

4

Placemaking & Market Opportunities

Placemaking & Market Opportunities

Local, authentic assets build community and drive investment

“Vibrancy and energy; a place where people live and work”

experiences that increase visitor foot traffic

be a part of history; part of history in the making

energy, historic character, and walkability

close proximity to innovative entrepreneurial startups

new opportunity for connection and community

“A place with buzzing nightlife and a rich, interactive area for learning about Birmingham’s history and culture.”

“Drawn-in by Birmingham culture and moved.”

“There is a tremendous legacy of entrepreneurship and innovation”

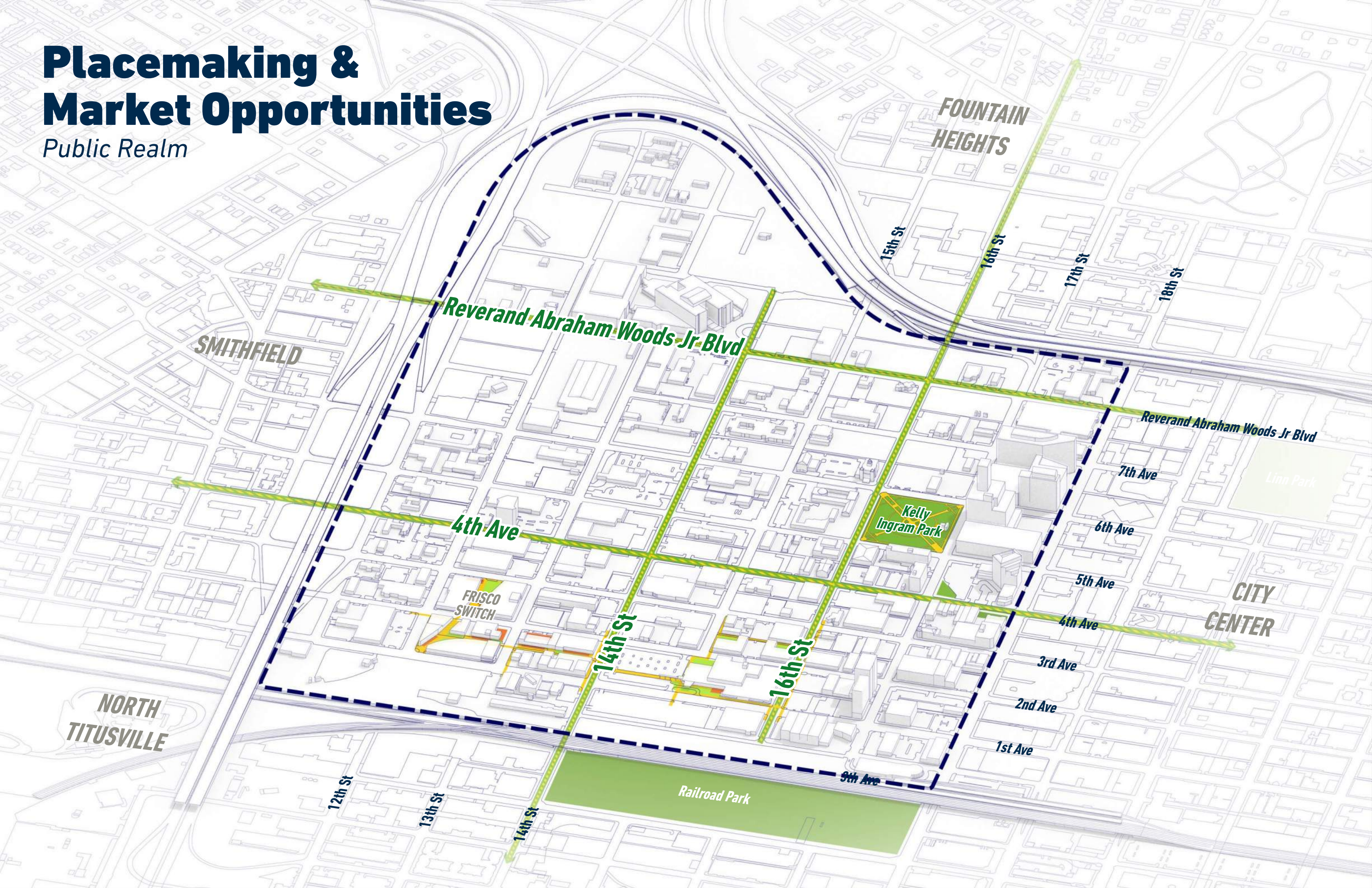
convenient access to arts, culture and food

“Convenient access to daily amenities.”

“A happening, bustling scene after 5”

Placemaking & Market Opportunities

Public Realm



Placemaking & Market Opportunities

Subdistricts

COMMUNITY SUPPORTED

MARKET SUPPORTED

SITE SUPPORTED

LOCATIONAL ATTRIBUTES
PROPERTY OWNERSHIP
BUILDING FABRIC
CULTURAL ASSETS
ANCHOR USES

Nature & Community Green

14th Street Corridor

Highway Commercial

Creative Campus

Cultural Innovation Community

Civic & Governmental Core

Historic Core

Transit-Oriented Development

FOUNTAIN
HEIGHTS

CITY
CENTER

NORTH
TITUSVILLE

Reverend Abraham Woods Jr Blvd

Linn Park

Railroad Park

12th St

13th St

14th St

15th St

16th St

17th St

18th St

7th Ave

6th Ave

5th Ave

4th Ave

3rd Ave

2nd Ave

1st Ave

9th Ave

Placemaking & Market Opportunities

Subdistricts

CULTURAL INNOVATION COMMUNITY

- Vibrant, **active neighborhood** with homes, businesses, shops, parks, and walkable streets
- Critical mass of neighborhood-serving **retail clustered** around the Historic 4th Avenue Business District and the 16th Street Corridor
- **Building equity** and support programs for Black-owned businesses and property owners
- **Living showcase** of Black history, culture, entrepreneurship, and innovation
- Placemaking and **storytelling woven** into each business and each development in the district
- **Technology in support** of storytelling, wayfinding, business support, and visitor experience.
- **Variety of housing types and price points** to support a mixed-income neighborhood
- **Cultural and institutional assets** that support education, leadership development, and visitor experience for local, regional, national, and international visitors
- **Strong neighborhood connections** and restoration of community fabric
- **Creation of start-up space** on under-developed public parcels and pop-up activation programs on vacant parcels
- Development that **supports transformational redevelopment** projects such as the A.G. Gaston Motel and Masonic Temple

FOUNTAIN
HEIGHTS

Cultural Innovation Community

Public
Market for
Entrepreneurs



Reverend Abraham Woods Jr Blvd

7th Ave

6th Ave

5th Ave

4th Ave

3rd Ave

2nd Ave

1st Ave

5th Ave

13th St

14th St

CITY
CENTER

Placemaking & Market Opportunities

Subdistricts

CREATIVE CAMPUS

- Creative campus anchored by **signature green space** - Frisco Switch - that connects innovation anchor tenants and businesses
- Flexible spaces for high-growth firm acceleration and recruitment
- **Critical mass** of innovation companies (tech and non-tech) clustered around Frisco Switch
- **Experiential** commercial uses (recreation, entertainment, arts, food/beverage) that build on placemaking elements and unique historic building fabric
- TDM and shared parking strategies to **unlock small parcel redevelopment**
- Adaptive reuse of historic industrial buildings
- Expansion of entrepreneur and **start-up business support** programs and recruitment incentives
- **Walkable, open space network** to connect Max Central Station and parking reservoirs
- **Development of step-up space** for high-growth firms and Innovation Depot grads
- **Redevelopment** of key parcels on 14th Street to bridge gap to Parkside neighborhood
- **Re-positioning** and architectural improvement of existing businesses to front onto Frisco Switch open space

Creative Campus

FOUNTAIN
HEIGHTS

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Frisco Switch
Signature Urban
Public Space



Placemaking & Market Opportunities

Subdistricts

CIVIC & GOVERNMENTAL CORE

- High-rise building district
- Opportunity for creative art and architectural solutions to Civil Rights District-facing structures
- Major employers and high employment density
- Adjacent market to support businesses in NW quadrant
- NW quadrant housing to support employees in central business district
- Public offices and civic core
- Significant Civil Rights Trail sites and routes
- Minimal development spillover effects

HISTORIC CORE

- Historic, **pedestrian-scaled** building fabric
- **Seamless connection** to Civil Rights District and the Switch
- Free flow/exchange of economic activity along walkable E/W streets
- Market familiarity with mixed-use, adaptive reuse development opportunities
- **Minimal market intervention** required at the transition from the NW Quad to the Historic Core

