

Assets, Opportunities & Strategies

Capitalize on Russellville's Location:

- Capture potential of Russellville's location at the intersection of regional highways 24 and 43
- Capitalize on the Tombigbee waterway being only 60 miles away
- Capitalize on Russellville's proximity to the Quad Cities
- Capture potential of Russellville as the civic center of Franklin county with courthouse, fair grounds and county services
- Proactively plan for the completion of regional highways by distinguishing between local retail in downtown and along highway 43 and services for through-travelers at the 24/43 intersection
- Maintain and enhance the Highway 43 shopping district by clarifying access road system - make these continuous or eliminate access roads along 43

Celebrate Russellville's History:

- Make Russellville's history as a mining center legible with a museum and by preserving and publicizing mine and furnace sites
- Celebrate old gins and graveyards in the community
- Encourage renovation and restoration of historic houses and commercial structures
- Commemorate Russellville's founders and location along Jackson's historic military road

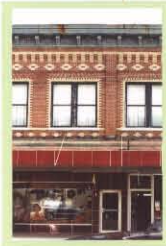
Support Russellville's Small Town Character:

- Build on Russellville's small town identity as a great place to live, work and visit
- Support Russellville's excellent public school system
- Maintain Russellville's high value and low cost of living
- Encourage Russellville's friendly atmosphere by enhancing street activity and front porch interaction
- Capitalize on Russellville's strong community churches
- Continue to build awareness of civic events like the Watermelon Festival and Halloween cemetery tour - add other festivals to encourage regular activities in the downtown



Revitalize Downtown:

- Strengthen downtown's municipal and county civic center
- Encourage active use of downtown
- Consider establishing a Main Street program
- Renovate and fill existing downtown buildings with an appropriate mix of uses for first and second floors
- Recruit new businesses into the downtown such as a restaurant, a Christian Bookstore, and a movie theater
- Encourage and expand use of downtown as center for services by maintaining (and expanding in the future) the Post Office, relocating the Public Library to Jackson Street, establishing a pattern for pedestrian access to banks along Jackson with drive-through access from side streets, and by locating public services in downtown whenever possible
- Maintain downtown as the civic heart of Franklin County and Russellville by enhancing the public realm with strong gateways, appropriate lighting, a strong sidewalk system, plantings, medians and statuary recalling Russellville's traditional downtown order
- Establish a stronger sense of "downtown" by creating new buildings in the fabric of existing historic buildings
- Strategically locate additional parking on Washington and east-west side streets to provide easy and safe access to downtown commercial & services



Capitalize on Russellville's natural situation and enhance the existing public recreational infrastructure:

- Your natural landscape is a tremendous asset - support this through beautification and increased activities
- Use the northwest to southeast pattern of drainage to create a system of greenways linking the entire community
- Encourage regular usage by the entire community through expanded facilities, functions and availability
- Create safe environments through regular clean-up/maintenance programs



Capitalize on the potential of Town Branch Creek and its tributaries:

- Increase the creek's scenic beauty and make it a visible greenway
- Establish walking and biking opportunities along greenways linking playing fields to downtown, schools, medium density housing and senior living sites
- Recognize the creek as a major component for broader regional engagement

Capitalize on Russellville's Residential Neighborhoods:

- Re-emphasize Jackson Street as a residential street at the north and south ends of downtown
- Identify and fill available lots with new housing that reinforces the historic character of the neighborhoods
- Identify available parcels for multi-unit housing in the district between Highway 43 and Jackson
- Heighten safety with new sidewalks, street lighting, street trees and wider roads particularly on primary streets linking neighborhoods, schools, Highway 43 and downtown
- Capture opportunities for neighborhood space by utilizing available lots for pocket parks and playgrounds
- Improve the existing infrastructure of streets, sidewalks and utilities



Roxy Theater



Historic Russellville was incorporated in Franklin County in November 1819 and became the county seat when Alabama attained statehood a month later. While Franklin County is named for Benjamin Franklin, the city is named for an early settler, Major William Russell an officer and scout in General Andrew Jackson's army. He was part of the team that constructed a military road from Florence on the Tennessee River to New Orleans. Today Jackson Street - the main street in downtown Russellville-follows portions of this historic road.

Long an industrial center, Alabama's first iron furnace was established in 1818 on Cedar Creek, just outside the original settlement. Other industry included brick-manufacturing, limestone mining and stone mining. Farming along with industry attracted the railroad in 1886.

Russellville still revels in the beauty of north Alabama that attracted Major Russell and the opportunities of location have continued to provide for industry and potential. New highways have increased access and today Russellville is in a position to compete with the Quad cities to the north with an attractiveness and character of small town that retreats, young families, businesses and visitors are seeking out.

In an effort to capitalize on these opportunities and to build on the rich potential of their beautiful historic downtown, the citizens of Russellville invited Auburn's Center for Architecture & Urban Studies to work with them in the development of a masterplan strategy for capturing this potential

and making Russellville a destination in North Alabama for people seeking out true small town character, friendliness, charm and high quality of life.

We wish to acknowledge the team of dedicated Russellville citizens who supported this effort as well as Mayor Johnny Brown and City Clerk Kimberly Wright. We challenge you to embrace the concepts of this proposal with courage, a commitment of resources and the energy to realize the potential of your legacy and your special community.

Auburn's team was led by adjunct professor John Forney with support from George Thompson, project coordinator and professor Cheryl Morgan, Melissa Bailey of the Northwest Alabama Council of Local Governments provided valuable support for our work.



The proposed relocation of the library and the proposed new museum next to the Roxy Theater are intended to create increased pedestrian use of the downtown by both residents and visitors.



expand existing cleaners w/new retail which comes to the sidewalk Roxy Theater new museum in old service station w/new civic plaza restored historic storefronts Franklin Street proposed new storefronts renovated storefront restored historic buildings