

PRATT ENSLEY

FRAMEWORK PLAN

OUTREACH
STRATEGIES

PUBLIC
PARTICIPATION #s

RESULTS +
FINDINGS

APPENDIX C: PUBLIC INVOLVEMENT SUMMARY

DECEMBER 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.

ACKNOWLEDGMENTS

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CHAPTER 1

**OUTREACH
STRATEGIES**

1.1. OUTREACH STRATEGIES

No longer does “public involvement” consists of a single meeting or series of meetings held at a single location. Instead, the Pratt Ensley Framework Plan set out to engage the community through a robust set of tools and techniques. A key objective of this effort was to build an outreach strategy in which the average citizen could participate in the Framework Plan process without ever having to set foot in a public meeting. In other words, a participant 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 technology-challenged, and both the fully engaged and the unengaged.



Interested in making the Plan a reality?

The purpose of this Survey is to obtain contact information for individuals interested in joining the Pratt Ensley 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 Pratt Ensley 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.

[Pratt Ensley: Implementation Survey](#)

Click below for the Pratt Ensley Framework Plan Existing Conditions Document

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 services.

Draft Goals, Strategies, and Actions Public Meeting Summaries

Click below to view our summary of the 2nd Public Meeting for the Pratt Ensley Framework Plan.

[Pratt: Strategies and Actions May 2 Meeting Summary](#)

[Ensley: Strategies and Actions March 21 Meeting Summary](#)

Want to know what we learned at the January 31, 2017 Kick-off meeting?

Click below to read our Kick-off meeting summary.

[Pratt Ensley: Jan 31 Kick Off Meeting Summary](#)

View the Results from the Visioning Survey

Click below for the survey results

[Pratt Ensley: Visioning Survey Results](#)

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 Pratt Ensley 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 Pratt Ensley Framework planning team the highest priorities and needs of the citizens of the Pratt Ensley communities. The survey was promoted via E-blasts, as well as promoted on the RPCGB and the Imagine Bham Facebook and Twitter pages. Hard copies of the survey were also made available at the Kickoff Open House on January 31, 2017. The survey was open for answers from January through September 2017.

1.3.2. IMPLEMENTATION SURVEY

As part of the Pratt Ensley Framework Plan development process, the project team conducted an implementation multiple-choice question survey on SurveyMonkey.com. The 6 question survey was used to identify individuals interested in participating on the implementation committee. A direct link to the survey was hosted on the project website, and it was promoted via E-blasts and through social media. The survey was open for answers from May through September 2017.

***Pages 19-28 provide results for the visioning survey.**

1.4. EMAIL E-BLASTS

E-mail was used as a major form of communication of information for the Pratt Ensley Framework events, calls to action and other major milestones. Recipients included an initial list of stakeholders created by the Regional Planning Commission of Greater Birmingham and e-mail subscribers who opted-in on the project website and at face-to-face events. It was intentioned that the e-mail subscriber list would grow as the effort moved forward.

***See page 29 Chapter 2 of this document for copies of the public meeting flyers.**

1.5. SOCIAL MEDIA

1.5.1. FACEBOOK

Facebook was used to announce events, surveys, specific milestones in the process, and to drive people to the information provided on the project website. Facebook was used after the Kickoff Open House 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), as well as the Imagine Birmingham (18 followers). Posts were also made leading up to each public meeting.

1.5.2. TWITTER

The Regional Planning Commission of Greater Birmingham’s (RPCGB) Twitter page (873 followers) was used to promote project updates and upcoming events for the Pratt Ensley 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 on pages 30-103. The summaries go into detail of the responses received from the residents and shows the presentation RPCGB shared with the individuals that attended the meeting.

Public Meeting#1: January 31, 2017 @ McAlpine Recreation Center

Over 50 residents showed up to the plan's kickoff meeting. At the meeting, the project team presented relevant information from the Existing Conditions document, such as demographics, housing, retail, jobs, and land uses to inform attendees and to provide information about their neighborhoods. Afterwards, attendees were broken up by their communities to discuss specific needs and opportunities using maps and vision boards. For more information about the kickoff meeting, please look at the [Pratt Ensley Community Framework Kickoff Meeting Summary](#).

Stakeholder Interview #1: December 08, 2016 @ McAlpine Recreation Center

The first stakeholder interview was a joint effort between the planning team and the Mayor's office, to inform local businesses, community leaders, faith-based leaders, and local non-profits of the current conditions in the Pratt and Ensley communities, as it relates to Community Renewal, Green Systems, Economic Vitality, Transportation and Infrastructure, and Brownfield Redevelopment Opportunity Sites. Residents were asked to identify what they liked in the Framework Area, what they didn't like, and what they wanted to see. In addition, residents were also asked to prioritize brownfield sites within their communities that they would like to see included in the EPA Brownfields Assessment Grant.

Stakeholder Interview #2: January 11, 2017 @ the Bethesda Life Center

The second stakeholder interview was organized by the planning team and the grassroots group Ensley Alive. Over the years, the Ensley Alive group has worked with business owners and residents, REV Birmingham, and nonprofits to host community events, pop-up shops, and to educate others about Ensley's rich history, and cultural amenities. The primary reason for this interview was to inform the group about the Framework process, and to receive feedback about the community's strengths, weaknesses, opportunities, and threats.

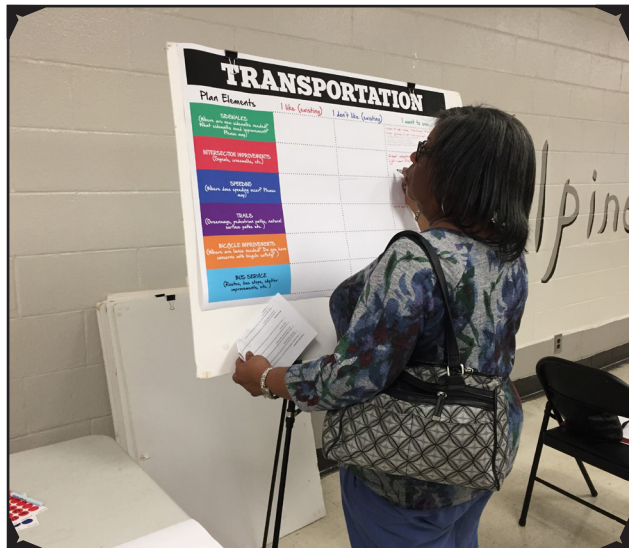
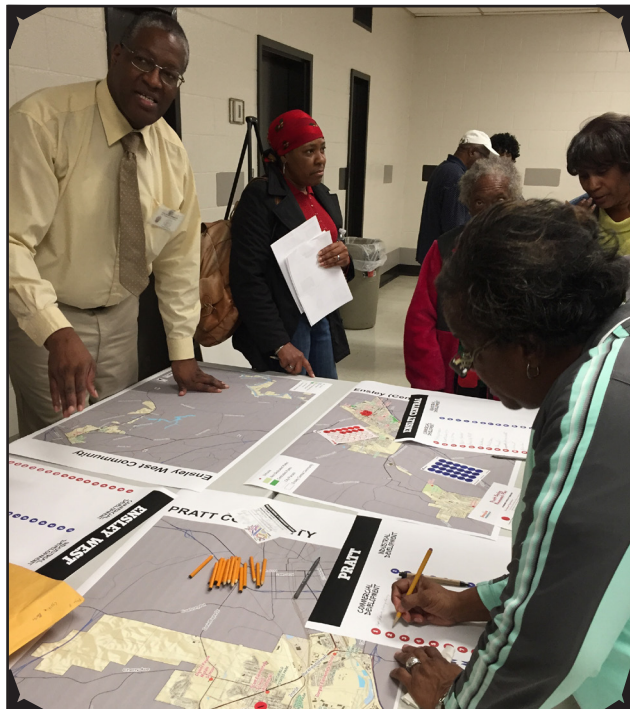
Stakeholder Interview #3: February 16, 2017 @ Birmingham City Hall

The third stakeholder interview was held between the planning team, and the Housing Authority Birmingham District (HABD). The primary reason for this meeting was to discuss any ongoing or future projects in the Pratt Ensley Area. Currently, Tuxedo Terrace is the only public housing development that exists in the Pratt Ensley Area.

Stakeholder Interview #4: March 9, 2017 @ Jackson Olin High School

This stakeholder interview was held at Jackson Olin High School in order to gain student input about the Pratt Ensley Framework Plan. This interview helped the planning team understand the major issues in the community, according to students, and how they affect student's quality of life. Moreover, students expressed their vision for the Pratt and Ensley communities and noted the need for better homes, new sidewalks, more jobs, less violence, and additional stores and restaurants.

PUBLIC MEETING #1 PHOTOS



2nd Public Meeting: March 21, 2017 @ McAlpine Recreation Center

At the second public meeting, the project team presented the proposed goals, strategies, and actions by Framework chapter -Community Renewal, Green Systems, Economic Vitality, Transportation and Infrastructure- and asked attendees to make changes, additions, and general notes. Citizens from all communities within the Framework Plan were represented. In total, 42 residents and stakeholders signed in. In addition to reviewing the draft goals, strategies, and actions, participants were asked to provide suggestions for what they wanted to see in the two Strategic Opportunity Areas (to see the results of this meeting, please review the [March 21 Meeting Summary](#)).

Stakeholder Interview #5: April 12, 2017 @ East Ensley Library

The fifth stakeholder interview was arranged by the planning staff to have a general discussion about the drafted Green Systems recommendations and the Village Creek Master Plan. Residents along Village Creek and members of the Village Creek Society (VCS) were present. The planning team asked VCS members to provide feedback on draft recommendations that impact Village Creek and to identify key segments of the proposed Village Creek Linear Trail. Feedback received from this meeting has been incorporated into the Green Systems Chapter.

Stakeholder Interview #6: April 18, 2017 @ the Regional Planning Commission of Greater Birmingham

This stakeholder interview was conducted between the planning team and the City of Birmingham’s Stormwater Management Department. This interview focused solely on the Green Systems chapter of the Pratt Ensley Framework plan, and enabled the Stormwater Management Department to provide technical assistance and to identify capital improvement projects that would reduce flooding throughout the Framework Area.

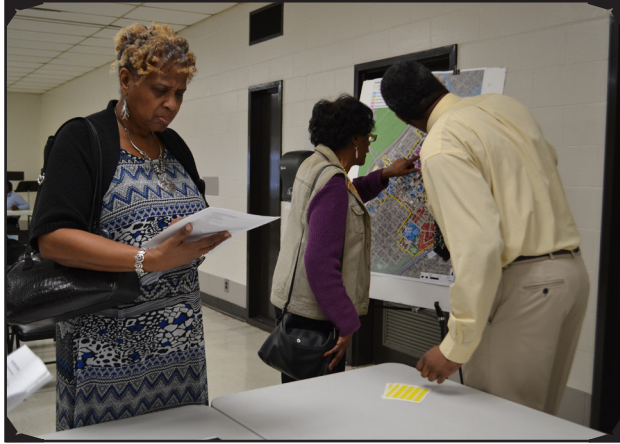
3rd Public Meeting: May 02, 2017 @ the Pratt Library

This meeting was a follow-up from the second public meeting on March 21, 2017 that introduced the Goals, Strategies, and Actions for the Pratt Ensley Framework Plan. A total of 31 residents signed in, including Birmingham City Councilor Marcus Lundy. The purpose of this meeting was to continue to gather feedback regarding the draft goals, strategies, and recommended actions that are included in the chapters of this Framework Plan: Community Renewal, Green Systems, Economic Vitality, Transportation and Infrastructure, as well as Appendix C: Strategic Opportunity Areas. To view the results of this meeting, please see the [May 2 Meeting Summary](#).

Stakeholder Interview #7: June 08, 2017 @ Bethel Baptist Church

This stakeholder interview was scheduled to review the results of the second and third public meetings. At the meeting, the planning team presented the high priority actions identified by the public, and reviewed the recommendations made for the Strategic Opportunity Areas. Stakeholders were asked to perform three tasks. First, residents were asked to identify ways in which they could help support some of the Framework Plan’s actions. Second, stakeholders were asked to identify actions they considered a top priority (actions that should be executed immediately). Lastly, stakeholders were asked to establish measures for success for each goal in the Framework Plan.





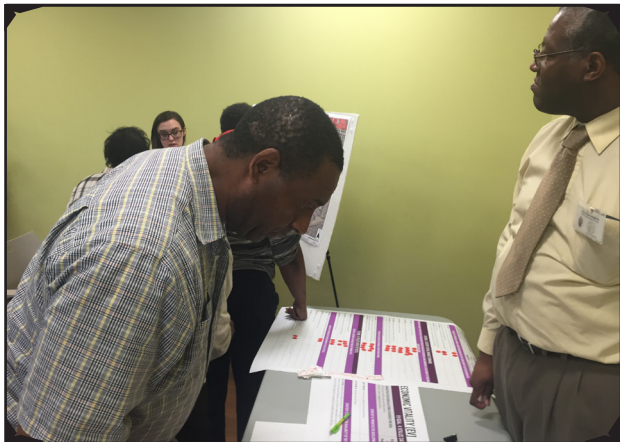
Stakeholder Interview #8: June 16, 2017 @ the Regional Planning Commission of Greater Birmingham

The eighth stakeholder interview was conducted by the planning team and Bethel Ensley Action Taskforce (BEAT) to understand their role in the redevelopment of the Ensley Community. In total, BEAT has redeveloped 51 units of new affordable housing, a park, and community center within the Ensley community. Currently, BEAT is working with the City of Birmingham to transform and revitalize downtown Ensley to include a dynamic active park, surrounded by commercial space, affordable housing, educational and health facilities for residents, and an entrepreneurial and small business center. This current effort, as well as other recommendations are outlined in **Appendix D: Strategic Opportunity Areas**.



4th Public Meeting: October 10, 2017 @ Bethel Baptist Church in Pratt

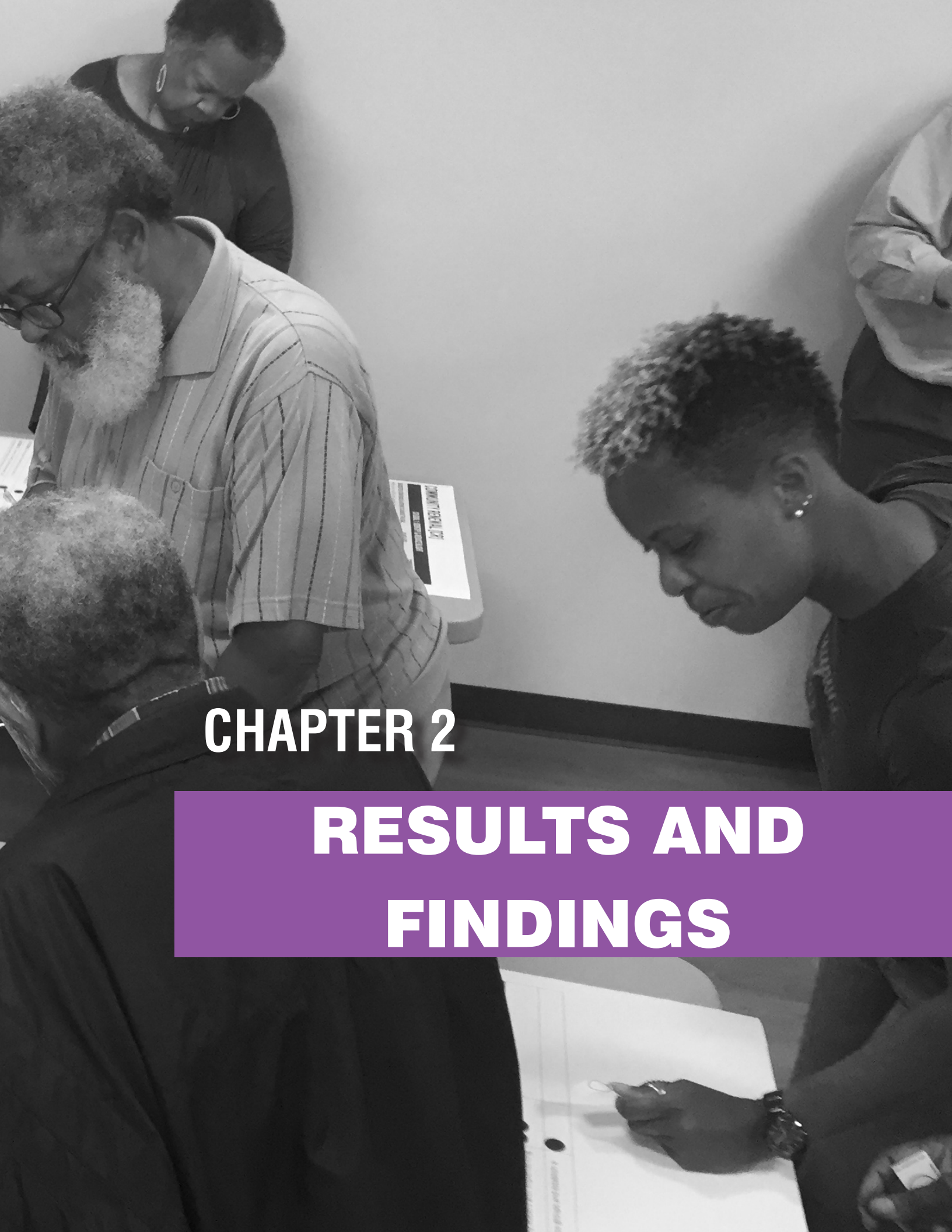
At the fourth public meeting, the project team presented the final draft of the plan including changes to the area's future land use map. Following the presentation, attendees were given an opportunity to review draft pages of the plan, the proposed future land use map, and a draft of **Appendix D: Strategic Opportunity Areas**.



1.7. MEDIA COVERAGE

On March 9, 2017, a press release titled "Councilor Marcus Lundy to Host Student Symposium at Jackson Olin High School on Pratt-Ensley Framework Plan" was featured on birminghambusinessalliance.com and birminghamcitycouncil.org.





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	1/31/2017	51
2nd Public Meeting	3/21/2017	42
3rd Public Meeting	5/2/2017	31
4th Public Meeting	10/10/2017	11
Stakeholder Interviews		Attendants
Meeting #1	12/8/2016	Mayor's Office
Meeting #2	1/11/2017	Ensley Alive
Meeting #3	2/16/2017	Housing Authority Birmingham District
Meeting #4	3/9/2017	Jackson Olin HS students
Meeting #5	4/12/2017	Stakeholders
Meeting #6	4/18/2017	City of Birmingham Stormwater Management
Meeting #7	6/8/2017	Stakeholders
Meeting #8	6/16/2017	Bethel Ensley Action Taskforce
Survey Respondents		# of Respondents
Visioning Survey	As of 9/15/2017	80
Implementation Survey	As of 9/15/2017	4
Web Content		# of Views
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 Imagine Bham website was visited by **27,958 unique visitors**. While the Pratt Ensley page received **76** viewers per week.

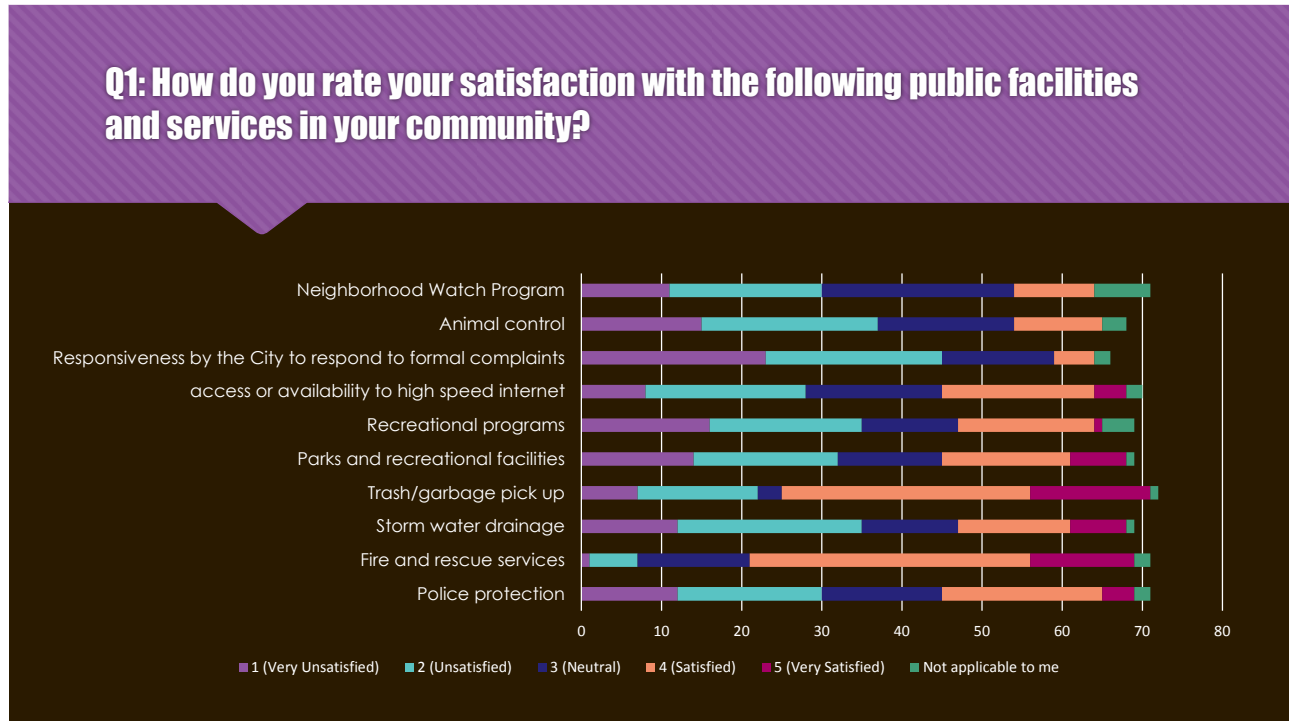
2.3. SURVEY RESULTS

2.3.1. VISIONING SURVEY

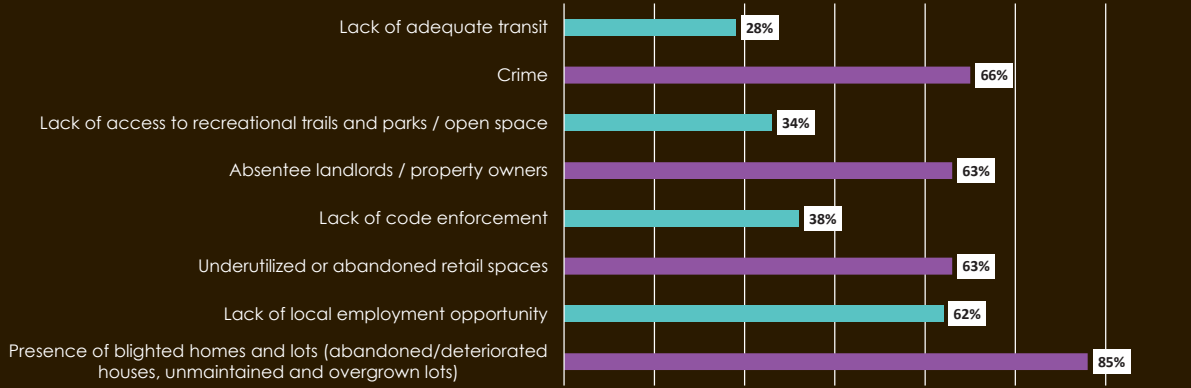
In total, 80 residents took the Pratt Ensley Framework Plan Visioning Survey. Pages 19-28 outline the results of the Visioning Survey.

Pratt Ensley Framework Plan Visioning Survey

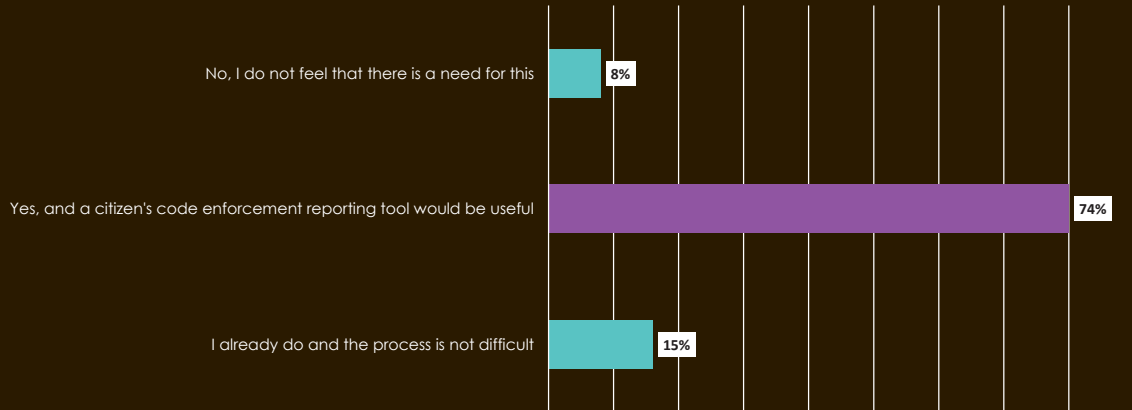
80 Total Responses



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)



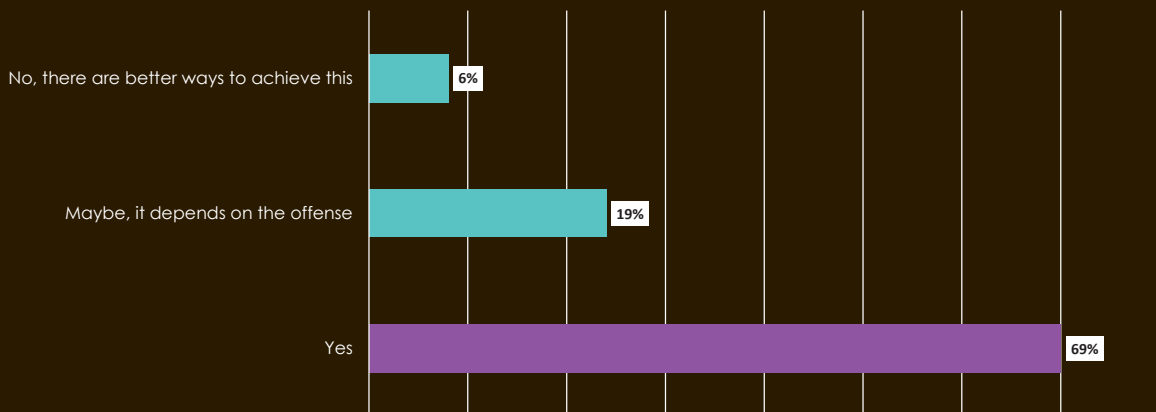
Q3: If it were easier to report blighted properties and code enforcement violations, would you do so? (Choose all that apply)



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.)