FOUNTAIN
HEIGHTS

15th St

16th St

17th St

Civic & Governmental Core

Reverend Abraham Woods Jr Blvd

9th Ave

6th Ave

5th Ave

4th Ave

3rd Ave

2nd Ave

1st Ave

Historic Core

9th Ave

12th St

13th St

14th St

Public Art on
Blank Tower
Facades



Placemaking & Market Opportunities

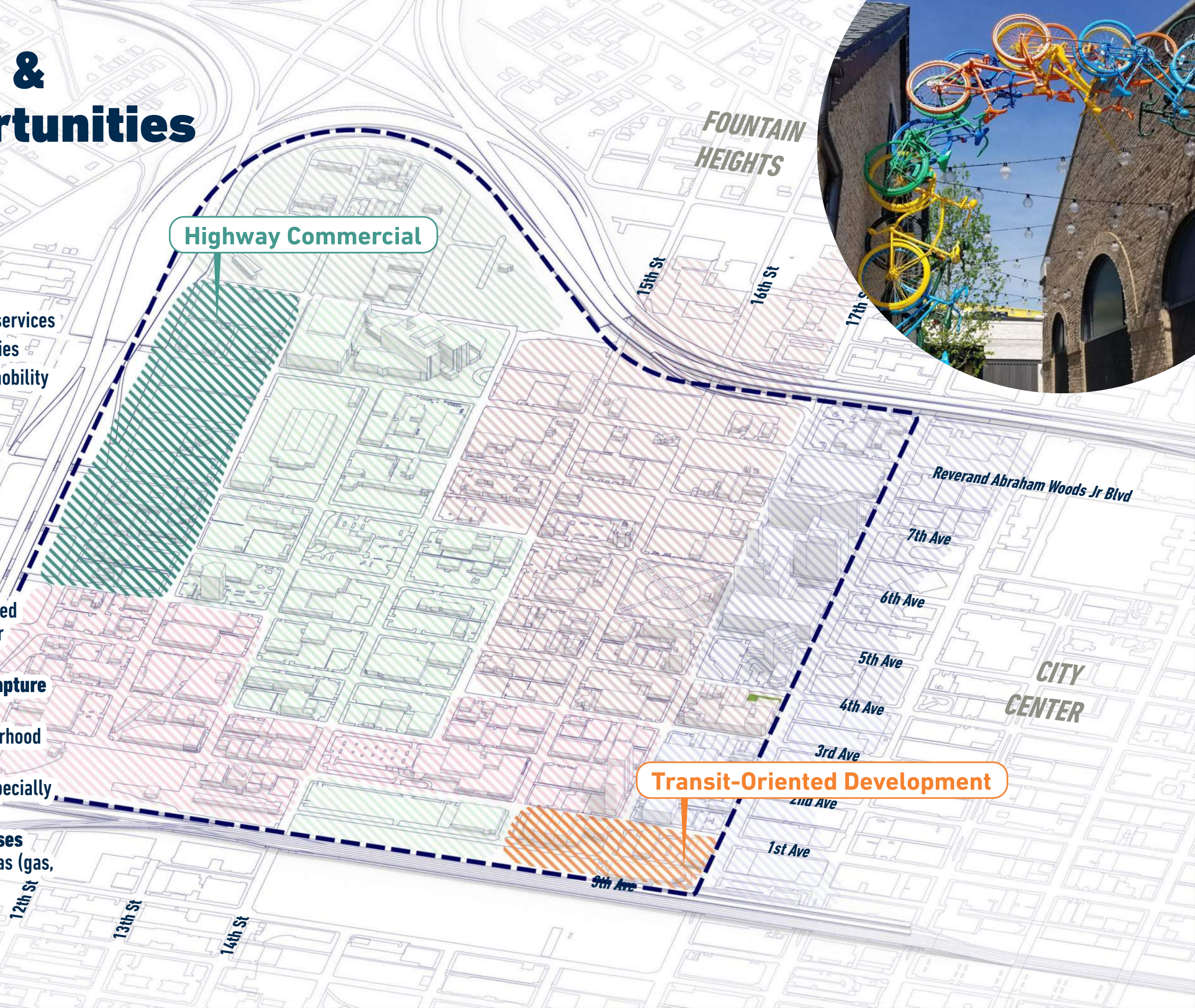
Subdistricts

TRANSIT-ORIENTED DEVELOPMENT

- High density, **affordable residential** development with access to metro-wide employment market
- Commuter-serving retail and commercial services
First Mile/Last Mile **mode shift** opportunities
- Accessible bicycle, pedestrian, and micromobility routes and facilities to serve NW Quad
- Circulator and microtransit hub
- Promotion of transit and multi-modal transportation options
- **Strong district wayfinding** for visitors and tourists

HIGHWAY COMMERCIAL

- Leverage highway visibility for auto-oriented commercial uses (these parcels have lower marketability for residential uses)
- Encourage retail uses to **support value-capture** tools
- Buffered from adjacent Smithfield neighborhood by I-65 berm
- **Key corridor connections** under I-65; especially highlighting 4th Avenue
- **Support neighborhood-serving businesses** that aren't compatible with residential areas (gas, service, auto)



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CITY
CENTER

Transit-Oriented Development

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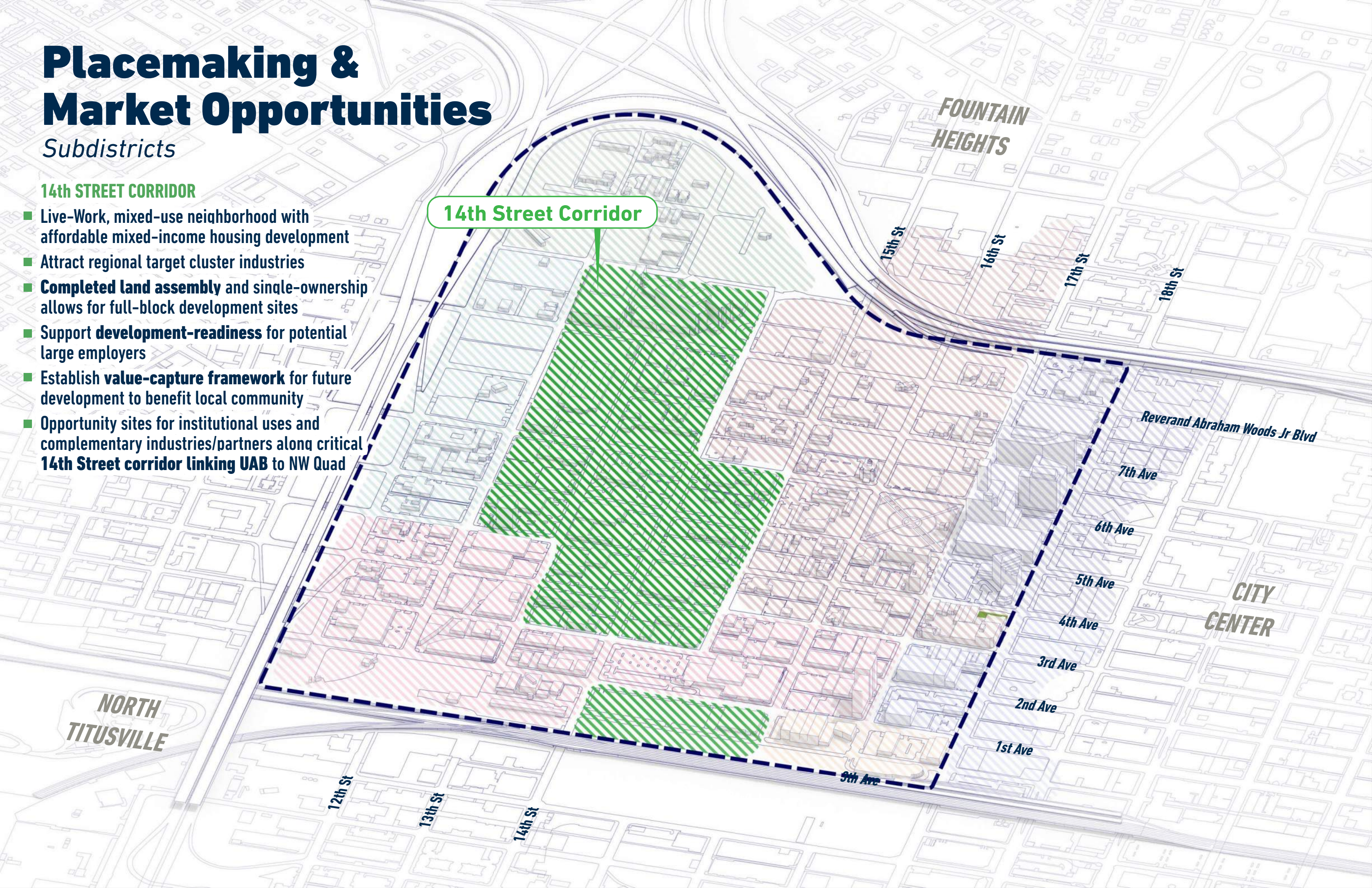
Placemaking & Market Opportunities

Subdistricts

14th STREET CORRIDOR

- Live-Work, mixed-use neighborhood with affordable mixed-income housing development
- Attract regional target cluster industries
- **Completed land assembly** and single-ownership allows for full-block development sites
- Support **development-readiness** for potential large employers
- Establish **value-capture framework** for future development to benefit local community
- Opportunity sites for institutional uses and complementary industries/partners along critical **14th Street corridor linking UAB to NW Quad**

