

HANCEVILLE

ALABAMA



DOWNTOWN IMPROVEMENT PLAN

DECEMBER 2018

PREPARED BY:



NARCOG
POSITIVELY IMPACTING
PEOPLE AND COMMUNITIES



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COPIES OF THIS PLAN AVAILABLE:

Hanceville Municipal Complex

112 Main Street SE

Hanceville, AL 35077

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CDBG Project# SM-PF-PL-16-001



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HANCEVILLE, ALABAMA

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Welcome



Hanceville

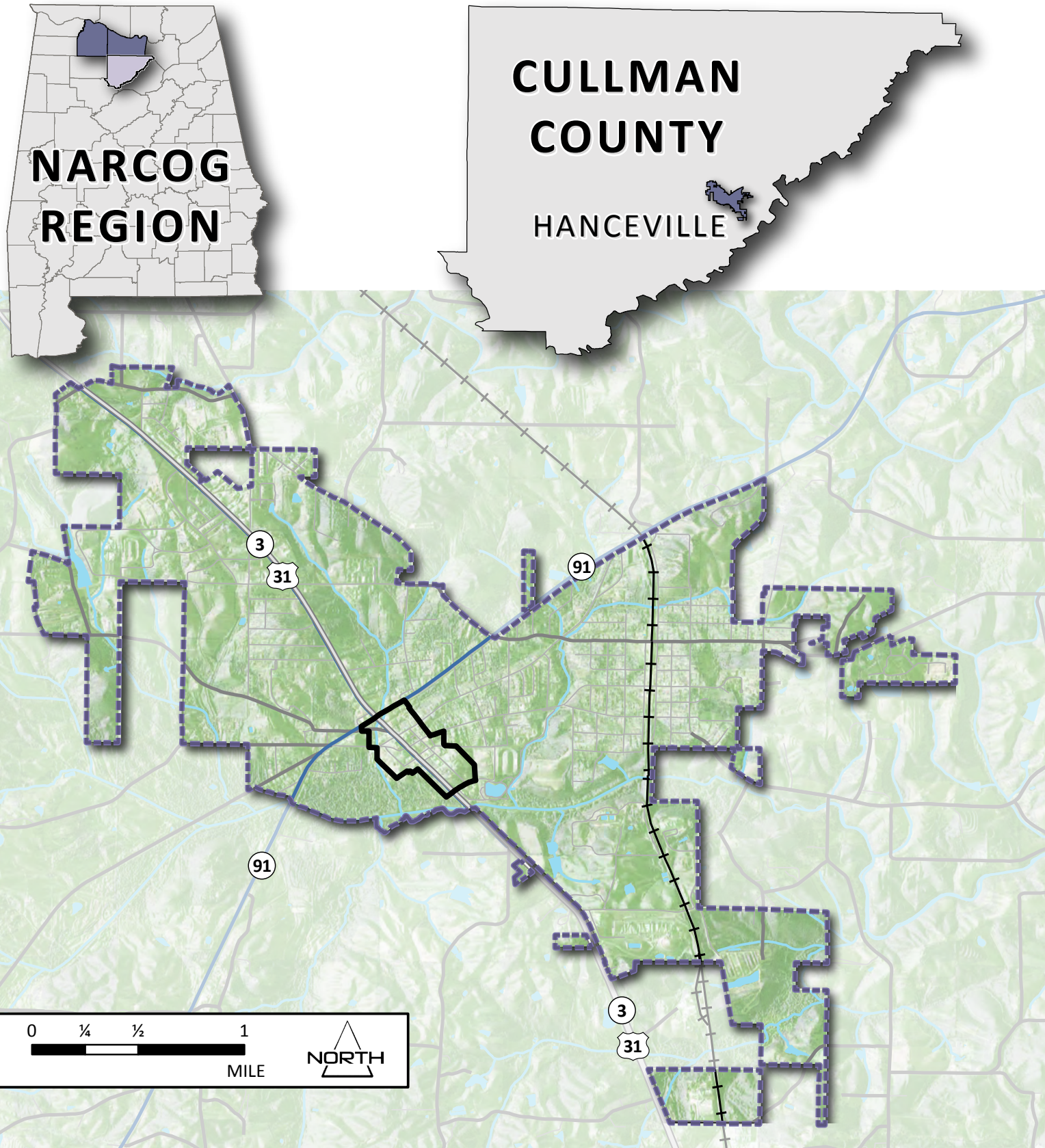
INTRODUCTION

In 2016, the North Central Alabama Regional Council of Governments (NARCOG) planning staff conducted a “City Center Assessment” of Hanceville and determined that they were eligible under the “slum and blight” qualification to submit a Community Development Block Grant (CDBG) planning grant to prepare a “Downtown Improvement Plan” (DIP). The purpose of the plan was to examine the current physical and economic conditions of downtown Hanceville and, with community input, create a vision, goals, objectives, and design concept as a springboard for the revitalization of downtown. NARCOG prepared and submitted a \$24,000 planning grant on behalf of Hanceville in 2016, and it was awarded funding for the “Downtown Improvement Plan.”

The City then contracted with NARCOG in 2017 to prepare the plan, and NARCOG began the planning process to include conducting fieldwork, collecting data, and preparing maps for the plan. Next, NARCOG began the planning and design efforts for downtown Hanceville in conjunction with the Downtown Committee and community meetings to determine a vision, goals, and a downtown design concept.

LOCATION

The City of Hanceville is located in the eastern central portion of Cullman County, Alabama, between the City of Cullman and Garden City, along U.S. Highway 31. The latitude and longitude of Downtown Hanceville are 34°03'34.2"N and 86°46'04.4" W, respectively.



HISTORY

The Hanceville area was first settled in the 1820s by settlers from South Carolina and Virginia and was located in Blount County when it was created in 1832. One account says that the first town at the location was called Gilmer, but the name was changed to Hanceville in 1872 by postmaster P. H. Kinney, to honor his father Hance Kinney, an Irish immigrant and first mayor of the renamed town. The Louisville and Nashville Railroad arrived in the early 1870s and a depot was built by 1873, sparking some economic development. Hanceville was divided when Cullman County was created in 1877 and would be incorporated in May 1879. Half the town resided in Blount County until 1885, when boundaries were redrawn, and it became wholly part of Blount.

The boundary between the counties was again revised in 1901 and Hanceville became wholly part of Cullman County. A newspaper, *The Hanceville Hustler*, was published from the mid-1890s until about 1908. A high school was constructed in 1923, an elementary school in 1936, and a new high school in 1955, when the older school became a junior high. Wallace State Community College was established in Hanceville in 1966, becoming a cornerstone of the city's economy. Wallace State is also home to the Evelyn Burrow Museum, which displays its namesake's decorative art collection. Construction began in 1996 on the Shrine of the Most Blessed Sacrament Cathedral at Our Lady of Angles Monastery, founded by Catholic nun Mother Angelica; it was consecrated in 1999. The monastery is home to the Poor Clare Nuns of Perpetual Adoration, and the Knights of the Holy Eucharist reside on the compound as well.

Hanceville lies roughly eight miles east of Interstate 65, which runs north-south via County Road 365. Hanceville is also accessed by U.S. Highway 31 and State Highway 91, which run north-south. The bulk of Hanceville's workforce is employed in the industries of manufacturing, retail, and educational services, health care, and social assistance. The Burkart-Wilson Home, the Evangelical Lutheran Trinity Church/Burkart Memorial Hall, and the Potato House are listed on the Alabama Register of Landmarks and Heritage in Hanceville.

Source: encyclopediaofalabama.org



Source: *Cullman Times*

PREVIOUS PLANNING

During the early 1970s, Hanceville went through its first comprehensive planning program and prepared a series of planning elements with the assistance of NARCOG. In terms of land use regulations, Hanceville’s Zoning Ordinance and Subdivision Regulations were prepared in the late 1980s. In 2006, Hanceville contracted with Goodwyn, Mills, and Cawood (GMC) and NARCOG to prepare a Comprehensive Plan, and it was adopted in 2008. Shortly thereafter, Hanceville again contracted with NARCOG to update its zoning map in 2012 and 2014. A chronological list of the known past planning projects undertaken by Hanceville are listed below.

- ▶ Hanceville Zoning Ordinance – 1987
- ▶ Hanceville Subdivision Regulations – 1988
- ▶ Hanceville Comprehensive Plan – 2008
- ▶ Hanceville Zoning Map Update – 2014

COMMUNITY PARTICIPATION

COMMUNITY MEETINGS OVERVIEW

The most valuable resource in any planning process is the people that live there! Since no one knows Hanceville like its citizens, the information received during the planning committee and community meetings was integral to the completion of the “Hanceville Downtown Improvement Plan.” NARCOG staff visited the city regularly throughout the planning process conducting fieldwork and meeting numerous times with city staff and the downtown planning committee. As part of the community participation process, NARCOG conducted two community meetings. The two community meetings were held on May 17, 2018 and July 10, 2018. See the Appendix for more details regarding the community meetings.



DOWNTOWN PLANNING COMMITTEE MEETINGS

The Hanceville Downtown Planning Committee consisted of several downtown business owners and interested citizens. It began meeting regularly in advance of the the CDBG planning grant to prepare the DIP. NARCOG planning staff attended a meeting and conducted an orientation for the project with the Committee in October 2017 and met regularly with them throughout the remainder of the planning process. The following are Committee meeting dates attended by NARCOG staff:

- ▶ October 23, 2017
- ▶ March 26, 2018
- ▶ April 23, 2018
- ▶ July 23, 2018



MAIN STREET ALABAMA MEETINGS

Main Street Alabama made a presentation on their four-point approach to downtown revitalization on May 25, 2017, at the Hanceville Municipal Building. The presentation acted as an introduction to the following community meetings. Hanceville is a Main Street Alabama network community, as part of the “Regional Downtown Network Initiative.” This initiative is a partnership between NARCOG and Main Street Alabama. On May 17, 2018, Main Street Alabama made a presentation on “Downtown Development” as part of the first community meeting.





CHURCH AVE

CURRENT PHYSICAL CONDITIONS

DOWNTOWN ASSESSMENT

NARCOG planning staff conducted multiple site visits to do field reconnaissance in Downtown Hanceville. The purpose of the field reconnaissance was to examine existing building conditions, occupancy and vacancy, and existing land use. Also, NARCOG staff visited with community members, business owners, and city officials to survey the needs of the city and collect valuable information for the Downtown Improvement Plan.

NARCOG has defined the Downtown Hanceville study area roughly as being bound by Arkadelphia Road, Church Avenue, Blue Bell Avenue, Park Street, and slightly west of Fire Station Drive SW. This area defines the commercial and cultural center of what is Downtown Hanceville. There are approximately 46 commercial structures located in Downtown Hanceville.

BUILDING CONDITIONS

A survey of building conditions was completed. This survey shows whether the buildings are sound, deteriorating, or dilapidated. A building that is in sound condition does not need any major repairs. A building that is deteriorating may need moderate to significant repair. A building that is dilapidated either needs substantial repair, or, if it is of no historical, architectural, or cultural significance, may be considered beyond repair due to its severe condition and the excessive cost repairing it would incur.

According to the field assessment, there are approximately 46 commercial structures in Downtown Hanceville. Of these, approximately 31 are sound, 13 are deteriorating, and 2 are dilapidated. The 31 sound buildings account for 67.4% of the total number of commercial buildings in the downtown area. The 13 deteriorating buildings account for 28.3% of commercial buildings, and the 2 dilapidated buildings account for 4.4% of commercial buildings downtown. There are 13 vacant commercial structures downtown, making up 28.3 percent of the total number of commercial structures.

OCCUPANCY AND VACANCY

A survey of vacant and occupied buildings was completed as well. Approximately 28.3% of the commercial structures are vacant or have underutilized commercial space. No firm determination has yet been made as to how much of the vacant space is usable or unusable, however initial observations indicate that with some improvements, most of the vacant space could be made usable.

Several buildings have recently been purchased in the downtown area, and new owners are working to get their commercial spaces ready for use. A couple of vacant structures have recently been donated to the City, and the City has supported the painting of large murals on several structures that depict the history of Hanceville over the last several years. Some owners are also exploring the idea of converting second floor spaces into loft apartments in hopes of attracting residents, such as students who may be attending Wallace State Community College. The appearance of the assessment area varies considerably from place to place. Most areas downtown, although occupied by older and unsightly buildings in need of improvement, are fairly free of trash and junk. However, several properties near the southern (U.S. Highway 31) and western (State Route 91) downtown “gateways” are vacant and/or display a junky or visibly distressing appearance as you enter the downtown area.

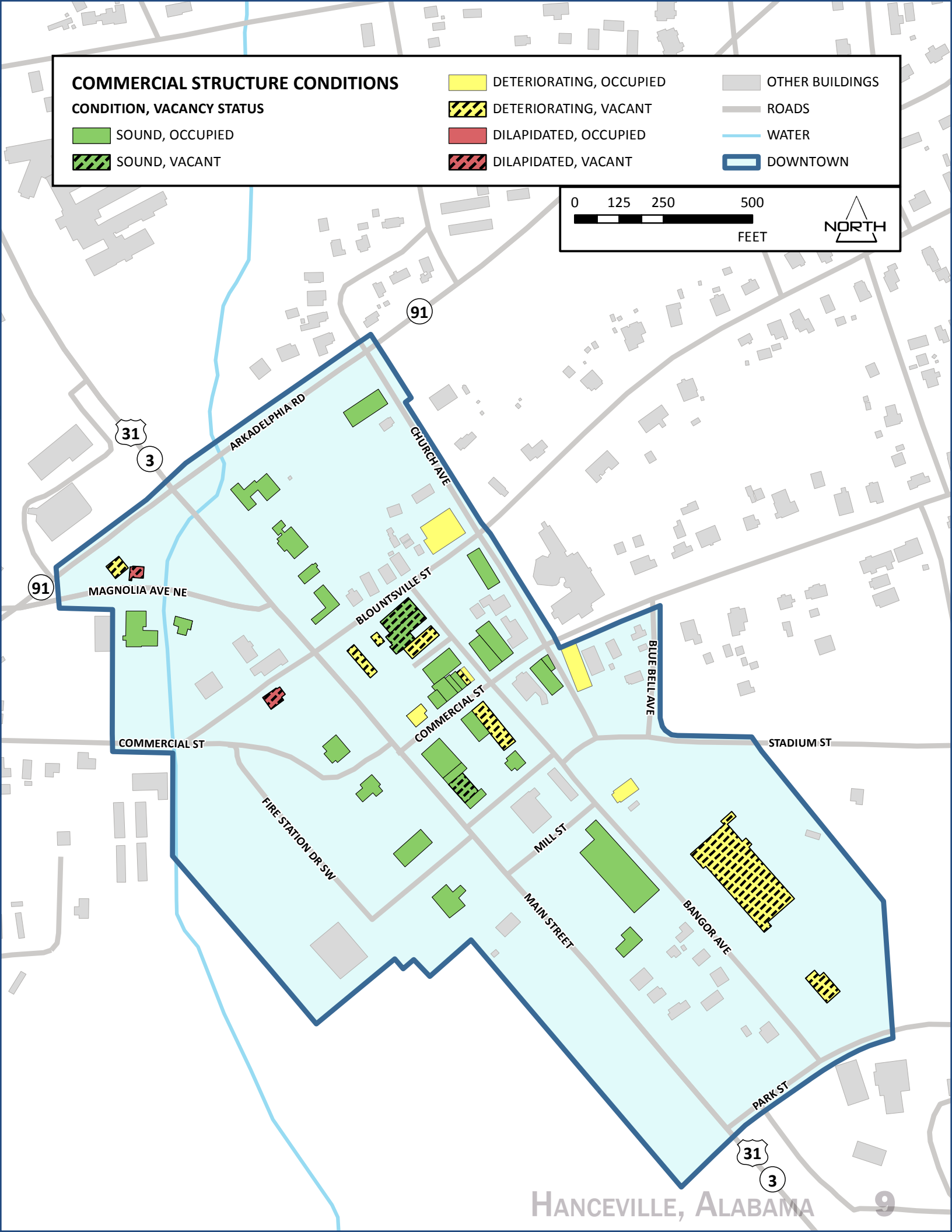
COMMERCIAL STRUCTURE CONDITIONS

CONDITION, VACANCY STATUS

- SOUND, OCCUPIED
- SOUND, VACANT

- DETERIORATING, OCCUPIED
- DETERIORATING, VACANT
- DILAPIDATED, OCCUPIED
- DILAPIDATED, VACANT

- OTHER BUILDINGS
- ROADS
- WATER
- DOWNTOWN



VOLUNTEER FIRE DEPARTMENT

The Hanceville fire department, Hanceville Fire Station 1, is located downtown on Fire Station Drive SW. It was completed in 2008.



PUBLIC WORKS BUILDINGS

The Hanceville Public Works buildings are located in two separate locations downtown. The actual Public Works building is located on Magnolia Avenue NE, and the additional Public Works building located where Stadium Street meets Park Street.



MUNICIPAL BUILDING


The Hanceville Municipal Building is located downtown at 112 Main Street SE. It houses the mayor's office and municipal offices, city council chambers, court room, the police station and jail, and a county probate/revenue office annex.



