



NORTHEAST BIRMINGHAM AREA STRATEGIC OPPORTUNITY AREAS

APPENDIX C

City of Birmingham |
The Regional Planning Commission of Greater Birmingham



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CHAPTER 1

ALTERNATIVE SCENARIOS



STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

1.1 INTRODUCTION**PURPOSE OF THIS APPENDIX**

The **Comprehensive Plan** goes to great lengths to recommend the identification and prioritization of Strategic Opportunity Areas (SOA). The **Comprehensive Plan (7.8)** recommends areas as SOAs if they have “market potential, presence of employment centers, location in relation to current and future plans for transit improvements, momentum from existing activities, and good urban form.” Because of their potential and impact on their surrounding communities, the **Comprehensive Plan (7.12-7.16)** recommends prioritizing transit-oriented development, economic incentives, and infrastructure in SOAs. This plan concurs and recommends several ways to make SOAs a priority, both in this chapter and in previous chapters.

This chapter is split into two parts: Alternative Scenarios and the four chosen SOAs. The Alternative Scenarios section is intended to demonstrate the benefits of this plan’s recommendations. Mainly, by following this plan’s recommendations, the SOAs will become more densely populated and active. The second section identifies the four SOAs in the Northeast Area and includes targeted recommendations for each taken from previous chapters.

1.2 STRATEGIC OPPORTUNITY AREAS**ALTERNATIVE SCENARIOS**

This Framework Plan includes a scenario planning process used to explore alternatives for growth and development in four Strategic Opportunity Areas (SOA) including: **Roebuck Plaza SOA** (Roebuck-South East Lake), **1st Avenue North SOA** (Roebuck-South East Lake), **Parkway East SOA** (Huffman), and **Carson Road SOA** (East Pinson Valley).

Each of the Strategic Opportunity Areas have two land use scenarios intended to help explain the outcomes of different growth and development patterns.

Questions that a scenario planning process might ask include:

- Can future development be built in ways to preserve natural areas by reducing land consumption and reducing impervious surface?
- How accessible are homes from public transit, major employment centers, retail areas and parks?
- Will workers in the future have good access to their jobs and choices about how they will get to work?

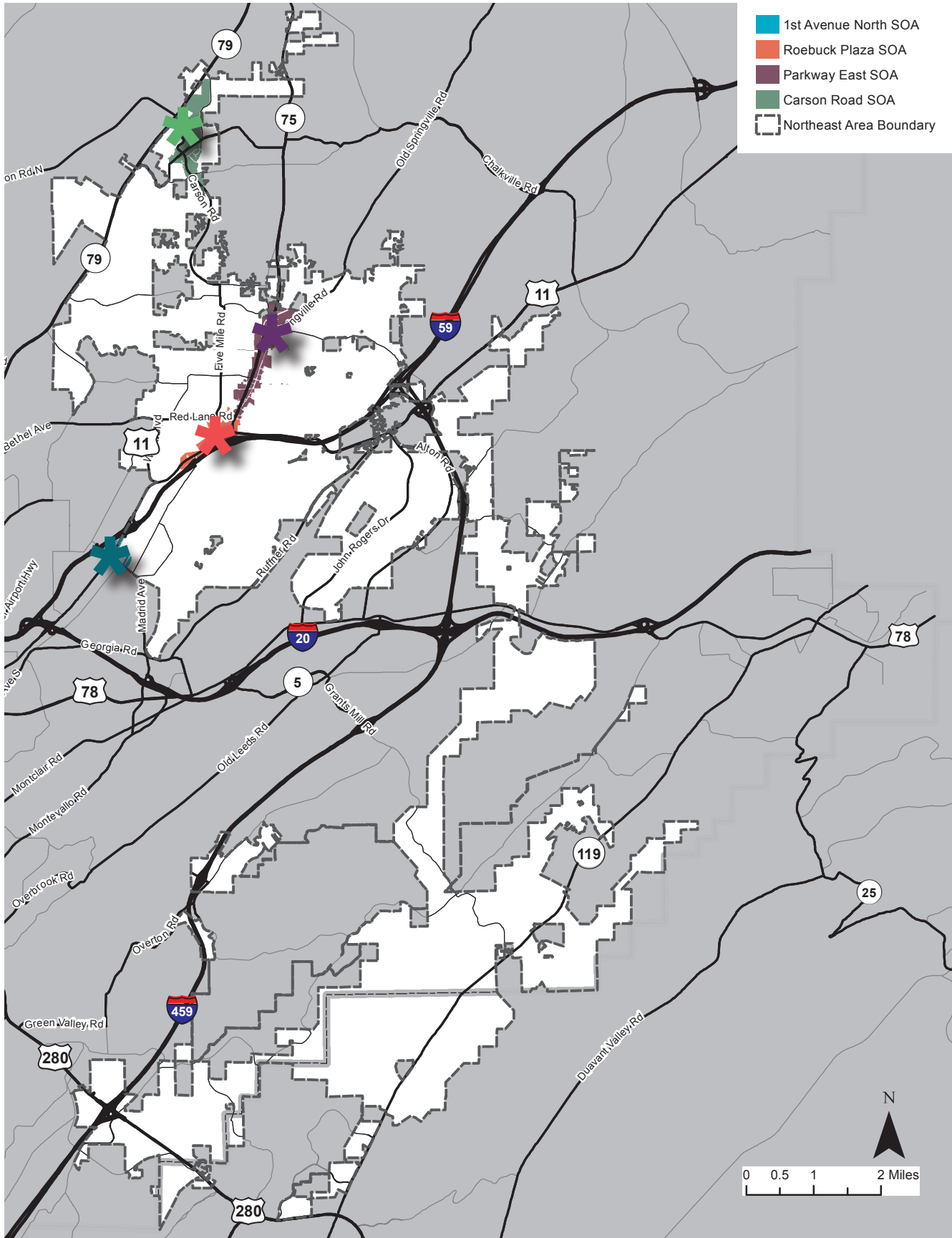
The scenario planning process begins with the identification of “placetypes,” representations of different development types that could happen. Finally, scenarios are compared using indicators, which are quantitative and qualitative descriptions of key characteristics. The scenario planning process and results for the Strategic Opportunity Areas in the Northeast Birmingham Area Framework Plan are described in the following sections.

PLACETYPES

Many places throughout the country are transitioning from conventional land use designations to “placetypes” when developing their growth scenarios. This change is driven by a renewed interest in the interrelationship between land use and urban design for creating unique places. Since the objective of scenario planning is not to map future land uses but rather to compare different patterns and forms of development, each placetype represents a “snapshot” example of a typical pattern of development. Thus, each placetype varies in mixture of land uses, development densities/intensities and open space allocation. The placetypes are not meant to be synonymous with zoning districts, nor should they be thought to completely replace rules or requirements in locally-adopted comprehensive plans and zoning ordinances.

The Placetypes Summary table (**Table 1.1**) gives detailed descriptions and example representative photos of each placetype used in the scenario planning process. Each of the placetypes provides guidance on the elements of design that make each of them unique.

FIGURE 1.1: Northeast Strategic Opportunity Areas



STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

TABLE 1.1: Placetype Summary Table

PLACETYPE	LOW DENSITY RESIDENTIAL	HIGH DENSITY RESIDENTIAL
CHARACTER/ DESCRIPTION	Low density, suburban style homes sites on mixed- lots up to 2,400 sq. ft., characterized by curvilinear cul-de-sac street networks.	Multifamily rental, condominium structures and townhouses, typically in large developments or mid-rise and high-rise buildings. Generally found at or adjacent to major transportation/ transit corridors and intersections and in adjacent commercial areas.
PRIMARY USES	Single-family Detached	Townhomes/ Condos/ Apartments
SECONDARY USES	Park/ Open Space	Park/ Open Space
RESIDENTIAL DENSITY	3 du/ac (single-family)	5 du/ac (multifamily)
NON-RESIDENTIAL INTENSITY	N/A	N/A
BUILDING HEIGHTS	1 - 2 stories	1- 3 stories
OPEN SPACE	5% Active (pocket parks, neighborhood parks)	5% Passive and Active (open space, recreational park, farmland)
PARKING PLACEMENT	Attached Garages and Driveways	Structured Parking or On-street
CONNECTIVITY	Low	Low
STREET PATTERN	Curvilinear/ Modified Grid	Modified Grid
PRIMARY MODES	Automobile	Automobile
SECONDARY MODES	Walking	Walking
REPRESENTATIVE PHOTOS	 	 

STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

SUBURBAN COMMERCIAL	SUBURBAN SHOPPING CENTER	INSTITUTIONAL
Strip-style commercial development adjacent to arterials, characterized by single lot depth and large setbacks. Some office uses.	Big-box commercial development adjacent to arterials, characterized by single lot depth, large setbacks, and large parking areas in the front. Some office uses.	Institutional land uses includes both public and privately owned or operated civic uses, except for school campuses and universities. Typically, institutional uses have a campus-like character and require special attention to edges and relationships to adjacent uses.
Commercial	Commercial	Hospitals, Non-profits Research Facilities, Fire Houses, Police Stations, and Churches.
Office	Park/ Open Space	Park/ Open Space
N/A	N/A	N/A
0.20- 0.25 Floor Area Ratio	0.30 Floor to Area Ratio	0.20 Floor to Area Ratio
1 story	1 story	1- 2 stories
5% Passive	5% Passive	15% Passive (public squares)
Surface Parking	Surface Parking	Structured Parking or On-street
Low	Low	Low
Automobile	Automobile,	Automobile
None	None	Walking
		
		

STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

PLACETYPE	SCHOOL CAMPUSES	INDUSTRIAL
CHARACTER/ DESCRIPTION	Public and private primary and secondary schools, universities, and community colleges.	Typically located near major roads, highways, and railways. These areas may include industrial and business parks, manufacturing centers, warehouse and distribution centers and assembly operations.
PRIMARY USES	Primary and Secondary Schools, and Universities.	Industrial
SECONDARY USES	Park/ Open Space, Civic/ Institutional	Park/ Open Space
RESIDENTIAL DENSITY	N/A	N/A
NON-RESIDENTIAL INTENSITY	0.30 Floor Area Ratio	0.10 Floor Area Ratio
BUILDING HEIGHTS	1 - 2 stories	1 story
OPEN SPACE	35% Passive and Active	5% Passive
PARKING PLACEMENT	Surface Parking	Surface Parking
CONNECTIVITY	Low	Low
STREET PATTERN	Curvilinear/ Modified Grid	Curvilinear
PRIMARY MODES	Automobile	Automobile
SECONDARY MODES	Walking	None
REPRESENTATIVE PHOTOS	 	 

STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

CD - 3 SUBURBAN	CD - 4 GENERAL	CD - 5 URBAN CENTER
<p>Predominantly single-family neighborhoods clustered around community destinations, schools, town center, etc. Characterized by a pattern of medium to large, walkable blocks and a high level of connectivity. Can include some attached dwelling units (such as townhomes) and neighborhood stores.</p>	<p>A mix of retail and office uses at the center, with connected single and multi-family residential uses at the edge. Integrated civic uses establish the identity of the center as a focal point in the community. Typically there are medium, shallow, or no front setbacks and narrow to medium side setbacks. Streets are well defined with private streetscape, street trees, curbs, and sidewalks.</p>	<p>Urban-style destination intended to serve as a center to live, work, shop and play in the community. Characterized by office, retail, mixed uses that have higher intensities intended to cater to a urban lifestyle. It has a tight network of thoroughfares with wide sidewalks and regular street tree spacing. Buildings are set close to sidewalks.</p>
<p>Single Family Residential</p>	<p>Single-family Detached, Townhomes, Apartments, Condos, Office</p>	<p>Multi-family Residential (apartments, condos, senior housing), Office</p>
<p>Park/ Open Space, Civic Institutional</p>	<p>Commercial, Retail, Civic/Institutional</p>	<p>Commercial</p>
<p>4- 6 du/ac (single-family)</p>	<p>4 du/ac (single-family) 8 du/ac (multi-family)</p>	<p>12 du/ac (multi-family)</p>
<p>0.20 Floor Area Ratio</p>	<p>0.30 - 0.50 Floor Area Ratio</p>	<p>0.30 - 0.60 Floor Area Ratio</p>
<p>1 - 2 stories</p>	<p>1-3 stories</p>	<p>1- 4 stories</p>
<p>20% Active (neighborhood park, playground, green, community garden)</p>	<p>15% Passive and Active</p>	<p>5% Passive (public plaza)</p>
<p>Screened surface parking in rear of bldgs; on-street or</p>	<p>Screened surface parking in rear of bldgs; on-street, structured parking if screened from street w/ liner building.</p>	<p>Structured parking, surface lots behind buildings</p>
<p>Medium</p>	<p>Medium / High</p>	<p>High</p>
<p>Modified Grid</p>	<p>Modified Grid</p>	<p>Modified Grid / Grid</p>
<p>Automobile</p>	<p>Automobile,</p>	<p>Automobile, Walking, Biking</p>
<p>Walking, Biking</p>	<p>Walking, Biking, Transit</p>	<p>Transit</p>
		
		

STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

FIGURE 1.2: Alternative Scenarios Flow Chart

PLACE TYPES

"BUILDING BLOCKS" of future growth patterns.