14th Street Corridor



Placemaking & Market Opportunities

Subdistricts

NATURE & COMMUNITY GREEN

- Natural area and community-serving greenspace that **meets neighborhood needs**
- **Terminus to CityWalk** with complementary uses
- Supportive phasing of future green space to **accommodate current residents**
- Opportunity for **urban farming and community gardens** to support local residents and restaurants
- Limited suitability for future residential growth due to noise and visual impact of adjacent interstate highways
- Potential suitability for extension of Highway Commercial, but congestion potential with limited effective street network
- Potential institutional suitability but limited connectivity and expansion opportunities

Nature & Community Green

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14th St

NORTH
TITUSVILLE

CITY
CENTER

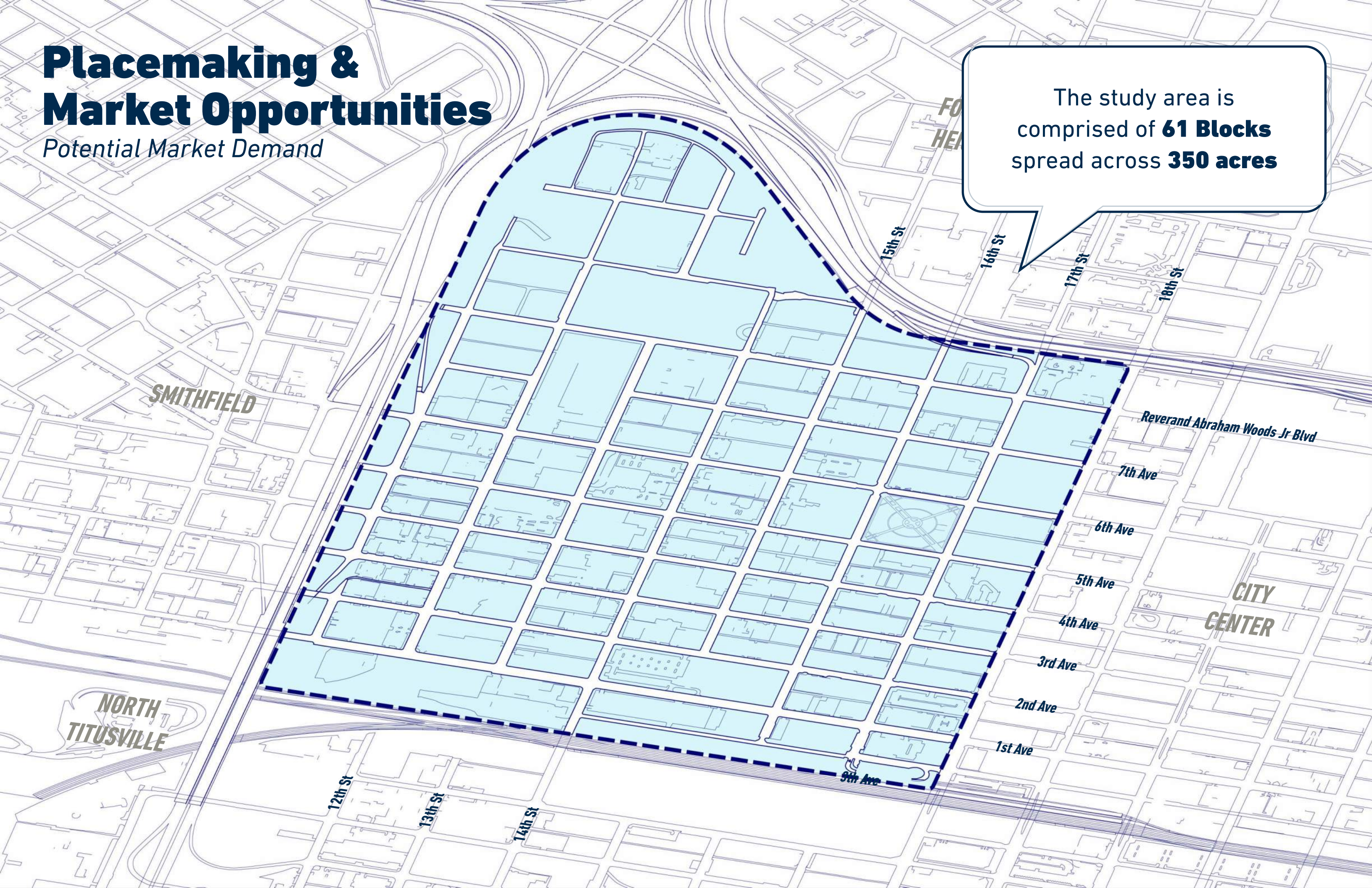
Linn Park



Placemaking & Market Opportunities

Potential Market Demand

The study area is comprised of **61 Blocks** spread across **350 acres**



Placemaking & Market Opportunities

Potential Market Demand

COMMUNITY SUPPORTED

MARKET SUPPORTED

- MACRO URBAN REDEVELOPMENT TRENDS
- LOCAL REAL ESTATE DATA ANALYSIS
- LOCAL REAL ESTATE & DEVELOPMENT COMMUNITY SITE SUPPORT

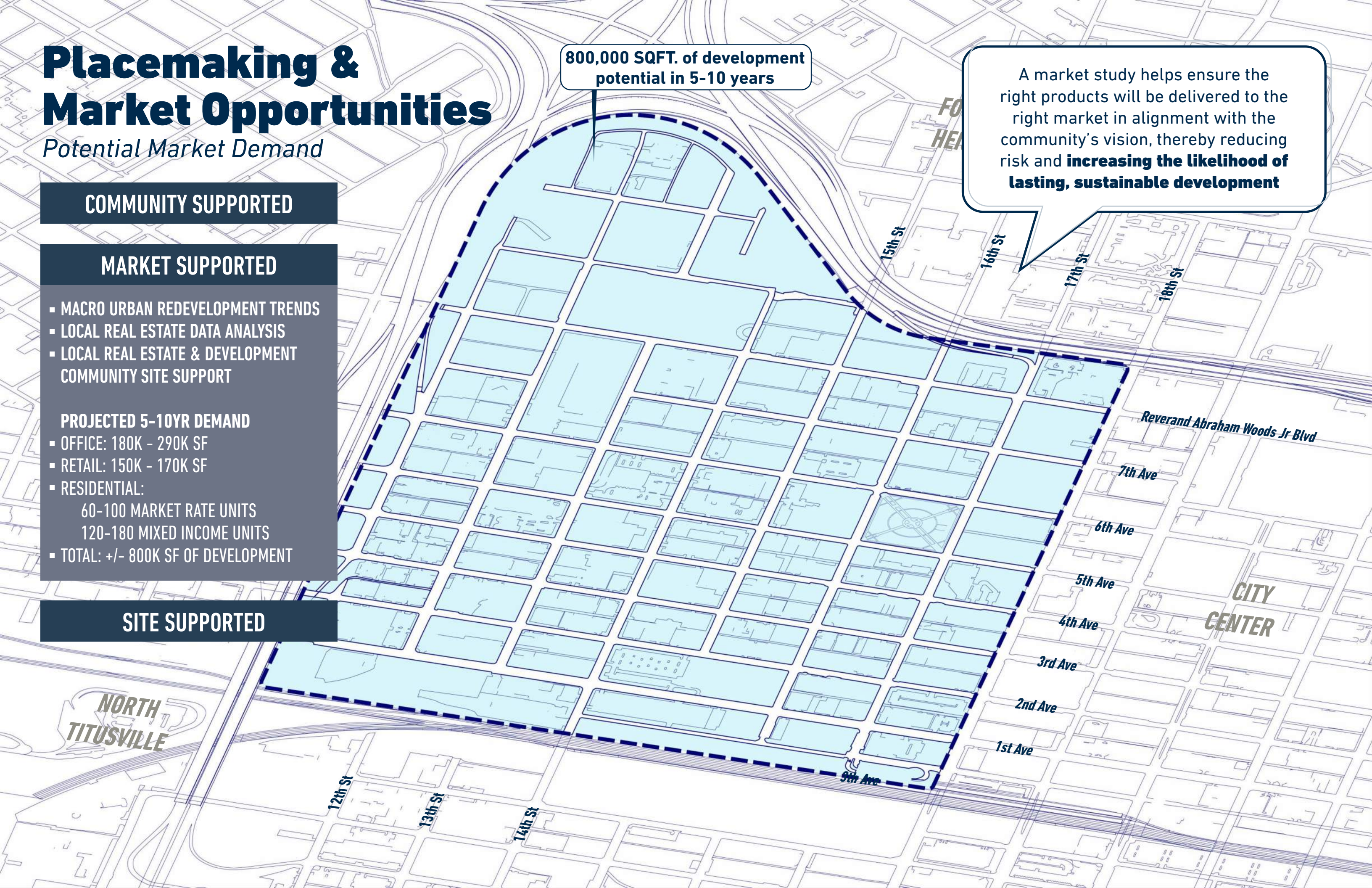
PROJECTED 5-10YR DEMAND

- OFFICE: 180K - 290K SF
- RETAIL: 150K - 170K SF
- RESIDENTIAL:
 - 60-100 MARKET RATE UNITS
 - 120-180 MIXED INCOME UNITS
- TOTAL: +/- 800K SF OF DEVELOPMENT

