

CITY OF IRONDALE COMPREHENSIVE PLAN



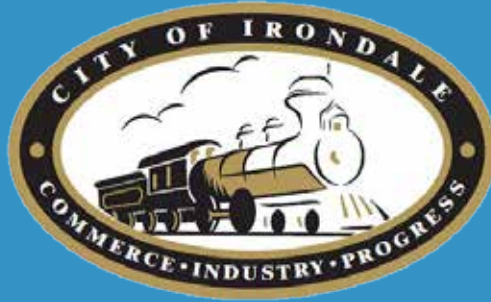
EXECUTIVE SUMMARY

IRONDALE

ON THE MOVE

EST. 1887

ADOPTED APRIL 2016



THE CITY OF IRONDALE IRONDALE ON THE MOVE: EXECUTIVE 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 109-59 (SAFETEA-LU) August 2005. The contents of the plan do not necessarily reflect the official views or policies of the USDOT.

The contents of this Comprehensive Plan 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 Irondale when making specific land use decisions and public investments.

Adopted by Irondale City Council on April 05, 2016

ACKNOWLEDGMENTS

Mayor Tommy Joe Alexander
coCity Clerk James Stewart

Irondale City Council

John London, District 1
Donna Pike, District 2
Craig Sanderson, District 3
Terry Bearden, District 4
Bobby Joe Wilson District 5

Project Team

James Stewart, City of Irondale
Darryl Washington, Irondale CDA
Tellis Shoemaker, Greater Irondale Chamber of Commerce
Lindsay S. Puckett, RPCGB

Irondale Planning and Zoning Commission

Jimmy Snider, President
Mayor Tommy Joe Alexander
Max Bynum
Becky Chandler
Craig Sanderson
Joe Meads
Ken Miller
James Stewart
Chris Woods

Regional Planning Commission of Greater Birmingham

Charles Ball, AICP, Executive Director
Scott Tillman, Director of Planning and Operations
Lindsay S. Puckett, AICP, Project Manager
Brett Isom, GIS Manager
Marshall Farmer, Senior GIS Analyst
Mikhail Alert, Senior Planner
Maria Hines, Community Planner
Hunter Garrison, Community Planner
Anthony Alston, Urban Planner

See It Productions, LLC

Stasti Bara, Film Maker

Irondale on the Move Advisory Committee

Mary Beth Blankenship
Sandra Bonner
Alisa Burleson
Therese Bynum
Brad Doss
Sharon Graham
Scott Green
Debbie Kristofco
Warren McCullars
Steve Marino
Lynn Marino
Joe Meads
Charles Moore
Van A. Phillips
Brandon Prince
David Pugh
Lisa Rayford
Nathaniel Rutledge
Terrence Scott
Terry Spitzer
David Spivey
Aaron Sims
Carla Sims
Jerry South
Ann Steves
Beth Stewart
George Williams
Del Wilson

Special Thanks to:

All participants in the community engagement efforts throughout the Irondale on the Move planning process.

ES

EXECUTIVE SUMMARY

ES

PURPOSE OF THE PLAN

The Irondale on the Move Comprehensive Plan is the City of Irondale's first Comprehensive Plan, intended to bring Irondale into a bold new era, one of optimism and confidence with a clear direction forward. The plan was prepared by the Regional Planning Commission of Greater Birmingham (RPCGB). Work on the plan occurred between February 2015 and March 2016.

This 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. For the first time in Irondale's history, the people are:

- Motivated by a unified vision- one that reflects shared values, the desire for progress, and a new way of looking at the future of the overall community.
- Confident in a framework for growth that will guide Irondale's downtown and neighborhoods for reinvestment and enhanced livability.
- Guided by an action agenda that should ensure immediate traction for building success and sustaining progress.

Irondale is on the Move...the Irondale of tomorrow will be a city that embraces opportunities to support a sense of community. It will be a city that allows every resident the ability to lead a healthy, active lifestyle supported by healthy food options and plentiful recreational amenities for hiking, biking or canoeing. Young families will find Irondale attractive due to its affordable cost of living, close-knit neighborhoods, great schools and nearby recreational amenities. Irondale will provide dependably high levels of public infrastructure and services in all areas of the city, making Irondale a desirable place to start a life or place to do business.



