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Greater Floyd Campus Master Plan

Community Engagement and Planning Report

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The findings of this report indicate a strong alignment across survey responses, stakeholder interviews, and public meetings. The community consistently emphasized that redevelopment should begin with safety and accessibility, focus on practical investments, and preserve the unique identity of the area. Respondents expressed hope, but also concern that plans will not be implemented unless backed by accountability and clear, phase-by-phase funding strategies. This document represents a critical first step in outlining what residents want, what they need, and what must happen to make it real.

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Initial phasing strategies must account for the complexity of site control and budget limitations. Community members are acutely aware of the challenges of abandoned property ownership, potential pushback from developers, and historic neglect. With these realities in mind, planners must focus on highly visible, early improvements—like sidewalk upgrades, demolition of known hazards, and the installation of lighting—to build trust and show action. Phase I should focus on public-facing assets like pavilions, basketball courts, and gardens that can be used quickly and maintained by local partners.

1. Executive Summary

This report summarizes community engagement efforts and public feedback gathered for the Greater Floyd Campus Master Plan. Between February and April 2025, Robinson and Associates Architecture, Inc. led multiple outreach activities including public meetings, surveys, stakeholder interviews, and neighborhood presentations. A total of 50 residents provided formal survey responses, and over 100 participated in discussions and workshops. Key themes included public safety, blight removal, access to recreational and green space, support for youth and senior programs, and the desire for meaningful reinvestment.

2. Introduction and Project Background

The Floyd Campus, anchored by the former Floyd Elementary and Middle School buildings, lies within a historic and culturally significant corridor in South Montgomery. The site has seen decades of underinvestment, but remains central to the identities of the Normandale, Cloverdale, and Idlewild communities. In 2024, the City of Montgomery initiated a redevelopment planning process for the site. Robinson and Associates was tasked with creating a master plan based on deep community input. This report outlines the results of that outreach and lays the foundation for the next design phase.

3. Public Engagement Strategy

The planning team employed a variety of engagement tools to ensure broad participation:
- Kickoff Meeting (Feb 12, 2025)
- Stakeholder Session (Feb 21, 2025)
- Meeting with Councilman Szymanski (Feb 21, 2025)
- Normandale Neighborhood Meeting (Mar 10, 2025)
- Cloverdale-Idlewild Neighborhood Meeting (Apr 8, 2025)
- Midtown Montgomery Alliance of Neighborhoods Meeting (April 10, 2025) presented by Lois Cortell, Senior Development Manager-Economic & Community Development, City of Montgomery and Montgomery City Councilman Andrew Szymanski

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- Normandale Neighborhood Meeting (Apr 14, 2025)
- Survey (Feb 15–Apr 15, 2025): 30 online + 20 paper responses

4. Summary of Survey Results

Survey Results Overview:
- 60% of respondents live near Floyd Campus
- Top priorities: youth/senior programs, parks and pavilions, safety improvements
- 31% feel only "somewhat safe" in the area; 10% do not feel safe at all
- Desired improvements: sidewalks, lighting, ADA access, recreational spaces
- School Building reuse favored if feasible; support split on demolition vs. renovation
- Most want 630 Augusta to remain open and green for flexible use

5. Themes from Community Meetings

Recurring priorities included:
- Demolition of abandoned buildings
- Public lighting and walkability
- Safe, shaded spaces for family gatherings
- New basketball courts and small athletic spaces
- Covered pavilions, bathrooms, amphitheater for events
- Community garden (Eat South), farmers market space
- Traffic redirection and safety for children

6. Stakeholder Interview & Partner Feedback

Stakeholders reinforced priorities expressed by residents and emphasized practical concerns:
- Ensure feasibility in every phase of planning
- Demolish unsafe buildings (Coordinate with Marcus Dean, City of Montgomery Building Official)
- Form partnerships with nonprofits for operations (e.g. Eat South)
- Integrate TRC programming with new site features
- Coordinate with MPS and city zoning for long-term use

7. Land Use and Redevelopment Preferences

- Reuse buildings only if renovation is safe and cost-effective
- Prioritize community greenspace over dense construction
- Add flexible athletic fields, walking loops, and shaded seating
- Commercial parcels along Augusta Avenue should be cleared or repurposed for local business incubation