SITE SUPPORTED

800,000 SQFT. of development potential in 5-10 years

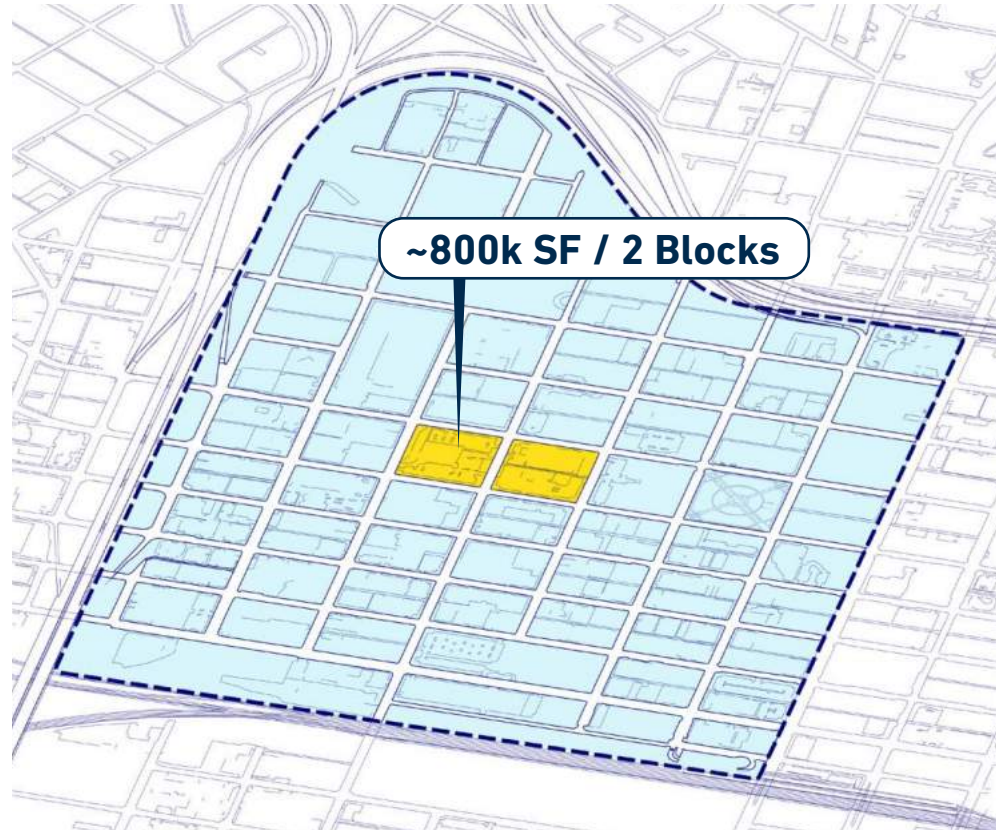
A market study helps ensure the right products will be delivered to the right market in alignment with the community's vision, thereby reducing risk and **increasing the likelihood of lasting, sustainable development**



