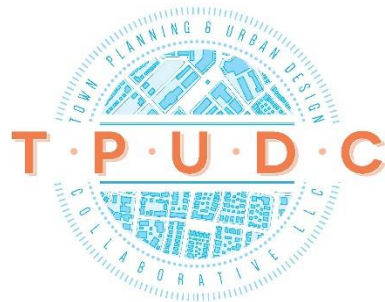


City of Homewood COMPREHENSIVE PLAN UPDATE BIG IDEAS WORKSHOP

July 22, 2026





CO-LEADER
PLANNING
ZONING
URBAN DESIGN
PUBLIC OUTREACH
GRAPHIC DESIGN



BRIAN WRIGHT



MATT NOONKESTER

CO-LEADER
PLANNING
SCENARIO TESTING
INFRASTRUCTURE
IMPLEMENTATION



ANNA BLEVINS
PROJECT MANAGER



BILL WRIGHT
DIRECTOR OF CODING



JESSICA WILSON
DIRECTOR OF PLANNING



BRIAN HUDSON
LANDSCAPE ARCHITECT



GORICA ZIVAK
GRAPHIC DESIGNER



TRIPP MULDROW
ECONOMICS



LAKESHA DUNBAR
TRANSPORTATION



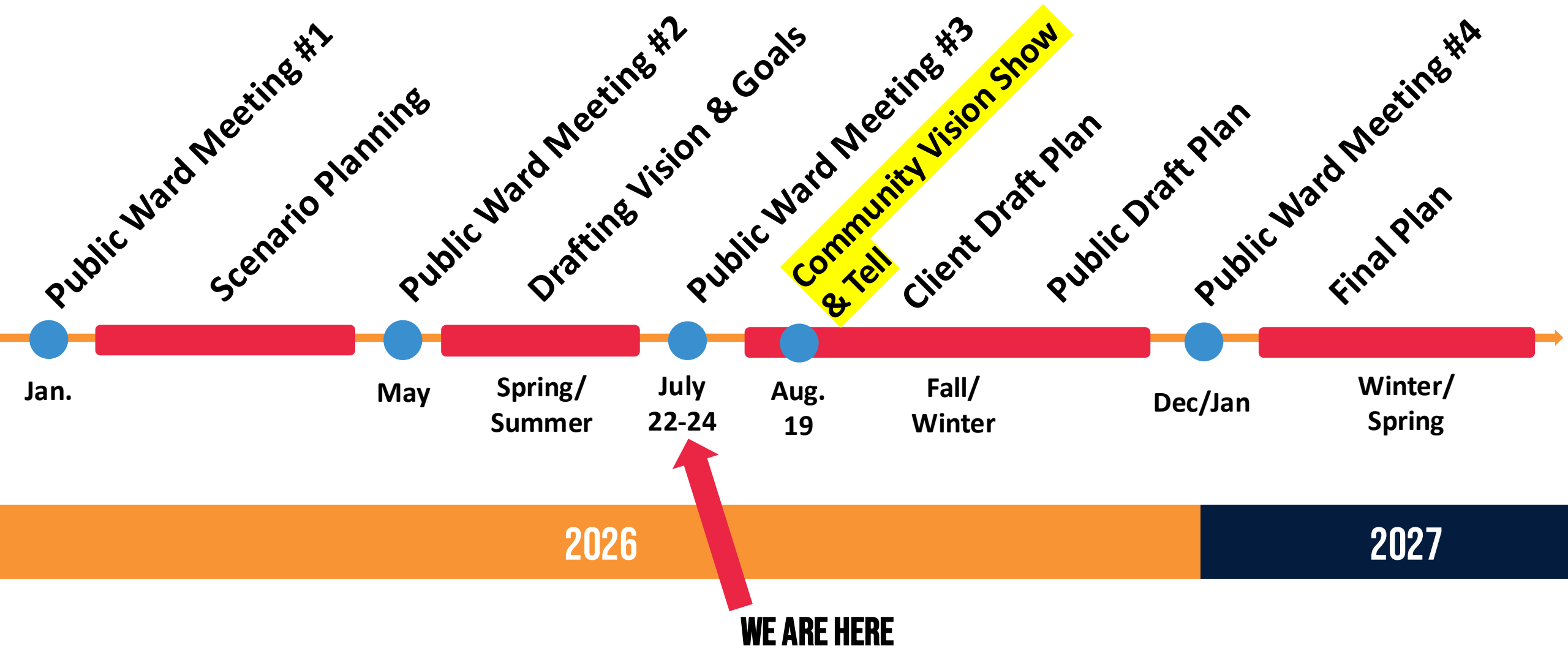
VINEESH DAS
KODAKKANDATHIL
TRANSPORTATION



LOUIS NEQUETTE
LOCAL LIAISON;
ARCHITECT

OUR PROJECT TEAM

COMMUNITY INPUT



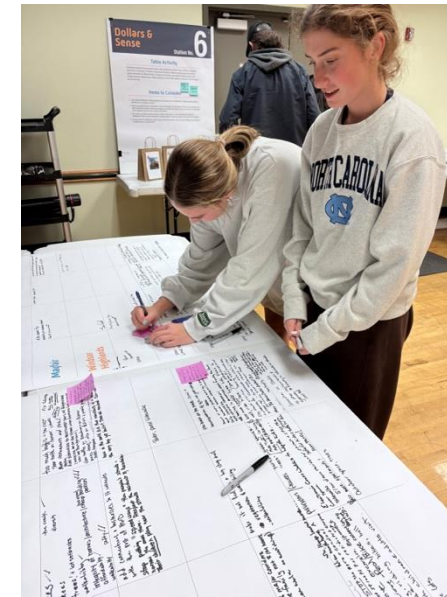
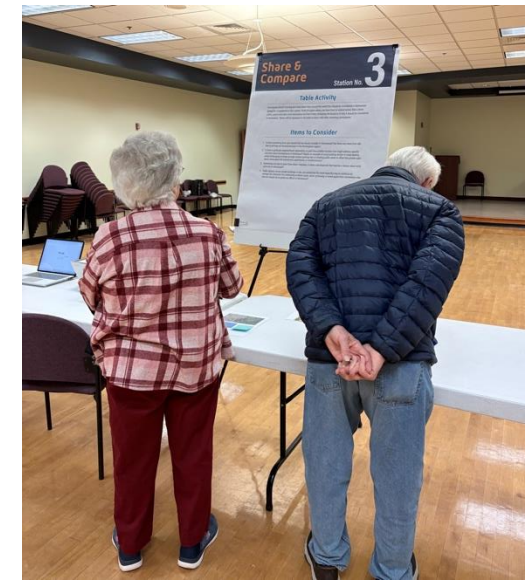
PROJECT SCHEDULE

- Meetings with Staff to determine project goals & City needs
- Tour of city with staff as our guide
- Interdepartmental Meeting to discuss the City's challenges
 - Sent surveys to department heads regarding existing conditions, emerging trends, and critical needs
- Policymaker Interviews to learn about the City and development trends
- Review of the City's existing regulatory documents

WHAT WE'VE DONE SO FAR

9 topic-based
stations

Workshop was
also provided
online



COMMUNITY IDEAS EXCHANGE: JAN. 2026

4 scenario
stations

Also provided
online



GROWTH CHOICES WORKSHOP: MAY 2026

- **Protect Homewood's charm** — *preserve distinct neighborhoods, walkable villages, tree canopy, small-town feel*
- **Grow intentionally** — *well-planned growth that aligns with infrastructure capacity and community values; quality over quantity*
- **Provide diverse and compatible housing** — *encourage a range of housing types that preserve neighborhood character and provide opportunities for residents at varying stages of life*
- **Foster connections** — create vibrant public spaces and support locally-owned businesses that contribute to Homewood's distinct sense of place
- **Build a multimodal network** — expand safe, convenient connections between neighborhoods, schools, parks, and commercial areas
- **Invest in existing assets** — maintain and enhance the City's parks, streets, infrastructure, and public facilities



MAJOR THEMES

TOPICAL MEETINGS

Homewood Public Library
1721 Oxmoor Rd, Homewood,
AL 35209

WED. JULY 22ND

12:00-1:00pm ✓

Growth, Conservation
& Development

4:00-5:00pm ✓

Arts, Culture & Civics

THURS. JULY 23RD

12:00-1:00pm

Economic Development

5:30-6:30pm

Getting Around Homewood
(Walking, Biking [and Driving])

FRI. JULY 24TH

12:00-1:00pm

Parks, Recreation & Open
Space

3:00-4:00pm

Housing & Neighborhoods

BIG IDEAS WORKSHOP: JULY 22-24, 2026

OPEN STUDIO HOURS

Thurs. July 23rd
9:00am-7:00pm

Fri. July 24th
9:00am-5:00pm

Homewood Public Library
1721 Oxmoor Rd, Homewood,
AL 35209

BIG IDEAS WORKSHOP: JULY 22-24, 2026

MARKET ANALYSIS



ARNETT MULDROW
& ASSOCIATES

Population

- 2025 population is 28,118
(Census Population Estimates)

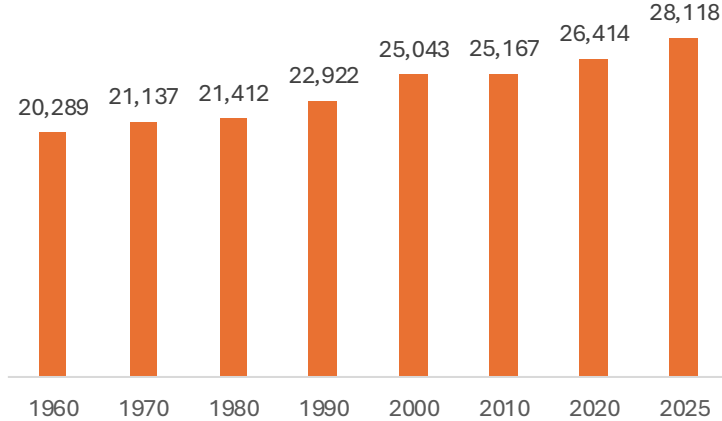
Age

- Median age in Homewood is 31.43, younger than the metro
- 31.7% of population is age 18-34

