

***Center Point's Vision for Tomorrow***  
***Comprehensive Plan Update***

***DRAFT  
APRIL  
2017***



***EXECUTIVE SUMMARY***

***CONTENTS.***

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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 Update are designed to serve as a guide in the public and private development of land and as such are not binding upon the City of Center Point when making specific land use decisions and public investments.



**RPCGB**  
REGIONAL PLANNING COMMISSION  
OF GREATER BIRMINGHAM

# Acknowledgments

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## See It Productions, LLC

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# Executive Summary

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# Purpose of the Plan

The **Center Point Comprehensive Plan Update**, which has been branded as Center Point’s Vision for Tomorrow, is the cooperative effort between the Regional Planning Commission of Greater Birmingham (RPCGB) and the City of Center Point. The Plan Update is an opportunity for the citizens of the City of Center Point to tell their story and help shape the future vision for the City. It will help the Mayor, Center Point City Council, Center Point Planning and Zoning Commission, citizens, developers and other community investors as they attempt to understand the vision for the City, especially for making decisions regarding land use, development, growth management and capital improvements.

A Comprehensive Plan is based on the residents’ vision of how they want their city to grow in the future— it is a long-term vision (typically covering 15 to 25 years) that may extend beyond the lifetime of those participating in drafting the plan.

The Comprehensive Plan is used as a guide to decide where future housing and business growth should occur, to determine what types of transportation system investments are needed, to determine what changes are needed to recruit more businesses and jobs, to determine what housing needs exist, to protect environmentally sensitive areas and to determine what is needed for the safety and welfare of the citizens. The Plan is also a guide for zoning decisions, which in turn guides development permits in the City.



# Plan Organization

The **Center Point Comprehensive Plan Update** provides a framework and a methodology for converting the community’s vision into a sustainable reality. The plan contains eight Chapters and five Appendices. Chapters 2-8 are organized by the following planning elements: Future Land Use, Community Renewal, Livability, Green Systems, Economic Development, and Transportation. Each thematic chapter has goals and supporting implementation actions that relate to the chapter’s theme. A description of each chapter and Appendix in the plan is outlined in **Table ES.1**.



**Table ES.1: Plan Organization**

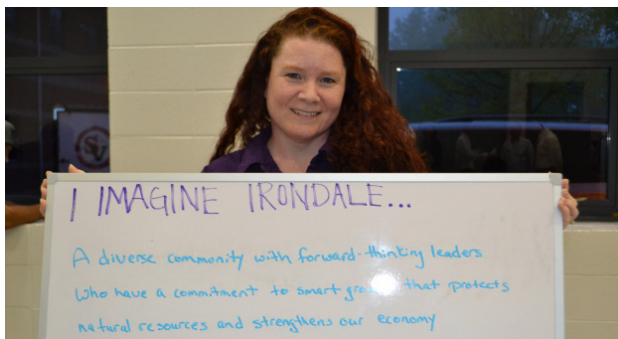
Chapters		Description
	<b>1</b>	This chapter includes the purpose of the plan, the legal foundation for planning in Alabama. A high level overview of the public involvement process is included, along with the overall vision statement and the Comprehensive Plan goals.
Planning Themes	<b>2</b> <u><b>Future Land Use</b></u>	This chapter presents the Future Land Use Map, which will guide the City's future zoning and land use decisions. A description of the future land use categories are also provided.
	<b>3</b> <u><b>Community Renewal</b></u>	This chapter provides goals and actions pertaining to gateways and signage, code enforcement, neighborhood cleanup and safety and security.
	<b>4</b> <u><b>Livability</b></u>	This chapter provides goals and actions pertaining to access to fresh and healthy food options, ways to increase support for local schools, and ways to transform underutilized spaces (such as through pop up events).
	<b>5</b> <u><b>Green Systems</b></u>	This chapter provides goals and actions pertaining to recreational spaces, stormwater management and green development.
	<b>6</b> <u><b>Public Services &amp; Infrastructure</b></u>	This chapter provides goals and actions pertaining to adequate infrastructure, high speed internet / fiber optics, governmental e-services and emergency preparedness.
	<b>7</b> <u><b>Economic Development</b></u>	This chapter provides goals and actions pertaining to Irondale's branding, knowing Irondale's market availability and needs, attracting new businesses and ecotourism.
	<b>8</b> <u><b>Transportation</b></u>	This chapter provides goals and actions pertaining to the safety and efficiency of the existing transportation system, building a multi-modal transportation network (i.e. sidewalks, bicycle facilities and trails), and transportation infrastructure maintenance.
	<b>9</b> <u><b>Implementation</b></u>	This chapter includes the detailed implementation matrix for the Plan's recommended actions, and describes potential financing and investment tools and potential funding sources.
	<b>A</b> <u><b>Appendix A: Existing Conditions</b></u>	This document is an in-depth assessment of where Irondale is today and covers a range of topics: a description of the current city departments, boards and commissions, a demographic summary, existing land use, zoning and development trends, natural, cultural and historic resources, the transportation system, utilities and infrastructure and community facilities and services.
<b>B</b> <u><b>Appendix B: Market Analysis</b></u>	This document provides an overview of the current and emerging employment and demographic trends associated with Irondale's retail, industrial, office and housing markets. Potential local economic development opportunity sites are identified to help position Irondale in the various markets.	

