



DRAFT **EASTERN AREA** **FRAMEWORK PLAN**

**OUTREACH
STRATEGIES**

**PUBLIC
PARTICIPATION #s**

**RESULTS +
FINDINGS**

APPENDIX C: PUBLIC INVOLVEMENT 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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TRANSP

Plan Elements

I like (existing)

SIDWALKS

(Where are new sidewalks needed?
What sidewalks need improvement?
Please map)

INTERSECTION IMPROVEMENTS

(Signals, crosswalks, etc.)

SPEEDING

(Where does speeding occur? Please
map)

TRAILS

(Greenways, pedestrian paths, natural
surface paths etc.)

BICYCLE IMPROVEMENTS

(Where are lanes needed? Do you have
concerns with bicycle safety?)

BUS SERVICE

(Routes, bus stops, shelter
improvements, etc.)

TRANSPORTATION

I don't like (existing)

I want to see....

El Camino
ELDER STREET,
Herrill CA

El Camino / Lawson Rd

Lawson Rd

Walking trails *to* *the* *park* *with*
especially along Lawson Road
Light rail ←
Use the old train tracks to create

CHAPTER 1

OUTREACH STRATEGIES

1.1. OUTREACH STRATEGIES

No longer does “public involvement” consist of a single meeting or series of meetings held at a single location. Instead, the Eastern Area Framework Plan sets out to engage the community through a robust set of tools and techniques. A key objective of the effort is to build an outreach strategy in which the average citizen could participate in the Framework Plan process without ever having set foot in a public meeting. In other words, an individual has the ability to review, comment, explore, contribute, etc. in person, at a public meeting, at their computer or via a mobile device. For this reason, the Regional Planning Commission of Greater Birmingham (RPCGB) used both online and in-person public involvement strategies. The strategies were aimed at capturing both the web-savvy and technologically-challenged, and both the fully engaged and the unengaged.

Imagine BIRMINGHAM

EAST BIRMINGHAM FRAMEWORK PLAN

Interested in making the plan a reality?

The purpose of this Survey is to obtain contact information for individuals interested in joining the Eastern Area Framework Plan Implementation Committee. The Implementation Committee is made up of residents, business owners, nonprofit leaders, and other active community members. This committee will set the plan's top priorities, and will create taskforces of a few members to work with necessary partners to implement goals, strategies, and actions laid out in the Eastern Area Framework Plan. Once completed, lower priority recommendations will be picked up by new taskforces. The number of action items will only be limited by the involvement of the Implementation Committee.

Eastern Area Implementation Survey

Eastern Area: Existing Conditions Report

A "snapshot" of existing conditions and trends in the framework plan communities - includes a demographic summary, existing land use and zoning, an assessment of the environmental features (hydrology), an inventory of cultural and historic resources, crime hot spots, blighted areas, and an overview of the transportation system, utilities, and community facilities and services.

Eastern Area:DRAFT Existing Conditions

Summary of the 2nd Public Meeting on

Mobile-friendly Fullscreen

Add a comment by double-clicking on the location for your comment, then click on the dropped pin/icon to fill out the comment form.

1.2. WEBSITE

Launched in 2016, the Imagine Bham website was built on the Weebly platform and designed to present an interactive web presence specifically for community engagement. The website was the backbone of the public engagement process as it serves as a one-stop-shop for individuals to participate in the Framework Plan process. The website provides basic information about the Eastern Area Framework Plan, how to get involved, frequently asked questions, key contacts, a calendar of events, draft documents and recaps of previous meetings.

1.3. SURVEYS

1.3.1. VISIONING SURVEY

This multiple-choice and open-ended question survey was created on SurveyMonkey.com and a direct link to it was hosted on the project website. The survey included 23 questions that were intended to show the Eastern Area Framework planning team the highest priorities and needs of the citizens of the Eastern Area communities. The survey was also promoted via E-blasts, as well as promoted on the RPCGB, Imagine Bham, Facebook, and Twitter pages. Hard copies of the survey were also made available at the Kickoff Open House (Public Meeting #1) on January 24, 2017. The survey was open for answers from November 2016 through January 2017.

***See pages 19-28 provide results for the survey.**

1.4. EMAIL E-BLASTS

E-mail is used as a major form of communication of information for the Eastern Area Framework events, calls to action and other major milestones. Recipients include an initial list of stakeholders created by the Regional Planning Commission of Greater Birmingham and e-mail subscribers who opt-in on the project website and at face-to-face events. The intention was that the e-mail subscriber list would grow as the effort moves forward.

***See pages XX-XX in Chapter 2 of this document for copies of the eight e-blasts.**

1.5. SOCIAL MEDIA

1.5.1. FACEBOOK

Facebook was used to announce events, surveys, specific milestones during the project, and to drive people to the information provided on the project website. Facebook was used after Public Meeting #1 to post images from the “I Imagine” activity and other photos from the Kickoff Event. As plan documents and summaries were released, they were posted to the website and announced via Facebook.

Two specific Facebook accounts were used to promote website updates and upcoming events related to the plan: RPCGB’s Facebook page (627 followers) and Imagine Bham (18 followers). Posts were also made leading up to each public meeting.

1.5.2. TWITTER

The Regional Planning Commission of Greater Birmingham (RPCGB) Twitter’s page (873 followers) was used to promote project updates and upcoming events for the Eastern Area Framework Plan.

1.6. FACE TO FACE EVENTS

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.

Public meeting summaries are presented below. The summaries go into detail of the responses we received from the residents and shows the presentation RPCGB shared with the individuals that attended the meeting.

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 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 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,

PUBLIC MEETING #1 PHOTOS



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.

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

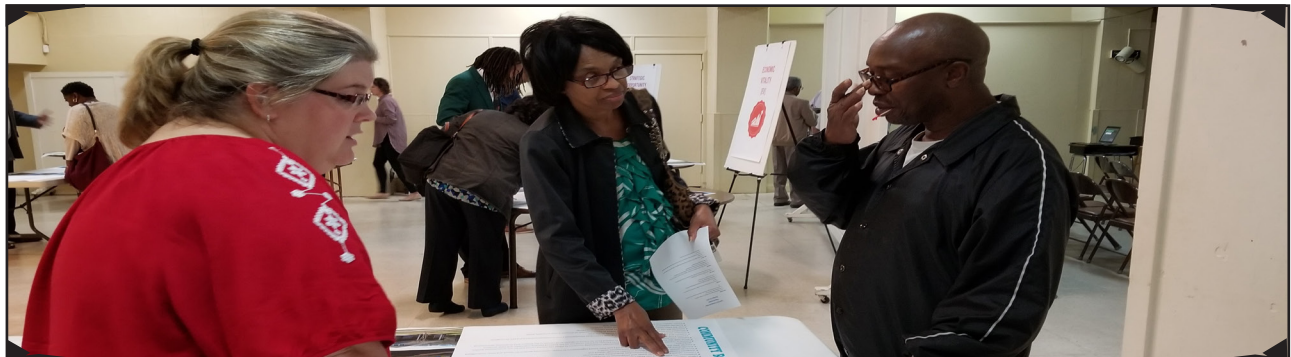
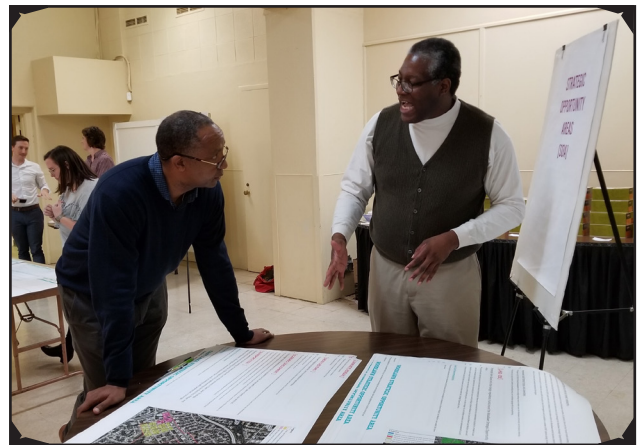
The public involvement process culminated with an open house meeting. At the meeting the project team presented the final draft of the plan and summarized the contents covered in each chapter of the plan. Attendees were also given an opportunity to review the future land use map. With this final input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

PUBLIC MEETING #2 PHOTOS



PUBLIC MEETING #3 PHOTOS



PURPOSE

- 2013 Comprehensive Plan
 - Set forth broad visions and goals
 - Proposed general city-wide action items
 - Recommended 9 area framework plans
- Framework Plans
 - Local follow-ups to the comprehensive plan
 - Apply the comprehensive plan's goals
 - More targeted, more specific





CHAPTER 2

RESULTS AND FINDINGS

2.1. PARTICIPATION RATES

The following pages outline the results from each public outreach strategy.

Table 2.1: Participation Rates

Public Meetings/ Workshops	Date	# Of Attendees
Kickoff Meeting (1st Public meeting)	1/24/2017	60
2nd Public Meeting	4/11/2017	36
3rd Public Meeting	11/14/2017	10
Stakeholder Interviews		
Meeting #1	11/9/2016	Putnam Middle School Students
Meeting #2	11/17/2016	Stakeholders
Meeting #3	3/15/2017	Woodlawn High School Students
Meeting #4	5/23/2017	Stakeholders
Meeting #5	8/8/2017	Stakeholders
Survey Respondents		
Visioning Survey	As of 9/15/2017	124
Implementation Survey	As of 9/15/2017	1
Web Content		
Imagine Bham Website Unique Visitors	As of 9/15/2017	27,958
Facebook Page Followers	As of 9/15/2017	18

2.2. WEB (WWW.IMAGINEBHAM.COM)

Throughout the planning process, the Irondale on the Move website was visited by 27,958 unique visitors with 51,100 page views. The average weekly traffic for the East Birmingham page of the Imagine Bham website is 53.

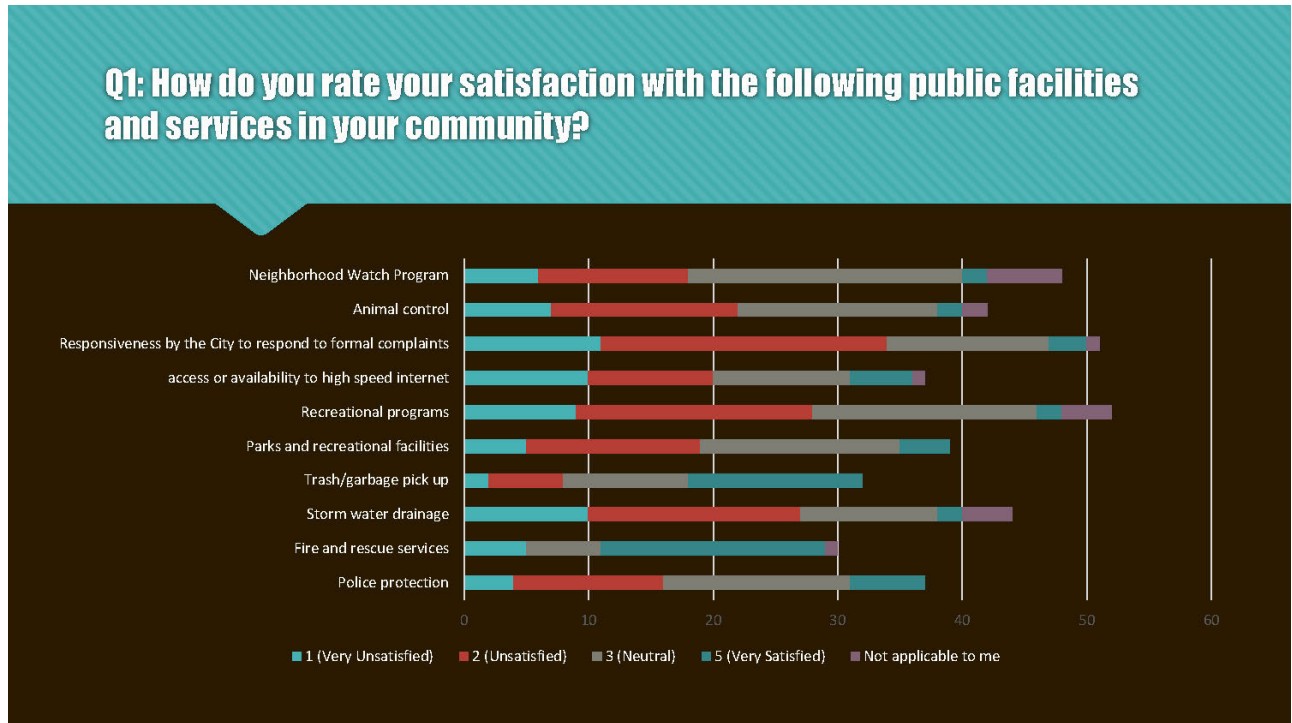
2.3. SURVEY RESULTS

2.3.1. VISIONING SURVEY

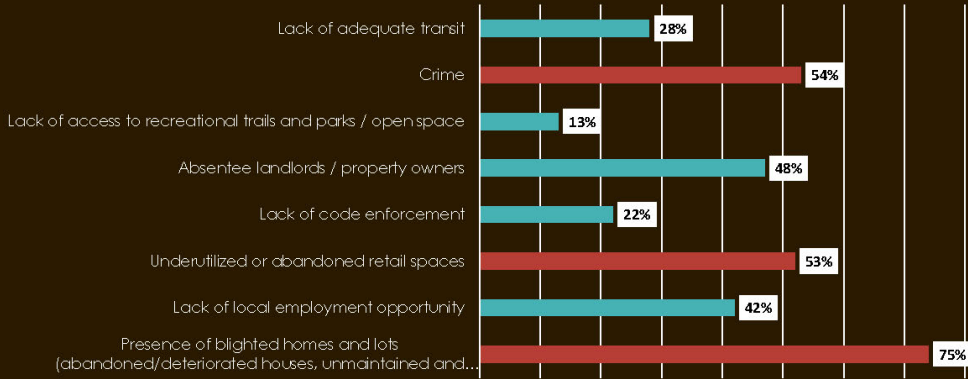
In total, 124 residents took the Eastern Area Framework Plan Visioning Survey. Pages 19 - 28 outline the results of the Visioning Survey.

Eastern Area Framework Plan Visioning Survey

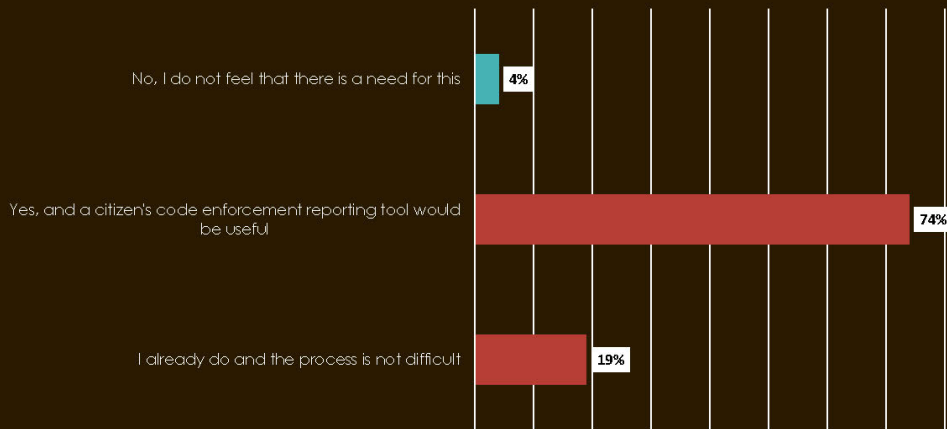
123 Total Responses



Q2: Which factors do you perceive are ongoing threats, that if not addressed, will have a negative impact on the quality of life for residents in your community? (choose all that apply)



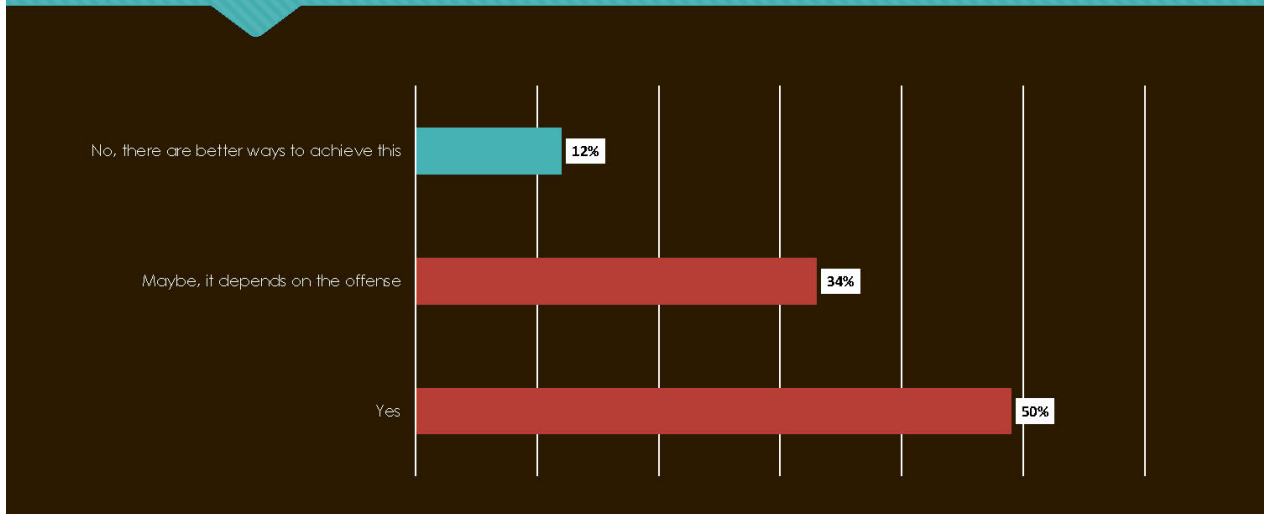
Q3: If it were easier to report blighted properties and code enforcement violations, would you do so? (Choose all that apply)



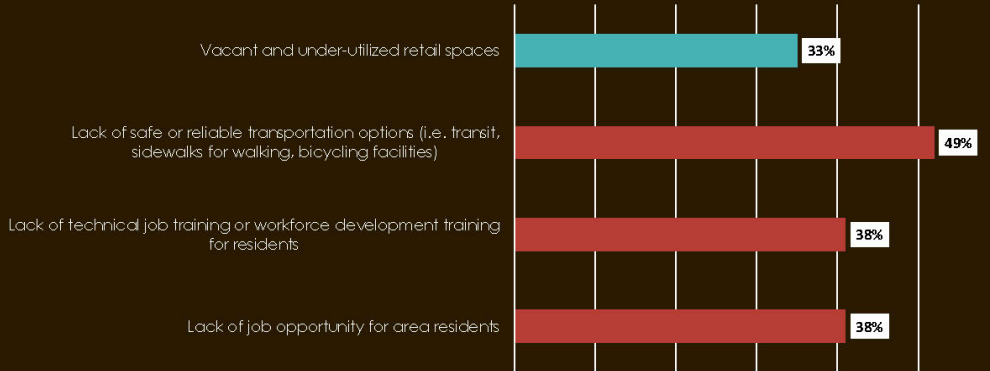
Q4: What do you feel would best help to address blighted/poorly maintained properties in your community? (Choose up to 3 answers)



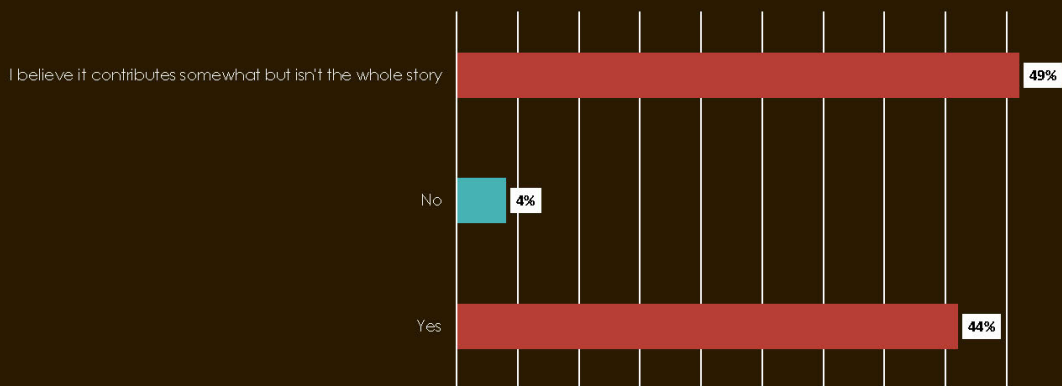
Q5: Would you advocate for levying fines on property owners that affect quality of life in your community? (i.e. fines for offenses such as overgrown lots, junk cars on lots, trash etc.)



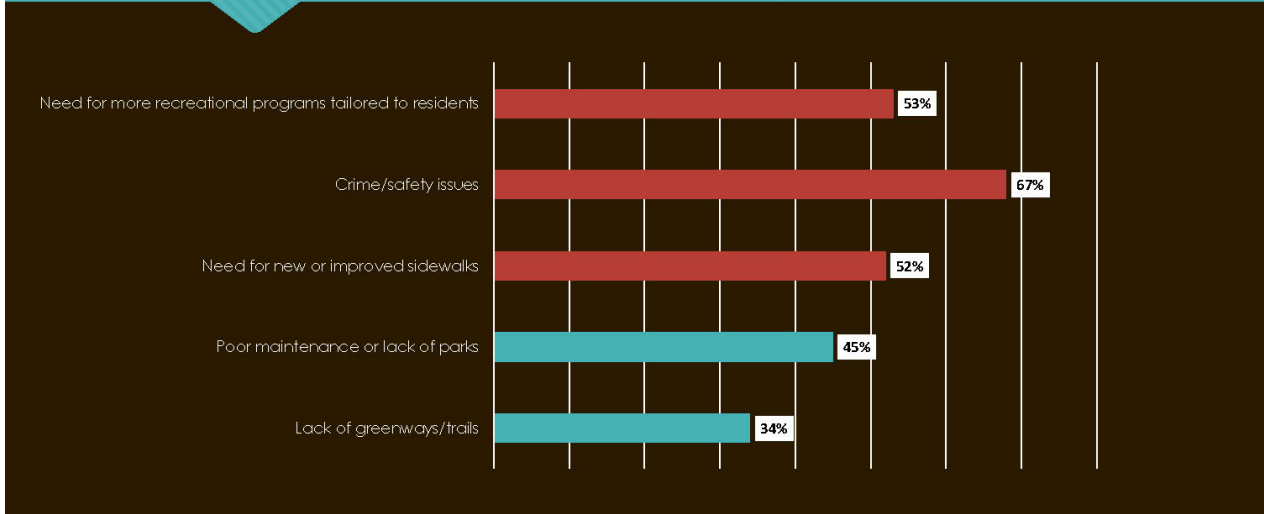
Q7: What do you feel are the biggest challenges to economic vitality in your community? (Choose up to 2 answers)



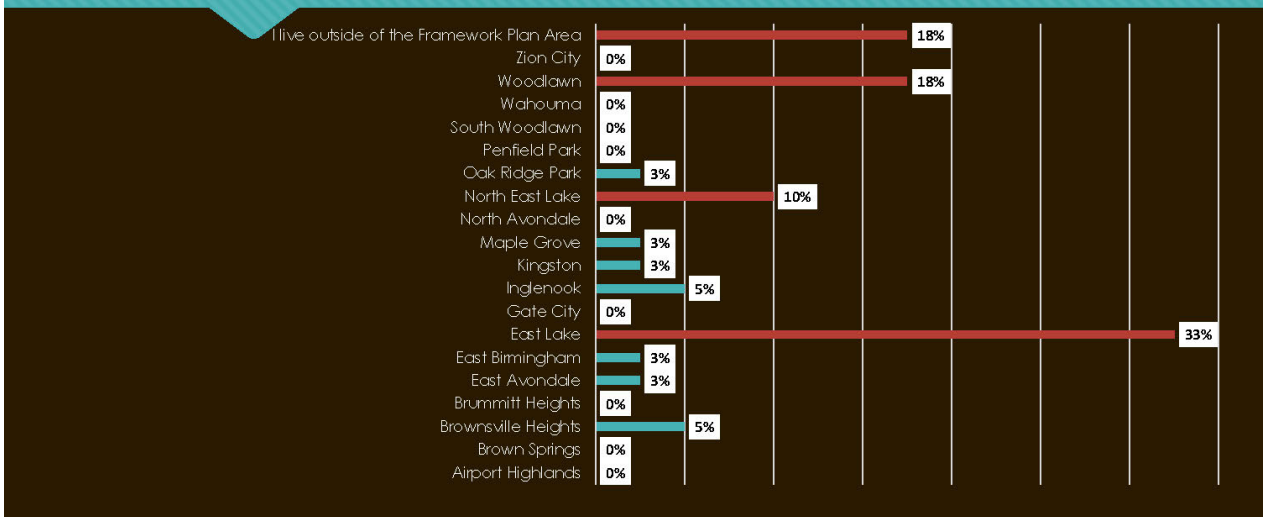
Q8: Do you feel that safety or crime is a MAJOR deterrent that keeps businesses from locating in your community?



Q10: What do you feel are the biggest barriers to recreational opportunities within your community? (choose all that apply)



Q20: Which neighborhood do you live in?



Community Renewal Issues + Desires

- Consider having street cleaners come through neighborhoods more often – stop illegal dumping along Carson Road, Georgia Road, and alleyways.
- Stabilize property values by enforcing building codes and removing dilapidated and abandoned buildings.
- Encourage monthly meetings amongst neighborhoods to discuss and find solutions to vacant and dilapidated houses, code violations, etc.
- Improve and promote programs that allow residents to purchase deteriorated homes and adopt vacant lots. Consider making the process easier, so that revitalization can begin!
- Create a reporting system that allows users to easily report code violations and updates residents on status after they report a problem.
- Consider the feasibility of building a community center.
- Encourage and recruit a homeless shelter to serve the community.

Areas of Blight Issues + Desires

- 79th and 5th Avenue N
- Georgia Road
- Kingston area
- Brussels Avenue
- Oporto Madrid Blvd
- South East Lake
- Rugby Avenue
- Lawson Road

Green Systems Issues + Desires

- Improve flooding in the Oak Ridge Neighborhood, along 5th Ave North, Oporto Madrid, and Bessemer Road by creating a better drainage system.
- Improve safety at parks.
- Replace and update playground equipment at area parks.
- Establish more recreational programming for adults, especially elderly.
- Provide additional Recreation Centers and outdoor recreational opportunities for area residents.
- Consider the feasibility of redeveloping East Lake Park and Wahouma Park.