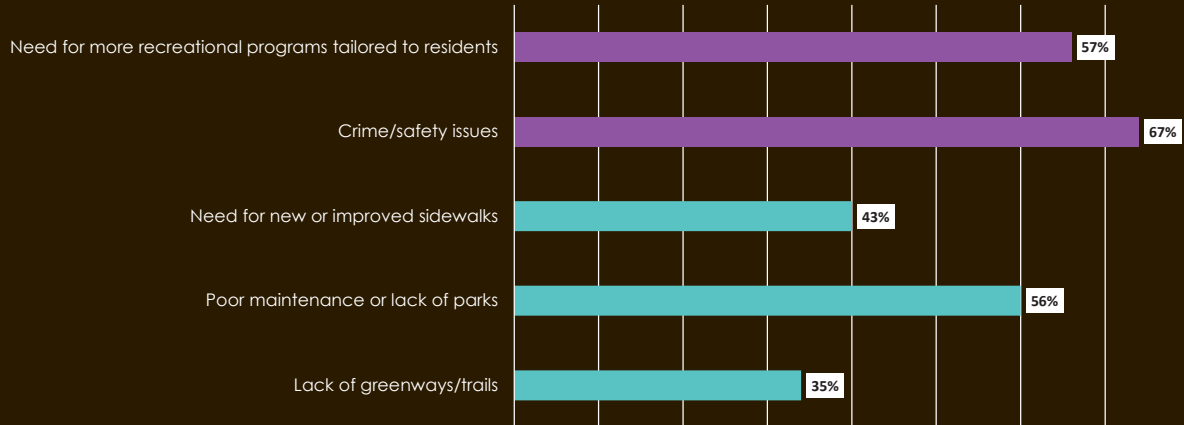
Q7: What do you feel are the biggest challenges to economic vitality in your community? (Choose up to 2 answers)



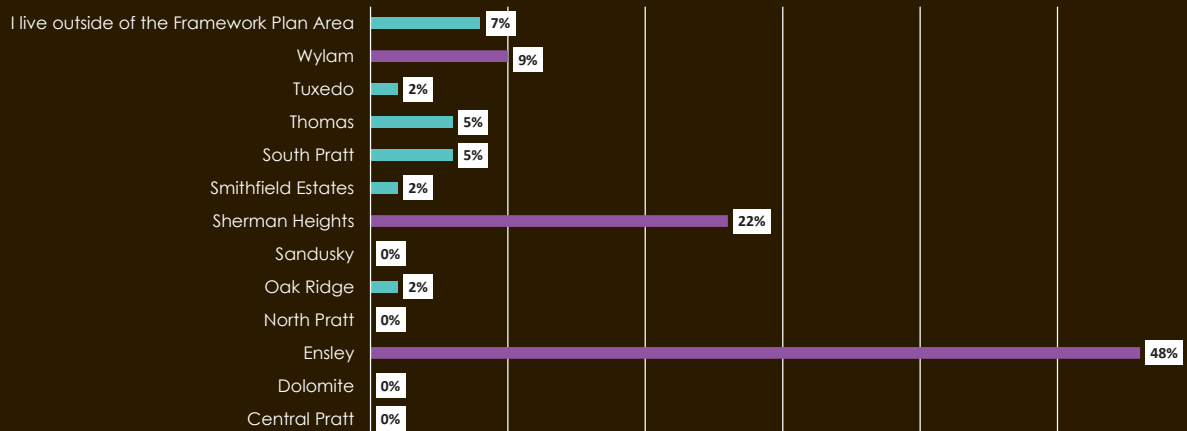
Q8: Do you feel that safety or crime is a MAJOR deterrent that keeps businesses from locating in your community?



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

- Improve and support schools within the area – provide additional elementary schools in the Ensley Community.
- Limit the number of automobile junk yards to enhance the appearance of the Pratt Ensley area.
- Consider the feasibility of building a community center in the Oak Ridge neighborhood.
- Encourage community involvement - especially youth - in the revitalization and redevelopment process.

Code Enforcement Issues + Desires

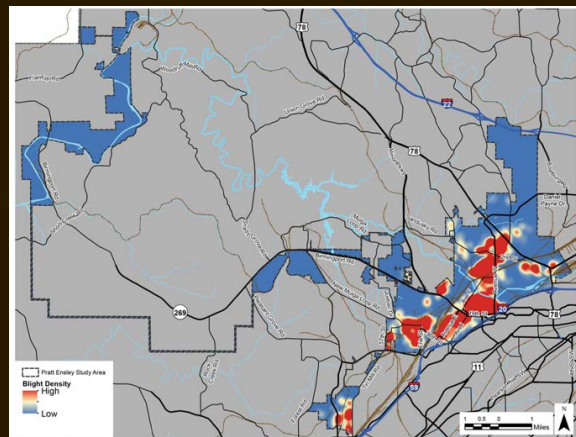
- Mow overgrown and vacant properties.
- Upgrade and promote the 311 system, so that residents can easily report code violations, crime, litter, etc.
- Provide a system that allows residents to anonymously report crime, code violations, etc.; and send a follow up report.
- Create a mobile app that allows residents to report code violations.
- Promote and improve programs that enable individuals to purchase homes and revitalize blighted areas.
- Revitalize blighted areas in Downtown Wylam and Downtown Ensley business district.

Areas where Illegal Dumping Occurs

- Ensley Highlands Neighborhood
- Wylam (across from the library)
- Avenue F
- Avenue G
- 10th Street along side Village Creek between Avenue I and Avenue F
- Daniel Payne Drive
- Dugan Avenue
- Avenue W
- 27th Street Ensley
- Pratt City
- South Pratt neighborhood

Areas of Blight Issues + Desires

- Downtown Wylam
- Downtown Ensley
- 12th Street Ensley
- 19th Street Ensley
- Avenue K, Avenue L, Avenue M
- Areas near Village Creek and Jackson Olin High School
- Areas surrounding Tuxedo Park Senior Facility
- 2nd Street Thomas



Green Systems Issues + Desires

- Improve safety of walking trails and create a family friendly environment at the parks.
- Establish more recreational programming for children and adults, especially seniors.
- Improve facilities and outdoor recreational programming like little league sports.
- Improve the parking lot at Tuxedo Park Senior facility- hard downpours cause water to pool.
- Improve flooding in Pratt City, along Pike Road, Avenue L, Avenue W, 3rd Avenue West, 12th Place, Warrior Road, and 5th Street West. Roads near Jackson Olin High School also experience flooding issues.

Safety Issues + Desires

- Establish programs and partnerships to lower drug activity and crime in the Pratt Ensley Framework Area.
- Encourage neighbors to work together to report crime, and be additional “eyes and ears on the street.”
- Increase lighting in neighborhoods to deter suspicious behavior.
- Install security cameras in crime hotspots.
- Increase and improve the quality of Animal Control.
- Provide additional security measures on walking trails to deter criminal activity.
- Oak Ridge Community Park is perceived as isolated and dangerous.

Economic Development Issues + Desires

- Provide job development and technical training for the residents.
- Encourage and incentivize small businesses and minority owned businesses.
- Increase retail and restaurant presence.
- Increase access to fresh food sources. Incentivize grocery stores and farmers markets to locate in the Pratt Ensley area.
- Recruit and incentivize additional medical services such as urgent cares and pharmacies.
- Recruit and incentivize affordable retail like Goodwill, not everyone wants to shop at specialty boutiques.
- Encourage more family friendly businesses to locate in the area – movie theaters, jump zones, bowling centers.

Areas in need of Sidewalks & Bike Lanes

Sidewalks

- Cherry Avenue
- Warrior Road
- Pike Road
- Vinesville Road leading to the Fairfield Walmart
- Avenue C
- Avenue G
- Avenue I
- Florida Avenue

- 5th Street North (near Legion Field)
- 8th Street
- 9th Street
- 10th Street
- 14th Street
- 17th Street
- 19th Street Ensley Business District.

Areas in Need of Bike Lanes

- Cherry Avenue
- 52nd Street Ensley
- Mexico Avenue
- Indiana Street
- Thomas neighborhood

Transportation Issues + Desires

Roads

- Repave roads in all neighborhoods.

Transit

- Increase the number of bus stops, especially in the Wylam neighborhood and Ensley Community. Consider putting a stop north and west of 18th Street and Cherry Avenue.
- Improve bus shelters. Provide covered stops with seating, add additional lighting, and post the bus schedule.

Traffic and Speeding

- Reduce accidents on 20th Street, Ensley Avenue, Arkadelphia Highway, and Pike Road by improving street lighting and providing traffic cameras.
- Reduce speeding on Cherry Avenue.
- Improve traffic flow on 19th Street Ensley from Avenue H to Avenue C.
- Improve traffic flow at the 20 Street Ensley Viaduct 52

Intersection Needing Improvement

- 20th Street Ensley at Ensley Avenue
- 2nd Street Thomas and Arkadelphia Highway
- 20th Street Ensley and Avenue C
- 20th Street Ensley and Avenue E
- 12th place and Avenue L – stop signs are run
- 13th place and Avenue L – stop signs are run
- Avenue I and Valley Road
- Pike Road and Avenue T – a four way stop is needed
- 20th Street and Interstate 20/59
- 19th Street and Interstate 20/59
- Warrior Road and Pike Road

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, 6 residents have taken the survey and joined the implementation committee. In general, the committee has 24 members, 4 of which signed up using the online survey. Twenty residents signed up for the committee during a face-to-face event.

2.4. E-BLAST AND PUBLIC MEETING FLYERS

Throughout the planning process, flyers were emailed to the stakeholder list and residents who provided their emails at face-to-face events. E-blasts announcing events such as the Kickoff Open House, Public Meeting #2, #3, and #4. 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 31st 6 - 7:30PM

Pratt Ensley Framework Plan Kick-Off Meeting

McAlpine Recreation Center
1115 Avenue F, Birmingham AL 35218

THE NEXT STEP IN THE CITY'S COMPREHENSIVE PLAN
Framework Plans focus on issues, growth, and development specific to neighborhoods within each community.

For Residents Of:

Central Pratt	Ensley
North Pratt	Tuxedo
Sandusky	Wylam
Smithfield Est.	Oak Ridge
South Pratt	Sherman Heights
Thomas	Dolomite

Make your voice heard!
Affect the future of your community!

For more information:
Contact Donald Wilborn
City of Birmingham
Planning, Engineering, & Permits
205-254-2730
Donald.Wilborn@birminghamal.gov

Visit www.imaginebham.com to learn more!

BIRMINGHAM LEAPFROG RPC

Imagine BIRMINGHAM COMMUNITY FRAMEWORK PLANS

Tuesday March 21st 6 - 7:30PM

Pratt Ensley Goals, Strategies, & Actions Roll-Out!

McAlpine Recreation Center
1115 Avenue F, Birmingham AL 35218

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

For Residents Of:

Central Pratt	Ensley
North Pratt	Tuxedo
Sandusky	Wylam
Smithfield Est.	Oak Ridge
South Pratt	Sherman Heights
Thomas	Dolomite

Food & refreshments provided by our friends at AARP Alabama!

For more information:
Contact Donald Wilborn
City of Birmingham
Planning, Engineering, & Permits
205-254-2730
Donald.Wilborn@birminghamal.gov

Visit www.imaginebham.com to learn more!

BIRMINGHAM LEAPFROG RPC

Imagine BIRMINGHAM COMMUNITY FRAMEWORK PLANS

Tuesday May 2nd 5:30 - 7:00PM

Pratt - Ensley Framework Plan Public Meeting for Pratt Citizens

Pratt Library
509 Dugan Avenue, Birmingham AL 35214

Come learn about the Community Framework Plan process and give critical input on issues you face as a community and recommended actions to address those issues.

The Plan includes the neighborhoods of:

Central Pratt	Ensley
North Pratt	Tuxedo
Sandusky	Wylam
Smithfield Est.	Oak Ridge
South Pratt	Sherman Heights
Thomas	Dolomite

Food & refreshments provided by our friends at AARP Alabama!

For more information:
Contact Donald Wilborn
City of Birmingham
Planning, Engineering, & Permits
205-254-2730
Donald.Wilborn@birminghamal.gov

Visit www.imaginebham.com/pratt-ensley to learn more!

BIRMINGHAM LEAPFROG RPC

Imagine BIRMINGHAM COMMUNITY FRAMEWORK PLANS

Tuesday October 10 6 - 7:30PM

Pratt Ensley Framework Plan Reveal Meeting

Bethel Baptist Church
1708 Spencer Ave, Birmingham AL 35214

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:

Central Pratt	Ensley
North Pratt	Tuxedo
Sandusky	Wylam
Smithfield Est.	Oak Ridge
South Pratt	Sherman Heights
Thomas	Dolomite

Food & refreshments provided by our friends at AARP Alabama!

For more information:
Contact Donald Wilborn
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Planning, Engineering, & Permits
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Donald.Wilborn@birminghamal.gov

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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 Pratt Ensley Framework Plan was held on Tuesday, January 31st from 6 – 7:30 PM at the McAlpine Recreation Center. Fifty-one residents and stakeholders showed up for the meeting to learn about the framework plan process and to provide input to the planning team at the City of Birmingham and the Regional Planning Commission of Greater Birmingham.

After a brief introduction and presentation, attendees were invited to participate in table exercises which were broken up by the following chapters: Community Renewal, Economic Vitality, Green Systems, and Transportation. At least two planning staff members were at each table to facilitate discussion and record ideas. Participants were also asked to take a paper version of the online visioning survey.

ACTIVITY SUMMARY

Participants were encouraged to provide feedback to the planning team through the following activities.

Mapping Activity:

For each chapter of the Framework plan, maps with relevant landmarks and symbology were provided, so that meeting attendees could pinpoint and identify specific issues, wants, and desires they had in their community. For example, at the transportation table, participants were asked to discuss topics such as transit routes, roadways that need improvement, intersections that need improvement, speeding, etc. To aid in this, each map was accompanied by a comment banner, outfitted with a number dot, so that participants could leave specific details about their corresponding mapped issues.

Mapping Activity Results, Ensley Central

The Ensley Central Community lies along the Norfolk Southern rail corridor, on the north and east sides of I-20/59. Most of Ensley was annexed into the City of Birmingham by 1910. The development patterns and street grid of the Ensley neighborhood reflect its history as an independent city. Ensley Central is comprised of the following neighborhoods: Ensley, Tuxedo, and Wylam.

Key Areas:

- Historic downtown Ensley
- Village Creek
- McAlpine Recreation Center
- Wylam Park
- Jackson Olin High School

Top Issues, Opportunities, and Needs:

- Need for street resurfacing throughout much of the community
- Desire for increased retail and shopping in downtown Ensley
- Issues with vacant/run-down housing
- Desire for continued investment in walking and bicycling infrastructure such as trails and sidewalks
- Need for additional in-community transit options (such as a circulator)
- Continued investment in the McAlpine center.



Mapping Activity Results, Ensley West

The Ensley West Community lies directly to the west of the Norfolk Southern rail corridor, and extends westward along Birmingham Road. Neighborhoods in this portion of the community include Dolomite, Oak Ridge, and Sherman Heights which were annexed into the City after the peak of steel and coal production that provided most of the economic activity for the Pratt and Ensley Communities.

Key Areas:

- Sherman Heights School
- Minor Parkway

Top Issues, Opportunities, and Needs:

- Need for sidewalks in Sherman Heights and Oak Ridge
- Desire for recreational facilities
- Desire for increased retail options such as restaurants, grocery stores, and coffee shops.
- Mapping Activity Results, Pratt

The Pratt Community is located north of Village Creek, which serves as a natural boundary separating it from the Ensley community. The Pratt community is comprised of the following neighborhoods: North Pratt, Central Pratt, South Pratt, Sandusky, Smithfield Estates, and Thomas.

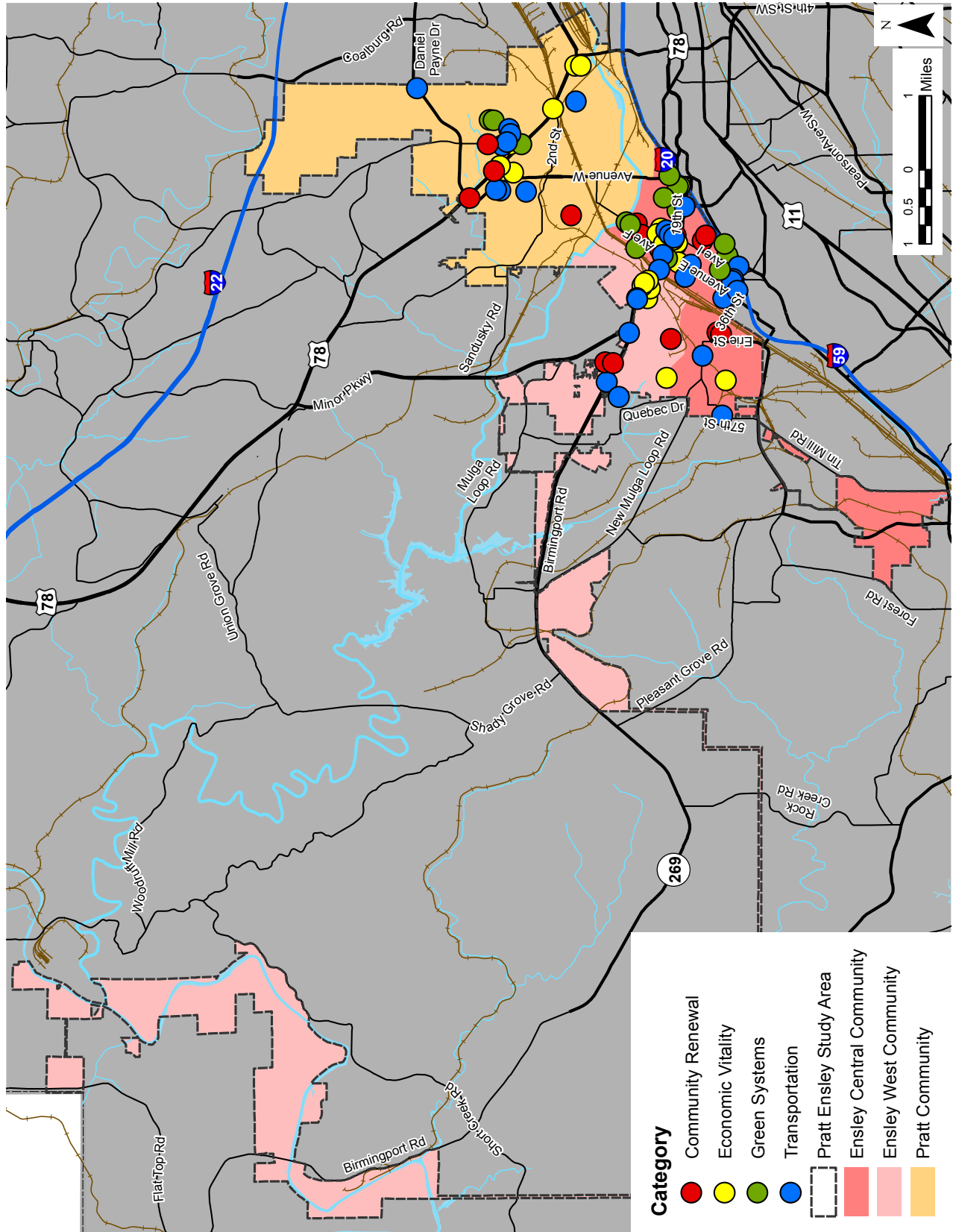
Key Areas:

- Holy Cristo Rey Catholic High School
- Smithfield Estates Park
- Scott Elementary School
- Pratt City

Top Issues, Opportunities, and Needs:

- Desire for increased retail opportunities such as a small grocery store or pharmacies in the community
- Need for crosswalk improvements at major intersections
- Desire for continued investment in walking
- Need for sheltered bus stations

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 in Table 2.2.

Table 2.2: Vision Banners 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"> • Illegal dumping in Sherman Heights (Slayden Ave.) • Abandoned houses on the corner from Houeze Sanford. House on Cherry Ave needs to be demolished. Abandon house on 6th Pl and 10th Ct. • Dumping-Duncan Ave near Hwy 78 and Pratt Hwy • Alleys used as dump • Loose dogs • Dumping along streets 	<ul style="list-style-type: none"> • Abandon houses removed • Abandon houses fixed for homeless people or rented out to people • City remove debris quickly • Abandoned houses and overgrown lots cleared up • Restoration of Old Fire House building as historical site
Housing	<ul style="list-style-type: none"> • Historic buildings and houses. 	<ul style="list-style-type: none"> • Abandoned houses in Pratt City 	<ul style="list-style-type: none"> • More affordable housing • Landlords required to keep properties in good repair • Printed public resources to construct new structure in residential areas • Housing for seniors • Affordable housing-Sherman Heights • Affordable housing for Ensley

COMMUNITY RENEWAL CONT'D			
Plan Elements	I like! (Existing)	I don't like! (existing)	I want to see!
Safety and Wellness		<ul style="list-style-type: none"> • Crime at the Hood store. They have no running water. Too much traffic 	<ul style="list-style-type: none"> • More community gardens • Grocery store • More police visibility • More store and store businesses • Family (sit-down) restaurants • Movie theatres
Partnerships Organizations	<ul style="list-style-type: none"> • I do like that Ensley is still standing together, I do like that we have people that care about community • The Scott Family owns and has plans for the old community hospital. The relative safety and situation of the Tuxedo Courts • Ensley Merchants Associaton • Auburn did a major study on Green Space in Ensley. That "plan" needs to be reviewed 		<ul style="list-style-type: none"> • Transitional housing in our area • Police station • Vacant houses repaired with families in them • Repair for library at Ensley

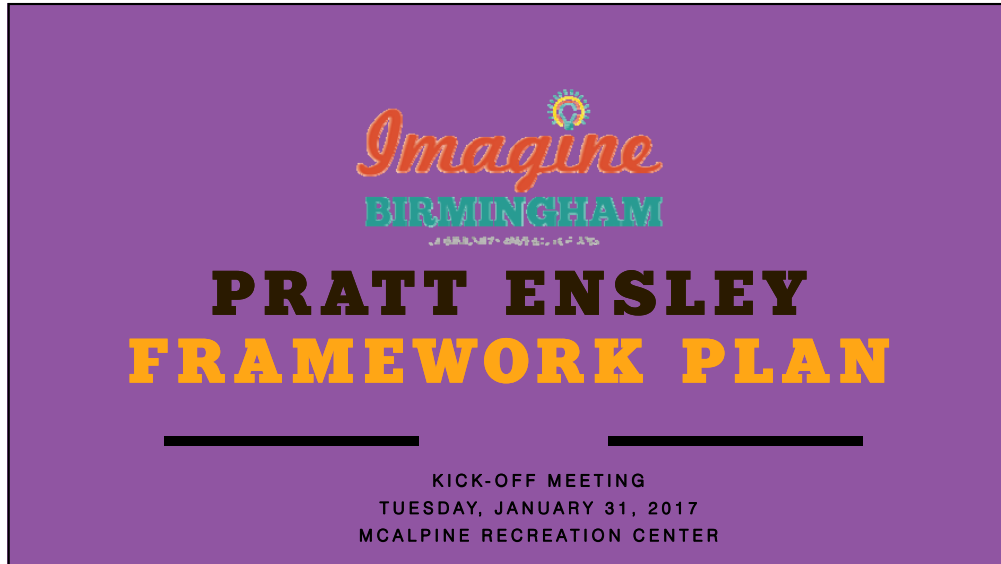
ECONOMIC VITALITY

Plan Elements	I like! (Existing)	I don't like! (existing)	I want to see!
Education and Training	<ul style="list-style-type: none"> Holy Family Cristo Rey HS- 10th year. 100% graduation rate, 98% of grads go to college. 39% completed 4 yr degree. GED- 20+ years at Holy Family Church 	<ul style="list-style-type: none"> A working task force that sees plans through is lacking 	<ul style="list-style-type: none"> More trade programs Financial literacy Childcare program Sherman HN K-8 School
Business Opportunities	<ul style="list-style-type: none"> Ensley Merchant Assoc. 	<ul style="list-style-type: none"> Serious entrepreneurial (tech center) consideration is lacking. agricultural exploration 	<ul style="list-style-type: none"> Resources for small businesses. Grocery store. Retail businesses, Restaurants. Gamer centers/ recreation for toddlers Fresh, locally grown fruits and vegetables
Potential Area for Redevelopment	<ul style="list-style-type: none"> Seaport BirmingPort Trucking Pt. St I 65-20/59 Land for Mason Transport Hub Brownfield Recycle The SportsPlex in Five Points West The new use of the old police precinct-as drama, film and plays 	<ul style="list-style-type: none"> Several studies since 2008-have mentioned redevelopment-no follow through McAlpine Park needs expansion of adult classes entrepreneurial opportunities 	<ul style="list-style-type: none"> Expansion of Ensley Alive

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"> • Drainage systems. • Pike Road and Ave N • Drainage problems on Ave V 	<ul style="list-style-type: none"> • Clean drains
Parks and Maintenance	<ul style="list-style-type: none"> • Love the community gardens 	<ul style="list-style-type: none"> • The destruction of the walking bridge on Village Creek 	<ul style="list-style-type: none"> • Build up Pratt City parks, another way out, currently only one way in and one one way out. • Make family friends • Educational green space- schools and community • Large pavillion -McAlpine • Would like for a water irrigation system in place for community gardens when there is a drought
Parks and Recreation	<ul style="list-style-type: none"> • Redevelopment of McAlpine Recreation center-for adults 	<ul style="list-style-type: none"> • Need more education and recreational programs in the centers 	<ul style="list-style-type: none"> • More activites for youth and elderly. • Need improvement inside and outside for centers. • Update tennis courts. • Workout/exercise area at parks, similar to Railroad Park. • Renew/replace tennis courts at McAlpine • Recycling

TRANSPORTATION			
Plan Elements	I like! (Existing)	I don't like! (existing)	I want to see!
Sidewalks		<ul style="list-style-type: none"> • Brookfield Lane Street improvement • Tree Haven Ln • Candle Lane St • Castleberry Way Street improvement needed 	<ul style="list-style-type: none"> • Bicycle friendly roads • More groomed and well maintained sidewalks • 17th St Ave S-Improve sidewalks • Ave E Improve sidewalks • 25th St- Improve sidewalks • Sidewalks in Ridge place, Meehan Ave, North Highland Dr • 19th and 18th St Ensley better sidewalks
Intersection Improvements			<ul style="list-style-type: none"> • Street improvement. Sidewalk and traffic light near Slayden Ave and Hwy 269 • Repair streets in Wylam Ave leading to Tin Mill Rd
Speeding		<ul style="list-style-type: none"> • Speeding Ave H • Speeding Ave W and Dugan Ave • Cherry Ave and Daniel Payne • Speeding 17th St between Ave I and Ave G • Speeding Ave E from 17th St to Pratt City 	<ul style="list-style-type: none"> • Improve roads

INTRODUCTORY PRESENTATION:



STUDY AREA

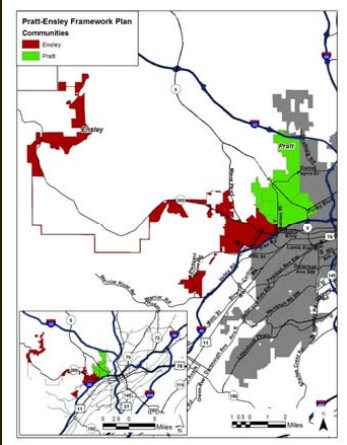
2 COMMUNITIES

- Pratt
- Ensley

12 NEIGHBORHOODS

12,200 PARCELS

24.3 SQUARE MILES



The map, titled 'Pratt-Ensley Framework Plan Communities', shows the geographic layout of the study area. The Ensley community is highlighted in red, and the Pratt community is highlighted in green. The map includes major roads, water bodies, and a legend. An inset map shows the location of the study area within the larger context of the city of Birmingham, Alabama.

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 PRATT ENSLEY AREA?

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

WHAT WOULD PEOPLE LIKE THE PRATT ENSLEY AREA TO LOOK LIKE IN THE FUTURE?

- o Vision statement
- o Lists citizens issues and desires

HOW WILL THE PRATT ENSLEY AREA ACHIEVE THAT VISION FOR THE FUTURE?

