



URBAN IMPACT & REV BIRMINGHAM

NORTHWEST QUADRANT MASTER DEVELOPMENT PLAN

JANUARY 28, 2022



The Switch



A.G. Gaston Motel



Historic 4th Avenue Business District



Kelly Ingram Park



The Switch



A.G. Gaston Motel



Innovation Depot



Civil Rights Institute



Civil Rights Institute

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Overview

Working Group

Role of the Working Group

Stewards of the community-based process



Urban Impact Inc



BIRMINGHAM

REV Birmingham



City of Birmingham



Alabama
Power

Alabama Power

Consultant Team

Role of the Consultant Team

Collaborate with and support the Working Group and Birmingham community in implementing a shared vision



CCR

Roman Gary



CCR

Tammy Cohen



GCRA

John Castile



DS

Brian Licari



MKSK

Andrew Overbeck
Project Manager



MKSK

Darren Meyer
Principal-in-Charge

Solutions Group

Emily Wykle
Project Director
UAB, Office of the President

Drew Honeycutt
CEO
Innovation Depot

Daniella Hines
Owner
CREED63

Andrew Jones
Owner
Fly V

Bonderia Lyons
President
Fountain Heights Neighborhood

Isaac Cooper
Chairman, Board
Birmingham Civil Rights Institute

Ulric Johnson
Pastor
Metropolitan A.M.E. Zion Church

Anthony Hood
Director of Civic Innovation
UAB, Office of the President

Lauren Cooper
VP of Communications
BBA

Josh Girvin
CEO
03 Solutions

Danny Ransom
Co-chair
Civil Rights Activist Committee

Deanna Reed
ThinkRubix/Woke Vote

Theodore Debro
Trustee Chair
16th Street Baptist Church



Northwest Birmingham Study Area

Purpose



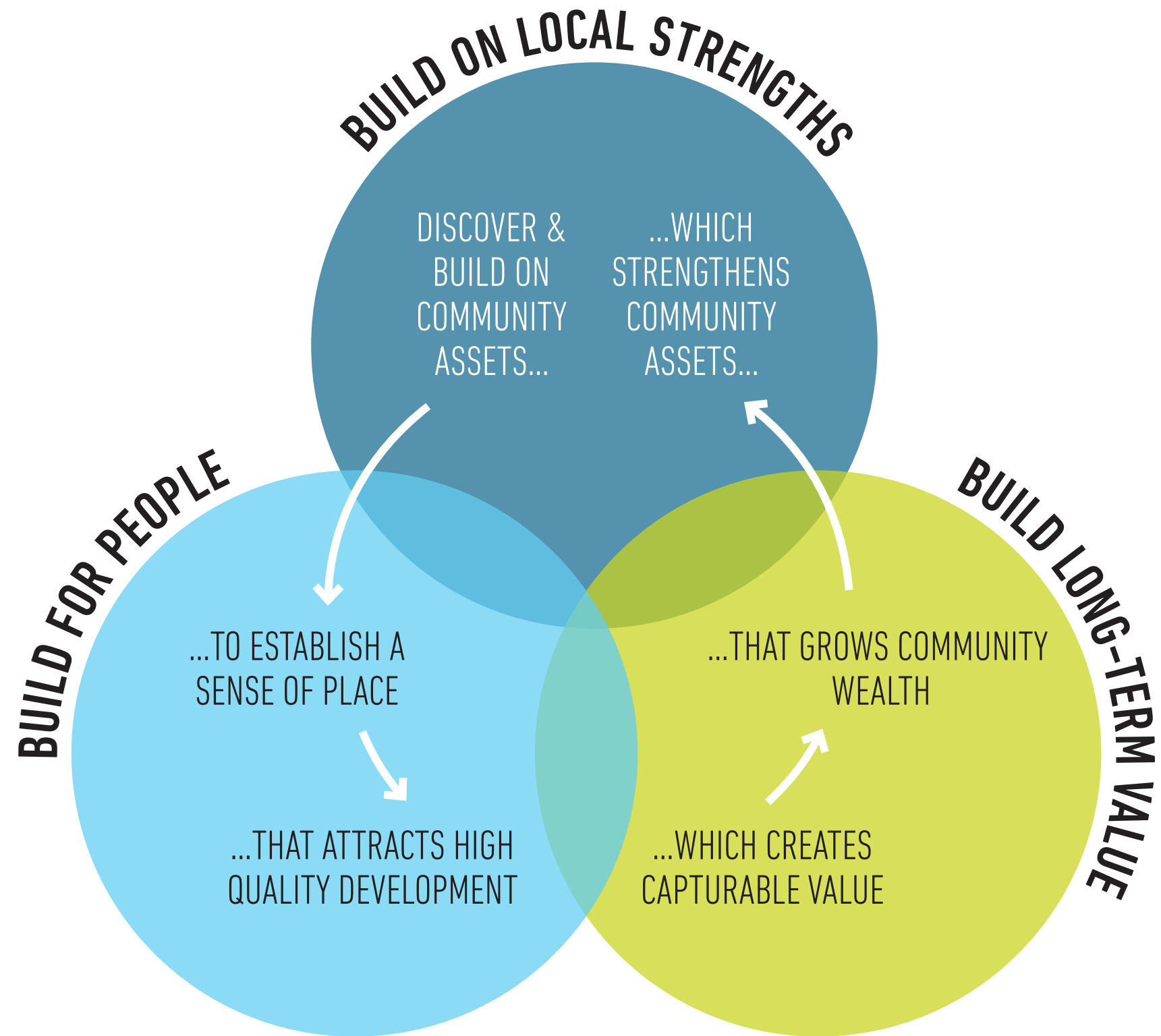
What are the synergies between history, heritage, entrepreneurship, and innovation?