Areas where Illegal Dumping Occurs

- 80th Street
- 5th Avenue N
- Carson Road
- Higdon Road
- Oporto Madrid
- Georgia Road
- West End
- Avenue Q
- Zion City Road
- Airport Road
- Inglenook

Safety Issues + Desires

- Increase police presence along 5th Avenue South and Rugby Avenue.
- Establish programs and partnerships to lower East Birmingham's crime rate.
- Create a system to report crime and gunshots heard.
- Improve street lighting and provide lighting in areas without current light poles.

Economic Development Issues + Desires

- Encourage and incentivize small businesses and entrepreneurship.
- Increase retail, commercial and restaurant presence.
- Increase access to fresh food sources. Incentivize grocery stores and bakeries to locate in the Eastern Area.
- Recruit and incentivize additional medical services such as urgent cares and pharmacies.
- Create a job development program for lower income residents and teenagers looking for work.

Transportation Issues + Desires

- Reduce noise generated from interstate.
- Invest money to repave roads instead of patching. Repave major roads first like Oporto Madrid.
- Repave roads in East Lake.
- Increase the number bus stops. Consider having a circulator for short trips.
- Improve bus shelters. Consider providing covered stops with seating and a posted bus schedule.
- Construct sidewalks that are pedestrian friendly and ADA accessible, in all neighborhoods.
- Construct bike lanes in all neighborhoods.
- Establish a trail to connect Avondale, Crestwood, Woodlawn and surrounding neighborhoods.

Areas in need of Sidewalks

- Carson Road
- Echo Highlands
- Avenue Q
- West End
- 5th Court S
- South East Lake
- Oporto Madrid
- 86th St S
- Along Hwy 11
- Lawson Road

Intersection Needing Improvement

- 80th St and 5th Ave N
- Oporto Madrid
- Carson Road
- 1st Avenue N
- 5th Ave S and Rugby Avenue
- 1st Avenue N and 1st Avenue S
- Lawson Road
- Eastlake Boulevard
- Crestwood Blvd and Oporto Madrid
- 50th St S and Messer Airport Highway
- 56th and Crestwood Blvd
- Oporto Madrid and Sunrise Drive
- Crystal Hill Lane
- 2nd Avenue S

2.3.2. IMPLEMENTATION SURVEY

The implementation survey was created for residents to sign-up for the implementation committee which takes place after the framework plan is completed.

The implementation survey was sent out via email and promoted on the website and Facebook page. As of September 2017, 1 residents have taken the survey and joined the implementation committee.

2.4. E-BLAST AND PUBLIC MEETING FLYER

Throughout the planning process, flyers were emailed to stakeholder list and residents provided their emails at face-to-face events. E-blast announcing events such as the Kickoff Open House, Public Meeting #2, and #3. Recipients were urged to print the public meeting flyers and display them. All promotional materials included the website URL address to further drive people to the project website. In addition, each public meeting flyer was posted on Facebook to promote the meetings using social media.

Imagine BIRMINGHAM
COMMUNITY FRAMEWORK PLANS

Tuesday January 24th 6 - 7:30PM

Eastern Area Kick-Off Meeting

Imagine BIRMINGHAM
COMMUNITY FRAMEWORK PLANS

Tuesday April 11th 6 - 7:30PM

Eastern Area Goals, Strategies, & Actions Roll-Out!

**Brownsville Heights Recreation Center
9225 Airport Rd, Birmingham, 35217**

Come give critical input and feedback to draft goals and actions as the next step of your plan gets underway!

Imagine BIRMINGHAM
COMMUNITY FRAMEWORK PLANS

Tuesday November 14 6 - 7:30PM

Eastern Area Framework Plan Reveal Meeting

**East Lake United Methodist Church
7753 1st Ave S, Birmingham, AL 35206**

Come give critical input and feedback on the draft Framework Plan. Framework Plans focus on issues, growth + development specific to neighborhoods within each community.

For Residents Of:

- Airport Highlands
- Brown Springs
- Brownsville Heights
- Brummitt Heights
- East Avondale
- East Birmingham
- East Lake
- Gate City
- Inglenook
- Kingston
- Maple Grove
- North Avondale
- North East Lake
- Oak Ridge Park
- Penfield Park
- South Woodlawn
- Wahouma
- Woodlawn
- Zion City

Food & refreshments provided by our friends at AARP Alabama!

For more information:
Call Jason Hjetland
City of Birmingham
Planning, Engineering, & Permits
205-254-2693
Jason.Hjetland@birminghamal.gov

Visit www.imaginebham.com to learn more!

For Residents Of:

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2.5. FACE TO FACE EVENTS

PUBLIC MEETING SUMMARIES



2.5.1. PUBLIC MEETING #1- JANUARY 31, 2017

The KickOff Meeting / Open House for the East Birmingham Framework Plan was held on Tuesday, January 24th from 6 – 7:30 PM at the Woodlawn United Methodist Church. Sixty residents and stakeholders showed up for the meeting to hear about the framework planning process and to give input to the planning team at the City of Birmingham and the Regional Planning Commission of Greater Birmingham.

After the brief introduction and presentation, attendees were asked to take a quick survey via key pad polling devices. This was a lead in to the meeting activities, and also provided a platform for residents to express ideas and concerns with each other and the planning team. After the survey, attendees were invited to participate in our table exercise which were broken up by framework planning chapters as follows; Community Renewal, Economic Vitality, Green Systems, and Transportation. At least two planning staff members were at each table to facilitate discussion and record ideas. The results of the key pad polling can be found with the presentation at the end of this document.

ACTIVITY SUMMARY

Mapping Activity:

Each table had maps with relevant landmarks and symbology to the topic being discussed such as where transit lines were located for Transportation. Meeting attendees were able to pinpoint and identify specific issues, wants, and desires they had in their community. To aid in this, the maps were accompanied by a comment banner with numbered and color coded dots that participants used to give details about each specific location.

Mapping Activity Results, 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. The Airport's flight path for the north-south runway is directly in the path of Airport Hills. The total geographic area in terms of size for Airport Hills is approximately 2.23 square miles which includes 1,978 parcels. The primary land uses within the community include transportation for areas under control of the Airport Authority, single family residential as well as some pockets of open space.

Key Areas:

- Zion City
- Birmingham Shuttles-worth International Airport

Top Issues, Opportunities, and Needs:

- Large cleared vacant land near the Airport presents passive open space opportunities.
- Proximity to the airport and it's associated noise presents a challenge to current home owners.
- Strong desire for a park in Zion City
- Need for resurfacing along multiple roadways.
- Desire for walking trails and street scape improvements along Lawson Road.



Mapping Activity Results, East Birmingham

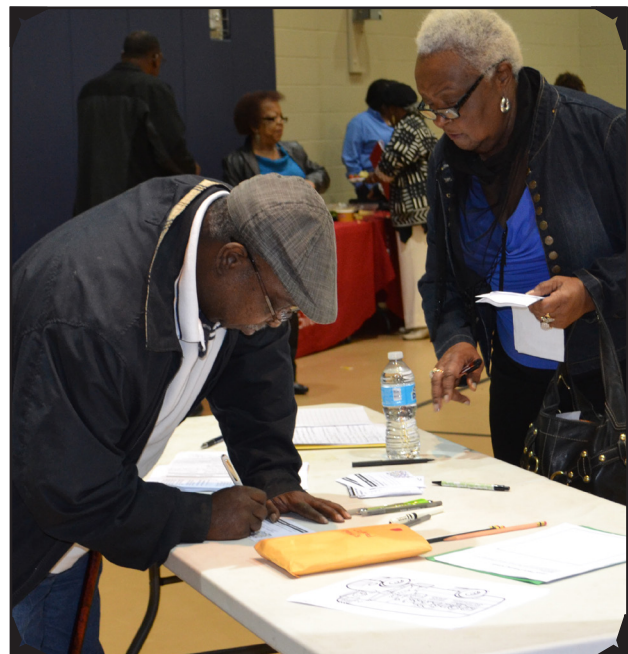
The East Birmingham Community lies directly to the east of the Northside Community and the downtown core. Interstate 20/59 running east and west bisects the community with the Inglenook neighborhood to the north while East Birmingham, Kingston and North Avondale neighborhoods lie to the south. The geographic area for East Birmingham covers approximately 4.63 square miles and includes 3,832 parcels. In terms of land use for East Birmingham it includes a mix of residential, both single and multi-family, open space, parks and recreation, commercial, light manufacturing, and heavy industrial.

Key Areas:

- 1st Ave N
- North Avondale
- SR79 & East Lake Blvd.
- Kingston neighborhood

Top Issues, Opportunities, and Needs:

- Strong potential to capitalize on growth already occurring in Avondale and downtown.
- Proximity to Downtown Birmingham presents an opportunity for mixed-use urban style development.
- Need for improved transit services such as bus shelters.



Mapping Activity Results, 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 East Lake Community geographically covers approximately four square miles and includes 4,888 parcels. The land use mix for East Lake includes transportation areas to the north and northwest of the community which covers Airport Authority property. There is also a significant coverage of single family residential with some pockets of multi-family areas. Additionally, along 1st Avenue North there are commercial as well as mixed-use parcels. Finally, the remaining land use mix includes parks and recreation, open space, institutional and light industrial surrounding the Airport property to the north and east.

Key Areas:

- East Lake Park
- Commercial Corridor along 1st Ave N and Oporto Madrid
- 5th Ave S.
- Downey Park
- Georgia Road
- Oporto Madrid Boulevard
- “Gateway” areas off of I-20 entering Birmingham

Top Issues, Opportunities, and Needs:

- Desire for larger commercial such as a grocery store or Target.
- Need for sidewalks with adequate street lighting.
- Environmental issues in East Lake Park
- Need for Bike lanes along Georgia Road.
- Potential to capitalize on retail investment already occurring on 1st Ave N.
- Need to address flooding and stormwater issues along major and residential road ways and in parks.

Mapping Activity Results, 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 Norfolk Southern rail line, which was originally built in the 1870’s, separates Woodlawn from the communities to the south. In terms of geographic area Woodlawn covers approximately 3.8 square miles and includes 3,119 parcels. Woodlawn has a wide spectrum of land uses including single and multi-family residential, open space, commercial, light manufacturing, and heavy industrial. Woodlawn is also the home of the historic Woodlawn High School which first opened in 1922. To this day, Woodlawn High still serves the community and currently has over 800 students.

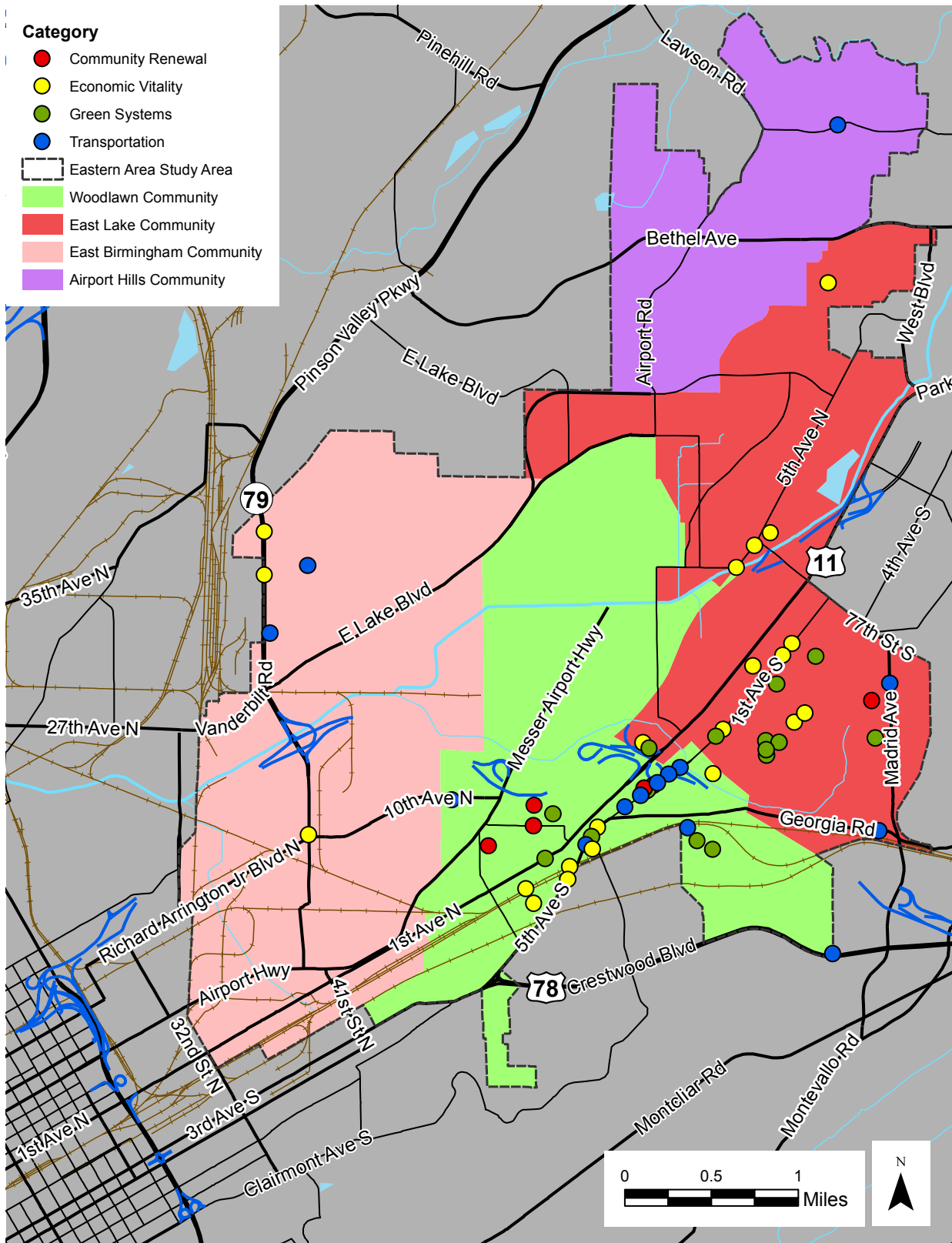
Key Areas:

- 1st Ave N & 1st Ave S commercial districts
- “Gateway” areas at I-20/59 exits
- Oak Ridge Park
- Woodlawn High School

Top Issues, Opportunities, and Needs:

- Desire for continued investment and new business such as: pharmacies , restaurants, general retail, and microbreweries along 1st Ave N, 1st Ave S, and Division Ave.
- General desire for businesses that cater more to long time Woodlawn and East Birmingham residents.
- Need to address flooding in residential areas.
- Strong opportunities for job development and training.
- Can capitalize on investment already occurring in the area and build on current momentum.
- Desire for bicycling infrastructure through commuting corridors, specifically 1st Ave S.
- Extension of current sidewalk network to connect residential homes to retail space.

Figure 2.1: Public Meeting Comments



Issues Banners:

For less place specific comments, meeting attendees were encouraged to write about what they liked, didn't like, and what they would like to see in the future for their community. These banners were broken down by chapter topic, and the results are included on Table 2.2.

Table 2.2: Vision Banner Results

COMMUNITY RENEWAL			
Plan Elements	I like! (Existing)	I don't like! (existing)	I want to see!
Code Enforcement	<ul style="list-style-type: none"> • Efforts to keep lots clean. • beautification efforts. • New family homes being built. • Early learning center 	<ul style="list-style-type: none"> • Abandoned and blighted houses. • Unkept right of ways. 	<ul style="list-style-type: none"> • Homeowners association to administer fines for unkept properties. • More residential areas. Clean up abandoned and delapidated structures and properties. • Want to see lots filled with homes. • More green spaces. Bicycle lanes. Nature Trails.
Housing	<ul style="list-style-type: none"> • Affordable housing. • Mixed Housing. 		<ul style="list-style-type: none"> • More jobs. • More recreational facilities.
Safety and Wellness	<ul style="list-style-type: none"> • More community health food stores, pharmacies, and gardens. 	<ul style="list-style-type: none"> • Illegal dumping. • Lack of community gardens and green spaces in parts of the community. • Lack of policing and gunshots heard regularly. 	<ul style="list-style-type: none"> • More community outreach from Police. •

COMMUNITY RENEWAL			
Plan Elements	I like! (Existing)	I don't like! (existing)	I want to see!
Partnerships and Organizations	<ul style="list-style-type: none"> The Renaissance Academy Inc., a private Christian school located in the former Coiner Elementary building. The Renaissance Academy Inc. services families with children 6 weeks-4 years through the child development center, and K5-12th grade through the elementary/secondary school. The Renaissance Academy also provides workforce development and GED programs. 		<ul style="list-style-type: none"> More work with Dynamite-Smithfield Land Trust.

ECONOMIC VITALITY			
Plan Elements	I like! (Existing)	I don't like! (existing)	I want to see!
Education and Training	<ul style="list-style-type: none"> Trade skills-child care 		<ul style="list-style-type: none"> More jobs. More recreational facilities.
Business Opportunities			<ul style="list-style-type: none"> Some real grocery stores off Hwy 79 area. Black owned businesses. (Garment District) around 55th Pl. shop to Black owned oriented clothing.
Potential Area for Redevelopment	<ul style="list-style-type: none"> Close to all expressways 	<ul style="list-style-type: none"> Vacant houses-lack of code enforcement. Abandonment of cemetery in Brown Springs neighborhood 	<ul style="list-style-type: none"> Homes redeveloped. Houses on vacant properties. Senior citizen village behind Wahouma Park.

GREEN SYSTEMS			
Plan Elements	I like! (Existing)	I don't like! (existing)	I want to see!
Flood and Stormwater	•	<ul style="list-style-type: none"> Flooding during heavy rain on 1st Ave N and 1st Ave S 	<ul style="list-style-type: none"> I want to see a storm shelter in Woodlawn.
Parks and Maintenance			<ul style="list-style-type: none"> I would love for parks and rec to work more with our extension offices to provide accessible gardens/ gardening classes.
Parks and Recreation		<ul style="list-style-type: none"> It is always so difficult to work with parks and rec regarding permits/ permission to use certain spaces (especially for rallies or theatrical events). 	<ul style="list-style-type: none"> Would like to see regional connection via trails from Railroad Park to Avondale, Woodlawn, and East Lake. Parks, walking trails, anything for Airport Hills to promote exercise.

TRANSPORTATION			
Plan Elements	I like! (Existing)	I don't like! (existing)	I want to see!
Sidewalks		•	<ul style="list-style-type: none"> • Greenscape for Airport Hills. • Elder Street! • Harvill Ln
Intersection Improvements		<ul style="list-style-type: none"> • General need for road surface improvements. 	<ul style="list-style-type: none"> • Repairs to potholes and construction damage • Airport & 20/59
Speeding			<ul style="list-style-type: none"> • Lawson Road.
Trails			<ul style="list-style-type: none"> • Parks, walking trails, anything for Airport Hills to promote exercise. • Walking trails along Lawson Road are needed.
Bicycle Improvements			<ul style="list-style-type: none"> • Bike lanes on Georgia road & 1st Ave S.
Bus Service			<ul style="list-style-type: none"> • El camino/ Lawson Road. • Light rail- utilize old train tracks to create!

Word Cloud

Lastly, Meeting attendees were asked to list 3 words to describe their vision of the future of the Eastern Area.

The results of these were aggregated into the “word cloud” to the right. The results from this activity will be used by to help craft a vision statement for the plan. Additionally, this activity helps realize the desires of the community.



INTRODUCTORY PRESENTATION:



PROJECT TEAM

CITY OF BIRMINGHAM

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REGIONAL PLANNING COMMISSION OF GREATER BIRMINGHAM

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BIRMINGHAM FORWARD
MAYOR WILLIAM A. BELL, SR.

RPCGB
REGIONAL PLANNING COMMISSION OF GREATER BIRMINGHAM

BUILDING COMMUNITIES

STUDY AREA

- 4 COMMUNITIES**
 - Airport Hills
 - East Birmingham
 - East Lake
 - Woodlawn
- 19 NEIGHBORHOODS**
- 13,913 PARCELS**
- 14.6 SQUARE MILES**

PURPOSE

- 2013 COMPREHENSIVE PLAN**
 - Set forth broad visions and goals
 - Proposed general city-wide action items
 - Recommended area framework plans
- FRAMEWORK PLANS**
 - Local follow-ups to the comprehensive plan
 - Apply the comprehensive plan's goals to local areas
 - More targeted, more specific

THE PLAN ANSWERS

WHAT IS THE STATE OF THE EASTERN AREA?

- Profile of current demographic, market, land use and development trends
- Inventory of departments, boards, public services and infrastructure

WHAT WOULD PEOPLE LIKE THE EASTERN AREA TO LOOK LIKE IN THE FUTURE?

- Vision statement
- Lists citizens issues and desires

HOW WILL THE EASTERN AREA ACHIEVE THAT VISION FOR THE FUTURE?

- Outlines goals and recommended actions
- Implementation through administrative actions and programs

TIMELINE

September 2016	November 2017
1: Project Initiation and Public Open House	January 2016
2: Existing Conditions Assessment / Market Analysis	February 2017
3: Public Visioning and Recommendations Forum	January - June 2017
4: Draft Plan Document	July - August 2017
6: Final Plan Document and Public Endorsement	September - October 2017
5: Zoning Update Meetings, Adoption Process, and Implementation Begins	Begins November 2017

THE CONTENTS

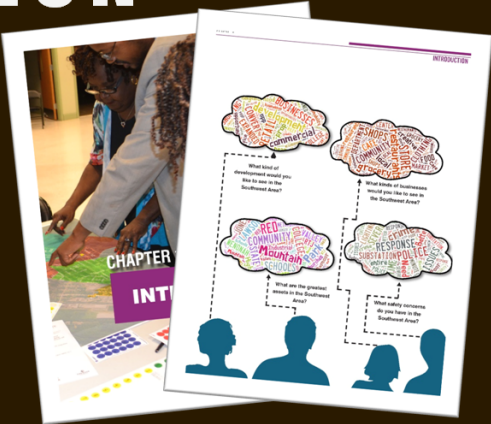
CONTENTS OF THE PLAN

- CHAPTER 1: OVERVIEW
- CHAPTER 2: COMMUNITY RENEWAL
- CHAPTER 3: GREEN SYSTEMS
- CHAPTER 4: ECONOMIC VITALITY
- CHAPTER 5: TRANSPORTATION & INFRASTRUCTURE
- CHAPTER 6: FUTURE LAND USE
- CHAPTER 7: IMPLEMENTATION
- APPENDIX A: EXISTING CONDITIONS
- APPENDIX B: STRATEGIC OPPORTUNITY AREAS

CHAPTER 1

INTRODUCTION

- ❑ PURPOSE OF THE PLAN
- ❑ STUDY AREA
- ❑ PLANNING PROCESS
- ❑ OUR VISION
- ❑ PLAN ORGANIZATION
- ❑ HOW TO USE THIS PLAN



CHAPTER 2

COMMUNITY RENEWAL

- ❑ EXECUTIVE SUMMARY
- ❑ BLIGHT
- ❑ WELLNESS & SECURITY
- ❑ HOUSING
- ❑ ENGAGED COMMUNITY



Code Enforcement



Wellness



Housing




CHAPTER 3

GREEN SYSTEMS

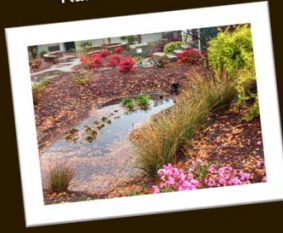
- EXECUTIVE SUMMARY
- RECREATION
- STORMWATER MANAGEMENT
- DISASTER RESILIENCE



Trails



Rain Gardens



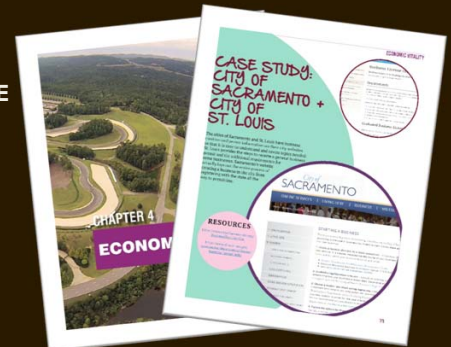
Hazard Mitigation Planning



CHAPTER 4

ECONOMIC VITALITY

- EXECUTIVE SUMMARY
- EDUCATION & WORKFORCE DEVELOPMENT
- ECONOMIC GROWTH



Education



Workforce & Jobs



TRANSPORTATION & INFRASTRUCTURE

CHAPTER 5

- ❑ EXECUTIVE SUMMARY
- ❑ MULTIMODAL TRANSPORTATION NETWORK
- ❑ TRANSPORTATION INVESTMENTS
- ❑ TRANSIT



Biking & Walking



Transit



FUTURE LAND USE

CHAPTER 6

- ❑ EXECUTIVE SUMMARY
- ❑ FUTURE LAND USE MAP
- ❑ WELL-PLANNED COMMUNITY



Residential



Mixed-Use



Institutional



Parks & Recreation



IMPLEMENTATION

USER'S GUIDE

HOW DO I USE THIS PLAN?

This Framework plan is separated into GOALS, STRATEGIES, + ACTIONS.

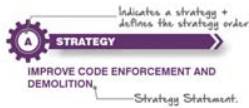
GOALS

The plan's goals are created from comments received during public and stakeholder meetings. The goals summarize how development and future growth should occur by identifying physical, economic and social ends that the community wishes to achieve for its vision. There are 8 goals and each corresponds to one of the following planning themes: Community Renewal (CR), Green Systems (GS), Economic Vitality (EV), Transportation and Infrastructure (TI), Strategic Opportunity Areas (SOA), and Future Land Use (FLU). The planning themes, as indicated by their names, address various planning topics.



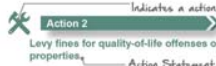
STRATEGIES

Advancing the plan's vision and goals are strategies. Strategies adhere to the goals and establish a basic course of action for decision-makers to follow toward achieving the community's vision and goals. Strategies are typically open ended in terms of time frame, as they provide ongoing direction.