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

TIMELINE

September 2016 November 2017

1: Project initiation and Public Open House	January 2017
2: Existing Conditions Assessment / Market Analysis	December 2016
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

C H A P T E R 1

INTRODUCTION

- Purpose of the Plan
- Study Area
- Planning Process
- Our Vision
- Plan organization
- How to use this plan

C H A P T E R 2

COMMUNITY RENEWAL

- Executive Summary
- Blight
- Wellness & Security
- Housing
- Engaged Community

Code Enforcement

Wellness

Housing

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GREEN SYSTEMS

- Executive Summary
- Recreation
- Stormwater Management
- Disaster Resilience

Trails

Rain Gardens

Hazard Mitigation Planning



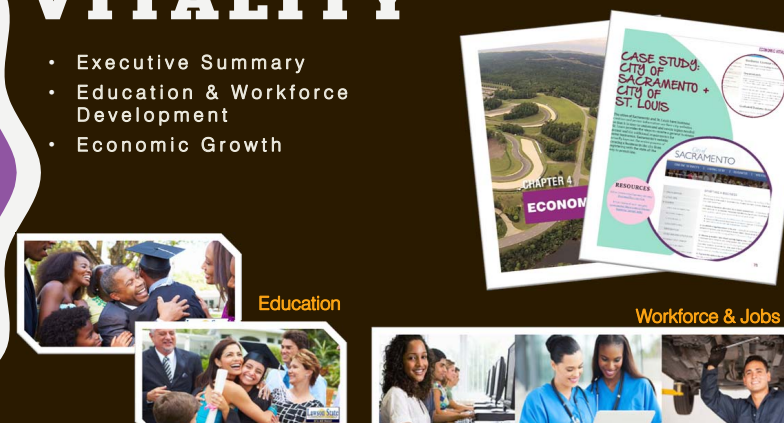
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ECONOMIC VITALITY

- Executive Summary
- Education & Workforce Development
- Economic Growth

Education

Workforce & Jobs



CHAPTER 5 TRANSPORTATION + INFRASTRUCTURE

- Executive Summary
- Multimodal Transportation Network
- Transportation Investments
- Transit

Biking & Walking

Transit



CHAPTER 6 FUTURE LAND USE

- Executive Summary
- Future Land Use Map
- Well-Planned Community

Residential

Mixed-Use

Institutional

Parks & Recreation



IMPLEMENTATION

CHAPTER 7

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 goals that the community wishes to achieve for its vision. There are 3 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).

CR GOAL #1
(Justify and Reduce Sight)

STRATEGY
IMPROVE CODE ENFORCEMENT AND DEMOLITION

ACTION 2
Lay fines for quality-of-life offenses on properties.

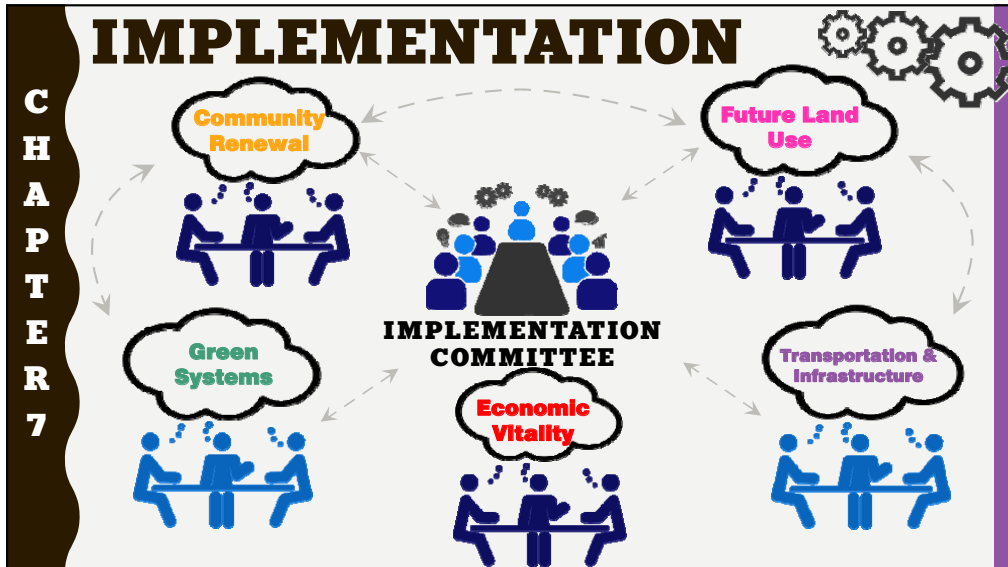
Short-term
- 0 - 5 years

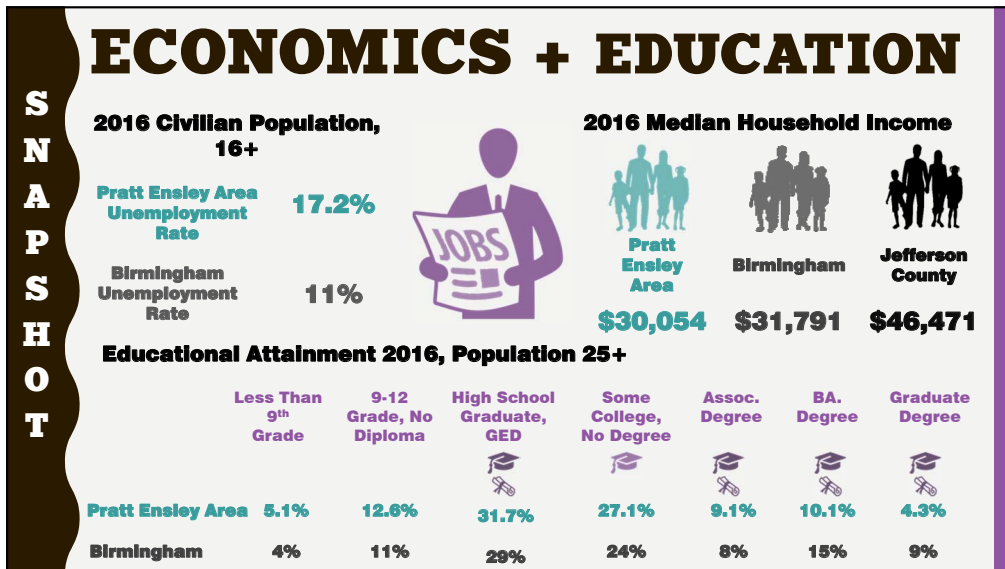
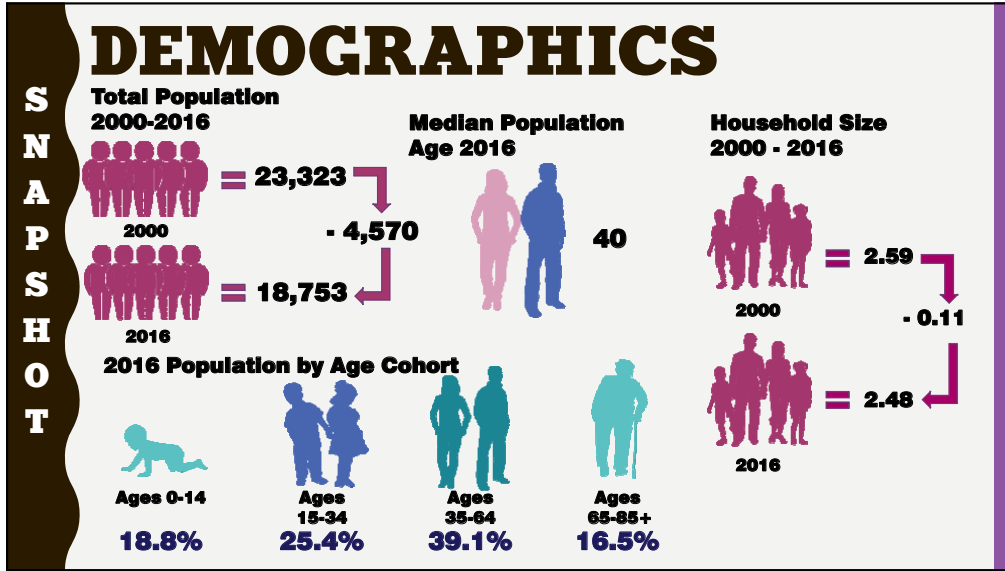
Medium-term
- 6 - 10 years

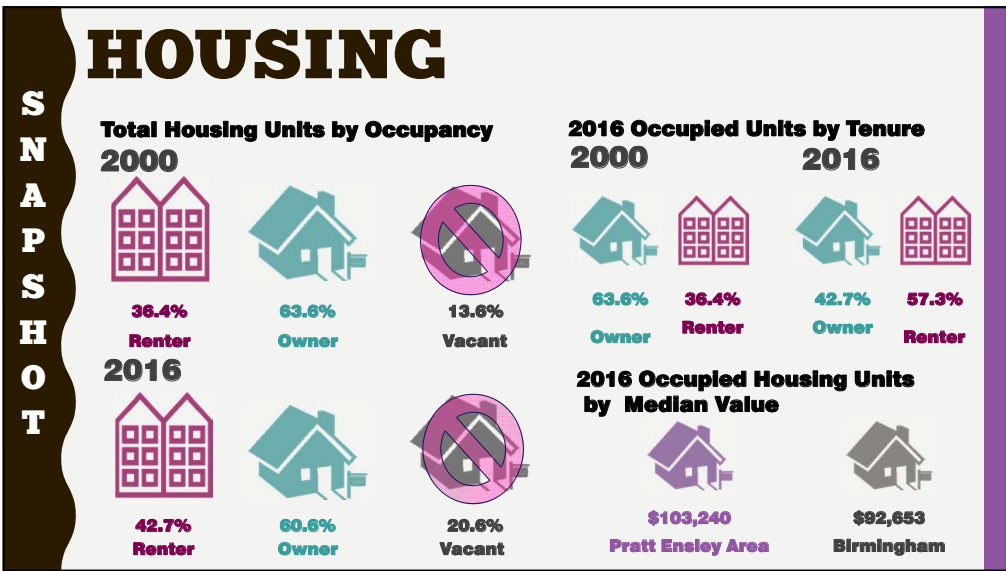
Long-term
- 10+ years

High

ACTIONS	PG. #	TIMEFRAME	RESPONSIBLE PARTIES
6. Reassign publicly owned abandoned facilities to meet the needs of the community.	24	Medium term (6-10yr)	City of Birmingham Board of Education
7. Acquire blighted properties under the provisions in the Urban Renewal and Urban Redevelopment Plan for North Yvonne.	26	Medium term (6-10yr)	Dept. of Community Development
8. Require fast development 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 centers to improve access to health care.	29	Medium term (6-10yr)	Jefferson County Department of Health (JCDH), University of Alabama at Birmingham (UAB), Protona Baptist Medical Center, and other health care providers
2. Increase awareness of the City's existing support services and programs.	30	Short term (1-5yr)	City of Birmingham, and faith-based organizations
3. Integrate and coordinate support services and programs to better meet the needs of the community.	32	Medium term (6-10yr)	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 (1-5yr)	Dept. of Planning, Engineering, and Permits
2. Convert vacant properties into parks and playgrounds to increase accessibility to recreational activities.	34	Medium term (6-10yr)	Dept. of Parks and Recreation
3. Integrate Complete Streets to accommodate pedestrians and bicyclists.	34	Medium term (6-10yr)	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 (1-5yr)	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 (1-5yr)	City of Birmingham, Jones Valley Teaching Farm, Urban Ministries, West End Community Garden, Community Garden
3. Develop a farm-to-school program to increase awareness of healthy food choices.	35	Short term (1-5yr)	City of Birmingham, Jones Valley Teaching Farm, Urban Ministries, West End Community Garden, non-profits, and faith-based organizations









WHY ARE YOU HERE?

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- 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 Pratt Ensley Area. How can we make it a better place not only for today's generation but tomorrow's?
- To be the voice of the Pratt Ensley Framework Plan and to help us craft recommendations that you support.

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TIME TO GET ACTIVE!!!

COMMUNITY RENEWAL

Plan Elements | I like (existing) | I don't like (existing) | I want to see...

GREEN SYSTEMS

Plan Elements | I like (existing) | I don't like (existing) | I want to see...

ECONOMIC VITALITY

Plan Elements | I like (existing) | I don't like (existing) | I want to see...


TRANSPORTATION

Plan Elements	I like (existing)	I don't like (existing)	I want to see...
SIDEWALKS <small>(Where are new sidewalks needed? What sidewalks need improvement? Please map.)</small>			
INTERSECTION IMPROVEMENTS <small>(Signals, roundabouts, etc.)</small>			
SPEEDING <small>(Where does speeding occur? Please map.)</small>			
TRAILS <small>(Overpasses, pedestrian paths, natural surface paths, etc.)</small>			
BICYCLE IMPROVEMENTS <small>(Where are lanes needed? Do you have concerns with bicycle safety?)</small>			
BUS SERVICE <small>(Routes, bus stops, shelter improvements, etc.)</small>			

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“ I WOULD LIKE TO SEE MORE SIDEWALKS IN MY NEIGHBORHOOD.”




Imagine
BIRMINGHAM

TRANSPORTATION & SAFETY EXERCISE

Map Symbols:

- Red circle: Signal
- Yellow circle: Community
- Blue circle: Bus Stop
- Green line: Sidewalk
- Blue line: Street
- Orange line: Highway
- Black line: School
- Black line: Light Rail



1. Go to the **TRANSPORTATION TABLE**.
2. Ask a staff member to help you find a **specific street where you would like to see sidewalks**, or find it yourself.
3. Using a green marker, **draw a solid line on the map**.

TAKE OUR VISIONING SURVEY!

- ONLINE
(<https://www.surveymonkey.com/r/VJFFKN5>)
- Hardcopies available at sign in



THANK YOU

VISIT US AT

[HTTP://WWW.IMAGINEBHAM.COM/PRATT-ENSLEY.HTML](http://www.imaginebham.com/pratt-ensley.html)



2.5.2. PUBLIC MEETING #2 - MARCH 21, 2017

The second meeting regarding the “Draft Goals, Strategies, and Recommended Actions” for the Pratt Ensley Framework Plan was held at 6PM on March 21, 2017 at the McAlpine Recreation Center. Citizens from all communities within the planning area were represented. A total of 42 attendees signed in, including Birmingham City Councilor Marcus Lundy. This meeting was a follow-up from the first public meeting that introduced the Pratt Ensley Framework Plan on January 31, 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 a brief presentation from Chief Planner Tom Magee (City of Birmingham) and Community Planner Maria Hines (Regional Planning Commission of Greater Birmingham), 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 - Downtown Ensley and Pratt City. 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 complete two activities, in addition to listening to the presentation. In the first activity, “goals, strategies, and actions banners” residents were asked to provide feedback on recommended goals, strategies and actions, 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 for the planning staff, if their issue or concern was not included or satisfied by another action item.

- **Green Dot:** residents support the action and believe it is a high priority.
- **Yellow Dot:** residents support the action and believe it is a medium priority.
- **Red Dot:** residents have suggestions, or do not support the action, and is therefore a low priority.

Community Renewal Banner Results

The Community Renewal chapter focuses on six draft goals:

1. Identify and reduce blight
2. Ensure the safety of communities
3. Ensure the physical wellbeing of residents is improved
4. Create and sustain vibrant places
5. High quality housing options are provided for a variety of income and household sizes
6. Citizens are more involved in their communities and new partnerships are established

Following 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:

- Prioritizing demolition of blighted properties.
 - Holding absentee landlords responsible through changes to City policy.
 - Providing a diversity of housing for all income levels and ages.
 - Reducing crime and the perception of crime in the Framework Area.
 - Capitalizing on revitalization efforts in SOAs.
 - Incentivizing medical facilities, providers, and urgent cares to locate in the area.
 - Increasing access to fresh food and grocery stores.
12. Re-establish the Birmingham police substation in Downtown Ensley, if the Birmingham Police Headquarters is not relocated to the Ramsey McCormick Building.
 13. Establishing school-based health clinics to improve access to healthcare.
 14. Implementing the Future Land Use Map/ Plan to allow mixed-use development and encourage more services and retail within walking distance.
 15. Promoting existing community gardens in Ensley.
 16. Working with HABD, private developers, non-profits and other organizations to infill single and multi-family housing on underutilized properties.

Key Actions:

7. Create a vacant property registration ordinance.
8. Work with local faith-based organizations, Habitat for Humanity, and the Bethel Ensley Action Task Force to renovate blighted properties.
9. Connect nonprofits, private developers, and neighborhoods with materials, information, and data.
10. Install monitoring and surveillance cameras at known dump sites.
11. Creating a streetlight outage form to enable citizens to report streetlights that are out.

Economic Vitality Banner Results

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

1. Education and workforce development resources are readily available to improve education attainment
2. Support an economy with viable commercial, mixed use, research, and retail development.
3. Satisfy retail demand
4. Utilize catalyst sites

Following 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:

- Promoting and expanding existing resources to improve educational attainment within the Pratt Ensley Area.
- Establishing a Tech and Job Training Center at Ensley High School.
- Reducing crime and supporting policy that creates an environment suitable to attract new business.
- Facilitating the retention of grocery stores in the Area.
- Prioritizing the redevelopment of vacant and underutilized retail sites, especially in Wylam and Downtown Ensley.

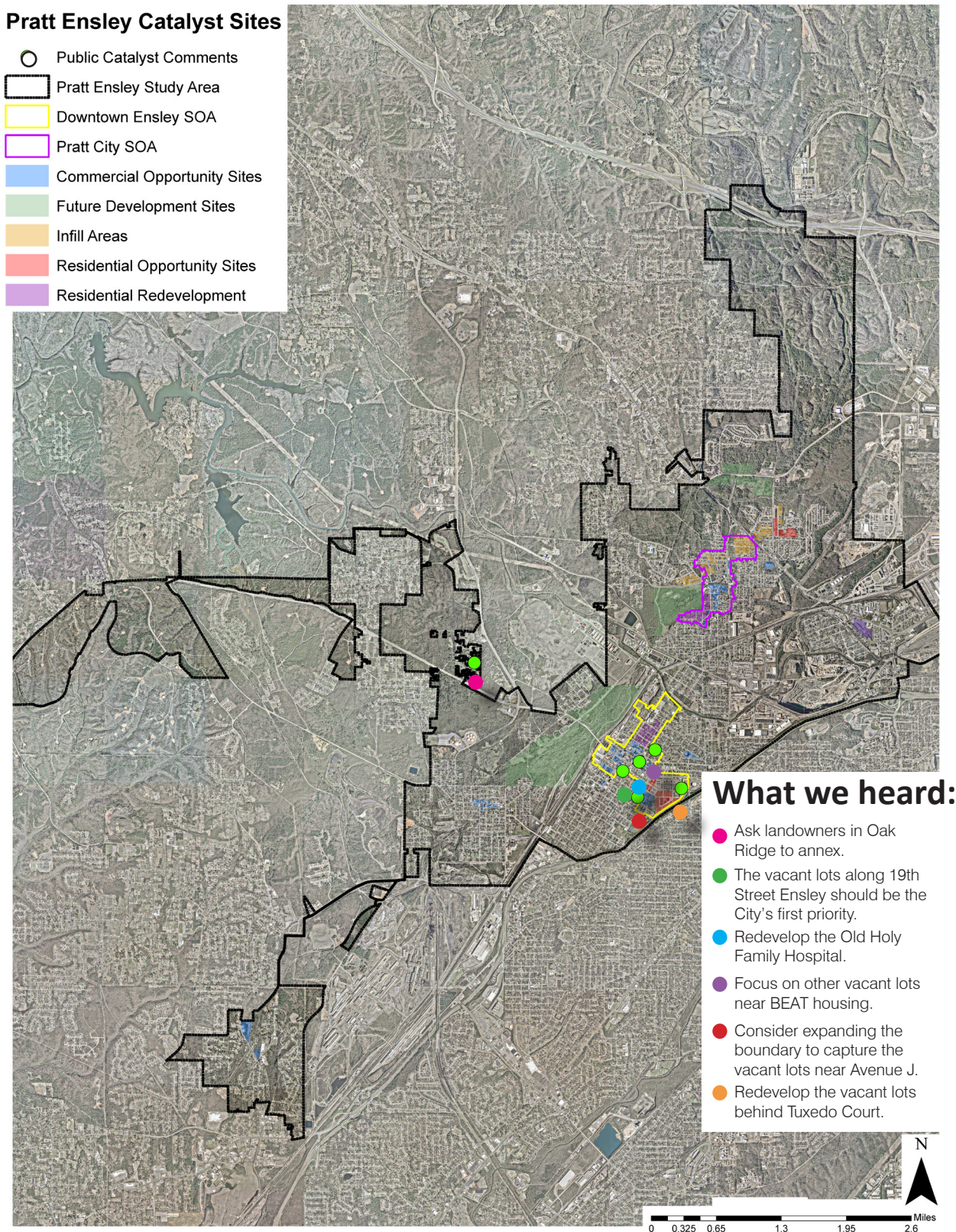
Key Actions:

1. 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.
2. Condemn and demolish blighted properties.
3. Increase police presence.
4. Reduce negative perceptions by working with the local and national media to promote the positive aspects and changes taking place in the Pratt and Ensley communities.
5. Provide start-up help, training, technical and financial assistance to encourage entrepreneurship and business development
6. Facilitate the retention and development of grocery stores, neighborhood based markets, and farmer's markets offering fresh produce in neighborhood centers.
7. Prioritize the redevelopment of Ensley High School (2301 Avenue J).
8. Prioritize the redevelopment of 20th Street Ensley Historic Commercial District.
9. Prioritize the redevelopment of the Avenue Wylam Commercial Area.
10. Work with Alabama Power, the Birmingham Business Alliance, the State of Alabama, and other stakeholders to promote the Port of Birmingham to expand its market and service offerings.

ECONOMIC VITALITY [EV]		
EV GOAL 1: EDUCATION AND WORKFORCE DEVELOPMENT RESOURCES ARE READILY AVAILABLE TO IMPROVE EDUCATION ATTAINMENT.		
SUGGESTED STRATEGIES & ACTIONS TO ACHIEVE THE GOAL: • Edit and modify any wording below. • Add in other suggested actions.	PLACE A DOT: Support Suggestions	COMMENTS: • 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 and Jefferson State Community College GED and dual enrollment programs.	●●●●●	
ACTION 3: Support local non-profits efforts to increase education in the Pratt Ensley Area.	●●●●●	Churches, local non-profits in Ensley and Wylam.
ACTION 4: Leverage Jackson-Olin High School designation as a Career Academy.	●●●●●	
STRATEGY B: PROVIDE PROGRAMS AND SERVICES TO SUPPORT WORKFORCE DEVELOPMENT.		
ACTION 1: Create a job training center and initiatives with Ensley High School potentially as a hub.	●●●●●	Ensley HS needs to be used for a purpose that builds our community.
ACTION 2: Encourage students and adults to seek employment in the IT sector by connecting them to local initiatives.	●●●●●	
ACTION 3: Encourage businesses to incorporate workforce training for their employees.	●●●●●	
ACTION 4: Establish a workforce development collaborative with the business community, residents, schools, and nonprofits.	●●●●●	Restored New Site Church very invested in forming workforce development. 4121 7th Avenue Wylam Trade implementation.
ACTION 5: Develop sector-based training.	●●●●●	
ACTION 6: Provide resident skills assessments and professional business support.	●●●●●	Must connect with the displaced individuals to get to the rest of this status.
ACTION 7: Host financial and legal business seminars for existing business owners and potential entrepreneurs.	●●●●●	We must seek out individuals who invest in people not just profit.
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.	●●●●●	
EV GOAL 2: SUPPORT AN ECONOMY WITH VIABLE COMMERCIAL, MIXED USE, RESEARCH, AND RETAIL DEVELOPMENT.		
STRATEGY A: UTILIZE A VARIETY OF INCENTIVE PROGRAMS AND DEVELOPMENT TOOLS TO ENCOURAGE REINVESTMENT IN THE PRATT ENSLEY AREA.		
ACTION 1: Assist local businesses, developers, and other entrepreneurs with gap financing.	●●●●●	REV Birmingham connects entrepreneurs to financing.
ACTION 2: Educate businesses, developers and other entrepreneurs regarding potential funding programs.	●●●●●	
ACTION 3: Provide start-up help, training, technical and financial assistance to encourage entrepreneurship and business development.	●●●●●	REV B'ham's programs include Biz 1.0 & COSTARTERS.
ACTION 4: Establish a micro-business program to provide small-scale financing and assistance.	●●●●●	
ACTION 5: Advocate for local businesses and employers to utilize State of Alabama business tax incentives / credits.	●●●●●	
ACTION 6: Consider the use of Industrial Revenue Bonds to expand the City's industrial sector.	●●●●●	
STRATEGY B: ENCOURAGE, MARKET AND RETAIN BUSINESSES THAT COMPLEMENT EXISTING BUSINESSES.		
ACTION 1: Promote a Birmingham Community Payroll Tax Exclusion Program.	●●●●●	
ACTION 2: Continue to promote the City's Enterprise Zone (EZ) program.	●●●●●	
ACTION 3: Make market data readily available to existing and potential businesses.	●●●●●	
ACTION 4: Map the business creation, permitting, and support process and distribute it online.	●●●●●	



Figure 2.2: Pratt Ensley 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.

Following 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:

- Acquiring flood prone property to expand recreational programing to residents.
- Providing additional programming for seniors and adults.
- Educating and incentivizing developers and homeowners to utilize best management practices, green design, and low impact development to reduce stormwater runoff and flooding.
- Protecting Village Creek.
- Building new storm shelters within a 5 mile walk of residents, and educating residents where existing shelters exist.

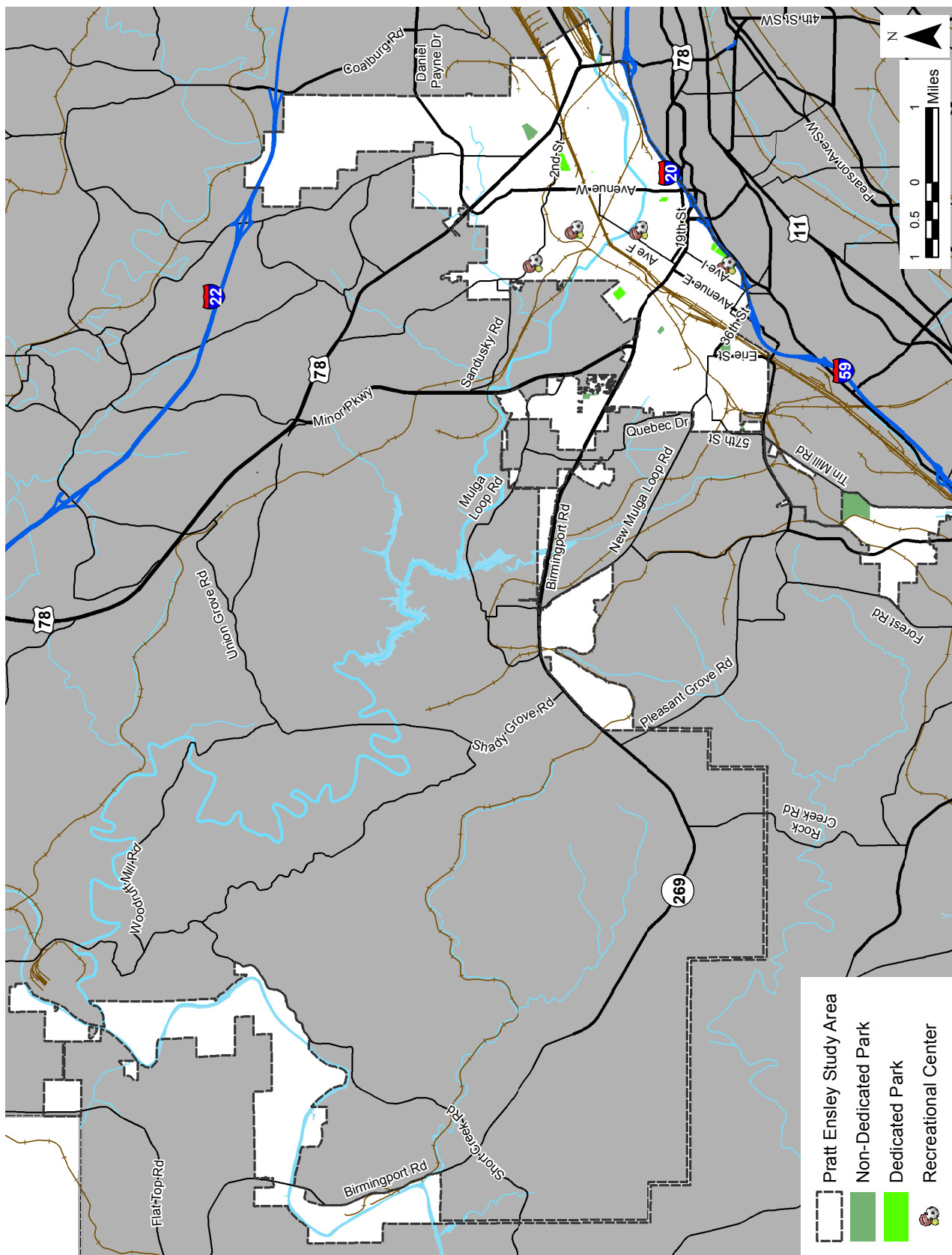
Key Actions:

1. Acquire blighted and flood-prone properties to expand recreational opportunities for residents.
2. Establish more recreational programming for adults, especially seniors.
3. Ensure Ensley park is well maintained.
4. Update and maintain McAlpine Park.
5. Improve the conditions at Wylam park.
6. Implement the Birmingham Sidewalk Master Plan.
7. Continue working with the Village Creek Society to increase access to recreational facilities for residents.
8. Provide incentives and education to homeowners for green design.
9. Install green systems on blighted or vacant properties to reduce stormwater run-off and flooding in flood prone areas.
10. Construct new storm shelters within a 5 mile walk of residents.