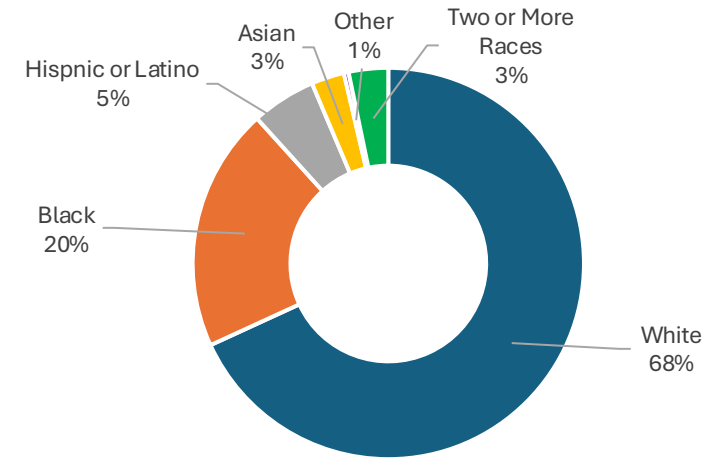
Income

- High incomes and educational attainment
- Median household income is \$113,916, compared to \$76,177 in the metro
- 28.6% of households have incomes of \$200k or more
- 69.1% of population age 25+ has a Bachelor's Degree or higher

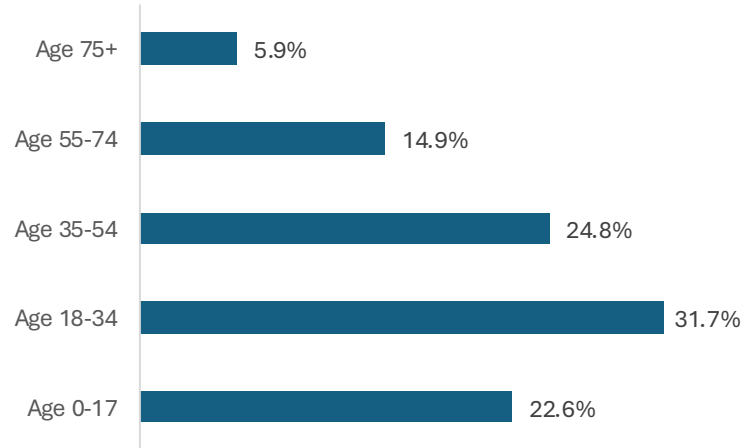
Homewood Population, 1960-2025



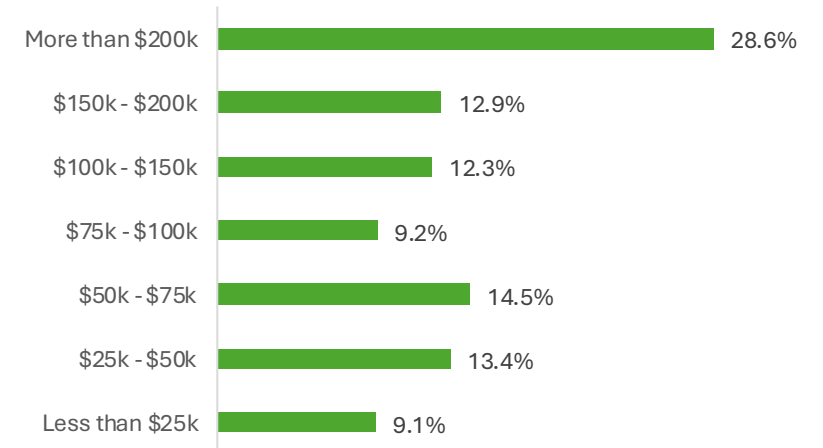
Race and Ethnicity



Age Distribution



Distribution of Household Incomes



Total Jobs in Homewood

- 37,590 Jobs in Homewood in 2023
- 1,708 both live and work in Homewood
- 35,882 people commute IN
- 9,438 residents commute OUT

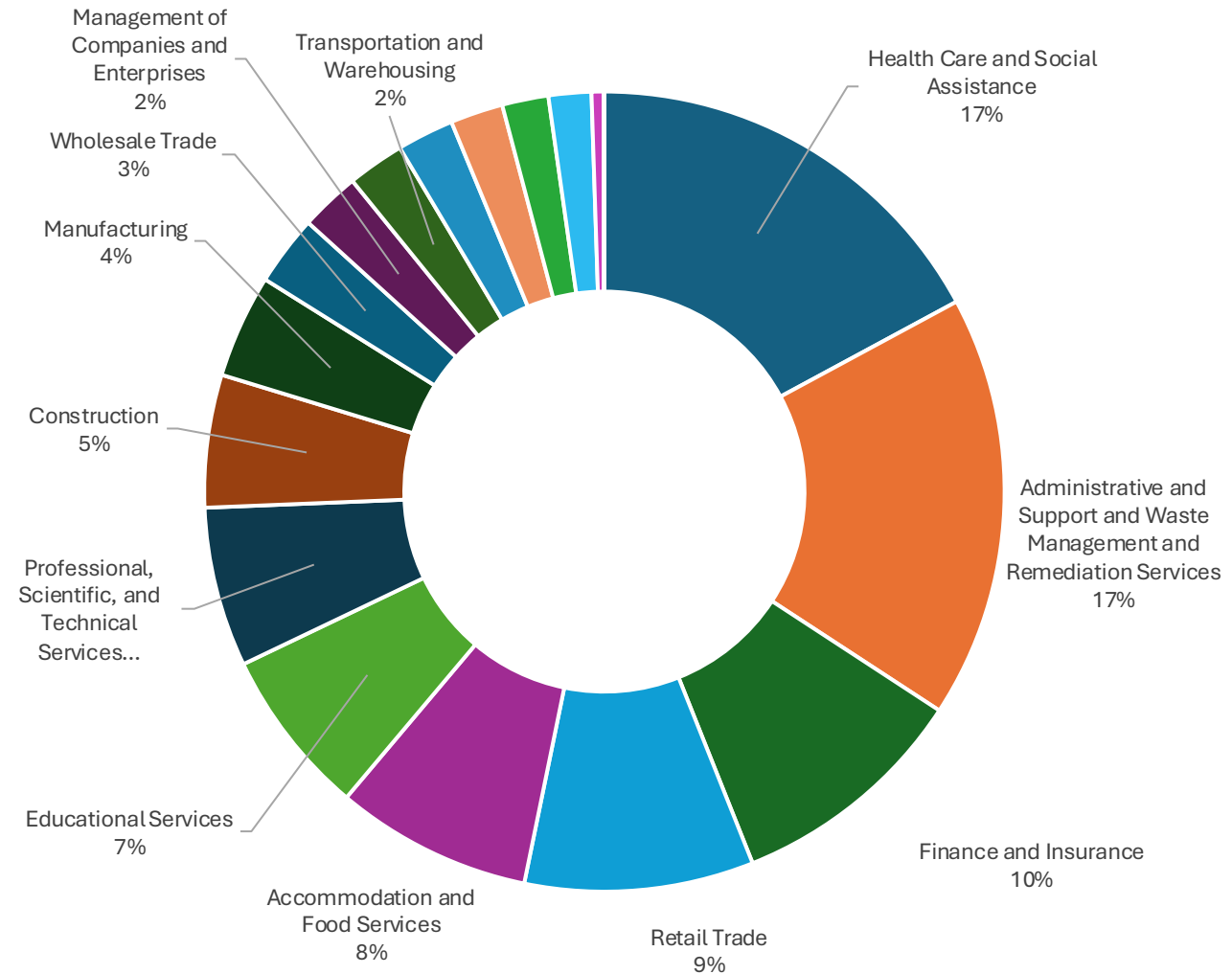
Major Employment Sectors

- Health Care and Social Assistance (17%)
- Administrative and Support and Waste Management (17%)
- Finance and Insurance (10%)
- Retail Trade (9%)

Jobs by Earnings

- 22.8% Earn \$1,250 per month or less
- 25.5% Earn \$1,251 to \$3,333 per month
- 51.7% Earn more than \$3,333 per month

