

# **Comprehensive Plan**



# **A** **ARGO** **LIVE**

**Argo, Alabama**  
**JUNE 2023**



**RESOLUTION 2023-06**

**CITY OF ARGO PLANNING AND ZONING COMMISSION RESOLUTION TO  
ADOPT THE COMPREHENSIVE PLAN**

**WHEREAS**, pursuant to Section 11-52-8 of the Code of Alabama (1975), it shall be the function and duty of the Planning & Zoning Commission to make and adopt a comprehensive plan for the physical development of Argo, Alabama; and

**WHEREAS**, a Comprehensive Plan assists in guiding future growth and development while addressing issues such as residential development, parks and recreation, land use, transportation, natural resources, economic development, quality of life and public facilities; and

**WHEREAS**, the City of Argo engaged the professional planning staff of the Regional Planning Commission of Greater Birmingham and Goodwyn Mills Cawood Professional Engineering Firm to assist with the development of a Comprehensive Plan; and

**WHEREAS**, the Argo Planning & Zoning Commission formally received the "*Comprehensive Plan*" at its regularly scheduled meeting on August 3, 2023, and proceeded to conform with all requirements of the laws of the State of Alabama with regard to the preparation, public view, and notification of the "*Comprehensive Plan*" so that it could be considered at the Special Called Meeting which was scheduled for August 29, 2023, and,

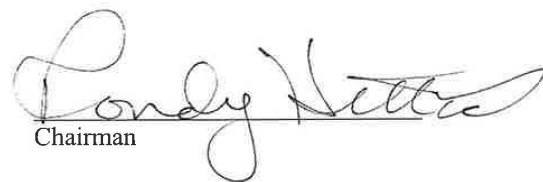
**WHEREAS**, the Argo Planning & Zoning Commission reviewed the "*Comprehensive Plan*" and found it to best promote the health, safety, prosperity and general welfare of the citizens of Argo, Alabama, at its Special Called Meeting on August 29, 2023; and

**WHEREAS**, all requirements of the laws of the State of Alabama with regard to the preparation, public view, and notification of the "*Comprehensive Plan*" have been met; and,

**WHEREAS**, the City Council reviewed and adopted the same "*Comprehensive Plan*" to best promote the health, safety, prosperity and general welfare of the citizens of Argo, Alabama; and

**NOW, THEREFORE, BE IT RESOLVED** the same "*Comprehensive Plan*" be hereby formally adopted this the 2nd day of November 2023, by the Argo Planning & Zoning Commission, a copy of which is attached hereto as Exhibit "A" and integrated as a part hereto, and,

**ADOPTED** this the 2<sup>nd</sup> day of November, 2023.

  
Chairman

ATTEST:

  
City Clerk

# ACKNOWLEDGMENTS

## Citizens of Argo

The City of Argo is grateful for the hundreds of citizens and visitors that assisted in this process by taking the time to fill out and submit surveys, and attend public meetings.

## City Council

Mayor  
Betty Bradley

Dusty Stinson (Mayor Pro-Tem)  
Dennis Griffin  
Thomas Suggs  
Danny McCarley  
Ann Brown

## Steering Committee

Thomas Suggs  
Anthony Dickey  
Jerry Dailey  
Lanie Kendrick  
Dusty Stinson  
Michelle Coalson  
Mike King  
Bob Carter  
Corky Massey





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# LETTER FROM THE MAYOR

## Letter from the Mayor

As the Mayor of Argo, I am glad to endorse this plan, Argo ALIVE, as an investment in the future of our city and all who call Argo home. This is our city’s first comprehensive plan and it will be used to guide strategic decision making for future development initiatives throughout town. Our history as a small-town rural community stretches back to the late 1800’s. However, Argo and our neighboring communities have been growing rapidly over the last 20 or so years. We already know that Argo is one of the best places to live and do business, so we only expect this growth to continue in the coming years. Without a plan to properly manage this growth, our small-town charm is at risk. That is why we have created this plan. We want to honor our past, embrace our future, and maximize the quality of life for our current residents and businesses while welcoming new citizens and companies who also wish to call Argo home.



This comprehensive plan is our city’s way of defining the kind of community we wish to be in the future. Now that we have established a shared vision for the future of our city, the contents of this plan have laid out a roadmap to get from where we are now to the Argo that we want to be. The creation of this plan was only made possible through the active participation of hundreds of our citizens in crafting the following vision and strategic goals. We must collectively take ownership of our future by taking pride in Argo and becoming advocates who hold our current and future elected officials accountable to this vision for a better Argo. By drafting this plan we have taken the first step in doing just that, calling for inclusive economic growth that supports the essential and entertainment needs of our citizens, providing physical places for the community to gather and recreate. All of this while holding true to our deeply rooted small-town values. This plan will also be used to guide future land use decisions and provide a foundation for additional tools such as zoning to create the regulatory environment needed to ensure responsible development in the future. It is with sincere gratitude that I would like to thank everyone involved in the creation of this plan. Without you, the people of Argo, none of this would be possible. I believe in Argo, I believe in the value and integrity of the vision we as a community have established, and I believe in the ability of this comprehensive plan to make our vision a reality. Stay true to the Argo we all know and love by holding our leaders accountable to the principles of this plan, now and in the future. Together, we can make Argo the best it can be.

Sincerely,  
Mayor Betty Bradley

# INTRODUCTION

Welcome to Argo ALIVE, a comprehensive plan for the future of Argo. This document establishes a long-range vision for how the city should develop over the next 20 years based on the values and input of the community and outlines specific strategies to make that vision a reality. Argo ALIVE covers a variety of critical topics from economic development and land use to transportation and recreation. It is structured around a core set of basic development principles that informs its recommendations and shapes the vision articulated by Argo’s residents.

Over the past 20 years, the City of Argo has experienced substantial growth, increasing in population by 145% from 2000 to 2020, which was the fifth fastest growing city in the Birmingham metro area during this period. As the city is expected to continue on this upward growth trajectory, it is imperative to plan proactively so that future growth is well managed instead of haphazard. This will ensure that the coming changes in Argo are positive and ultimately benefit everyone in the community. That is the purpose of this plan. With the quality of life and well-being of all Argo’s citizens at the forefront of this plan, Argo ALIVE will be used as a decision-making framework by local authorities and policymakers to set future policy and funding priorities.

From its inception to its formal adoption, this plan is the result of a meticulous and carefully coordinated process that spanned 14 months of research, design, community feedback, and revisions. With the combined expertise of consultants, local leaders, and the general public, we have charted this path to greater prosperity and vitality for Argo. The city must now move boldly to secure this future for the Argo citizens of today and those of tomorrow.

# PLAN PROCESS

The comprehensive plan is a priority-based plan that focuses on implementing priorities identified in throughout the planning process. The process involves creating a work plan for the city and provides guidance to the city in how to implement the priorities identified. The plan includes individual initiatives with associated objectives, strategies, measures, and actions identified for the community. The plan elements are tied to municipal budgeting and are based on priorities, process, and reflect the community’s involvement and feedback throughout the process.

The plan provides a step-by-step implementation strategy developed for the unique context of the community. The purpose of the comprehensive plan is to define immediate effective steps to determine, develop, and deliver community needs to grow into larger and broader city improvements.



**Phase 1: Research**  
The first phase is defined by research. This involves data collection and the analysis of the existing conditions and context of the locality.

**Phase 2: Engagement**  
The second phase is focused on engagement. One of the most important phases of the planning process, public engagement allows for input from the local community. This is achieved through several different methods. Community meetings, workshops, focus groups, and open houses are a few ways in which the public participates in the process.

**Phase 3: Strategy Development**  
In the third phase, the develop phase, the data and input is prioritized and organized and emphases for the plan are defined. The strategic focus areas of the plan are then developed and an implementation strategy is defined.

**Phase 4: Action**  
The final phase is characterized by a transition from planning to action. The momentum gained in the process is captured in the implementation plan so that the locality can begin working on specific projects.

# PLAN PRINCIPLES



# COMMUNITY VISION

A vision for the future of Argo was formed from the community and crafted by the Steering Committee. This vision is intended to be a simple statement that embodies the purpose of the this plan, and the goals for the next decade for Argo’s community leaders.

We want Argo to grow while providing its citizens with a strong sense of community, economy, and access to nature.

# PLAN THEMES

City plans are comprehensive in nature, taking a broad look at how a variety of systems work in concert to achieve community goals. Plan themes are intended to create subject areas based on the larger community vision. These themes begin to craft topics that can then be divided into specific goals, that then filter to actions and implementation strategies. This plan has been organized into the four larger themes that were organized out of the community vision: Transportation, Economic Development, Parks and Recreation, and Land Use.

Alabama state law requires that a number of topics be included in any master plan, including “the harmonious development of the municipality and its environs, health, safety, prosperity, economy, adequate provisions for traffic, population distribution, good civic design, efficient use of public funds”, etc. The general language of the Alabama statute affords municipalities broad flexibility in how these plans are written, while ensuring the fundamental elements of a good plan are all present.



## Transportation & Mobility

A quality transportation system is essential to the functionality, safety, aesthetics, and general prosperity of community. It connects people and businesses to goods, services, community amenities, and links them to the region, state, nation, and world. The way we build our city has an impact on our mobility and, by extension, our access to opportunity.



## Economic Development

Economic development is the sustained, concerted actions of policy makers and communities that promote the standard of living and economic health of a specific area. The economy plays a key role in the quality of life within the city. A strong economy provides economic opportunities to all citizens through the creation of jobs and business opportunities and by creating a tax base that provides schools, police, fire protection, parks and other community facilities, services, and amenities.



## Parks & Recreation

Parks and recreation is a vital component of a community’s quality of life and vitality. Parks provide beauty, respite, and play, while ultimately providing a city with a completed living experience. Opportunities for parks and recreation are increasingly seen as one of the most important factors in determining a city’s livability and overall quality of life. Parks and trails are a growing demand among younger generations in selecting the places they choose to live and work.



## Land Use

Land is at its core a city’s most valuable asset. Land use not only guidance for land use and development within the city, but some of the organizing principles for the city itself. The planned and orderly development of land reflects community values and priorities, in terms of the opportunities it creates for where people can live, work, and congregate within city limits. It establishes the planned scale and intensity of neighborhoods and reflects the ability of the community overall to accommodate growth and change.



# PUBLIC ENGAGEMENT

City plans are created for the city, by the city. To ensure that the city’s plan for the future addresses the wants and needs of the community it is critical that the community is engaged and empowered to shape the plan. One way this is achieved is through community engagement. At every step of the planning process the public is give an opportunity be involved to shape the plan an provide feedback on the progress of the plan. It is also necessary to utilize diverse methods of engagement so that the city is able to hear from every demographic in the community. Below are a few of the methods used in the planning process.

## Community Surveys

The first method of engagement involved an online community survey. The survey asks many general questions for residents. The goal of the survey is to gather as much input as possible on a variety of topics from the city. The survey is typically the largest sampling size of the community that we receive. However, it has to be acknowledged that even this sampling can be skewed because not everyone has access to digital technologies.

## Community Meetings

In-person meeting may be the most effective engagement strategy. Sitting in the same room with the community provides invaluable opportunity to get input. Several community meetings were held during the master planning process. These involved open houses and a workshop in partnership with the local high school to hear from students.

## Steering Committee

A steering committee was created to reflect the community as a whole. They met periodically throughout the process to look at and comment on progress of the plan. The committee helped shaped the plan and personally advocated for community participation throughout the process.

## Draft Review

Before the plan was adopted a review period was created to allow the community and city leadership to review and comment on the completed plan.

500+

People surveyed

2

Community Meetings

5

Steering Committee Meetings







# ACTION PLAN

## Transportation & Mobility

1. Implement road connections to support future growth and alleviate congestion
2. Strategically re-define the city's roads to nurture improved development and walkability
3. Support the development of neighborhoods not subdivisions

## Economic Development

1. Improve the general quality of commercial developments on the city's main corridors
2. Increase the diversity of businesses to limit the need for shopping outside the city
3. Institute placemaking projects that build community pride and a brand for the city
4. Align zoning regulations to support the city's long-term development vision

## Parks & Recreation

1. Create new parks highlighting natural resources throughout the city
2. Buffered roadway trails and greenway trails linking parks and other key sites in the city

## Land Use

1. Encourage commercial development along US 11
2. Protect environmentally sensitive areas and preserve rural heritage
3. Encourage smart growth for new housing developments in the city



# TRANSPORTATION & MOBILITY

## Goals

- 1** Implement road connections to support future growth and alleviate congestion
- 2** Strategically re-define the city's roads to nurture improved development and walkability
- 3** Support the development of neighborhoods not subdivisions

Transportation and mobility affect the city at every scale and play a crucial role in shaping the accessibility and livability of the community. It is one of the most influential factors that impacts development patterns in the city. A well-designed transportation system moves people and goods safely, efficiently, and connects them to opportunities. Transportation systems should also improve access to primary services throughout the city while enhancing the quality of life for all residents. It is important to plan for a future transportation system that can meet the needs of a growing and changing population while also addressing key challenges. As Argo continues to grow, it is imperative to upgrade the city's road network for increased levels of traffic while also accommodating alternate modes of transit such as walking and biking to further alleviate congestion and create a safer road network.



Hwy 77 & Argo-Margaret Intersection



# Road Networks

Based on input received from local citizens during the public outreach phase of the master plan, improving roads as the city continues to grow is the number one priority for the people of Argo. The city’s road network is largely outdated and ill suited to accommodate existing traffic counts, which will only continue to increase in the future. 92% of public survey respondents reported that they would not feel safe walking or biking in Argo. As the city improves its road network for vehicular traffic moving forward, it is essential that infrastructure such as sidewalks and cycle lanes be included in strategic locations.

