



comprehensive plan 2023

City of Enterprise, Alabama

Adopted by the City of Enterprise Planning Commission

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Acknowledgments

Mayor

William E Cooper

City Council

Sonya Wheeler

Eugene Goolsby

Greg Padgett

Scotty Johnson

Turner Townsend

Planning Commission

Lorenzo Harrison, Chairperson

Mark Goodson, Jr

Bobby Hancock

Shane Johnson

Lee Milliner

Kenneth Rogers

Kummel Fleming

Shannon Roberts

Scotty Johnson, Council Ex-officio

William E Cooper, Mayor Ex-officio

City Staff

Jonathan Tullos, City Administrator

Barry Mott, Engineering Services

Thomas Hardy, Engineering Services

Billy Powell, Parks and Recreation

Tammy Doerer, Tourism

Mariah Montgomery, Main Street

Christopher Davis, Fire Chief

Michael Moore, Police Chief

Shannon Roberts, Public Works

Enterprise Waterworks Board

Enterprise Chamber of Commerce

Enterprise City Schools

Enterprise State Community College

Wiregrass Economic Development
Council

prepared by

K|P|S
G R O U P

SAIN
ASSOCIATES

POLY

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vision + goals



Goals

The following overarching goals were culled from input of residents, business and property owners through the July Visioning Session and community survey and from interviews with City staff and officials and other stakeholders. These topics represent the issues that the community identified as most important for the City to focus on to assure that Enterprise develops and improves in ways that are consistent with the community vision and that improves the lives of citizens. As the citywide plan is developed, these goals will inform preparation of the growth strategy and the land use, transportation, facilities and infrastructure recommendations that elaborate on the citywide growth strategy.

Goals are described through proposed objectives reflecting central strategies to address community concerns and aspirations.

- **Transportation and Infrastructure**
- **Economic Development**
- **Parks, Recreation and Cultural Activity**
- **Schools**



Goal 1 Transportation and Infrastructure

While transportation was not identified in the survey as one of the issues most critical to the future of the city, community feedback emphasized concerns with traffic congestion and safety, road conditions and limited pedestrian, bicycle and public transportation options. Transportation was identified as the top issue currently limiting or reducing quality of life for residents. In addition, community interest in continued growth further underscores the importance of evolving the city's transportation system in the context of other citywide objectives. In addition, community input emphasized the critical nature of infrastructure—ranging from the water system to internet access—to the future of the city.

- Manage growth to avoid overstressing transportation and utilities infrastructure
- Improve transportation infrastructure to manage traffic congestion, improve safety and accommodate desired growth
- Grow pedestrian and bicycle facilities as part of the city's transportation infrastructure
- Evaluate opportunities to provide transportation services for those with limited or no access to personal vehicles
- Work with the Alabama Department of Transportation regarding authority and responsibility over state-controlled rights-of-way inside Boll Weevil Circle
- Support efficient, sustainable expansion of water and sewer utilities
- Encourage improvements in broadband coverage and speeds

Goal 2 Economic Development

Business development was identified as a critical issue and top priority for Enterprise through survey feedback. Industrial and workforce development was also noted as an important topic for the future of the city. Input during the Visioning Session echoed these sentiments. Economic development efforts would help meet residents' desires for more business options, grow the tax base enabling the City to invest in public services and facilities and provide employment opportunities.

- Direct additional commercial development to the south side of the City
- Encourage development of additional retail, dining and entertainment businesses
- Continue revitalization of Downtown Enterprise
- Increase industrial development in strategic locations
- Support local partners in building a comprehensive workforce development program
- Support regional efforts to widen Highway 167 to expand economic development opportunities



Goal 3 Parks, Recreation and Cultural Activity

Parks and recreation emerged as one of the most important issues for the city's future as well as a priority topic according to the community survey. In addition, survey responses and visioning session comments indicated development of arts and cultural facilities and activities are highly desired by the community.

- Expand parks and recreation system consistent with city growth patterns
- Develop a downtown park
- Build an outdoor entertainment venue (amphitheater)
- Improve/upgrade or build a new library
- Develop a convention center with accommodations for large entertainment events
- Support development of arts, entertainment and other cultural activities, including activities appropriate to families

Goal 4 Schools

Public schools are critical to the sustainability of any community; and community feedback indicated schools as a top issue for Enterprise. Enterprise City Schools are highly rated—an asset that makes Enterprise a community of choice, attracting families and residential growth that has been the catalyst behind the city's thriving retail tax base.

- Continue to support and partner with the city school system to provide exceptional schools throughout Enterprise
- Support Enterprise City Schools and Enterprise State Community College in providing career and technical education as part of workforce development efforts
- Coordinate with city school system to support enrollment management with regard to population growth and development proposals



Visioning Session

On July 11, 2022 the City of Enterprise hosted a public visioning session at the Farmers Market. The live session was also broadcast online to allow those unable to attend the meeting in person to contribute virtually in real time to the discussion. The planning team gave an overview of the planning process, presented highlights from the First Impressions report and reviewed preliminary results of the first survey (which are also attached to this summary). Following the presentation, the planning team solicited input from live and virtual participants to help understand how the community views the city and how they would like to see it improve in the future. The following is a summary of the community's responses:

Assets

Participants were asked to name a condition that meets their standards for the way their community should be or a unique characteristic the city can take advantage of as it plans for the future.

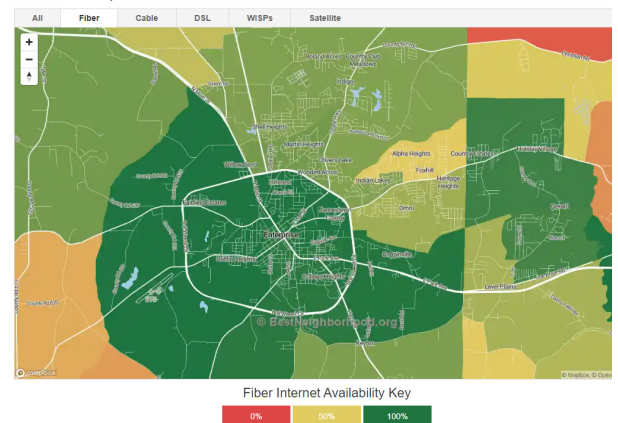
- Schools
- Opportunities to serve the community
- Community events, downtown, spirit
- Hospitality
- Relationship with military
- Safe
- Business friendly- easy to work with
- Chamber of Commerce
- Churches, religious institutions
- Patriotic
- Parks & recreation- sports tourism
- Family friendly
- Healthcare access
- Businesses are supportive of community

Issues

Participants were asked to name a condition that does not meet their standards for the way the community should be or a concern that the community must address as it plans for the future.

- Internet (high speed)
- Not enough white tablecloth restaurants
- Good daily newspaper
- FM radio/TV stations/news
- Affordable housing
- Human services
- Downtown pedestrian safety
- Public transportation
- Programs for special needs
- More handicap parking downtown
- More arts and entertainment
- Angled parking downtown
- ADA access lacking
- Community swimming pool
- Special provisions for handicapped, elderly for voting
- No Target

Where in Enterprise is fiber internet available?



Transportation

Given the importance of transportation seen in the online survey, participants were asked to identify traffic safety, congestion and other transportation issues they experience in Enterprise.

- Friday afternoon traffic
- Bypass needs to be completed, with lighting
- Highway 167 is not wide enough
- Congestion on service roads
- Paving roads
- Downtown traffic flow
- ALDOT controls roads
- Signal timing (bypass and Sheffield)
- Re-look at entire traffic flow of east side of bypass
- Fix access to circle (Hwy 84) from access road near McDonald's
- AL 27 and Lunsford Rd need left turn signal and right turn lane from Lunsford Rd
- Large trucks travelling through Main Street
- Speeding semi-trucks short cutting through town on West College

Outside Forces

Participants were asked to name an external condition or circumstance beyond the control of the City that will likely have an impact on Enterprise, for better or worse.

- Future of Ft Rucker
- Lake Eufaula (may have positive and/or negative effects)
- Increase in retiree population
- Beaches
- Workforce training (high school/ESCC/and for lower income)
- Aviation (growth)
- Increased mortgage rates
- Diverse job opportunities
- Dothan
- Millennial housing choices
- Housing development outside of city limits
- Negative effects of growth
- Potential lost sales tax (increase in online retail/decline in brick and mortar retail)
- Future of cars (if autonomous vehicles become common)



Sacred

Participants were asked to name a condition or feature in Enterprise that is considered sacred or that is an essential element of the community that should be protected as the city plans for its future.

- Boll Weevil Statue
- Main Street
- Local churches
- High school
- City services/government process
- Ft Rucker- military relations
- Parks and recreation
- Growth
- Culture- small town but with access
- Patriotism
- Local traditions, e.g., Christmas parade

Vision – What’s Missing

After being given a moment to think about how they would like Enterprise to be in the future, participants were asked to name one difference between the community today and the way that they envision it in the future.

- Golf cart infrastructure
- Citywide sewer
- Retirement communities
- Therapeutic programs for special needs
- Debt free/pay as you go
- School accessibility
- New library/multipurpose
- Larger, central civic center/convention

- More assisted living, memory care
- Event venue/amphitheater
- Community cooperative warehouse
- Downtown parking
- Downtown park
- State of the art entrepreneurial incubator
- Public transportation
- Transportation to medical and other services
- Historic preservation
- Green space downtown

“Wow” Question

Following up on the discussion of changes they would like to see happen in the future, participants were asked to name an improvement or effort that Enterprise should prioritize.

- Public transportation
- Make service road intersections along the circle safe
- Widen 167 North & South
- Annex- For law enforcement to have closer response time...could cut down on crime
- Trade School/Desperately for teenagers that may not get to go to college. They are our future. All ARE important.
- Public transportation is needed badly. It is crucial!
- Annex Level Plains & New Brockton
- Annexation
- Annexation on south/southeast side of Enterprise

Enterprise Planning Survey

7. How long have you lived in Enterprise?

5 years or less

6-10 years

11-20 years

more than 20 years

0 of 20 answered

Visioning Survey

The City of Enterprise conducted a survey to understand how the community views the city, how it is changing and how they would like to see it improve in the future. The following is a summary of the community's responses:

Services and Infrastructure

Most city services are perceived positively by respondents receiving favorable ratings of 69.9% and higher. Planning and zoning and the library received net positive responses but much lower than most other city services. Recycling received mostly negative ratings.

Responses indicate concerns with transportation. Traffic flow is a slightly greater concern than road conditions. Respondents overwhelmingly indicated that bicycle and pedestrian accommodations are inadequate.

Water and sewer utilities and stormwater drainage are perceived favorably.



Quality of Life

Residents indicate that Enterprise's cost of living and sense of community have contributed positively to their quality of life, while traffic is the primary local issue causing frustration.

Issues for the Future

Business development emerged as the top issue but only by a narrow margin. No issue received 50% or more. This could mean that the community is comfortable with the way things are and don't see any one issue as being a threat to the status quo. Responses clearly indicate a diversity of thought amongst the community about what is important.

Big Picture

Survey participants were asked what would have a significant, positive, long-term impact on the community. The intent of this question was to get an initial sense of the community's priorities. In other words, of the issues that are important to residents, which should be given early attention? The "open-ended" nature of the question also allowed respondents to elaborate on issues important to them. For example, responses revealed that the business development desires identified in Question 4 are centered partly around an interest in broader shopping and dining options. Responses also revealed an interest in improving the city's pedestrian infrastructure, traffic and parks and recreation.



The graphic above represents the frequency with which key words and phrases appeared among responses. More frequent responses are indicated with a larger font.



growth strategy



U. S. ARMY AVIATION MUSEUM

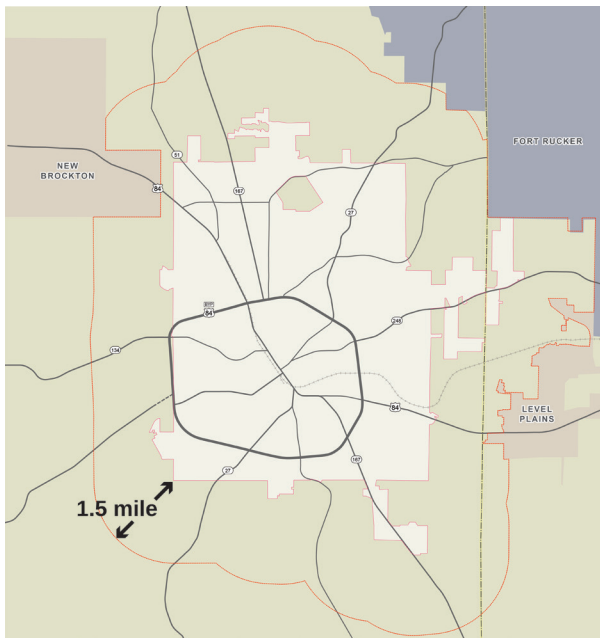
DICKINSON HALL

Major Elements

The following citywide growth strategy is intended to manage growth and improve quality of life in a manner reflecting the vision expressed by residents during the visioning process. It is built upon the city's natural landscape, its activity centers and its transportation network.

The strategy supports commerce, industry and recreation in locations that are highly accessible. It protects existing and future neighborhoods and streets while upgrading pedestrian, bicycle and vehicular networks. It emphasizes patterns of growth that will optimize the use of existing infrastructure, thus avoiding the short and long-term costs of sprawling, inefficient city infrastructure.

This is a general, long-range plan. The locations of certain proposed activity centers and community facilities shown on the Growth Strategy maps are not meant to be precise. Rather, each of these should be considered "placeholders" until more specific planning may be undertaken to determine detailed needs and locations for each.



Throughout the plan a 1.5-mile area beyond the city limits is used in evaluating potential for future growth.

- The city's "green infrastructure" will be conserved and respected. Intensive development will be directed away from critical environmental features.
- Public and private investment along major roadways will create positive experiences for residents, investors and visitors. Enterprise's gateways will be well-defined and project an attractive image to visitors.
- Commercial and other activity centers will be compact, legible and designed for accessibility. Continuous strip development along major roads will be avoided.
- Intensive industrial development will be directed toward the edges of the city with ready access to the highway system.
- Access to all arterial and collector streets will be managed carefully to conserve their capacity.
- New streets will interconnect parts of the community to provide alternative routes for moving about the city and help alleviate congestion along major streets and at major intersections.
- The city's pedestrian and bicycle network will connect neighborhoods with schools, park and recreation facilities and other important destinations.
- Residential density and street connectivity will increase with proximity to activity centers.
- The park and recreation system will be enlarged as the city grows, capitalizing where possible on environmentally-constrained areas. Parks will be distributed throughout the city so that neighborhoods have easy access to public park space.

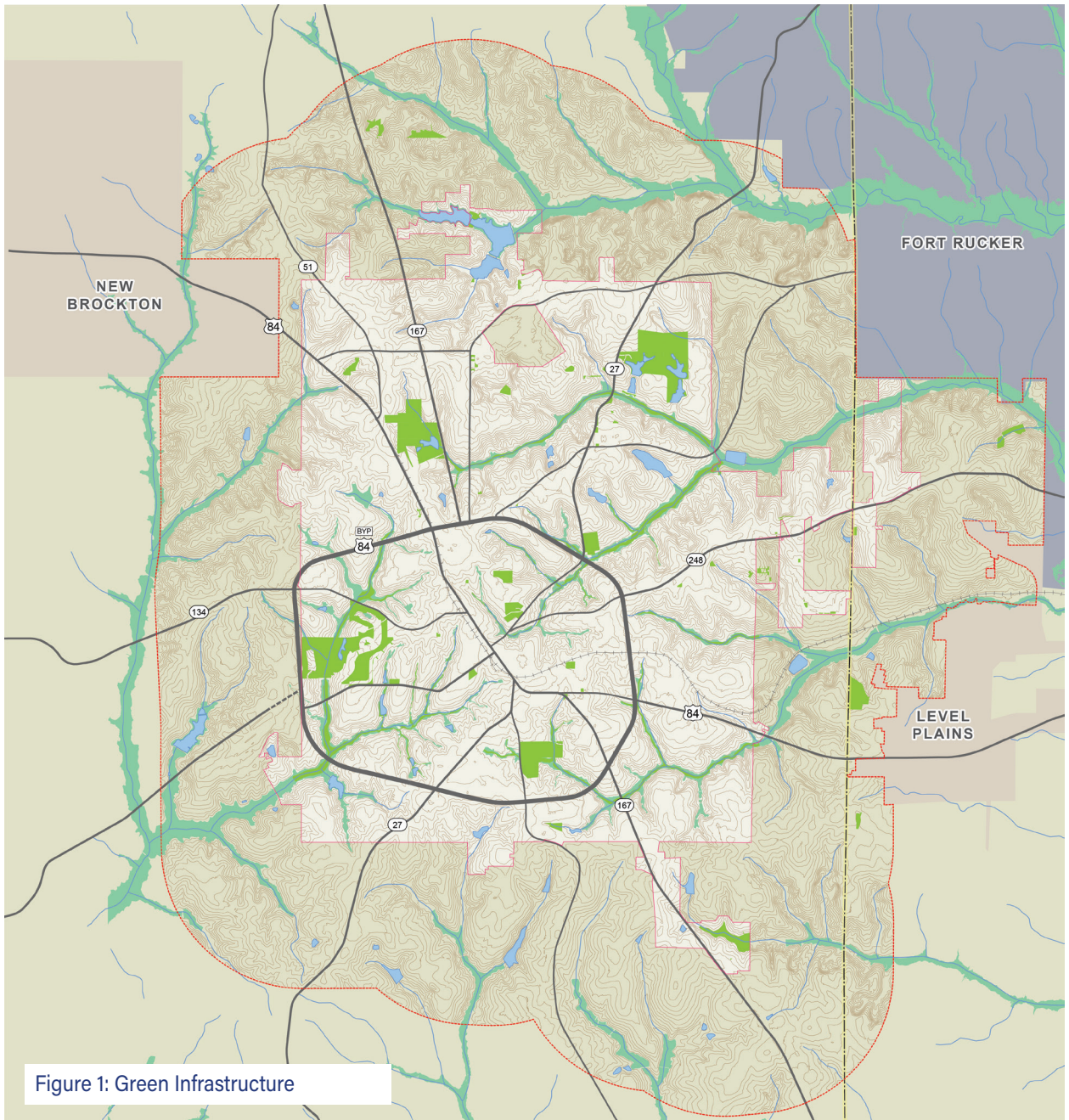
Green Infrastructure

Enterprise has a natural landscape defined by rolling topography and several creeks. In combination with man-made open spaces, the landscape also performs “green infrastructure” functions, supporting stormwater drainage, flood protection, air quality, water quality, managing temperatures that result from land development and providing habitat for wildlife.

Natural features should be incorporated into the design of new development so that they continue

to serve these functions while also forming amenities that add value to neighborhoods and business areas.

Flood prone areas, steep slopes and other natural features are often viewed as obstacles to development, because they take up land area that might otherwise be built on. Grading to create flatter development sites and to elevate building sites above flood levels increases construction costs. Grading and developing sites also incurs costs to address



changes to natural drainage systems. Clustering buildings and streets into the most developable portions of a site can reduce costs while conserving natural systems. In some cases this may require flexibility from zoning limits on density, minimum lot areas and yard setbacks.

Clustered development can also reduce the amount of infrastructure necessary to the development. This lowers up front costs for developers as well as the public's costs for the long-term maintenance of that infrastructure.

Natural areas retained through conservation development can become amenities that add value and enjoyment to new neighborhoods and business areas.

Waterways

Area creeks function as drainageways for stormwater runoff and provide wildlife and fish habitat. Channelization of natural drainageways should generally be avoided as it increases the velocity of stormwater flows, which may then exacerbate erosion, sedimentation and downstream flooding.



Floodplains

Floodplains along area streams fall into three categories: floodways, 100-year floodplains and 500-year floodplains. Because of the potential for flood damage to structures and exacerbating flooding in other areas, most types of development are prohibited in floodways. 100-year floodplains—areas with an annual 1% chance of flooding—straddle the floodway and are available for development, subject to some restrictions, including raising buildings above flood elevation and flood insurance requirements. 500-year floodplains—areas with an annual 0.2% chance of flooding—tend to be relatively small and are available for development with little or no restriction.

When development occurs in the 100-year floodplain, it should be planned and designed carefully to avoid increasing flood hazards, including limiting the amount of buildings, streets, pavement and other impervious surfaces and using “low-impact” development techniques. Otherwise, these areas should be reserved for open space and planned and designed as part of Enterprise’s citywide green infrastructure.

Wetlands

Delineated wetlands are required by the Wetland Protection Act to be preserved. Wetlands may be altered or developed only if adequate mitigation measures are taken, which may include constructing new wetlands nearby. Conserving wetlands can help ease flooding problems, support better water quality and protect fish and wildlife habitat.

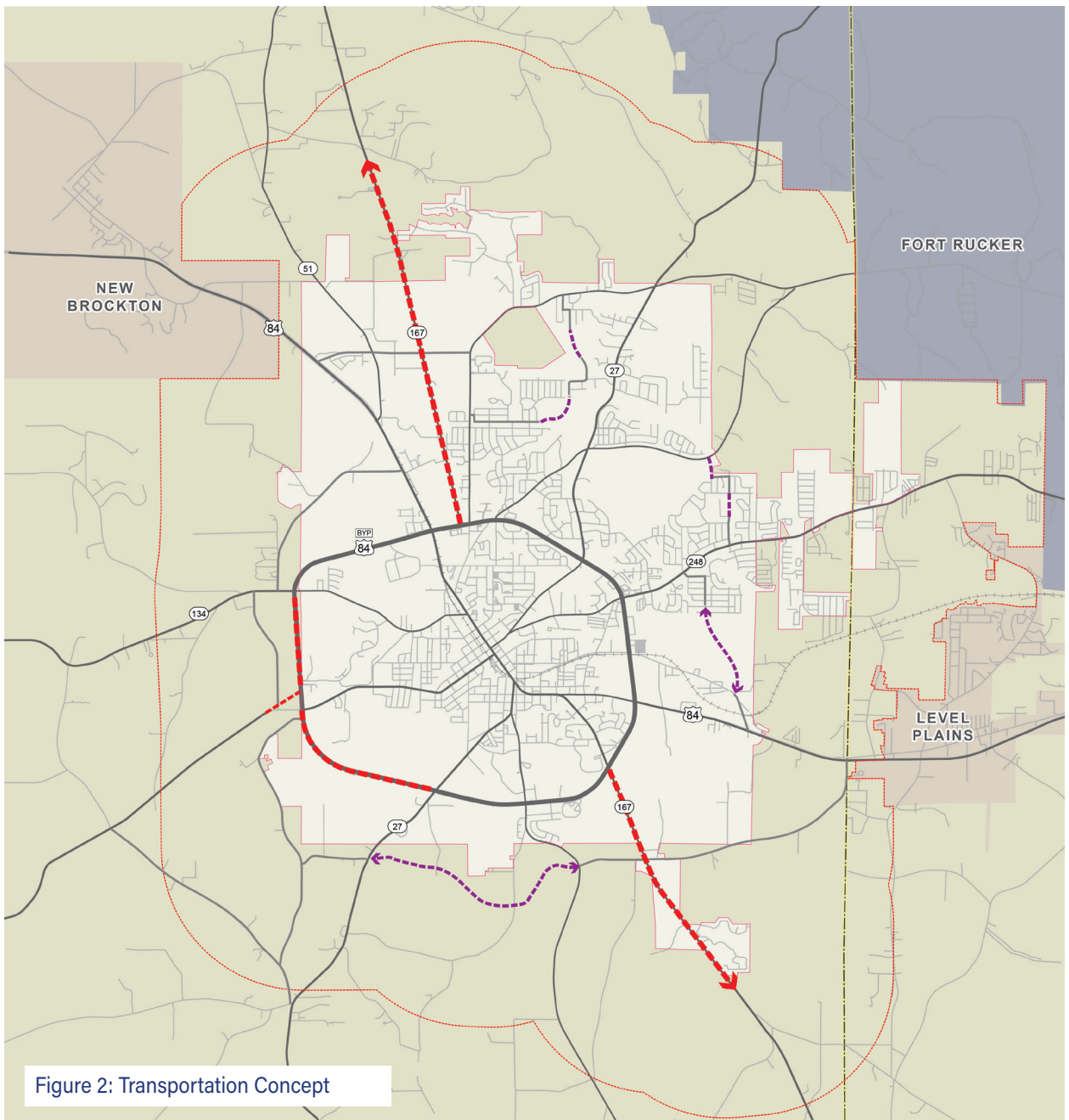
Steep Slopes

Enterprise’s topography is often hilly. Steeper slopes can be difficult to build on and are subject to erosion. When slopes are graded, natural drainage systems are altered, which can have impacts well beyond a construction site. Development on slopes of more than fifteen percent is often avoided or done with great care due to the potential for increased erosion and higher costs of construction, in addition to the loss of tree cover.

Infrastructure

The infrastructure services the City provides should be used to manage the location, type and intensity of growth in accordance with the community's vision. By coordinating plans for infrastructure, land use and economic development, the City can maintain high levels of service and achieve a desirable balance between the costs of public investment and the benefits of private development in desired new growth areas.

Likewise, land use and economic development planning must take into account the cost to maintain infrastructure and to provide and operate public services and facilities. Infrastructure investments, in combination with appropriate land use and economic development policies, can also encourage private reinvestment in aging or declining neighborhoods and business areas.



Standards for streets, sidewalks and stormwater drainage required as part of private development should be set to create physical environments commensurate with the city's vision for its neighborhoods and business and industrial activity centers.

Because of the high quality of life it offers, Enterprise is a desirable place for residential development. But if growth exceeds the City's infrastructure and other public services, all of what makes Enterprise attractive to its residents and to prospective development will be damaged. The more growth outpaces infrastructure, the more complicated and costly it will be to correct deficiencies.

Street Network

Residents have expressed concern over congestion on Boll Weevil Circle. Congestion is the result of a concentration of businesses that rely on the highway for access, rather than a network of streets that can distribute traffic. In addition, the frontage roads along the northeast segment of the Circle create congestion and safety issues at intersections.

As development continues around the Circle, the adjoining street network must be developed to provide alternate routes and distribute traffic generated by new business areas as it mixes with through traffic.

Greater connectivity is needed to provide alternate routes for local traffic to navigate the city without overreliance on Boll Weevil Circle. This applies primarily outside the Circle where street connections between the city's "spoke" roads are lacking. This forces local trips onto the Circle, mixing in with through traffic and business goes, resulting in higher levels of congestion at peak periods. Figure 2 shows opportunities to increase connectivity between the spokes, some of which may occur through the course of development in those areas.

Widening of AL 167 is recommended as a regional project to accommodate growing traffic and facilitate industrial traffic along the corridor.