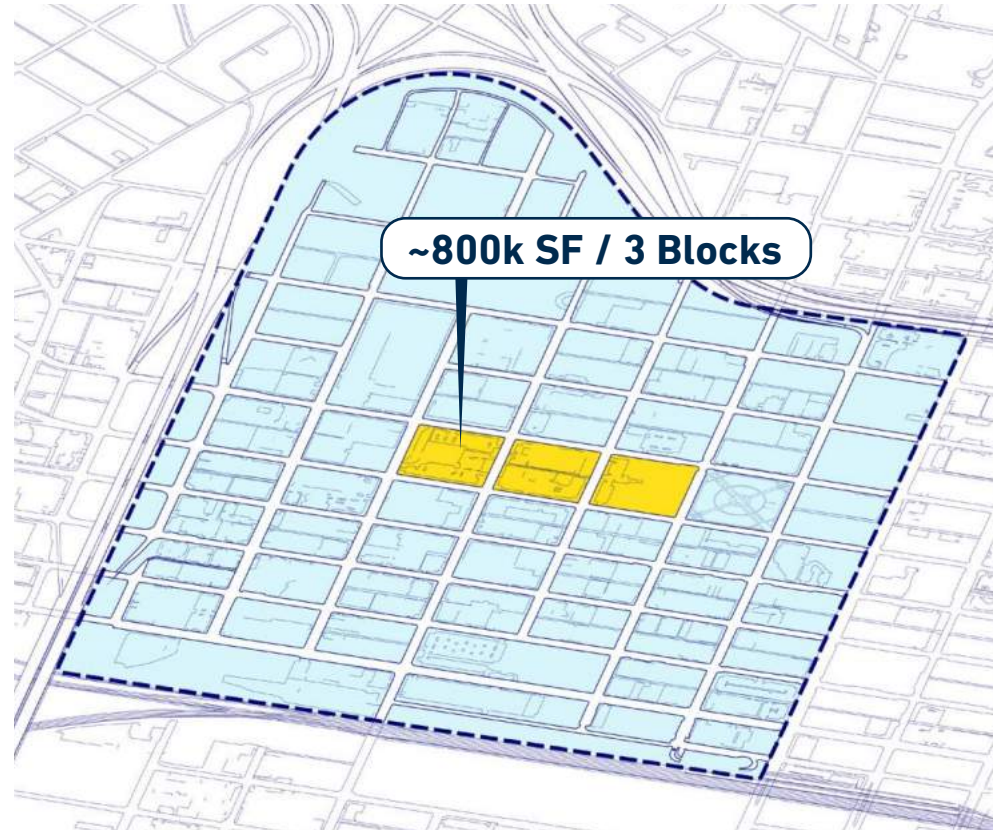
Placemaking & Market Opportunities

Potential Market Demand

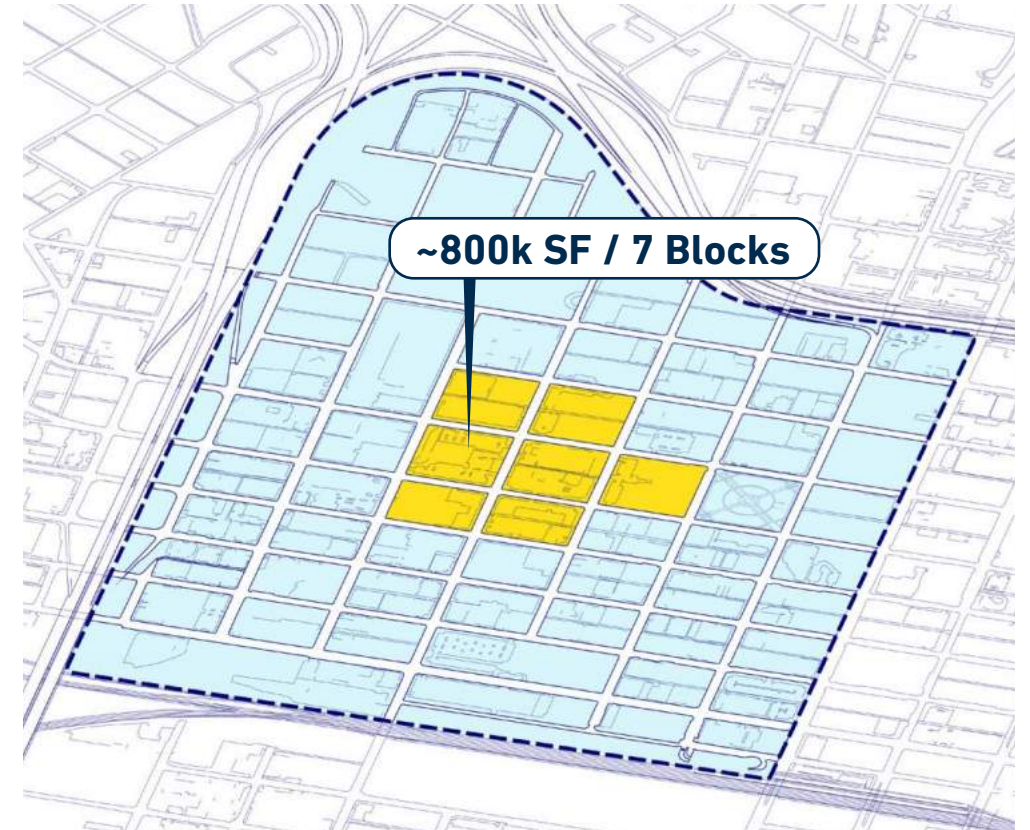
DENSITY OF DOWNTOWN CORE



DENSITY OF PARKSIDE



DENSITY OF LAKEVIEW



Northwest Quadrant

Placemaking &
Market Strategies

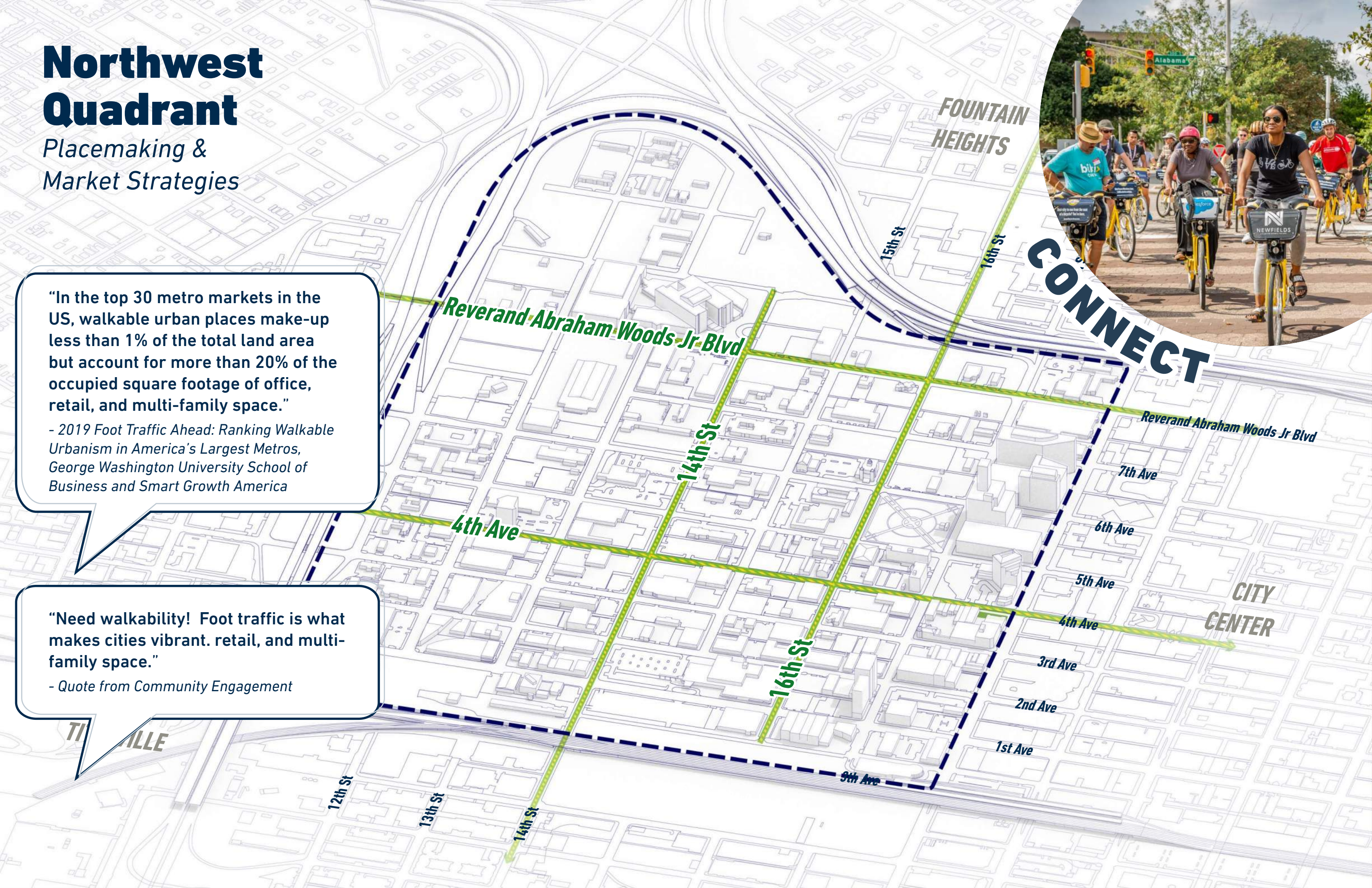
"In the top 30 metro markets in the US, walkable urban places make-up less than 1% of the total land area but account for more than 20% of the occupied square footage of office, retail, and multi-family space."

- 2019 Foot Traffic Ahead: Ranking Walkable Urbanism in America's Largest Metros, George Washington University School of Business and Smart Growth America

"Need walkability! Foot traffic is what makes cities vibrant. retail, and multi-family space."

- Quote from Community Engagement

CONNECT



Northwest Quadrant

Placemaking &
Market Strategies

"There is a very strong positive association between place-derived value and greenness in the built environment."

- Place Value: Place Quality and its Impact on Health, Social, Economic, and Environmental Outcomes Journal of Urban Design, 2019

"Even on sunny days it seems gray. More green spaces."

- Quote from Community Engagement

NORTH
TITUSVILLE

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CITY
CENTER

Linn Park

ANCHOR



Northwest Quadrant

Placemaking &
Market Strategies

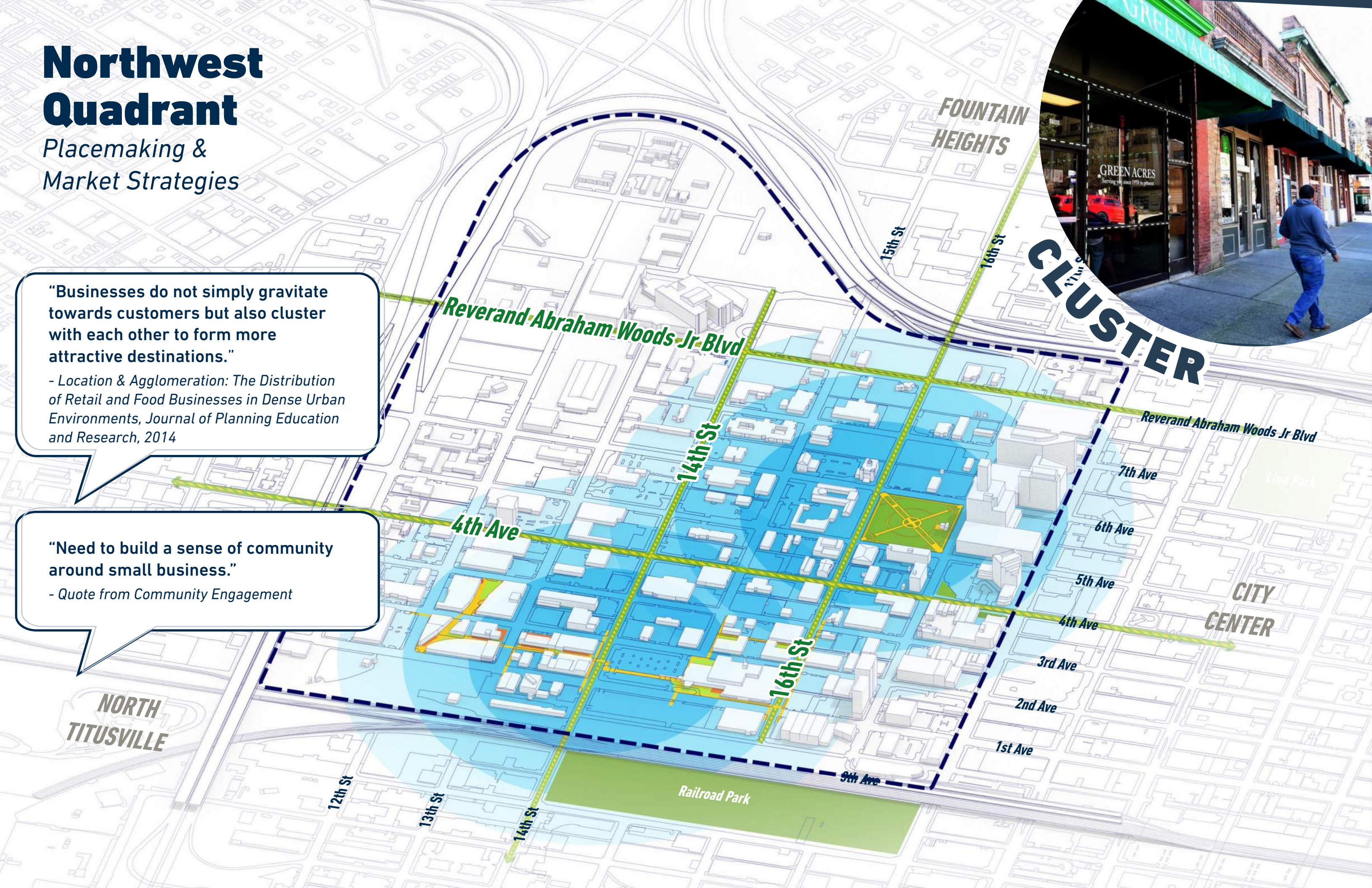
“Businesses do not simply gravitate towards customers but also cluster with each other to form more attractive destinations.”

- Location & Agglomeration: The Distribution of Retail and Food Businesses in Dense Urban Environments, Journal of Planning Education and Research, 2014

“Need to build a sense of community around small business.”