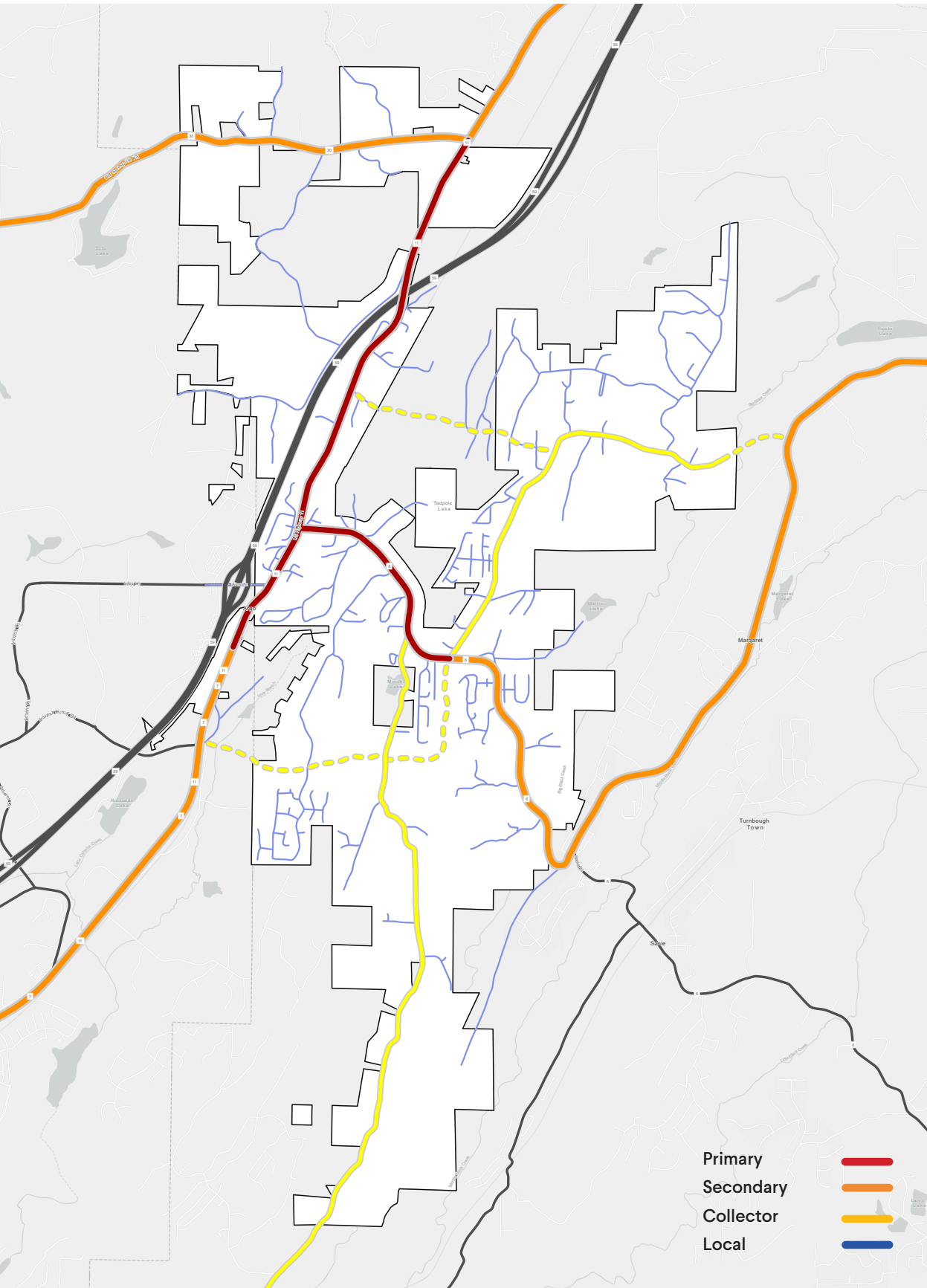
# Roadway Design

When analyzing effective transportation systems, it’s important to catalogue the existing and desired street sections. This impacts all methods of transportation, from vehicles to pedestrians. This planning also impacts policy. When cities exclude requirements for new development modes of transportation can often be neglected. It is important to define the type and method of transportation desired as well as supporting infrastructure and vegetation. In the section diagrams vehicular and pedestrian routes are shown. Also, depending on the context, street trees and buffers are shown. Street trees add a safety element to pedestrian thoroughfares as well as beautifying the transportation corridors.

The map on the right show a composite view of the design standards applied to the roads in Argo. This plan identifies four major categories of roads: Arterial (Primary), Arterial (Secondary), Collector, and Local.

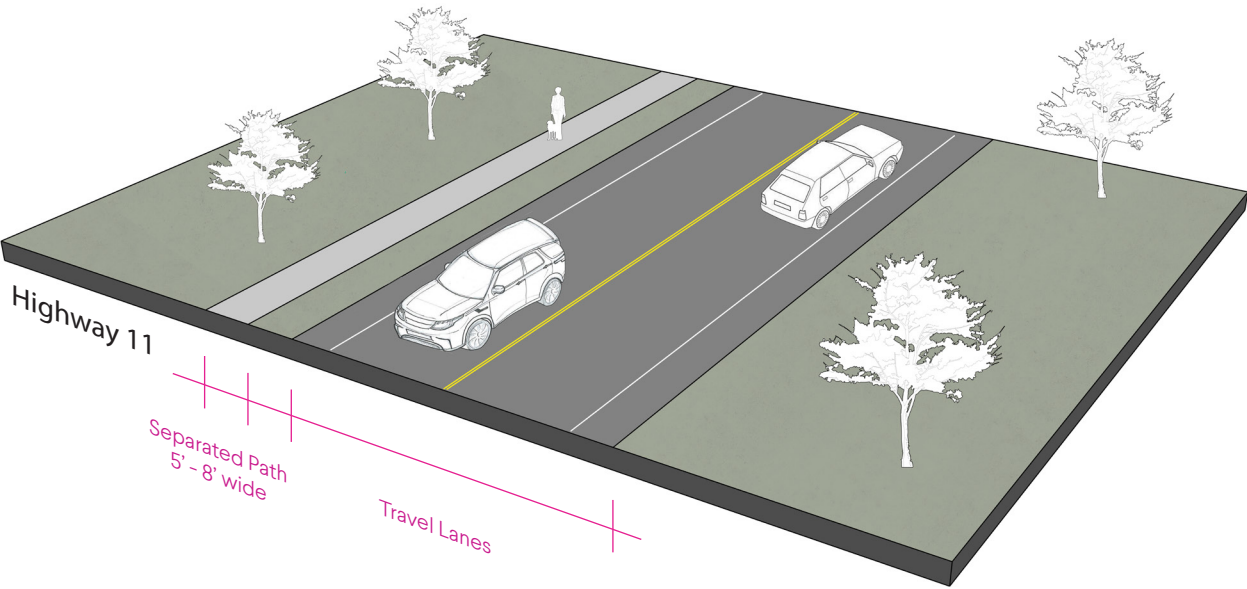
Each of these categories are designed for the context in which they are found and respond to the use of the area and the traffic conditions that are present. One of the goals of this plan is to encourage the city to adopt these standards to encourage multi-modal transportation systems that are accessible to all users when changes are made to roads in the future.

The following pages detail each road design category and include a section drawing of the design that accompanies the standard.



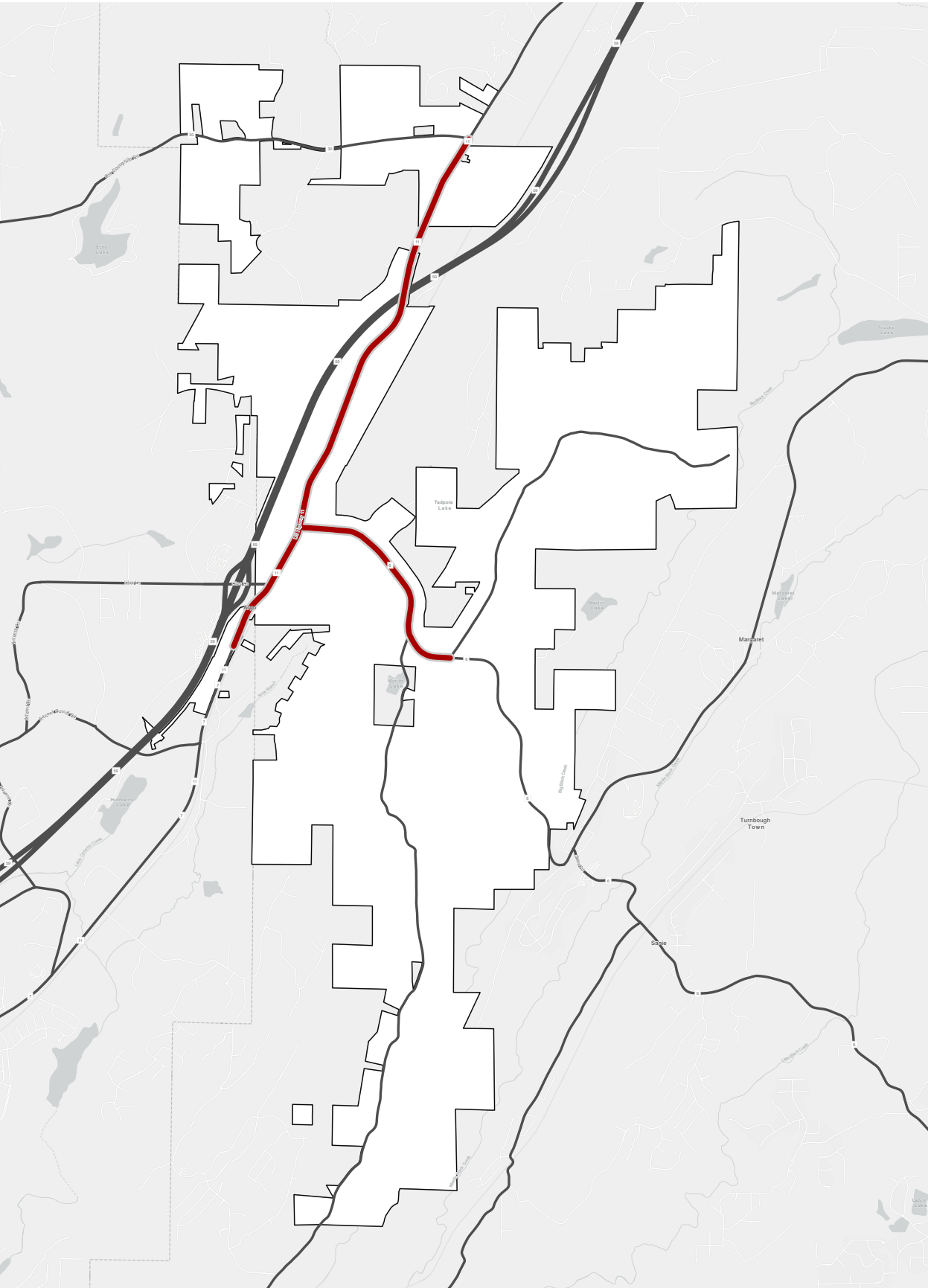
# Arterial (Primary)

Arterial roads are major thoroughfares, typically highways or major county roads, that carry large volumes of traffic at higher speeds. These at-grade roads have limited access to individual properties and provide regional connectivity between communities. In Argo, primary arterial roads should be designed with single vehicular travel lanes in each direction separated by landscaped medians and periodic center turn lanes. Pedestrian and cycling infrastructure should be provided via a buffered side path on at least one side of the roadway.



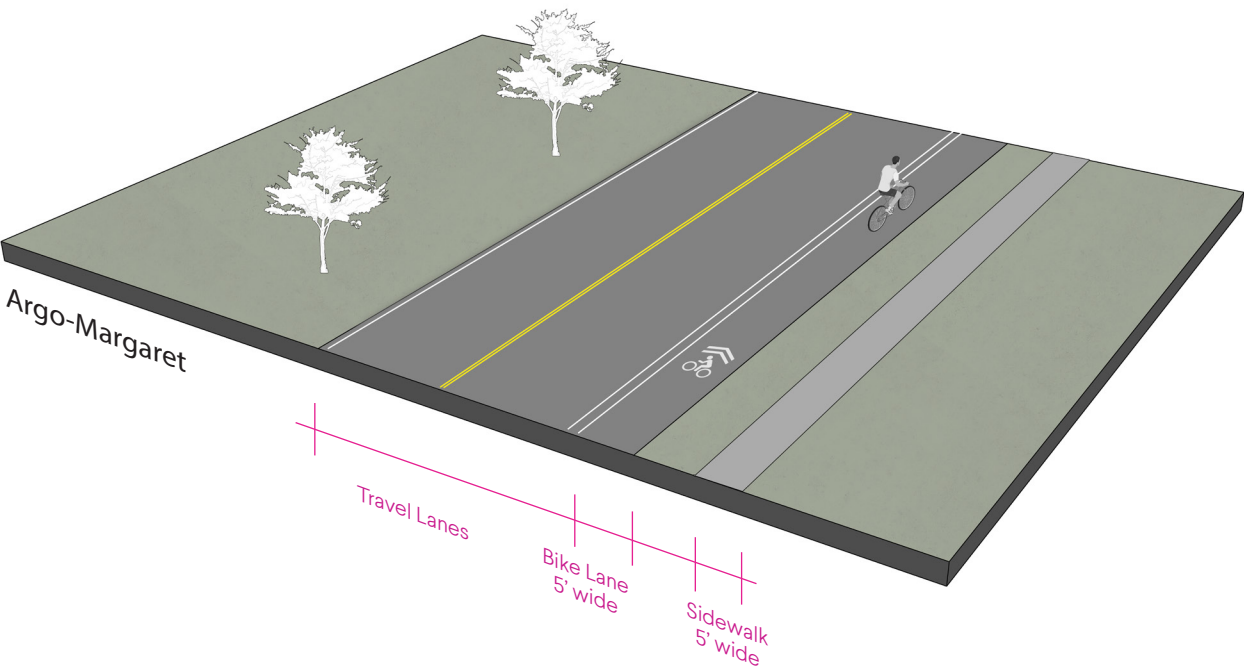
## Roads in Argo:

- US Hwy 11, from Argo Town Hall Market to Old Springville Rd
- Argo Margaret Rd (St Clair County Rd 6), from US 11 to Roulain Rd

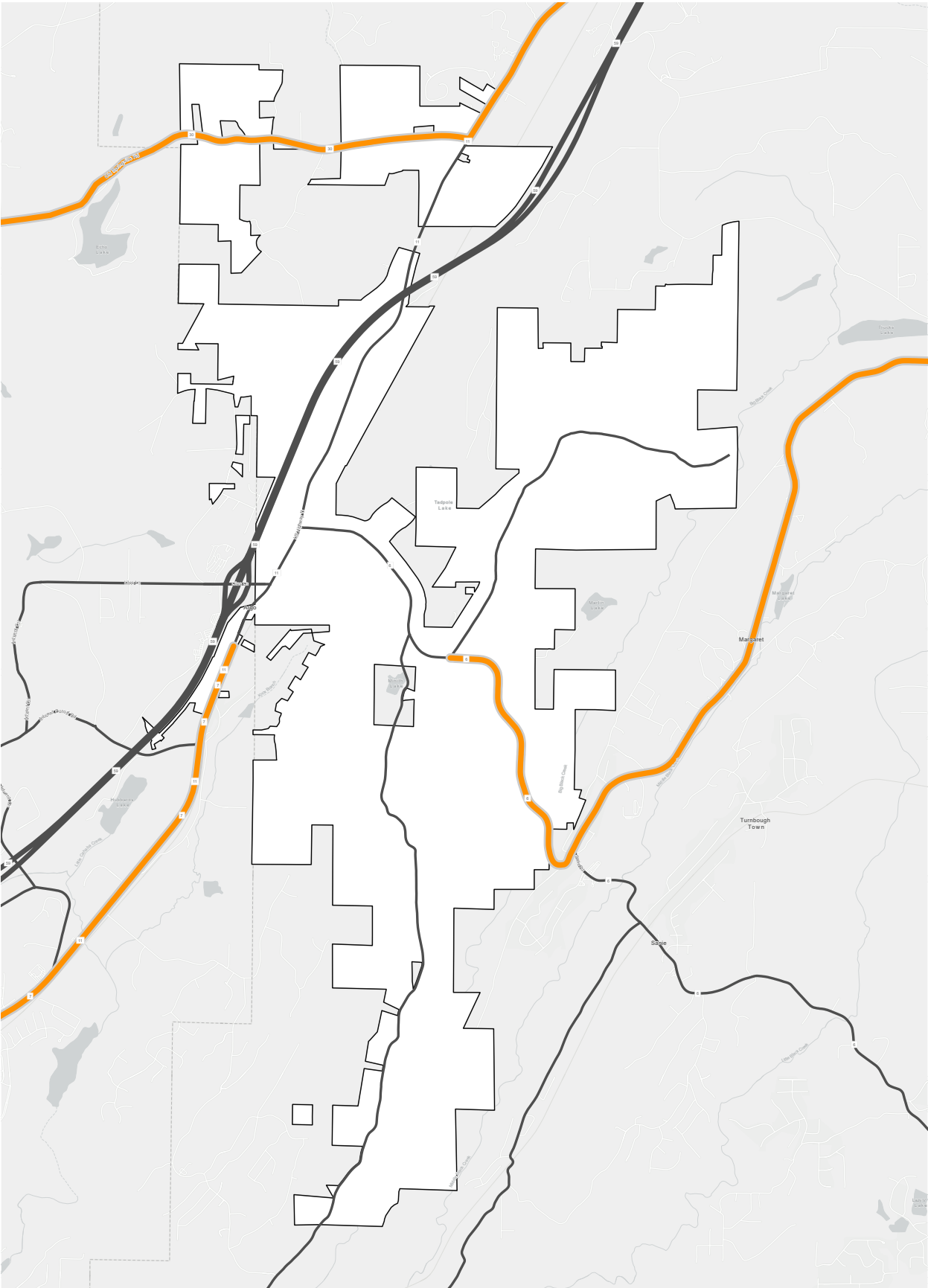


Arterial (Secondary)

Arterial roads are major thoroughfares, typically highways or major county roads, that carry large volumes of traffic at higher speeds. These at-grade roads have low access to individual properties and typically provide regional connectivity between larger communities. In Argo, secondary arterial roads should be designed with a single vehicular travel lanes in each direction. Cycling infrastructure should be provided via bike lanes located in the roadway.