Boll Weevil Circle

The Circle was designed and built as a bypass of US Highway 84 to allow through traffic to flow around the city rather than through the middle of it. However, once sections of the bypass were constructed, businesses and neighborhoods developed around the new highway. Today, the bypass experiences its highest traffic counts—over 32,000 cars per day—between Rucker Blvd and East Lee St. This heavily developed portion of the bypass experiences highest weekday traffic levels at lunchtime and from 4-6pm as people leave work.

To accommodate development—as well as through traffic—on the south side of the Circle, the segments between AL 134 and Geneva Highway will be widened similar to the remainder of the Circle.

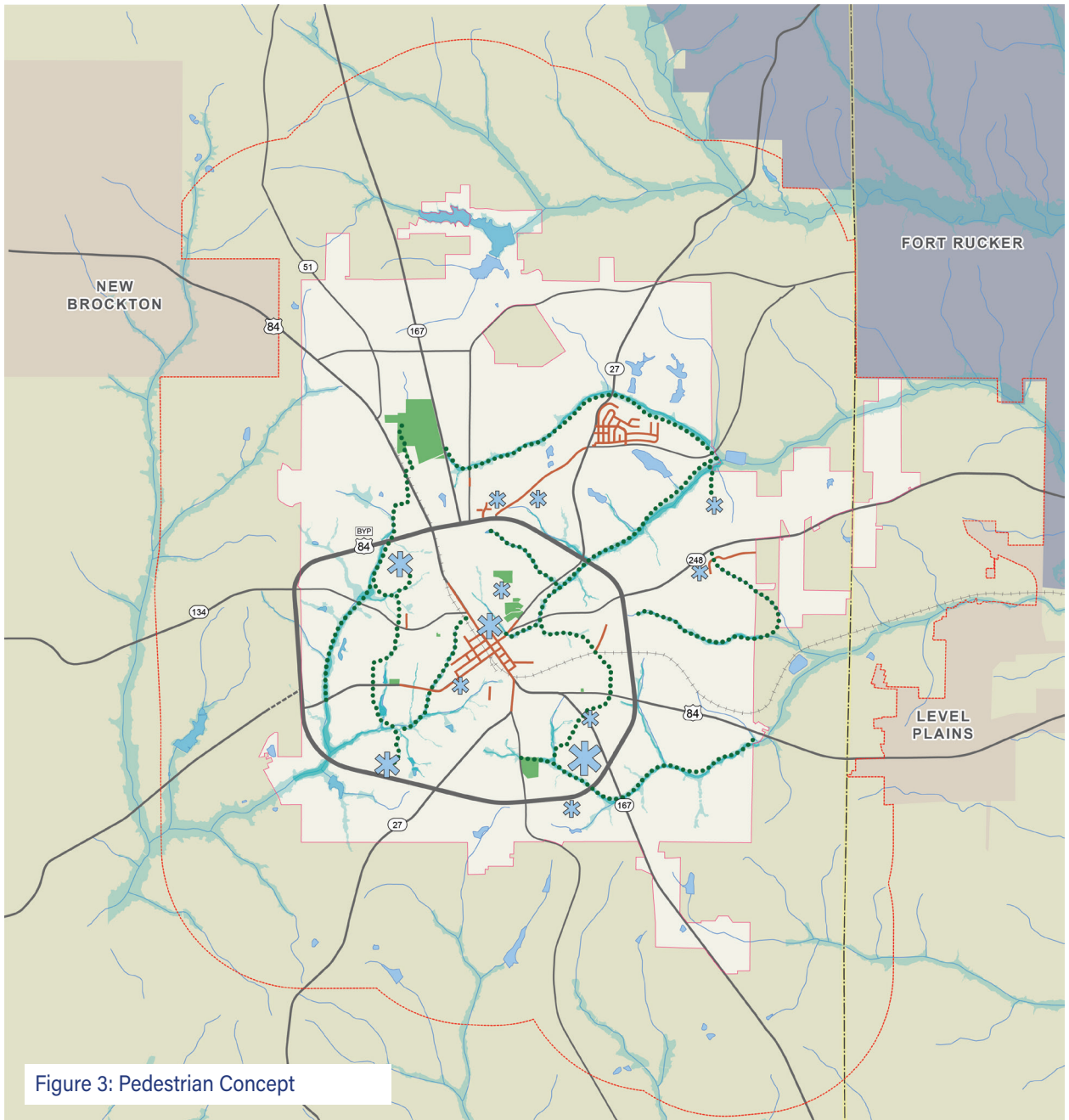
Transportation concepts, including vehicular, bicycle and pedestrian systems, are addressed further in the **Transportation Plan**.

Pedestrian Facilities

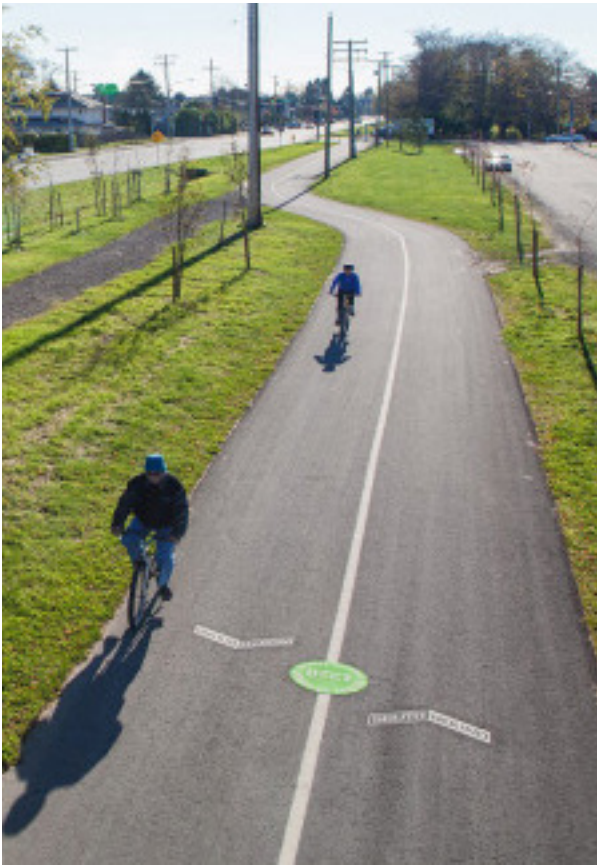
Community input from the visioning survey made it clear that Enterprise residents desire a more walkable community. There are sidewalks downtown and in some adjacent residential areas along College Street. Dauphin St was built with a sidewalk on its north side—from Boll Weevil Circle to East Lee St, but few other parts of town were built with sidewalks. Sidewalks were added to Ouida Street after it had developed.

Retrofitting sidewalks along the city's spoke roads are recommended to improve citywide walkability; though it will be costly and will take time. Topography, utilities, drainage and the layout of existing development along those corridors will complicate sidewalk installation.

As an alternative to, or in combination with, adding sidewalks along existing roads, the city should look for opportunities to build off-street paths to connect neighborhoods with parks, schools and business



areas. Off-street paths can avoid some of the costs associated with street retrofits. Ideally, these would be “shared paths” wide enough to accommodate walking and bicycling. Land along streams and utility corridors are good targets because they require little or no retrofitting of existing infrastructure, grades are often mild and acquisition costs are less or can be arranged by easement. Figure 3 shows existing sidewalks (red) along with several off-street routes (green) to interconnect neighborhoods, parks and schools.



Pedestrian accommodations should be required along major streets as properties are developed or redeveloped. Along major streets that are mostly undeveloped, shared paths can be placed on one side of the street and a sidewalk on the other.



Water and Sewer Systems

Enterprise has a well-developed water system with adequate capacity and strategically located storage tanks to accommodate city expansion.

One of the most powerful tools the City has to shape growth is the municipal sewer system. In areas without sewer access, residential densities and opportunities for commercial and industrial development are greatly limited. To facilitate business or industrial development in areas beyond the sewer coverage area, the City may opt to extend the system or assist financially in extending the system, where there are clear economic benefits of such an investment.

Utilities systems are discussed further in the **Infrastructure Plan**.

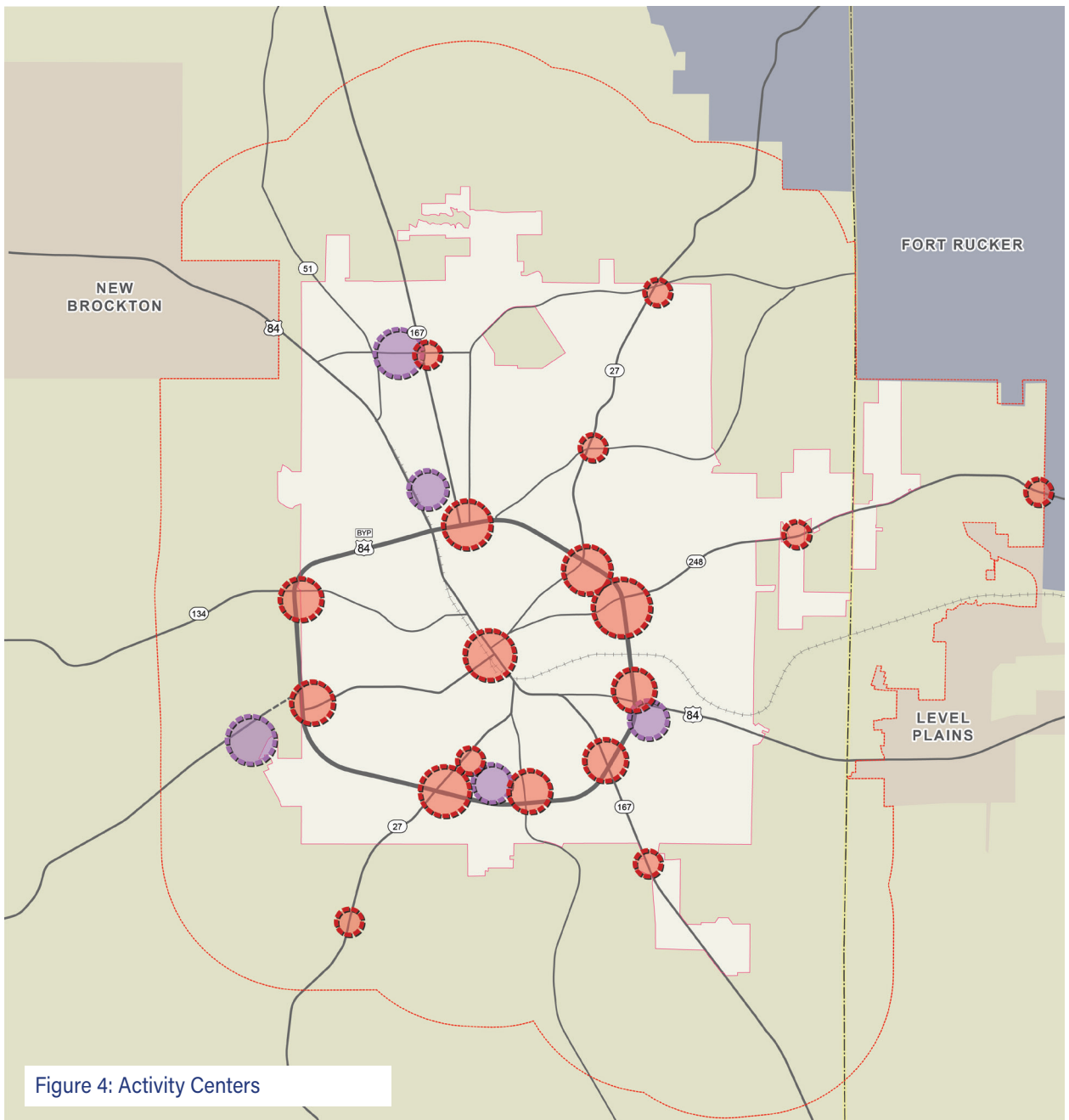
Activity Centers

Significant nodes or concentrations of commercial, industrial and mixed-use development are designated in this plan as activity centers. These include continued development and reinvestment in existing nodes—local and regional commercial centers, Downtown Enterprise, and industrial centers—as well as desired new development areas.

Businesses areas should be planned and designed to suit their target customers and their location within the community. Business areas tend to have

a primary function or focus based on who they are marketed toward. This helps determine where they are located and designed. Each center should be accessible, have a relatively high concentration of business activity at their core and project a positive image for the community.

General locations for commercial and industrial focus areas are shown in Figure 4. These areas are addressed further in the **Land Use Plan**.



Highway Commerce

Highway commerce serves travelers and commuters, who make choices primarily based on convenience on their way to or from another destination. These businesses offer a range of goods and services, such as gas stations, fast food restaurants and hotels. Enterprise already has an array of businesses along Boll Weevil Circle that are targeted toward travelers, commuters and residents. In the more developed segments of the Circle, these businesses are intermingled with community and regional shopping. They are more apparent at intersections along portions of the Circle that are less developed.



Regional and Community Shopping

Regional and community shopping areas are destinations—residents from throughout the community (and beyond) decide their visits to these areas in advance—and offer the greatest variety of goods and services. Enterprise's regional and community shopping areas are located mostly along the northeast section of Boll Weevil Circle although similar development is taking shape on the south side of the Circle.

These areas are externally accessible but too often are developed without access from one business to another without re-entering the highway. Stretching such shopping areas along major arterials, without internal accessibility afforded by side streets, cross streets and shared access, increases congestion. Through traffic is mixed with and slowed down by local shopping traffic.

Community shopping areas along Rucker Blvd have declined over time as newer shopping areas have developed elsewhere. Revitalization of this corridor will likely include a combination of shrinking the overall commercial footprint and redevelopment of smaller adjacent properties for new uses.



Downtown Enterprise

A traditional American Main Street environment, Downtown Enterprise is the most unique of the city's commercial activity centers. Due to consistent efforts of the City, property and business owners, downtown has seen considerable new life in recent years. The City has supported downtown revitalization through streetscape improvements, maintaining a strong civic presence downtown (city hall, library, farmers market), and through its Main Street program. Additional opportunities to develop more housing in and adjacent to downtown will help optimize downtown activity day and night. Investment in new and existing buildings should reinforce downtown's historic, small-town urban appeal and promote walkability.



Activity Center Principles

Activity centers vary in function and size, but most should display at least several of the following characteristics:

Anchor or focus of activity Regardless of its type, every center contains some activity or function with which it is primarily associated in the region, community or neighborhood.

Intensively developed core There should be a high concentration of uses toward the center and less toward the edges.

Vehicular accessibility Centers should be easily accessible by vehicle. Regional commercial centers have the highest degree of access due to their location along highways.

Internal circulation A motorist should be able to access other locations on the same side of a major street without having to re-enter that street.

Pedestrian accessibility With some exception, activity centers should be accessible by pedestrians from surrounding areas. Centers are planned and designed with pedestrian access in mind. Downtown Enterprise reflects the highest integration of pedestrian facilities.

Positive sense of place Visitors should have a good feeling about the character of the center—overall image of the place and its relation to its surroundings, feelings of safety, and sense of arrival and departure.

Legibility Things fit together—signage, landscaping, the locations of buildings and parking areas reinforce one another.

Well-defined edges The arrangement of uses and buildings and the design of the streetscape should make it clear where the center begins and ends.

Neighborhood Business

Neighborhood business areas offer everyday goods and services near where people live. While much of Enterprise's business activity occurs along Boll Weevil Circle, Rucker Blvd and Main Street, there are several locations outside the Circle where businesses have been planted that should evolve into more intentional neighborhood-serving business areas.

Activity centers intended for businesses geared toward serving surrounding neighborhoods include:

- AL 27 (Ozark Hwy) at Dauphin St
- East side of AL 167 at Salem Road
- AL 27 (Ozark Hwy) at Shell Field Rd
- Rucker Blvd at Freedom Dr
- Rucker Blvd at East Gate
- Geneva Hwy at CR 711 (Dennis Rd)
- AL 167 (Plaza Dr) at CR 709

Neighborhood activity centers should be limited in size, including only a handful of businesses, but can also include or be anchored by parks, schools or churches. Businesses should be limited in size and have limited hours (e.g., 7am to 9pm) so they do not create large amounts of traffic and pose other nuisances for nearby residents. Sites should be configured so that they are easy to get to on foot, which reduces how much traffic they generate and helps integrate them into the fabric of the neighborhood. Locating parking to the side or rear of buildings improves pedestrian access and reduces the visual contrast with surrounding neighborhoods.



Industrial Activity Centers

There are several pockets of industrial development in Enterprise and room for expansion in those areas.

Early industries located along the railroad. Most industries today look for sites with good highway access. Proximity to Boll Weevil Circle gives industries ready access to several regional corridors.

Of the different types of activity centers, industrial areas will vary the most from the development principles on the preceding page, particularly with respect to pedestrian access.

Future industrial development should be directed to:

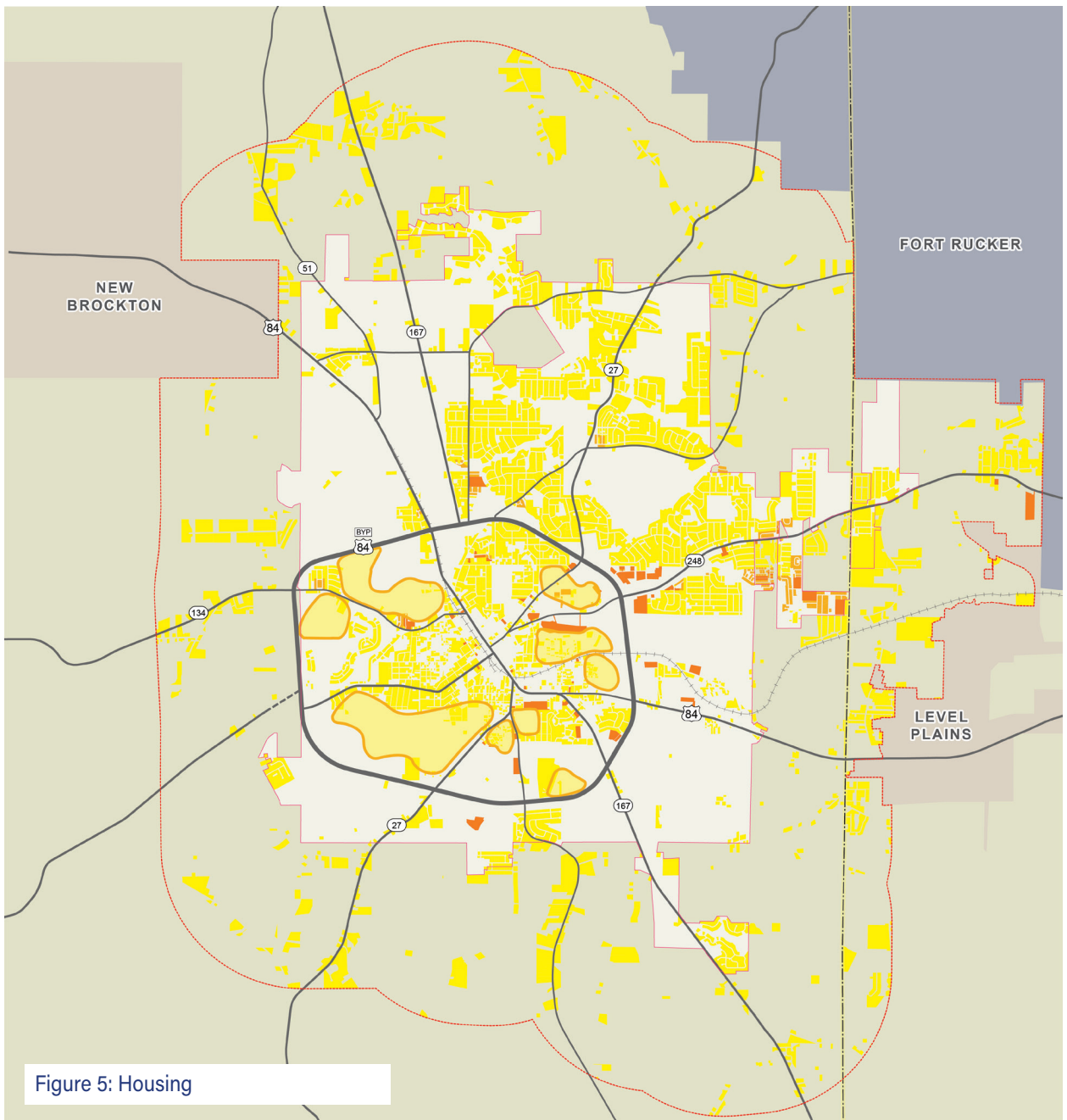
- the city's industrial park sites between US 84 and AL 167
- CR 606 and Aviation Blvd adjacent to the airport
- Industrial Blvd between AL 27 and Bellwood Rd
- East side of Boll Weevil Circle near US 84 (Park Ave)



Housing

As Enterprise has grown over time, a variety of housing types and densities have emerged. While the majority of housing in the city is detached single-family homes, a surprising amount of attached single family homes, or townhouses, have developed in the city. There are over 1,500 lots in the planning area either platted or developed for townhouses, representing about 10% of all residential properties in Enterprise.

The prevalence of these more affordable single family homes—as well as multifamily housing—has been influenced by the city's connection to Ft Rucker. The post's presence increases the need for affordable housing for military personnel who are in the community only for a few years at a time. As can be seen in Figure 5, most multifamily (dark orange) and townhouse (light orange) developments have arisen on the east side of the community, particularly along the Rucker Blvd corridor.



Density and Location

The location of townhouses and other dense housing is critical to integrating it seamlessly into the community. Generally, higher density housing should be located so that it acts as a transition between activity centers and lower density neighborhoods. Also, the street network and other infrastructure near activity centers is able to support the demands of higher density development. Further from these centers, density should dissipate. Higher density housing should be discouraged in locations where access to the street network is through lower density neighborhoods.

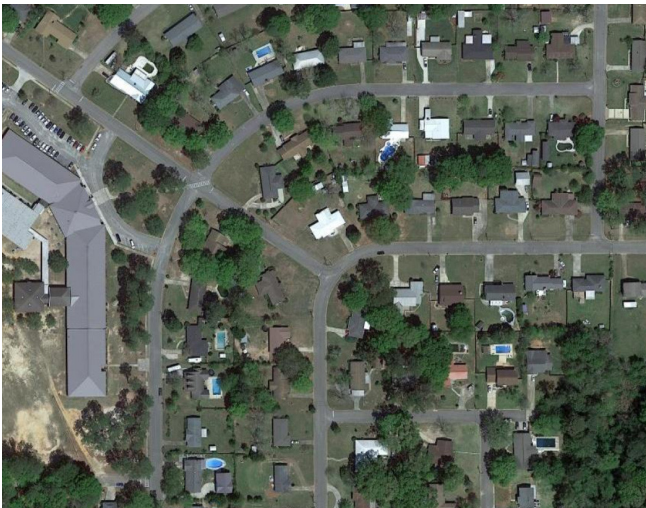
Another important strategy for Enterprise is encouraging "infill" development in locations where infrastructure is already in place, but that for various reasons, have been skipped over. There are several large pockets of undeveloped land inside the Circle that would be appropriate for residential infill of varying densities (see Figure 5). This can add vitality to existing residential and business areas nearby. Infill development also avoids the long-term infrastructure and services costs that result from outward expansion.

The desired pattern for housing density is addressed further in the **Land Use Plan**.

Density and Design

The design of residential developments should be suited to their density. With increased density the following design principles should be applied:

- There should be a greater emphasis on street connectivity, so that traffic can be dispersed.
- Streets should be lined with sidewalks and trees. In addition to providing shade and greenery, street trees help create visual separation and privacy from the street.
- On-street parking can form a buffer between traffic and sidewalks. It also calms traffic and reduces the need for large parking areas. However, on-street parking is impractical on streets lined with townhouses and other small lot homes with front driveways.
- Off-street parking areas should be located away from local streets, either along the sides of buildings or internal to the development.
- Green space on individual lots tends to be smaller. This should be offset with more common open spaces or parks.



What is the difference between a subdivision and a neighborhood?

A subdivision is a place where people live. A neighborhood is a place where people live *together*.

The design of a subdivision influences whether it becomes a neighborhood (or part of a larger neighborhood). Physical and visual links with other residential areas, parks and schools; sidewalks and common areas are design elements that create opportunities for social connection within the subdivision and with other nearby residents.

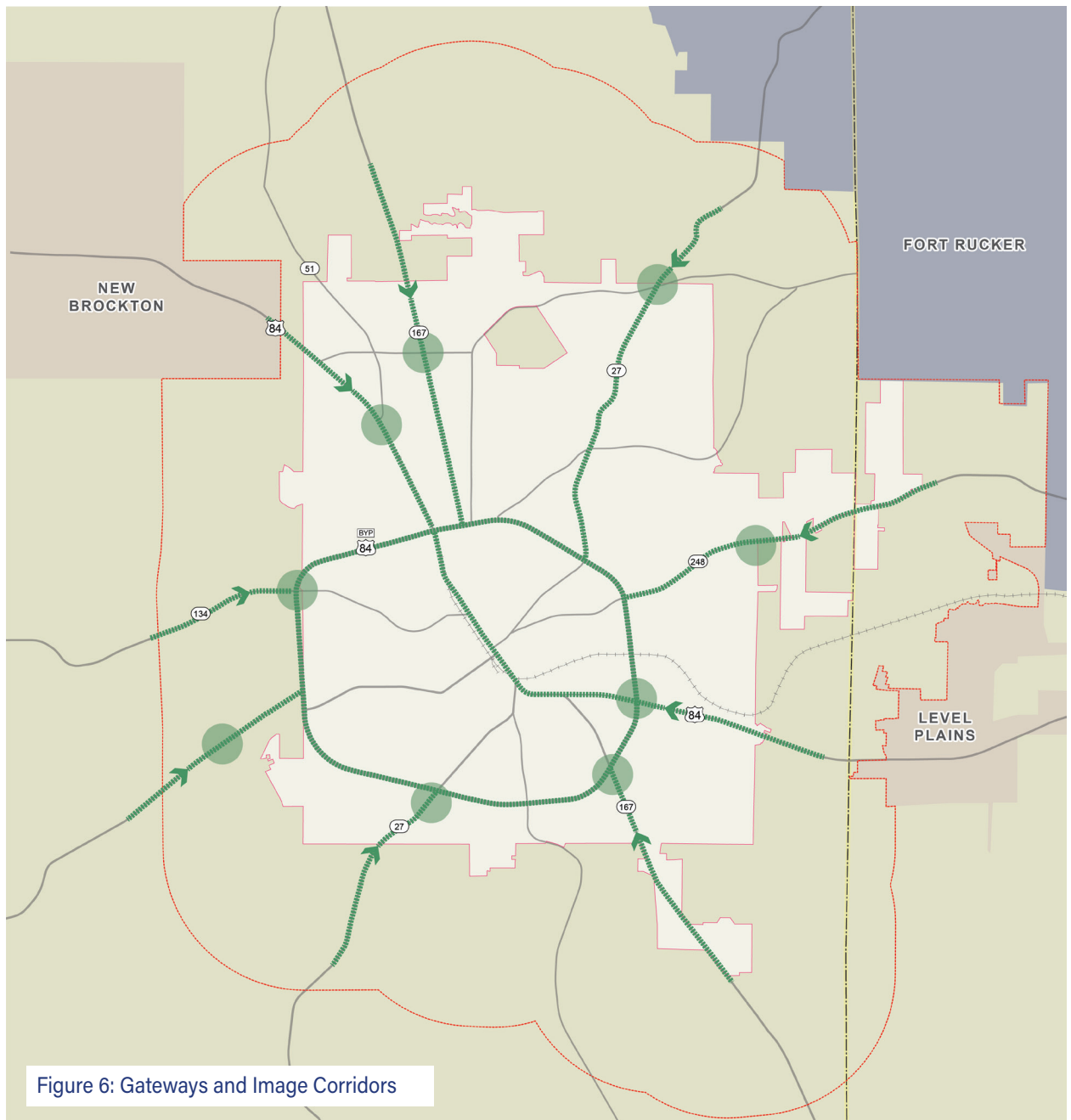
Community Image

Gateways and Image Corridors

Major entrances into the community create impressions to visitors about the city. Because of the number of highways entering Enterprise, the city has several gateways. These include four intersections along Boll Weevil Circle and locations along five major roads at the perimeter of the developed parts of the city.

