

APPENDIX – Public Participation Program Results

Public Participation Program

The following sections cover the input generated by the various stages of the public participation program. The results presented here are summaries of extensive discussions. Additional information on these discussions and results are provided on the Future Hoover website.

Introductory Future Hoover Workshops (Fall 2017)

- Mayor
 - Need to look at possible annexations that provide commercial opportunities
 - Transportation
 - 2040 Traffic Study
 - \$3 million to be allocated for South Shades improvements
 - Rapid Transit (bus and light rail) – think like a big city
 - Need a library branch on 280 corridor
 - Demand for fine and performing arts
 - Iberia Bank moving regional headquarters to Hoover
- Support of City Schools
 - Increased communication, especially on annexation and development
 - Increased monetary/resource support, covering resource officers
 - Exploring ways to share resources
 - City has maxed out contribution available to send funds to city school system
 -
- Transportation
 - Concern with cut-through traffic in neighborhoods – Chace Lake, Monte Doro, Russet Woods
 - Timing of signals doesn't allow enough flow
 - Seem to be too many ingress/egress at shopping centers, could some be closed
 - Focus on public transit connections to downtown, transit oriented development at terminal stops, increased walkability
 - Hwy 280 corridor
 - Discussing rapid transit options, fast lanes for busses
 - Alternative routes parallel to 280
 - Would like to have Cahaba Beach Road developed as an alternative to 280

- Valleydale – Would like to see signal timing looked at and turn lane enhancements (Veterans Park as an example – turn lane not long enough)
- Traffic light on 119 and main Legacy entrance, may need to work with Birmingham to get it done.
- Want sidewalks

- Public Safety
 - Concerns about safety at 280 Walmart
 - Concerns about nefarious activity at Georgetown Park
 - Cooperative agreements with other fire districts aid in protection (Shelby and Cahaba Valley in US 280 corridor
 -

- Library, fine arts, performing arts
 - Suggestion of conversion of church for sale next to Aldridge Gardens to cultural arts center – may be the start of an arts and entertainment district
 - Suggestion from mult residents to look at smaller options than a large performing arts centers
 - Recognize need for a branch location, particularly in the east where it is difficult to reach the main branch
 - Looking for options in developing fine arts facility
 - Would like to see Hoover have a approx. 1100 seat venue. Auburn looking at a new venue across from the existing arts center on College St. Look for presentation.
 - Don't want to build a facility that is the wrong size – just compete with existing facilities in the metro. Would like to see a venue sized to fill a need.
 - Explore the potential for coupling with Jeff State for a venue
 -

- Storm water and sewer
 - Concerns about covering large portions of the city with paving. Doing so creates more flooding. Shifting flood zones.
 - Aging infrastructure contributing to flooding
 - Not generating enough revenue to maintain the sanitary and storm sewer systems.
 - Not aware of any major flooding issues on east side of town.
 - Greystone area having to pay among the highest rates for sewer in the area (\$110 + per month). Not in favor of Hoover system customers having extremely low rates (+- \$20 per month) and funneling revenue collected from the rest of the city into upgrading that system. Open to seeing the City offload its independent system or raise rates to where it is self-sufficient
 - Sewer systems in the east side of town causing odor problem

- Storm water revenue (\$5 per residential property in Jefferson County, not collected in Shelby County) does not cover the needs of the system. State law only allows up to \$10 per residential property and \$3,000 for commercial.
-
- Economic Development
 - Need to keep the Galleria a central focus
 - Just announced Iberia Bank locating in a large office facility in International Park
 - Should be able to announce large IT firm locating in town next week
 - Just hired an Economic Development director
 - \$1 million in sales = \$30,000 in City revenue in brick and mortar. \$1 million in internet sales with present state laws equal just over \$500 in City revenue.
 - Would like to see Hoover have its own zip code
 - Would like to see cooperation amongst cities in the region so they are not competing and offering incentives to take one another's businesses. Hoover is willing to enter an agreement like that
 - Concerned about Tattersall development being "right" – designed to fit the area. Concerned about apartments, but seem to understand needing close residential to support commercial development there

- Looking at destination marketing to bring companies, residents, tourists, sports events, etc. to Hoover
 - How does the City promote itself?
 - SEC baseball tournament has a \$14 million economic impact in the region, most of it in Hoover.
 - SEC Women's Golf Tournament to be held for the 4th year in Greystone – needs to be promoted
 - Potential Revenue
 - We're currently at 1 cent less than in sales tax and 3% less in lodging tax than neighboring cities.