SCENARIOS

ALTERNATIVE APPROACHES to growth + development.



INDICATORS

How do the scenarios compare with each other?



1.3 ALTERNATIVE FUTURES (OR GROWTH OPTIONS)

Future growth is inevitable, and the choices that need to be made are not about how much will the population grow in the Strategic Opportunity Areas, but how will the areas be developed to accommodate new growth in a fiscally responsible way that still maintains key elements of a desirable quality of life. Two growth scenarios were developed that represent hypothetical growth for how each Strategic Opportunity Area could redevelop in the future: Trend Scenario and the Vision Scenario.

While there are a limitless number of potential ways in which growth can occur, the scenarios represent distinctly different choices about growth policy and serve as a basis for drawing inferences about the impacts of those choices. Each scenario is comprised of varying combinations of the placetypes. Overall, the Trend Scenario will serve as a baseline for comparison against the Vision Scenario. The scenarios do not predict how future growth will actually occur, but only represent hypothetically how housing and employment growth could occur in the future using the varying combination of placetypes.

TREND SCENARIO (EXISTING SCENARIO)

The Trend Scenario shows how the Strategic Opportunity Areas could develop if new growth were to continue under recent trends in development and growth patterns. Under the Trend Scenario, growth is allocated in a pattern that continues the suburban development pattern of low to moderate-density residential subdivisions, low density rural development and highway oriented commercial strip centers and

big box retailers surrounded by a sea of parking. Institutional uses, such as churches, and school campuses, are scattered throughout the areas. Overall, the Trend Scenario lends itself toward more rural and suburban-scale development placetypes, and few acres are redeveloped.

VISION SCENARIO (FUTURE SCENARIO)

The Vision Scenario shows how the Strategic Opportunity Areas could develop if redevelopment were to occur in the form of more compact, mixed use growth. The vision includes mixed use centers surrounded by compact, walkable neighborhoods, as well as redevelopment along highway corridors and some intensification of development in the shopping center areas. Overall, the Vision Scenario lends itself toward incorporating more walkable and mixed-use placetypes.

1.4 ALTERNATIVE FUTURES

The future growth of the Strategic Opportunity Areas could go in any number of directions. The purpose of the two hypothetical development scenarios is to depict distinct ways of thinking about growth patterns and subsequent policy and infrastructure. The ultimate growth pattern could include elements from both scenarios. **Figures 1.3-1.10** illustrate both the Trend Scenario and Vision Scenario for each of the Strategic Opportunity Areas. The Trend and Vision scenarios were evaluated against a wide range of indicators, which are explained on the following pages.

STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

FIGURE 1.3: Roebuck Plaza SOA (Roebuck - South East Lake) Trend Scenario

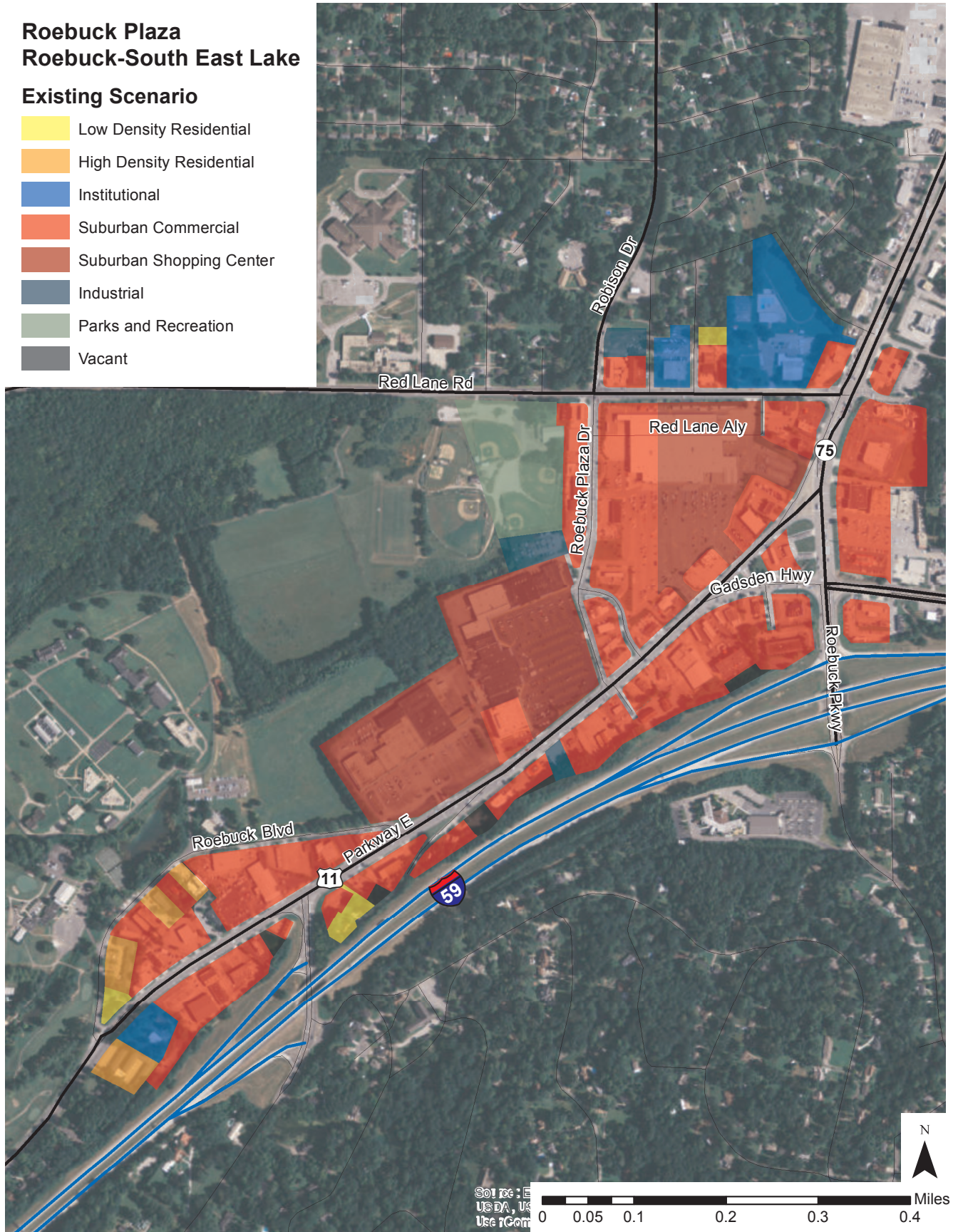


FIGURE 1.4: Roebuck Plaza SOA (Roebuck - South East Lake) Vision Scenario

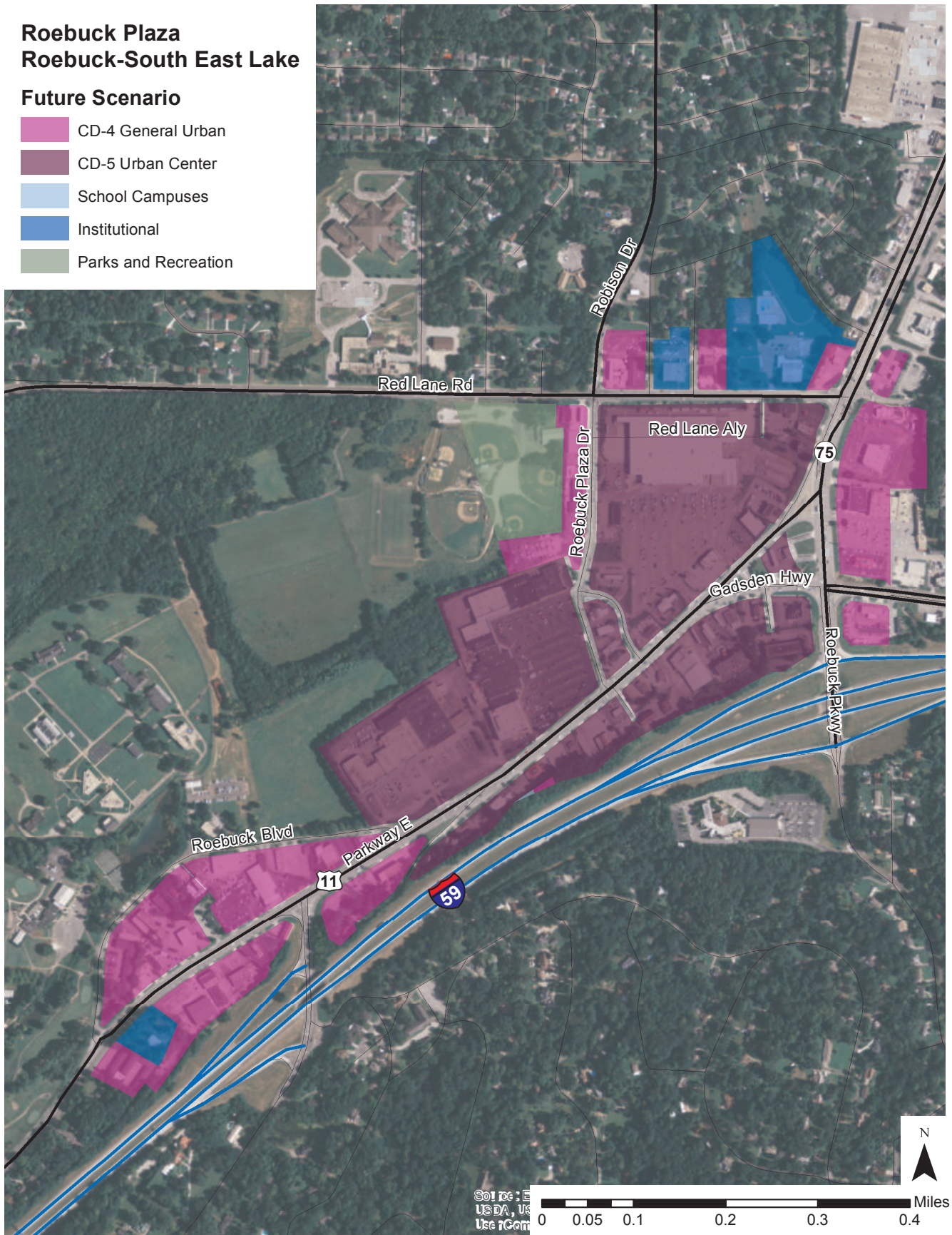


FIGURE 1.5: 1st Avenue North SOA (Roebuck - South East Lake) Trend Scenario

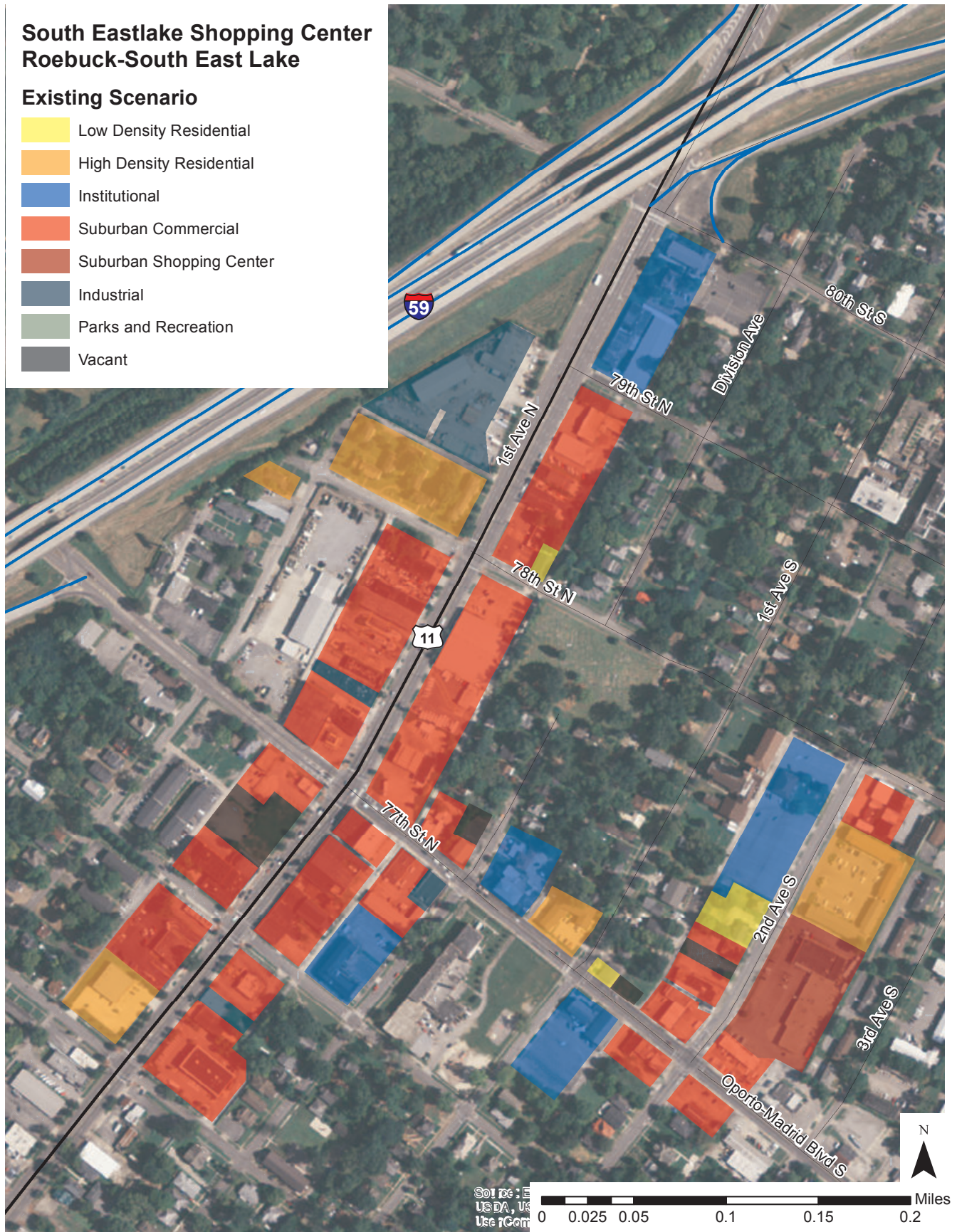
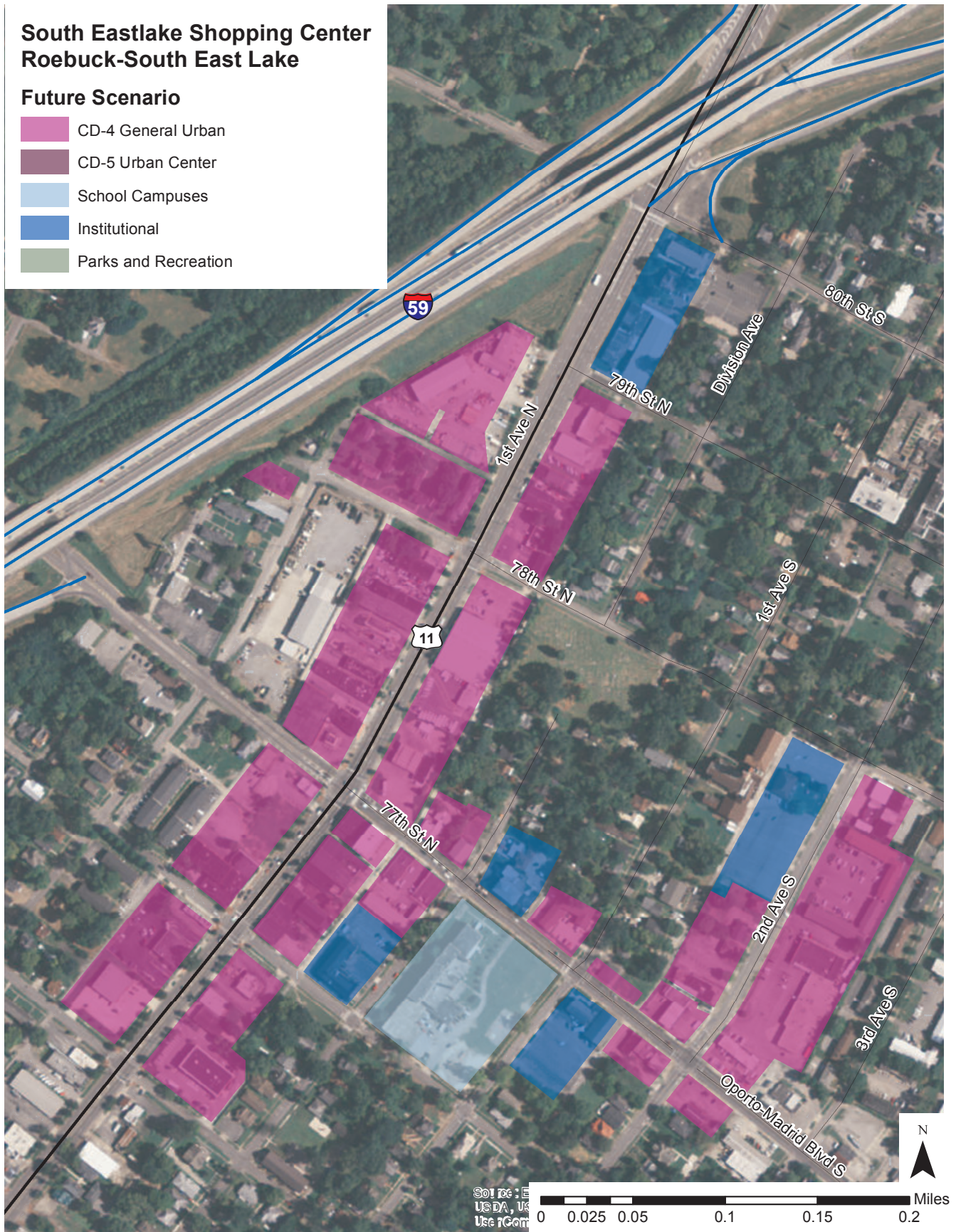
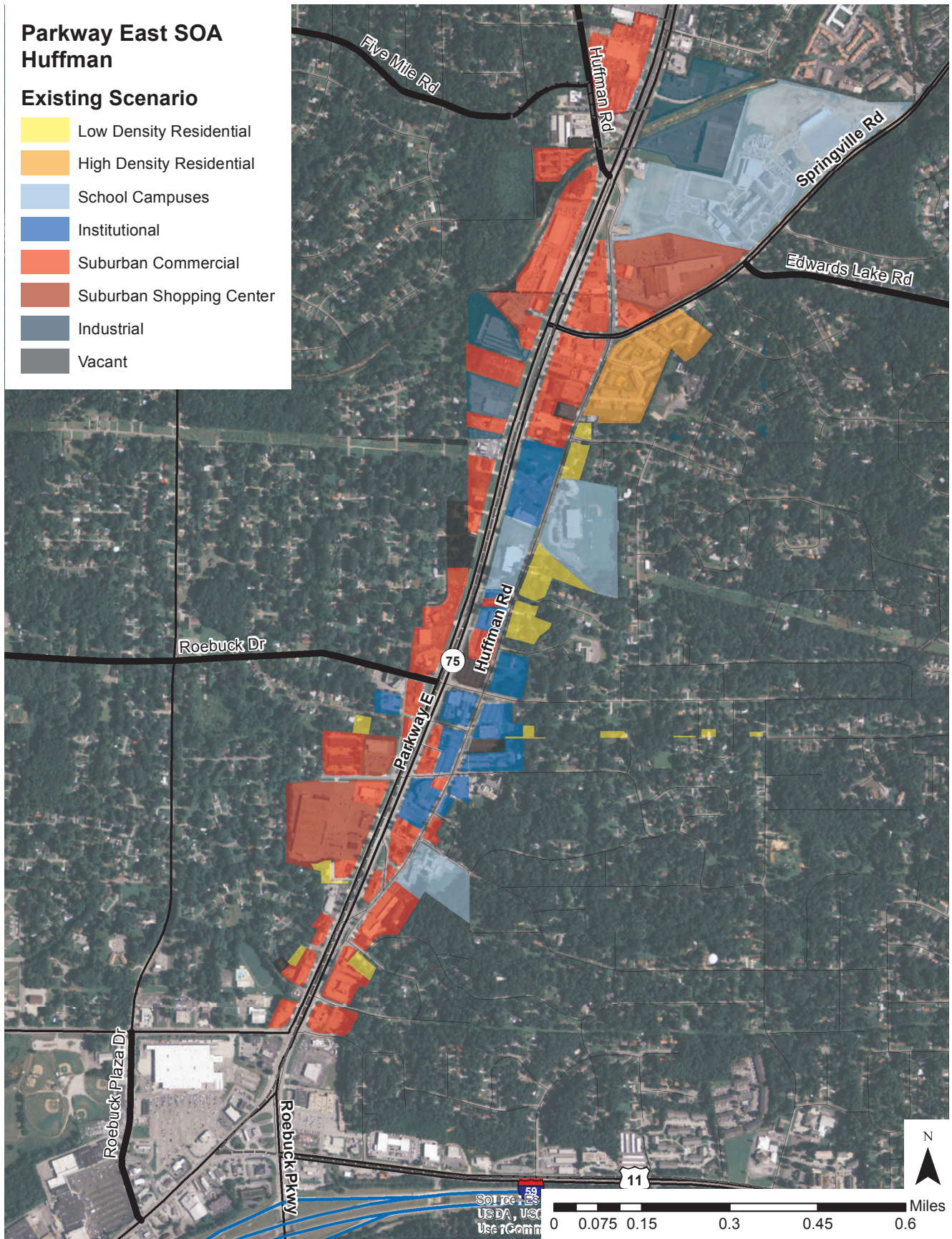


