

Greater Floyd Campus Master Plan

Complete Planning Document

CITY OF MONTGOMERY ALABAMA

OFFICE OF THE MAYOR

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Mayor's Message
Greater Floyd Campus Master Plan

June 16, 2026

Dear Montgomery Residents,

Over the past two years, Midtown Montgomery neighbors have worked closely with the City to reimagine critical places and streets in the Midtown Revitalization Initiative. The Greater Floyd Campus in the Normandale neighborhood is more than a place on a map; it is proof of the resilience, imagination, and unshakable spirit of Montgomery's people. For generations, this campus has been intertwined with the lives of families, students, teachers, elders, and neighbors who built community here long before any planning effort began. As community members imagine the Greater Floyd Campus Master Plan, we are not only presenting a vision for development but celebrating a renewed promise to residents and alumni.

This master plan was shaped by a gathering of community voices through workshops, surveys, conversations, and neighborhood gatherings reminding us that meaningful change grows from collaboration and trust. You shared with us what makes this place special, the challenges you face, and the dreams you continue to carry. In response, we developed a roadmap that honors that wisdom and sets a bold course for Normandale's future.

The transformation ahead looks to the future. Where blighted buildings stand, we envision vibrant spaces filled with activity and possibility. Where unsafe streets create barriers, we envision safer, more inviting neighborhood connections. With revitalized recreation areas, flexible gathering spaces, modernized facilities, and Crime Prevention Through Environmental Design or CPTED-led, safety measures to deter crime, the Greater Floyd Campus area might once again serve as a welcoming anchor. It will be a place where residents of all ages can learn, play, gather, and thrive. It is a commitment to our children who deserve inspiring places to learn and grow, to our seniors who deserve safe places to gather and stay active, and to our families who deserve amenities that enrich daily life.

This is not just an investment in infrastructure; this effort reflects our city's commitment to broad and inclusive public participation. Engagement strategies included community meetings, targeted mailings, QR-code surveys, neighborhood association partnerships and online project updates. These approaches ensured residents and stakeholders had multiple ways to share meaningful input. The resulting plan reflects the ideas, concerns and aspirations you shared with us. Together, we have built a framework grounded in transparency, collaboration, and community pride.

Thanks to the community's involvement, the Planning Commission unanimously recommended approval of this plan in May 2026, and the City Council voted in June 2026 unanimously to approve it. This support underscores the momentum behind our shared vision for a stronger Midtown. Although funding for acquisition and construction phases is still forthcoming, Montgomery is committed to advancing key segments, celebrating the renovated Therapeutic Recreation Center and assessing safety on Augusta Street.

To everyone who contributed, thank you. Your courage, advocacy, and vision helped shape this important plan.

Sincerely,

Steven L. Reed
Mayor

CITY OF MONTGOMERY ALABAMA

GREATER FLOYD CAMPUS MASTER PLAN

Montgomery, AL

Final Report
February 2026

Design and Report Development

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ACKNOWLEDGEMENTS

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INTRODUCTION

Robinson & Associates Architecture, Inc. has been engaged by the City of Montgomery to develop a comprehensive master plan for the Greater Floyd Campus — a community-serving district with deep historical and cultural significance. The project aims to transform this underutilized area into a vibrant, inclusive, and resilient neighborhood hub for education, wellness, and recreation.

The site is composed of a complex mix of public and private ownerships. Properties owned by Montgomery Public Schools (MPS) and the Board of Education, encompassing the former Floyd Elementary and Middle Schools, the Floyd Community Center, and a 4.1-acre open green space to the north. Properties owned by the City of Montgomery including, the City's former Emergency Management Warming/Cooling Center and the newly renovated Therapeutic Recreation Center. Crucially, the planning effort also targets specific adjacent privately owned parcels that currently detract from the district's safety and character: two severely blighted commercial buildings along Augusta Avenue and an abandoned residential property at the corner of Augusta Avenue and Richmond Road.

A core component of the planning process is robust neighborhood and stakeholder outreach. The success of the Greater Floyd Campus Master Plan relies heavily on authentic community engagement to ensure the vision reflects local values, needs, and aspirations. This inclusive process is also foundational to positioning the City for future grant opportunities and phased implementation of improvements.

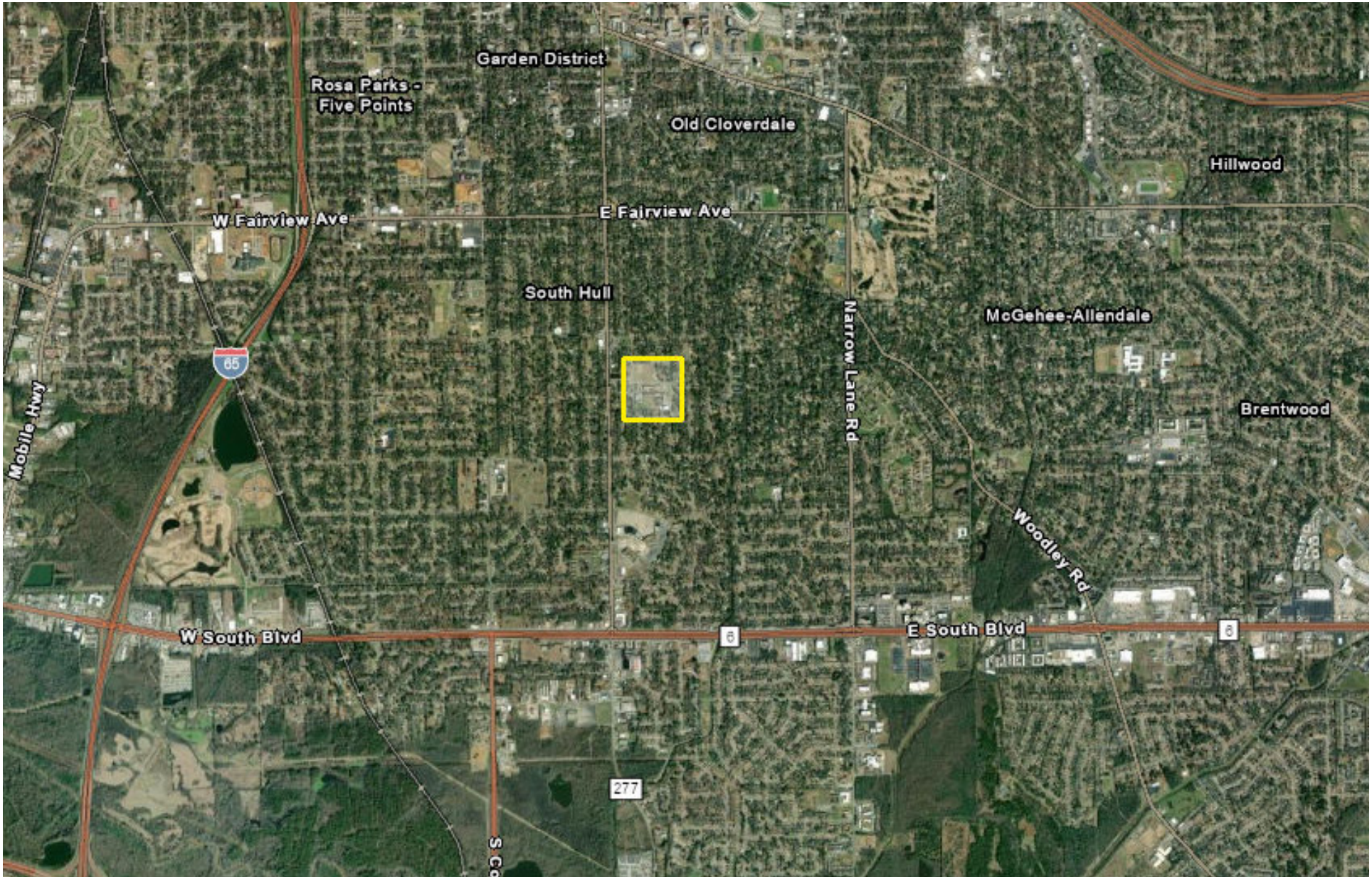
Key design strategies include:

- Traffic calming and streetscape enhancements to improve safety and connectivity.
- Development of outdoor, age-friendly recreational opportunities.
- Incorporation of community gardening and urban farming activities.
- Creation of flexible outdoor gathering spaces for events, wellness, and leisure.
- Implement rigorous CPTED standards across all new and renovated areas, focusing on natural surveillance, access control (fencing), and comprehensive security lighting and camera systems.
- Ensure the success of all new and renovated facilities by integrating expanded parking capacity and essential support structures (restroom pavilions) across the entire site.
- Systematically remove blighted structures to prepare the site for high-impact redevelopment, immediately increasing the perceived value and safety of the area.
- Preserve community history and maximize resource efficiency by fully renovating and modernizing existing civic infrastructure, including the main community center and related support structures.