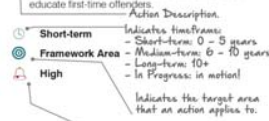
ACTIONS

Supporting the strategies are actions - specific measures that need to be undertaken by the City and partners to implement the strategies. While some actions are ongoing, most have an identifiable timeframe for completion. All actions have an entity(ies) tasked with its implementation (see Implementation Chapter 8).



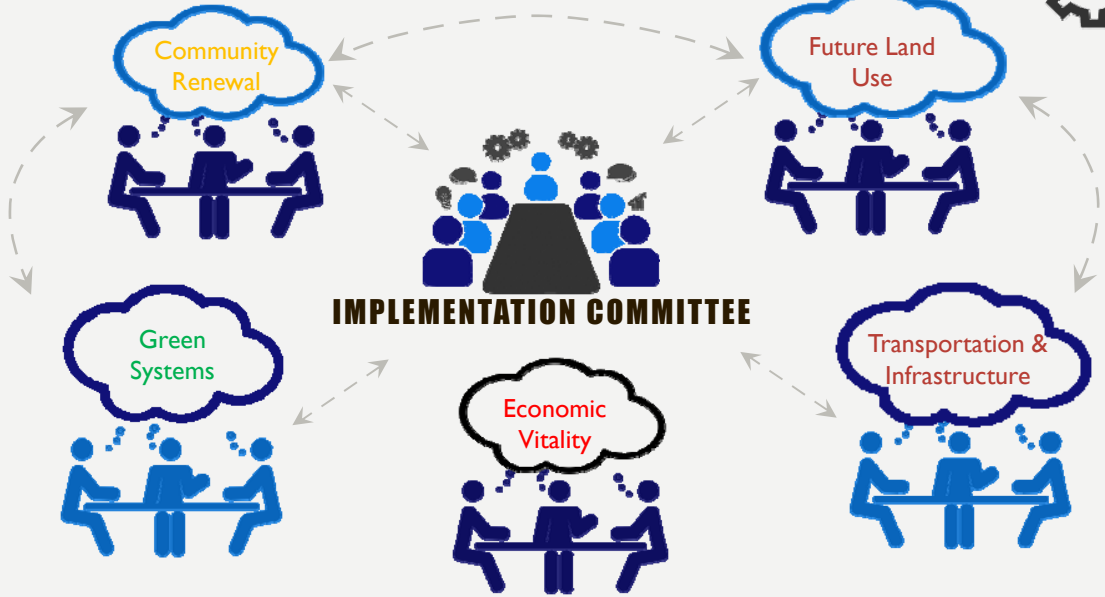
Throughout the Southwest Area, small problems - illegal dumping, overgrown lots, and junk cars - create larger problems when unaddressed. As recommended in the Comprehensive Plan (7.30), fining property owners for these quality-of-life offenses would reduce visual blight in neighborhoods and help maintain property values. Penalyzing property owners for these smaller issues would reduce the likelihood that they become larger, more costly issues for the City. Warnings could be a part of the initiative to educate first-time offenders.

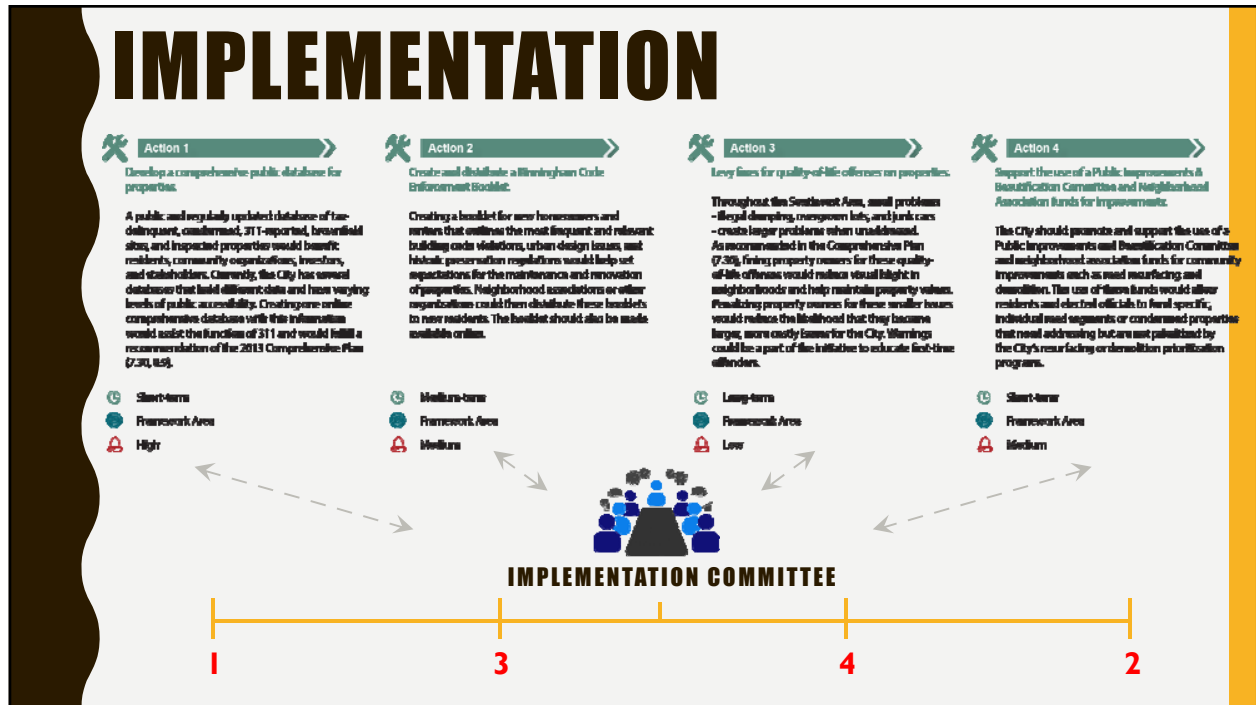
Action Description.
- Short-term: 0 - 5 years
- Medium-term: 6 - 10 years
- Long-term: 10+
- In Progress: in motion!



ACTIONS	PG. #	TIMEFRAME	RESPONSIBLE PARTIES
6. Repurpose publicly-owned abandoned facilities to meet the needs of the community.	24	Medium-term (6-10yrs)	City of Birmingham Board of Education
7. Acquire blighted properties under the provisions in the Urban Renewal and Urban Redevelopment Plan for North Thruville.	26	Medium-term (6-10yrs)	Dept. of Community Development
8. Acquire tax delinquent properties through the Land Bank to reduce blight and stabilize the community.	26	In Progress	Birmingham Land Bank Authority, Dept. of Community Development
9. Convert vacant lots into productive uses to meet the needs of the community.	26	On-Going	Neighborhood Associations, Community Development
Community Renewal Goal 2: Our Healthy and Safe Community			
Strategy A: Provide policies, programs and services to support community wellness.			
1. Use mobile health clinics and community facilities as health stations to improve access to health care.	29	Medium-term (6-10yrs)	Jefferson County Department of Health (JCDH), University of Alabama at Birmingham (UAB), Princeton Baptist Medical Center, and other health care institutions
2. Increase awareness of the City's existing support services and programs.	30	Short-term (1-5yrs)	City of Birmingham, and faith-based organizations
3. Integrate and co-locate support services and programs to better meet the needs of the community.	32	Medium-term (6-10yrs)	City of Birmingham, corporations, non-profits and faith-based organizations
Strategy B: Promote amenities and policies that encourage an active lifestyle.			
1. Implement the Future Land Use Map/Plan to allow mixed-use development and encourage more services and retail within walking distance.	34	Short-term (1-5yrs)	Dept. of Planning, Engineering, and Permits
2. Convert vacant properties into parks and playgrounds to increase accessibility to recreational activities.	34	Medium-term (6-10yrs)	Dept. of Parks and Recreation
3. Integrate Complete Streets to accommodate pedestrians and bicyclists.	34	Medium-term (6-10yrs)	Dept. of Planning, Engineering, and Permits, Dept. of Traffic Engineering
Strategy C: Improve access to fresh produce.			
1. Create community gardens on vacant and other underutilized properties.	34	Short-term (1-5yrs)	City of Birmingham, non-profits, and faith-based organizations
2. Establish a teaching garden to educate and train residents on the basics of planting vegetables and other produce.	35	Short-term (1-5yrs)	City of Birmingham, Jones Valley Teaching Farm, Urban Ministries' West End Community Garden
3. Develop a farm-to-school program to increase awareness of healthy food choices.	35	Short-term (1-5yrs)	City of Birmingham, Jones Valley Teaching Farm, Urban Ministries' West End Community Gardens, non-profits, and faith-based organizations

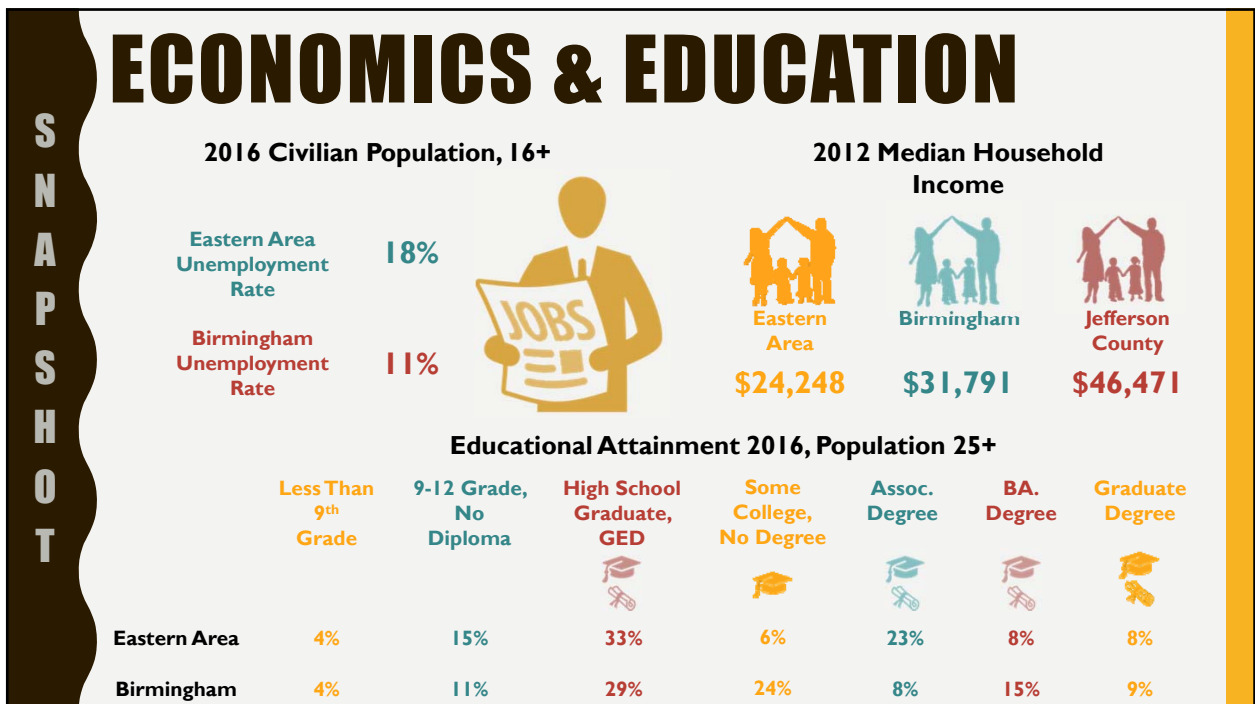
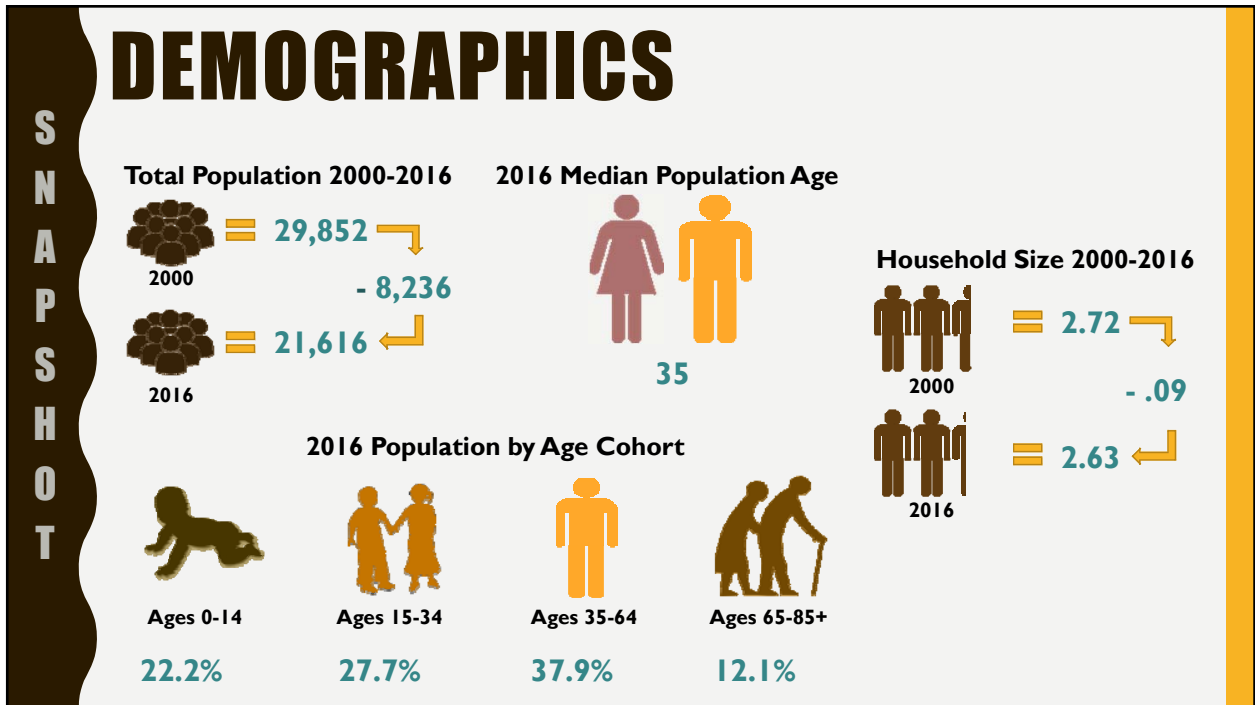
IMPLEMENTATION





#

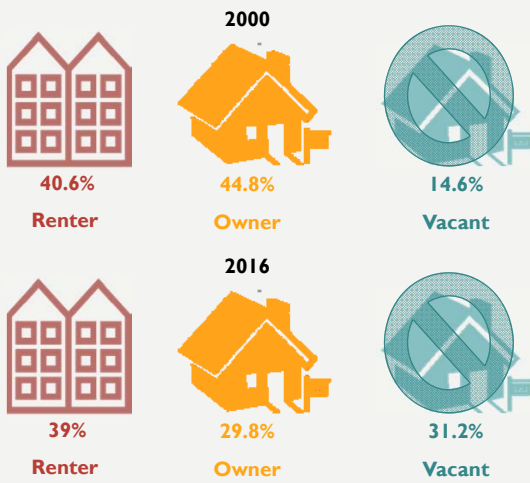
THE NUMBERS



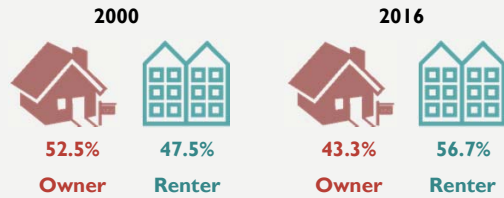
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HOUSING

Total Housing Units by Occupancy



2016 Occupied Units by Tenure

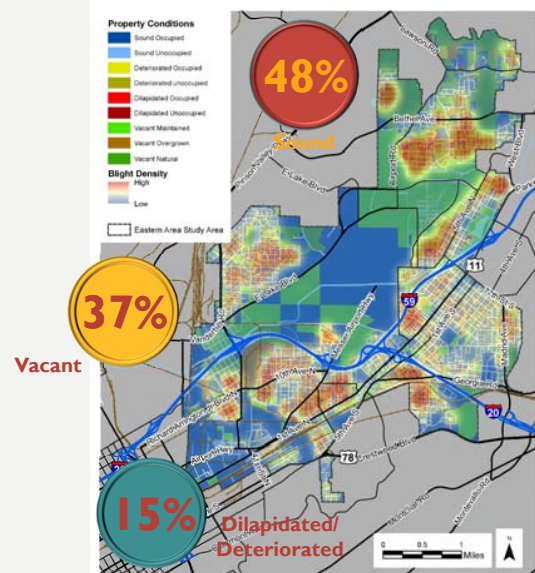
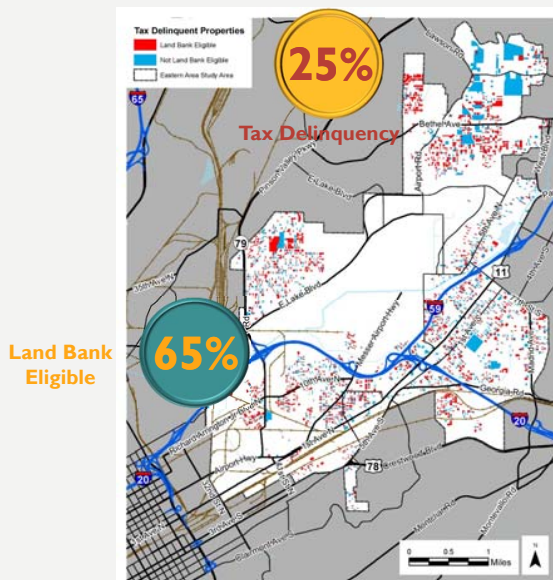


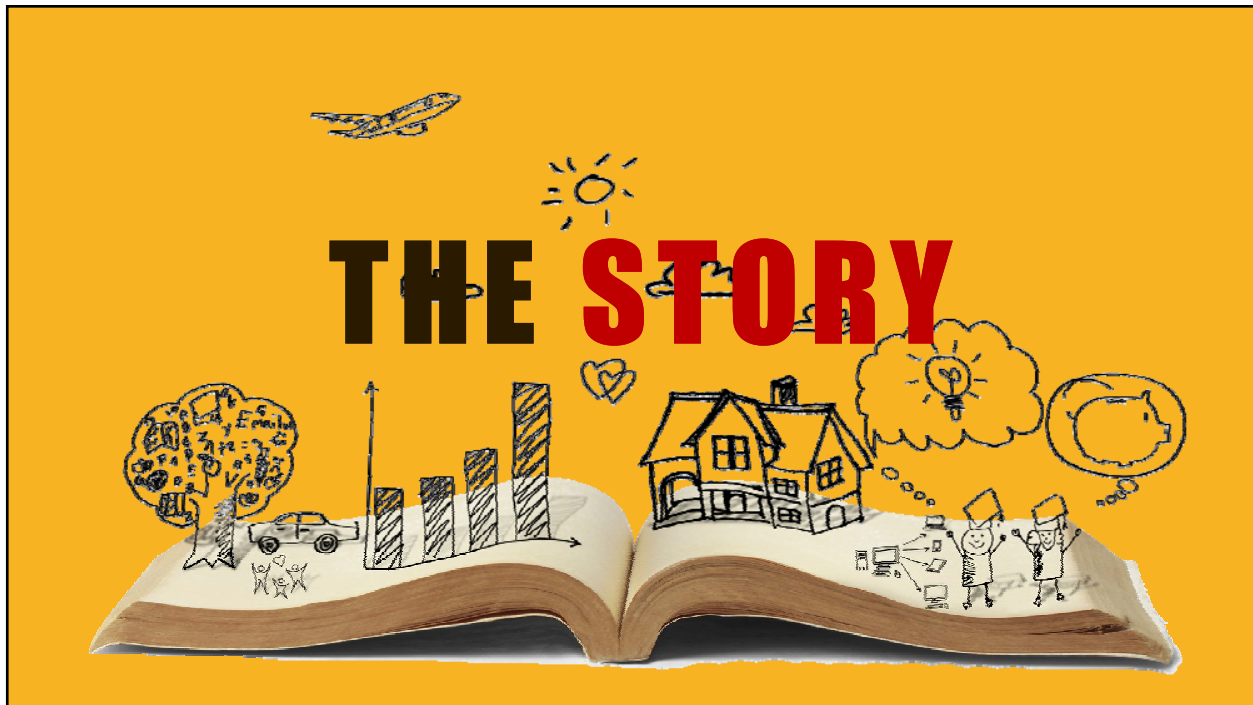
2016 Occupied Housing Units by Median Value



PROPERTY CONDITIONS

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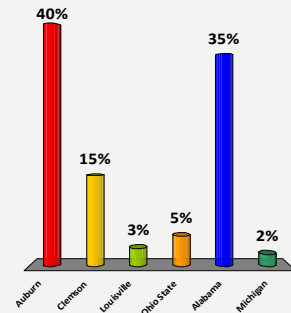
WHY ARE YOU HERE?

- Help us understand what the major issues are in your community and how they affect your quality of life.
- Share with us your desires and vision for the Eastern Area. How can we make it a better place not only for today's generation but tomorrow's?
- To be the voice of the Eastern Area Plan and to help us craft recommendations that you support.

CFB RANKING

Rank Your top 3 teams

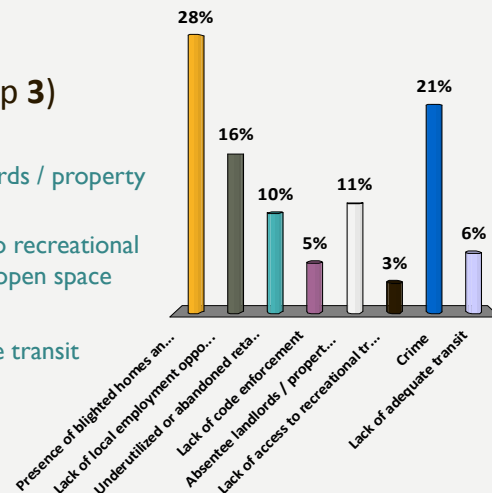
- A. Auburn
- B. Clemson
- C. Louisville
- D. Ohio State
- E. Alabama
- F. Michigan



COMMUNITY RENEWAL

Which factors do you perceive are ongoing threats, that if not addressed, will have a negative impact on the quality of life for residents in your community? (choose top 3)

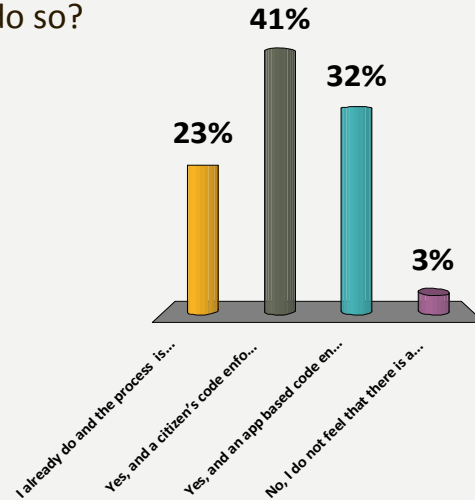
- A. Presence of blighted homes and lots
- B. Lack of local employment opportunities
- C. Underutilized or abandoned retail spaces
- D. Lack of code enforcement
- E. Absentee landlords / property owners
- F. Lack of access to recreational trails and parks/open space
- G. Crime
- H. Lack of adequate transit



COMMUNITY RENEWAL

If it were easier to report blighted properties and code enforcement violations, would you do so?

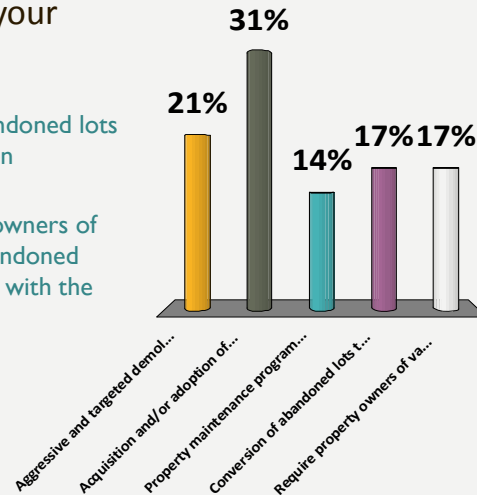
- A. I already do and the process is not that difficult
- B. Yes, and a citizen's code enforcement guide would be helpful
- C. Yes, and an app based code enforcement reporting tool would be useful
- D. No, I do not feel that there is a need for this



COMMUNITY RENEWAL

What do you feel would best help to address blighted/poorly maintained properties in your community? (Choose top 3 answers)

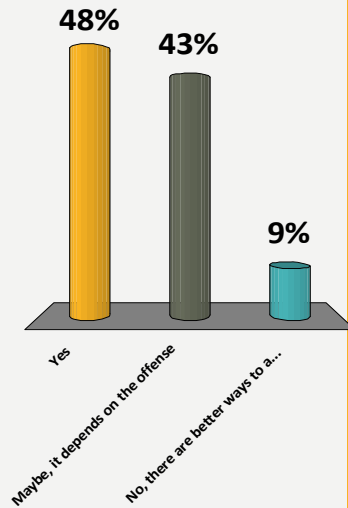
- A. Aggressive and targeted demolitions
- B. Acquisition and/or adoption of adjacent blighted lots by residents and non-profits through the Birmingham Land Bank
- C. Property maintenance programs for community members
- D. Conversion of abandoned lots to community green spaces/gardens
- E. Require property owners of vacant lots and abandoned building to register with the City



COMMUNITY RENEWAL

Would you advocate for levying fines on property owners that affect quality of life in your community?