PLAN ORGANIZATION

The Irondale on the Move Comprehensive Plan contains nine chapters and four Appendices. Chapters 2-8 are organized by the following planning elements: Future Land Use, Community Renewal, Livability, Green Systems, Public Infrastructure and Services, 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
	1 <u>INTRODUCTION</u>	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	2 <u>FUTURE LAND USE</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.
	3 <u>COMMUNITY RENEWAL</u>	This chapter provides goals and actions pertaining to gateways and signage, code enforcement, neighborhood cleanup and safety and security.
	4 <u>LIVABILITY</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).
	5 <u>GREEN SYSTEMS</u>	This chapter provides goals and actions pertaining to recreational spaces, stormwater management and green development.
	6 <u>PUBLIC SERVICES & INFRASTRUCTURE</u>	This chapter provides goals and actions pertaining to adequate infrastructure, high speed internet / fiber optics, governmental e-services and emergency preparedness.
	7 <u>ECONOMIC DEVELOPMENT</u>	This chapter provides goals and actions pertaining to Irondale's branding, knowing Irondale's market availability and needs, attracting new businesses and ecotourism.
	8 <u>TRANSPORTATION</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.
	9 <u>IMPLEMENTATION</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.
	A <u>APPENDIX A: EXISTING CONDITIONS</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 <u>APPENDIX B: MARKET ANALYSIS</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>C <u>APPENDIX C: PUBLIC INVOLVEMENT SUMMARY</u></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>D <u>APPENDIX D: DESIGN RECOMMENDATIONS FOR DOWNTOWN IRONDALE AND US 78</u></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>E <u>APPENDIX E: TRANSPORTATION PLAN</u></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>

DEMOGRAPHIC TRENDS

Irondale's population has increased by 26.0% since 2000 to an estimated residential population of 12,362 in 2014, with a median age of 39.8. Between 2000 and 2010, Irondale experienced an average annual population growth rate of 2.6%, but between 2010 and 2014 this rate remained stagnant. It is estimated that Irondale’s population will continue to grow at a steady rate and will reach 14,186 people in 2040. The racial composition of Irondale consisted of 58.9% of residents reported as White, 32.5% Black or African American and 8.6% making up the remaining racial categories. Persons of Hispanic origin made up 8.0% of the population.

The 2014 housing estimates reported 5,576 total units with 5,108 occupied units (91.6%) and 468 vacant units (8.4%). Median household income in the City of Irondale has increased from \$39,329 in 1990 to an estimated \$52,077 in 2014, an increase of 32%. Although there are 735 businesses in Irondale that provide 7,300 jobs, only 16% of Irondale residents also work in Irondale.

PUBLIC INVOLVEMENT PROCESS

The Irondale on the Move Comprehensive Plan was developed through a citizen-centered process that encouraged the entire community to contribute ideas for Irondale’s future. The public was actively engaged through a variety of interactive methods including the establishment of an Advisory Committee, stakeholder interviews with key city leaders and businesses, two community-wide visioning surveys, a series of public open houses, City Council District workshops and Town Hall topical meetings. Over 5,500 people visited the www.IrondaleontheMove.com website, and this was followed by over 600 survey respondents and over 230 attendees to the series of public meetings. A full public involvement summary is included in Appendix C.



VISION STATEMENT

“The City of Irondale desires to become a vibrant, progressive, healthy and attractive place to live, work and play. It is a place where family and diversity are highly valued, and where safe, walkable and clean neighborhoods are connected to each other and united to thriving schools, revitalized commercial areas, enhanced parks, protected natural open spaces and waterways, and cultural activities. The City of Irondale is hopeful to become the gateway to central Alabama – it is big enough to meet your needs, and small enough to care.”

PLAN ELEMENTS

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.



Word cloud generated at the Irondale on the Move Advisory Committee meeting on June 8, 2015.

FUTURE LAND USE



PRIORITY REDEVELOPMENT AREAS:

Through the planning process, two priority redevelopment areas within the City of Irondale were identified by stakeholders and the public. These include Downtown Irondale and the US 78 / Crestwood Boulevard Corridor. Detailed recommendations for the two areas are included in Appendix D: Focus Area Design Guidelines.