LIBRARY

The Hanceville Public Library is located downtown at 201 Commercial Street and is an asset to the community. The library is run through Cullman County Libraries, which manages the summer children's program. The library has a children's story time on Tuesdays at 3:00 during the summer. The library has several computers that provide the community with internet access. The building in which the library resides was donated by Merchants Bank, who relocated to US-31. The building is in good condition, and the former bank vaults are utilized as community tornado shelters for those who do not have a safe shelter. The library accepts book donations, which they usually use in book sales to fund things like children's story time. Current facilities are adequate for the library's needs.

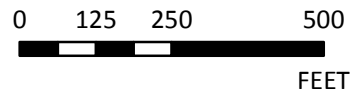
EXISTING PARKING

 PUBLIC ON-STREET PARKING

 PARKING LOTS / AREAS

 DOWNTOWN

 BUILDINGS



STREETS, PARKING & SIDEWALKS

The public infrastructure in downtown Hanceville is in need of improvement. Some streets are potholed and approximately 50% of the streets have rough surfaces or poor stormwater drainage systems. There are on-street parking spaces along Commercial Street SE inside the study area, as well as sections of on-street parking on Blountsville Street and Bangor Street. However, the type of parking is inconsistent and varies between parallel and angled parking. There are a few large public parking lots located behind some of the downtown shops, but the lots are in poor shape with rough surfaces and poorly marked spaces. Decorative brick sidewalks are present in most areas downtown, with the exception of Main Street (U.S. Highway 31), but the brick pavers have proven to be a constant maintenance and cost issue due to settling in the sand. This is a potential safety and liability issue that needs to be addressed by the City. The City has roughly 16,000 L.F. of sidewalks mostly around the school and central business district. The City completed a \$500,000 downtown renovation project approximately 15 years ago with a special appropriation from Representative Aderholt, which improved the downtown sidewalks and also addressed the drainage issues in that area. However, the decorative brick pavers used in the new sidewalks have unfortunately proved to be problematic. There remains roughly 8,000 L.F. of existing sidewalk which are cracked and broken that could be a safety hazard, especially to the handicapped or elderly. The city public works department has added new sidewalks citywide and they are currently completing the long-awaited sidewalks to Wallace State Community College along US 31 from downtown. Street signage is adequate, but the addition of wayfinding signage to public buildings and parking would be greatly beneficial. Besides structural improvements to the public infrastructure, better design and placement of some facilities could be of considerable benefit.

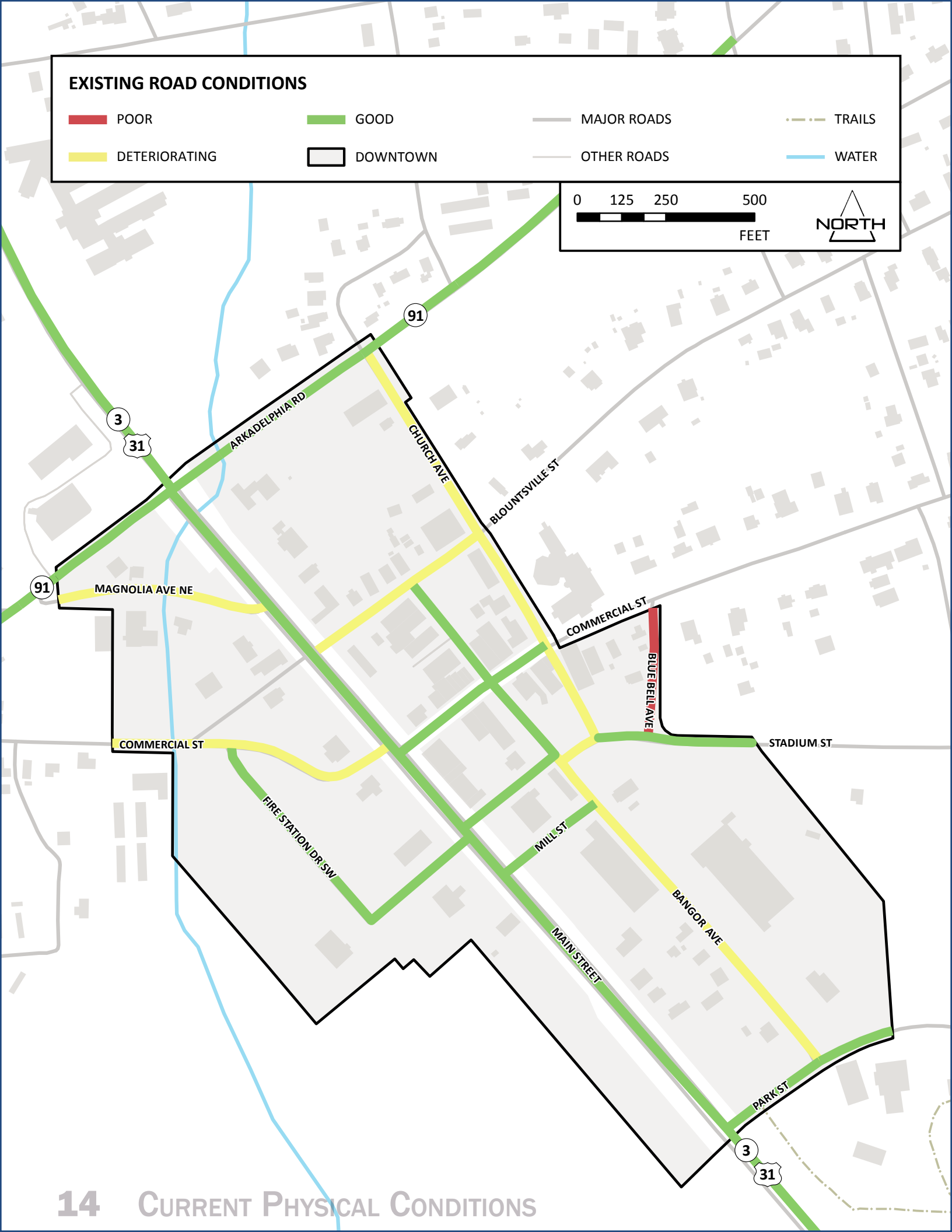
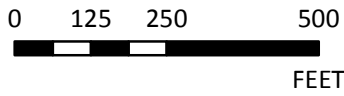
WATER & SEWER

All residents of Downtown Hanceville are served with public water and sewer through the Hanceville Water and Sewer Board. The City's water is supplied through an interconnection with the City of Blountsville located in adjacent Blount County. The Water and Sewer Board building is located on the corner of Magnolia Avenue NE and Main Street.



EXISTING ROAD CONDITIONS

- POOR
- GOOD
- MAJOR ROADS
- TRAILS
- DETERIORATING
- DOWNTOWN
- OTHER ROADS
- WATER



EXISTING PEDESTRIAN & SIDEWALK SYSTEM



DOWNTOWN

MAJOR ROADS

TRAILS

5 FT SIDEWALK

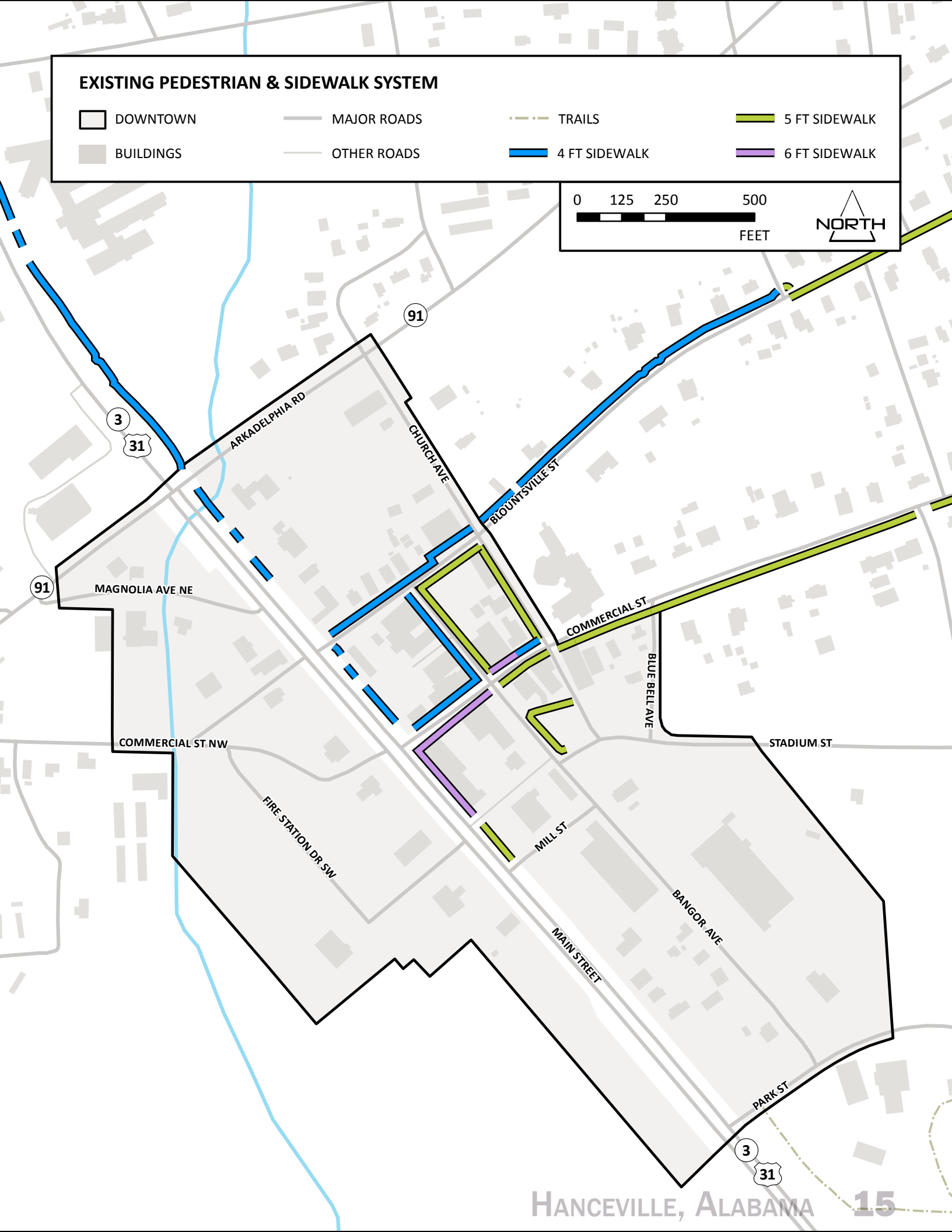


BUILDINGS

OTHER ROADS

4 FT SIDEWALK

6 FT SIDEWALK



STORMWATER DRAINAGE & FLOODING

The southwest perimeter of downtown is located within the 100-year flood plain due to several tributaries of Mud Creek that run through the City. Downtown Hanceville is drained by a stormwater drainage system consisting of curb and gutter and open swale in some areas. The majority of downtown Hanceville is not located within a flood zone; however, a small portion is impacted by the flood zones to the southwest, along Mud Creek.

PARKS

Hanceville has three parks, C.W. Day, Veterans Memorial, and Hamby Memorial Park. Two of the three are located in or adjacent to Downtown. Veterans Memorial Park is located southeast of downtown and features a public fishing lake with a walking trail around it, along with exercise equipment. It's located within walking distance of downtown, the Hanceville school complex and football stadium, and along Mud Creek with its new crushed gravel trail, which is Phase 1 of the proposed greenway system in the 2008 Comprehensive Master Plan. Hamby Memorial Park is located downtown near the U.S. Highway 31/State Highway 91 intersection and is primarily used for passive recreation purposes. It is relatively small and contains picnic tables, a fountain, and a gazebo, but pedestrian access is problematic due to its location.



EXISTING LAND USE AND ZONING

Land use in Downtown Hanceville consists of commercial, manufacturing, institutional, and residential uses. The core of Downtown, along Commercial Street, Bangor Avenue, and U.S. Highway 31, is the commercial “heart” of the city and is surrounded by residential and institutional uses, such as churches, schools, and parks. Downtown was historically the main center of business in Hanceville. Today, businesses and homes are located further out from the traditional downtowns where land is cheaper, thereby, moving business away from downtown to the perimeter of the city and causing the decline of many downtowns across the country. In Hanceville, this is most evident along the U.S. Highway 31 corridor north of downtown across from Wallace State Community College.

Zoning is one of the tools that planners and local governments use to protect property rights and values. These regulations are set in place to make sure that surrounding land owners do not do something to negatively impact surrounding property. For example, putting a machine shop in a residential area can drop the values of the surrounding properties because of the noise and the traffic.

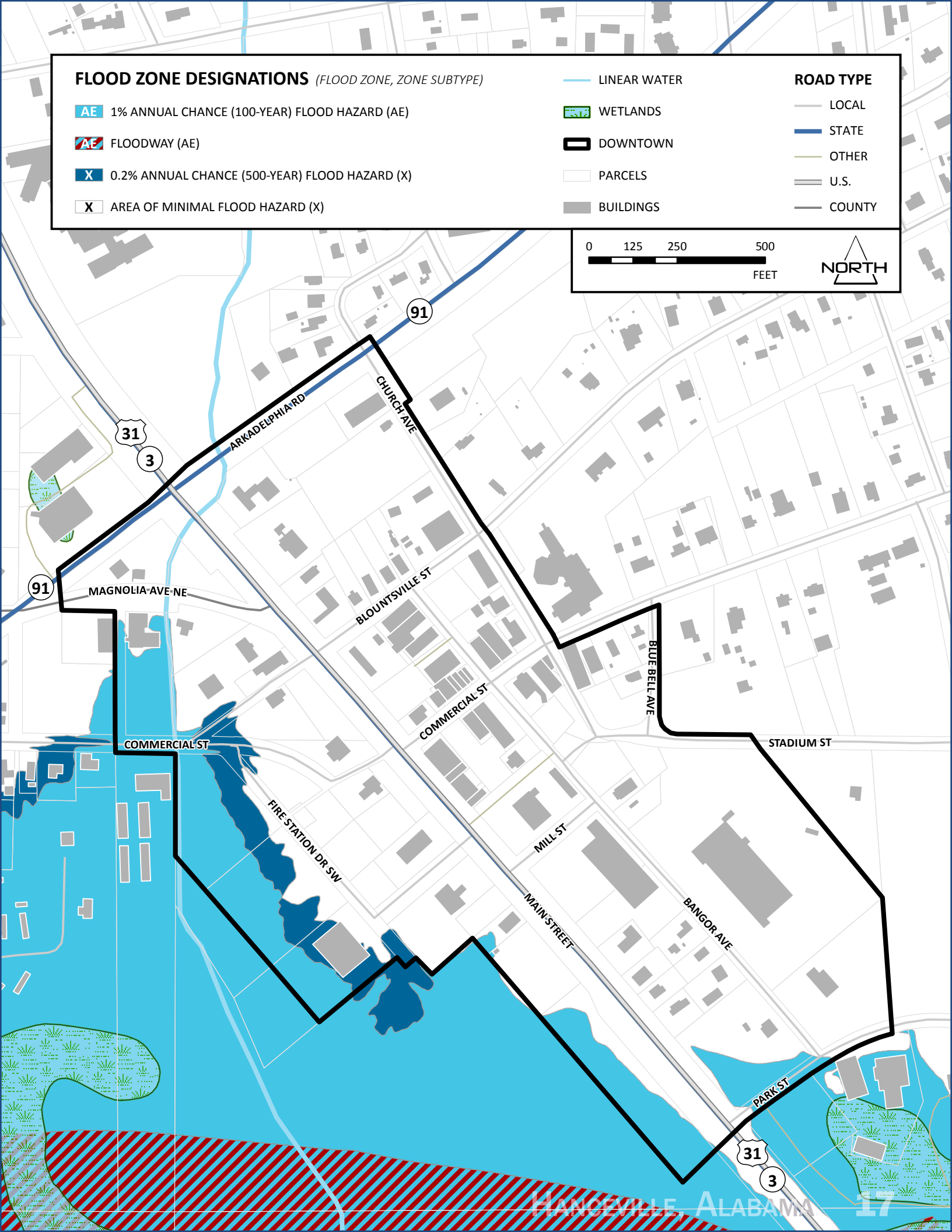
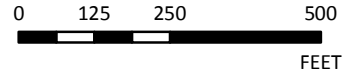
Some of the current zoning in downtown does not correspond to the use of the land. Hanceville needs to consider rezoning these properties downtown and updating regulations to help guide sustainable growth and economic development. The following pages contain existing land use and zoning maps.

















