

# Glenn-Dean Focus Area Vision Plan

(efficiency meets economy)

## Project Background, Statements, Demographics

### Background:

- Auburn is the largest municipality in Lee county, and the fastest growing city in ALABAMA.
- From 2010 to 2016 Auburn residents increase from 53,380 to 63,118.
- The population pyramid shows Auburn has an age distribution with a large college going population.
- Our focus area Glenn-Dean intersection area disconnected through the lack of diversity in transportation methods available.
- This area poses a fantastic opportunity for development because of its centralized location and proximity to groceries, schools, and other amenities.

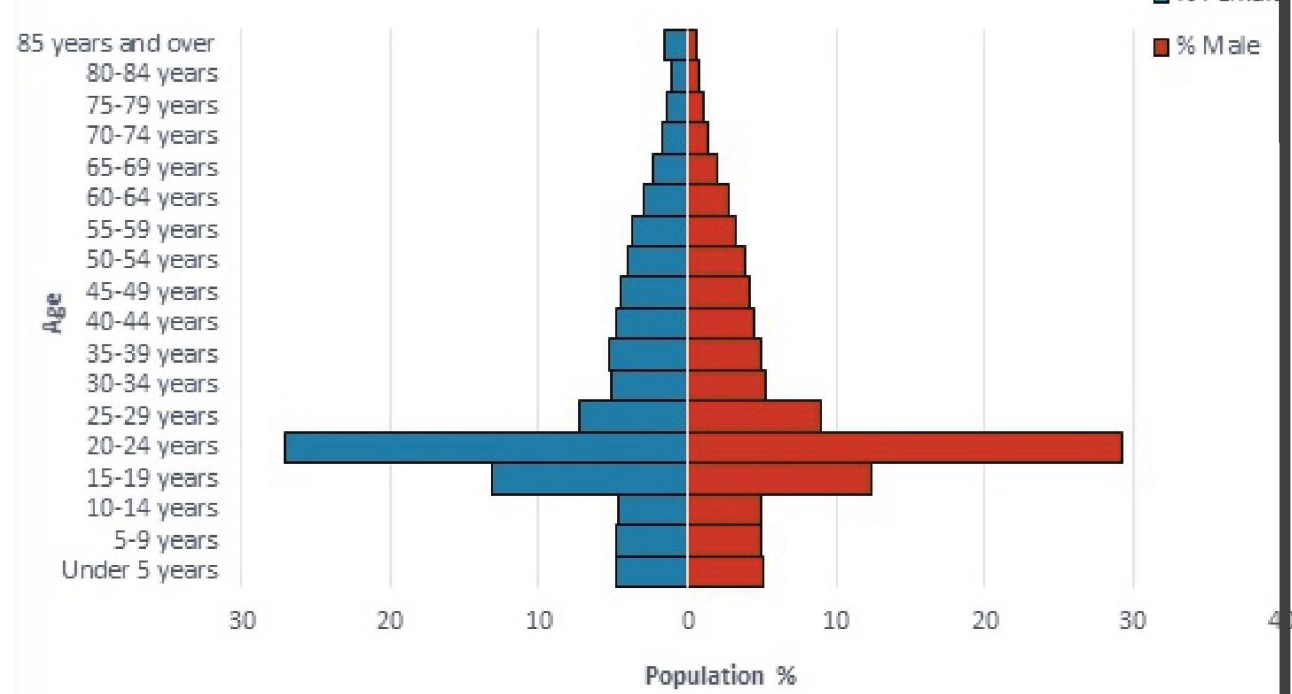
### Project Statement:

Historically, The Glenn-Dean-Harper Neighborhood has been a lower-middle income class area with residential and commercial components. As Auburn has grown and the reliance on private transportation, a gap in pedestrian facilities have been created. Redevelopment has greatly improved commercial components without consideration for changes in housing.

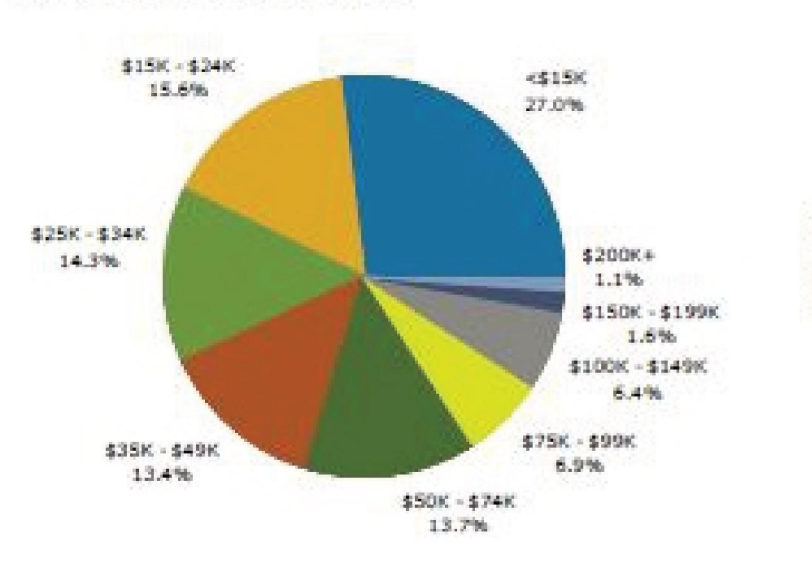
### Focus Area Boundaries:

The focus area is the Glenn Avenue and Dean Road intersection and its immediate surrounding area. The parcels in this vary in character, size, purpose, and development possibilities. The boundaries of this area extend to Opelika Road to the north, Old Mill Road to the south, Ross Street to the west, and roughly areas just before University Drive to the east. Within these boundaries is a combination of gateway commercial zoning, mixed use with office and light commercial, and a variation of low to high density residential areas.