GREEN SYSTEMS [GS]		
GS GOAL 1: RECREATION OPPORTUNITIES ARE WITHIN A 10-MINUTE WALK OF EVERY RESIDENT.		
SUGGESTED STRATEGIES & ACTIONS TO ACHIEVE THE GOAL: • Edit and modify any wording below. • Add in other suggested actions.	PLACE A DOT: Support Suggestions	COMMENTS: • Possible Locations? • Possible Implementation Partners? • Immediate or Long Term Need?
STRATEGY C: PROVIDE SAFE AND ACCESSIBLE ROUTES TO NEIGHBORHOODS, COMMERCIAL DISTRICTS, AND CIVIC AMENITIES.		
ACTION 1: Implement priority portions of the Red Rock Ridge and Valley Trail System.	●	
ACTION 2: Implement the Birmingham Sidewalk Master Plan.	●●●●●	Need Sidewalks in South Sherman Heights.
ACTION 3: Continue working with the Village Creek Society to increase access to recreational facilities for residents.	●●●●●	Support the Village Creek Trail and name it Mable Anderson and Mr. Richard Woodruff More after the meeting.
GS GOAL 2: ENSURE NATURAL WATER SYSTEMS ARE VALUED AND RESTORED TO IMPROVE HABITAT, WATERSHED HEALTH, AND WATER QUALITY, ESPECIALLY NEAR VILLAGE CREEK.		
STRATEGY A: INCORPORATE GREEN SYSTEMS INTO CITY POLICY TO SUPPORT STORMWATER MANAGEMENT AND MITIGATE FLOODING.		
ACTION 1: Provide incentives and education to developers for green design.	●	
ACTION 2: Provide incentives and education to homeowners for green design.	●●●●●	
ACTION 3: Explore the feasibility of implementing a stormwater fee system and offer discounts to property owners who reduce runoff into the city stormwater system.	●●●●●	
ACTION 4: Modify the subdivision regulations and city engineering guidelines or create a new green infrastructure/low impact development ordinance to require the use of low impact development (LID) or green infrastructure techniques in new developments to mitigate the impact of stormwater runoff citywide.	●	This will protect more residents' homes when new developments build next to existing flood-prone residential areas or mature natural areas.
ACTION 5: Encourage the use of Best Management Practices (BMPs) on all new developments during post-construction to control soil erosion and minimize sediment runoff.	●●●●●	
ACTION 6: Modify the subdivision ordinance to reduce excessive cut and fill grading and the destruction of significant trees, vegetation, and wildlife habitats during the construction of new development.	●●	See comment on Action #4.
STRATEGY B: INCORPORATE VACANT LAND AND RIGHTS-OF-WAY INTO GREEN SYSTEMS NETWORK.		
ACTION 1: Install green systems on blighted or vacant properties to reduce stormwater runoff and flooding in flood-prone areas.	●●●●●	New seeding program is BRILLIANT!!!
ACTION 2: Develop a system of green streets.	●●●●●	
GS GOAL 3: A PLAN FOR FLOOD RECOVERY AND LONG TERM RESILIENCE IS ESTABLISHED.		
STRATEGY A: ACQUIRE AND OR PROTECT LAND IN FLOOD PRONE AREAS.		
ACTION 1: Install green systems on blighted properties to reduce stormwater runoff and flooding in flood-prone areas.	●●●●●	
ACTION 2: Partner with willing landowners and the Freshwater Land Trust to purchase properties that are repeatedly flooded.	●●●●●	
ACTION 3: Adopt a riparian buffer ordinance.	●●●●●	Might need to reword. What is this?
ACTION 4: Integrate hazard mitigation plans with the Comprehensive Plan's implementation.	●●●●●	
ACTION 5: Amend zoning, subdivision, and stormwater policies and regulations to promote environmental goals.	●●●●●	
ACTION 6: Construct new storm shelters within a 5-minute walk of residents.	●●●●●	Sherman Heights & Ensley.
ACTION 7: Promote existing storm shelters and storm safe buildings within the Pratt Ensley Area.	●●●●●	Where is it? Storm shelters are needed in Ensley and Sherman Heights.



Figure 2.3: Pratt Ensley Green Systems Map



Transportation and Infrastructure Banner Results

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

1. Build a multimodal transportation network to provide a wide range of transportation choices.
2. Physically and fiscally invest in the transportation system.
3. Improve transit service.

Following 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:

- Expanding the sidewalk network to connect to neighborhoods.
- Supporting the Village Creek Greenway.
- Supporting Complete Streets.
- Defining gateways into neighborhoods, SOAs, and key transportation corridors.
- Reviewing data at high crash locations to improve the safety of streets and intersections.
- Streamlining transit service and providing covered transit stops.

Key Actions:

1. Implement the Birmingham Sidewalk Master Plan.
2. Support the Village Creek Greenway.
3. Receive Council Endorsement for The City's Complete Streets Resolution.
4. Clearly define key gateways into the Pratt and Ensley communities through urban design and beautification enhancements.
5. Create a streetscape master plan for 20th Street and 19th Street Ensley.
6. Conduct studies and regularly review relevant data at high accident locations to support operational changes and designs that improve safety.
7. Establish a pavement management plan so that maintenance costs will be reduced over time.
8. Streamline local bus routes.
9. Improve local transit stops and amenities.
10. Create efficient and streamlined transit connections in Pratt Ensley to the proposed Five Points West BRT superstop.

What we heard:

- There is a prevalence of speeding and wrecks along HWY 269.
- Avenue G between 20th Street and 21st Street needs to be repaved.
- The gutters get clogged on 25th Street and 26th Street.

TRANSPORTATION CHOICES		
SUGGESTED STRATEGIES & ACTIONS TO ACHIEVE THE GOAL: • Edit and modify any wording below. • Add in other suggested actions.	PLACE A DOT: Support Suggestions	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 Birmingham Sidewalk Master Plan.	●●●●●	Add complete streets in tandem.
ACTION 2: Enlist community volunteers to lead "walking school buses" along safe routes to school routes.	●	
ACTION 3: Build priority portions of the Red Rock Ridge and Valley Trail System.	●	
ACTION 4: Support the Village Creek Greenway.	●●●●●	
ACTION 5: Construct and provide wayfinding and signage for the Pratt City Heritage Trail.	●	
ACTION 6: Build out segments of on-street bicycle facilities as identified in the Red Rock Ridge and Valley Trail System.	●	
ACTION 7: Receive Council Endorsement For The City's Complete Streets Resolution.	●●●●●	And implement 1, beginning with connectors between strategic opportunity areas.
ACTION 8: Consider appropriate complete streets elements in strategic opportunity areas.	●●●●●	
ACTION 9: Clearly define key gateways into the Pratt and Ensley communities through urban design and beautification enhancements.	●●●●●	
ACTION 10: Create a streetscape master plan for 20th Street and 19th Street Ensley.	●●●●●	There are some new projects, but blight remains nearby (Brentwood II) and undermines the effort.
T&I GOAL 2: PHYSICALLY AND FISCALLY INVEST IN THE TRANSPORTATION SYSTEM		
STRATEGY A: IMPROVE SAFETY		
ACTION 1: Conduct studies and regularly review relevant data at high accident locations to support operational changes and designs that improve safety.	●●●●●	Stacyden Avenue, Highway 269/ Birmingham Road.
ACTION 2: Develop context sensitive traffic calming programs.	●	
STRATEGY B: INVEST IN TRANSPORTATION MAINTENANCE		
ACTION 1: Establish a pavement management plan so that maintenance costs will be reduced over time.	●●●●●	
ACTION 2: Establish a local transportation investment program for infrastructure maintenance.	●●●●●	
T&I GOAL 3: IMPROVE TRANSIT SERVICE		
STRATEGY A: ENHANCE EXISTING PUBLIC TRANSIT SERVICE		
ACTION 1: Streamline local bus routes.	●●●●●	
ACTION 2: Improve local transit stops and amenities.	●●●●●	
ACTION 3: Establish a transit circulator within Pratt Ensley to better allow residents to move within the community.	●●●●●	Dart type trolley Connecting to the Crossplex, Ensley and Pratt.
ACTION 4: Create efficient and streamlined transit connections in Pratt Ensley to the proposed Five Points West BRT superstop.	●●●●●	

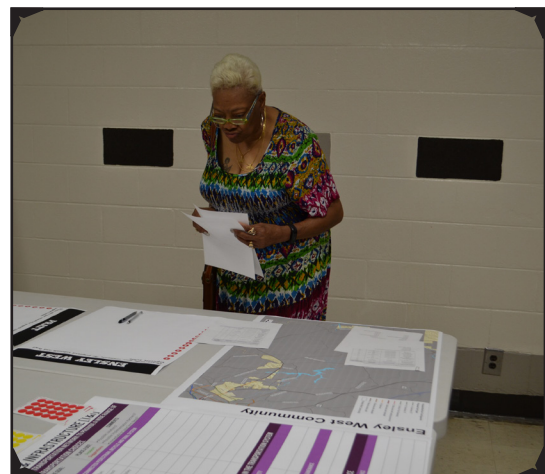
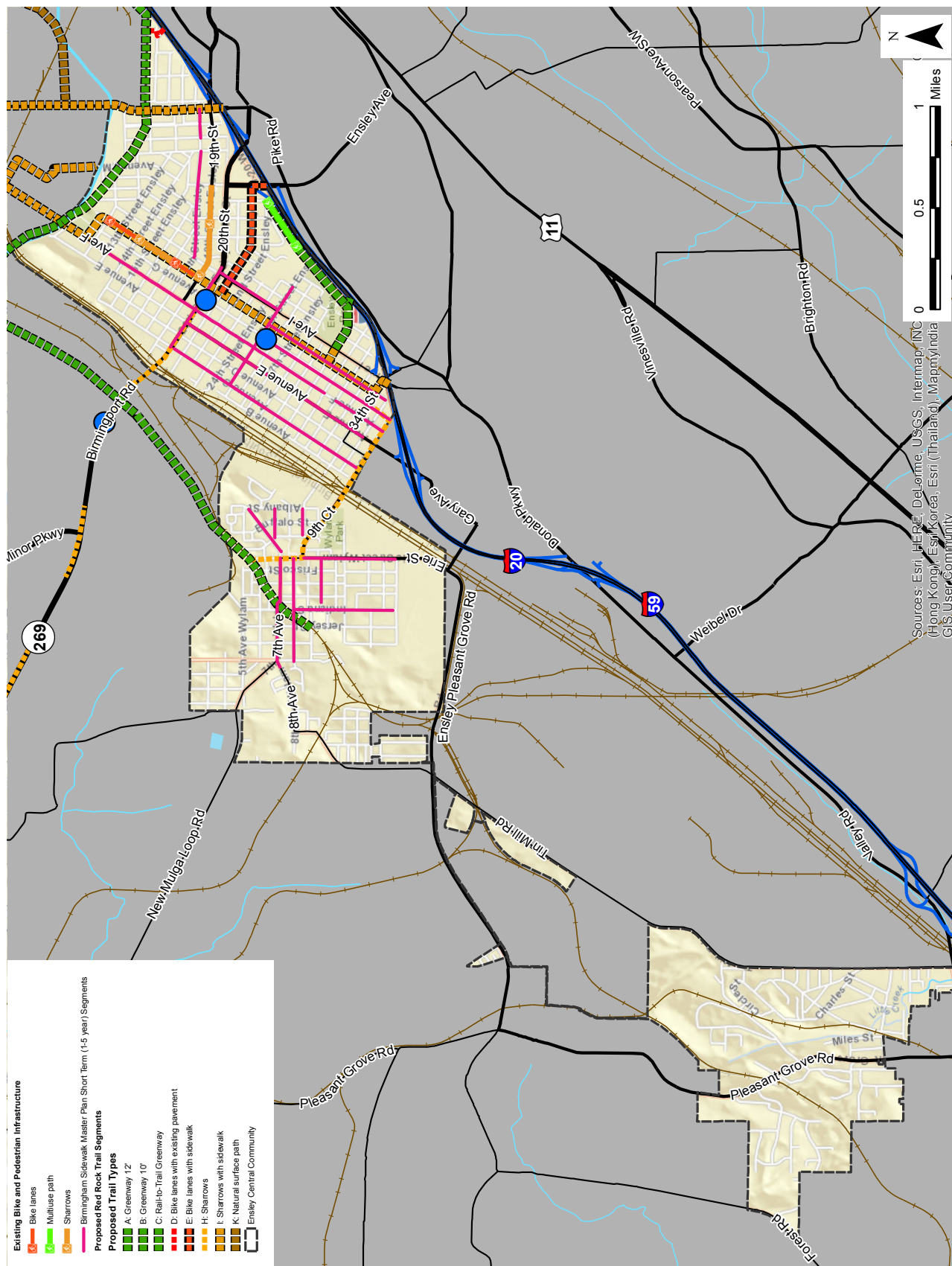


Figure 2.4: Transportation Comments Map



STRATEGIC OPPORTUNITY AREAS & OPPORTUNITY SITES

Large format maps were provided for the Downtown Ensley Strategic Opportunity Area and the Pratt City 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 was used to determine specific recommendations for each Strategic Opportunity Area.

DOWNTOWN ENSLEY

Why Downtown Ensley?

- **Redevelopment & Revitalization Opportunities:**
 - Ramsey McCormick Building as new mixed-use development
 - Proposed relocation of City of Birmingham Police Headquarters
 - Designated as a REV Commercial Revitalization District
 - Redevelopment of vacant and underutilized retail
 - Ensley High School as potential Job Training and Technology Center
- **Existing Recreational Amenities**
 - McAlpine Recreation Center
 - Ensley Park
 - Village Creek

- **Existing Educational Facilities**
 - Jackson Olin High School
 - Bush K-8
 - Holy Family Cristo Ray High School

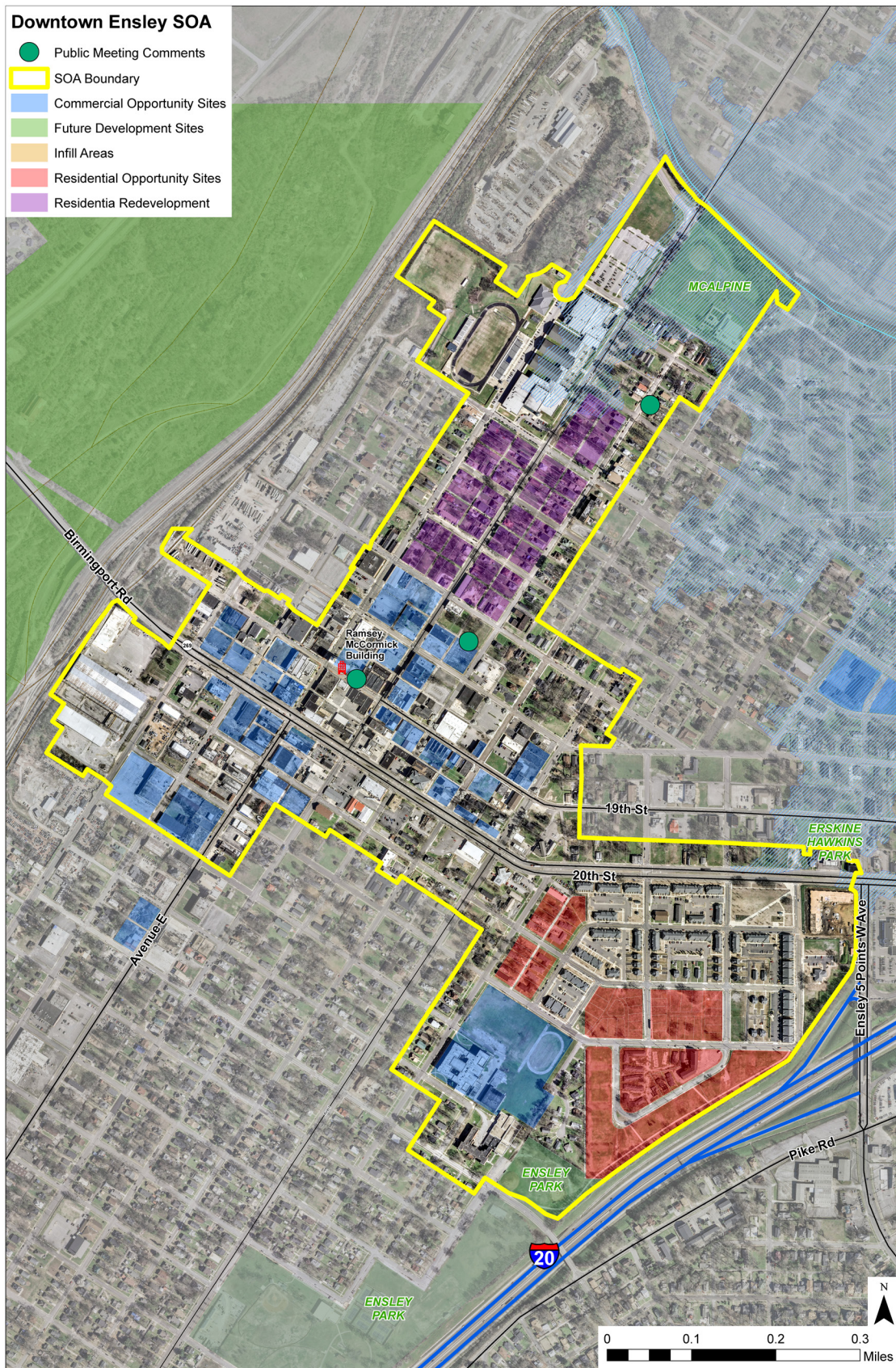
What did we hear?

See the Downtown Ensley Strategic Opportunity Map on the next page, to see a map of comments..

1. Residents are concerned about implementation of the Village Creek Plan (that it isn't happening quickly enough). The Village Creek Plan proposes a greenway along Village Creek that connects the Pratt Community to the Ensley Community and ultimately Downtown Birmingham.
2. Residents want to see Downtown Ensley maintain its historic character and fabric. They believe the historic buildings should be saved for new uses.
3. Residents would like to see an affordable senior living facility along 18th Street Ensley.



Figure 2.5: DOWNTOWN ENSLEY STRATEGIC OPPORTUNITY AREA MAP



PRATT CITY

Why Pratt City?

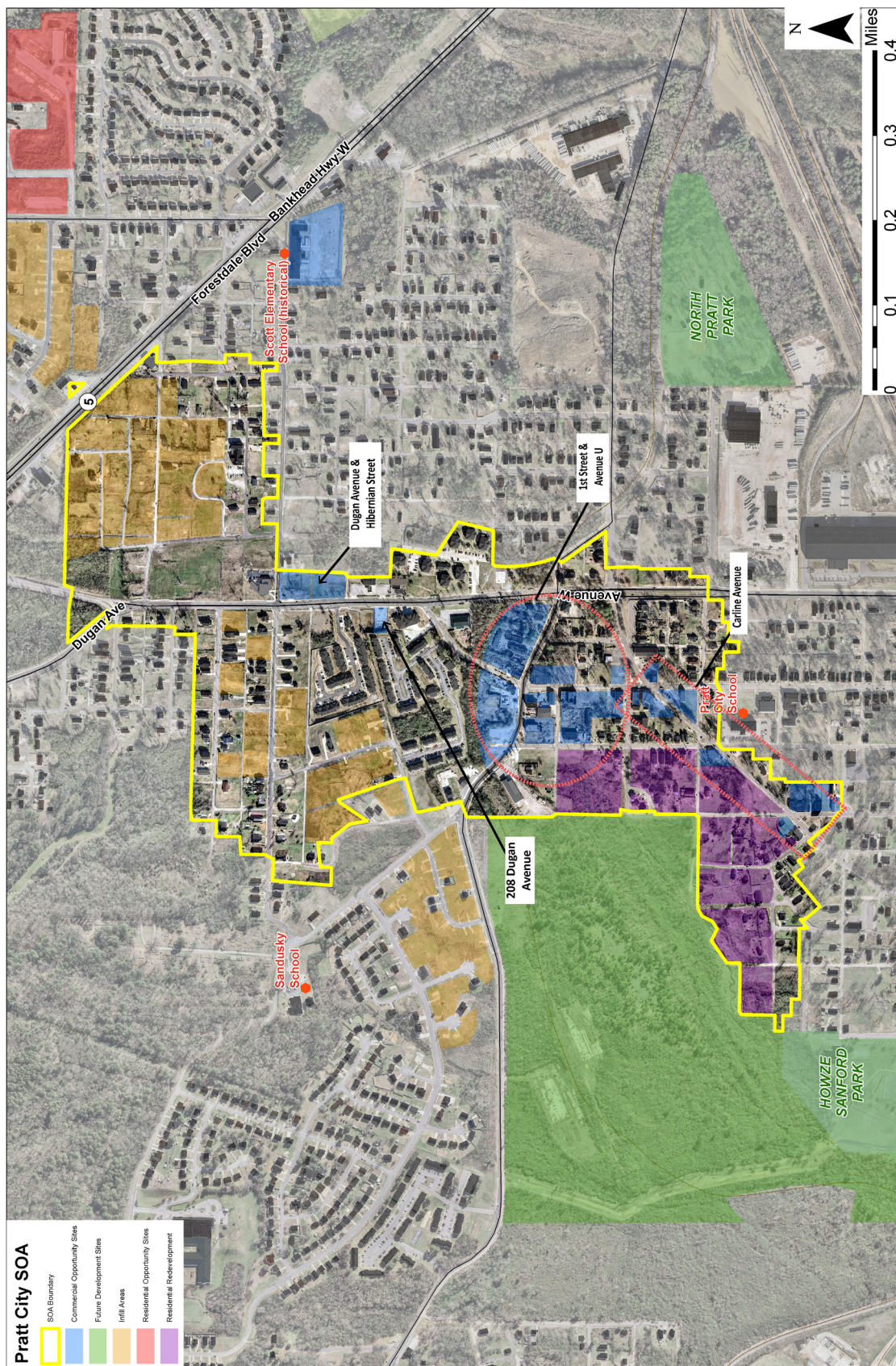
- **Existing Investment by the City:**
 - New Fire Station
 - Pratt City Library
- **Redevelopment & Revitalization Opportunities:**
 - Opportunity for infill housing.
 - Potential to utilize National Historic Landmark Credits in the Carline Avenue historic district.
- **Existing market rate senior housing development.**
- **Creation of One Pratt Park as a recreational destination.**

What did we hear?

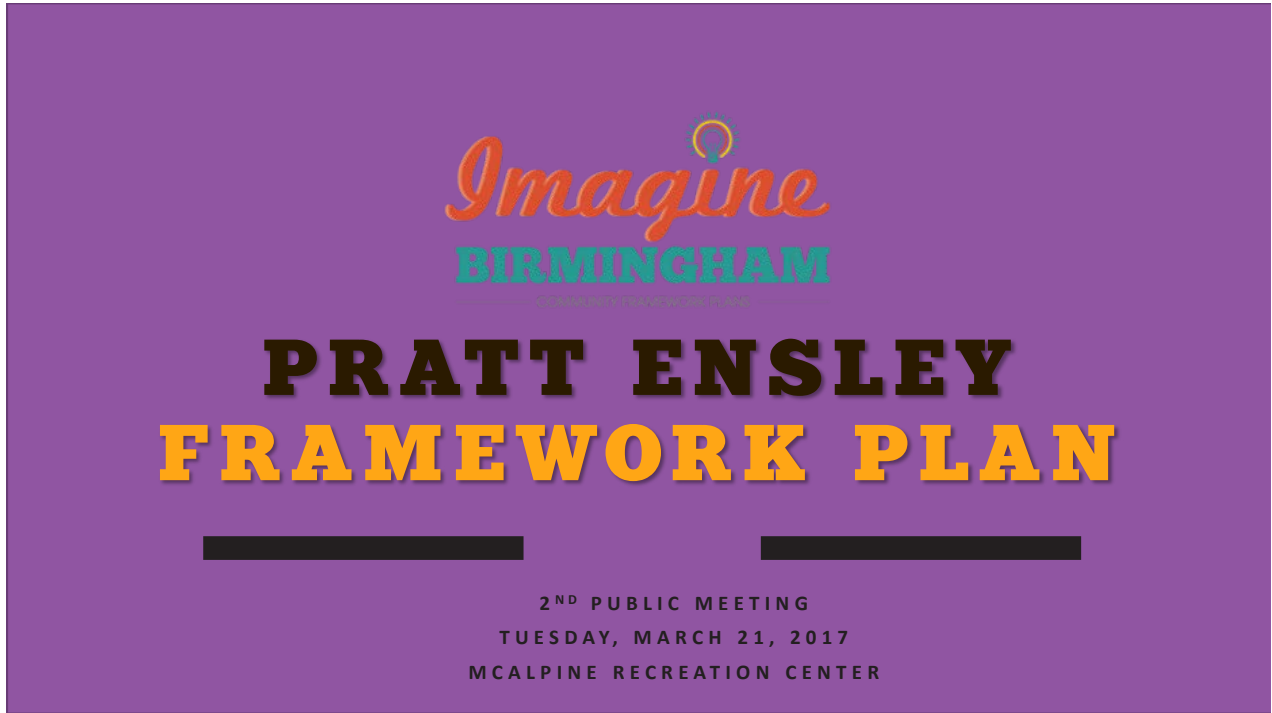
- Residents want to continue to see improvement in Pratt City.



Figure 2.6: PRATT CITY STRATEGIC OPPORTUNITY AREA MAP



GOALS, STRATEGIES, AND ACTIONS MEETING PRESENTATION



The slide features a purple background. At the top center is the 'Imagine BIRMINGHAM' logo, with 'Imagine' in orange script and 'BIRMINGHAM' in teal block letters. Below it, in smaller teal text, is 'COMMUNITY DEVELOPMENT PLAN'. The main title 'PRATT ENSLEY FRAMEWORK PLAN' is centered in large, bold letters, with 'PRATT ENSLEY' in black and 'FRAMEWORK PLAN' in orange. Two horizontal black bars are positioned below the title. At the bottom, centered, is the text: '2ND PUBLIC MEETING', 'TUESDAY, MARCH 21, 2017', and 'MCALPINE RECREATION CENTER'.