FIGURE 1.6: 1st Avenue North SOA (Roebuck - South East Lake) Vision Scenario



STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

FIGURE 1.7: Parkway East SOA (Huffman) Trend Scenario



STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

FIGURE 1.9: Carson Road SOA (East Pinson Valley) Trend Scenario

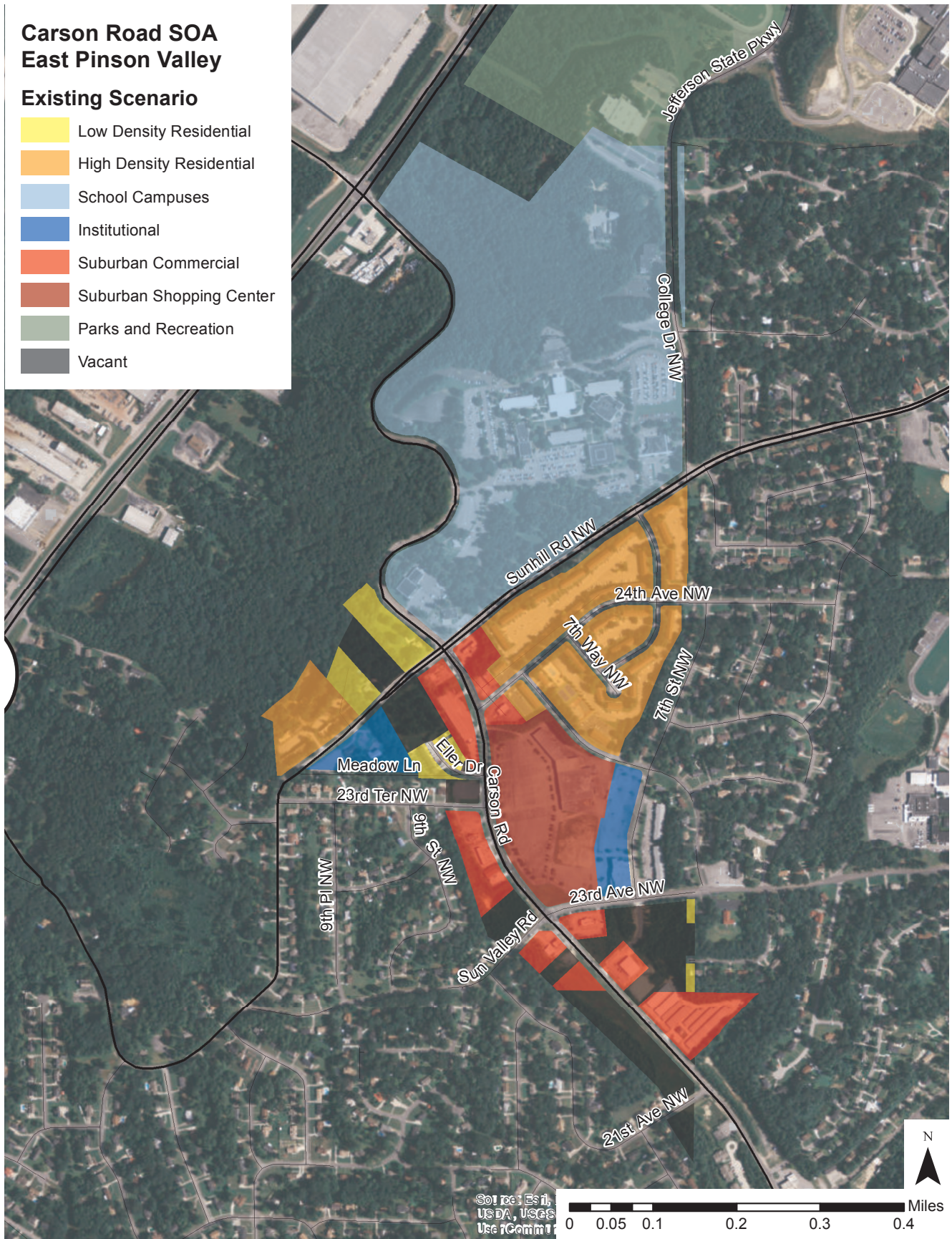
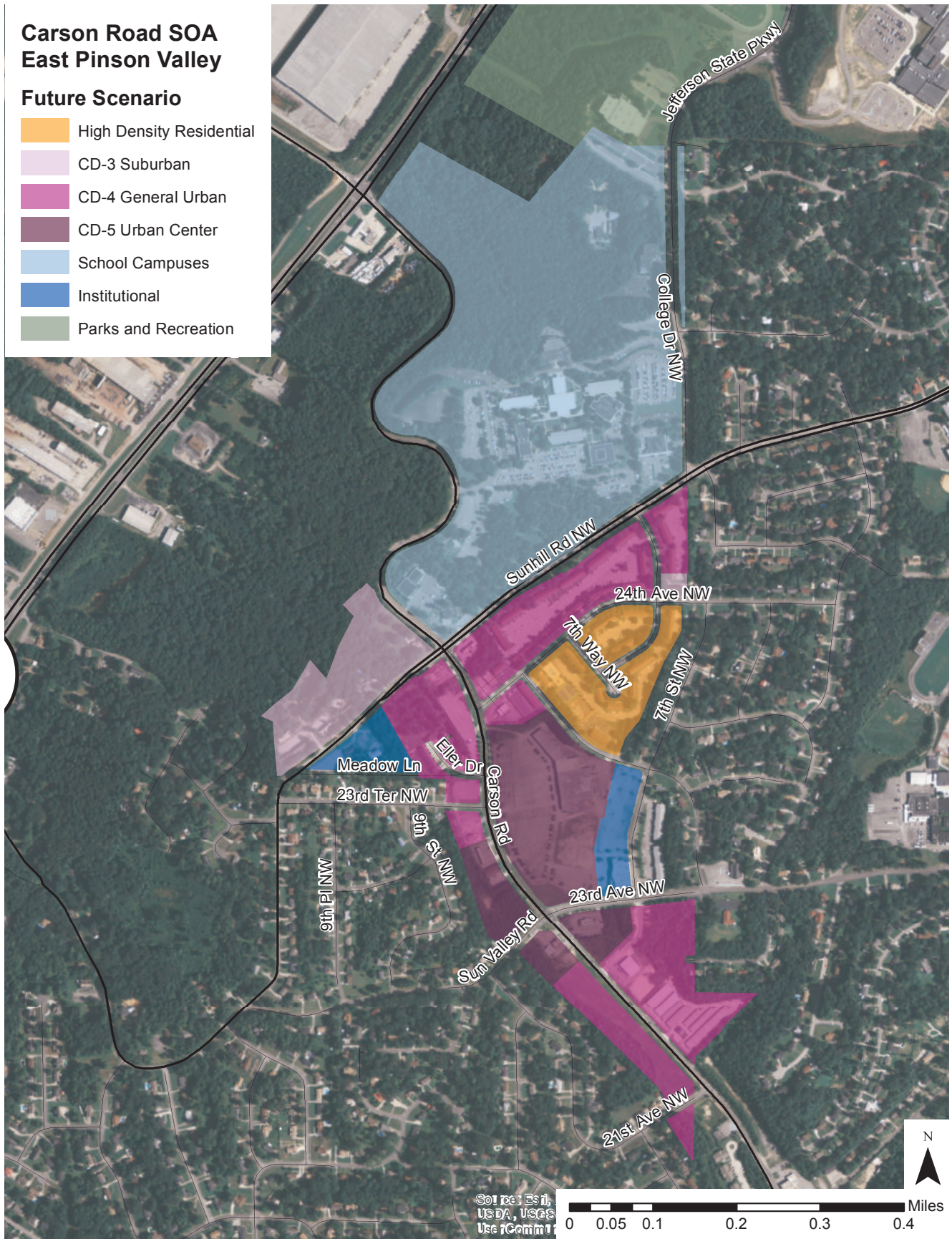


FIGURE 1.10: Carson Road SOA (East Pinson Valley) Vision Scenario



STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

TOTAL DWELLING UNITS + POPULATION

The Vision Scenario could offer a range of residential dwelling types from single-family homes to multi-family units (i.e. townhomes, condos, and apartments) in each of the Strategic Opportunity Areas. By introducing a mix of residential uses in a more compact, mixed-use area, the total number of dwelling units and the total population in the Strategic Opportunity Areas could increase in the future.

TABLE 1.2: Roebuck Plaza Strategic Opportunity Area - Total Dwelling Units + Population

TOTAL DWELLING UNITS + POPULATION	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
Total Dwelling Units / Homes	18	254	+236
Total Population	39	517	+478

TABLE 1.3: 1st Avenue North Strategic Opportunity Area - Total Dwelling Units + Population

TOTAL DWELLING UNITS + POPULATION	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
Total Dwelling Units / Homes	21	52	+31
Total Population	42	123	+81

TABLE 1.4: Parkway East Strategic Opportunity Area - Total Dwelling Units + Population

TOTAL DWELLING UNITS + POPULATION	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
Total Dwelling Units / Homes	72	250	+178
Total Population	161	557	+396

TABLE 1.5: Carson Road Strategic Opportunity Area - Total Dwelling Units + Population

TOTAL DWELLING UNITS + POPULATION	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
Total Dwelling Units / Homes	124	194	+70
Total Population	257	425	+168

RANGE OF EMPLOYMENT TYPES

The range of employment types in the Strategic Opportunity Areas today is dominated by the retail and commercial sector due to the number of commercial strip centers and big box shopping centers. The Vision Scenario concentrates new jobs not only in existing centers but in new mixed-use centers and corridors, creating additional economic development opportunities in the future. Again, the Vision Scenario is just one hypothetical way that growth could occur in the future using the varying combination of placetypes. The redevelopment of some of the land in the Strategic Opportunity Areas into mixed-use centers can provide a variety of non-residential land uses, adding more office and civic employment and reducing the amount of commercial dominated employment.

TABLE 1.6: Roebuck Plaza Strategic Opportunity Area - Range of Employment Types

RANGE OF EMPLOYMENT TYPES	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Commercial Employees	1,172	767	-405
# of Office Employees	442	1,553	+1111
# of Civic Employees	134	355	+221
# of Industrial Employees	14	0	-14
Total# of Employees:	1762	2675	+913

TABLE 1.7: 1st Avenue North Strategic Opportunity Area - Range of Employment Types

RANGE OF EMPLOYMENT TYPES	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Commercial Employees	117	127	-50
# of Office Employees	112	133	+21
# of Civic Employees	111	166	+55
# of Industrial Employees	13	0	-13
Total# of Employees:	413	426	+13

TABLE 1.8: Parkway East Strategic Opportunity Area - Range of Employment Types

RANGE OF EMPLOYMENT TYPES	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Commercial Employees	1,045	649	-396
# of Office Employees	470	972	+502
# of Civic Employees	1,025	1,276	+251
# of Industrial Employees	112	75	-37
Total# of Employees:	2652	2972	+320

TABLE 1.9: Carson Road Strategic Opportunity Area - Range of Employment Types

RANGE OF EMPLOYMENT TYPES	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Commercial Employees	337	354	-23
# of Office Employees	104	605	+501
# of Civic Employees	1,000	1,131	+131
# of Industrial Employees	0	0	0
Total# of Employees:	1,481	2,090	+609

STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

IMPERVIOUS SURFACE

New development in the form of buildings, pavement, sidewalks, parking lots, etc. all combine to form impervious surface, which collects solar heat, producing “heat islands,” impacting native habitats and, perhaps more importantly, adding to stormwater runoff.

