**Project Team**

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Eastern Area

4 Communities
- Airport Hills
- East Birmingham
- East Lake
- Woodlawn

19 Neighborhoods
PURPOSE

2013 Comprehensive Plan
- Set forth broad visions and goals
- Proposed general city-wide action items
- Recommended area framework plans

Framework Plans
- Local follow-ups to the comprehensive plan
- Apply the comprehensive plan’s goals to local areas
- More targeted, more specific
Timeline

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

Meetings Commence
THE STORY
Tonight's Role

Provide an overview of the Draft Framework Plan
- Review top priority actions
- Review new actions
- Recommendations for SOAs
- Review changes to the Future Land Use Map
THE PLAN

Contents

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

- Residents of the Eastern Area
Community Renewal

High Priority Actions

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

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

- Develop pre-college education programs for students.
- Increase awareness of Lawson State’s Community College GED and dual enrollment programs.
- Support local non-profits efforts to increase education in the Eastern Area.
- Improve transit service along commuting corridors in the area as well as establish new stops in and around key locations, i.e., Strategic Opportunity Areas & catalyst sites.
- Promote a Birmingham Community Payroll Tax Exclusion Program.
- Work with Community Development Financial Institutions (CDFI) to increase access to capital for small businesses and entrepreneurs.
- Increase code enforcement.
- Condemn and demolish blighted properties.
- Increase police presence.
- Redevelop sites adjacent to Messer Airport Highway & 47th Street North.
High Priority Actions

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

East Lake Strategic Opportunity Area

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

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

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

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

Catalyst Sites are individual parcels or buildings that are located within strategic opportunity areas or in isolated parts of the community.
Strategic Opportunity Areas (SOAs)

Woodlawn Strategic Opportunity Area

- Create a public-private partnership between REV Birmingham, neighborhood associations within the Woodlawn community, and the City of Birmingham to incentivize vacant and underutilized structures in the proposed Woodlawn mixed-use district.

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

Catalyst Sites are individual parcels or buildings that are located within strategic opportunity areas or in isolated parts of the community.
EAST BIRMINGHAM FUTURE LAND USE MAP
EAST LAKE FUTURE LAND USE MAP
WOODLAWN FUTURE LAND USE MAP
THE ACTIVITIES
THE ACTIVITIES

Identify actions you or your organization can support.

Identify the Top Actions (needs to be done right now).

- Things to consider:
  - Is the action a “low hanging fruit?”
  - Is the action a high priority?
  - Does the action have the greatest impact on achieving the goal or strategy it relates to?
  - Can resources be pooled together and made readily available in a short time to accomplish the action?
  - Are there existing programs or organizations to support the action?
CFB Ranking. Choose your top 3 teams.

A. Auburn
B. Clemson
C. Louisville
D. Ohio State
E. Alabama
F. UAB
Rank Community Renewal Actions

A. Promote salvaging...
B. Establish a youth...
C. Develop an incentive...
Rank Green Systems Actions

A. Promote the East Lake...
B. Implement priority projects...
C. Maintain vegetation along...
D. Continue to remove...
Rank Economic Vitality Actions

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

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

Response Counter: 30
Rank Future Land Use Actions

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

Response Counter

0% 0% 0%
Thank You!

RPCG
REGIONAL PLANNING COMMISSION
OF GREATER BIRMINGHAM

BIRMINGHAM
FORWARD
MAYOR WILLIAM A. BELL, SR.