In addition to gateways, major streets are the most visible areas of the city and form a large part of its outward image. Enterprise's "image corridors" include AL 167, US 84, AL 27, Rucker Blvd, CR 606, AL 134 and Boll Weevil Circle.

The economy and quality of life of the city is tightly linked to its physical character. Its image must be protected to provide a positive environment for businesses and residents. Gateways and image corridors should be treated as irreplaceable assets.



Gateway improvements do not have to be placed at the city limit line, which will change over time. Place them at locations where the visual context helps create the strongest, positive impression on arrival.



At each gateway and along image corridors, the image of the community results from a combination of private development along the corridor and public investments in signage, the roadway, landscaping and lighting. By managing development along its image corridors and at major gateways, encouraging reinvestment and maintenance, and making strategic public improvements, Enterprise will make itself more attractive to outside investment and residential growth.

Wayfinding

The city should support visitation to local attractions by developing public wayfinding signage at key points along major roads to assist visitors in finding their destinations easily. Attractively designed wayfinding signage used with consistency can integrate city branding in high visibility locations and promotes a strong image.

Wayfinding systems are primarily directed at visitors and newcomers who are unfamiliar with the community. Destinations that should be considered for inclusion in a future wayfinding system include, among others:

- Major parks, recreation and trail facilities
- Downtown Enterprise and other major commercial hubs
- Industrial parks
- Government and community facilities
- Airport
- Hospital
- Historic landmarks and sites

To implement a wayfinding system, a master plan should be developed identifying wayfinding routes and decision points; the types of signs to be used and their design; destinations to be listed on signage; and a phasing strategy.

Parks and Recreation

Enterprise has developed and maintains a quality parks and recreation system. During the visioning process, community participants noted the importance of city parks and recreation programs to the quality of life Enterprise offers and to the future of the city. Community suggestions included developing a park in Downtown Enterprise, a community swimming pool and an outdoor event venue such as an amphitheater.

Most city parks are located inside Boll Weevil Circle. Henderson and Donaldson Parks are located together—outside the Circle—in the northwest part of the city near AL 167. But, over half of Enterprise residents live outside the Circle and east of AL 167. Additional parkland should be pursued to better distribute parks facilities in relation to where residents live and where housing development continues.

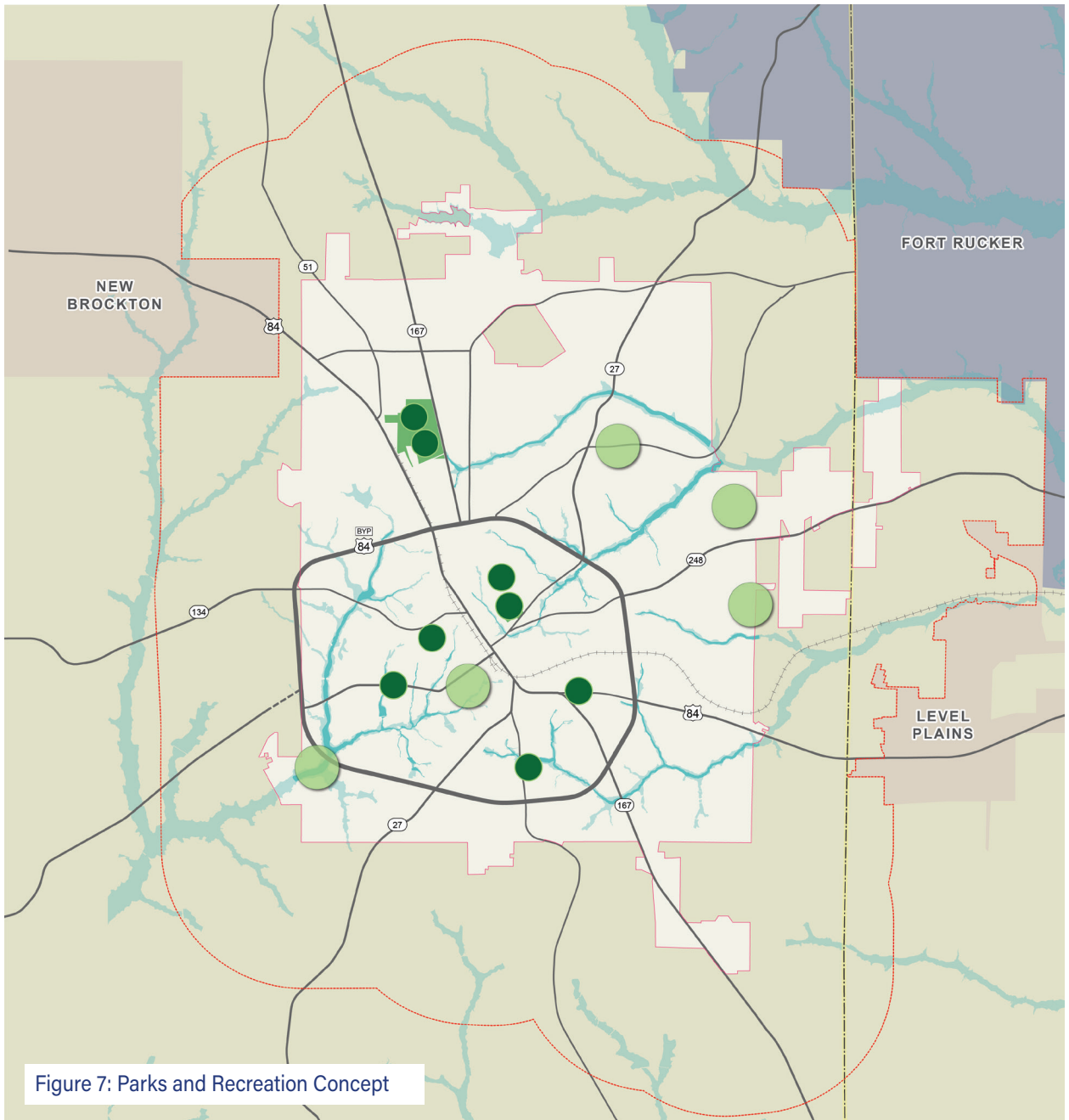


Figure 7 illustrates existing parks (dark green) and general areas that should be considered for additional park space (light green):

- Three options are suggested for one or more smaller, neighborhood parks to serve the residents in east and northeast Enterprise, one of which would be close to Harrand Creek Elementary School. Another of the locations would be ideal for serving residents living on the south side of Rucker Boulevard. The third area would be targeted to serve continued housing development occurring along Lunsford Rd and AL 27.
- The extensive floodway southwest of the Circle along Blanket Creek could be developed as a park timed with residential growth in the area. While a longer term opportunity, land acquisition should proceed before land values increase with development pressures.
- The City owns three properties south of College Street, including the sites of the former civic center and junior high school. These sites would be appropriate for park space or another community use.



Planned upgrades and expansion of Peavy Park will improve recreational options for south central Enterprise residents. The YMCA complex on Lee Street near Boll Weevil Circle is currently owned by the City of Enterprise but operated through lease agreement by the YMCA organization. In the future, this facility could transition to a public parks and recreation site.

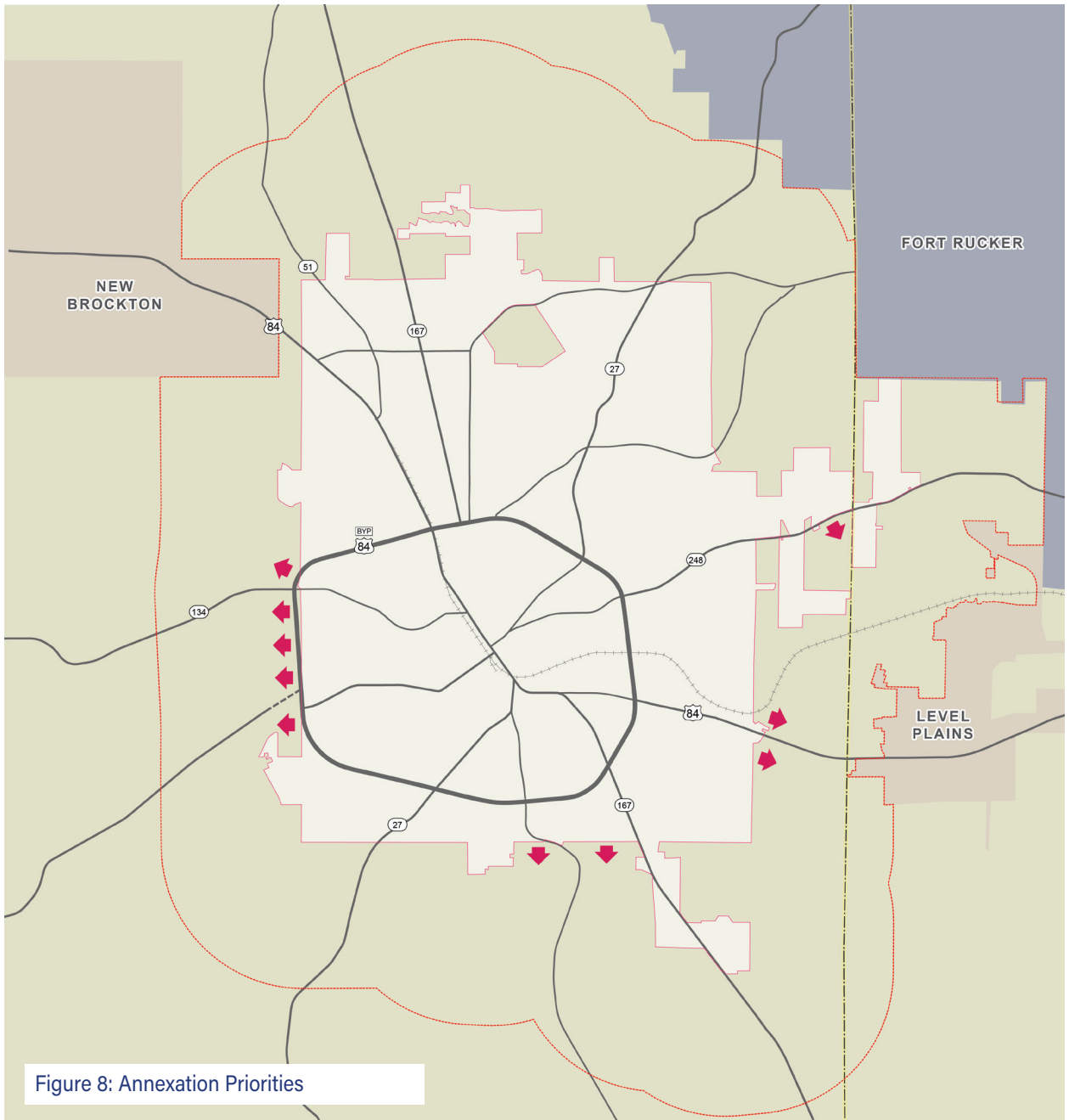
Additional plan information on city parks and recreation, as well as other community facilities, is addressed in **Community Facilities**.



Annexation

Expansion of municipal limits is carried out for a variety of reasons. Sometimes annexation occurs on request by property owners who want to take advantage of city services or be able to enroll in the local school system. For municipalities, the two most common motives for annexation are capturing revenue and managing growth. Areas that should be explored by the City for future annexation are shown in Figure 8.

While most business areas in the planning area are already in the Enterprise city limits, there are two areas with potential for business development that should be prioritized. The west side of Boll Weevil Circle, particularly around the AL 134 intersection, has great potential for commercial and residential growth. This potential will be hastened as the final sections of the bypass are widened.



Further south is the intersection of CR 606 and the municipal airport, which is currently outside the city limits. The area around the airport is proposed to grow into a new industrial activity center. Business development will also likely occur nearby along



the bypass. Fire protection is immediately available to areas annexed along the west side of the Circle with Fire Station #4 located at the airport.

Properties fronting on US 84 east of the city should be pursued for annexation. There are a small number of existing businesses along the highway between Enterprise and Level Plains and potential for more.

Annexation for growth management purposes is typically aimed at areas that are developing residentially or that are likely targets for housing construction. While Alabama cities are able to enforce subdivision rules in their extrajurisdictional planning area, there are limits to those powers. Annexation allows the City to exercise zoning powers to influence both uses and density more directly. This level of control is important because it helps the municipality control infrastructure and service costs. It should be noted that this gives the City the ability to protect developing residential areas from encroachment of undesirable uses that might affect their ability to maintain value.

Two areas are identified in Figure 8 for evaluation for annexation to enable the City to manage growth:

- unincorporated areas along Rucker Blvd mostly to the south between Freedom Drive and CR 17 (Dale Co)
- unincorporated areas south of the city between CR 711 and AL 167

Both of these areas have experienced residential development in recent years, some of it in the city limits and some out. The transition of the Enterprise Early Education Center into an elementary school and the development of more businesses along the Circle will likely attract additional housing development along the southeast edge of the city.



land use plan



Purpose

The purpose of the Land Use Plan is to identify the range of uses, densities and development patterns that may be allowed in a given area—should changes occur in the future—to support orderly growth and avoid incompatibility between neighboring uses that can harm property values. The Plan represents a desired pattern of land uses. It is not intended that existing uses, which differ from the land use plan, must change. But, if they do change, then changes should be consistent with the overall pattern established in the Land Use Plan.

The Land Use Plan is used by the City for a variety of purposes. One of the most common of these is in reviewing the appropriateness of zoning and subdivision applications. The Future Land Use map (Figure 1) is not a zoning map but a guide for the Planning Commission and City Council in considering changes to the zoning map as development proposals are made. It is to be consulted in planning for expansion and new development of public facilities and utilities to serve the growing community because it represents a reasonable picture of the future state of the community.

Interpreting the Map

The boundaries of land use categories shown on the Future Land Use map should not be interpreted rigidly, but the general pattern should be observed to support comfortable transitions between uses. That intended pattern is reflected in the Growth Strategy, which should be referenced as a foundation of the Land Use Plan. The Future Land Use map (see Figure 9) is not intended to be static and unchanging. There will likely be instances when otherwise appropriate development requests will not conform exactly to the Future Land Use map. At those times it may be necessary for the City to consider amending the Land Use Plan (and/or map).

The designation of land uses on the Future Land Use map should not be interpreted to propose, approve, deny nor preclude any specific action without full consideration of all policies, principles, standards or intentions expressed in this plan and the city's development regulations. Specific site conditions, such as topography, geology, soils and hydrology, must be considered when choosing sites for new developments, especially those of larger scale, and planning and designing their uses and densities. These realities, plus attitudes toward development on the part of public officials, other agencies, area residents, property owners and developers will play a large part in determining appropriate development location and design. Similarly, adequate community facilities and infrastructure – streets, parks, fire protection services, and water and sewer systems, should be assured before making any significant development proposals or decisions.

ON

FUTURE LAND USE

- Rural residential/agriculture
- Low density residential
- Medium density residential
- High density residential
- Mixed-use, limited
- Mixed-use, open
- Commercial, limited/n'hood
- Commercial, open
- Industrial
- Institutional
- Open Space

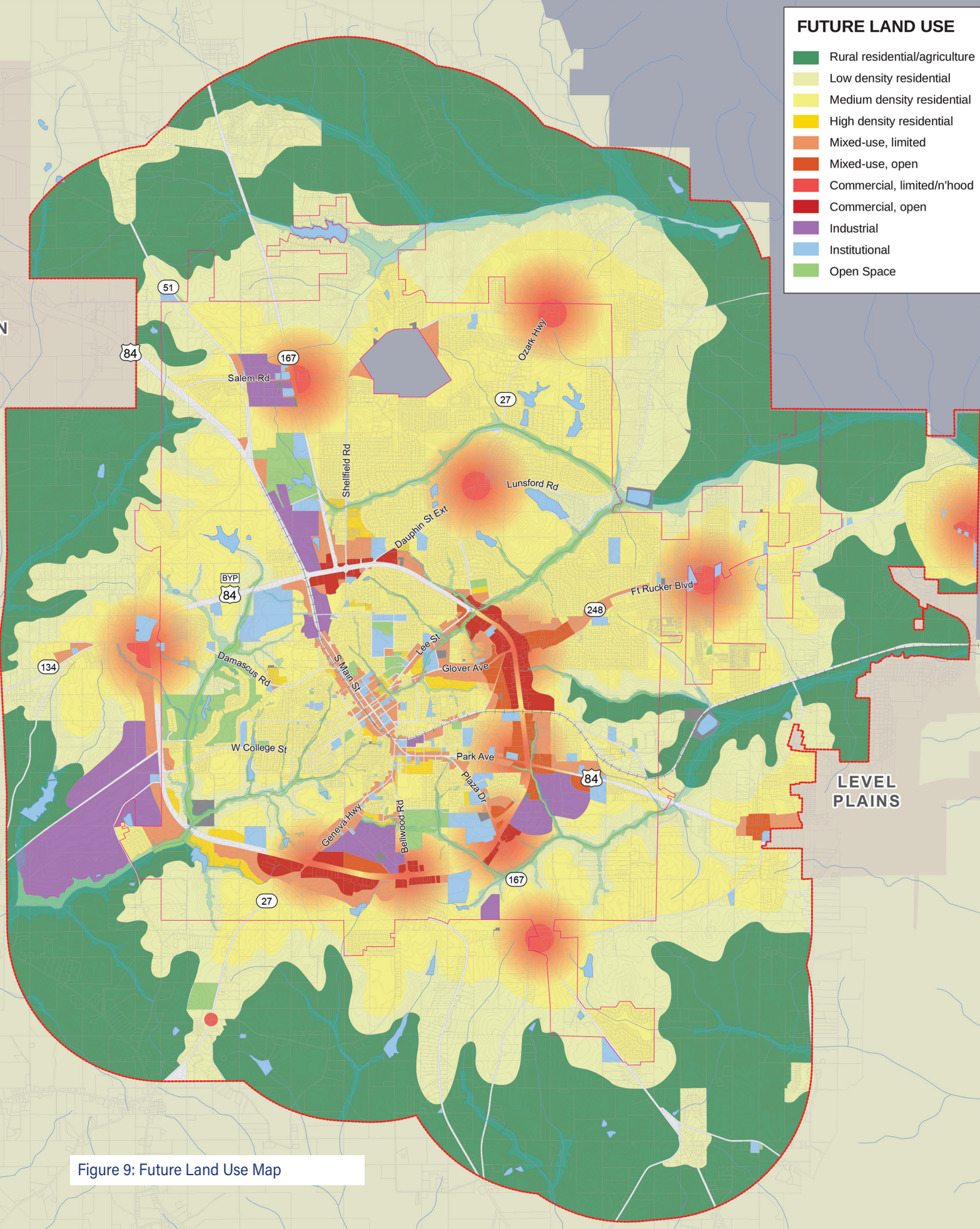


Figure 9: Future Land Use Map

Development Principles

The integrated land use and transportation concept is built around the following principles:

- Arrange uses to avoid incompatibility that can harm property values.
- Provide comfortable transitions between uses of different types, densities and intensities.
- Arrange uses so that traffic from industrial, commercial and other traffic generators is not funneled through residential areas.
- Treat commercial areas as centers or hubs around which residential, institutional and other community elements are arranged.
- Locate higher density residential uses close to commercial hubs and major roads and lower density residential areas further out from commercial hubs and major roads.
- Designate environmentally sensitive areas for recreational uses or development types with low impact on flood plains, steep slopes, etc.
- Face similar uses across streets. Arrange uses so that land use transitions occur mostly along rear lot lines and man-made and natural barriers (railroads, highways, streams, etc.). Land use transitions along side lot lines should be considered on a case by case basis and may require buffers between some uses.

Land Use Types

The following land use types are depicted on the Future Land Use map. Land use categories include street design guidance appropriate to the type and intensity of development that should be applied to development involving the construction of new streets or changes to existing streets. For categories without such information, street design should be consistent with the broader land use context.

Conservation and Green Space

Includes land permanently reserved as open space and/or recreation including public parks, land trust properties and cemeteries. Floodways are also included to assure conservation of these areas and reduce development impacts on area waterways.

Residential

Includes varying densities of primarily detached single-family residential development. Low intensity institutional uses, parks and open spaces are also included in each residential categories.

Rural Residential and Agriculture

Includes single-family housing, crop farming, timbering, raising of livestock and some agriculturally-related business uses that produce little traffic, do not require access to the sanitary sewer system and involve a low ratio of building to land area. Lot sizes for residential development are at least 25,000 square feet. Lot sizes for agricultural uses will tend to be much larger, comprising multiple acres.

Street-side stormwater drainage is handled by swales rather than curb and gutter. Sidewalks are not provided but off-street paths may be desirable for pedestrian, bicycle, horse or all-terrain vehicle use.

Low Density Residential

Includes single-family detached houses on relatively large lots, ranging from 12,000 to 25,000 sf. Low density residential areas are typically located where the street network is relatively sparse and access to other public infrastructure and services is more limited.

Green space is incorporated through generously-sized yards. Sidewalks should be provided, at a minimum, along collector streets and should be set back from the road edge. Alternatively, low density subdivisions can be connected to community destinations through on- or off-street paths. Streets may include vegetated swales, valley gutters or raised curbs for stormwater purposes.

Attached and Small Lot Homes

Due to the narrowness of these lots, when front driveways are used, most of the front yard is eliminated and street frontages are riddled with driveway cuts, leaving little opportunity for trees, lawn or other landscaping. To maintain green space along street frontages in these types of development, parking can be provided in common parking areas or at the rear of individual lots. Mid-block alleys or private drives can be used to provide access to parking areas, which should be located internal to developments rather than in front of buildings.

Medium Density Residential

Includes single-family detached homes with moderate lot sizes, generally 3.5-6 dwellings per acre. These areas are typically located convenient to business areas and public facilities and services and where the existing and planned street network and other infrastructure are more robust.

Green space is provided in common open spaces and moderately sized yards. Sidewalks are provided on at least one side of the street (on both sides of collector streets). Sidewalks are set back from the curb by a buffer strip planted with street trees. Streets are generally lined with raised curbs for stormwater purposes.

High Density Residential

Includes single-family detached homes on small lots, townhouses and multifamily developments. These areas are located adjacent to business areas—often acting as a transition between businesses and detached residential areas—near public facilities and services and where the existing and planned street network and other infrastructure are robust.

Green space is provided in primarily in common open spaces, public parks and within the streetscape. Sidewalks are provided on both sides of streets. Sidewalks are set back from the curb by a buffer strip planted with street trees. Streets are lined with raised curbs for stormwater purposes.

Commercial and Mixed-Use Areas

Shopping and dining uses should be concentrated at the heart of each commercial or mixed-use center with offices and other business uses flanking the core uses and/or located in upper stories of buildings (if applicable). High density residential uses may be appropriate at the edges of commercial and mixed-use areas and in upper floors of buildings.

New commercial and mixed-use development should generally feature sidewalks on both sides of the street to provide pedestrian access throughout each district and to connect to adjoining neighborhoods. Sidewalks should be buffered from streets, as appropriate to the location, by a tree-lined buffer strip. With the exception of some highway segments, streets should generally have raised curb and gutter. Parking areas of adjacent businesses should be connected and the number and size of curb cuts, particularly along major roads, carefully managed.

In higher density residential areas included within mixed-use areas, green space is provided in common open spaces and within the streetscape. Alleys or shared driveways provide access to the rear of lots, which provides a discrete location for parking, utilities and garbage pick-up.

Open Commercial

Includes a wide range of commercial activity—retail, business and personal services, dining, entertainment and lodging accommodations—as well as some office and institutional uses. Shopping and dining activity typically serves regional/commuter and citywide markets and involves large footprint buildings. For regional and citywide access, these areas are located along Boll Weevil Circle, where the existing and planned street network is capable of absorbing high traffic demand.

While there is limited opportunity for walkability along the Circle, pedestrian and bicycle connectivity can be improved along collector and local streets.

Limited Commercial

Limited commercial areas typically occur at intersections of major streets outside of Boll Weevil Circle. Compared to Open Commercial areas, the limited scale and type of businesses help maintain compatibility with adjoining neighborhoods and prevent traffic congestion. Businesses in limited commercial areas tend to serve a smaller market area than those in the “Open Commercial” category.

Auto-oriented businesses (businesses with drive-throughs, car washes, auto repair businesses and gas stations) should be considered on a case-by-case basis and only when designed to minimize traffic, light, noise and other characteristics incompatible with adjacent residential areas. Drive-through elements should be located away from streets and from adjoining housing.

In new development, parking areas should be located to the side or rear of buildings rather than along the front. These areas should have a high level of walkability through more compact development patterns, smaller block sizes and generous pedestrian infrastructure.

Open Mixed-Use

Includes a wide variety of commercial uses as well as recreational, institutional and high density residential uses. This category primarily occurs at the edges of “Open Commercial” areas, particularly in locations where flexibility is useful to encourage infill development and redevelopment. Existing developed areas in this category exhibit a range of uses but with little physical cohesion. As investment occurs in these areas in the future, creating a stronger sense of place and cohesiveness between uses and buildings should be stressed.

Intensive commercial uses that traditionally do not fit well alongside single-family neighborhoods can be considered on a case-by-case basis and should incorporate screening, buffers and other design elements to improve compatibility and avoid negative impacts on neighbors.

Limited Mixed-Use

Includes commercial, recreational, institutional and high density residential uses. These areas will tend to include a higher percentage of office, service and other non-retail business activity, compared to the “Open Commercial” category and less intensive commercial uses than in the “Open Mixed-Use” category. Use flexibility is intended to optimize reinvestment opportunities in already developed areas. This category may also be used as a transition between neighborhoods and higher traffic or more intensive commercial and mixed-use areas.

