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# Blueprint: **IRONDALE**

Appendix A: Public Involvement Summary

This project was supported by funding from the Regional Planning Commission of Greater Birmingham (RPCGB) and the Birmingham Metropolitan Planning Organization (MPO) Building Communities Program. The contents of this document do not necessarily reflect the official views or policies of the Birmingham MPO or the RPCGB. For more information on this program, please visit <http://www.rpcgb.org> or call (205) 251-8139.

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.

The contents of this Comprehensive Plan reflect the City of Irondale's community values. The Plan serves as a guide to interpreting citizen values into future land use decisions, capital investments and public policies. As such, this Comprehensive Plan is not legally binding upon the City of Irondale.



# Contents

<b>Introduction .....</b>	<b>2</b>
<b>Overview of the Public Involvement Process .....</b>	<b>3</b>
Project Website .....	3
Email E-Blasts .....	3
Visioning Survey .....	4
Online Mapping Tool.....	4
In-Person and Virtual Events .....	5
<b>Results and Findings .....</b>	<b>6</b>
Kickoff Phase Public Involvement Summary .....	7
Draft Plan Reveal Open House .....	31

**Adopted December 16, 2021 by the Irondale Planning and Zoning Board**

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# Blueprint: **IRONDALE**

Appendix A: Public Involvement Summary

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## Introduction

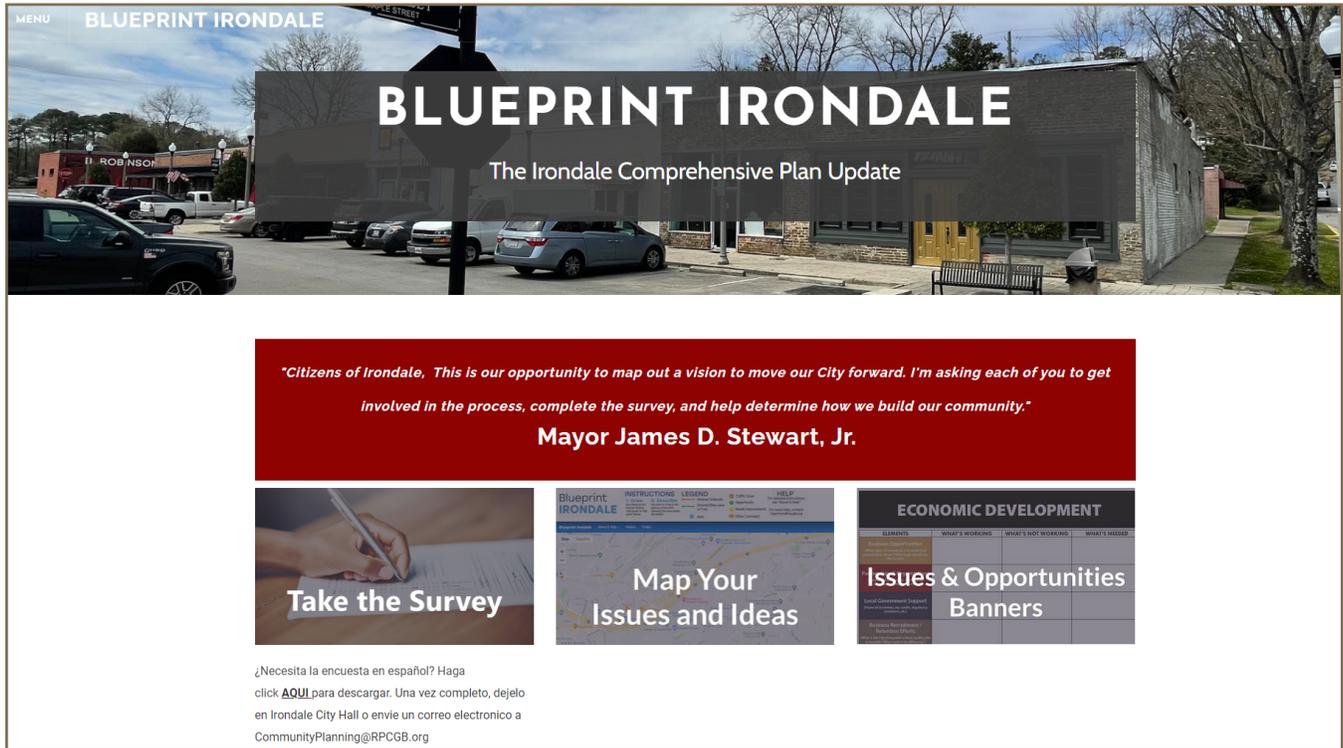
Quality public involvement, which ensures that everyone's voice can be heard, is vital to the planning process. A plan should include two-way collaboration between residents and the professional planning team. The planning team educates stakeholders on the plan's purpose and process, while stakeholders educate planners about the local conditions of their community. The Irondale Comprehensive Plan considers the ideas and concerns raised by residents with a diverse array of experiences and perspectives. This valuable feedback helped inform the plan's goals, strategies, and actions to plan for a socially, economically, civically, and environmentally healthy city. This collaborative effort produces a fact-based plan that is defensible, sound, attainable, and reflective of the unique community it serves.

Knowing the value of public involvement, the Regional Planning Commission of Greater Birmingham (RPCGB) planning team for the Irondale Comprehensive Plan used a multifaceted approach, making good use of both in-person and online methods to gather as much information from the community as possible. The sections below highlight the outreach methods used by the planning team to inform their development of the Comprehensive Plan.

# Overview of the Public Involvement Process

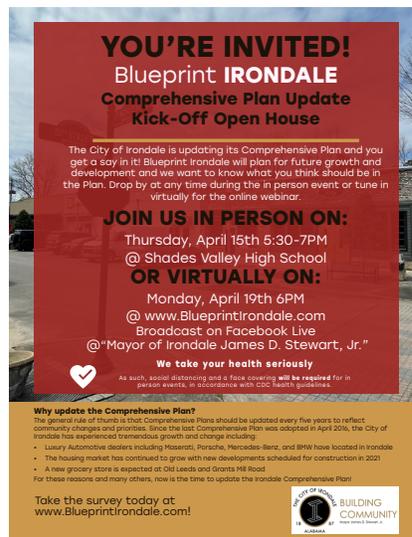
## Project Website

A formal website for the Irondale Comprehensive Plan was maintained by the RPCGB through the life of the project. This website, [www.BlueprintIrondale.com](http://www.BlueprintIrondale.com), served as an information gateway for the Plan and provided easy access to plan documents, public meeting details, surveys, project facts and other information.



## Email E-Blasts

Email was the main form of communication used to provide information for the Irondale Comprehensive Plan events, calls to action, or plan milestones. Recipients included an initial list of stakeholders and residents created by the City of Irondale and the RPCGB. Other recipients included those who opted in on the project website and those who attended the Kickoff Open House events. It was the intention of this Plan that the email subscriber list would grow as the Plan progressed.



## Social Media

Two specific Facebook accounts were used to announce events, surveys, plan milestones, and to drive users to information provided on the project website: the City of Irondale's Facebook page and Mayor Stewart's Facebook page.

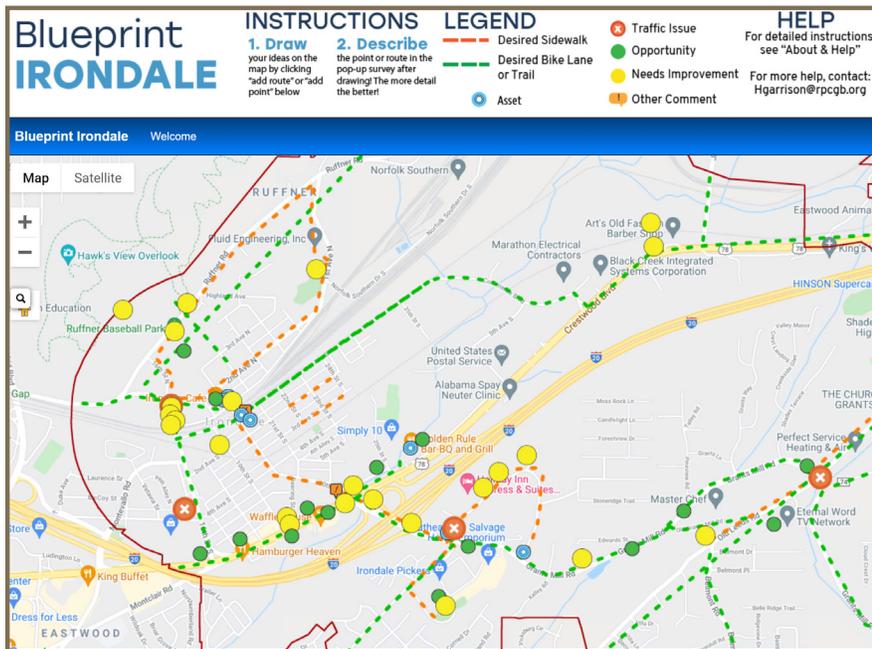
# Visioning Survey

This 16-question multiple-choice and open-ended survey was open for answers from April 5 to May 31, 2021, and in total 1,148 responses were received. The purpose of the survey was to assess the City’s perceived strengths, challenges, opportunities, development patterns, and allowed for a satisfaction rating of city services at it pertains to the maintenance of local roads, code enforcement, police protection, the City’s responsiveness to formal complaints, public facilities, fire and rescue services, and parks and recreational facilities. The survey was promoted via E-blasts and hard copies were made available at Irondale City Hall, during City-led events, and at the Kickoff Open House on April 15, 2021.

A summary of the responses to each survey question are shown in pages 10 — 23 of this Appendix.



Participants taking the Visioning Survey at the Kickoff Open House



# Online Mapping Tool

An online mapping tool, called a Wikimap, was available on the project website and allowed participants to “map” their issues, needs, and ideas on an interactive street map of the City. Participants were able to note locations of community assets, areas that need improvement, opportunity ideas, traffic issue areas, streets needing sidewalks or bike facilities, along with any other issue or idea they wanted to geographically pinpoint. The Wikimap was open for answers from April 5 to May 31, 2021 and received 214 comments.

To view the online Wikimapping tool results, see pages 24 — 27 of this Appendix.

## In-Person and Virtual Events

As part of the planning process, the project team would traditionally have held public meetings and interviews with stakeholders to facilitate community input. To prioritize public safety during the Covid-19 pandemic without sacrificing public involvement, a combination of in-person and virtual events were held over six days in lieu of a single kick-off event, including an in-person kickoff open house and virtual public meeting. The following face-to-face and virtual events were held with the public:

### Kickoff Open House

The in-person Kickoff Open House was held on April 15, 2021 from 5:30 to 7:00 PM at Shades Valley High School. Because of the Covid-19 pandemic, masking and social distancing were observed in accordance with state guidelines. Open House was promoted via flyers distributed throughout the City, email e-blasts, the project website and via the City of Irondale's website and online calendar. In total there were 28 attendees at the open house.

The purpose of this Kickoff Open House was to gather feedback regarding the state of Irondale today and residents' issues and desires regarding future projects and priorities, economic development, transportation, infrastructure, quality of life, and planning and public services. Participants were encouraged to provide feedback to the planning team through the following interactive activities:

- Mapping Exercise
- Visioning Survey
- Issues & Opportunities Banners Activity

For detailed results of the Issues and Opportunities Banners Activity, see pages 28-30 in this Appendix.