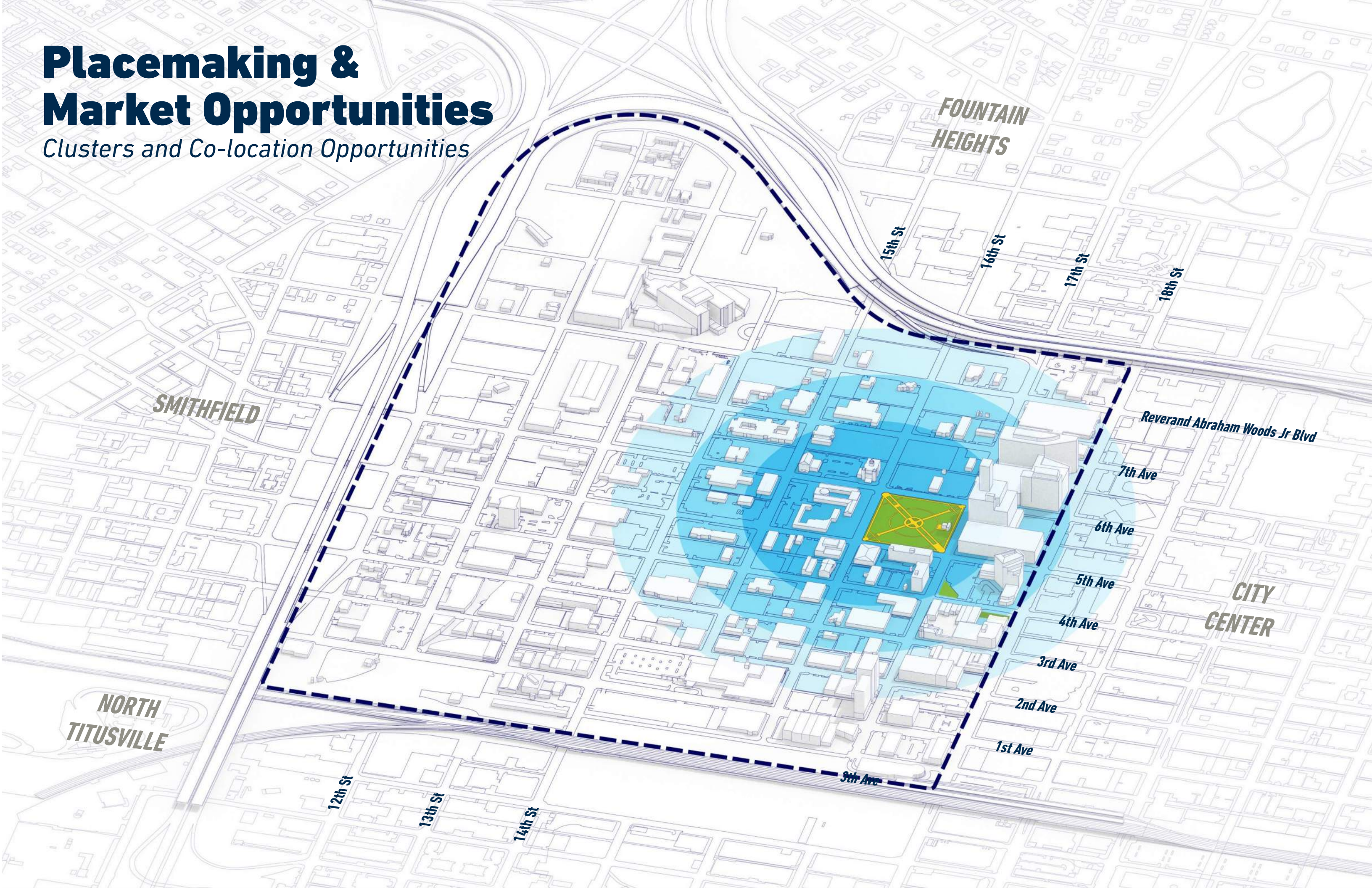
- Quote from Community Engagement

CLUSTER



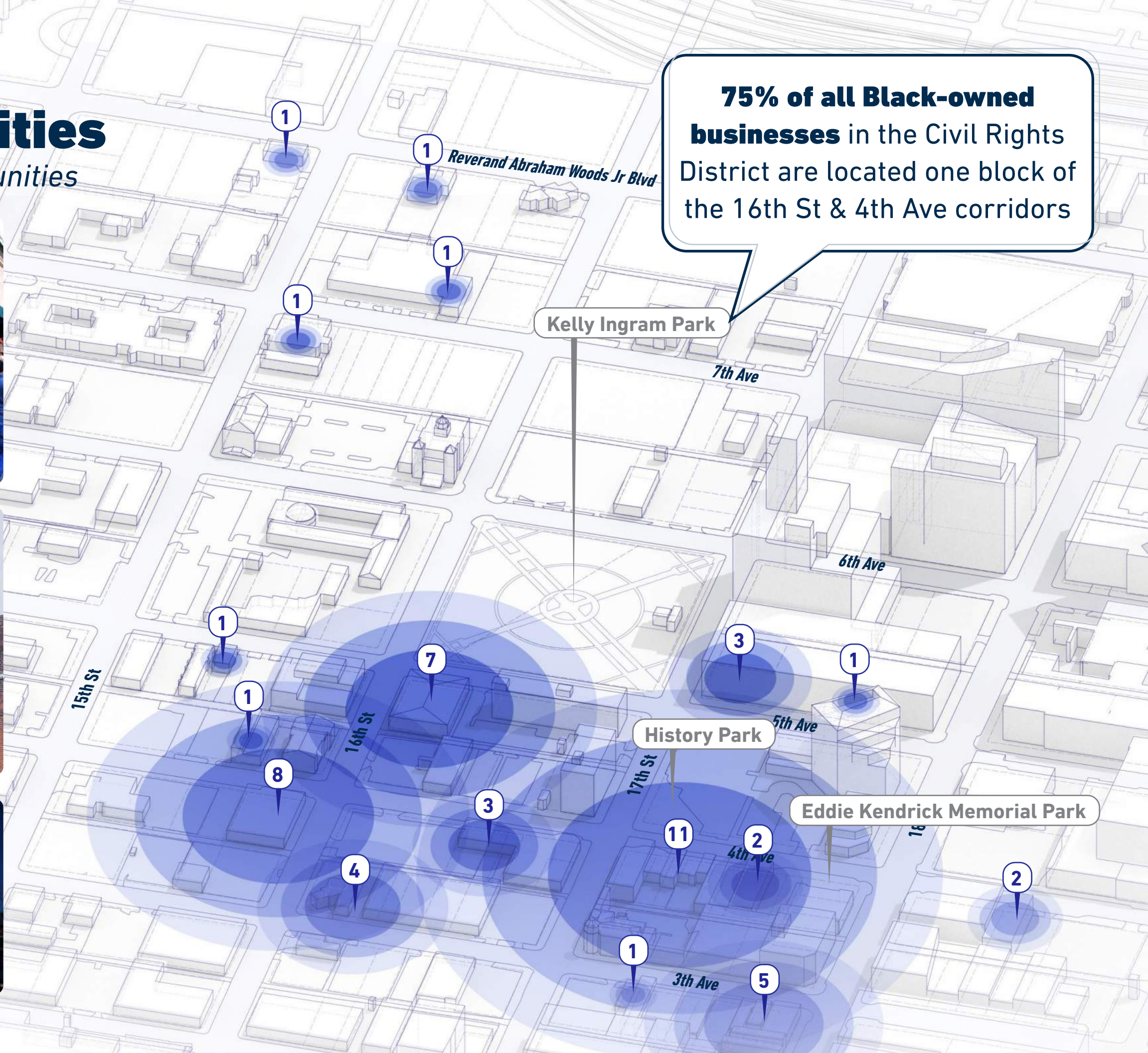
Placemaking & Market Opportunities

Clusters and Co-location Opportunities



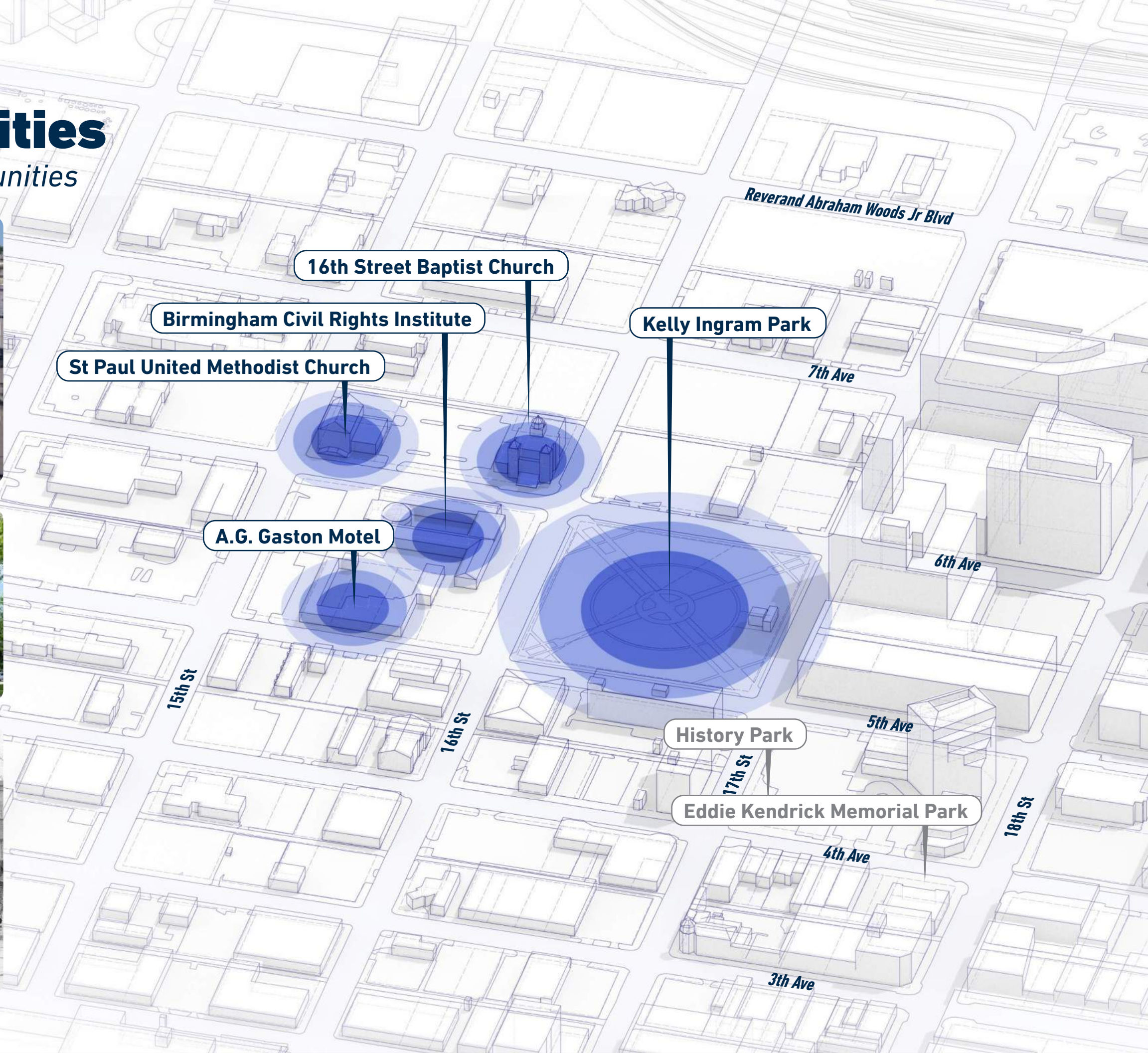
