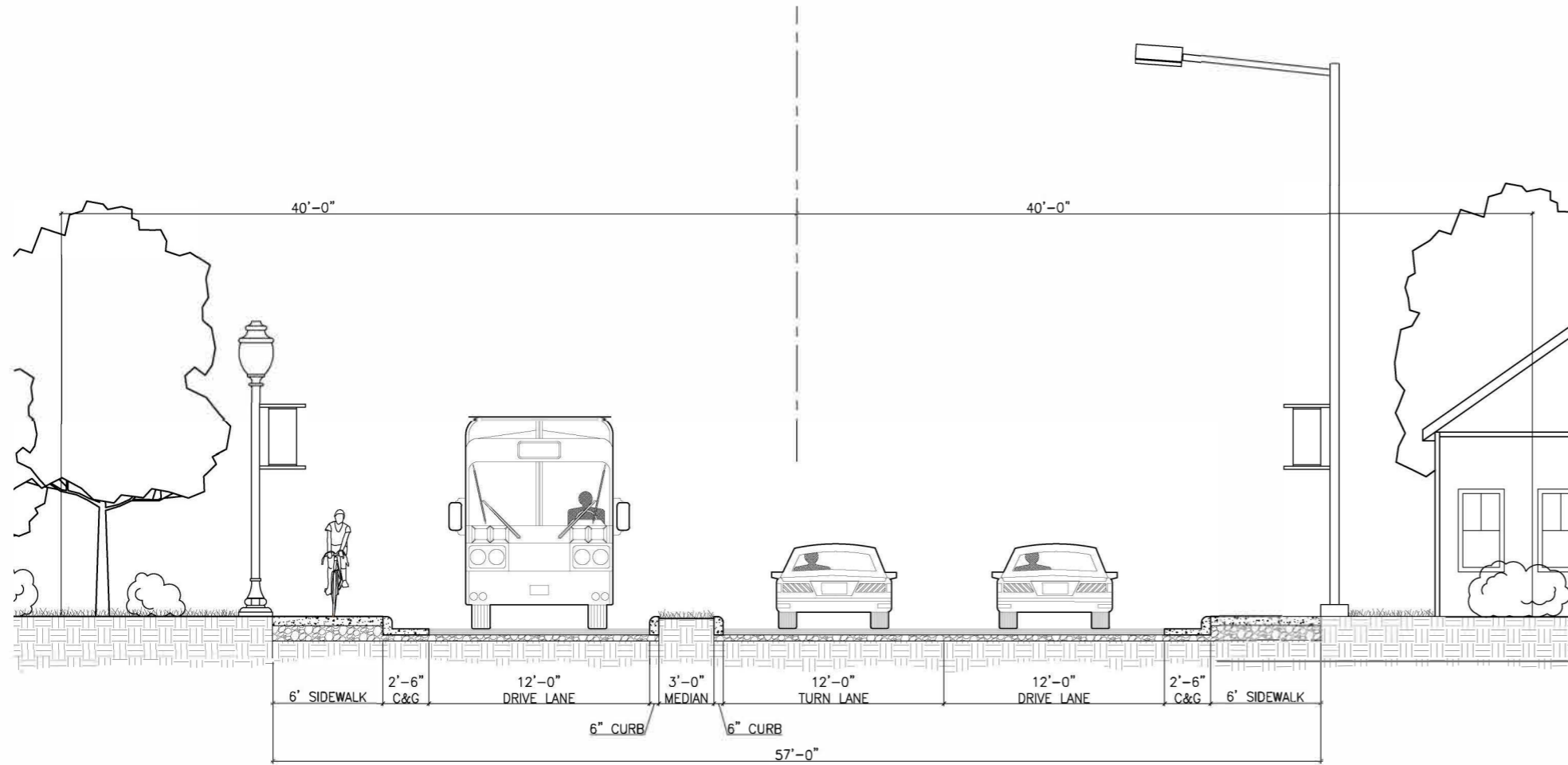


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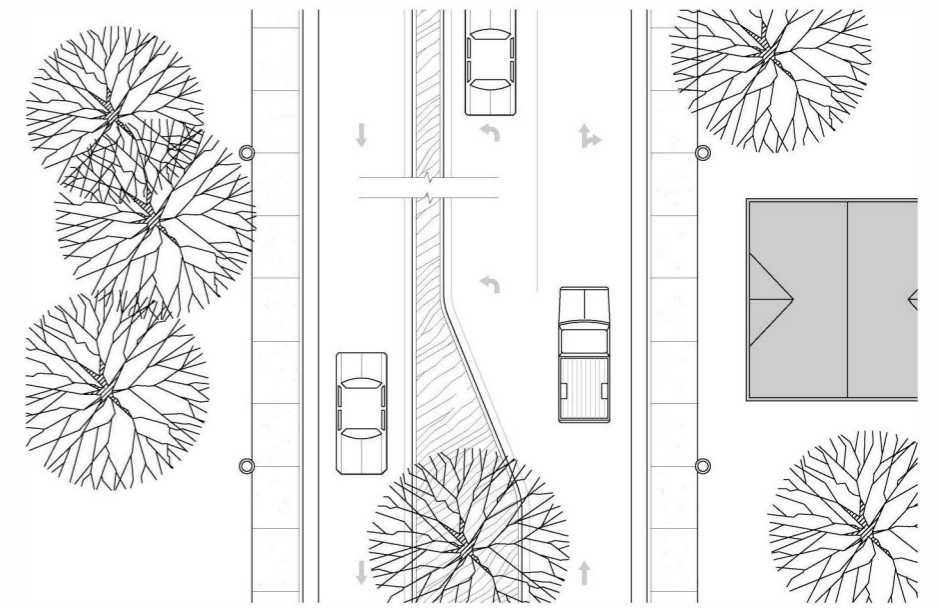
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# Proposed Road Condition 1