### Virtual Public Meeting

The purpose of this Kickoff Open House was to gather feedback regarding the state of Irondale today and residents' issues and desires regarding future projects and priorities, economic development, transportation, infrastructure, quality of life, and planning and public services. The meeting included a presentation and opportunity for input. In total there were 50 attendees at this event. This meeting was hosted virtually via Zoom and Facebook Live on April 19, 2021 at 6:00 PM.

## Draft Plan Reveal Open House

The Draft Plan Reveal Open House for the Irondale Comprehensive Plan was held on October 27, 2021 at 6pm at Irondale City Hall. The purpose of the meetings was to give a presentation that highlighted key concepts in the plan and gather feedback regarding the Plan's draft goals and actions. Staff from the Regional Planning Commission of Greater Birmingham (RPCGB) were on hand to aid participants and to answer questions. 52 people attended in person and 24 watched virtually via the City of Irondale's Facebook Live stream.

For detailed results of the Draft Plan Reveal Open House activities, see pages 32-38 in this document.

## Advisory Committee Meetings

An advisory committee composed of residents, business leaders, civic and non-profit representatives was formed to guide the development of the plan.

The Advisory Committee meet on the following dates:

- July 20, 2021
- November 18, 2021



# Results and Findings

**Table 1:** Public Involvement Participation Rates

Event	Date(s)	Participants
<b>Face-to-Face and Virtual Meetings</b>		
Kickoff Open House	4/15/2021	27
Virtual Public Meeting	4/20/2021	50
Draft Plan Reveal Open House	10/27/2021	52 in person 24 virtually
<b>Survey and Mapping Tools</b>		
Visioning Survey – hard copy and online	4/5/2021 – 5/31/2021	1,148
Online Mapping Tool – Wikimap	4/5/2021 – 5/31/2021	214
<b>Advisory Committee Meetings</b>		
1 <sup>st</sup> Advisory Committee Meeting	7/20/2021	22
2 <sup>nd</sup> Advisory Committee Meeting	11/18/2021	13
<b>Website</b>		
www.BlueprintIroindale.com Website Unique Visitors	As of 11/18/2021	3,877
# of people that submitted online comments to Draft Plan	10/27/2021 - 11/14/2021	33

# Kickoff Phase Public Involvement Summary

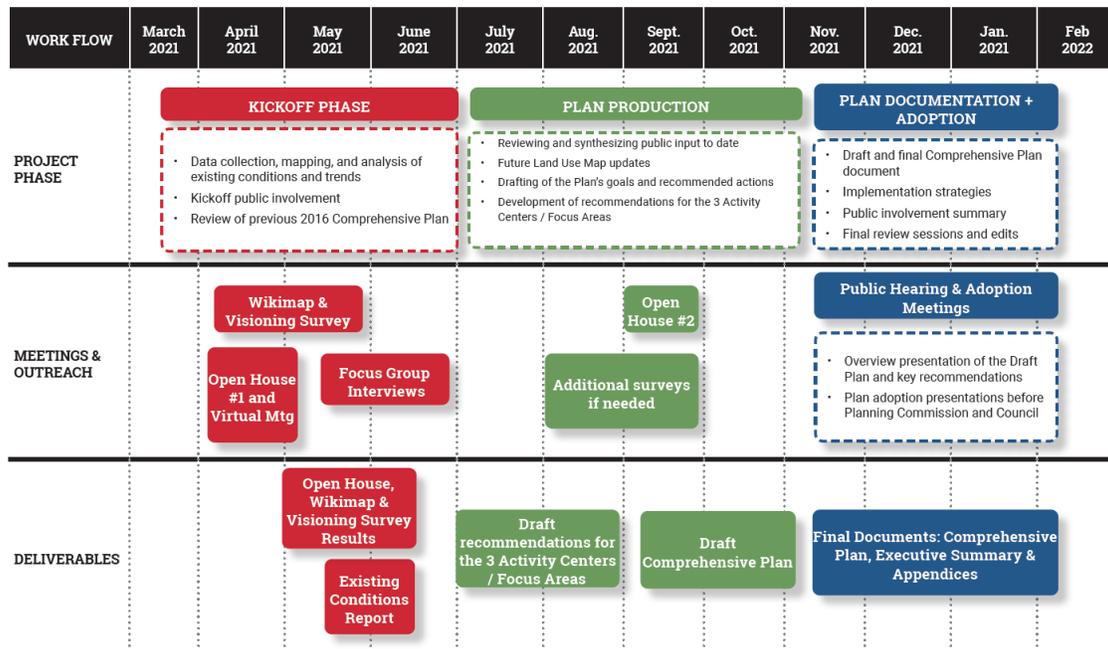


## Why is an update needed to the 2016 Irondale Comprehensive Plan?

- Create goals and actions based on 2021 input
- Capitalize on growth and development
- Direct new growth and development
  - Including necessary revisions to the 2016 Future Land Use Map
- Protect Irondale's natural resources
- Create detailed recommendations for:
  - Station at Grants Mill
  - Downtown Irondale
  - I-459 @ Grants Mill interchange
- Guide public investments
- Inform modifications to the Zoning Ordinance



## PROJECT SCHEDULE



## PUBLIC INPUT

**1,148**

Visioning Survey responses

**214**

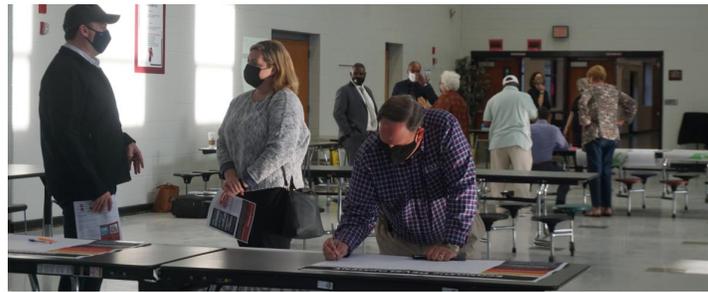
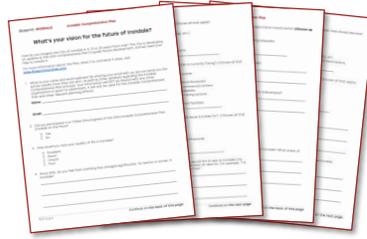
Online Wikimap Comments (Map Your Ideas)

**78**

Virtual and in-person meeting attendees

**1,478**

Email addresses collected in Mailchimp



## THREE PRIMARY METHODS OF GIVING INPUT THUS FAR

VISIONING SURVEY

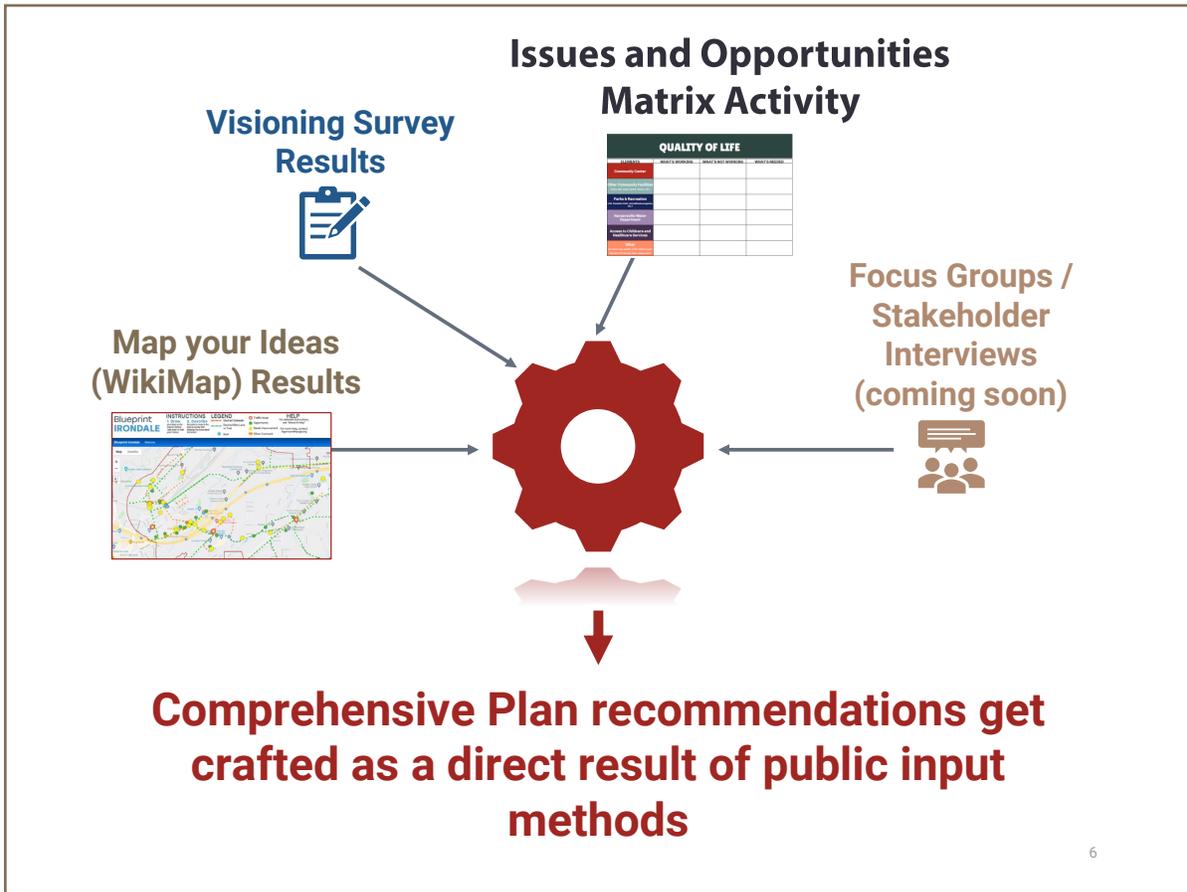


MAP YOUR IDEAS USING THE ONLINE WIKIMAP



ISSUES AND OPPORTUNITIES MATRIX ACTIVITY

QUALITY OF LIFE				
ISSUES	WHAT'S WORKING	WHAT'S NOT WORKING	WHAT'S MISSING	
Community Center				
Parks & Recreation				
Public Safety				
Access to Children and Youth Services				
Other				



## VISIONING SURVEY RESULTS

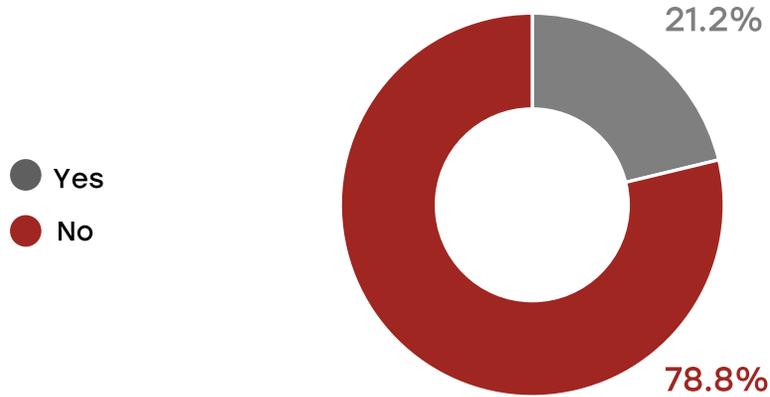
Survey was open April 5, 2021 – May 31, 2021