INTRODUCTION

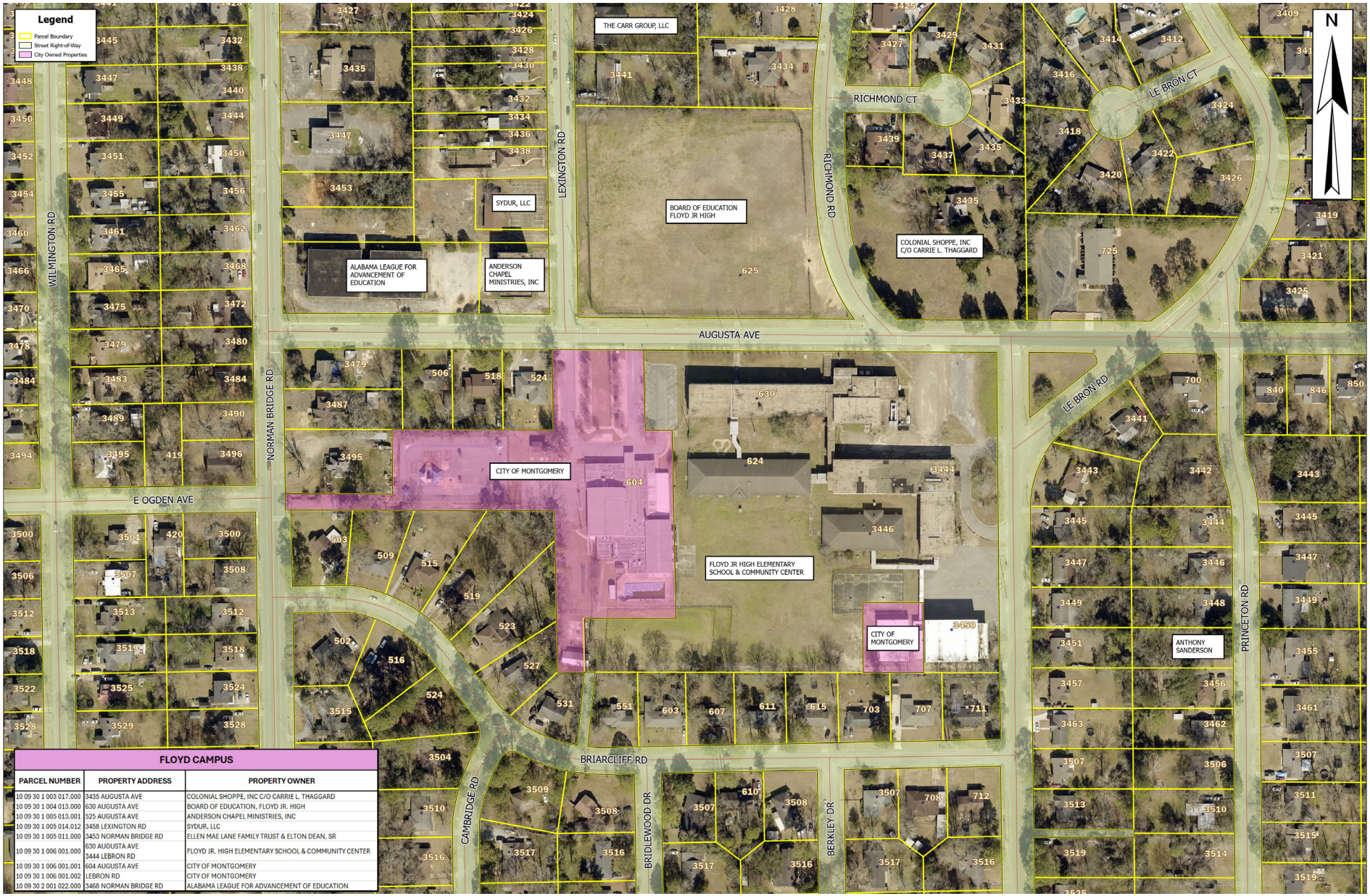
In addition to the blighted former school campus area, two blocks south is the Normandale Shopping Mall which once was a hub of vibrant shopping activities but in 2025 has fallen upon harder times and is also now a source of neighborhood blight. This transformative initiative was catalyzed by ARPA (American Rescue Plan Act) funding provided through District 7 Councilor Andrew Szymanski, underscoring a committed drive toward the area's infrastructure improvement, blight removal, and economic revitalization.

SITE ANALYSIS



Vicinty Map of Floyd Campus

SITE ANALYSIS



FLOYD CAMPUS

PARCEL NUMBER	PROPERTY ADDRESS	PROPERTY OWNER
10 09 30 1 003 017.000	3435 AUGUSTA AVE	COLONIAL SHOPPE, INC C/O CARRIE L. THAGGARD
10 09 30 1 004 013.000	630 AUGUSTA AVE	BOARD OF EDUCATION, FLOYD JR. HIGH
10 09 30 1 005 013.001	525 AUGUSTA AVE	ANDERSON CHAPEL MINISTRIES, INC
10 09 30 1 005 014.012	3458 LEXINGTON RD	SYDUR, LLC
10 09 30 1 005 011.000	3453 NORMAN BRIDGE RD	ELLEN MAE LANE FAMILY TRUST & ELTON DEAN, SR
10 09 30 1 006 001.000	630 AUGUSTA AVE 3444 LEBRON RD	FLOYD JR. HIGH ELEMENTARY SCHOOL & COMMUNITY CENTER
10 09 30 1 006 001.001	604 AUGUSTA AVE	CITY OF MONTGOMERY
10 09 30 1 006 001.002	LEBRON RD	CITY OF MONTGOMERY
10 09 30 2 001 022.000	3468 NORMAN BRIDGE RD	ALABAMA LEAGUE FOR ADVANCEMENT OF EDUCATION

Greater Floyd Propert Address and Ownership Map

SITE ANALYSIS

A comprehensive site analysis was conducted to establish a clear understanding of existing conditions and inform future planning decisions. This process began with detailed field surveys and topographic mapping of the properties, providing accurate baseline information on site boundaries, grades, utilities, and physical features. Reference appendix 14: Maps and Surveys.

In addition to the surveys, an assessment of existing buildings across the site was carried out. Nine structures were studied in depth, each with an Existing Conditions Report documenting exterior materials, structural integrity, and overall suitability for reuse. These reports included a comparative cost analysis outlining three potential approaches for each building:v

- Renovation of the existing structure
- Demolition and site clearance
- Construction of a new replacement building

This analysis provided stakeholders with both the physical and financial implications of retaining or removing the existing structures. Together, the surveys and building condition reports form the foundation of the master planning process, ensuring that design decisions are grounded in a thorough understanding of the site's constraints, opportunities, and long-term value.



Blighted property at corner of Augusta Ave. & Norman Bridge Rd.



Blighted property along Augusta Ave.



City of Montgomery Emergency Warming / Cooling Center

SITE ANALYSIS

The existing site suffers from significant infrastructural and safety deficiencies that undermine its utility and pose risks to the community. Vehicular traffic flow, particularly along key arterials like Augusta Avenue, currently presents a major safety challenge due to high speeds and a pronounced lack of dedicated pedestrian crossing infrastructure, effectively dividing the site and inhibiting safe connectivity between parcels.