- Other
 - Focus on keeping older neighborhoods healthy and vibrant
 - Can the property maintenance code be updated?
 - State law prohibits city from interfering in landlord/tenant relationships – keeps city from enforcing some of the property maintenance codes on multifamily
 - Need method for reporting streetlights that are out on major thoroughfares
 - Neighborhood lighting is privately handled (HOA, private property owners)
 - Besides Greystone Elementary, not much community meeting/gathering space on 280 corridor.
 - Hoover recreation league is difficult to access with most facilities on west side. No Hoover sports facilities, matches on 280 corridor. Kids on 280 are having to join other leagues for convenience/travel time. Prefer Hoover league, but travel is difficult.

- Would like to see the school system have a development program to reach out and seek alumni contributions

Input Session with Hoover City Schools (Fall 2017)

- Two schools are over capacity, others getting close
 - Rezoning plan before judge to address some of those issues – result of Stout Case in Jefferson County. School system seeking “unitary status”
 - Fed has changed outlook on bussing/distributing minority/impoverished kids to far reaches of the City, desires for these students to attend schools closer to their community
 - Elementary schools by and large have seats, but middle (250 seats) and high schools (600-700 seats) come up short in absorbing the student populations
- Concerned about annexation
 - Annexation alters school system planning, several unknowns in how it affects student population
- Concerns about rooftop numbers and where they will be located
 - Southwest Hoover is a concern – 4,000 rooftops (2000 in TC, Wilborn, Black Ridge; 2000 in Trigger Creek area). This area has poorest level of service in terms of roads and traffic. Transferring housing units throws planning off.
 - School system carries \$160 M in debt – so system is looking to push off new construction as much as possible
 - Currently have room in elementary schools to handle existing approved development. Trigger Creek is the great unknown and would prompt the need for a new school.
- Prince of Peace Catholic the only large private school
- School plans for the future
 - Larger focus on trades – preparing students to enter the workforce soon after graduation.
 - Intentional effort for system and city to combine some efforts (from IT to lawn care) to avoid duplication of services and save \$\$\$\$. Agreements to utilize space for varying functions and events.
- Where does the school system desire the City to focus development efforts in the next 20 years
 - West side of town is stressed from a schools standpoint
 - With rezoning, current student levels will be met. However, new annexation and residential development will be challenging.
 - Property adjacent to Ross Bridge has been discussed for annexation. If residential, would require new elementary school, but school system has a couple of options

- Would like to see Trigger Creek rooftops transferred to another portion of the city – like property adjacent to Ross Bridge
- Would like to see apartment families connected to the community rather than behind walls and gates in complexes...apartment units more integrated into mixed use development
- City has an interest in urban, mixed use centers – schools would like to be able to more accurately predict student ratios for that type of development. Look at communities that are comparable to Hoover and find demographics in mixed use development.
- System would love to see more development with kids on the east side of town. Classrooms going dark.
- Would love to see major improvement to South Shades Crest Road, AL 150, Stadium Trace – improve traffic to and from schools in the area.

Input Sessions with City Officials (Fall 2017)

Administration

- No formal, adopted comprehensive plan that the City has followed over the course of its 50 year history.
- Plan should include community feedback and stakeholder groups
- “Retrofitting suburbia”
- Wants more village concept designs in the built environment
- Some shopping centers are getting to an age where it is feasible to take down and rebuild
- Several golf courses in town are in trouble – Hoover Country Club and Heatherwood – large tracts that could be repurposed.
- Big issues today
 - Redevelopment
 - 50-year opportunities
 - Smart redevelopment
 - Done well
 - Diversify economic base
 - Southwest portion of the city (Trigger Creek) is undeveloped. Development of this area would put a strain on City resources.
 - Traffic/transportation
 - Trace Crossings
 - South Shades Crest/AL 150
 - Ross Bridge area
 - Lack of a sense of place
- Land mines
 - Folks that don’t want development – like things the way they are
 - Multi-family