1,148 respondents

7

## Did you participate in or follow the progress of the 2016 Irondale Comprehensive Plan: Irondale on the Move?

### Question 2

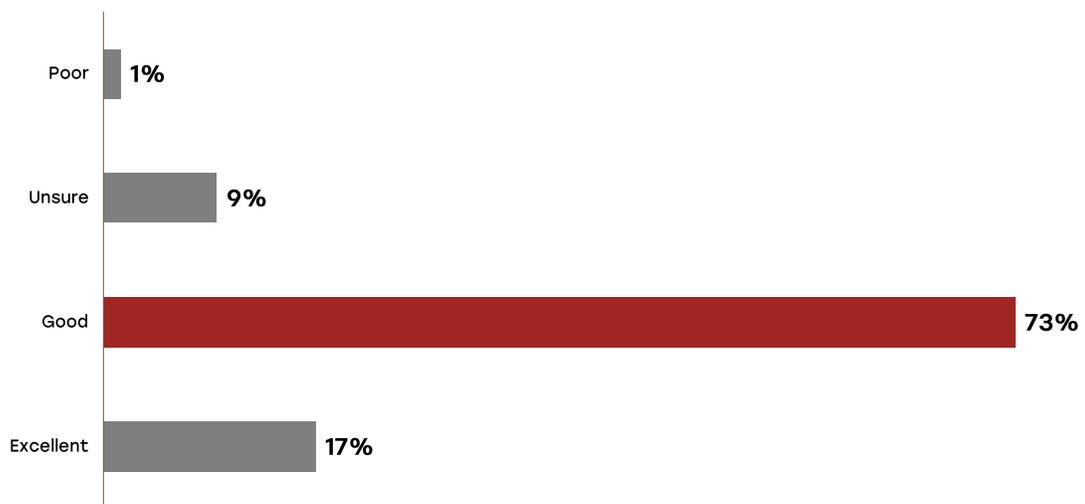


Visioning Survey

8

## How would you rate your quality of life in Irondale?

### Question 3

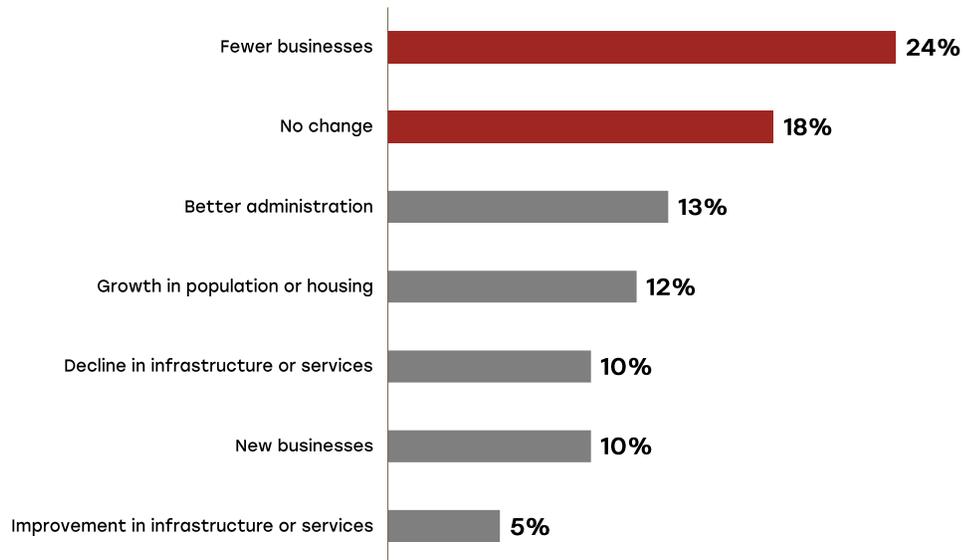


Visioning Survey

9

## Since 2016, do you feel that anything has changed significantly, for better or worse, in Irondale?

### Question 4



Visioning Survey

This question was open-ended, and responses were sorted into categories. See the following slide for categories accounting for less than 5% of responses.

10

## Since 2016, do you feel that anything has changed significantly, for better or worse, in Irondale?

### Question 4 Continued

#### Most mentions from open-ended responses:

- Desirable new developments
- Undesirable new developments
- Fewer community events
- Decline in safety
- Decline in parks and recreation facilities
- Less sports programming
- More traffic / congestion
- Improvement in parks and recreation facilities
- Improvement in safety

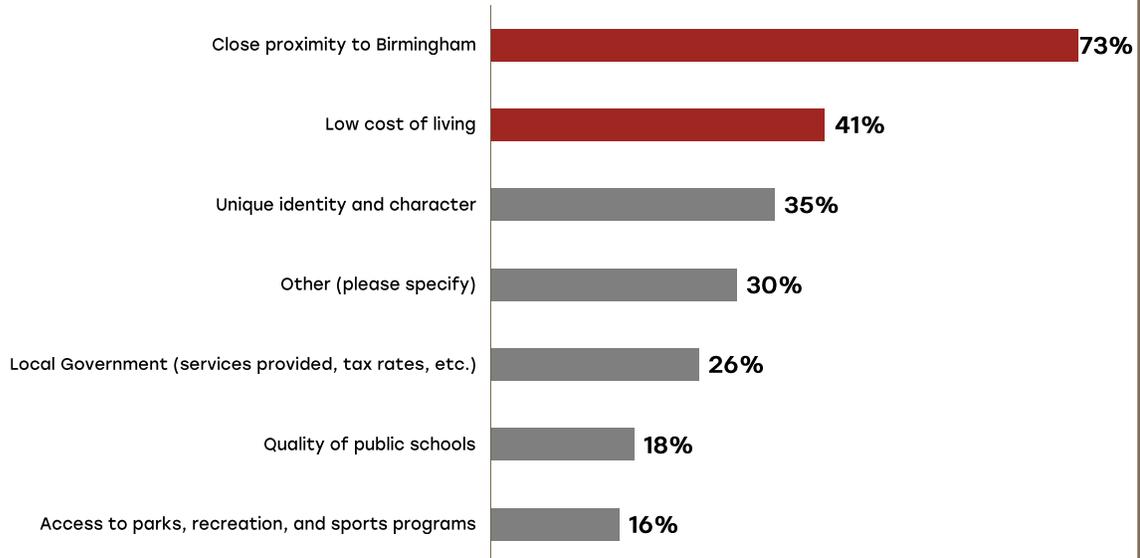
Visioning Survey

This question was open-ended, and responses were sorted into categories. This slide contains categories accounting for less than 5% of responses.

11

## What is your favorite part of living in Irondale? (Choose all that apply)

### Question 5



Visioning Survey

Categories can sum to more than 100% because respondents selected all that applied.

12

## What is your favorite part of living in Irondale? (Choose all that apply)

### Question 5 Continued

#### Most mentions from open-ended

#### responses:

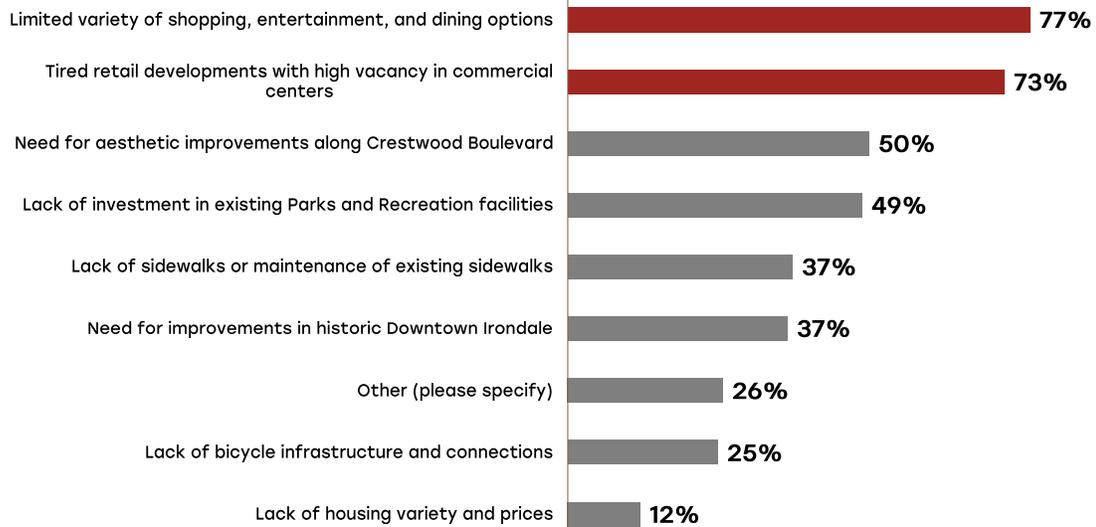
- Neighbors
- Family
- Small-town feel
- Safety
- Pedestrian or cycling infrastructure
- Cultural attractions, e.g. museum
- Diversity
- Public library
- Senior center

Visioning Survey

13

## What are the most pressing challenges that Irondale is currently facing? (Choose all that apply)

### Question 6



Visioning Survey

Categories can sum to more than 100% because respondents selected all that applied.

14

## What are the most pressing challenges that Irondale is currently facing? (Choose all that apply)

### Question 6 Continued

#### Most mentions from open-ended

#### responses:

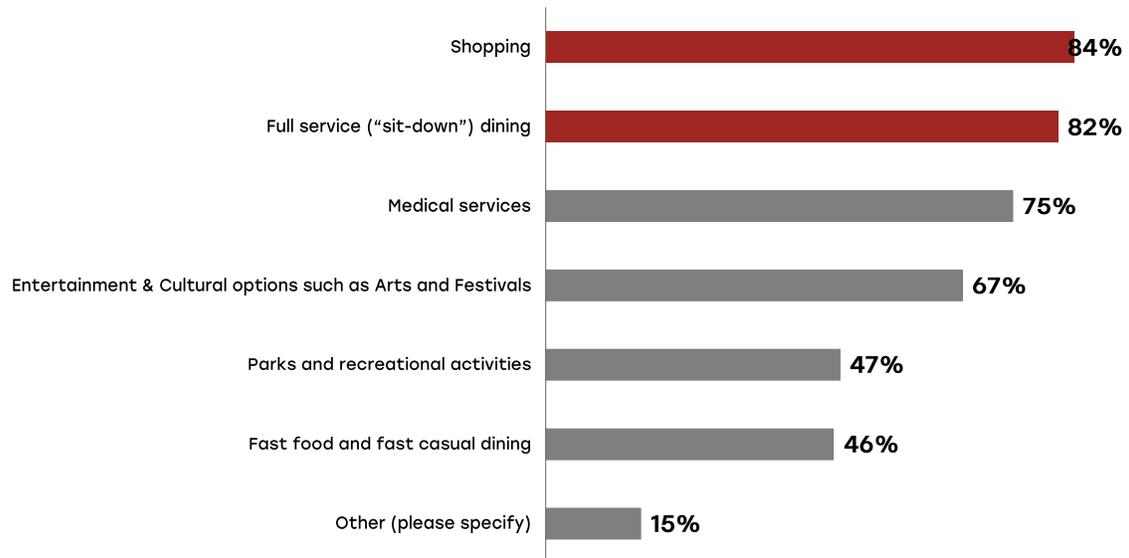
- Street maintenance
- Littering
- Stormwater management
- Lack of grocery store
- Speeding
- Lack of a community storm shelter
- Need for residential code enforcement

Visioning Survey

15

## What services and amenities do you most frequently leave Irondale for? (Choose all that apply)

### Question 7



Visioning Survey

Categories can sum to more than 100% because respondents selected all that applied.