Furthermore, the overall security profile is critically poor, stemming from an acute absence of foundational Crime Prevention Through Environmental Design (CPTED) elements. This neglect includes insufficient and poorly maintained strategic lighting, which creates extensive dark zones, and a complete lack of perimeter security and appropriate fencing.

This combination of blighted, abandoned buildings, environmental neglect, and vehicular hazard contributes to an environment perceived as unsafe and vulnerable to unauthorized access and activity, which the Masterplan is designed to comprehensively address.



Floyd Middle School



4.1 Acre Open Green Space



Aerial View of Floyd Corridor



Abandoned Residential Property at Corner of Richmond & Augusta

COMMUNITY ENGAGEMENT

At the heart of this master planning effort is the voice of the community. From the beginning, the planning team worked to ensure that residents, stakeholders, and neighbors played an active role in shaping the vision for the site.

To gather a broad range of perspectives, surveys were distributed in both digital and paper formats. This approach allowed us to hear from those who preferred the convenience of online responses as well as individuals who engaged through local community centers, neighborhood groups, and in-person outreach. The surveys provided valuable insight into community priorities—such as desired amenities, safety concerns, and visions for how the site could best serve future generations.

In addition to surveys, a community design charrette was hosted, creating a collaborative and hands-on opportunity for residents to participate in the planning process. At this event, community members explored preliminary ideas, shared their opinions, and worked alongside the planning team to envision possible layouts, programs, and uses for the site. The charrette encouraged dialogue, sparked new ideas, and highlighted shared values among participants.



Community members gathered at design workshop



Community members participating in design charette

COMMUNITY ENGAGEMENT

Community input is an essential part of an infrastructure master plan process. The planning team assembled documents, spoke with residents and stakeholders, and led two well-attended public design workshops that allowed citizens to provide input on problem areas and possible changes needed in the Greater Floyd Campus project area. The team regularly attended meetings of the Normandale Community Association in order to present updates and get questions.

In addition, City staff in the Department of Economic & Community Development regularly shared upcoming meeting notices also at the community meetings, including the Normandale Community Association, and at the Cloverdale/Idlewild Association and Midtown Montgomery Alliance meeting. City staff attended stakeholder meetings, fielded questions and comments from citizens throughout the process, and created a QR Code to direct citizens to a City project website that included updates and documents so that citizens could track the process clearly. Finally, the City of Montgomery social media blasted the meetings notices on citywide social media, the Neighborhood Services neighborhood association distribution lists, and the City promoted them with local media outlets. The Design Workshops were deliberately held in the Floyd Community Center building to ensure that participants would be very focused on the issues of that area and so that it was in an easy to access location for residents.

COMMUNITY ENGAGEMENT

Public Engagement Timeline

11/20/2024 - Townhall community meeting to announce the project, share flyer, and start a sign in list of interested neighbors.

02/12/2025 - Kickoff meeting

02/21/2025 - Stakeholder Session

02/21/2025 - Meeting with Councilman Szymanski

03/10/2025 - Normandale Community Association Neighborhood Meeting

04/08/2025 - Cloverdale-Idlewild Neighborhood Meeting

04/14/2025 - Normandale Neighborhood Meeting

02/15 - 04/15/2025 - Survey Online + Paper Responses

05/21/2025 - Flyers were mailed to residents within the project area to increase awareness and encourage participation in public meetings

06/05/2025 - A public engagement event was scheduled to foster community dialogue and gather feedback, with logistics coordinated to maximize participation

06/24/2025 - A meeting was held with the communications intern to strategize outreach efforts and coordinate reminders for residents to complete the survey.

07/29/2025 - A District 7 community meeting was conducted at Hilltop, attended by Councilor Szymanski, to discuss project updates and gather constituent feedback.

08/11/2025 - Provided a comprehensive project update during a session with the Normandale Neighborhood Association, reinforcing community engagement and transparency.

09/27/2025 - Shared flyers with the two concept plans with the Normandale Community Association, presented and took comments.

Fall 2025 - Posted drafts online and took final comments

12/15/2025 - Presented posted boards and shared final summary at the neighborhood holiday party.

COMMUNITY ENGAGEMENT

All feedback from the surveys and design charrette was compiled into a Community Engagement and Planning Report, which provides a detailed record of the process and the input received. This report acts as both a resource and a guiding framework for the master plan, ensuring that the design reflects the aspirations and lived experiences of the community it serves.

The community's voice is not a single step in this process—it is the foundation. By centering local perspectives, the master plan is able to respond authentically to real needs and opportunities, building a vision that belongs to everyone.

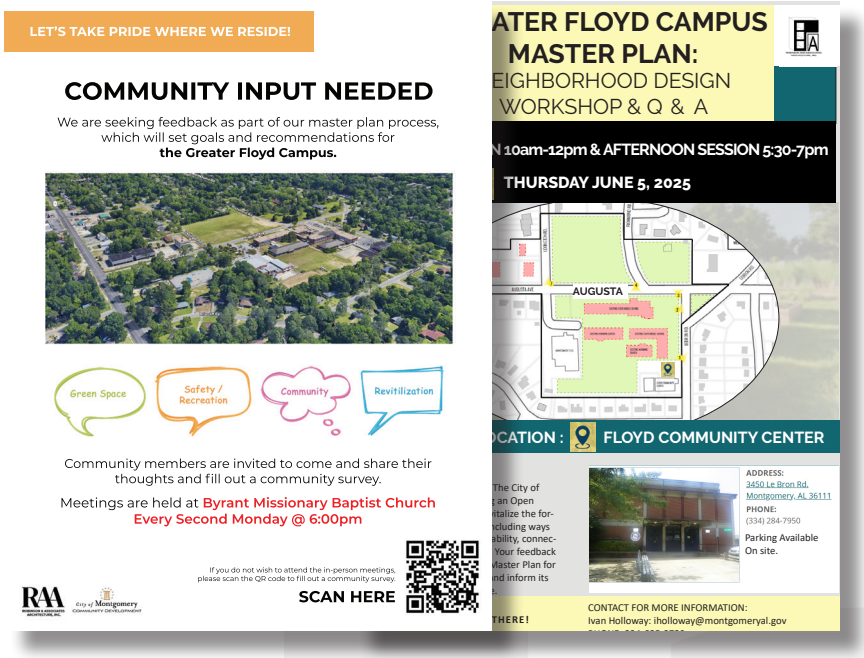
See the appendices for details regarding questions and answers. A summary of responses follows in graphic format on the next page. We found that a majority of community members prioritized the demolition of the former school buildings and prioritized recreational and gathering spaces for the campus redevelopment.



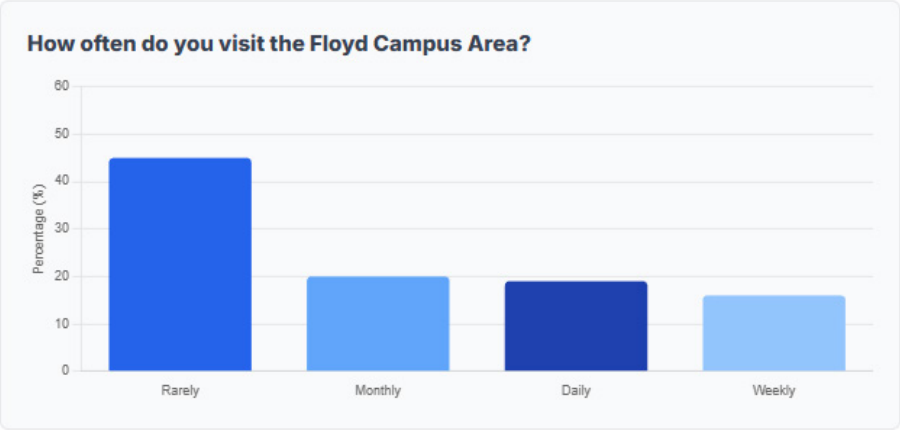
Neighbors at design workshop.