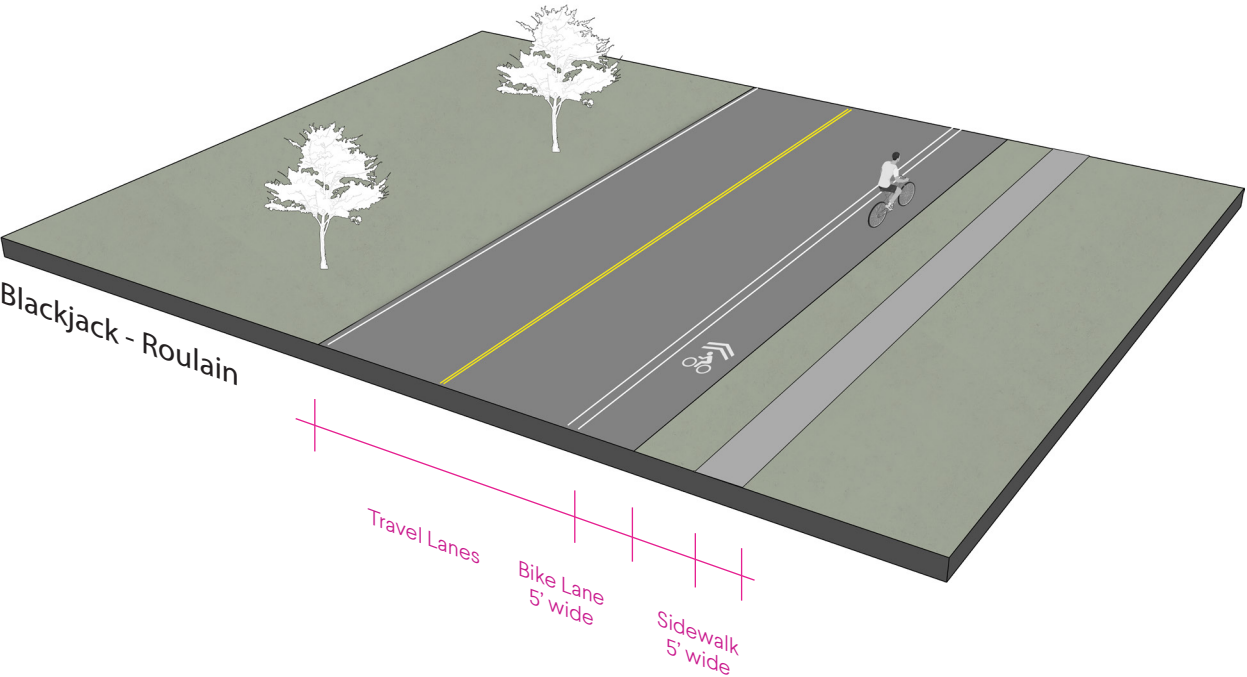
- Roads in Argo:
- US Hwy 11, from city line to Argo Town Hall Market + Old Springville Rd to city line
  - Argo Margaret Rd (St Clair County Rd 6), from Roulain Rd to city line
  - Old Springville Rd, from US Hwy 11 to city line



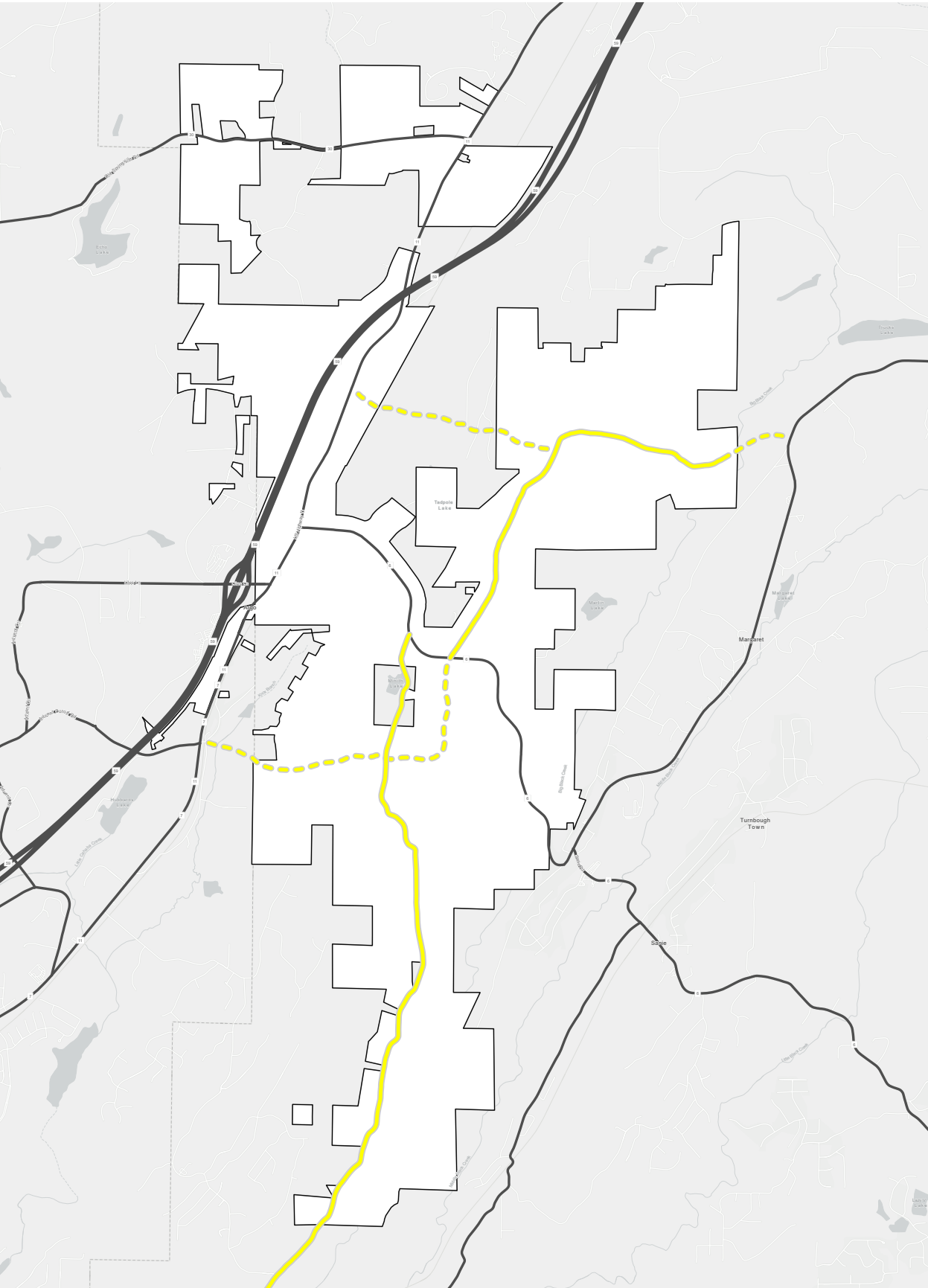


# Collector

Collector roads are thoroughfares that typically provide more localized connectivity within specific communities. These roads allow moderate access to individual properties and carry intermediate levels of traffic at a generally low speed limit between arterial roads and local neighborhood streets. In Argo, collector roads should be designed with one vehicular travel lane in either direction with turn lanes as needed at major intersections. Pedestrian and cycling infrastructure should be provided via a buffered side path on at least one side of the roadway.

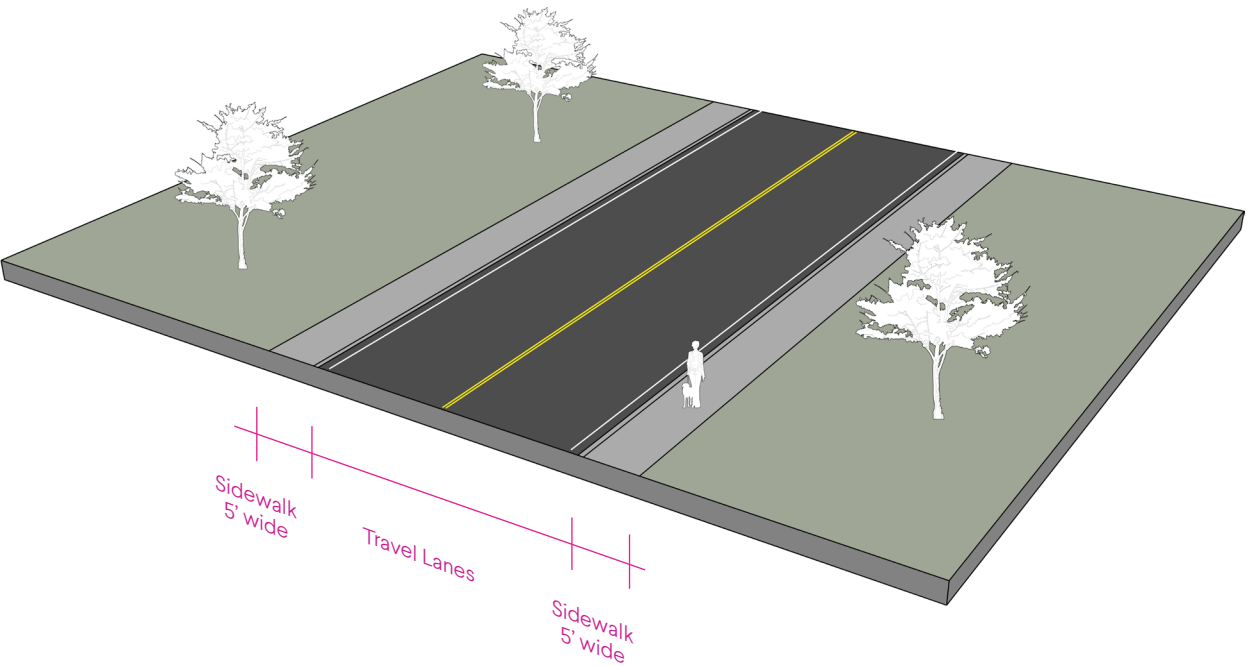


- Roads in Argo:
- Blackjack Rd
  - Roulain Rd

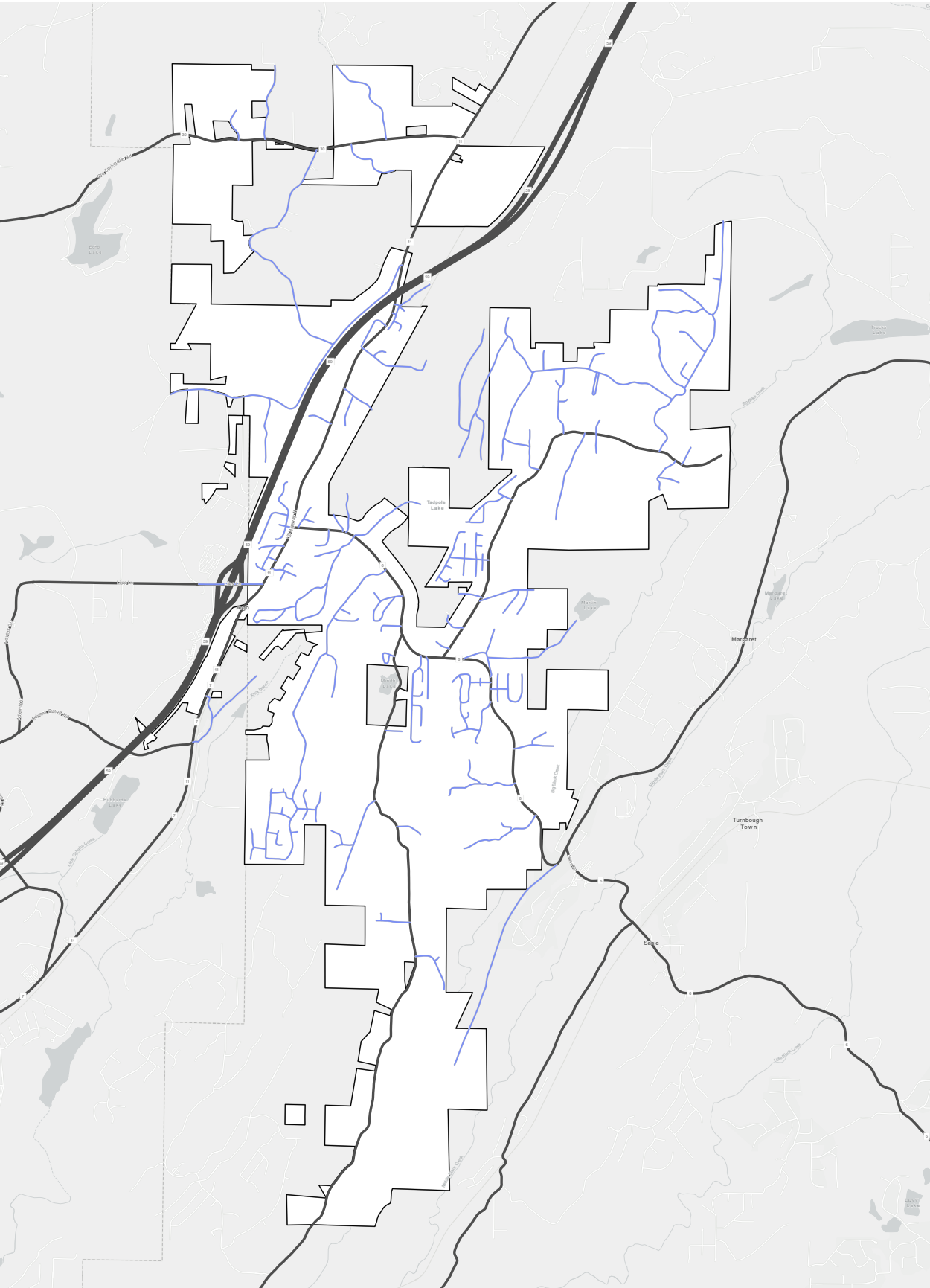


Local

Local roads, or neighborhood streets, have the lowest speed limits, traffic levels, and capacities but the highest level of access to individual properties. These roads can support a variety of different uses such as commercial or agricultural districts, although they are typically found in highest concentrations within residential neighborhoods. In Argo, this minor category of local roads should be designed with a single travel lane in either direction. Pedestrian infrastructure should be provided via unbuffered sidewalks located on at least one side of the roadway.