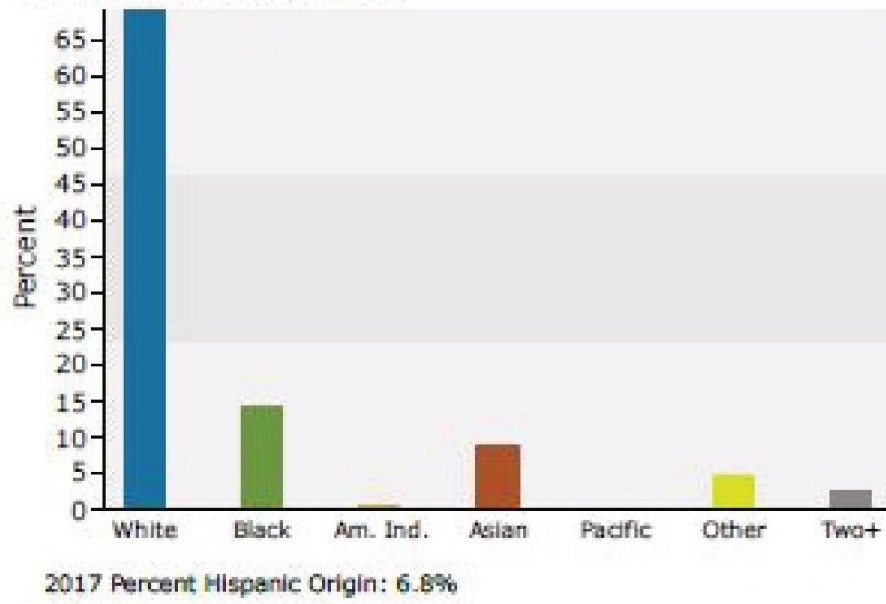
Population Pyramid 2010



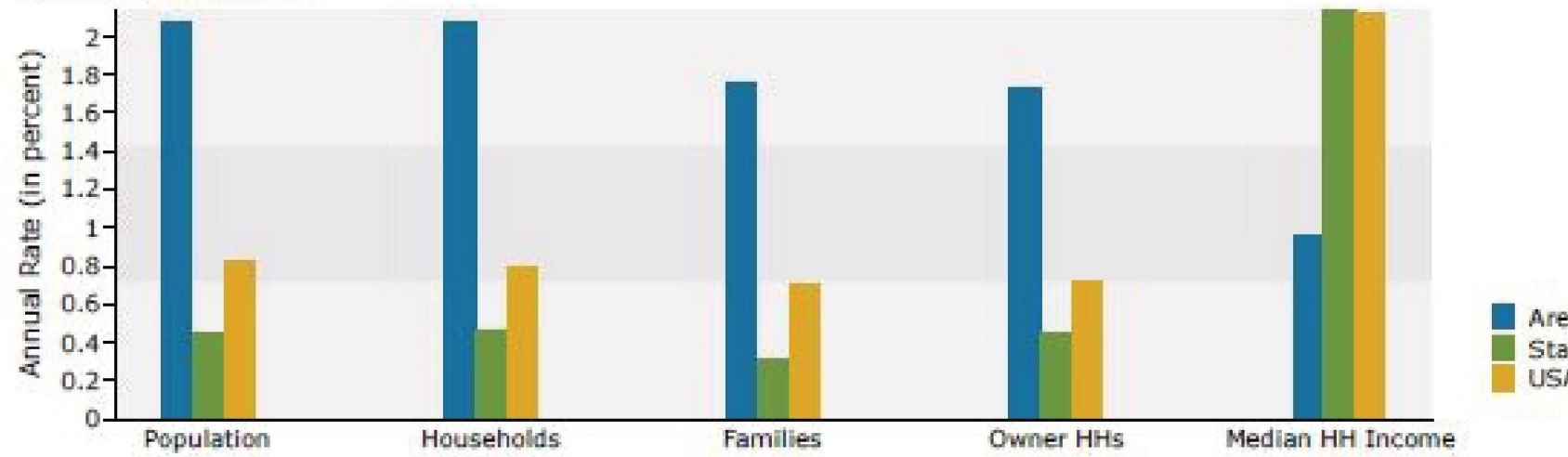
2017 Household Income



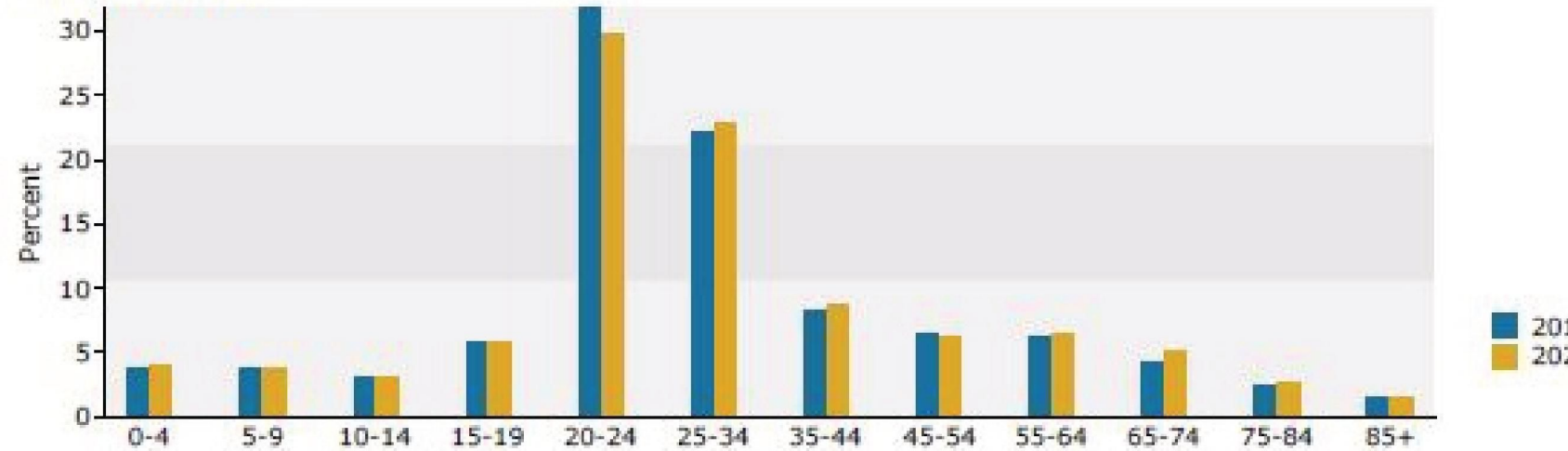
2017 Population by Race



Trends 2017-2022



Population by Age



## Part 1: Focus Area Evaluation 5

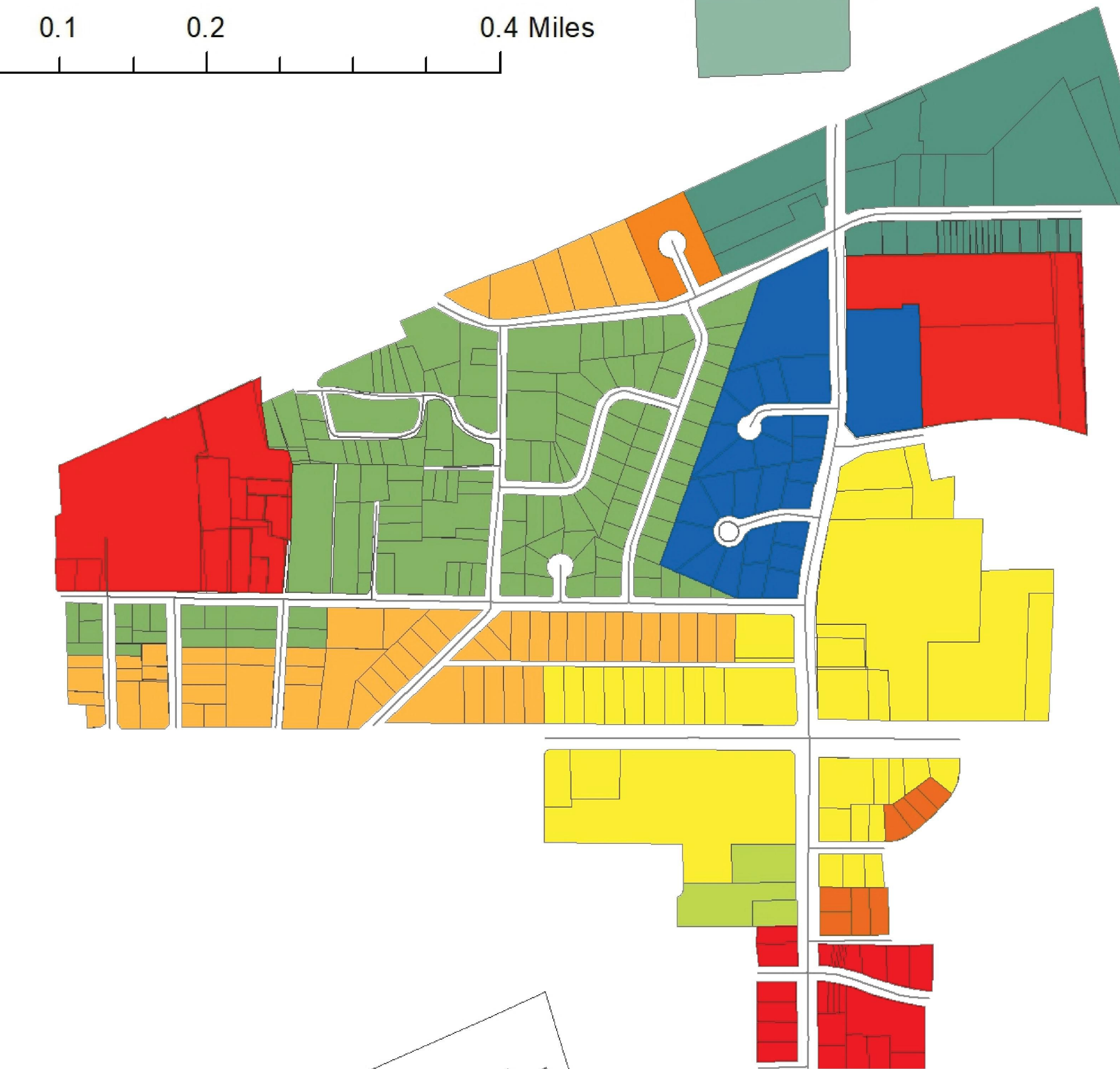
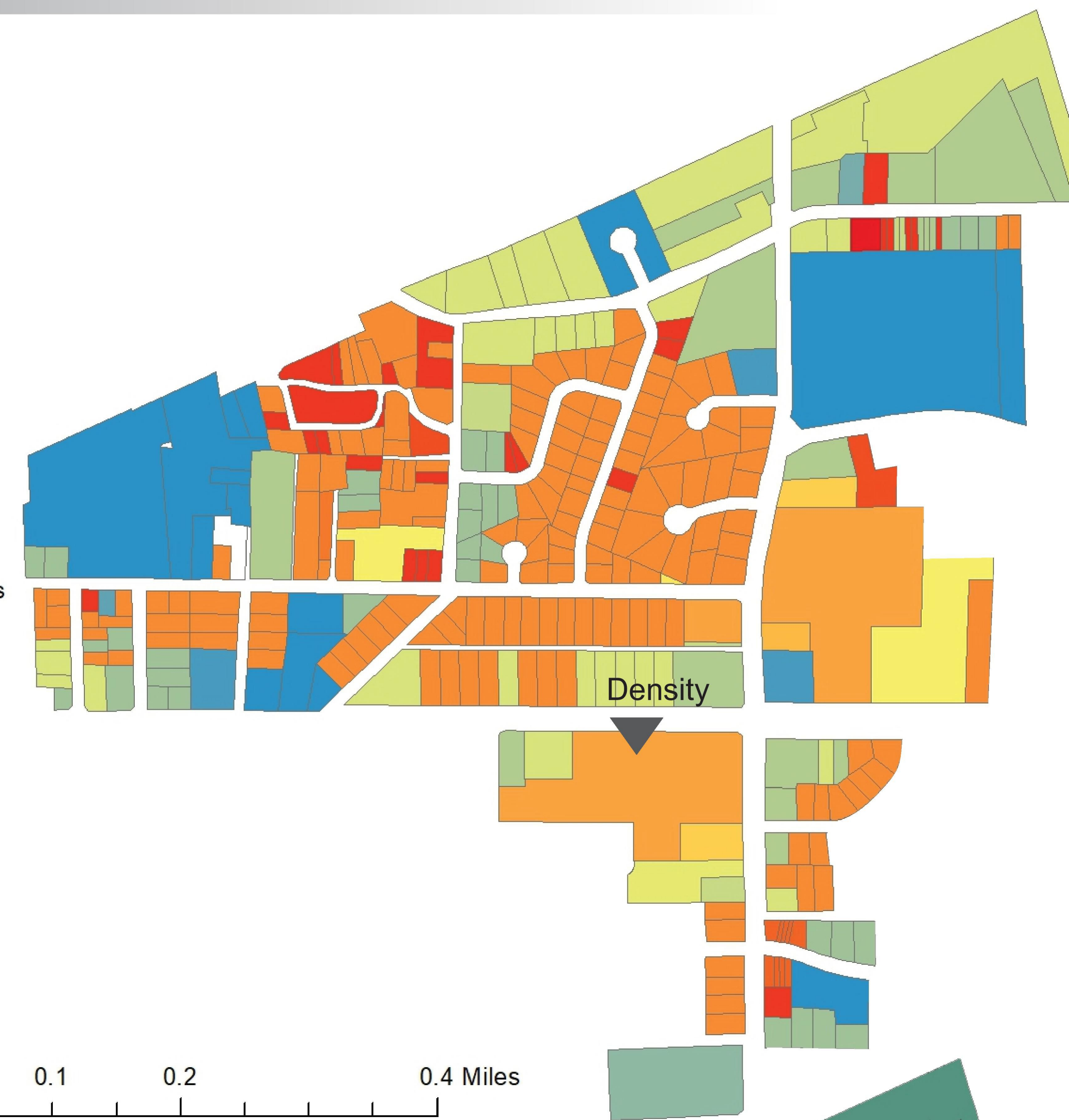
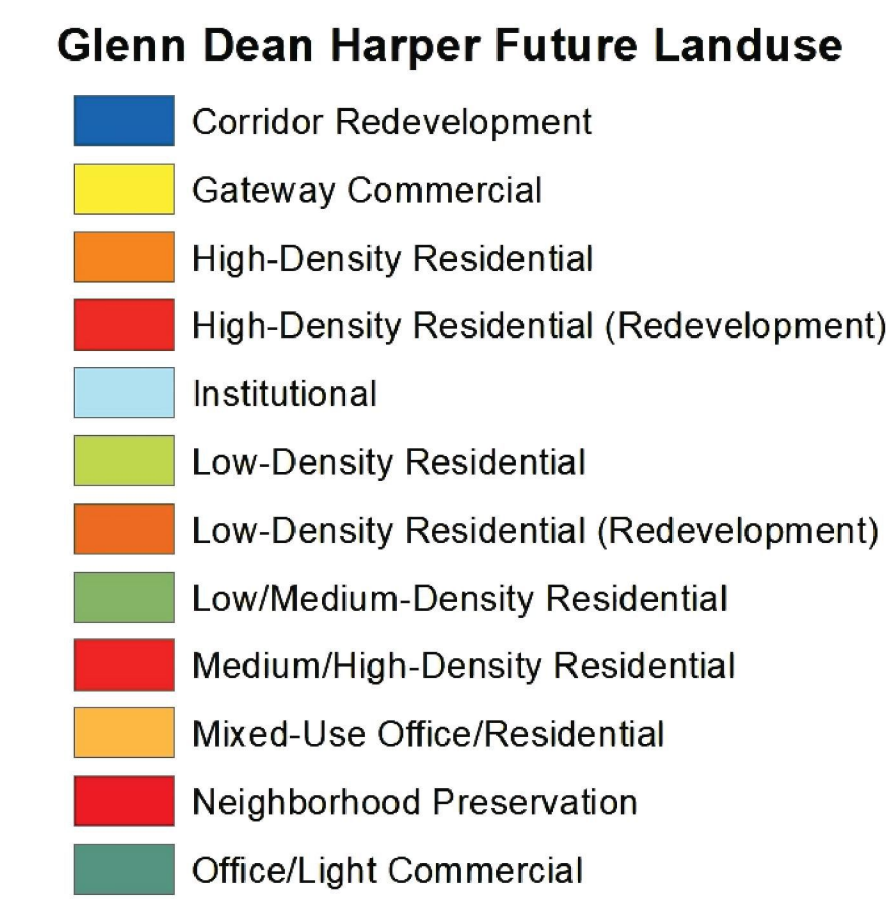
### Land Use:

Existing land use has several categories by subdividing large topics into specific sections. Varying land use functions are intermingled creating a incohesive pattern. The area has homes that are utilized as businesses. While several of these buildings are older homes and blend into the surrounding neighborhood, a few looks slightly run down and stand out as community eyesores.