The slide has a dark brown background with a white and purple wavy graphic on the left side. The title 'PROJECT TEAM' is in large white letters. Below it, the 'CITY OF BIRMINGHAM' is listed in teal. A bulleted list includes: 'Donald Wilburn, Senior Planner' with email Donald.Wilborn@birninghamal.gov and phone 205-254-2730. To the right is the 'BIRMINGHAM FORWARD' logo with 'MAYOR WILLIAM A. BELL, SR.' below it. The 'REGIONAL PLANNING COMMISSION OF GREATER BIRMINGHAM' is listed in teal. A bulleted list includes: 'Maria Hines, Community Planner' with email mhines@rpcgb.org and phone 205-264-8445. To the right is the 'RPCGB' logo with 'REGIONAL PLANNING COMMISSION OF GREATER BIRMINGHAM' below it. At the bottom right is the 'BUILDING COMMUNITIES' logo with a stylized city skyline.

STUDY AREA

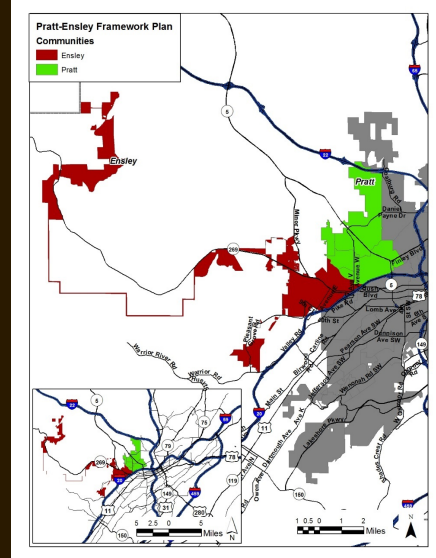
2 COMMUNITIES

- Pratt
- Ensley

12 NEIGHBORHOODS

12,200 PARCELS

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



VOLUME 1—THE PLAN



THE PLAN ANSWERS

WHAT IS THE STATE OF THE PRATT ENSLEY AREA?

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

WHAT WOULD PEOPLE LIKE THE PRATT ENSLEY AREA TO LOOK LIKE IN THE FUTURE?

- Vision statement
- Lists citizens issues and desires

HOW WILL THE PRATT ENSLEY 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 2017

2: Existing Conditions Assessment / Market Analysis

December 2016

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

FINAL PRODUCT

Existing Conditions & Final Plan

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



THE STORY



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.

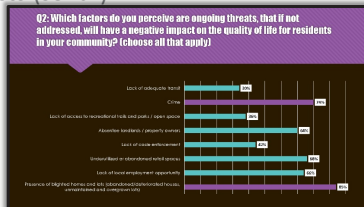


RECAP OF PUBLIC INPUT

- **277** website visitors (unique visitors as of 3/20/2017)
- **67** Visioning Survey Participants
- **51** Kick-off Public Meeting attendees
- **125** students attended our “Planning & the Pratt Ensley Framework Plan” Meeting at Jackson Olin High School.
- **2** Stakeholder Meetings
- **6** e-blasts (so far)

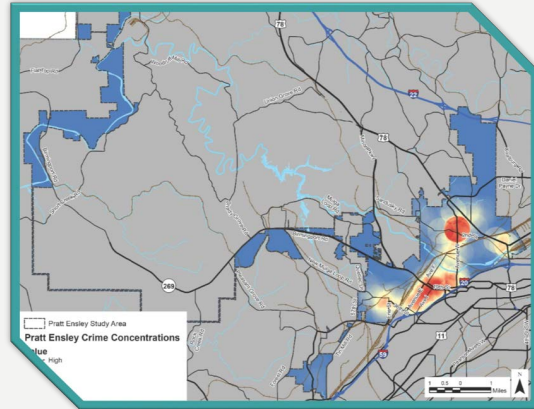


Plan Elements	I like (existing)	I don't like (existing)	I want to see...
The Community Center (library, meeting, dining, etc.)			
The Recreation & Activity Center (gym, tennis, soccer, basketball, etc.)			
The Training & Education Center (classes, seminars, etc.)			
Community Center (for the arts, music, etc.)			



CHALLENGES

- High concentrations of **blight and abandoned housing**.
- **Lack of housing options** for a diversity of incomes.
- **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.

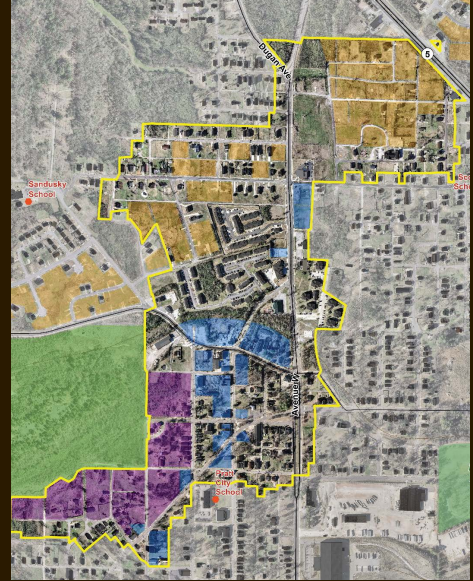
DOWNTOWN ENSLEY STRATEGIC OPPORTUNITY AREA

- **Redevelopment & Revitalization:**
 - Ramsey McCormick Building as new mixed-use development
 - Proposed relocation of City of Birmingham Police Headquarters
 - Designated as a REV Commercial Revitalization District
 - Redevelopment of vacant and underutilized retail
 - Ensley High School as potential Job Training and Technology Center
- **Existing Recreational Amenities:** McAlpine Recreation Center, Ensley Park, & Village Creek
- **Existing Educational Facilities:** Jackson Olin HS and Bush K-8



PRATT CITY STRATEGIC OPPORTUNITY AREA

- **Redevelopment & Revitalization:**
 - New Fire Station
 - Pratt City Library
 - Opportunity for infill housing.
 - Potential to utilize National Historic Landmark Credits in the Carline Avenue historic district.
- **Existing market rate senior housing development.**
- **Creation of One Pratt Park as a recreational destination.**



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.



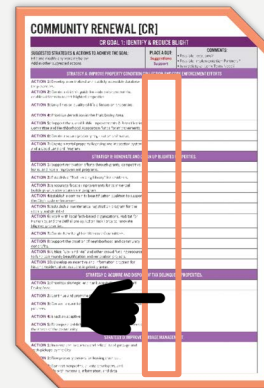
Action 2: Create and distribute a Birmingham Code Enforcement Booklet.

ACTIVITY INSTRUCTIONS

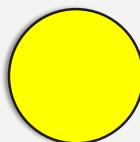
Dot Surveys

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....

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



High Priority



Medium Priority



Low Priority



2.5.3. PUBLIC MEETING #3- MAY 2, 2017

The second meeting regarding the “Draft Goals, Strategies, and Recommended Actions” for the Pratt Ensley Framework Plan was held at 5:30PM on May 2, 2017 at the Pratt Library. Citizens from the Pratt Community, a community within the planning area, were represented. A total of 31 attendees signed in, including Birmingham City Councilor Marcus Lundy. This meeting was a follow-up from the public meeting that introduced the Goals, Strategies, and Actions in the Framework Plan on March 21, 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 a brief presentation from Chief Planner Tom Magee (City of Birmingham) and Community Planner Maria Hines (Regional Planning Commission of Greater Birmingham), 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 one of the Strategic Opportunity Areas - Pratt City. 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 complete two activities, in addition to listening to the presentation. In the first activity, “goals, strategies, and actions banners” residents were asked to provide feedback on recommended goals, strategies and actions, 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 for the planning staff, if their issue or concern was not included, or satisfied by another action item.

- **Blue Dot:** residents support the actions in the Community Renewal Chapter.
- **Red Dot:** residents support the actions in the Economic Vitality Chapter.
- **Green Dot:** residents support the actions in the Green Systems Chapter.
- **Yellow Dot:** residents support the actions in the Transportation and Infrastructure Chapter.

Community Renewal Banner Results

The Community Renewal chapter focuses on six draft goals:

1. Identify and reduce blight
2. Ensure safety of communities
3. Ensure the physical well-being of residents is improved
4. Create and sustain vibrant places
5. High quality housing options are provided for a variety of income and household sizes
6. Citizens are more involved in their communities and new partnerships are established

Following 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 wayfinding.
- Support community wellness through policies, programs, and services.
- Create a safer built environment.
- Identify and remediate illegal dumping sites.
- Renovate and clean up blighted properties.
- Improve property condition collection and code enforcement efforts.

Key Actions:

1. Build neighborhood entrance signs and install neighborhood banners.
2. Coordinate with the Faith Chapel Christian Center to explore the feasibility of renovating the Historic Holy Family Community Hospital (located at 1915 19th Street Ensley) into a community health facility and clinic.
3. Re-establish the Birmingham police substation in Downtown Ensley, if the Birmingham Police Headquarters is not relocated to the Ramsey McCormick Building.
4. Dedicate additional police patrol to areas in/near crime hot spots.
5. Create a map highlighting illegal dumping hot spots.
6. Support renovation efforts through grants, competitive loans, and home improvement

programs.

7. Prioritize demolition in the Pratt Ensley Area.
8. Establish a maintenance registration program for the elderly and disabled.
9. Repurpose publicly-owned abandoned facilities to meet the needs of the community.
10. Introduce tax incentives to encourage grocers to locate to the area.

COMMUNITY RENEWAL [CR]			
CR GOAL 1: IDENTIFY & REDUCE BLIGHT			
SUGGESTED STRATEGIES & ACTIONS TO ACHIEVE THE GOAL: • Edit and modify any wording below. • Add in other suggested actions.	PLACE A DOT: Suggestions Support	COMMENTS: • Possible Locations? • Possible Implementation Partners? • Immediate or Long Term Need?	
STRATEGY A: IMPROVE PROPERTY CONDITION COLLECTION AND CODE ENFORCEMENT EFFORTS.			
ACTION 1: Develop a centralized and publicly accessible database for properties.	●●●●		
ACTION 2: Create a citizen's guide for code enforcement that enables citizens to report blighted properties.	●●●●		
ACTION 3: Levy fines on quality-of-life offenses on properties.	●●●●		
ACTION 4: Prioritize demolition in the Pratt Ensley Area.	●●●●●●		
ACTION 5: Support the use of Public Improvements & Beautification Committee and Neighborhood Association funds for improvements.	●●●●●●		
ACTION 6: Create a vacant property registration ordinance.	●●●●		
ACTION 7: Create a rental property licensing and inspection system and a Good Landlord Program.	●●●●		
STRATEGY B: RENOVATE AND CLEAN UP BLIGHTED PROPERTIES.			
ACTION 1: Support renovation efforts through grants, competitive loans, and home improvement programs.	●●●●●●	Loans! Loans!	
ACTION 2: Establish a "Tool Lending Library" for residents.	●●●●		
ACTION 3: Encourage facade improvements for commercial buildings with a tax abatement program.	●●●●		
ACTION 4: Establish a community beautification coalition to support the City's code enforcement.	●●●●		
ACTION 5: Establish a maintenance registration program for the elderly and disabled.	●●●●		
ACTION 6: Work with local faith-based organizations, Habitat for Humanity, and the Bethel Ensley Action Task Force to renovate blighted properties.	●●●●		
ACTION 7: Create New Neighbor Welcome Committees.	●●●●		
ACTION 8: Support the creation of neighborhood and community nonprofits.	●●●●		
ACTION 9: Utilize "Go-Fund-Me" and other crowd funding resources to fund community beautification and renovation projects.	●●●●		
ACTION 10: Develop an incentive and information program for historic residential restorations in priority areas.	●●●●		
STRATEGY C: ACQUIRE AND DISPOSE OF TAX DELINQUENT PROPERTIES.			
ACTION 1: Prioritize strategic land bank acquisitions in the Pratt Ensley Area.	●●●●		

Economic Vitality Banner Results

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

1. Education and workforce development resources are readily available to improve education attainment
2. Support an economy with viable commercial, mixed use, research, and retail development
3. Satisfy retail demand
4. Utilize catalyst sites

Following 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.

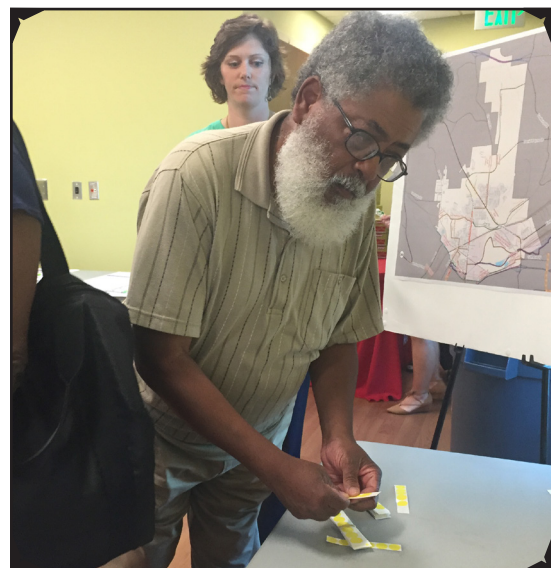
What was well received:

- Expand the offering of fresh food options.
- Make the Pratt Ensley Area more attractive for residential and commercial development by reducing blight and crime.
- Utilize a variety of incentive programs and development tools to encourage reinvestment in the Pratt Ensley Area.
- Provide programs and services to support workforce development.
- Expand resources to improve educational attainment.

Key Actions:

1. Facilitate the retention and development of grocery stores, neighborhood based markets, and farmer's markets offering fresh produce in neighborhood centers.
2. Encourage community investments in local grocery stores.
3. Condemn and demolish blighted properties.
4. Increase police presence.
5. Assist local businesses, developers, and other entrepreneurs with gap financing.
6. Create a job training center and initiatives with Ensley High School potentially as a hub.
7. Host financial and legal business seminars for existing business owners and potential entrepreneurs.
8. Increase awareness of Lawson State Community College and Jefferson State Community College GED and dual enrollment programs.
9. 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.
10. Dispose of or reuse publicly owned sites, such as GW Scott School, Council Elementary School, and Ensley High School.

ECONOMIC VITALITY [EV]		
EV GOAL 1: EDUCATION AND WORKFORCE DEVELOPMENT RESOURCES ARE READILY AVAILABLE TO IMPROVE EDUCATION ATTAINMENT.		
SUGGESTED STRATEGIES & ACTIONS TO ACHIEVE THE GOAL: • Edit and modify any wording below. • Add in other suggested actions.	PLACE A DOT: Support Suggestions	COMMENTS: • 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 and Jefferson State Community College GED and dual enrollment programs.	●●●●●●●●	Extension Center, Contact Dr. Bruce Crawford
ACTION 3: Support local non-profits efforts to increase education in the Pratt Ensley Area.	●●●●●●●●	
ACTION 4: Leverage Jackson-Olin High School designation as a Career Academy.	●●●●●●●●	
STRATEGY B: PROVIDE PROGRAMS AND SERVICES TO SUPPORT WORKFORCE DEVELOPMENT.		
ACTION 1: Create a job training center and initiatives with Ensley High School potentially as a hub.	●●●●●●●●	Immediate. Provide transportation
ACTION 2: Encourage students and adults to seek employment in the IT sector by connecting them to local initiatives.	●●●●●●●●	Immediate
ACTION 3: Encourage businesses to incorporate workforce training for their employees.	●●●●●●●●	Need more business in area
ACTION 4: Establish a workforce development collaborative with the business community, residents, schools, and nonprofits.	●●●●●●●●	Make space available for a makers market for craftsman and artists
ACTION 5: Develop sector-based training.	●●●●●●●●	
ACTION 6: Provide resident skills assessments and professional readiness support.	●●●●●●●●	Provide Transportation
ACTION 7: Host financial and legal business seminars for existing business owners and potential entrepreneurs.	●●●●●●●●	Vincentlong@att.net, 205-222-2886
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 state of the workforce.	●●●●●●●●	woojamz@yahoo.com
EV GOAL 2: SUPPORT AN ECONOMY WITH VIABLE COMMERCIAL, MIXED USE, RESEARCH, AND RETAIL DEVELOPMENT.		
STRATEGY A: UTILIZE A VARIETY OF INCENTIVE PROGRAMS AND DEVELOPMENT TOOLS TO ENCOURAGE REINVESTMENT IN THE PRATT ENSLEY AREA.		
ACTION 1: Assist local businesses, developers, and other entrepreneurs with gap financing.	●●●●●●●●	
ACTION 2: Educate businesses, developers and other entrepreneurs regarding potential funding programs.	●●●●●●●●	
ACTION 3: Provide start-up help, training, technical and financial assistance to encourage entrepreneurship and business development.	●●●●●●●●	Immediate, great need.
ACTION 4: Establish a micro-business program to provide small-scale financing and assistance.	●●●●●●●●	
ACTION 5: Advocate for local businesses and employers to utilize State of Alabama business tax incentives / credits.	●●●●●●●●	
ACTION 6: Consider the use of Industrial Revenue Bonds to expand the City's industrial sector.	●●●●●●●●	
STRATEGY B: ENCOURAGE, MARKET AND RETAIN BUSINESSES THAT COMPLEMENT EXISTING BUSINESSES.		
ACTION 1: Promote a Birmingham Community Payroll Tax Exclusion Program.	●●●●●●●●	
ACTION 2: Continue to promote the City's Enterprise Zone (EZ) program.	●●●●●●●●	
ACTION 3: Make market data readily available to existing and potential businesses.	●●●●●●●●	
ACTION 4: Map the business creation, permitting, and support process and distribute it online.	●●●●●●●●	



Green Systems Banner Results

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

1. Recreational 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

Following 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 recreational opportunities for residents.
- Ensure parks and recreational facilities are safe and well-maintained.
- Provide safe and accessible routes to neighborhoods, commercial districts, and civic amenities.
- Incorporate green systems into city policy to support stormwater management and mitigate flooding.
- Incorporate vacant land and rights-of-way into green systems network.
- Acquire and/or protect land in flood prone areas.

Key Actions:

1. Establish more recreational programming for adults, especially seniors.
2. Utilizing the One Pratt Plan, construct a new city park along Dugan Avenue in Pratt City.
3. Dedicate adequate funding for park maintenance and capital improvements.
4. The residents of this area would like to see a world class recreation center. This new recreation center would be comparable to those in other affluent areas. Activities would include swimming, tennis, archery, track and field, and basketball.
5. Address issues to McAlpine Park.
6. Implement the Birmingham Sidewalk Master Plan.
7. Continue working with the Village Creek Society to increase access to recreational facilities for residents.
8. Encourage the use of Best Management Practices (BMPs) on all new developments during post-construction to control soil erosion and minimize sediment runoff.
9. Install green systems on blighted or vacant properties to reduce stormwater runoff and flooding in flood prone areas.
10. Partner with willing landowners and the Freshwater Land Trust to purchase properties that are repeatedly flooded.

GREEN SYSTEMS [GS]		
GS GOAL 1: RECREATION OPPORTUNITIES ARE WITHIN A 10-MINUTE WALK OF EVERY RESIDENT.		
SUGGESTED STRATEGIES & ACTIONS TO ACHIEVE THE GOAL: *Edit and modify any wording below. *Add in other suggested actions	PLACE A DOT: Support Suggestions	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.	●●●●●	Residents should also be able to acquire properties for community based initiatives, subhouses, etc/
ACTION 2: Consider the feasibility of building a community center in the Oak Ridge neighborhood.	●●●●●	
ACTION 3: Establish more recreational programming adults, especially seniors.	●●●●●	Senior schools could be utilized
ACTION 4: Utilizing the One Pratt Plan, construct a new city park along Dugan Avenue in Pratt City.	●●●●●	
ACTION 5: Create a pedestrian green space in Downtown Ensley.	●●●●●	The greenspaces that they have is not maintained. But could be increased.
ACTION 6: Explore the feasibility of establishing a nature preserve on land occupied by the abandoned rail yard in the Thomas Neighborhood as recommended by the 2013 plan.	●●●●●	
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.	●●●●●	
ACTION 2: Adopt CPTED principles for the design of parks, greenways and recreational facilities.	●●●●●	
ACTION 3: Dedicate adequate funding for park maintenance and capital improvements.	●●●●●	
ACTION 4: Create "Friends of Parks" groups to support funding and maintenance of City owned parks and other recreational amenities.	●●●●●	
ACTION 5: Address issues at Ensley Park.	●●●●●	
ACTION 6: Address issues at McAlpine Park.	●●●●●	Restroom renovation of the park, bathroom floors etc. Also benches.
ACTION 7: Address issues at Smithfield Estates Park.	●●●●●	Work on park game structure over at the open road near from 78 to park to eliminate traffic thru neighborhood. Need landscaping and playground facilities.
ACTION 8: Address issues at Dorothy Spears Park.	●●●●●	Watch kids to walk at the park every year. Lets promote the park and make it a new Birmingham. Working@pratt.net 00573285
ACTION 9: Address issues at Westfield Dolomite Park.	●●●●●	
ACTION 10: Address issues at Howze Sanford Park.	●●●●●	Lighting for trail at Howze Sanford. Continue renovations of the park, restrooms and activities.
ACTION 11: Address issues at Minneville Park.	●●●●●	
ACTION 12: Address issues at Spring Water Park.	●●●●●	
ACTION 13: Address issues at Sandusky Park.	●●●●●	Increase parking
ACTION 14: Address issues at North Pratt Park.	●●●●●	Need to widen entrance into park. Widen roads near lights. Need for entrance access to park especially when going to park shelter.
ACTION 15: Address issues at East Thomas Park.	●●●●●	
ACTION 16: Address issues at Dolomite Park.	●●●●●	
ACTION 17: Address issues at South Shearman Heights Park.	●●●●●	
ACTION 18: Address issues at Wylam Park.	●●●●●	
STRATEGY C: PROVIDE SAFE AND ACCESSIBLE ROUTES TO NEIGHBORHOODS, COMMERCIAL DISTRICTS, AND CIVIC AMENITIES.		
ACTION 1: Implement priority portions of the Red Rock Ridge and Upper 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.	●●●●●	Need a trail in Village Creek - would love to see a park in the area of the East Thomas/Ensley area. We don't want to start with that.

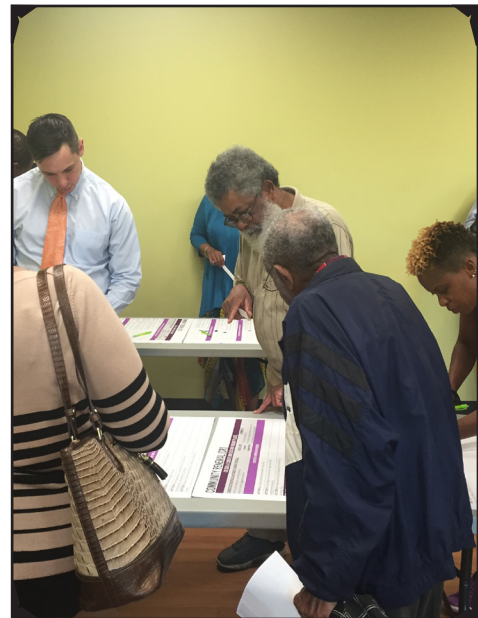
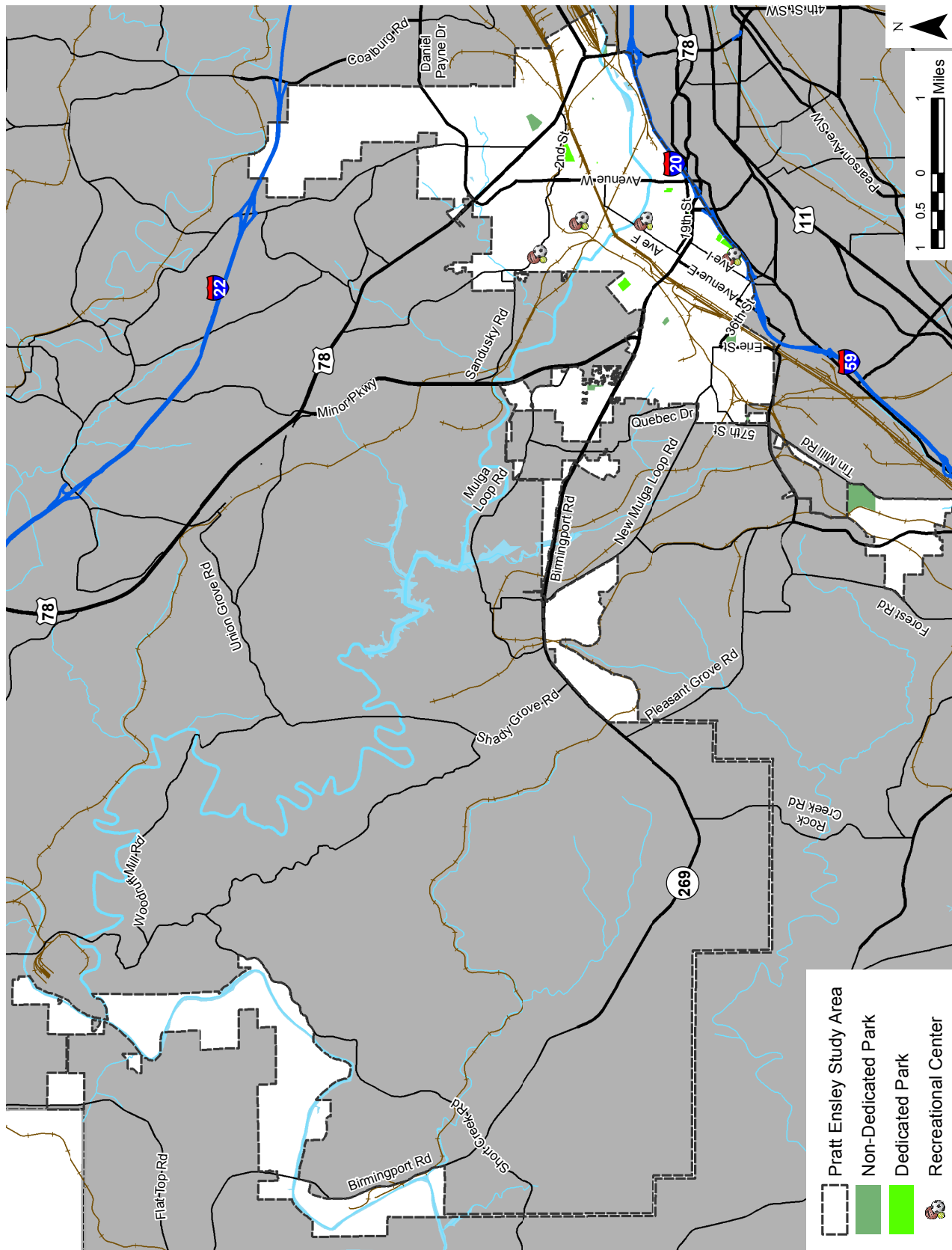


Figure 2.7: Pratt Ensley Green Systems Map



Transportation and Infrastructure Banner Results

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

1. Build a multimodal transportation network to provide a wide range of transportation choices
2. Physically and fiscally invest in the transportation system
3. Improve transit service

Following 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:

- Build an interconnected pedestrian, bicycle and trail system.
- Invest in transportation maintenance.
- Enhance existing public transit service.