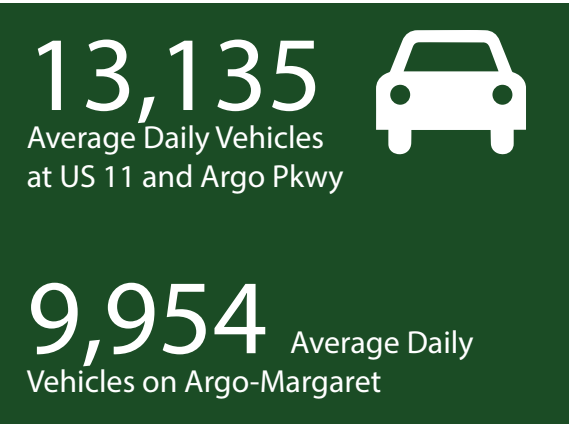
- Roads in Argo:
- All other roads in city limits not previously listed





Road Improvements

From 2000 to 2020, Argo had one of the fastest population growth rates of any municipality in the state of Alabama (+145%). It is also surrounded by some of the state’s other fastest growing municipalities: Odenville (+339%), Margaret (+337%), Trussville (+102%), and Springville (+90%). Road improvements in this rapidly growing subsection of eastern Jefferson County and western St. Clair County have failed to keep pace with the exploding residential population, resulting in congested and dangerous roads within Argo and its surrounding communities. Arterial roads in Argo will need substantial improvements to adequately service its growing residential population and the growing number of people passing through from surrounding communities.



Beyond addressing traffic congestion and safety issues, improving the city’s arterial corridors is important because they set a first impression of Argo for 99% of people visiting or traveling through the city. US Highway 11 and Argo Margaret Road set the tone for people’s lasting impressions of Argo’s business and residential environments, representing the city as a whole.

The unregulated design and sporadic nature of existing development, especially along US 11, fails to create a unique sense of place that negatively

impacts business recruitment efforts. Improving Argo’s arterial corridors can maximize safety and efficiency while creating a positive and lasting impression of the city. Important upgrades include improvements at major intersections, alternate routes, access management, and improved site design standards.

VEHICULAR SAFETY AND EFFICIENCY

- US 11 average daily vehicles (at Argo Pkwy): 13,135(+13% from 2015-2021)
- US 11 average daily vehicles (at Angus St): 5,664 (+26% from 2015-2021)
- Argo Margaret Rd average daily vehicles (at Bill Smith Rd): 9,954 (+13% from 2015-2021)

MAJOR INTERSECTION IMPROVEMENTS

The intersection of Argo’s two most heavily traveled arterial roads, US 11 and Argo Margaret Road, was identified through public input as the single most important infrastructural challenge that needed to be addressed in the comprehensive plan. On US 11, the intersection has no turn lanes or traffic turning signals and only a single travel lane in either direction. The current design of this intersection is incapable of supporting existing traffic volumes, which will only increase as commercial and residential development in Argo continues. Proposed improvements to this intersection include widening US 11 in order to provide dedicated northbound and southbound turn lanes onto Argo Margaret Road, along with the addition of a left hand turning signal for southbound traffic on US 11 to turn onto Argo Margaret Road. As part of the comprehensive planning process, the proposed improvements

Proposed Highway 11 and Argo-Margaret Intersection



to this intersection generated regional support from Argo, Margaret, Springville, and St. Clair County and successfully secured grant funding for implementation through ALDOT’s ATRIP II program in fiscal year 2023. Argo’s other primary arterial corridor, Argo Margaret Road, has important intersections with the city’s two collector roads at Blackjack Road and Roulain Road. With future neighborhood developments likely to be situated along these collector roads, better managing traffic



flows at their intersections with the Argo Margaret Road corridor will become increasingly important. Proposed commercial development around the intersection of Roulain Road and Argo Margaret Road, a proposed extension of Roulain Road across Argo Margaret Road, and traffic volumes comparable to US 11 make it likely that this intersection will require a traffic signal and dedicated turn lanes in the long term. Proposed long term improvements at the intersection of Blackjack Road and Argo Margaret Road include dedicated turn lanes from Argo Margaret Road onto Blackjack Road.

Additional arterial intersections with US 11 that are likely to need enhancements as growth continues include:

- Advent Cir, Argo Pkwy, Argo Park Dr, Angus St, Interstate 59 (potential for a new interstate exit), Old Springville Rd

### ALTERNATE ROUTES

The vast majority of homes in Argo are situated in areas that are dependent on Argo Margaret Road for transportation access. Argo Margaret Road is the only feasible route that can be used by most of the city's residents to access the major US 11 corridor, and by extension the regional Interstate 59 corridor. Current traffic volumes on Argo Margaret Road are already comparable to those on US 11, and will only continue to rise. As growth in the area continues, managing traffic on Argo Margaret Road will be a persistent challenge as long as it remains the only feasible route for residents to access US 11 and Interstate 59. To alleviate traffic demands on Argo Margaret Road, this plan recommends the creation of an alternate route both north and south of Argo Margaret Road to provide additional points of connectivity between US 11 and existing/ future residential areas.

The proposed alternate route south of Argo Margaret Road is an extension of Roulain Road to the south between the Summit Ridge subdivision and the Brook Stone subdivision. South of the Summit Ridge subdivision, the extension of Roulain Road will turn to the west and follow Tittle Drive. It will then cross Blackjack Road and follow the existing power easement, cross Hickory Valley Road, and ultimately end at US 11 where it intersects with Advent Circle.



The proposed alternate route north of Argo Margaret Road will begin just north of the intersection between Roulain Road and Masters Road. This new road will extend west and follow Freeze Mountain Drive before cutting across Reece Lane to

connect with Hidden Valley Drive. From Hidden Valley Drive, the alternate route will continue west to connect with Angus Street and ultimately end at US 11.

### ACCESS MANAGEMENT

Access management is the careful planning of the location and spacing of driveways, intersections, median openings, and traffic signals. It involves the use of raised medians to

## US 11 & Argo-Margaret Intersection



channel left turns to safe locations and the use of dedicated turn lanes to separate turning vehicles from traveling lanes. The general intent of access management strategies is to reduce congestion and increase safety. Local streets can have access points at frequent intervals, while access points on major roads need to be more carefully managed. Argo's US Highway 11 is one such major road that will need a carefully planned access management strategy as it becomes a more fully developed highway commercial corridor. Better management of access points along US 11 will result in better traffic flow, fewer crashes, and a better environment for business development. Access management will improve overall safety by grouping access points together so that risky turning and crossing movements occur at fewer locations.

The commercial portion of US 11 will need the greatest level of access management. This portion of the highway should be expanded to include landscaped medians with center turn lanes at key access points. Adding medians in the commercial area will have a substantial impact on driver safety. According to the Federal Highway Administration, having medians instead of a continuous two-way left turn lane can reduce the rate of crashes by about 37% and the rate of injuries by about 48%. Median openings will be strategically located to provide safe dedicated turning lanes that coincide with major intersections and clustered access points that lead to service roads for highway businesses. Such service roads should preferably run behind individual properties.

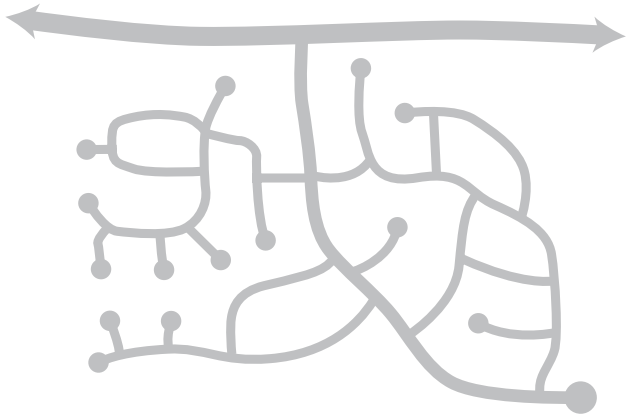
**SITE DESIGN STANDARDS**

Another important aspect of improving Argo's arterial corridors is elevating their visual appeal. This will be achieved primarily through strengthening site design standards in Argo's 2023 zoning ordinance. The general intent of these site design standards is to create a cohesive and dynamic physical environment that is attractive in terms of both business recruitment and overall aesthetics. Improved site design standards should include: buildings with enhanced facade designs and materials, buildings that front the road with parking located on the side or in the rear, sidewalks, landscape elements such as street trees, and signage regulations. Beyond the needed beautification initiatives on private commercial properties fronting the road that would occur on an individual basis as these properties are developed/ redeveloped, the city could make a big impact on beautification of its arterial corridors within the public right of way. This would occur through the introduction of landscape plantings to the streetscape. Landscape plantings along roadways, particularly street trees, have many demonstrated benefits to the public, including:

- Protection of pedestrians from moving traffic
- Fewer crashes and injuries to all road users due to reduced driving speeds
- Shade cover that makes roads more tolerable for walking and biking on hot days
- Absorption of CO2 and other airborne pollutants such as tire and brake dust
- Absorption of stormwater, reducing property damage and sewage overflows from flooding
- Improved property values and revenues for local businesses
- Lengthened lifespan of roadways through reduced solar damage to asphalt

**NEIGHBORHOODS NOT SUBDIVISIONS**

Neighborhoods are places where many different uses and activities exist. Typical subdivisions are designed to maximize space for housing, and developers don't plan to include any other uses. What defines neighborhoods are the grided network of streets. Subdivisions commonly have only one way in and one way out.

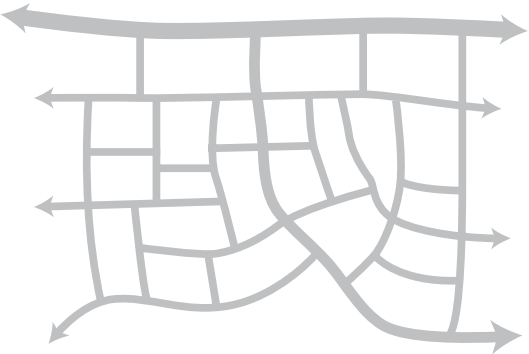


Typical subdivision development

Traditional neighborhoods provide places to walk and many available routes to get there. The reason that you don't see many people walking in subdivisions, is that there is nowhere to walk to, and most of the street dead end into cul-de-sacs.

- COHESION**  
How connected is the network in terms of its concentration of destinations and routes?
- DIRECTNESS**  
Does the network provide direct and convenient access to destinations?
- ACCESSIBILITY**  
Does the network accommodate travel for all users, regardless of age, income level, or ability?
- ALTERNATIVES**  
Are there a number of different route choices available within the network?
- SAFETY AND SECURITY**  
Does the network provide routes that minimize risk of injury, danger, and crime?
- COMFORT**  
Does the network appeal to a broad range of age and ability levels and is consideration given to user amenities?

The list to the left highlights the many advantages of traditional neighborhood development.



Traditional neighborhood development



# ECONOMIC DEVELOPMENT

## Goals

- 1** Improve the general quality of commercial developments on the city's main corridors
- 2** Increase the diversity of businesses to limit the need for shopping outside the city
- 3** Institute placemaking projects that build community pride and a brand for the city
- 4** Align zoning regulations to support the city's long-term development vision

Argo is a rapidly growing city located on the fast-developing eastern fringe of the Birmingham urban area. Although there are many factors that make the city a favorable climate for economic development, the existing business environment in Argo remains underdeveloped. With few places in town to dine, shop, work, or play, residents often leave Argo to spend money on things like groceries and entertainment in neighboring towns. Attracting new business and industry to the city in order to capture a portion of current spending leakage will be a critical factor in improving Argo's economic viability and the quality of life for its residents. With many of the socioeconomic and infrastructural foundations for business recruitment are already in place, Argo should focus primarily on creating a physical, social, and regulatory environment to incentivize new business.



Argo Shopping Center



# Favorable Development Factors

## SOCIOECONOMIC FACTORS

Argo is itself a rapidly growing city, having more than doubled in population from 2000 to 2020 (+145%). Argo is also at the center of a rapidly growing region between eastern Jefferson County and western St. Clair County. It is surrounded on all sides by other cities that have also grown substantially since 2000: Odenville (+339%), Margaret (+337%), Clay (+108%), Trussville (+102%), Springville (+90%), and Moody (+64%). In addition to the strong population growth in Argo and all its surrounding areas, the City of Argo also has a median household income that is significantly higher than the statewide median. In 2020, Argo’s median household income was approximately \$80,000 – an increase of 20% since 2000 when adjusted for inflation. This median income in Argo in 2020 was 45% higher than the statewide median. All the communities surrounding Argo also has median household incomes well above the 2020 statewide median of \$55,000. With its position at the center of a rapidly growing and relatively affluent region of the state, Argo should be bullish in its economic development prospects and confident in its ability to support higher quality developments that attract a greater variety of choice businesses.

## PHYSICAL / INFRASTRUCTURAL FACTORS

In addition to the city’s favorable socioeconomic factors, there are also several physical and infrastructural factors that make Argo an attractive location for commercial and industrial

development. It is directly situated along the major Interstate-59 corridor, with an exit that provides immediate access to the city’s primary commercial and industrial areas. Roughly a 20-minute drive on Interstate-59 from the regional transit hub of Birmingham, Argo also has relatively quick access to several other major interstate corridors. Argo is also in very close proximity to the projected alignment of the proposed Interstate-422 corridor, or the Birmingham Northern Beltline. When completed, it will reach its eastern terminus on Interstate-59 by Hubbards Lake, just 1.5 miles from the Argo interstate exit. Argo is also well situated on US Highway 11, with more than 4 miles of this federal highway in city limits. The presence of a major US highway in town increases the potential for development of a commercial corridor that would significantly bolster the city’s economic activity. Water and sewer infrastructure is already in place along Highway 11 and Argo Margaret Road, making both of these highly traveled corridors ripe for commercial development without the need for cost prohibitive infrastructure expansions. Furthermore, there are already 2 existing industrial/ commerce parks in the city that are capable of redevelopment/ expansion to support a more robust light industrial sector, which would be a tremendous boom for the jobs and housing market in Argo. Combined with the city’s positive socioeconomic outlook, the existing and proposed infrastructural conditions in Argo make it a strong competitor in economic development and highlight Argo’s ability to be selective in the quality of developments and businesses that it allows to come into the city.





NEIGHBORHOOD CENTER

This plan promotes the development of a secondary neighborhood commercial center at the intersection of Roulain Road and Argo Margaret Road. This neighborhood commercial center will be a walkable pedestrian-oriented alternative to the automobile-oriented commercial development of US 11. It will have a seamless integration with the surrounding residential areas that it serves. A higher standard of architectural and site design will be important for this hub, which will have more of a main street type feel that is geared toward smaller businesses, although a larger retail anchor such as a grocery store should also be included to bring in more shoppers to the district. Sit-down restaurants should be a major component of the neighborhood center’s business tenants, with a mixture of other mom-and-pop type shops (pharmacy, floral shop, salon, etc.)

Placemaking

Establishing a unique sense of place is one of the most critical factors in convincing people to spend their time and money in a community. Placemaking aims to create vibrant public spaces that enhance people’s connection to and enjoyment of the city by fostering a cohesive community identity and communicating it in various aspects of the city’s built environment. Public art and gateway/ wayfinding signage represent some of the most promising placemaking opportunities in Argo.