### Future Land Use:

Future land use is much more structured and addresses redevelopment needs and incorporates mixed-use facilities. A larger commercial area, corridor redevelopment, and increased mixed-use parcels create a consistent roadway on Glenn and Dean.



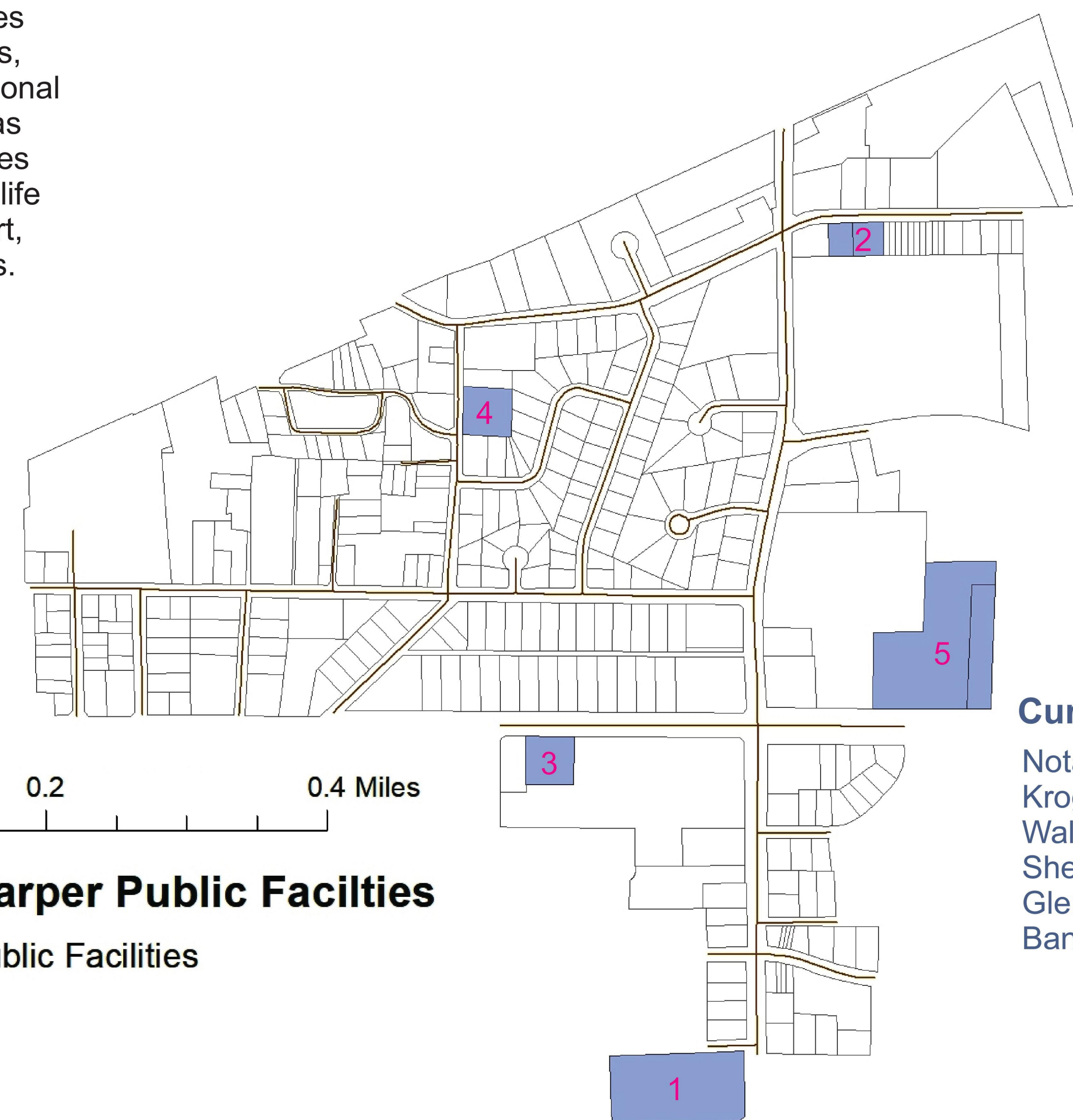
## Property & Business

The current businesses in the commercial and mixed-use zones are a combination of office spaces for private, public and city entities, restaurants, grocery stores, personal grooming stores, banks and a gas station. This mixture of businesses is geared to accommodate daily life and provide amenities for comfort, necessities and lifestyle activities.