16

## What services and amenities do you most frequently leave Irondale for? (Choose all that apply)

### Question 7 Continued

#### **Most mentions from open-ended responses:**

- Grocery shopping
- Veterinarian services
- Haircuts and personal services
- Banking
- Pharmacy
- Dry cleaning

Visioning Survey

17

Are there any specific improvements you would like to see at Irondale City Parks? Please be specific and reference the park you have an idea for. For example “I’d like to see updated playground equipment at Ruffner Park.”

Question 8

**General responses:**

- Connectivity between parks, e.g. sidewalks and bicycle lanes
- Park maintenance and landscaping
- Additional sports facilities (basketball, pickleball, tennis, soccer, and disc golf)
- Additional playground equipment and accessible equipment
- Additional neighborhood park or pocket park
- Increased park safety and lighting
- Park restroom improvements
- Increased accessibility for seniors and people with disabilities
- Desire for recreation center with pool
- Additional sports programming
- Parks planning and branding
- More shaded areas

Are there any specific improvements you would like to see at Irondale City Parks? Please be specific and reference the park you have an idea for. For example “I’d like to see updated playground equipment at Ruffner Park.”

Question 8 Continued

**Park-specific responses:**

**Irondale Dog Park:**

- Updates and expansion

**Ruffner Park:**

- Planned improvements
- Walking trail improvements
- Additional parking
- Amphitheater or venue

**Cahaba Landing:**

- Updates
- Additional fishing and river access

**Beacon Park:**

- Walking track resurfacing
- Playground equipment improvements
- Accessibility
- Splash pad

**Ellard Park:**

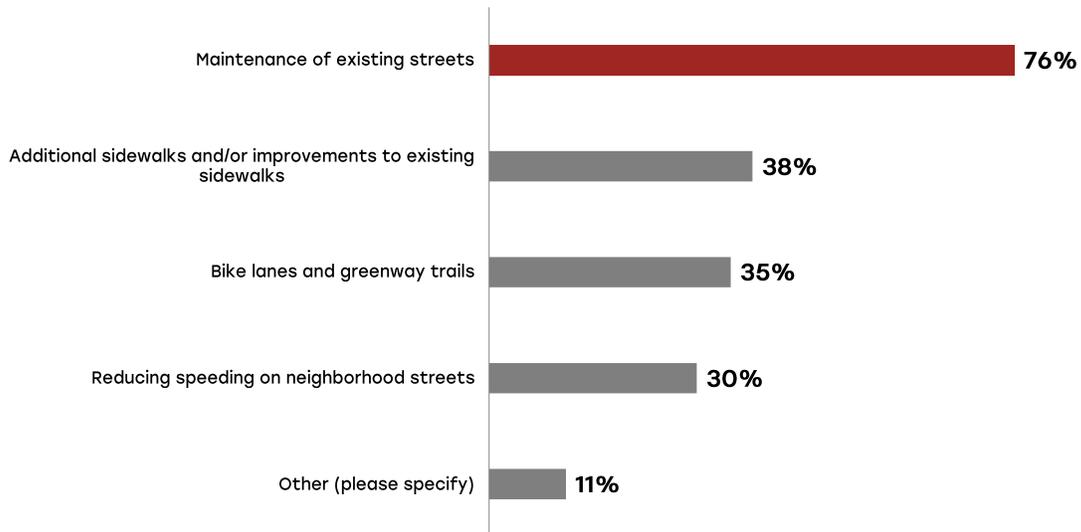
- Walking track
- Playground equipment updates

**Triangle Park:**

- Playground equipment and benches

## What should be the community's highest priority transportation investments? (Choose up to 2)

### Question 9



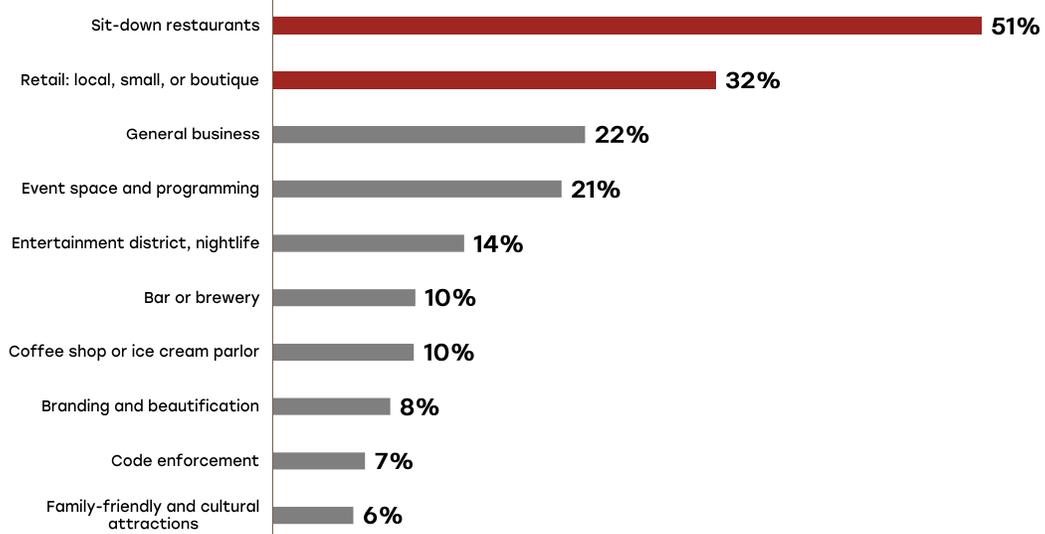
Visioning Survey

Categories can sum to more than 100% because respondents selected up to 2 choices.

20

## What would you like to see more of in Downtown Irondale?

### Question 10



Visioning Survey

Categories can sum to more than 100% because many respondents had multiple comments.

21

# What would you like to see more of in Downtown Irondale?

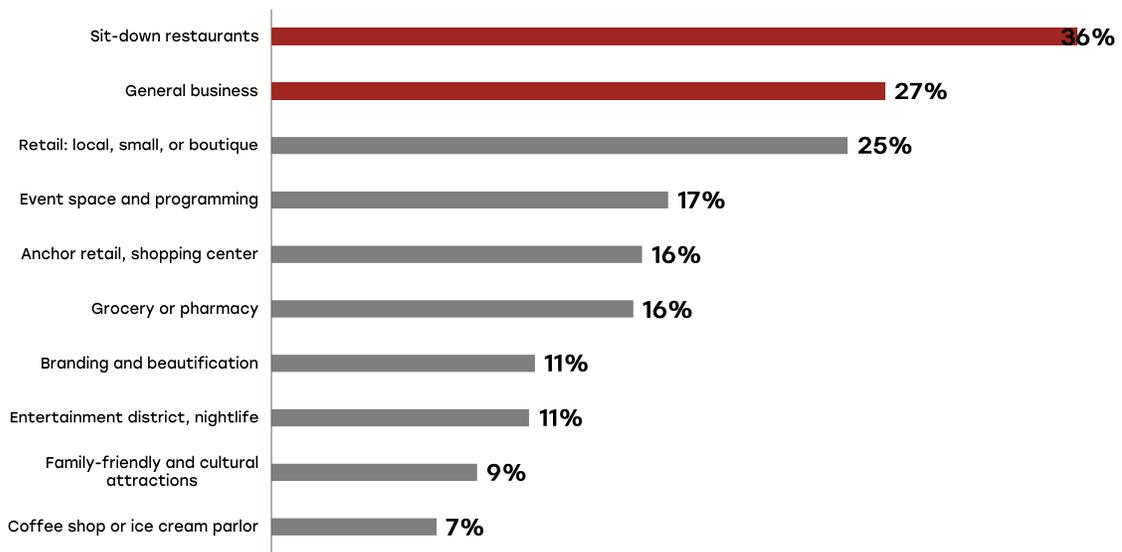
## Question 10 Continued

### Most mentions from open-ended responses:

- Town square or green space
- Connectivity within Downtown
  - Pedestrian train crossing
- Grocery
- Pharmacy
- Farmers market
- Municipal complex updates
- Residential and mixed use buildings
- Quiet train hours

# What are your ideas for Grants Mill Station if it were to be redeveloped?

## Question 11



## What are your ideas for Grants Mill Station if it were to be redeveloped?

### Question 11 Continued

#### Most mentions from open-ended responses:

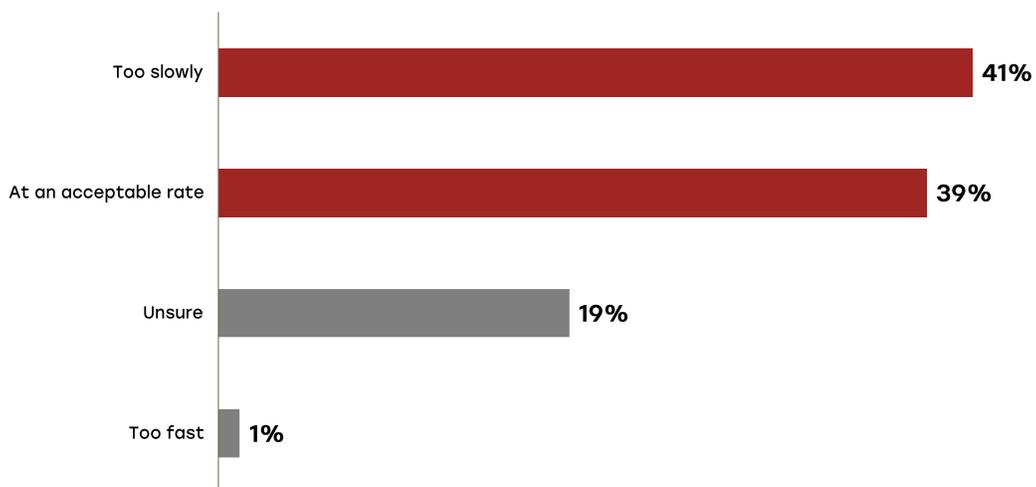
- Coffee shop or ice cream parlor
- Parking lot improvements
- Food trucks
- Sports park
- Rec center
- Better use of trains
- Bar or brewery
- Municipal complex relocation
- Removal of trains
- Residential and mixed use
- Farmers market
- Community center
- Sidewalks and trails

Visioning Survey

24

## Irondale is growing...

### Question 12



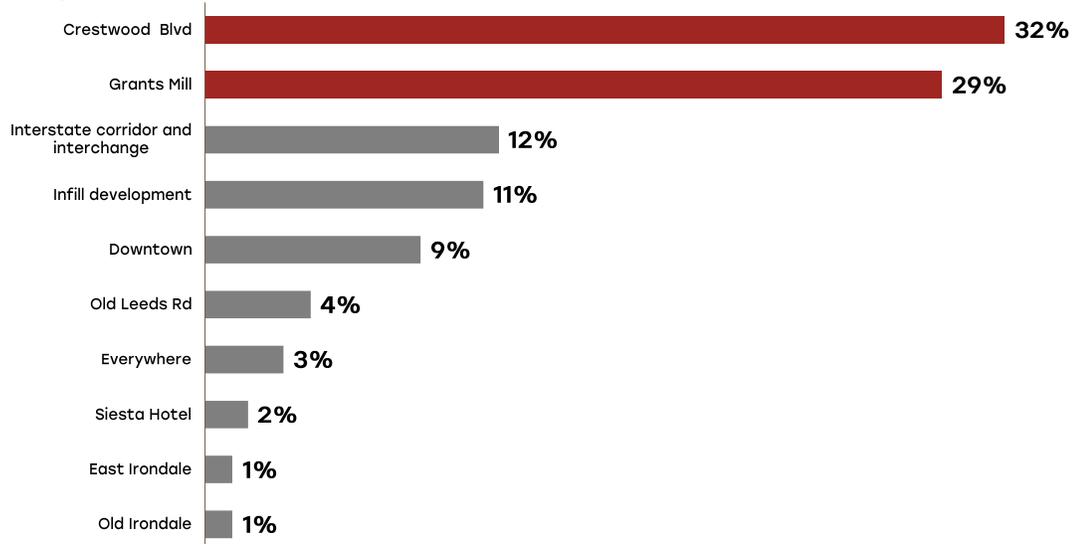
Visioning Survey

25

## Where do you think future development should be directed in Irondale? What areas of Irondale should be protected from future development?