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8. Community Priorities and Guiding Principles

Guiding principles include:
1. Equity and inclusion for all neighborhoods
2. Safety, lighting, and walkability
3. Cost-feasibility with phased implementation
4. Programming for youth, seniors, and families
5. Celebrating the site's cultural legacy
6. Long-term stewardship and community ownership

9. Preliminary Planning Considerations

- Resolve ownership and zoning concerns
- Begin with demolitions and sidewalk improvements
- Coordinate with TRC and MPS for connectivity
- Develop scalable budget with contingency funds

10. Design Workshop Plan

Design workshops begin May 2025 and will include:
- Visioning sessions with maps and images
- Interactive charrettes with draft site plans
- Feedback on use types, locations, and scale

11. Appendices

- Survey Instrument and Results
- Stakeholder Questions and Feedback
- Outreach Flyers and Promotional Materials

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Appendix A: Summary of Stakeholder Feedback

The following is a summarized excerpt of concerns and proposals shared during the February 21, March 10, April 8, and April 14 meetings:

- "We want the buildings down. They're not safe."
- "The kids need somewhere they can go, walk safely, and have a court or field they don't have to share with traffic."
- "Gardens and greenspace. People want calm. It shouldn't be all concrete."
- "Don't design something we can't afford to build."
- "We need something visible soon. Even if it's just lighting, sidewalks, and signs."

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Appendix B: Visuals and Site Maps

The following images and diagrams illustrate current site conditions, inspiration examples from related projects, and a preliminary concept site plan for the Greater Floyd Campus Master Plan.

Included Visual Attachments:
- Floyd Master Plan – Preliminary Site Map
- Floyd Master Plan – Site Images (Existing Conditions)
- Floyd Master Plan – Inspiration Images (Design Concepts)

Note: These images are included in the PDF version of the report and submitted as separate appendices. All visuals were compiled by Robinson and Associates Architecture, Inc. to support design discussions and site evaluation.

	Live Nearby	Visit Frequency	Most Needed Improvement	Feel Safe	Mobility	630 Augusta
Yes	30					
No	19					
Rarely		29				
Daily		9				
Weekly		8				
Monthly		3				
Increased programming and services for youth and seniors			9			
More green spaces and recreational areas			9			
Renovation of existing buildings			8			
Better lighting and safety measures			4			
renovation of existing buildings			4			
Not specified				21	4	
Sometimes				15		
Yes, always				9		
No, not at all				5		
Somewhat easy					11	
Difficult					10	
Somewhat Easy					10	
Very easy					6	
Very Easy					4	
Very Difficult					3	
Develop into a community sports facility						9
Remain a green space for informal recreation						8
Allocate for mixed-use development (retail, housing, community services)						7
Use for community gardening and urban farming						6
develop into a community sports facility						5

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GREATER FLOYD CAMPUS MASTER PLAN MONTGOMERY, ALABAMA SURVEY

Section 1: About You

1. **Do you live in or near the Floyd Campus area?**
   - ☐ Yes
   - ☐ No
   - ☐ I work in the area
2. **How often do you visit the Floyd Campus area?**
   - ☐ Daily
   - ☐ Weekly
   - ☐ Monthly
   - ☐ Rarely
3. **What is your primary reason for visiting the Floyd Campus area?** (Check all that apply)
   - ☐ I live nearby
   - ☐ Work
   - ☐ Recreational activities
   - ☐ Attending community events
   - ☐ Accessing city services
   - ☐ Other: _____

Section 2: Community Priorities

4. **What are your top priorities for the redevelopment of the Floyd Campus?** (Select up to **3** options)
   - ☐ Recreational facilities (parks, playgrounds, sports fields)
   - ☐ Community gathering spaces (event venues, seating areas)
   - ☐ Educational opportunities (after-school programs, vocational training)
   - ☐ Business and economic development (local businesses, job training)
   - ☐ Safety and security improvements
   - ☐ Accessibility and walkability (sidewalks, bike lanes, crosswalks)
   - ☐ Affordable housing or mixed-use development
   - ☐ Historic preservation of existing structures
   - ☐ Other: _____