FLOOD ZONE DESIGNATIONS (FLOOD ZONE, ZONE SUBTYPE)

- AE 1% ANNUAL CHANCE (100-YEAR) FLOOD HAZARD (AE)
- AE FLOODWAY (AE)
- X 0.2% ANNUAL CHANCE (500-YEAR) FLOOD HAZARD (X)
- X AREA OF MINIMAL FLOOD HAZARD (X)


- LINEAR WATER
- WETLANDS
- DOWNTOWN
- PARCELS
- BUILDINGS

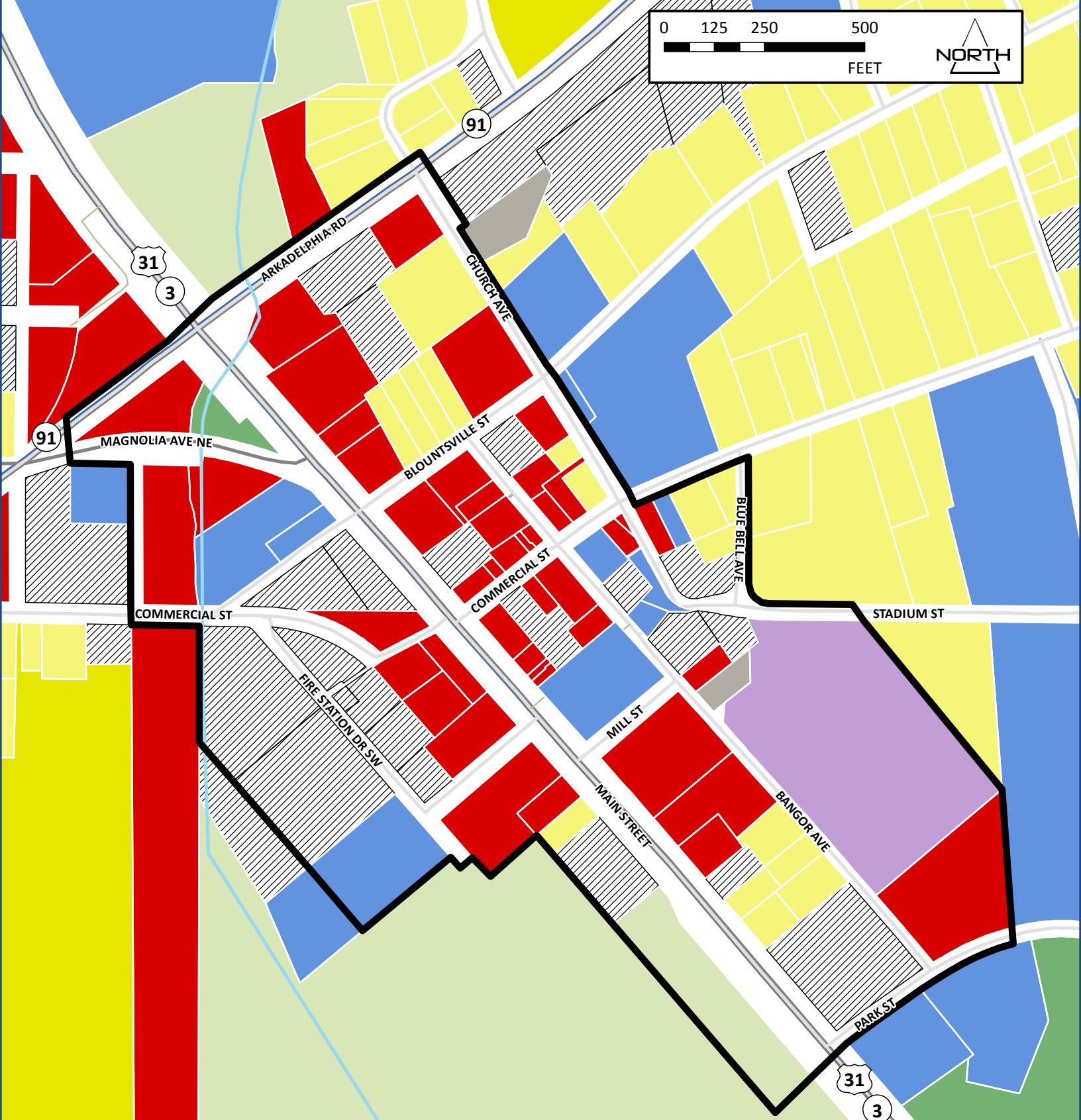
- ROAD TYPE**
- LOCAL
 - STATE
 - OTHER
 - U.S.
 - COUNTY



EXISTING LAND USE		ROAD TYPE	
	LOW DENSITY RESIDENTIAL		UTILITY
	MANUFACTURING		UNDEVELOPED
	PARK		DOWNTOWN
	OPEN SPACE		LINEAR WATER
	MEDIUM DENSITY RESIDENTIAL		OTHER
	COMMERCIAL		COUNTY
	INSTITUTIONAL		MAIN LOCAL
			STATE
			U.S.

0 125 250 500
FEET

 NORTH



EXISTING ZONING

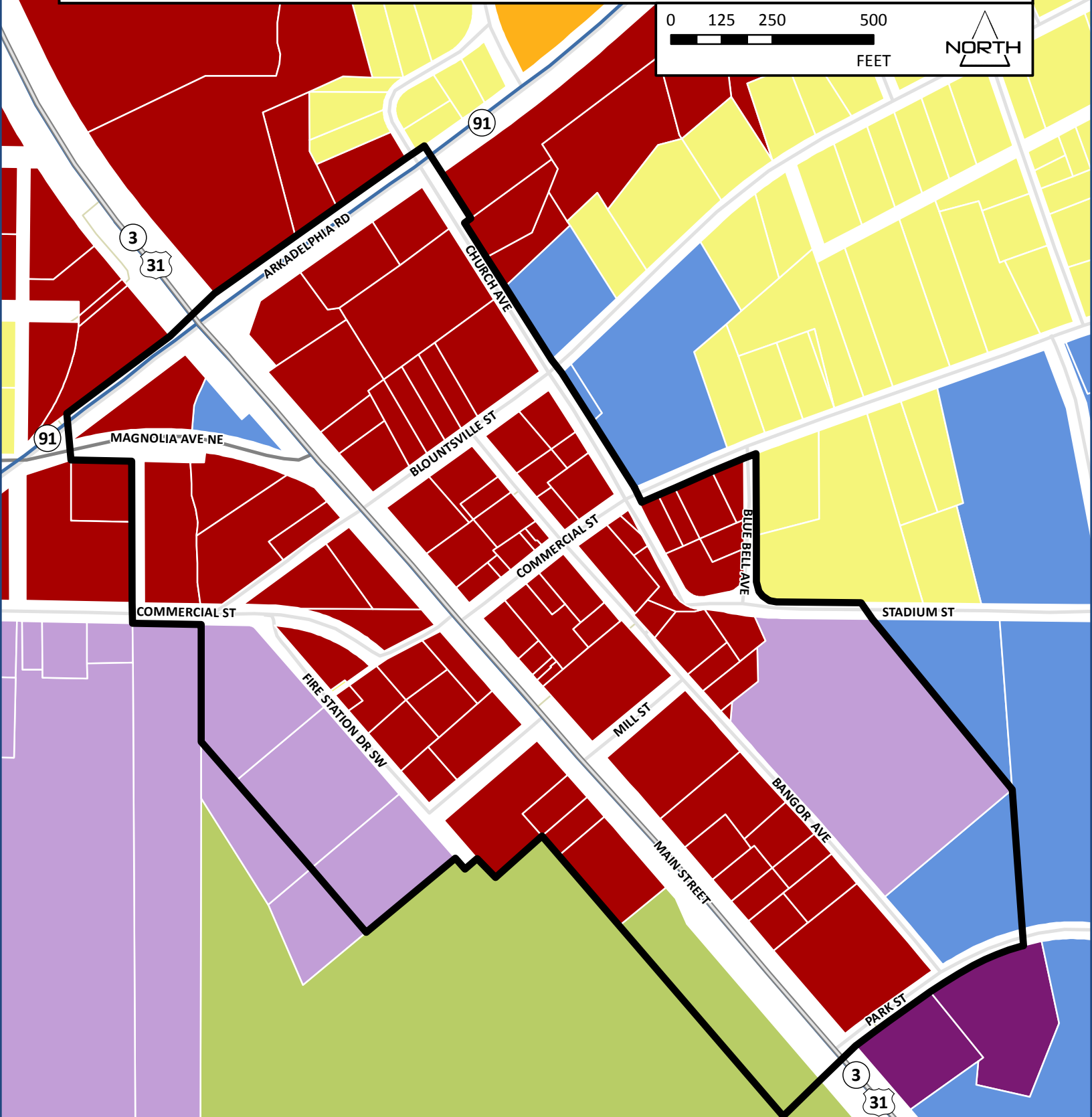
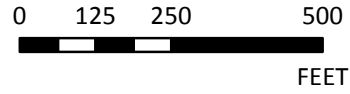
- R-1 RESIDENTIAL DISTRICT (LOW DENSITY)
- R-3 RESIDENTIAL DISTRICT (HIGH DENSITY)
- B-1 BUSINESS DISTRICT (LOCAL SHOPPING)
- B-2 BUSINESS DISTRICT (GENERAL)
- AG-1 AGRICULTURAL DISTRICT

- M-1 INDUSTRIAL DISTRICT (LIGHT)
- M-2 INDUSTRIAL DISTRICT (GENERAL)
- I-D INSTITUTIONAL DISTRICT

 DOWNTOWN

ROAD TYPE

- OTHER
- COUNTY
- MAIN LOCAL
- STATE
- U.S.





MERCHANTS BANK

RECEIVED

JACK TU...

CURRENT ECONOMIC CONDITIONS

ECONOMIC BASE

The economic vitality of a community relies primarily on its ability to both attract and maintain business and industry, which provide more revenue than residential development. Hanceville, along with the rest of the world, exists within a global economy, where an event on another continent can greatly impact the national and local economy. This helps to underscore the importance of having a “diverse economy” to help offset these cyclical events. To this end, Hanceville should seek to maintain its existing commercial and industrial base and attract new developments where appropriate.

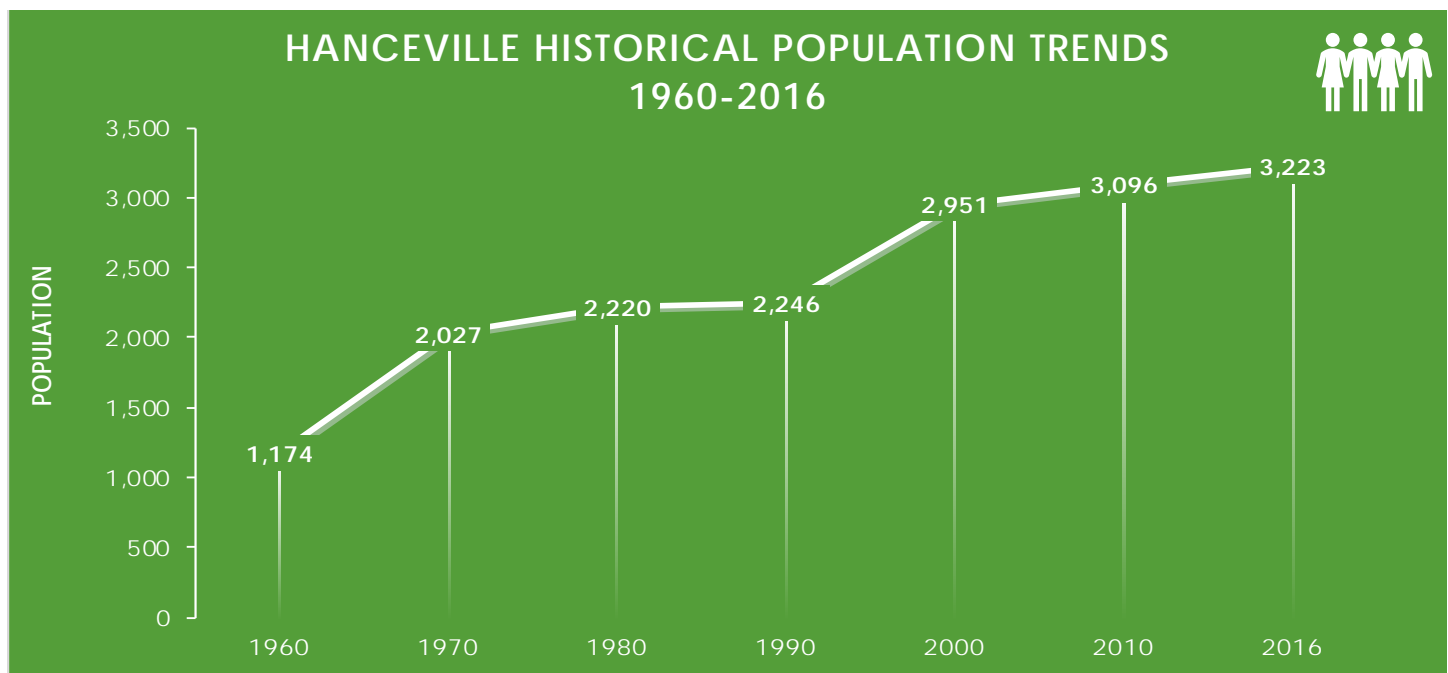
New commercial (retail and office) developments should be directed towards existing commercial areas such as the downtown. This will serve to enhance and stimulate the economy in Hanceville while creating the special places desired by the residents. Also, careful consideration should be given to new commercial developments that may harm existing businesses. The transfer of revenue generated from one location to another provides no financial benefit to the City, and the blighted appearance caused by vacant storefronts can discourage future development and investment.

ECONOMIC INDICATORS

The role of this planning process is to analyze Downtown Hanceville’s economic indicators and look for ways to strengthen and diversify Hanceville’s economy to prepare for disaster or change. Economic indicators are statistics that represent specific economic conditions or aspects of a place and provide insight into the economic health of a city. NARCOG studied many of these indicators relating to the economic conditions of Hanceville. These economic indicators include industries, occupations, income, and employment.

An example of an economic indicator is a city’s industries. A city with one or two industries is generally indicative of one or two major employers in the region. If an employer were to move or go out of business, the unemployment rate would most likely significantly increase, and tax revenue would sharply decline. A diverse set of industries creates a stronger, more resilient economy that is less susceptible to the negative impacts that may come from disruptive change or disaster.

Demographics also play a significant role in economic indicators. For example, the average level of education for the community can dictate what businesses locate in their region. A technology company is unlikely to locate in a place that has a lower percentage of college-educated individuals, while a manufacturing business would be likely to locate in that same region. Demographics and the economy go hand and hand.



COMMUNITY GROWTH AND POPULATION

Hanceville's population has been steadily increasing over the past few years. Over the last 50 years the population of Hanceville has seen two major spikes in growth. During the 60s, the population rose from under 1,200 to just over 2,000 by 1970. During the 90s, the population again jumped up from roughly 2,200 to over 2,900 by 2000. The city has been steadily increasing over the past few years. The following charts show the growth for the city, county, region, and state.

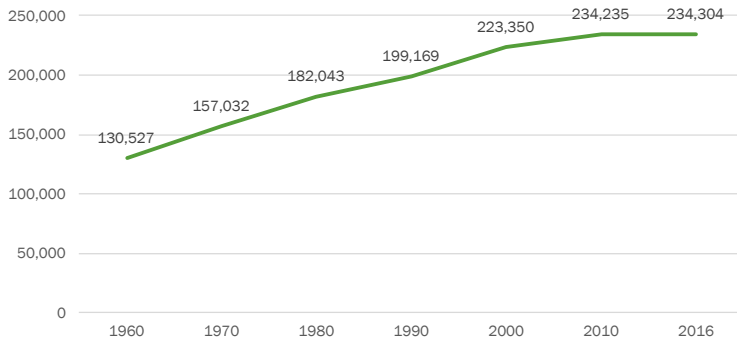
(2012-2016 American Community Survey 5-Year Estimates, Table)

HISTORICAL POPULATION TRENDS

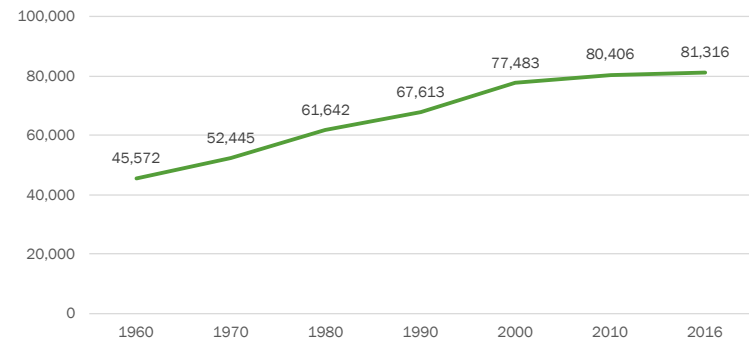
	1960	1970	1980	1990	2000	2010	2016
Hanceville	1,174	2,027	2,220	2,246	2,951	3,096	3,223
Cullman County	45,572	52,445	61,642	67,613	77,483	80,406	81,316
NARCOG Region	130,527	157,032	182,043	199,169	223,350	234,235	234,304
Alabama	3,266,740	3,444,354	3,893,888	4,040,587	4,447,100	4,779,736	4,841,164

% Change in Population	1960-1970	1970-1980	1980-1990	1990-2000	2000-2010	2010-2016
Hanceville	72.6%	9.5%	1.2%	31.4%	4.9%	4.1%
Cullman County	15.1%	17.5%	9.7%	14.5%	3.8%	1.1%
NARCOG Region	20.3%	15.9%	9.4%	12.1%	4.9%	0.0%
Alabama	5.4%	13.1%	3.8%	10.1%	7.5%	1.3%