### NonProfit Facilities

Business	Value
1 Auburn Public Library	3.6
2 Women's Hope Medical Clinic	0.7
3 Auburn Chamber of Commerce	0.9
4 City of Auburn	0.9
5 Grace United Methodist	5.4
Total	11.5

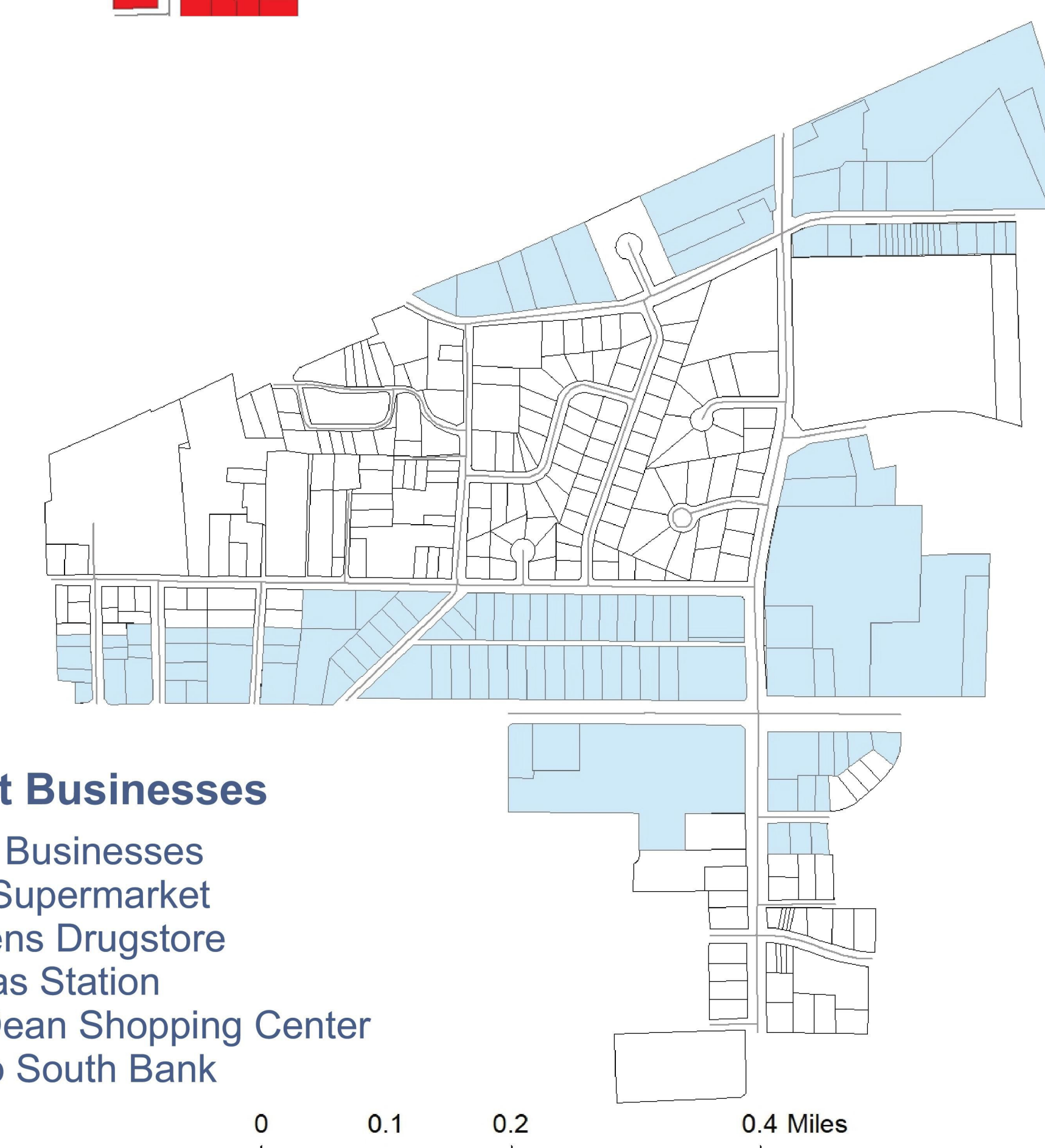
### Glenn Dean Harper Public Facilities



### Current Businesses

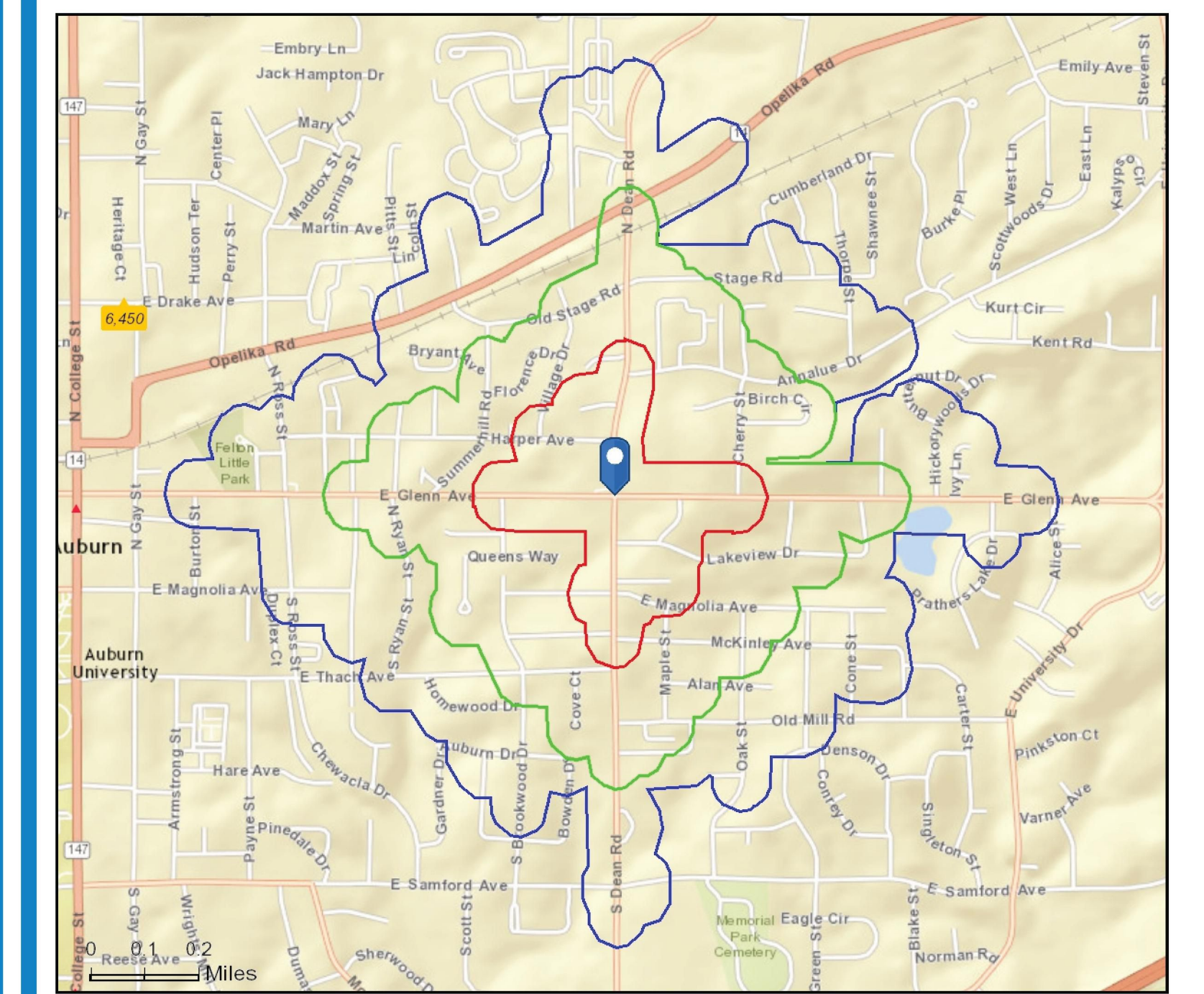
- Notable Businesses
- Kroger Supermarket
- Walgreens Drugstore
- Shell Gas Station
- Glenn Dean Shopping Center
- Bancorp South Bank