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5. **What do you think is the most important improvement needed for the Floyd Campus area?**
   - ☐ Renovation of existing buildings
   - ☐ More green spaces and recreational areas
   - ☐ Better lighting and safety measures
   - ☐ Increased programming and services for youth and seniors
   - ☐ Improved traffic flow and pedestrian access
   - ☐ Other: _____

6. **What types of programs or activities would you like to see at the Floyd Community Center?** (Check all that apply)
   - ☐ Senior programs
   - ☐ Youth after-school programs
   - ☐ Health and wellness activities (exercise classes, mental health services)
   - ☐ Business and workforce development training
   - ☐ Arts and cultural programs
   - ☐ Other: _____

Section 3: Safety and Accessibility

7. **Do you feel safe in and around the Floyd Campus area?**
   - ☐ Yes, always
   - ☐ Sometimes
   - ☐ No, not at all
8. **What safety improvements would make the area feel more secure?** (Check all that apply)
   - ☐ More street lighting
   - ☐ Increased police presence
   - ☐ More security cameras
   - ☐ Traffic calming measures (speed bumps, pedestrian crossings)
   - ☐ Removal of abandoned buildings or blighted properties
   - ☐ Other: _____
9. **How easy is it for you to walk, bike, or use public transportation in the Floyd Campus area?**
   - ☐ Very easy
   - ☐ Somewhat easy
   - ☐ Difficult
   - ☐ Very difficult

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10. **What accessibility improvements would you like to see?** (Check all that apply)

- ☐ More sidewalks and pedestrian-friendly pathways
- ☐ ADA-compliant ramps and crossings
- ☐ Bike lanes and bike-friendly infrastructure
- ☐ Improved public transportation access
- ☐ Other: _____

Section 4: Land Use and Development

11. **What should be the priority for the former Floyd Elementary and Middle School buildings?**

- ☐ Renovate for community programs and educational use
- ☐ Repurpose for mixed-use development (business, community space, housing)
- ☐ Convert into recreational space or parks
- ☐ Demolish and build something new
- ☐ Other: _____

12. **How should the 4.1-acre property at 630 Augusta Avenue be used?**

- ☐ Remain a green space for informal recreation
- ☐ Develop into a community sports facility
- ☐ Use for community gardening and urban farming
- ☐ Allocate for mixed-use development (retail, housing, community services)
- ☐ Other: _____

13. **What are your thoughts on the blighted commercial buildings on Augusta Avenue?**

- ☐ They should be renovated for community use
- ☐ They should be converted into retail or business spaces
- ☐ They should be demolished to make space for new development
- ☐ Other: _____

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Section 5: Additional Feedback

14. **What ideas do you have for making the Floyd Campus a more vibrant and thriving space for the community?**

15. **Would you like to be involved in future community meetings or planning sessions?**