	<p><b><u>Appendix C:</u></b>  <b><u>Public Involvement Summary</u></b></p>	<p>A detailed documentation of the Irondale on the Move Comprehensive Plan's public involvement process. The range of outreach strategies are detailed (website, surveys, email, social media, events, advisory committee meetings, print media and media coverage), along with the participation rates and information gathered through the outreach activities.</p>
	<p><b><u>Appendix D:</u></b>  <b><u>Design</u></b></p>	<p>The design recommendations for Downtown Irondale and the US 78 / Crestwood Boulevard Corridor include strategies related to rebranding, urban design, economic development and land use / redevelopment. The objective of the document is to promote positive economic growth by recommending strategies for Downtown Irondale and along the US 78 / Crestwood Boulevard Corridor to generate more economic vitality than their current condition.</p>
	<p><b><u>Appendix E:</u></b>  <b><u>Transportation Plan</u></b></p>	<p>The Transportation Plan takes a comprehensive look at the city's multi-modal transportation network and recommended improvements. The plan includes implementation guidance and potential funding sources and can be used as a guide to making policy decisions regarding transportation investments.</p>

## Public Involvement Process

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The **Center Point Comprehensive Plan Update** was developed through a citizen-centered process that encouraged the entire community to contribute ideas for Center Point's future. Citizens were engaged through a variety of means including the project website, stakeholder interviews, a Visioning Survey followed by a "How Do We Get There Center Point?" survey, public meetings and Center Point Area Chamber of Commerce luncheons. Over 2,000 people visited the [www.CenterPointComprehensivePlan.com](http://www.CenterPointComprehensivePlan.com) website, and this was followed by over 260 survey respondents and over 75 attendees at public meetings and hearings. A full public involvement summary is included in Appendix C.



## Vision Statement

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"The City of Center Point strives to be a more progressive, safe, and vibrant community that is dedicated to improving the quality of life for all its citizens, that embraces the values of family and diversity, and that promotes excellence in education, economic development and orderly growth."

## Plan Elements

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The vision is written from the broad perspective. Each of the plan elements include goals and actions that will implement the vision over the next 25 years. The monitoring and tracking of implementation of the actions will show measurable results and progress towards making the vision a reality.



# 2016 SocioDemographic Highlights...

## Population, Age and Racial Composition

- The City of Center Point is a community of approximately 16,865 residents.
- The median age has decreased from 34.3 in 2010 to an estimated 33.8 in 2016.
- The racial composition consisted of 28.6% of residents reported as White, 67.0% Black or African American, and 4.4% making up the remaining racial categories. Persons of Hispanic origin made up 4.0% of the population.
- 30.1% of Center Point adults over age 25 hold a high school diploma, which is higher compared to the 23.2% of adults in Jefferson County. 12.3% of Center Point adults over the age of 25 hold a bachelor's degree, compared to 18.7% of adults in Jefferson County.

## Households and Household Income

- The 2016 housing estimates reported 7,315 total units with 6,229 occupied units (85.2%) and 1,086 vacant units (14.8%).
- Median household income in the City of Center Point has decreased from \$41,646 in 2010 to an estimated \$40,276 in 2016.
- It is estimated that nearly 23% of all households are below poverty (earning less than \$20,160 in 2016 for a 3-person household) and 24.7% of households receive cash public assistance or food stamps/ SNAP benefits.
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## Employment

- The residential labor force in the City of Center Point was approximately 8,023 residents in 2016. Of those labor force participants, 92% were employed and 8% were unemployed.
- Most of Center Point's workforce is employed within the Service industry (51.0%), followed by employment in the Retail Trade (14.0%), and Manufacturing industries (7.8%).
- There are approximately 428 businesses in the City of Center Point employing over 2,500 people. The Service industry makes up 61.2% of the area jobs, followed by Retail Trade industry (18.9%) and the Construction industry (5.8%).
- The largest employers in Center Point include Birmingham East Nursing Rehab (140 employees), Center Point Fire Department (125 employees), Center Point High School (107 employees), U.S. Postal Service Office (80 employees) and Wal-Mart Neighborhood Market (70 employees). These five businesses make up approximately 21% of Center Point's total jobs.
- Commuting data indicates that just 5% of employed residents of Center Point also work in Center Point (primarily in Health Care and Accommodation/Food Services industries), while 95% of employed residents work outside the City. Primary commuting destinations include Birmingham (56%), Trussville (7%), Hoover (5%), and Homewood (4%).
- Average daily travel times for workers living in the City of Center Point were reported to average 24.9 minutes in 2014 with nearly 41.9% of employed residents commuting in excess of 30 minutes to work each day.

\*For more demographic information see **Appendix A: Existing Conditions** and **Appendix B: Market Analysis**.

## Future Land Use



### ***Future Land Use***

#### ***Categories:***

The Future Land Use Plan is a long-range tool intended to guide future zoning decisions and capital investment decisions. The Future Land Use Map is not a zoning map. Whereas zoning maps are parcel specific and establish detailed requirements for setbacks, height, use, parking and other characteristics, the land use categories on the Future Land Use Map recommend a range of potentially appropriate land uses and intensities.

The Future Land Use Map in Chapter 2 is intended to guide future zoning decisions and capital investment decisions. The Plan identifies 11 Future Land Use categories. For each category, there is a corresponding page that provides a description of intent, character and range of appropriate uses. It is important to note that the Future Land Use Plan must be seen as advisory in nature; the City of Center Point's Zoning Ordinance is the official legal guide for development controls.