Operations

- Quick development – continuing even through recession
- Residential development trend has been more patio/smaller footprint over the last 10 years, some increase in large homes the last year or so.
- Commercial development has slowed, with the Grove being the last big development
- Issues with workload outpacing staff
- Drainage is a major issue with heavy rains this summer. Seeing a lot of old infrastructure starting to mature and decline.
- Engineering has been working on a major roads plan – on hold to see how comp plan goes. Will allow comp plan to guide next steps related to modeling road improvements.
- Several big projects with Hoover interested in proceeding, but state money has dried up (due to ATRIP, 59/20 downtown project).
- More interest in alternative modes of transportation. Expensive to retrofit old neighborhoods for sidewalk.
- Growth of the City is putting a strain on human resources.
- PW manages garbage contract for residential - \$7M contract
- Engineering is moving towards contracting work out as well, though paperwork/legal has significantly slowed the process.
- PW service is stretched with the wide swath of the city limits. Some thought of having two shops/areas east/west to provide more efficient service.
- Big projects
 - Bike/ped plan underway – draft this Fall – incorporate into comp plan
 - Valleydale – widening from Caldwell Mill to US 280 – 2 lane to 5 lane
 - Inverness Parkway greenway/sidewalk
 - South Shades Crest interchange – environmental study
 - Possibly tying in S Shades interchange with 150 exit
 - Study for connection points around Trace Crossings
 - Going to go through existing neighborhoods – only option
 - Intersection improvements @ Stadium Trace and Brocks
 - Addition leg of Galleria Blvd from 150 to Lorna
 - Toll road concept - \$20M project to parallel S Shades
 - Widening S Shades with an additional northbound lane from Willow Point to 150
 - Requesting budget for design
- What do you see the plan accomplishing?
 - Opportunity to address older sections of town for revitalization (US 31 North, Lorna)
 - Chance for the city to proceed in a more purposeful, jointed manner
 - Connect neighborhoods to natural assets and other destinations with alternative transportation methods
- Land mines
 - New roads through neighborhoods

Transportation

- Number of hot spots in Hoover
- US 31 corridor used to be more congested, but traffic decreased to about 50,000-60,000 cars per day (manageable)
- AL 150 has seen an increase in traffic
- Engineering has envisioned doing a major north-south highway on the west side of town as a kind of “bypass.” However, \$\$\$ is such that a major highway project is probably not possible.
- There are some other projects that may help on the west side: Scenic Crest Rd bw Shades Crest and Ross Bridge, new interchange on I-459 bw Ross Bridge and South Shades, “what if” toll road to Hwy 52
- South Shades being reconfigured for 2 north lanes, one south lane with free flow north at Brock’s Gap Elementary as a Phase 1. Eventually, the plan would be to five-lane South Shades, but will be an expensive project.
- Best solution for additional access to-from Hoover High appears to be Cahaba River Estates
- Bike/ped plan underway, draft should be complete by December. Expect a couple of bike/ped corridors to come as a result

Public Safety

- Fire
 - ISO rating of 1
 - Good coverage of fire stations
 - Contracts with other agencies to aid in coverage
 - Challenges
 - Geography
 - New fire station to man/operate on Stadium Trace
 - Trigger Creek area service
 - 4 water systems complicates plan review and requirements
 - Would like a Hoover spec for hydrants
 - Accessibility / street connectivity (lack) / street widths an issue
 - Areas with considerable amount of development, but with only one means of ingress/egress
 - Working to educate citizens on fire prevention to keep fire related injury and death down. Alabama as a whole lags behind.
 - Methods of building and fire response are continually evolving to increase safety and fire prevention
 - More urban design in development and greenways?– what impact?
 - Need to focus on building codes being met for mixed use
 - Ensure vehicles can access all areas through project planning process

- Generally view more compact development as a good thing as opposed to more sprawl
- Police
 - Substations
 - Inverness, Lorna, Galleria, Bluff Park
 - Not all manned 24 hours
 - Crime rate
 - Pretty steady/stable
 - Mostly property crimes
 - Home and car break-ins
 - Lorna Rd is busiest for crime – most challenged socio-economically area of the city.
 - Traffic Accidents
 - Divided highways, particularly US 280, AL 150/I-459 interchange area
 - Police has separate traffic division
 - Most are mild-to-moderate
 - Largest Challenge
 - Heroin problem
 - 41 overdose saves, 10 deaths this year
 - Fentanyl issue is coming
 - Becomes a challenge for responding officers – if any get on the officer, immediate overdose
 - Alford Ave exit is popular spot for transients to “shoot-up”
 - Other issues
 - Will need increase in staff over time
 - Trends
 - Violent crime increasing nationwide
 - Was discussion of regional jail, but faded. Hoover does its own thing. Rents space for Fed inmates
 - DEA working with communities to build inactive maps for heroin use
 - Using social media to help solve crimes
 - Body cameras in use. Great tool to evaluate situations that come up.
 - What about the city’s future development would make your jobs easier to perform
 - Would like to have cleaner city boundaries/jurisdictions for service efficiency – improved annexation policy
 - More urban design in development and greenways?– what impact?
 - Probably would change the way we respond – walking beats, bicycle
 - Generally view more compact development as a good thing as opposed to more sprawl
- Revenues seem to be leveling off for the City. Required budget adjustments.
- Aging of the city – will we see value maintained / reinvested. Or, do we see a downward transition. Downward transition generally means higher fire calls and more crime