Generally speaking, the greater the amount of impervious surface, the greater the potential for stormwater flooding and harmful runoff. The difference in impervious surface is attributed to factors, including:

- Smaller home sizes, consistent with smaller lot sizes;
- Smaller parking lots due to shared parking for mixed-use;
- Less pavement, hardscape, etc. due to more compact development and redevelopment, and
- A more vertically-oriented building style as evidenced by higher floor area ratios.

TABLE 1.10: Roebuck Plaza Strategic Opportunity Area - # Acres of Impervious Surface

IMPERVIOUS SURFACE	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# Acres of Impervious Surface	70	48	-22

TABLE 1.11: 1st Avenue North Strategic Opportunity Area - # Acres of Impervious Surface

IMPERVIOUS SURFACE	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# Acres of Impervious Surface	18	15	-3

TABLE 1.12: Parkway East Strategic Opportunity Area - # Acres of Impervious Surface

IMPERVIOUS SURFACE	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# Acres of Impervious Surface	11	95	-16

TABLE 1.13: Carson Road Strategic Opportunity Area - # Acres of Impervious Surface

IMPERVIOUS SURFACE	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# Acres of Impervious Surface	78	79	+1

STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

ACCESS TO SCHOOLS

One indicator of a good school system is proximity to neighborhoods, which translates into less time and expense traveling to and from school (via bus or private vehicle), as well as greater potential for parent involvement. School proximity is measured as the number of dwelling units within one mile of existing schools. Under the Vision Scenario, additional homes would be in close proximity to existing schools because clustering neighborhoods around mixed-use centers will put more homes in close proximity to schools will place more jobs in closer proximity to schools. Thus, it will be important in the future to plan for new school locations at high growth areas in order to capture a better school proximity.

TABLE 1.14: Roebuck Plaza Strategic Opportunity Area - Access to Schools

ACCESS TO SCHOOLS	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1 mile of Schools	18	254	+236
# of Employees / Jobs within 1 mile of Schools	1,763	2,674	+909

TABLE 1.15: 1st Avenue North Strategic Opportunity Area - Access to Schools

ACCESS TO SCHOOLS	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1 mile of Schools	41	105	+64
# of Employees / Jobs within 1 mile of Schools	828	851	+23

TABLE 1.16: Parkway East Strategic Opportunity Area - Access to Schools

ACCESS TO SCHOOLS	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1 mile of Schools	72	250	+178
# of Employees / Jobs within 1 mile of Schools	2,651	2,971	+320

TABLE 1.17: Carson Road Strategic Opportunity Area - Access to Schools

ACCESS TO SCHOOLS	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1 mile of Schools	0	0	0
# of Employees / Jobs within 1 mile of Schools	0	0	0

STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

ACCESS TO PARKS

Good access to parks is an important part of quality life. The park proximity indicator takes into account the total number of homes (or dwelling units) and jobs (or employees) in each Strategic Opportunity Area that are within a 1 mile radius existing parks.

TABLE 1.18: Roebuck Plaza Strategic Opportunity Area - Access to Parks

ACCESS TO PARKS	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1 mile of Parks	18	254	+236
# of Employees / Jobs within 1 mile of Parks	1,763	2,674	+909

TABLE 1.19: 1st Avenue North Strategic Opportunity Area - Access to Parks

ACCESS TO PARKS	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1 mile of Parks	18	28	+10
# of Employees / Jobs within 1 mile of Parks	274	296	+22

TABLE 1.20: Parkway East Strategic Opportunity Area - Access to Parks

ACCESS TO PARKS	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1 mile of Parks	71	245	+183
# of Employees / Jobs within 1 mile of Parks	2,606	2,932	+326

TABLE 1.21: Carson Road Strategic Opportunity Area - Access to Parks

ACCESS TO PARKS	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1 mile of Parks	36	130	+94
# of Employees / Jobs within 1 mile of Parks	606	1,084	+478

ACCESS TO TRANSIT

Existing fixed-route transit service in the Strategic Opportunity Areas is provided by the Birmingham Jefferson Transit Authority (BJCTA). Currently, less compact, dispersed development patterns make it difficult to provide efficient fixed-route service. Under the Vision Scenario the total number of homes and jobs located within a ¼ mile walking distance to existing local transit service routes increases due to the density of the homes and jobs created by mixed-use centers. In the future, transit and alternative modes of transportation can help fulfill future travel needs more efficiently through mixed use and compact land development by shortening distances between origins and destinations.

TABLE 1.22: Roebuck Plaza Strategic Opportunity Area - Access to Transit

ACCESS TO TRANSIT	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1/4 mile of Transit Stops	18	252	+234
# of Employees / Jobs within 1/4 mile of Transit Stops	1,743	2,660	+917

TABLE 1.23: 1st Avenue North Strategic Opportunity Area - Access to Transit

ACCESS TO TRANSIT	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1/4 mile of Transit Stops	41	105	+64
# of Employees / Jobs within 1/4 mile of Transit Stops	828	851	+23

TABLE 1.24: Parkway East Strategic Opportunity Area - Access to Transit

ACCESS TO TRANSIT	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1/4 mile of Transit Stops	71	249	+178
# of Employees / Jobs within 1/4 mile of Transit Stops	2,396	2,710	+314

TABLE 1.25: Carson Road Strategic Opportunity Area - Access to Transit

ACCESS TO TRANSIT	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Dwelling Units / Homes within 1/4 mile of Transit Stops	123	194	+71
# of Employees / Jobs within 1/4 mile of Transit Stops	1,432	2,040	+608

STRATEGIC OPPORTUNITY AREAS | ALTERNATIVE SCENARIOS

TRAVEL DEMAND

As growth occurs, each new home and business, school or shopping center represents a new set of trip productions and trip attractions. The table below shows the total number of auto trips and non-auto trips (i.e walking, bicycling, transit) that are estimated to be generated by the residential and non-residential land uses in the Strategic Opportunity Areas. The ability or potential to use one of these mobility options relies on proximity: the distance between origins (homes) and destinations (work, retail, parks, etc.). Clustering neighborhoods around mixed-use centers can decrease the number of auto trips and can increase the potential number of walking, cycling and transit trips.

TABLE 1.26: Roebuck Plaza Strategic Opportunity Area - Travel Demand

ACCESS TO TRANSIT	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Auto Trips Generated per day	16,154	11,070	-5084
# of Non - Auto Trips Generated per day	386	3,343	+2957

TABLE 1.27: 1st Avenue North Strategic Opportunity Area - Travel Demand

ACCESS TO TRANSIT	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Auto Trips Generated per day	3,340	2,933	-407
# of Non - Auto Trips Generated per day	84	399	+315

TABLE 1.28: Parkway East Strategic Opportunity Area - Travel Demand

ACCESS TO TRANSIT	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Auto Trips Generated per day	22,571	18,328	-4243
# of Non - Auto Trips Generated per day	558	2,556	+1998

TABLE 1.29: Carson Road Strategic Opportunity Area - Travel Demand

ACCESS TO TRANSIT	TREND SCENARIO	VISION SCENARIO	SCENARIO DIFFERENCE
# of Auto Trips Generated per day	13,331	13,322	-9
# of Non - Auto Trips Generated per day	348	1,593	+1245

1.5 CONCLUSION

The Vision Scenario incorporates most new growth in mixed-use centers and walkable neighborhoods, as well as in infill development located in the existing shopping centers. These types of development patterns enhance quality of life for the area's residents by offering more mobility choices, while reducing the proximity of households to jobs, retail, schools, transit and parks.

In contrast, the Trend Scenario envisions impacts that will likely happen if outward movement from the existing centers accelerates. Residents in these suburban areas will be less likely to have nearby access to transit, leading to higher household rates of vehicle ownership, higher household transportation costs and more vehicle miles traveled. The Trend scenario would result in increased growth in the number of households without easy transit access because it continues the pattern of locating new residential growth in suburban communities farther away from existing centers, which tend not to have existing transit service and lack the requisite density needed to support it in the future.

EXAMPLE MIXED - USE DEVELOPMENTS





E

2 HOUR PARKING
MON-FRI 9AM-5PM
SAT 9AM-12PM
SUN 12PM-5PM

NO PARKING
ANYTIME

NO PARKING
ANYTIME

Rae's
TAXES



CHAPTER 1

STRATEGIC OPPORTUNITY AREAS

COMMUNITY RENEWAL

2.1 Executive Summary

This plan identifies the following four Strategic Opportunity Areas (SOA) through building surveys, land use analysis, stakeholder meetings, and economic development perspectives. These Strategic Opportunity Areas are important because they serve as the focal point of their communities, and their success is intrinsically connected to their surrounding neighborhoods. Thus, this plan devotes additional attention to these SOAs. Many of the following recommendations are drawn from this plan's previous chapters and are made even more targeted within these SOAs.

NEEDS

- MORE MIXED USE DEVELOPMENT
- ADDITIONAL RETAIL, OFFICE, + RESTAURANTS
- IMPROVED VACANCY RATES
- INCREASED POPULATION

OPPORTUNITIES

- ACCESS TO RUFFNER MOUNTAIN
- ACCESS TO MAJOR ROADWAYS + HIGHWAYS
- NEW PARTNERSHIPS WITH THE CITY + OTHER NON-PROFITS



STRATEGY

INCREASE NEIGHBORHOOD AND COMMERCIAL INVESTMENT.



Action 1

Enact a moratorium on new pay-day loan businesses along Parkway East.



Action 2

Adopt a city-wide adaptive reuse ordinance within the Roebuck Plaza Strategic Opportunity Area to make it easier and more convenient for developers to convert vacant buildings into new uses.



2.2 Roebuck Plaza Strategic Opportunity Area | Goals, Strategies and Actions

The Roebuck Plaza SOA is in a critical location at the intersection between I-59 and Parkway East Boulevard. Although the area has mostly occupied buildings, the mass amount of land is not fully developed with a large amount of it being devoted to off-street parking. The site is also at the corner of the Roebuck – South East Lake and Huffman communities, both of which are affected by the success of the SOA. The area is also designated as a potential site for a bus-rapid transit stop for the City’s recent TIGER grant. For these reasons, Roebuck Plaza was identified as an SOA. The recommendations below, many from previous chapters, aim to improve the area even more to its full potential.

COMMUNITY RENEWAL



O'Brien Construction Company in Pontiac Michigan renovated a tired industrial facility into a state of the art office building. (Source: O'Brien Construction Company INC)

COMMUNITY RENEWAL



Action 3

Improve wayfinding between major sites within Roebuck Plaza Strategic Opportunity Area.



Action 2

Create a Darter habitat park near the Roebuck-Hawkins park.

GREEN SYSTEMS



STRATEGY

RETROFIT EXISTING RIGHTS-OF-WAY AND GREEN SPACES WITH GREEN SYSTEMS TO REDUCE STORMWATER RUNOFF.



Action 1

Persistent flooding along Roebuck Drive is a problem in the Roebuck Plaza Strategic Opportunity Area. Moving forward, incorporating green street concepts on all new road projects should be highly considered.



Action 3

Improve wayfinding between major sites within the Roebuck Plaza Strategic Opportunity Area.

