

DRAFT EASTERN AREA FRAMEWORK PLAN

**GREEN SYSTEMS
PLAN OVERVIEW**

Plan Elements

| I like (existing) | I don't like (existing) | I want to see... |
|---|-------------------------|------------------|
| FLOOD & STORMWATER (Where are the problem areas? Stormwater design, rain gardens, drainage issues) | | |
| CHAPTER GUIDES (Where are the problem areas? What parks need maintenance? What parks face safety issues?) | | |
| PRIORITY RECOMMENDATIONS FOR IMPLEMENTATION | | |

EXECUTIVE SUMMARY

City of Birmingham |
Regional Planning Commission of Greater Birmingham

DRAFT | AUGUST 2018



This project was supported by funding from the Regional Planning Commission of Greater Birmingham (RPCGB), the Birmingham Metropolitan Planning Organization (MPO) Building Communities Program, and the City of Birmingham. The contents of this document do not necessarily reflect the official views or policies of the Birmingham MPO or the RPCGB.

This plan was prepared as a cooperative effort of the U.S. Department of Transportation (USDOT), Federal Highway Administration (FHWA), Federal Transit Administration (FTA), the Alabama Department of Transportation (ALDOT), MPO and RPCGB as a requirement of Title 23 USC 134 and subsequent modification under Public Law 114-94 (FAST Act) December 2015. The contents of the plan do not necessarily reflect the official views or policies of the USDOT.

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ENDORSED BY THE CITY COUNCIL ON _____, 2018

ADOPTED BY THE CITY OF BIRMINGHAM PLANNING & ZONING COMMISSION ON _____, 2018

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COMMUNITY RENEWAL (CR)

TO ENHANCE THE WELL-BEING AND SECURITY OF CITIZENS IN THE CANTON AREA UNDER THE
RENEWAL PLAN.

| PROPOSED CHANGES TO THE EXISTING PLAN | REASON | STATUS |
|---------------------------------------|--------|--------|
| | | |

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| | | |

CHAPTER 1

**EXECUTIVE
SUMMARY**

OVERVIEW**PURPOSE OF THE PLAN**

The Eastern Area Framework Plan is a subset of the 2013 City of Birmingham Comprehensive Plan. The plan establishes a vision and goals for future development and stabilization of the community, and provides strategies and actions for achieving the community's vision. The framework plan integrates analysis of land use, transportation, socioeconomic and environmental data – along with extensive community input – to ensure that the values and aspirations of the Eastern Area's citizens are reflected in the community's future character. The plan also strives to improve the quality of life for citizens.

As the community's primary policy and planning document addressing land use, urban design, circulation, services and socioeconomic issues, the framework plan will serve as a guide for elected officials tasked with its adoption and funding its implementation, and City department heads charged with its implementation and update. Additionally, it will enable the private sector and other public and quasi-public agencies to anticipate future public investment priorities as well as crystallize the community's vision for future developments.

THE EASTERN AREA**PROJECT TEAM**

The City of Birmingham contracted with the Regional Planning Commission of Greater Birmingham to develop the plan using the Building Communities Program, which uses a combination of funding from the United States Department of Transportation and a local match from the City.

STUDY AREA

This plan's study area covers the four communities of Airport Highlands, East Birmingham, East Lake, and Woodlawn and their 19 neighborhoods. This 15 square-mile area makes up the entire eastern border of Birmingham.

AIRPORT HILLS

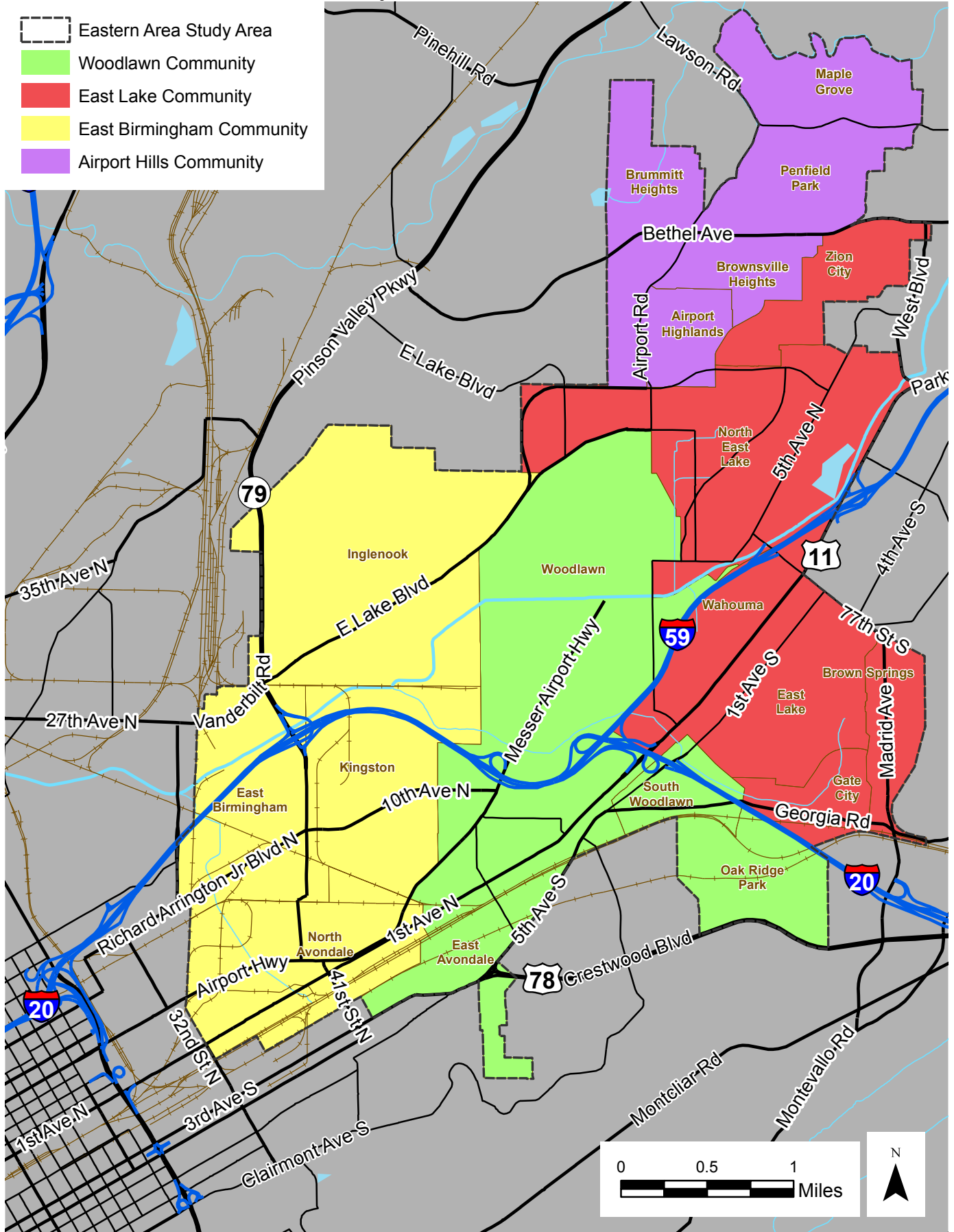
The Airport Hills Community is located generally to the north and east of downtown Birmingham, and just to the north of the Birmingham-Shuttlesworth International Airport. This community includes five neighborhoods:

- Airport Highlands
- Brownsville Heights
- Brummit Heights
- Maple Grove
- Penfield Park



Citizens taking part in the visioning exercise for their community

FIGURE 1.1: Eastern Area Communities Map



EXECUTIVE SUMMARY

EAST BIRMINGHAM

The East Birmingham Community lies directly to the east of the Northside Community and the downtown core. Interstate 20/59 running east and west bisects the community with the Inglenook neighborhood to the north while East Birmingham, Kingston and North Avondale neighborhoods lie to the south. The East Birmingham community includes four neighborhoods:

- East Birmingham
- Inglenook
- Kingston
- North Avondale

EAST LAKE

The East Lake Community is surrounded by Woodlawn to the west, Crestline to the south, Roebuck South East Lake to the east and Airport Hills to the North. The community includes six neighborhoods:

- Brown Springs
- East Lake
- Gate City
- North East Lake
- Wahouma
- Zion City

WOODLAWN

The Woodlawn Community is located directly to the north and east of East Birmingham, and is surrounded by East Lake to the north and east as well as Crestwood directly to the south. The Woodlawn includes four neighborhoods:

- East Avondale
- Oak Ridge Park
- South Woodlawn
- Woodlawn



Woodlawn Foundation

FRAMEWORK PLANNING PROCESS

The planning process is the mechanism by which community members, stakeholders and City staff work together to develop a vision, articulate goals and craft strategies to achieve a vision. Driven by quantitative and qualitative analyses, the planning process coalesces in-depth assessments of a community’s existing socioeconomic, transportation, property condition and other pertinent data with a community’s values and aspirations – solicited through extensive public outreach.

The planning process for the Eastern Area Framework Plan was conducted in four phases over the course of one year. Each phase was executed with the full involvement of the City, citizens and stakeholders.

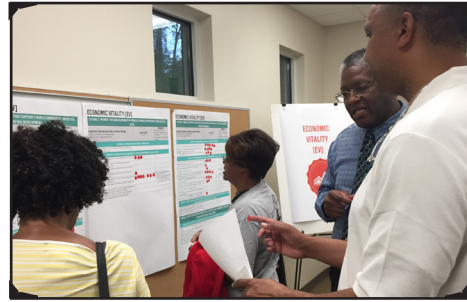
PHASE #1 - COMMUNITY ASSESSMENT

The community assessment began with the collection and analysis of population, facilities and services, economic, housing, transportation and infrastructure data. Additionally, a parcel-by-parcel inventory was

conducted throughout the entire framework area to accurately determine the present use of each property, identify discrepancies with the City’s land use map, discern the levels of density for multi-family uses and provide a detailed analysis of the community’s property conditions. This and other pertinent information is summarized in the Eastern Area Existing Conditions document, which is included as an appendix to this plan. The document highlights the community’s trends and challenges and will inform the final plan’s recommendations.

PHASE #2 - PUBLIC ENGAGEMENT

As part of the planning process, the project team held public meetings and interviews with stakeholders to facilitate community input. A stakeholder committee of neighborhood officers, community nonprofit organizations, local institutions, and business owners was formed to provide a working relationship with the public. A combination of stakeholder committee



meetings and public meetings provided the project team with feedback and direction for the plan's development.

General Interviews

The project team began by meeting with City staff, elected officials, nonprofit directors, and others to gain an understanding of the area and to learn about any past or ongoing projects in the communities.

Stakeholder Interview #1: November 9, 2016 at Putnam Middle School

This stakeholder interview was held at Putnam Middle School in order to gain student input about the Eastern Area Framework Plan. Students were asked to describe the types of youth programs they would like to see in their community. Following this activity, the project team gave students a set amount of Monopoly money, and asked them to spend their money on the programs they would



Putnam Middle School students participating in visioning exercise

most like to see in their community. This helped the planning team understand the student's aspirations and identify the lack of programs in their communities. Some of the programs the students identified as a top priority included Coding & App Development, Culinary/ Restaurant Training, Athletic Programs, and Hunting/ Fishing. The latter was a write-in program and likely indicative of a need for more outdoor recreational activities.