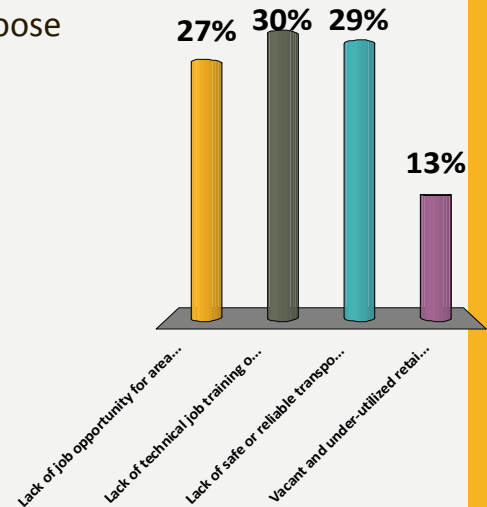
- A. Yes
- B. Maybe, it depends on the offense
- C. No, there are better ways to achieve this



ECONOMIC VITALITY

What do you feel are the biggest challenges to economic vitality in your community? (Choose top 3 answers)

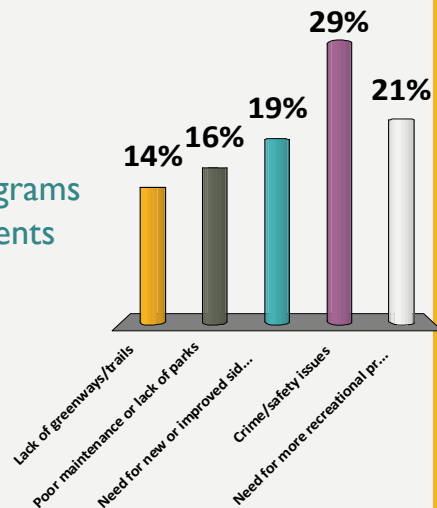
- A. Lack of job opportunity for area residents
- B. Lack of technical job training or workforce development training for residents
- C. Lack of safe or reliable transportation options (i.e. transit, sidewalks for walking, bicycling facilities)
- D. Vacant and under-utilized retail spaces



GREEN SYSTEMS

What do you feel are the biggest barriers to recreational opportunities within your community? (Choose top 3 answers)

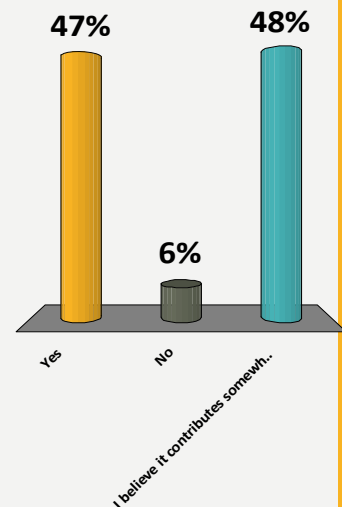
- A. Lack of greenways/trails
- B. Poor maintenance or lack of parks
- C. Need for new or improved sidewalks
- D. Crime/safety issues
- E. Need for more recreational programs tailored to residents



ECONOMIC VITALITY

Do you feel that safety or crime is a MAJOR deterrent that keeps businesses from locating in your community?

- A. Yes
- B. No
- C. I believe it contributes somewhat but isn't the whole story



THE ACTIVITIES

TIME TO GET ACTIVE

The image displays a collection of activity sheets for the Eastern Area Framework Plan. The sheets are organized into four main categories: Community Renewal, Green Systems, Economic Vitality, and Transportation. Each category has a corresponding sheet with a 'Plan Elements' table. The table columns are 'I like (existing)', 'I don't like (existing)', and 'I want to see...'. The sheets also feature the 'Imagine BIRMINGHAM' logo and the 'RPCGB' logo. The sheets are arranged in a collage, with some overlapping. The background is a light gray with a dark brown wavy border on the left side.

THE NEXT STEPS

Public Meeting
April 6, 2017 at 6:00pm
Brownsville Heights
Community Center

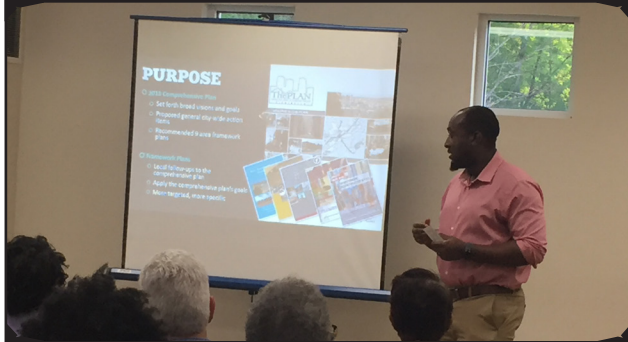
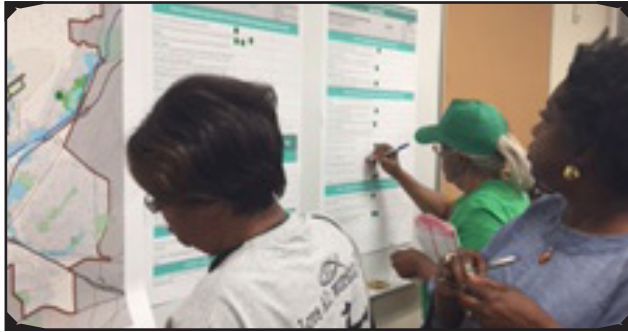
www.ImagineBham.com



THANK YOU

VISIT US AT

[HTTP://WWW.IMAGINEBHAM.COM/EASTERN-BIRMINGHAM.HTML](http://www.imaginebham.com/eastern-birmingham.html)



2.5.2. PUBLIC MEETING #2 - APRIL 11, 2017

The second meeting regarding the Eastern Area Framework Plan was held at 6PM on April 11, 2017 at the Brownsville Heights Recreation Center. The purpose of the meeting was to roll out the “Draft Goals, Strategies, and Recommended Actions.” Citizens from all communities within the planning area were represented. A total of 36 attendees signed in, including Mayor William A. Bell and Councilman William Parker. This meeting was a follow-up from the first public meeting that introduced the Eastern Area Framework Plan on January 24, 2017.

The purpose of this meeting was to gather direct feedback regarding the draft goals, strategies, and recommended actions that will be included in the following Framework Plan chapters: Community Renewal, Green Systems, Economic Vitality, Transportation and Infrastructure, as well as Appendix C: Strategic Opportunity Areas. After the meeting was opened by Mayor Bell, a brief presentation was given by Senior Planner Mikhail Alert - Regional Planning Commission of Greater Birmingham (a copy of the presentation is located at the end of this document). After the presentation, attendees were encouraged to provide feedback on the draft goals, strategies, and recommended actions at tables dedicated to each chapter mentioned above. In addition, attendees were also encouraged to provide input on the two Strategic Opportunity Areas - in the East Lake and Woodlawn communities. Each table was staffed with least two planners from either the City of Birmingham or the Regional Planning Commission of Greater Birmingham (RPCGB).

ACTIVITY SUMMARY

Residents were asked to perform two activities, in addition to listening to the presentation. In the first activity, residents were asked to provide their feedback on the “Draft goals, strategies, and actions” which were listed on banners separated by Framework chapter at various tables. The second activity, “Strategic Opportunity Areas”, asked residents to provide input on potential land use and development trends.

Goals, Strategies, & Actions Banners:

At the meeting, staff from the City of Birmingham and the RPCGB facilitated discussions with community members and stakeholders, using large format banners, on the suggested goals, strategies, and actions for the following Framework Plan chapters: Community Renewal [CR], Economic Vitality [EV], Green Systems [GS], and Transportation & Infrastructure [T&I]. Attendees were asked to place a colored dot next to each action to help determine the priority of each action. In addition, residents also drafted new actions to the planning staff, if their issue or concern was not included, or satisfied by another action item.

- **Green Dot:** residents support the actions in the Green Systems chapter.
- **Blue Dot:** residents support the actions in the Transportation & Infrastructure chapter.
- **Orange Dot:** residents support the actions in the Economic Vitality chapter.
- **Red Dot:** residents support the actions in the Community Renewal chapter.

Community Renewal Banner Results

The Community Renewal chapter focuses on four draft goals:

1. Beautify the Eastern Area and reduce blight over the next 20 years.
2. Improve the well-being and security of citizens in the Eastern Area over the next 20 years.
3. High quality housing options are provided for a range of income levels and household sizes.
4. Establish new partnerships and proactively engage citizens to ensure the successful implementation of this plan.

Under each goal, specific strategies and actions were listed that aim to achieve the above goals. The public was asked to review each action and give endorsements, comments, or general suggestions to better fine tune the draft plan.

What was well received:

- Improve property condition collection and code enforcement efforts.
 - Renovate and clean up blight properties.
 - Target dilapidated properties for condemnation, demolition, acquisition and repurpose.
 - Improve garbage management and prevent illegal dumping on environmentally sensitive sites.
 - Capitalizing on revitalization efforts in Strategic Opportunity Areas.
 - Increasing access to fresh produce for residents.
 - Improve safety in the Eastern Area.
 - Support new and quality housing options and homeownership through policies, programs and partnerships.
4. Install trash cans in known dumping sites.
 5. Develop an illegal dumping and litter abatement task force to include public agencies, private businesses, and community groups involved in clean up.
 6. Introduce tax incentives to encourage grocers to locate to the area.
 7. Foster relationship between community and police staff.
 8. Provide incentives to promote affordable housing options.
 9. Establish a rent-to-own program to increase home ownership in the neighborhood.
 10. Work with HABD, private developers, non-profits and other organizations to infill single and multi-family housing on underutilized properties.

Key Actions:

1. Establish a community beautification coalitions to support the City's code enforcement.
2. Support renovation efforts through grants, competitive loans, and home improvement programs.
3. Condemn and demolish dilapidated structures.

Economic Vitality Banner Results

The Economic Vitality chapter focuses on the following three draft goals:

1. Make academic workforce development and financial literacy resources readily available.
2. Foster a diversified economy that supports viable commercial, mixed use, research and retail development.
3. Promote the redevelopment of publicly owned, opportunity and catalyst sites.

Under each goal, specific strategies and actions were listed that aim to achieve the above goals. The public was asked to review each action and give endorsements, comments, or general suggestions to better fine tune the draft plan.

What was well received:

- Expand resources to improve educational attainment.
- Provide programs and services to support workforce development.
- Employ incentive programs and development tools to encourage investment in the Eastern Area.
- Strengthen the entrepreneurial and small business “ecosystem.”
- Make the Eastern Area attractive for residential and commercial development by reducing blight and crime.
- Prioritize the development of potential opportunity and catalyst sites.

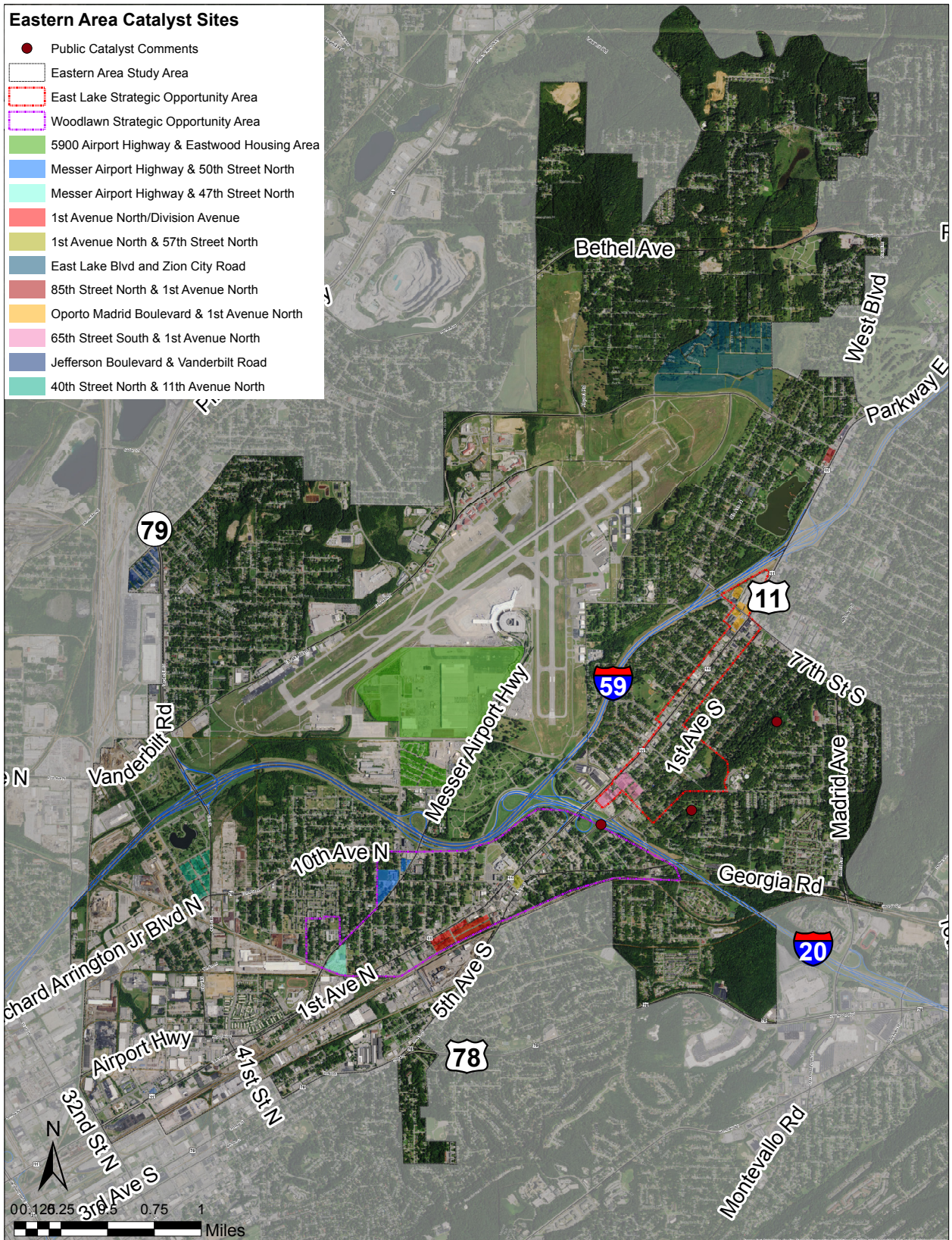
Key Actions:

1. Develop pre-college education programs for students.
2. 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.
3. Promote a Birmingham Community Payroll Tax Exclusion Program.
4. Develop initiatives to attract entrepreneurs to Birmingham to form new companies.
5. Work with Community Development Financial Institutions (CDFI) to increase access to capital for small businesses and entrepreneurs.
6. Increase code enforcement.
7. Condemn and demolish blighted properties.
8. Increase police presence.
9. Redevelop sites adjacent to Messer Airport Highway & 47th Street North.

Economic vitality [ev]		
EV GOAL 1 MAKE ACADEMIC WORKFORCE DEVELOPMENT AND FINANCIAL LITERACY RESOURCES READILY AVAILABLE.		
SUGGESTED STRATEGIES & ACTIONS TO ACHIEVE THE GOAL:	PLACE A DOT:	COMMENTS:
<ul style="list-style-type: none"> • Edit and modify any wording below. • Add in other suggested actions. 	Support	<ul style="list-style-type: none"> • Possible Locations? • Possible Implementation Partners? • Immediate or Long Term Need?
STRATEGY A: EXPAND RESOURCES TO IMPROVE EDUCATIONAL ATTAINMENT.		
ACTION 1. Develop pre-college education programs for students.	●●●●●●●●●●	
ACTION 2. Increase awareness of Lawson State's Community College GED and dual enrollment programs	●●●●●●●●●●	
ACTION 3. Support local non-profits efforts to increase education in the Eastern Area.	●●●●●●●●●●	
STRATEGY B: PROVIDE PROGRAMS AND SERVICES TO SUPPORT WORKFORCE DEVELOPMENT.		
ACTION 1. Create job training center and initiatives with Woodlawn High School potentially acting as a hub.	●●●●●●●●●●	My nonprofit is willing to help. Tanika Holmes, 205-586-0740 buildourcommunitythruaction@gmail.com
ACTION 2. Encourage students and adults to seek employment in the IT sector by connecting them to local initiatives.	●●●●●●●●●●	
ACTION 3. Conduct a career fair.	●●●●●●●●●●	
ACTION 4. Improve transit service along commuting corridors in the area as well as establish new stops in and around key locations, i.e., Strategic Opportunity Areas & catalyst sites.	●●●●●●●●●●	Woodlawn, 1st Ave N.
ACTION 5. Encourage businesses to incorporate workforce training for their employees.	●●●●●●●●●●	My company is willing to help. Tanika Holmes, 205-586-0740. info@buildourcommunitythruaction.com
ACTION 6. Establish a workforce development collaborative with the business community, residents, schools, and nonprofit.	●●●●●●●●●●	
ACTION 7. Develop sector-based training.	●●●●●●●●●●	
ACTION 8. Encourage local businesses to utilize the Basic Skills Education Credit.	●●●●●●●●●●	
ACTION 9. Develop "two-generation" strategies by working to ensure at-risk youth can participate in early childhood education while simultaneously working to improve the skills of their parents.	●●●●●●●●●●	
STRATEGY C: PROMOTE FINANCIAL LITERACY PROGRAMS AND ACCESS TO ALTERNATIVE SMALL DOLLAR LOANS TO COMBAT PREDATORY LENDING AND IMPROVE FINANCIAL OUTCOMES FOR RESIDENTS.		
ACTION 1. Partner with local organizations and CDFIs to conduct community financial literacy workshops in the Eastern Area.	●●●●●●●●●●	
ACTION 2. Work with CDFIs and local employers to establish a short-term small dollar loan program as an alternative to payday loans.	●●●●●●●●●●	
EV GOAL 2 FOSTER A DIVERSIFIED ECONOMY THAT SUPPORTS VIABLE COMMERCIAL, MIXED USE, RESEARCH AND RETAIL DEVELOPMENT.		
STRATEGY A: EMPLOY INCENTIVE PROGRAMS AND DEVELOPMENT TOOLS TO ENCOURAGE INVESTMENT IN THE EASTERN AREA.		
ACTION 1. Promote a Birmingham Community Payroll Tax Exclusion Program.	●●●●●●●●●●	No occupational tax for Birmingham residents.
ACTION 2. Assist local businesses, developers and other entrepreneurs with gap financing.	●●●●●●●●●●	See REV Bham services
ACTION 3. Encourage local businesses and employers to utilize the State of Alabama business tax incentives / credits.	●●●●●●●●●●	
ACTION 4. Explore the use of Industrial Revenue Bonds to expand	●●●●●●●●●●	



Figure 2.2: Eastern Area Catalyst Sites Map



Green Systems Banner Results

The Green Systems chapter focuses on the following three draft goals:

1. Recreation opportunities are within a 10-minute walk of every resident.
2. Ensure natural water systems are valued and restored to improve habitat, watershed health, and water quality, especially near Village Creek.
3. A plan for flood recovery and long term resilience is established.

Under each goal, specific strategies and actions were listed that aim to achieve the above goals. The public was asked to review each action and give endorsements, comments, or general suggestions to better fine tune the draft plan.

What was well received:

- Ensure the safety of residents in the event of hazardous weather.
- Acquire and/or protect land in flood-prone areas.
- Incorporate green systems to support stormwater management and mitigate flooding.
- Expand recreational opportunities for residents.
- Ensure parks and recreational facilities are safe and well-maintained.

Key Actions:

1. Construct new storm shelters within a 5 mile walk of residents.
2. Install green systems on blighted properties to reduce stormwater run-off and flooding in flood-prone areas.
3. Develop a system of green systems.
4. Consider the feasibility of using large blocks of vacant land in Airport Hills, Brummit Heights, and Zion City to plant pine trees to replenish the City of Birmingham’s Urban Forest.
5. Address issues at East Lake Park.
6. Petition the Birmingham Parks and Recreation Board to dedicate the funding for Downey Park.
7. Prioritize the construction of pock parks and other green spaces in Woodlawn, Airport Highlands, Zion City, Brownsville Heights, Penfield Park, and Maple Grove.

Green systems [GS]		
CSGOAL1: PROVIDE ENRICHING RECREATIONAL OPPORTUNITIES WITHIN A TEN MINUTE WALK OF EVERY RESIDENT.		
SUGGESTED STRATEGIES & ACTION STEPS TO ACHIEVE THE GOAL: • Edit and modify any wording below. • Add in other suggested actions.	PLACE A DOT: Support	COMMENTS: • Possible Locations? • Possible Implementation Partners? • Immediate or Long Term Need?
STRATEGY A: EXPAND RECREATIONAL OPPORTUNITIES FOR RESIDENTS.		
ACTION 1. Acquire blighted and flood-prone properties to expand recreational opportunities for residents.	●●●●●●●●	
ACTION 2. Establish more recreational programming for adults at local recreation centers.	●●●●●●	Bring basketball back to Willow Wood
ACTION 3. Promote and partner with the Silver Sneaker organization to expand recreational programming for seniors in the Eastern Area.	●●●●●●	
ACTION 4. Consider the feasibility of constructing a community center at Downey Park.	●●●●●●	Downey Park
ACTION 5. Prioritize the construction of pock parks and other green spaces in Woodlawn, Airport Highlands, Zion City, Brownsville Heights, Penfield Park, and Maple Grove.	●●●●●●●●●●	Signature park for Woodlawn, Oak Ridge Park, Crowell Young Park.
STRATEGY B: ENSURE PARKS AND RECREATIONAL FACILITIES ARE SAFE AND WELL-MAINTAINED.		
ACTION 1. Partner with the Let's Move program to increase park activity.	●●●●●●	Crowell Young Park.
ACTION 2. Petition the Birmingham Parks and Recreation Board to dedicate funding for Downey Park.	●●●●●●●●	Immediately. The neighborhood is trying to develop a community center.
ACTION 3. Adopt CPTED principles for the design of parks, greenway and recreational facilities.	●●●●●●	Crowell Young Park.
ACTION 4. Dedicate adequate funding for park maintenance and for capital improvements.	●●●●●●●●	Need for Crowell Young Park.
ACTION 5. Create "Friends of Parks" groups to support funding and maintenance of City owned parks and other recreational amenities.	●●●●●●	
ACTION 6. Address issues at Inglenook Park.	●●●●●●	
ACTION 7. Address issues at WC. Patton Park.	●●●●●●●●	
ACTION 8. Address issues at East Lake Park.	●●●●●●●●●●	Needs to be revitalized like Avondale and Crestwood.
ACTION 9. Address issues at Stockham Park.	●●●●●●	Completely renovate East Lake Park. Build high rise hotel overlooking Lake to help address the Blum Airport.
ACTION 10. Address issues at Wahouma Park.	●●●●●●	
ACTION 11. Address issues at Oak Ridge Park.	●●●●●●	need more improvements.
STRATEGY C: PROVIDE SAFE AND ACCESSIBLE ROUTES TO CITY OWNED FACILITIES, PARKS AND GREEN SPACES.		
ACTION 1. Implement priority portions of the Red Rock Ridge and Valley Trail System.	●●●●●●	
ACTION 2. Implement the Birmingham Sidewalk Master Plan.	●●●●●●●●	
ACTION 3. Continue working with the Village Creek Society to increase access to recreational facilities for residents.	●●●●●●	

* Residents wrote in that they would like to address issues at Lewis Park.

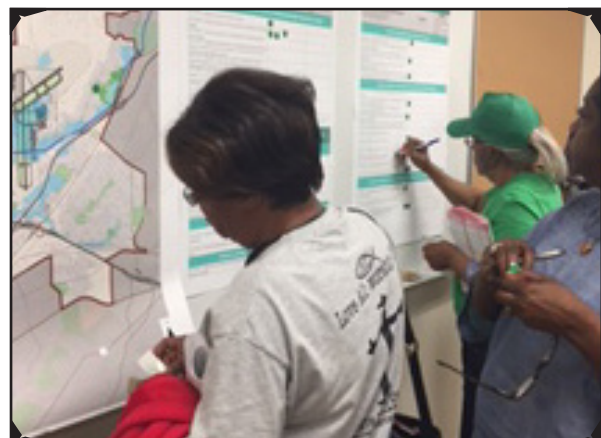
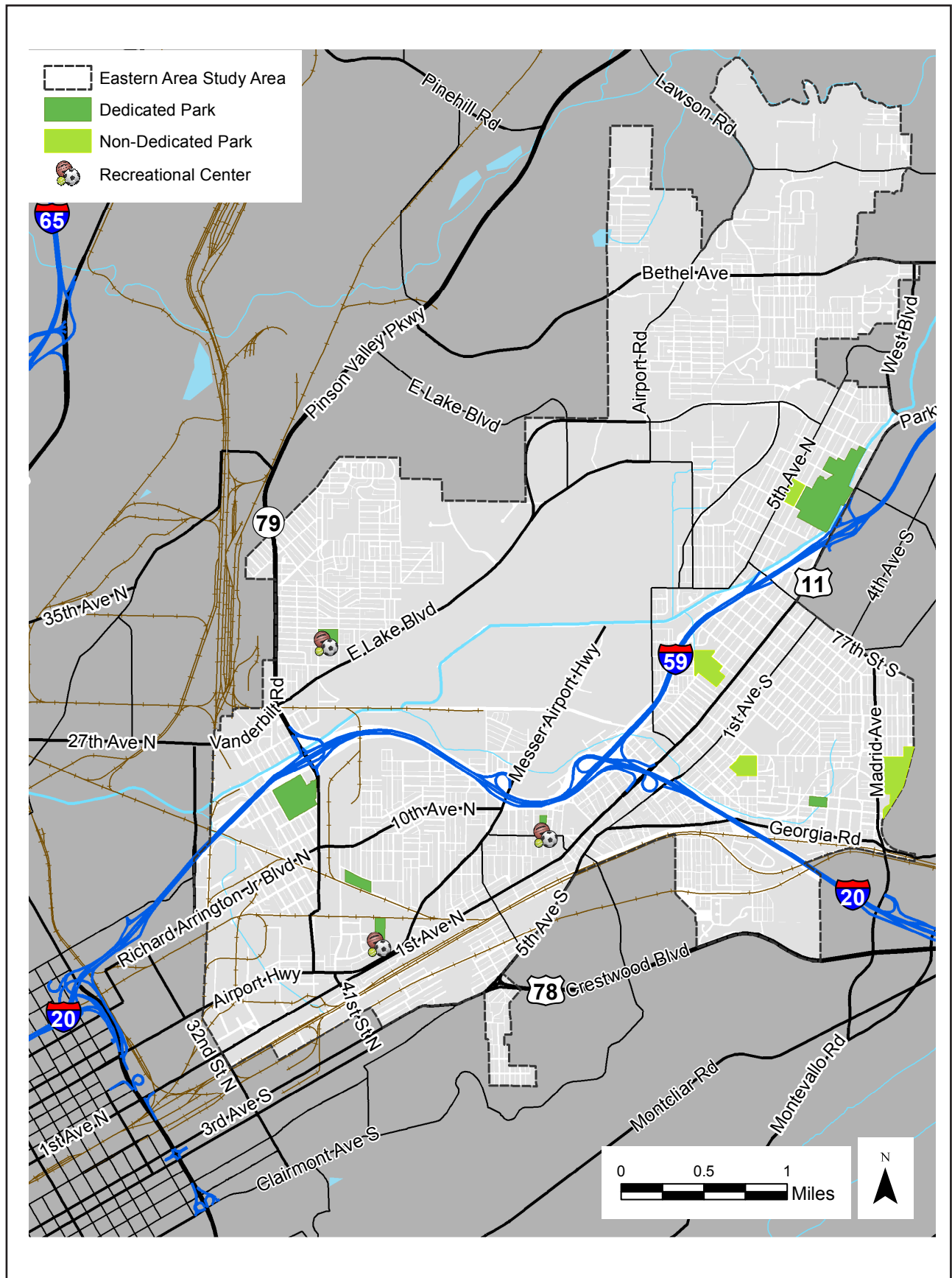


Figure 2.3: Eastern Area Green Systems Map



Transportation and Infrastructure Banner Results

The Transportation & Infrastructure chapter focuses on the following three draft goals:

1. Build an interconnected pedestrian, bicycle and trail system.
2. Make investments to the transportation system.
3. Improve transit service over the next 20 years.