### Question 13

#### Develop:



Visioning Survey

This question was open-ended, and responses were sorted into categories. See following slide for categories accounting for less than 1% of responses.

26

## Where do you think future development should be directed in Irondale? What areas of Irondale should be protected from future development?

### Question 13 Continued

#### Develop:

- Along John Rogers Drive
- Along Highway 11
- In West Irondale
- In South Irondale

Visioning Survey

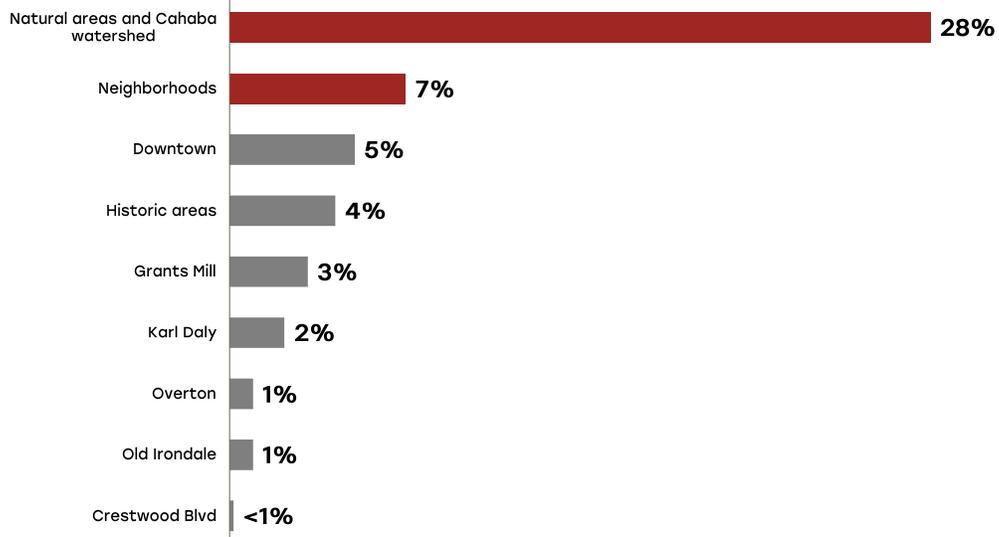
This question was open-ended, and responses were sorted into categories. This slide contains categories accounting for less than 1% of responses.

27

## Where do you think future development should be directed in Irondale? What areas of Irondale should be protected from future development?

### Question 13 Continued

#### Protect:



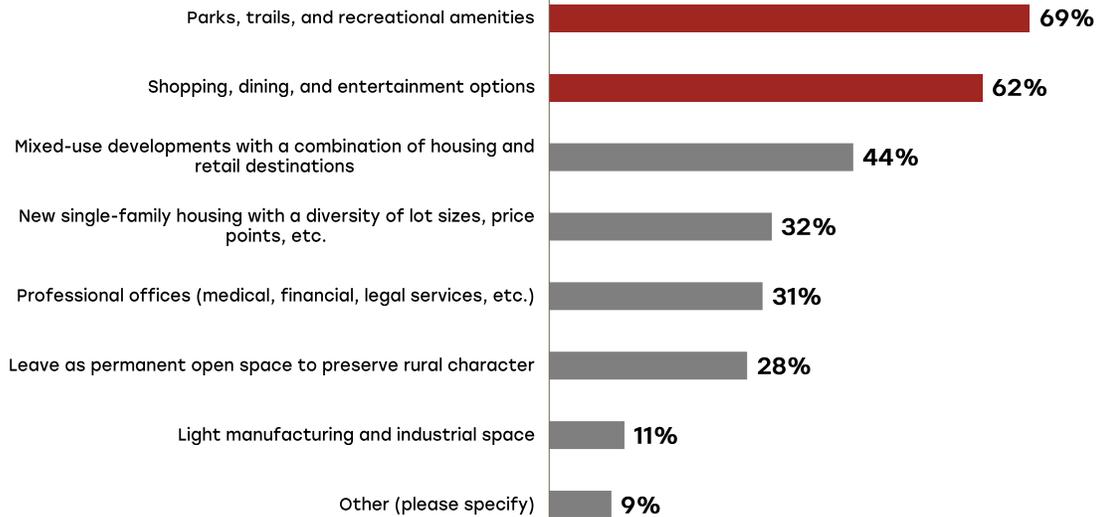
Visioning Survey

This question was open-ended, and responses were sorted into categories. This slide contains all categories for protection from future development.

28

## Undeveloped land comprises nearly 40% of the city's total land area. How should this land be used? (Choose all that apply)

### Question 14



Visioning Survey

Categories can sum to more than 100% because respondents selected all that applied.

29

## Undeveloped land comprises nearly 40% of the city's total land area. How should this land be used? (Choose all that apply)

Question 14 Continued

### Most mentions from open-ended

#### responses:

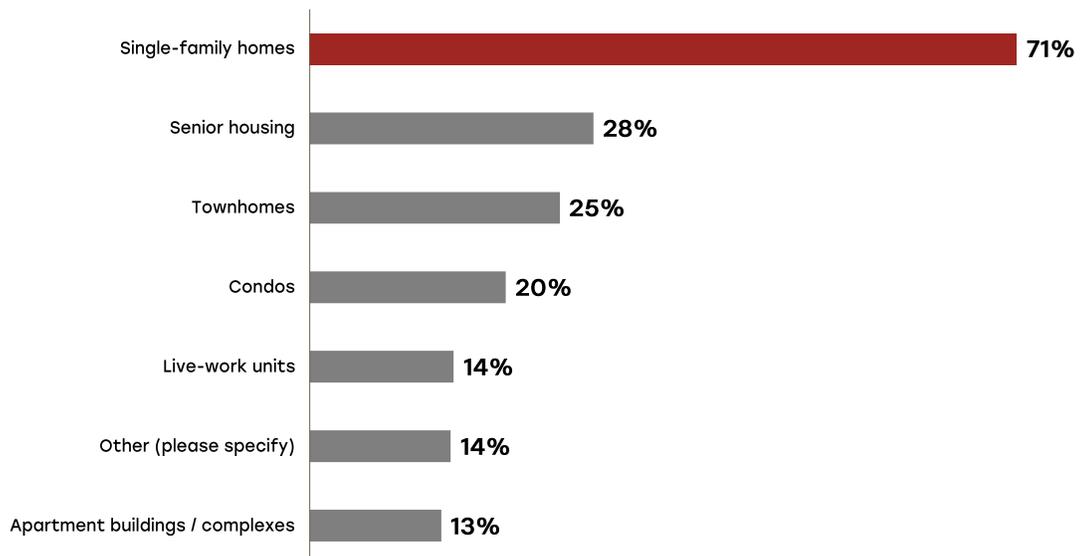
- Grocery store
- Pharmacy
- Tax-generating businesses
- Cultural attractions
- Student housing or lofts
- Municipal facilities

Visioning Survey

30

## Which of the following housing types are most needed in Irondale? (Choose all that apply)

Question 15



Visioning Survey

Categories can sum to more than 100% because respondents selected all that applied.

31

## Which of the following housing types are most needed in Irondale? (Choose all that apply)

### Question 15 Continued

#### Most mentions from open-ended responses:

- No new housing needed
- Accessible 1-story homes
- Estate-lot homes
- Mid-price family homes
- Opposition to apartments and renters
- Affordable housing
- Studio apartments
- More density in housing development
- Less density in housing development

Visioning Survey

32

## My Big Idea for the future of Irondale is...

### Question 16

- Additional local businesses
- More dining variety, including upscale restaurants
- Attract anchor retail to replace Sam's
- Attract more businesses of all types
- Become a "destination city"
- Develop an entertainment district
- Improved aesthetics
- Improved code enforcement
- Keep the small-town feel
- More festivals to replace Whistle Stop Festival
- Grow beyond a bedroom community
- Overall growth
- Community gathering space
- Improved walkability and connectivity
- Attract a grocery store
- Improved safety
- Family / child / senior inclusive
- Construct a rec center
- Additional sports programming
- Improved school quality
- Revitalize downtown
- Improved municipal services and facilities
- Smart growth
- More tourism
- More affordable homes
- Revitalize Crestwood Blvd
- More cultural attractions
- Redevelop Grants Mill Station

Visioning Survey

33



## MAP YOUR IDEAS RESULTS (USING THE ONLINE WIKIMAP)

WikiMap was open April 5, 2021 – May 31, 2021

214 comments

34

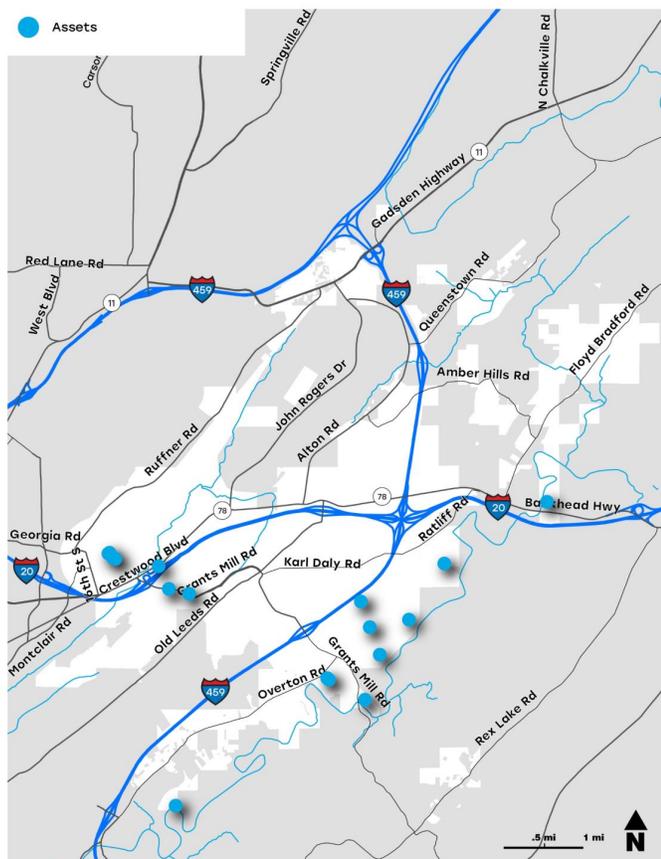
## Assets

18 comments

What assets should be preserved?