Key Actions:

1. Implement the Birmingham Sidewalk Master Plan.
2. Support the Village Creek Greenway.
3. Enlist community volunteers to lead “walking school buses” along safe routes to school routes.
4. Build out segments of on-street bicycle facilities as identified in the Red Rock Ridge and Valley Trail System.
5. Establish a pavement management plan so that maintenance costs will be reduced over time.
6. Establish a local transportation investment program for infrastructure maintenance.
7. Streamline local bus routes.
8. Improve local transit stops and amenities.
9. Establish a transit circulator with Pratt Ensley to better allow residents to move within the community.
10. Create efficient and streamlined transit connections in Pratt Ensley to the proposed Five Points West BRT superstop.

TRANSPORTATION & INFRASTRUCTURE [T&I]		
T&I GOAL 1: BUILD A MULTIMODAL TRANSPORTATION NETWORK TO PROVIDE A WIDE RANGE OF TRANSPORTATION CHOICES.		
SUGGESTED STRATEGIES & ACTIONS TO ACHIEVE THE GOAL: • Edit and modify any wording below. • Add in other suggested actions.	PLACE A DOT: • Yellow = Endorse • Green = Suggestion	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 Birmingham Sidewalk Master Plan.	●●●●●	Need bike lanes across 78
ACTION 2: Enlist community volunteers to lead “walking school buses” along safe routes to school routes.	●●●●●	
ACTION 3: Build priority portions of the Red Rock Ridge and Valley Trail System.	●●●●●	
ACTION 4: Support the Village Creek Greenway.	●●●●●	Make sure it doesn't stink!
ACTION 5: Construct and provide wayfinding and signage for the Pratt City Heritage Trail.	●●●●●	
ACTION 6: Build out segments of on-street bicycle facilities as identified in the Red Rock Ridge and Valley Trail System.	●●●●●	Bicycle lanes need to be connected
ACTION 7: Receive Council Endorsement For The City's Complete Streets Resolution.	●●●●●	
ACTION 8: Consider appropriate complete streets elements in strategic opportunity areas.	●●●●●	
ACTION 9: Clearly define key gateways into the Pratt and Ensley communities through urban design and beautification enhancements.	●●●●●	
ACTION 10: Create a streetscape master plan for 20th Street and 19th Street Ensley.	●●●●●	
T&I GOAL 2: PHYSICALLY AND FISCALLY INVEST IN THE TRANSPORTATION SYSTEM		
STRATEGY A: IMPROVE SAFETY		
ACTION 1: Conduct studies and regularly review relevant data at high accident locations to support operational changes and designs that improve safety.	●●●●●	
ACTION 2: Develop context sensitive traffic calming programs.	●●●●●	Cherry Ave is like a race track, cars speed all the time.
STRATEGY B: INVEST IN TRANSPORTATION MAINTENANCE		
ACTION 1: Establish a pavement management plan so that maintenance costs will be reduced over time.	●●●●●	Roads damaged during 2011 storm has yet to be resurfaced
ACTION 2: Establish a local transportation investment program for infrastructure maintenance.	●●●●●	
T&I GOAL 3: IMPROVE TRANSIT SERVICE		
STRATEGY A: ENHANCE EXISTING PUBLIC TRANSIT SERVICE		
ACTION 1: Streamline local bus routes.	●●●●●	
ACTION 2: Improve local transit stops and amenities.	●●●●●	
ACTION 3: Establish a transit circulator within Pratt Ensley to better allow residents to move within the community.	●●●●●	Make sure bus stops are all handicap accessible.
ACTION 4: Create efficient and streamlined transit connections in Pratt Ensley to the proposed Five Points West BRT superstop.	●●●●●	Shelter from weather-particularly near senior facilities

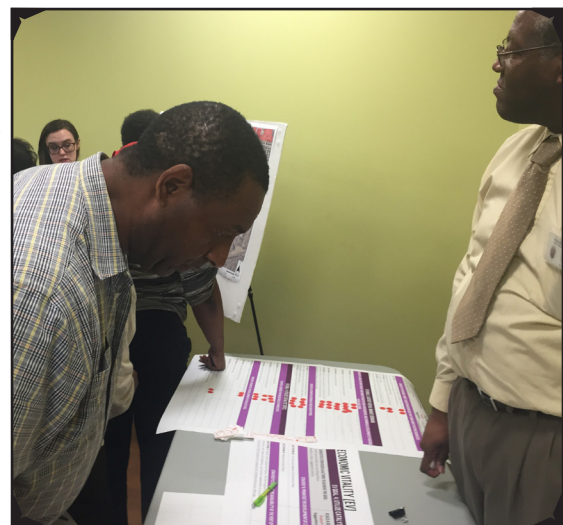
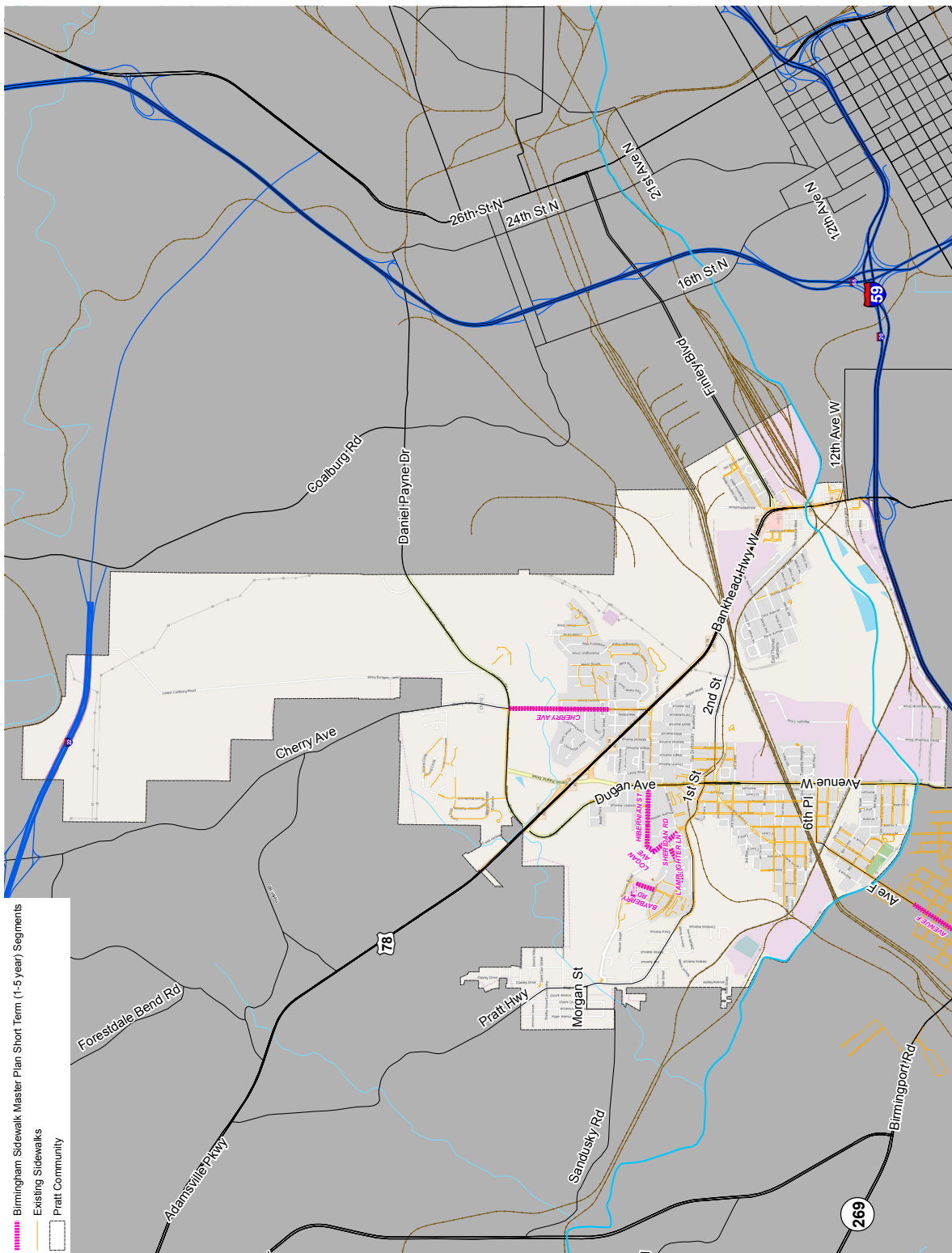


Figure 2.8: Pratt Community Transportation and Infrastructure Map

PRATT COMMUNITY



PRATT CITY STRATEGIC OPPORTUNITY AREA & OPPORTUNITY SITES

Large format maps were provided for the Pratt City Strategic Opportunity Area. Attendees were asked to place a numbered dot on areas where they saw issues or had ideas for future development, as well as provide specific comments and recommendations for each dot placed. Residents' input will be used to help fine tune proposals and recommendations for the Pratt City Strategic Opportunity Area.

Why Pratt City?

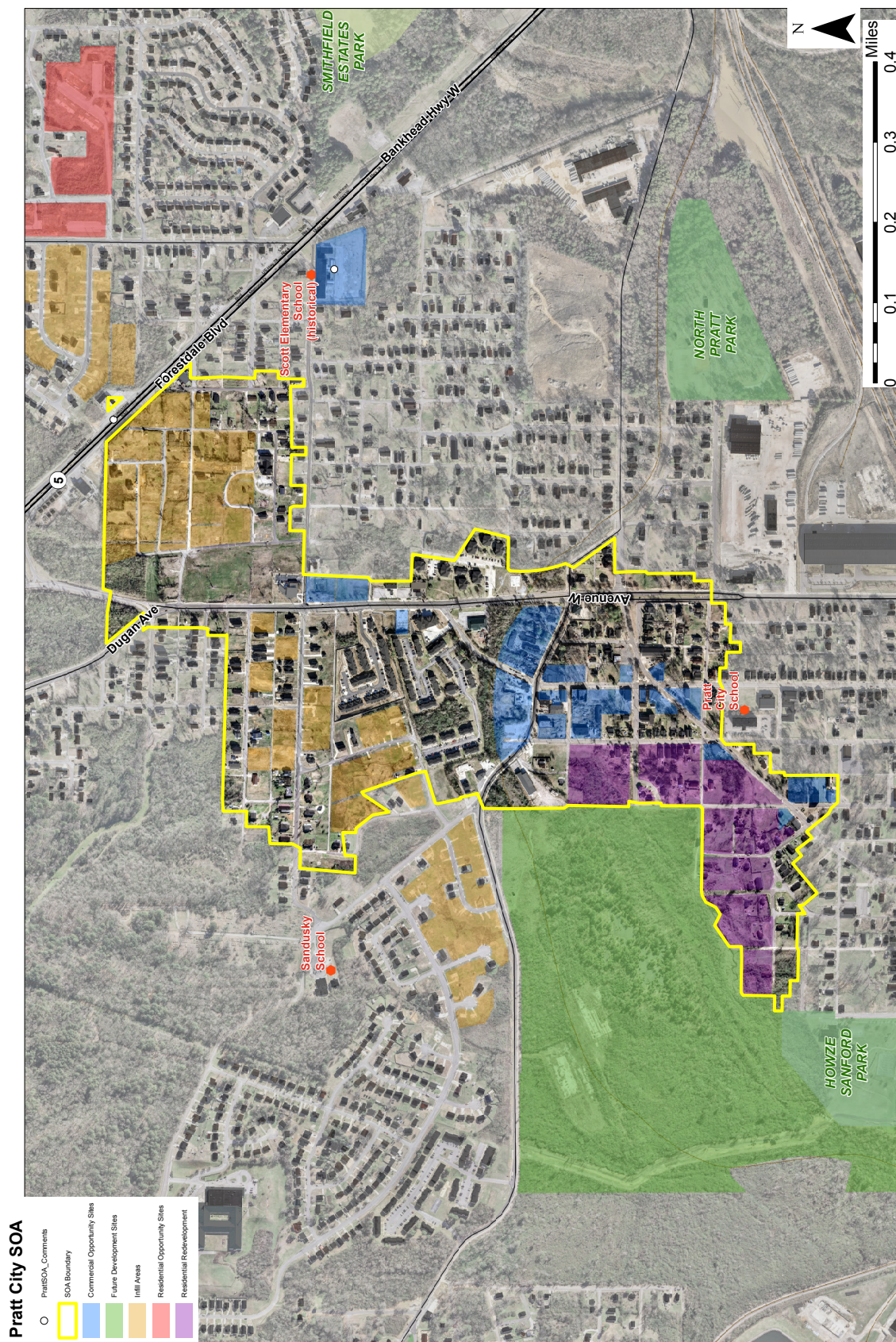
- **Existing Investment by the City:**
 - New Fire Station
 - Pratt City Library
- **Redevelopment & Revitalization Opportunities:**
 - Opportunity for infill housing.
 - Potential to utilize National Historic Landmark Credits in the Carline Avenue historic district.
- **Existing market rate senior housing development.**
- **Creation of One Pratt Park as a recreational destination.**

What did we hear?


- Residents would like to see a YMCA or similar at the historic Scott Elementary School.
- Residents want to continue to see improvement in Pratt City.
- Residents would like to see a new commercial area and grocery store on State Road 78.



Figure 2.9: PRATT CITY STRATEGIC OPPORTUNITY AREA MAP



PRATT: GOALS, STRATEGIES, AND ACTIONS MEETING PRESENTATION



**PRATT ENSLEY
FRAMEWORK PLAN**

PRATT COMMUNITY MEETING
TUESDAY, MAY 02, 2017
PRATT PUBLIC LIBRARY

PROJECT TEAM

CITY OF BIRMINGHAM

- Donald Wilburn, Senior Planner
 - Donald.Wilborn@birminghamal.gov
 - 205-254-2730



**REGIONAL PLANNING COMMISSION
OF GREATER BIRMINGHAM**

- Maria Hines, Community Planner
 - mhines@rpcgb.org
 - 205-264-8445



STUDY AREA

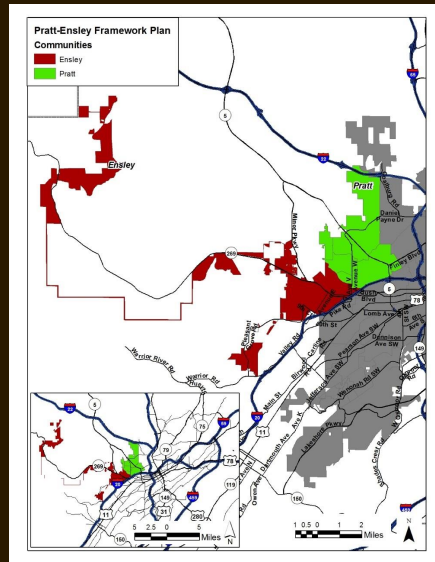
2 COMMUNITIES

- Pratt
- Ensley

12 NEIGHBORHOODS (6 NEIGHBORHOODS)

12,200 PARCELS (6,000 PARCELS)

24.3 SQUARE MILES (9.8 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



VOLUME 1—THE PLAN



THE PLAN ANSWERS

WHAT IS THE STATE OF THE PRATT ENSLEY AREA?

- Profile of current demographic, market, land use, zoning and development trends
- Inventory of parcel conditions, public services and infrastructure

WHAT WOULD PEOPLE LIKE THE PRATT ENSLEY AREA TO LOOK LIKE IN THE FUTURE?

- Vision statement
- Lists citizens issues and desires

HOW WILL THE PRATT ENSLEY AREA ACHIEVE THAT VISION FOR THE FUTURE?

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

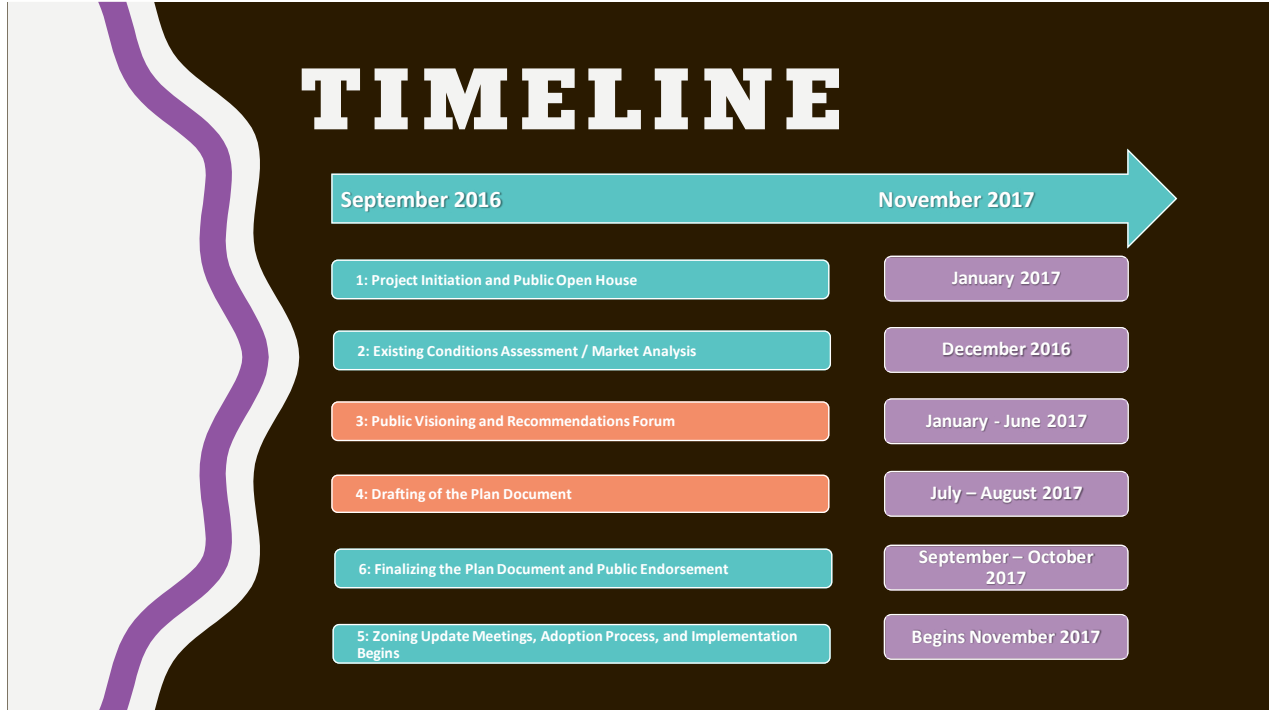
FINAL PRODUCT

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 Pratt Ensley Framework Plan is online at www.imaginebham.com!!

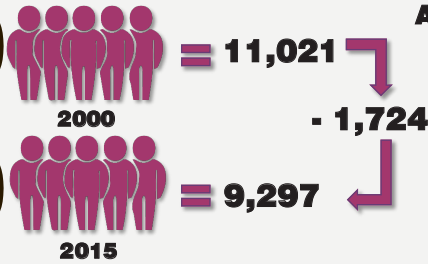


THE NUMBERS

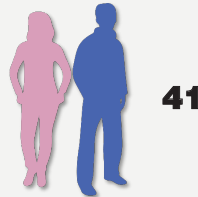
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DEMOGRAPHICS

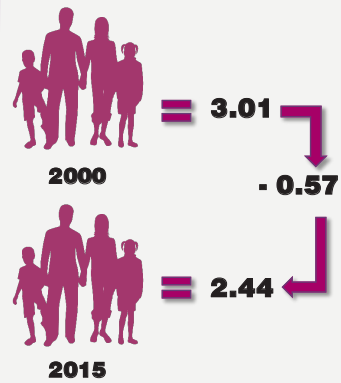
Total Population 2000-2016



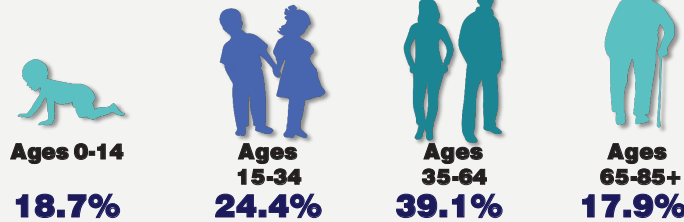
Median Population Age 2016



Household Size 2000 - 2015



2015 Population by Age Cohort



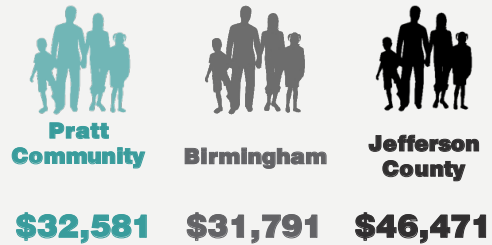
ECONOMICS + EDUCATION

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2015 Civilian Population, 16+



2015 Median Household Income



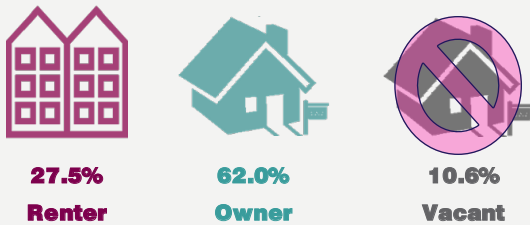
Educational Attainment 2015, Population 25+

	Less Than 9 th Grade	9-12 Grade, No Diploma	High School Graduate, GED	Some College, No Degree	Assoc. Degree	BA. Degree	Graduate Degree
Pratt Community	5.3%	11.6%	26.9%	28.1%	7.2%	14.3%	6.7%
Birmingham	4%	11%	29%	24%	8%	15%	9%

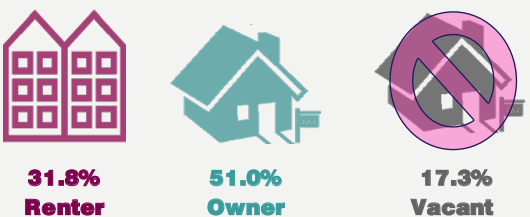
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HOUSING

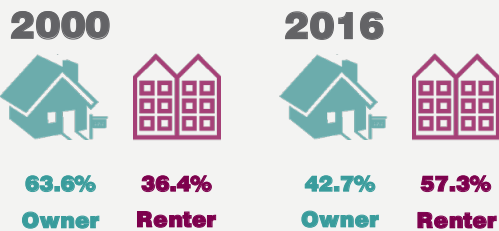
Total Housing Units by Occupancy 2000



2016



Occupied Housing Units by Tenure

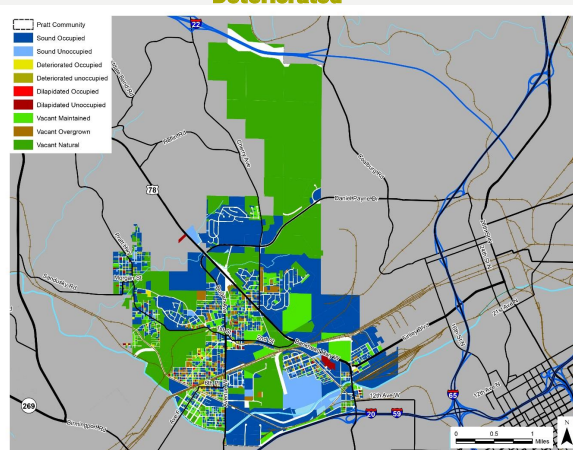
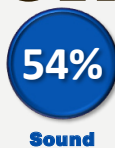
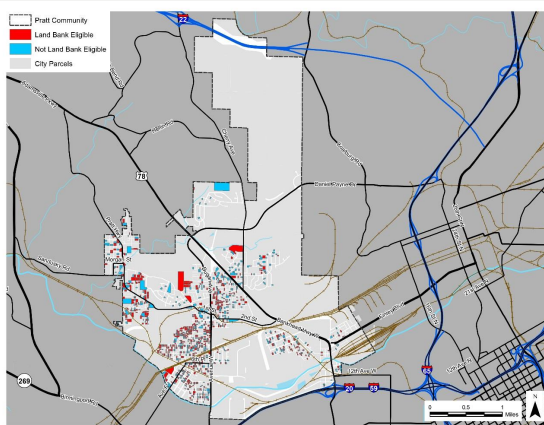


2016 Occupied Housing Units by Median Value



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PROPERTY CONDITIONS





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 Strategic Opportunity Areas (SOAs)** and we will **finalize the draft plan** for discussion at the next public meeting.



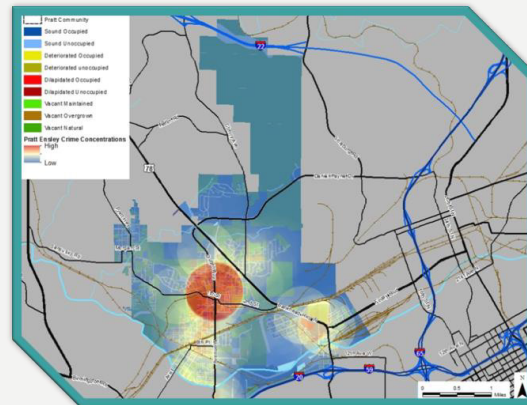
ASSETS

- **Well connected community** working with existing partners.
- **Well established church communities**.
- Proximity to various **transportation facilities**:
 - Port of Birmingham
 - Interstate 20/59 and Interstate 22
 - Existing bicycle and off-road trails
 - BJCTA Bus System
- **Growing parks and recreation facilities**.
- Numerous **historical buildings** and **historical districts**.
 - Ability to capitalize on the steel and iron industry.
- **Ongoing investment** by the City of Birmingham.



CHALLENGES

- **High concentrations of blight and abandoned housing**.
- **Lack of housing options** for a diversity of incomes.
- **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

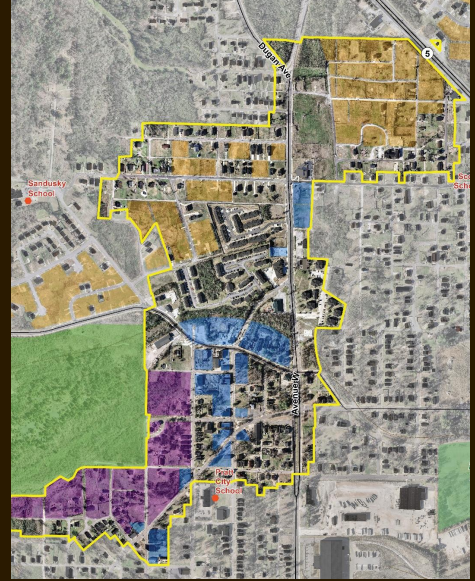
- Strategic Opportunity Areas are locations in **which investments, public improvements and regional interests are focused** in order to spur growth and development that can spread to multiple neighborhoods in a community.
- Most Strategic Opportunity Areas are **centered either around existing community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

PRATT CITY STRATEGIC OPPORTUNITY AREA

- **Redevelopment & Revitalization:**
 - New Fire Station
 - Restored Pratt City Library
 - Opportunity for infill housing
 - Potential to utilize National Historic Landmark Credits in the Carline Avenue historic district
- Existing senior housing development
- Creation of One Pratt Park as a recreational destination



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....