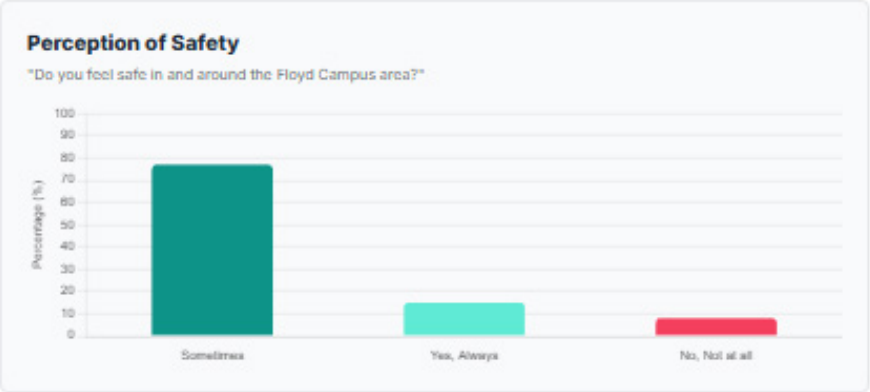


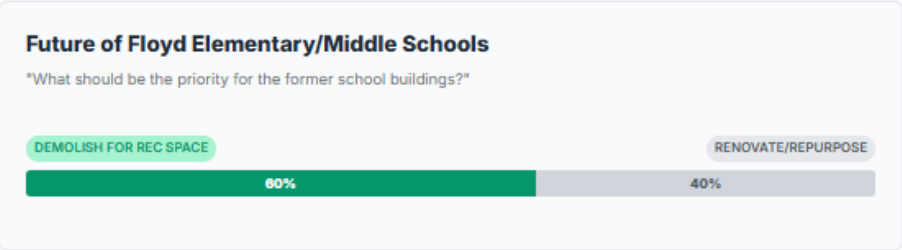
Barry Robinson, Architect, presenting to community at design workshop.

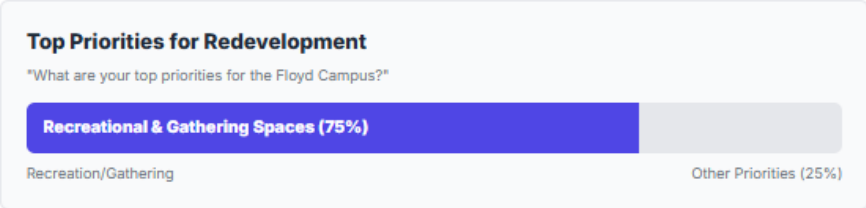


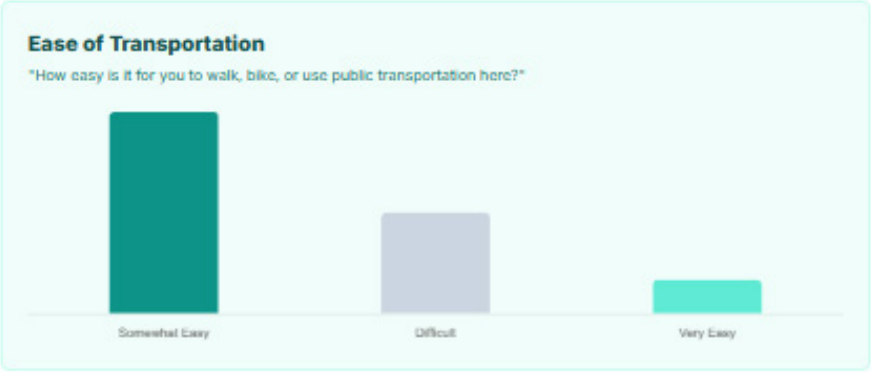
COMMUNITY ENGAGEMENT

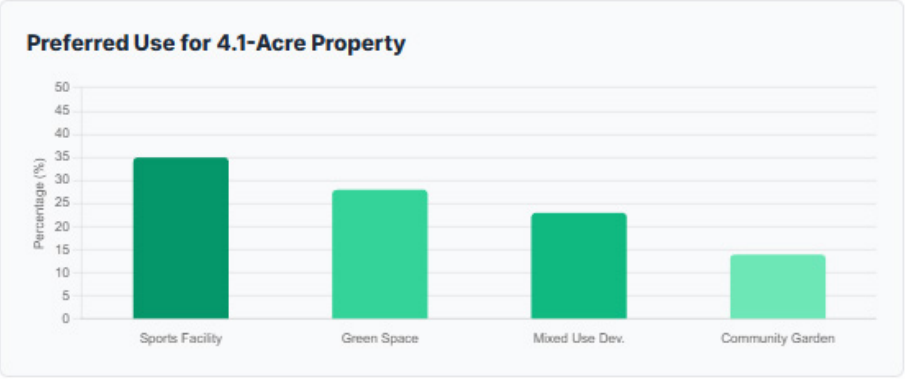












***Reference appendices for full community engagement survey.*

COMMUNITY ENGAGEMENT

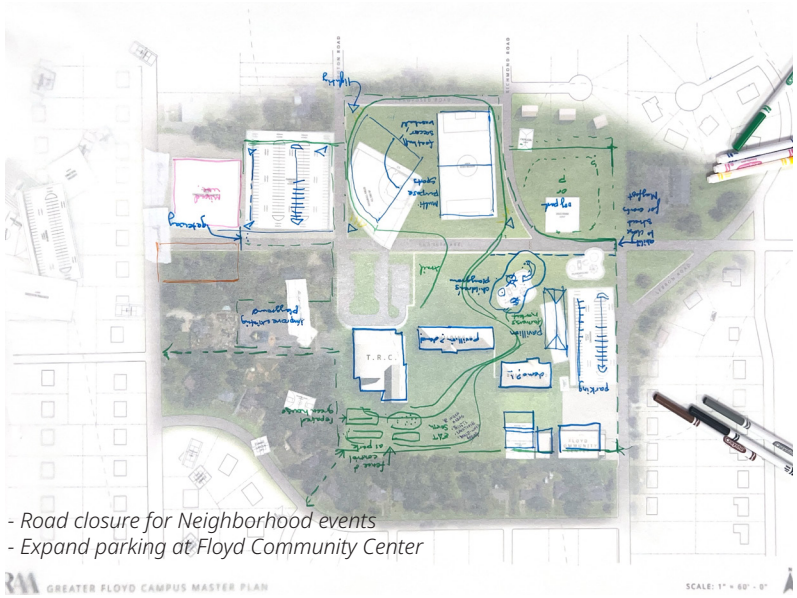
To get the maximum number of attendees, two different times were held for Design Workshops. Social media, website, and person to person information was shared to get the word out, in addition to direct mailings to nearly five hundred property owners in the immediate area around the campus. During the Design Workshop the team explained the Existing Conditions Analysis and encouraged participants to create their own plan ideas for redevelopment. To follow are the seven different plan ideas that were created. They show the strong interest in demolition of the former school buildings, redevelopment for public recreational spaces, and interest in seeing the private properties cleared and redeveloped. In Appendix 3, details of each plan are provided on a larger scale.

With all of the community design recommendations compiled, the consultant team developed a series of plan options. In Appendix 8, details of each plan is provided on a larger scale. The team worked closely with the departmental team to narrow done the options into the final consolidated Master Plan recommendations.