PUBLIC ART

Public art adds significant value to the cultural, aesthetic, and economic vitality of a community. Creating spaces for public art in Argo will provide unique storytelling opportunities that promote civic pride and enhance the experience of both residents and visitors. Public art should be prominently featured in Argo’s community hubs such as parks. Art installations can be either temporary (street/ sidewalk chalk art, banners, light displays, etc.) or permanent (murals, sculptures, etc.). Furthermore, any effective public art should express historical and/ or universal themes that relate to the entire community as opposed to specific commercial interests or individual points of view.

Murals, in particular, are a low-hanging fruit in terms of public art inasmuch that they can elevate the character and public perception of a space at a very low cost. They can attract new visitors and businesses, boosting the economy of the surrounding area. There are several locations in Argo with strong potential for mural development. The old Town Hall Market is one such site. A large Argo-themed mural on the side of the building facing the highway could help attract a tenant such as a brewery or restaurant, which would help activate this important site. Another effective location for a mural is at the intersection of Highway 11 and Argo Margaret Road. A historic train car and train-viewing platform could be placed at the southeast corner with an Argo-branded mural proudly identifying the town to everyone passing through this major regional intersection. Another logical place for a mural would be on the side of a building in the future neighborhood center commercial district.

Neighborhood Center Concept





**SIGNAGE**

In addition to locally themed public art, developing consistent gateway and wayfinding signage for the city is foundational for a placemaking strategy in Argo. Signage is a visibly prominent way to create a cohesive brand identity for the city. It is one of the first things that people will notice as they enter the city and it sets a first impression for the community’s overall quality. Gateway and wayfinding signage should consist of ground level monument signs, preferably of masonry or steel construction, with exterior illumination. Discouraged types of gateway and wayfinding signage include: pylon signs (pole-mounted over 8 feet tall), printed sheet metal signage, plastic signage, interior-illuminated signage, and digital displays. In addition to the handsome entry sign at the end of Argo Parkway, additional prominent gateway signs welcoming people to the city should be located on Highway 11 near Central Baptist Church and Mathew’s Manor, as well as on Argo Margaret Road near Big Black Creek. Wayfinding signage directing travelers to key locations in the city should be located in commercial areas and at the intersection of Highway 11 and Argo Margaret Road.

**Improved Development Regulations**

While placemaking initiatives in commercial districts will help create the physical and social environments in Argo that attract business development, implementing common sense policy measures to assist the development process will be critical in creating a regulatory environment that is both friendly to developers and supports the types of development wanted by the city. The two biggest factors in creating this positive regulatory environment will be adopting a new zoning ordinance with commercial design standards that match the development vision of this comprehensive plan and creating a streamlined development approval process.

**ZONING ORDINANCE & COMMERCIAL DEVELOPMENT STANDARDS**

At the time of this plan’s writing, Argo does not have an official zoning ordinance in place. However, a new zoning ordinance is in the process of being developed to replace the city’s defunct 2012 zoning code. Including site design requirements that align with the development goals of this plan and ensuring that the code is formally adopted on firm legal footing will be essential for Argo as it seeks to improve both the quantity and quality of commercial development in the city, which can only be controlled with the regulatory oversight provided by a zoning code. The new 2023 zoning ordinance will in general, hold all commercial areas to a higher standard than the existing commercial conditions.





**STREAMLINED DEVELOPMENT APPROVAL PROCESS**

The development approval process is the decision making system used by municipal officials on the planning commission and city council to approve development applications. It is a crucial tool used by cities to guarantee that proposed developments are consistent with municipal regulations and the community’s vision for future development. The development approval process is often unclear for developers, involving unnecessary red tape and redundant measures that can create a bottleneck in the overall development process. These avoidable roadblocks can delay or even prevent new business and housing development, increasing the cost of development and administrative burden for both developer and city. There are two main areas in which the development approval process can be improved: communication of municipal expectations and requirements BEFORE an application is submitted, and municipal decision making mechanisms AFTER an application is submitted.

Argo must take a proactive stance in communicating the type of development it wants prior to the submission of a development application. Often, requirements and expectations are found in separate locations (e.g. development goals and visions may exist in the city’s comprehensive plan while specific uses and area/ dimensional requirements are in the zoning code). Establishing a succinct single-point source for all this information is beneficial for all parties. Argo should proactively communicate desired development patterns by compiling local codes and development goals into a cheat sheet. This development cheat sheet should clearly and accessibly lay out the relevant regulations and policies that will determine the terms of development approval. Separate cheat sheets can be made for specific areas in Argo, including specific sites, and can be included in any requests for concepts/ proposals. Another way to proactively communicate the city’s development requirements and goals is to invite potential developers to a preliminary meeting before the submission of an application, reducing the potential for time-wasting rejections, significant revisions, and appeal hearings.

Measures should also be taken to increase efficiency after the submission of an application for development. One useful strategy would be to establish a flow chart of the process that includes a decision tree covering common development scenarios. Included in the decision making template should be a list of required documentation and the person or entity responsible for each action. Furthermore, a single point of contact in the city’s offices should be designated to simplify communications with the developer and help shepherd the project through the approval process.





# PARKS & RECREATION

## Goals

- 1

Create new parks highlighting natural resources throughout the city
- 2

Buffered roadway trails and greenway trails linking parks and other key sites in the city

Situated in the Cahaba Ridges subsection of the Alabama Valley and Ridge physiographic region, Argo’s rugged terrain with scenic farmland and forests among the rolling hills is underutilized as a public recreational asset. Expanding the city’s parks system to provide area residents greater access to natural resources and to daily outdoor recreational opportunities will be an essential factor in improving Argo’s overall quality of life.



Argo City Park



# Improvements to Existing Facilities

## ARGO PARK

Argo currently offers 11 acres of recreational land in a single park located behind city hall on Blackjack Road. The city should strategically update programming at this site to support its growing population based on trends in existing and future amenities. Existing programming at Argo Park includes a paved 1/3 mile walking trail, a playground, a 9-hole disc golf course, and a covered pavilion. This park's focus on more active uses should be supported with additional active programming such as outdoor fitness stations. Playground structures should eventually be expanded to support users of all age groups as well as those with physical and/or developmental disabilities. The pavilion at Argo Park should also be upgraded to include public restrooms and grills to support cookouts and similar opportunities for the community to gather.



# New Parks and Amenities

## RETAIL ORIENTED PARKS

A critical component of this plan to make Argo more of a destination is to pair parks with future retail developments. A prominent feature of this potential development will be the creation of a multipurpose park space to anchor the future walkable district to support a variety of adjacent complementary retail uses. The proposed design for a future retail oriented park space includes a playground with landscape and artificial play structures as well as a splash pad. In addition to the playground area, there is potential for a small amphitheater with grassy terraces where the city can host community events such as live music performances or outdoor movie screenings while individuals can access the space for personal uses in between public events. This future development could include a mixture of uses including entertainment businesses (arcade, axe throwing, etc.) to complement the outdoor park amenity and create a true entertainment district for the city.

## ATHLETIC FIELDS

Perhaps the most significant gap in Argo's current parks and recreation system is the lack of any athletic facilities or sports fields in the city. Youth and amateur sports tourism is a booming industry that brings many benefits to local economies. The ability to host local sporting events, from larger tournaments to informal pick-up games, creates a stronger sense of community and brings visitors from other towns into the city where they often spend money at local shops and restaurants. Argo's rough terrain has left the city with limited options for where such athletic facilities could potentially be developed.

As some of the most expansive flat terrain in the city that remains undeveloped, a site in a flood plain is particularly well suited for use as sports fields. By redeveloping an inactive site as a park that maintains its existing field areas and permeable ground surfaces, it can become an active







benefit to the city while continuing to act as a stormwater mitigation area that reduces the risk of flooding during a heavy rain event.

#### TARGET AREAS FOR NEIGHBORHOOD PARKS

The new park facilities proposed at the specific sites in the previous section are intended more so to service a citywide/ regional area. In addition to those broad service area parks, this plan has also identified general areas that should be targeted for the development of more localized parks to service existing and future neighborhoods in the northern and southern portions of the city. The ideal target area for Argo's northern neighborhoods is the area between Roulain Road and Freeze Mountain Drive. The optimal area for a park to service the city's southern neighborhoods would be somewhere along Big Black Creek between Blackjack Road and Argo Margaret Road. The design of these neighborhood parks would be focused on more passive natural uses and include amenities such as walking paths and picnic areas.



#### Trail Network

A critical component of any comprehensive parks and recreation system is a robust network of walking, biking, and hiking trails that provide multi-modal connectivity between individual parks as well as other attractions in the city. Trails are a growing demand among younger generations as they decide where to establish their households and careers. Trail networks provide numerous economic, aesthetic, environmental, and health benefits to citizens beyond the benefits that accrue to private landowners. Trails increase nearby residential and commercial property values, encourage revitalization of underinvested areas, attract tourists, build community pride, and promote healthy lifestyles.

There are various trail typologies that can be utilized to maximize coverage and provide connectivity to important sites. Buffered paths along roadways can be developed using existing rights-of-way to avoid the use of privately owned land, while off-road greenways

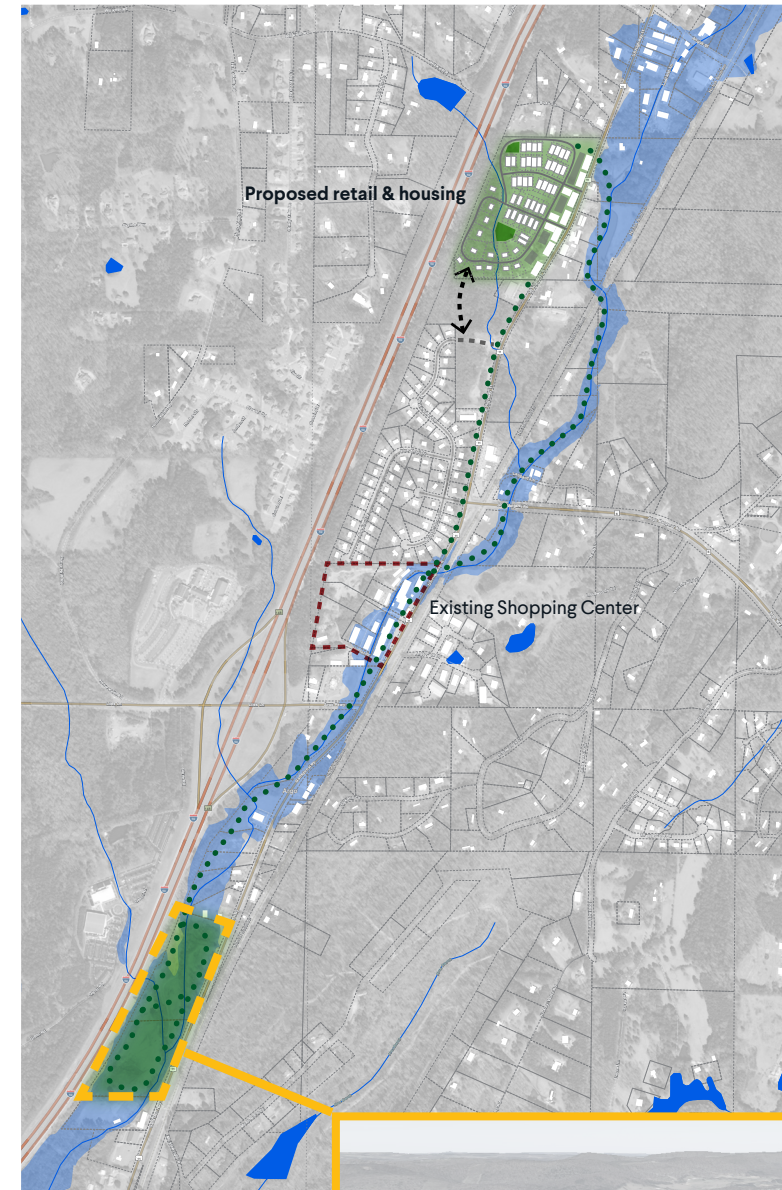
can be developed in areas unsuitable for development, such as floodplains and steep slopes. Right-of-way paths and greenways can also be incorporated into neighborhood design and established as easements.

Right-of-way paths will be the primary trail typology in Argo. A buffered side path along the western side of US 11 will provide connections through the growing highway commercial corridor. Long term extensions of the trail on US 11 could provide regional cycling connectivity between downtown Trussville, Argo's future Town Center, and downtown Springville. Another right-of-way trail along the northern side of Argo Margaret Road will connect the sites along the US 11 corridor to residential areas, then continue to connect with Argo Park/ City Hall.

Off-road trails and greenways, although generally more difficult to implement, provide additional benefits to the city. Off-road walking and hiking loops should be incorporated into the existing trail in Argo Park and to future parks. A linear greenway trail is proposed to connect any potential future neighborhood parks in the northern and southern target areas. The alignment of this greenway trail will follow the undevelopable steep slope between Roulain Road and Ridge Road, continue between Roulain Road and the Briar Ridge subdivision, cross Argo Margaret Road, and then follow the stream between the Summit Ridge and Brook Stone subdivisions southward.



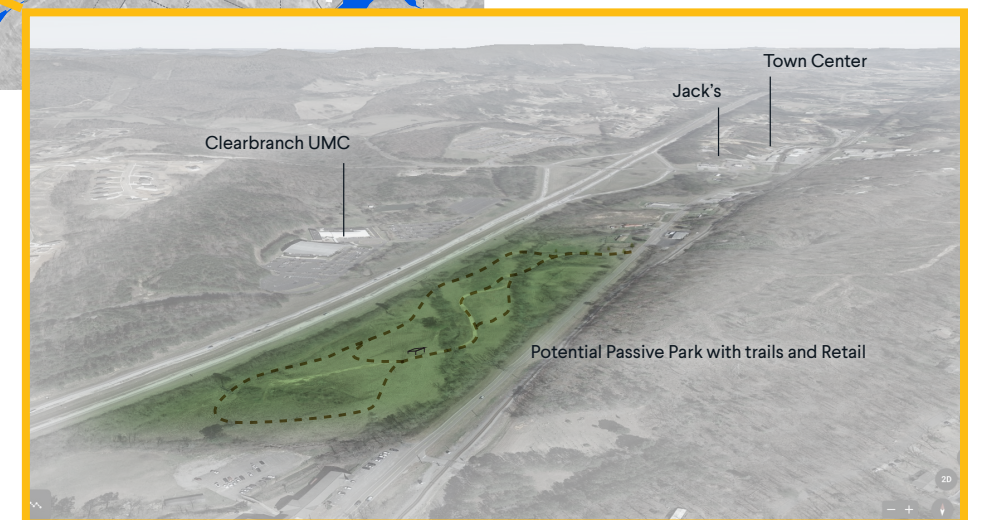




### Proposed park & trails

These maps highlight opportunities north and south of the proposed town center along US 11.

The northern area has the potential for continued housing development, with integrated retail, and then use of city owned land in the floodplain south, that could be a county purchased land developed into a passive park space or potentially even include sports programming .