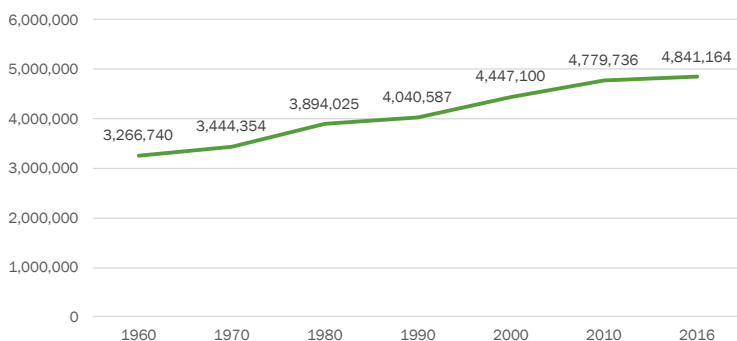
NARCOG REGION



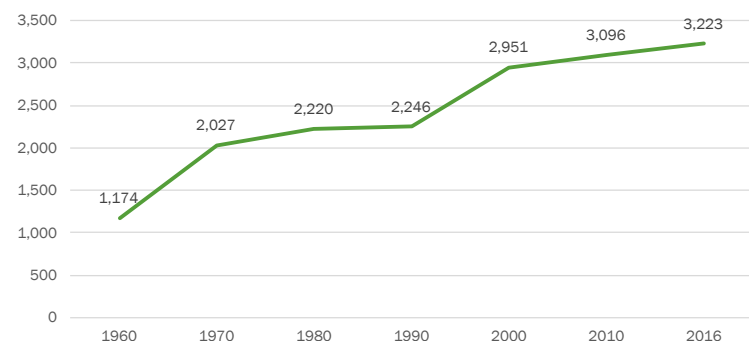
CULLMAN COUNTY



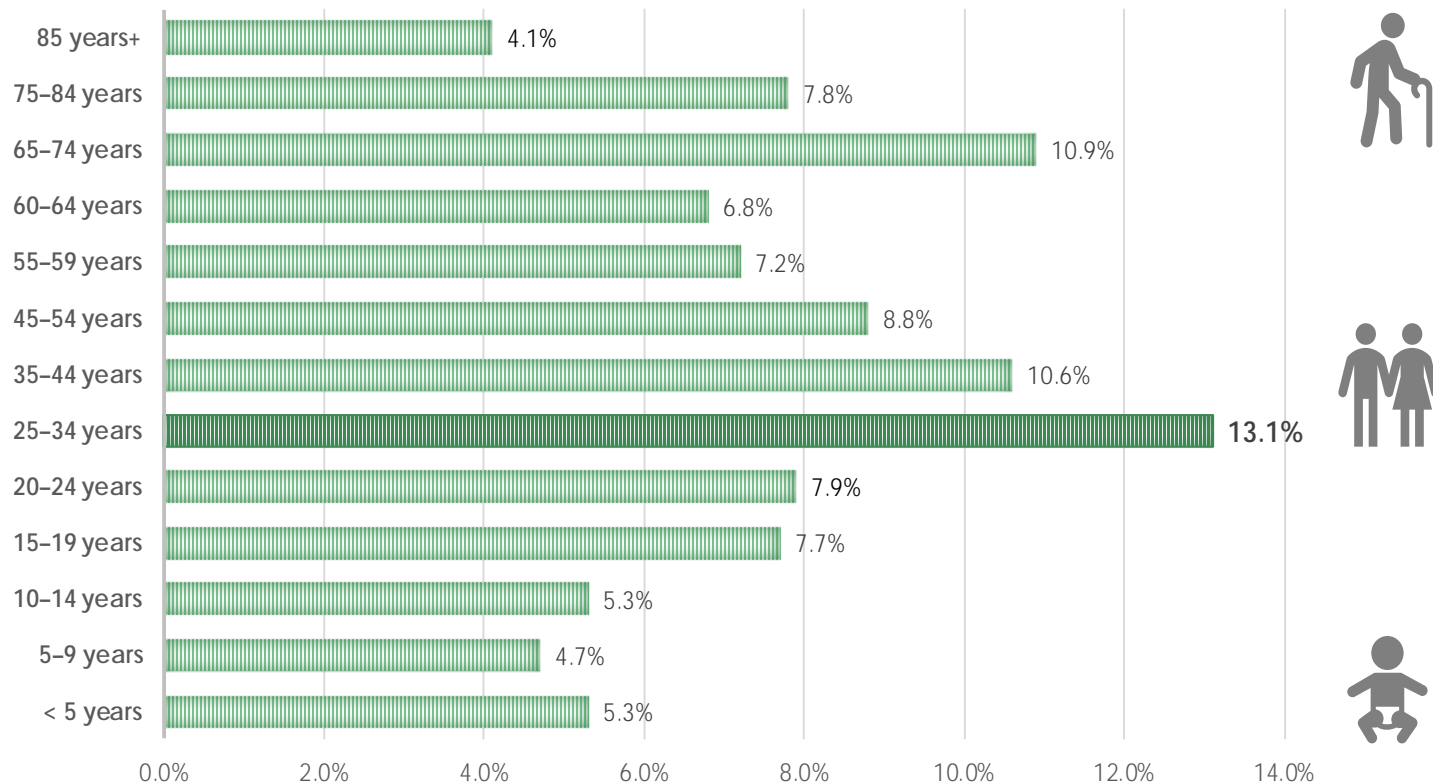
ALABAMA



HANCEVILLE



HANCEVILLE POPULATION AGE RANGES



EDUCATION ATTAINMENT

Hanceville's average educational attainment level is on a continual incline as more of the younger populations head to college. This is both a trend in the state of Alabama and in the nation as a whole. Of the population in Hanceville that is 25 years or older, 21.8 percent do not have a high school diploma, 34.5 percent have obtained a high school degree or GED, 32.2 percent have completed some college or an associate's degree, and 11.6 percent have a bachelor's degree or higher. In total, 78.2 percent of the population 18 years and older have a high school degree or higher, and 9.6 percent have a bachelor's degree or higher.

(2012-2016 American Community Survey 5-Year Estimates)

S1501: EDUCATIONAL ATTAINMENT <i>2012-2016 ACS 5-Year Estimates</i>	Hanceville, AL		Cullman County		NARCOG Region		Alabama	
	Total	%	Total	%	Total	%	Total	%
Population 18 to 24 years	445		6,714		19,225		474,567	
Less than high school graduate	96	21.6%	1,483	22.1%	3,821	19.9%	74,167	15.6%
High school graduate (includes equivalency)	137	30.8%	2,152	32.1%	6,947	36.1%	146,337	30.8%
Some college or associate's degree	212	47.6%	2,758	41.1%	7,472	38.9%	219,193	46.2%
Bachelor's degree or higher	0	0%	321	4.8%	985	5.1%	34,870	7.3%
Population 25 years and over	2,230		56,323		161,783		3,261,408	
Less than high school graduate	486	21.8%	10,050	17.8%	29,674	18.3%	496,036	15.2%
High school graduate (includes equivalency)	769	34.5%	19,784	35.1%	53,792	33.2%	1,009,593	31.0%
Some college or associate's degree	717	32.2%	18,058	32.1%	49,892	30.8%	972,703	29.8%
Bachelor's degree or higher	258	11.6%	8,431	15.0%	28,425	17.6%	783,076	24.0%
Percent high school graduate or higher	78.2%		82.2%		81.5%		84.8%	
Percent bachelor's degree or higher	11.6%		15.0%		16.2%		24.0%	

EMPLOYMENT

It is estimated that Hanceville's unemployment rate is 8.0 percent, with 43.5 percent of the population in the labor force. The age group with the highest unemployment rate is 16 to 19 year olds. The age group with the lowest rate of labor force participation is 60 to 64 year olds. The unemployment estimates for Cullman County, the NARCOG region, and the state of Alabama are 6.1 percent, 7.8 percent, and 8.3 percent, respectively.

(2012-2016 American Community Survey 5-Year Estimates)

UNEMPLOYMENT RATE (S2301: EMPLOYMENT STATUS)	Hanceville, AL		Cullman County		NARCOG Region		Alabama	
	Total	Unemployment Rate	Total	Unemployment Rate	Total	Unemployment Rate	Total	Unemployment Rate
2012-2016 ACS 5-Yr Estimates	Estimate		Estimate		Estimate		Estimate	
Population 16 years+	2,723	8.0%	65,220	6.1%	187,270	7.8%	3,864,302	8.3%
16 to 19 years	239	33.8%	3,960	25.7%	11,321	26.3%	260,405	26.3%
20 to 24 years	254	0.0%	4,937	9.6%	14,166	15.2%	342,489	16.0%
25 to 29 years	179	0.0%	5,039	9.50%	14,305	10.7%	319,177	10.4%
30 to 34 years	242	0.0%	4,713	3.40%	14,134	7.6%	307,387	8.9%
35 to 44 years	342	13.9%	10,077	7.30%	29,635	6.7%	606,216	6.3%
45 to 54 years	284	11.9%	11,264	3.50%	33,534	5.4%	656,639	5.5%
55 to 59 years	231	0.0%	5,590	1.80%	16,951	3.3%	332,234	4.6%
60 to 64 years	219	0.0%	5,205	4.30%	14,555	4.2%	297,361	4.2%
65 to 74 years	350	0.0%	8,638	1.40%	23,049	3.2%	434,510	3.9%
75 years and over	383	0.0%	5,797	4.70%	15,620	4.9%	307,884	3.8%

LABOR FORCE PARTICIPATION RATE (S2301:EMPLOYMENT STATUS)	Hanceville, AL	Cullman County	NARCOG Region	Alabama
	Labor Force Participation Rate	Labor Force Participation Rate	Labor Force Participation Rate	Labor Force Participation Rate
2012-2016 ACS 5 Yr Estimates	Estimate			
Population 16 years+	43.50%	52.70%	55.4%	57.9%
16 to 19 years	54.40%	29.90%	35.4%	32.8%
20 to 24 years	64.20%	65.20%	72.0%	71.7%
25 to 29 years	80.40%	74.20%	74.7%	79.1%
30 to 34 years	59.50%	77.50%	76.7%	78.2%
35 to 44 years	58.80%	71.70%	75.1%	78.5%
45 to 54 years	62.30%	68.90%	70.9%	73.3%
55 to 59 years	58.00%	64.00%	61.5%	63.0%
60 to 64 years	14.20%	43.20%	44.6%	46.2%
65 to 74 years	17.40%	17.50%	18.8%	21.3%
75 years and over	0.00%	4.40%	4.6%	5.8%

OCCUPATION

In Hanceville, the occupational classification with the largest percentage of workers is the “sales and office occupations” category, containing 27.5 percent of the working population. The “management, business, science, & arts occupations” category is the largest for Cullman County, the NARCOG region, and Alabama as a whole. The smallest percentage of workers in Hanceville is in the “natural resources, construction, & maintenance” category, which is also the smallest for Cullman County, the NARCOG region, and Alabama.

(2012-2016 American Community Survey 5-Year Estimates)

OCCUPATION EMPLOYMENT	Hanceville, AL		Cullman County		NARCOG Region		Alabama	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Civilian employed population 16 years and over	1,073		32,232		95,472		2,042,025	
Management, business, science, & arts	199	18.5%	9,152	28.4%	27,451	28.8%	685,523	33.6%
Service	220	20.5%	4,930	15.3%	14,485	15.2%	339,793	16.6%
Sales & office	295	27.5%	7,717	23.9%	22,118	23.2%	489,112	24.0%
Natural resources, construction, & maintenance	94	8.8%	4,457	13.8%	12,275	12.9%	199,303	9.8%
Production, transportation, & material moving	265	24.7%	5,976	18.6%	19,143	20.1%	328,294	16.1%

INDUSTRY

The industry sector that employs the largest percentage of the labor force in Hanceville is the “educational services, health care, and social assistance sector” at 29.1 percent. The same sector is the largest at the county and state level and the second largest within the NARCOG region, behind manufacturing. The smallest industry sector for employment in Hanceville consists of two sectors: “transportation & warehousing; utilities” and public administration at 0.7 percent. Those industry sectors are marginally smaller than “agriculture; forestry; fishing & hunting; mining,” which is the smallest sector at the county, NARCOG region, and state levels.

(2012-2016 American Community Survey 5-Year Estimates)

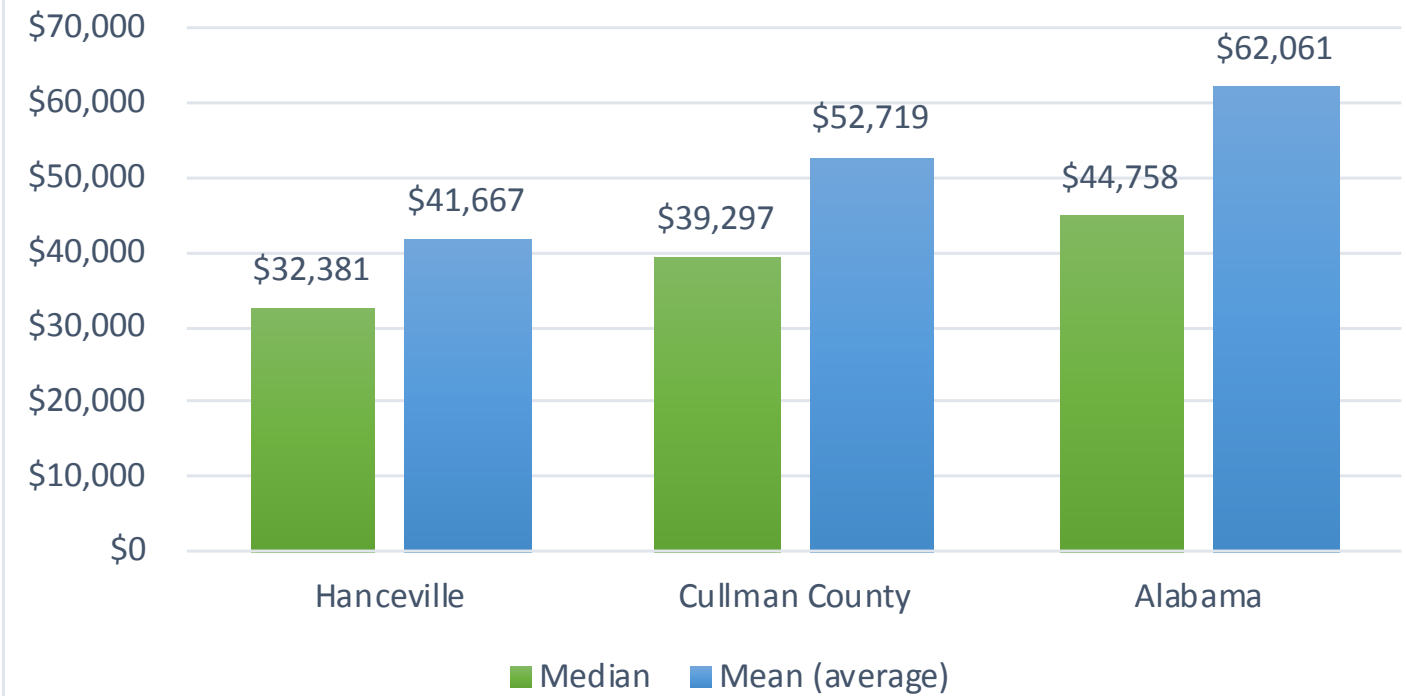
INDUSTRY EMPLOYMENT	Hanceville, AL		Cullman County		NARCOG Region		Alabama	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Civilian employed population 16 years and over	1,073		32,232		95,472		2,042,025	
Agriculture; forestry; fishing & hunting; mining	11	1.0%	885	2.7%	1,696	1.8%	32,734	1.6%
Construction	55	5.1%	2,809	8.7%	8,623	9.0%	130,941	6.4%
Manufacturing	181	16.9%	5,325	16.5%	18,626	19.5%	286,717	14.0%
Wholesale trade	30	2.8%	886	2.7%	2,180	2.3%	51,708	2.5%
Retail trade	260	24.2%	4,666	14.5%	12,920	13.5%	245,282	12.0%
Transportation & warehousing; utilities	8	0.7%	1,619	5.0%	4,508	4.7%	108,057	5.3%
Information	34	3.2%	381	1.2%	1,004	1.1%	34,578	1.7%
Finance & insurance; real estate, rental, & leasing	65	0.5%	1,455	4.5%	3,750	3.9%	114,110	5.6%
Professional; scientific; management; administrative & waste management services	24	2.2%	2,377	7.4%	7,853	8.2%	190,058	9.3%
Educational services; health care & social assistance	312	29.1%	6,778	21.0%	18,543	19.4%	458,758	22.5%
Arts; entertainment; recreation; accommodation & food services	42	3.9%	2,166	6.7%	6,666	7.0%	170,092	8.3%
Other services (except public administration)	44	4.1%	1,824	5.7%	5,274	5.5%	105,318	5.2%
Public administration	7	0.7%	1,061	3.3%	3,829	4.0%	113,672	5.6%

HOUSEHOLD AND PER CAPITA INCOME

Hanceville has a median household income of \$32,381, and an average income of \$41,667. The State of Alabama has a median household income of \$44,758, with the average at \$62,061. Cullman County has a median income of \$39,297, with an average of \$52,719, a higher household income than the city of Hanceville’s median but lower than the state median household income.