These areas should have a high level of walkability through more compact development patterns, smaller block sizes and generous pedestrian infrastructure.

Industrial

Includes warehousing and distribution, manufacturing, extraction and research and technology-focused industries.

Light industrial uses tend to be less land intensive and more compatible with non-industrial uses than “heavier” industrial uses. However, they must still be located with consideration to how truck access would affect neighboring uses and buffered from less intensive uses, especially housing areas.

Manufacturing and other heavy industrial uses, which produce noise, odor, fumes and other impacts on adjoining land uses must be located, planned and designed to limit their impacts on business and residential areas nearby.

Industrial areas are located to optimize accessibility to US Hwy 84, AL 167 and Boll Weevil Circle to avoid industrial traffic through non-industrial areas and to reduce incompatibility with residential and other uses. Industrial areas require a high level of electrical and other infrastructure as well as relatively flat land.

Industrial areas need not have sidewalks except as determined by context. For example, sidewalks may be desirable to connect industries to an adjacent commercial area so that employees can walk to nearby restaurants and other businesses. Context should also determine whether streets are lined with swales, valley curbs or curb and gutter.

Institutional

Includes government facilities, schools, places of assembly and worship, medical, and community service uses and lands. NOTE: Only existing institutional uses are shown. Large churches and schools, hospitals and other higher intensity institutional uses, which tend to comprise larger buildings and draw larger amounts of traffic, should generally be located in high visibility places where access is suitable and adjacent land uses are compatible. Less-intense institutions, which range from small churches to elementary schools, may be appropriate in or adjacent to neighborhoods provided there is sufficient transportation access that does not interfere with the enjoyment of the neighborhood.

The development pattern—building heights, setbacks, parking location, street and sidewalk design—of institutional uses should be consistent with the pattern of the dominant use in the area (i.e., residential, commercial, etc.).

Development Regulations

Implementation of the land use plan will involve the use of the City's zoning ordinance and subdivision regulations. Both sets of regulations are scheduled to be updated following the adoption of this plan.

Over time the zoning ordinance has become increasingly complex in structure. For example, the city has ten residential zoning districts with most of them defined principally by differing minimum lot widths. Zoning classifications should be restructured to have fewer residential zones, each defined by density characteristics. The table at right depicts an approach to reorganizing zoning districts in a way that will enable a stronger correlation between the ordinance and the land use plan.

Subdivision regulations, which establish minimum standards for the infrastructure that is installed as part of subdivision development, should be updated to apply the street and pedestrian infrastructure characteristics that are described in the different land use context in the land use plan.

Future Land Use Categories	Existing Zoning Districts	Restructured Zoning Districts
Conservation and Green Space ¹	n/a	n/a
Rural Residential and Agriculture	AGR	AG
Low Density Residential	R-100, R-85	R-1, R-2
Medium Density Residential ²	R-65, R-75-S	R-3
High Density Residential	R-75-M, R-75-A, TH-1, TH-2, TH-3	R-4, R-5
Multifamily Residential	R-75-A	R-5
Open Commercial	B-2, B-3, M-D	B-2, B-3
Limited Commercial	B-1, B-2	B-1
Open Mixed Use	B-2, B-3, M-D, R-75, TH	B-2, B-3, R-3, R-4
Limited Mixed Use	B-1, B-2, R-75, TH	B-1, B-2, R-3, R-4
Industrial	M-1, M-2, M-3	M-1, M-2
Institutional ³	INST, M-D	INST

1. Conservation and green space areas are permitted in all districts; limiting land use to conservation and green space is handled by ownership or by environmental constraints.

2. Limitations on location and lot requirements of duplexes could be incorporated into R-2 District.

3. Institutional uses can be allowed in R and B Districts in addition to INST. Size/type limitations can be built into R Districts to manage traffic and other impacts.



transportation



Existing Conditions

A survey was conducted, in which, citizens of Enterprise were giving the opportunity to identify different areas of the city where transportation issues occur.

Based on the community survey, existing transportation issues include the following:

- Congestion on the east side of Boll Weevil Circle
- Congestion on the frontage road on Boll Weevil Circle, south of SR-248
- No left or right turn lanes at the intersection of SR-27 and Lunsford Road
- Heavy trucks traveling through Main Street
- Heavy trucks speeding on West College Street
- Public transportation needs improvement
- Access management needs improvement along Boll Weevil Circle
- Capacity issues on SR-167 (widening was recommended in the community survey)

Enterprise residents were also asked to rate the transportation efficiency in the city. According to the responses, the accessibility for bicycles and pedestrians could be improved. Traffic was considered to be the number one factor limiting the quality of life in the city.

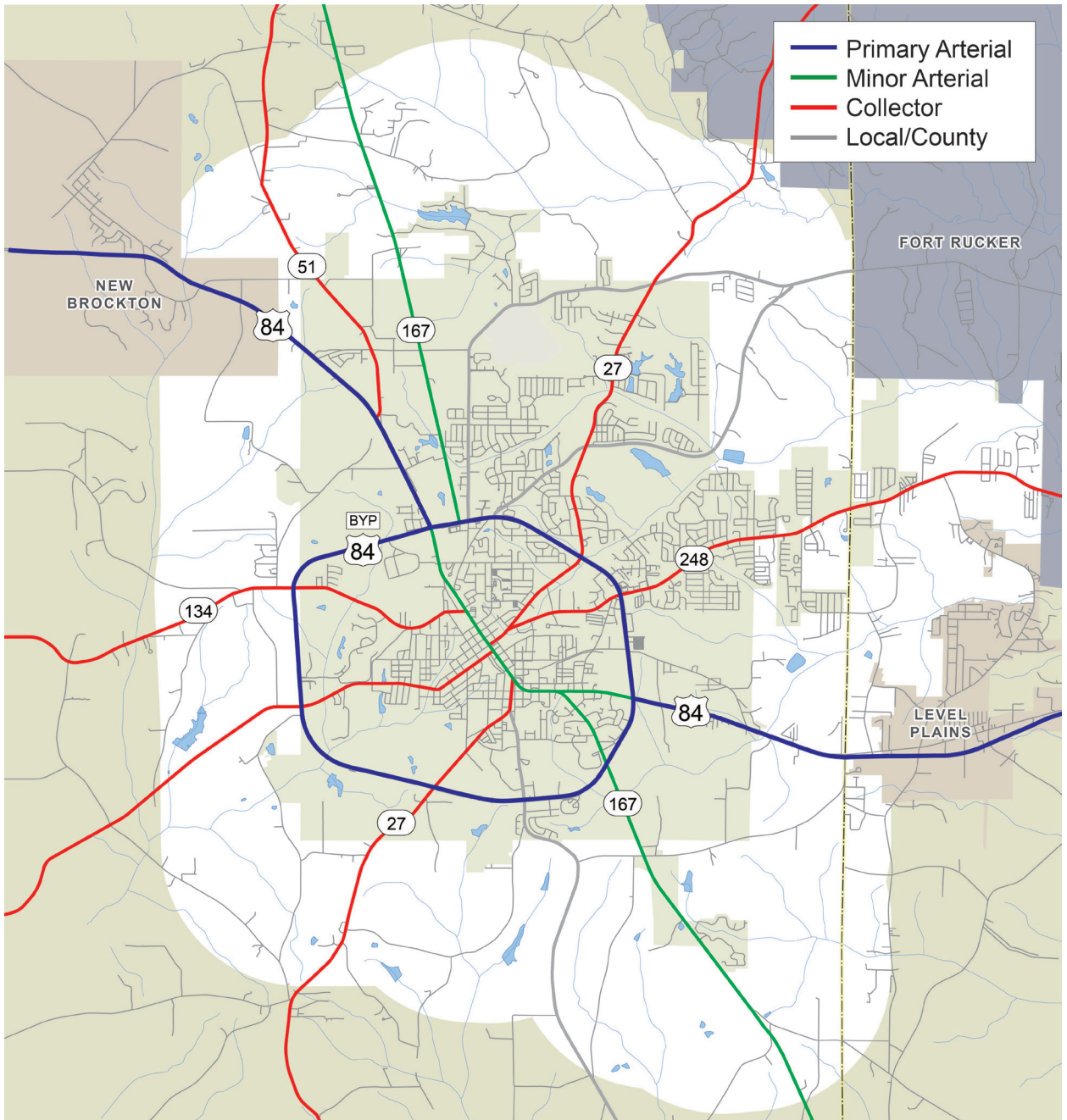
According to the survey, elements that would have the most positive, long-term impacts on the city include improved traffic, pedestrian mobility options and public transit, as well as business development, downtown revitalization, more shopping and entertainment options, and strong parks and schools.

Congestion

ClearGuide data was used to evaluate congestion. Data was taken from April 12, 2022, to include traffic when local schools were in session. A morning peak period was observed from 7:00 AM to 9:00 AM, and a mid-day peak period was observed from 11:00 AM to 1:00 PM. The evening peak period was observed from 4:00 PM to 6:00 PM. Most of the slower speeds occurred on the northeast end of Boll Weevil Circle and on Main Street in the center of Enterprise. Westbound queues occur consistently throughout the day on Boll Weevil Circle, near the intersection with SR-167. Northbound queues occur consistently on Boll Weevil Circle, between SR-248 and Coppinville Road. Additional slower speeds occur in the downtown area on Main Street, between Damascus Road and SR-27.

Iteris ClearGuide is a platform that analyzes large amounts of complex transportation data to produce real-time and historical visualizations to identify problems and aid government agencies in the decision-making process to improve the mobility, reliability, and safety of the transportation system. This platform uses 3rd party speed data derived from GPS-enabled devices to visualize the network from a regional perspective to a single roadway. ClearGuide uses maps, reports, and charts to accurately illustrate where congestion is occurring. It also provides information regarding traffic incidents and weather on the roadway network to help the user make more effective decisions and determine appropriate mitigations.

Figure 10 Highway Functional Classification



Regional vehicular access to Enterprise is provided via US-84, SR-167, and SR-27. The intersection of US-84 and SR-27 serves as the focal point for the City with retail and restaurants surrounding this intersection. US-84 extends to the northwest, connecting Enterprise to Elba, Opp, and Andalusia. US-84 also runs to the east,

connecting Enterprise to Dothan. SR-167 runs primarily north to south, connecting Enterprise to Troy (to the north) and Hartford (to the south). SR-27 connects Enterprise to Geneva (to the southwest) and Ozark (to the northeast.) US-84 Bypass (Boll Weevil Circle) serves as a bypass loop around the city of Enterprise.

The Iteris ClearGuide analysis is illustrated in the following figures, showing the AM, Midday, and PM peak periods.

Figure 11 AM Peak Period

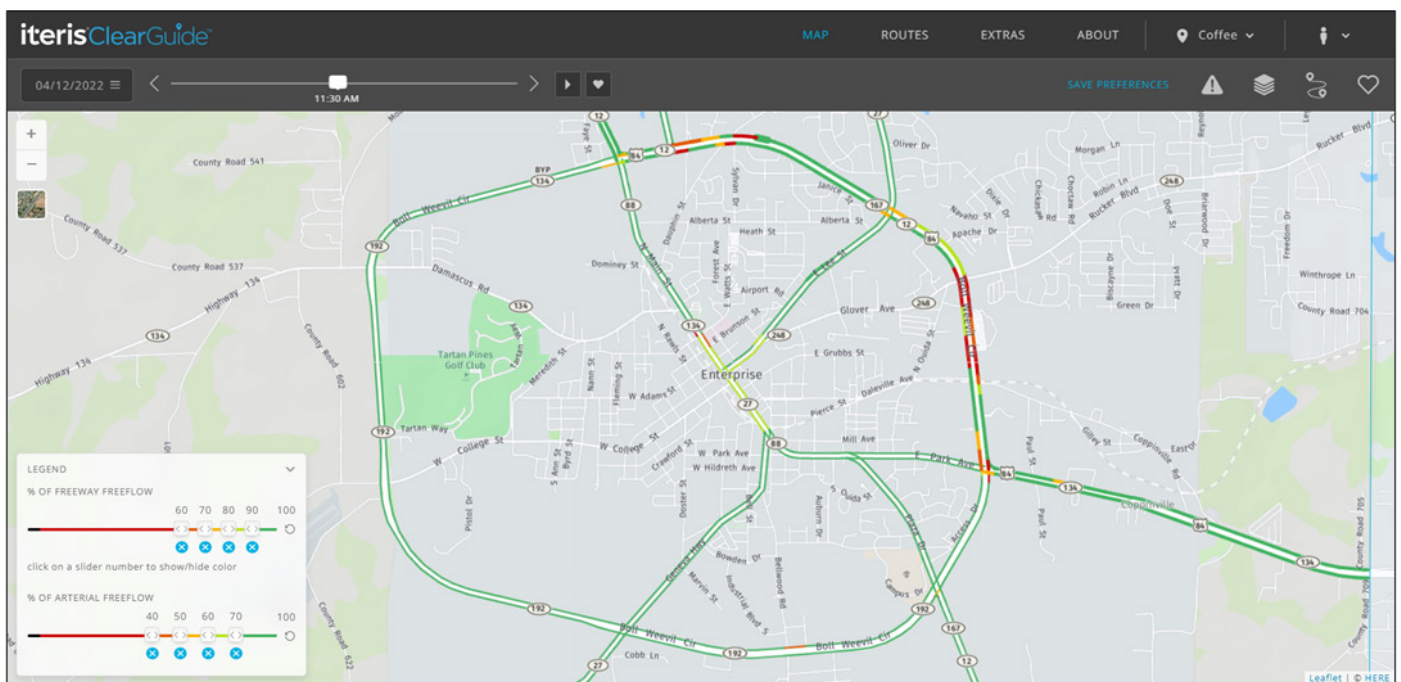
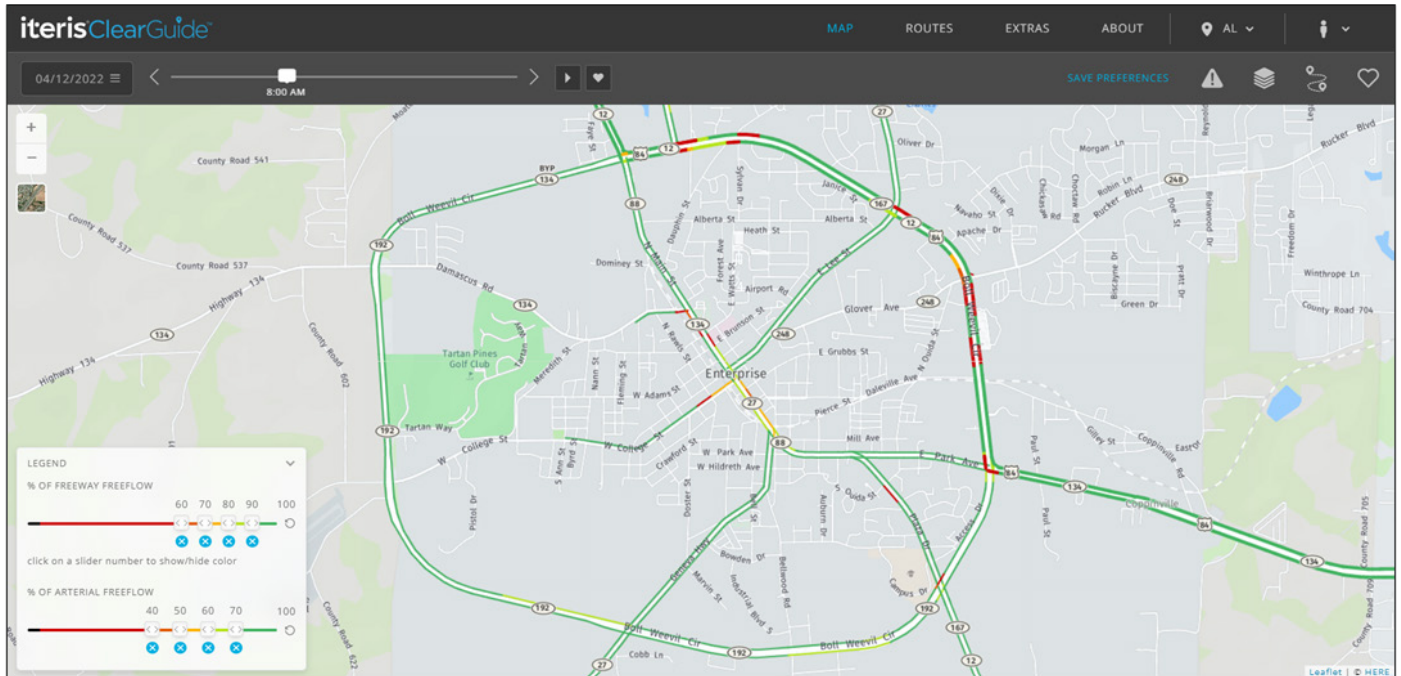
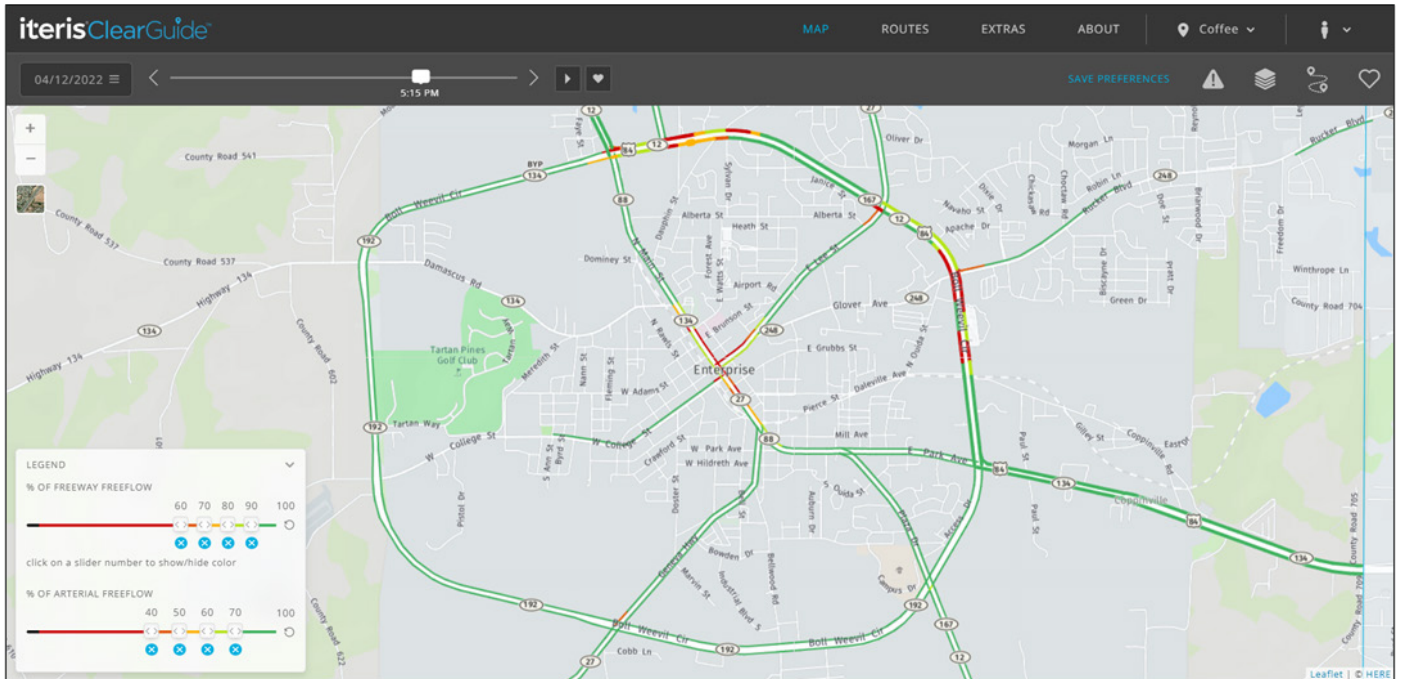


Figure 12 Midday Peak Period

Figure 13 PM Peak Period



Congestion Status

Congestion is primarily a peak hour concern along major routes. There are nine schools on the north and east sides of Enterprise, which correlates with the congestion observed. Three schools are located inside Boll Weevil Circle, and the rest of the schools are located to the north and east.

Many of the subdivisions within Enterprise follow a cul-de-sac layout. One negative impact of this layout is the potential for congestion during the peak ingress and egress periods. This is due to the limited number of access points for these subdivisions, causing most of the vehicles to enter or exit the subdivision via a singular access location.

As shown in Figures 11, 12 and 13, approximate locations of roadway segments exhibiting heavy to severe congestion based on analysis of the Iteris Clearguide:

AM Peak Period (8 am) Congestion

- Boll Weevil Circle, near Metcalf Road and Shellfield Road and near Dauphin Street Ext/ Sylvan Drive
- Boll Weevil Circle and East Lee Street
- Along Boll Weevil Circle between Glover Avenue/Rucker Boulevard and Daleville Avenue/Coppinville Road
- Boll Weevil Circle and East Park Avenue
- Boll Weevil Circle and Plaza Drive
- Plaza Drive between South Ouida and Sequoia Drive
- Damascus Road and North Main Street
- North Main Street between East Watts Street and East Brunson Street
- West College Street between South Reed Street and South Rawls Street

Mid-day Peak Period (11:30 am) Congestion

- Boll Weevil Circle and Neil Metcalf Road and Shellfield Road
- Boll Weevil Circle and Sylvan Drive
- Boll Weevil Circle between Glover Avenue/ Rucker Boulevard. and Danville Avenue and Coppinville Road
- Boll Weevil Circle near East Park Avenue
- Boll Weevil Circle near Bellwood Road
- Boll Weevil Circle near Coppinville Road and Rucker Boulevard
- Boll Weevil Circle near Dauphin Street and Shellfield Road
- Boll Weevil Circle near Sylvan Drive
- North Main Street near East Watts Street and East Brunson Street
- North Main Street near East Watts Street

PM Peak Period (5:15 pm) Congestion

- Boll Weevil Circle and North Main Street
- Boll Weevil Circle near Neil Metcalf Road, Shellfield Road, North Pointe Parkway and Dauphin Street Extension
- Boll Weevil Circle near Dauphin Street and Sylvan Drive
- Boll Weevil Circle and East Lee Street
- Boll Weevil Circle Rucker Boulevard
- Boll Weevil Circle near Glover Avenue and Dalville Avenue
- North Main Street between East Watts Street and Pierce Street
- North Main Street near Damascus Road and East Watts Street
- North Main Street between West College Street and East Grubbs Street

Vehicular Crashes

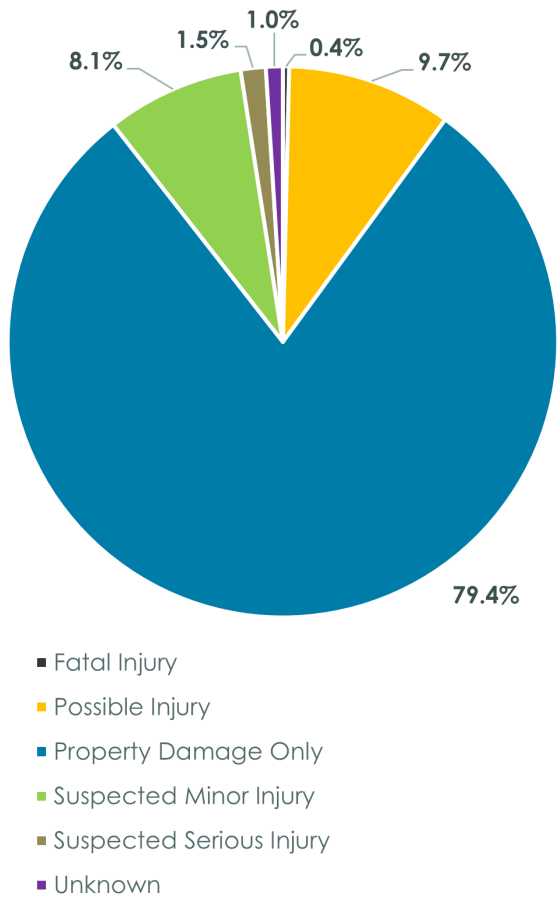
Crash data was obtained through the Critical Analysis Reporting Environment (CARE) database available through the Center for Advanced Public Safety at the University of Alabama. This data is helpful in processing general crash statistics for an area without providing information or data about specific crashes, intersections, or corridors. For this safety analysis, available crash data was analyzed for a three-year period from January 1, 2019 through December 31, 2021 for the City of Enterprise. A total of 2,718 crashes occurred within the City during the specified period.

The information presented in this section is exempt from open records, discovery, or admission under Alabama Law and 23 U.S.C. §§ 148(h)(4) and 409). The collection of safety data is encouraged to actively address safety issues on regional, local, and site-specific levels. Congress has laws, 23 U.S.C. § 148(h)(4) and 23 U.S.C. § 409 which prohibit the production under open records and the discovery or admission of crash and safety data from being admitted into evidence in a Federal or state court proceeding. This document contains text, charts, tables, graphs, lists, and diagrams for the purpose of identifying and evaluating safety enhancements in the project area. These materials are protected under 23 U.S.C. §409 and 23 U.S.C. § 148(h)(4). In addition, the Supreme Court in *Ex parte Alabama Dept. of Trans.*, 757 So. 2d 371 (Ala. 1999) found that these are sensitive materials exempt from the Alabama Open Records Act.

The crash data was analyzed to identify common trends which are associated with specific crash patterns within the city. The citywide ratios for crash severity and crash type are shown in Figure 14 and Figure 15, respectively.

Crash severity is an important metric in crash analysis. Crash severity categorizes crashes by fatality, level of injury, or property damage only crashes. For the study period, 79.4% of the crashes were classified as “Property Damage Only” crashes, while 8.1% of the crashes were “Suspected Minor Injury” and 9.7% were “Possible Injury” crashes. 1.5% of the crashes were “Suspected Serious Injury” and 0.4% of the crashes involved fatalities.