#### ***Chapter Goals:***

**GOAL #1:** Encourage infill development and mixed use development along Center Point Parkway.

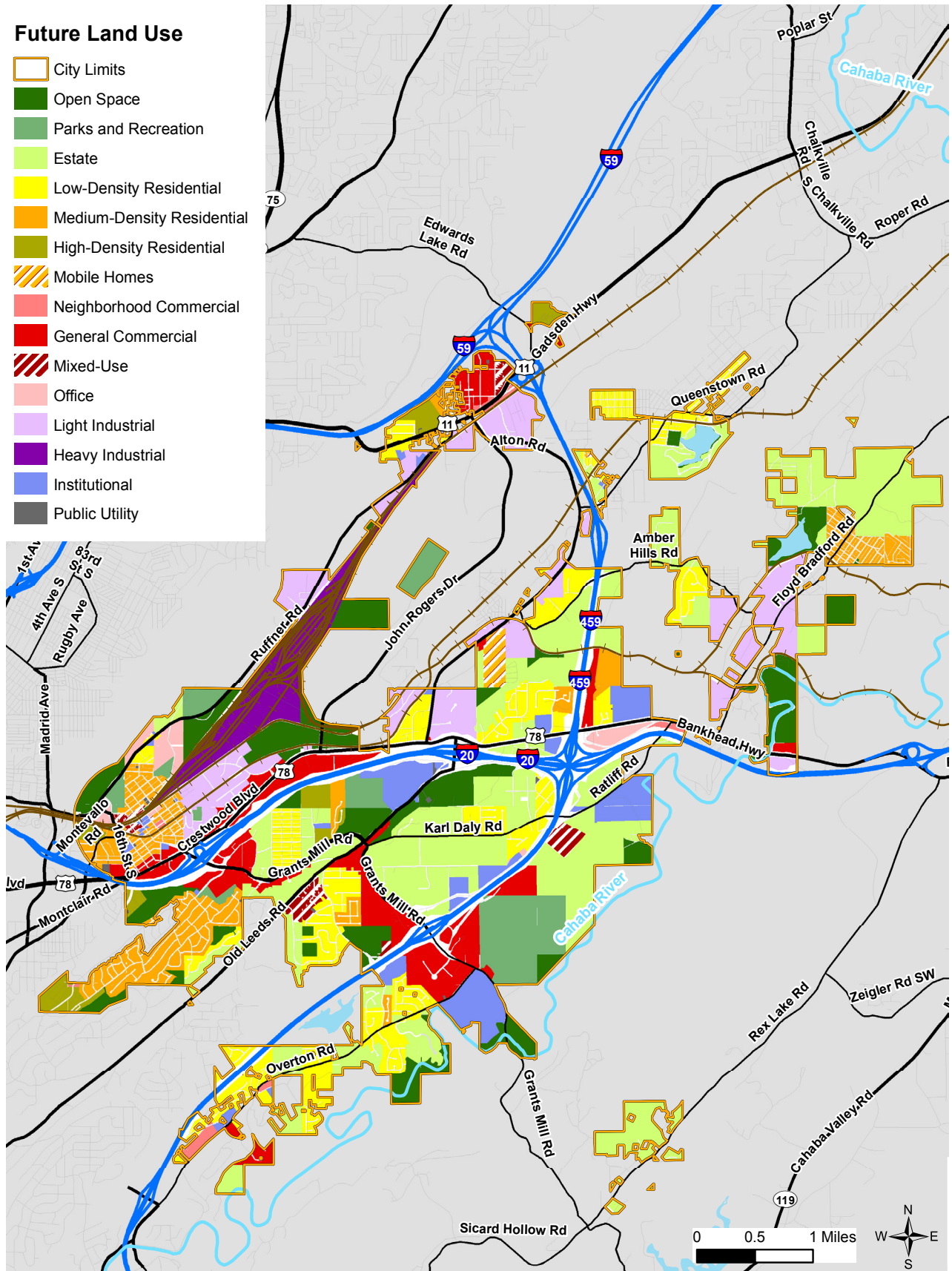
**GOAL #2:** Develop neighborhood commercial areas within a quarter-mile walking distance to existing neighborhoods.

**GOAL #3:** Prioritize the development of new pocket parks in underserved residential areas.

**GOAL #4:** Work cooperatively with adjacent municipalities to coordinate future land use and development near city limits.

**GOAL #5:** Coordinate annexation and development plans with community service and utility providers to ensure adequate levels of service are extended to new growth areas and maintained in existing service areas.

Figure ES.1: Future Land Use Map



# Community Renewal



## ***Key Issues:***

Lack of attractive gateways into the city

Need for more code enforcement

Need to address deteriorated and blighted lots.

Need to address the number of tax delinquent properties. In 2016, approximately 9% of all properties within the City were tax delinquent (i.e had accrued liens for unpaid taxes and possibly other bills such as weed abatement or violations of codes).

Irondale is a city of neighborhoods, but the neighborhood conditions vary widely throughout the City. Past development practices and foreclosures have had a negative impact on vulnerable and transitioning neighborhoods that were previously stable. These areas have experienced increases in vacant and abandoned housing and lower homeownership rates.

This chapter aims at strategies to provide cleaner, safer and more attractive neighborhoods in Irondale – neighborhoods that are vibrant and diverse and where residents work together on common interests and concerns.

