

West Fairview Avenue Plan

Montgomery, AL

PROJECT DETAILS

Project Area:	0.75 miles
Client:	City of Montgomery
Year Adopted:	2010
Website:	www.montgomeryal.gov/index.aspx?page=1284

For more information, visit doverkohl.com.



Existing conditions, shown above, include vacant parcels, power poles in the center of sidewalks, and parking in front of buildings. In the future, above right, pedestrian-friendly street improvements, street-oriented buildings, and a police sub-station can enhance West Fairview Avenue.



The Project

West Fairview Avenue is located 2.5 miles south of Downtown Montgomery and is bordered on the north and south with historic communities whose residents once participated in the Civil Rights Movement and the Selma to Montgomery March. West Fairview Avenue's commercial properties from I-65 to Court Street were built within the past 50 years and are set back far from the street behind large parking lots and the street is characterized by overhead power lines, broken sidewalks, and speeding traffic. West Fairview Avenue is one of the main gateways into the City but is often skipped over by to drive thru traffic heading to more prosperous areas. For the adjacent neighborhoods, the businesses along the avenue have traditionally been the "main street" for the community and although many people walk or ride bikes to the businesses, very little accommodation is made for pedestrians or cyclists, and crossing the street can be dangerous. Dover, Kohl & Partners worked together with Urban Advisors and volunteers from Hall Planning & Engineering, Barge Waggoner Sumner and Cannon, 2WR | Holmes Wilkins Architects, and Goodwyn, Mills and Caywood to create the West Fairview Avenue Plan.

The Process

Extensive input from over 200 hundred community members during a week-long charrette in February 2010 for West Fairview Avenue was vital to creating a plan for the redevelopment of this important commercial corridor. The plan is part of the City's West Montgomery Initiative whose goal is to stabilize, revitalize, and reinvigorate West Montgomery through infrastructure restoration, code enforcement, crime prevention, neighborhood revitalization, economic development, and job creation. Big Ideas created during the charrette are intended to guide development and streetscape improvements along West Fairview Avenue. Some of the Big Ideas include restoring security and safety to the area by locating a police sub-station along the avenue and creating a walkable main street by beautifying the area. Streetscape improvements include the relocation of overhead wires, creating wide sidewalks and crosswalks, planting street trees, and encouraging buildings to front the street. In addition, a three lane section with on-street parking is proposed which will reduce traffic by adding street connections and converting Court Street to a two-way road.

Status

The West Fairview Avenue Plan and mandatory SmartCode form-based code for properties along the corridor were unanimously approved by Montgomery City Council in March 2010. Since approval, the City and community have worked together and completed all of the established community goals for the first year including completing Phase 1 of Lanier Place, an affordable housing project begun by the City, establishing a facade improvement program, the design for streetscape improvements along West Fairview Avenue, and the creation of a new park.



Genetta Creek Park is designed as both a neighborhood amenity and regional destination, and contains focal structures within the park.