Commercial and Mixed-use Parcels

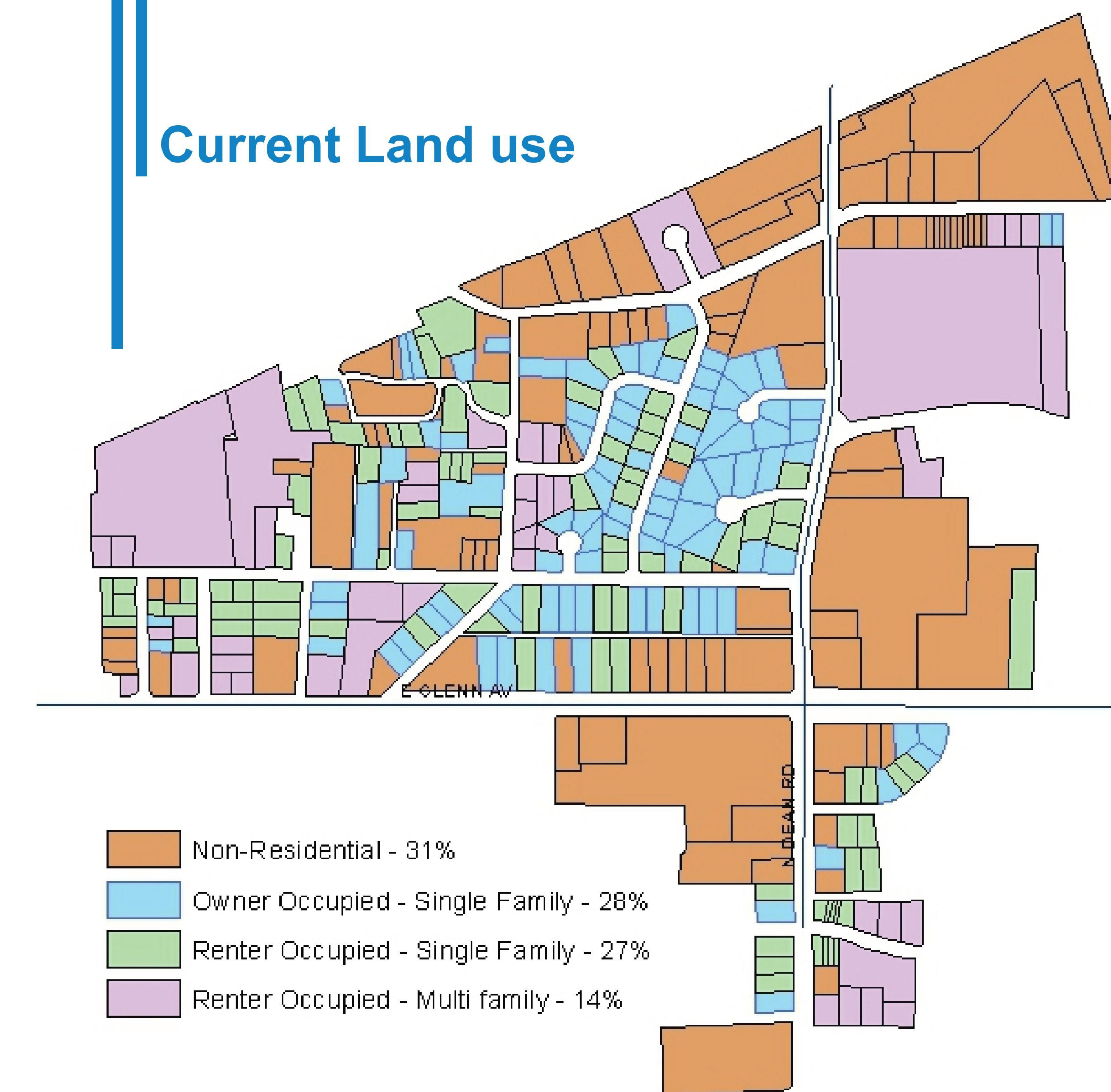


## Retail Market Analysis

The figure below illustrates the distance in walking time from the center of East Glenn and East Dean Avenue in subsets of 5, 10 and 15 minutes. The availability of proper pedestrian routes being made available to support walking for residents is an assumption made for this analysis.