## ***Chapter Goals:***

**GOAL #1:** Encourage quality streetscape signage to enhance the City's "first impression" to travelers.

**GOAL #2:** Develop a streamlined code enforcement strategy.

**GOAL #3:** Hold absentee landlords responsible.

**GOAL #4:** Support and improve partnerships and programs that reduce housing vacancies and strengthen neighborhoods.

# Livability



## **Key Issues:**

Need to provide more dining, restaurant and entertainment options (i.e. more sit down restaurants)

Lack of pop-up events, food truck festivals, and community gardening

Need to revitalize the downtown area with restaurants, bars / nightlife

Livability is the sum of the factors that add up to a community's quality of life—including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities. Livability promotes a cohesive, connected community where people know their neighbors, support local businesses and embrace pride in their community. Arts and culture help to reveal and enhance the identity of a community—the unique meaning, value and character of the physical and social forms. Space for arts and cultural engagement is an important part of every community.

## **CHAPTER GOALS:**

**GOAL #1:** Promote community wellness through expanded access to healthy food and healthcare services.

**GOAL #2:** Increase transparency and access to government data, processes and public information.

**GOAL #3:** Enhance public services throughout the City.

**GOAL #4:** Enhance the safety of the community.

# Green Systems



## ***Key Issues:***

More adequate and innovative stormwater management that reduces runoff and treats water close to the source

Protecting the Cahaba River and its watershed

Lack of greenways and off-road trails

Need better education of "green infrastructure"

Water resources, green spaces, wildlife and the natural environment do not recognize political boundaries. Because of this, Irondale must do its part in the region to improve the environment and be a good steward of the natural resources. Irondale's special natural resources- Ruffner Mountain Nature Center, the Cahaba River, and Shades Creek- are tremendous opportunities for attracting increased residential growth and businesses related to outdoor recreation. For young professionals and families, Irondale can provide the perfect mix of easy access to downtown and metro area jobs with high quality natural areas for beauty, recreation and bikeways. Protection and sustainability of natural resources involves regional planning and cooperation among state, county, and municipal jurisdictions and among government, non-profit and for-profit entities.

Pursuing environmental sustainability, meeting the needs of the present without compromising the ability of future generations to meet their needs, is the key to preserving the natural environment and preparing for potential risks posed by natural events.

## ***Chapter Goals:***

**GOAL #1:** Improve the ecological health of Center Point's natural systems through flood mitigation techniques.

**GOAL #2:** Ensure that parks and recreational facilities are safe and well maintained.

**GOAL #3:** Expand the City's parks and recreation system.

# Economic Development



## ***Key Issues:***

Need to provide better tax incentives to attract new businesses

Reinvesting, reusing, or redeveloping vacant and underutilized properties to enable economic development

Need for more fiber optic infrastructure and universal high speed internet access

More intern work programs and/or job shadowing opportunities for junior and senior high school students

This chapter aims at strategies and actions for balancing the needs of existing businesses with the need to expand and diversify the City of Irondale's employment base. The long-term economic health of the City of Irondale should be enhanced through building a more diversified economic base that supports a wide range of employment opportunities and through the promotion of quality industrial and commercial development that matches the aspirations of the community. Irondale residents should have access to quality jobs with competitive wages and Irondale businesses should have access to a local workforce that has ongoing opportunities to develop their talents and expand their skills.

## ***Chapter Goals:***

**GOAL #1:** Highlight positive assets to change existing perceptions.

**GOAL #2:** Utilize a variety of incentive programs and development tools to encourage reinvestment in the City.

**GOAL #3:** Market and recruit businesses that will diversify and complement existing businesses.

**GOAL #4:** Utilize the Market Analysis in Appendix B when identifying potential redevelopment sites.

**GOAL #5:** Provide adults with additional opportunities to gain workforce skills and training.

# Transportation



## ***Key Issues:***

Lack of a comprehensive and interconnected pedestrian, bicycle, and trail system network

Streets that need repaving, repairing of potholes, and repairing of sidewalks

Lack of a prioritized and funded transportation maintenance program.  
Lack of fixed-route public transit service

Prolonged train horn noise in Downtown Irondale

Lack of a Complete Streets policy

The City of Irondale Transportation Plan is included in detail in Appendix E and serves as the transportation element of the Irondale on the Move Comprehensive Plan. The Transportation Plan provides a vision for the future transportation network in the City of Irondale. The transportation network is a system of planned and improved vehicular, bicycle and pedestrian facilities that will assure residents, workers, and visitors high-quality mobility and access for all of their travel needs. The plan will help staff and elected officials make many decisions about future land use and transportation for the city.

## ***Chapter Goals:***

**GOAL #1:** Preserve and enhance the safety and efficiency of the existing transportation system.

**GOAL #2:** Build a multimodal transportation network to provide a wide range of transportation choices.

**GOAL #3:** Make infrastructure maintenance investments a priority.

## ***Recommended Types of Projects:***

- Roadway safety improvements
- Sidewalk development projects
- Pedestrian crossings
- On-street bicycle projects
- Off-road trail / greenway projects
- Establishing transit service
- Utilizing a Pavement Management Program
- Creation of a train "Quiet Zone"
- Establishing a local transportation investment program for infrastructure maintenance
- Establishing a streetscape program for US 78
- Adopting a Complete Streets policy
- Incorporating Access Management



# Implementation

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The implementation matrix in Chapter 9 identifies how the goals actions in Chapters 3-8 of the Comprehensive Plan should be implemented. The lead and supporting agencies and departments charged with leading the implementation are identified. The actions are assigned suggested time frames for implementation, which may vary based on economic influences, potential funding sources and other factors:

- Short-term: Tasks that could be initiated and/ or implemented within 1-5 years of the Comprehensive Plan's adoption.
- Long-term: Tasks that are on a 6 year or greater timeframe after the Comprehensive Plan's adoption.
- Ongoing: Tasks that may be implemented in a series of incremental steps involving numerous agencies or tasks that are ongoing, continuous efforts.