Under each goal, specific strategies and actions were listed that aim to achieve the above goals. The public was asked to review each action and give endorsements, comments, or general suggestions to better fine tune the draft plan.

What was well received:

- Improve safety.
- Invest in transportation maintenance.
- Enhance public transit service.

Key Actions:

1. Implement the short-term priority projects identified in the Birmingham Sidewalk Master Plan.
2. Consider appropriate Complete Streets elements in the Strategic Opportunity Areas.
3. Conduct traffic studies at high accident locations to improve dangerous intersections and roads.
4. Utilize the new Pavement Management System to guide road resurfacing and reduce maintenance cost.
5. Establish a Local Transportation Investment Program for infrastructure maintenance.
6. Streamline local bus transit service delivery.
7. Improve local transit stop and amenities.
8. Plan for Bus Rapid Transit as a high capacity transit service.

Transportation & infrastructure [TI]		
TI GOAL 1: PROVIDE A WIDER RANGE OF TRANSPORTATION CHOICES THROUGH A MULTI-MODAL TRANSPORTATION NETWORK.		
SUGGESTED STRATEGIES & ACTIONS TO ACHIEVE THE GOAL: • Edit and modify any wording below. • Add in other suggested actions.	PLACE A DOT: Support	COMMENTS: • Possible Locations? • Possible Implementation Partners? • Immediate or Long Term Need?
STRATEGY A: BUILD AN INTERCONNECTED PEDESTRIAN, BICYCLE AND TRAIL SYSTEM.		
ACTION 1. Implement the short-term priority projects identified in the Birmingham Sidewalk Master Plan.	●●●●●●●●●●●●●●●●	Lawson Road, Zion City Road.
ACTION 2. Build out segments of off-road trails as identified in the Red Rock Ridge and Valley Trail System (RRRVTS).	●●●●●●●●●●	
ACTION 3. Build out segments of on-street bicycle facilities as identified in the Red Rock Ridge and Valley Trail System (RRRVTS).	●●●●●●●●●●	
ACTION 4. Receive Council endorsement for the City's Complete Streets Resolution.	●●●●●●●●●●	5th Ave S, Brussell, Antwerp Ave.
ACTION 5. Consider appropriate Complete Streets elements in the Strategic Opportunity Areas.	●●●●●●●●●●	
TI GOAL 2: MAKE INVESTMENTS TO THE TRANSPORTATION SYSTEM.		
STRATEGY A: IMPROVE SAFETY.		
ACTION 1. Conduct traffic studies at high accident locations to improve dangerous intersections and roads.	●●●●●●●●●●	1st Ave S and North at 55th Place
ACTION 2. Develop neighborhood traffic calming programs.	●●●●●●●●●●	55th St N and Georgia Road from North OMC Steel 55th Pl and 1st Ave S.
STRATEGY B: INVEST IN TRANSPORTATION MAINTENANCE.		
ACTION 1. Utilize the new Pavement Management System to guide road resurfacing and reduce maintenance cost.	●●●●●●●●●●	Lawson Road, Kimberly Ave and Higdon Rd, 5th Ave S III Urgent.
ACTION 2. Establish a Local Transportation Investment Program for infrastructure maintenance.	●●●●●●●●●●	
TI GOAL 3: IMPROVE TRANSIT SERVICE OVER THE NEXT 20 YEARS.		
STRATEGY A: ENHANCE PUBLIC TRANSIT SERVICE.		
ACTION 1. Streamline local bus transit service delivery.	●●●●●●●●●●	Need bus to stop in Walmart Shopping Center off US 78/Crestwood.
ACTION 2. Improve local transit stops and amenities.	●●●●●●●●●●	Bus shelters, Harris Homes.
ACTION 3. Plan for Bus Rapid Transit as a high capacity transit service.	●●●●●●●●●●	



Figure 2.4: East Lake Transportation Comments Map

East Lake Proposed Sidewalk Facilities

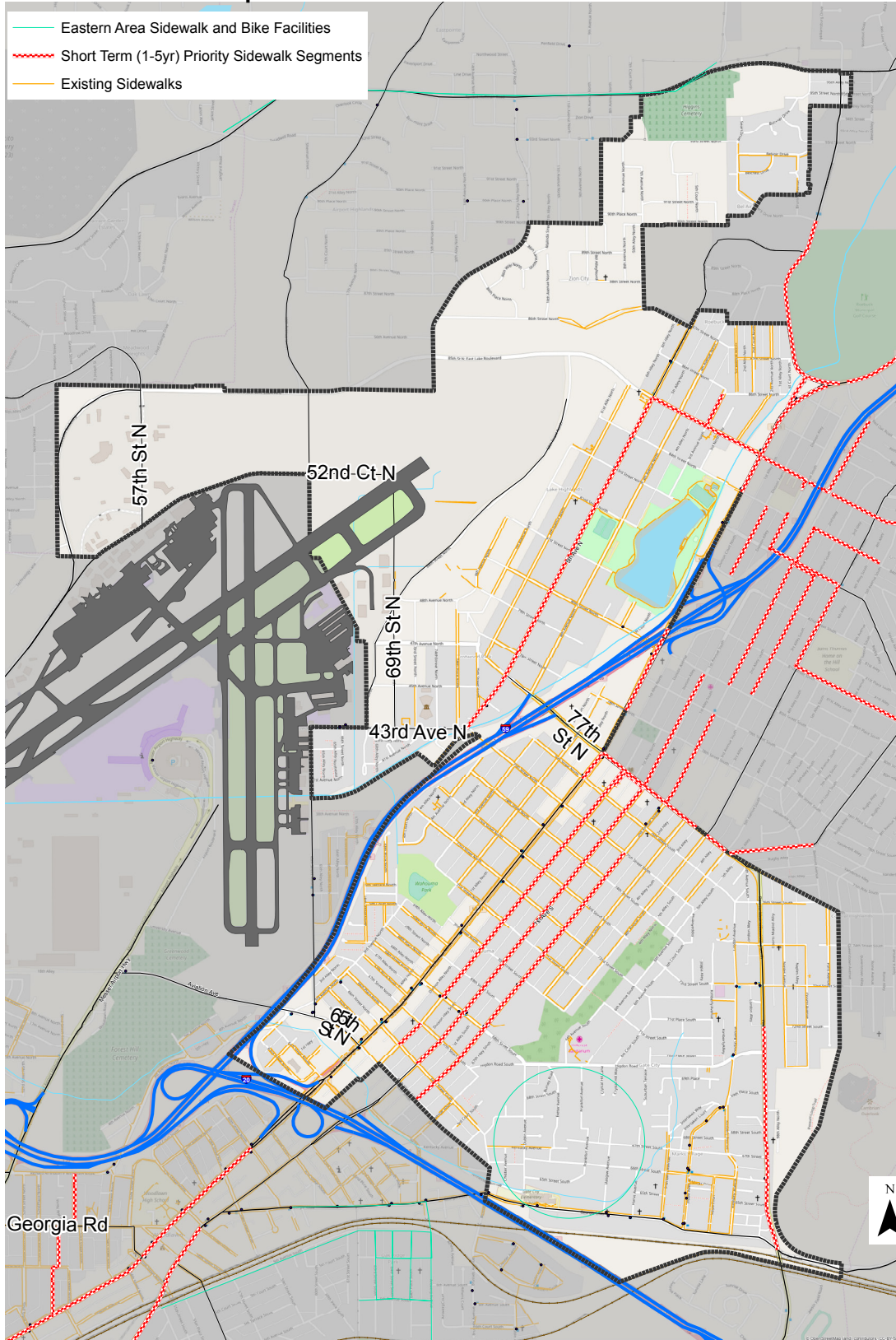


Figure 2.5: Woodlawn transportation Comments Map

Woodlawn Proposed Sidewalk Facilities

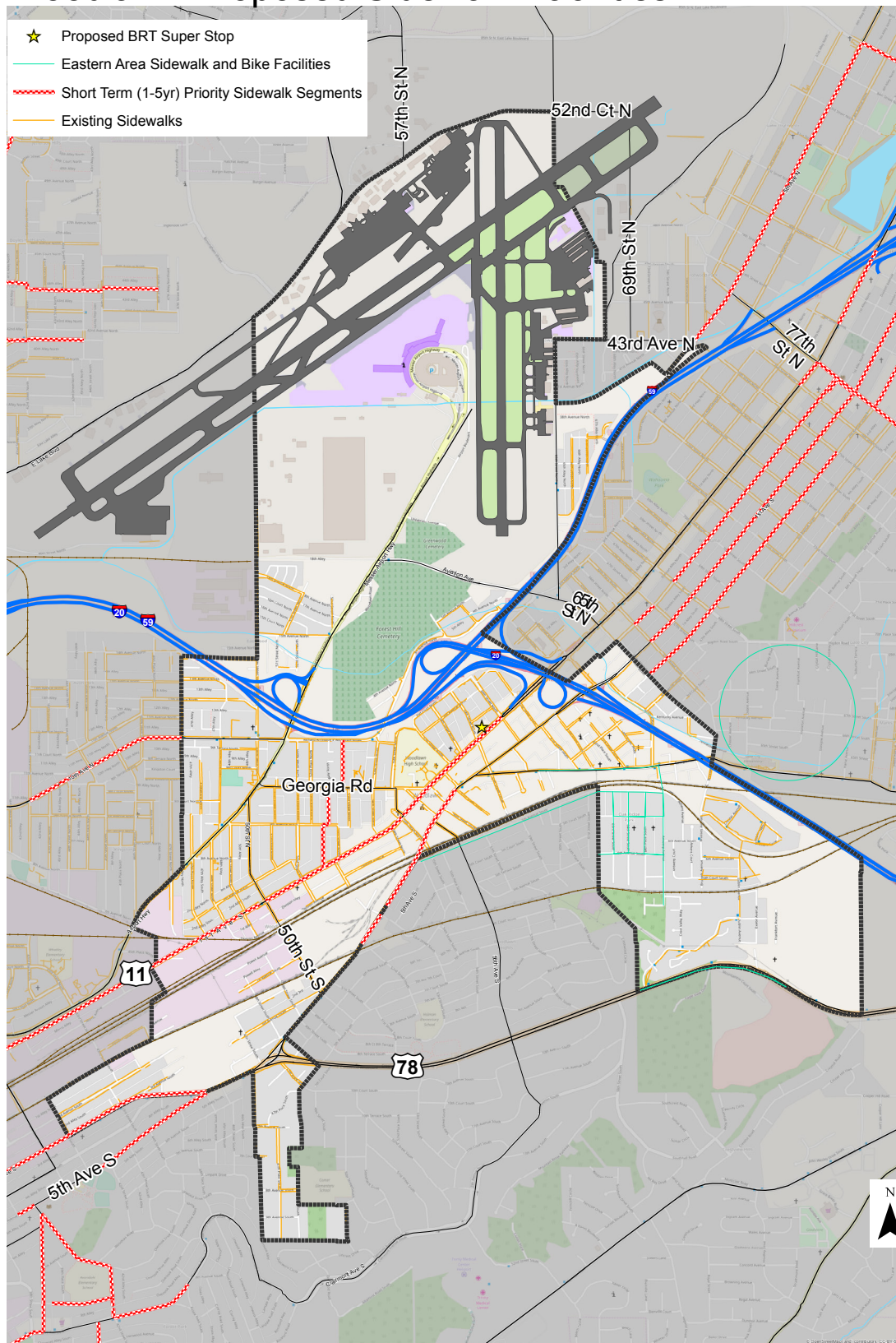
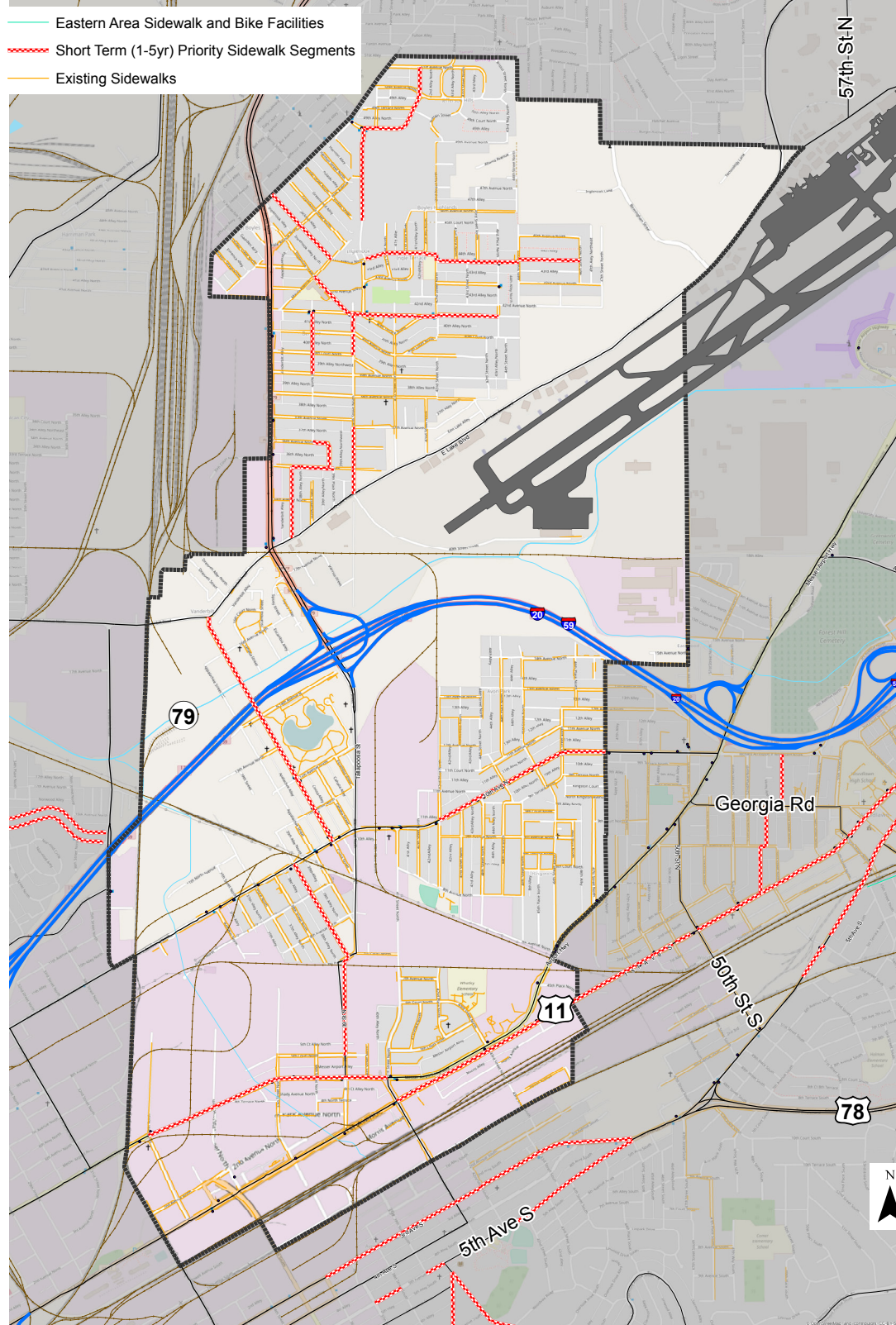


Figure 2.6: East Birmingham Transportation Comments Map

East Birmingham Proposed Sidewalk Facilities



STRATEGIC OPPORTUNITY AREAS & OPPORTUNITY SITES

Large format maps were provided for the East Lake Strategic Opportunity Area and the Woodlawn Strategic Opportunity Area. Attendees were asked to place a numbered dot on areas where they saw issues or had ideas for future development, and were asked to write down their specific comments and recommendations. Residents' input will be used to help fine tune proposals and recommendations for each Strategic Opportunity Area.

This meeting featured two strategic opportunity areas that are intended to serve as a catalyst for change, growth, and redevelopment within the community. The sites were identified through the market analysis process and by the planning team. To give specific ideas and feedback, meeting attendees were asked to place numbered dots on large maps for each of the strategic opportunity areas, and to provide their corresponding comment on a comment sheet. Feedback generated will be used to determine specific recommendations for each Strategic Opportunity Area.

East Lake

Why East Lake?

- **Redevelopment & Revitalization Opportunities:**
 - Habitat for Humanity Cascade Parc Development
 - East Lake Commercial Revitalization District
 - Opportunity for redevelopment of vacant and underutilized retail along 1st Avenue North
- **Existing Recreational Amenities**
 - Wahouma Park
 - Downey Park
- **Existing Educational Facilities**
 - Barrett Elementary School

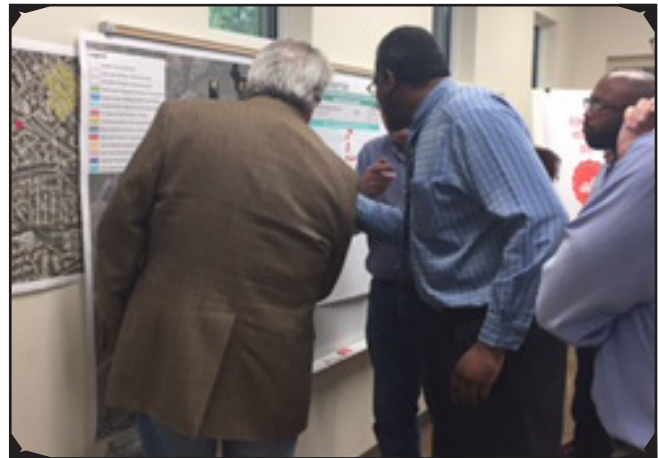
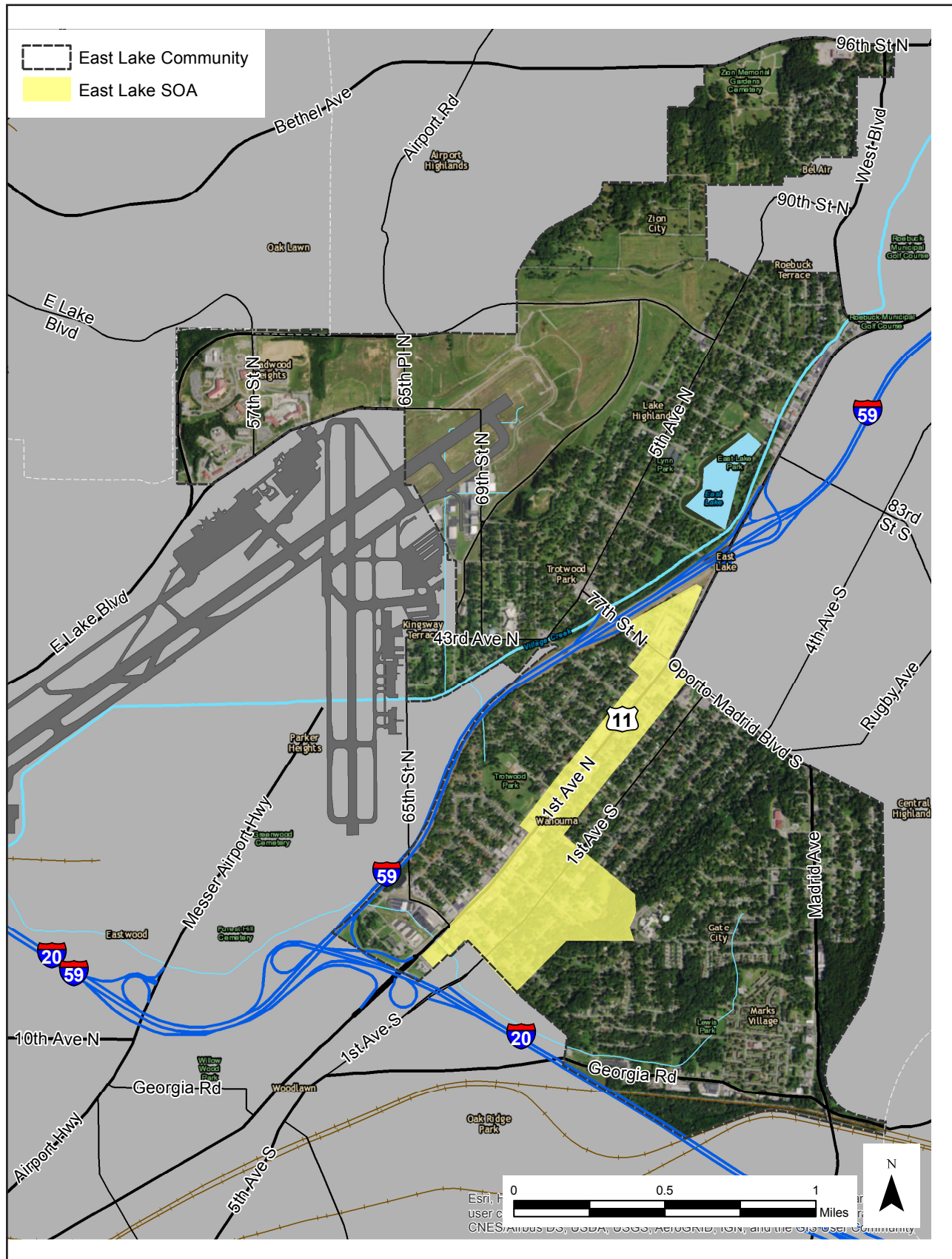


Figure 2.7: East Lake Strategic Opportunity Area Map



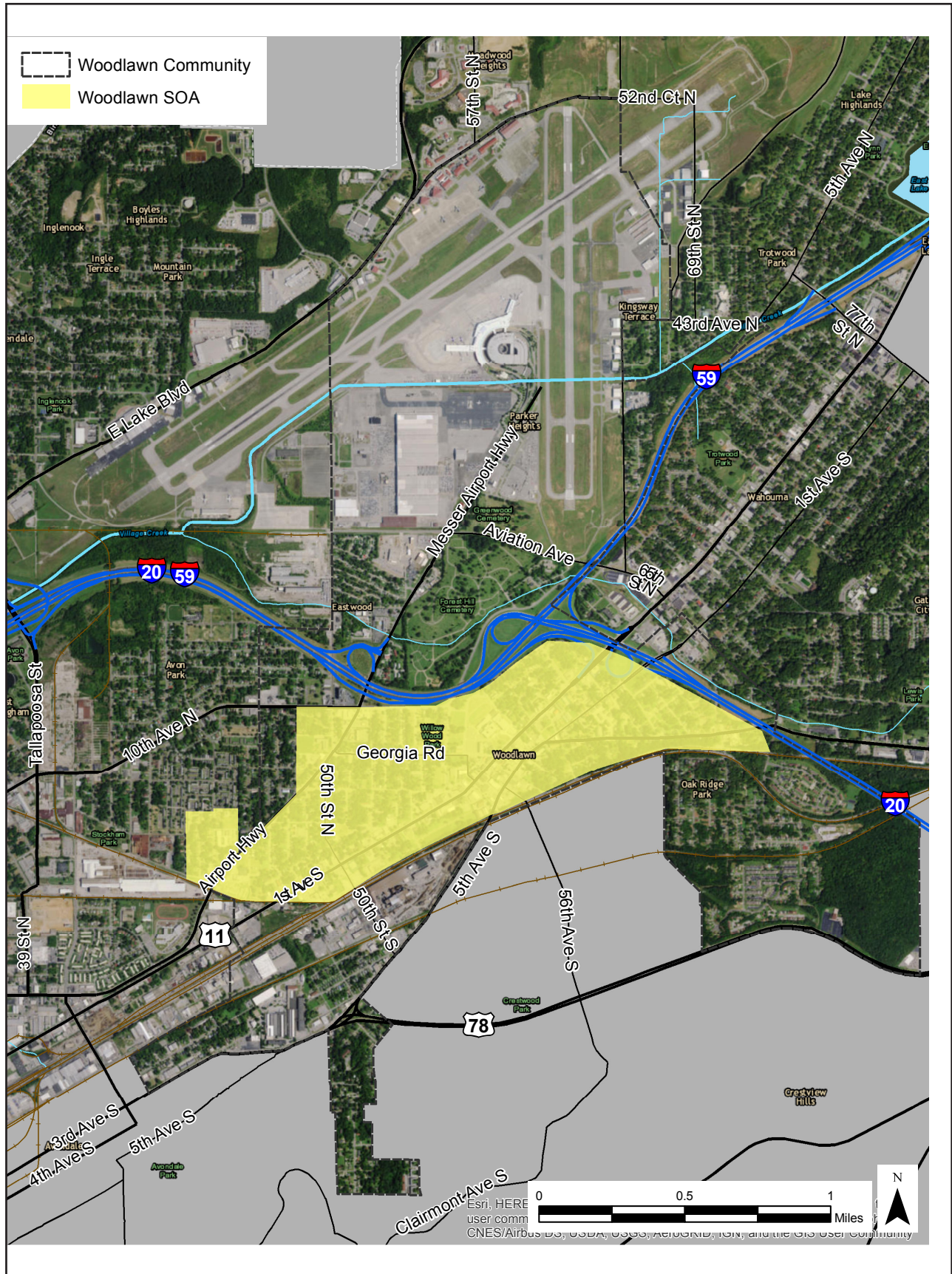
Woodlawn

Why Woodlawn?