Employment by NAICS Sector in Homewood, 2023

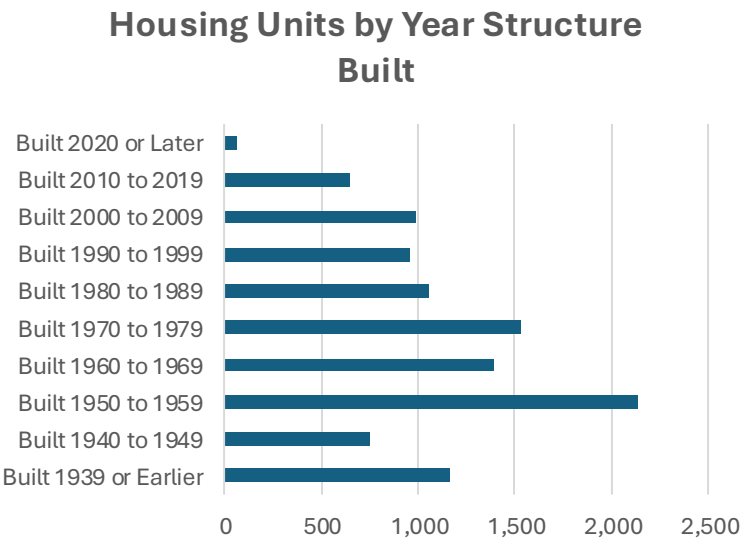
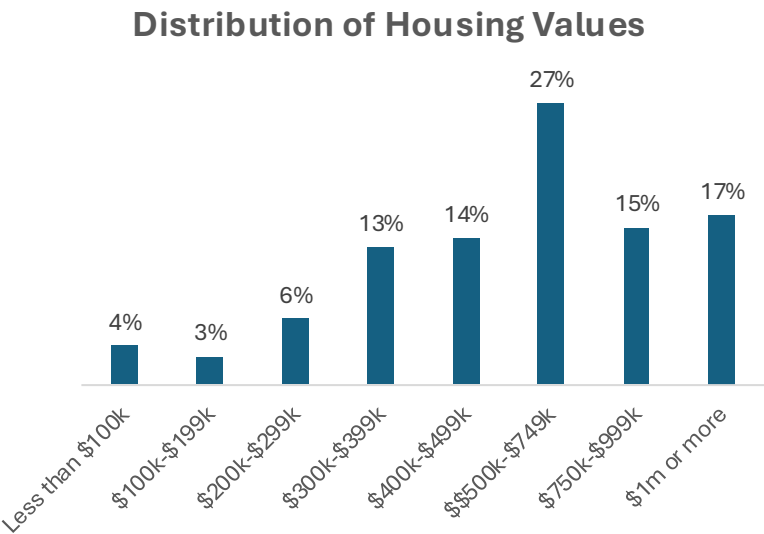
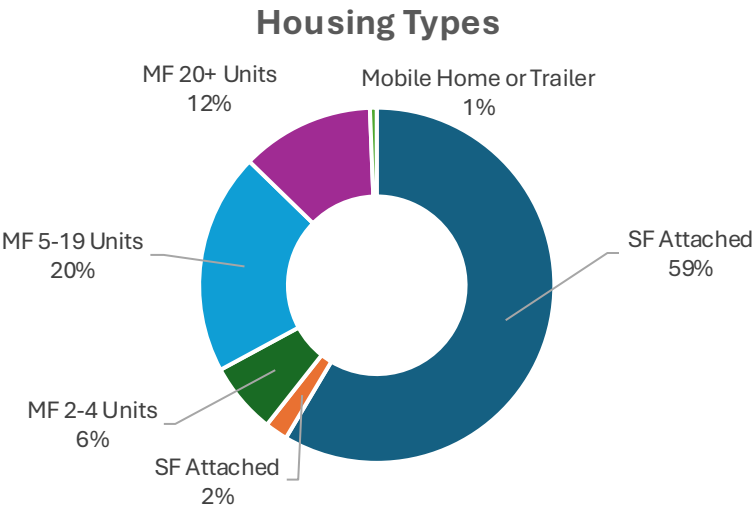
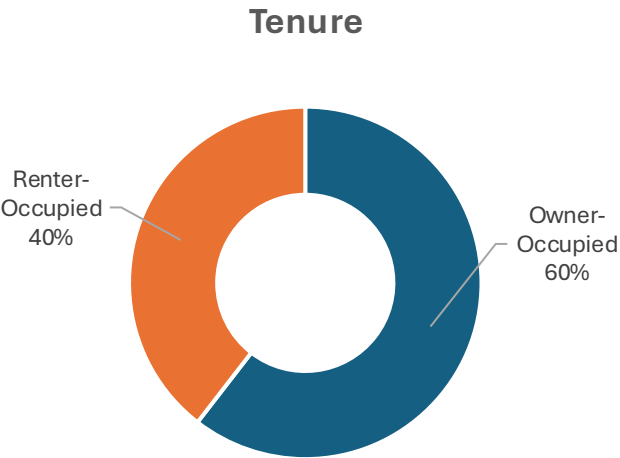


Housing Stock

- Housing in Homewood is 60% owner occupied
- Housing is a mix of single family detached (59%), single family attached (2%) and multifamily (38%)

Housing Values

- The median value of owner-occupied housing in Homewood is \$574,332, compared to \$271,323 in the metro.
- The Zillow Home Value Index for the Homewood Zip Code is \$574,882, up 5.2% over the last year
- Only 15.8% of the housing stock was built in 2000 or later



- Stores in Homewood sold \$1.01 billion in goods last year
- Residents living in Homewood spent \$789.7 million
- Homewood had an overall market gain of \$224.4 million
- Key Categories with Market Gain:
 - Restaurants
 - General Merchandise
 - Health & Personal Care
 - Furniture & Home Furnishings
 - Building Material & Supplies
 - Sporting Goods, Hobby & Miscellaneous Retail
 - Clothing

	Homewood	Jefferson County	Birmingham Metro
Stores Sell	\$1.01 billion	\$23.8 billion	\$34.4 billion
Consumers Buy	\$789.7 million	\$16.8 billion	\$29.9 billion
Market Leaks/Gains	\$224.4 million GAIN	\$7 billion GAIN	\$4.5 billion GAIN

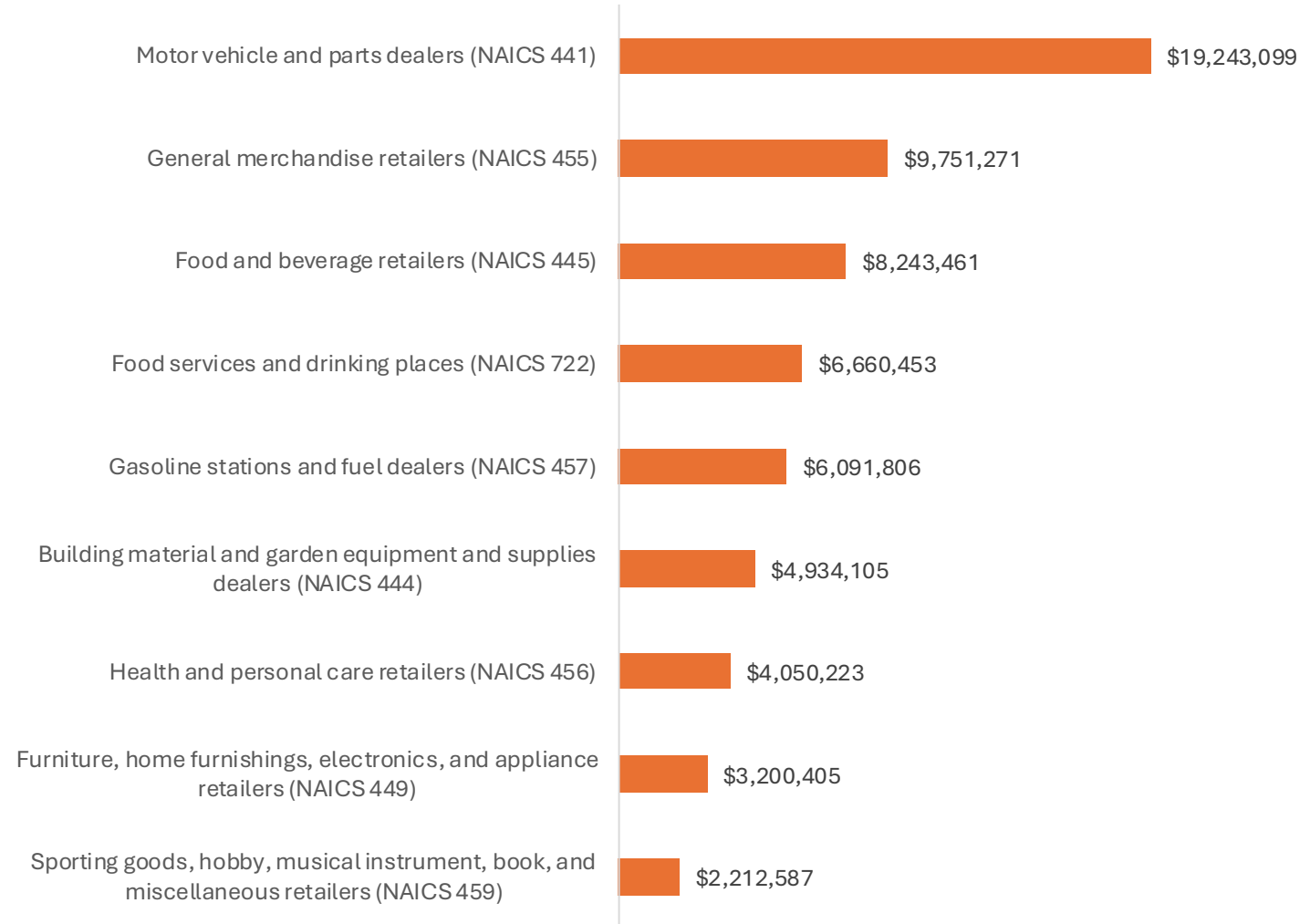
Key Categories with Retail Leakage / Unmet Demand:

- Food and Beverage Retailers
- Motor Vehicle & Parts Dealers
- Cosmetics & Beauty Supply
- Drinking Places

Retail Growth

- Retail demand in Homewood is projected to grow by \$63.9 million over next 5 years
- 1.57% annual compound growth rate

5-Year Projected Demand Growth, 2026-2031



RETAIL OPPORTUNITY

TRANSPORTATION & MOBILITY

Walkability & Bicycle Connectivity Gaps

- Sidewalks and curb ramps have significant maintenance and accessibility needs, with gaps near key destinations.
- The bicycle and trail network remains fragmented, limiting comfortable and low-stress connections.

Safety Challenges on Key Corridors

- Crash hotspots exist along major roadways and in downtown areas.
- Targeted safety improvements are needed along high-crash corridors and at intersections using a Safe System Approach.

A Transportation Network Facing Growing Demand

- Regional commuter traffic and congestion are concentrated along major corridors, including I-65, US-31, and US-280.
- Several major roadway projects are underway, but long-term funding gaps remain for key transportation improvements.

Limited Transit Access

- Fixed-route transit is concentrated along major corridors, leaving many neighborhoods with limited access.
- Microtransit will provide opportunities to improve first-and-last-mile connections and expand mobility options

Need for Multimodal, Context-Sensitive Investments

- Future transportation investments should prioritize connectivity, accessibility, safety, and improvements that support Homewood's community character.

KEY FINDINGS

Transportation and Mobility Vision

A connected and people-focused transportation system that makes it easier and safer for everyone to walk, bike, ride transit, and travel throughout Homewood.