- Farmers Market Pavillion
- Multiple Outdoor Venues

Charette Plan #1



- Road closure for Neighborhood events
- Expand parking at Floyd Community Center

Charette Plan #2

COMMUNITY ENGAGEMENT



- Public Restrooms, Walking trails, and water fountains
- Smaller pavillions for other site uses

Charette Plan #3



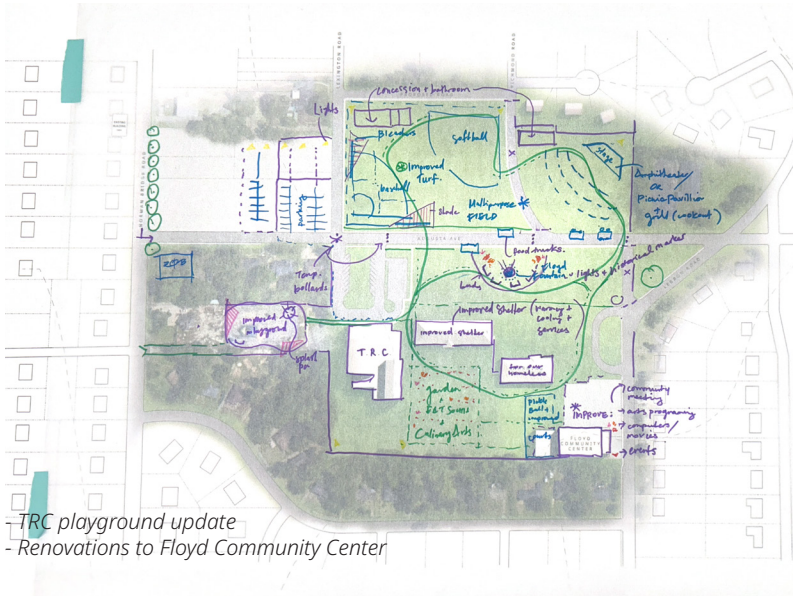
- Urban Garden
- Reuse of private property along Augusta for more parking

Charette Plan #4



- Affordable housing
- Peripheral parking along Augusta Ave.

Charette Plan #5



- TRC playground update
- Renovations to Floyd Community Center

Charette Plan #6



- Mixed use development on corner of Norman Bridge Rd. and Augusta Ave.
- New lighting and secured fencing

Charette Plan #7

MASTERPLAN RECOMMENDATIONS

The Masterplan outlines a comprehensive revitalization strategy, directly integrating key findings from the Community Engagement phase to transition the site from underutilized parcels to a vibrant, mixed-use community hub. The strategy focuses on intentional demolition, strategic new construction for residential density and retail support, and targeted renovations to revitalize existing community assets.

The core concept is to create a fully integrated ecosystem that balances residential, commercial, recreational, and civic functions while prioritizing pedestrian safety.

Following strong community consensus, the first step involves the strategic acquisition and consolidation of site ownership. This requires securing titles to the privately held commercial and residential lots and formalizing redevelopment agreements for properties currently owned by Montgomery Public Schools (MPS) and the Board of Education. Once site control is unified, the plan proceeds to the demolition of blighted and abandoned properties. These demolitions pave the way for strategic redevelopment aimed at increasing local density and economic activity.

New Recreation Fields

The Masterplan proposes the construction of state-of-the-art turf baseball and soccer fields to serve as a premier destination for youth sports and community leagues. These high-quality athletic surfaces are designed for durability and all-weather play, ensuring year-round utility. Anchoring these fields will be a new open-structure pavilion, designed to provide shade and a central gathering space for spectators and teams, while also housing essential restroom facilities to ensure comfort and accessibility for all visitors.

Community Center Revitalization and Adjacent Buildings Repurposed

A comprehensive renovation is recommended for the existing Floyd Community Center. It is actively used but is no longer in good shape. It could be revitalized into a modern, fully equipped hub for sports, social interaction and events. In addition to the main center, the two adjacent structures should be repurposed and upgraded to maximize the campus potential. One could be transformed into a dedicated Community Resource Center, perhaps for senior services and/or other vital services and support. The other could be transformed into offices, providing flexible space for administrative needs of the center, of the recreational center, for nonprofits, and even for small business incubation.

MASTERPLAN RECOMMENDATIONS

Therapeutic & Wellness Expansion

Building on the momentum of the recently completed Montgomery Therapeutic Recreational Center renovation, the plan introduces a new therapeudtic community garden located directly behind the facility. This green initiative serves as both a wellness tool and an educational asset. It will feature its own dedicated pavilion for outdoor classes or markets and a scenic walking path, creating a serene environment for therapy, gardening, and sustainable food practices that perfectly complements the mission of the adjacent center. In addition, the playground area to the west of the TRC area is recommended for clean up and enhancement.

Existing Asset Upgrades

To reflect changing recreational trends and demographics, the existing basketball courts next to the Floyd Community Center will be converted into modern pickleball courts, catering to the sport's rapidly growing popularity among all age groups. Simultaneously, the playground adjacent to the Therapeutic Center will undergo a full renovation. This upgrade will replace aging equipment with safe, inclusive, and engaging play structures, ensuring a high-quality recreational environment for neighborhood children and families visiting the center.

Mixed-Use Development

A new mixed-use building with residential and retail is proposed for the corner location of Norman Bridge Road and Augusta Avenue. This would help to revitalize the Norman Bridge commercial area, and could serve as a dynamic gateway into the Greater Floyd Campus area. If the current building is to be demolished, it should be first documented for and photographed, and perhaps it's iconic cement masonry blocks could be repurposed elsewhere in the campus.

Multi-Family Housing

A two-story multi-family development is proposed to be constructed on a cleared residential parcel near Richmond Road. The property is currently a blight for neighbors and an attraction for nuisance complaints. It is an opportunity for a slight increase in residential density for the neighborhood, for example, with town homes; note though that such a density change would require a zoning change to be processed separately through the City's Planning Commission and a landscape buffer should be provided for Richmond Court homes to the north.

MASTERPLAN RECOMMENDATIONS

Collectively, these enhancements serve as a direct implementation of the “Envision Montgomery 2040 Plan,” which designates this site as “Open space/Recreation.” By expanding diverse amenities like community gardens and playgrounds while repurposing blighted assets, the Masterplan fulfills the city’s strategic mandates to revitalize disinvested neighborhoods (Objective #8), protect and diversify recreational resources (Objective #11, Action Agenda 3.11), and stabilize the community through safety-focused design and economic development (Action Agenda 3.1 & Connections 4).

MASTERPLAN RECOMMENDATIONS

In addition, key objectives of the Master Plan are to improve local infrastructure, site connectivity, and traffic flow to ensure pedestrian safety by way of the following:

Memory Walking Trail: The site of the former abandoned school will be transformed into a walking trail with a memorial fountain along Augusta Avenue, paying direct homage to the school's rich history in the community. To deepen this connection, the design will incorporate oral histories gathered from the greater Normandale Neighborhood, preserving the voices and memories of former students and residents within the site's physical landscape.

Pedestrian + Bicycle Linkage: To connect the walking trail to the new ball fields safely, the plan proposes removable bollards and a raised table on a section of Augusta Avenue. This measure will temporarily slow and allow for the complete closure of this section of future park to vehicular traffic for special events or indefinitley if desired. Bike lanes will also be added not only to the site but throughout the neighborhood as part of the River Region Trails Network.