Parks, Recreation, and Landscape

- A lot of development occurring
- Current staffing levels make it difficult to enforce the landscape ordinance with the development pressure going on.
- Remaining properties yet to be developed within Hoover is typically difficult to develop due to site conditions. With pressure to pack development into more challenging sites, landscaping tends to be considered a lesser concern.
- Engineers are largely doing the site plans with little thought to design/landscape, almost an afterthought. Going back and forth haggling over landscaping is taking an inordinate amount of time, particularly on challenging sites. Perhaps there are more qualified professionals to design sites.
- Hoover has been pro-growth to the point of discarding landscape requirements – even with City funded projects.
- Over the last 15-20 years, number of parks and spaces requiring maintenance has been increased with no increase in staff.
- Hoover west and Hoover east sportsplexs are getting older and starting to have large maintenance issues.
- Parks and rec does have additional burden maintaining some school property
- Challenges with new Hoover Met Sportsplex w/ additional maintenance and third party running it.
- Passive parks are being donated with additional development, but maintenance is not being considered.
- Lack of input on facilities from “ground troops.” Could be a number of additional seats at the planning table to address maintenance ahead of time. Input on design to reduce maintenance.
- Facilities yet to come – Mountain bike park, Cahaba ped trail, other passive spaces – little planning for maintenance.
- Future needs
 - Need to have landscape policy that properly deals with redevelopment, infill
 - Encourage more reuse, redevelopment of existing developed areas rather than greenfield development
 - Same for parks – will need more focus on upgrading and maintaining existing facilities rather than new parks
 - Needs to be a maintenance plan, even for new sportsplex.
 - Plan to replace urban forest along corridors and commercial sites as it deteriorates
 - Members of boards and commissions need to represent different backgrounds, not just development
- Positive impacts of plan hoped for in area of expertise
 - Changes to the planning and zoning process and policy that takes landscaping in more consideration
 - Better guidelines for landscape improvements for redevelopment

- Revisit landscape as businesses change over
- Plan that schedules existing park maintenance and additional resources for new park spaces would give Parks and Rec a guide to go by and something to share with park users.
- Deficiencies
 - Lack of parks/rec space on east side – Spain Park, Greystone
 - Girls softball facilities are overcrowded
- With large budget, what would we do?
 - Outdoor pool
 - Park and satellite rec center near Greystone
 - Municipal golf
 - Archery
 - Urban parks in town centers
 - More facilities for outdoor spaces – like at the Met. Folks outside are not taken care of with benches, etc.
 - Full blown Urban Forestry program
- Land mines
 - Users for new sports complex – community vs. paying events
 - Citizens are going to be concerned about their kids’ sports facility
 - Flooding in existing development
 - Aldridge Gardens

Zoning and Land Use

- Most residential development is occurring on the west side: Trace Crossings, Preserve, Ross Bridge, Lake Cyrus.
- Brock’s Point subdivision largest residential development underway on east side
- Stadium Trace Village and Brock’s Gap Village are largest new commercial developments on west side.
- Tattersall largest commercial development on east side.
- The city is comprised of two types of zoning: Use oriented base zoning and planned unit developments (PUDs)
- Use oriented zoning has led to the desired result of separating incompatible land uses. Unfortunately, it has also led to the separation of all uses, leading to and reinforcing suburban sprawl.
- Separation of uses and a disconnected street network has led to traffic problems on collector and arterial roadways.
- PUD zoning has created means by which more flexibility can be introduced into the development process.
- However, the PUD instrument has a long track record of slanting development oversight, enforcement, and variances procedures to the developer’s interest. This has created enormous difficulties for the City in administering the PUDs and permitting development therein due to the voluminous nature of the PUD ordinances, inconsistency in

development regulations from one PUD to another, and the lack of clarity of development regulations, i.e. developers or their assigns creating regulations on the spot (such as with setbacks).