Enhance Walkability
and Accessibility



Expand the Bicycle
& Trail Network



Implement
Complete Streets



Advance a Safe
System Approach



Strengthen Transit
Access and Connectivity

Enhance Walkability & Accessibility

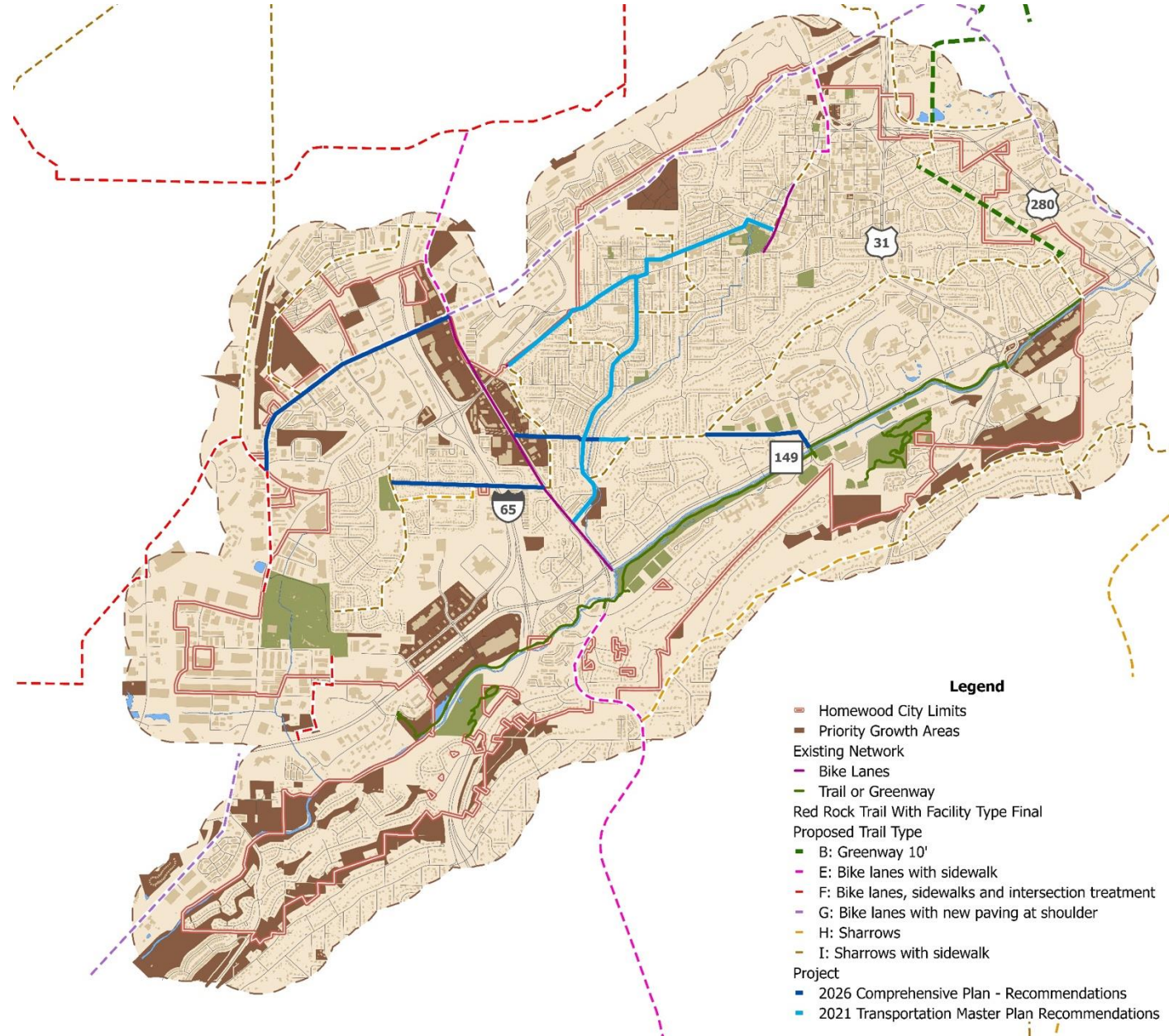
- Create a prioritized sidewalk and curb ramp improvement program to close accessibility gaps.
- Expand Safe Routes to School networks and improve pedestrian crossings at priority locations.
- Improve downtown pedestrian safety by addressing parking conflicts and sidewalk continuity.



RECOMMENDATIONS

Expand Bicycle & Trail Connections

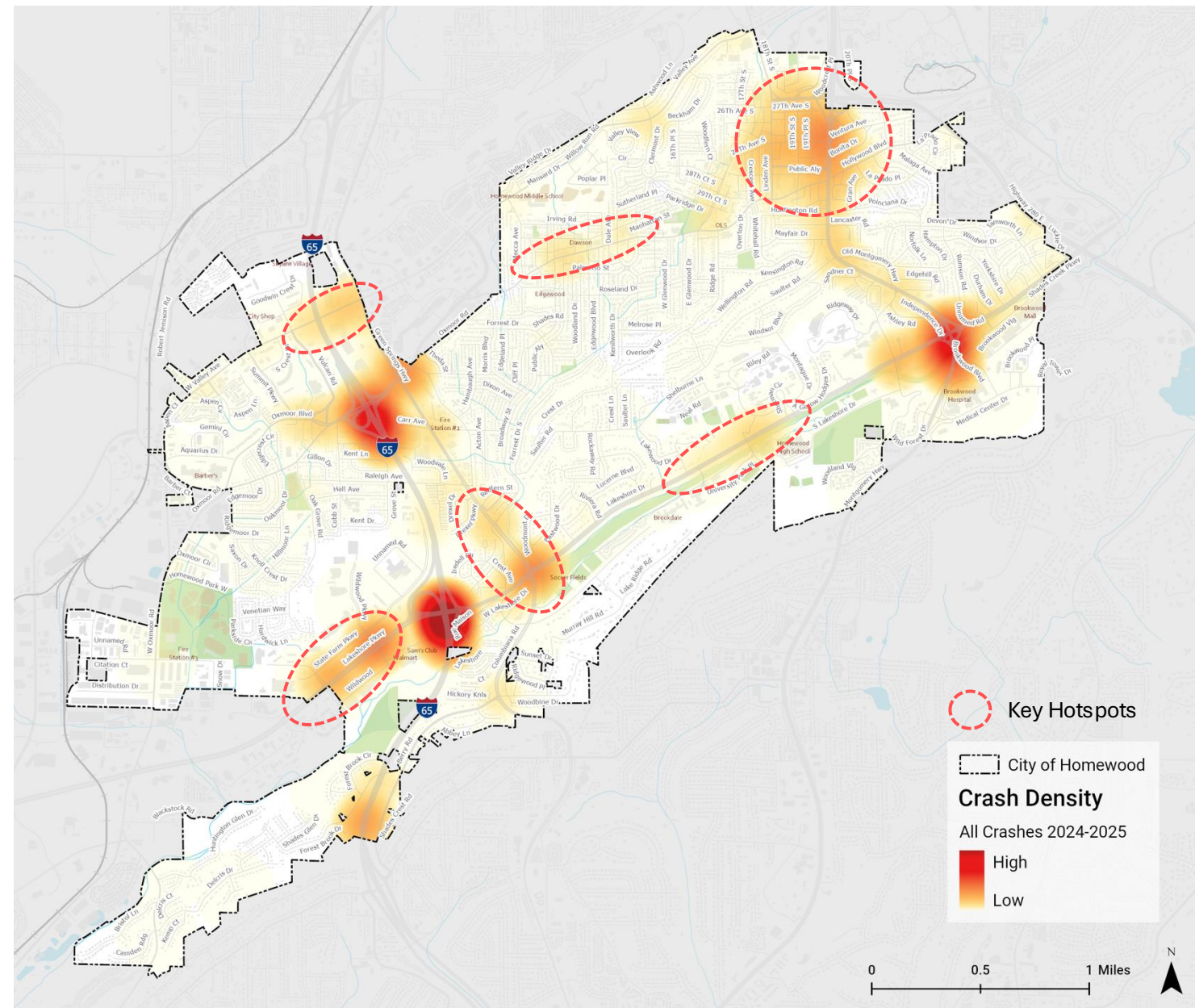
- Build a low-stress bicycle network with protected and buffered facilities on key corridors.
- Identify new on-street connections and close critical bicycle gaps to improve safety and connectivity.
- Provide on-street connections to activity centers and Shades Creek Greenway.
- Expand the trail network through continued greenway implementation, new trail identification, and coordination with regional priorities.



RECOMMENDATIONS

Advance Transportation Safety

- Prioritize safety improvements along high-crash corridors and intersections, with a focus on protecting vulnerable road users through targeted engineering and operational strategies.
- Expand traffic calming strategies and neighborhood safety improvements.
- Coordinate with regional partners on interchange and roadway safety projects.



RECOMMENDATIONS

Implement Complete Streets

- Apply context-sensitive design standards across roadway projects.
- Continue Complete Streets review for capital improvements.
- Extend pedestrian-oriented streetscape improvements to key corridors and activity areas.

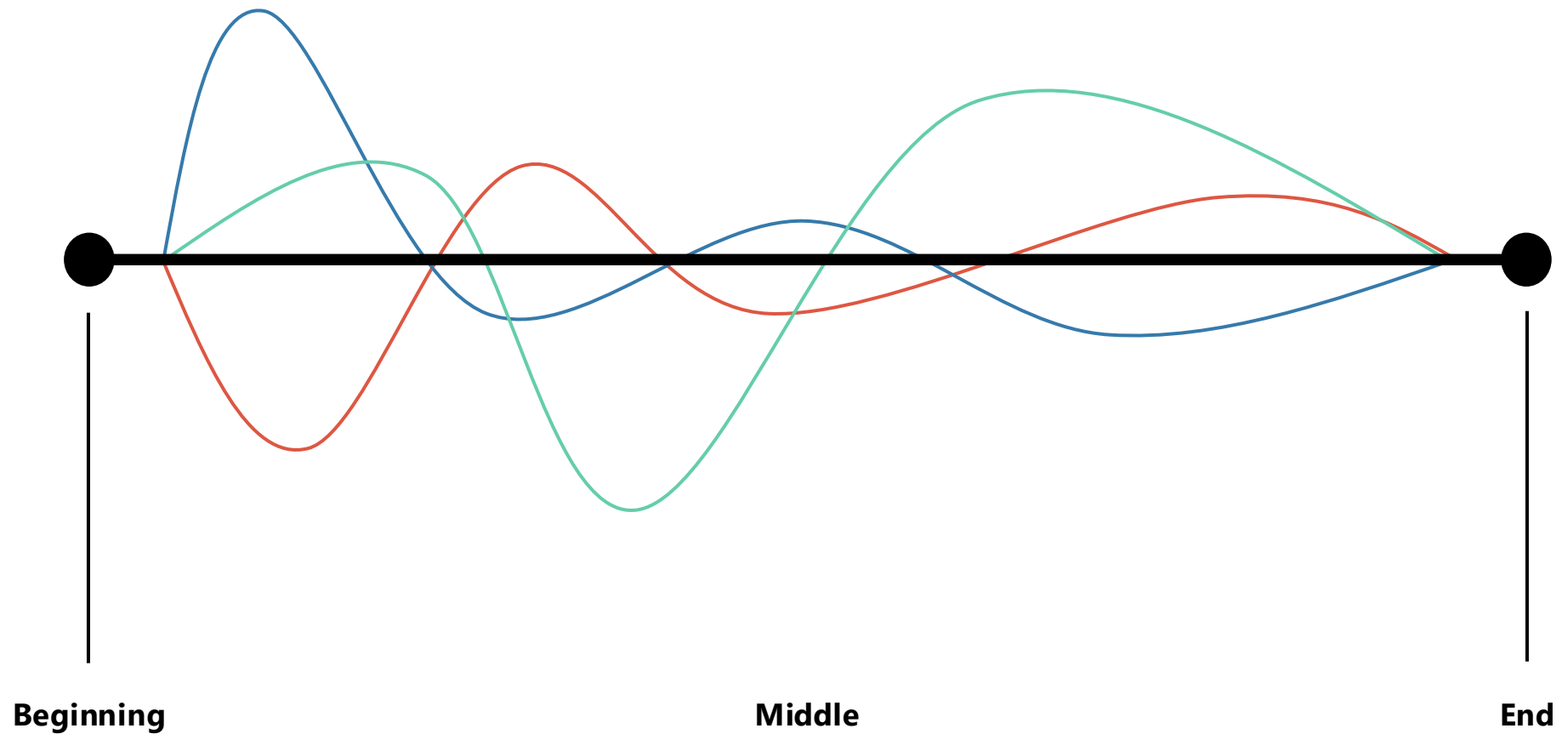
Strengthen Transit Access & Connectivity