### Frequent mentions:

- Historic Downtown
- Irondale Public Library
- Cahaba River



WikiMap

# Needs Improvement

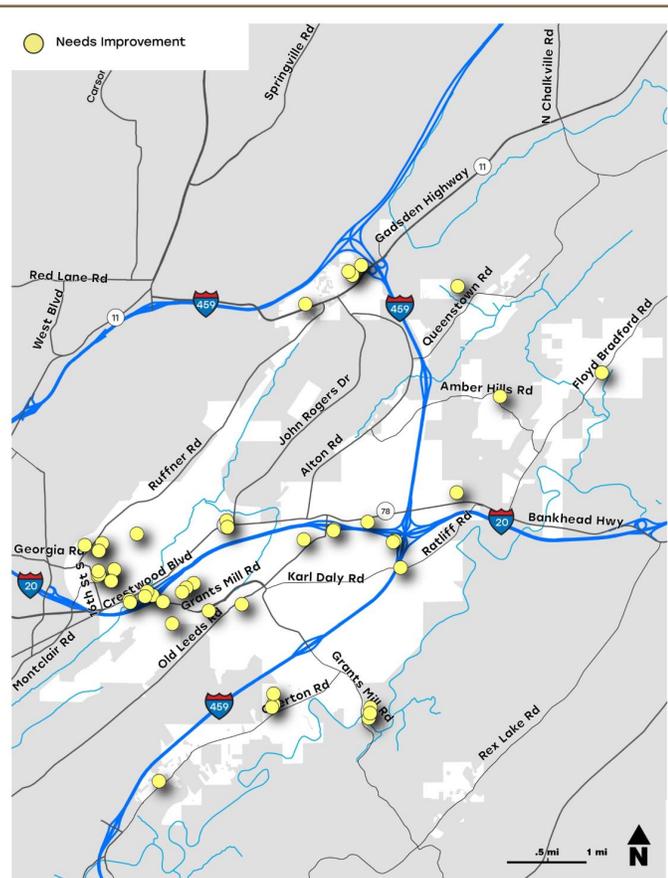
46 comments

What locations in Irondale need improvements?

## Frequent mentions:

- Railroad crossings
- Crestwood Blvd appearance
- Roebuck Plaza appearance
- Interstate exits
- Illegal dumping

WikiMap



# Opportunities

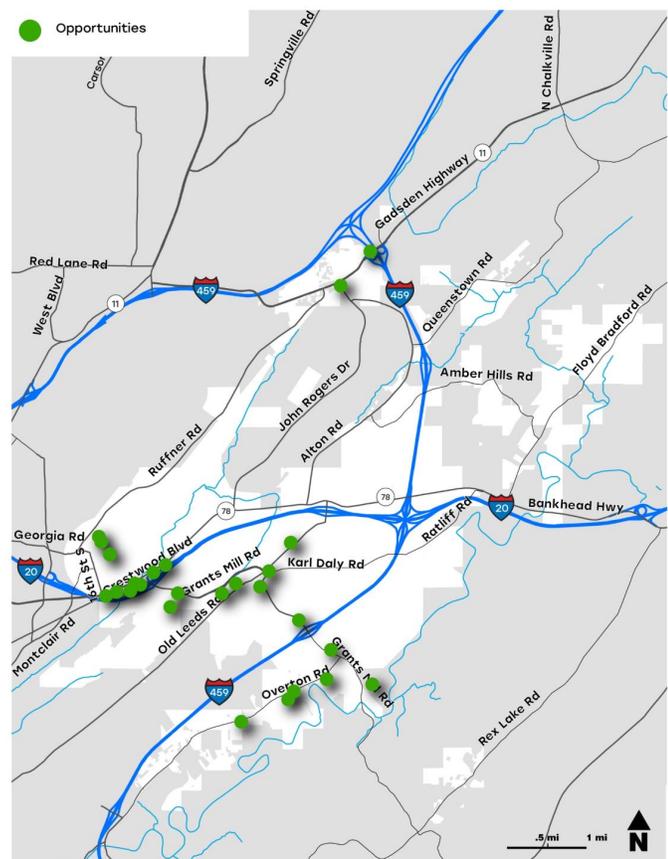
26 comments

Where do opportunities exist in Irondale?

## Frequent mentions:

- Crestwood Blvd
- Roebuck Plaza
- Grants Mill Station
- Gateway signage/wayfinding

WikiMap



# Traffic Issues

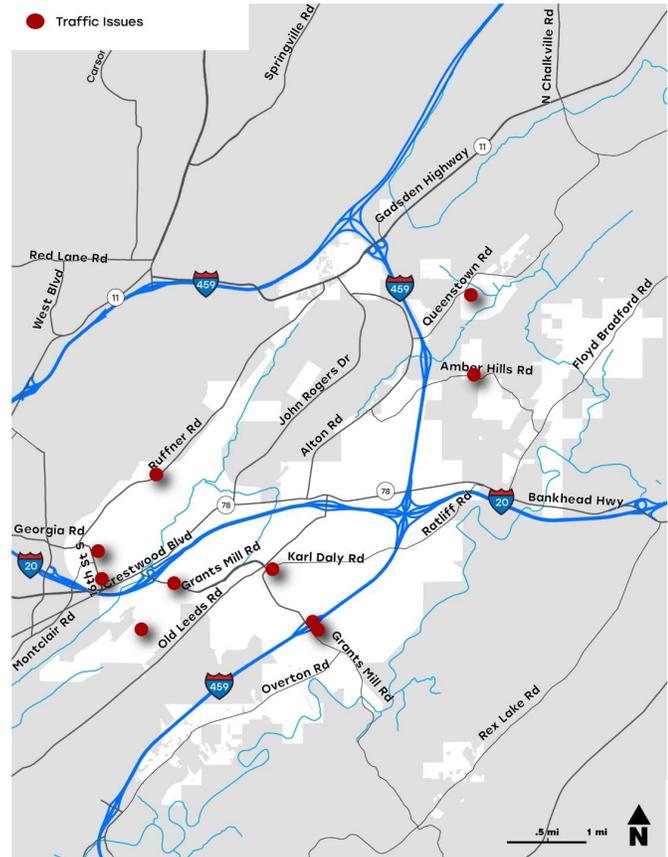
10 comments

Where do significant traffic issues occur?

## Frequent mentions:

- Intersection of Grants Mill Road / Old Leeds Road
- I-20 at Grants Mill Road
- Railroad crossings
- Commercial truck traffic on Alton Road / Queenstown Road

WikiMap



# Desired Sidewalk Areas

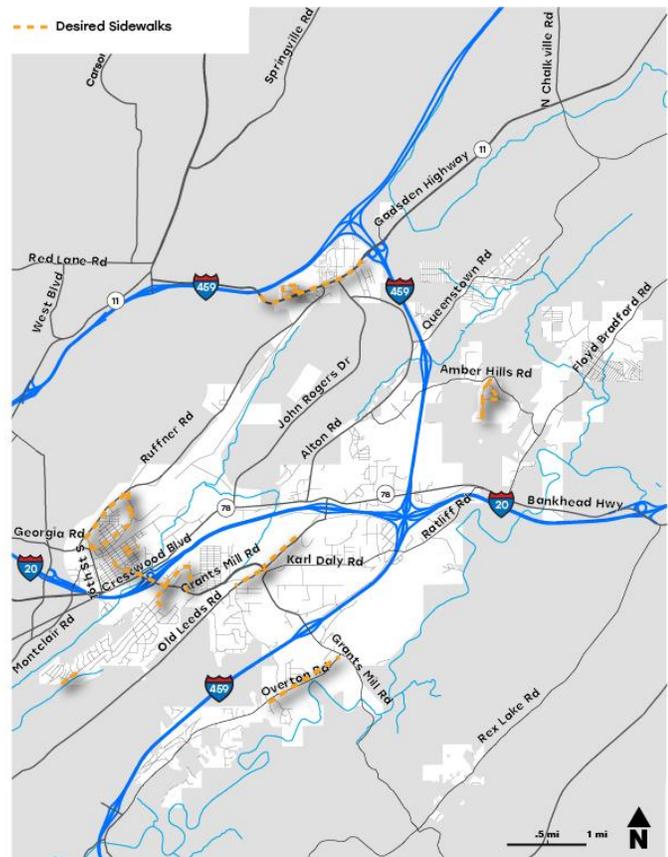
17 comments

Where should Irondale invest in new pedestrian connections?

## Frequent mentions:

- To/from Ruffner Park
- To/from Downtown via Grants Mill Road
- Old Leeds Road
- Overton Road
- US 11
- Creekwood Subdivision
- Karl Daly Road

WikiMap



# Desired Bike Lane or Trail Areas

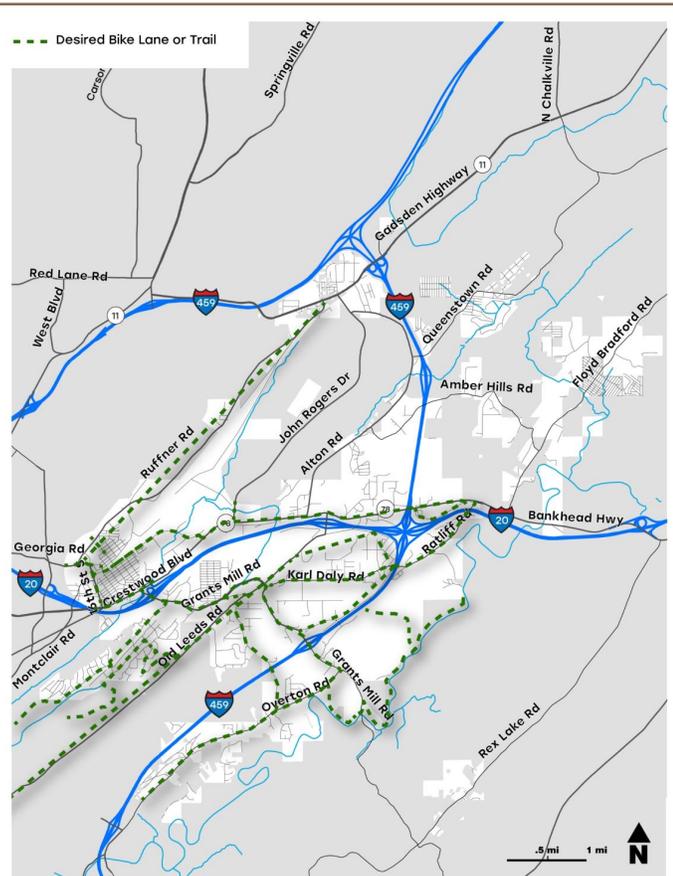
34 comments

Where should Irondale invest in new bicycling connections?