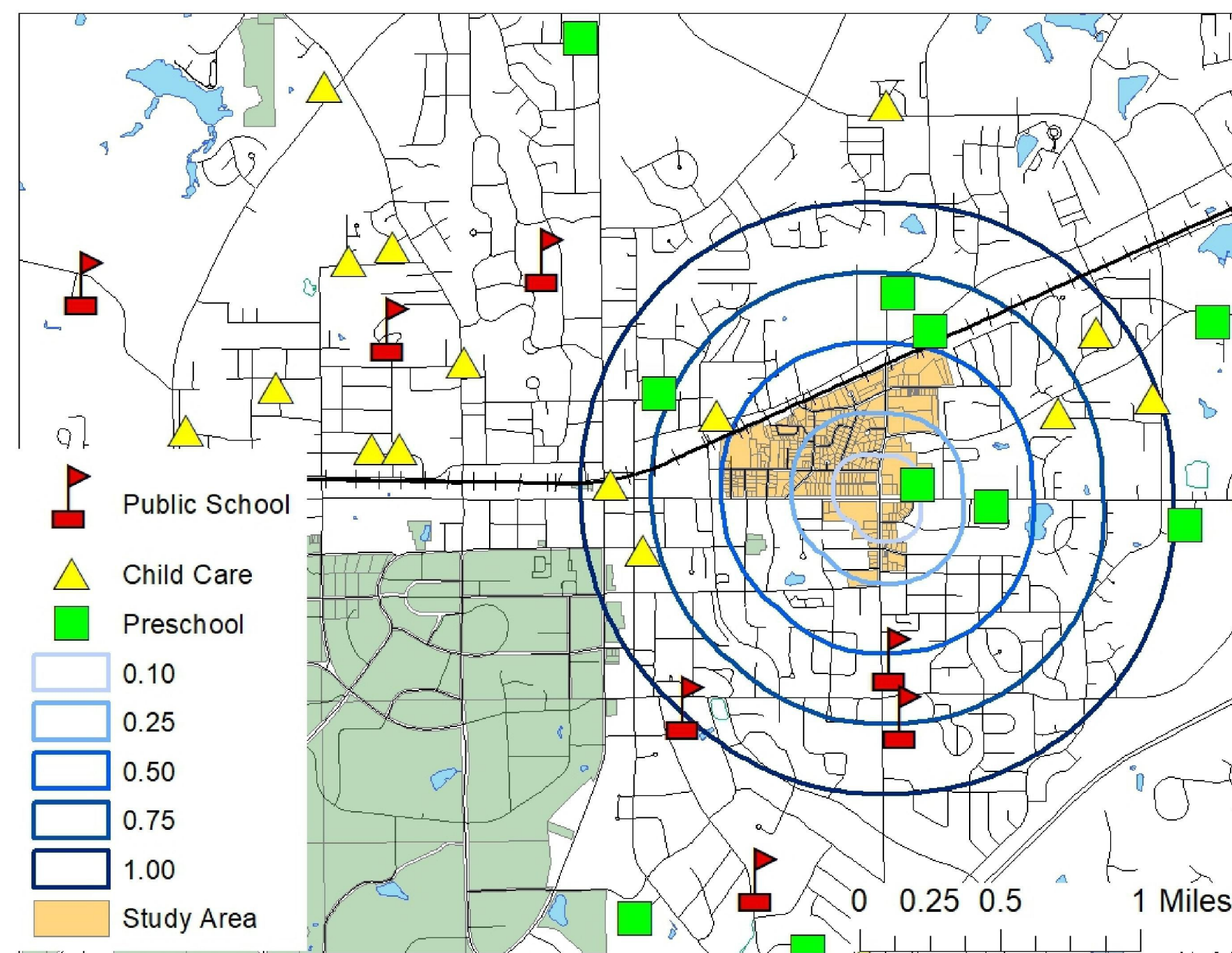
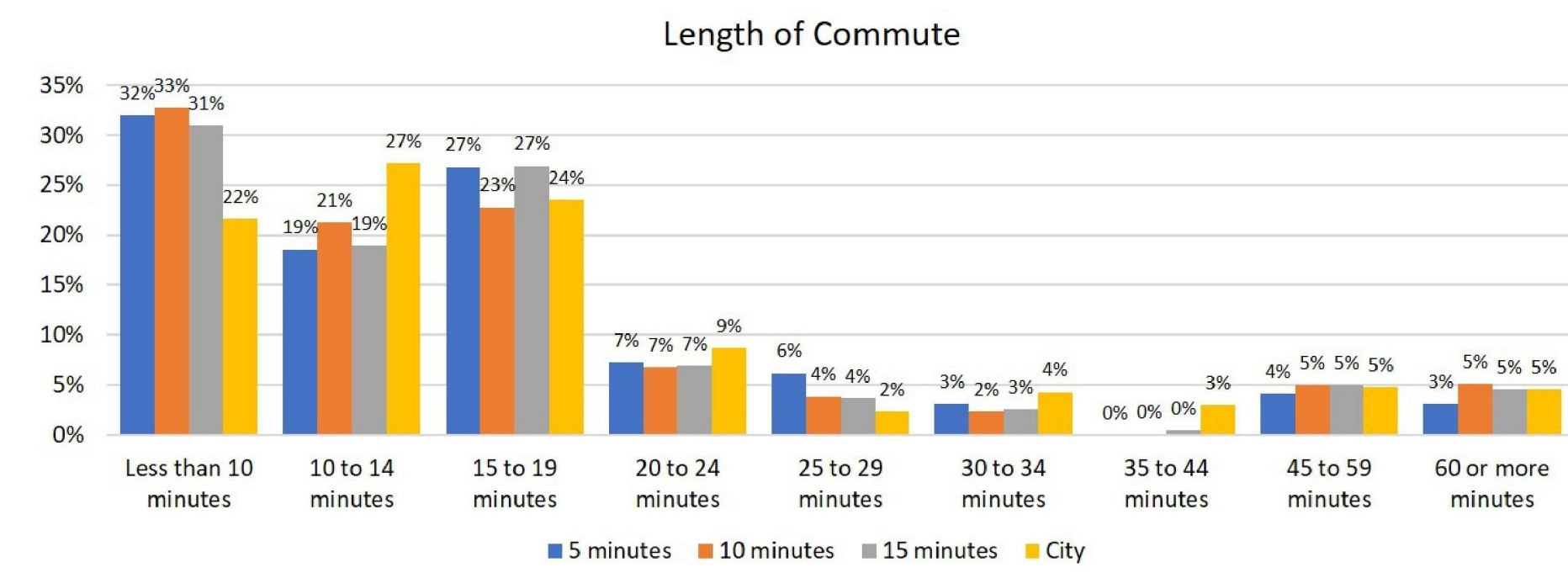
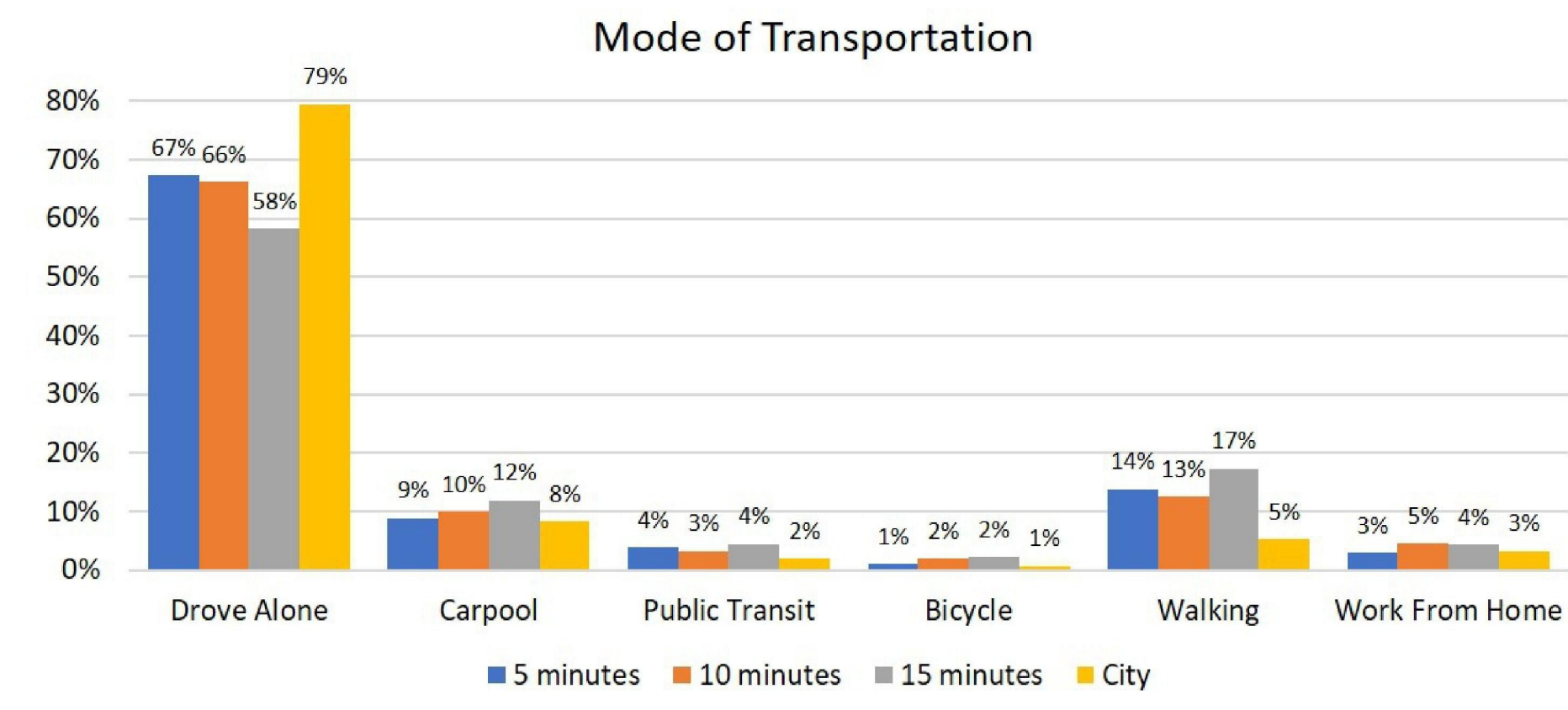