The Future Land Use Map in Chapter 2 is intended to guide future zoning decisions and capital investment decisions. The Plan identifies 15 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 Irondale's Zoning Ordinance is the official legal guide for development controls.

CHAPTER GOALS:

GOAL #1: Promote the redevelopment and reuse of existing buildings and sites.

GOAL #2: Plan for infill development and new mixed-use developments.

GOAL #3: Revitalize Downtown Irondale.

GOAL #4: Encourage redevelopment in the US 78 / Crestwood Boulevard corridor.

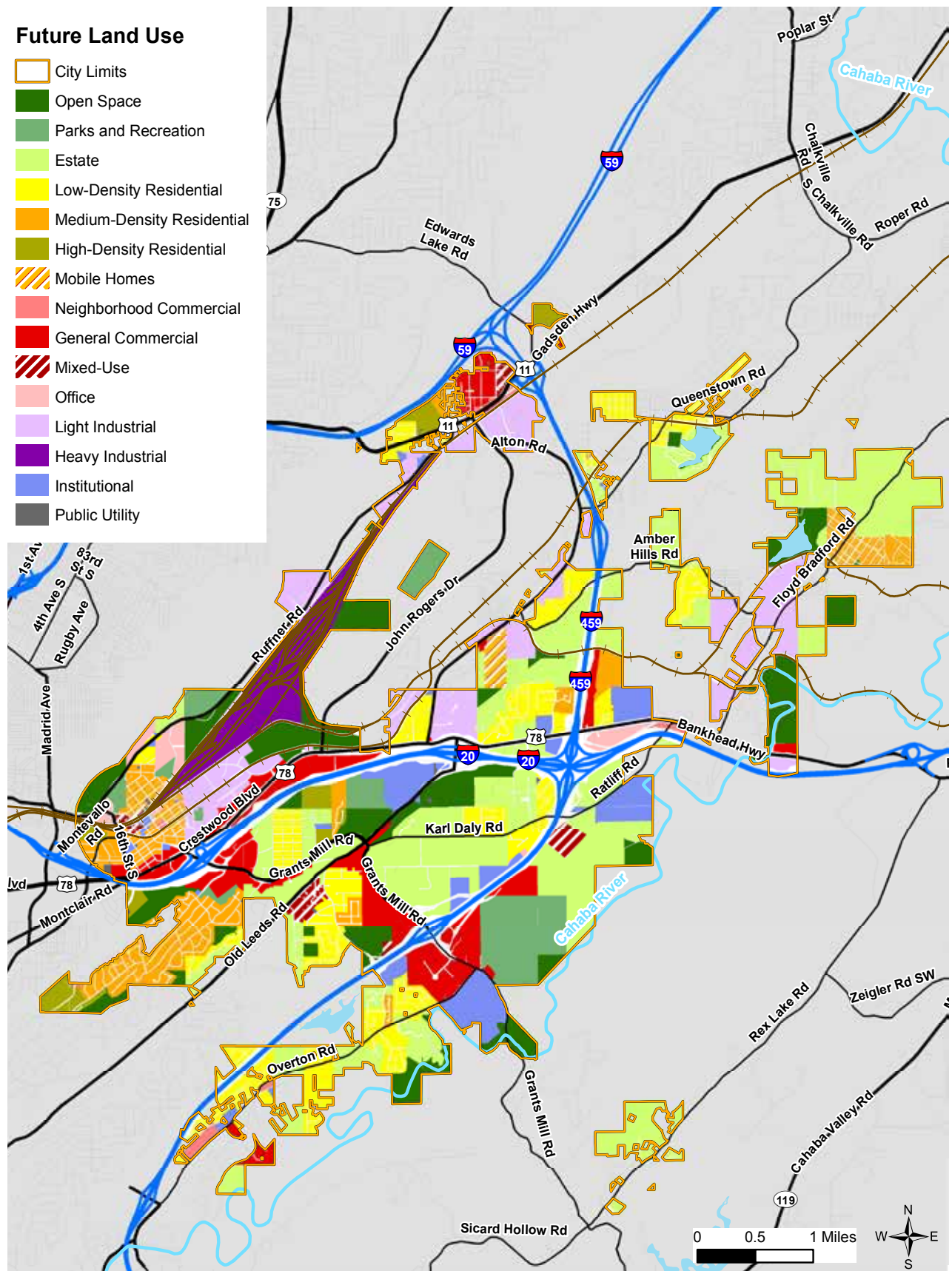
GOAL #5: Focus development in existing and emerging centers and corridors (US 78, downtown Irondale, I-459/Grants Mill Road and US 11 / Gadsden Highway).

