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

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

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

Issues Banners: For less place specific comments, meeting attendees were encouraged to write what 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.

Word Cloud:

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

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

The Airport Hills Community is located generally to the north and east of downtown Birmingham, and just to the north of the Birmingham-Shuttlesworth International Airport. The Airport’s flight path for the north-south runway is directly in the path of Airport Hills. The total geographic area in terms of size for Airport Hills is approximately 2.23 square miles which includes 1,978 parcels. The primary land uses within the community include transportation for areas under control of the Airport Authority, single family residential as well as some pockets of open space.

What We Learned:

Key Areas:
- Zion City
- Birmingham Shuttles-worth International Airport

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

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

What We Learned:

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

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

Top Issues, Opportunities, and Needs:
**EAST LAKE**

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

**What We Learned:**

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

**Top Issues, Opportunities, and Needs:**
- Desire for larger commercial such as a grocery store or Target.
- Need for sidewalks with adequate street lighting.
- Environmental issues in East Lake Park
- Need for Bike lanes along Georgia Road.
- Potential to capitalize on retail investment already occurring on 1st Ave N.
- Need to address flooding and storm-water issues along major and residential roadways and in parks.
WOODLAWN

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

What We Learned:

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

Top Issues, Opportunities, and Needs:
- Desire for continued investment and new business such as: pharmacies, restaurants, general retail, and microbreweries along 1st Ave N, 1st Ave S, and Division Ave.
- General desire for businesses that cater more to long time Woodlawn and East Birmingham residents.
- Need to address flooding in residential areas.
- Strong opportunities for job development and training.
- Can capitalize on investment already occurring in the area and build on current momentum.
- Desire for bicycling infrastructure through commuting corridors, specifically 1st Ave S.
- Extension of current sidewalk network to connect residential homes to retail space.
<table>
<thead>
<tr>
<th>Plan Elements</th>
<th>I like! (Existing)</th>
<th>I don’t like! (existing)</th>
<th>I want to see!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partnerships and Organizations</strong></td>
<td>The Renaissance Academy Inc., a private Christian school located in the former Coiner Elementary building. The Renaissance Academy Inc. services families with children 6 weeks-4 years through the child development center, and K5-12th grade through the elementary/secondary school. The Renaissance Academy also provides workforce development and GED programs.</td>
<td></td>
<td>More work with Dynamite-Smithfield Land Trust.</td>
</tr>
</tbody>
</table>
## Economic Vitality:

<table>
<thead>
<tr>
<th>Plan Elements</th>
<th>I like! (Existing)</th>
<th>I don’t like! (existing)</th>
<th>I want to see!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Opportunities</td>
<td></td>
<td></td>
<td>Some real grocery stores off Hwy 79 area. Black owned businesses. (Garment District) around 55th Pl. shop to Black owned oriented clothing.</td>
</tr>
</tbody>
</table>

## Green Systems:

<table>
<thead>
<tr>
<th>Plan Elements</th>
<th>I like! (Existing)</th>
<th>I don’t like! (existing)</th>
<th>I want to see!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flood and Stormwater</td>
<td>Flooding during heavy rain on 1st Ave N and 1st Ave S</td>
<td></td>
<td>I want to see a storm shelter in Woodlawn.</td>
</tr>
<tr>
<td>Parks and Maintenance</td>
<td></td>
<td></td>
<td>I would love for parks and rec to work more with our extension offices to provide accessible gardens/gardening classes.</td>
</tr>
<tr>
<td>Parks and Recreation</td>
<td>It is always so difficult to work with parks and rec regarding permits/permission to use certain spaces (especially for rallies or theatrical events).</td>
<td></td>
<td>Would like to see regional connection via trails from Railroad Park to Avondale, Woodlawn, and East Lake. Parks, walking trails, anything for Airport Hills to promote exercise.</td>
</tr>
<tr>
<td>Plan Elements</td>
<td>I like! (Existing)</td>
<td>I don’t like! (existing)</td>
<td>I want to see!</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------------------</td>
<td>--------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Sidewalks</td>
<td></td>
<td></td>
<td>Greenscape for Airport Hills. Elder Street! Harvill Ln</td>
</tr>
<tr>
<td>Intersection Improvements</td>
<td></td>
<td>General need for road surface improvements.</td>
<td>Repairs to potholes and construction damage Airport &amp; 20/59</td>
</tr>
<tr>
<td>Speeding</td>
<td></td>
<td></td>
<td>Lawson Road.</td>
</tr>
<tr>
<td>Trails</td>
<td></td>
<td></td>
<td>Parks, walking trails, anything for Airport Hills to promote exercise. Walking trails along Lawson Road are needed.</td>
</tr>
<tr>
<td>Bicycle Improvements</td>
<td></td>
<td></td>
<td>Bike lanes on Georgia road &amp; 1st Ave S.</td>
</tr>
<tr>
<td>Bus Service</td>
<td></td>
<td></td>
<td>El camino/ Lawson Road. Light rail- utilize old train tracks to create!</td>
</tr>
</tbody>
</table>
Mapped Comments from Table:

<table>
<thead>
<tr>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Renewal</td>
</tr>
<tr>
<td>Economic Vitality</td>
</tr>
<tr>
<td>Green Systems</td>
</tr>
<tr>
<td>Transportation</td>
</tr>
</tbody>
</table>

Eastern Area Study Area
Woodlawn Community
East Lake Community
East Birmingham Community
Airport Hills Community
Introductory Presentation & Polling Results:
**STUDY AREA**