ECONOMIC VITALITY



STRATEGY

ENCOURAGE RETAIL DEVELOPMENT THAT IS SUITABLE FOR THE ROEBUCK PLAZA STRATEGIC OPPORTUNITY AREA.



Action 1

Consider creating a financial incentive for retailers to locate in vacant and underutilized structures in the Roebuck Plaza Strategic Opportunity Area.

DID YOU KNOW?

Green Streets help to manage stormwater runoff through landscape interventions (street side planters, swales, rain gardens, street trees) instead of a traditional curb and gutter system.



TRANSPORTATION + INFRASTRUCTURE



STRATEGY

MAXIMIZE PEDESTRIAN TRAVEL BETWEEN ROEBUCK PLAZA STRATEGIC OPPORTUNITY AREA, ROEBUCK – SOUTH EAST LAKE COMMUNITY, AND SURROUNDING AREAS OF BIRMINGHAM BY IMPLEMENTING THE RED ROCK RIDGE AND VALLEY TRAIL SYSTEM, BIRMINGHAM SIDEWALK MASTER PLAN, AND PROVIDING SAFE PEDESTRIAN CROSSINGS.



Action 1

Limit private curb cuts and drives along Parkway East as redevelopment occurs.



Action 2

Request increased police presence in the Strategic Opportunity Area to reduce speeding.



Action 3

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



Action 4

Explore the feasibility of producing a traffic calming study for Parkway East.



Action 5

Prioritize installing sidewalks of the appropriate width along both sides of:

- ✘ Red Lane Road
- ✘ Roebuck Plaza Drive
- ✘ Parkway East



Action 6

Install ADA accessible sidewalks of the appropriate widths along all other streets intersecting Parkway East as redevelopment occurs.



Action 7

Implement the Red Rock Ridge and Valley Trail System (RRVTS) by constructing the following bicycle and pedestrian infrastructure (as funding becomes available) to achieve Complete Streets policy goals and to accommodate increased pedestrian and bicycle activity due to revitalization and renewed interest as retail, dining, and job destinations.

- ✘ 1st Avenue North Trail (Bike Lane w/ Sidewalk)
- ✘ Jefferson State Connector (Bike Lane w/ Sidewalk)
- ✘ Roebuck Golf Course Connector (Bike Lane w/ Sidewalk)- Coordinate with the Eastern Health Center to move their fence over eight feet to create a multi-use greenway to enable pedestrians to travel off-road from the medical

COMMUNITY RENEWAL

center, Roebuck Plaza, and the YMCA.



Action 8

Improve crosswalks at signalized intersections along Carson Road to improve pedestrian safety. Priority intersections include:

- ✘ Parkway East and 4th Avenue South
- ✘ Parkway East and Roebuck Plaza Drive
- ✘ Parkway East and Red Lane Road



STRATEGY

CONSTRUCT A COMFORTABLE PEDESTRIAN ENVIRONMENT THAT COMPLEMENTS SURROUNDING DEVELOPMENT, AND SCREENS UNATTRACTIVE AREAS.



Action 1

Consider financial incentives for a streetscape improvement program along Parkway East, Shopping Center Drive, and Red Lane Road. Streetscape improvements could include:

- ✘ Planting street trees
- ✘ Installing and maintaining street lights
- ✘ Providing trash receptacles
- ✘ Encourage outdoor seating at restaurants and retail centers
- ✘ Displaying public art from local artists



DID YOU KNOW?
Installing streetscape elements such as trees, street lights, trash receptacles, and sidewalks can improve pedestrian safety, access / mobility, quality of life, & the environment.



Action 2

Implement pedestrian wayfinding along Parkway East and Red Lane Road to key sites such as the Roebuck Plaza, Roebuck Golf Course, and the YMCA.



Action 3

Remove the dilapidated Steak and Ale sign at the intersection of Medford Road and Parkway East.



Action 4

Design signage that is compatible with the scale and design of surrounding sites and buildings. Make signs appropriate in scale to motorists and pedestrians.

C STRATEGY

IMPROVE LOCAL TRANSIT.

Action 1

Improve bus travel time on arterial street networks.

Public transit services are an important form of transportation for many Roebuck – South East Lake, Huffman, East Pinson Valley, and Cahaba residents. At present, there are four transit existing

Birmingham Jefferson County Transit Authority (BJCTA) Max bus routes that either serve or pass through the Roebuck Plaza Strategic Opportunity Area. They are listed in **Table 3.1**.

The Northeast Framework plan recommends the following lines be streamlined to improve service delivery and efficiency:

- ✘ Route 25: Center Point
- ✘ Route 28: South East Lake

TABLE 1.1: Roebuck Plaza Existing Transit Routes

ROUTE NAME	# OF BUS STOPS (INBOUND AND OUTBOUND)	# OF BUS STOPS IN THE ROEBUCK PLAZA SOA	MAJOR LOCATIONS SERVED IN NORTHEAST AREA	NUMBER OF RIDERS IN JULY 2015
ROUTE 25: CENTER POINT	112	5	Eastern Health Clinic, Roebuck Wal-Mart, Jefferson State Community College	8,492
ROUTE 72: EXPRESS	31	0	Huffman Baptist Church, Westchester Drive	1,132
ROUTE 26: JEFF STATE	91	0	Eastern Health Clinic, Roebuck Wal-Mart, Roebuck Parkway, Jefferson State Community College	5,474
ROUTE 28: SOUTH EAST LAKE	90	11	Roebuck Wal-Mart	13,235

D STRATEGY

IMPROVE LOCAL TRANSIT STOPS AND AMENITIES.

Action 1

Eliminate the following stops on Route 25-Center Point to enhance ridership.

- ✘ Parkway East & Red Lane Road
- ✘ Red Lane Road & Aaron Drive

Action 2

Eliminate the following stops on Route 28-South East Lake to enhance ridership.

- ✘ Parkway East & Roebuck Boulevard
- ✘ Parkway East & 4th Avenue South
- ✘ Parkway East & Planet Fitness
- ✘ Parkway East & Roebuck Drive
- ✘ Parkway East & 4th Avenue South

COMMUNITY RENEWAL



Action 3

Enhance bus stop locations (shelters and waiting areas), and coordinate signage with local wayfinding.

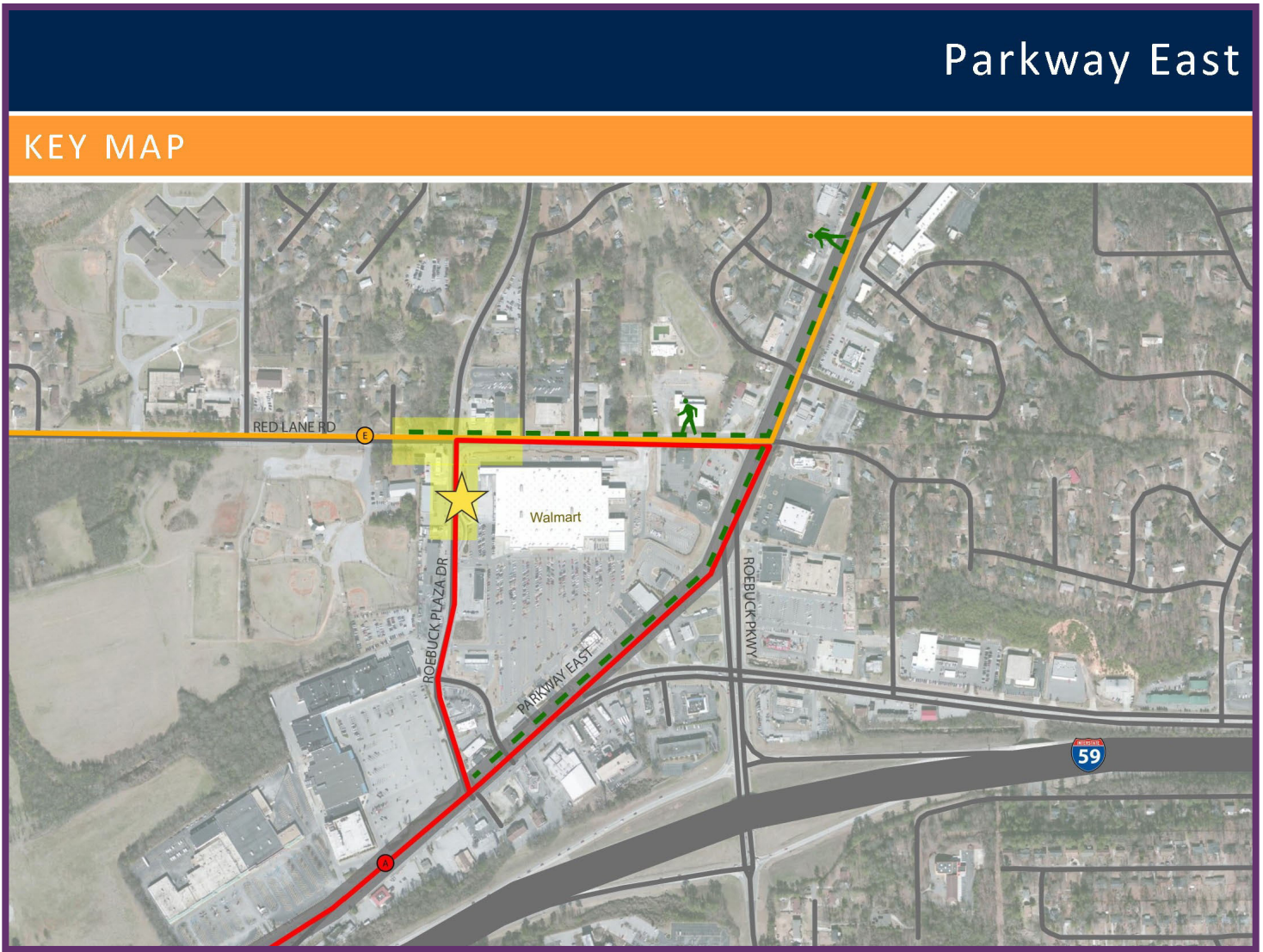


Action 4

Construct a Transit Super Stop for transit oriented development within the Roebuck Plaza Strategic Opportunity Site (Figure 2.1).



FIGURE 1.1: Location of the Proposed Transit Superstop at Roebuck Plaza



Source: Whitman, Requardt and Associates, LLP



1st Avenue South (East Lake) Strategic Opportunity Area

2.3 1st Avenue North Strategic Opportunity Area | Goals, Strategies and Actions

The First Avenue North SOA is the commercial district that serves the East Lake and South East Lake neighborhoods. This walkable site is not as large as the other SOAs, but has the potential to be an active business district with certain improvements and redevelopment.

COMMUNITY RENEWAL

A STRATEGY
IMPROVE CODE ENFORCEMENT.



Action 1

Create and distribute a Birmingham Code Enforcement Booklet to enable homeowners and renters to identify building code violations, urban design issues, and historic preservation regulations.



Action 2

Enforce the Birmingham “Front Lawn Parking Ordinance” within the 1st Avenue North Strategic Opportunity Area.



Action 3

Create and promote a neighborhood block captain program within the 1st Avenue North Strategic Opportunity Area.

2015 West/Southwest Philadelphia BLOCK CAPTAINS FORUM
8:00 AM Saturday, August 15, 2015
 Philadelphia Boys' Latin Charter School 5501 Cedar Avenue

A unique networking and skill-building opportunity!