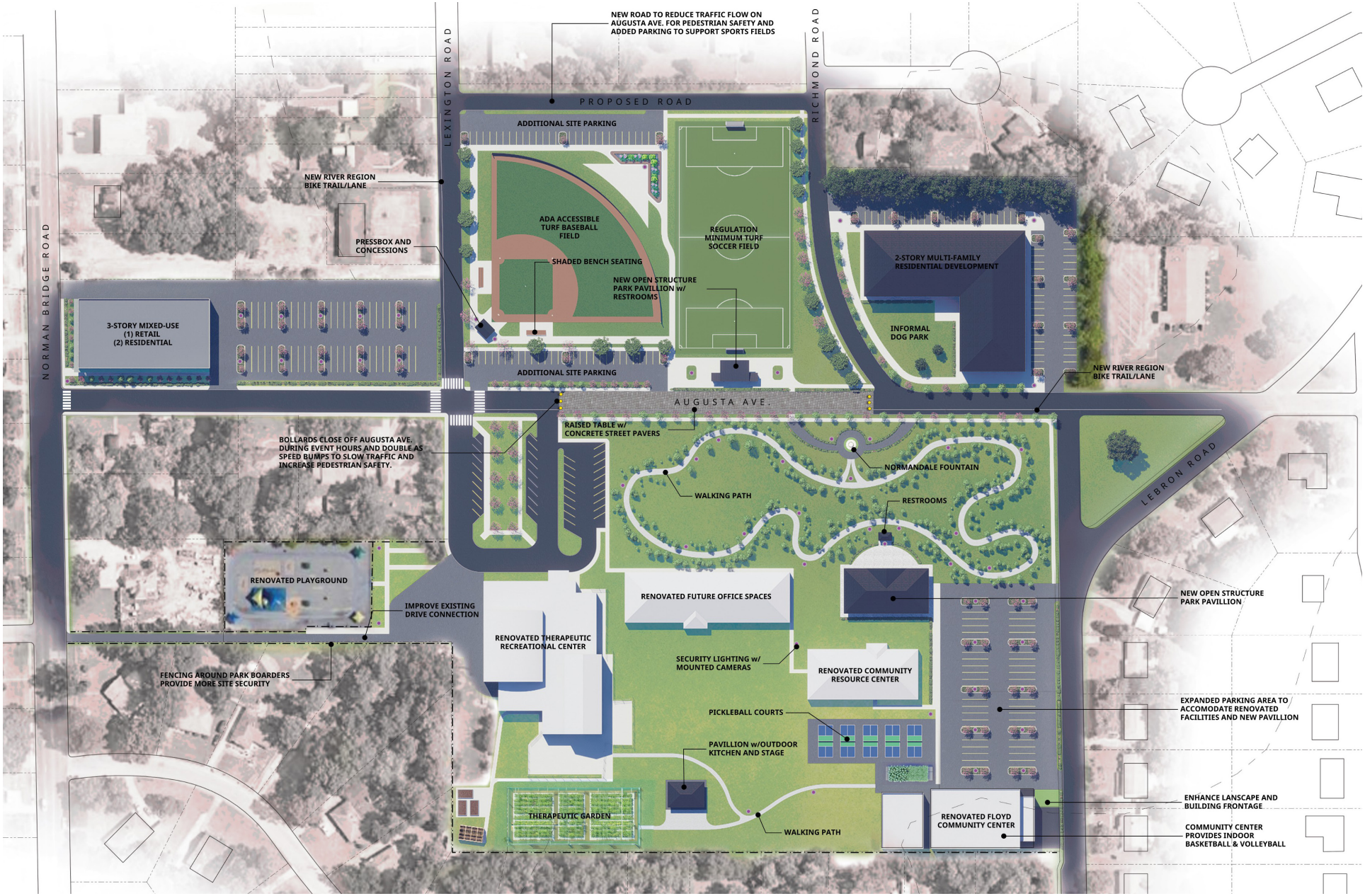
Traffic Mitigation & New Road: To accommodate the Augusta Avenue closure and ensure local traffic flow is maintained, a new road is proposed north of the ball fields. This strategic bypass will significantly reduce speeding in the area, greatly enhancing pedestrian safety throughout the site.

Parking Infrastructure: To adequately serve the increased residential density, commercial activity, and high foot traffic anticipated from the new fields and renovated centers, existing parking facilities will be significantly expanded and new parking added across the entire site.

Crime Prevention Through Environmental Design (CPTED): Safety is paramount and will be actively managed through CPTED principles, including strategic placement of lighting to eliminate dark spots, use of appropriate fencing to delineate public and private spaces, and installation of security cameras at key access points, gathering areas and on site lighting.