- **Redevelopment & Revitalization Opportunities:**
 - Affordable housing developments by Woodlawn Foundation
 - Woodlawn Commercial Revitalization District
 - Opportunity for redevelopment of vacant and underutilized retail
 - Potential to utilize historic tax credits in Woodlawn Historic District
 - Redevelopment of former Gibson Elementary School and surrounding blighted properties
- **Existing Recreational Amenities**
 - Willow Wood park
- **Existing Educational Facilities**
 - Corner Stone Elementary School
 - Hayes K-8 School
 - Woodlawn High School



Figure 2.8: Woodlawn Strategic Opportunity Area Map



GOALS, STRATEGIES, AND ACTIONS MEETING PRESENTATION



Imagine
BIRMINGHAM
COMMUNITY FRAMEWORK PLANS

EASTERN AREA FRAMEWORK PLAN

2ND PUBLIC MEETING
TUESDAY, APRIL 11, 2017
BROWNSVILLE HEIGHTS COMMUNITY CENTER



PROJECT TEAM

CITY OF BIRMINGHAM

- Jason Hjetland, Senior Planner
 - Jason.Hjetland@Birminghamal.gov
 - 205-254-2693
- Kimberly Speorl, Senior Planner
 - Kimberly.Speorl@Birminghamal.gov
 - 205-254-7712

**REGIONAL PLANNING COMMISSION
OF GREATER BIRMINGHAM**

- Mikhail Alert, Senior Planner
 - malert@rpcgb.org
 - 205-264-8427





STUDY AREA

4 COMMUNITIES

- Airport Highlands
- East Birmingham
- East Lake
- Woodlawn

19 NEIGHBORHOODS
24.3 SQUARE MILES

PURPOSE

- **2013 Comprehensive Plan**
 - Set forth broad visions and goals
 - Proposed general city-wide action items
 - Recommended 9 area framework plans
- **Framework Plans**
 - Local follow-ups to the comprehensive plan
 - Apply the comprehensive plan's goals
 - More targeted, more specific

THE PLAN ANSWERS

WHAT IS THE STATE OF THE EASTERN AREA?

- Profile of current demographic, market, land use and development trends
- Inventory of departments, boards, public services and infrastructure

WHAT WOULD PEOPLE LIKE THE EASTERN AREA TO LOOK LIKE IN THE FUTURE?

- Vision statement
- Lists citizens issues and desires

HOW WILL THE EASTERN AREA ACHIEVE THAT VISION FOR THE FUTURE?

- Outlines goals and recommended actions
- Implementation through administrative actions and programs

TIMELINE



FINAL PRODUCT

Existing Conditions & Final Plan

1. Community Renewal
2. Green Systems
3. Economic Vitality
4. Transportation & Infrastructure
5. Future Land Use
6. Implementation



Existing Conditions document for the Eastern Area Framework Plan is online at www.imaginebham.com!!



TONIGHT'S ROLE

A General Discussion about the Area

- We will present our **major findings**.
- Ask you to **provide feedback** about your concerns and ideas during **community breakout activities**.
- After the meeting, we will begin **crafting specific recommendations for the SOAs** and we will **finalize the draft plan** for discussion at the next public meeting.



RECAP OF PUBLIC INPUT

- **394** website visitors (unique visitors as of 4/10/2017)
- **124** Visioning Survey Participants
- **81** Kick-off Public Meeting attendees
- **55** students attended our "Planning & the Eastern Area Framework Plan" Meeting at Woodlawn High School.
- **1** Stakeholder Meetings
- **6** e-blasts (so far)

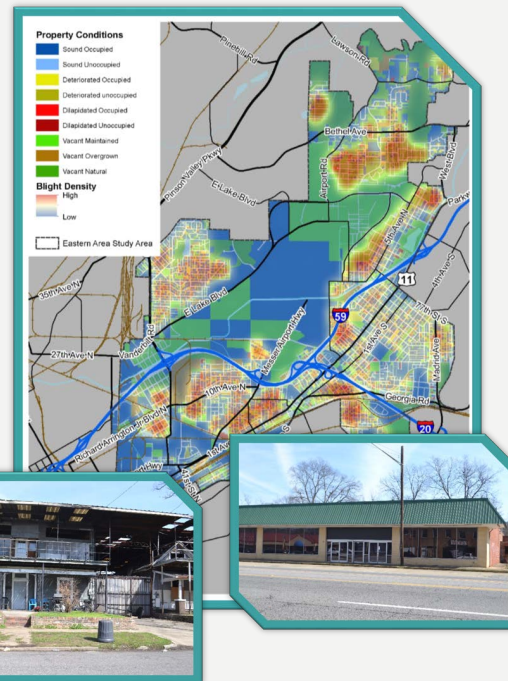


Plan Elements	I like (existing)	I don't like (existing)	I want to see...
EDUCATION & TRAINING (Early education access to children, GED, ESL, High School, Postsecondary)		NARROW JUMP ROADS	SMALL ZONES SPECIAL OCCUPATIONAL FACILITIES BETTER TRANSPORTATION
BUSINESS OPPORTUNITIES (What type of businesses would you like to see? Successes for startups, small businesses, entrepreneurs, etc.)			Like fast system Black Owned Business Financial District Lobby for Small Business
POTENTIAL AREAS FOR REDEVELOPMENT (Please map)			Small businesses Home of Small Business Small Business Support Small Business Support Small Business Support



CHALLENGES

- High concentrations of **blight and abandoned housing**.
- **Vacant retail** and underutilized spaces.
- **Limited retail choices** within proximity to communities – **grocery stores, medical service providers, restaurants, family friendly businesses, and general retail**.
- Numerous **vacant** and **tax delinquent parcels**.
- **High unemployment** rate with **limited job opportunities**.
- **Crime** and safety of the area.



STRATEGIC OPPORTUNITY AREAS

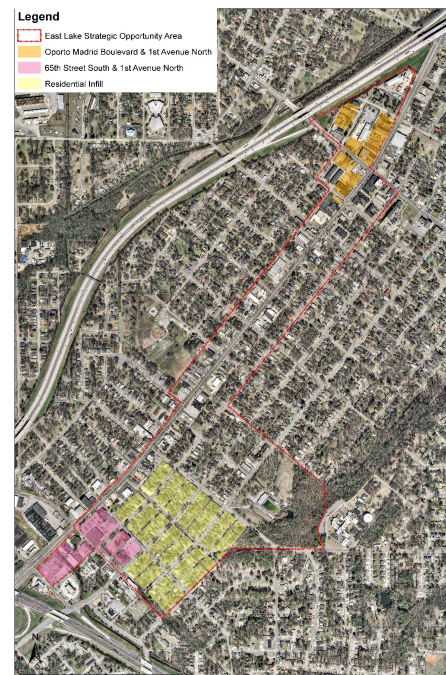
- Strategic Opportunity Areas are locations in **which investments, public improvements and regional interests are focused** in order to spur growth and development that can spread to multiple neighborhoods in a community.
- Most Strategic Opportunity Areas are **centered either around existing community assets (hospitals, colleges, parks) or previously developed sites** that are **currently underutilized or vacant** (shopping centers, industrial parks).
- Parcels located within Strategic Opportunity Areas have the **highest likelihood of having their current zoning and land use changed to allow for mixed use**.

CATALYST SITES VS STRATEGIC OPPORTUNITY AREAS

- Catalyst Sites are **individual parcels or buildings** that are located within **strategic opportunity areas** or in **isolated parts of the community**.
- Catalyst Sites are focused on **redevelopment / reuse of existing structures** (schools, theaters, warehouses) while Strategic Opportunity Areas are focused on redevelopment / reinvestment of a larger area or number of structures.

EAST LAKE STRATEGIC OPPORTUNITY AREA

- **Redevelopment & Revitalization:**
 - Habitat for Humanity Cascade Parc Development
 - East Lake Commercial Revitalization District
 - Opportunity for redevelopment of vacant and underutilized retail along 1st Avenue North
- **Existing Recreational Amenities:** Wahouma Park and Downey Park
- **Existing Educational Facilities:** Barrett Elementary School



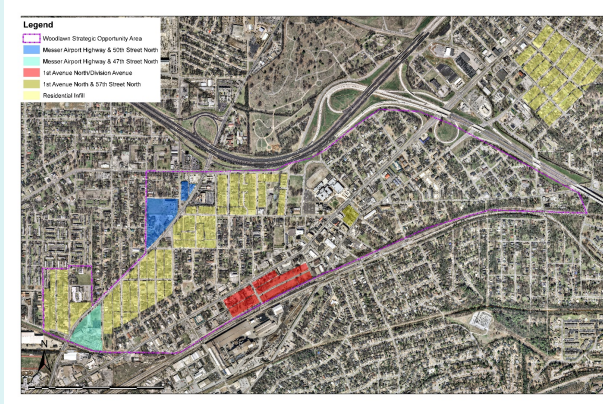
WOODLAWN STRATEGIC OPPORTUNITY AREA

• **Redevelopment & Revitalization:**

- Affordable housing developments by Woodlawn Foundation
- Woodlawn Commercial Revitalization District
- Opportunity for redevelopment of vacant and underutilized retail
- Potential to utilize historic tax credits in Woodlawn Historic District.
- Redevelopment of former Gibson Elementary School and surrounding blighted properties

• **Existing Recreational Amenities:** Willow Wood Park

• **Existing Educational Facilities:** Corner Stone Elementary School, Hayes K-8 School and Woodlawn High School



WHY ISN'T (_____) A STRATEGIC OPPORTUNITY AREA?



Many neighborhoods share similar problems that need to be addressed.

- Abandoned homes and vacant retail
- Dilapidated structures and tax delinquent property
- Public safety, city services and infrastructure (streets, sidewalks, stormwater)

THE ACTIVITIES

ACTIVITY INSTRUCTIONS

Strategic Opportunity Areas



Let us know what you would like or dislike about these proposed areas!

- Are these the best locations to focus civic and community growth?
- What activities should happen in these areas? (Housing? Education? Retail?

Outdoor Recreation?)

Please come by the tables and let us know your feedback! Your input helps us best draft the plan that reflects what the community wants to implement in the future!

GOALS, STRATEGIES AND ACTIONS

Goals represent the desired end result of community involvement and civic investment within a community.

CR Goal #1: Identify and Reduce Blight



GOALS, STRATEGIES AND ACTIONS

Strategies are the various methods that can be used by the community and the City to achieve the desired goals of the community.

Strategy A: Improve code enforcement & demolition.



GOALS, STRATEGIES AND ACTIONS

Actions are the specific tasks that would be implemented to enact the strategies identified in the Plan to make progress on our goals.

Action 1: Develop a comprehensive public database for properties.



Action 2: Create and distribute a Birmingham Code Enforcement Booklet.

ACTIVITY INSTRUCTIONS

Dot Surveys

Place a dot(s) next to the Goals and Strategies that focus on the following issues that you believe are the most important for the Framework Plan to address....

- ▶ Community Renewal (blight, city services, health, etc.)
- ▶ Green Systems (parks and green space)
- ▶ Economic Vitality (retail, businesses, jobs, etc.)
- ▶ Transportation and Infrastructure (streets, sidewalks, etc)



Community Renewal



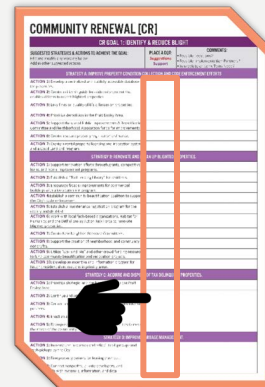
Green Systems



Economic Vitality



Transportation & Infrastructure

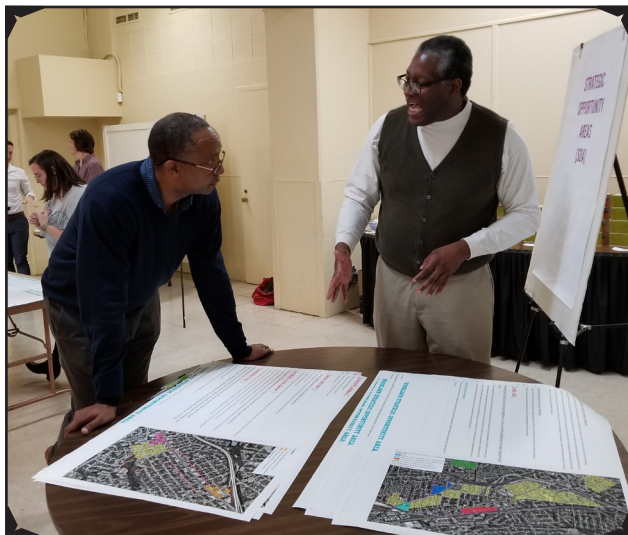




2.5.3. PUBLIC MEETING 3- NOVEMBER 14, 2017

The third and final public meeting for the Eastern Area Framework Plan was held on November 14, 2017 at the East Lake United Methodist Church. Citizens from all communities within the planning area were represented. A total of 10 attendees signed in. This meeting was a follow-up from the second public meeting for Eastern Area Framework Plan on April 11, 2017. The purpose of this meeting was to reveal the draft Plan for the Eastern Area communities to the public, garner final feedback on the various actions and the Future Land Use Map, and have participants prioritize the new actions that were added to the plan since April 11, 2017 meeting.

The chapters in the draft plan include specific recommendations to address issues for Community Renewal, Green Systems, Economic Vitality, Transportation and Infrastructure, and Strategic Opportunity Areas. The meeting was opened by City of Birmingham Principal Planner Tom Magee, and then a presentation from Senior Planner Maria Hines, from the Regional Planning Commission of Greater Birmingham (RPCGB) was given. After the presentation, attendees were encouraged to visit tables for each chapter and sign up for the plan's implementation committee. Each table was staffed with a planner from either the City of Birmingham or the RPCGB. The draft Framework Plan and its appendices (**Appendix A: Existing Conditions Document, Appendix B: Housing Analysis, Appendix C: Public Involvement Summary, and Appendix D: Strategic Opportunity Areas**) are available for review, download, and comment at www.imaginebham.com.



PRESENTATION

The presentation summarized citizens' top priority actions by Framework Plan Chapter (Community Renewal, Economic Vitality, Green Systems, Transportation and Infrastructure, and Future Land Use), reviewed recommendations for the Strategic Opportunity Areas, and provided changes made to the Future Land Use Map. **Pages 86 - 99** outline the presentation.



PROJECT TEAM

City of Birmingham

- Jason Hjetland, Senior Planner
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RPCGB
REGIONAL PLANNING COMMISSION
OF GREATER BIRMINGHAM

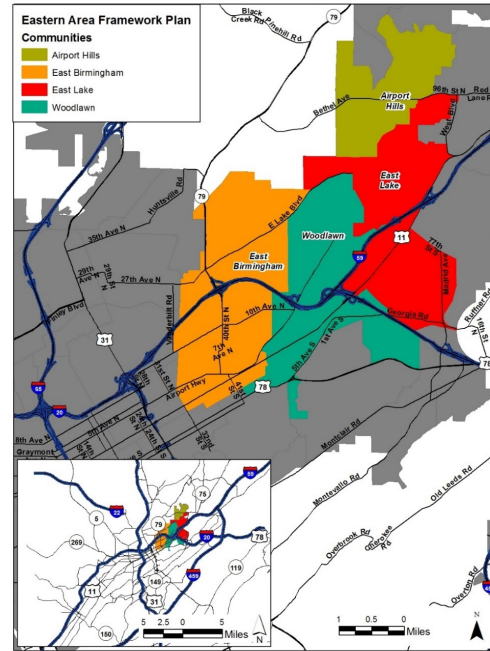
BIRMINGHAM
— FORWARD —
MAYOR WILLIAM A. BELL, SR.

Eastern Area

4 Communities

- Airport Hills
- East Birmingham
- East Lake
- Woodlawn

19 Neighborhoods



PURPOSE

2013 Comprehensive Plan

- Set forth broad visions and goals
- Proposed general city-wide action items
- Recommended area framework plans

Framework Plans

- Local follow-ups to the comprehensive plan
- Apply the comprehensive plan's goals to local areas
- More targeted, more specific



PLANNING PROCESS

Timeline

- August 2016 – Property Assessments
- December 2016 – Existing Conditions
- January – June 2017 – Public Visioning & Recommendations Forum
- July - October 2017 – Draft Plan
- **November – December 2017 – Final Plan Document & Public Endorsement**
- November – December 2017 – Zoning Update Meetings Commence



TONIGHT'S ROLE

Provide an overview of the Draft Framework Plan

- Review top priority actions
- Recommendations for SOAs
- Review changes to the Future Land Use Map
- Review new actions

THE PLAN

Contents

- Introduction
- Community Renewal
- Green Systems
- Economic Vitality
- Transportation & Infrastructure
- Future Land Use
- Implementation



“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 creating a safe environment and 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.”

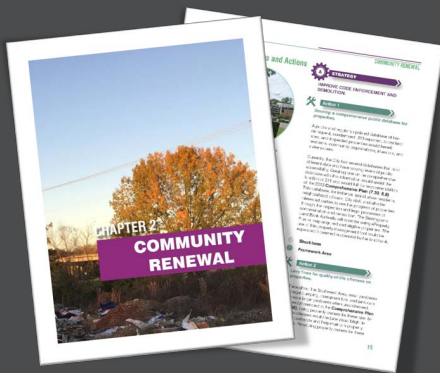
- Residents of the Eastern Area

THE VISION



PUBLIC INPUT RECAP

Community Renewal



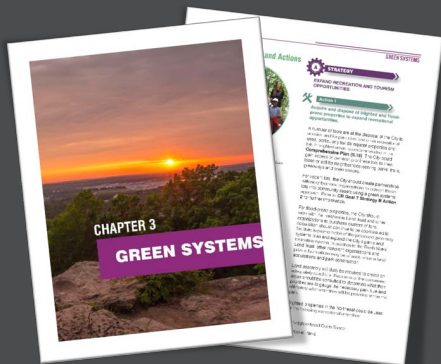
High Priority Actions

- **Support renovation efforts through grants, competitive loans, and home improvement programs.**
- Condemn and demolish dilapidated structures.
- Install trash cans in known dumping sites.
- Develop an illegal dumping and litter abatement task force to include public agencies, private businesses, and community groups involved in clean up.
- Introduce tax incentives to encourage grocers to locate to the area.
- **Dedicate additional police patrol to areas in/near crime hotspots.**
- Foster relationship between community and police staff.
- Demolish dilapidated structures proximate to crime hotspots.
- **Provide incentives to promote affordable housing options.**
- **Work with HABD, private developers, non-profits and other organizations to infill single and multi-family housing on underutilized properties.**



PUBLIC INPUT RECAP

Green Systems



High Priority Actions

- **Prioritize the construction of pocket parks and other green spaces in Woodlawn, Airport Highlands, Zion City, Brownsville Heights, Penfield Park, and Maple Grove.**
- Petition the Birmingham Parks and Recreation Board to dedicate funding for Downey Park.
- **Address issues at East Lake Park.**
- **Install green systems on blighted properties to reduce stormwater run-off and flooding in flood-prone areas.**
- Construct storm shelters within a 5-minute walk of residents.



PUBLIC INPUT RECAP

Economic Vitality



High Priority Actions

- Develop pre-college education programs for students.
- Increase awareness of Lawson State's Community College GED and dual enrollment programs
- Support local non-profits efforts to increase education in the Eastern Area.
- Improve transit service along commuting corridors in the area 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.
- **Work with Community Development Financial Institutions (CDFI) to increase access to capital for small businesses and entrepreneurs.**
- **Increase code enforcement.**
- Condemn and demolish blighted properties.
- Increase police presence.
- Redevelop sites adjacent to Messer Airport Highway & 47th Street North.



PUBLIC INPUT RECAP

Transportation & Infrastructure



High Priority Actions

- **Implement the short-term priority projects identified in the Birmingham Sidewalk Master Plan.**
- Consider appropriate Complete Streets elements in the Strategic Opportunity Areas.
- Conduct studies and regularly review relevant data at high accident locations to support operational changes and designs that improve safety.
- Enhance bus stop equipment and technology.



Strategic Opportunity Areas (SOAs)

East Lake Strategic Opportunity Area

- Incentivize, recruit, and attract a grocery store in the designated mixed-use district at the intersection of 1st Avenue North and Oporto-Madrid Road.
- Improve crosswalks at signalized intersections along 1st Avenue North to improve pedestrian safety. Priority intersections include:
 - Oporto-Madrid Road
 - 68th Street North
 - 65th Street / Aviation Drive

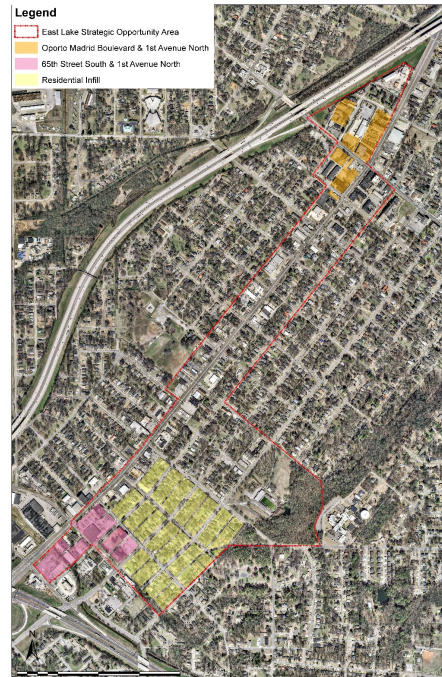
Strategic Opportunity Areas are locations in which investments, public improvements and regional interests are focused in order to spur growth and development that can spread to multiple neighborhoods in a community.

Most Strategic Opportunity Areas are centered either around existing community assets (hospitals, colleges, parks) or previously developed sites, that are currently underutilized or vacant (shopping centers, industrial parks).

Parcels located within Strategic Opportunity Areas have the highest likelihood of having their current zoning and land use changed to allow for mixed use.

VS.

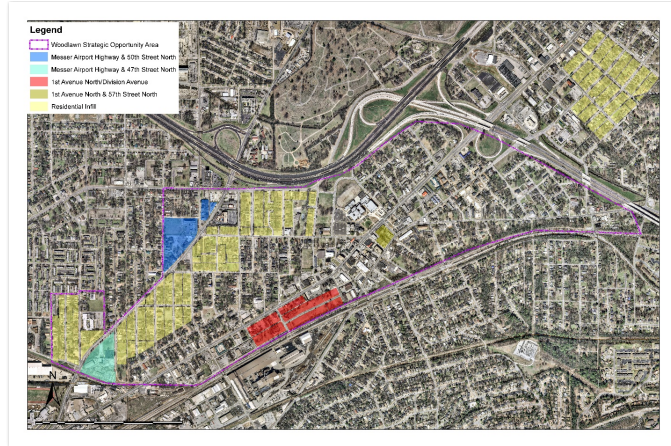
Catalyst Sites are individual parcels or buildings that are located within strategic opportunity areas or in isolated parts of the community.



Strategic Opportunity Areas (SOAs)

Woodlawn Strategic Opportunity Area

- o Create a public-private partnership between REV Birmingham, neighborhood associations within the Woodlawn community, and the City of Birmingham to incentivize vacant and underutilized structures in the proposed Woodlawn mixed-use district.
- o Improve crosswalks at signalized intersections along 1st Avenue North to improve pedestrian safety. Priority intersections include:
 - o Georgia Road
 - o 56th Street North
 - o 59th Street North



Strategic Opportunity Areas are locations in which investments, public improvements and regional interests are focused in order to spur growth and development that can spread to multiple neighborhoods in a community.