**X**  
XXX **SITE SECTION - PROPOSED 1**  
SCALE: N.T.S.

SITE SECTION EXISTING 07



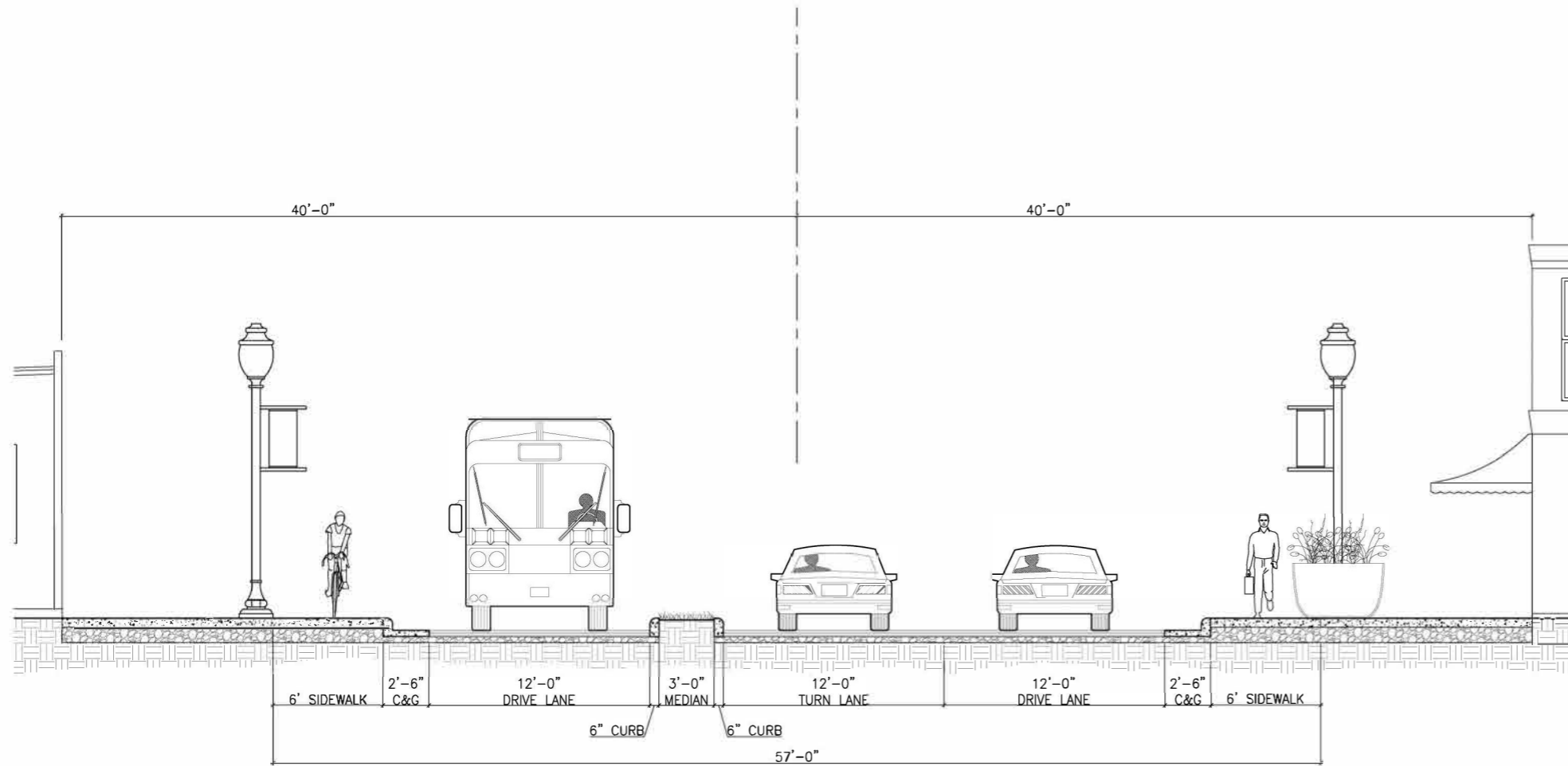
**PLAN - PROPOSED 1**