Stakeholder Interview #2: November 17, 2016 at East 59 Vintage & Cafe

The stakeholder interview on November 17, 2016 involved local business owners, community leaders, faith-based leaders, and Local non-profits. At the meeting the planning team presented a snapshot of the existing conditions in the Eastern Area, as it relates to Community Renewal, Green Systems, Economic Vitality, and Transportation & Infrastructure. Participants were asked to

EXECUTIVE SUMMARY

identify what they liked, what they didn't like, and what they wanted to see in the Eastern Area. Following this exercise, participants took a live survey and identified the ways their organization could help address some of the issues raised during the previous activities.

Public Meeting #1: January 24, 2017 at Woodlawn United Methodist Church

Approximately 80 residents showed up to the plan's kickoff meeting. At the meeting, the project team presented information from the Existing Conditions document, such as demographics, housing, retail, jobs. Afterwards, attendees were broken up by their communities to discuss their specific needs and opportunities using maps and vision boards.

Stakeholder Interview #3: March 15, 2017 at Woodlawn High School

To garner feedback and galvanize young adults to the Eastern Area Framework Plan, the planning team conducted a stakeholder interview at the Woodlawn High School. This interview helped the planning team understand the major issues in the community, according to students, and how they affect student's quality of life. Moreover, students expressed their vision for the Eastern Area communities and noted the need for better homes, new sidewalks, more jobs, less violence, and additional stores and restaurants.



Woodlawn High School students at visioning meeting

Public Meeting #2: April 11, 2017 at Brownsville Heights Community Center

At the meeting, the planning team unveiled the proposed Strategic Opportunity Areas and Catalyst Sites for the Eastern Area to over 35 attendees. Subsequently, the planning team presented the results from Public Meeting #1 to the attendees in the form of goals, strategies and actions by the following Framework Plan topic areas:

Community Renewal, Green Systems, Economic Vitality, Transportation and Infrastructure, and Future Land Use. Attendees then had the opportunity give their feedback and prioritize the proposed actions.

Stakeholder Interview #4: May 23, 2017 at Woodlawn Library

This meeting provided community stakeholders the opportunity to review the recommendations for the Strategic Opportunity Areas, and to further prioritize the proposed actions from Public Meeting #2. Stakeholders were asked to identify the top priority actions - actions prioritized for implementation within one to two years of the plan's adoption. Contemporaneously, stakeholders indicated which actions their organizations could support as part of the plan's implementation. Following this exercise, participants were asked to identify various measures of success for each of the plan's goals.

Stakeholder Meeting #5: August 8, 2017 at Social Venture

Due to low turnout during Stakeholder Interview #4, the planning team conducted a similar meeting on August 8, 2017. This meeting afforded those stakeholders who missed the last meeting an opportunity to voice their concerns and aspirations for the Eastern Area. Participants completed the same activities outlined in Stakeholder Meeting #4.

Public Meeting #3: November 14, 2017 at East Lake United Methodist Church

The public involvement process culminated with an open house meeting. At the meeting the project team presented the final draft of the plan and summarized the contents covered in each chapter of the plan. Attendees were also given an opportunity to review the future land use map. With this final input from the public, the planning team began working on finalizing the draft plan.

Many residents, businesses, organizations, and leaders have helped create and validate the Eastern Area Framework Plan. Their continued commitment will be needed to implement the strategies and actions outlined in this plan in order to achieve the community's vision.

STRENGTHS

- LOCATION
- PARKS + GREEN SPACES
- HEALTH CARE FACILITIES
- CHURCHES/SPIRITUAL
- BIRMINGHAM–SHUTTLESWORTH INTERNATIONAL AIRPORT
- COMMUNITY ORGANIZATIONS
- SCHOOLS

WEAKNESSES

- ABANDONED HOMES
- VACANT RETAIL/ LOTS
- FOOD DESERT
- ILLEGAL DUMPING
- CRIME
- ROAD CONDITIONS
- POOR LIGHTING

OPPORTUNITIES

- REDEVELOPMENT
- BUSINESS DEVELOPMENT
- PARKS + TRAILS
- BUS SHELTERS & IMPROVED TRANSIT SERVICE
- GROCERY STORE
- BIKE LANES
- STORMWATER MANAGEMENT
- WORKFORCE DEVELOPMENT

THREATS

- DECREASING POPULATION
- ABANDONED HOUSING
- FLOODING
- POOR TRANSIT
- DECREASING HOME-OWNERSHIP
- DILAPIDATED PROPERTIES
- LACKING WATER POLICY



What kind of development would you like to see in the Eastern Area?



What kinds of businesses would you like to see in the Eastern Area?



What are the greatest assets in the Eastern Area?



What safety concerns do you have in the Eastern Area?



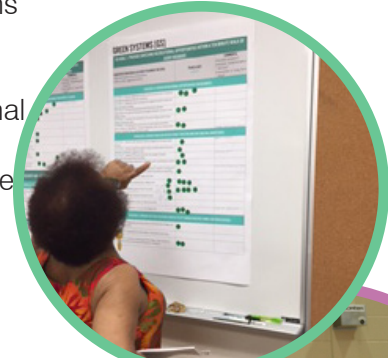
EXECUTIVE SUMMARY

PHASE #3- PLAN DEVELOPMENT

With the public input collected and synthesized with the existing conditions analysis, the development of the Eastern Area Framework Plan draft was underway. After revising the plan to incorporate feedback from the third public meeting and the City's Planning Engineering & Permits staff, the final plan was drafted. Throughout the plan's development, the project team shared drafts with City staff and the plan's identified partners to ensure the plan coordinated with all ongoing projects in the area.

PHASE #4- ADOPTION + IMPLEMENTATION

The plan is scheduled for adoption by the Planning Commission early Winter 2018 and endorsement by the City Council late winter 2018. Once the plan is adopted and endorsed, the stakeholder committee will become the implementation committee to prioritize the plan's recommendations and create working groups to implement each recommendation. City staff will facilitate the committee.