Key actions from the implementation matrix in Chapter 9 are shown in Table ES.2.

## *Example Implementation Tools*

### **Regulatory Measures**

- Modifications to Zoning Ordinance and Map

#	Action	Page #	Priority	Time Frame	Potential Partners
<b>Future Land Use</b>					
<b>Goal 1: Encourage infill development and mixed use development along Center Point Parkway (State Route 75).</b>					
1	Modify the Zoning Ordinance to create a mixed-use zoning district.	40	High	Short-term	Planning and Zoning Commission, City Council
2	Establish an overlay district along Center Point Parkway to help guide compatible types of new development and redevelopment that will foster business growth.	40	Medium	Short-term	Planning and Zoning Commission, City Council
3	Work with developers to encourage high-quality, commercial, office and mixed-use developments.	40	High	On-going	Planning and Zoning Commission, City Council
<b>Goal 2: Develop neighborhood commercial areas within a quarter-mile walking distance to existing neighborhoods.</b>					
1	Target neighborhood commercial development along Carson Road, 18th Avenue NW, Springville Road and the northern city limits of Center Point along SR 75.	40	Medium	Long-term	Planning and Zoning Commission, City Council
<b>Goal 3: Prioritize the development of new pocket parks in undeserved residential areas.</b>					
1	44 Hillview Lane.	42	Medium	Long-term	Planning and Zoning Commission, Parks and Recreation Department, City Council
2	403, 405 & 411 Sun Valley Road.	42	High	Short-term	Planning and Zoning Commission, Parks and Recreation Department, City Council
3	1712-1720 3rd Street Northwest.	42	High	Short-term	Planning and Zoning Commission, Parks and Recreation Department, City Council
4	1629-1633 Carson Road.	44	Medium	Long-term	Planning and Zoning Commission, Parks and Recreation Department, City Council
<b>Goal 4: Work cooperatively with adjacent municipalities to coordinate future land use and development near city limits.</b>					
<b>Goal 5: Coordinate annexation and development plans with community service and utility providers to ensure adequate levels of service are extended to new growth areas and maintained in existing service areas.</b>					
1	Area #1.	45	Low	Long-term	Planning and Zoning Commission, City Council
2	Area #2.	45	Low	Long-term	Planning and Zoning Commission, City Council

#	Action	Page #	Priority	Time Frame	Potential Partners
<b>Goal 5: Coordinate annexation and development plans with community service and utility providers to ensure adequate levels of service are extended to new growth areas and maintained in existing service areas.</b>					
3	Area #3.	45	Low	Long-term	Planning and Zoning Commission, City Council
4	Area #4.	45	Low	Long-term	Planning and Zoning Commission, City Council
5	Area #5.	47	Low	Long-term	Planning and Zoning Commission, City Council
<b>Community Renewal</b>					
<b>Goal 1: Encourage quality streetscape signage to enhance the City’s “first impression” to travelers.</b>					
1	Clearly define key gateways into Center Point through urban design and beautification enhancements.	50	High	Short-term	Public Works, Planning and Zoning, City Council
2	Develop a city-wide wayfinding signage system to direct, orient, and inform visitors and residents as they navigate through the city.	51	Low	Long-term	Public Works, Planning and Zoning, City Council
3	Consider the feasibility of establishing spring and fall “clean-up campaigns” involving City crews, the Center Point Area Chamber of Commerce, civic and business groups, business owners, and property owners.	51	High	Short-term	Public Works Horticulture Dept, Center Point Area Chamber of Commerce, local business owners, residents
4	Develop a city-wide signage replacement program.	51	High	Short-term	Public Works, Planning and Zoning, City Council
<b>Goal 2: Develop a streamlined code enforcement strategy.</b>					
1	Update City ordinances, including the schedule of fines and fees, to deter property neglect. The City should update and amend the following codes to reflect recent updates.	52	High	Short-term	City Council, Inspection Services Department, City Attorney
2	Adopt the 2015 International Property Maintenance Code.	52	High	Short-term	City Council, Inspection Services Department, City Attorney
3	Establish a “Blight Court” to prosecute code violators.	52	Low	Long-term	City Council, Inspection Services Department, City Attorney
4	Amend the City’s Dangerous Building Ordinance (Article III, Section 6-85) to include procedures for unsafe structures and to update city procedures, schedules, and fees for owners to repair, vacate, and demolish unsafe and dangerous structures.	53	High	Short-term	City Council, Inspection Services Department, City Attorney