## Current Land use

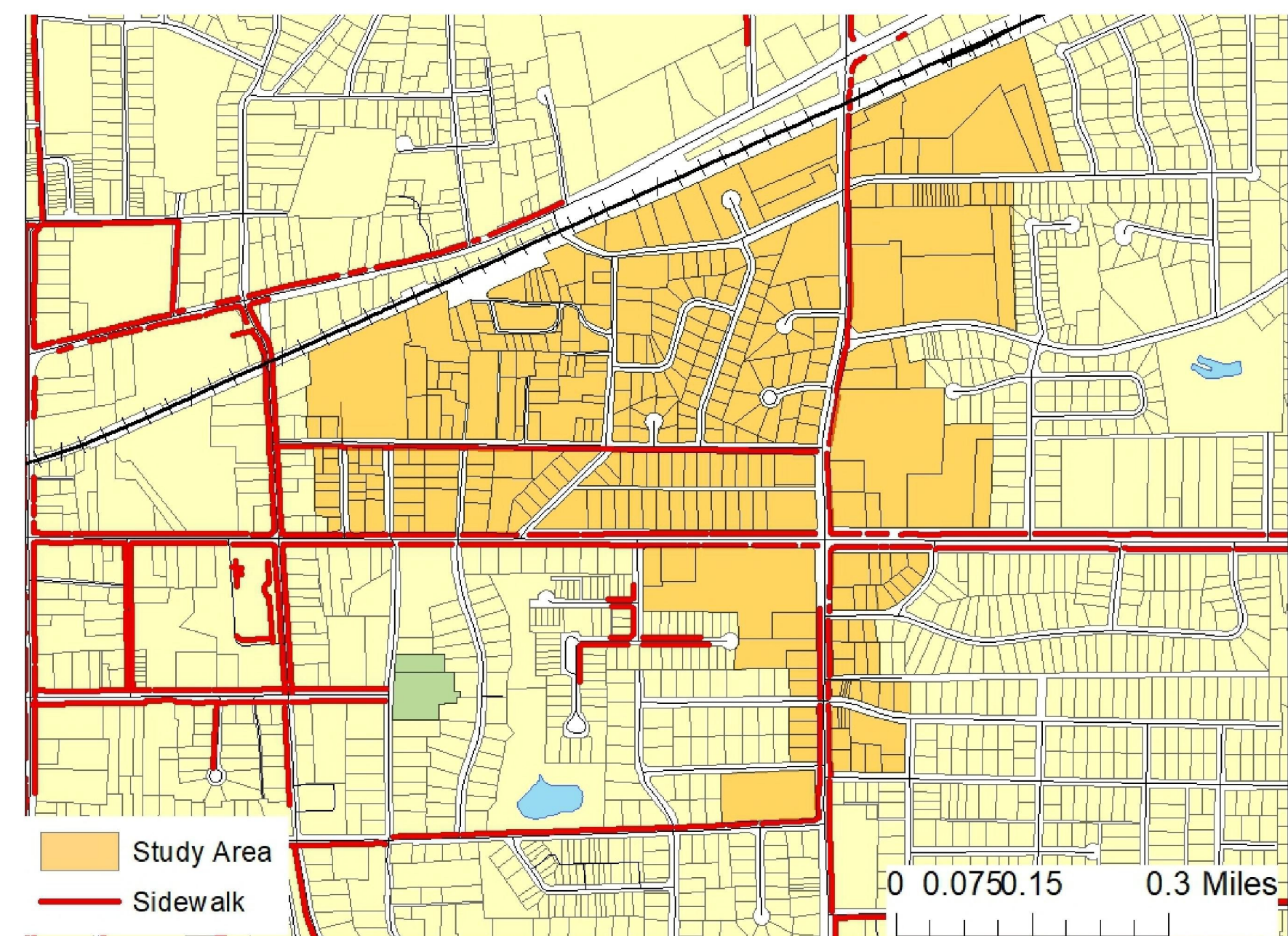


Transit

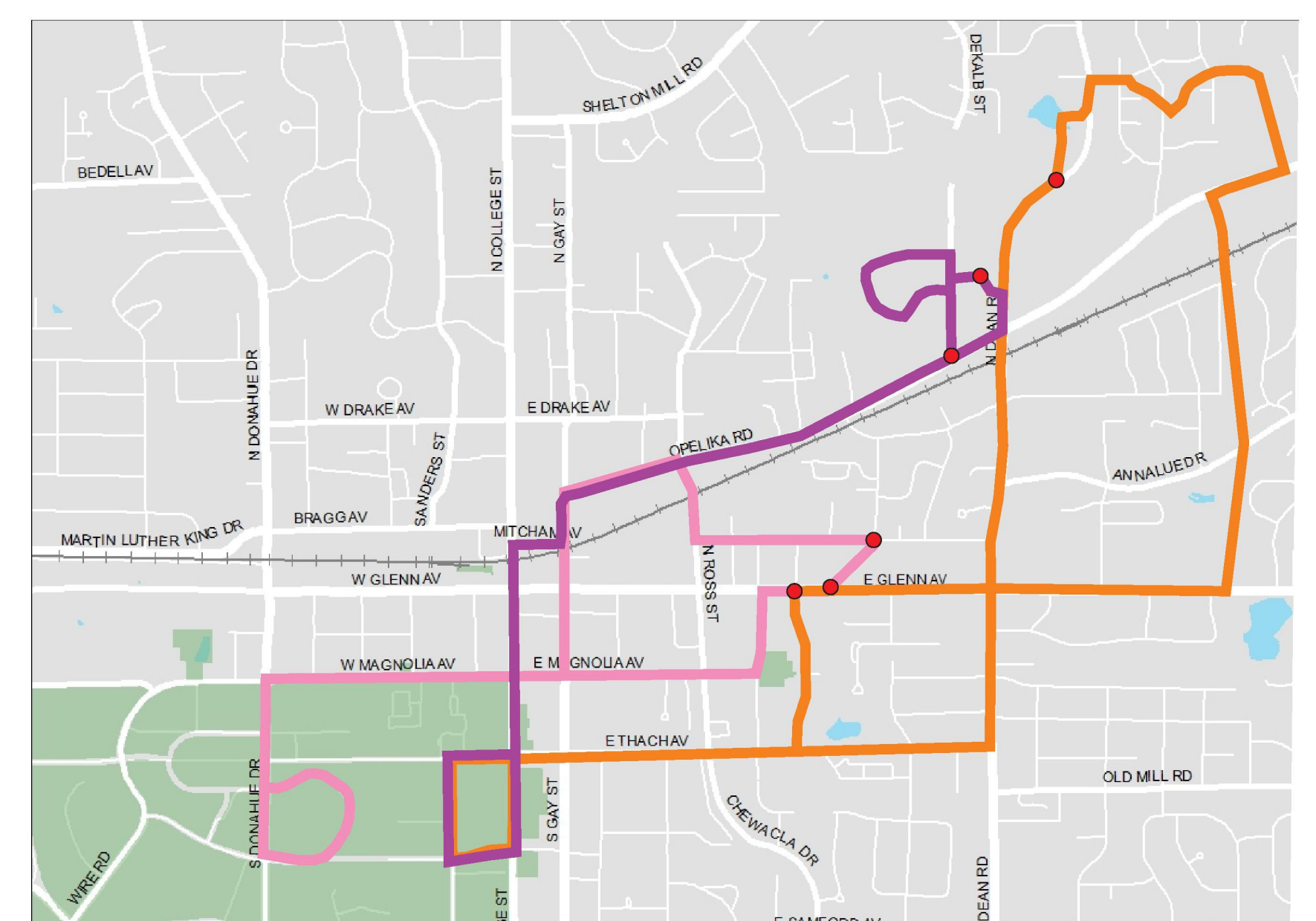
The portion of the focus area that was measured was along the in East Glenn and East Dean Avenue that is contained within the focus area.



Community assets



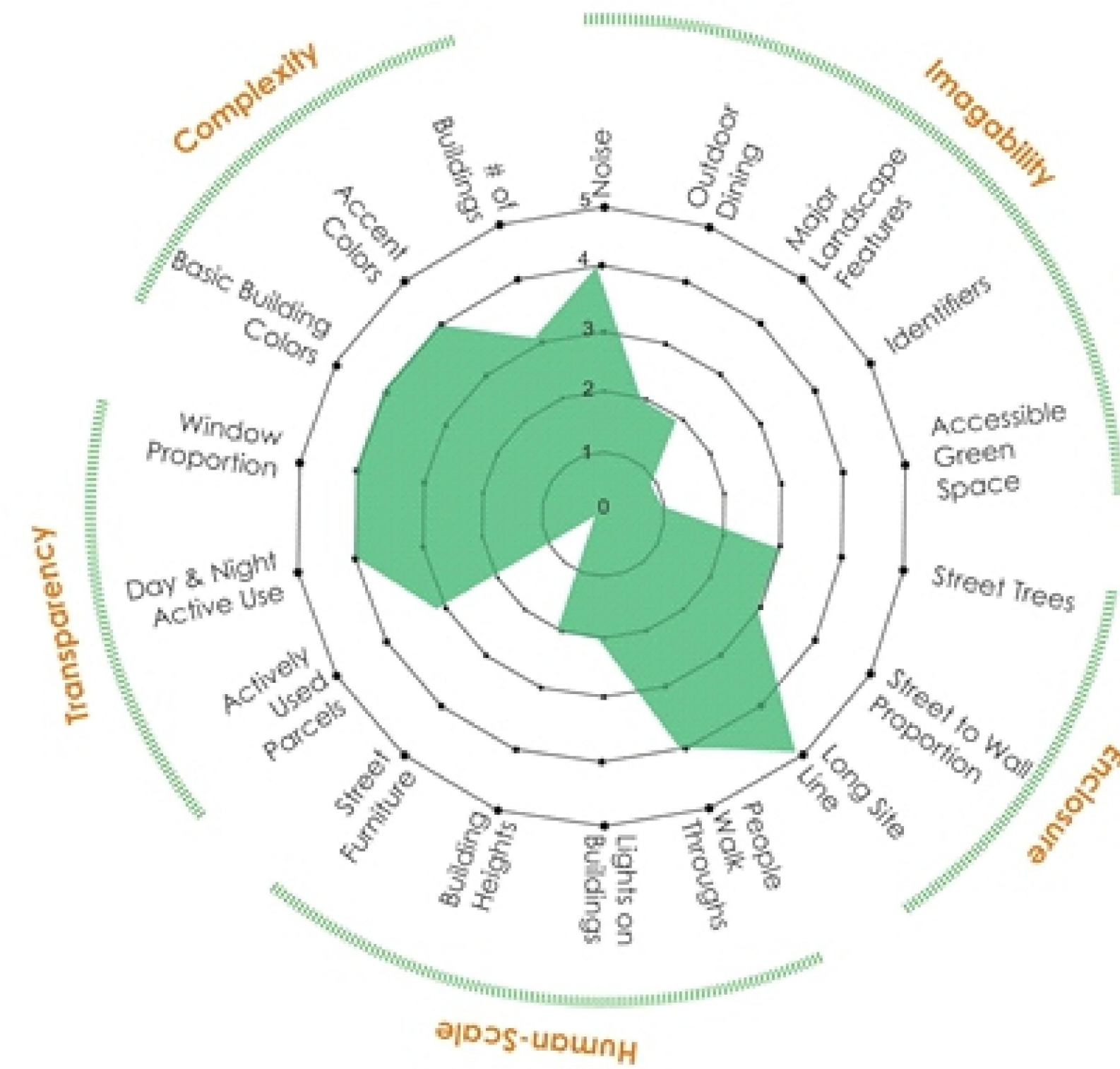
Sidewalks



Tiger transit stops

Analysis and Scoring:

The following elements are divided into five categories, Complexity, Imaginability, Transparency, Enclosure and Human-Scale. The spider graph is a representation of how this portion of the focus area is scored according to these elements and criteria. Scoring occurred on a scale of 0-5 for categories that included Complexity, Enclosure, Transparency, Imageability and Human-Scale. Each category was graded on its strength with regard to its greater content.