- ☐ Yes
- ☐ No

16. **If yes, please provide your contact information (Optional):**

- Name: _____
- Email: _____
- Phone Number: _____

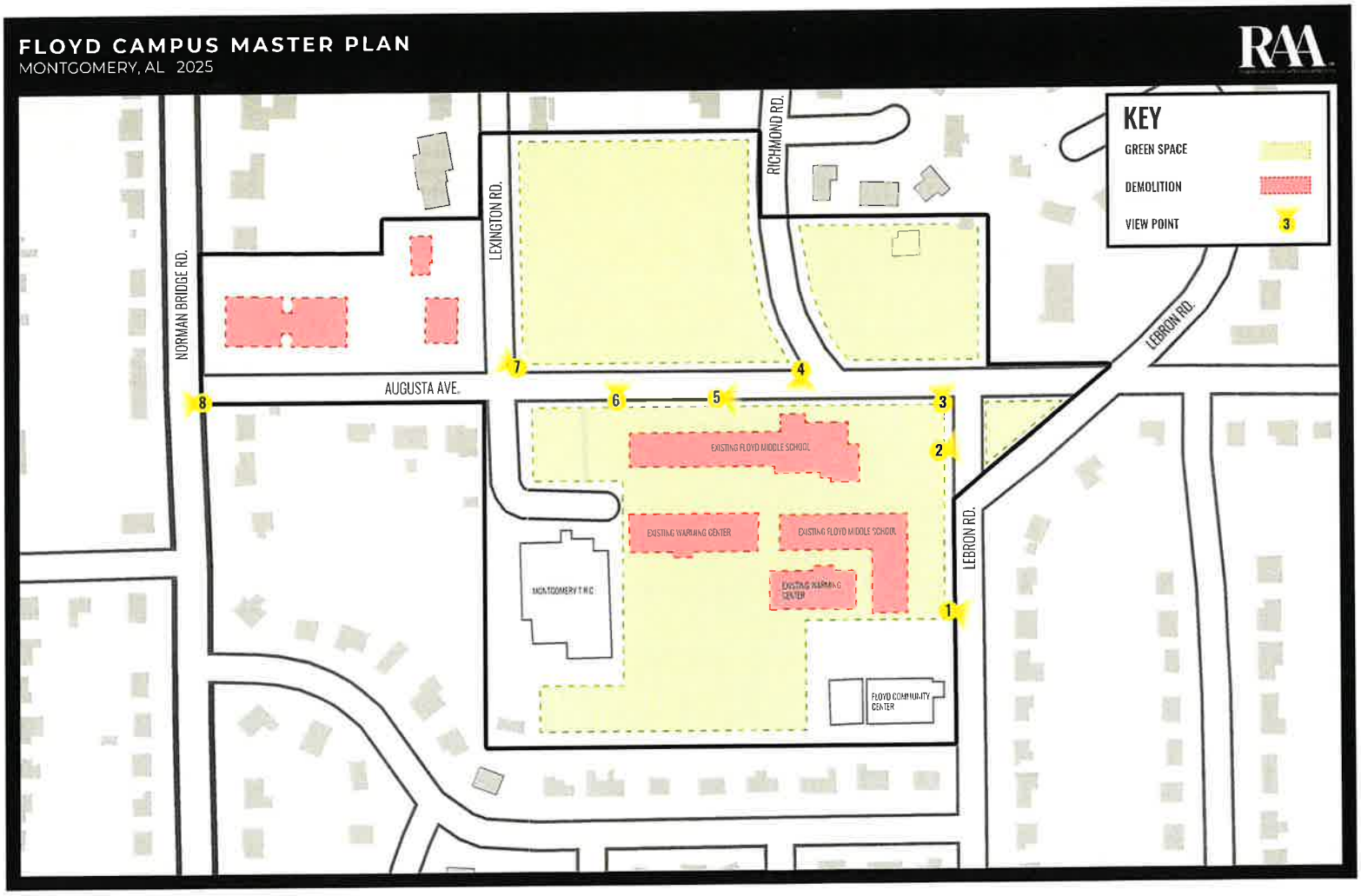
Thank You!

Thank you for taking the time to complete this survey. Your feedback is valuable in shaping the future of the **Greater Floyd Campus**. Stay tuned for updates on community meetings and next steps!

FLOYD CAMPUS MASTER PLAN

MONTGOMERY, AL 2025

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FLOYD CAMPUS MASTER PLAN - SITE IMAGES

MONTGOMERY, AL 2025

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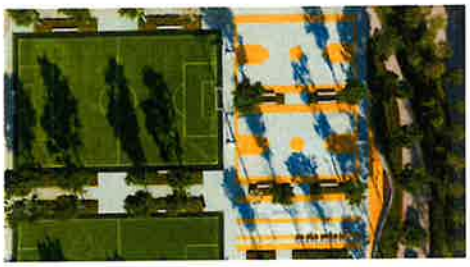




FLOYD CAMPUS MASTER PLAN - INSPIRATION IMAGES

MONTGOMERY, AL 2025

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ACTIVE SPORTS ACTIVITIES



ACTIVE SPORTS ACTIVITIES



TODDLER FRIENDLY ACTIVITY AREAS



OUTDOOR COVERED AMENITY



OUTDOOR GATHERING AMENITIES



WALKING TRAILS



COMMUNITY GARDEN



ENHANCED ENTRY



TRAFFIC CALMING / STREETSCAPE ENHANCEMENTS