- Use microtransit pilot results to identify future service needs and underserved areas.
- Improve access to existing transit stops with better sidewalks, lighting, and amenities.
- Coordinate land use and transit planning to support future mobility.

SCENARIO PLANNING OVERVIEW

CHOOSING A BEST PATH FORWARD

The scenario planning initiative and the choices it considers empowers the community to make more-informed decisions about its future.



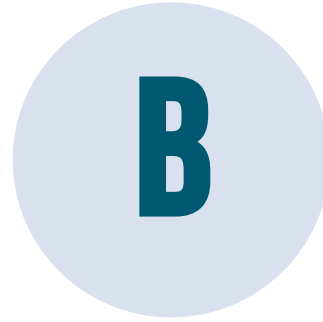
CHOOSING A BEST PATH FORWARD



MAINTAIN THE HIGH LIFE

(Business-as-Usual)

Scenario A contemplated a future for Homewood influenced by the phrase “less is more” in terms of change for the city.



INCREMENTAL CHANGE

(Strategic Infill)

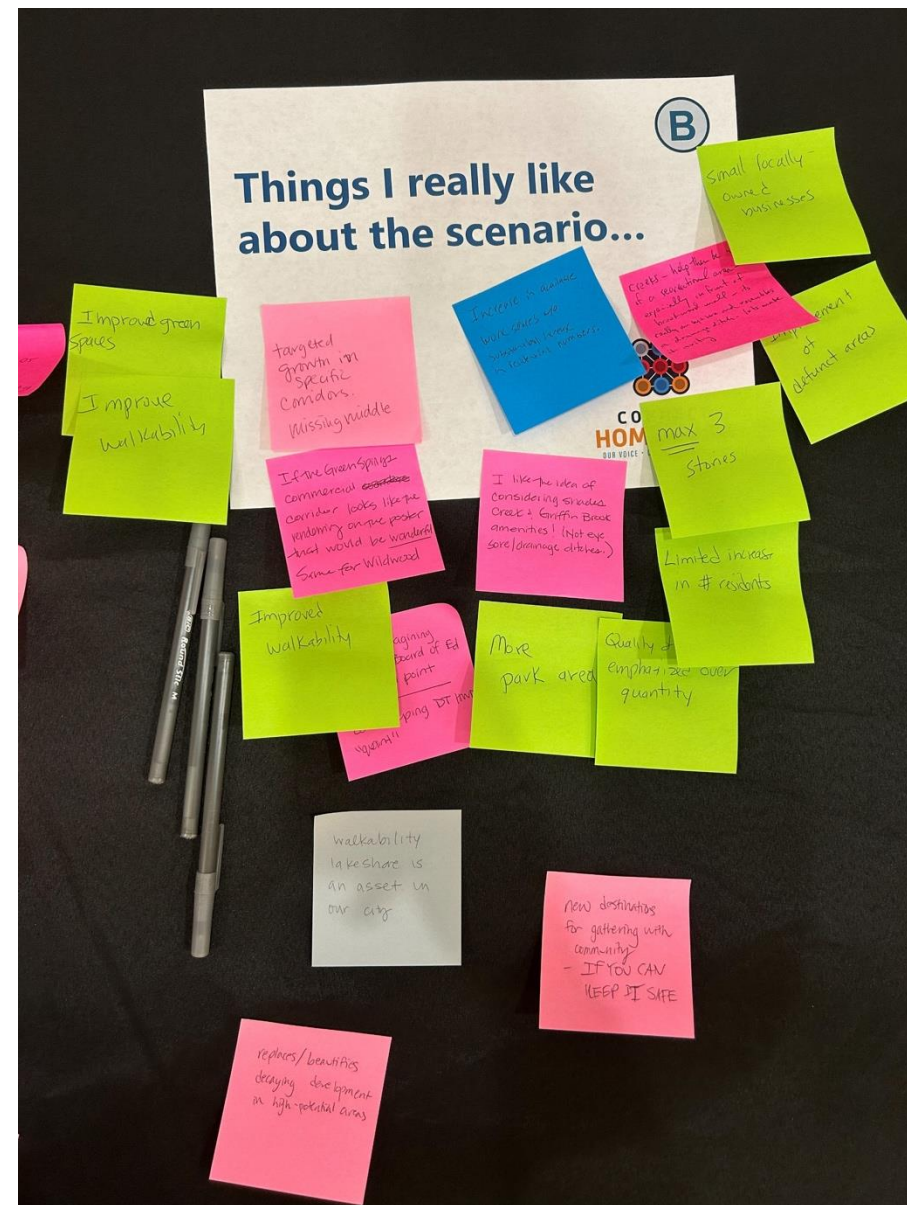
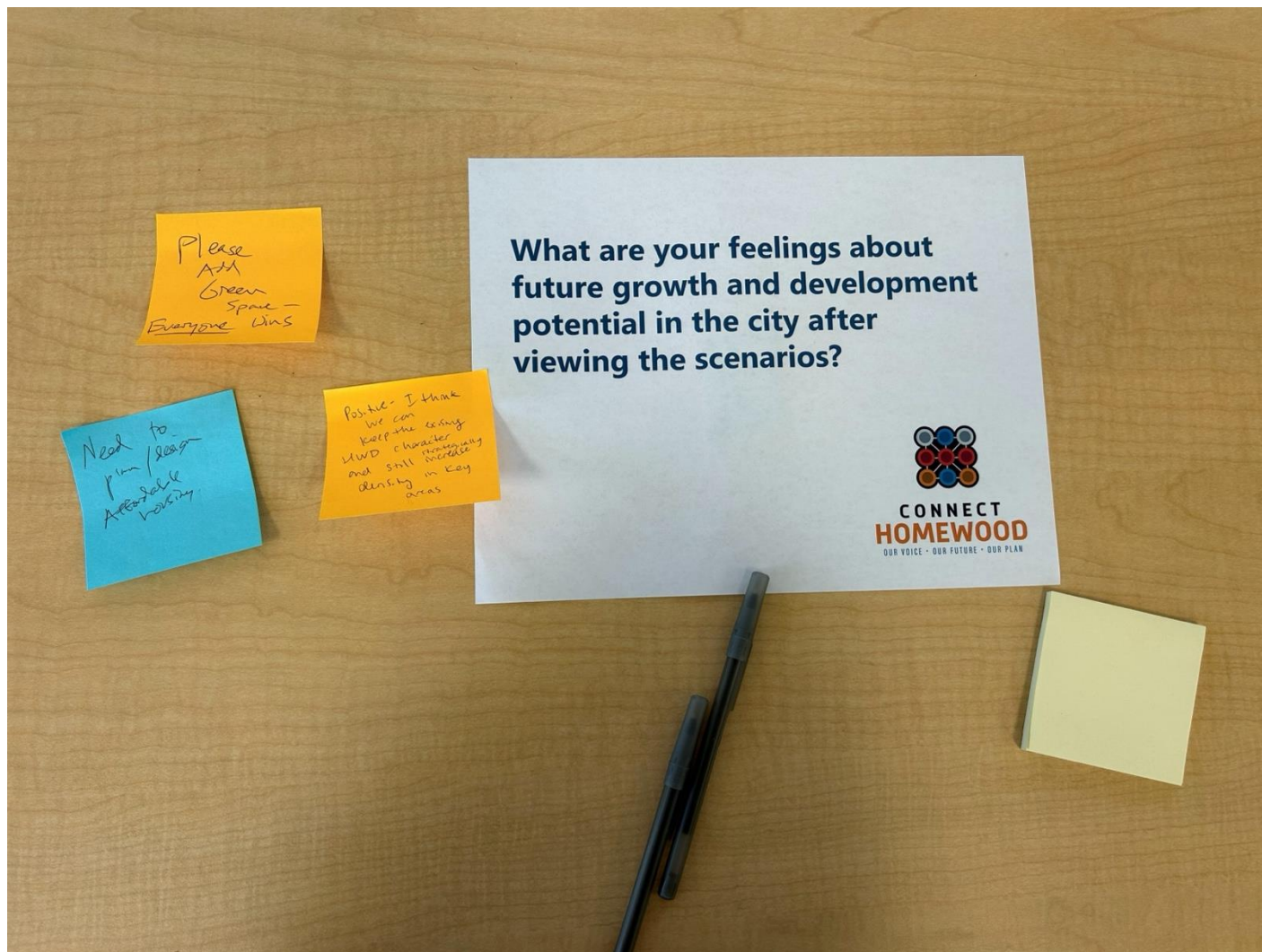
Scenario B contemplated a future for Homewood driven by a philosophy to remain small, become more walkable, and focus on quality-of-life issues important to residents.



HOMETOWN MAKEOVER

(A Few New, Big Ideas)

Scenario C assumed similar development principles to Scenario B but with more emphasis on infill development and redevelopment to take advantage of changing real estate market trends, new technology discoveries, and fluctuations in social behaviors and norms.



GROWTH CHOICES WORKSHOP INPUT

A hybrid scenario for Homewood has been created from parts of the three scenario concepts presented at the Public Ward Two meetings and on the Project Website.