Figure 14 Crash Severity - Citywide 2019-2021

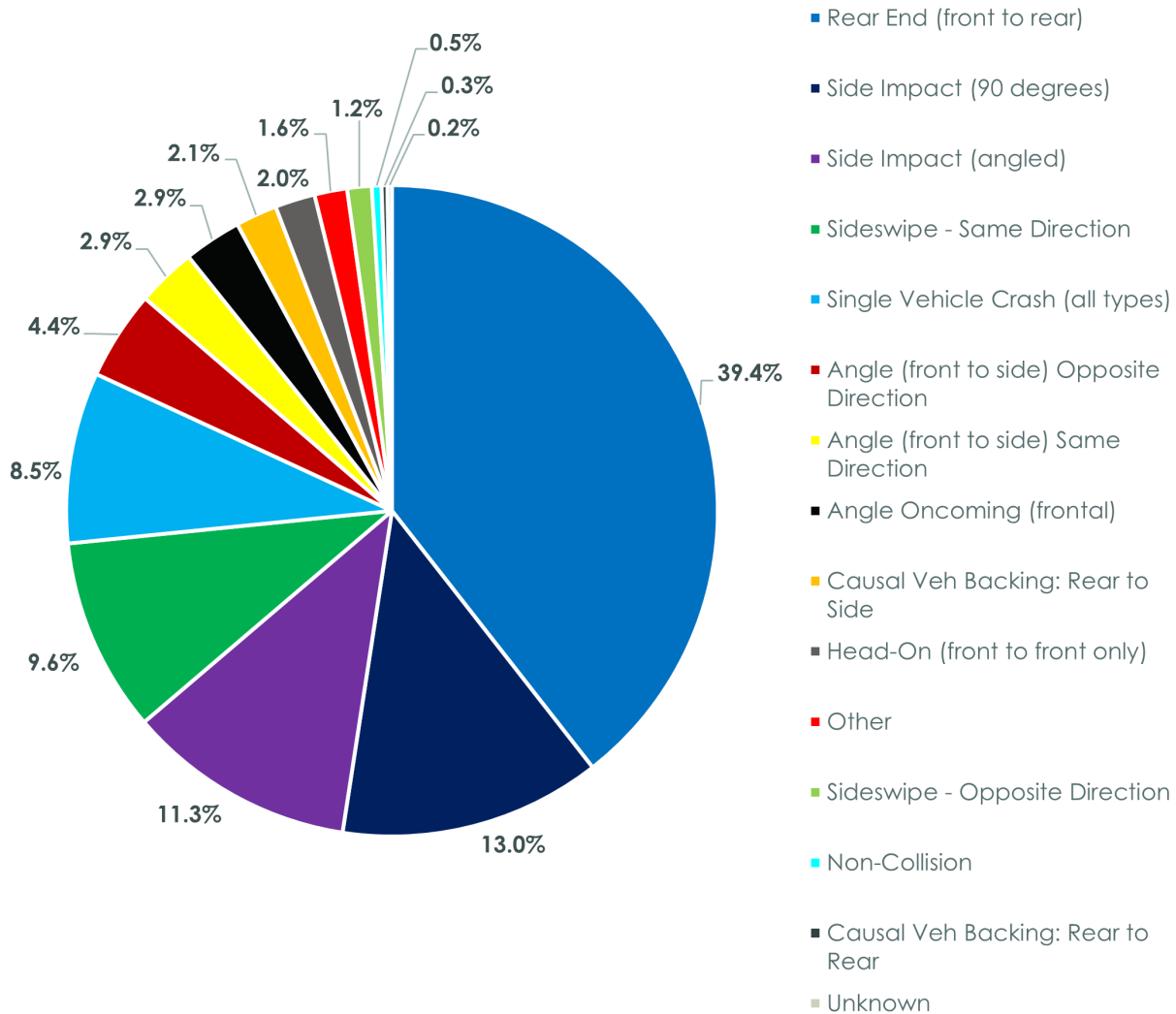


Statewide crash severity statistics were also analyzed for the same time period, for the purposes of comparison, with the percentages of injury and fatal crashes in Enterprise noticeably less than statewide percentages. For the statewide percentages for 2019, 29.2% of the crashes involved injuries (minor and serious) and 0.6% involved fatalities. For 2020 statewide, 28.3% of the crashes involved injuries (minor and serious) and 0.7% involved fatalities.

Crash type statistics were analyzed within Enterprise. Crash type categorizes were identified during the crash analysis by the manner of crash such as head-on, rear end, sideswipe, single vehicle, etc. The most common crash type in the area was noted to be rear-end crashes, which represented 39.4% of the total crashes. It is typical for rear-end crashes to be the most common crash type in urbanized areas. Side-impact crashes (13%) were found to be the second most common crash type for the area.

Crashes are to some degree random events; therefore, crash frequencies naturally fluctuate over time at a given site. This randomness indicates that short-term crash frequencies alone are not a reliable estimator of long-term crash frequency. The crash fluctuation over time makes it difficult to determine whether changes in the observed crash frequency are due to changes in site conditions or are due to natural fluctuations. When a period with high crash frequency is observed, it is statistically probable that the following period will have low crash frequency. This tendency is known as regression-to-the-mean (RTM). Not accounting for the effects of RTM introduces the potential for “RTM bias” (Refer to the Highway Safety Manual for more information).

Figure 15 Crash Types - Citywide 2019-2021



Development Patterns and Transportation

Commercial Areas

The primary commercial areas within Enterprise are located along Main Street in the downtown area and near the arterial intersections along Boll Weevil Circle, primarily on the northeast side of the city. These areas include numerous commercial developments, including shopping centers, grocery stores, restaurants, pharmacies, and other uses.

Transit

Enterprise is located in part of Dale County and Coffee County. There is no public transit system located directly in either county. However, there are a few transit options that currently serves the residents in these locations through limited partnerships. Private transportation options are available, including Wiregrass Transit Authority, taxi service and other rideshare services. Wiregrass Transit Authority provides transportation services for employment and employment related services to Temporary Assistance and Need Families and to social service providers.

Commuting Behavior

Enterprise is located approximately 79 miles south-east of Montgomery and approximately 30 miles northwest of Dothan. Table 1 illustrates that the largest percentage of work trips occur in the zero to nineteen minute range (over 60%) indicating that most Enterprise citizens work relatively close to home.

U.S. Census Longitudinal Employer-Household Dynamics (LEHD) data collected in 2019 further illustrates that approximately 31.5% of Enterprise citizens currently live and work within the city limits while over 68.5% work outside of the city limits as illustrated on Figure 16.

U.S. Census Distance/Direction Analysis data collected in 2019 indicates that approximately 29.9% of Enterprise citizens travel 25 miles or more from home to get to work, as shown in Figure 17.

Table 1 Travel Time to Work

Less than 5 minutes	2.07%
5 to 14 minutes	40.83%
15 to 19 minutes	18.14%
20 to 29 minutes	14.82%
30 to 44 minutes	13.17%
45 to 59 minutes	4.72%
60 to 74 minutes	2.40%
75 to 89 minutes	0.21%
90 minutes or more	0.95%

Source: Census Transportation Planning Products (CTPP)

Figure 16 Commuting Patterns

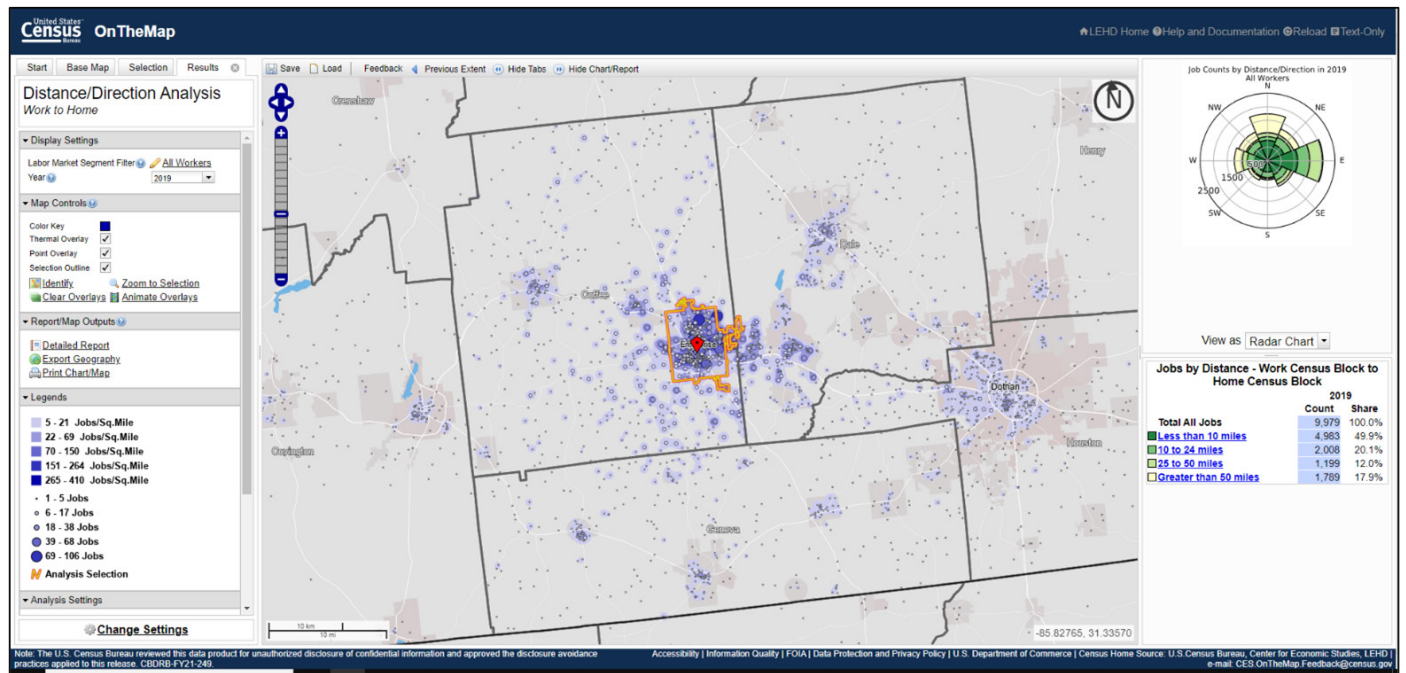
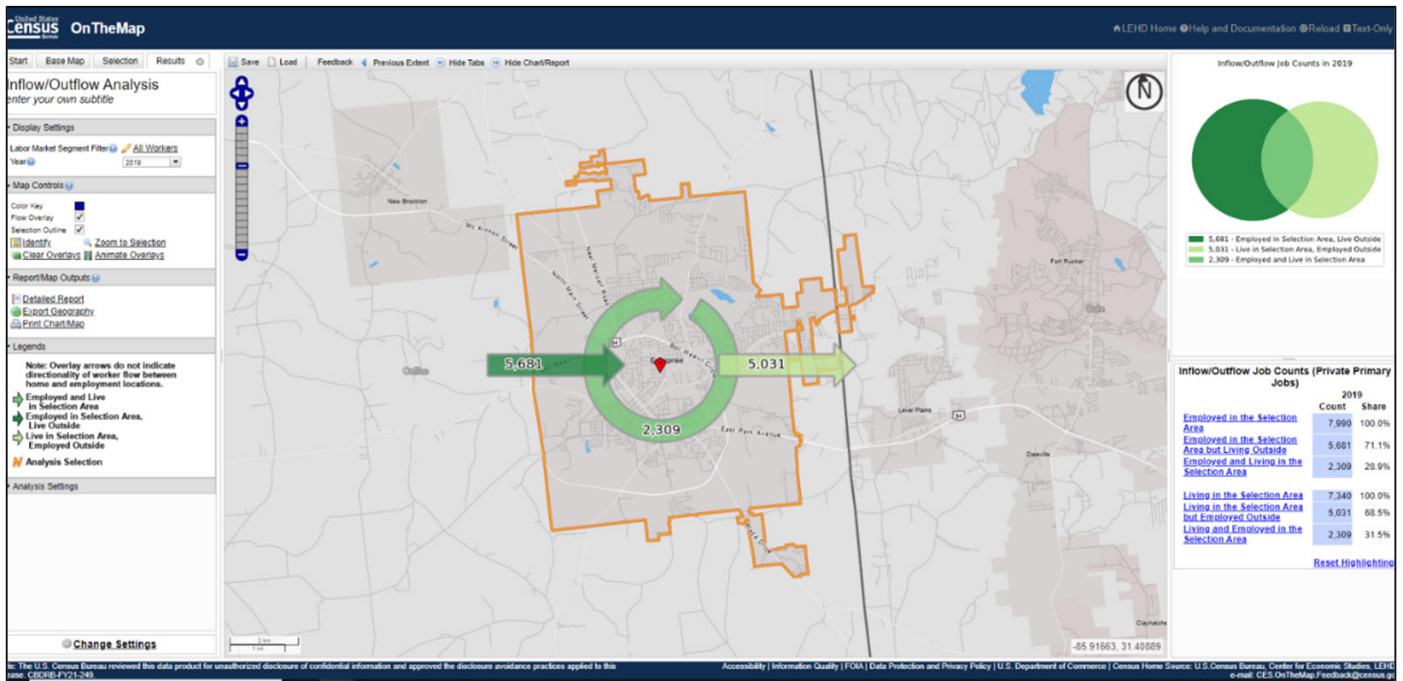
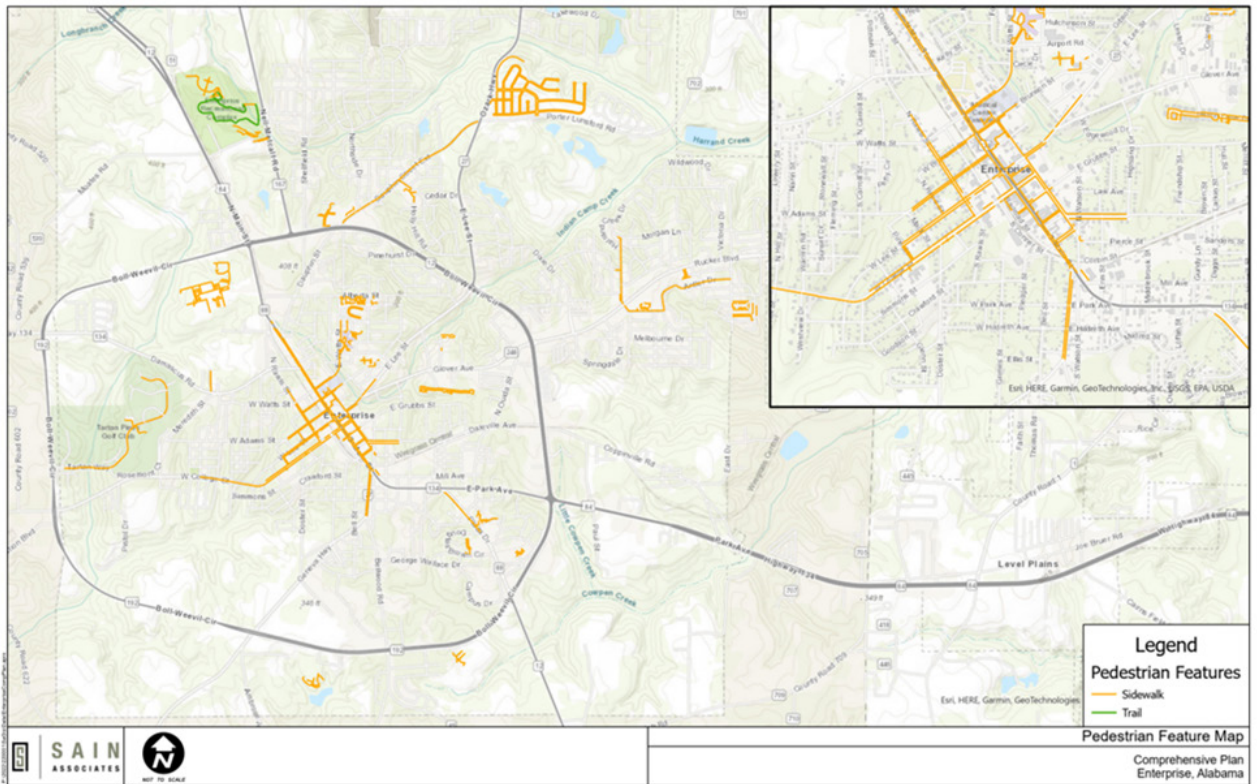


Figure 17 Commuting Distance and Direction Analysis

Figure 18 Pedestrian Facilities



Vulnerable Road User Accessibility

The developed area within Enterprise includes predominately residential areas. The primary layout in the residential areas reflects a cul-de-sac pattern, rather than a grid pattern. Cul-de-sac layouts have benefits and strengths, but they also restrict mobility and accessibility for pedestrians, causing pedestrians to walk longer routes to access areas outside of their subdivision. This limited connectivity is seen in some portions of the city, including neighborhoods, and surrounding commercial areas. Many of the neighborhoods near schools either have no sidewalks present or limited sidewalks in the area.

Pedestrian Accessibility

As illustrated on Figure 18, there are several areas within Enterprise, AL with sidewalks present. Most sidewalks are concentrated in the downtown section of Enterprise, with sidewalks on both sides of Main Street. Downtown Enterprise contains several businesses and commonly used facilities. There are smaller areas with sidewalks present beyond downtown, towards Boll Weevil Circle. For the purpose of this study, the areas without sidewalks are considered gaps in pedestrian access.

Sidewalks are present at the following locations:

- Plaza Drive from E Park Avenue to Douglas Brown Circle
- Enterprise Community College
- North Point Parkway
- Dauphin Jr. High School
- Dauphin Street Extension from Boll Weevil Circle to Ozark Highway
- Enterprise High School
- Rucker Boulevard Elementary School
- Donaldson Park walking trails at the Enterprise Recreational Complex
- Tartan Way from Boll Weevil Circle to the Tartan Way cul-de-sac
- Summer Court Townhomes on Briarwood Drive
- Antler Drive from Regency Drive to Briarwood Drive
- Miki Walding Apartments on Cinema Drive
- Enterprise Retirement Center
- The Pointe at Camellia Commons on Farm Creek Road
- Brookwood Elementary School

Gap locations, where no sidewalks are present, are listed as follows:

- SR-134 from S Main Street to Plaza Drive
- W College Street from Ann Street to Boll Weevil Circle
- Ozark Highway from Dauphin Street Extension to the Cotton Creek subdivision
- Glover Avenue/Rucker Boulevard between Choctaw Road and Boll Weevil Circle
- Donaldson Park - no sidewalks connecting to US-84 or SR-167
- Turnberry Lane from Tartan Way to Damascus Road

Rucker Boulevard



Sidewalk in front of Dauphin Junior High School

Future Conditions

The existing transportation conditions assessment evaluated existing vehicular, pedestrian, and bicycle accessibility in Enterprise and the surrounding areas. Enterprise does not have direct interstate access which adds pressure to the local arterial network due to tourist related trips destined for the Florida Panhandle beaches.

The City should actively sought to enhance the community's transportation infrastructure through new and improved facilities for all modes of transportation with an emphasis on expanding the construction of sidewalks to provide access between neighborhoods, nearby shopping opportunities and other City amenities including the proposed greenway and trail system, as shown in Figure 14.

The concerns expressed during the public engagement process seem to reflect a desire among citizens that Enterprise maintain its existing character while still providing efficient travel options that support growth and future economic development. Several global strategies will need to be implemented if that vision is to be accomplished. The City will need to:

- Maintain existing transportation system integrity.
- Develop a connected street system in new growth areas.
- Be sensitive to roadside context when planning new or modified transportation projects.
- Consider the needs of all transportation users in planning and designing new transportation facilities.
- Apply access management principles to important collector and arterial streets to preserve capacity.
- Encourage alternative modes of travel through design and policy decisions.

System maintenance includes managing a number of roadway related elements including pavement, drainage, markings, signage, and traffic signals. A regular assessment of operational performance on the City's major roadways is an excellent way to identify low-cost improvements as well as higher-cost projects that may take years to plan and implement.

The following provide more detailed guidance and recommendations for these global transportation strategies. Included in the discussion is a summary of anticipated future traffic volumes and levels of service along the east side of Boll Weevil Circle. At the conclusion a list of recommended projects and strategies for short and long-term implementation.

Future Conditions

The future conditions assessment was conducted to evaluate the future transportation impacts of land use policies in this plan, to develop recommendations that would support future population growth, and to improve mobility and safety for all modes of transportation in the City.

The rate of change for population between 2000 and 2010 was a significant change of 25% and has steadily increased since at a rate of 8% between 2010 and 2020 and a 2% increase between 2020 and 2021. It is important to note that the 2020 U.S. census was taken during the COVID-19 pandemic, which was the first year the U.S. Census was offered online or by phone, in addition to the traditional paper response.

As noted there are several roadway segments exhibiting heavy to severe congestion based on analysis of the Iteris Clearguide data and the issues repeatedly expressed by citizens and City leaders during the planning process. Based on Clearguide, the heaviest congestion occurs on the east and northeast side of Boll Weevil Circle which will need improvements to maintain the flow of traffic during the peak hours of the day (8 a.m., 11:30 a.m., and 5:15 p.m.).

The projected 10-year forecasts demonstrate that some of the existing congested areas will continue to experience heavy congestion as the city continues to grow. To estimate and project traffic conditions in 2031, the future growth rates were developed and used to grow the existing traffic volumes

at the ALDOT count location: Coffee 44, Coffee 802, Coffee 503, and Coffee 803 using historical traffic counts between the years 2015 and 2021. The average growth rate for count stations Coffee 44 and Coffee 802 was 2%, with the average growth rate for Coffee 503 and Coffee 803 being 3%, as shown in Figure 10.

The projected v/c ratio for 2031 traffic conditions for the four intersections is shown in Table 2. The projected capacity of 40,000 is based on a calculated daily capacity of 10,000 vehicles per day per lane. Figure 19 represents the trend line analysis for the historical Average Daily Traffic (ADT) data, while Figure 20 represents the approximate locations of the traffic counters.

Table 2 Ten Year Projected Volume

	Coffee 44		Coffee 802		Coffee 503		Coffee 803	
	ADT	% Change	ADT	% Change	ADT	% Change	ADT	% Change
2015	23,190		29,860		22,020		23,650	
2016	25,470	10%	33,080	11%	23,940	9%	26,660	13%
2017	25,470	0%	33,080	0%	23,940	0%	27,160	2%
2018	26,123	3%	32,884	-1%	26,846	12%	27,099	0%
2019	25,457	-3%	33,398	2%	25,416	-5%	24,952	-8%
2020	24,980	-2%	33,660	1%	24,013	-6%	25,470	2%
2021	25,309	1%	32,763	-3%	26,002	8%	27,208	7%
Avg:		2%		2%		3%		3%
10-yr PV	30,852		39,938		34,945		36,565	
Capacity	40,000		40,000		40,000		40,000	
V/C	0.77		1.00		0.87		0.91	

Figure 19 Traffic Counts 2015-2021

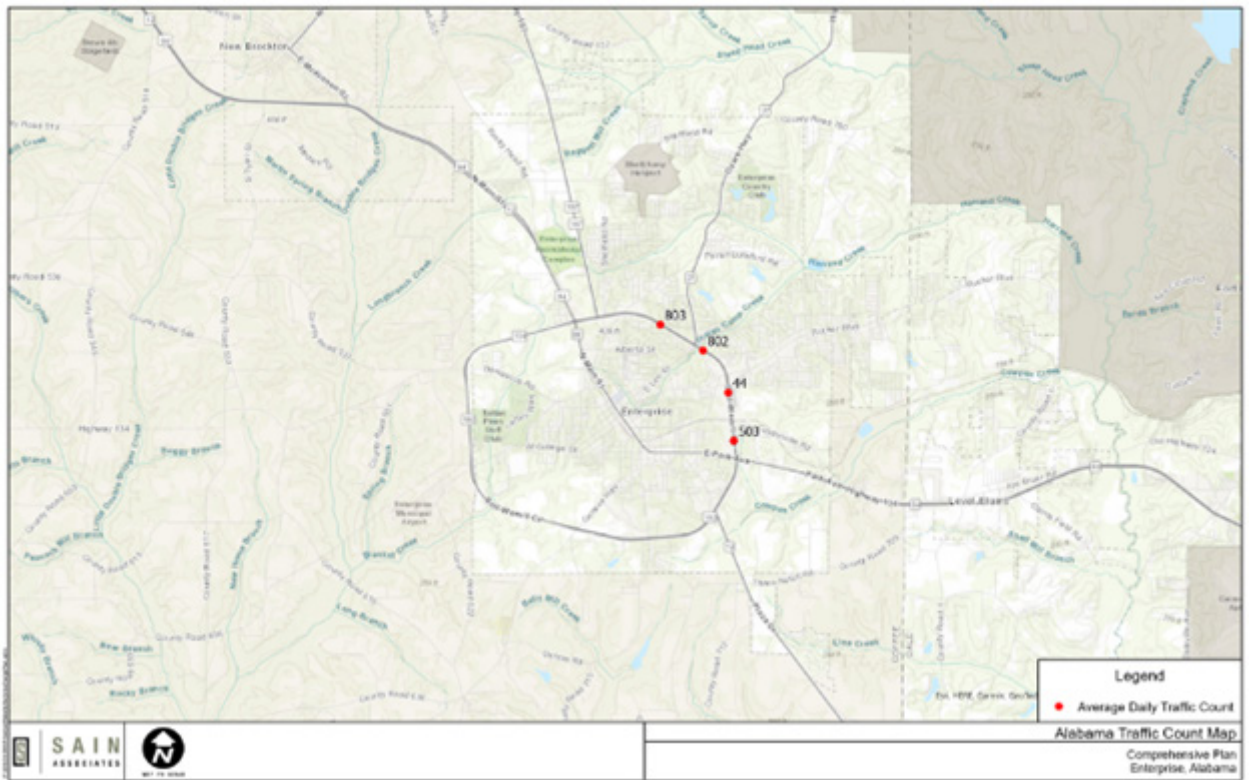
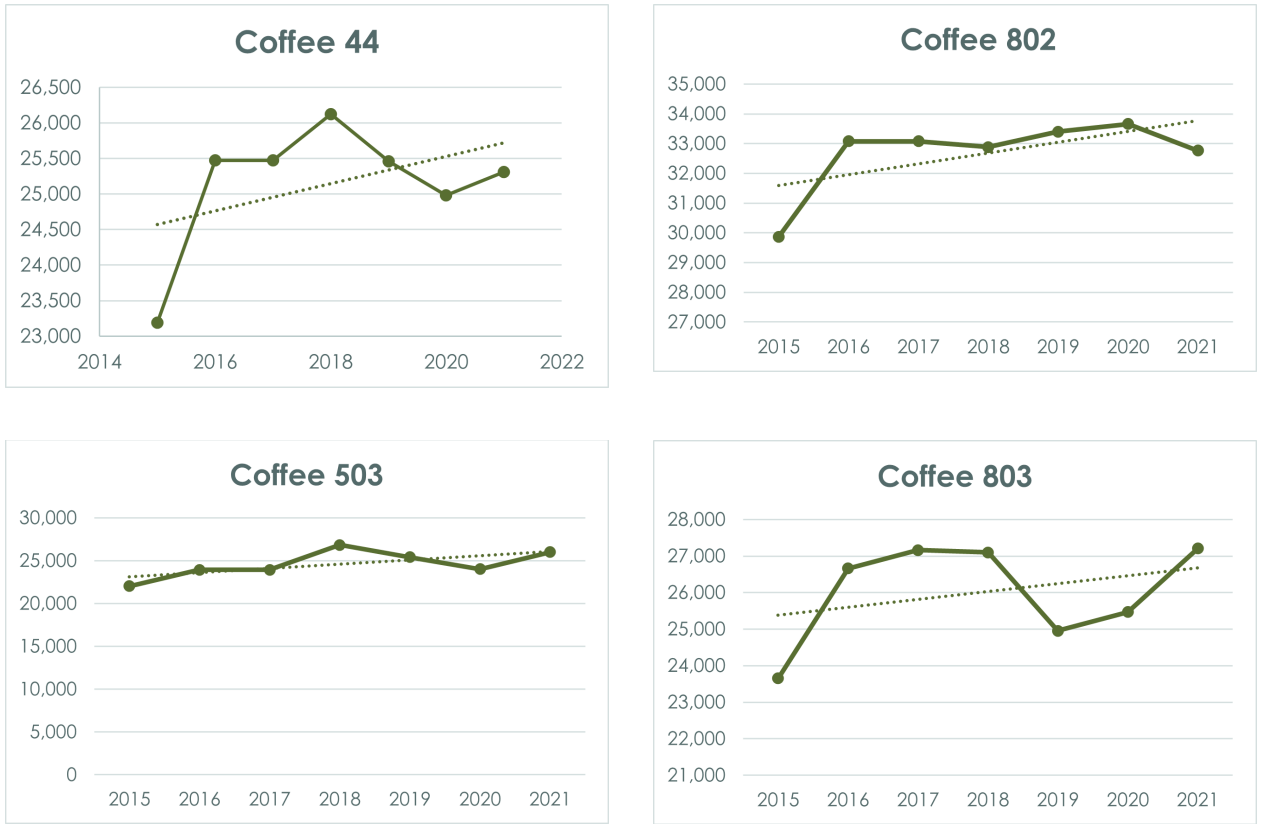


Figure 20 Traffic Counter Locations

The proposed future transportation connections (shown in Figure 21) indicate the following proposed changes:

- Widening remaining sections of Boll Weevil circle
- Realignment of CR 606 at Boll Weevil Circle for runway extension
- Widening SR-167 from Enterprise to the Florida state line

The proposed changes will help accommodate the projected congestion and growth in the City. The anticipated growth on the north and east side of the City indicates the need for the expansions. Widening SR-167 would help facilitate future growth—in particular industrial development—in the City and is actively being studied by the SEARPDC.