**OUR VISION****VISION STATEMENT**

“A thriving and sustainable community fueled by a vibrant local economy, and an educated workforce equipped with the skills to compete for 21st century jobs. A community that offers a variety of housing for all those who want to call it home, no matter their income. A community that prioritizes the quality life of its inhabitants by providing quality outdoor and indoor recreational amenities. This is the Eastern Area, a community in the midst of a renaissance, and one on the cusp of becoming Birmingham’s premier place to live, work, play, shop and eat. Come be a part of something historic. Come be a part of the Eastern Area.”

- Residents of of the Eastern Area

PLAN ORGANIZATION

The Eastern Area framework plan provides structure and a methodology for converting the community's vision into a sustainable reality. The plan contains seven chapters and 3 appendices. Chapters 2 to 7 cover the following planning elements: Community Renewal, Green Systems, Economic Vitality, Transportation + Infrastructure, Strategic Opportunity Areas, and Future Land Use. Each chapter has goals and supporting strategies and implementation actions that relate to the chapter's theme. A description of each chapter is outlined in **Table 1.1**.

TABLE 1.1: Plan Organization

| | CHAPTER | DESCRIPTION | COMPREHENSIVE PLAN CONNECTION |
|-----------------|--|---|--|
| PLANNING THEMES | 1 INTRODUCTION | Purpose, planning team, study area, planning process | -- |
| | 2 COMMUNITY RENEWAL | Housing, affordability, blight, built environment | <ul style="list-style-type: none"> • Chapter 7: Neighborhoods, Historic Preservation, + Housing • Chapter 8: Community Renewal |
| | 3 GREEN SYSTEMS | Parks, water, natural resources, open space | <ul style="list-style-type: none"> • Chapter 4: Natural Resources + Environmental Constraints • Chapter 5: Open Space, Parks + Recreation • Chapter 6: Sustainability + Green Practices • Chapter 13: Supporting Public Facilities, Services, + Infrastructure |
| | 4 ECONOMIC VITALITY | Jobs, retail, catalyst sites, business development, workforce | <ul style="list-style-type: none"> • Chapter 10: Reinforcing the Building Blocks of the Economy |
| | 5 TRANSPORTATION+ INFRASTRUCTURE | Transit, roads, sidewalks, bicycle infrastructure, pedestrian infrastructure | <ul style="list-style-type: none"> • Chapter 12: Getting from Here to There: Transportation + Mobility |
| | 6 FUTURE LAND USE | Land use, zoning | <ul style="list-style-type: none"> • Chapter 14: Future Land Use, Regulations + Urban Design |
| | 7 IMPLEMENTATION | Priority, time-frame, partners, funding | -- |
| | APPENDIX A: EXISTING CONDITIONS | This document is an in-depth assessment of where the Eastern Area is today and covers a range of topics: a demographic summary, existing land use, zoning, development trends, natural resources, the transportation system, and community facilities and services. | -- |
| | APPENDIX B: HOUSING ANALYSIS | This document explores housing trends in the Eastern Area. | -- |
| | APPENDIX C: PUBLIC INVOLVEMENT SUMMARY | This document summarizes the public involvement for the Eastern Area Framework Plan. | -- |
| | APPENDIX D: STRATEGIC OPPORTUNITY AREAS | This chapter focuses on targeted recommendations for each Strategic Opportunity Area and includes capital improvement projects. | <ul style="list-style-type: none"> • Chapter 7: Neighborhoods, Historic Preservation and Housing |

COMMUNITY RENEWAL



NEEDS

Code enforcement, property maintenance and litter abatement program.

Quality affordable homes and home repair program.

Safer communities and better street lighting.

More healthy food choices, green space and recreational options.

OPPORTUNITIES

Conversion of blighted properties into productive uses.

Increased access to homeownership financing.

Community watch groups, passive crime deterrents and police coordination.

Improve calibration among residents, organizations and the city.

The Community Renewal chapter for this plan involves a multitude of various issues that affect the Eastern Area such as housing, blight, and neighborhood population. Although these issues may seem disparate, they share the desired outcome of improved quality of life for all and have overlapping partners, strategies, and actions. For instance, improving the housing stock can reduce blight while attracting new residents that then bring additional investment to the area. Implementing an action of one of the goals of this chapter inevitably eases the implementation of another goal's actions. This chapter attempts to reflect its interrelated goals by ordering them from the area's needs to wants and ending with inclusivity.

CHAPTER GOALS.

GOAL #1: Beautify the Eastern Area and reduce blight over the next 20 years.

GOAL #2: Improve the well-being and security of citizens in the Eastern Area Over the next 20 years.

GOAL #3: Provide high-quality housing options for a range of income levels and household sizes.

GOAL #4: Establish new partnerships and proactively engage citizens to ensure the successful implementation of this plan.

GREEN SYSTEMS



NEEDS

Improved flooding and stormwater mitigation.

Better park maintenance.

Improved trails connections and more recreational amenities.

Storm shelters and other hazard mitigation measures.

Shaded sidewalks.

OPPORTUNITIES

Shared park maintenance through new partnerships.

Conversion of vacant land into recreational spaces.

Urban tree canopy and forestry.

Best management practices for stormwater.

The need to improve the quality of life for citizens of the Eastern Area through access to adequate recreational facilities is paramount. However, this need must be satiated without compromising the natural resources of the Eastern Area. Since natural resources, such as Red Mountain, Valley Creek and Village Creek do not adhere to political boundaries, the City must work with for-profit and nonprofit organizations, and state and other local municipalities to protect the natural resources of the Eastern Area. Taking such an approach would not only enable the City to meet the needs of the present generation without compromising the needs of future generations – environmental sustainability – but also would allow the City to better plan for natural disasters. Furthermore, if leveraged correctly, the Eastern Area's natural resources could be used to attract more residents and businesses to the area.