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Clusters and Co-location Opportunities



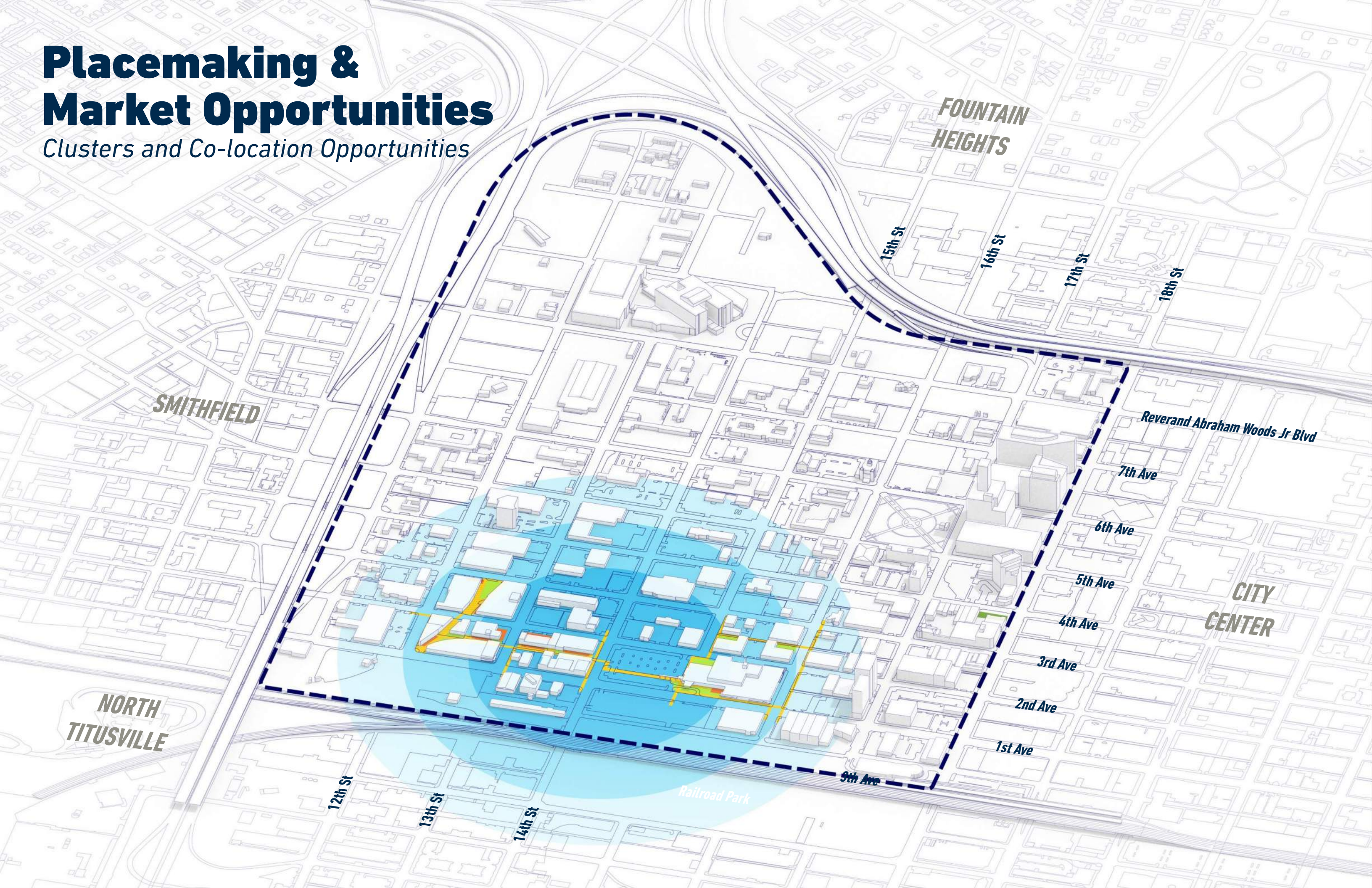
Placemaking & Market Opportunities

Clusters and Co-location Opportunities



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Placemaking & Market Opportunities