Attend FREE Workshops:

- Crime & Safety
- Community Organizing 101
- Internet & Philly 311 App Training
- Vacant Land Management
- Mental Health & Crisis Management
- How to Organize A Sustainable Block Party
- Youth Leadership & Civic Engagement
- Free Photo Portraits for Junior Block Captains

LIMITED SPACE AVAILABLE! REGISTRATION
 Contact The Partnership CDC/NAC Office at 215-586-1111
 Stop by our office Located at 4020 Market Street
 You Must Be a Registered PMBC Block Captain

This event is brought to you by:

Did You Know?
Block Captains are leaders of their community. They act as liaisons between residents and City government, host events on their blocks, and hold meetings to discuss issues.

COMMUNITY RENEWAL



Action 4

Implement a rental property licensing and inspection program within the Strategic Opportunity Area.



Action 4

Create a new historic district within the 1st Avenue North SOA to celebrate and preserve its historic nature.



STRATEGY

CONVERT UNUSED LOTS INTO PRODUCTIVE USES.



STRATEGY

IMPROVE RESIDENTS' ACCESS TO FRESH FOOD THROUGH PUBLIC-PRIVATE PARTNERSHIPS.



Action 1

Encourage and allow residents to participate in Guerilla Gardening to transform vacant lots within the SOA. Consider partnering with Ruffner Mountain Nature Preserve and Birmingham Eastside EcoFarms (B.E.E.) to aid in gardening efforts.



Action 1

Work with Village Market (2nd Avenue South and Selma) to improve its selection and quality of fresh food.



STRATEGY

ACQUIRE AND DISPOSE OF TAX-DELINQUENT PROPERTIES.



Action 1

Create partnerships to combat blight.



Action 2

Work with the Community Development Department and other non-profits to fund and award façade improvement grants to commercial buildings along 2nd Avenue South.



Action 3

Continue to work with REV Birmingham to hold pop-up events and make temporary streetscape improvements along 1st and 2nd Avenue South.



GREEN SYSTEMS

A STRATEGY

EXPAND RECREATION AND TOURISM OPPORTUNITIES.

Action 1

Acquire and dispose of blighted and floodprone properties to expand recreational opportunities.

B STRATEGY

IMPROVE CONNECTIVITY BETWEEN NEIGHBORHOODS, COMMERCIAL DISTRICTS, AND CIVIC AMENITIES.

Action 1

Implement priority portions of the Red Rock Ridge and Valley Trail System.

ECONOMIC VITALITY

A STRATEGY

ENCOURAGE RETAIL DEVELOPMENT THAT IS SUITABLE FOR THE 1ST AVENUE NORTH STRATEGIC OPPORTUNITY AREA.

Action 1

Consider establishing a financial incentive program for storefront improvement projects, such as a facade Improvement Program along 1st Avenue North.



Commercial Buildings along 1st Avenue South.

Action 2

Reach out to property owners with vacant storefronts. If permitted, enliven the storefront through a pop-up event.



Volunteers help to revive a tired storefront in South East Lake off of 1st Avenue North to prepare for REV's month long event.

Action 3

Evaluate the feasibility of expanding Innovation Depot to include a local business incubator along the Oporto Madrid corridor.

COMMUNITY RENEWAL



Action 4

Partner with Huffman High School’s Fine Arts Department, local art galleries, local artists, Jefferson State, Ruffner Mountain and the private sector to host events within the 1st Avenue North Strategic Opportunity Area.



Action 5

Develop an incentive and information program for historic residential restorations in priority areas.



TRANSPORTATION + INFRASTRUCTURE



STRATEGY

MAXIMIZE PEDESTRIAN TRAVEL BETWEEN 1ST AVENUE NORTH STRATEGIC OPPORTUNITY AREA, RUFFNER MOUNTAIN, AND SURROUNDING AREAS OF BIRMINGHAM BY IMPLEMENTING THE RED ROCK RIDGE AND VALLEY TRAIL SYSTEM, BIRMINGHAM SIDEWALK MASTER PLAN, AND PROVIDING SAFE PEDESTRIAN CROSSINGS.



Action 1

Limit private curb cuts and drives along 1st Avenue North and Oporto-Madrid Boulevard as new development and redevelopment occurs.



Action 2

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



Action 3

Prioritize replacing dilapidated sidewalks along 1st Avenue North and Oporto Madrid Boulevard as redevelopment occurs.

1st Avenue North to 81st Street to the Ruffner Mountain Nature Preserve should be considered a high priority.



Action 4

Implement the Red Rock Ridge and Valley Trail System (RRVTS) by constructing the following bicycle and pedestrian infrastructure (as funding becomes available) to achieve Complete Streets policy goals and to accommodate increased pedestrian and bicycle activity due to revitalization and renewed interest as retail, dining, and job destinations.

RRVTS infrastructure to construct:

- ✘ 81st street South Connector (Sharrow w/ Sidewalk)
- ✘ Ruffner Mountain Connector (Sharrow w/ Sidewalk)
- ✘ 1st Avenue North (Bike Lane w/ Sidewalk)



Action 5

Improve crosswalks at all signalized intersections along 1st Ave North and Oporto Madrid Boulevard within the Strategic Opportunity Area.



STRATEGY

CONSTRUCT A COMFORTABLE PEDESTRIAN ENVIRONMENT THAT COMPLEMENTS SURROUNDING DEVELOPMENT AND SCREENS UNATTRACTIVE AREAS.



Action 1

Maintain and update existing street lighting along 1st Avenue North and Oporto-Madrid Boulevard South.



Action 2

Consider financial incentives for a streetscape improvement program along 1st Avenue North and Oporto-Madrid.

Streetscape improvements could include:

- ✘ Planting street trees
- ✘ Installing and maintaining street lights
- ✘ Providing trash receptacles
- ✘ Encourage outdoor seating at restaurants and retail centers
- ✘ Displaying public art from local artists



Action 3

Implement pedestrian wayfinding along 1st Avenue North and Oporto Madrid to orient visitors to key sites such as the Ruffner Mountain Nature Preserve. Consider placing a trailhead at 80th Street North and 1st Avenue North.



Action 4

Design signage that is compatible with the scale and design of surrounding sites and buildings. Make signs appropriate in scale to motorists and pedestrians.

COMMUNITY RENEWAL



STRATEGY

IMPROVE TRANSIT SERVICE.



Action 1

Improve bus travel time on arterial street networks.

Public transit services are an important form of transportation for many Roebuck South East Lake, Huffman, East Pinson Valley, and Cahaba residents. At present, there are five transit routes existing Birmingham Jefferson County Transit Authority (BJCTA) Max bus routes that either serve or pass through the South East Lake Strategic Opportunity Area. They are listed in **Table 2.2**.

The Northeast Framework plan recommends Route 25-Centerpoint be streamlined to improve service delivery and efficiency.

TABLE 1.2: 1st Avenue South Existing Transit Routes

ROUTE NAME	# OF BUS STOPS (INBOUND AND OUTBOUND)	# OF BUS STOPS IN THE ROEBUCK PLAZA SOA	MAJOR LOCATIONS SERVED IN NORTHEAST AREA	NUMBER OF RIDERS IN JULY 2015
ROUTE 25: CENTER POINT	112	10	Eastern Health Clinic, Roebuck Wal-Mart, Jefferson State Community College	8,492
ROUTE 72: EXPRESS	31	0	Huffman Baptist Church, Westchester Drive	1,132
ROUTE 26: JEFF STATE	91	0	Eastern Health Clinic, Roebuck Wal-Mart, Roebuck Parkway, Jefferson State Community College	5,474
ROUTE 28: SOUTH EAST LAKE	90	4	Roebuck Wal-Mart	13,235
ROUTE 20: AIRPORT & ZION CITY	74	0	Eastern Health Clinic	5,050

COMMUNITY RENEWAL



Parkway East Strategic Opportunity Area

2.4 Parkway East | Goals, Strategies and Actions

The Parkway East SOA represents most of the commercial land in the Northeast Area, excluding Highway 280 in the Cahaba community. The Comprehensive Plan (8.15) also identified it as an SOA. This SOA links the Roebuck Plaza SOA with Huffman High School and all the commercial uses in between. Similar to the Roebuck Plaza SOA, the Parkway East SOA does not have many vacant sites or buildings, but most of the properties are ripe for denser development to complement existing development. The oversupply of parking creates opportunities for outparcels to be created and developed. Many of the recommendations for this SOA focus on creating a more walkable environment as new development occurs on Parkway East.

COMMUNITY RENEWAL

A STRATEGY

IMPROVE SAFETY AND SECURITY WITHIN THE PARKWAY EAST STRATEGIC OPPORTUNITY AREA.

Wrench icon Action 1

Encourage the business community to participate in neighborhood association meetings to foster better watch groups for areas.

Wrench icon Action 2

Maintain a normal marked car and uniform officer presence in the Parkway East SOA.

Wrench icon Action 3

Condemn and demolish dilapidated structures within the Parkway East SOA.



B STRATEGY

ENCOURAGE THE DEVELOPMENT OF ADDITIONAL CIVIC AND CULTURAL ANCHORS WITHIN THE PARKWAY EAST STRATEGIC OPPORTUNITY AREA.



Action 1

Explore the feasibility of redeveloping Going Elementary School into a senior center or community center.



Action 1

Persistent flooding along Roebuck Drive is a consistent problem in the Parkway East Strategic Opportunity Area. Moving forward, incorporating green street concepts on all new road projects should be highly considered.



STRATEGY

IMPROVE ACCESS TO FRESH FOOD.



Action 1

Consider creating public-private partnerships between Birmingham City Schools, Birmingham Eastside EcoGardens (BEE), and other environmental organizations to establish a teaching garden, within the Parkway East Strategic Opportunity Area, to educate and train residents and local students on the basics of planting vegetables produce.

GREEN SYSTEMS



STRATEGY

RETROFIT EXISTING RIGHTS-OF-WAY WITH GREEN SYSTEMS TO REDUCE STORMWATER RUNOFF.



Vacant and overgrown right-of-way along Parkway East.

ECONOMIC VITALITY



STRATEGY

ENCOURAGE RETAIL DEVELOPMENT THAT IS SUITABLE FOR THE PARKWAY EAST STRATEGIC OPPORTUNITY AREA.



Action 1

Consider adopting an adaptive reuse ordinance for the Parkway East corridor to promote the redevelopment of vacant structures.

COMMUNITY RENEWAL



Action 2

Incentivize, recruit, and attract merchants to the former Food Giant Shopping Center and the Beasley Shopping Center (in front of Huffman High School) on Parkway East.



Action 3

Consider establishing a financial incentive program for storefront improvement projects, such as a facade Improvement Program along Parkway East.

TRANSPORTATION
+
INFRASTRUCTURE



STRATEGY

MAXIMIZE PEDESTRIAN TRAVEL BETWEEN PARKWAY EAST STRATEGIC OPPORTUNITY AREA, ROEBUCK PLAZA, HUFFMAN HIGH SCHOOL AND SURROUNDING AREAS OF BIRMINGHAM BY IMPLEMENTING THE RED ROCK RIDGE AND VALLEY TRAIL SYSTEM, BIRMINGHAM SIDEWALK MASTER PLAN, AND PROVIDING SAFE PEDESTRIAN CROSSINGS.



Action 1

Limit private curb cuts and drives along Parkway East as redevelopment occurs.



Action 2

Request increase police presence in the Strategic Opportunity Area to reduce speeding.



Action 3

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



Action 4

Explore the feasibility of producing a traffic calming study for Parkway East.