Other changes shown in Figure 21 include creating a more interconnected street network outside of Boll Weevil Circle as described in the following section.

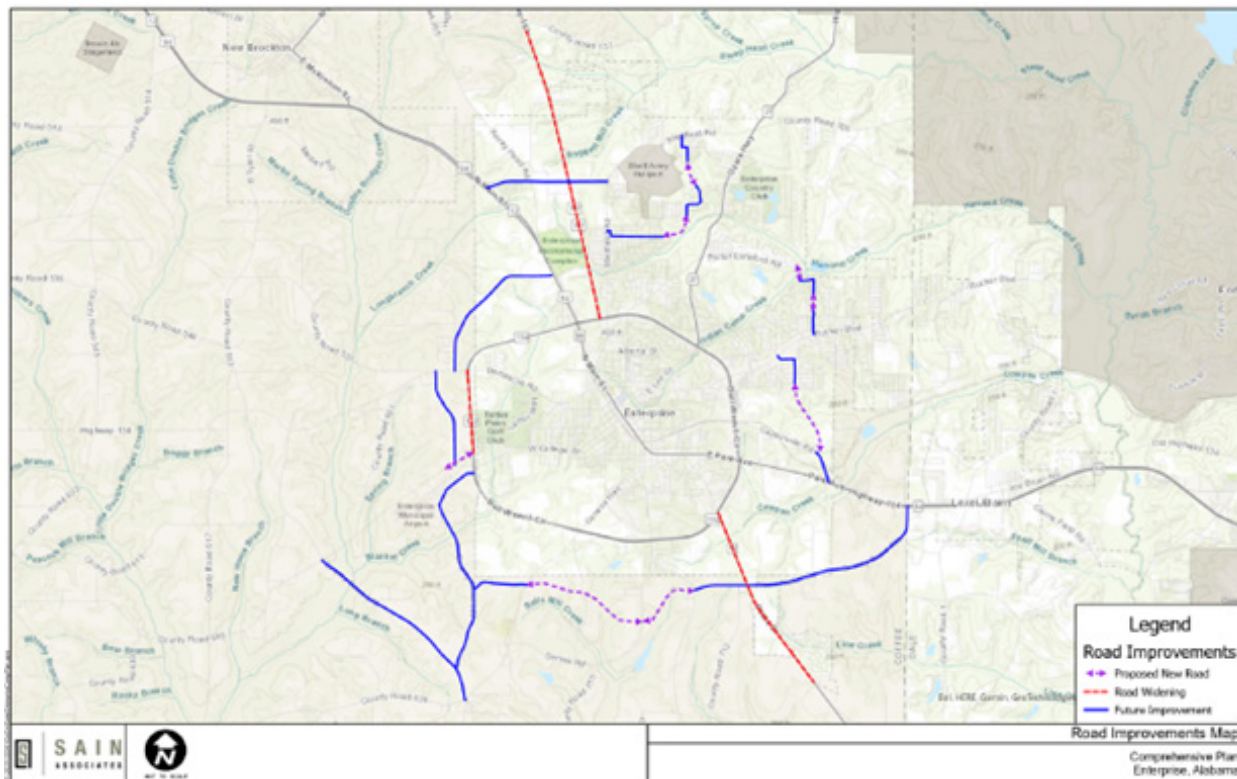


Figure 21 Road Network Improvements

Global Strategies

Global transportation strategies that could be implemented in the City to address existing transportation deficiencies and position the City for future growth include the following:

Maintain System Integrity

In a climate of limited transportation funds and many competing interests, maintenance and preservation of existing facilities is a top priority. If you are unable to construct new roadways, then it is imperative that you get the highest possible performance out of the existing roadway network.

System maintenance includes managing items associated with roadway performance such as pavement, drainage, markings, signage, and traffic signals. A regular assessment of operational performance on the City's major roadways would be an excellent way to identify low-cost improvements as well as higher-cost projects that may take years to plan and implement.

Repaving streets also provides opportunities to restripe cross-sections to include bicycle lanes and introduce road diets to reduce vehicular speeds within City limits.

Connect Streets in New Growth Areas

This plan outlines growth areas of the City with activity centers supporting the city core and the residential neighborhoods. The various types of activity centers are commercial, light industrial, civic, institutional, and recreational. As these areas are developed, it will be important to plan for and construct a local street system to provide access as well as to disperse traffic in a balanced, less concentrated fashion. At the same time it would be wise for the City to require a master plan that designates a hierarchy of streets (alley, local, collector, and major collector) that is sufficient to support the vision for pedestrian/bicycle use, land use, and density. Emphasis should be placed on connectivity within the street network.

Figure 21 shows the proposed new roads, along with the future improvement and widening of existing roads. The proposed new roads would improve connectivity outside of Boll Weevil Circle relieving some of the pressure on the Circle as the City continues to grow and improving emergency response.

Be Sensitive to Roadside Contexts

Citizens expressed concerns about maintaining quality of life in the community. Perceptions about quality of life and aesthetics are often heavily influenced by transportation facilities. Throughout the United States one can find numerous examples of roadways that were "improved" in a way that increased capacity and travel speed but did significant damage to the appearance and quality of the adjacent community. An alternative approach is to consider the roadside context when making transportation decisions.

Mobility, typically measured as capacity or level of service, is not the only important consideration for transportation improvements. Instead, transportation decision making should consider a wide range of issues, including but not limited to safety, community values, environmental impacts, aesthetics, cost, and mobility and safety for all modes. Enterprise has some streets that will have deficient capacity and less than desirable traffic operations in the coming years. For some of those streets, adding capacity would mean a significant trade-off for adjacent land uses. As Enterprise considers future projects and priorities, it is strongly recommended that a collaborative public process be used to encourage broad consideration of the impacts and opportunities created by those projects.

Consider All Transportation Users

The City of Enterprise should encourage provision of pedestrian accommodations in new subdivision developments. It is recommended that City leaders develop a Complete Streets resolution to guide developers on the appropriate typical sections (including number and width of vehicle lanes, bicycle facilities, buffer zones, sidewalks, and/or parking lanes) required for future development based on the magnitude, location, and land use of the proposed development. "Complete Streets" is a name adopted by the National Complete Streets Coal-

ition to describe a process of planning and design that considers the entire roadway area (travel way, shoulders, and adjacent space) and all potential users.

Potential typical sections are illustrated for rural/suburban highway, rural/suburban collector, residential street, Town Center arterial, and Town Center collector are illustrated on Figures 22-26. Additional cross section types can be developed based on the City's future needs as development and travel patterns change over time.

Figure 22: Rural/Suburban Highway



Figure 23: Rural/Suburban Collector



Figure 24: Rural/Suburban Highway



Figure 25: Town Center Arterial



Figure 26: Town Center Collector



recreational trail



shared use path



bicycle lane



sharrow



Support Alternative Modes of Travel

The City of Enterprise is currently quite limited in availability of choices for travel. There is a modest network of sidewalks, even fewer acceptable bicycle routes and no fixed route transit service. Encouraging the design and construction of new bike and pedestrian facilities is an excellent way to support and encourage citizens to make alternative choices for their transportation. Developing bicycle and pedestrian connections between residential neighborhoods, schools, parks, and retail establishments should be prioritized based on the feedback from City officials and residents.

The greenway system concept described in the Growth Strategy reflects an approach to creating these bicycle and pedestrians in parallel with or as an alternative to retrofitting existing streets, which can be impractical and expensive. The City should prepare a bicycle/pedestrian plan in which construction feasibility and costs of bicycle/pedestrian infrastructure can be evaluated and prioritize projects prioritized for implementation.

Although there is not fixed route service in the City, the limited services that are provided by Wiregrass Transit Authority in the area should be shared with Coffee County residents via the City's website and social media accounts. Providing this information will help inform the residents of the available alternative transportation services.

Adopt and Implement Access Management

Access management is a variety of strategies to maintain traffic flow and safety along a primary roadway, while still considering access needs of various land uses and development types. Allowing unlimited or unrestricted access to roadside development eventually degrades the carrying capacity and safety of a roadway. By managing roadway access however, a governing agency can increase safety, extend the functional life of a major road, reduce traffic congestion, support alternative modes of transportation, and improve the appearance and quality of the built environment.

It is recommended that the City designate several important roadways as “access management corridors” where the City would either retrofit access management where feasible or enforce access management principles on existing properties when they re-develop over time. The access management corridor recommended as a priority for improvement is Boll Weevil Circle. Reducing the number of access points on the east side of Boll Weevil will improve safety and allow traffic to flow more efficiently. And, future development on the west and south sides of the Circle should be carefully planned with respect to access to the Circle and the design of any frontage roads.

The ALDOT Access Management Manual provides additional detailed guidance on the implementation of access management strategies in Alabama. The City should promote access management considerations as a part of the site plan and roadway improvement/maintenance approval processes.

The City should also conduct a study to identify opportunities for access management along the east side of Boll Weevil Circle. A proposed access management concept for Boll Weevil Circle is illustrated in Figure 27.

Boll Weevil Circle south of Rucker Boulevard concept description

- This recommended change is a combination of access management improvements and service road alignment. On the western side of Boll Weevil Circle, close a portion of the service road, along with the northbound left turn lane on Boll Weevil Circle. The service road connection would be converted to a right-in/right-out configuration, with the service road traffic diverted through the parking lot of the Westgate Shopping Center behind Regions Bank and Hubilai Mongolian Stir Fry to reduce conflicts on the eastbound approach to the Boll Weevil Circle intersection.
- On the eastern side of Boll Weevil Circle, close a portion of the service road near Subway and American Family Care, with the traffic being diverted behind Subway in order to reduce conflicts along the westbound approach to the Boll Weevil Circle intersection. A connection road would be added behind American Family Care.



Figure 27: Access Management Improvements Concept for Boll Weevil Circle



infrastructure



Water System

The Enterprise Water Works Board (EWWB) operates the water system serving the City of Enterprise. The system consists of 17 deep wells, 11 storage tanks and 300 miles of transmission and distribution mains providing an effective capacity of 5.5 million gallons.

Service Area

EWWB provides water service to an area well beyond the city limits of Enterprise, including the communities of Bethany, Goodman, Clintonville, Battens and Macedonia. The remainder of Coffee County is served by the County Water Works Board. The two systems are currently finalizing an agreement over their service boundaries relative to the areas around the city. Figure 28 shows the Enterprise system’s service boundary (blue) in relation to the city limits, Ft Rucker and adjacent towns.

The county system, under the proposed agreement, includes areas on the south side of the city likely to be developed in the future for housing. In that case there will likely be interest in annexing into the City of Enterprise. The water works systems should have an arrangement to address such issues so that future subdivisions annexed into Enterprise will be incorporated into the city sewer system and, at the time the subdivisions are designed, their water service infrastructure meet EWWB standards.

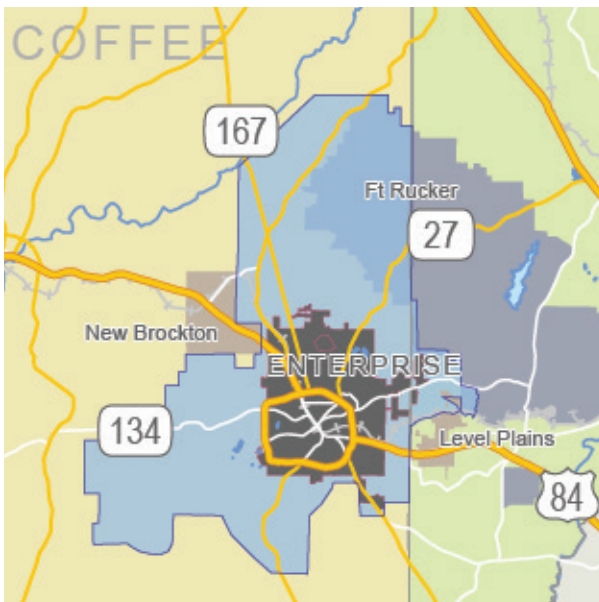


Figure 28: EWWB Service Area

Improvements

The EWWB has several projects underway and planned over the next several years:

- The water system is installing a 12” main to improve fire flow to the Veterans Home healthcare facility being constructed in north Enterprise.
- The water system intends to implement a Supervisory Control and Data Acquisition (SCADA) system. SCADA implementation includes computer automated monitoring that will increase operational efficiency and precision and help maintain water quality.
- The board is applying for funding assistance through the Drinking Water State Revolving Loan Fund (DWSRF) to assist in a slate of water main replacements in older developed parts of the city. See Figure 29.

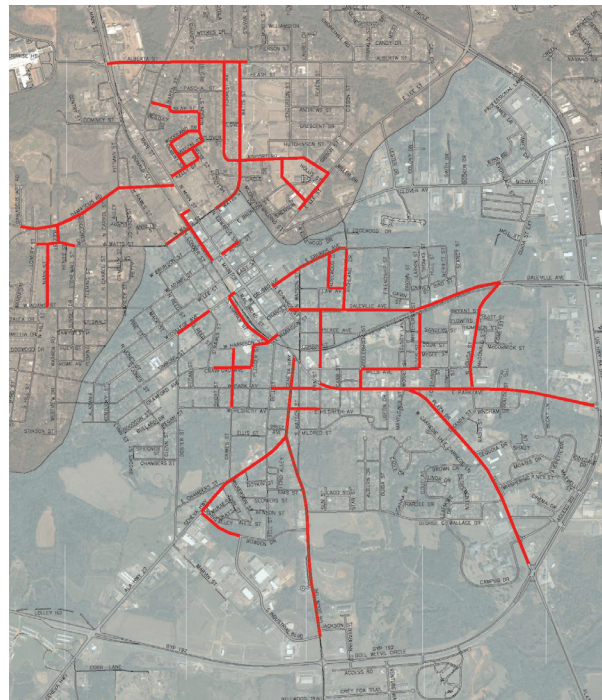
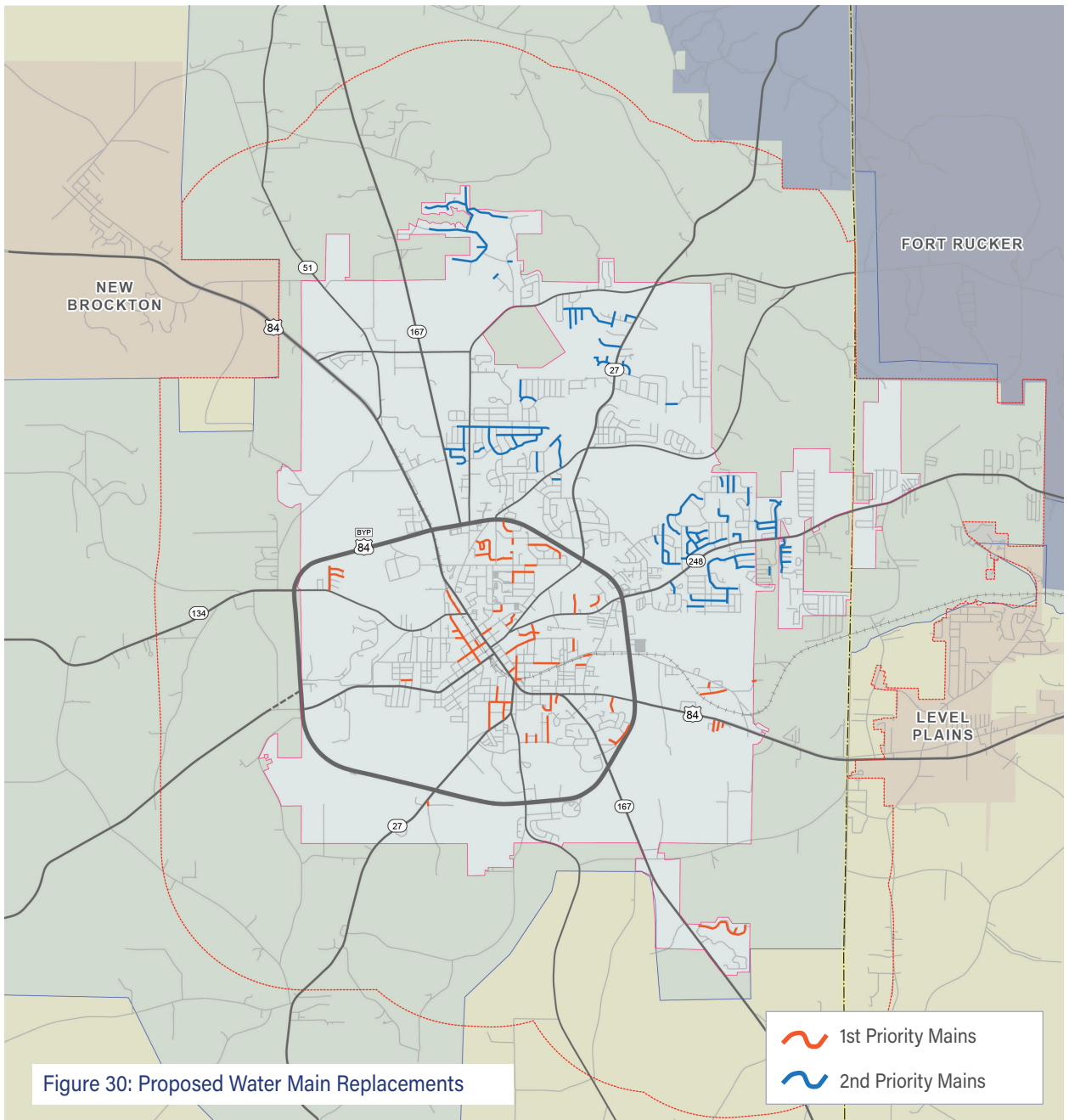


Figure 29: DWSRF Water Main Replacements

- The board has established priorities for water main replacements (see Figure 30) in addition to the replacements proposed for the DWSRF funding. The next phase would be focused primarily inside Boll Weevil Circle, continuing the replacement of mains in older parts of the city. The remaining clusters of mains will be phased as funding permits. Water main replacements are being coordinated with phasing of the city's street repaving effort to avoid cutting and patching recently paved streets.
- A new well will be constructed on property recently acquired on Shellfield Road.
- Construction of a new storage tank to support the high pressure system on the north side of the city is identified as a long-term objective for the water system.



Wastewater System

The municipal wastewater system is operated by the City of Enterprise. Most areas within the city limits are connected to the system (see Figure 31). The system includes two treatment plants—College Street WWTF, which serves the southwestern parts of the city and the Northeast WWTF, which serves the remainder of the city.

The system has a total net treatment capacity of 4.95 million gallons per day (MGD), which is sufficient to accommodate over 8,500 additional households or about 22,000 more people. The city's population is projected to increase to as much as 37,700 by 2050, an addition of about 9,000. With upgrades to its transmission lines, the system will have more than adequate treatment capacity to support projected growth through 2050.

While little development has occurred outside of Boll Weevil Circle on the city's west side, sewer access is available to facilitate development there.

IMPROVEMENTS

Planned improvements to the wastewater system include upgrades to its two treatment facilities, for which the City is applying to the Clean Water State Revolving Loan Fund (CWRLF). The upgrades, estimated to cost \$3.8 million, are intended primarily to replace aging equipment and electromechanical systems rather than capacity improvements:

- **College Street WWTF** Refurbishing the trickling filters, clarifiers and headworks/electrical building; replacing aeration equipment and replacing the motor control center, sludge thickener drive and grit system diffusers.
- **Northeast WWTF** Additional screening, replacing rotary drum screen and influent pumps

A sewer project is currently under construction from US 84 to AL 51 to serve the Veterans Home.

Other planned wastewater system improvements include upgrading several outfall lines along Blanket Creek, Harrand Creek and a segment along Cowpen Creek (see Figure 32). Upgrading the outfall lines will increase the volume of waste that can be transported to the two treatment facilities.

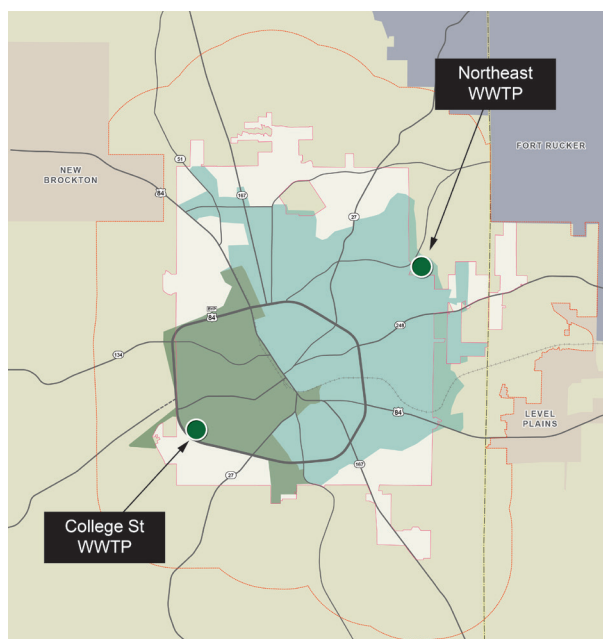


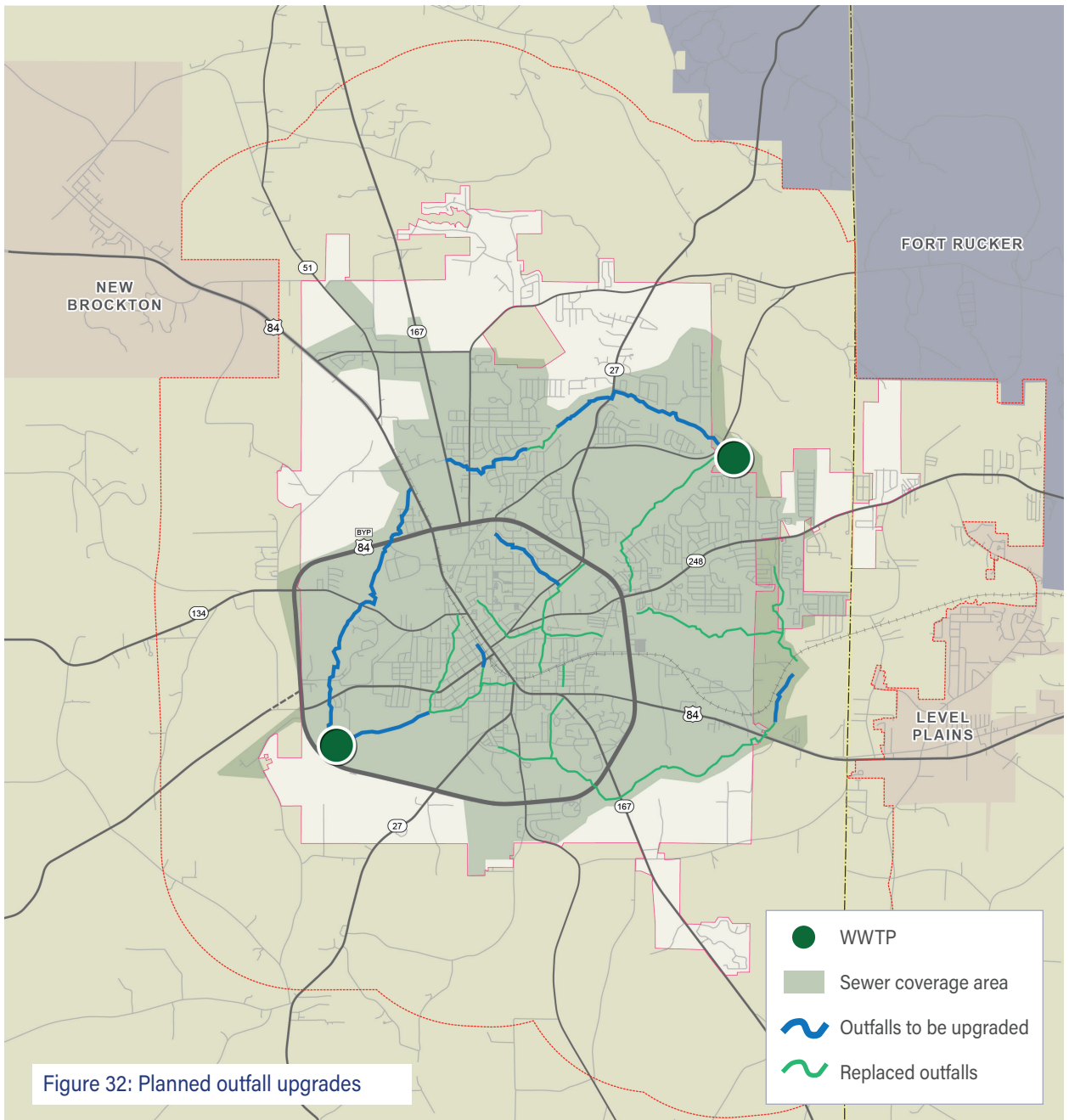
Figure 31: Wastewater System



Residential development has occurred in the northeast portion of the city along AL 27. Several subdivisions have developed beyond the sewer system coverage area and thus lots are sized to just meet the minimum requirements for unsewered development.