(2012-2016 American Community Survey 5-Year Estimates)

Household Income



CITY BUDGET AND EXPENSES

Since 2010, the city’s budget has increased by \$1,971,279, or nearly \$2 million. The city saw the largest increase in its budget between 2010 and 2013. During this time, the city’s budget increased by over \$2 million. The year with the highest city budget remains 2013, when it was \$4,533,349. After 2013, the city’s budget declined by over \$1 million in 2014 and remained relatively stable for the next several years before beginning to climb back up in 2017. The city’s 2019 budget is \$4,178,268, which is almost back to the record level of 2013. Contributing factors to the budget swing are the injection of FEMA funds following the 2011 tornados and the legalization of alcohol sales by the city several years ago.

City of Hanceville										
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Revenue	\$2,206,989	\$2,433,537	\$4,120,701	\$4,533,349	\$3,443,046	\$3,420,175	\$3,481,602	\$3,617,514	\$3,784,587	\$4,178,268
Expense	\$2,196,289	\$2,433,537	\$4,017,922	\$4,528,774	\$3,379,275	\$3,368,437	\$3,546,561	\$3,463,299	\$3,710,030	\$4,054,425

Summary Demographics

2017 Population	3,135
2017 Households	1,297
2017 Median Disposable Income	\$27,633
2017 Per Capita Income	\$18,784

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$30,760,605	\$95,901,949	-\$65,141,344	-51.4	43
Total Retail Trade	44-45	\$28,179,096	\$89,594,922	-\$61,415,826	-52.1	30
Total Food & Drink	722	\$2,581,509	\$6,307,027	-\$3,725,518	-41.9	13

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,606,668	\$14,168,447	-\$7,561,779	-36.4	7
Automobile Dealers	4411	\$5,177,706	\$4,225,188	\$952,518	10.1	3
Other Motor Vehicle Dealers	4412	\$834,334	\$0	\$834,334	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$594,628	\$9,943,259	-\$9,348,631	-88.7	4
Furniture & Home Furnishings Stores	442	\$866,515	\$261,322	\$605,193	53.7	1
Furniture Stores	4421	\$512,189	\$0	\$512,189	100.0	0
Home Furnishings Stores	4422	\$354,326	\$261,322	\$93,004	15.1	1
Electronics & Appliance Stores	443	\$747,964	\$167,356	\$580,608	63.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,881,558	\$22,457,057	-\$20,575,499	-84.5	3
Bldg Material & Supplies Dealers	4441	\$1,743,118	\$22,181,982	-\$20,438,864	-85.4	2
Lawn & Garden Equip & Supply Stores	4442	\$138,440	\$275,075	-\$136,635	-33.0	1
Food & Beverage Stores	445	\$4,362,820	\$28,606,863	-\$24,244,043	-73.5	3
Grocery Stores	4451	\$4,035,018	\$28,606,863	-\$24,571,845	-75.3	3
Specialty Food Stores	4452	\$157,884	\$0	\$157,884	100.0	0
Beer, Wine & Liquor Stores	4453	\$169,918	\$0	\$169,918	100.0	0
Health & Personal Care Stores	446,4461	\$1,790,643	\$6,112,335	-\$4,321,692	-54.7	3
Gasoline Stations	447,4471	\$3,647,612	\$9,655,963	-\$6,008,351	-45.2	4
Clothing & Clothing Accessories Stores	448	\$839,645	\$0	\$839,645	100.0	0
Clothing Stores	4481	\$560,985	\$0	\$560,985	100.0	0
Shoe Stores	4482	\$125,197	\$0	\$125,197	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$153,463	\$0	\$153,463	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$835,233	\$202,480	\$632,753	61.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$724,265	\$202,480	\$521,785	56.3	1
Book, Periodical & Music Stores	4512	\$110,968	\$0	\$110,968	100.0	0
General Merchandise Stores	452	\$5,101,419	\$6,579,403	-\$1,477,984	-12.7	4
Department Stores Excluding Leased Depts.	4521	\$3,472,453	\$4,566,545	-\$1,094,092	-13.6	2
Other General Merchandise Stores	4529	\$1,628,966	\$2,012,858	-\$383,892	-10.5	2
Miscellaneous Store Retailers	453	\$1,257,317	\$1,383,696	-\$126,379	-4.8	3
Florists	4531	\$47,526	\$0	\$47,526	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$197,436	\$0	\$197,436	100.0	0
Used Merchandise Stores	4533	\$177,387	\$0	\$177,387	100.0	0
Other Miscellaneous Store Retailers	4539	\$834,968	\$1,383,696	-\$548,728	-24.7	3
Nonstore Retailers	454	\$241,702	\$0	\$241,702	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$62,540	\$0	\$62,540	100.0	0
Vending Machine Operators	4542	\$34,661	\$0	\$34,661	100.0	0
Direct Selling Establishments	4543	\$144,501	\$0	\$144,501	100.0	0
Food Services & Drinking Places	722	\$2,581,509	\$6,307,027	-\$3,725,518	-41.9	13
Special Food Services	7223	\$15,366	\$0	\$15,366	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$52,328	\$0	\$52,328	100.0	0
Restaurants/Other Eating Places	7225	\$2,513,815	\$6,307,027	-\$3,793,212	-43.0	13

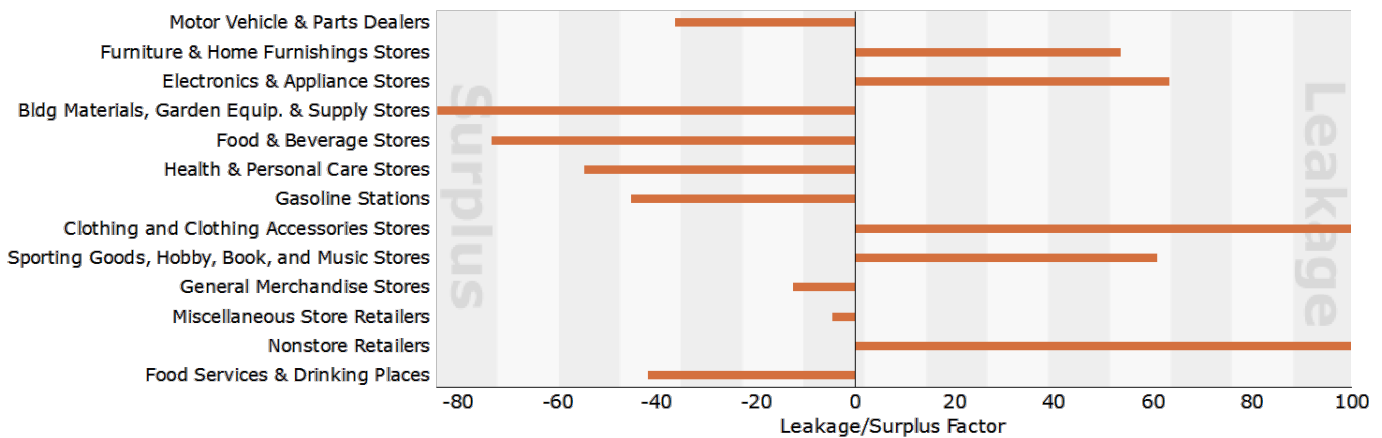
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

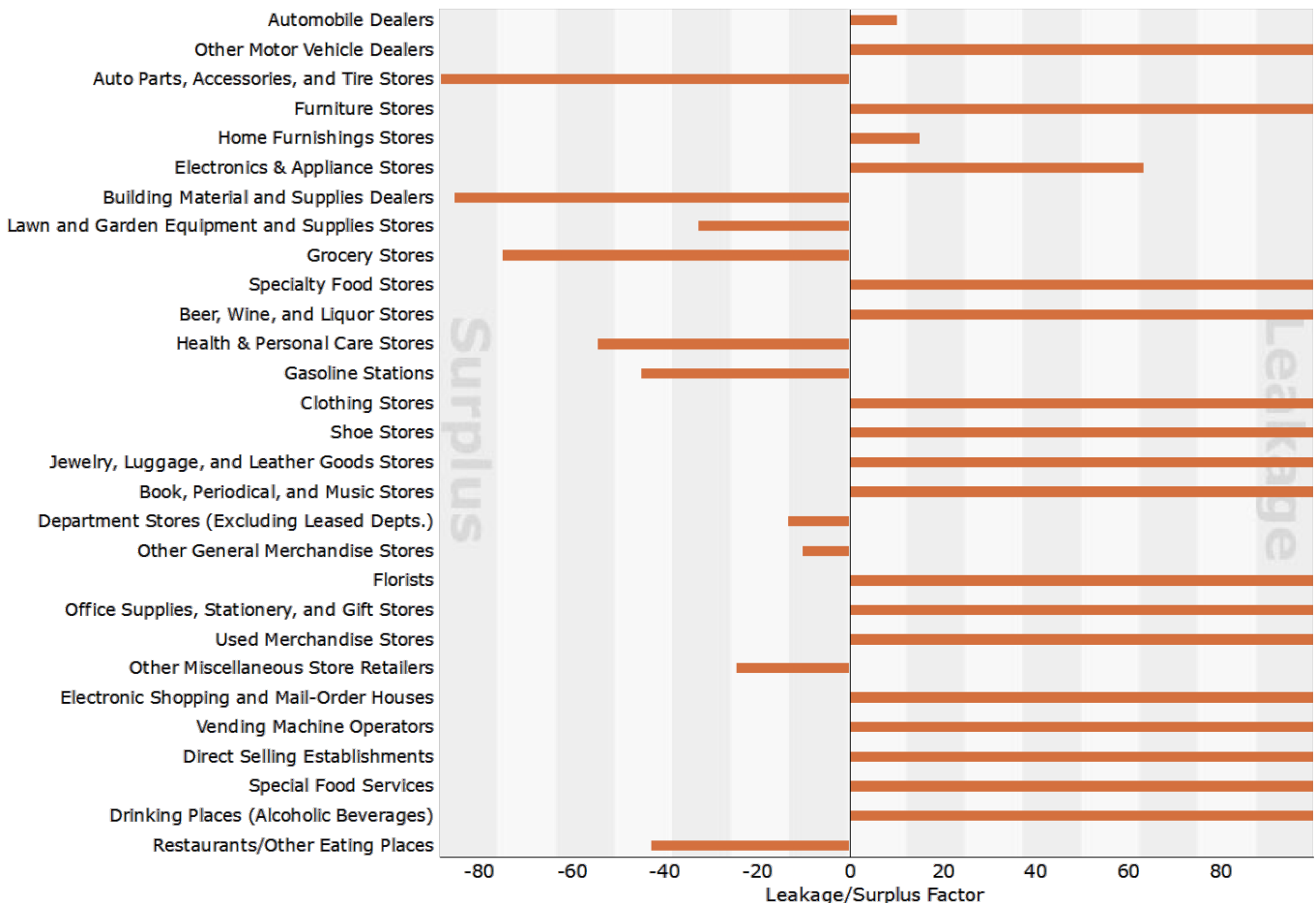
RETAIL MARKET ANALYSIS

The Esri chart on the opposite page is an overview of the Retail Analysis of Hanceville. A retail analysis shows how much is spent by the residents of Hanceville both inside and outside of the city limits. Businesses look at this data to calculate the demand of their product or service. For example, if customers are driving outside of the city to get groceries, there will be a retail gap for groceries. Something like 5 million dollars will be spent outside of the city. This would be a 5-million-dollar retail gap on groceries. On the other hand, when the opposite happens there will be a retail surplus. An excess of money will be spent in the city, therefore, there is no gap to be filled. In total, Hanceville has a 65-million-dollar retail surplus. This means that people from outside the region are spending 65 million dollars inside of the city. Hanceville's biggest surplus is grocery stores, coming in at 24.5 million dollars. The largest retail gap in dollar amount is automobile dealers, at \$952,518, but the largest retail gap in terms of leakage is clothing and clothing accessories stores, at \$839,645, with 100% leakage.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





VISION & GOALS

DESTINATION DOWNTOWN!

- *HISTORIC*
- *FAMILY-FRIENDLY*
- *VIBRANT*
- *UNIQUE*
- *ENTERTAINING*



VISION STATEMENT

VISION STATEMENT:

Destination downtown!

- Historic
- Family-friendly
- Vibrant
- Unique
- Entertaining

The goals, objectives, and strategies are intended to be utilized to implement the “Vision” desired by the residents of Hanceville for their downtown. It will take the city leaders, including the mayor, city council, planning commission, downtown committee, etc., working together to make it a reality. The “Vision” will not be realized overnight because it’s a long-term process, but with perseverance, dedication, and hard work, it can be achieved.

The following four goals are based on the Main Street Four-Point Approach, which work together to build a sustainable and complete downtown revitalization effort. This is a proven model that has produced impressive downtown revitalization results across the country by leveraging local assets, such as architectural or cultural heritage, local enterprises, and community pride. NARCOG decided to utilize this approach since Hanceville is one of the participating communities in the “Regional Downtown Network Initiative” in partnership with Main Street Alabama.

GOALS & OBJECTIVES

GOAL 1: DESIGN

Design means getting downtown into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors.

Physical Elements:

- public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials

Design Activities:

- instilling good maintenance practices in the downtown, enhancing the physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning

OBJECTIVES:

- Update Development Regulation for Downtown
- Improve Existing Building Facades
- Improve the Downtown Transportation System
- Create Parks & Greenspaces
- Promote Downtown Housing



GOAL 2: ORGANIZATION

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in downtown.

•By getting everyone working toward the same goals, you can provide effective, ongoing management and advocacy for your downtown through volunteer recruitment and collaboration.

OBJECTIVES:

- Organize to Get Downtown Projects Completed

GOAL 3: PROMOTION

Promotion creates a positive image that will rekindle community pride and improve consumer and investor confidence in your downtown.

- advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of downtown to the community and surrounding region.
- promotions communicate your downtown's unique characteristics, businesses, and activities to shoppers, investors, potential business and property owners, and visitors.

OBJECTIVES:

- Utilize marketing, Print Media, Social Media, etc.

GOAL 4: ECONOMIC VITALITY

Economic Vitality strengthens your community's existing economic assets while diversifying its economic base.

Retaining and Expanding Successful Businesses

- provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support

Converting Unused or Underused Commercial Space

- economically productive property helps boost the profitability of downtown, the goal is to build a downtown that responds to the needs of today's consumers

OBJECTIVES:

- Diversify Downtown's Economy
- Leverage Public and Private Investment
- Develop Downtown Database

HANCEVILLE
CIVIC CENTER

DOWN TOWN
COMMUNITY MEETING
JULY 10 TH 6 PM

IMPLEMENTATION

Implementation is the process of putting the plan into action by executing the goals, objectives, and strategies to achieve the desired vision.

The matrix on the following pages is intended as an easy-to-use guide for city leaders and others to implement the vision for downtown Hanceville. It captures the goals, objectives, and strategies in one place within the plan and tells what, who, and how to get it done. Following the matrix is the proposed zoning map.