How do we better connect adjacent neighborhoods to downtown and better connect them to the daily life and economy of the Civil Rights District and The Switch?

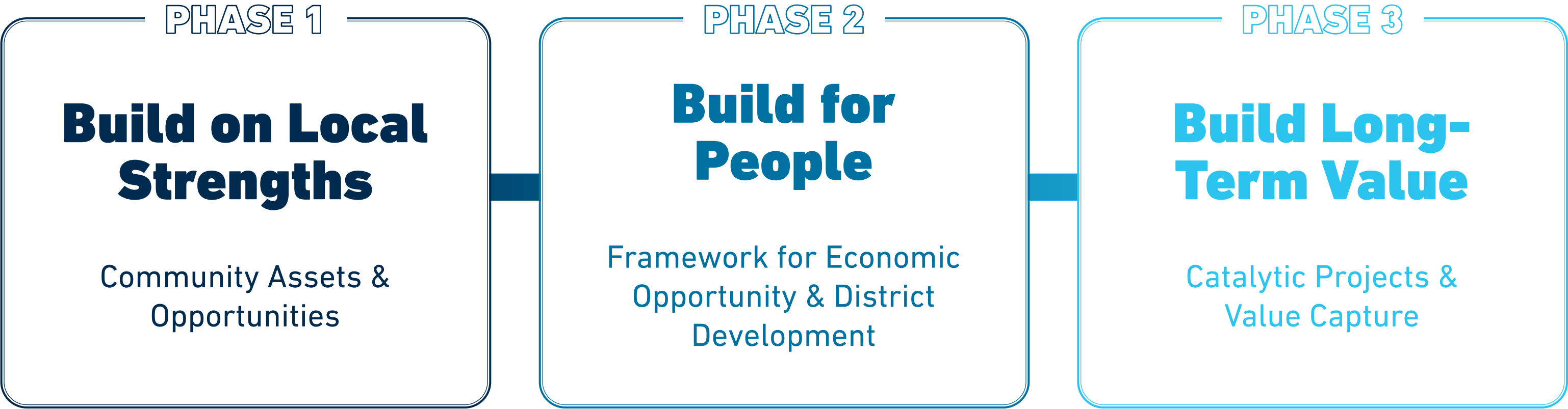
How do we ensure that local businesses and residents benefit from future growth?

How do we tell the Civil Rights Story, the Innovation Story, and the Birmingham Story with creativity and dignity?

Approach



Process



Importance & Goals of Community Engagement



Put People First

Collaborate directly with the community of people that live and work in the district.

Start Early

Engage the community with transparency and good faith from day one.