# LAND USE

## Goals

- 1

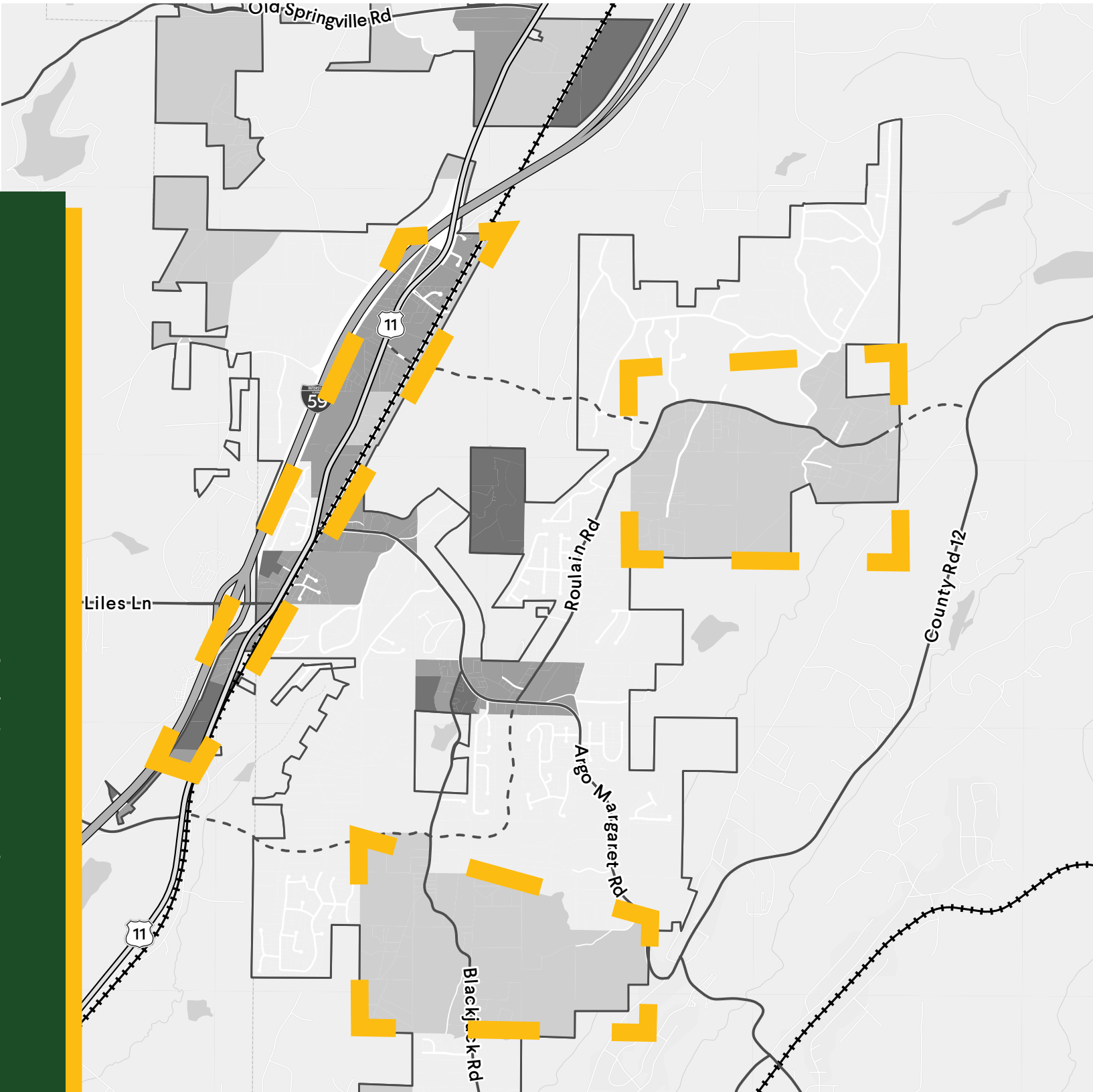
Encourage commercial development along US 11
- 2

Protect environmentally sensitive areas and preserve rural heritage
- 3

Encourage smart growth for new housing developments in the city

A zoning map and zoning ordinance legally dictate the land uses, densities, and site designs on the future development of specific parcels. This comprehensive plan process is directly correlated to the cities new zoning map and ordinance. Land use regulation is an important tool for a quick growing city like Argo, allowing the city the ability to protect its own character, charm, and priorities.

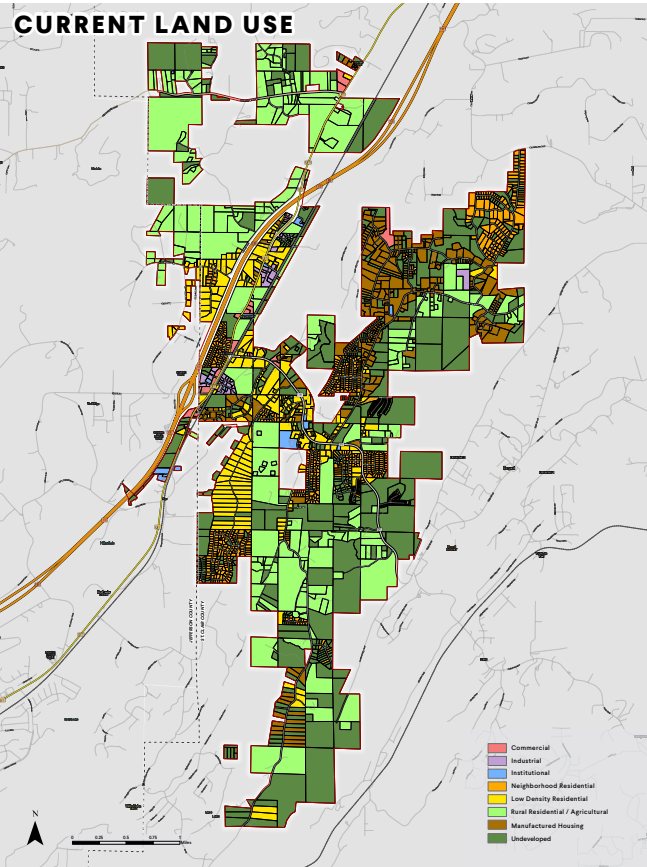
Land use regulations can protect and enhance property values, and prevent a mix of incompatible land uses. Zoning regulations give Argo the control of its own developments, appearance, and quality of life. A future land use map should be adopted and used by the planning commission in the future to provide a consistent guide for rezonings based on a community supported long term land use policy.









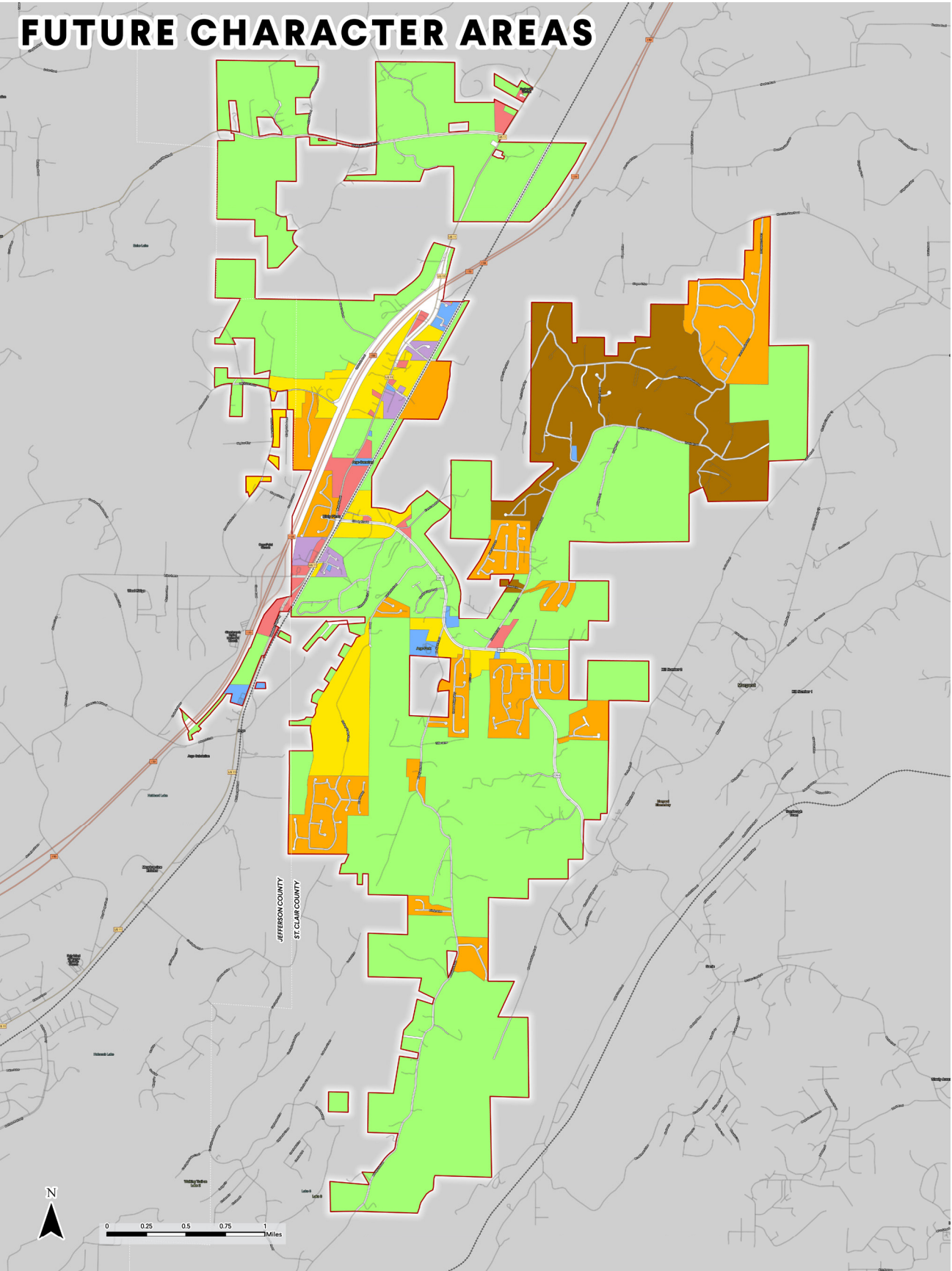
# Character Areas

The map on the opposite page shows a composite view of the recommended character areas for the city of Argo. These character areas are general suggestions for where various types of development should be located in the city. They are very similar to the current land uses of individual properties in Argo (shown to right). As potential new developments come to Argo with new growth, local residents should be afforded the opportunity to be heard in any rezoning hearings that would deviate from this character area map.



# Future Character Areas

-  Residential
-  Rural / Agricultural
-  Commercial / Institutional
-  Industrial / Heavy Commercial



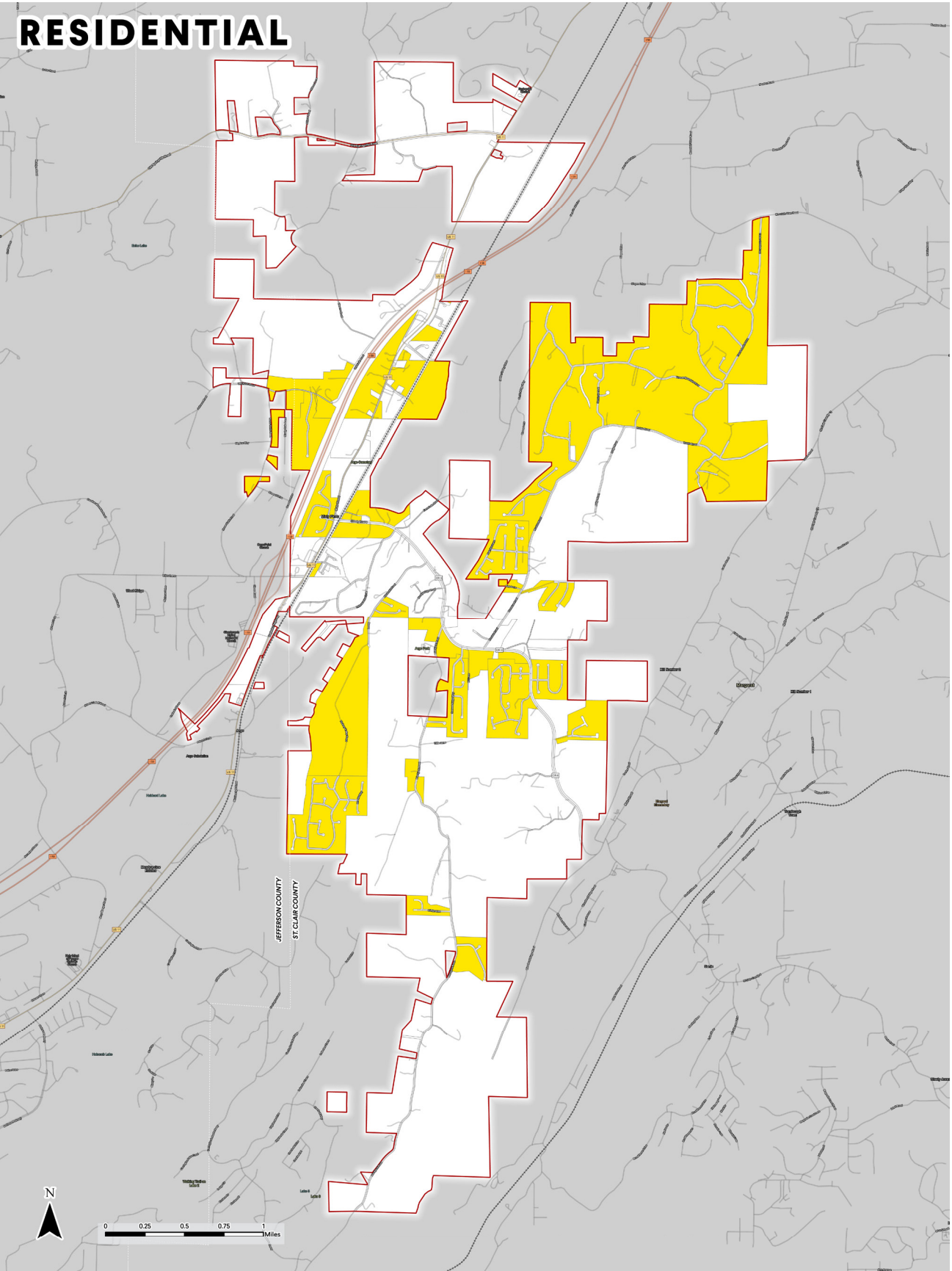
# RESIDENTIAL AREAS



The suggested residential character areas are parts of the city where moderate to higher density single-family neighborhoods should be situated. These neighborhood developments can include a variety of single-family typologies at varying levels of density, including garden homes, townhomes, traditional site-built homes, and manufactured housing.