Continued northeastward residential growth is expected and development of a neighborhood activity center around the intersection of Shellfield

Road and AL 27 is proposed in this plan. The City should look for options to extend the system toward Shellfield Road. Access to the sewer system would enable development of neighborhood businesses and other nonresidential uses around the intersection, all flanked by varied densities of housing. Otherwise, the area will most likely continue to develop but with 15,000 sf lot subdivisions on septic systems.



Stormwater

Stormwater management is a combination of infrastructure for drainage, retention and detention and design practices in land development to reduce runoff of rainwater into streets and private property. As the city has developed, the amount of impervious surfaces—buildings, streets, parking lots—has also increased. This leaves less area for rainwater to be absorbed. Without adequate detention it runs more rapidly into the stormwater drainage system, which can result in erosion, turbidity and flooding.

In addition to reducing flood risks, another important goal of stormwater management is protecting water quality. When stormwater is absorbed into the ground, it is filtered before it is reintroduced into aquifers and area streams. But when stormwater flows across parking lots and streets, it carries debris, bacteria and other pollutants into waterways. This not only results in more polluted streams, ponds and lakes, it also increases the amount of treatment needed for the water system.

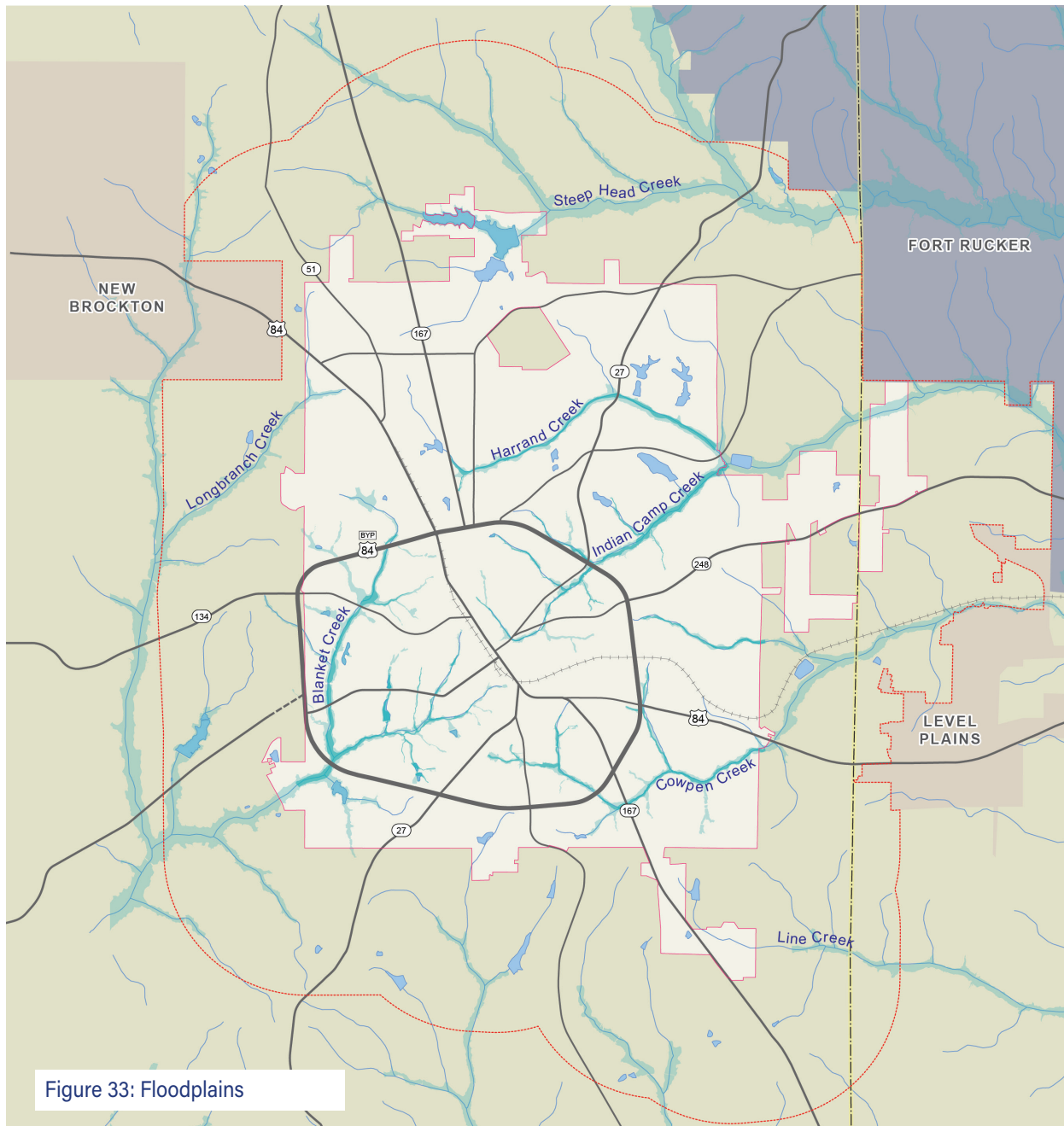


Figure 33: Floodplains

Stormwater Infrastructure

Culverts, curb and gutter, storm sewers and pipes are traditional components of stormwater infrastructure. These “gray infrastructure” elements capture and direct stormwater to receiving streams but do less to control the velocity of runoff or to filter pollutants. “Green infrastructure” elements are intended to detain or slow runoff velocity and provide opportunities for filtering pollutants. Green infrastructure includes a variety of techniques that can be employed at citywide, neighborhood and site-specific scales: permeable pavement, swales, rain gardens, cisterns, tree canopy and green roofs.

Stormwater infrastructure is produced in much the same way that water and sewer infrastructure is created. When property is developed, various improvements are made to deal with stormwater—for example, curb and gutter installed along streets in new subdivisions—which then interconnect with neighborhood and citywide stormwater infrastructure. Through subdivision and other municipal regulations, the City should encourage use of green infrastructure as well as traditional gray infrastructure to manage stormwater and water quality. Different approaches or infrastructure elements may be encouraged or required in different development contexts.

In previously developed business areas and neighborhoods where drainage or floodings issue arise, it may become necessary—due to health and safety reasons—for the City to intervene. When evaluating design solutions, green infrastructure approaches should be considered alongside more traditional techniques. In making such decisions, both initial construction costs and life cycle costs should be examined as well as how different approaches will suit the physical context of the neighborhood or business area.

Policy and Regulation

The City should prepare a stormwater management plan that establishes policies and standards to be implemented to meet state and federal requirements including the National Pollutant Discharge Elimination System (NPDES). Through development of the plan, the City may identify specific rules, guidelines and permitting, review and inspection procedures that are necessary to achieve the intents of the plan.

Zoning and subdivision regulations can support stormwater management and encourage green infrastructure in multiple ways:

- Reduce minimum parking requirements so that regulations are not unnecessarily causing development of more impervious surfaces
- Allow non-paved parking in certain contexts or partially paved parking (paved aisles but with unpaved parking spaces)
- Include a “conservation development” option for detached housing that allows lot sizes to be smaller when offset by increased open space limited land disturbance
- Offer density bonuses or other incentives for incorporating green infrastructure elements
- Allow use of vegetated swales along streets as a substitute for or in combination with curb and gutter

Low Impact Development

Low impact development (LID) is an approach to site and building design that uses natural forms, materials and processes to manage stormwater. In the LID approach, changes to a site’s landform are avoided and a number of low impact design tools may be employed based on the specific characteristics of the site and proposed development. In essence LID is a site-specific design strategy that utilizes green infrastructure concepts.

At a minimum, regulatory obstacles to low impact design should be removed or revised. The city’s development rules should encourage LID practices as much as practicable.



drainage swale with natural filtration in parking lot



permeable surface parking lot



parking lot with permeable pavers and "grass pavers"



rain garden to absorb and filter runoff from street

Green Infrastructure/LID Techniques

Studies have shown that LID features are comparable in cost or can be less expensive than conventional drainage designs, both in terms of initial construction and life cycle costs.

- Permeable paving allows rainwater to be absorbed rather than flow across impervious asphalt. Permeable paving can be used in parking areas as well as along streets and driveways.
- Vegetated swales capture a portion of runoff to be absorbed and slowing the velocity of and filter pollutants from the remainder of runoff that continues through the system. Bioswales can be used within development sites, such as around parking areas, as well as along streets.
- Green roofs absorb, filter and slowly re-release rainwater before it hits the ground
- Rain barrels and cisterns capture stormwater that is shed from roofs so that it can be used for irrigation during dry periods



cistern to collect rainwater from roof



community facilities



Parks and Recreation

Parkland and Parks Distribution

Today, the City of Enterprise has a total of 183 acres of parkland, which includes the recent acquisition of 25 acres from Enterprise State Community College that are planned for expansion of Peavy Park. This does not include the Civic Center or other vacant/undeveloped city-owned property. Historically, the National Recreation and Parks Association (NRPA) has recommended that cities provide 6.25-10.5 acres of parkland per 1,000 residents. Enterprise, at its present population size, just meets this threshold.

As the city continues to grow, it must make more land available for parks and recreation. 8 acres of parkland per 1,000 residents is recommended as a goal to guide parkland development efforts. The table below shows how much land will need to be added to the parks system to meet this goal based on projected population growth over the coming decades. Using the 8 ac/1000 population goal, the City would need to add 63 acres of park space by 2030 or 119 acres by 2050.

The bulk of the city's parkland consists of larger, community parks—Donaldson Park, Henderson Park, the Recreation Center complex and Peavy Park, which will undergo a significant expansion in the next several years. In contrast, Enterprise has relatively few smaller, neighborhood parks. There are only about four total acres among Ouida, Westside, Gibson and Mixson Parks. There should be an emphasis on additional neighborhood parks as the City grows the parks and recreation system.

The City has about 14 acres of vacant land south of West College Street that could be used for parks and recreation. These include the sites of the former junior high school and civic center. The former civic center property—possibly including the property immediately north of Crawford Avenue—would make an exceptional location for a new neighborhood park. A new park in this part of the city may also encourage new residential development nearby.

Parkland Goals				
	2020	2030	2040	2050
Population	28,711 (actual)	30,800	34,200	37,700
Goal: 8 acres/1,000 population	183 acres (actual)	246 ac	274 ac	302 ac
Parkland needed to meet goal	n/a	63 ac	91 ac	119 ac

As shown in Figure 34 most city parks are located inside Boll Weevil Circle. Only Donaldson and Henderson Parks are located outside the Circle. Yet, over half of the city's residents live outside of the Circle and most of those in the northeast corner of the city. As the city grows its parks and recreation system, opportunities should be pursued to develop one or more parks in east/northeast Enterprise.

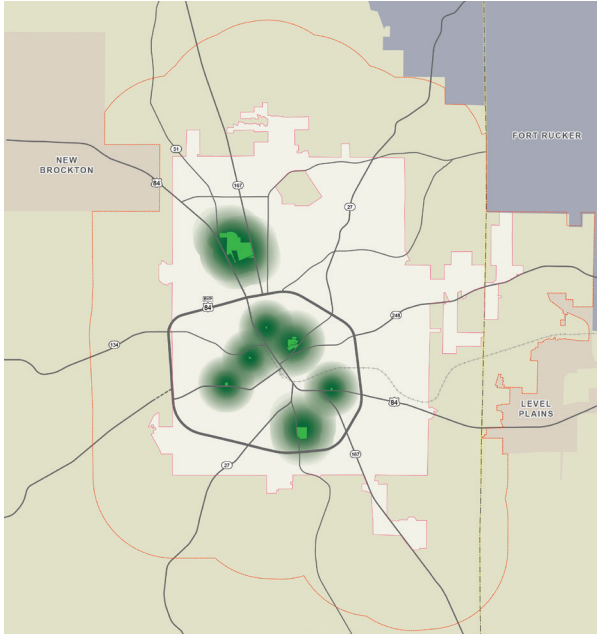


Figure 34 Parks Proximity/Distribution

East/Northeast Enterprise

Three general target locations are shown in Figure 35 to improve citywide parks distribution and make parks more accessible to the population already concentrated and still growing in northeast Enterprise:

- A location near AL 27 and Lunsford Road would be ideal because of its proximity to where residential development is happening today. However, the rate of development in the area also signals that it may be more difficult or more expensive to obtain parkland in this area.
- A future park near Harrand Creek Elementary School would provide much needed neighborhood park space to serve the many residents on the north side of Rucker Blvd. However,
- A future park between Rucker Blvd and Coppinville Road would be most convenient to the neighborhoods on the south side of Rucker Blvd. A city park in this location may also spur investment in this overlooked part of the city. A smaller neighborhood park might be located near Deerfield Park and surrounding subdivisions. Alternatively, land further west—closer to the Circle—could be obtained to develop a larger community park as that need arises much further into the future.

Neighborhood parks are typically 5-10 acres in size and feature mostly passive recreational space—playground areas, walking paths, exercise and picnic areas and open or multipurpose fields. Neighborhood parks are primarily used by people who live close by. They are located so that they are relatively easy to get to on foot or by bike.

Community parks also feature passive recreation space but are often anchored by baseball, soccer and football fields and similar facilities dedicated to organized sports use. Community parks are used by people from throughout the city. While they should be accessible on foot or by bike from nearby neighborhoods, vehicular access is important. This means that space must be made available for parking.

South Enterprise

The south side of the city has begun to see increased interest in residential development. Opportunities to obtain land for city parks south of Boll Weevil Circle should be pursued. Vacant land in the floodway along Blanket Creek presents a unique opportunity for park space that would serve future neighborhoods on the south side of the city. Targeting the floodway is strategic because of the inherent limitations for other uses.

YMCA

Another future opportunity to expand the city's parks and recreation offerings beyond Boll Weevil Circle is the YMCA facility on E Lee Street. The property is owned by the City and leased to the YMCA. Should circumstances arise in the future that the YMCA wished to close or relocate the Lee Street site, the city could transition the facility to public parks use.

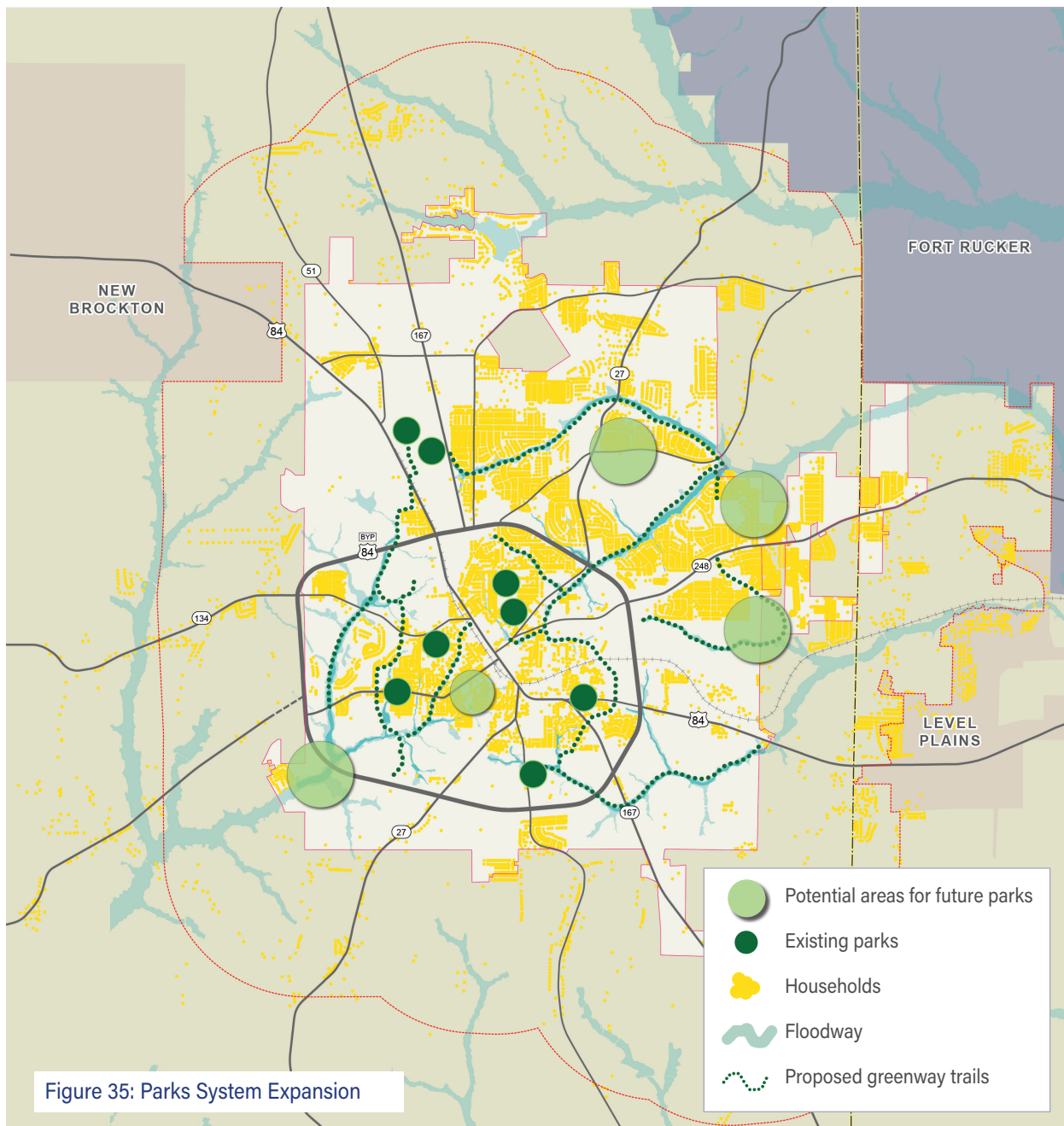


Figure 35: Parks System Expansion

Downtown

The community also expressed interest in developing a park in the downtown area. A City-owned property at the corner of Grubbs and Main Streets currently used for a small amount of public parking could be converted into a small park. A pocket park or plaza in this location can be used for brown bag concerts and as a rallying point for special events, such as a tree-lighting ceremony.

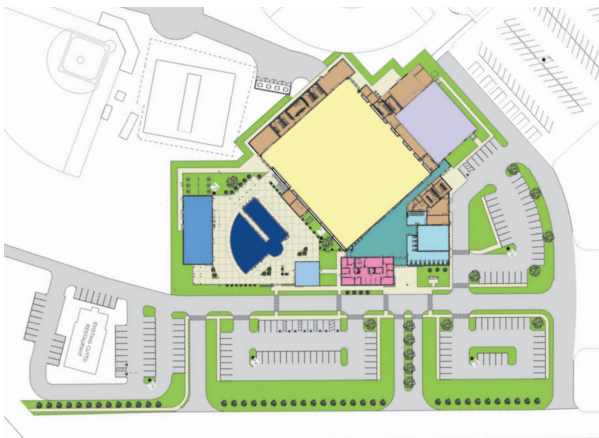


Parks and Recreation Facilities

The City has plans in place to improve several existing parks and recreation facilities:

Recreation and Aquatic Center

The City prepared a master plan to renovate the recreation center complex, which is expected to be complete in 2024. The project will include a new recreation center, renovation of the Moose Hope Gym, construction of an outdoor aquatic facility and a Miracle League field.



Donaldson Park

Proposed improvements to the park include additional tennis courts, renovation of the ball complex and basketball courts, additional basketball courts and adding a pickleball court.

Peavy Park

With the donation of additional land from ESCC, improvements to the park are planned in two phases. The first phase is expected to be complete by the end of 2023. Altogether the plan includes four soccer fields, an outdoor fitness area, pickleball courts, a disc golf course, volleyball courts, a walking trail connecting to ESCC, additional parking and an improved playground and pavilion.

Other opportunities for existing programs and facilities include:

Senior Center

The current senior center is located at the Civic Center. A more central location may help increase participation, which is considered relatively low. The City should conduct a survey of senior residents to determine what additional activities or other program changes would increase participation rates. Plans for improving and/or relocating the program into a new building could then be made to suit future program most desired by current and future participants. One of the City-owned properties south of West College St (mentioned above) would offer a more central location and could be combined with other recreation or cultural amenities.

Mixson Park

The City owns a small 0.7 acre open space on Seay Street. Given its location on a residential street surrounded by single-family homes, the property is suitable for a playground and small pavilion structure, but not much more.

Community Facilities

City Hall

The city's administrative functions are housed, along with the Police Department, in City Hall on South Main Street. Renovations are planned for the building, including reorganization to make better use of available space. These changes are expected to accommodate administrative space needs for several more years. However, as the city continues to grow, space needs for both city government and the police department will increase. Eventually a new building will be needed, at which time it may be appropriate to convert the existing city hall into a public safety facility and construct a new city hall elsewhere.

Library

The Enterprise Public Library is located downtown on Grubbs Street. In 1923 the library was established in the courthouse and was subsequently moved to a former bank, old city hall, post office and now a former bank building once again. It has never been located in a building designed specifically for library use.

The facility is in need of improvements and lacks space to grow. While the central location is desirable, and library traffic benefits downtown, another location should be considered for a larger, custom-built library. One of the City-owned properties south of West College St may be appropriate. The library could be collocated with a new senior center.



Fire Department

The fire department operates out of four stations that are adequately distributed to provide adequate response times. However, there are areas in the northern parts of the city that are more than 1.5 road miles from the Northside station—this is a rule-of-thumb used by the Insurance Service Office (ISO) associated with how quickly the first fire engine should arrive at an emergency. Figure 36 illustrates the areas of the city—north of Boll Weevil Circle—that are within, as well as those that are outside of, the 1.5 road mile response area of Northside Station.

As residential and other types of development continue northward along US 84, 167, Shellfield Road and AL 27, Northside Station may need to be relocated or another station built further north to achieve optimal response times and maintain a good ISO rating for the fire department and the community.

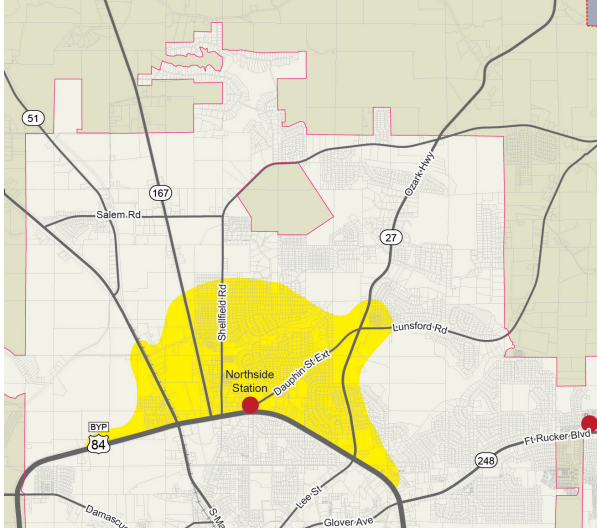
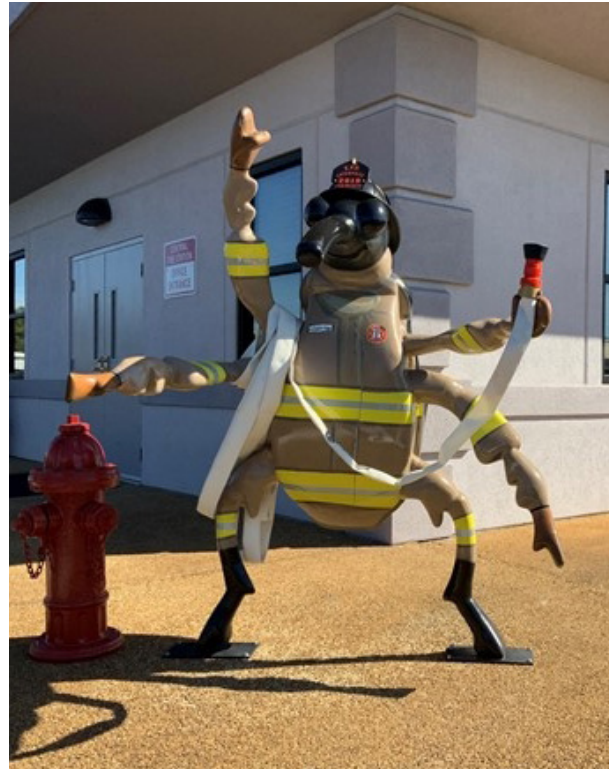


Figure 36: Northside Station 1.5-mile response area

Insurance Service Office ratings reflect capabilities of local fire departments. The rating scale are from 1-10, with 1 being the best possible rating. A good ISO rating helps reduce property owner insurance costs. Enterprise Fire Department currently has an ISO rating of "2."



downtown



Background

When the US 84 bypass was created to provide truck traffic and other through traffic a more convenient around the city, new business areas sprung up along the bypass. With less traffic flowing through downtown and increasing competition with businesses out on the highway, downtown activity dwindled.

Signaling its commitment to downtown, the City invested in a major streetscape overhaul, built a farmers market on Main Street and provided staff for a Main Street program. The City and property and business owners have accomplished a great deal in recent years to bring renewed vitality back to Downtown Enterprise. However, there is more to do to secure a more prosperous and resilient future to the historic downtown.

The community has indicated interest in a downtown park, which Enterprise has never had. And while the streetscape improvements along Main Street have been an important catalyst, additional improvements are desired to increase trees and other landscaping and improve pedestrian safety at intersections.

Residents are also concerned that tractor trailers still cross town along Main Street rather than using the bypass. As businesses and local traffic have increased on the east side of the bypass, driving through downtown has once again become as or more convenient for some through trips.

While downtown is in the center of town, few surrounding neighborhoods have an easy walk to Main Street either because of distance, grade changes, lack of sidewalks or the railroad.

Recommendations

Development Opportunities

There are several vacant properties in the downtown core and surrounding areas that are ripe for reinvestment. Refer to Figure 37. In the downtown core—the blocks bounded by the railroad, Adams Street, Edwards Street and Chaney Street—vacant buildings and lots should be targeted for businesses or mixed-use buildings with housing in upper floors. At the edges of the downtown core and in the transitional areas between the downtown and surrounding neighborhoods, development sites should be targeted for dense residential uses. Increasing the residential population in and around the downtown will strengthen the customer base for existing and future businesses.

Downtown Park

The City property at Grubbs and Main is in a strategic location for creating a public open space for the downtown area. Refer to Figure 37. The property is currently used for public parking though it is too small to provide much parking. While a larger space would be optimal, a “pocket” park in this location could be used as a staging area for parades and special events. When events are held, as needed, adjacent streets can be closed to expand the gathering area. During non-event periods, the park would primarily be used for respite, brown bag lunches and similar casual uses.