IMPLEMENTATION MATRIX

GOALS, OBJECTIVES, & STRATEGIES	
GOAL 1	DESIGN
OBJECTIVE 1.1	Update Development Regulations for Downtown
1.1.1	Adopt the Main Street Alabama Design Guidelines
1.1.2	Consider Adopting a Mixed-Use or Form Based Code Overlay Zoning District
1.1.3	Attend Professional Training Courses (Council, Planning Committee, Downtown Committee, etc)
1.1.4	Consider Rezoning Property on Bangor Street from Light Industrial to Institutional or General Business
1.1.5	Adapt Most Recent International Building Code to Help Preserve Historic Buildings
1.1.6	Consider Establishing a Downtown Historic District
OBJECTIVE 1.2	Improve Existing Building Facades
1.2.1	Use Main Street Alabama Design Guidelines
1.2.2	Establish a Facade Grant Program
1.2.3	Continue the Downtown Mural Program and Maintain Murals
OBJECTIVE 1.3	Improve Downtown Transportation System
1.3.1	Provide Street Trees, Furniture, Decorative Lighting, Crosswalks, Bike Racks, Garbage Cans, etc.
1.3.2	Stripe all On-Street Parking Spaces
1.3.3	Reconfiguring Existing Parking Lots to Maximize Spaces
1.3.4	Consider "Green" Grass-crete for New Parking
1.3.5	Provide Directional Signage to Parking Lots
1.3.6	Utilize Opportunities for Shared Parking
1.3.7	Utilize Tactical Urbanism as a Low Cost, Temporary Experiment
1.3.8	Resurface and Stripe Streets as Needed
1.3.9	Provide Sidewalks on all Streets for Connectivity
1.3.10	Realign Commercial & Blountsville Streets West of US HWY 31
OBJECTIVE 1.4	Create Parks and Greenspaces
1.4.1	Expand Hamby Park to Improve the Main Gateway to Downtown
1.4.2	Expand Veteran's Park to US Hwy 31
1.4.3	Extend Mud Creek Greenway to the West Side of US Hwy 31
1.4.4	Purchase Property as Available (Landbank)
OBJECTIVE 1.5	Promote Downtown Housing
1.5.1	Consider Varied Housing Options; including Lofts, Apartments, Townhomes, Cottages, etc.
1.5.2	Consider Mixed Use (Retail on Ground Level) for New Infill Developments & Housing

CHAMPIONS & STAKEHOLDERS	POTENTIAL FUNDING SOURCES	TIME FRAME
City	Local	ST
City, MSAL	N/A	ST
City, NARCOG	Local	ST
City	Local	ST/OG
City	N/A	ST
City	N/A	ST
City, Historic Preservation Commission, AHC	Local	ST
City	Property Owners/Local	ST
City	N/A	ST/OG
City	Local, CCCDC	ST
City	Local, ASCA, WSCC Arts Program	OG
City	ARC, ADECA CDBG, ALDOT TAP, Local, CCCDC	ST
City	ARC, ADECA CDBG, ALDOT TAP, Local, CCCDC	ST
City	Local	ST
City	Local/CCDC	ST
City	Local	ST
City	Local	ST
City	N/A	ST
City, Volunteers	Local, N/A	ST
City	Local	ST/OG
City	ARC, ADECA CDBG, ALDOT TAP, Local	MT
City	Local, Property Owners	MT
City	ADECA, LWCF & RTP, Local	MT
City	LWCF, Local	MT
City	LWCF, RTP, Local	MT
City	ALDOT TAP, ADECA LWCF & RTP, Local	LT
City	ADECA LWCF, Local	ST/OG
WSCC, City, Chamber	N/A	ST/OG
Chamber, City, WSCC	HUD, (Private Investors)	ST/OG
City	Local	ST/OG

GOAL 2	ORGANIZATION
OBJECTIVE 2.1	Organize to Get Downtown Projects Completed
2.1.1	Continually Seek New Partnerships
2.1.2	Utilize Civic Groups (Masons, Rotary, Citivans, Historical Preservation Group, etc.)
2.1.3	Utilize Volunteers and Leadership Program Alumni (Tactical Urbanism)
2.1.4	Establish a Downtown Business Group or Merchants Association
GOAL 3	PROMOTION
OBJECTIVE 3.1	Create a Committee to Spearhead Promotion Efforts
3.1.1	Market Downtown -- Create a Brand and Campaign
3.1.2	Actively Engage the Cullman Area Chamber of Commerce
3.1.3	Increase Promotion of Existing and New Events and Festivals (Christmas Parade, Mud Creek Festival, & Irish Heritage Festival)
3.1.4	Establish a Welcome Center Downtown
OBJECTIVE 3.2	Utilize Marketing, Print, Media, Social Media, etc.
3.2.1	Continue to Utilize & Update the City's Website
3.2.2	Continue to Utilize the City's Social Media (Facebook, Instagram, etc.)
GOAL 4	ECONOMIC VITALITY
OBJECTIVE 4.1	Diversify Downtown's Economy
4.1.1	Study the Right Mix of Retail, Office, and Residential
4.1.2	Create a "24/7/365" Downtown
4.1.3	Establish a Tax Increment Finance (TIF) District or Community Development Corporation (CDC)
4.1.4	Create New Events & Festivals (i.e. movies in the park, street games, concerts, etc.)
4.1.5	Provide Free Wifi Downtown
OBJECTIVE 4.2	Leverage Public and Private Investments
4.2.1	Utilize the NARCOG Small Business Fund (SBF) Loan Program
4.2.2	Explore Grant Opportunities for Improvements
OBJECTIVE 4.3	Develop Downtown Database
4.3.1	Start Collecting Data on Revenue Generated Downtown
4.3.2	Compile a List of Downtown Businesses & Available Spaces

KEY TO ABBREVIATIONS

ACE: Alabama Communities of Excellence
ADECA: Alabama Department of Economic and Community Affairs
ADEM: Alabama Department of Environmental Management
AHC: Alabama Historical Commission
ALDOT: Alabama Department of Transportation
ALDOT TAP: ALDOT Transportation Alternatives Program

ARC: Appalachian Regional Commission
ASCA: Alabama State Council on the Arts
CCCDC: Cullman County Community Development Commission
CDBG: Community Development Block Grant
Chamber: Cullman Area Chamber of Commerce
EDA: Economic Development Administration
EPA: Environmental Protection Agency

CHAMPIONS & STAKEHOLDERS	POTENTIAL FUNDING SOURCES	TIME FRAME
City	N/A	ST/OG
City	N/A	ST/OG
City	N/A	ST/OG
City, ACE	N/A	ST/OG
City, Chamber	N/A	ST
City	N/A	ST/OG
City, Chamber	Local, CCCDC	ST/OG
City	N/A	ST/OG
City, Chamber	Local	ST/OG
City	Local	MT
City, Chamber	Local	ST/OG
City, County	N/A	ST/OG
City	N/A	ST/OG
City	Local	LT
City, Chamber, NARCOG	Local	ST
City	N/A	MT
City	Local	MT
City	Local	ST/OG
City	Local	ST
City, NARCOG	Local	ST/OG
City, NARCOG, CCCDC, Banks	Businesses, NARCOG	ST/OG
City, NARCOG	ADECA, ALDOT, ARC, EDA, USDA	ST/OG
City	N/A	ST/OG
City	N/A	ST/OG
City	N/A	ST/OG

HUD: U.S. Department of Housing and Urban Development

LWCF: Land & Water Conservation Fund

MSAL: Main Street Alabama

NARCOG: North Central Alabama Regional Council of Governments

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

RTP: Recreational Trails Program

USDA: U.S. Department of Agriculture

WSCC: Wallace State Community College

TIME FRAME:

Short Term (ST): 1-3 Years

Medium Term (MT): 3-5 years

Long Term (LT): 5+ years

Ongoing (OG): Ongoing

PROPOSED ZONING

The Proposed Zoning Map on the adjacent page reflects the existing zoning within the downtown study area and the immediate surrounding areas, including the proposed Mixed Use/Form Based Code (FBC) Overlay Zoning District. The purpose of this map is to illustrate the recommended objective (1.1) and strategy (1.1.2) under Goal 1 – Design, to “consider adopting a Mixed-Use or FBC Overlay Zoning District” for downtown Hanceville. Implementation of this objective would involve the planning commission and the city council working together to decide between the two options and ultimately adopting the one they choose. It would also most likely require hiring a consultant to prepare the overlay zoning district. Updating the existing development regulations for downtown is crucial to allow for the types of proposed development and redevelopment projects in the Downtown Design Concept to occur and be in the appropriate form from a design perspective.

OVERLAY ZONING DISTRICT

An overlay zone is a zoning district which is applied over one or more previously established zoning districts, establishing additional or stricter standards and criteria for covered properties in addition to those of the underlying zoning district. Communities often use overlay zones to protect special features such as historic buildings, wetlands, steep slopes, and waterfronts. Overlay zones can also be used to promote specific development projects, such as mixed-used developments, waterfront developments, housing along transit corridors, or affordable housing.

– American Planning Association

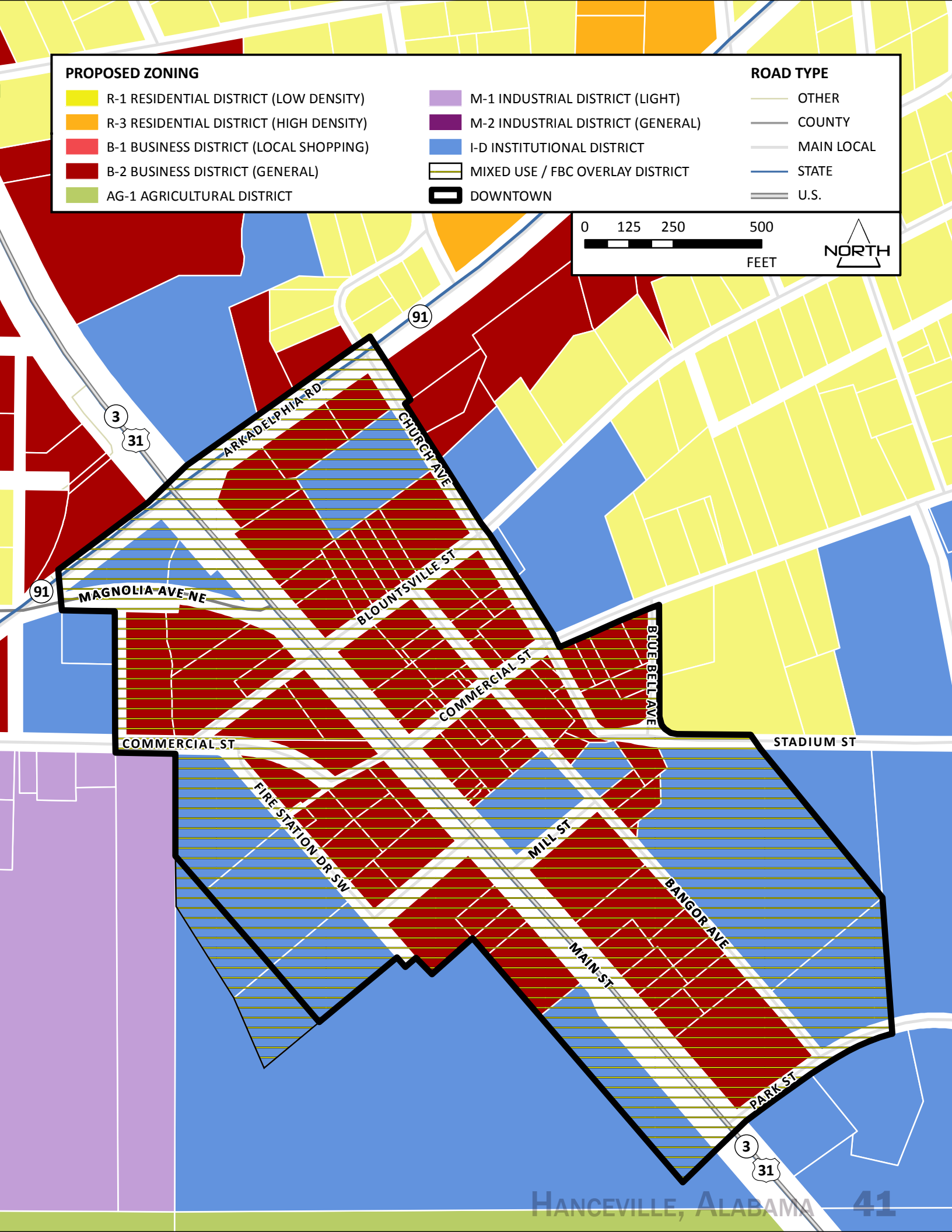
PROPOSED ZONING

- R-1 RESIDENTIAL DISTRICT (LOW DENSITY)
- R-3 RESIDENTIAL DISTRICT (HIGH DENSITY)
- B-1 BUSINESS DISTRICT (LOCAL SHOPPING)
- B-2 BUSINESS DISTRICT (GENERAL)
- AG-1 AGRICULTURAL DISTRICT

- M-1 INDUSTRIAL DISTRICT (LIGHT)
- M-2 INDUSTRIAL DISTRICT (GENERAL)
- I-D INSTITUTIONAL DISTRICT
- MIXED USE / FBC OVERLAY DISTRICT
- DOWNTOWN

ROAD TYPE

- OTHER
- COUNTY
- MAIN LOCAL
- STATE
- U.S.
























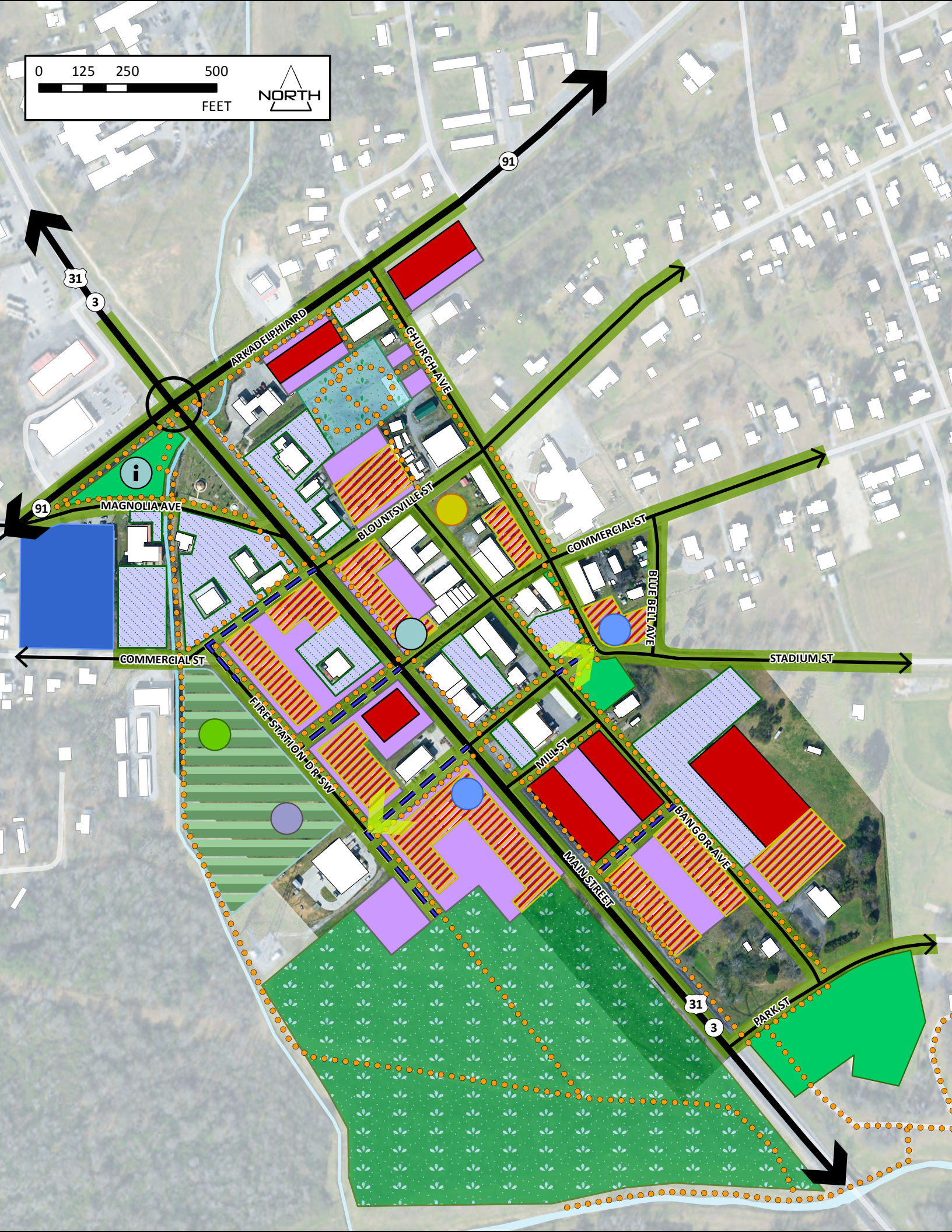
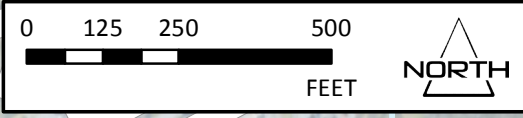
DOWNTOWN DESIGN CONCEPT

The Downtown Design Concept is the culmination of the community planning process and is meant to act as a guide for implementing the Downtown Improvement Plan. It is derived from the input gathered at the community meetings from residents, city leaders, the downtown committee, and NARCOG staff.

The Downtown Design Concept includes many ideas and concepts that are defined and illustrated with both photographs and renderings on the following pages.