CHAPTER GOALS:

GOAL #1: Provide enriching recreational opportunities within a ten minute walk of every resident.

GOAL #2: Value and restore natural water systems to improve habitat, watershed health, and water quality, especially near village creek.

GOAL #3: A plan for flood recovery and long term resilience is established.

ECONOMIC VITALITY



NEEDS

Improve educational attainment.

Provide programs and services to support workforce development.

Employ incentive programs and to encourage investment
Strengthen the entrepreneurial and small business “ecosystem.”

Make Eastern Area attractive for residential and commercial development.

OPPORTUNITIES

Develop pre-college education programs for students.

Improve transit service along commuting corridors in the areas as well as establish new stops in and around key locations, i.e., Strategic Opportunity Areas & catalyst sites.

Promote a Birmingham Community Payroll Tax exclusion Program.

When considering the short and long-term revitalization of the Eastern Area, the overall economic health of these four communities is a critically important component to consider. Within the context of evaluating the economic vitality of the area, an economic market analysis has been prepared and provides important information that describes the financial health and economic diversity of the four communities within the Eastern Area. The aforementioned analysis has been provided in the Eastern Area Framework Plan Existing Conditions document (see Chapter 4, p 98), which can aid existing and prospective business owners as well as investors in identifying potential opportunities within the communities. In conjunction with the findings from the economic market analysis, this chapter will outline some of the major themes in reference to economic vitality that resulted from the public meetings held during the formation of this plan. The feedback that was received during the public planning process ultimately form the recommended goals, strategies, and actions for these four communities.

CHAPTER GOALS:

GOAL #1: Make academic workforce development and financial literacy resources readily available.

GOAL #2: Foster a diversified economy that supports viable commercial, mixed use, research and retail development.

GOAL #3: Promote the redevelopment of publicly owned, opportunity and catalyst sites.

TRANSPORTATION + INFRASTRUCTURE



NEEDS

More sidewalks, greenways + trails, sidewalks + bike facilities.

Safer streets + intersections
New and enhanced bus shelters.

Streets that need resurfacing, repairing of potholes, + sidewalks repair.

OPPORTUNITIES

Safe routes to schools.

Bus rapid transit (high-capacity transit service).

Bus rapid transit super stops/localized transfer stations.

Complete street policy endorsement by city council.

Transportation in its various forms plays a critical role in the livability in Birmingham, affecting access to education and opportunity, goods and services, worship and recreation. Circulation patterns affect the quality of residential streets and its safety and walkability. Quality transportation connections have always been a precursor to growth and economic success. However, a lack of investment in the City's transportation infrastructure and services has resulted in a city that cannot support the residents' desired changes. This chapter provides strategies and actions for addressing transportation system deficiencies, and improving the overall travel conditions for the Eastern area.

CHAPTER GOALS:

GOAL #1: Provide a wide range of transportation choices through a multi-modal transportation network.

GOAL #2: Make investments to the transportation system.

GOAL #3: Improve transit service over the next 20 years.

GOAL #4: Ensure that the Birmingham-Shuttlesworth International Airport meets the needs of the region and future demand.

RECOMMENDED PROJECTS:

Build out segments of off-road trails and bicycle facilities as identified in the Red Rock Ridge and Valley Trail System (RRRVTS).

Work with BJCTA to construct the Woodlawn Community Transit Center on 1st Ave. North between 56th Street & 57th Street.

Implement phased improvements for Route 17 Eastwood Mall.

FUTURE LAND USE



NEEDS

- A mix of retail options.
- Expanded housing options.
- High quality design.

OPPORTUNITIES

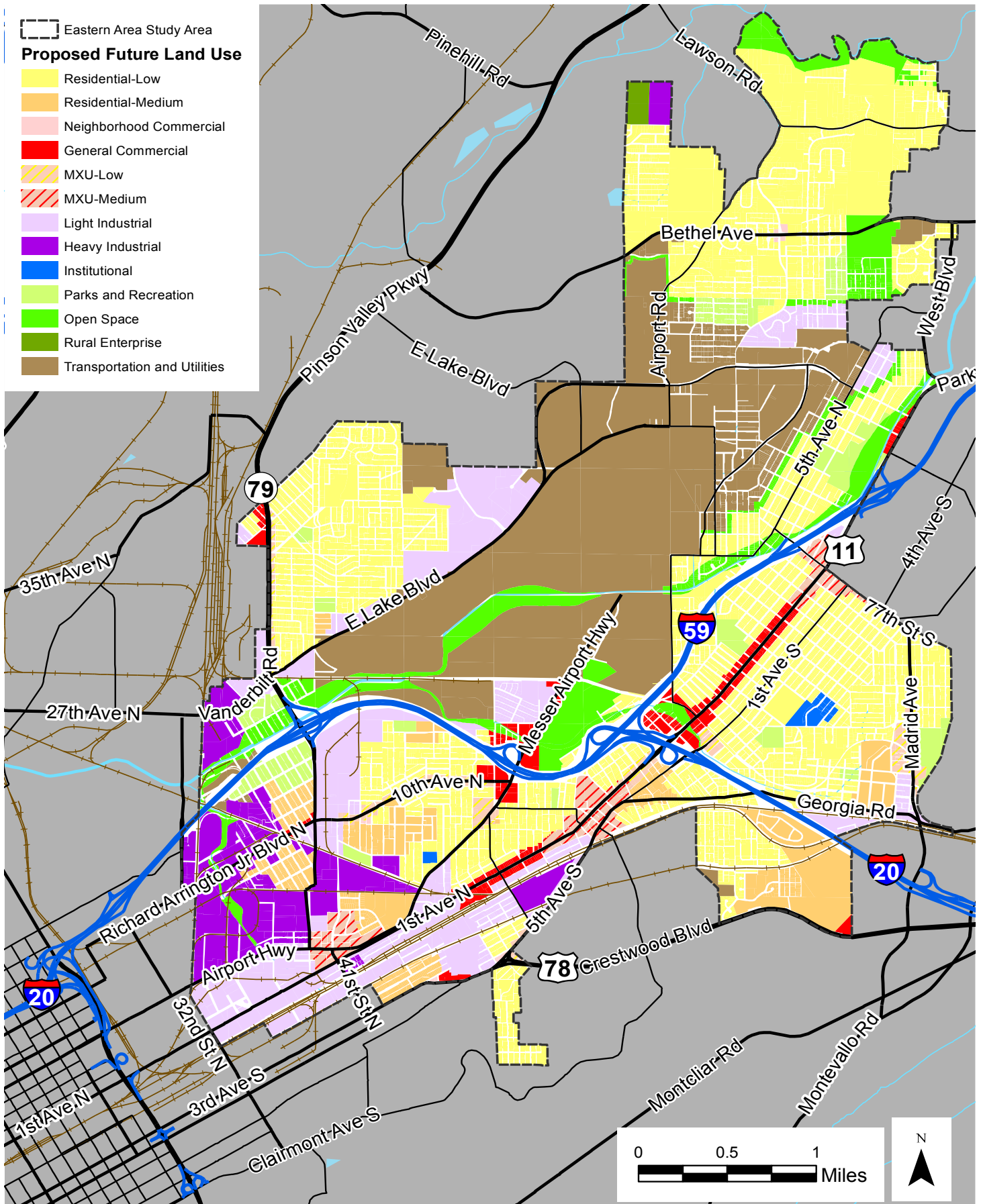
- More mixed - use areas in strategic opportunity areas.
- New multi and single family houses that attract people of all ages and incomes.
- Expanding green space.