- PUDs have also created issues of equitability as the City faces a dual system of oversight. PUDs have a track record or affording themselves the ability to alter development regulations and grant variances, often with little or no public involvement or notice.

Visioning Sessions (Winter 2018)

Community visioning sessions were held in three locations throughout the city during January and February 2018. The purpose of the sessions was two-fold: to introduce the community to the comprehensive planning process and to initiate dialogue about the future of the city. The meetings were held in disparate parts of the city to make it convenient for residents to participate. The planning team posed several open-ended questions to participants to get a sense of which aspects of the city they value the most, which conditions they are most concerned with, and how Hoover can evolve to reach the potential that the community perceives for the city.

PURPOSE

Meeting participants were asked to name the reasons they live, work or have invested in Hoover. Their answers indicate the purpose Hoover serves in the lives of its residents and businesses.

Most people have chosen to live in Hoover because it is a good, safe place to raise a family with quality schools, neighborhoods and green space. You can find a good home for a reasonable price. It is diverse yet there is a sense of community that binds people together. Jobs and healthcare are available in and around Hoover.

ASSETS

Meeting attendees were asked about what they considered assets of Hoover—those special features they hold in especially high regard and that set the community apart from other places.

Hoover is centrally located within the region and metro area. The city features great views and nearby parks, golf courses and natural spaces like Moss Rock Preserve, Shades Mountain and the Cahaba River. Beautiful neighborhoods are nestled in Hoover's a diverse natural landscape. There is a strong sense of community; and residents take pride in their homes. An abundance of goods and services are available in the city. Residents love the library, recreation center and schools and feel well-protected by the police and fire departments. The city keeps its roads better condition than in neighboring areas.

ISSUES

Meeting participants were asked to identify city conditions that are not up to standard.

The city's continuing growth and its effects on city schools and traffic are top concerns for residents. Natural areas are being lost to new business developments while existing shopping areas are declining—storefronts are empty or converting to lower tier businesses—such as in Bluff Park and along Highway 31. As a result of limited reinvestment older commercial areas are beginning to show their age; and some take issue with the aesthetics of newer commercial development. Proliferation of business signage is negatively impacting community appearance.

Residents are frustrated with limited connectivity in the road network, however, one road project—to connect Ross Bridge to the Shades Crest Road area—has been met with contention. Combined with limited road connectivity, a lack of access roads (on major arteries) and other access management efforts have allowed traffic congestion to worsen over time. Major roads are experiencing increasing wear and tear from heavy truck traffic. Litter is seen as a problem on some major roads.

Residents feel there is not enough street lighting or sidewalks in neighborhoods, and available sidewalks are not well-connected. Hoover does not have a network of greenways or other off-street walking and biking facilities.

Flooding and drainage issues are impacting some areas. There are issues with water and sewer services and rates—Hoover is served by multiple water and sewer utilities. Some residents yearn for more city facilities—and equitable distribution, such as in easternmost Hoover—like libraries, parks, and community and arts centers. Hoover does not have a downtown or a central location with public space for parades and other civic events. The community wants to see the Hoover Met achieving greater potential. Others are concerned with the uncertain future of the former Bluff Park Elementary School, which has housed the Artists on the Bluff organization, Hoover Historical Society and the Folklore Center.

Many are concerned with increased density and the impact of aging multifamily housing, concentrated mostly in one part of the city, on area schools. At the same time, residents note the lack of affordable for-sale housing such as townhomes, for recent college graduates, young professionals and empty nesters.

More communication and transparency from the City is desired, particularly around spending and use of tax incentives for development. There is also a perceived lack of cooperation among local governments.

OUTSIDE FORCES

There are always factors not subject to local control—influences and trends may operate at county, regional, state or national levels—that affect every community, each in its own way.

The Amazon effect—a decline in brick and mortar retail as online commerce increases—could have a significant impact on Hoover, which is home to a high concentration of retailers—an important part of the city's revenue stream. Because the economy—nationally and internationally—has become increasingly oriented around technology, urban and suburban communities are competing for industries that can lead their economies into the future. The state

is considering an internet sales tax that some argue would increase state coffers disproportionately over cities as they watch their retail economies decline.

Young tech-savvy millennials, who are the workforce for emerging industries, are looking for amenities and environments that are more diverse and more urban than Hoover offers, including more walkable and bicycle-friendly neighborhoods and business districts.

Hoover households are aging, and older residents have only limited options to stay in the city. Meanwhile, these older residents are selling their homes to newcomers, which is changing neighborhoods physically and socially.