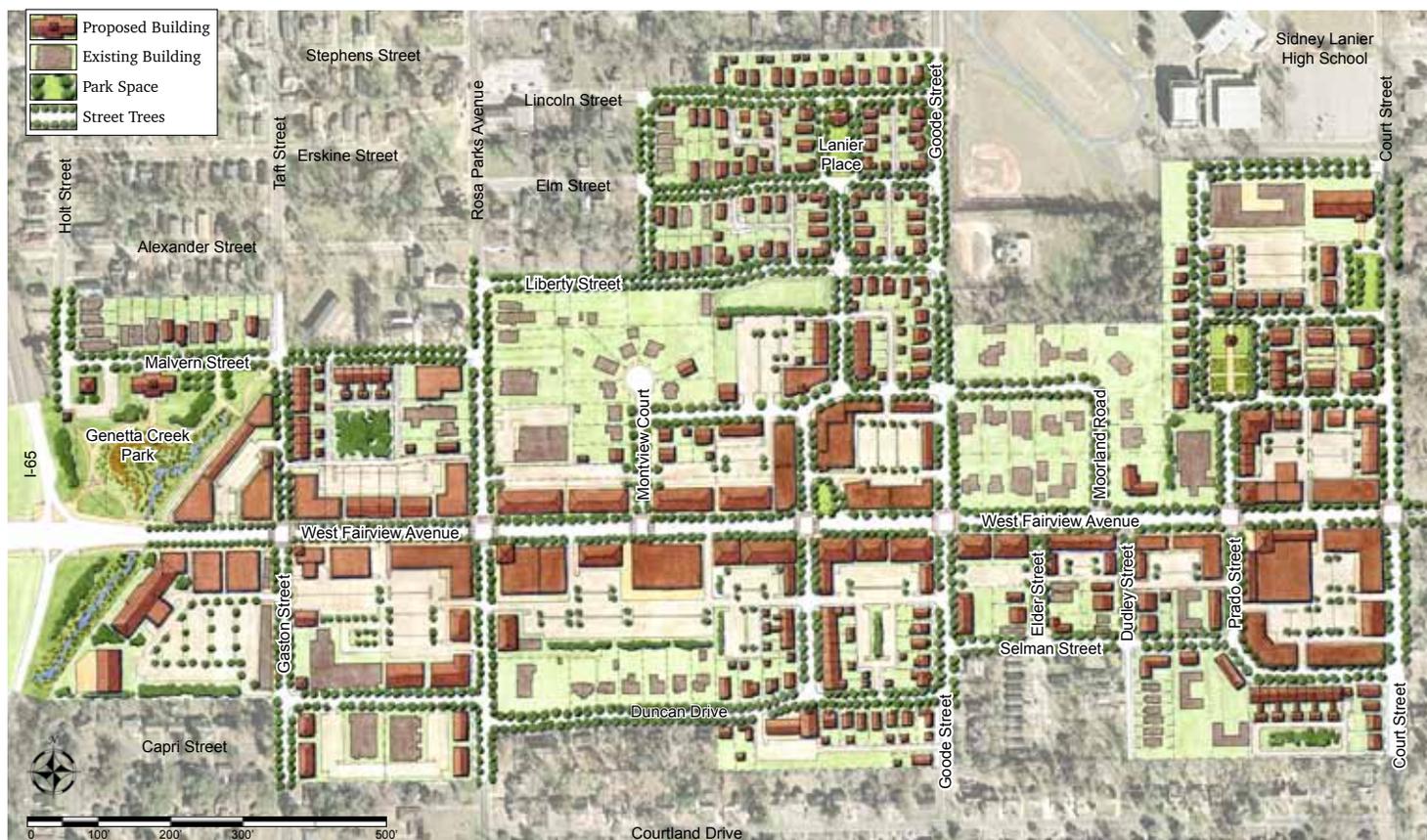


New mixed-use buildings front toward Genetta Creek Park and create a gateway for people traveling from the interstate to West Fairview Avenue.

Reviving the Center of a Community

A mix of housing types and uses are planned to replace the Sears building that has been vacant for over 40 years. Although some new buildings have been built in the parking lot by West Fairview Avenue, the area could be better utilized and provide a transition to the east of Court Street. A first phase replaces the empty building with a diverse neighborhood of affordable and market rate live/work buildings, mansion apartments, townhomes, single family homes, a park, and a community garden. By replacing the single use Sears building with many smaller buildings and uses, activity can return and the area's future will not be determined by the fate of any one building or use.

A second phase of transformation along West Fairview Avenue is continued as auto-oriented development is replaced with mixed-use buildings, creating a main street. Court Street is converted to a two-way street and West Fairview Avenue is modified to a three lane section including on-street parking, sidewalks, and street trees. While no single element by itself can create a memorable destination, these initiatives working in concert will make West Fairview Avenue a notable center within the City.



The West Fairview Avenue illustrative plan shows buildings fronting the street, a new central green, mix of housing types, and community gardens.