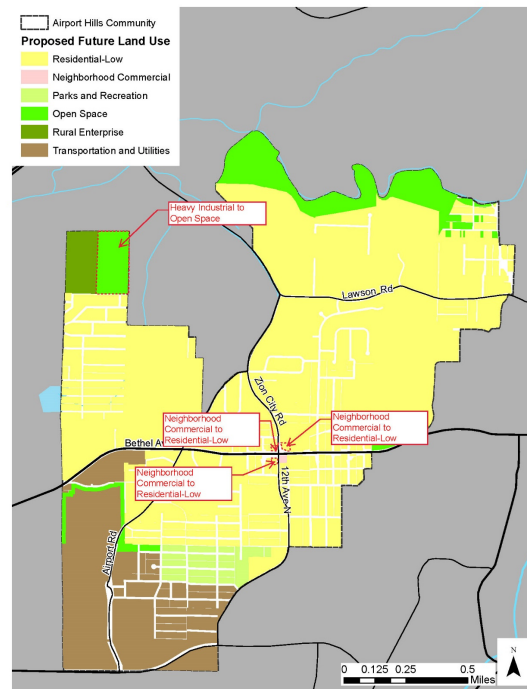
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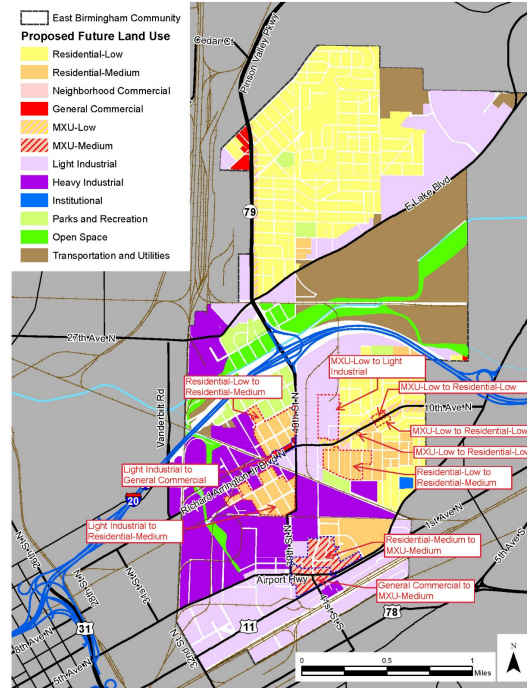
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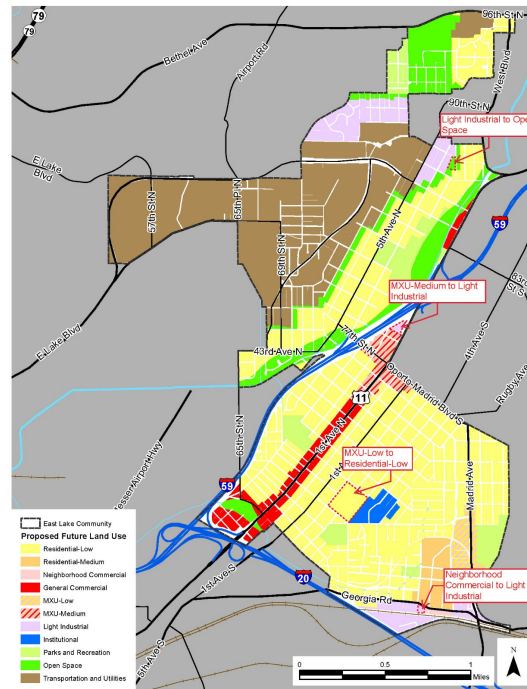
AIRPORT HILLS FUTURE LAND USE MAP



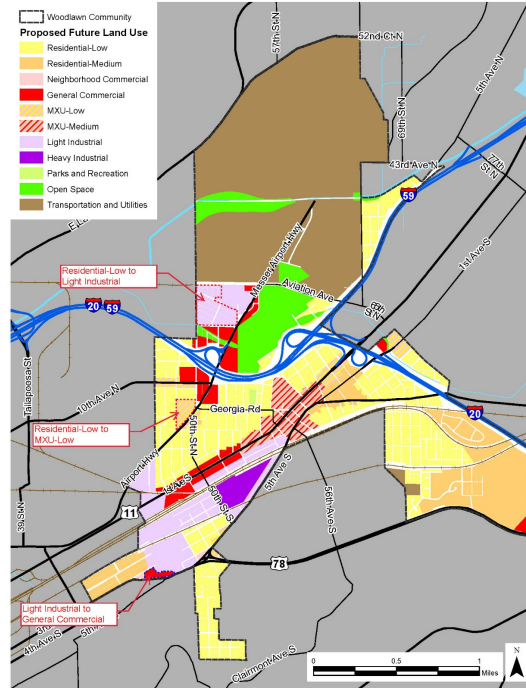
EAST BIRMINGHAM FUTURE LAND USE MAP



EAST LAKE FUTURE LAND USE MAP



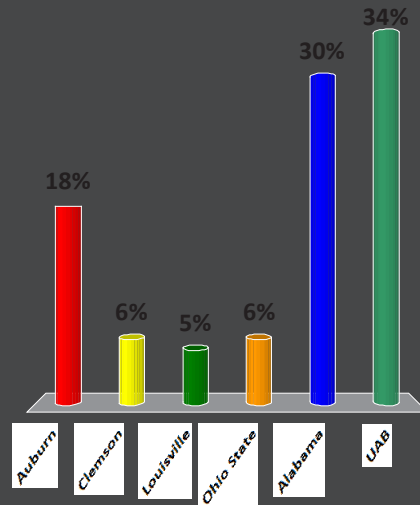
WOODLAWN FUTURE LAND USE MAP



THE ACTIVITIES

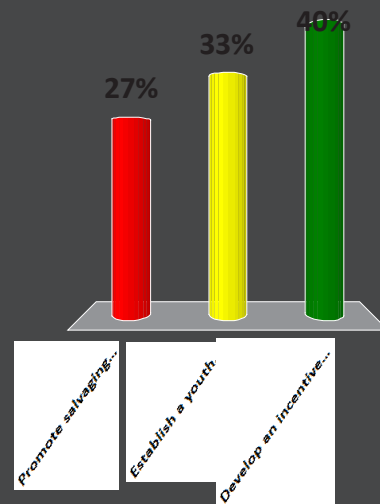
CFB Ranking. Choose your top 3 teams.

- A. Auburn
- B. Clemson
- C. Louisville
- D. Ohio State
- E. Alabama
- F. UAB



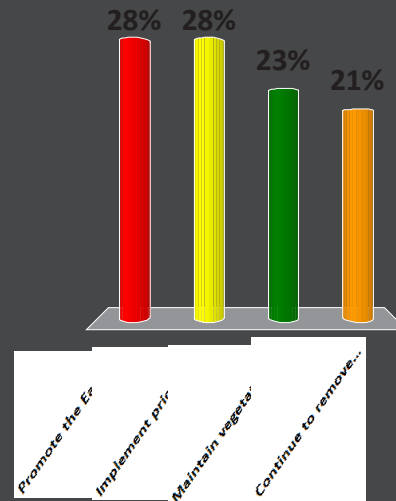
Rank Community Renewal Actions

- A. Promote salvaging...
- B. Establish a youth...
- C. Develop an incentive...



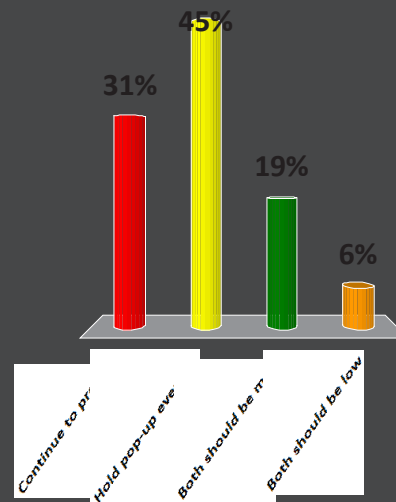
Rank Green Systems Actions

- A. Promote the East Lake...
- B. Implement priority projects...
- C. Maintain vegetation along...
- D. Continue to remove...



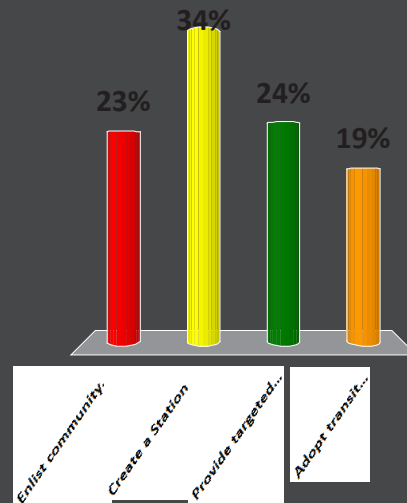
Rank Economic Vitality Actions

- A. Continue to promote...
- B. Hold pop-up events...
- C. Both should be medium
- D. Both should be low



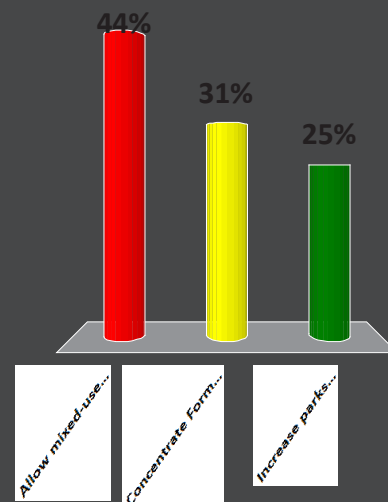
Rank Transportation Actions

- A. Enlist community...
- B. Create a Station...
- C. Provide targeted...
- D. Adopt transit...



Rank Future Land Use Actions

- A. Allow mixed-use...
- B. Concentrate Form...
- C. Increase parks...



Thank You!



IMPLEMENTATION BANNERS

After the presentation, attendees were invited to comment on the Framework Plan at tables arranged by chapter: Community Renewal, Economic Vitality, Green Systems, Transportation, and Future Land Use. At each banner, attendees were encouraged to sign up to serve on an Implementation Committee to help implement specific actions of the plan.

COMMUNITY RENEWAL

[GOAL 1: BEAUTIFY THE EASTERN AREA AND REDUCE BLIGHT OVER THE NEXT 20 YEARS]

- Develop a centralized and publicly accessible database for properties.
- Create a citizen's guide for code enforcement that enables citizens to report blighted properties.
- Levy fines on quality-of-life offenses on properties.
- Establish a community beautification coalition to support the City's code enforcement.
- Adopt a unilateral ordinance across jurisdictions to enforce similar property maintenance standards.
- Create a vacant property registration ordinance.
- Require that residential landlords have business licenses.
- Support renovation efforts through grants, competitive loans, and home improvement programs.
- Establish a "Tool Lending Library" for residents.
- Establish a "Birmingham Community ToolBank" for nonprofit organizations.
- Encourage facade improvements for commercial buildings with a tax abatement program.
- Work with local faith-based organizations and Habitat for Humanity to renovate blighted properties.
- Establish a youth-based housing rehabilitation group to support renovations efforts in the Eastern and to engage youths.
- Collaborate with the Eastern Area Public Schools and other nonprofits to conduct a lot cleanup program.
- Establish a maintenance registration program for the elderly and disabled.
- Promote salvaging architectural elements and materials from historic buildings.
- Utilize "Go-Fund Me" and other crowd funding resources to fund community beautification and renovation projects.
- Condemn and demolish dilapidated structures.
- Enlist Habitat for Humanity to assist with demolishing dilapidated structures.
- Acquire blighted properties in Woodlawn under the provisions in the Woodlawn Urban Renewal and Urban Redevelopment Plan.
- Acquire tax delinquent properties through the Land Bank to reduce blight and stabilize the community.
- Target blighted properties that are "ideal" for acquisition by Habitat for Humanity.
- Enact an adaptive reuse ordinance.
- Repurpose publicly-owned abandoned facilities to meet the needs of the community.
- Convert vacant lots into productive uses.
- Allow guerilla gardening on City owned properties.
- Increase the frequency and reliability of trash pickups by the City.
- Fine property owners for leaving trash out.
- Install trash cans in known dumping sites.
- Develop an illegal dumping and litter abatement task force to include public agencies, private businesses, and community groups involved in clean up.
- Focus on developing activities and programs designed to minimize illegal dumping.
- Create promotional materials to educate citizens on the harmful impacts on illegal dumping, i.e. human health, safety, cleanup costs, and water quality.





COMMUNITY RENEWAL

[GOAL 1: BEAUTIFY THE EASTERN AREA AND REDUCE BLIGHT OVER THE NEXT 20 YEARS]

- Install monitoring and surveillance cameras at known dump sites.
- Assure addresses are clearly labeled on all properties.
- Create a map highlighting illegal dumping hot spots.
- Use phytoremediation to mitigate the effects of harmful contaminants on sites.

[GOAL 2: IMPROVE THE WELL-BEING AND SECURITY OF CITIZENS IN THE EASTERN AREA OVER THE NEXT 20 YEARS]

- Increase awareness of the City's existing support services and programs.
- Use mobile health clinics (MHCs) to improve access to healthcare.
- Work with the Woodlawn Foundation to establish school-based health clinics in the East Lake Community to improve access to healthcare.
- Integrate and co-locate support services and programs to better meet the needs of the community.
- Utilize "competitive pricing" in schools to increase consumption of healthy foods/snacks in schools.
- Implement the Future Land Use Map/Plan to allow mixed-use development and encourage more services and retail within walking distance.
- Convert vacant properties into parks and playgrounds to increase accessibility to recreational activities.
- Integrate Complete Streets to accommodate pedestrians and bicyclists.
- Increase access to indoor recreational activities through shared use.
- Provide more youth programs at existing recreational centers.
- Partner with the Jones Valley Teaching Farm (JVTF) and faith-based organizations to create community gardens on vacant and other underutilized properties.
- Launch a "vacant-to-gardens" pilot program to encourage community members to adopt city-owned vacant lots for use as community garden.
- Work with the Jones Valley Teaching Farm (JVTF) to educate and train residents on the basics of planting vegetables and other produce.
- Partner with Jones Valley Teaching Farm (JVTF) to expand farm-to-school programs to all schools in the Eastern Area to increase awareness of healthy food choices.
- Support and encourage agricultural cooperatives.
- Increase access to healthy food options by working with Community Development Finance Institutions (CDFIs) and REV Birmingham.
- Introduce tax incentives to encourage grocers to locate to the area.
- Promote the use of Electronic Benefit Transfers (EBTs) at farmers markets to increase access to healthy foods.
- Use the City's Mobile Markets to provide healthy food options to residents.
- Dedicate additional police patrol to areas in/near crime hotspots.
- Foster relationship between community and police staff.



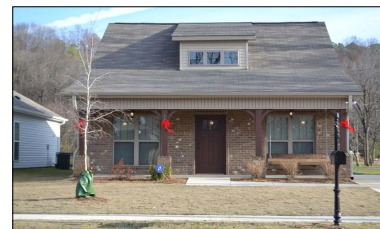
COMMUNITY RENEWAL

[GOAL 2: IMPROVE THE WELL-BEING AND SECURITY OF CITIZENS IN THE EASTERN AREA OVER THE NEXT 20 YEARS]

- Establish a neighborhood watch group to provide police with additional "eyes and ears" and to promote cooperation among residents and police.
- Work with schools and other community organizations to create and support a "SafePlace" program.
- Encourage residents to use the ATFHQ Report it app to report gun crimes and other criminal activity anonymously.
- Enforce the City's Leash Law to improve safety for pedestrians and bicyclists.
- Establish a youth police academy in the Eastern Area.
- Create a streetlight outage form to enable citizens to report streetlights that are out.
- Incorporate Crime Prevention through Environmental Design (CPTED) guidelines into the Planning Commission, Park, Schools and HABS Boards' review process for public spaces and facilities.
- Demolish dilapidated structures proximate to crime hotspots.

[GOAL 3: PROVIDE HIGH-QUALITY HOUSING OPTIONS FOR A RANGE OF INCOME LEVELS AND HOUSEHOLD SIZES.]

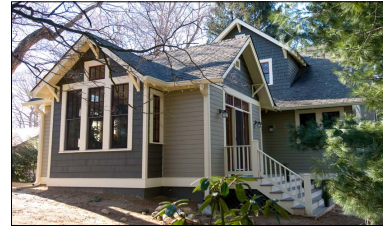
- Enforce the City's current building codes to reduce blight.
- Provide rehabilitation and maintenance assistance to residents.
- Encourage green, sustainable, and healthy homes.
- Develop an incentive and information program for historic residential restorations in priority areas.
- Utilize a place-based approach to public and private investment in the Eastern Area.
- Implement the Future Land Use Map/Plan to allow a variety of housing types and densities.
- Adopt character-based codes in Strategic Opportunity Areas to accommodate a variety of housing forms, sizes and configurations.
- Incentivize green design.
- Provide incentives to promote affordable housing options.
- Promote the City's Property Acquisition Fund to increase access to capital for small or nonprofit developers of affordable housing.
- Focus expansion of affordable housing on land owned by public agencies within the city to reduce the acquisition costs for developers.
- Develop an affordable housing trust fund and other funding streams.
- Create and support a community land trust.
- Establish a rent-to-own program to increase home ownership in the neighborhood.
- Create an Artist Relocation Program to attract artists to the Eastern Area.
- Collaborate with Community Development Financial Institutions (CDFI) to increase access to capital for homebuyers and developers.
- Work with the local employers to create an employer-assisted housing program in Eastern Area.
- Partner with local developers and financial institutions to establish a "Come Home B'ham" housing program to attract families to the Eastern Area.
- Work with HABS, private developers, non-profits and other organizations to infill single and multi-family housing on underutilized properties.



COMMUNITY RENEWAL

(GOAL 4: ESTABLISH NEW PARTNERSHIPS AND PROACTIVELY ENGAGE CITIZENS TO ENSURE THE SUCCESSFUL IMPLEMENTATION OF THIS PLAN)

- Establish a faith-based coalition to improve the delivery of support services and assist community leaders with implementing the strategies and actions of this plan.
- Form partnerships with various groups and establish a point of contact for each partnership.
- Develop a "Community Feedback Loop" that allows residents, community leaders, the City and other vested partners to stay updated on community renewal efforts.
- Utilize crowdfunding to promote ownership of small projects.



TOP PRIORITIES

1. Support renovation efforts through grants, competitive loans, and home improvement programs. (CR-1B1)

POTENTIAL PARTNERS:

Birmingham Land Bank Authority; Dept. of Community Development

PLAN TEXT:

The following grants, loans and home improvement programs should be advertised to increase public awareness:

Critical Repair Grant Program, City of Birmingham through CDBG: Provides homeowners up to \$7,500 for structural and plumbing repairs and modernization of electrical and mechanical equipment.

Housing Emergency Grant Program through CDBG: Provides grants for low-income homeowners towards emergency repairs.

Housing Rehabilitation Loan and Deferred Payment Loan, City of Birmingham: Provides homeowners loans of up to \$40,000 for more comprehensive housing repairs.

2. Dedicate additional police patrol to areas in/near crime hotspots. (CR-2D1)

POTENTIAL PARTNERS:

Birmingham Police Dept.

PLAN TEXT:

The crime hotspots in the Eastern Area consist of the following areas: Wahouma and East Lake neighborhoods, along 1st Avenue North, between I-20 and 75th Street South; Inglenook Neighborhood, area immediately north of Inglenook Elementary School; Charles P. Marks Village; Tom Brown Village; and Morton Simpson Homes (see Figure XX). Efforts should be made by the Birmingham Police Department to concentrate more officers in the aforementioned locations. A known perception of crime activity in communities hinders community development and attracts more malevolent activity.

Areas reported by Community:

- 1st Ave S 61st St S
- 9th Ave between 52-50th St

COMMENTS:

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

COMMUNITY RENEWAL

TOP PRIORITIES CONTINUED

3. Provide incentives to promote affordable housing options. (CR-3B5)

POTENTIAL PARTNERS:

Dept. of Community Development, Dept. of Planning, Engineering and Permits, Housing Authority of Birmingham District

PLAN TEXT:

The City should provide non-profits, private housing developers and public agencies with the following:

Low Income Tax Credits, New Market Tax Credit, Innovative Funding Source, Parking Reduction for Attached Units and Priority Building Permit Processing, Inclusionary Housing Ordinance, Fee Waiver and/or Deferral.

In addition to the aforementioned incentives, the City could also market the following state programs to residents through the City's website:

Step Up Mortgage Program, Mortgage Credit Certificates, Alabama Housing Trust Fund.

4. Work with HABD, private developers, non-profits and other organizations to infill single and multi-family housing on underutilized properties. (CR-3A15)

POTENTIAL PARTNERS:

Dept. of Community Development, Dept. of Planning, Engineering and Permits, Housing Authority of Birmingham District

PLAN TEXT:

Development should be concentrated in Strategic Opportunity Areas designated for residential medium density. Housing types such as single family detached houses, duplexes, triplexes, and fourplexes should be encouraged to allow for diverse family sizes, ages and income levels. Cottage developments- cluster of six to twelve homes on a single site ranging from 768 to 998 square feet – should also be encouraged. Cottages could serve as an affordable housing alternative for families and individuals, such as Baby Boomers, looking to downsize.

To supplement this action, the City should establish and maintain a property registry with sites that meet the following criteria identified by the HABD for affordable housing development:

Engaged Community

Achieving this plan's vision requires the active and ongoing participation of an engaged and active community. It is therefore essential that partnerships be established with the community, City and other interested parties to facilitate the implementation of this plan. Furthermore, improving public participation would allow better representation of typically under-represented groups such as youth, seniors and ethnic minorities in the plan's implementation.

The following goal and corresponding strategies and actions have been established to improve communication and coordination among the residents, the City and other groups that are invested in the Eastern Area.

COMMENTS:

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

[GOAL 1: PROVIDE ENRICHING RECREATIONAL OPPORTUNITIES WITHIN A TEN MINUTE WALK OF EVERY RESIDENT]

- Acquire blighted and flood-prone properties to expand recreational opportunities for residents.
- Provide opportunities for adults to play athletic games such as soccer, softball, kickball, basketball, etc. at beginner, intermediate, and competitive levels.
- Promote the East Lake Annual Fishing Rodeo and other outdoor activities throughout the Eastern Area.
- Promote and partner with the Silver Sneaker organization to expand recreational programming for seniors in the Eastern Area.
- Consider the feasibility of constructing a community center at Downey Park.
- Prioritize the construction of pocket parks and other green spaces in Woodlawn, Airport Highlands, Zion City, Brownsville Heights, Penfield Park, and Maple Grove.
- Partner with the Let's Move program to increase park activity.
- Petition the Birmingham Parks and Recreation Board to dedicate funding for Downey Park.
- Adopt CPTED principles for the design of parks, greenway and recreational facilities.
- Dedicate adequate funding for park maintenance and for capital improvements.
- Create "Friends of Parks" groups to support funding and maintenance of City owned parks and other recreational amenities.
- Update and maintain Inglenook Park.
- Update and maintain W.C. Patton Park.
- Update and maintain East Lake Park.
- Update and maintain Stockham Park.
- Update and maintain Wahouma Park.
- Update and maintain Oak Ridge Park.
- Implement the priority portions of the Red Rock Ridge and Valley Trail System.
- Implement the Birmingham Sidewalk Master Plan.
- Continue working with the Village Creek Society to increase access to recreational facilities for residents.

[GOAL 2: NATURAL WATER SYSTEMS ARE VALUED AND RESTORED TO IMPROVE HABITAT, WATERSHED HEALTH, AND WATER QUALITY, ESPECIALLY NEAR VILLAGE CREEK]

- Develop a system of green streets.
- Provide incentives and education to developers for green design.
- Provide incentives and education to homeowners for green design.
- Work with the State Legislature to amend Alabama Act No. 2014-439 (SB 355) [amending Act No. 95-775] to enable the City of Birmingham to adjust the current stormwater fee to provide more dedicated funding to manage the City's stormwater.
- Support the City as they draft the new Stormwater Ordinance that will require the use of low impact development (LID) or green infrastructure techniques in new developments to mitigate the impact of stormwater runoff citywide.

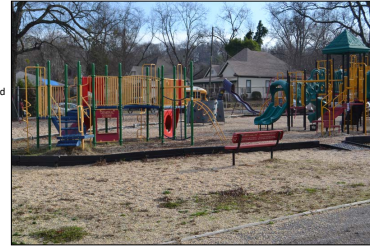


GREEN SYSTEMS

- Encourage the use of Best Management Practices (BMPs) on all new developments, post-construction to control soil erosion and minimize sediment runoff.
- Modify the subdivision ordinance to reduce excessive cut and fill grading, and the destruction of significant vegetation and wildlife habitats during the construction of new development.
- Pursue opportunities for acquisition, conservations, and restoration of open space along year-round streams and rivers through land use management and flexible zoning.
- Consider the feasibility of using large blocks of vacant land in Airport Hills, Brummitte Heights, and Zion City to plant pine trees to replenish the City of Birmingham's Urban Forest.
- Implement priority projects from the Village Creek Watershed Management Plan.
- Maintain vegetation along the Village Creek Corridor.

[GOAL 3: A PLAN FOR FLOOD RECOVERY AND LONG TERM RESILIENCE IS ESTABLISHED]

- Install green systems on blighted properties to reduce stormwater run-off and flooding in flood-prone areas.
- Partner with willing landowners and the Freshwater Land Trust to purchase properties that are repeatedly flooded.
- Continue to remove structures out of the Floodway.
- Adopt a riparian buffer ordinance.
- Integrate hazard mitigation plans with the Comprehensive Plan's implementation.
- Amend zoning, subdivision, and stormwater policies and regulations to promote environmental goals.
- Adopt the International Building Code and International Residential Code.



TOP PRIORITIES

1. Prioritize the construction of pocket parks and other green spaces in Woodlawn, Airport Highlands, Zion City, Brownsville Heights, Penfield Park, and Maple Grove. (GS-1 A5)

POTENTIAL PARTNERS:

PLAN TEXT:

By constructing pocket parks and other green spaces in Airport Highlands, Brownsville Heights, Maple Grove, Penfield Park, Woodlawn, and Zion City the Eastern Area would accomplish the Comprehensive Plan's goal (5.13) recommends that every resident be within a 10-minute walk to a park, greenway, or public open space. Pocket parks could be constructed on blighted and flood prone properties as recommended in Goal 1, Strategy A, Action 1 of this chapter.

2. Address issues at East Lake Park. (GS-1B8)

POTENTIAL PARTNERS:

PLAN TEXT:

The following projects have dedicated funding through the Phase II Park Bond. In total, East Lake Park has been allocated \$375,000.00 in funding for renovation.

- Pressure wash and paint pavilion.
- Clean Concessions then paint walls, floor and ceiling. Patch ceiling at cut-out.
- Redo lights and sinks.
- Replace interior and exterior doors with new doors.
- Replace windows with coiling doors.
- List restroom improvements as Alternate.
- Provide solid surface landing at existing playground.
- Pave and stripe parking lot at former Birmingham Police East Precinct.
- Provide swing gate and bollards with chain to deter thru-traffic at park access road near pool.
- List drainage rework at existing bleacher area behind pool house as Alternate.
- Replace three (3) sets of bleachers with 20'x30' bleachers on pads and make one set accessible from walking trail.
- Replace pier.

In addition to the funding mentioned above, the Phase II Park Bond designated a portion of \$368,000.00 and \$90,500.00 to complete projects for East Lake Park and other City parks.

- Replace pool building roof. (Portion of \$368,000.00)
- Replace pool surface. (Portion of \$90,500.00)

While the above projects have been funded, more could be done to maintain East Lake Park. Throughout the public involvement phase of this project and the Freshwater Land Trust Park Assessment, the following maintenance and

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

GREEN SYSTEMS

GREEN SYSTEMS

TOP PRIORITIES CONTINUED

improvement projects were recommended for East Lake Park.

- Revitalize.
- Renovate infrastructure.
- Construct a hotel to overlook the lake.
- Build a recreation center.
- Provide trash cans to eliminate litter issue.
- Increase park maintenance and clean up.

3. Install green systems on blighted properties to reduce stormwater run-off and flooding in flood-prone areas. (GS-3A1)

POTENTIAL PARTNERS:

Dept. of Planning, Engineering and Permits Stormwater Division and Floodplain Division

PLAN TEXT:

Green system projects that absorb and retain stormwater should be installed on tax-delinquent and publicly owned properties in the Eastern Area to reduce stormwater run-off and alleviate flooding. Table X.X lists the ten largest tax delinquent/land bank eligible properties in the Eastern Area for acquisition.

Another recommendation in this chapter proposes installing community gardens or recreational amenities on similar types of properties (see GS Goal 1, Action A.1). However, this recommendation seeks to install flood-mitigating uses on such properties. Properties in more environmentally sensitive areas and those with the greatest possible impact should be prioritized.