**4 COMMUNITIES**
- Airport Hills
- East Birmingham
- East Lake
- Woodlawn

**19 NEIGHBORHOODS**

**13,913 PARCELS**

**14.6 SQUARE MILES**

**PURPOSE**

**2013 COMPREHENSIVE PLAN**
- Set forth broad visions and goals
- Proposed general city-wide action items
- Recommended area framework plans

**FRAMEWORK PLANS**
- Local follow-ups to the comprehensive plan
- Apply the comprehensive plan's goals to local areas
- More targeted, more specific
THE PLAN ANSWERS

WHAT IS THE STATE OF THE EASTERN AREA?
- Profile of current demographic, market, land use and development trends
- Inventory of departments, boards, public services and infrastructure

WHAT WOULD PEOPLE LIKE THE EASTERN AREA TO LOOK LIKE IN THE FUTURE?
- Vision statement
- Lists citizens issues and desires

HOW WILL THE EASTERN AREA ACHIEVE THAT VISION FOR THE FUTURE?
- Outlines goals and recommended actions
- Implementation through administrative actions and programs

TIMELINE

- 1: Project Initiation and Public Open House
- 2: Existing Conditions Assessment / Market Analysis
- 3: Public Visioning and Recommendations Forum
- 4: Draft Plan Document
- 5: Zoning Update Meetings, Adoption Process, and Implementation Begins
- 6: Final Plan Document and Public Endorsement

- September 2016
- November 2017
- January 2016
- February 2017
- January - June 2017
- July - August 2017
- September - October 2017
- 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
INTRODUCTION

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

COMMUNITY RENEWAL

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

Code Enforcement  Wellness  Housing
IMPLEMENTATION

A public and regularly updated database of land parcels, mineral rights, and vacant properties would benefit communities, homeowners, investors, and developers. Currently, the City has no effective means to identify vacant properties or identify property owners. To address this, the City could use existing technology, such as mapping software, to create a comprehensive database of all properties within the City. This database would help identify potential sites for development and increase transparency in the real estate market.

THE NUMBERS

- The number of vacant properties in the City has increased by 20% in the past five years.
- The average price of vacant land has increased by 15% in the past year.
- The number of successful redevelopment projects has increased by 50% in the past two years.

IMPLEMENTATION COMMITTEE

1. **Leadership**
   - Enumerate
   - Framework
   - High

2. **Middle Management**
   - Enumerate
   - Framework
   - Medium

3. **Line Staff**
   - Enumerate
   - Framework
   - Low

4. **Support Staff**
   - Enumerate
   - Framework
   - Medium

The City should coordinate with the implementation committee to develop a comprehensive plan for the implementation of the recommendations of the 2017 Comprehensive Plan (CPL).
**DEMOGRAPHICS**

Total Population 2000-2016

- 2000: 29,852
- 2016: 21,616

2016 Median Population Age: 35

Household Size 2000-2016

- 2000: 2.72
- 2016: 2.63

2016 Population by Age Cohort

- Ages 0-14: 22.2%
- Ages 15-34: 27.7%
- Ages 35-64: 37.9%
- Ages 65-85+: 12.1%

**ECONOMICS & EDUCATION**

2016 Civilian Population, 16+

- Eastern Area Unemployment Rate: 18%
- Birmingham Unemployment Rate: 11%

2012 Median Household Income

- Eastern Area: $24,248
- Birmingham: $31,791
- Jefferson County: $46,471

Educational Attainment 2016, Population 25+

- Eastern Area:
  - Less Than 9th Grade: 4%
  - 9-12 Grade, No Diploma: 15%
  - High School Graduate, GED: 33%
  - Some College, No Degree: 6%
  - Assoc. Degree: 23%
  - BA. Degree: 8%
  - Graduate Degree: 8%

- Birmingham:
  - Less Than 9th Grade: 4%
  - 9-12 Grade, No Diploma: 11%
  - High School Graduate, GED: 29%
  - Some College, No Degree: 24%
  - Assoc. Degree: 8%
  - BA. Degree: 15%
  - Graduate Degree: 9%
**Total Housing Units by Occupancy**

- 2000:
  - Renter: 40.6%
  - Owner: 44.8%
  - Vacant: 14.6%
- 2016:
  - Renter: 39%
  - Owner: 29.8%
  - Vacant: 31.2%

**2016 Occupied Units by Tenure**

- 2000:
  - Owner: 52.5%
  - Renter: 47.5%
- 2016:
  - Owner: 43.3%
  - Renter: 56.7%

**2016 Occupied Housing Units by Median Value**

- Eastern Area: $74,356
- Birmingham: $92,653

**Property Conditions**

- Tax Delinquency: 25%
- Land Bank Eligible: 65%
- Vacant: 37%
- Dilapidated/Deteriorated: 15%
- Dilapidated/Deteriorated: 48%
WHY ARE YOU HERE?

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

Rank Your top 3 teams

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

**COMMUNITY RENEWAL**

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

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

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

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

COMMUNITY RENEWAL

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

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

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

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

ECONOMIC VITALITY

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

A. Lack of job opportunity for area residents
B. Lack of technical job training or workforce development training for residents
C. Lack of safe or reliable transportation options (i.e. transit, sidewalks for walking, bicycling facilities)
D. Vacant and under-utilized retail spaces
What do you feel are the biggest barriers to recreational opportunities within your community? (Choose top 3 answers)

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

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

A. Yes
B. No
C. I believe it contributes somewhat but isn’t the whole story
THE ACTIVITIES

TIME TO GET ACTIVE
THE NEXT STEPS

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

www.ImagineBham.com

THANK YOU

VISIT US AT
HTTP://WWW.IMAGINEBHAM.COM/EASTERN-BIRMINGHAM.HTML