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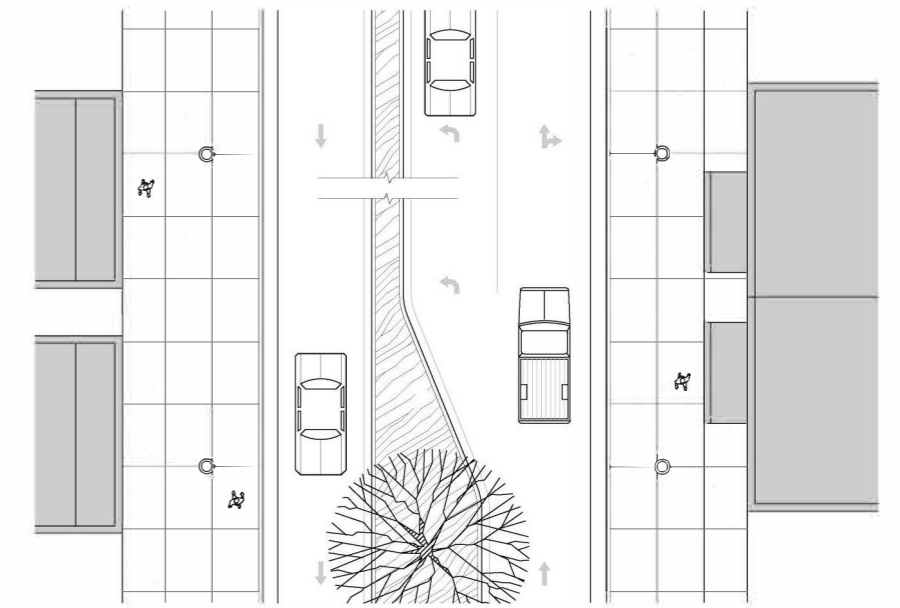
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# Proposed Road Condition 2