## Frequent mentions:

- Ruffner Road
- Old Leeds Road
- Grants Mill Road
- Crestwood Blvd
- 1st Ave S
- Beacon Drive
- Grantswood Drive
- Along the Cahaba

WikiMap



# Other Comments

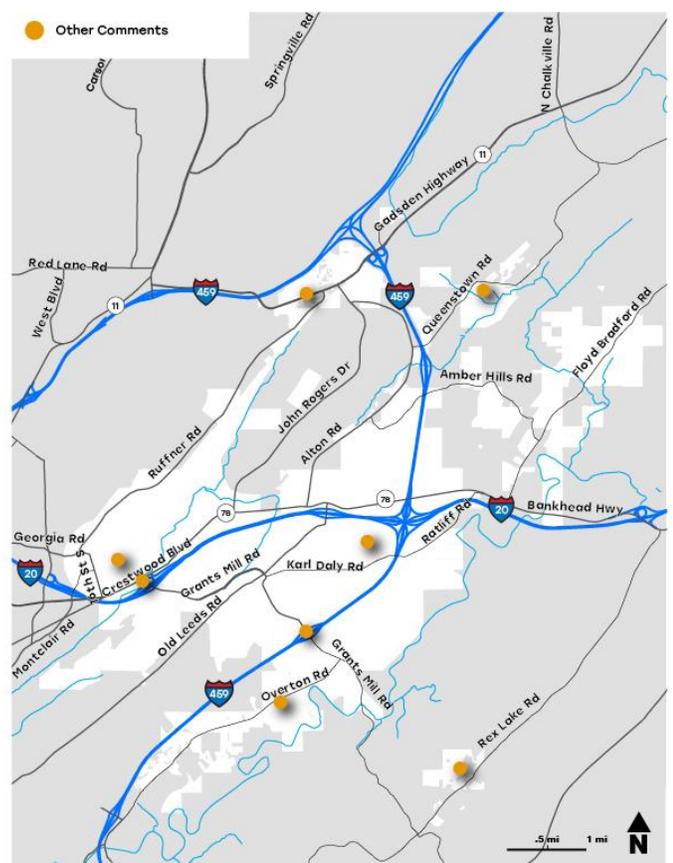
8 comments

Do you have additional comments?

## Frequent mentions:

- Concern about downtown vacancy if municipal facilities relocate
- Desire for neighborhood preservation
- Concern about future appearance of I-20 exit at Grants Mill Road
- Desire for consistent citywide signage

WikiMap





# ISSUES AND OPPORTUNITIES MATRIX ACTIVITY RESULTS

146 comments

# ECONOMIC DEVELOPMENT

ELEMENTS	WHAT'S WORKING	WHAT'S NOT WORKING	WHAT'S NEEDED
<b>Business Opportunities</b> (What types of businesses is Irondale best positioned to attract? What types would you like to see?)	<ul style="list-style-type: none"> <li>City Hall, Police Department, and Public Library in Old Irondale.</li> </ul>		<ul style="list-style-type: none"> <li>More mainline company retailers and restaurants, entertainment, retail, and fine dining.</li> <li>Restaurants, coffee shop, and brewery in Downtown! "Third spaces" for the community to gather outside of home and work over food and drinks. A space for "pop up" shops of rotating retail start ups/ small businesses</li> </ul>
<b>Partnerships &amp; Organizations</b> (Chamber of Commerce, Commercial Development Authority, etc.)	<ul style="list-style-type: none"> <li>HOA's and neighborhood associations.</li> </ul>		<ul style="list-style-type: none"> <li>Need to encourage neighborhood organizations across the city.</li> <li>Continued collaboration with the Cahaba River Society on development and growth.</li> <li>Work with Birmingham Business Alliance, Jefferson County Industrial Development Board, along with Industrial and Commercial Realtors to attract companies to Irondale.</li> </ul>
<b>Local Government Support</b> (Financial incentives, tax credits, regulatory assistance, etc.)		<ul style="list-style-type: none"> <li>Zoning Board of Adjustment - they need to be aware of their surroundings before approving anything.</li> <li>There is too much hardscape and wire fencing along Crestwood BLVD, plant bushes to hide the horrid view.</li> </ul>	<ul style="list-style-type: none"> <li>Research what other communities are doing to grow and improve their cities.</li> </ul>
<b>Business Recruitment / Retention Efforts</b> (What is the City doing well to keep quality jobs in Irondale? What could it do differently?)	<ul style="list-style-type: none"> <li>Happy to see new businesses and older ones upgrading appearances.</li> </ul>	<ul style="list-style-type: none"> <li>Please - no more storage facilities - at least not on our main thoroughfare.</li> </ul>	<ul style="list-style-type: none"> <li>Partnership with the Jefferson County School System's Career Academies.</li> </ul>
<b>Workforce Development</b> (Is there a sufficient talent pool for companies in Irondale? How can Irondale residents become more competitive employees?)			

# QUALITY OF LIFE

ELEMENTS	WHAT'S WORKING	WHAT'S NOT WORKING	WHAT'S NEEDED
<b>K-12 Education and Facilities</b>	<ul style="list-style-type: none"> <li>Rigorous K-12 curriculum! Elementary, middle, and High School.</li> <li>Great facilities.</li> <li>Updated athletic fields.</li> </ul>		<ul style="list-style-type: none"> <li>A millage tax that supports the four zoned schools.</li> <li>Apprenticeships with local businesses.</li> <li>Community and school involvement.</li> </ul>
<b>Community Facilities</b> (Senior center, public library, etc.)	<ul style="list-style-type: none"> <li>We LOVE the library! Great walkable location, helpful staff and a great place for the community to gather!</li> </ul>		<ul style="list-style-type: none"> <li>Recreational facilities for community sports, swimming, tennis, etc.</li> <li>Larger senior facility to accommodate the people.</li> <li>Event center.</li> <li>New facilities</li> <li>Library needs more space. Build larger library in a new space. Larger meeting room is really needed.</li> </ul>
<b>Parks &amp; Recreation</b> (Facilities, maintenance, recreational programs, etc.)		<ul style="list-style-type: none"> <li>Beacon Park needs bathrooms to be updated.</li> </ul>	<ul style="list-style-type: none"> <li>Rec Center</li> <li>Safe, fenced playground areas for young children! The tot lot in Crestline is a great example!</li> </ul>
<b>Entertainment, Shopping &amp; Dining Opportunities</b>		<ul style="list-style-type: none"> <li>This is not working.</li> </ul>	<ul style="list-style-type: none"> <li>Need it all - agree</li> <li>All of it.</li> <li>Restaurants, grocery store (organic will not make it in Irondale), Entertainment District</li> <li>Restaurants and entertainment district in Downtown! I agree!</li> </ul>
<b>Other</b> (are there any quality of life related issues that don't fit into the other categories?)		<ul style="list-style-type: none"> <li>Overabundance of storage facilities, fast food, and automotive related businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Murals and public art.</li> <li>Planning for resiliency and adaptation to climate change.</li> </ul>

Issues & Opportunities

44

# COMMUNITY DEVELOPMENT

ELEMENTS	WHAT'S WORKING	WHAT'S NOT WORKING	WHAT'S NEEDED
<b>Housing</b> (Diversity lot sizes, types, prices, etc.)	<ul style="list-style-type: none"> <li>This is working!</li> </ul>		
<b>Availability of Senior Housing</b> (Nursing homes, assisted living facilities)			<ul style="list-style-type: none"> <li>More senior housing like Abbington Pointe.</li> <li>Affordable independent living townhomes and condos for 55+</li> </ul>
<b>Concentrations of Distressed Housing / Problem Areas</b>		<ul style="list-style-type: none"> <li>There are a lot of yards and houses needed to be updated.</li> </ul>	
<b>Code Enforcement</b>	<ul style="list-style-type: none"> <li>This is working!</li> </ul>	<ul style="list-style-type: none"> <li>I see mattresses and junk that have been put on the street and left for weeks.</li> </ul>	<ul style="list-style-type: none"> <li>A place to dispose of these types of material.</li> <li>Vigilance for sediment and erosion control violations for active construction sites.</li> <li>No more used car lots in Holiday Gardens, especially along Fulman</li> </ul>
<b>Wayfinding</b> (Landscaped gateways, neighborhood signage, etc.)			<ul style="list-style-type: none"> <li>Signage into Regency East Subdivision.</li> <li>Speed bumps needed along Janet Lane.</li> <li>No dumping signs in Regency East Subdivision.</li> </ul>
<b>Public Safety, Fire, &amp; EMS</b>	<ul style="list-style-type: none"> <li>They are great! I agree (2)</li> <li>This is working!</li> </ul>	<ul style="list-style-type: none"> <li>I am so appreciative for all our service members and public works employees. They are the greatest.</li> </ul>	<ul style="list-style-type: none"> <li>More police patrols in Regency East.</li> </ul>

Issues & Opportunities

45

# INFRASTRUCTURE

ELEMENTS	WHAT'S WORKING	WHAT'S NOT WORKING	WHAT'S NEEDED
<b>Mobility Choices</b> (Sidewalks, bicycle infrastructure, etc.)		<ul style="list-style-type: none"> <li>Bicycles on Old Leeds Road - not safe because of narrow width.</li> </ul>	<ul style="list-style-type: none"> <li>Crestwood road needs to be more attractive.</li> <li>More sidewalks, trails, and bike paths.</li> <li>Complete streets.</li> </ul>
<b>Street Maintenance</b> (Pavement conditions, etc.)			<ul style="list-style-type: none"> <li>Drainage system.</li> <li>Implement pavement management plan.</li> <li>Pave streets in Holiday Gardens and Regency East subdivision.</li> </ul>
<b>Traffic Issues and Speeding</b>		<ul style="list-style-type: none"> <li>Texting and driving on neighborhood streets.</li> </ul>	<ul style="list-style-type: none"> <li>Re-route traffic down Grants Mill to Old Leeds for new construction going on off Regency East Drive.</li> <li>Speed bumps needed along Janet Lane.</li> </ul>
<b>Utilities</b>			<ul style="list-style-type: none"> <li>More sanitary sewer availability for major corridors.</li> <li>Additional adoption of green infrastructure and stormwater management best practices.</li> </ul>

Issues & Opportunities

# PARKS AND RECREATION

ELEMENTS	WHAT'S WORKING	WHAT'S NOT WORKING	WHAT'S NEEDED
<b>Cahaba Landing</b>	<ul style="list-style-type: none"> <li>Beautiful place.</li> </ul>		
<b>Beacon Park</b>	<ul style="list-style-type: none"> <li>Convenient for the community.</li> </ul>	<ul style="list-style-type: none"> <li>Restrooms</li> </ul>	<ul style="list-style-type: none"> <li>Bathrooms need to be updated at Beacon Park.</li> </ul>
<b>Irondale Dog Park</b>		<ul style="list-style-type: none"> <li>Location</li> </ul>	<ul style="list-style-type: none"> <li>Need better location.</li> </ul>
<b>Ruffner Park</b>			<ul style="list-style-type: none"> <li>Playground equipment needed.</li> </ul>
<b>Ellard Park</b>			
<b>Triangle Park</b>			

Issues & Opportunities

47

The following presentation from June 2021 summarizes the results from the kickoff phase of public input associated with the development of the new Comprehensive Plan.

## Draft Plan Reveal Open House

The Draft Plan Reveal Open House for the Irondale Comprehensive Plan was held on October 27, 2021 at 6pm at Irondale City Hall. The purpose of the meetings was to give a presentation that highlighted key concepts in the plan and gather feedback regarding the Plan's draft goals and actions. Staff from the Regional Planning Commission of Greater Birmingham (RPCGB) were on hand to aid participants and to answer questions.

## Draft Goals and Recommended Actions Activity

At the Open House, staff from the RPCGB facilitated discussions with residents, using large format chapter matrices to receive input on the Plan's draft goals and recommended actions for implementation.

Attendees were asked to help prioritize the Plan's recommended actions by placing a dot next to the description of the proposed actions they supported.

The results of this activity are summarized in **Table 2**. The "Priority" column notes the number of people at the Open House that placed dots next to the description of the proposed action to show their support for future implementation the action. Therefore, the higher the number, the more the action "resonated" with the public and was supported for future implementation.