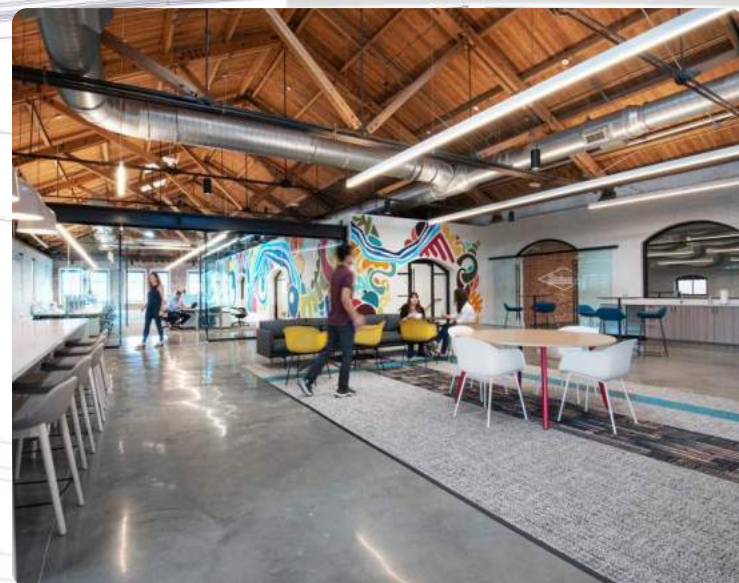
Clusters and Co-location Opportunities

**1,500+ Employees,
115 Companies**

Pack Health

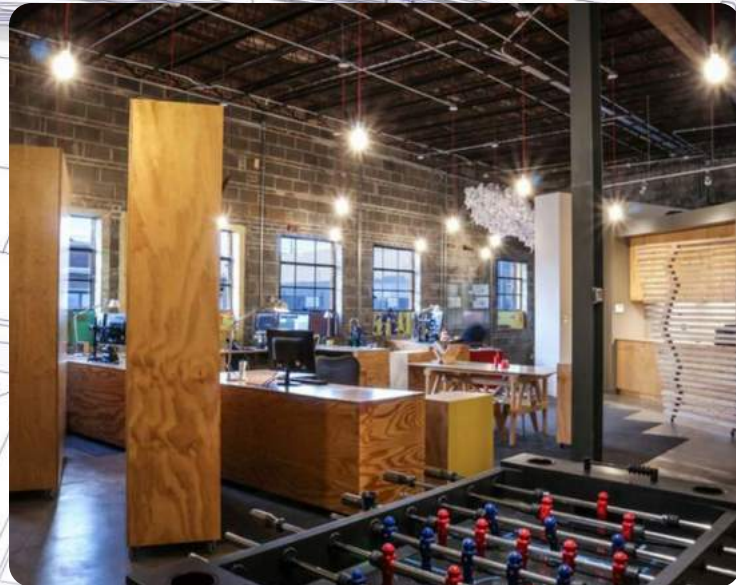
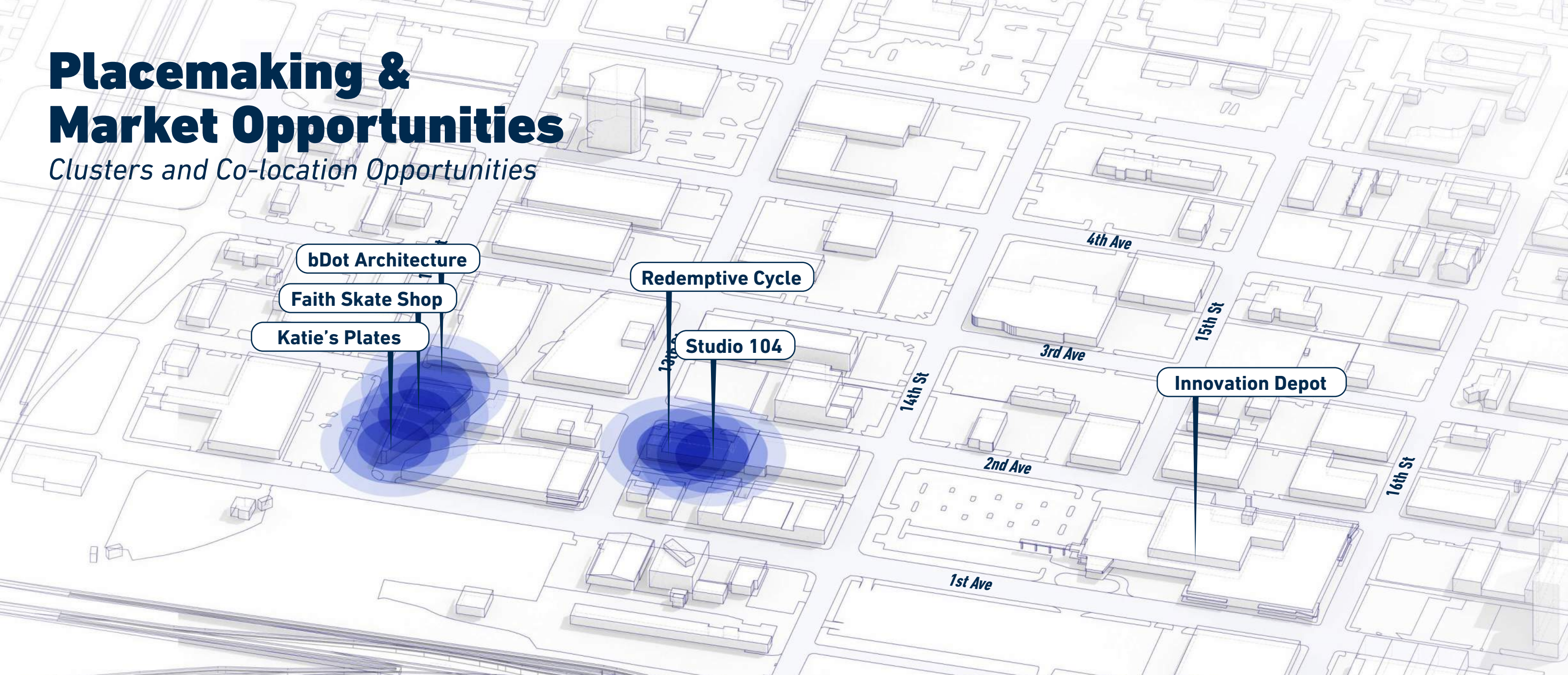
Biso Collective

Innovation Depot



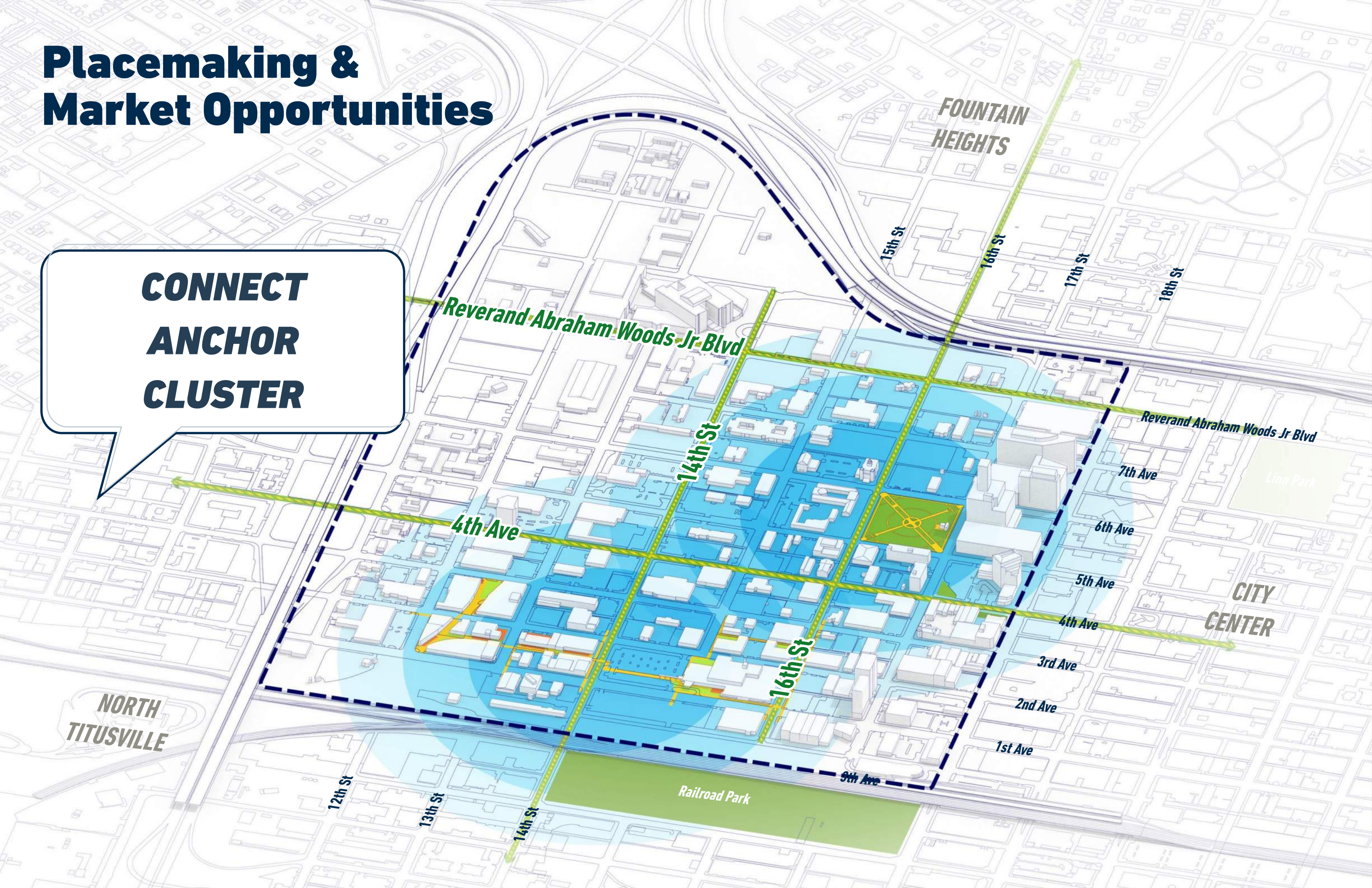
Placemaking & Market Opportunities

Clusters and Co-location Opportunities



Placemaking & Market Opportunities

**CONNECT
ANCHOR
CLUSTER**



Summer Saturday

On Memorial Day weekend, close friends from out of town make their first visit to Birmingham for a summer holiday.

Enjoy a bottomless mimosa at brunch in the 4th Avenue Business District

Visit the night market on 4th Avenue to sample local cuisine and craftsmanship



Start the day with a jog along the Civil Rights Heritage Trail

Participate in a social justice summit at the Birmingham Civil Rights Institute

Cap off the evening with a poetry slam at the restored Carver Theater

First Day of Work

On a beautiful Spring day in May, a UAB graduate living in a Fountain Heights apartment is starting the first day of work at a fintech startup located in The Switch



8:00a

Bike to work from Fountain Heights on the 16th Street Greenway

Grab a bite of lunch and sample tasty goods with co-workers at the Fire House Pop-up Market

12:00p



Enjoy people-watching on the 7th Ave stoop of a friend's townhouse overlooking Kelly Ingram Park

5:30p



4:30p

Attend a meeting at the A.G. Gaston Motel regarding plans for neighborhood development



7:00p

Cap the first day of work with drinks and dinner at the brewery on the Frisco Switch!

Emerging Talent

An entrepreneur aspiring to scale-up her young tech business works and networks on a crisp fall day in Northwest Downtown.

Join a TechTuesday session at Innovation Depot for professional inspiration

11:00a



Take the laptop to the Ballast rooftop for fresh air and outdoor working

3:30p



1:00p

Stroll down the Frisco Switch to get some midday exercise and grab a late lunch from a trail-side vendor



6:00p

Relax with dinner at Roots and Revelry and a drink at Plum to wrap the day!

7:30a

Walk to work along the 14th St Greenway from Parkside