#	Action	Page #	Priority	Time Frame	Potential Partners
<b>Goal 2: Develop a streamlined code enforcement strategy.</b>					
5	Discourage the use of plywood to board up properties certified as vacant and abandoned. Instead, encourage clear boarding.	53	High	Short-term	City Council, Inspection Services Department, City Attorney
6	Create a citizens' guide for code enforcement that enables citizens to report code violations and blighted properties.	54	High	Short-term	Inspection Services Department
7	Develop a city-wide publicly accessible database with the property condition and code enforcement status of each property.	54	Medium	Long-term	Inspection Services Department, Public Safety Department, City staff
8	Dedicate more staff to code enforcement.	54	High	Short-term	City Council, Inspection Services Department
9	Establish a Center Point Beautification Coalition to spearhead and conduct quality "Keep Center Point Beautiful" cleanup efforts and to identify a list of catalytic sites for cleanup.	55	High	Short-term	Community leaders, faith based organizations, non-profits, residents
<b>Goal 3: Hold absentee landlords responsible.</b>					
1	Create a rental property licensing and inspection system and a Good Landlord Program.	55	High	Short-term	City Council, Inspection Services Department, City Attorney
2	Create a vacant property registration ordinance.	58	High	Short-term	City Council, Inspection Services Department, City Attorney
<b>Goal 4: Support and improve partnerships and programs that reduce housing vacancies and strengthen neighborhoods.1</b>					
1	Support the creation of homeowners associations that invest in the community.	58	Medium	Long-term	City Council, neighborhood groups, Public Safety Dept
2	Support the creation of neighborhood and community nonprofits.	59	Medium	Long-term	Neighborhood groups, business owners, residents
3	Partner with local organizations to create a Smart Money Institute.	59	Low	Long-term	Local churches, Jefferson State Community College, financial institutions
4	Sponsor a Homeownership Information Program.	59	High	Short-term	Financial institutions
5	Provide incentives to promote affordable housing options.	59	Medium	Long-term	Non-profits, private housing developers, various public agencies (i.e Alabama Housing Trust Fund, Alabama Housing Finance Authority)

#	Action	Page #	Priority	Time Frame	Potential Partners
<b>Goal 4: Support and improve partnerships and programs that reduce housing vacancies and strengthen neighborhoods.1</b>					
6	Develop a revolving affordable housing trust fund.	60	Low	Long-term	Non-profits, Urban Land Institute, HOME Program, AL Housing Trust Fund
7	Encourage the conversion of multifamily housing to condominiums.	60	Low	On-going	Planning and Zoning Commission
<b>Livability</b>					
<b>Goal 1: Promote community wellness through expanded access to healthy food and healthcare services.</b>					
1	Encourage the creation of community gardens.	64	High	Short-term	Neighborhood groups, local churches, residents, Jones Valley Teaching Farm
2	Incentivize and recruit more sit-down restaurants (non-fast food) to locate throughout the City of Center Point.	64	High	On-going	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
3	Incentivize and recruit another grocery store development in the City of Center Point.	67	Low	Long-term	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
4	Incentivize and recruit treatment facilities and/or urgent care clinics to locate to Center Point.	67	High	Short-term	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
5	Increase awareness of existing healthcare support services and programs.	67	High	Short-term	Senior Center, Jefferson County Health Department, UAB, Jefferson State Community College
6	Use mobile health clinics (MHCs) to improve access to healthcare.	67	Medium	Long-term	Jefferson County Health Department, UAB and other health care institutions, Senior Center
7	Establish school-based health clinics to improve access to healthcare.	67	Medium	Long-term	Local Jefferson County Schools, Jefferson County Health Department
<b>Goal 2: Promote community wellness through expanded access to healthy food and healthcare services.</b>					

#	Action	Page #	Priority	Time Frame	Potential Partners
1	Enhance the City of Center Point’s website by conducting a quarterly review of the website content to ensure information is relevant and that the website remains user friendly and informative.	68	High	Short-term	City Department Heads
2	Ensure that the public hearing notices, along with meeting agendas and minutes from City Council and other City Board Commission meetings, are posted in a timely fashion for the public to see (via City website, posting at City Hall, social media, etc.).	69	High	Short-term	City Clerk and City Council
3	Conduct biannual town hall style meetings to celebrate achievements, identify opportunities, and gather feedback from the community on issues and challenges related to the City.	69	Medium	Long-term	City Council, Center Point Area Chamber of Commerce
4	Provide a quarterly report to citizens that summarizes the funds that the traffic cameras generate, proposed projects the funds are allocated to, the number of violations issues, etc.	69	High	Short-term	City Council, Public Safety Department
<b>Goal 3: Enhance public services throughout the City.</b>					
1	Amend the Zoning Ordinance to require underground utilities in new developments.	69	High	Short-term	City Council
2	Promote the City’s recycling program on the City website and explore the feasibility of offering curbside pickup to Center Point residents.	69	High	On-going	Public Works Construction Department
3	Work with the Jefferson County Library Cooperative to establish mini-libraries, pop-up reading centers, and additional satellite services throughout Center Point.	70	High	Short-term	City Council, Jefferson County Library Cooperative
<b>Goal 4: Enhance the safety of the community.</b>					
1	Evaluate the existing street light system to ensure it meets current needs and educate residents about Alabama Power’s streetlight outage form.	70	High	Short-term	Public Works Construction Department, Public Safety Department, neighborhood groups, residents
2	Advertise the free Stovetop Firestops provided to multifamily developments by the Center Point Fire District.	71	High	Short-term	Center Point Fire District, neighborhood groups, Senior Center
<b>Goal 4: Enhance the safety of the community.</b>					