Hoover has little control over the water and sewer systems that residents depend on, and over which several raised concern. City government also does not have control over local schools, an amenity for which many residents chose to live in Hoover. The ALDOT has control over several of Hoover's major roadways, e.g., I-65, I-459, US 31, US 280, AL 150 and AL 119. Limited cooperation and communication between Hoover and other area governments continued to impact the success of Hoover and the metropolitan area.

Some nearby suburbs are perceived to have been more selective about growth and annexation, increasing demand in Hoover where land is available for residential development. At the same time, growth in communities south of Hoover are driving up congestion on major roads through Hoover.

Flooding and severe weather is increasing, which must be accounted for in the city's planning.

SACRED

Participants were asked to name community features that are essential to Hoover's sense of place and need to be protected.

The library, school system, senior center and police and fire departments are critical to Hoover's identity. So too are the Cahaba River, Shades Mountain and Moss Rock Preserve. Many residents want natural areas and trees protected as the city evolves, including capping population density as it is today. Others felt the diversity, history and eclectic character of communities like Bluff Park are essential to Hoover's sense of place. In particular, the arts community centered around Bluff Park must not be lost.

Some see the Galleria, the StarDome Comedy Club, Aldridge Gardens and area golf courses as being important to Hoover's character. Others noted the importance of sports and local traditions such as I Love Hoover Day and the City Hall Christmas Tree.

VISION

Town Meeting participants were asked to imagine Hoover as they would like it to be in twenty years. After a moment to fix this vision in their minds, attendees were asked to name one significant physical aspect of that future community that is absent from Hoover today.

Meeting participants envision a future Hoover that is more walkable and more bike-able—with a pedestrian-friendly downtown (or multiple smaller downtowns in different parts of the city), more sidewalks, bike paths and greenways. They also see public transportation linking the various parts of the city. Strategic road connections will improve mobility and reduce traffic congestion.

They foresee more cultural attractions and amenities, such as a museum, arts center, farmers' market, brewery/entertainment district, convention center, ice skating and a minor league team. There would be additional libraries, parks and a new high school (or two!). Hoover will attract a four-year college focused on science, math, engineering and technology (STEM). The Hoover Met will evolve, hosting regional and national events.

That future Hoover will have more small businesses that were cultivated in Hoover.

Redevelopment will create business areas that are accessible on foot or bike, well-planned and fully occupied. High rise development suitable to tech companies will create a more fully-formed city skyline. The city will remain diverse as it continues to grow. A community “like Bluff Park” will develop along the Cahaba River. Older neighborhoods will be vibrant, and there will be affordable, comfortable places for older residents to “age-in-place.”

Attendees want Hoover to have a stronger brand that sets it apart from everyone else.

THE WOW QUESTION

As the meetings concluded, participants were asked to choose a future change to Hoover that would impress them the most. Here is what they said:

- Mixed-use development with residential, retail, dining and recreation in one walkable place with a low environmental impact
- High school students attending school in their own community
- Beautiful views preserved
- History Center/Museum
- Cultural/Fine/Performing Arts Center
- More patrolling in neighborhoods
- Downtown/city center
- Planning and zoning that encourages commercial near residential, like Crestline or Edgewood
- Shades Crest Road without litter/garbage
- Hoover known for the number of scholars it produces rather than the number of football championships
- Bluff Park shopping center reinvested in, cleaned up
- Sidewalks, bike lanes and trails connecting communities
- Smart development – Hoover becomes a city of villages
- A beautiful city that retains value and pride
- A modern Hoover that has remained true to why people loved it originally
- A facility large enough to accommodate school plays, concerts and proms
- High caliber school administrators and athletic directors
- Hospital on west side of Hoover
- Large park with plenty of green space in east Hoover (280/Greystone)
- High rise district for STEM companies with luxury apartments
- Equality in schools
- A facility for civic meetings, rentals to groups
- A viable commercial center with gathering space / entertainment district
- Cooperation with other cities, county and state
- No trees cut until empty buildings are filled
- 50% of Hoover electricity comes from renewables
- More green spaces with natural surfaces that are easier to walk/bike on than concrete
- Cohesive local, neighborhood, community “village” centers with mix of residential and commercial
- Planned [well-managed] development, not unbridled growth led by developers
- Honda technology offices
- Capers back on the Bluff
- Traffic solution on 280

Visioning Session 1 – Greystone Elementary School, January 26

PURPOSE – Why do you live, work or invest in Hoover?