**X**  
XXX SITE SECTION - PROPOSED 2  
SCALE: N.T.S.

SITE SECTION EXISTING 07



**PLAN - PROPOSED 2**



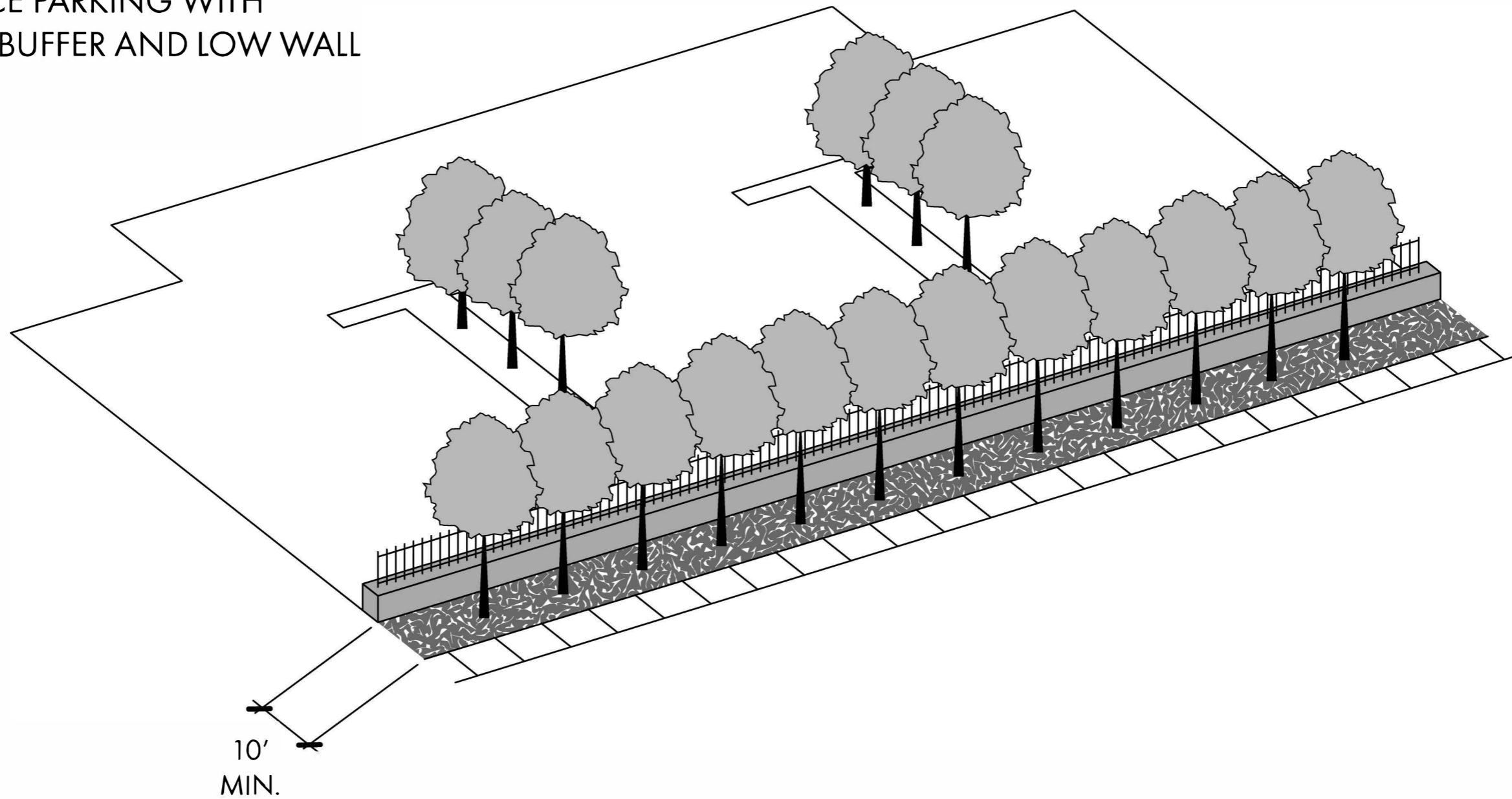
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# Proposed Design Implement

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SURFACE PARKING WITH  
VEGETATION BUFFER AND LOW WALL



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# Proposed Pedestrian Bridge