DOWNTOWN DESIGN CONCEPT

-  RETAIL / COMMERCIAL – Proposed sites for infill or redevelopment retail opportunities
-  MIXED USE (RESIDENTIAL /OFFICE/ RETAIL) – Proposed infill sites for new development with ground level office/retail and upper level residential apartments and lofts
-  PARK – Proposed new parks to provide both active and/or passive greenspace downtown
-  COMMUNITY GARDEN / EVENT SPACE – Proposed location to provide for a community garden and/or event space
-  PARK WITH BIORETENTION SWALE – Proposed location for a park designed to handle stormwater runoff
-  PARKING – Proposed sites for additional surface and/or structured parking for vehicles
-  REDESIGNED PARKING AREAS – Proposed existing parking areas that can benefit from redesign to become more efficient, pleasant, and functional by utilizing features such as green infrastructure
-  WETLAND PARK – Proposed location of a conservation, educational, recreational, and interactive park along Mud Creek
-  PUBLIC WORKS – Proposed location for consolidating the Public Works Department to allow for expansion of Veterans Park
-  PEDESTRIAN PATHS – Proposed locations for trails, sidewalks, boardwalks, etc.
-  PROPOSED STREET CHANGES – Proposed realignment of Blountsville and Commercial Streets west of US Highway 31 to allow for the creation of an expanded downtown grid
-  TERMINATING VISTAS – In urban design, a monument or building (usually civic) is placed at the end or in the middle of a street, so that the view looking up the street ends at that structure adding aesthetic appeal while emphasizing its importance
-  STREETSCAPING – Proposed streets identified for improvements including sidewalks, street furniture, street lights, on-street parking, landscaping, trash receptacles, green infrastructure, etc.
-  FARMERS MARKET STRUCTURE – Proposed permanent structure at site of existing pop-up Farmers Market
-  OUTDOOR EVENT SPACE – Proposed location for a space to host a variety of outdoor events including concerts, festivals, movies, etc.
-  COMMUNITY GARDEN – Proposed location of a piece of land to be collectively gardened by groups of people to grow fruits, vegetables, etc.
-  CITY HALL – Proposed locations for a new city hall to house municipal operations
-  WELCOME CENTER – Proposed location for a physical site to provide information to tourists and visitors
-  OUTDOOR WELCOME KIOSK – Proposed outdoor visitor information board/kiosk at the main gateway corridor intersection in the newly annexed section of the Hamby Park; the main Welcome Center's outpost



DESIGN CONCEPTS: ILLUSTRATIVE IMAGES & RENDERINGS

MIXED USE

LIVE/WORK HOUSING



FIGURE 1



FIGURE 2



FIGURE 3



FIGURE 4



FIGURE 5



FIGURE 6



FIGURE 7



FIGURE 8

INFILL HOUSING



FIGURE 9



FIGURE 10



FIGURE 11



FIGURE 12



FIGURE 13



FIGURE 14

MARKETING VACANCY



FIGURE 15



FIGURE 17



FIGURE 18



FIGURE 16

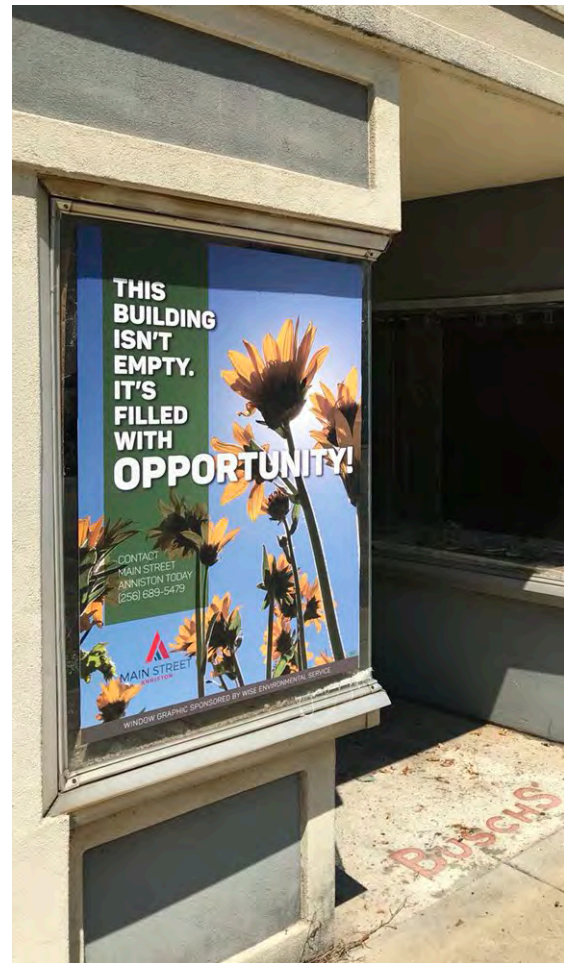


FIGURE 19



FIGURE 20



FIGURE 21



FIGURE 22



FIGURE 23



FIGURE 24

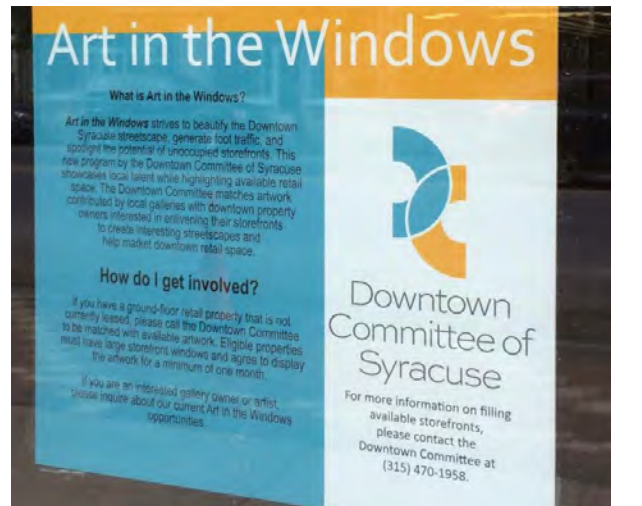


FIGURE 25

BANGOR AVENUE BUILDINGS

EXISTING



PROPOSED



EXISTING



PROPOSED



FLORIST BUILDING

EXISTING



PROPOSED



FARMERS MARKET

EXISTING



PROPOSED



BANK BUILDING

EXISTING



PROPOSED



NEW BANK BUILDING AND COMMERCIAL STREET REALIGNMENT

The aerial image below is of the existing portion of downtown Hanceville, located on the western side of U.S. Highway 31. Presently, the Cullman Savings Bank building does not properly address the prominent corner that it occupies, as it is set with parking in the front, in keeping with the typical manner and design of highway commercial developments. Also, Commercial and Blountsville Streets are offset from their counterparts on the eastern side of U.S. Highway 31, which presents the opportunity for automobile conflicts. They also devolve into incoherent streets that intersect with Fire Station Drive and impede future development opportunities.

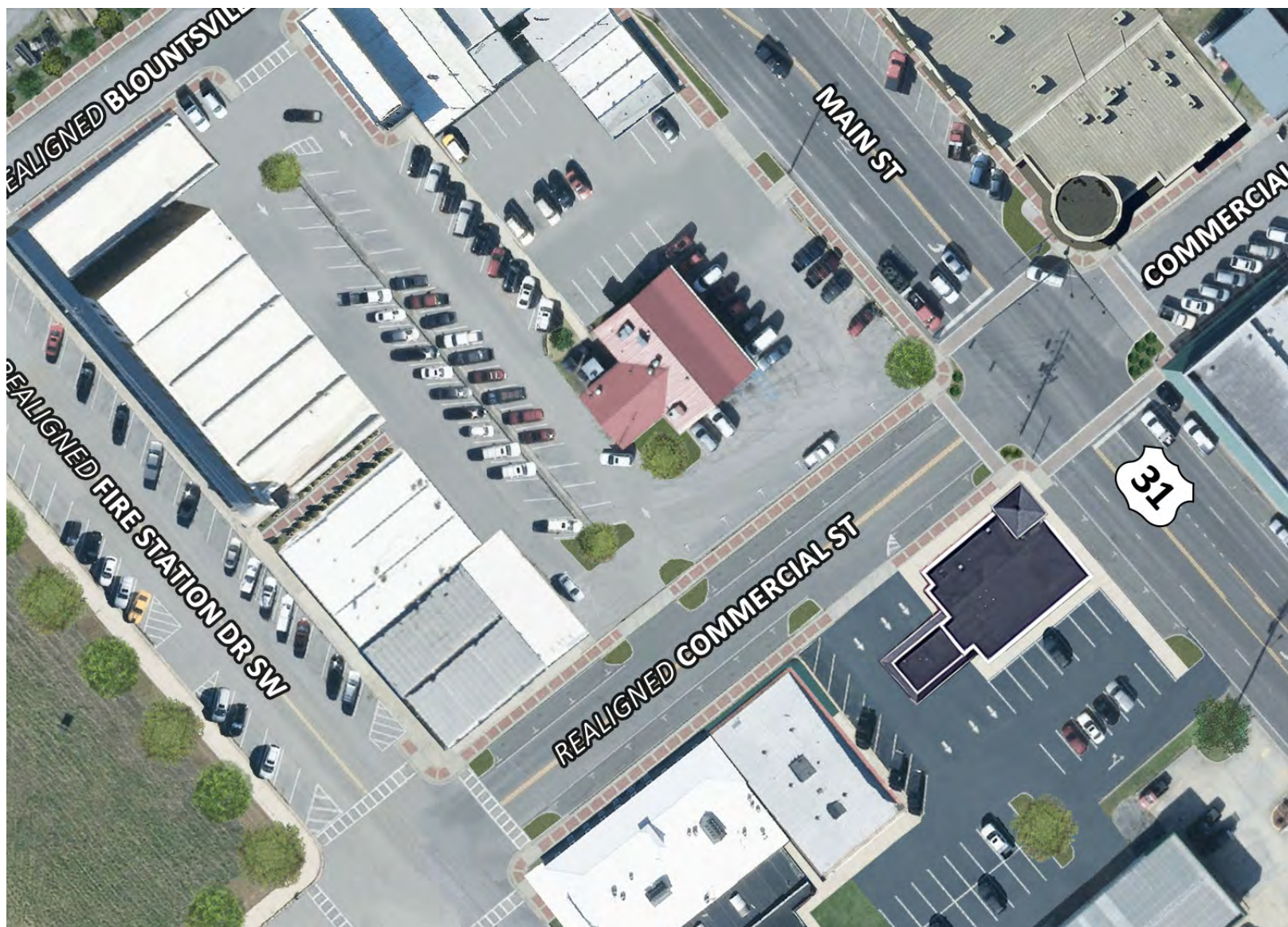
The aerial image on the opposite page visually illustrates the ideas found in the Design Concept Map for downtown Hanceville located at the beginning of this section. A fantastic opportunity exists for expanding downtown Hanceville on the western side of U.S. Highway 31 by flipping the existing downtown grid. This would create new development opportunities since the existing downtown on the eastern side of U.S. Highway 31 has limited space for new infill development.

EXISTING



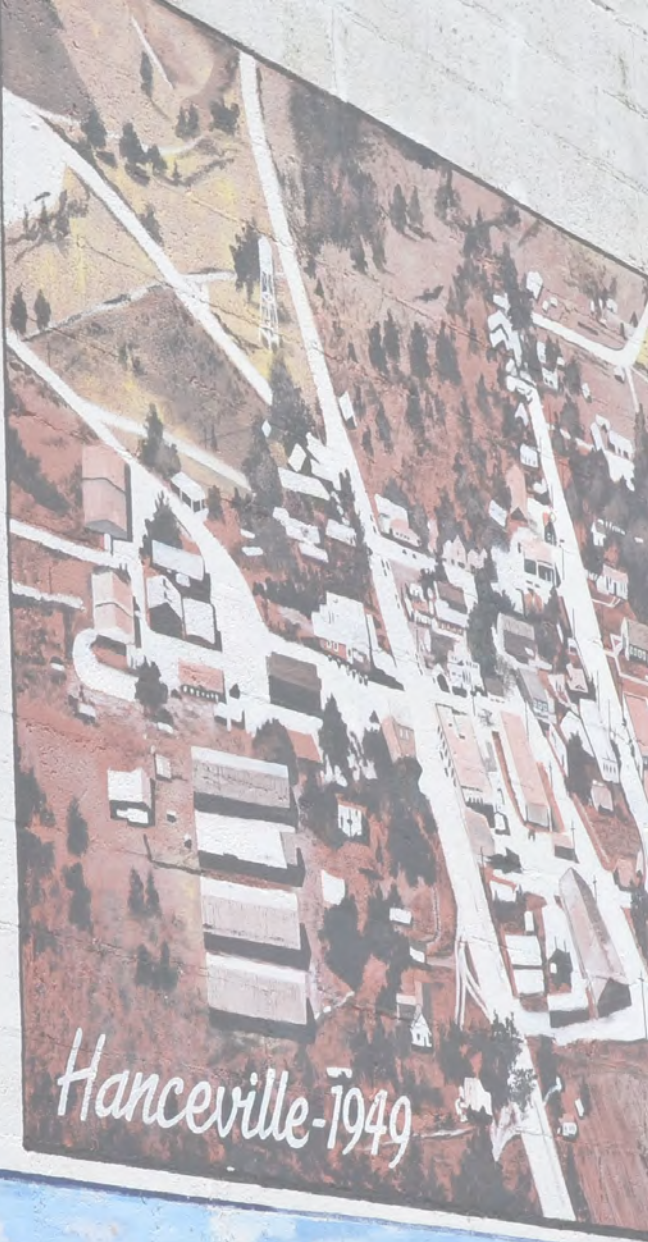
Several key things must happen to allow this concept to be realized. First, Commercial and Blountsville Streets must be realigned to establish proper intersections with U.S. Highway 31 and Fire Station Drive. By realigning these two streets, a traditional street grid will be created for new developments to occur. This will require the City and property owners, such as the Cullman Savings Bank, working together to vacate existing street rights-of-way and exchange and/or convey property to consolidate and create new parcels that are more valuable and developable. A huge part of this concept rests on the willingness of the Cullman Saving Bank to relocate its existing building by constructing a new bank building that properly addresses the corner of U.S. Highway 31 and Commercial Street. The new bank building will set the tone for the proposed new developments to follow. The proposed new developments are mixed used buildings, with parking located in the rear and along the streets, that would contain retail and/or office space on the bottom floors and residential apartments and/or lofts on the upper floors. The new residential units will not only help address the current housing shortage for students at Wallace State Community College, but also breathe fresh life into downtown to support existing businesses and create a market for new businesses as well. This will increase revenues for the City and create that “Destination Downtown” desired by the residents.

PROPOSED



VILLE

Founded
1879



LIST OF FIGURES

LIST OF FIGURES

IMAGE SOURCES:

- FIGURE 1 Adaptive reuse of 458 E Clayton Street - Athens, GA
<http://amtathens.com/website/project/458-east-clayton-street-downtown-building-renovation/>
- FIGURE 2 Columbia Parc at the Bayou District - New Orleans, LA
<https://buildhealthyplaces.org/whats-new/columbia-parc-at-the-bayou-district-new-orleans-la/>
- FIGURE 3 Norton Commons - Louisville, KY
<https://brokensidewalk.com/2009/norton-commons-building-awarded-leed-gold-certification/>
- FIGURE 4 Norton Commons - Louisville, KY
<http://artisansignaturehomes.com/custom-building-live-work-properties-in-norton-commons/>
- FIGURE 5 The A&P Lofts at 1615 Graham Street - Montgomery, AL
- FIGURE 6 50 S Church Street - Fairhope, AL
- FIGURE 7 Old Town Columbus neighborhood - Columbus, GA
<https://www.wsj.com/articles/new-communities-designed-to-look-like-old-fashioned-small-towns-1470320477>
- FIGURE 8 Pasta Jay's on Pearl Street - Boulder, CO
<https://www.flickr.com/photos/kkanouse/23510458301/in/album-72157625720425566/>
- FIGURE 9 Housing on Swain Circle and Rural Plains Circle in the Berry Farms Community - Franklin, TN
- FIGURE 10 A triplex in The Boulevard neighborhood - Auburn, AL
<http://www.theboulevardauburn.com/charter-packages/charleston-house-4-bedroom-35-bath-l6l4m>
- FIGURE 11 The Flats at Hampstead on Marylebone High Street - Montgomery, AL
<https://www.hampsteadliving.com/the-flats/>
- FIGURE 12 Columbia Parc at the Bayou District - New Orleans, LA
https://www.columbiaries.com/communities/our-communities/property-details/property?prop_id=33
- FIGURE 13 A duplex in The Boulevard neighborhood - Auburn, AL
<http://www.theboulevardauburn.com/charter-packages/4-bedroom-4-bath-cottage>
- FIGURE 14 Columbia Parc at the Bayou District - New Orleans, LA
<https://www.apartments.com/columbia-parc-at-the-bayou-district-new-orleans-la/y64jsjs/>
- FIGURE 15 MiLES (Made in the Lower East Side) Storefront Transformer, 37 E 1st Street - New York, NY
<https://www.kickstarter.com/projects/milescity/made-in-the-lower-east-side-miles-storefront-trans/posts>
- FIGURE 16 Main Street Alabama (MSAL) window cling for Anniston Main Street - Anniston, AL
<https://suzenrobertson.net/main-street-anniston-window-clings>
- FIGURE 17 MSAL window cling for Anniston Main Street - Anniston, AL
<https://suzenrobertson.net/main-street-anniston-window-clings>

- FIGURE 18 MSAL window cling for Anniston Main Street - Anniston, AL
<https://geekalabama.com/2018/02/07/the-struggles-of-the-anniston-oxford-metro-here-are-ten-ways-to-turn-the-metro-around/>
- FIGURE 19 MSAL window cling for Anniston Main Street - Anniston, AL
<https://pbs.twimg.com/media/DjH6ZVmUUA413u.jpg>
- FIGURE 20 Historical photo window clings - Central City, IA
<https://smallbizsurvival.com/2018/06/dress-empty-buildings-creative-window-ideas.html>
- FIGURE 21 Fake storefront window decal - Longview, TX
<https://smallbizsurvival.com/2018/06/dress-empty-buildings-creative-window-ideas.html>
- FIGURE 22 LittleBits Store - New York, NY
<https://tacklingcommercialgentrification.wordpress.com/affordable-business-models/pop-up-spaces-and-mobile-vending/>
- FIGURE 23 East Lake business district local artist window art - Birmingham, AL
http://blog.al.com/spotnews/2012/07/art_decorates_vacant_store_fro.html
- FIGURE 24 Fake barber shop window banners - Hollis, OK
<https://smallbizsurvival.com/2018/06/dress-empty-buildings-creative-window-ideas.html>
- FIGURE 25 Downtown Committee of Syracuse's Art in the Windows program - Syracuse, NY
<https://myemail.constantcontact.com/Downtown-Syracuse-News---Events-6-15---6-21.html?soid=1103923423026&aid=uFZxdgaAIGc>



APPENDIX

WHAT'S HAPPENING DOWNTOWN?