The Birmingham Comprehensive Plan establishes a Future Land Use Plan (Map) for the City, which generally outlines expected land use patterns and development within the City over the next two decades. The Future Land Use Map, which was adopted in early 2014, differs from existing land use, as existing land use reflects the current land use for any given parcel, while the Future Land Use Map is more prescriptive in nature (i.e. what may be the most appropriate land use for a certain area in the future). Through this framework planning process, the project team identified recommended changes to the Future Land Use Plan (Map) based off of a detailed windshield survey, which identified existing land uses and building conditions within the four communities of the Eastern Area - Airport Hills, East Birmingham, East Lake and Woodlawn. The recommended changes to the Future Land Use Map are shown in Figures 6.3-6.6. Additionally, description of each land use is identified in Tables 6.1-6.15. Once adopted, the Future Land Use Map will be the legal basis for zoning. Any rezoning for properties in the Eastern Area requested by the City or private individuals will be required to follow the Future Land Use map.

CHAPTER GOALS.

GOAL #1: Support new growth by insisting on quality developments and by promoting desired land use patterns that allow for a variety of compatible uses.

FIGURE 1.2: Eastern Area Proposed Future Land Use



EXECUTIVE SUMMARY

IMPLEMENTATION

Following the plan's adoption, the implementation phase of this plan will begin. The City of Birmingham's Department of Planning, Engineering, and Permits has already organized an Implementation Committee to partner with to carry out this plan's recommendations. The Implementation Committee is made up of neighborhood officers, business owners, nonprofit leaders, and other active community members.

This committee has helped set the plan's top priorities, and will create task forces of a few members to work with the necessary partners to implement these priorities. Once completed, lower priority recommendations will be picked up by new task forces. The number of action items being worked on will only be limited by the involvement of the Implementation Committee. The Department of Planning, Engineering, and Permits is tasked with facilitating the committee's partnership with City Hall and other partners.

The Implementation Matrix below lists the recommended action items, the relevant page numbers, the recommendation's priority, an approximate time frame for completion, and potential partners that could help implement the actions.

USER'S GUIDE**HOW DO I USE THIS MATRIX?**

This matrix is separated into #, ACTIONS, PAGE #, PRIORITY, TIMEFRAME, + POTENTIAL PARTNERS.

DEFINITIONS

- The action's number in the plan.

ACTION - The title of a recommendation

PAGE # - The page number(s) for each action, as it relates to the Eastern Area Framework Plan.

PRIORITY - The importance of a recommendation set by stakeholders

Top - Needs to be done now... task force in place*

High - Needs to be done as soon as possible... task force is organizing*

TIMELINE - The potential completion date based on feasibility and priority

In progress - Implementation is ongoing

Short-term - 0-5 years

Medium-term - 5-10 years

Long-term - 10+ years

POTENTIAL PARTNERS - Public agencies, organizations, and stakeholders that have expressed interest in the action item or have relevant authority.

**Only the Top and High priority actions are outlined in this document. For the complete list of actions and their respective priority level, please refer to the Eastern Area Framework Plan.*