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# Precedent Image

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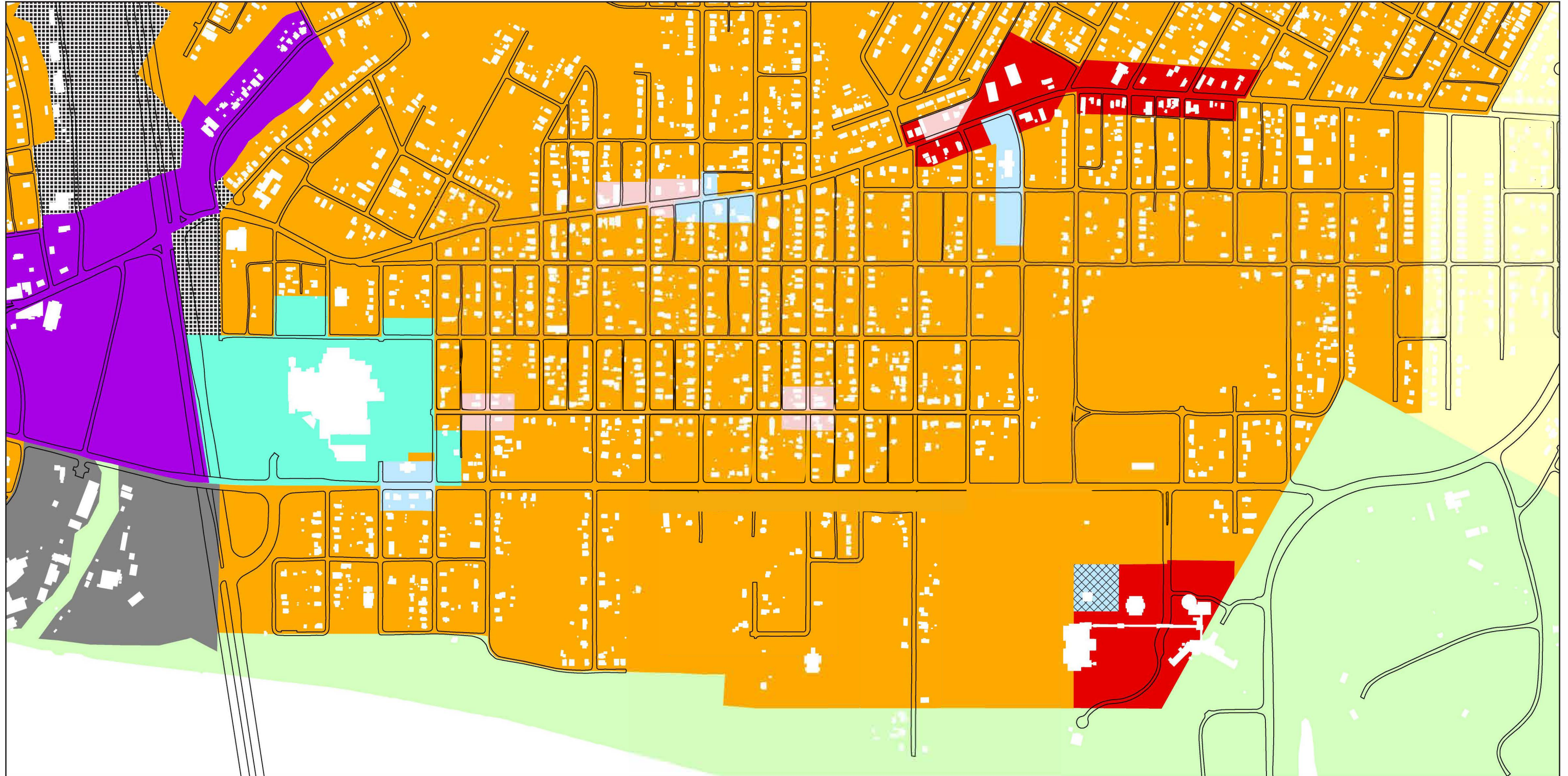
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# Zoning/District Map

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# Zoning/District Map - Legend

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R-1: Single-Family Residence/Conventional Lots