GOAL #6: Accommodate and facilitate industrial development that positively contributes to Irondale's economy and character.

GOAL #7: Provide transitions between single-family and other uses that protect neighborhood quality of life, character and safety.

GOAL #8: Protect and restore significant natural and historic resources.

Figure ES.1: Future Land Use Map



COMMUNITY RENEWAL



KEY ISSUES:

Updated signage is needed – many signs are fading and leaning

Lack of attractive gateways into the city

Need better code enforcement

Abandoned and blighted lots need to be addressed

Streets need resurfacing and pot holes repaired

Crime is a concern

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: Enhance the physical character and definition of the City.

GOAL #2: Ensure better code enforcement.

GOAL #3: Coordinate neighborhood improvement efforts.

GOAL #4: Encourage community outreach efforts between citizens of Irondale, and the Irondale police department.

LIVABILITY



Made Here Pop-Up (Source:REV Birmingham)

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: Ensure that all citizens have access to healthy foods.

GOAL #2: Enhance collaboration between the residential / business community and local schools in Irondale.

GOAL #3: Utilize pop up events and public art to energize and transform spaces into attractive public settings.

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: Maintain, enhance and expand parks and recreational facilities with an interconnected system of natural resources for both conservation and public access.

GOAL #2: Restore and sustain water quality, natural habitats and groundwater by incorporating best practices for environmental site design and stormwater management in development.

GOAL #3: Promote development and redevelopment that achieves goals for environmental sustainability, natural resource protection and enhancing public access to our natural assets.

PUBLIC SERVICES & INFRASTRUCTURE



KEY ISSUES:

Upgrading and maintaining city parks

Provide new facilities such as a community center or athletic complex

Resurfacing of roads

Provide universal high speed internet access to all residents

Improving the city's website, especially with posting meeting agendas and minutes

Preparing for the consequences of natural hazards

A public facility is established for the benefit and service of residents. These may include schools, parks, libraries, streets, water and sanitary sewer, waste facilities, as well as fire and police buildings. Irondale's public facilities should strive to meet the community's health, recreation, social and cultural needs. They will be well-maintained, sustainable and accessible for all residents.

CHAPTER GOALS:

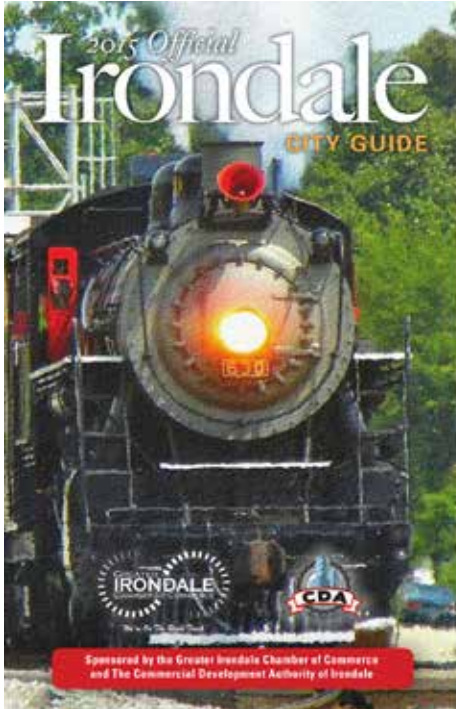
GOAL #1: Provide necessary and efficient public infrastructure and utilities.

GOAL #2: Provide universal access to telecommunications and high speed internet.

GOAL #3: Provide ease-of-access to public information and ease of access to city governance.

GOAL #4: Ensure the safety of all residents and citizens through comprehensive emergency preparedness training, education, and planning.

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: Refresh branding and marketing efforts to promote the uniqueness of Irondale.

GOAL #2: Know your market availability and needs.

GOAL #3: Attract new businesses.