PARTICIPATE IN CRAFTING
THE VISION FOR YOUR
DOWNTOWN'S FUTURE AND
LEARN TIPS, RESOURCES
AND INCENTIVES FOR
DEVELOPMENT



THURSDAY, MAY 17
6 PM - 8 PM

HANCEVILLE CIVIC CENTER
902 COMMERCIAL STREET

MAIN STREET

★ ALABAMA ★



COMMUNITY MEETING SUMMARY

The first community meeting for Hanceville's Downtown Improvement Plan was held on May 17, 2018 at the Hanceville Civic Center. Mayor Nail welcomed everyone and provided opening remarks. The mayor was followed by a presentation from a field services specialist with Main Street Alabama on "Downtown Development" and available resources as part of Hanceville's participation as a Main Street Alabama "Network community." Following this presentation, the North Central Alabama Regional Council of Governments (NARCOG) planning staff provided the meeting attendees a brief overview of the process for the "Downtown Improvement Plan."

Narcog planning staff then conducted a 5-minute visioning exercise to gather community input to be used in crafting a "Vision" for Downtown Hanceville. Below are the notes from the visioning exercise.

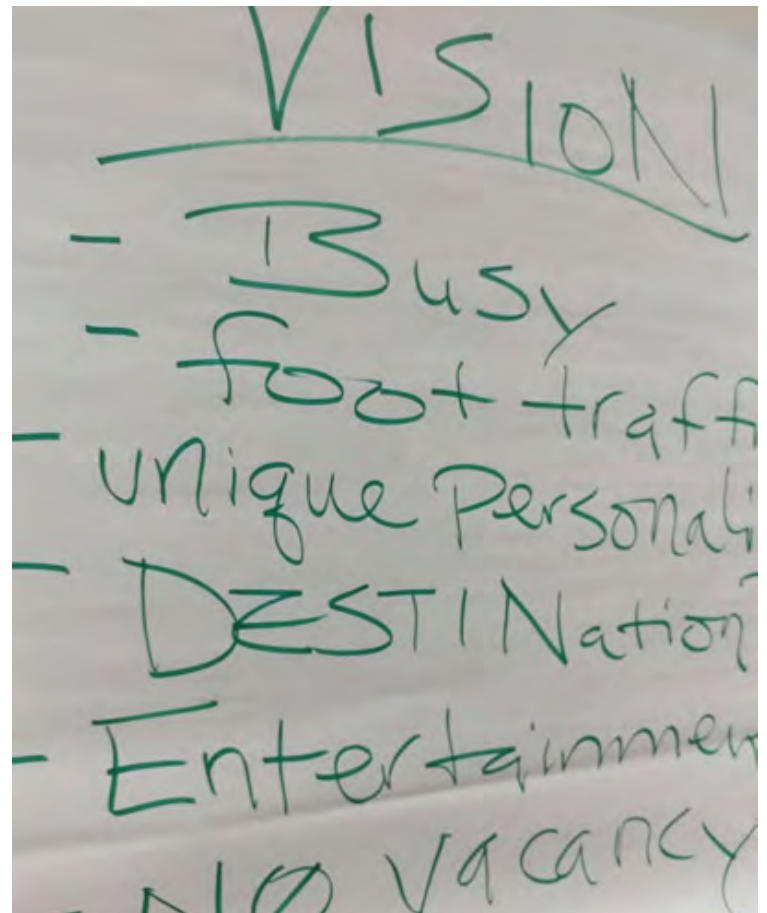
VISIONING EXERCISE NOTES

- Busy
- Foot traffic
- Unique personality
- Destination
- Entertainment
- No vacancy
- Shopping opportunities
 - o Clothing, shoes
- Restaurants
 - o Sports bar (open late)
 - o Sit down restaurant
- Stylish
- Trees
 - o Street, shade, greenery
- Welcome center
- Transportation/transit
- Good parking and pedestrian areas (no cars)
- Garbage cans
- Bike racks
- Money
- Housing



DOWNTOWN PLANNING ACTIVITY

Finally, NARCOG planning staff facilitated a hands-on planning activity with four breakout groups consisting of members of the Downtown Planning Committee and residents of Hanceville. The purpose of the activity was to gather community input on downtown design using maps, markers, and sticky notes to draw and write down their ideas. After the meeting, NARCOG planning staff transcribed the community input from each of the four maps, located on the following pages, and created four "Community Input Composite Maps." This led to the creation of the Preliminary Downtown Design Concept.



CITY OF HANCEVILLE

Downtown Community Meeting #2

Continuing the Conversation



July 10, 2018
6:00 – 8:00pm

Hanceville Civic Center
902 Commercial Street

The public is invited to join City of Hanceville officials and NARCOG as we continue the conversation to develop a vision and goals for downtown development and design.



COMMUNITY MEETING SUMMARY

The second community meeting was held on July 10th, and the purpose was to share draft vision statements, along with a preliminary downtown design concept for feedback. The following draft “Visions” for Downtown Hanceville were created based on the community input from the first meeting. It should be noted that much of the input provided became either objectives or strategies in support of the goals.

DRAFT VISION STATEMENTS

- A bustling and/or vibrant downtown that is a unique and entertaining destination!
- A destination downtown that is vibrant, unique, and entertaining!
- Destination downtown!



DOWNTOWN DESIGN PLANNING ACTIVITY RESULTS

MAP A

In the park off Magnolia Avenue NE and Arkadelphia Road

- Add flowers and statue
- Welcome visitor centers

On the corner of Arkadelphia Road and Church Avenue

- Medical clinic
- Comic book/game shop (bring in younger shoppers)
- Walking trail in green space behind stores

Between Commercial Street/Blountsville Street/Main Street/West side of U.S. Highway 31

- Small businesses – pretty much as it is currently, just with some cleanup
- Add stores for instruments, wood/leather working, other crafts

On the corner of Commercial Street and Blountsville Street

- Antique store

Where Commercial Street meets Main Street

- Restaurant
- City center
- Town square

Off Fire Station Drive and Commercial Street

- Public Gardens
 - o provide community with the chance to grow plants together
 - o flower gardens give a formal setting for weddings/prom/picture sessions

Off Fire Station Drive and Main Street

- Public library
- Consignment/thrift store
- Pet shelter (NOT store)

On the corner of Blountsville and Bangor Ave

- Pave into lot
- Farmers market

On the corner of Commercial Street and Bangor Ave

- Dental office
- Gym/exercise studio

On the corner of Commercial Street and Church Ave

- Homeless youth shelter
- First source for women

Off Main Street and Mill Street

- Shopping center/strip mall #1
- Small clothing and accessory stores
- One or two restaurants

On Bangor Avenue behind shopping center #1

- Shopping center/strip mall #2
- Large clothing stores
- Restaurants

Free pantry cabinets:

- Between the welcome/visitor center on Magnolia Avenue NE and Arkadelphia Road
- On Church Avenue between Arkadelphia Road and Blountsville Street
- At the proposed new public library on Fire Station Drive SW and Main Street

Hanceville, Alabama

Downtown Improvement Plan - Community Input Composite Map A

0 75 150 300 450 600 FEET



● Free pantry cabinets

MAP B

On the North-East corner of Arkadelphia Road and Church Avenue

- Strip mall (shoe store, Little Caesars, insurance agency)
- Fix drainage ditch with surge pond

On the corner of Blountsville Street and Main Street

- Welcome Center

Across from the Welcome Center, on Main Street there are two buildings that need to be demolished

On the corner of Bangor Avenue and Stadium Street

- Park

Behind the fire station – from Veteran's Park to Wallace Street

- Greenway/walking trail/bike trail
- Sewer line easement

Hanceville, Alabama

Downtown Improvement Plan - Community Input Composite Map B

0 75 150 300 450 600 FEET



Buildings that need to be demolished

Fix drainage ditch with surge pond

Strip mall / shoe store / Little Caesars / Insurance Agency

Welcome center

Park

Greenway / walking trail / bike trail

Sewer line easement

MAP C

On the corner of Arkadelphia Road and Magnolia Avenue

- Get rid of donation box

On Bangor Avenue and Blountsville Street (Corners)

- Microbrewery/sports bar
- Small stage built for evening concerts, small shows, pageants

On Fire Station Drive next to the Fire Station

- Field can be used for outdoor events

In the empty parking lot along Bangor Avenue and Stadium Street

- Create a monthly gathering

Along Main Street (West side) near Park Street

- Stop trucks parking along side of road

Hanceville, Alabama

Downtown Improvement Plan - Community Input Composite Map C

0 75 150 300 450 600 FEET



MAP D

Along Highway 31 just past Arkadelphia Road

- Sports/Wellness/Aquatics center
- Hotel (for Shrine and Wallace)

Between the buildings along Arkadelphia Road between Main Street and Church Avenue

- Retail
- Housing – in the empty lot behind proposed retail space

On the corner of Magnolia Avenue and Arkadelphia Road

- Park

On the corner of Main Street and Blountsville Street

- Post office
- Office space/retail
- Housing for renting

On the corner of Main Street and Commercial Street

- Outdoor seating
- Welcome center
- Bike racks

Between Commercial Street and Blountsville Street along Bangor Avenue

- Restaurant

Next to the fire station along Fire Station Drive

- City hall

In the green space behind the fire station

- Wetlands park

Across from the fire station on the corner of Fire Station Drive SW

- Public hall

Church Avenue and Stadium Street

- Fix the parking lot where these roads meet

At the corner of Stadium Street and Bangor Street

- Park

From where Park Street meets Main Street

- Add retail in the empty space along Main Street

Commercial Street to Park Street

- Add sidewalk

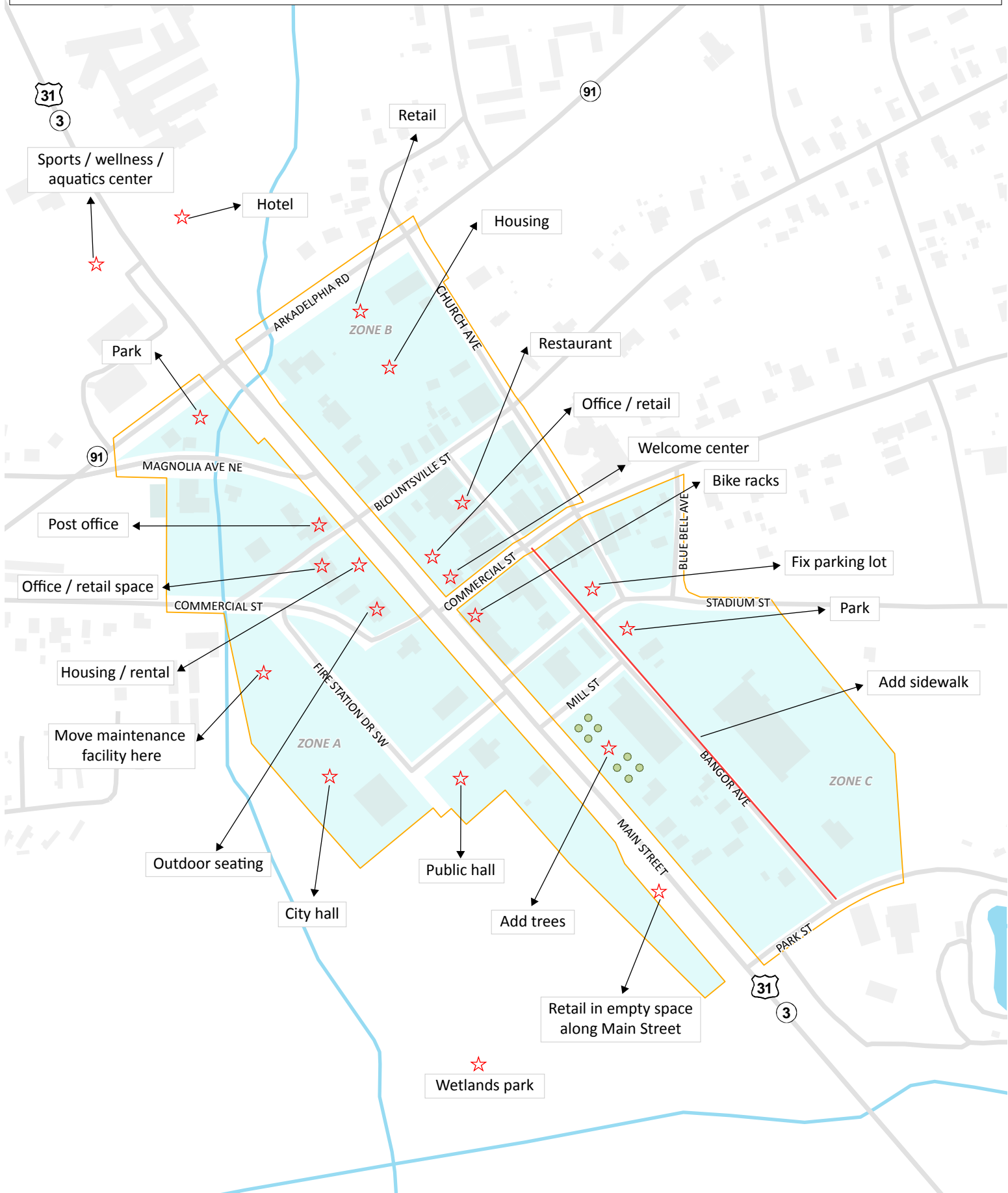
In parking lot along Main Street between Mill Street and Park Street

- Add trees

Hanceville, Alabama

Downtown Improvement Plan - Community Input Composite Map D

0 75 150 300 450 600 FEET



RESOLUTION _____

CITY OF HANCEVILLE PLANNING COMMISSION
RESOLUTION TO ADOPT THE HANCEVILLE DOWNTOWN IMPROVEMENT PLAN

WHEREAS, the City of Hanceville Planning Commission has made careful studies of the land use, physical conditions, transportation system, community facilities, and economic development opportunities of downtown Hanceville, Alabama, and;

WHEREAS, the City of Hanceville Planning Commission has reviewed the *Hanceville Downtown Improvement Plan* and finds it to best promote the revitalization and future prosperity of downtown Hanceville, Alabama, and;

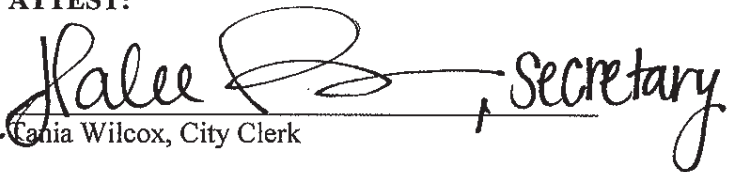
WHEREAS, according to the Section 11-52-10 of the Code of Alabama, it shall be the function and duty of the City of Hanceville Planning Commission to adopt said plan for the physical development of Hanceville, Alabama, and a public hearing and notification of said *Hanceville Downtown Improvement Plan* have been met.

NOW, THEREFORE, BE IT RESOLVED, by the Planning Commission of the City of Hanceville, Alabama, that the planning document entitled "*Hanceville Downtown Improvement Plan*" and all official maps pertaining thereto are hereby adopted the 22 day of October 2018.

BE IT FURTHER RESOLVED, that this resolution and the *Hanceville Downtown Improvement Plan* be transmitted to the Hanceville City Council and recommended for adoption.


Rick Cason, Chairman

ATTEST:


Tania Wilcox, City Clerk


Planning Commissioner


Planning Commissioner


Planning Commissioner

Planning Commissioner


Planning Commissioner

Planning Commissioner


Planning Commissioner

Planning Commissioner

RESOLUTION 633

HANCEVILLE CITY COUNCIL
RESOLUTION TO ADOPT THE HANCEVILLE DOWNTOWN IMPROVEMENT PLAN

WHEREAS, according to the Section 11-52-8 of the Code of Alabama, it shall be the function and duty of the City of Hanceville Planning Commission to make and adopt a master plan for the physical development of Hanceville, Alabama, and;

WHEREAS, the City of Hanceville Planning Commission has made careful studies of the land use, physical conditions, transportation system, community facilities, and economic development opportunities of downtown Hanceville, Alabama, and;

WHEREAS, the City of Hanceville Planning Commission has reviewed the *Downtown Improvement Plan* and finds it to best promote the revitalization and future prosperity of downtown Hanceville, Alabama, and;

WHEREAS, all requirements of the laws of the State of Alabama with regard to preparation, public review and notification of said "*Hanceville Downtown Improvement Plan*" have been met, and;


WHEREAS, the City of Hanceville Planning Commission has adopted the "*Hanceville Downtown Improvement Plan*" on October 22, 2018 and transmitted and recommended the same to the City Council.

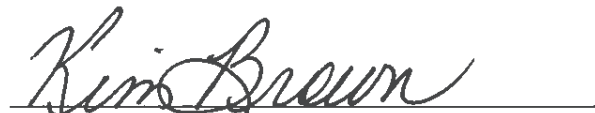
NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Hanceville, Alabama that the planning document entitled "*Hanceville Downtown Improvement Plan*" and all official maps pertaining thereto are hereby adopted the 13th day of December 2018.


Kenneth Nail, Mayor


ATTEST:



Tania C. Wilcox, City Clerk


City Council


City Council


City Council


City Council


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