These green system projects could be installed by the City, neighborhood associations, nonprofits, property owners, or businesses. If a private entity decides to install one of these types of projects in a target area, the City could provide support through financial or regulatory incentives.

COMMENTS:

TASK FORCE MEMBERS
HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

ECONOMIC VITALITY

[GOAL 1: MAKE ACADEMIC, WORKFORCE DEVELOPMENT AND FINANCIAL LITERACY RESOURCES READILY AVAILABLE.]

- Develop pre-college education programs for students.
- Increase awareness of Lawson State's Community College GED and dual enrollment programs.
- Support local non-profit efforts to increase education in the Eastern Area.
- Create job training center and initiatives with Woodlawn High School potentially acting as a hub.
- Encourage students and adults to seek employment in the IT sector by connecting them to local initiatives.
- Conduct a career fair.
- Improve transit service along commuting corridors in the area as well as establish new stops in and around key locations, i.e., Strategic Opportunity Areas & catalyst sites.
- Encourage businesses to incorporate workforce training for their employees.
- Establish a workforce development collaborative with business community, residents, schools, and nonprofits.
- Develop sector-based training.
- Encourage local businesses to utilize the Basic Skills Education Credit.
- Develop "two generation" strategies by working to ensure at-risk youth can participate in early childhood education while simultaneously working to improve the skills of their parents.
- Partner with local organizations and CDFIs to conduct community financial literacy workshops in the Eastern Area.
- Work with CDFIs and local employers to establish a short-term small dollar loan program as an alternative to payday loans.

[GOAL 2: FOSTER A DIVERSIFIED ECONOMY THAT SUPPORT VIABLE COMMERCIAL, MIXED-USE, RESEARCH AND RETAIL DEVELOPMENT]

- Promote a Birmingham Community Payroll Tax Exclusion Program.
- Assist local businesses, developers and other entrepreneurs with gap financing.
- Encourage local businesses and employers to utilize the State of Alabama business tax incentives/credits.
- Explore the use of Industrial Revenue Bonds to expand the City's industrial sector.
- Develop initiatives to attract entrepreneurs to Birmingham to form new companies.
- Provide start-up help, training, technical and financial assistance to encourage entrepreneurship and business development.
- Establish a micro-business program to provide small-scale financing and technical assistance to businesses with 0-5 employees.
- Work with Community Development Financial Institutions (CDFI) to increase access to capital for small businesses and entrepreneurs.
- Implement the Birmingham Business Alliance Blueprint Birmingham plan to improve coordination of regional small business services.
- Continue to promote the City's Enterprise Zone (EZ) program.
- Make market data readily available to existing and potential businesses.
- Support and develop commercial and retail mixed-use areas around key Strategic Opportunity Areas & Catalyst sites.
- Recruit businesses based on the potential identified in the market analysis.



ECONOMIC VITALITY

[GOAL 2: FOSTER A DIVERSIFIED ECONOMY THAT SUPPORT VIABLE COMMERCIAL, MIXED-USE, RESEARCH AND RETAIL DEVELOPMENT]

- Update the City's Future Land Use Map and Zoning Ordinance to allow for mixed-use development in compatible locations.
- Increase code enforcement.
- Condemn and demolish blighted properties.
- Increase police presence.
- Organize neighborhood business watch groups.
- Hold pop-up events and make temporary streetscape improvements in commercial areas.

[GOAL 3: PROMOTE THE REDEVELOPMENT OF PUBLICLY OWNED, OPPORTUNITY AND CATALYST SITES]

- Repurpose the former Gibson Elementary School and adjacent properties (Woodlawn).
- Redevelop sites adjacent to East Lake Blvd and Zion City Road.
- Redevelop sites adjacent to Jefferson Boulevard & Vanderbilt Road (State Highway 79).
- Redevelop sites adjacent to 40th Street North & 11th Avenue North.
- Redevelop sites adjacent to 85th Street North & 1st Avenue North (U.S. Highway 11).
- Redevelop sites adjacent to Oporto Madrid Boulevard & 1st Avenue North (U.S. Highway 11).
- Redevelop sites adjacent to Messer Airport Highway & 47th Street North.
- Redevelop sites adjacent to Messer Airport Highway & 50th Street North/Richard Arrington Jr Boulevard North.
- Redevelop sites adjacent to 5900 Airport Highway (former Kaiser/Pemco Facility) & Eastwood Housing Area.



TOP PRIORITIES

1. Work with Community Development Financial Institutions (CDFI) to increase access to capital for small businesses and entrepreneurs (EV-2B4)

POTENTIAL PARTNERS:

Birmingham: Venture South and NRS Community Development Federal Credit Union

PLAN TEXT:

CDFIs provide a variety of financial products and services to underserved communities, such as commercial loans and investments to small start-ups or expanding businesses; flexible underwriting and risk capital for community facilities; mortgage financing for low-income and first time homebuyers; and training and technical assistance in the areas of finance and business development (Source: www.cdfifund.gov). CDFIs also offer educational loans. Through the aforementioned products and services, CDFIs help to create economic stability as well as jobs and opportunities for community residents. Currently there are only two certified CDFIs in Birmingham: Venture South and NRS Community Development Federal Credit Union. The City and community leaders should work with Venture South and NRS Community Development Federal Credit Union to increase access to capital for small businesses and entrepreneurs.

2. Increase code enforcement. (EV-2D1)

POTENTIAL PARTNERS:

Community Development

PLAN TEXT:

See Chapter 2, Community Renewal CR Goal 1, Actions A1-A7.

COMMENTS:

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

ECONOMIC VITALITY

TRANSPORTATION

[GOAL 1: PROVIDE A WIDE RANGE OF TRANSPORTATION CHOICES THROUGH A MULTIMODAL TRANSPORTATION NETWORK.]

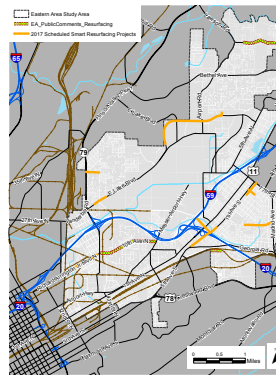
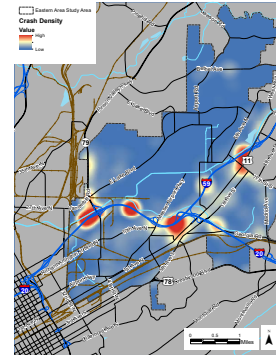
- Implement the short-term priority projects identified in the Birmingham Sidewalk Master Plan.
- Build out segments of off-road trails as identified in the Red Rock Ridge and Valley Trail System.
- Build out segments of on-street bicycle facilities as identified in the Red Rock Ridge and Valley Trail System.
- Receive Council endorsement for the City's Complete Streets Resolution.
- Consider appropriate Complete Streets elements in the Strategic Opportunity Areas.

[GOAL 2: MAKE INVESTMENTS TO THE TRANSPORTATION SYSTEM]

- Conduct traffic studies at high accident locations to improve dangerous intersections and roads.
- Develop neighborhood traffic calming programs.
- Utilize the new Pavement Mangement System to guide road resurfacing and reduce maintenance cost.
- Establish a Local Transportation Investment Program for infrastructure maintenance.

[GOAL 3: IMPROVE TRANSIT SERVICE OVER THE NEXT 20 YEARS]

- Streamline local bus transit service delivery.
- Improve local transit stops and amenities.
- Plan for Bus Rapid Transit as a high capacity transit service.



TOP PRIORITIES

1. Implement the short-term priority projects identified in the Birmingham Sidewalk Master Plan (T&I-1A1)

POTENTIAL PARTNERS:
Dept. of Birmingham Planning, Engineering and Permits

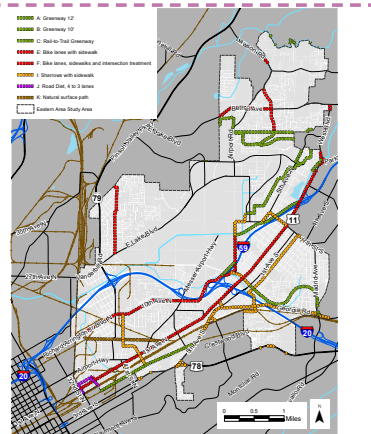
PLAN TEXT:
The 2016 Birmingham Sidewalk Master Plan includes a sidewalk inventory of the entire city, which is useful for understanding the areas of poor sidewalk conditions. The data is used to divide sidewalk priorities into four categories: short-term, mid-term, long-term and no sidewalks recommended. Table 5.X lists the recommended short-term (0-5 year) sidewalk construction and repair projects from the Birmingham Sidewalk Master Plan that are in the Eastern Birmingham area.

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

COMMENTS:

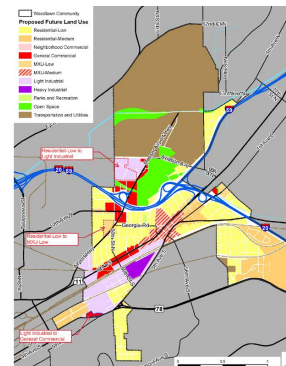
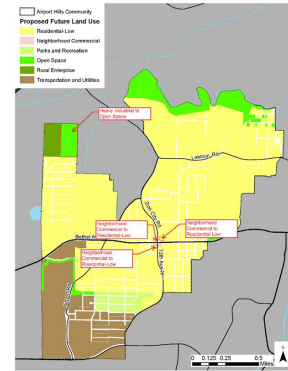
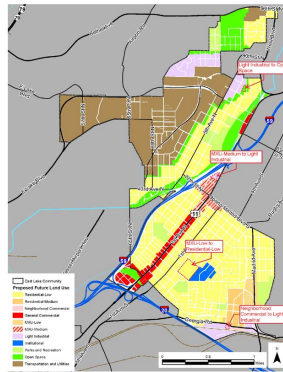
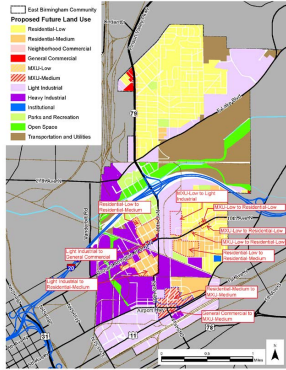


TRANSPORTATION

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.]

- Allow mixed-use development in and around the downtown Woodlawn area and the downtown East Lake area.
- Concentrate Form Based and urban design regulations in and around the downtown Woodlawn mixed-use area.
- Increase parks and open space in the flood prone areas.



[COMMUNITY RENEWAL]

- Youth and school oriented programs
- Blighted and deteriorated housing is a problem
- Desire for a community center...improve the old one
- Affordable housing

[GREEN SYSTEMS]

Convert blighted properties into recreational amenities.

- Desire for walking and biking trails that connect to Ruffner Mountain, East Lake Park and Wahouma Park
- Desire for a grocery store
- Flooding and stormwater- oak avenue
- As redevelopment occurs along 1st Avenue North, encourage developers to install landscaping and green infrastructure as a part of the new development.

[ECONOMIC DEVELOPMENT]

Encourage retail development that is suitable for the proposed East Lake mixed-use district.

- Create a public-private partnership between REV Birmingham, East Lake and South East Lake neighborhood associations, and the City of Birmingham to incentivize vacant and underutilized structures in the proposed East Lake mixed-use district.
- Encourage small-scale retailers and additional neighborhood goods and ser-vices to locate within the East Lake mixed-use district.
- Incentivize, recruit, and attract a grocery store in the designated mixed-use district at the intersection of 1st Avenue North and Oporto-Madrid Road.
- Partner with Woodlawn Foundation and other non-profits to establish a tutoring and mentoring program for at-risk youth.

[TRANSPORTATION]

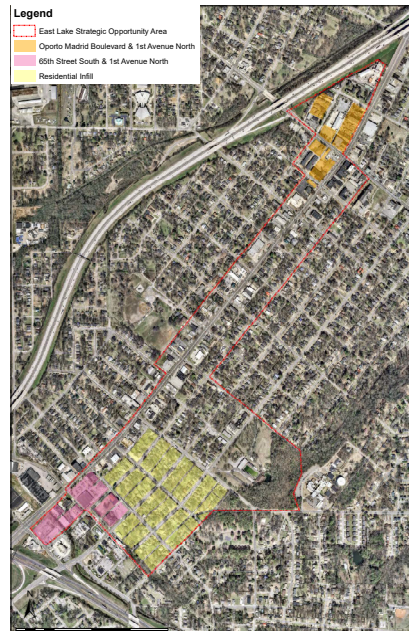
Maximize pedestrian travel along 1st Avenue North and other streets in East Lake Strategic Opportunity Area and surrounding areas of Birmingham by implementing the Red Rock Ridge and Valley Trail System, Birmingham Sidewalk Master Plan, and providing safe pedestrian crossings.

Vehicular Circulation System

- Limit private curb cuts and drives along 1st Avenue North as redevelopment occurs.

Traffic Calming

- Evaluate traffic control signage and regulatory signage to ensure minimum requirements are met, and signs are visible.



EAST LAKE STRATEGIC OPPORTUNITY AREA

[TRANSPORTATION]

Sidewalks

- Prioritize repair of sidewalks of the appropriate width along the following roadways:
 - Oporto-Madrid Road
 - 1st Avenue North
- Install ADA accessible sidewalks of the appropriate widths along all other streets intersecting 1st Avenue North as redevelopment occurs.

Bicycle Infrastructure

- Implement the Red Rock Ridge and Valley Trail System (RRVTS) by constructing the following bicycle and pedestrian infrastructure (as funding becomes available) to achieve Complete Streets policy goals and to accommodate increased pedestrian and bicycle activity due to revitalization and renewed interest as retail, dining, and job destinations.
 - 1st Avenue South (Bike Lane w/ Sidewalk)
 - Higdon Road (Bike Lane w/ Sidewalk)
- Explore the feasibility of constructing a Complete Street along 1st Avenue North.

Pedestrian Crossings

- Improve crosswalks at signalized intersections along 1st Avenue North to improve pedestrian safety. Priority intersections include:
 - Oporto-Madrid Road
 - 68th Street North
 - 65th Street / Aviation Drive

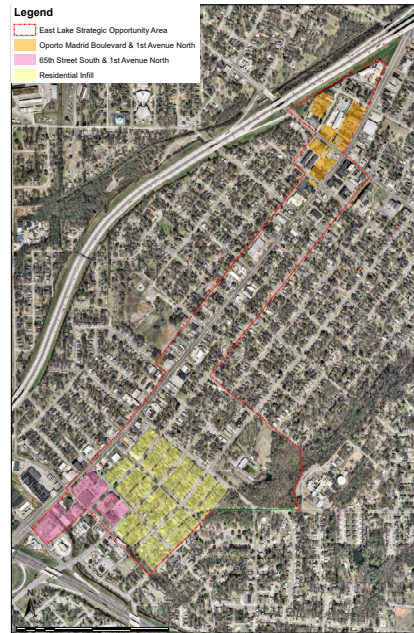
Construct a comfortable pedestrian environment that complements surrounding development, and screens unattractive areas.

Streetscape

- Consider financial incentives for a streetscape improvement program along 1st Avenue North. Streetscape improvements could include:
 - Planting street trees
 - Installing and maintaining street lights
 - Providing trash receptacles
 - Encourage outdoor seating at restaurants and retail centers
 - Displaying public art from local artists

Signage

- Implement pedestrian wayfinding along 1st Avenue North, Oporto-Madrid Road to key sites such as East Lake Park and Ruffner Mountain.
- Design signage that is compatible with the scale and design of surrounding sites and buildings. Make signs appropriate in scale to motorists and pedestrians.



EAST LAKE STRATEGIC OPPORTUNITY AREA

[TRANSPORTATION]

Transit

Improve bus travel time on arterial street networks.

- Public transit services are an important form of transportation for many East Lake residents. At present, there are two transit routes existing Birmingham Jefferson County Transit Authority (BJCTA) Max bus routes that either serve or pass through the East Lake Strategic Opportunity Area. Within the 2017 BJCTA Transit Development Plan, a number of bus routes are being examined for revisions in order to provide better service to the East Lake community. In addition, BJCTA will develop a Bus Rapid Transit (BRT) system which will develop a transit station within the Woodlawn central business district that will serve as a terminal point for multiple bus routes within the eastern side of Birmingham.

Improve local transit stops and amenities.

- Implement the 2017 BJCTA Transit Development Plan to revise existing routes to enhance ridership.
- Enhance bus stop locations (shelters and waiting areas), and coordinate signage with local wayfinding

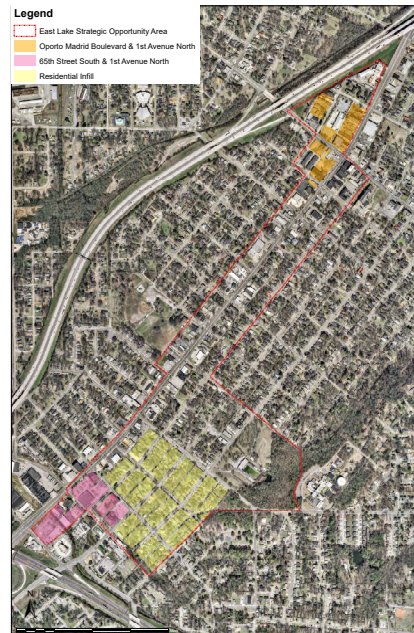
[LAND USE]

Promote Form Based and urban design regulations in and around the East Lake Strategic Opportunity Area.

- During the public planning process for the Eastern Area Framework plan, there was an expressed desire by stakeholders to allow for a mixed of uses within the East Lake Strategic Opportunity Area. Amending the Future Land Use Map to allow for Mixed Use-Low and Mixed Use-Medium uses will allow for a wider range of compatible uses and create a central gathering place -an urban village- for surrounding residents as redevelopment occurs. Existing institutional uses and school campuses are to remain within the Strategic Opportunity Area.

Land Use Recommendations

- Rezone portions of 1st Avenue North and Oporto-Madrid Road and adjacent properties within the East Lake central business district to allow for Mixed Use Medium uses under the Form Base Code to compliment established mixed-use district in South East Lake commercial district.



EAST LAKE STRATEGIC OPPORTUNITY AREA

[COMMUNITY RENEWAL]

- Youth and school oriented programs
- Blighted and deteriorated housing is a problem
- Desire for a community center...improve the old one
- Affordable housing

[GREEN SYSTEMS]

Convert blighted properties into recreational amenities.

- Desire for walking and biking trails that connect to Ruffner Mountain, East Lake Park and Wahouma Park
- Desire for a grocery store
- As redevelopment occurs along 1st Avenue North, encourage developers to install landscaping and green infrastructure as a part of the new development.

[ECONOMIC DEVELOPMENT]

Encourage retail development that is suitable for the proposed Woodlawn mixed-use district.

- Create a public-private partnership between REV Birmingham, neighborhood associations within the Woodlawn community, and the City of Birmingham to incentivize vacant and underutilized structures in the proposed Woodlawn mixed-use district.
- Encourage small-scale retailers and additional neighborhood goods and services to locate within the Woodlawn mixed-use district.
- Incentivize, recruit, and attract a grocery store in the designated mixed-use district along 1st Avenue North or 1st Avenue South.
- Partner with Woodlawn Foundation and other non-profits to establish a tutoring and mentoring program for at-risk youth.

[TRANSPORTATION]

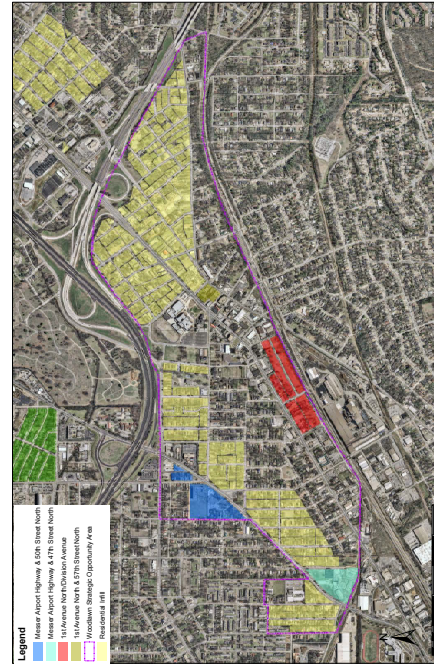
Maximize pedestrian travel along 1st Avenue North, 1st Avenue South and other streets in Woodlawn Strategic Opportunity Area and surrounding areas of Birmingham by implementing the Red Rock Ridge and Valley Trail System, Birmingham Sidewalk Master Plan, and providing safe pedestrian crossings.

Vehicular Circulation System

- Limit private curb cuts and drives along 1st Avenue North as redevelopment occurs.

Traffic Calming

- Evaluate traffic control signage and regulatory signage to ensure minimum requirements are met, and signs are visible.



WOODLAWN STRATEGIC OPPORTUNITY AREA

[TRANSPORTATION]

Sidewalks

- Prioritize repair of sidewalks of the appropriate width along the following roadways:
 - 1st Avenue South
 - 1st Avenue North
- Install ADA accessible sidewalks of the appropriate widths along all other streets intersecting 1st Avenue North as redevelopment occurs.

Bicycle Infrastructure

- Implement the Red Rock Ridge and Valley Trail System (RRVTS) by constructing the following bicycle and pedestrian infrastructure (as funding becomes available) to achieve Complete Streets policy goals and to accommodate increased pedestrian and bicycle activity due to revitalization and renewed interest as retail, dining, and job destinations.
 - 1st Street South (Bike Lane w/ Sidewalk)
 - Georgia Road (Bike Lane w/ Sidewalk)
- Explore the feasibility of constructing a Complete Street along 1st Avenue South and 1st Avenue North.

Pedestrian Crossings

- Improve crosswalks at signalized intersections along 1st Avenue North to improve pedestrian safety. Priority intersections include:
 - Georgia Road
 - 56th Street North
 - 59th Street North

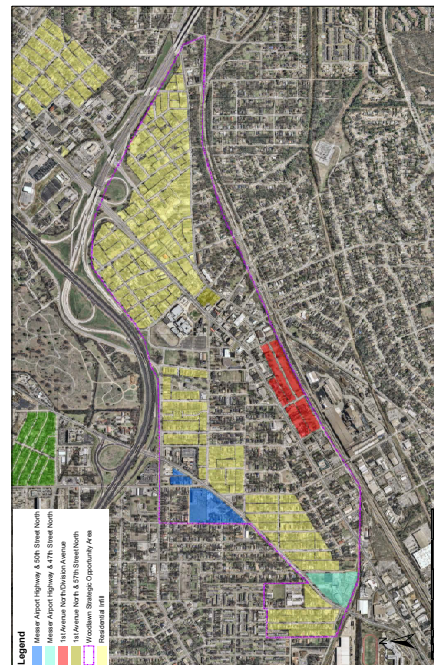
Construct a comfortable pedestrian environment that complements surrounding development, and screens unattractive areas.

Streetscape

- Consider financial incentives for a streetscape improvement program along 1st Avenue North. Streetscape improvements could include:
 - Planting street trees
 - Installing and maintaining street lights
 - Providing trash receptacles
 - Encourage outdoor seating at restaurants and retail centers
 - Displaying public art from local artists

Signage

- Implement pedestrian wayfinding along 1st Avenue North, 1st Avenue South and Georgia Road to key sites such as East Lake Park and Ruffner Mountain.
- Design signage that is compatible with the scale and design of surrounding sites and buildings. Make signs appropriate in scale to motorists and pedestrians.



WOODLAWN STRATEGIC OPPORTUNITY AREA

[TRANSPORTATION]

Transit

Improve bus travel time on arterial street networks.

- Public transit services are an important form of transportation for many Woodlawn residents. At present, there are four transit routes existing Birmingham Jefferson County Transit Authority (BJCTA) Max bus routes that either serve or pass through the Woodlawn Strategic Opportunity Area. In addition, BJCTA will develop a Bus Rapid Transit (BRT) system which will a) develop a transit station within the Woodlawn central business district that will serve as a terminal point for multiple bus routes within the eastern side of Birmingham and b) establish a number of BRT stations along 1st Avenue North as it travels west towards downtown Birmingham.

Improve local transit stops and amenities.

- Follow the 2017 BJCTA Transit Development Plan to realign existing routes to better serve the Woodlawn community and enhance ridership.
- Enhance bus stop locations (shelters and waiting areas), and coordinate signage with local wayfinding.

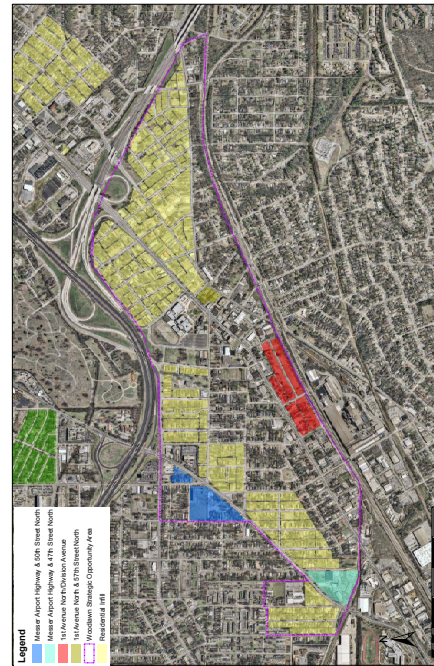
[LAND USE]

Promote Form Based and urban design regulations in and around the Woodlawn Strategic Opportunity Area.

- During the public planning process for the Eastern Area Framework plan, there was an expressed desire by stakeholders to allow for a mixed of uses within the Woodlawn Strategic Opportunity Area. Amending the Future Land Use Map to allow for Mixed-Use Low and Mixed-Use Medium uses will allow for a wider range of compatible uses and create a central gathering place - an urban village- for surrounding residents as redevelopment occurs. Existing institutional uses and school campuses are to remain within the Strategic Opportunity Area.

Land Use Recommendations

- Rezone parcels associated with the Woodlawn central business district and adjacent properties to allow for Mixed-Use-Medium uses under the Form Base Code.



WOODLAWN STRATEGIC OPPORTUNITY AREA

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**APPENDIX C:
PUBLIC
INVOLVEMENT
SUMMARY**