TABLE 1.2: Implementation Matrix

| # | ACTION | PAGE # | PRIORITY | TIME FRAME | POTENTIAL PARTNERS |
|--|---|--------|----------|------------|---|
| COMMUNITY RENEWAL CHAPTER | | | | | |
| GOAL 1: BEAUTIFY THE EASTERN AREA AND REDUCE BLIGHT OVER THE NEXT 20 YEARS | | | | | |
| STRATEGY B: RENOVATE AND CLEANUP BLIGHTED PROPERTIES. | | | | | |
| 1 | Support renovation efforts through grants, competitive loans, and home improvement programs. | 21 | Top | Medium | Birmingham Land Bank Authority, Dept. of Community Development |
| STRATEGY C: TARGET DILAPIDATED PROPERTIES FOR CONDEMNATION, DEMOLITION, ACQUISITION AND REPURPOSE. | | | | | |
| 1 | Condemn and demolish dilapidated structures. | 28 | High | Short | Birmingham Land Bank Authority, Dept. of Community Development |
| STRATEGY D: IMPROVE GARBAGE MANAGEMENT. | | | | | |
| 3 | Install trash cans in known dumping sites. | 36 | High | Short | Birmingham Police Dept., Dept. of Public Works |
| STRATEGY E: PREVENT ILLEGAL DUMPING ON ENVIRONMENTALLY SENSITIVE SITES. | | | | | |
| 1 | Develop an illegal dumping and litter abatement task force to include public agencies, private businesses, and community groups involved in clean up. | 36 | High | Short | Birmingham Police Dept., Dept. of Public Works, Keep Birmingham Beautiful |
| GOAL 2: IMPROVE THE WELL-BEING AND SECURITY OF CITIZENS IN THE EASTERN AREA OVER THE NEXT 20 YEARS. | | | | | |
| STRATEGY A: SUPPORT COMMUNITY WELLNESS THROUGH POLICIES, PROGRAMS AND SERVICES. | | | | | |
| 1 | Develop a tool to measure quality of life at the neighborhood level to better guide and prioritize public and private investments. | 39 | High | Short | Dept. of Planning, Engineering and Permits, University of Alabama at Birmingham (UAB), Regional Planning Commission of Greater Birmingham |
| STRATEGY C: INCREASE ACCESS TO FRESH PRODUCE FOR RESIDENTS. | | | | | |
| 7 | Provide tax incentives to encourage grocers to locate to the area. | 49 | High | Short | Mayor's Office of Economic Development |

EXECUTIVE SUMMARY

| # | ACTION | PAGE # | PRIORITY | TIME FRAME | POTENTIAL PARTNERS |
|--|--|--------|----------|-------------|---|
| STRATEGY D: IMPROVE SAFETY IN THE EASTERN AREA. | | | | | |
| 1 | Dedicate additional police patrol to areas in/near crime hotspots. | 51 | Top | Short | Birmingham Police Dept. |
| 2 | Foster relationships between community and police staff. | 51 | High | Short | Birmingham Police Dept., Mayor's Office of Economic Development, Birmingham City Council, Neighborhood Associations |
| 10 | Demolish dilapidated structures proximate to crime hotspots. | 55 | High | Short | Birmingham Police Dept., Dept. of Public Works |
| GOAL 3: PROVIDE HIGH-QUALITY HOUSING OPTIONS FOR A RANGE OF INCOME LEVELS AND HOUSEHOLD SIZES. | | | | | |
| STRATEGY A: IMPROVE THE QUALITY OF EXISTING HOUSING IN THE EASTERN AREA. | | | | | |
| 4 | Develop an incentive and information program for historic residential restorations in priority areas. | 56 | High | Medium | Dept. of Community Development, Dept. of Planning, Engineering and Permits |
| STRATEGY B: SUPPORT NEW AND QUALITY HOUSING OPTIONS AND HOME OWNERSHIP THROUGH POLICIES, PROGRAMS AND PARTNERSHIPS. | | | | | |
| 5 | Provide incentives to promote affordable housing options. | 57 | Top | Short | Dept. of Community Development, Dept. of Planning, Engineering and Permits, Housing Authority of Birmingham District, Mayor's Office of Economic Development, Neighborhood Housing Services |
| 10 | Establish a rent-to-own program to increase home ownership in the neighborhood. | 62 | High | Short | Dept. of Community Development, Dept. of Planning, Engineering and Permits, Housing Authority of Birmingham District |
| 15 | Work with HABD, private developers, non-profits and other organizations to infill single and multi-family housing on underutilized and properties. | 66 | Top | In-Progress | Dept. of Community Development, Dept. of Planning, Engineering and Permits, Housing Authority of Birmingham District, Woodlawn Foundation, Christian Service Mission |

| # | ACTION | PAGE # | PRIORITY | TIME FRAME | POTENTIAL PARTNERS |
|---|--|--------|----------|------------|--|
| GREEN SYSTEMS CHAPTER | | | | | |
| GOAL 1: PROVIDE ENRICHING RECREATIONAL OPPORTUNITIES WITHIN A TEN MINUTE WALK OF EVERY RESIDENT. | | | | | |
| STRATEGY A: EXPAND RECREATIONAL OPPORTUNITIES FOR RESIDENTS. | | | | | |
| 3 | Promote the East Lake Annual Fishing Rodeo and other outdoor activities throughout the Eastern Area. | 77 | High | Short | Birmingham Parks and Recreation Board, Birmingham Board of Education, Neighborhood Associations |
| 6 | Prioritize the construction of pocket parks and other green spaces in Woodlawn, Airport Highlands, Zion City, Brownsville Heights, Penfield Park, and Maple Grove. | 78 | Top | Long | Dept. of Community Development, Birmingham Parks and Recreation Board |
| STRATEGY B: ENSURE PARKS AND RECREATIONAL FACILITIES ARE SAFE AND WELL-MAINTAINED. | | | | | |
| 2 | Petition the Birmingham Parks and Recreation Board to dedicate funding for Downey park. | 78 | High | Short | Birmingham Parks and Recreation Board |
| 7 | Update and maintain W.C. Patton Park. | 80 | High | Medium | Birmingham Parks and Recreation Board, Neighborhood Associations |
| 8 | Update and maintain East Lake Park. | 80 | Top | Medium | Birmingham Parks and Recreation Board, Neighborhood Associations |
| GOAL 2: VALUE AND RESTORE NATURAL WATER SYSTEMS TO IMPROVE HABITAT, WATERSHED HEALTH, AND WATER QUALITY, ESPECIALLY NEAR VILLAGE CREEK. | | | | | |
| STRATEGY B: CONTINUE TO PROTECT AND MITIGATE VILLAGE CREEK BY SUPPORTING POLICIES AND PROGRAMS THAT ENSURE ITS PRESERVATION AND IMPORTANCE TO THE COMMUNITY. | | | | | |
| 1 | Implement priority projects from the Village Creek Watershed Management Plan. | 94 | High | Short | Dept. of Planning Engineering and Permits, Stormwater Division |
| GOAL 3: ESTABLISH A PLAN FOR FLOOD RECOVERY AND LONG-TERM RESILIENCE. | | | | | |
| STRATEGY A: ACQUIRE AND/OR PROTECT LAND IN FLOOD-PRONE AREAS. | | | | | |
| 1 | Install green systems on blighted properties to reduce stormwater run-off and flooding in flood-prone areas. | 99 | Top | Medium | Dept. of Planning Engineering and Permits, Stormwater Division, Floodplain Division, Freshwater Land Trust |