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

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
 - Special area designations for mixed-use
 - Creating an US 78 overlay district with design standards
 - Incentive zoning
- Modifications to Subdivision Regulations
 - Incorporating access management principles
- Updating Stormwater Management and/or Erosion and Sedimentation Control Ordinances
- Establishing a public facilities impact fee
- Ensuring that the City takes full advantage of all redevelopment techniques and special improvement districts available under current state law
- Revisiting economic development policies



Voluntary Measures



- Utilize an interdepartmental city staff team that will evaluate the progress of Plan implementation
- Establish an Implementation Committee (i.e continuation of Advisory Committee)
- Develop and utilize a Work Program / Capital Improvements Program
- Establish “Indicators for Monitoring Progress”
- Apply for more grants
- Re-activate and create new commissions and boards, such as:
 - Irondale Industrial Development Authority
 - Downtown Development Authority
 - Design Review Board
 - Historical Commission
- Dedicate more staff to code enforcement and permits



Table ES.2: Implementation Matrix



 ACTIONS		 TIMEFRAME
COMMUNITY RENEWAL		
GOAL #1: Enhance the physical character and definition of the City.		
1.	Develop a city-wide signage replacement program.	Short-term (1-5yrs)
2.	Clearly define key gateways into Irondale through urban design and beautification enhancements.	Short-term (1-5yrs)
3.	Develop a city-wide wayfinding signage system.	Short-term (1-5yrs)
GOAL #2: Ensure better code enforcement.		
1.	Develop a city-wide publicly accessible database with the property condition and code enforcement statuses of each property.	Short-term (1-5yrs)
2.	Create a citizen's guide for code enforcement that enables citizens to report code violations and blighted properties.	Short-term (1-5yrs)
3.	Create a vacant property registration ordinance.	Short-term (1-5yrs)
4.	Dedicate more staff to code enforcement. Consider creating an additional department to handle both code enforcement and building inspection.	Short-term (1-5yrs)
GOAL #3: Coordinate neighborhood improvement efforts.		
1.	Establish an Irondale Beautification Coalition to spearhead and conduct quality "Keep Irondale Beautiful" cleanup efforts and to identify a list of catalytic sites for cleanup.	Short-term (1-5yrs)
2.	Create a sidewalk inventory to help determine gaps in connectivity and areas in need of rehabilitation.	Short-term (1-5yrs)
3.	Create an American with Disabilities Act (ADA) Transition Plan as it relates to curb ramps and sidewalk accessibility.	Short-term (1-5yrs)
4.	Acquire vacant lots for productive uses to meet the needs of the community.	Long-term (6-25yrs)
GOAL #4: Encourage community outreach efforts between citizens of Irondale, and the Irondale police department.		
1.	Create a standardized Traffic Complaint Form (for speeding and traffic violations).	Short-term (1-5yrs)
2.	Create an Irondale Citizens Police Academy.	On-going



 ACTIONS		 TIMEFRAME
3.	Create a park ranger division in the City's police force to provide additional surveillance in parks during periods of low activity.	Long-term (6-25yrs)
LIVABILITY		
GOAL #1: Ensure that all citizens have access to healthy foods.		
1.	Incentivize, recruit and attract a grocery store development into the City of Irondale.	On-going
2.	Incentivize, recruit, and attract more sit-down restaurants (non fast food) throughout the city of Irondale.	On-going
3.	Create a downtown Farmers Market, and if successful, consider additional smaller farmers markets throughout the City.	Short-term (1-5yrs)
4.	Create community gardens on vacant and other underutilized properties.	Short-term (1-5yrs)
GOAL #2: Enhance collaboration between the residential / business community and local schools in Irondale.		
1.	Identify ways to fill funding gaps in local schools.	Short-term (1-5yrs)
2.	Develop a School-to-Work program between local business leaders and school leaders.	Short-term (1-5yrs)
3.	Promote and emphasize the Shades Valley Technical Academies.	On-going
4.	Increase communications about local school events (i.e. sports events, musicals, plays ect), volunteer needs, and school needs to the community.	Short-term (1-5yrs)
GOAL #3: Utilize pop up events and public art to energize and transform spaces into attractive public settings.		
1.	Plan pop up events in downtown Irondale.	Short-term (1-5yrs)
2.	Display more artwork in public spaces.	Short-term (1-5yrs)
3.	Explore opportunities to re-use obsolete industrial and commercial buildings for artists and other creative industries.	Short-term (1-5yrs)
GREEN SYSTEMS		
GOAL #1: Maintain, enhance and expand parks and recreational facilities with an interconnected system of natural resources for both conservation and public access.		
1.	Acquire blighted properties to expand recreational opportunities for residents.	Short-term (1-5yrs)