R-2: Single-Family Residence/Small Lots



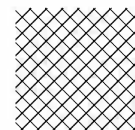
R-B: Residence-Business



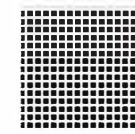
B-1: Neighborhood Business



B-2: General Business



CO: Conditional Overlay



I-1: Light Industry



I-2: Heavy Industry



FAR: Floodway/Agricultural/Recreational



SAE: Sweetwater



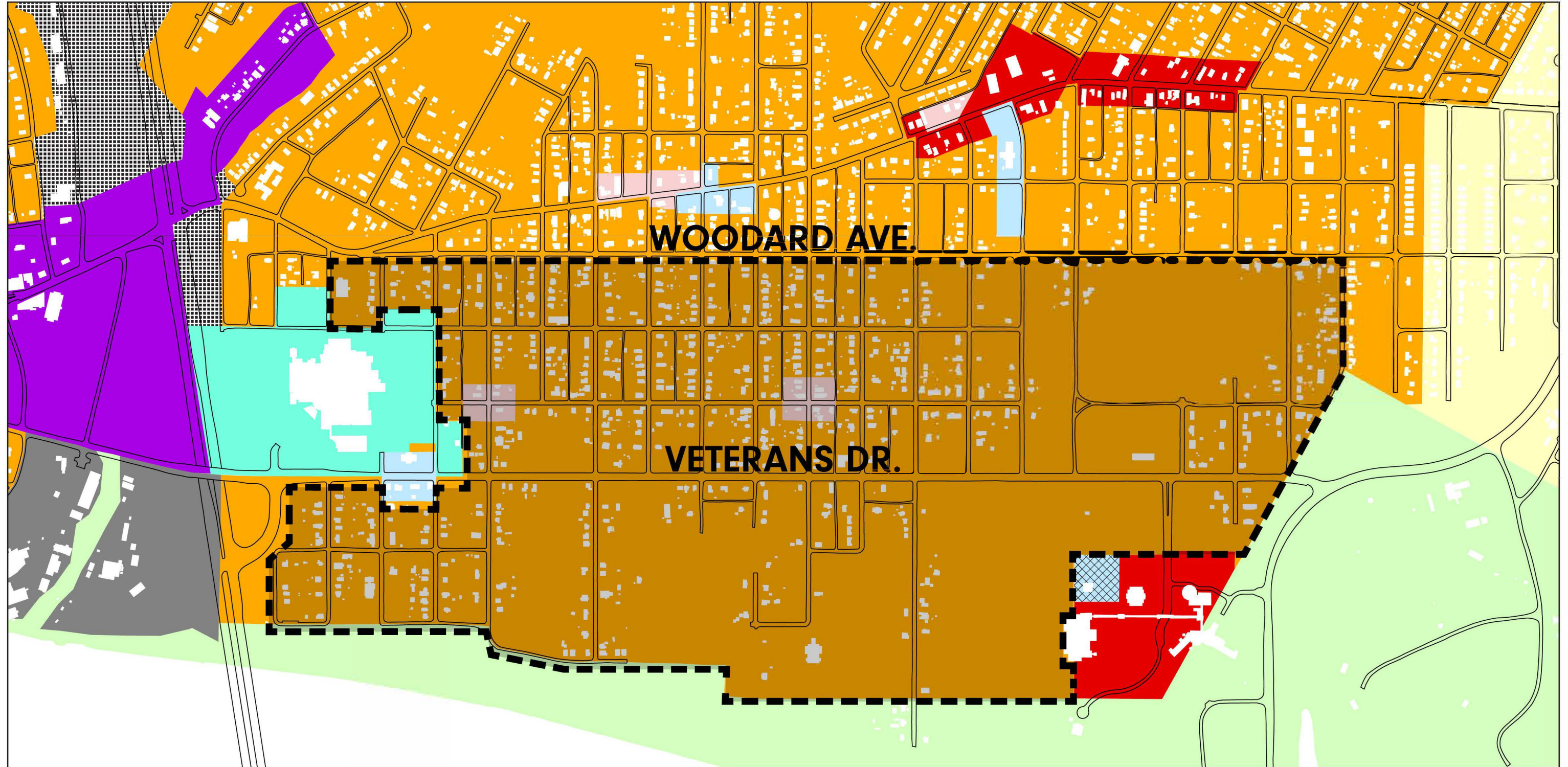
PUD: Planned Unit Development



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# Proposed River Heritage District Overlay



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# Form Based Code: Corridor & Neighborhood Plan

## **RIVER HERITAGE DISTRICT**

1. Introduction
  2. Administration
  3. Vision & Regulating Plan
  4. Property Development Standards
  5. General Development Standards
  6. Streetscape Standards
  7. Open Space Standards
- Glossary & Definitions



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LANDSCAPE ARCHITECTURE  
URBAN DESIGN & PLANNING

# Precedent Images

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**VETERANS DRIVE CORRIDOR STUDY**  
**Public Engagement No. 2**  
**July 7, 2022**



# Precedent Images

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# VETERANS DRIVE CORRIDOR STUDY

Transportation | Land Use | Urban Design

Community Engagement No. 2

July 7, 2022

**ROSS/FOWLER**  
LANDSCAPE ARCHITECTURE  
URBAN DESIGN & PLANNING



**SKIPPER**  
CONSULTING INC