Action 5

Prioritize installing sidewalks of the appropriate width along each side of Parkway East:

- ✘ Red Lane Road to Roebuck Drive
- ✘ Parkway East from Roebuck Drive to 13th Avenue Northeast



Action 6

Install ADA accessible sidewalks of the appropriate widths along all other streets intersecting Parkway East, prioritizing connections to neighborhoods and schools as redevelopment occurs. Key connections include:

- ✘ Huffman Road from Hill Crest Avenue to Roebuck Drive
- ✘ Huffman Road from Roebuck Drive to Springville Road
- ✘ Parkway East and Five Mile Road to Smith Middle School



Action 7

Implement the Red Rock Ridge and Valley Trail System (RRVTS) by constructing the following bicycle and pedestrian infrastructure (as funding becomes available) to achieve Complete Streets policy goals and to accommodate increased pedestrian and bicycle activity due to revitalization and renewed interest as retail, dining, and job destinations. Huffman Road from Hill Crest Avenue to Roebuck Drive

- ✘ Edwards Lake Road Trail (Sharrows w/ Sidewalk)
- ✘ Center Point Greenway (Greenway 12')
- ✘ Parkway Christian Trail (Sharrows w/ Sidewalk)
- ✘ Springville Road Trail (Bike Lanes w/ Sidewalk)



Action 8

Explore the feasibility of constructing a complete street on Huffman Road.



Action 9

Improve crosswalks at signalized intersections along Parkway East to improve pedestrian safety. Priority intersections include:

- ✘ Parkway East at Roebuck East Shopping Center
- ✘ Parkway East at the Burger King
- ✘ Parkway East Roebuck Drive
- ✘ Parkway East at Springville Road
- ✘ Parkway East at Huffman Road



Action 10

Create mid-block crossings where appropriate to enable pedestrians to safely cross the street to get to sites of interest, bus stops, etc. Priority mid-block crossings include:

- ✘ Parkway East at Aldi grocery store



MID-BLOCK CROSSING



STRATEGY

CONSTRUCT A COMFORTABLE PEDESTRIAN ENVIRONMENT THAT COMPLEMENTS SURROUNDING DEVELOPMENT, AND SCREENS UNATTRACTIVE AREAS.



Action 1

Consider financial incentives for a streetscape improvement program along Parkway East, Huffman Road, and Springville Road.



Action 2

Implement pedestrian wayfinding on Parkway East, Huffman Road, and Springville Road to key sites such as school campuses, Roebuck Municipal Golf Course, and Roebuck Plaza.



Action 3

Design signage that is compatible with the scale and design of surrounding sites and buildings. Make signs appropriate in scale to motorists and pedestrians.



STRATEGY

IMPROVE LOCAL TRANSIT STOPS AND AMENITIES.



Action 1

Enhance bus stop locations (shelters and waiting areas), and coordinate signage with local wayfinding.

COMMUNITY RENEWAL



Above: Roebuck Hawkins Recreation Center
Left: Neighborhood Sign

2.5 Carson Road | Goals, Strategies and Actions

The Carson Road SOA is one of the few commercial areas in the East Pinson Valley community with the potential to be a thriving focal center. The area isn't fully developed and several of the larger buildings, especially those in the Queensbury Shopping Center, are either vacant or underdeveloped -- as in, they are being used for storage instead of for retail. The area also has the benefit of being in a central location and in proximity to Jefferson State Community College. The recommendations that follow seek to attract redevelopment to the area.

COMMUNITY RENEWAL

A STRATEGY

IMPROVE CODE ENFORCEMENT.

Wrench icon Action 1

Create and distribute a Birmingham Code Enforcement Booklet to enable homeowners and renters to identify building code violations, urban design issues, and historic preservation regulations.



Wrench icon Action 2

Enforce the Birmingham "Front Lawn Parking Ordinance" within the Carson Road Strategic Opportunity Area.

B STRATEGY

ENCOURAGE STEWARDSHIP TO FOSTER A RENEWED SENSE OF PRIDE.

Wrench icon Action 1

Encourage and allow residents to participate in Guerilla Gardening to transform vacant lots within the SOA. Consider partnering with Ruffner Mountain Nature Preserve and Birmingham Eastside EcoFarms (B.E.E.) to aid in gardening efforts.



DID YOU KNOW?

If the City were to allow guerilla gardening on blighted property by someone other than the owner, the City could take properties off its weed abatement list, thereby saving hundreds of dollars annually per property for mowing.



Action 1

As redevelopment occurs at the Queensbury Shopping Center, encourage developers to construct a pocket park as a part of the new development.



Action 2

Fund and award façade improvement grants to commercial buildings within the Queensbury Shopping Center.



Action 3

Partner with REV Birmingham and Jefferson State Community College to hold pop-up events in the Queensbury Shopping Center and make temporary streetscape improvements along Carson Road.

ECONOMIC VITALITY

GREEN SYSTEMS



STRATEGY

ENCOURAGE RETAIL DEVELOPMENT THAT IS SUITABLE FOR THE CARSON ROAD STRATEGIC OPPORTUNITY AREA.



STRATEGY

CONVERT BLIGHTED PROPERTIES INTO RECREATIONAL AMENITIES.



Action 1

Create a public-private partnership between Jefferson State Community College, East Pinson Valley neighborhood associations, and the City of Birmingham to incentivize the reuse of vacant and underutilized structures in the Carson Road Strategic Opportunity Area.

COMMUNITY RENEWAL



Action 2

Encourage small-scale retailers and additional neighborhood goods and services to locate within the Carson Road Strategic Opportunity Area.



Action 3

Incentivize, recruit, and attract a grocery store in the vacant Queensbury Shopping Center at Carson Road.



Action 4

Partner with Jefferson State Community College and other non-profits to establish a tutoring and mentoring program for at-risk youth.



A.G. Gaston Boys and Girls Club offers out of school and summer time support and activities like academic help, character building, and a safe alternative location for students to spend time.

**TRANSPORTATION
+
INFRASTRUCTURE**



STRATEGY

MAXIMIZE PEDESTRIAN TRAVEL BETWEEN CARSON ROAD STRATEGIC OPPORTUNITY AREA, JEFFERSON STATE, AND SURROUNDING AREAS OF BIRMINGHAM BY IMPLEMENTING THE RED ROCK RIDGE AND VALLEY TRAIL SYSTEM, BIRMINGHAM SIDEWALK MASTER PLAN, AND PROVIDING SAFE PEDESTRIAN CROSSINGS.



Action 1

Limit private curb cuts and drives along Carson Road as redevelopment occurs.



Action 2

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



Action 3

Prioritize installing sidewalks of the appropriate width along the following roadways:

- ✘ Carson Road between Sunhill Road Northwest and Sun Valley Road
- ✘ Jefferson State Parkway from Sunhill Road to Pinson Valley Parkway



Action 4

Install ADA accessible sidewalks of the appropriate widths along all other streets intersecting Sunhill Road Northwest and Carson Road as redevelopment occurs.



Action 5

Implement the Red Rock Ridge and Valley Trail System (RRVTS) by constructing the following bicycle and pedestrian infrastructure (as funding becomes available) to achieve Complete Streets policy goals

and to accommodate increased pedestrian and bicycle activity due to revitalization and renewed interest as retail, dining, and job destinations. Carson Road between Sunhill Road Northwest and Sun Valley Road.

- ✦ Jefferson State Connector (Bike Lane w/ Sidewalk)
- ✦ Jefferson State Parkway Greenway (Bike Lane w/ Sidewalk)
- ✦ Sunhill Road Trail (Road Diet)



Action 6

Explore the feasibility of constructing a Complete Street along Carson Road.



Action 7

Improve crosswalks at signalized intersections along Carson Road to improve pedestrian safety. Priority intersections include:

- ✦ Carson Road and 23rd Ave NW (Sun Valley Road)
- ✦ Carson Road and Sunhill Road Northwest



STRATEGY

CONSTRUCT A COMFORTABLE PEDESTRIAN ENVIRONMENT THAT COMPLEMENTS SURROUNDING DEVELOPMENT, AND SCREENS UNATTRACTIVE AREAS.



Action 1

Consider financial incentives for a streetscape improvement program along Carson Road and Sunhill Road Northwest. Streetscape improvements could include:

- ✦ Planting street trees
- ✦ Installing and maintaining street lights
- ✦ Providing trash receptacles
- ✦ Encourage outdoor seating at restaurants and retail centers
- ✦ Displaying public art from local artists



(Source: activetransportation.org/Completestreets)

A balanced transportation system that includes Complete Streets can bolster economic growth by providing accessible and efficient connections between residences, schools, parks, retail, and transportation options (Source: smartgrowthamerica.org/complete-streets-fundamentals/benefits-of-complete-streets/).

COMMUNITY RENEWAL



Action 2

Implement pedestrian wayfinding along Sunhill Road Northeast, Jefferson State Parkway, and Carson Road to key sites such as Jefferson State Community College.



Action 3

Design signage that is compatible with the scale and design of surrounding sites and buildings. Make signs appropriate in scale to motorists and pedestrians.



Wayfinding signs help orient visitors/ residents to key sites & destinations (Source: City of Provo).



STRATEGY

IMPROVE TRANSIT SERVICE.

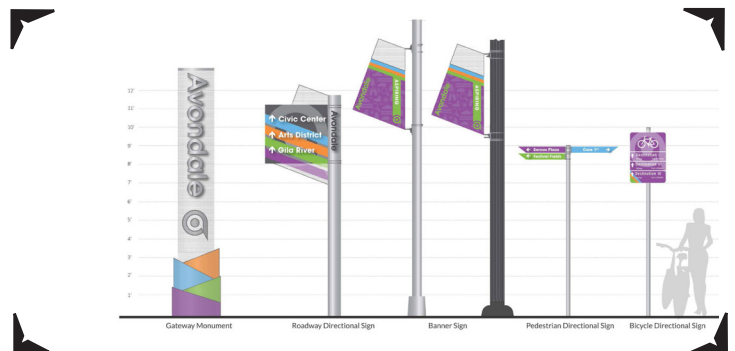


Action 1

Improve bus travel time on arterial street networks.

Public transit services are an important form of transportation for many Roebuck South East Lake, Huffman, East Pinson Valley, and Cahaba residents. At present, there are two transit routes existing Birmingham Jefferson County Transit Authority (BJCTA) Max bus routes that either serve or pass through the Carson Road Strategic Opportunity Area. They are listed in **Table 2.3**.

The Northeast Framework plan recommends Route 25-Centerpoint be streamlined to improve service delivery and efficiency.



Wayfinding signs (Source: ALTA Planning + Design).

TABLE 1.3: 1st Avenue South Existing Transit Routes

ROUTE NAME	# OF BUS STOPS (INBOUND AND OUTBOUND)	# OF BUS STOPS IN THE ROEBUCK PLAZA SOA	MAJOR LOCATIONS SERVED IN NORTHEAST AREA	NUMBER OF RIDERS IN JULY 2015
ROUTE 25: CENTER POINT	112	10	Eastern Health Clinic, Roebuck Wal-Mart, Jefferson State Community College	8,492
ROUTE 26: JEFF STATE	91	0	Eastern Health Clinic, Roebuck Wal-Mart, Roebuck Parkway, Jefferson State Community College	5,474

**STRATEGY**

IMPROVE LOCAL TRANSIT STOPS AND AMENITIES.

**Action 1**

Eliminate the following stops on Route 25-Center Point to enhance ridership.

- ✘ Carson Road & 23rd Terrace Northwest
- ✘ 23rd Ave & 7th Street Northwest

**Action 2**

Enhance bus stop locations (shelters and waiting areas), and coordinate signage with local wayfinding.



**APPENDIX C:
STRATEGIC
OPPORTUNITY
AREAS**