 ACTIONS		 TIMEFRAME
2.	Conduct a Parks and Recreation Master Plan.	Long-term (6-25yrs)
3.	Explore the feasibility and funding of providing a City of Irondale recreational center and athletic complex.	Long-term (6-25yrs)
4.	Work with the Freshwater Land Trust to purchase clusters of land in floodplain areas to expand the City's parks and recreation system.	On-going
5.	Incorporate Crime Prevention Through Environmental Design (CPTED) guidelines into the Planning Commission review process for new parks and recreational spaces and facilities.	Short-term (1-5yrs)
GOAL #2: Restore and sustain water quality, natural habitats and groundwater by incorporating best practices for environmental site design and stormwater management in development.		
1.	Enforce the use of Best Management Practices (BMPs) on all construction sites to control soil erosion and minimize sediment runoff.	Short-term (1-5yrs)
2.	Install green systems on blighted or vacant properties to reduce stormwater run-off and flooding in flood prone areas.	Long-term (6-25yrs)
3.	Modify the Zoning Ordinance and Subdivision Regulations to require the use of Low Impact Development (LID) or green infrastructure 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.	Short-term (1-5yrs)
4.	Modify the Zoning Ordinance and Subdivision Ordinance to implement standards, flexibility and incentives for post-construction BMPS including Low Impact Development and Green Infrastructure.	Short-term (1-5yrs)
GOAL #3: Promote development and redevelopment that achieves goals for environmental sustainability, natural resource protection and enhancing public access to our natural assets.		
1.	Modify the Zoning Ordinance and Subdivision Regulations to require more green space and buffers.	Short-term (1-5yrs)
2.	Modify the Zoning 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.	Short-term (1-5yrs)

 ACTIONS		 TIMEFRAME
3.	Pursue opportunities for acquisition, conservations and restoration of open space along year-round streams and rivers and actively protect these resources through land use management and flexible zoning.	Short-term (1-5yrs)
4.	Provide incentives to developers for green design.	Short-term (1-5yrs)
PUBLIC SERVICES & INFRASTRUCTURE		
GOAL #1: Provide necessary and efficient public infrastructure and utilities.		
1.	Develop a public facilities impact fee to support the establishment of municipal facilities to meet city needs.	Short-term (1-5yrs)
2.	Create forms to enable citizens to report potholes, sinkholes, streetlights that are out and other roadway problems.	Short-term (1-5yrs)
3.	Construct a new fire station to serve the proposed commercial growth on Highway 11.	Long-term (6-25yrs)
GOAL #2: Provide universal access to telecommunications and high speed Internet.		
1.	Incentivize fiber optic infrastructure providers to construct conduit in major corridors of the city.	Short-term (1-5yrs)
2.	Modify the existing Subdivision Regulations and Zoning Ordinance to include broadband infrastructure.	Short-term (1-5yrs)
3.	Provide fiber optic or “innovation infrastructure” and public service upgrades at targeted development sites that would spur innovative companies to locate to Irondale.	Long-term (6-25yrs)
GOAL #3: Provide ease-of-access to public information and ease of access to city governance.		
1.	Enhance the City of Irondale’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.	Short-term (1-5yrs)
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).	Short-term (1-5yrs)