EXECUTIVE SUMMARY

| # | ACTION | PAGE # | PRIORITY | TIME FRAME | POTENTIAL PARTNERS |
|--|--|--------|----------|------------|---|
| ECONOMIC VITALITY CHAPTER | | | | | |
| GOAL 2: FOSTER A DIVERSIFIED ECONOMY THAT SUPPORTS VIABLE COMMERCIAL, MIXED USE, RESEARCH AND RETAIL DEVELOPMENT. | | | | | |
| STRATEGY B: STRENGTHEN THE ENTREPRENEURIAL AND SMALL BUSINESS “ECOSYSTEM.” | | | | | |
| 4 | Work with Dept. of Community Development Financial Institutions (CDFI) to increase access to capital for small businesses and entrepreneurs. | 114 | Top | Short | Birmingham: Venture South and NRS Dept. of Community Development Federal Credit Union |
| STRATEGY D: MAKE THE EASTERN AREA ATTRACTIVE FOR RESIDENTIAL AND COMMERCIAL DEVELOPMENT BY REDUCING BLIGHT AND CRIME. | | | | | |
| 1 | Increase code enforcement. | 124 | Top | Short | Dept. of Community Development |
| 2 | Condemn and demolish blighted properties. | 124 | High | Short | Dept. of Planning, Engineering and Permits |
| 3 | Increase police presence. | 124 | High | Short | Birmingham Police Dept. |
| 5 | Hold pop-up events and make temporary streetscape improvements in commercial areas. | 124 | High | Short | Dept. of Planning Engineering and Permits, Neighborhood Associations, Private Businesses, REV Birmingham, Dept. of Public Works |
| GOAL 3: PROMOTE THE REDEVELOPMENT OF PUBLICLY OWNED, OPPORTUNITY AND CATALYST SITES. | | | | | |
| STRATEGY B: PRIORITIZE THE DEVELOPMENT OF POTENTIAL OPPORTUNITY & CATALYST SITES | | | | | |
| 6 | Redevelop sites adjacent to Messer Airport Highway & 47th Street North. | 129 | High | Medium | Local, Regional and National Development Entities, Mayor’s Office of Economic Development |
| TRANSPORTATION CHAPTER | | | | | |
| GOAL 1: BUILD A MULTIMODAL TRANSPORTATION NETWORK THAT PROVIDES A WIDE RANGE OF TRANSPORTATION CHOICES. | | | | | |
| STRATEGY A: BUILD AN INTERCONNECTED PEDESTRIAN, BICYCLE AND TRAIL SYSTEM. | | | | | |
| 1 | Implement the short-term priority projects identified in the Birmingham Sidewalk Master Plan. | 139 | Top | Medium | Dept. of Birmingham Planning Engineering and Permits, Health Action Partnership |
| 6 | Consider appropriate Complete Streets elements in Strategic Opportunity Areas. | 156 | High | Short | Dept. of Planning, Engineering and Permits, Dept. of Traffic Engineering |

| # | ACTION | PAGE # | PRIORITY | TIME FRAME | POTENTIAL PARTNERS |
|---|---|--------|----------|------------|--|
| GOAL 2: PHYSICALLY AND FISCALLY INVEST IN THE TRANSPORTATION SYSTEM. | | | | | |
| STRATEGY A: IMPROVE SAFETY. | | | | | |
| 1 | Conduct studies and regularly review relevant data at high accident locations to support operational changes and designs that improve safety. | 157 | High | Medium | Dept. of Planning Engineering and Permits, Dept. of Traffic Engineering, ALDOT |
| STRATEGY B: INVEST IN TRANSPORTATION MAINTENANCE. | | | | | |
| 1 | Utilize the SMART Resurfacing pavement management system to guide road resurfacing projects. | 159 | High | Medium | Dept. of Planning Engineering and Permits, Dept. of Traffic Engineering, ALDOT |
| GOAL 3: IMPROVE TRANSIT SERVICE OVER THE NEXT 10 YEARS. | | | | | |
| STRATEGY B: IMPROVE LOCAL TRANSIT STOPS AND AMENITIES. | | | | | |
| 1 | Enhance bus stop equipment and technology | 167 | High | Medium | BJCTA |
| STRATEGY C: PLAN FOR BUS RAPID TRANSIT. | | | | | |
| 1 | Create a Station Area Plan to encourage transit-oriented development in Woodlawn. | 171 | High | Short | BJCTA, Dept. of Planning Engineering and Permits |
| FUTURE LAND USE | | | | | |
| GOAL 1: SUPPORT NEW GROWTH BY INSISTING ON QUALITY DEVELOPMENTS AND BY PROMOTING DESIRED LAND USE PATTERNS THAT ALLOW FOR A VARIETY OF COMPATIBLE USES | | | | | |
| STRATEGY A: PROMOTE MIXED-USE DEVELOPMENT IN AND AROUND IDENTIFIED STRATEGIC OPPORTUNITY AREAS. | | | | | |
| 1 | Allow mixed-use development in and around the Downtown Woodlawn area and the Downtown East Lake area. | 204 | High | Short | Dept. of Planning, Engineering and Permits |

**EASTERN
AREA
FRAMEWORK
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