**Table 2:** Results from Draft Plan Reveal Open House Activity

<b>Chapter 4 — Future Land Use</b>			
<b>#</b>	<b>Action</b>	<b>Priority</b>	<b>Comment</b>
<b>Goal #1: Encourage redevelopment in existing commercial areas.</b>			
1.1	Encourage mixed-use development.	8	
1.2	Adopt a Mixed-Use zoning district that allows for a variety of uses and development types.	7	
1.3	Encourage and incentivize infill development and redevelopment.	4	
1.4	Revitalize and/or Redevelop Grants Mill Station.	8	
1.5	Make Downtown Irondale a more attractive destination for residents and visitors.	10	
1.6	Revitalize properties along the Crestwood Boulevard/US 78 corridor.	7	
<b>Goal #2: Protect environmentally sensitive areas.</b>			
2.1	Promote the use of conservation easements to preserve environmentally sensitive land.	8	Planning for future generations = priority
2.2	Reduce development intensity via a step-down approach near the Cahaba River.	7	
2.3	Modify the Zoning Ordinance to include conservation subdivision regulations.	8	
<b>Goal #3: Encourage sustainable long-term development patterns.</b>			
3.1	Continue to grow as a city of residential areas supported by activity centers.	5	New senior activity center building, larger.
3.2	Ensure future developments improve pedestrian, bicyclist, and vehicular connectivity.	7	Pedestrians and bicyclist!
<b>Goal #4: Encourage a wide range of housing types.</b>			
4.1	Encourage the development of new housing to achieve a mix of housing types at a range of price points.	18	

## Chapter 5 — Livability & Code Reform

#	Action	Priority	Comment
<b>Goal #1: Adopt codes and programs to improve the conditions of rental housing units.</b>			
1.1	Modify the R-3 Two-Family (Duplex), R-4 Multiple Family, RCD Residential Condominium, and R-5 Town House zoning districts to include additional regulations to ensure the health, safety, welfare, and aesthetic improvements of duplexes, town houses, apartments, and multiple family dwellings.	3	
1.2	Create a Rental Property licensing inspection system and establish a Good Landlord Program.	3	
<b>Goal #2: Enhance code enforcement efforts and encourage better property maintenance.</b>			
2.1	Continue to support the use of technology to improve code enforcement.	3	
2.2	Adopt the 2021 International Property Maintenance Code that would allow the City to levy fines for code violations.	1	
2.3	Create a citizen's guide for code enforcement that enables residents to report code violations and blighted properties.	4	
2.4	Create a vacant property registration ordinance.	2	
<b>Goal #3: Enhance the physical character and appearance of the City.</b>			
3.1	Develop a city-wide signage replacement program.		
3.2	Clearly define gateways into Irondale through urban design and beautification enhancements.	2	
3.3	Develop a city-wide wayfinding signage system.	1	
3.4	Establish an Irondale Beautification Coalition to spearhead and conduct "Keep Irondale Beautiful" cleanup efforts and to identify a list of catalytic sites for cleanup.	2	
3.5	Improve streetscaping along the Crestwood Boulevard/Highway 78 Corridor.	4	
3.6	Establish a Façade Improvement Program.	2	
3.7	Continue to permit and promote public art and murals on blank walls throughout Irondale.	2	
<b>Goal #4: Enhance public services, facilities and programs throughout the City.</b>			
4.1	Explore the feasibility of constructing a recreation center for Irondale residents.	2	
4.2	Build a community storm shelter for Irondale residents.	3	

## Chapter 5 — Livability & Code Reform

#	Action	Priority	Comment
<b>Goal #5: Recommended Zoning Ordinance revisions to enhance urban form.</b>			
5.1	Revise building height regulations in the C-1 Business and R-4 Multiple Family Districts to allow for buildings up to four (4) stories, or 48 feet.	3	
5.2	Revise the C-1 Business, R-4 Multiple Family, R-5 Town House, and RCD Residential Condominium Districts to amend front setback regulations to specify front setback ranges instead of only minimums.	2	
5.3	Adopt an Adaptive Reuse Ordinance.	1	
5.4	Adopt a Mixed-Use Zoning District.	3	
5.5	Encourage the use of PUD developments (in the R-6 District) to promote flexibility, creativity, and a mix of uses.		
<b>Goal #6: Recommended Zoning Ordinance revisions for parking and access standards.</b>			
6.1	Revise the C-1 Business, R-4 Multiple Family, R-5 Town House, and RCD Residential Condominium Districts to establish parking location criteria for new developments.	4	
6.2	Allow on-street parking to count toward minimum parking requirements in all commercial districts.	3	
<b>Goal #7: Recommended Zoning Ordinance revisions to permitted uses.</b>			
7.1	Add a summary table of permitted uses across all zoning categories.	2	
7.2	Revise the zoning use categories to align with the larger use categories within the International Building Code.	1	
7.3	Revise the C-1 Business, R-4 Multiple Family, and R-5 Town House Districts to simplify density restrictions.	1	
7.4	Permit residential uses on ground floors in the C-1 Business District.	5	
7.5	Permit upper-story residential uses in the C-1 Business and C-2 Commercial Districts.	3	
7.6	Consider permitting home occupations in all residential zoning districts.	4	
7.7	Provide a definition for live-work units and permit live-work units in all zoning districts except low-density residential single-family and industrial districts.	3	
7.8	Add definitions for brewery, micro-brewery, and brew pub and revise the permitted uses in the C-1 Business and C-2 Commercial Districts to permit them accordingly.	2	

Chapter 5 — Livability & Code Reform			
#	Action	Priority	Comment
Goal #8: Other recommended Zoning Ordinance revisions.			
8.1	Provide a list of current development application fees.	3	
8.2	Establish and publish a step-by-step application process guide for development and redevelopment.	3	
8.3	Modify the Sign Regulations to ensure content neutrality.	1	
Chapter 6 — Transportation & Mobility			
#	Action	Priority	Comment
Goal #1: Enhance the safety and efficiency of the existing transportation system.			
1.1	Develop a traffic calming policy to reduce speeding in neighborhoods utilizing appropriate traffic calming measures.	9	
1.2	Provide safe accessible crosswalks at targeted intersections and mid-block crossings.	6	
1.3	Continue to explore the feasibility of a train “Quiet Zone” at the 20th Street at-grade intersection.	6	
1.4	Adopt access management standards to preserve traffic flow and reduce accidents along major thoroughfares.	3	
Goal #2: Build a multi-modal transportation network with a wide range of choices.			
2.1	Expand sidewalk coverage in residential areas and build links from residential areas to activity centers, schools, recreational facilities, employment centers, and other major public facilities.	5	
2.2	Construct context-sensitive bicycle infrastructure along strategic corridors.	4	
2.3	Create a connection via Old Grants Mill Road to Old Leeds Road to enhance bicycle and pedestrian connectivity.	4	
2.4	Work with the Freshwater Land Trust to create future connections to Ruffner Mountain.	7	
2.5	Consider the feasibility of an On-Demand Transit Program to provide new transportation options for Irondale.	3	
2.6	Adopt a Complete Streets Ordinance.	6	
2.7	Provide additional bike racks throughout the City at civic buildings and in other popular destinations.	1	
2.8	Dedicate funding annually to implement the City’s ADA transition Plan.	4	

Chapter 6 — Transportation & Mobility			
#	Action	Priority	Comment
Goal #3: Make infrastructure maintenance investments a priority.			
3.1	Annually update a Local Transportation Plan to receive Rebuild Alabama Act funds.	6	
3.2	Dedicate an annual budget line item to implement the City's 2017 Pavement Management Plan.	5	
Chapter 7 — Recreation & Green Systems			
#	Action	Priority	Comment
Goal #1: Establish Irondale as a regional destination for Adventure and Eco-tourism.			
1.1	Acquire land that is unsuitable for development due to topography or other environmental constraints for outdoor recreation space such as hiking or mountain biking trails.	9	
1.2	Market Irondale as an outdoor recreation destination through branding efforts and online campaigns.	4	
Goal #2: Maintain, enhance and expand the parks and recreation system.			
2.1	Develop a Parks and Recreation Master Plan.	10	
2.2	Explore the feasibility and funding needs of providing a recreational center and athletic complex.	6	
2.3	Incorporate Crime Prevention Through Environmental Design (CPTED) at all Irondale Parks.	5	
2.4	Modernize playground equipment at city parks to include inclusive playground equipment.	6	
2.5	Establish new parks for residents who are currently underserved by existing park access.	5	
2.6	Make improvements needed at Ruffner Park.	9	
2.7	Make improvements needed at Beacon Park.	8	
2.8	Make improvements needed at Cahaba River Landing.	8	
2.9	Make improvements needed at Ellard Park.	5	
Goal #3: Protect and preserve Irondale's natural resources through policy and development regulations which achieve goals for environmental sustainability, natural resource protection and enhancing public access to nature.			
3.1	Pursue opportunities for the acquisition, conservation and restoration of open space along year-round streams and rivers and actively protect these resources through land use management, steep slope development regulations, conservation subdivisions, and cluster development.	9	

Chapter 7 — Recreation & Green Systems			
#	Action	Priority	Comment
Goal #3: Protect and preserve Irondale’s natural resources through policy and development regulations which achieve goals for environmental sustainability, natural resource protection and enhancing public access to nature.			
3.2	Encourage the use of Best Management Practices (BMPs) on all new developments during post-construction to control soil erosion and minimize sediment runoff.	7	Shades Creek needs remediation along Crestwood Blvd from 20th ST to Simply Six Building. Consider purchasing Simply 6 building to convert to park space.
3.3	Modify the Zoning Ordinance and Subdivision Regulations to require the use of Low Impact Development (LID) or green infrastructure (GI) techniques in new developments to mimic natural hydrology where feasible and minimize impacts of stormwater runoff on the Cahaba River and Shades Creek and their tributaries.	8	
3.4	Adopt a Riparian Buffer Ordinance to manage development within a certain distance from the Cahaba River and other major streams to protect buffer setbacks, floodplains, and water quality/habitat.	8	
Chapter 8 — Economic Development			
#	Action	Priority	Comment
Goal #1: Foster economic development in Irondale.			
1.1	Promote creative, flexible adaptive reuse of obsolete industrial and commercial buildings by new businesses.	5	
1.2	Plan pop-up events and festivals in Downtown Irondale.	3	
1.3	Adopt an adaptive reuse ordinance.	3	
1.4	Establish an Irondale Main Street organization and then consider applying to become a designated Main Street community.	2	
1.5	Continue to market and promote Irondale as an automotive hub in Alabama.	3	
Goal #2: Recruit new businesses that will diversify and complement existing businesses.			
2.1	Incentivize, recruit, and attract more commercial and retail development throughout the City of Irondale.	3	
2.2	Create and maintain an online database of available retail, office, and industrial spaces including size, zoning, lease rates, price, utilities, condition, etc.	4	

## Chapter 8 — Economic Development

#	Action	Priority	Comment
<b>Goal #3: Continue to support Irondale’s workforce, small businesses, and start-ups.</b>			
3.1	Explore the feasibility of creating a “startup incubator” or shared co-working space for new businesses.	1	
3.2	Market and promote Irondale as a hub for modern light-industrial businesses.	3	
<b>Goal #4: Refresh branding and marketing efforts to promote Irondale’s unique assets.</b>			
4.1	Modernize and promote a consistent branding strategy with updated logos, themes, concepts and graphics.	4	
4.2	Market Irondale as an outdoor recreation destination through branding efforts and online campaigns.	3	