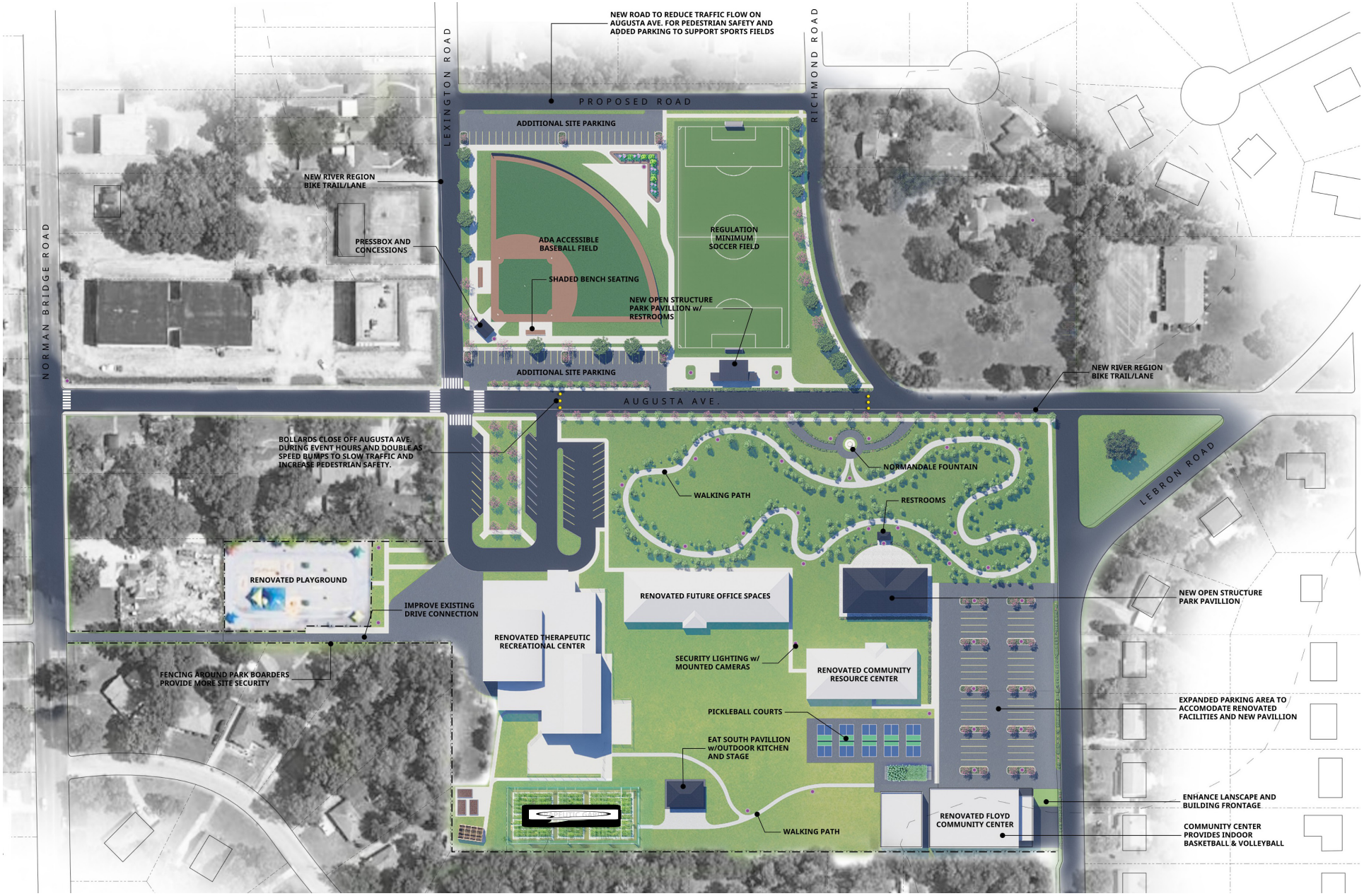


MASTERPLAN

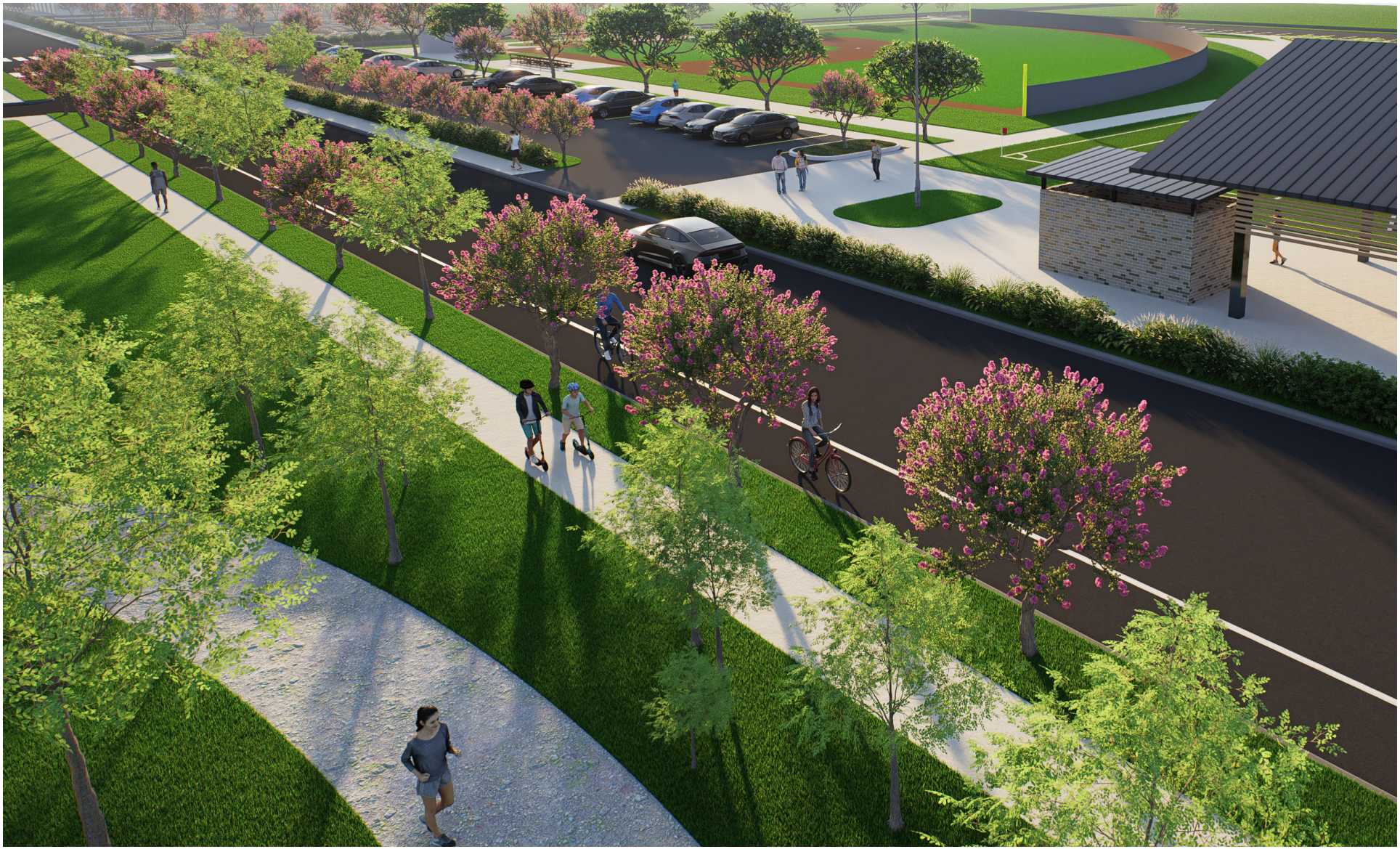


Complete master plan including private parcels.

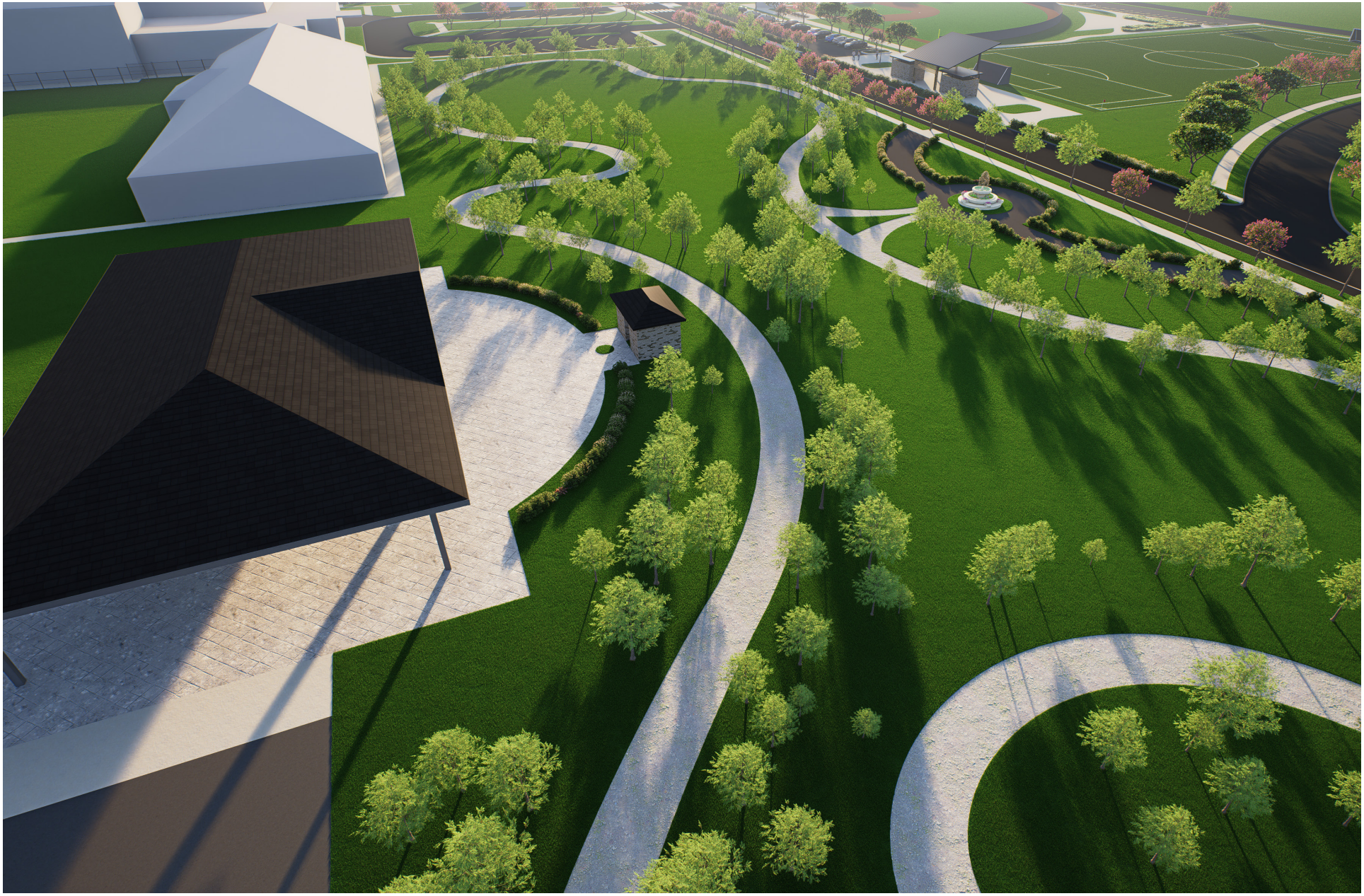
MASTERPLAN



*Complete master plan **not** including private parcels.*



Greater Floyd Campus rendering looking west down Augusta Avenue.



Greater Floyd Campus rendering of walking trail.

COST BREAKDOWN

To follow is a cost breakdown of the three main components of the Master Plan, including what is owned in 2025 by the City of Montgomery, by the Montgomery Public Schools/Board of Education, and by the Privately owned properties. For more details, please reference the Appendices for the full cost estimate report prepared by the consultant team.