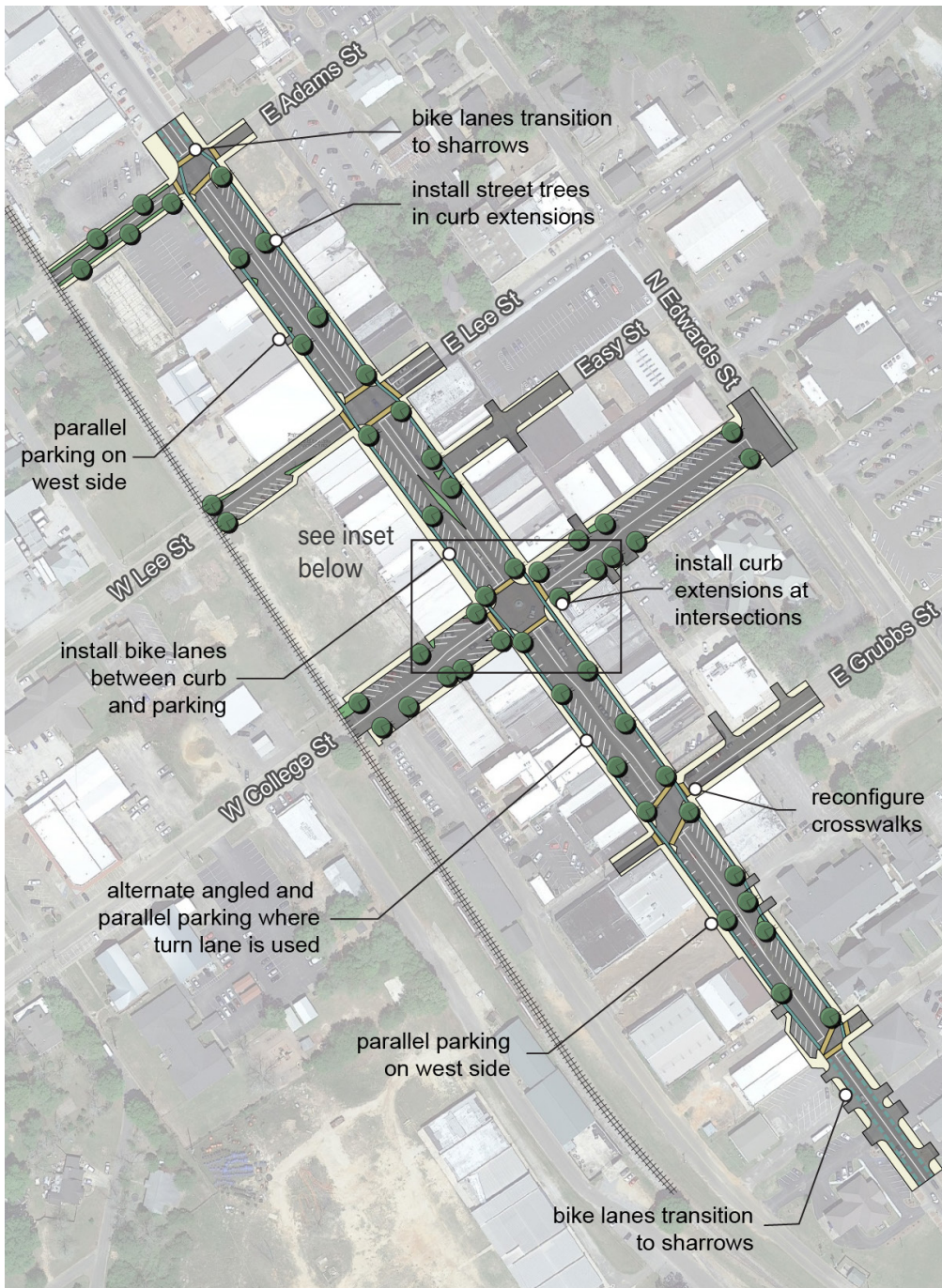
Initial improvements could be designed as a “tactical” rather than permanent solution. If another, larger—but equally central—site became available in the future for a grander downtown park, the site could be made available for private development. Recommended improvements include trees and other shading devices, one or more charging stations, lighting for nighttime use, movable seating and a raised platform that can be used as a stage for events and for seating.

Figure 37: Downtown strategies



- | | |
|---|-----------------------------------|
| 1. Business or mixed-use development site | 4. Recommended downtown park site |
| 2. Housing development site | 5. Library |
| 3. Private parking lot for public use agreement | 6. Potential public building site |

Figure 38: Streetscape improvement concepts



Installing bike lanes on Main Street will have varied impacts on on-street parking. There would be no changes between College and Lee Street. Between College and Grubbs, on-street parking at mid-block could remain angled if the center turn lane is removed. Near the intersections, angled parking is converted to parallel to make space for left turn lanes. South of Grubbs Street and North of Lee Street, angled parking is used on one side and parallel on another. Outside the downtown core, sharrows—lanes where bicycles and vehicles share the same space—are suggested.



Street Design

Additional enhancements to Main Street and side streets will make downtown a safer, more attractive setting. In the near term furnishings such as benches, planters and trash receptacles should be added along Main Street. These improvements should be done in accordance with an overall design plan for downtown or at least installed so that they can be moved or modified easily should more substantial improvements be intended in the future.

Figure 38 illustrates how Main Street can be improved to enhance pedestrian safety through curb extensions at intersections and removal of redundant or overly wide curb cuts. This concept avoids costly changes to the curb line but illustrates how bicycle lanes can be added along Main Street from Chaney Street to Adams Street.

Curb extensions at intersections and other strategic locations provide space for installing street trees, reduce crossing distance for pedestrians and slow vehicular turning movements. Other intersection modifications—crosswalk, ADA ramps and stop bar locations—will need to be addressed in concert with curb extensions.

Other street improvements that should be pursued:

- improve pedestrian access between downtown and the recreation center along Lee Street
- convert Easy Street to two-way traffic or stripe parallel parking on both sides
- improve streetscape conditions along the side streets west from Main Street across the railroad into the adjoining business and residential areas, including sidewalk conditions, lighting and street trees

Parking

The City has acquired properties downtown that have been improved and made available for public parking, yet there is need for additional parking, especially when events are held downtown. City-owned parking lots should be signed to let visitors know they are available to the public. Space should be made available in public lots for electric vehicle charging stations. Public and private funding assistance is available for installation of charging stations. To the degree feasible, low walls or ornamental fencing, trees and other landscaping should be added along street frontages of parking lots to create a stronger, more attractive edge along the sidewalk. This applies to public and private parking lots along street frontages, especially high visibility corner locations.

A long-term improvement plan should be prepared for the Adams Street and Lee Street public parking lots to maximize capacity while incorporating landscaping, signage and potential charging stations. This will allow incremental improvements to be made as funding allows. See Figure 39.

To make more parking available for downtown visitors, the City should evaluate potential agreements with downtown churches to make their existing parking lots available for public use when not used by the churches. Parking lots made available through agreement with private owners will require signage indicating when they are available for public use.



Figure 39: Concept for future modifications to Edwards Street public parking lot

The City should also protect and manage on-street parking to assure it is available to visitors. This includes:

- discouraging business owners and employees from using on-street parking during the day
- reducing existing and limiting further driveway cuts that eliminate on-street parking spaces
- considering of metered parking

In considering parking metering, the City should focus initially on segments of Main Street where demand is greatest, for example, a block north and a block south of the monument. The purpose of metered parking is to encourage turnover so that there are always spaces available to visitors when there is a limited parking supply.



Library

The public library, located on Grubbs, is in need of significant upgrades and additional space. While the library is a benefit to downtown, if it is not feasible to remain in its current building for needed improvements to be achieved, the building should be made available for private use. A vacant city-owned property to the west of downtown is noted in the Community Facilities section as a possible future site for the library, including being colocated there with other civic uses. An alternative to that site, if the library does not remain in its current building, is unused land owned by the county public building authority adjacent to the courthouse just a block away.

The northeast corner of Grubbs and Edwards Street would make an ideal location for the library though a parking lot to serve the courthouse was built on the corner in 2019. Ideally, the new library would be located facing Edwards Street and the county parking shifted to the adjoining vacant lot to the east.

Redevelopment Authority

To encourage reinvestment the City should consider establishing a Downtown Redevelopment Authority with the ability to acquire property to facilitate private development and provide low interest loans or grants for facade and other property improvements. Loan programs are generally more sustainable as the repayment of loans replenishes the fund enabling additional loans to be made into the future. Projects for which this financial assistance is sought should be designed in accordance with guidelines established by the authority.

Additional Recommendations

Buildings in the downtown area should be built up to the sidewalk, rather than being set back with parking separating the building from the sidewalk. As available properties are developed with new buildings, the City should require or incentivize buildings to "enfront" the street.

A citywide wayfinding signage system will help visitors find their destinations and other places in Enterprise they may not have known about in advance. Downtown would certainly be a destination included in directional signage as well as specific sites within downtown: Farmers Market, Coffee County Courthouse, the Boll Weevil monument, the hospital and others. Wayfinding signs within downtown might direct visitors to public parking and other relevant sites that do not appear on citywide signs.



implementation



Action Plan

The major theme of this Comprehensive Plan is to support and encourage responsible growth while maintaining the character of the city and the quality of life it affords residents. The City has prepared this plan to guide decisions regarding land use, development and conservation, zoning and capital improvements. The plan is also intended to help residents, property owners, merchants, builders, and developers invest in Enterprise by providing a reasonable expectation of its future physical layout and character.

The Comprehensive Plan is to be carried out through a combination of public and private investment, decisions by the City Council, Planning Commission and other public boards and commissions. The plan's recommendations will continue to be translated into action through revision and enforcement of the city's development regulations; through transportation improvements and access management programs in cooperation with County roads and transportation departments (county roads) and the Alabama Department of Transportation (US and state highways); through city budgeting and capital improvement programming and through public and private decisions in support of planned, cost-effective annexation.

The City uses the powers granted to it by the State of Alabama as a municipal corporation to enforce local ordinances and development regulations. And, the City uses its taxation power to plan for and implement a budgeting system that includes capital investments for infrastructure and other city facilities and services that it uses to help shape growth and development. All of these tools will continue to be used together to shape Enterprise in accord with the community's vision for itself as embodied in this Comprehensive Plan.

The following matrix categorizes recommended actions according to the plan's five main goals and an infrastructure category. Each action is assigned a phase based on its importance to the community, sense of urgency, cost considerations, expediency and other considerations. Low-hanging fruit—projects that are inexpensive and relatively simple to accomplish—are typically assigned early timeframes. Accomplishing these tasks shows progress and helps build confidence. Major projects can be complicated, expensive and take considerable time to complete but they may have initial steps that need to be taken early on to avoid unnecessary delays.

Timeframe This represents a combination of the relative importance of the task to the community and the likely duration necessary to complete related actions: short (1-5 yrs), mid (6-10 yrs), and long (11+ yrs). Tasks referred to as "long-term" may be extraordinarily important to the community but will likely take a considerable amount of time to complete because of costs or other complicating factors. Initial steps for some mid- and long-term tasks may need to be taken relatively soon to assure they can ultimately be accomplished within a ten or twenty year horizon.

Lead/Partners These are local and state entities whose involvement—which may vary from political support to technical assistance—may be essential in pursuing and completing the task. The lead organization is listed first followed by potential partner organizations. Additional partners, such as private foundations, may also be available depending on the nature of the action.

Resources These are organizations and programs that offer funding, technical assistance or other types of assistance relevant to the particular task.

GROWTH MANAGEMENT

Action	Timeframe	Lead - Partners	Resources
Update zoning ordinance	underway	City staff, planning commission, council, board of adjustments	
Update subdivision regulations	underway	City engineering staff, planning commission, council	
Prepare and adopt stormwater ordinance	short	City engineering staff, planning commission, council	
Update building code, adopt Existing Building Code	short	City staff, council	
Prepare and adopt Public Works Manual	short	City engineering staff, council	
Adopt standards for design of gateways, lighting and landscaping along image corridors	mid	City engineering staff, council	
Adopt policies and practices to facilitate annexation in targeted areas	short	City engineering staff, council	

TRANSPORTATION

Action	Timeframe	Lead - Partners	Resources
Complete planned resurfacing projects in coordination with water line improvements	short	City engineering staff, Waterworks	Rebuild Alabama
Coordinate with ALDOT on management of state-controlled roads within Boll Weevil Circle	ongoing	City engineering staff	
Realign CR 606 at Boll Weevil Circle for runway extension	mid	City engineering staff, County, ALDOT	ATRIP, Rebuild Alabama
Complete widening of Boll Weevil Circle	mid	City engineering staff, ALDOT	ATRIP, Alabama Transportation Infrastructure Bank (ATIB), Rebuild Alabama
Incorporate access management standards into zoning ordinance and subdivision regulations	underway	City engineering staff, planning commission	
Prepare access management plan for NE quadrant of Boll Weevil Circle	short	City engineering staff, ALDOT	ATRIP, ATIB, Rebuild Alabama, RAISE
Implement access management improvements along NE quadrant of Boll Weevil Circle	mid	City engineering staff, ALDOT	ATRIP, ATIB
Interconnect spoke roads outside Boll Weevil Circle through future development and direct city investment	ongoing	City engineering staff, planning commission, council	ATRIP, Rebuild Alabama

TRANSPORTATION (CONT.)

Action	Timeframe	Lead - Partners	Resources
Widen AL 167 from Troy to Florida state line	long	ALDOT, Southeast Alabama RPO, Coffee County	INFRA, ATRIP, ATIB
Prepare bicycle and pedestrian master plan with strategies and priorities for on- and off-street routes	short	City engineering staff, planning commission	Transportation Alternatives Program (TAP)
Prepare design/preliminary engineering plans for retrofitting of targeted street corridors for bike-ped improvements	short/mid	City engineering staff	TAP
Install bike-ped improvements along targeted street corridors	mid/long	City engineering staff, ALDOT	CDBG, Rebuild Alabama, TAP
Begin acquisition of rights-of-way/easements for off-street bike-ped routes	mid	City engineering staff, council	TAP, CDBG, Recreational Trails Program (RTP)
Install off-street bike-ped routes through direct city investment and through future development	mid/long	City engineering, planning commission, council	RTP, CDBG, Rebuild Alabama, TAP

INFRASTRUCTURE

Action	Timeframe	Lead - Partners	Resources
Replace/upgrade water mains (first phase/priority)	short	EWWB, City engineering staff	Drinking Water State Revolving Loan Fund
Replace/upgrade water mains (second phase/priority)	mid	EWWB, City engineering staff	Drinking Water State Revolving Loan Fund
Implement Supervisory Control and Data Acquisition system	short/mid	EWWB, City engineering	
Construct new well on Shellfield Road	short	EWWB	
Construct new storage tank for high pressure system	long	EWWB	
Upgrade wastewater treatment facilities	short	City staff	Clean Water State Revolving Loan Fund
Upgrade targeted sewer outfall lines	mid	City staff	Clean Water State Revolving Loan Fund
Incorporate "green infrastructure" and Low Impact Development design practices into development regulations and Public Works Manual	short	City engineering staff, planning commission, council	

COMMUNITY FACILITIES

Action	Timeframe	Lead - Partners	Resources
Complete implementation of Recreation Center master plan	mid	City parks and rec staff, City council	
Improve Donaldson Park - additional courts, renovation of base-ball complex	mid	City parks and rec staff, City council	
Expand and improve Peavy Park - new fields and courts, disc golf course, walking trail, etc.	short/mid	City parks and rec staff, City council	
Improve Mixson Park - playground and pavilion	mid	City parks and rec staff, City council	
Acquire additional parkland to meet future population needs and to improve citywide parks distribution	mid/long	City council, City parks and rec staff, planning commission	Land and Water Conservation Fund, subdivision regulations, land swaps
Conduct participant survey and prepare long-term plan for senior program	short	City parks and rec staff	
Prepare master plan for future use of former civic center and junior high school sites (potential park, library, senior center, etc.)	short	City staff	
Evaluate options for enhancing library, including renovation and relocation and prepare long-term plan	short	City staff	
Renovate or relocate library	mid	City staff, City Council	Alabama Public Library Service
Develop long-term plan for city hall, including potential relocation of city administration in future	mid	City staff, City Council, police department	
Evaluate options for relocating Northside station or building a new fire station further north	mid	Fire department, City Council	

DOWNTOWN

Action	Timeframe	Lead - Partners	Resources
Prepare plan for citywide and downtown-specific wayfinding signage	short	City staff, City Council	
Install signage for public parking lots	short	City staff	
Design and develop downtown park	short/mid	City staff	
Develop streetscape master plan for Main Street (and side streets)	short	City staff	
Establish Downtown Redevelopment Authority	short	City Council	Main Street Alabama
Prepare long-term improvement plans for public parking	short	City staff	
Construct streetscape improvements on Main Street in phases	mid/long	City staff, City Council, ALDOT	ATRIP, Rebuild Alabama

Keeping the Plan Update

Comprehensive planning is often viewed as an occasional activity overseen by the Planning Commission, while preparing the city budget is an annual responsibility of the City Council. As a result, the comprehensive plan can become less useful as a guide to city budgeting if not reviewed and updated over time. This can be avoided by coordinating plan updates with budgeting processes every year or so.

Coordinated updates may help the Mayor and Council better determine capital budget priorities, consider plan and development regulation amendments, and coordinate public investments toward reaching the vision set out in the plan. To coordinate plan policies and their implementation, each city department, board and commission (and non-city groups that may be eligible for city funding assistance) should review the comprehensive plan and submit a report to the city that would include the following:

- All tasks essential for accomplishing elements of the comprehensive plan during the coming year that are or should be the responsibility of the respondent.
- Suggested changes in city programs – including but not limited to regulations, capital investments, operation and maintenance, and inter-governmental coordination – that the respondent feels to be in the best interests of overall plan implementation.
- Suggested changes in city policy toward growth and development as described in the comprehensive plan.
- Suggested changes in the respondent's responsibility or authority that would better enable implementation of any parts of the comprehensive plan.
- A preliminary budget proposal, including capital equipment and investments needed to deal with the above, and the portion of those costs it is requested that the city bear.

The mayor's office would collect this information for consideration in drafting a capital budget and suggested plan amendments for the coming year. After discussions with department heads and others, the mayor's office would forward a draft capital budget and suggested plan amendments to the Planning Commission, who would review it in light of the comprehensive plan. The Planning Commission would report to the mayor's office the findings of its review of proposed capital investments, recommendations for plan amendments, and adjustments to development regulations.

The mayor's office would prepare and present a proposed capital budget and revenue forecast to the City Council. The Planning Commission would take action regarding any recommended changes to the comprehensive plan and/or subdivision regulations and suggest zoning ordinance amendments, as needed, to the Council.



appendix

Visioning Survey Results

The City of Enterprise conducted a survey June-August 2022 to understand how the community views the city, how it is changing and how they would like to see it improve in the future. The following is a summary of the community's responses:

General Questions

Q1 How do you rate the following city services?

- parks and recreation – 69.9% positive, 7.0% negative
- city schools – 74.8% positive, 3.1% negative
- library – 48.0% positive, 6.0% negative
- planning and zoning – 31.4% positive, 20.7% negative
- fire protection – 79.7% positive, 0.5% negative
- police protection – 78.8% positive, 4.4% negative
- garbage collection – 81.6% positive, 2.6% negative
- recycling – 15.7% positive, 47.5% negative

Most city services are perceived positively by respondents receiving favorable ratings of 69.9% and higher. Planning and zoning and the library received net positive responses but much lower than most other city services. Recycling received mostly negative ratings.

Q2 How do you rate transportation in Enterprise?

- road conditions – 38.3% positive, 18.9% negative
- traffic flow – 29.8% positive, 24.9% negative
- sidewalks/pedestrian facilities – 20.0% positive, 51.6% negative
- bicycle facilities – 4.9% positive, 58.9% negative

Responses indicate concerns with transportation. Traffic flow is a slightly greater concern than road conditions. Respondents overwhelmingly indicated that bicycle and pedestrian accommodations are inadequate.

Q3 How do you rate the following infrastructure elements?

- water system – 65.0% positive, 4.7% negative
- sewer system – 59.8% positive, 3.9% negative
- stormwater drainage – 50.8% positive, 10.1% negative

Water and sewer utilities and stormwater drainage are perceived favorably.

Q4 Select three of the following issues that you feel are most important to the future of Enterprise.

▪ business development	37.8%
▪ public schools	34.2%
▪ public safety	32.1%
▪ parks and recreation	30.8%
▪ utilities and infrastructure	24.6%
▪ industrial and workforce development	24.1%
▪ arts and cultural amenities	19.2%
▪ downtown revitalization	18.4%
▪ community appearance or image	18.4%
▪ transportation	18.1%
▪ neighborhood revitalization	14.8%
▪ housing	10.1%
▪ access to healthcare	9.8%
▪ environmental protection	6.7%
▪ other: public transportation, rapid housing growth, family activities, noise, bicycle and pedestrian facilities, annexation, animal shelter, building code compliance, internet, government transparency/communication	

Business development emerged as the top issue but only by a narrow margin. No issue received 50% or more. This could mean that the community is comfortable with the way things are and don't see any one issue as being a threat to the status quo. Responses clearly indicate a diversity of thought amongst the community about what is important.

Q5 In your opinion, what improvement would have the most positive, long-term impact on Enterprise?

The following graphic represents the frequency with which key words and phrases appeared among responses. More frequent responses are indicated with a larger font:

The intent of this question was to get an initial sense of the community's priorities. In other words, of the issues that are important to residents, which should be given early attention? The "open-ended" nature of the question also allowed respondents to elaborate on issues important to them. For example, responses revealed that the business development desires identified in Question 4 are centered partly around an interest in broader shopping and dining options. Responses also revealed an interest in improving the city's pedestrian infrastructure, traffic and parks and recreation.

Q6 Check all of the following that apply to you:

▪ I live in Enterprise	89.4%
▪ I do not live in Enterprise	7.5%
▪ I own a business in Enterprise	16.1%
▪ I own property in Enterprise	55.5%

Questions for Residents

Q7 How long have you lived in Enterprise?

- more than 20 years 42.1%
- 11-20 years 21.2%
- 6-10 years or less 15.6%
- 5 years or less 21.0%

Q8 How do you rate your overall quality of life in Enterprise?

- 86.7% rate life in Enterprise as “good” or “very good”

Q9 How has your quality of life changed in the last 5-10 years?

- 56.9% say life in Enterprise has “improved” or “somewhat improved”
- 31.5% say life in Enterprise has “stayed about the same”

Q10 Which of these factors have contributed positively to your quality of life?

- Cost of living 56.8%
- Sense of community 54.1%
- Schools 38.2%
- Safety 37.1%
- Access to goods and services 32.1%
- Economic opportunity 22.9%
- Parks and recreation amenities 22.1%
- Access to healthcare 15.3%
- Utilities and infrastructure 14.7%
- Traffic 11.5%
- Arts and cultural amenities 9.5%
- Other: people, churches, retirement, repaving, access to Ft Rucker, civic organizations, family, small town atmosphere

Q11 Which of these factors have limited or reduced your quality of life?

- Traffic 54.4%
- Schools 22.8%
- Cost of living 20.5%
- Economic opportunity 18.9%
- Arts and cultural amenities 18.9%
- Utilities and infrastructure 18.4%
- Parks and recreation amenities 16.5%
- Safety 14.8%
- Access to healthcare 12.5%
- Access to goods and services 11.3%
- Sense of community 8.4%
- Other: internet speed, cable TV options, recycling, fireworks, limited walkability, trucks through downtown, higher/technical education access

Q12 Do you rent or own your home?

- rent 8.1%
- own 88.4%

Q13 Is your home on public sewer?

- on public sewer 64.5%
- on private sewer 2.3%
- on septic system 30.9%

Q14 If you have school-aged children, where do they attend school?

- Enterprise City Schools 40.0%
- private school 3.2%
- home school 4.4%
- I do not have school-aged children 52.5%

Q15 How many children do you have in Enterprise City Schools?

- 1 38.3%
- 2 34.3%
- 3 19.4%
- More than 3 7.8%

Q16 In what part of the city do you live?

- Northeast 51.6%
- Rucker Blvd area 19.4%
- East/central 3.2%
- South 9.7%
- West/central 12.9%
- Northwest 3.2%

Q17 Where do you work?

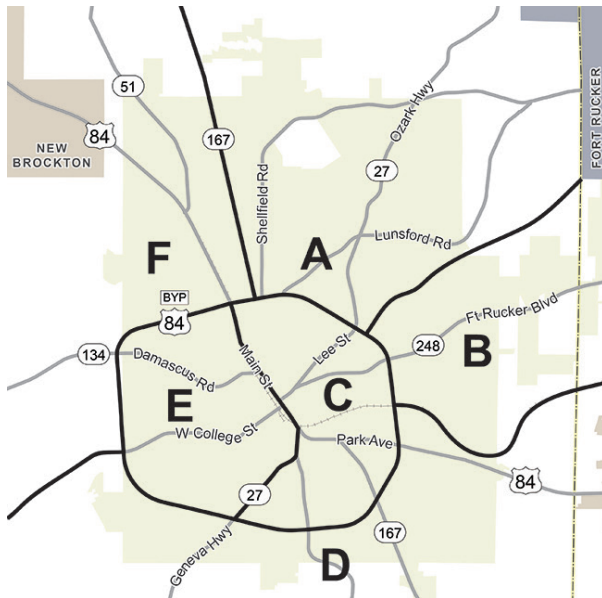
- In Enterprise 55.7%
- In Coffee County outside Enterprise 4.2%
- At Fort Rucker 10.8%
- I am retired 9.0%
- I am not working currently 7.8%
- Other: remote, Troy, Dothan, Clayton, Geneva Co, Houston Co, Ozark, Atlanta,

Q18 What is your age?

- Under 21 1.8%
- 21-35 12.6%
- 36-50 62.9%
- 51-65 19.2%
- Over 65 3.6%

Q19 What is your gross annual household income?

- Under \$30,000 4.3%
- \$30,000-49,999 6.7%
- \$50,000-69,999 8.5%
- \$70,000-89,999 13.4%
- \$90,000-\$109,999 17.7%
- \$110,000-149,999 23.2%
- \$150,000-199,999 12.8%
- \$200,000 or more 13.4%



Q20 How far did you go in school?

▪ 8th grade or less	0.0%
▪ some high school	0.6%
▪ high school diploma or equivalent	3.0%
▪ some college	17.3%
▪ associate's degree	13.7%
▪ bachelor's degree	32.1%
▪ master's degree or higher	33.3%

Q21 What are the best ways to keep you informed about community events?

▪ social media	86.9%
▪ email	32.7%
▪ school notifications	32.1%
▪ City of Enterprise website	28.6%
▪ newspaper	20.2%
▪ mailer	18.5%
▪ TV news	16.1%
▪ radio	13.1%