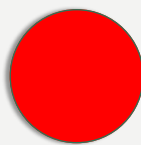
1. Community Renewal (blight, city services, health, etc.)
2. Green Systems (parks and green space)
3. Economic Vitality (retail, businesses, jobs, etc.)
4. Transportation and Infrastructure (streets, sidewalks, etc)



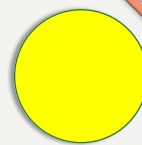
Community Renewal



Green Systems



Economic Vitality



Transportation & Infrastructure



Imagine
BIRMINGHAM
COMMUNITY FRAMEWORK PLANS

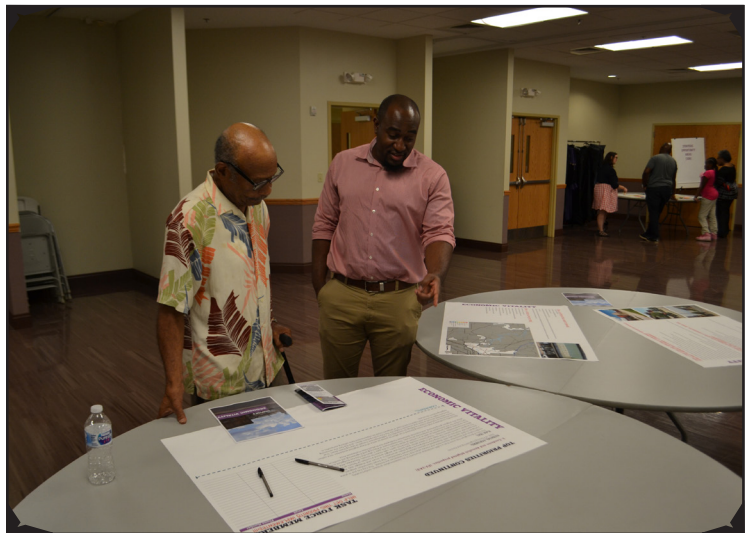
THANK YOU!!

NEXT MEETING:
August - September 2017

Like us at <https://www.facebook.com/imaginebham!>

2.5.4. PUBLIC MEETING #4- OCTOBER 10, 2017

The third and final public meeting regarding the for the Pratt Ensley Framework Plan was held at 6pm on October 10, 2017 at Bethel Baptist Church. Citizens from all communities within the planning area were represented. A total of 11 attendees signed in. This meeting was a follow-up from the third public meeting for Pratt Ensley Framework Plan on May 2, 2017. The purpose of this meeting was to reveal the draft Plan for Pratt and Ensley communities, sign-up for the implementation committee, provide feedback on the draft Strategic Opportunity Area Appendix, and comment on changes made to the Future Land Use Map. 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 Community 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 an 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 starting January 2018.



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 104 - 124** outline the presentation.



Imagine
BIRMINGHAM
Community Renewal • Economic Vitality • Green Systems • Transportation and Infrastructure • Future Land Use

Pratt Ensley Framework Plan

Public Meeting #4
Tuesday October 10, 2017
Bethel Baptist Church Fellowship Hall

PROJECT TEAM

City of Birmingham

- Donald Wilborn, Senior Planner
 - Donald.Wilborn@birminghamal.gov
 - 205-254-2730

Regional Planning Commission of Greater Birmingham

- Maria Hines
 - mhines@rpcgb.org
 - 205-264-8445



Pratt Ensley

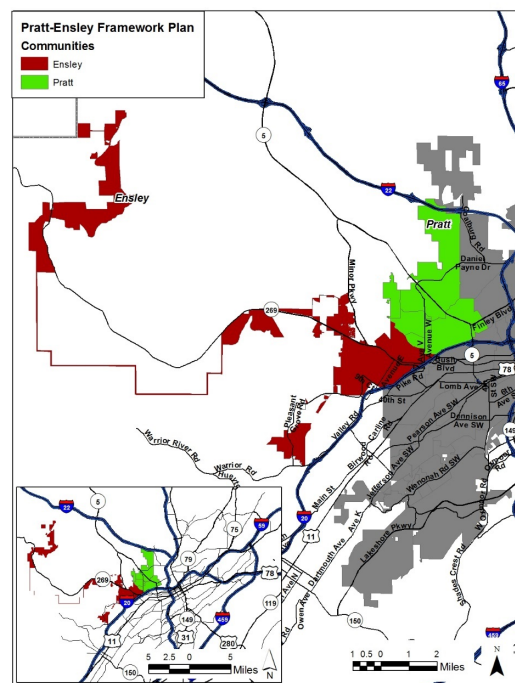
2 Communities

- Pratt City
- Ensley

12 NEIGHBORHOODS
(6 NEIGHBORHOODS)

12,200 PARCELS
(6,000 PARCELS)

24.3 SQUARE MILES
(9.8 SQUARE MILES)



PURPOSE

2013 Comprehensive Plan

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

Framework Plans

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

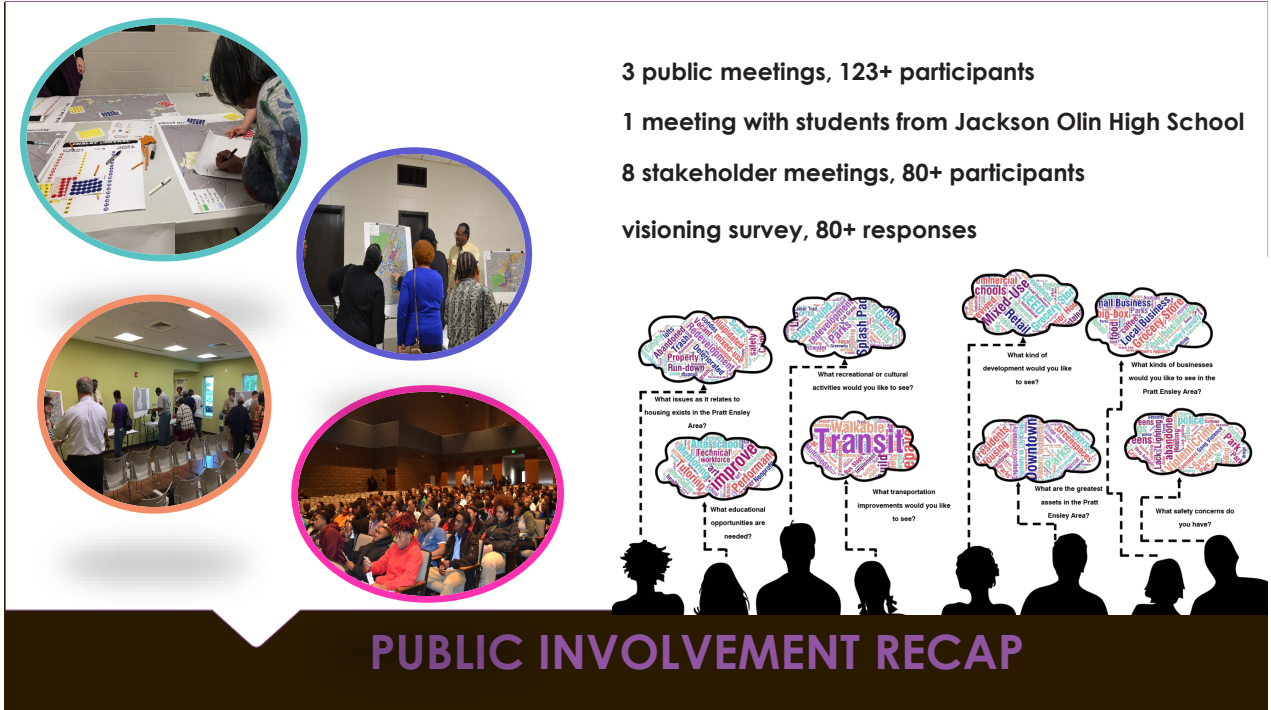


PLANNING PROCESS

Timeline

- o August 2016 – Property Assessments
- o December 2016 – Existing Conditions Report
- o January – June 2017 – Public Visioning & Recommendations Forums
- o July - August 2017 – Drafting the Plan
- o **September – October 2017 – Final Plan Document & Public Endorsement**
- o November – Zoning Update Meetings Commence





3 public meetings, 123+ participants
 1 meeting with students from Jackson Olin High School
 8 stakeholder meetings, 80+ participants
 visioning survey, 80+ responses

PUBLIC INVOLVEMENT RECAP



THE STORY

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
- Prioritize potential brownfield sites

THE PLAN

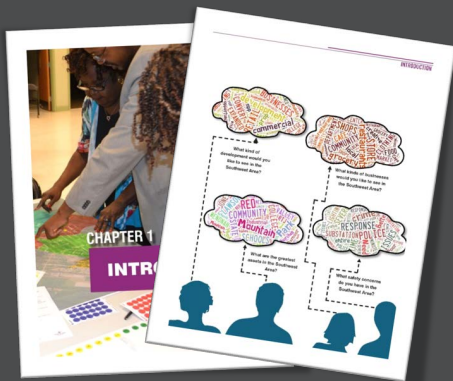
Contents

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

- Appendix A: Existing Conditions
- Appendix B: Housing Analysis
- Appendix C: Public Involvement Summary
- Appendix D: Strategic Opportunity Areas



INTRODUCTION



- Purpose of the Plan
- Study Area
- Planning Process
- Our Vision
- Plan Organization
- How to use this Plan

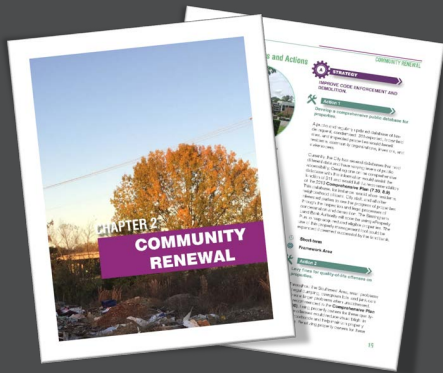
“The Pratt and Ensley communities are the best kept secret in Birmingham. Vibrant and ever evolving, with major investment on the horizon, Pratt and Ensley are uniquely positioned to experience a new period of growth, innovation, and success. Residents of the area are diverse, collaborative, and energetic; coupled with beautiful architecture and quality jobs nestled within a historic urban fabric, the Pratt Ensley Area is in the midsts of a revival. Come be a part of it. Come be a part of the Pratt Ensley Renaissance”.

- Residents of the Pratt Ensley Area



PUBLIC INPUT RECAP

Community Renewal



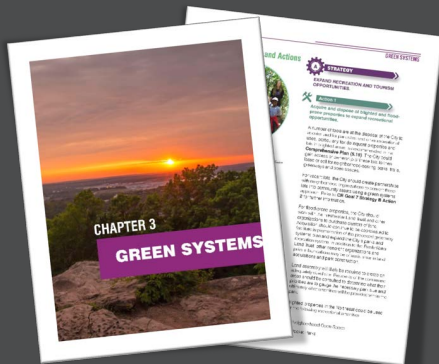
Top Priority Actions

- Install monitoring and surveillance cameras at known dump sites.
- Introduce tax incentives to encourage grocers to locate to the area.
- Work with HABD, private developers, non-profits and other organizations to infill single and multifamily housing on underutilized properties.



PUBLIC INPUT RECAP

Green Systems



Top Priority Actions

- Establish more recreational programming for adults, especially seniors.
- Dedicate adequate funding for park maintenance and for capital improvements.
- Install green systems on blighted properties to reduce stormwater run-off and flooding in flood-prone areas.



PUBLIC INPUT RECAP

Economic Vitality



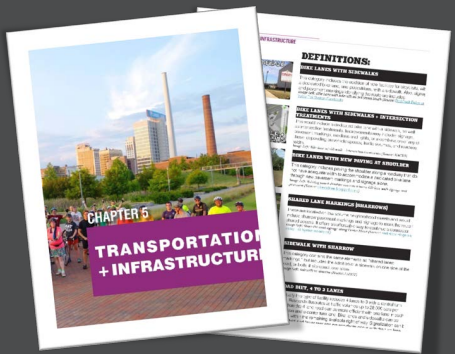
Top Priority Actions

- Leverage Jackson-Olin High School designation as a Career Academy.
- Provide start-up help, training, technical and financial assistance to encourage entrepreneurship and business development.
- Condemn and demolish blighted properties.



PUBLIC INPUT RECAP

Transportation & Infrastructure



Top Priority Actions

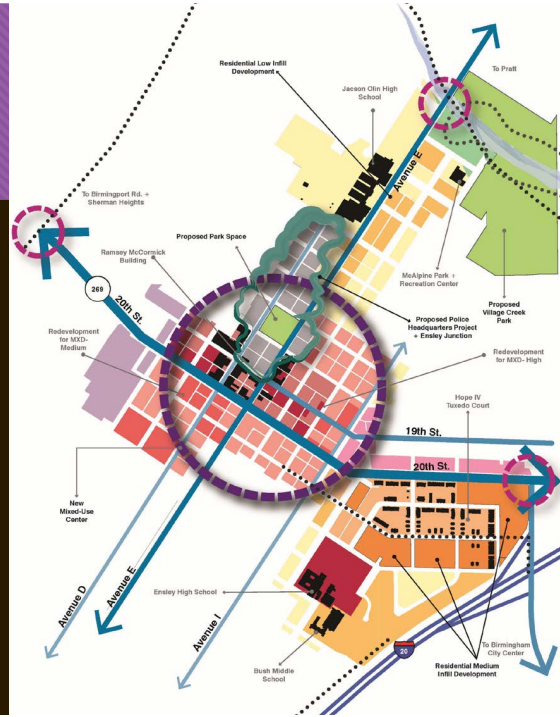
- Support the Village Creek Greenway.



Strategic Opportunity Areas (SOAs)

Downtown Ensley Strategic Opportunity Area

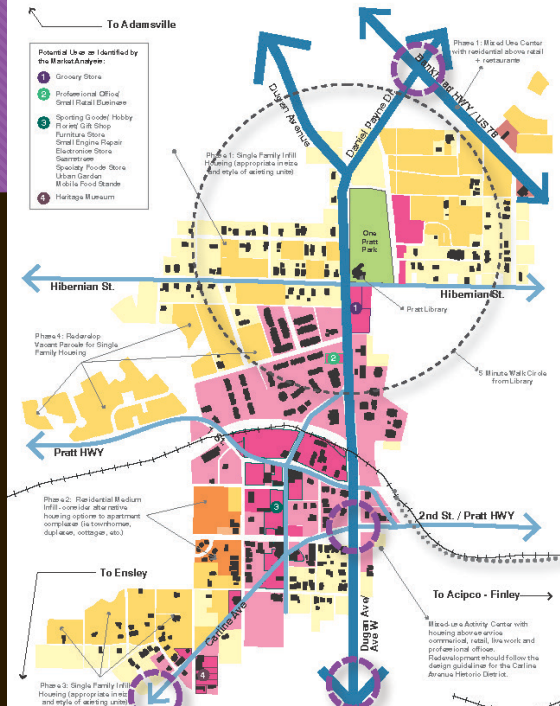
- o **New Mixed Use Center @ 20th Street Ensley**
 - o Proposed relocation of City of Birmingham Police Headquarters
 - o Proposed Ensley Junction Development + Park
- o **Streetscape improvements** to 20th Street + 19th Street Ensley
- o Redevelopment of flood buy-out properties to **Village Creek Park**
- o Expansion of **Tuxedo Court**
- o **Infill housing** near Jackson Olin High School



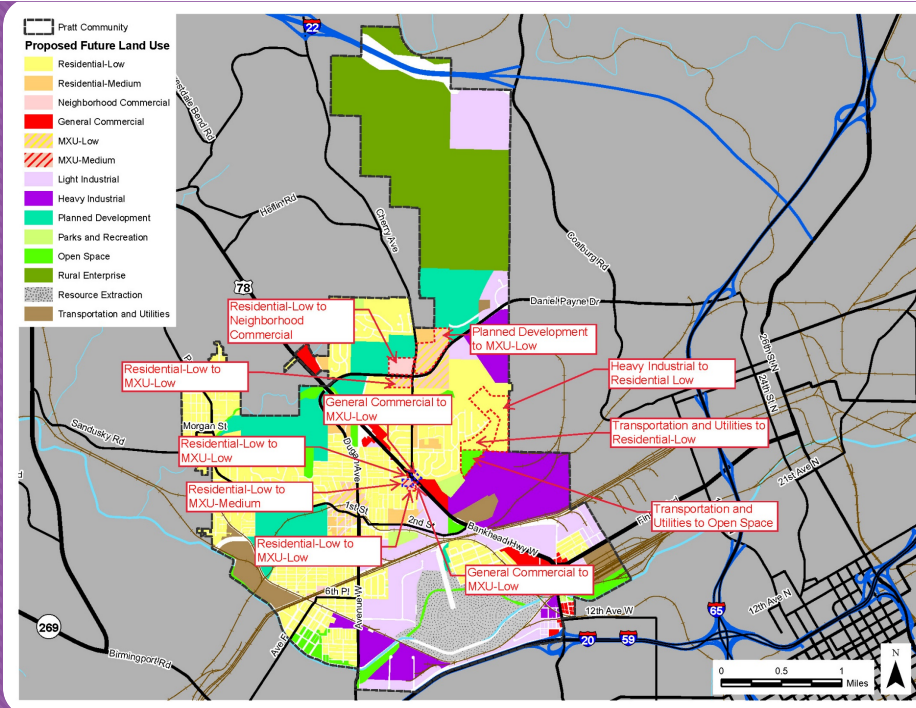
Strategic Opportunity Areas (SOAs)

Pratt City Strategic Opportunity Area

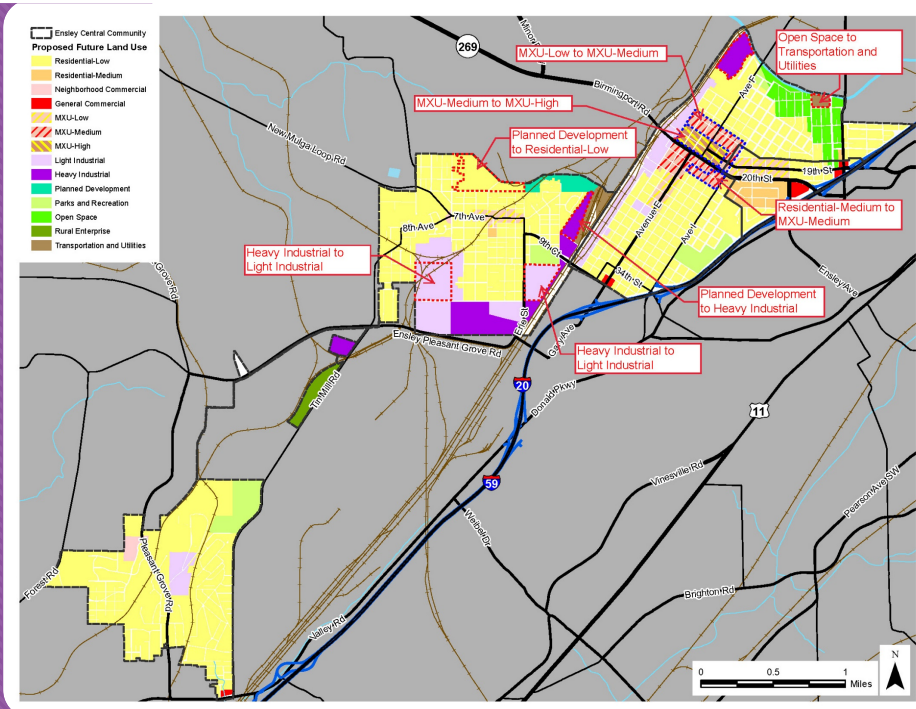
- o **New Mixed Use Center within a 5-minute walk of One Pratt Park**
- o Recruit **a grocery store** to locate to Hibernian Street and Dugan Avenue
- o **Phased infill development** of single family homes
- o Redevelopment of **Carline Avenue** into **live- work mixed-use center**



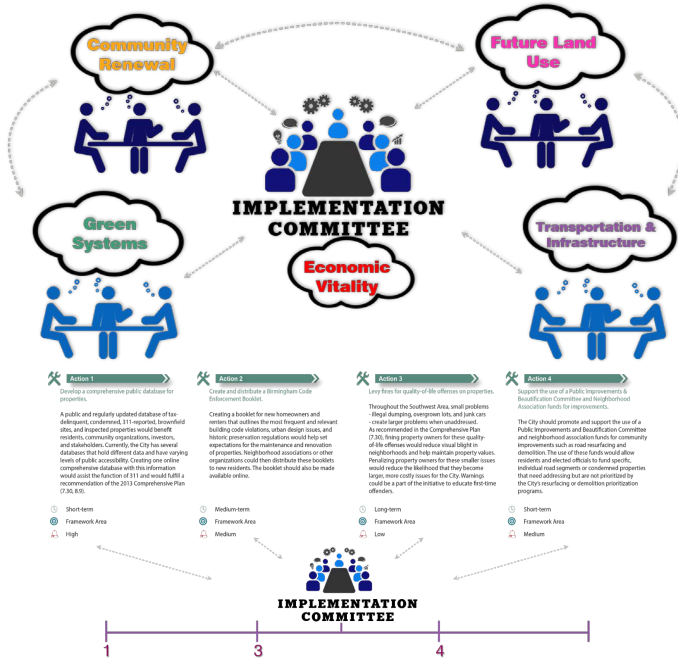
Pratt Future Land Use Changes



Ensley Central Future Land Use Changes

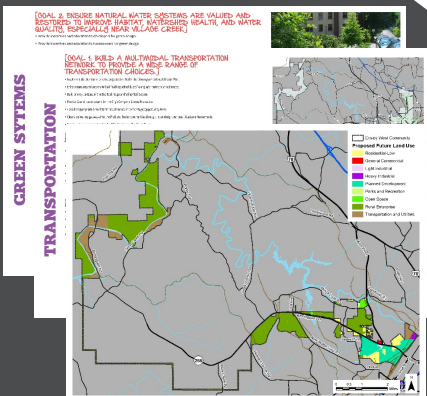


IMPLEMENTATION COMMITTEE



THE ACTIVITIES

THE ACTIVITIES



- Review goals, strategies and actions by chapter
- Review Strategic Opportunity Areas, + provide comments
- Review changes to Future Land Use Map
- Sign - Up for the Implementation Committee
- Prioritize potential brownfield sites for the Brownfields Assessment Grant

NEXT STEPS

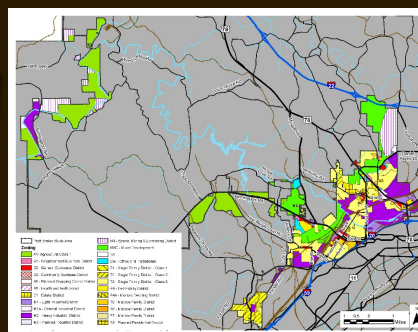
The Future Land Use designation, in conjunction with development guidelines, details how you may be able to use your parcel in the future.

LAND USE VS

Zoning refers to binding land use requirements that regulate appropriate use, bulk, height, density, and other characteristics appropriate for a site. Specific zoning regulations derive from the general recommendations of a land use plan.

ZONING

- Final Plan Published Spring 2018 (imagineBham.com)
- Zoning Update Meetings (November 2017 – Spring 2018)
- Plan Adoption (Spring 2018)



Thank YOU!

City of Birmingham

- Donald Wilburn, Senior Planner
 - Donald.Wilborn@birminghamal.gov
 - 205-254-2730

Regional Planning Commission of Greater Birmingham

- Maria Hines, Community Planner
 - mhines@rpcgb.org
 - 205-264-8445



RPCGB
REGIONAL PLANNING COMMISSION
OF GREATER BIRMINGHAM

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

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: IDENTIFY AND REDUCE BLIGHT]

- Develop a comprehensive public 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.
- Prioritize demolition in the Pratt Ensley Area.
- Support the use of Public Improvements and Beautification Committee and Neighborhood Association funds for improvements.
- Create a vacant property registration ordinance.
- Create a rental property licensing and inspection system and a Good Landlord Program.
- Support renovation efforts through grants, competitive loans, and home improvement programs.
- Establish a "Tool Lending Library" for residents.
- Encourage facade improvements for commercial buildings with a tax abatement program.
- Establish a maintenance registration program for the elderly and disabled.
- Work with local faith-based organizations, Habitat for Humanity, and the Bethel Ensley Action Task Force to renovate blighted properties.
- Create New Neighbor Welcome Committees
- Utilize "Go-Fund Me" and other crowd funding resources to fund community beautification and renovation projects.
- Develop an incentive and information program for historic restorations in priority areas.
- Prioritize strategic land bank acquisitions in the Pratt Ensley Area.
- Continue and promote the Side Lot Disposition Program.
- Convert vacant lots into community assets with informed partners.
- Enact an adaptive reuse ordinance.
- Repurpose publicly-owned abandoned facilities to meet the needs of the community.
- Increase the frequency and reliability of trash pickups by the City.
- Fine property owners for leaving trash out.
- Connect nonprofits, private developers, and neighborhoods with materials, information and data.
- Support the creation of homeowners associations that invest in the community.
- 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 of illegal dumping, i.e. human health, safety, cleanup costs, and water quality.
- Install monitoring and surveillance cameras at known dump sites.
- Promote use of landfill drop offs to prevent illegal dumping hotspots.
- 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.

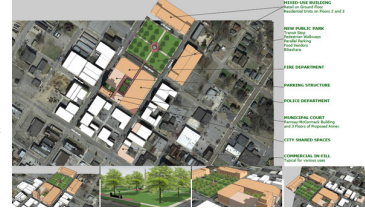
COMMUNITY RENEWAL

[GOAL 2: ENSURE SAFETY OF COMMUNITIES]

- Create and support SafePlace programs with service partnerships.
- Create and promote neighborhood watch and block captain programs.
- Develop neighborhood lighting programs.
- Create a streetlight outage form to enable citizens to report streetlights that are out.
- Follow Crime Prevention through Environmental Design (CPTED) Guidelines.
- Re-establish the Birmingham Police substation in Downtown Ensley, if the Birmingham Police Headquarters is not relocated to the Ramsey McCormick Building.
- Dedicate additional police patrol to areas in/near crime hotspots.
- Establish a neighborhood watch group to provide police with additional "eyes and ears" and to promote cooperation among residents and police.
- Encourage residents to use the ATFHQ Report it app to report gun crimes and other criminal activity anonymously.
- Establish a youth police academy in the Pratt Ensley Area.
- Enforce the City's Leash Law.
- Increase and improve the quality of Animal Control.

[GOAL 3: ENSURE THE PHYSICAL WELLBEING OF RESIDENTS IS IMPROVED]

- Increase awareness of City's existing support services and programs.
- Increase awareness of existing medical facilities in and around the Pratt Ensley Area.
- Incentivize urgent cares, primary care doctors and medical supply stores to locate in the Pratt Ensley Area.
- Coordinate with the Faith Chapel Christian Center to explore the feasibility of renovating the Historic Holy Family Community Hospital (located at 1915 19th Street Ensley) into a community healthy facility and clinic.
- Use mobile health clinics (MHCs) to improve access to healthcare.
- Establish school-based health clinics to improve access to healthcare.
- 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.
- Building sidewalks in areas of need and build out the Red Rock Trail to improve pedestrian access to nearby recreational amenities.
- Support the Village Creek Greenway.
- Support the creation of the Pratt City Heritage Trail.
- Provide additional adult and senior recreational programming at local recreation centers.
- Promote existing community gardens in Ensley.
- Encourage the creation of community gardens in the Pratt community.
- Establish a teaching garden to educate and train residents on the basics of planting vegetables and other produce.



[GOAL 3: ENSURE THE PHYSICAL WELLBEING OF RESIDENTS IS IMPROVED]

- Develop a farm-to-school program to increase awareness of healthy food choices.
- Partner with Blue Cross and Blue Shield of Alabama to host healthy cooking classes at One Pratt Park (currently classes take place at Railroad Park) once park is complete.
- Introduce tax incentives to encourage grocers to locate to the area.
- Facilitate the retention of a farmers market in Downtown Ensley and the One Pratt Park project.

[GOAL 4: CREATE AND SUSTAIN VIBRANT PLACES]

- Utilize a place-based approach to public and private investment in the Pratt Ensley Area.
- Implement the Future Land Use Map/Plan to allow a variety of housing types and densities.
- Incentivize green design.
- Encourage facade improvements for commercial buildings with a tax abatement program.
- Adopt Character Based Codes in Strategic Opportunity Areas.
- Continue working with REV Birmingham to create pop-up events and make temporary streetscape improvements in commercial areas.
- Enhance wayfinding between major sites.
- Build neighborhood entrance signs and install neighborhood banners.
- Provide wayfinding and signage for the Pratt City Heritage Trail.