 ACTIONS		 TIMEFRAME
3.	Create a comprehensive Geographic Information System (GIS) database to improve coordination across Irondale City Departments. Train a staff member to maintain the GIS database.	Short-term (1-5yrs)
GOAL #4: Ensure the safety of all residents and citizens through comprehensive emergency preparedness training, education, and planning.		
1.	Revise and update the City's Comprehensive Emergency Management Plan.	Long-term (6-25yrs)
2.	Form working agreements with Irondale businesses, and provide educational materials about their role in an emergency situation.	Short-term (1-5yrs)
3.	Provide Emergency Management training and education programs for first responders, emergency workers, emergency managers, public/ private officials, and others.	Short-term (1-5yrs)
ECONOMIC DEVELOPMENT		
GOAL #1: Refresh branding and marketing efforts to promote the uniqueness of Irondale.		
1.	Modernize and promote a consistent branding strategy with updated logos, themes, concepts, and graphics.	Short-term (1-5yrs)
2.	Continue to update and publish the Greater Irondale Chamber of Commerce's "Irondale City Guide".	On-going
3.	Revive the Irondale Historical Society and set up historical markers throughout the city at significant sites.	Short-term (1-5yrs)
4.	Develop promotional brochures to promote Irondale as an Eco-tourism destination.	Short-term (1-5yrs)
GOAL #2: Know your market availability and needs.		
1.	Reactivate the Irondale Industrial Development Board.	Short-term (1-5yrs)
2.	Create and maintain an online database of available retail, office, and industrial spaces including size, zoning, lease rates, price, utilities, condition, etc.	Short-term (1-5yrs)
3.	Establish a single point of contact, such as a City Economic Development Coordinator.	Short-term (1-5yrs)
4.	Reactivate the Downtown Redevelopment Authority.	Short-term (1-5yrs)
5.	Regularly meet with business owners.	On-going
GOAL #3: Attract new businesses.		

 ACTIONS		 TIMEFRAME
1.	Conduct a more detailed real estate market analysis for commercial development in the City.	Short-term (1-5yrs)
2.	Provide monetary and regulatory or other non-monetary incentives to attract new stores and restaurants.	Short-term (1-5yrs)
3.	Promote and expand the resources of the Irondale Chamber of Commerce to include quarterly workshops on starting and growing business in Irondale in targeted areas.	Short-term (1-5yrs)
4.	Identify one or two key business clusters where combined efforts could lead to business recruitment opportunities that tie into that cluster.	Short-term (1-5yrs)
5.	Identify the infrastructure investments required to make sites in under performing areas more competitive for economic development.	Short-term (1-5yrs)
TRANSPORTATION		
GOAL #1: Preserve and enhance the safety and efficiency of the existing transportation system.		
1.	Conduct studies and regularly review data at high accident locations to support operational changes and designs that improve safety.	Short-term (1-5yrs)
2.	Improve the safety of roadways by eliminating obstacles to vision, constructing turn lanes, installing improved signage and striping, adding lighting or providing signalization.	Short-term (1-5yrs)
3.	Adopt subdivision regulations that support access management.	Short-term (1-5yrs)
4.	Improve pedestrian safety by providing marked crosswalks and mid-block pedestrian crossings.	Short-term (1-5yrs)
5.	Develop interlocal agreements with neighboring jurisdictions and other agencies to develop funding sources for transportation improvements.	On-going
6.	Continue to explore the feasibility of a train "Quiet Zone" at the 20th Street at-grade intersection.	Long-term (6-25yrs)
GOAL #2: Build a multimodal transportation network to provide a wide range of transportation choices.		
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.	Short-term (1-5yrs)

 ACTIONS		 TIMEFRAME
2.	Build an interconnected pedestrian, bicycle and trail system network.	On-going
3.	Build out segments of the Red Rock Ridge and Valley Trail System.	Short-term (1-5yrs)
4.	Consider the feasibility of extending public transit into Irondale.	Long-term (6-25yrs)
5.	Adopt a Complete Streets policy.	Short-term (1-5yrs)
6.	Accommodate the needs of bicyclists and pedestrians in the design and construction of all future transportation improvements.	On-going
7.	Develop a streetscape program and associated design standards for US 78 / Crestwood Boulevard.	Long-term (6-25yrs)
GOAL #3: Make infrastructure maintenance investments a priority.		
1.	Develop a regular maintenance schedule for all components of the transportation infrastructure.	On-going
2.	Create and maintain a pavement management system.	Short-term (1-5yrs)
3.	Identify a sustainable funding source to improve the life-cycle of city-owned roadways, such as setting up a Local Transportation Investment Program.	Short-term (1-5yrs)
4.	Establish partnerships to advance transportation initiatives.	On-going

*Funding is subject to annual budget allocation by Mayor and City Council, potential bond issuance, and the availability of funding from federal and state grants. See description of funding sources described later in Chapter 9 of the Irondale on the Move Comprehensive Plan.

**CITY OF IRONDALE:
EXECUTIVE
SUMMARY**