Community feedback from the meetings has influenced the work of the project team — acknowledging things people liked, and things people disliked, during the two days of meetings and on the Project Website.



Image Source: Adobe Stock

CHOOSING A BEST PATH FORWARD

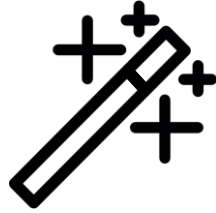
GROWTH & CONSERVATION FRAMEWORK



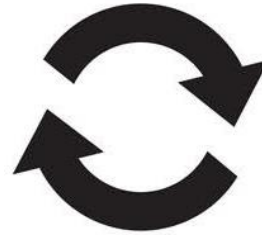
**Areas to
Preserve**
(Preservation Sector)



**Areas to
Protect**
*(Neighborhood
Conservation
Sector)*



**Areas to
Enhance**
*(Neighborhood
Reinvestment
Sector)*



**Areas to
Transform**
*(Redevelopment
Sector)*



**Areas to
Strengthen**
(Center Infill Sector)



**Special
Districts**
(Campus, Industrial)



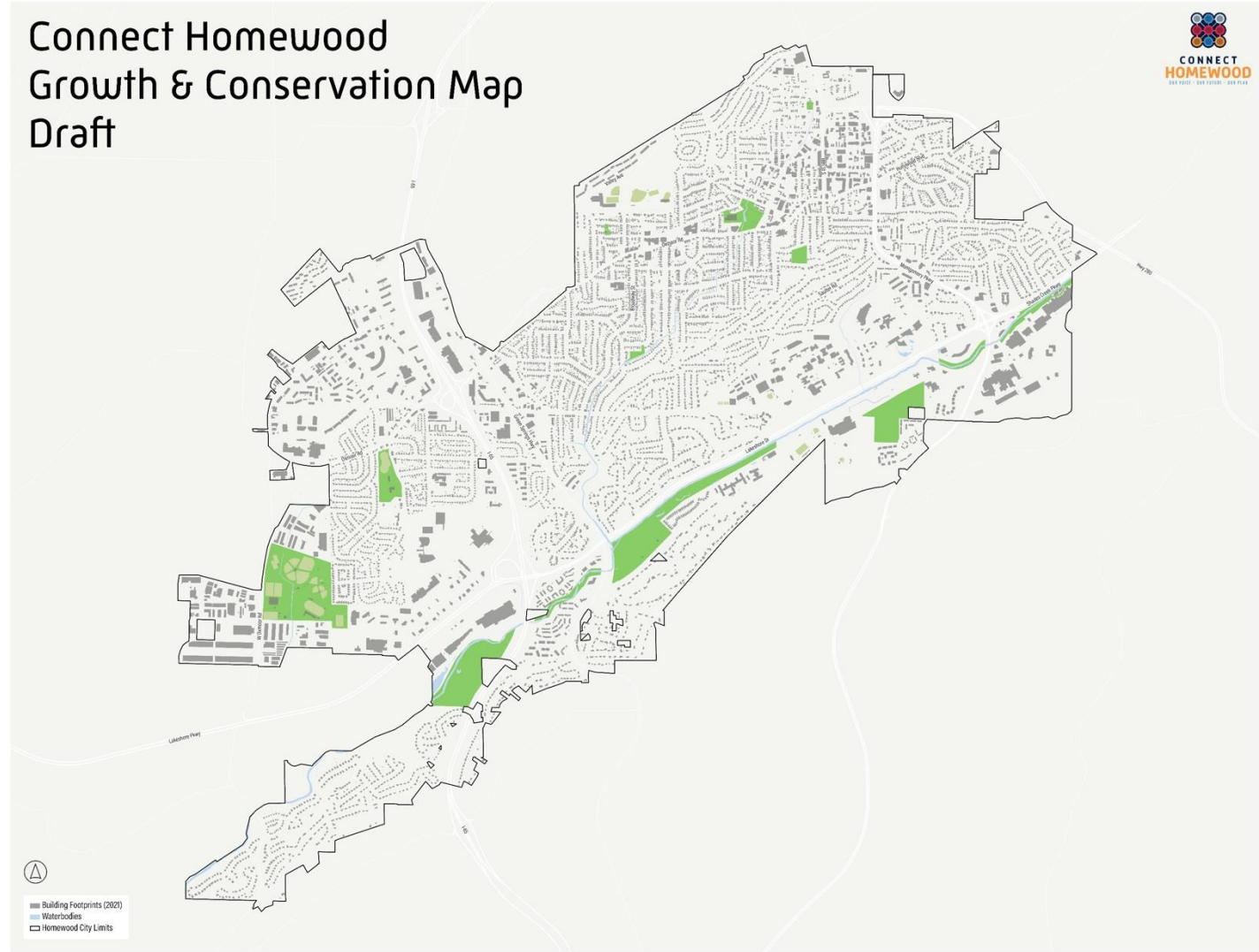
GROWTH & CONSERVATION SECTORS

Areas to Preserve

(Preservation Sector)

- Intended to safeguard environmentally-sensitive lands
- Provides meaningful opportunities to link habitat and environmental features, as well as link parks, athletic fields, and nature
- Protected from development in perpetuity
- Includes nature preserves, City parks, greenways

Connect Homewood Growth & Conservation Map Draft



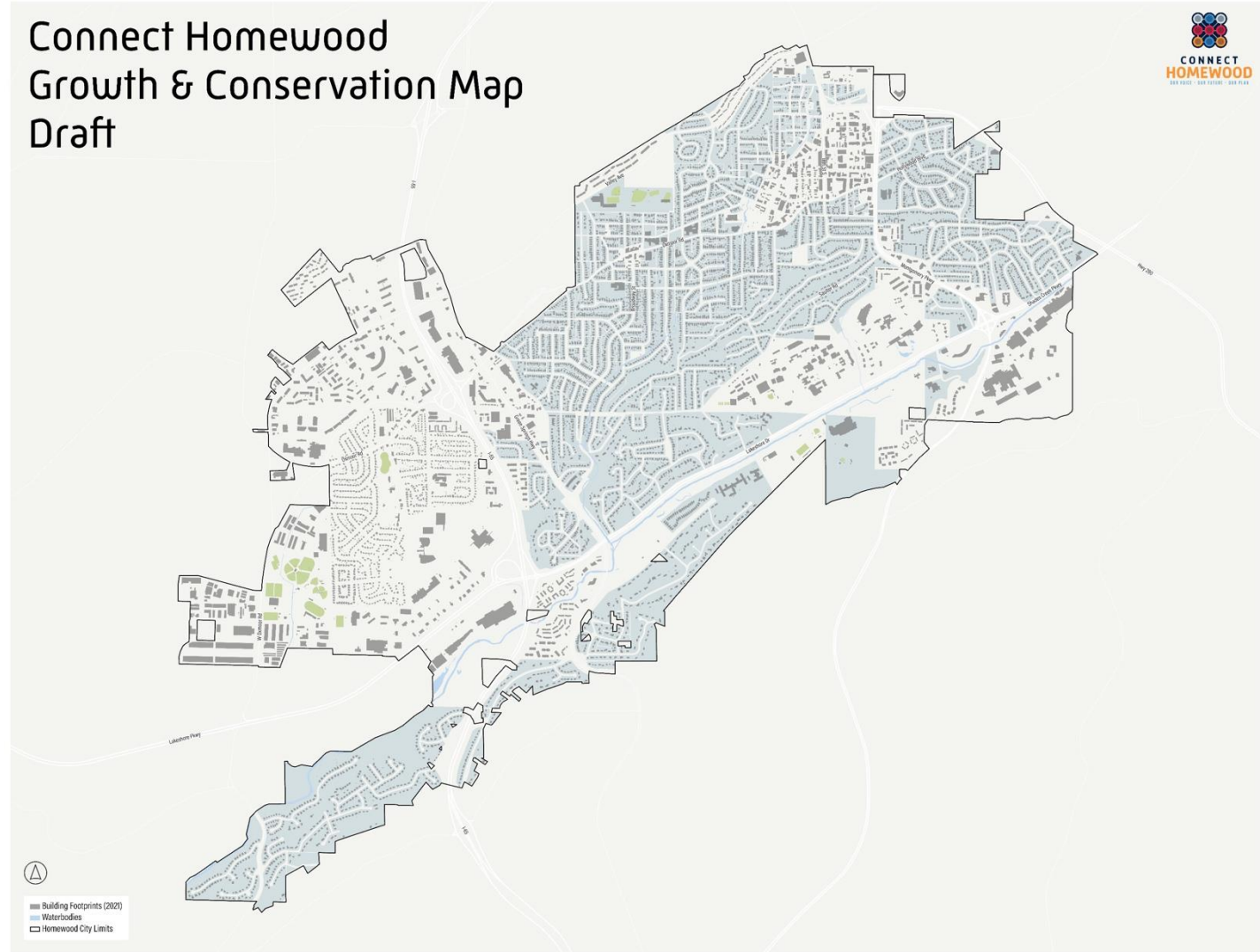
GROWTH & CONSERVATION MAP

Areas to Protect

(Neighborhood Conservation Sector)

- Intended to protect and maintain the existing character of established residential areas
- Precise changes/upgrades would be allowed to enhance enjoyment of these places while maintaining property values
- Sensitive to the scale, rhythm, and design of surrounding homes
- Includes Edgewood (residential), Rosedale (residential), Hollywood, Windsor Highlands, Grove Park, Huntington Park, Mayfair, Drexel Hills, Forest Brook, etc.