#	Action	Page #	Priority	Time Frame	Potential Partners
3	Install security cameras at crime hot spots to record and deter illegal or dangerous activity.	71	High	Short-term	City Council, Public Safety Department
4	Determine ways to increase revenue so that more Public Safety Department staff can be hired, as well as more police officers.	71	High	On-going	City Council, Public Safety Department, Jefferson County Sheriff's Department
5	Foster better relationships between community and police staff and provide anonymous complaint forms.	72	High	On-going	Public Safety Department, residents
6	Create and support SafePlace programs with service partnerships.	72	Medium	Long-term	Local schools, faith based organizations, Center Point Fire District, Public Safety Department
7	Strengthen and revamp the Neighborhood Watch Program.	72	High	On-going	Public Safety Department, neighborhood associations and groups, Center Point Area Chamber of Commerce, residents
8	Centralize data and reporting in a user-friendly website where residents can obtain up-to-date crime statistics, crime maps, and communications from the Jefferson County Sheriff's Department.	72	High	Long-term	Public Safety Department
9	Actively enforce Center Point's leash law.	72	High	Short-term	Inspection Services Department, Public Safety Department
10	Evaluate development regulations to identify ways that the principles of "Crime Prevention Through Environmental Design" (CPTED) can be incorporated into the design of newly developed and redeveloped areas.	73	Medium	On-going	Planning and Zoning Commission
<b>Green Systems</b>					
<b>Goal 1: Improve the ecological health of Center Point's natural systems through flood mitigation techniques.</b>					
1	Encourage the use of Best Management Practices (BMPs) on all new developments during post-construction to control soil erosion and minimize sediment runoff.	77	High	On-going	Public Works Construction Department, engineering consultants, developers
2	Provide incentives to developers and homeowners for utilizing Low Impact Development (LID) of "Green Infrastructure" techniques in new developments.	77	Medium	Long-term	City Council, Planning and Zoning Commission, developers, U.S. Green Building Council of AL
<b>Goal 2: Ensure that parks and recreational facilities are safe and well maintained.</b>					

#	Action	Page #	Priority	Time Frame	Potential Partners
1	Incorporate Crime Prevention Through Environmental Design (CPTED) principles into the Planning Commission review process for the design of new recreational parks and facilities.	82	Medium	On-going	Planning and Zoning Commission, Parks and Recreation Department
2	Create a "Friends of Park" group to support funding and maintenance of City owned parks and other recreational amenities.	82	High	Short-term	City Council, Parks and Recreation Department, Public Works Horticulture Department, residents
<b>Goal 2: Ensure that parks and recreational facilities are safe and well maintained.</b>					
3	Re-establish the Parks and Recreation Committee, in lieu of or in addition to a "Friends of Parks" group.	83	High	Short-term	City Council, Parks and Recreation Department, Public Works Horticulture Department, residents
4	Update and maintain existing Center Point parks and facilities.	83	High	On-going	Parks and Recreation Department, Public Works Horticulture Department
5	Regularly post and update adult and youth programming at all City parks.	84	High	Short-term	Parks and Recreation Department
<b>Goal 3: Expand the City's Park and recreation system</b>					
1	Develop a parks and recreation master plan.	84	Medium	Long-term	City Council, Parks and Recreation Department, landscape architecture / planning consultant
2	Acquire blighted properties to expand recreational opportunities for residents.	84	Low	Long-term	City Council, Parks and Recreation Department, Freshwater Land Trust
3	Endorse and utilize the widely accepted "10-acre" standard (10 acres of parkland for every 1,000 people) as a means of determining appropriate amounts of active and passive parkland throughout the City.	85	Medium	Long-term	Planning and Zoning Commission, Parks and Recreation Department
4	Explore the feasibility of building a City of Center Point Recreation Center.	85	Low	Long-term	City Council, Parks and Recreation Department
5	Consider the requirement of pocket parks in residential developments.	85	Medium	Long-term	Planning and Zoning Commission
<b>Economic Development</b>					
<b>Goal 1: Highlight Positive assets to change existing perceptions</b>					
1	Reduce negative perceptions by working with the local and national media to promote the positive aspects and changes taking place in Center Point.	88	High	On-going	Local media, Center Point Area Chamber of Commerce, Public Safety Department



#	Action	Page #	Priority	Time Frame	Potential Partners
2	Work with the Center Point Areas Chamber of Commerce to prepare a coordinated marketing strategy/branding campaign.	88	High	Short-term	Center Point Area Chamber of Commerce, City Council
3	Market Center Point's outstanding Insurance Service Organization (ISO) rating of 1 to attract new businesses.	89	High	Short-term	Center Point Area Chamber of Commerce, Center Point Fire District
<b>Goal 2: Utilize a variety of incentive programs and development tools to encourage reinvestments in the City.</b>					
1	Adopt an adaptive reuse ordinance to encourage rehabilitation of vacant commercial structures.	89	Medium	Long-term	City Council, Planning and Zoning Commission, City Attorney
2	Develop a façade improvement program for commercial structures.	91	Medium	Long-term	City Council, Planning and Zoning Commission, City Attorney
3	Educate businesses, developers and other entrepreneurs regarding potential funding programs.	91	High	On-going	Center Point Area Chamber of Commerce, Business and Commercial Development Committee, RPCGB
4	Advocate for local businesses and employers to utilize State of Alabama business tax incentives/credits.	91	High	On-going	Center Point Area Chamber of Commerce, Business and Commercial Development Committee, AL Department of Commerce
5	Consider the use of Industrial Revenue Bonds to expand the City's industrial sector.	92	Medium	Long-term	City Council, Business and Commercial Development Committee, AL Department of Commerce
<b>Goal 3: Market and recruit businesses that will diversify and complement existing businesses.</b>					
1	Limit new payday loan businesses.	93	High	Short-term	City Council
2	Create an online database of readily available commercial spaces.	93	High	Long-term	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
3	Recruit businesses based on the retail market potential identified in the Market Analysis (see Appendix B).	93	High	Short-term	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
4	Identify one or two key business clusters where combined efforts could lead to business recruitment opportunities that tie into that cluster.	95	Medium	Long-term	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee

#	Action	Page #	Priority	Time Frame	Potential Partners
<b>Goal 4: Utilize the Market Analysis in Appendix B when identifying potential development sites.</b>					
1	1620 Center Point Parkway.	95	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
<b>Goal 4: Utilize the Market Analysis in Appendix B when identifying potential development sites.</b>					
2	1601 Center Point Parkway (Eastgate Shopping Center Site).	95	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
3	1708 Center Point Parkway.	96	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
4	1st Avenue NE at Amberwood Drive.	96	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
5	Center Point Parkway at 21st Avenue NW/ 22nd Avenue NW.	96	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
6	Center Point Parkway at 22nd Avenue NW.	97	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
7	2408-2416 Center Point Parkway.	97	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
8	Center Point Plaza Shopping Center (Center Point Parkway between 23rd Avenue and 25th Avenue NW).	97	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
9	Pinson Valley Parkway (Valley East Industrial Park).	98	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee

#	Action	Page #	Priority	Time Frame	Potential Partners
10	Pinson Valley Parkway (former Meadowcraft Site).	100	--	--	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
<b>Goal 5: Provide adults with additional opportunities to gain workforce skills and training.</b>					
1	Establish a community education initiative.	101	High	Short-term	Jefferson State Community College Adult Education, United Way of Central AL, <a href="http://www.MyCareerTools.com">www.MyCareerTools.com</a>
2	Provide resident skills assessments and professional readiness support.	101	Medium	Long-term	Workshops, Inc., <a href="http://www.MyCareerTools.com">www.MyCareerTools.com</a> , United Way of Central AL
3	Host financial and legal business seminars for existing business owners and potential entrepreneurs.	101	High	Short-term	Greater Birmingham Small Business Development Center, financial institutions
4	Encourage local businesses to utilize the Basic Skills Education Credit.	101	High	Short-term	Center Point Area Chamber of Commerce, City Council, Business and Commercial Development Committee
5	Develop “two-generation” strategies by working to ensure at-risk youth can participate in early childhood education while simultaneously working to improve the skills of their parents.	102	Low	Long-term	Local faith-based organizations, Jefferson State Community College, Alabama Dept. of Human Resources, Jefferson County Health Dept.
<b>Transportation</b>					
<b>Goal 1: Preserve and enhance the safety and efficiency of the existing transportation system.</b>					
1	Conduct studies and regularly review data at high accident locations to support operational changes and designs that improve safety at intersections.	106	Medium	Long-term	Public Works Construction Department, engineering consultant, Birmingham Metropolitan Planning Organization
2	Develop context sensitive traffic calming measures.	106	High	Short-term	Public Works Construction Department, engineering consultant
<b>Goal 1: Preserve and enhance the safety and efficiency of the existing transportation system.</b>					
3	Improve pedestrian safety by providing marked crosswalks and mid-block pedestrian crossings.	106	High	Short-term	Public Works Construction Department, Jefferson County Dept. of Transportation, ALDOT

#	Action	Page #	Priority	Time Frame	Potential Partners
4	Develop interlocal agreements with neighboring jurisdictions and other agencies to develop funding sources for transportation improvements.	107	Medium	On-going	Cities of Birmingham, Clay and Pinson, ALDOT, Jefferson County Dept. of Transportation
<b>Goal 2: Build a multimodal transportation network to provide a wide range of transportation choices.</b>					
1	Build more off-road trail segments from the Red Rock Ridge and Valley Trail System.	107	Medium	On-going	Freshwater Land Trust, Birmingham Metropolitan Planning Organization, City Council, Public Works Construction Dept.
2	Construct new sidewalks along Center Point Parkway and throughout residential areas.	107	High	Long-term	City Council, Birmingham Metropolitan Planning Organization, Public Works Construction Dept.
3	Improve local bus stops/build bus shelters.	107	Medium	Long-term	City Council, Birmingham Jefferson Transit Authority
4	Develop a streetscape program and associated design standards for Center Point Parkway/ State Route 75.	107	Low	Long-term	City Council, Birmingham Metropolitan Planning Organization, Planning and Zoning Commission, ALDOT, planning / design consultant
<b>Goal 3: Make infrastructure maintenance investments a priority.</b>					
1	Create and maintain a pavement management system.	107	High	Long-term	City Council, Birmingham Metropolitan Planning Organization, engineering consultant
2	Identify sustainable funding sources to improve the life-cycle of city-owned roadways, such as setting up a Local Transportation Investment Program.	107	Medium	Long-term	City Council, Public Works Construction Department



**CITY OF  
CENTER  
POINT  
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