- People with similar interests, values
- Schools
- Community
- Lower taxes
- Best, affordable housing choice
- Best deal
- Unique
- Family-oriented
- Healthcare
- Quality of life

ASSETS – What characteristics of the City meet or exceed your own personal standards?

- Shopping
- Security (police & fire protection)
- School system
- Library
- Landscape
- Road conditions
- Accessible/central location
- Center of four automotive manufacturers
- Beauty of neighborhood
- Golf
- Parks

ISSUES – What characteristics of the City do not meet your own personal standards?

- Traffic
- Not enough facilities on east side, like library, feel neglected
- Sewer system
- 31 to Galleria unattractive, showing its age
- Lack of lighting on major roads (Birmingham, especially)
- No community meeting space
- Lack of townhomes for certain age/economic groups
- Lack of consistent, quality business appearance, aesthetics
- Multifamily adding to traffic
- Litter along roads

OUTSIDE FORCES – What external influences or trends do you foresee that may impact Hoover, for better or worse, in the future?

- Amazon effect
- Online sales tax
- Charter Schools?

- Too many jurisdictions, poor communication
- Changing family dynamics
- Drugs
- Turnover in homes as existing residents age
- Young and old generation transition

SACRED – What features of the city are sacred, or essential to Hoover’s sense of place, and should be protected or retained?

- Schools and school bus system
- Golf course
- Moss Rock/Veterans Park
- Galleria
- StarDome Comedy Club
- Library
- City Hall Christmas Tree

VISION – What is missing today from Hoover that you foresee in your own personal vision for the community?

- Blank spots filled in
- Downtown Hoover/City Center (Tech/Stem)
- Library (on east side)
- Community center
- Public Park – More community down 119/Pavilion
- 280/119 Missed Opportunity
- Chastain Park/Dog Park
- Economic development, vertical towers for tech companies and workers, etc.
- Public transportation
- Autonomous vehicles
- Conventions
- Bike lanes, sidewalks
- More sports and park areas for community
- Accidents resolved more quickly (traffic)
- Additional north-south route
- Cahaba Beach Road/Grants Mill connection
- Hoover Met hosting regional/national events, continuing to evolve

Visioning Session 2 – Shades Crest Baptist Church, January 30

PURPOSE – Why do you live, work or invest in Hoover?

- Better situation/education
- Police
- School system
- Socially diverse
- Church
- Neighborhood
- Proximity to medical
- Community atmosphere
- From here
- Place to raise kids
- Unique
- Always something exciting
- Newer, bigger home
- Green space
- Great community support

ASSETS – What characteristics of the City meet or exceed your own personal standards?

- Close to everything
- Clean air
- Views (e.g., Shades Crest, Cahaba River)
- Moss Rock Preserve
- Proximity (though somewhat isolated)
- Library
- Fire protection
- Recreation center
- No need to leave the City for goods and services

ISSUES – What characteristics of the City do not meet your own personal standards?

- Development, increasing density
- Lack of green space
- No town center
- Empty storefronts
- Lack of communication with residents
- Lack of transparency on spending
- Lack of sidewalks, sidewalk connectivity
- Lack of street lighting
- Road conditions (e.g., Oxmoor)
- No fine arts infrastructure
- Use of sidewalks
- Neighboring cities
- Traffic

- Quality of development on Hwy 150
- Irresponsible growth, need third high school
- Bluff Park shopping centers
- Use of The Met
- Vehicular connectivity (e.g., high school has only one way in-one way out)
- Heavy trucks wearing out major roads
- Need more police patrolling in neighborhoods (e.g., back of Russet Woods)
- Continued development while older commercial buildings are empty
- Old zoning
- Tax incentives not used responsibly
- History not promoted (94 year old school)
- Destruction of green space
- Signage
- Width of streets
- Drainage
- Pawn shops on Hwy 31
- Arts, Bluff Park Art Show without home
- Proposed road connecting Ross Bridge to Shade Crest Road on mountain
- Potential loss of green space, development on slope of Shades Mountain
- Bluff Park Art Show/Loss of history, school

OUTSIDE FORCES – What external influences or trends do you foresee impact Hoover, for better or worse, in the future?

- Homewood, Vestavia, Mountain Brook – how does their control over growth impact Hoover
- Consolidation of retail
- ALDOT
- Competition from other places
- Water and sewer utilities
- Landowners selling
- Internet sales tax
- Growth in Downtown Birmingham offers amenities that draw people from Hoover
- Loss of school teachers
- New shopping facilities built while older strip shopping areas declines

SACRED – What features of the city are sacred, or essential to Hoover’s sense of place, and should be protected or retained?