Part 2: Goals, Strategies and Potential

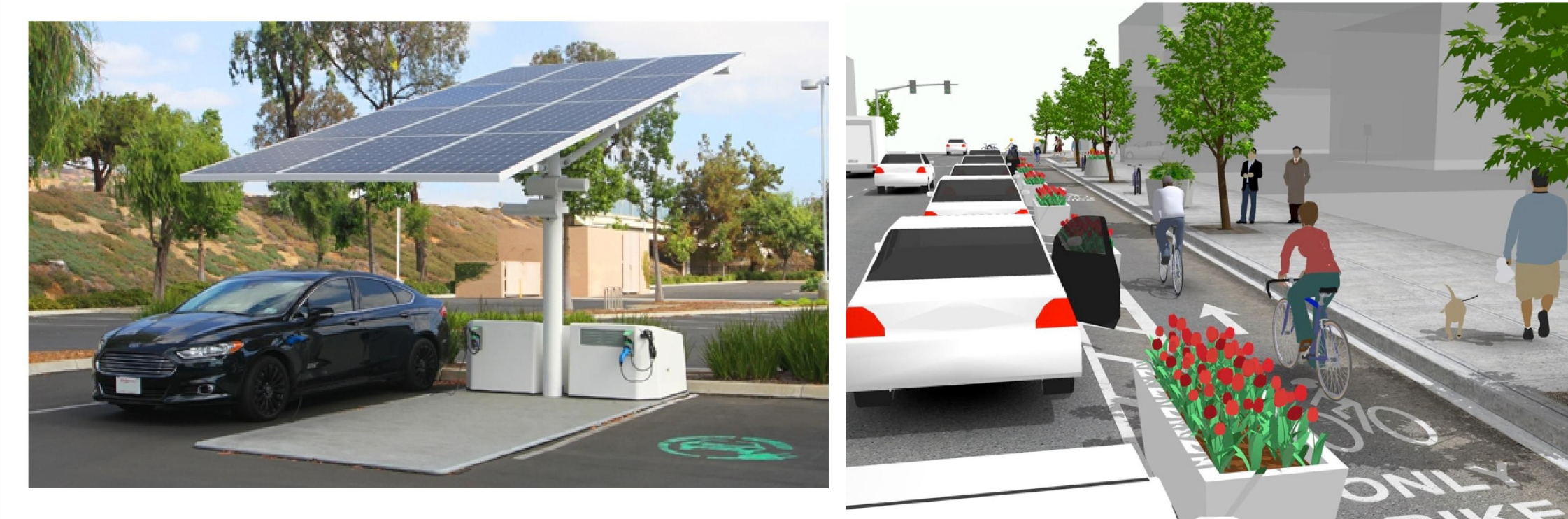
- Goal 1: Accessibility:** Improve multimodal connectivity and safety between the Glenn-Dean intersection and surrounding areas.
- Goal 2: Demographics:** Maintain students, young professionals, immigrants, local businesses, and other target demographics in the Glenn-Dean-Harper area.
- Goal 3: Public Participation:** Increase dialogue between the city and residents for new planning developments.
- Goal 4: Housing:** Reform development standards to support increased
- Goal 5: Zoning:** Reduce car usage and dependency in favor of more sustainable options.
- Goal 6: Real Estate:** Develop economic hub that provides for all necessary amenities for urban village.
- Goal 7: Transit:** Establish additional transit-oriented urban villages in the city along major routes.



Poor sidewalk need to improve



Vacant land

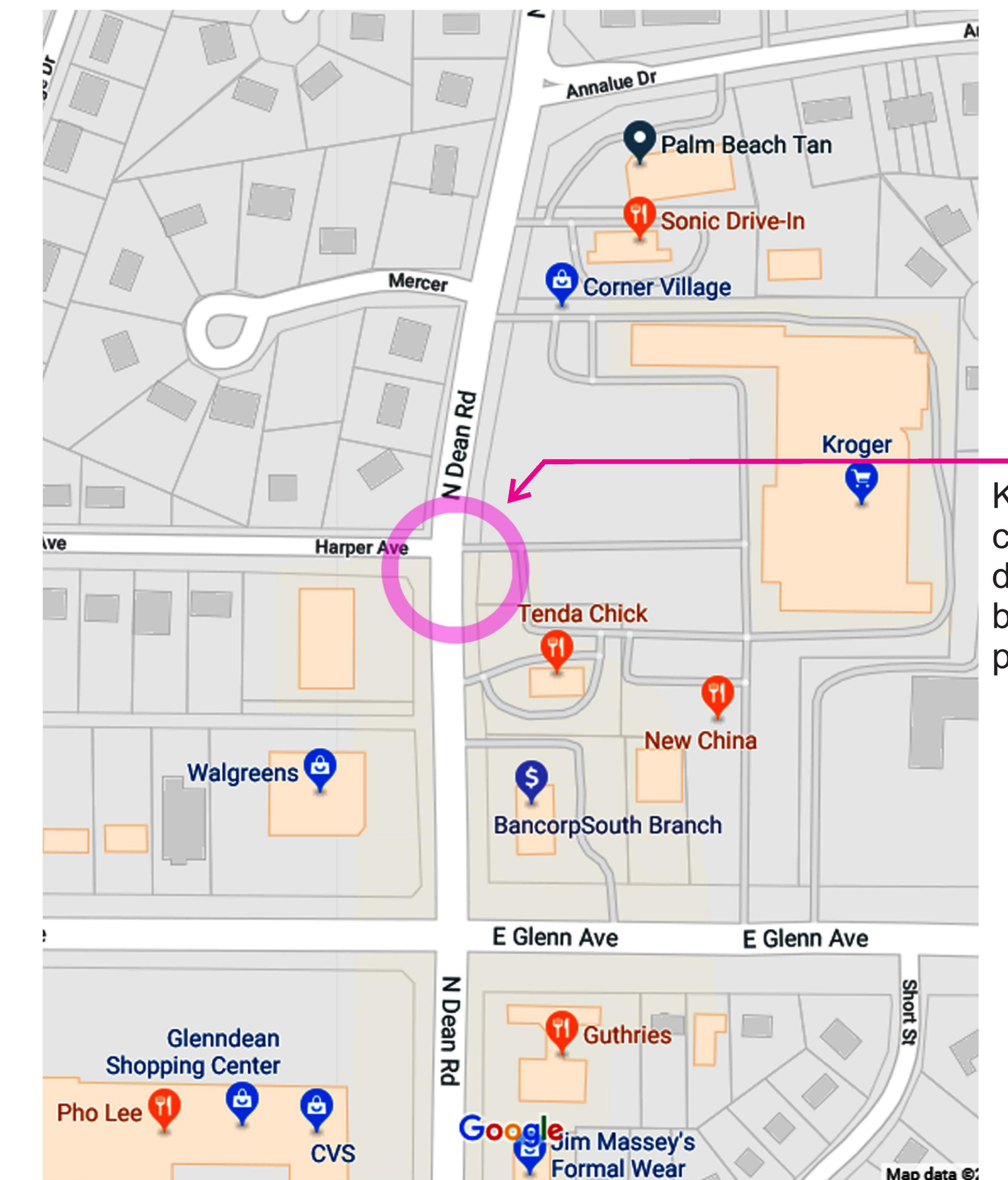


Future vision

Street Design

The other approach that can help economy and business in this part of city is reducing the width of Dean Rd and designate this space to pedestrian facilities. This approach provides slow traffic streets. This approach not only provides a safer and pedestrian friendly area but also the businesses can improve along this street and help the economy of place.

Providing safety and comfortability for different groups of people in public place is an initiative to obtain user friendly community. Slowing down the street may seem to decrease the traffic flow but in a closer look there are some parallel streets that can help to traffic flow (such as Harper Street). In addition to that having safe bike lane to the Kroger can decrease the traffic because many of people's trip in this area refers to the Kroger.



Kroger entrance considered as a dangerous area for both cars and pedestrians