Connect Homewood Growth & Conservation Map Draft



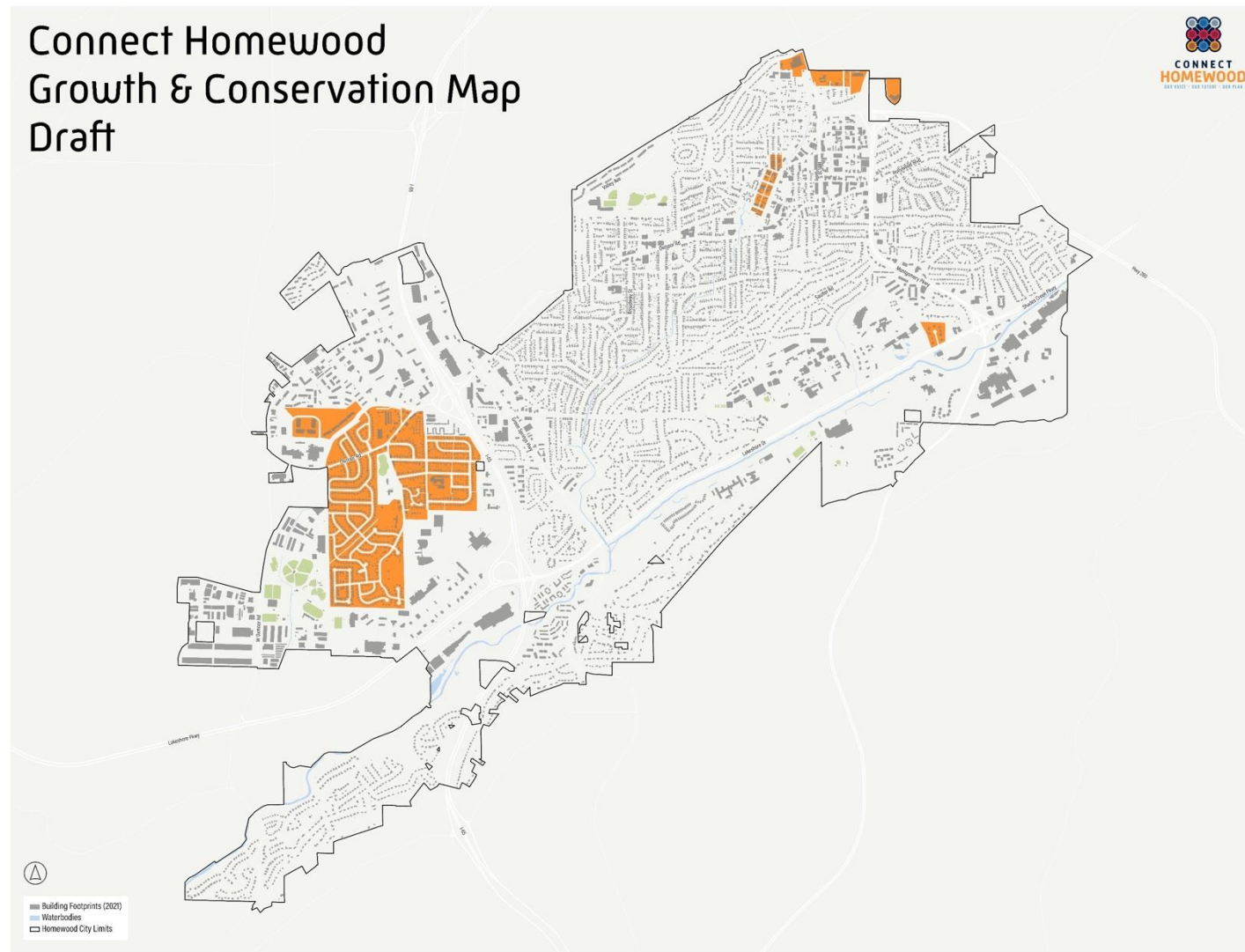
GROWTH & CONSERVATION MAP

Areas to Enhance

(Neighborhood Reinvestment Sector)

- Intended to provide opportunities for additional housing options, and small neighborhood commercial (similar to Edgewood or the Mountain Brook villages)
- Enhances neighborhood identity and sense of place
- Building on positive momentum already underway
- Includes West Homewood, outskirts of Downtown, underutilized areas of Rosedale, and Hugh Circle

Connect Homewood Growth & Conservation Map Draft



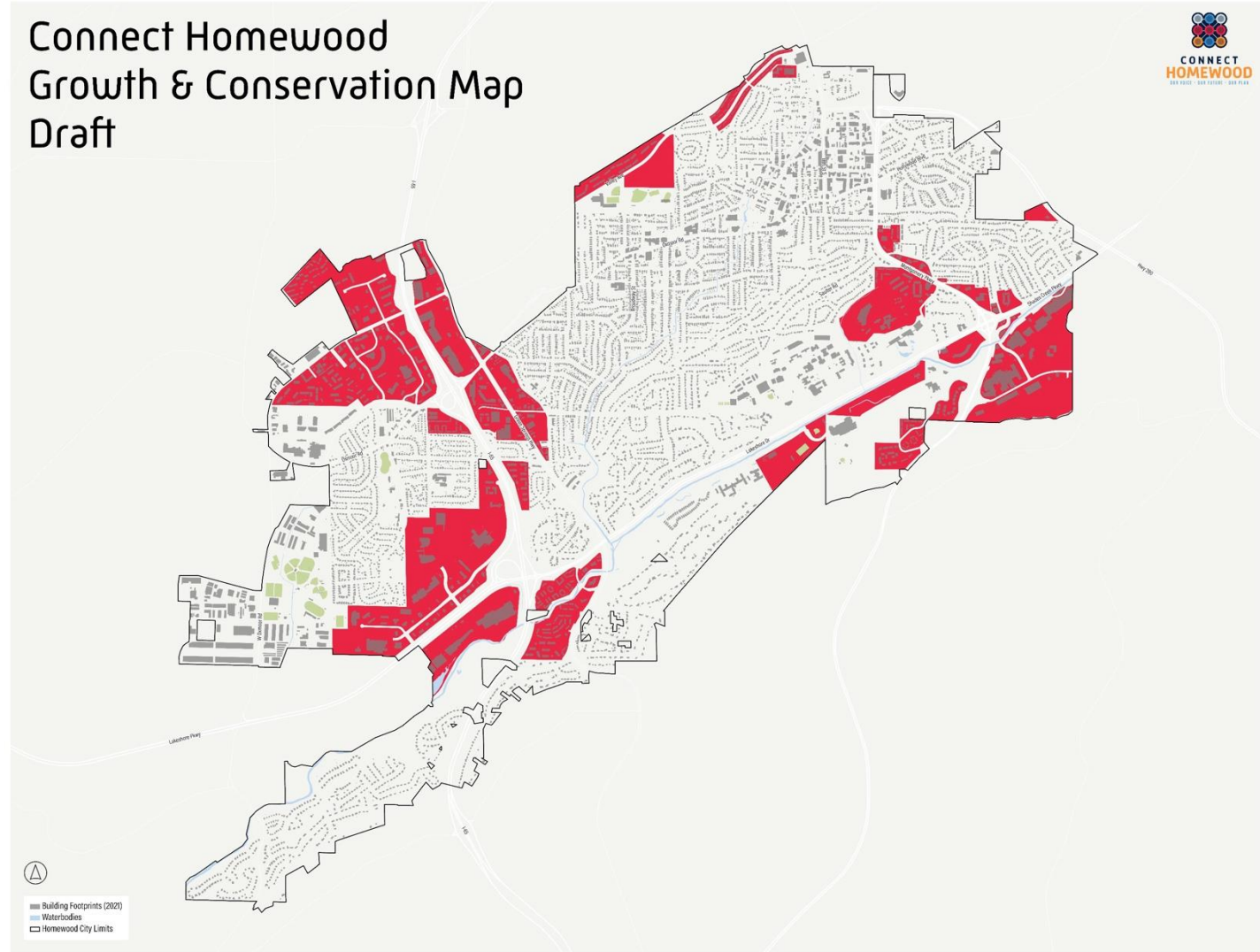
GROWTH & CONSERVATION MAP

Areas to Transform

(Redevelopment Sector)

- Intended to provide opportunities to reimagine the development pattern for underutilized property
- Renewed energy in newly revitalized and reinvented employment centers and regional shopping centers
- Introduction of mixed-use with new upper-story residential, office, or other vertically-integrated uses
- Intended to diversify Homewood's development portfolio, not to compete with existing activity centers
- Includes Wildwood, Greensprings, Brookwood Village and offices, multifamily complexes, Board of Education site, and additional underutilized commercial & office properties

Connect Homewood Growth & Conservation Map Draft



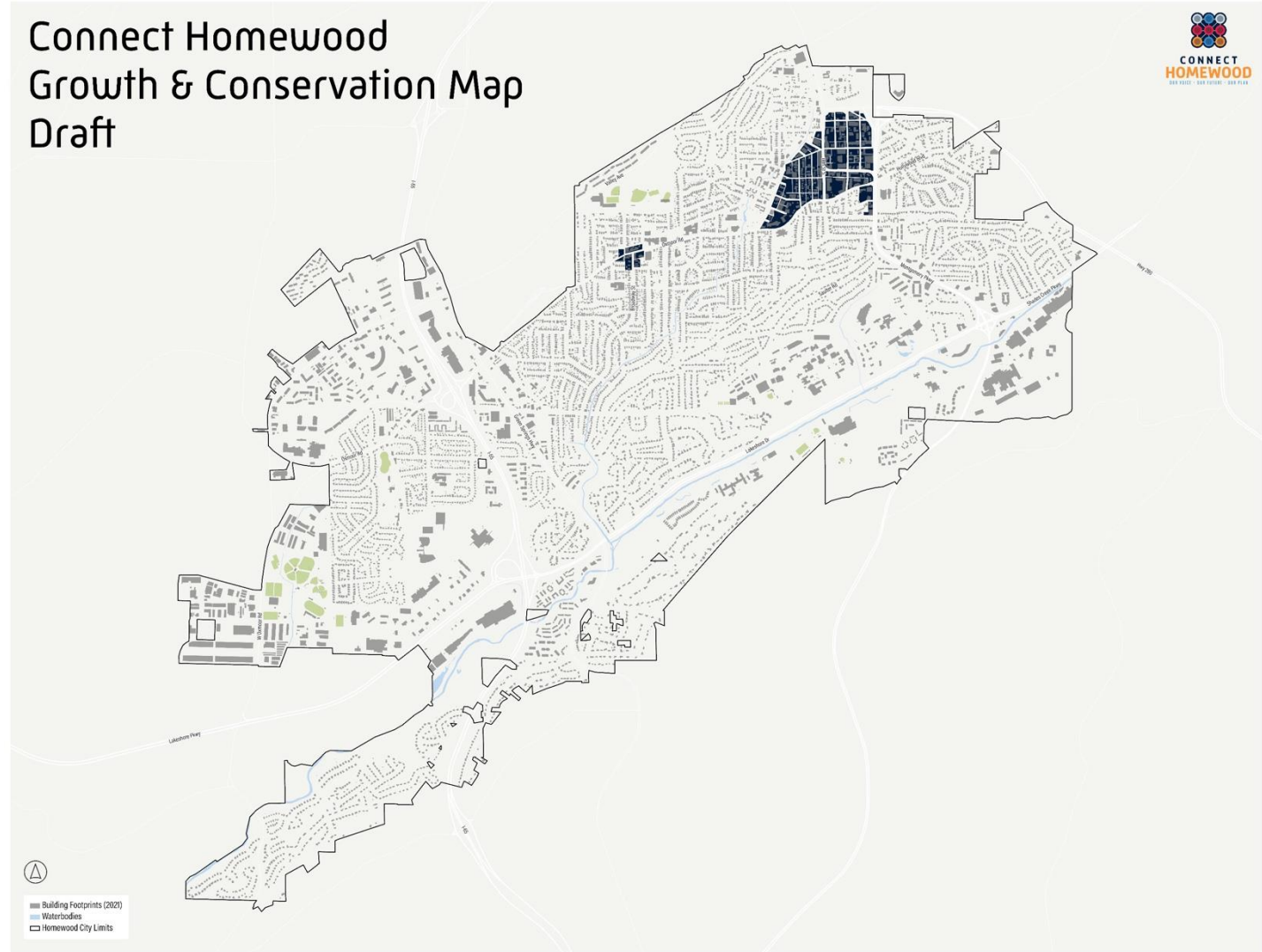
GROWTH & CONSERVATION MAP

■ Areas to Strengthen

(Center Infill Sector)