## LIKELY PRIMARY USES

- Mid to higher-density Residential
  - single-family homes
  - townhomes
  - garden homes
  - manufactured housing
- Customary accessory buildings (garage, etc.)
- Parks / Open Space





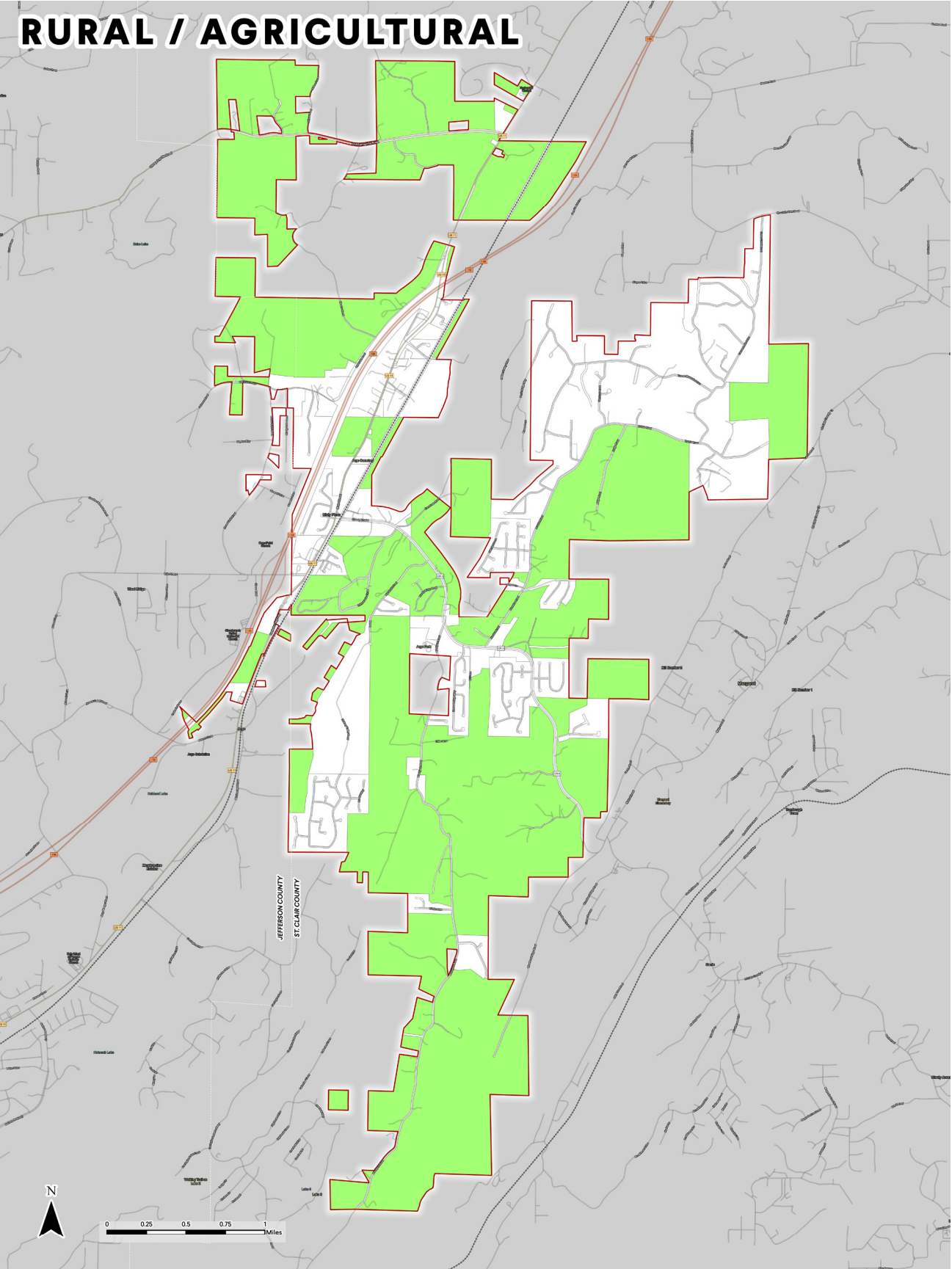
# RURAL / AGRICULTURAL AREAS



The suggested rural / agricultural character areas are parts of the city where low to very low density single-family houses and farms should be situated. These areas can include both site-built and manufactured housing as well as hobby or commercial farms. Subdivision developments are discouraged in these areas in order to maintain the rural atmosphere.

## LIKELY PRIMARY USES

- Single-family dwellings (site built)
- Manufactured homes
- Customary accessory buildings (garage, etc.)
- Farm support businesses
- Apiaries and aviaries
- Greenhouses and nurseries



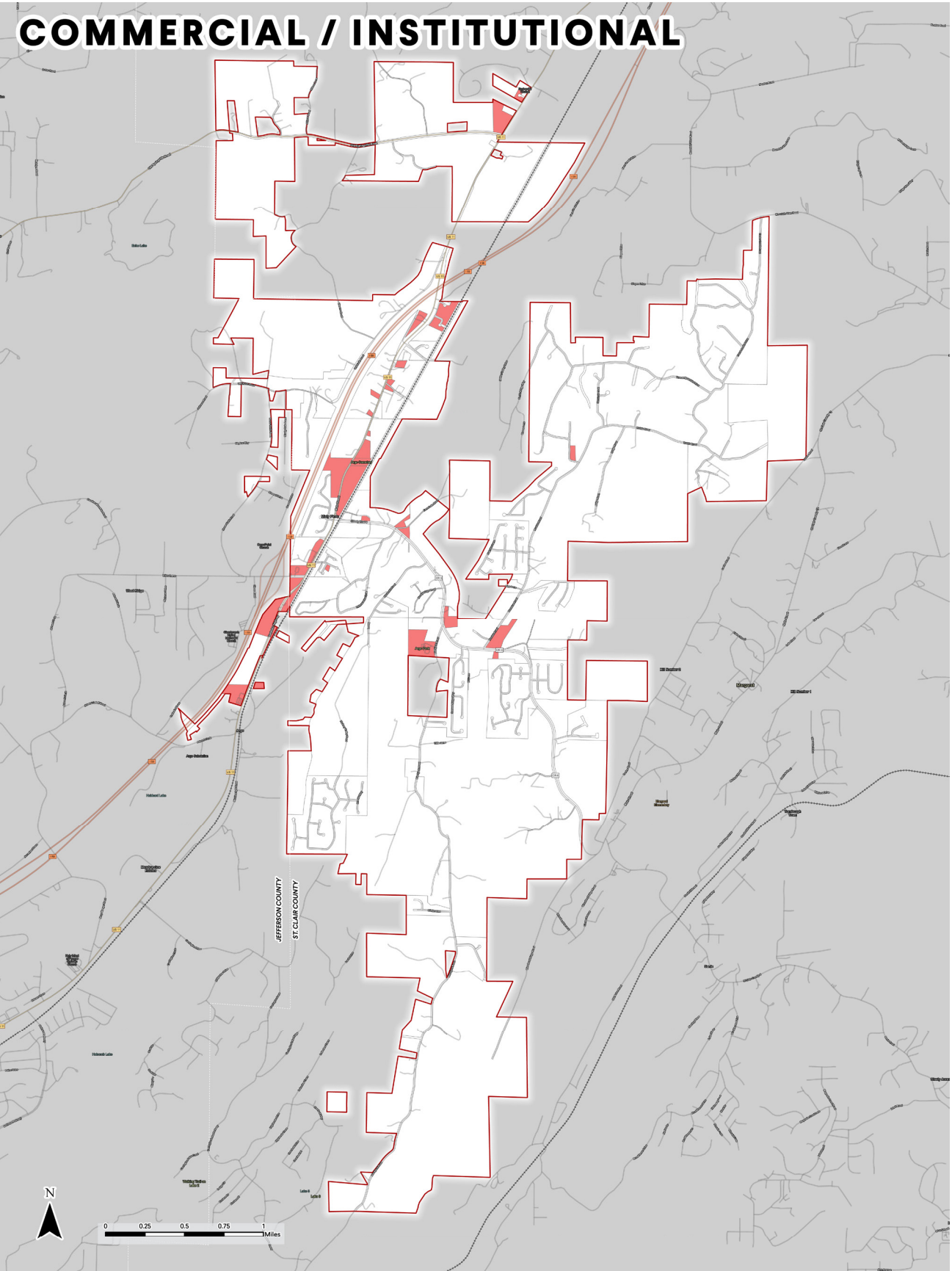
# COMMERCIAL / INSTITUTIONAL AREAS



The suggested commercial / institutional character areas are public or semi-public parts of the city where people can congregate for general shopping, service, or civic purposes. These areas can include restaurants, retail establishments, churches, schools, municipal buildings, etc.

### LIKELY PRIMARY USES

- Bakeries
- Banks
- Bus stations
- Cafes / restaurants
- Laundries / dry cleaners
- Hotels / motels
- Radio stations
- Retail and services est.
- Alcohol sales (off-premise consumption)
- Auto sales / rental
- Gas stations
- Auto repair shop
- Car wash
- Flea market
- Vet / hospital
- Places of worship
- Libraries
- Schools
- Community centers
- Police / fire stations
- Hospitals / nursing homes
- Museums
- Municipal government buildings
- Public parks





# INDUSTRIAL / HEAVY COMMERCIAL AREAS

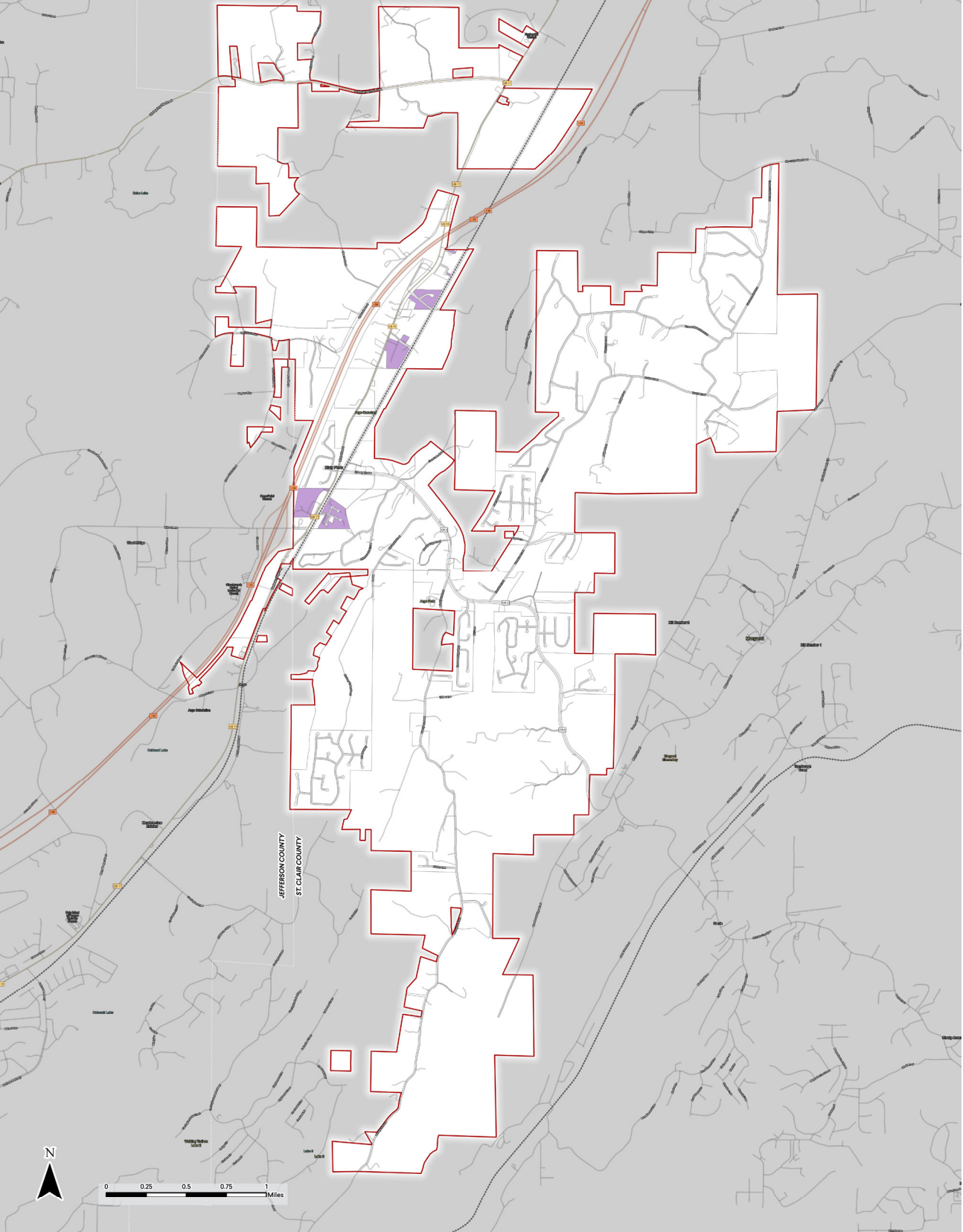


The suggested industrial / heavy commercial character areas are parts of the city where manufacturing, warehousing, and related uses should be situated. These areas are generally not intended for client or commuter oriented businesses that require more parking. These areas can include warehouse style buildings that house manufacturing operations, heavy equipment businesses, mini storage, or offices.

### LIKELY PRIMARY USES

- Warehousing
- Manufacturing
- Distribution
- Material yards
- Offices
- Mini-storage
- Wholesaling
- Animal Shelter
- Etc.

# INDUSTRIAL / HEAVY COMMERCIAL



## SMART GROWTH

When planning for future growth, small towns have the opportunity to adopt smart growth initiatives to guide more responsible development. Recent historical events, shifting patterns of work life, and demographic trends, provide cities the opportunity to evaluate their existing growth patterns and improve future development.

Smart growth is a comprehensive approach to development that touches many areas, from public infrastructure to private development. The goal is to focus on the areas that will have the greatest economic, environmental, and social benefit. The Smart Growth Network proposes the following 10 principles:

1. Mix land uses
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
4. Create walkable neighborhoods
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Strengthen and direct development towards existing communities
8. Provide a variety of transportation choices
9. Make development decisions predictable, fair, and cost effective
10. Encourage community and stakeholder collaboration in development decisions. Often, these priorities can be realized through offering incentives.

Growth is smart when it gives us great communities, with more choices and personal freedom, good return on public investment, greater opportunity across the community, a thriving natural environment, and a legacy we can be proud to leave our children and grandchildren.





ACTION MATRIX

The following pages organize the plan recommendations and actions into a matrix. The matrix is a quick reference for the city and residents, and acts as a checklist for implementation. The matrix makes is easy to find specific actions related to the themes the priority for the project or policy is, the time frame that it could be completed, and the local partners that could have potential involvement. The following explains the columns found in the matrix.