City Owned
Community & Wellness

Item	Cost
Reno: Floyd Comm. Center	$5,570,402
Reno [redacted]	$1,751,573
New Large Pavilion	$1,689,960
Site Lighting & Cameras	$1,488,180
Reno [redacted]	$1,248,248
Total	**$11,748,363**

MPS / BOE Owned
Schools & Fields

Item	Cost
Demolition: Floyd Schoo [redacted] Building	$2,164,890
New ADA Turf Baseball Field	$4,126,776
New Turf Soccer Field	$2,906,535
New Pickle Ball Courts	$884,094
New Open Pavilion	$407,632
Concessions / Press Box	$222,416
New Walking Trail	$104,227
New Restrooms	$59,655
Total	**$10,876,225**

Private Parcels
Commercial & Residential

Item	Cost
Demolition: 3465 Norman Bridge	$747,371
Demolition: 525 Augusta Ave	$283,496
Mixed-Use New Build	$12,010,490
Multi-Family Apts (Inc. Demo)	$14,460,512
Total	**$27,501,869**

***All cost estimates outlined in this master plan were provided by an independent professional cost estimator.*

IMPLEMENTATION STRATEGIES

1. Funding Needs By Phase

Phase 0 (Activation & Foundation)

- Finalize the acquisition of MPS and the Board of Education properties for site access and redevelopment.
- Conduct an immediate CPTED audit to install temporary solar security lighting in critical dark zones and repair perimeter fencing to secure abandoned structures prior to demolition.
- Host “Clean and Green” volunteer days to remove litter.
- Add informational signage, like “Future Home of…” to start to build excitement and find ways to signal change.
- Submit applications for projects in Phase 1, including local, state, federal, and nonprofits like AARP Community Challenge Grants and Purpose Built Community initiatives. Start to plan for Phase 2 and 3 funding.

Phase 1 (Immediate Priorites)

- Demolition of Floyd elementary.
- Enhancements to the Therapeutic Recreation Center surroundings and pedestrian crossings.
- Installation of traffic calming measures along Augusta Street (bollards or raised tables).
- Re-Development of exsiting outdoor recreational areas, including new pickleball courts at Floyd Community Center & the playground at Montgomery Therapeutic recreation center.
- Initial improvements to sidewalks, street lighting, and street trees.
- Cleanup and enhance TRC playground area.

Phase 2 (Mid term Projects)

- Construction of a community pavilion and urban gardening spaces (Therapeutic Garden).
- Development of memory walking trail and fountain.
- Expand parking at Floyd Community Center.
- Development of soccer field and baseball fields including parking, sidewalks, pavillions, etc.
- Renovations to Floyd Community Center.

Phase 3 (Long Term Scenarios)

- Acquisition & Redevelopment of non-City-owned properties, in partnership with private owners.
- Full completion of Augusta Street streetscape and placemaking features.
- Development of proposed road connecting Richmond Road & Lexington Road. Permadently close off portion of Augusta Ave.

2. Federal and State Grant Opportunities

Community Development Block Grants (United States Department of Housing and Urban Development)

- Infrastructure improvements, public facilities, and recreation spaces. Projects must benefit low- to moderate-income populations. Applicable to Augusta Street streetscape, renovations of City-owned buildings such as the Annex and Community Center.

Innovate Alabama Funds and Land & Water Conservation Funds (National Park Service and Alabama Department of Economic and Community Affairs)

- Outdoor parks, trails, and recreation facilities. Fifty percent local match required. Applicable to pickleball courts, walking paths, and play areas for children.

Transportation Alternatives Program (Federal Highway Administration and Alabama Department of Transportation)

- Pedestrian, bicycle, and streetscape projects. Twenty percent local match required. Applicable to Augusta Street sidewalks, pedestrian crossings, and street lighting.

United States Economic Development Administration

- Public facilities that create long-term economic growth and opportunity. Applicable to the community pavilion, workforce training, and shared-use community spaces.

Miracle Field Foundation for ADA Accessible Fields

- The Miracle League (National Organization) Technical assistance, design guidance, and potential funding support for the construction of inclusive baseball fields featuring custom rubberized turf surfaces. Applicable to the New ADA Accessible Turf Baseball Field.

3. Public - Private Partnerships

- **Community Pavilion:** Local grocers and food vendors participate in shared market space.
- **Sports Fields:** Partnerships with soccer, football, and pickleball associations for funding and programming support.
- **Therapeutic Recreation Center Programs:** Sponsorship opportunities for hospitals, health systems, and nonprofit health organizations.
- **School Partnerships:** Agreements with the school district for shared-use fields or gymnasiums.
- **Crime Prevention Through Environmental Design (CPTED):** Partnerships Collaboration with the Montgomery Police Department and safety consultants to conduct design audits and security assessments.
- **Naming Rights and Sponsorships Marketing:** philanthropic opportunities for corporations and local businesses to secure branding on high-visibility assets.

4. City Bonds & Capital Improvement Budget

Bond Financing: Use long-term municipal bonds to finance core infrastructure, such as Augusta Street streetscapes and major building renovations.

Capital Improvement Allocations: Incorporate pavilion and Community Center renovations into the City's annual capital improvement budget cycle.

5. Community Fundraising and Philanthropy

Placemaking Projects: Solicit donations for murals, signage, fountains, and benches.

Adopt-a-Project: Allow local buisnesses or civic groups to sponsor community gardens, play areas, or public art.

Digital Campaigns: Partner with local foundations and nonprofits to conduct online fundraising campaigns for small but highly visible projects.

Purpose Built Community: Partner to add this proven community revitalization approach for south Montgomery including areas like Normandale, Ridgecrest, as a way to involve local leadership and to address larger systemic revitalization needs among Floyd, Normandale, Cloverland area, and Ridgecrest.

Implementation Steps

1. Establish a Floyd Campus Funding advisory committee with City representatives and community members and deveolp a detailed funding campaign.
2. Create a detailed grant calendar that tracks deadlines for the Community Development Block Grant, Land and Water Conservation Fund, and Transportation Alternatives Program.
3. Initiate roundtable discussions with private developers, sports associations, and health systems to explore public–private partnerships.
4. Prepare a formal request for bond financing during the upcoming City budget cycle.
5. Launch a community fundraising campaign.
6. Coordinate with the Montgomery Therapeutic Center to expand community days.
7. Organize neighborhood clean-ups to develop a sense of ownership in the community.
8. Re-plat and re-zone acquired properties.

Risk Mitigation and Competitive Positioning

Risks: Federal and state grants are highly competitive; matching requirements may strain City resources; partnerships with private entities may take longer to finalize.

Mitigation: Pair multiple funding sources for each project element; stagger projects by phase to spread costs; leverage the Therapeutic Recreation Center's current renovation as a demonstration of readiness.

Competitive Advantage: The Floyd Campus is shovel-ready, strategically located, and already has ongoing investment, positioning it strongly for external funding.

EXECUTIVE SUMMARY

This Masterplan outlines a transformative vision for the critical corridor encompassing Norman Bridge Road and Augusta Avenue, converting a collection of neglected parcels into a vibrant, safe, and integrated community hub. The current site is burdened by significant blight, including abandoned buildings and severe infrastructural deficiencies characterized by high vehicular speeds on Augusta Avenue and a critical lack of security lighting and appropriate fencing. This environment is unsafe, discourages pedestrian activity, and restricts the community's potential.

The proposed strategy is a comprehensive response, directly informed by community engagement, that focuses on three core pillars: Strategic Land Reclamation, Safety and Connectivity, and Integrated Growth. The plan begins with the demolition of all blighted structures to immediately increase the area's perceived value. In their place, we propose introducing vertical density through a mixed-use residential/retail building and a two-story multi-family development, boosting local economy and housing options.

Crucially, the plan centers on creating a pedestrian-first environment. Key safety initiatives include proactive traffic calming (raised tables and bollards), the creation of a Memorial Walking Trail, and the strategic construction of a new bypass road to reroute fast traffic away from core civic areas. Every new and renovated area will embed Crime Prevention Through Environmental Design (CPTED) principles, utilizing strategic lighting and security cameras to guarantee long-term safety.

The Masterplan simultaneously revitalizes community assets: renovating the Floyd Community Center and supporting structures, establishing a community urban farm, and upgrading recreational facilities with new turf fields and pickleball courts. Launching from the momentum of the recently completed Therapeutic Recreational Center renovation, this project is prepared for phased implementation. Recognizing the high cost that the plan would require, funding will rely on a multi-pronged approach that combines public investment, targeted grant applications, and public/private partnerships to ensure sustainable realization of this vital community vision.

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