[GOAL 5: HIGH QUALITY HOUSING OPTIONS ARE PROVIDED FOR A VARIETY OF INCOME AND HOUSEHOLD SIZES]

- Enforce the City's current building codes to reduce blight.
- Provide rehabilitation and maintenance assistance to residents.
- Provide incentives to promote affordable housing options.
- Develop a revolving affordable housing trust fund and other funding systems.
- Create and support community land trusts.
- Ensure safety and minimize impact of affordable housing in neighborhoods.
- Collaborate with Community Development Financial Institutions (CDFI) to increase access to capital for homebuyers and developers.
- Work with local employers to create an employer assisted housing program in the Pratt Ensley Area.
- Partner with local developers and financial institutions to establish a "Come Home B'ham" housing program to attract families to the Pratt Ensley Area.
- Work with HABD, private developers, non-profits and other organizations to infill single and multifamily housing on underutilized properties.

[GOAL 6: CITIZENS ARE MORE INVOLVED IN THEIR COMMUNITIES AND NEW PARTNERSHIPS ARE ESTABLISHED]

- 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.



GREEN SYSTEMS

[GOAL 1: BECOME THE GREENEST AREA IN THE REGION]

- Acquire and dispose of blighted and flood-prone properties to expand recreational opportunities.
- Consider the feasibility of building a community center in the Oak Ridge Neighborhood.
- Establish more recreational programming for adults, especially seniors.
- Utilizing the One Pratt Plan, construct a new city park along Dugan Avenue in Pratt City.
- Create a pedestrian green space in Downtown Ensley.
- Explore feasibility of establishing a nature preserve on land occupied by the abandoned railyard in the Thomas Neighborhood, as recommended by the 2011 AIA R/DAT Plan.
- Partner with the Let's Move program to increase park activity.
- 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.
- Address issues at Ensley Park.
- Address issues at McAlpine Park.
- Address issues at Smithfield Estates Park.
- Address issues at Dorothy Spears Park.
- Address issues at Westfield Dolomite Park.
- Address issues at Howze-Sanford Park.
- Address issues at Minnieville Park.
- Address issues at Spring Water Park.
- Address issues at Sandusky Park.
- Address issues at North Pratt Park.
- Address issues at East Thomas Park.
- Address issues at Dolomite Park.
- Address issues at South Sherman Heights Park.
- Address issues at Wylam Park.
- Explore the feasibility of creating a recreation center for residents in the Pratt Community.
- Implement 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: ENSURE NATURAL WATER SYSTEMS ARE VALUED AND RESTORED TO IMPROVE HABITAT, WATERSHED HEALTH, AND WATER QUALITY, ESPECIALLY NEAR VILLAGE CREEK]

- Provide incentives and education to developers for green design.
- Provide incentives and education to homeowners for green design.
- Explore feasibility of implementing a stormwater fee system and offer discounts to property owners who reduce runoff into the City stormwater system.
- Modify the subdivision regulations and city engineering guidelines or create a new green infrastructure/low impact development ordinance to require the use of low impact development (LID) or green infrastructure techniques in new developments to mitigate the impact of stormwater runoff citywide.
- Encourage the use of Best Management Practices (BMPs) on all new developments during 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.
- Install green systems on blighted properties to reduce stormwater run-off and flooding in flood-prone areas.
- Develop a system of green streets.

[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.
- 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.
- Construct storm shelters within a 5-minute walk of residents.
- Promote existing storm safe buildings within the Pratt Ensley Area.



GREEN SYSTEMS

GREEN SYSTEMS

TOP PRIORITIES

1. Offer group education, social, or physical activities that promote social interactions, regular attendance, and community involvement among seniors at local recreation centers and community. (GS-1A3)

POTENTIAL PARTNERS:

City of Birmingham Parks and Recreation Board; YMCA of Greater Birmingham; Sliver Sneakers Program

PLAN TEXT:

Programs for seniors offer educational, social, or physical activities in group settings that encourage personal interactions, regular attendance, and community involvement. Activity programs are potential means to reduce social isolation, which often is an indicator for poorer health outcomes (Coyle CE, Dugan E. Social isolation, loneliness and health among seniors. Journal of Aging and Health. 2012;24(8):1346–63.) For this reason, the Parks and Recreation Board should provide programs and activities to enable seniors to become more engaged in their communities.

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number
James Watts	jamesrudfiewatts@gmail.com	205-785-2543

2. Install green systems on blighted properties to reduce stormwater run-off and flooding in flood prone areas. (GS-2B1)

POTENTIAL PARTNERS:

Dept. of Planning, Engineering and Permits; Dept. of Stormwater Management; neighborhood associations; Birmingham Land Bank

PLAN TEXT:

Green system projects that absorb and retain stormwater should be installed on tax-delinquent and publicly owned properties in the Pratt Ensley Area to reduce stormwater run-off and alleviate flooding (for specific locations see Figure 3.2- 3.5). A similar recommendation proposed installing community gardens or recreational assets on these types of properties, but 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, and private individuals.

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

COMMENTS:

TOP PRIORITIES CONTINUED

3. Modify the subdivision regulations and city engineering guidelines or create a new green infrastructure/low impact development ordinance to require the use of low impact development (LID) or green infrastructure techniques in new developments to mitigate the impact of stormwater runoff citywide. (GS-2A4)

POTENTIAL PARTNERS:

Alabama Department of Environmental Management; Dept. of Planning, Engineering and Permits; Birmingham Water Works Board; Village Creek Society; Freshwater Land Trust

PLAN TEXT:

Segments of Locus Fork, Village Creek, and Camp Branch in the Pratt Ensley Area are identified as impaired or in danger of becoming impaired and are listed on EPA's 303(d) list of impaired waters. Streams listed on the 303(d) list are waters that technology-based regulations and other required controls are not stringent enough to meet water quality standards listed by the state. Currently, these streams experience higher total maximum daily loads (TMDL), or pollutants, than allowed.

The City could enhance the requirements of the policy in areas surrounding the Locus Fork, Village Creek, and Camp Branch that requires certain LID techniques for new developments. Consider utilizing the Low Impact Development Handbook for the State of Alabama developed by the Alabama Department of Environmental Management (ADEM), the Alabama Cooperative Extension System, and Auburn University as a resource. In doing so, the City would fulfill the recommended policy of the Comprehensive Plan to "encourage the use of conservation and low-impact development techniques" (6.18) and recommended action to "revise regulations to consider incentives to promote best management practices" (13.12).

In requiring LID development, a balance could be made with developers to ensure incentives are offered. Incentives could include quicker plan approval, or denser development if developers build in less environmentally sensitive areas identified by the City.

Already, the City of Birmingham is drafting a stormwater ordinance, as well as the Village Creek Master Plan. To prevent excess runoff, the stormwater ordinance will require developers to follow strict guidelines to receive permits for new development and major redevelopments within the watershed. Potential regulations include: setback buffers, erosion and sediment control requirements, runoff volume limits, and site development plans. The Village Creek Master Plan will contain a list of 20 capital improvement projects and recommendations for best management practices to alleviate runoff and improve flooding throughout the City. This will protect more residents' homes when new developments build next to existing flood-prone residential areas or mature natural areas.

TASK FORCE MEMBERS

HELP GET THIS PRIORITY IMPLEMENTED!!!

Name	Email	Phone Number

COMMENTS:

ECONOMIC VITALITY

[GOAL 1: EDUCATION AND WORKFORCE DEVELOPMENT RESOURCES READILY AVAILABLE TO IMPROVE EDUCATIONAL ATTAINMENT]

- 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 Pratt Ensley Area.
- Leverage Jackson Olin's distinction as a career academy to promote workforce development in the Pratt Ensley Area.
- Create a job training center and initiatives with Ensley High School potentially acting as a hub.
- Encourage students and adults to seek employment in the IT sector by connecting them to local initiatives.
- Encourage businesses to incorporate workforce training for their employees.
- Establish a workforce development collaborative with the business community, residents, schools, and nonprofits.
- Develop sector-based training.
- Provide resident skills assessments and professional readiness support.
- Host financial and legal business seminars for existing business owners and potential entrepreneurs.
- 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.

[GOAL 2: SUPPORT AN ECONOMY WITH VIABLE COMMERCIAL, MIXED USE, RESEARCH, AND RETAIL DEVELOPMENT]

- Assist local businesses, developers and other entrepreneurs with gap financing.
- Educate businesses, developers and other entrepreneurs regarding potential funding programs.
- 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 assistance.
- Advocate for local businesses and employers to utilize the State of Alabama's business tax incentives/credits.
- Consider the use of Industrial Revenue Bonds to expand the City's industrial sector.
- Promote a Birmingham Community Payroll Tax Exclusion Program.
- Continue to promote the City's Enterprise Zone (EZ) program.
- Make market data readily available to existing and potential businesses.
- Map the business creation, permitting, and support process and distribute it online.
- 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.
- Recruit businesses based on the potential identified in the market analysis.
- Update the City's Future Land Use Map and Zoning Ordinance to allow for mixed-use development in compatible locations.

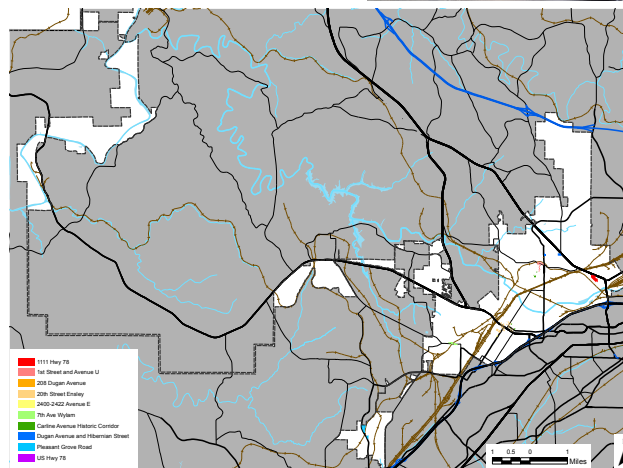


[GOAL 3: SATISFY RETAIL MARKET DEMAND]

- Increase code enforcement.
- Condemn and demolish blighted properties.
- Increase police presence.
- Organize neighborhood business watch groups.
- Reduce negative perceptions by working with the local and national media to promote the positive aspects and changes taking place in the Pratt and Ensley communities.
- Facilitate the retention and development of grocery stores, neighborhood based markets, and farmer's markets offering fresh produce in neighborhood centers.
- Encourage community investments in local grocery stores.

[GOAL 4: UTILIZE CATALYST SITES]

- GW Scott School (U.S. Highway 78).
- Council Elementary School (1400 Avenue M).
- Ensley High School (2301 Avenue J).
- 1111 Highway 78 (Arkadelphia Road) Westgate Shopping Plaza.
- Dugan Avenue & Hibernian Street.
- 208 Dugan Avenue, 1st Street & Avenue U.
- Carline Avenue Historic Corridor.
- 20th Street Ensley Historic Commercial District.
- 2400-2422 Avenue E.
- 7th Avenue Wylam Commercial Area.
- Pleasant Grove Road.
- West Precinct Building on 19th Street.



ECONOMIC VITALITY



STRATEGIC OPPORTUNITY APPENDIX

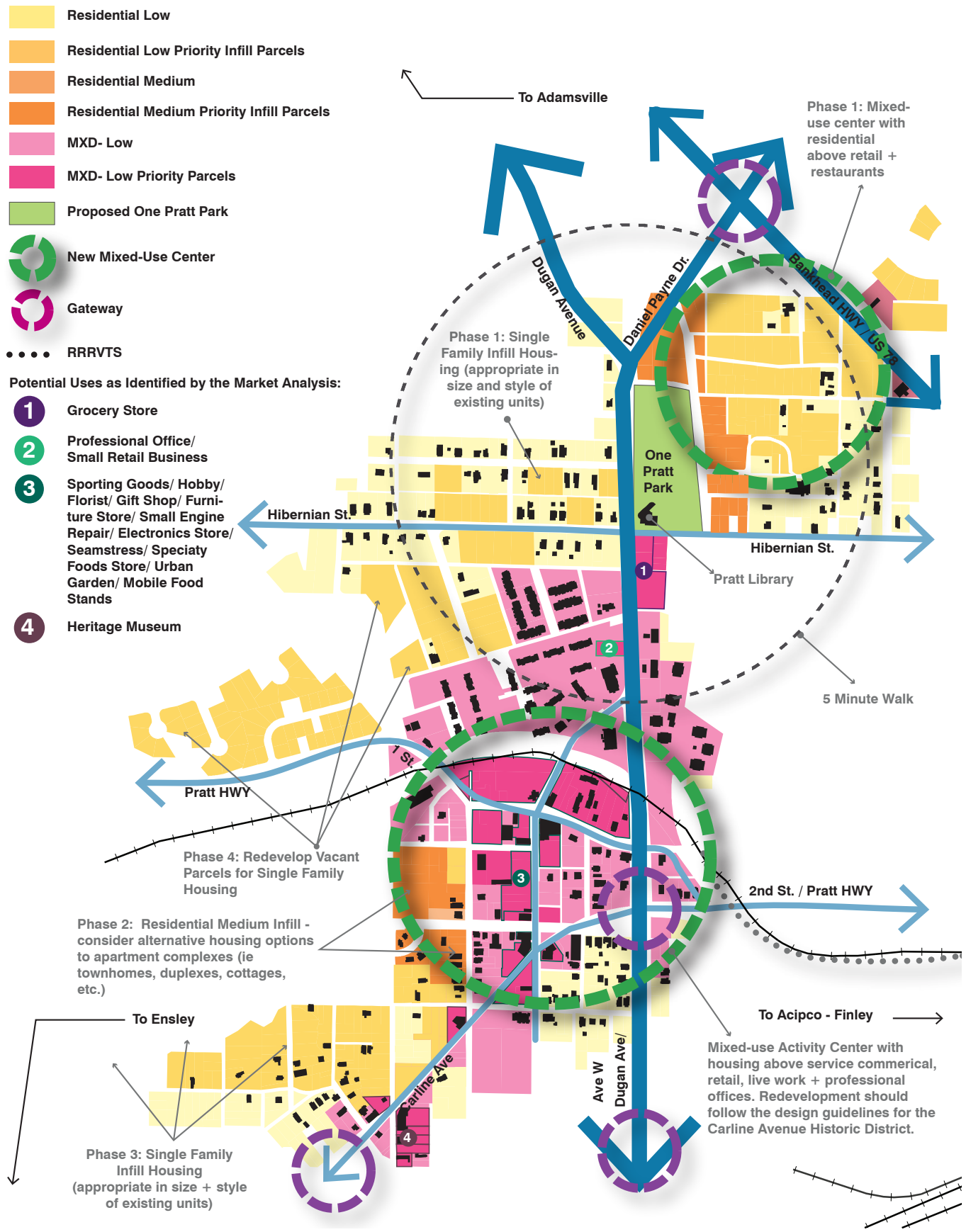
Large format concept maps were provided for the Pratt City Strategic Opportunity Area and the Downtown Ensley Strategic Opportunity Area. Attendees were asked to provide comments on the concept maps provided for each SOA as well as **Appendix D: Strategic Opportunity Areas**.

The **Pratt City Concept Map** (See **Figure 2.10**) features the following components:

- New mixed-use center within a five-minute walk of One Pratt Park
- Recruit a grocery store to locate to Hibernian Street and Dugan Avenue
- Phased infill development of single family homes
- Redevelopment of Carline Avenue into a live-work mixed-use center



Figure 2.10: Pratt City Strategic Opportunity Area Concept Map



The Downtown Concept Map (see **Figure 2.11**) illustrates the following:

- New mixed-use center at 20th Street Ensley featuring the proposed Ensley Junction Development
- Streetscape improvements to 20th Street and 19th Street Ensley
- Redevelopment of flood buyout properties to Village Creek Park
- Expansion of Tuxedo Court

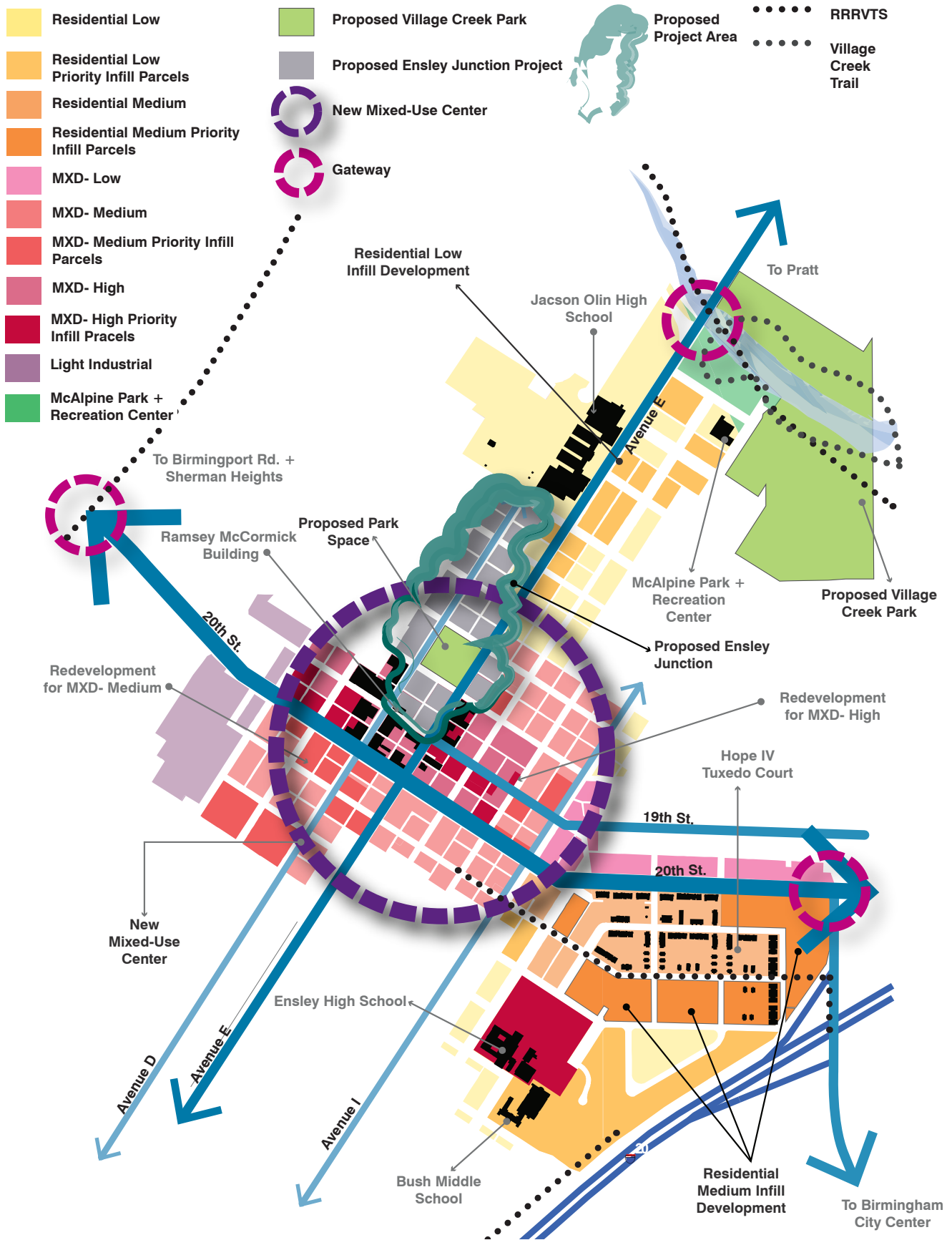


Ensley Junction (Source: [BEAT Builds](#))



(Source: [Washington Park](#))

Figure 2.11: Downtown Ensley Strategic Opportunity Area Concept Map



- Infill housing near Jackson Olin High School

FUTURE LAND USE CHANGES

In addition to the other activities, citizens were asked to provide comments on changes made to the Future Land Use Map. No formal comments were made. The changes to the Future Land Use Map



Figure 2.12: Pratt Community Proposed Future Land Use

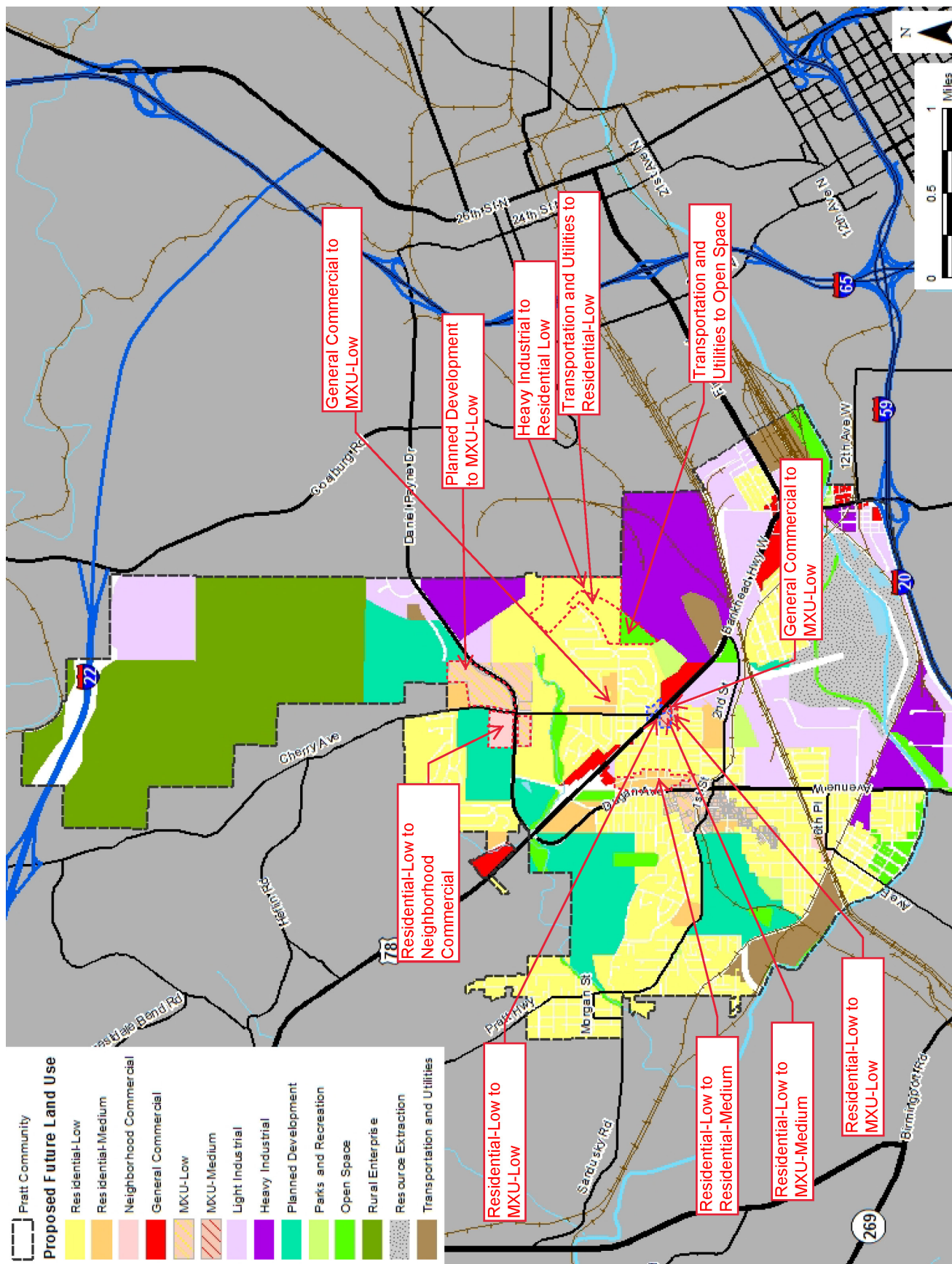
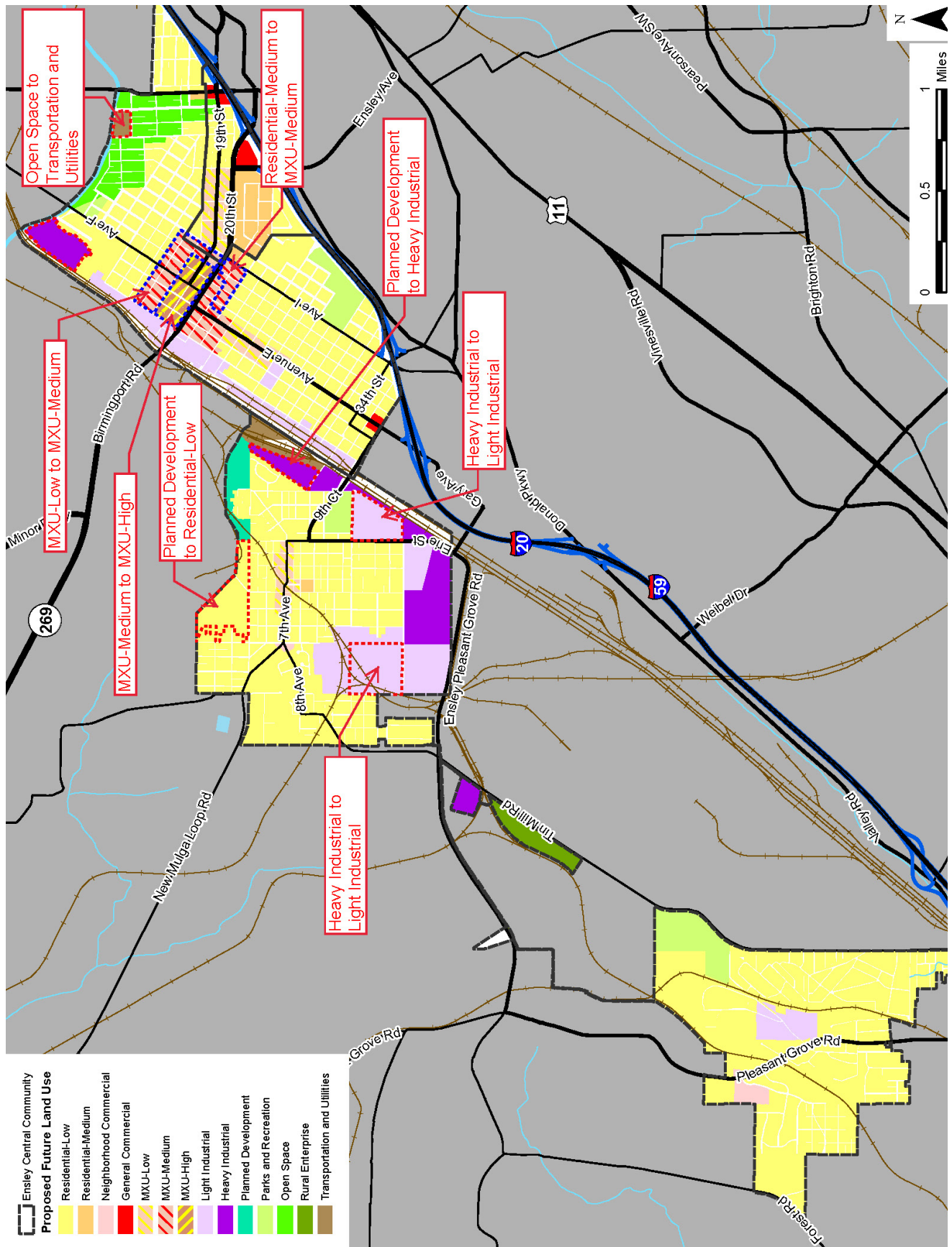


Figure 2.13: Ensley Central Community Proposed Future Land Use



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**APPENDIX C:
PUBLIC
INVOLVEMENT
SUMMARY**