- Serve as central hubs for employment, entertainment, shopping, dining, civic, and cultural activities
- Building on the positive momentum already underway, strengthening should consist of efforts to remove barriers to investment while protecting authenticity of these areas
- Includes Downtown and Edgewood commercial village

Connect Homewood Growth & Conservation Map Draft

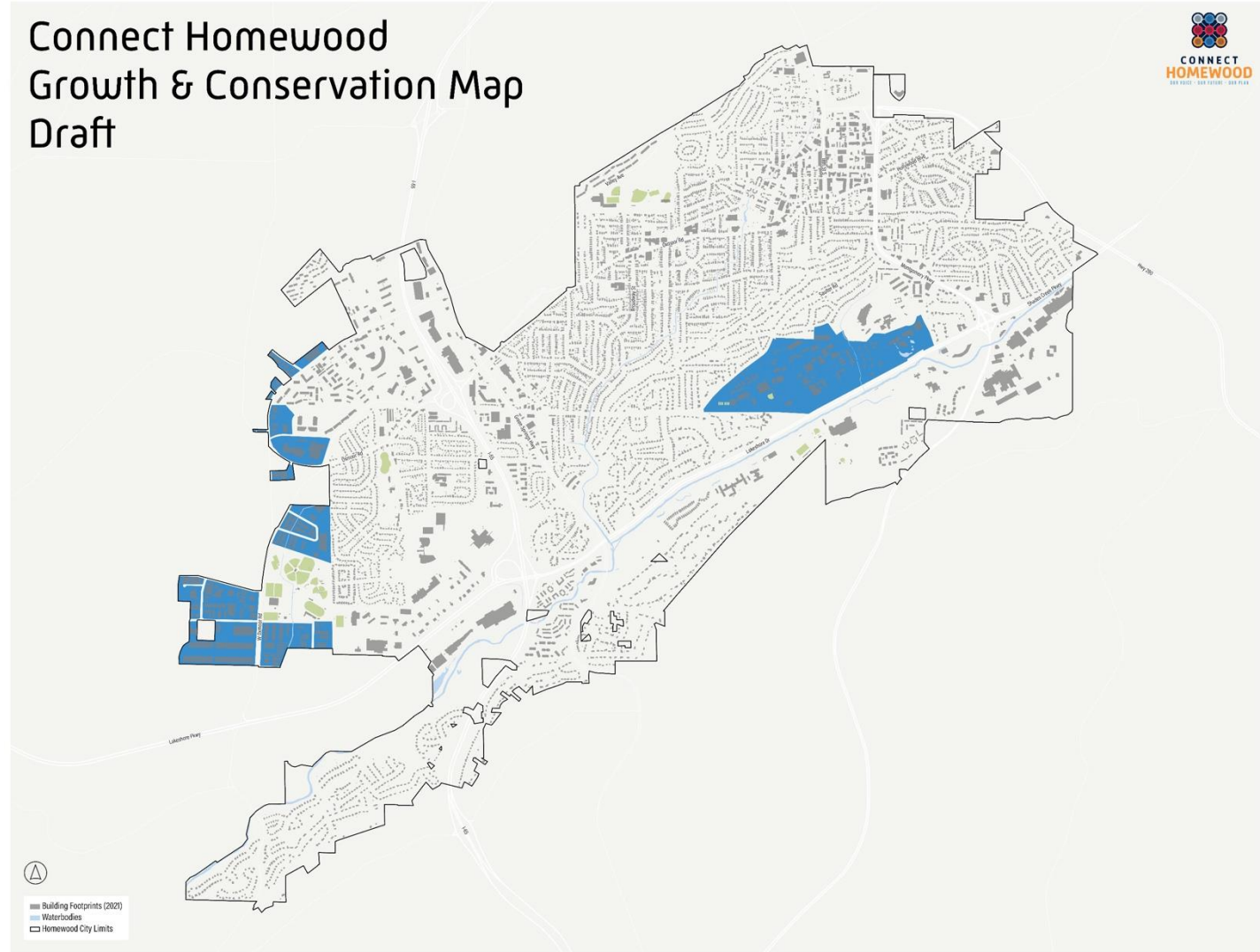


GROWTH & CONSERVATION MAP

Special Districts

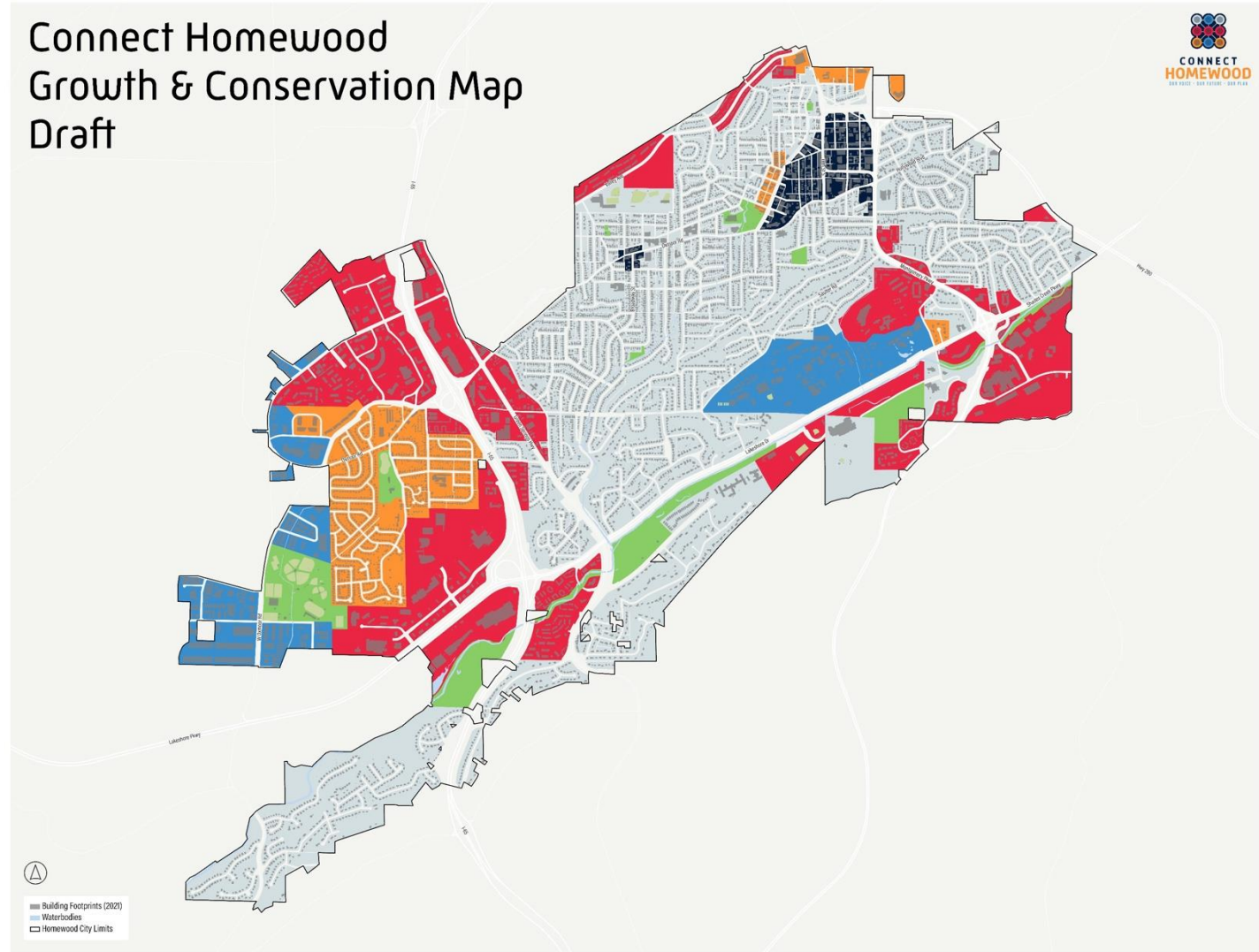
- Areas with unique functions
- Require specialized planning and design approaches distinct from other sectors
- Includes Samford University and industrial properties

Connect Homewood Growth & Conservation Map Draft



GROWTH & CONSERVATION MAP

- Posters of the Draft Growth & Conservation Map will be available for review and comment during Open Studio July 23rd & 24th at the Homewood Public Library
- The map will also be available to review on **ConnectHomewood.com** from July 23rd – August 1st



GIVE US YOUR FEEDBACK

WEBSITE:
CONNECTHOMewood.COM



PROJECT WEBSITE

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BIG IDEAS WORKSHOP: JULY 22-24, 2026

**HOPES, DREAMS, FEARS,
CONCERNS, ASPIRATIONS?**



LET'S CHAT!

City of Homewood COMPREHENSIVE PLAN UPDATE BIG IDEAS WORKSHOP

July 22, 2026

