

# OVERVIEW

## 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.”

## VISION

### 2 FUTURE LAND USE

**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.

### 3 COMMUNITY RENEWAL

**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.

### 4 LIVABILITY

**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.

## PLAN ELEMENTS

How do the vision, elements, goals, and actions work together?

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.

### ELEMENTS

#### 5 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.

**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.

#### 6 PUBLIC SERVICES & INFRASTRUCTURE

**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.

#### 7 ECONOMIC DEVELOPMENT

**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.

#### 8 TRANSPORTATION

**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.

Table 1.2: Plan Organization

CHAPTERS		DESCRIPTION
PLANNING THEMES	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.
	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 &amp; 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.



CHAPTERS	DESCRIPTION
<p><b>A</b> <u><a href="#">APPENDIX A: EXISTING CONDITIONS</a></u></p>	<p>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.</p>
<p><b>B</b> <u><a href="#">APPENDIX B: MARKET ANALYSIS</a></u></p>	<p>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>
<p><b>C</b> <u><a href="#">APPENDIX C: PUBLIC INVOLVEMENT SUMMARY</a></u></p>	<p>A detailed documentation of the <i>Irondale on the Move Comprehensive Plan’s</i> 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>D</b> <u><a href="#">APPENDIX D: DESIGN RECOMMENDATIONS FOR DOWNTOWN IRONDALE AND US 78</a></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><b>E</b> <u><a href="#">APPENDIX E: TRANSPORTATION PLAN</a></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>