- Bluff Park School/Art Association
- Residences of Shades Mountain
- Cahaba River
- Schools
- Moss Rock Preserve
- City facilities
- Restoration of facilities

- Library
- Sense of community (e.g., Bluff Park)
- International Baccalaureate Program at Hoover High
- Natural areas, green spaces, trees
- Identity/sense of place
- Density
- Diversity of residents
- Trees taller than homes

VISION – What is missing today from Hoover that you foresee in your own personal vision for the community?

- Better planning for commercial areas
- Dog park
- Cultural center
- Library
- City center
- Performing arts center
- Fourth high school (third needed now)
- Good water system
- Bicycle paths
- A community like Bluff Park developed along Cahaba River
- Public transportation within Hoover
- Small business development
- Co-working spaces for startup businesses
- Walkability to goods and services
- Fully-occupied retail space
- Redevelopment
- Branding
- Shades Mountain
- Sidewalks
- Alternative to Shades Crest Road/Local Access DDS [sp?]

Visioning Session 3 – City Council Chambers, February 6

PURPOSE – Why do you live, work or invest in Hoover?

- Schools
- School bus system
- Housing
- Annexation (“Hoover came to us!”)
- Church
- All-American city
- Job

ASSETS – What characteristics of the City meet or exceed your own personal standards?

- Transparency
- Location/central location
- Proximity to goods and services
- Sense of community, relationships
- Diversity
- Schools
- School campuses
- Unique
- Hoover Public Library
- Proximity of parks & recreation
- Pride in the appearance/upkeep of homes
- Dog park
- Restaurants and stores

ISSUES – What characteristics of the City do not meet your own personal standards?

- Floods
- Roads and traffic safety
- Connection to other cities
- Communication with others/governments
- Lack of greenway(s)
- Few quality housing choices for recent college grads (detached homes too expensive, apartments are aging and unattractive)
- Sidewalks
- Street lights (e.g., Flair Knoll)
- Traffic (e.g., at I-459 & 65S, 65N & 31, Hwy 150, to Ross Bridge)
- Litter (e.g., Valleydale Road)
- Signage (size, number, appearance)
- Deterioration of business areas (increase in pawn shops)
- Deterioration of major corridors
- Lack of access roads for connectivity, traffic flow
- Lack of connectivity
- Lack of a main street/downtown/urban center to tie the city together

OUTSIDE FORCES – What external influences or trends do you foresee impact Hoover, for better or worse, in the future?

- Climate change (flooding and severe weather)
- Water and sewer rates
- Decline of brick and mortar retail, shift to online shopping
- Growth of Birmingham
- New companies, economic development
- Keeping work in Hoover over Birmingham
- Technology, banking and medical jobs
- Attracting people
- Turnover of in existing housing
- Increasing interest in transit and bicycling (lacking in Hoover)
- Median age in Hoover is relatively high, need housing choices/accommodations for aging population
- Electric vehicles, charging stations
- Growth in Chelsea, Sylacauga, etc. bringing more traffic
- Schools

SACRED – What features of the city are sacred, or essential to Hoover’s sense of place, and should be protected or retained?

- Schools
- Police and fire departments
- Library and theater
- StarDome Comedy Club
- Sense of community
- Moss Rock Preserve
- I Love Hoover Day/ Celebrate Hoover
- Football, baseball and other sports (including SEC Baseball Tournament)
- Senior Center
- Aldridge Gardens
- Art Shows (Moss Rock)

VISION – What is missing today from Hoover that you foresee in your own personal vision for the community?

- Greenway
- Arts venue (shared space)
- All facilities tied together with public transportation
- Affordable senior housing
- Four-year college extension (STEM – Auburn or Alabama)
- Downtown Hoover
- Walking trails and connections
- District with “city scape,” tall buildings
- Multiple connected downtowns

- Walkability
- Diversity
- Brewery – economic opportunity
- Farmers Market
- Improvements in older neighborhoods, sidewalks, lighting
- Cahaba River Greenway
- Cultural arts facility (able to host concerts, graduations, prom, etc.)
- Convention center
- Ice skating/hockey
- Minor League sports team
- Museum/visual arts center
- Population growth
- Branding, something to be known for (e.g., tech jobs)
- Draw to retain younger residents