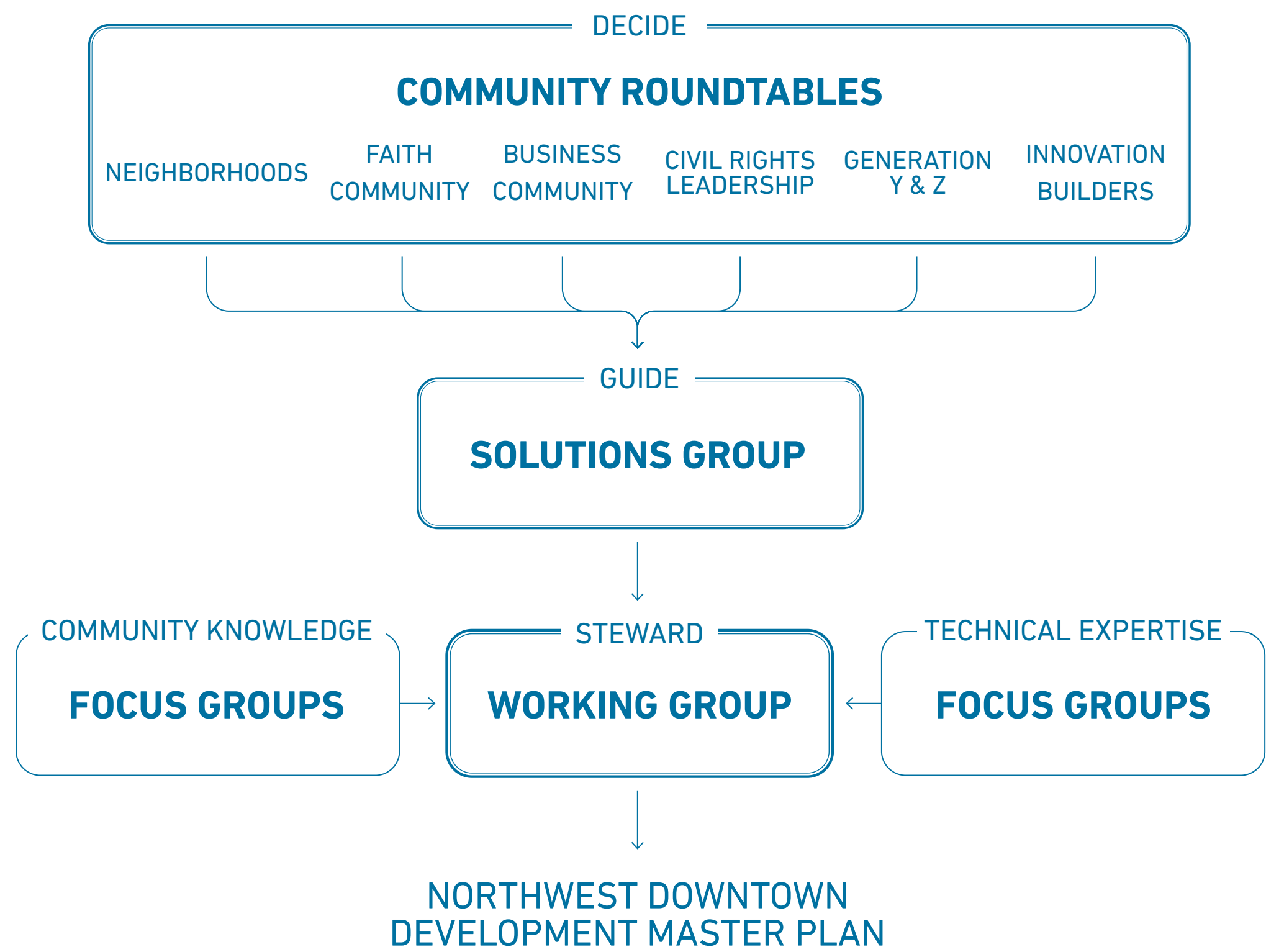
Empowering Decision-Making

Provide meaningful purpose and decision-making authority in the planning process.

Be Accountable

Sustain communication and transparency throughout implementation.

Overview of Engagement Process



Community Roundtable Roles & Responsibilities

- **Ensure that community concerns and aspirations are consistently communicated** to the Solutions Group.
- **Serve as decision-makers** in the process.
- **Meet at two major milestones** in the project.
 - 1) Early in the Project:* Provide insight into community aspirations, opportunities, and priorities.
 - 2) Following the development of initial recommendations and strategies:* Collaborate on decisions regarding alternative and preferred solutions.



Solutions Group Roles & Responsibilities

- **Help guide the trajectory** of the project.
- **Serve as a representative voice** of the community.
- **Provide guidance** on project development
- **Advise on engagement** with the broader community.
- **Serve as ambassadors** of the project.
- **Assist in planning and carrying out** the Community Roundtable discussions.
- **Meet 4-6 times** through the course of the project.



Guiding Principles



Build on Assets.

Create value around the creative and authentic expression of the civil rights story, the innovation story and the Birmingham story.

Look Forward.

Appeal to the hearts and minds of the next generation of talent and community leaders.

Build-up the Local. Attract the Global.

Create a strong neighborhood for local Birminghamians while creating a vibrant destination for international talent and visitors.

Return to Community.

Reconnect neighborhoods to the physical, economic, and social fabric of the downtown community.

Take Action.

Inspire and enable development that aligns with community vision.