Action  
The specific action item related to the listed goal

Type  
Is this action a project to work on or a policy for the city

Page  
Where is the action found in the body the plan

Priority  
Where does this action rank among others

Time frame  
Immediate (1-6 months), Short-term (12-18 months), Mid-term (3-5 years), Long-term (10-15 years)

Cost  
Low (less than 100k), Moderate (500k) and High (over 1mil)

Status  
Keep notes on the status of each project: in-progress, on-going, or completed

Expected Outcomes  
This is the tangible change that people in the city can observe

Next Steps  
Practical suggestions on how to get started

#	Action	Type	Page	Priority	Expected Outcome	Next Steps	Process Indicators	Timeframe	Partners	Cost	Status
Establish Planning & Zoning Commission and adopt Argo Alive Comprehensive Plan											
A	Follow the Argo master plan and zoning ordinance checklist	Management	N/A	1	Orderly organization of official adoption of plan and zoning	Appoint planning and zoning commission	Plan adopted by city council	Immediate	Staff	N/A	
B	Use the plan as a decision guide in all development decisions	Management	N/A	1	Plan compliant, strategic development decisions	All decisions referenced plan	Plan referenced regularly	Immediate-Long Term	Staff	N/A	
C	Meet with counties, MPO, and ALDOT to discuss partnerships for implementation	Management	N/A	1	A partnership to implement the city plan	Individual meetings with all entities	Partnership support for individual projects	Immediate-Long Term	Staff	N/A	
D	Ask planning and zoning commission to report priorities and progress of the plan twice yearly to the city council	Management	N/A	1	Plan and city vision implementation	Produce bi-annual report	bi-annual discussions of improvements and limitations	Immediate-Long Term	Staff	N/A	
E	Use plan to guide preparations of annual and capital budgets	Management	N/A	1	Plan compliant capital budget	Input projects into capital budget in 2024	Budget for project implementation	Immediate-Long Term	Staff	N/A	
F	Modify the plan document every five years to adjust for changes in progress and needs	Management	N/A	1	Updated guidance document	Update plan in 2027	Update discussion with RPCGB in 2026	Mid Term	Staff	N/A	
Implement road connections to support future growth and alleviate congestion											
1	Consider the extension of Roulain Road to St Clair County Road 12	Policy, Project	4	3	alleviate congestion and improved connectivity	Meet with the St Clair County and MPO	ALDOT funding for right-of-way study	Long Term	St Clair County, MPO, ALDOT		
2	Consider the connecting of Lee Springs Lane or Angus Street to Smith Ridge Way	Policy, Project	4	3	alleviate congestion and improved connectivity	Meet with the St Clair County and MPO	ALDOT funding for right-of-way study	Long Term	St Clair County, MPO, ALDOT		
3	Consider connecting Advent Circle to Hickory Valley Road and Blackjack Road	Policy, Project	4	3	alleviate congestion and improved connectivity	Meet with the Jefferson-St Clair County and MPO	ALDOT funding for right-of-way study	Long Term	St Clair County, MPO, ALDOT		

Process Indicators  
Accountability to the specified action



# ACTION MATRIX

#	Action	Type	Page	Priority	Expected Outcome	Next Steps	Process Indicators	Timeframe	Partners	Cost	Status
Establish Planning & Zoning Commission and adopt Argo Alive Comprehensive Plan											
A	Follow the Argo master plan and zoning ordinance checklist	Management	N/A	1	Orderly organization of official adoption of plan and zoning	Appoint planning and zoning commission	Plan adopted by city council	Immediate	Staff	N/A	
B	Use the plan as a decision guide in all development decisions	Management	N/A	1	Plan compliant, strategic development decisions	All decisions referenced plan	Plan referenced regularly	Immediate-Long Term	Staff	N/A	
C	Meet with counties, MPO, and ALDOT to discuss partnerships for implementation	Management	N/A	1	A partnership to implement the city plan	Individual meetings with all entities	Partnership support for individual projects	Immediate-Long Term	Staff	N/A	
D	Ask planning and zoning commission to report priorities and progress of the plan twice yearly to the city council	Management	N/A	1	Plan and city vision implementation	Produce bi-annual report	bi-annual discussions of improvements and limitations	Immediate-Long Term	Staff	N/A	
E	Use plan to guide preparations of annual and capital budgets	Management	N/A	1	Plan compliant capital budget	Input projects into capital budget in 2024	Budget for project implementation	Immediate-Long Term	Staff	N/A	
F	Modify the plan document every five years to adjust for changes in progress and needs	Management	N/A	1	Updated guidance document	Update plan in 2027	Update discussion with RPCGB in 2026	Mid Term	Staff	N/A	
Implement road connections to support future growth and alleviate congestion											
1	Consider the extension of Roulain Road to St Clair County Road 12	Policy, Project	4	3	alleviate congestion and improved connectivity	Meet with the St Clair County and MPO	ALDOT funding for right-of-way study	Long Term	St Clair County, MPO, ALDOT		
2	Consider the connecting of Lee Springs Lane or Angus Street to Smith Ridge Way	Policy, Project	4	3	alleviate congestion and improved connectivity	Meet with the St Clair County and MPO	ALDOT funding for right-of-way study	Long Term	St Clair County, MPO, ALDOT		
3	Consider connecting Advent Circle to Hickory Valley Road and Blackjack Road	Policy, Project	4	3	alleviate congestion and improved connectivity	Meet with the Jefferson-St Clair County and MPO	ALDOT funding for right-of-way study	Long Term	St Clair County, MPO, ALDOT		



#	Action	Type	Page	Priority	Expected Outcome	Next Steps	Process Indicators	Timeframe	Partners	Cost	Status
Strategically re-define the city's roads to nurture improved development and walkability											
4	Discuss the road design improvements with St Clair County, Jefferson County and the MPO	Policy	3	1	Partnership support for road improvements	Meet with partners to discuss road improvement vision	Funding options discussion with partners	Short Term	St Clair/ Jefferson County, MPO, ALDOT	N/A	
5	Pursue ALDOT transportation grants to strategically implement right-of-way improvements	Policy, Project	14	2	Funding for road improvements	Decision on next grant application pursuit and project	Next road improvement priority grant awarded	Mid Term	Staff, County	N/A	
7	Discuss allocating local capital improvement budgets for right-of-way improvements	Policy	14	1	Funding for road improvements	Municipal budget discussions	Percentage of budget allocated	Mid Term	Staff		
8	Work with ALDOT to develop an access management plan on HWY 11 to ensure traffic safety as development continues	Policy, Project	14	1	Improved Hwy 11 corridor	Meet with MPO and ALDOT	HWY 11 corridor study complete	Short Term	MPO, ALDOT		
9	Prioritize the implementation of buffered multi-use paths on Argo Margaret Road, Roulain Road, and Blackjack Road	Policy, Project	4	1	Improved walking and biking connections near residential areas	Create a scope, cost estimate, and funding opportunity for first priority	Trail priority grant awarded	Mid Term	MPO, ALDOT		
Support the development of neighborhoods not subdivisions											
10	Develop subdivision regulations that create community-oriented residential developments	Policy	19	1	Improved residential development	Draft and adopt subdivision regulations	First subdivision approved under new regulations	Immediate	Staff	N/A	
11	Create subdivision regulations to require road connectivity between subdivision developments.	Policy	19	1	Improved residential development	Draft and adopt subdivision regulations	First subdivision approved under new regulations	Immediate	Staff	N/A	
12	Create subdivision regulations to require the construction of sidewalks and street trees.	Policy	19	1	Improved residential development	Draft and adopt subdivision regulations	First subdivision approved under new regulations	Immediate	Staff	N/A	
Improve the general quality of commercial developments on the city's main corridors											
13	Implement a city-wide zoning ordinance that allows for organized commercial development on the city's corridors.	Policy	24	1	Improved development potential in the city	Draft and adopt zoning regulations	First corridor development approved by zoning commission	Immediate	Staff	N/A	



#	Action	Type	Page	Priority	Expected Outcome	Next Steps	Process Indicators	Timeframe	Partners	Cost	Status
Increase the diversity of businesses to limit the need for shopping outside the city											
14	Work with St Clair County Economic Development Council to develop a retail gap analysis to target potential retail development for HWY 11	Policy	24	1	Proactive economic development recruitment	Completed retail gap analysis	First retail development from target recruitment	Immediate	St. Clair County		
15	Outline a commercial retail recruitment strategy with St Clair County Economic Development Council based on the city's needs and opportunities	Policy	24	1	Proactive economic development recruitment	Retail recruitment plan outlined with St Clair County	First retail development from target recruitment	Immediate	St. Clair County		
Institute placemaking projects that build community pride and a brand for the city											
16	Strategically plan and implement consistent city gateway improvements and signage	Policy	30	1	Improved community gateways, identity, and pride	Implement a signage design plan	Funding for city signage plan approved	Immediate	Staff		
17	Discuss allocating local capital improvement budgets for city gateway improvements and signage	Policy	30	1	Improved community gateways, identity, and pride	Implement a signage design plan	Funding for city signage plan approved	Immediate	Staff		
18	Improve landscaping and create a unique city branding in the right of way at the southeast corner of HWY 11 and Argo Margaret Road Intersection	Project	25	1	A strong community brand at this important intersection	Implement a signage and landscaping design plan	ALDOT permit approval for signage	Immediate	Staff		
19	Update the current signage and landscaping at the Argo Parkway and HWY 11 intersection	Project	30	1	Consistent city signage and gateways	Implement a signage and landscaping design plan	ALDOT permit approval for signage	Short Term	Staff		
20	Implement gateway landscaping and signage at the HWY 11 and Old Springville Road intersection	Project	30	1	Consistent city signage and gateways	Implement a signage and landscaping design plan	ALDOT permit approval for signage	Short Term	Staff		
21	Implement gateway landscaping and signage at the Argo Margaret Road and Venable Road intersection	Project	30	1	Consistent city signage and gateways	Implement a signage and landscaping design plan	County approval for signage	Short Term	Staff		
Align zoning regulations to support the city's long-term development vision											
22	Create a zoning ordinance and land use districts based on the community vision and the specific needs and opportunities outlined in this comprehensive plan	Policy	32	1	Development plan and regulations that is unique to the city	Draft and adopt zoning regulations	First successful development process with new zoning ordinance	Immediate	Staff	N/A	



#	Action	Type	Page	Priority	Expected Outcome	Next Steps	Process Indicators	Timeframe	Partners	Cost	Status
23	Create commercial site standards through a city zoning ordinance to ensure that specific commercial developments are a long-term asset to the city	Policy	32	1	Development plan and regulations that is unique to the city	Draft and adopt zoning regulations	First successful development process with new zoning ordinance	Immediate	Staff	N/A	
24	Create a new position on city staff to oversee an efficient and simple zoning and development process	Policy	32	1	A convenient zoning and permitting process	Approve a budget for a zoning administrator	Hired part time zoning administrator	Immediate	Staff		
Implement Improvements to existing park facilities											
25	Develop a simple park master plan for Argo Park to outline potential improvement and cost estimates	Policy	35	1	Understanding of potential Argo Park improvements	Begin park improvement plan	Trail extension and planting improvement cost estimate completed	Immediate	Staff		
26	Prioritize specific existing parks and recreational improvements to apply for annual ADECA grants.	Policy	35	1	Improved parks and recreation in the city	Begin this years ADECA park grant application	Successful ADECA grant application	Short Term	Staff		
27	Expand the existing Argo Park trail and park programming to the front of the property	Project	35	2	Improved Argo Park programming and visibility	ADECA grant awarded for Argo Park	Construction documents completed	Mid Term	Staff		
28	Improve outdoor gathering space and site/park landscaping	Project	35	2	Improved Argo Park programming	ADECA grant awarded for Argo Park	Construction documents completed	Mid Term	Staff		
29	Include parks and recreation priorities into capital budgets as the city's tax base expands.	Policy	35	1	Improved parks and recreation in the city	Integrate one park project into next years capital budget	Council approves funding for next park project	Short Term	Staff		
Create new parks highlighting natural resources throughout the city											
30	Implement a 5% public open space requirement in subdivisions over a specific size through new subdivision regulations	Policy	35	1	Increased access to parks and recreation	Draft and adopt subdivision regulations	First park in subdivision approved under new regulations	Immediate	Staff	N/A	
31	Support a public-private partnership with a potential town center developer to develop outdoor gathering space as part of a future retail development	Policy, Project	27	2	Outdoor gathering space anchored by retail	Discuss potential with property owners and regional developers	Creation of a "pop up" outdoor gathering space adjacent to current retail	Immediate-Mid Term	Staff		
32	Discuss allocating local capital improvement budgets for future city parks	Policy	35	2	Building city wide parks and recreation funding	Agree on a percentage of funding over a certain cap of new development sales tax	An amount accumulated for a local match for a ADECA grant	Mid Term	Staff		

#	Action	Type	Page	Priority	Expected Outcome	Next Steps	Process Indicators	Timeframe	Partners	Cost	Status
33	Pursue ADECA grant funding for potential parks	Policy	35	2	City wide parks and recreation expansion	Prioritize first new park project to pursue grant funding	Successful ADECA grant application	Mid Term	Staff		
34	Create population growth milestones to match with parks and recreation service expansion.	Policy	35	2	Improved parks and recreation in the city	Parks and Recreation master plan	Specific growth matrix	Mid Term	Staff	N/A	
35	Consider buying the parcels of land for sale in the flood plain between I-59 and HWY 11 to create a park that could activate potential adjacent development	Policy, Project	38	2	A regional park destination and improved city visibility	Discuss potential with property owners and regional developers	Completed park/property master plan	Mid Term	St. Clair County		
36	Work with the property owners and regional agencies to promote greenway trails in undevelopable conservation easements along stream buffers and ridgeline slopes	Policy	40	2	Improved access to nature in the city and improved water quality	Discuss opportunity with land owners and Freshwater Land Trust	Conservation easement included in specific large scale development plan	Mid Term	Property Owners, Freshwater Land Trust		
Buffered roadway trails and greenway trails linking parks and other key sites in the city											
37	Prioritize the implementation of buffered multi-use paths on Argo Margaret Road, Roulain Road, and Blackjack Road	Policy, Project	40	1	Improved walking and biking connections near residential areas	Prioritized section of right of way path with concept design cost estimate	First priority ROW path built	Mid Term	MPO		
38	Pursue ALDOT transportation grants to implement right-of-way trails	Policy	40	2	Improved walking and biking connections near residential areas	Prioritized section of right of way path with concept design cost estimate	First priority ROW path built	Mid Term	MPO		
39	Discuss allocating local capital improvement budgets for right-of-way trail building	Policy	40	1	Improved walking and biking connections near residential areas	Prioritized section of right of way path with concept design cost estimate	First priority ROW path built	Short Term	MPO		
Encourage ommercial development along US 11											
40	Develop a city-wide zoning ordinance that supports organized development, quality of life, and Argo's unique opportunities and limitations.	Policy	44	1	Development plan and regulations that is unique to the city	Draft and adopt zoning regulations	First successful development process with new zoning ordinance	Immediate	Staff	N/A	



#	Action	Type	Page	Priority	Expected Outcome	Next Steps	Process Indicators	Timeframe	Partners	Cost	Status
Protect environmentally sensitive areas and preserve rural heritage											
41	Develop a city-wide zoning ordinance and process that accommodates environmental assets and community resources	Policy	44	1	Development plan and regulations that protects the assets of the city	Draft and adopt zoning regulations	First successful development process with new zoning ordinance	Immediate	Staff	N/A	
42	Implement smart growth strategies in the city to protect agricultural and natural lands	Policy	58	1	Development plan and regulations that protects the assets of the city	Draft and adopt zoning regulations	First successful development process with new zoning ordinance	Immediate	Staff	N/A	
43	Garner community support of conservation easements in floodplains and significant sloped areas	Policy	58	2	Development plan and regulations that protects the assets of the city	Draft and adopt zoning regulations	First successful development process with new zoning ordinance	Short Term	Staff	N/A	
Encourage smart growth for new housing developments in the city											
44	Implement smart growth strategies in the city to protect agricultural and natural lands	Policy	58	1	Development plan and regulations that strategically protects the city's rural land	Draft and adopt zoning regulations	New development is focused to the cities developed areas	Immediate-Long Term	Staff	N/A	
45	Allow for a variety of housing types and densities in a city-wide zoning ordinance	Policy	58	1	Development plan and regulations that allows for various types of housing	Draft and adopt zoning regulations	Approval of a appropriate scaled residential project based on it location	Immediate-Long Term	Staff	N/A	
46	Prioritize new development adjacent to existing development areas	Policy	58	1	Development plan and regulations that improve the city's level of service	Draft and adopt zoning regulations	Orderly and incremental development	Immediate-Long Term	Staff	N/A	





# ARGO LIVE

**Comprehensive Plan**

