







# A | Prior Plans & Context Maps

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## Prior Plans

### Lakeside District Plan (2011)

**Goals:** Capitalize on location; create a mixed-use district; build on “Design District” reputation and create a brand/identity; create a destination; enhance connectivity; create a CDC for the district

#### Recommendations include:

- » Incrementally grow neighborhood mixed-use along 28th Street South and 30th Street South
- » Develop public-use strategy for historic Davis School and recruit neighborhood anchor use for the site
- » Make 29th Street South more walkable and include a mixed-use development (area of 29th Street South and 7th Ave South)
- » Work with existing businesses to plan for growth in Lakeview
- » Recruit venues/businesses that make Lakeside a more desirable destination
- » Expand Pepper Place to be able to host year-round events; build “market hall” for local foods; more public parking in the vicinity
- » Partner with City to develop district-wide parking strategy
- » New municipal parking deck near 29th Street South and 7th Avenue South
- » Implement complete streets within entire district
- » Convert 3rd and 4th Avenues South to two-way
- » Pedestrian bridge over railroad tracks to connect Pepper Place and Sloss
- » Gateway opportunities: under 280 viaducts; from Sloss; Forest Park; from 280 off ramps at 3rd/4th Avenue South
- » Extend Railroad Park into Lakeview
- » Create capacity-building tool: Community Development Corporation or expanded Business Association
- » Fixed route for a transit circulator on 7th Ave South, possibility for lunch/dinner hours circulator provided by employers/eateries

- » Study possibility of district-wide bike share or zip car programs
- » New residential: explore federal programs for workforce residential within walking distance of good jobs

### Stoking Innovation in the Magic City: Birmingham’s Creative Industries (2014)

#### Core Strategies:

- » Develop and retain talent
- » Blend the arts with science and technology to nurture innovation
- » Expand support services and build relationships with the business and corporate community
- » Establish Birmingham as a hub for design
- » Further develop Birmingham’s creative districts

### The Comprehensive Plan (2014)

This Plan has many of the same goals that were outlined in the Comprehensive Plan. Since these goals and, as a result, the policies, align between both plans, implementation should be somewhat straightforward. The policies outlined in the Comprehensive Plan are as follows:

- » Build on Downtown’s economic strengths as a center of health care, higher education, finance and professional and technical services
- » Continue to strengthen Downtown as a lively residential neighborhood
- » Support a residential marketing plan to attract young professionals, Downtown employees, and new hires with targeted messages
- » Continue to strengthen downtown as the region’s center of culture, the arts and entertainment
- » Continue to strengthen the pedestrian-friendly character of downtown

- » Ensure strengthened connections for transit, pedestrians, bicyclists, and motorists between north and south linking Downtown and adjacent districts
- » Advocate for state support for the rerouting of I-20/I-59 north of the BJCC area
- » Support a 2-way street system for Downtown
- » Support new zoning for downtown districts to streamline approvals for desired development
- » Support a consistent financing plan for REV Birmingham
- » Continue to work on implementation of the 2004 Center City Master Plan, with updating and adjustments as appropriate
- » Review Downtown neighborhood organization boundaries in light of the growing number of Downtown residents

## UAB Master Plan (2015)

**Goals:** Growth (especially residential), Enrichment (establish sense of place, open space, gateways/wayfinding), Access/Mobility (interstate access, walk/bike-ability, coordinate parking and transit), Partnerships (with surrounding neighborhoods, private mixed-use development)

### Recommendations:

- » Buildings frame streetscapes/open spaces and are sited with outside views in mind
- » New growth is vertical and compact: 4-5 stories
- » Buildings/uses arranged to generate street level activity
- » Legible transitions between public, semi-public, and private spaces
- » Buildings have entrances/windows facing streets/open spaces
- » Any new parking structures should ideally have other use on ground floor (engage pedestrians) and use the façade to de-emphasize the parking function
- » Service/utility areas located away from public views
- » 15th Street greenway connecting the Campus Green north to Railroad Park and south to Phelan Park
- » 9th Street greenway for east-west connection
- » Network of open spaces and complete streets within entire campus

- » Green frontage (large lawn) along I-65, includes proposed athletic/recreational facilities
- » Inventory signage, then update/replace with comprehensive wayfinding system usable by pedestrians, cyclists, and drivers
- » Retrofit 4-lane streets with complete streets system: 2 lanes (possible shared turn lane), bicycle lanes, buffer between sidewalk and traffic, landscaped medians, intersection and mid-block curb extensions for trees/stormwater management, narrower crossings
- » Pedestrian system that includes all sidewalks as well as paths through green space (some paths will be shared with cyclists)
- » I-65: pair of frontage roads between University Blvd/4th Avenue South, similar to I-65 access system between 3rd/6th Avenue North
- » Remote parking west of I-65 with shuttle access to campus
- » Evaluate and adjust transit (Blazer Express) as needs change
- » On perimeter, campus buildings should have uses compatible with neighbors (residential) and be scaled/massed to serve as a transition
- » Two-block area between 11th/12th Avenue South should have a variety of recreational uses to share with neighboring community







## Greater Birmingham 2025 Destination Master Plan (2016)

**Vision:** Greater Birmingham will be America's leading southern destination, known for its progressive pulse, cultural soul and authentic charm.

### Six Strategic Goals:

- » Priority infrastructure projects
- » Visitor driven festivals and events
- » Enhanced regional collaboration
- » Stronger destination branding
- » Deliver unique and authentic experiences

### Improved Downtown Opportunities:

- » Support Downtown expansion
- » Improve wayfinding and connectivity
- » Encourage Downtown tourism opportunities
- » Support Downtown living
- » Enhance diverse shopping and retail offerings

## Downtown Wayfinding Master Plan (2016)

**Goals:** Establish framework and graphic standards, catalyze gateway and corridor enhancements, incorporate existing wayfinding and bikeshare signage, coordinate with planned district wayfinding and branding, incorporate Birmingham's history and character via artistic concepts.

## Birmingham Regional Transportation Energy Efficiency and Smart City Roadmap (2017)

**Vision:** People choose the City of Birmingham as a place to live; Birmingham has a connected network of walkable urban places; Birmingham is innovative and prosperous, with a diversified and sustainable economy; Birmingham is the most sustainable, "greenest" city in the South; Birmingham's success is built on local and regional partnerships. Elements incorporated into this plan include:

- » An autonomous vehicle demonstration zone
- » An automated transit network route linking the airport to the northern edge of Downtown
- » (1) "Community Mobility Hub" and (2) "Regional Mobility Hub" locations
- » Bus Rapid Transit routes and stops

## The Woodfin Way - Strategic Plan for the City of Birmingham (2018)

### Strategic Goals:

- » Safe, secure and sustainable communities
- » Healthy, thriving and diverse neighborhoods
- » High-performing, 21st Century education and workforce development systems
- » Innovative and inclusive economy supported, shared and served by all
- » Highly effective, people-first, smart government
- » Global, legacy leadership partner for equity and social justice

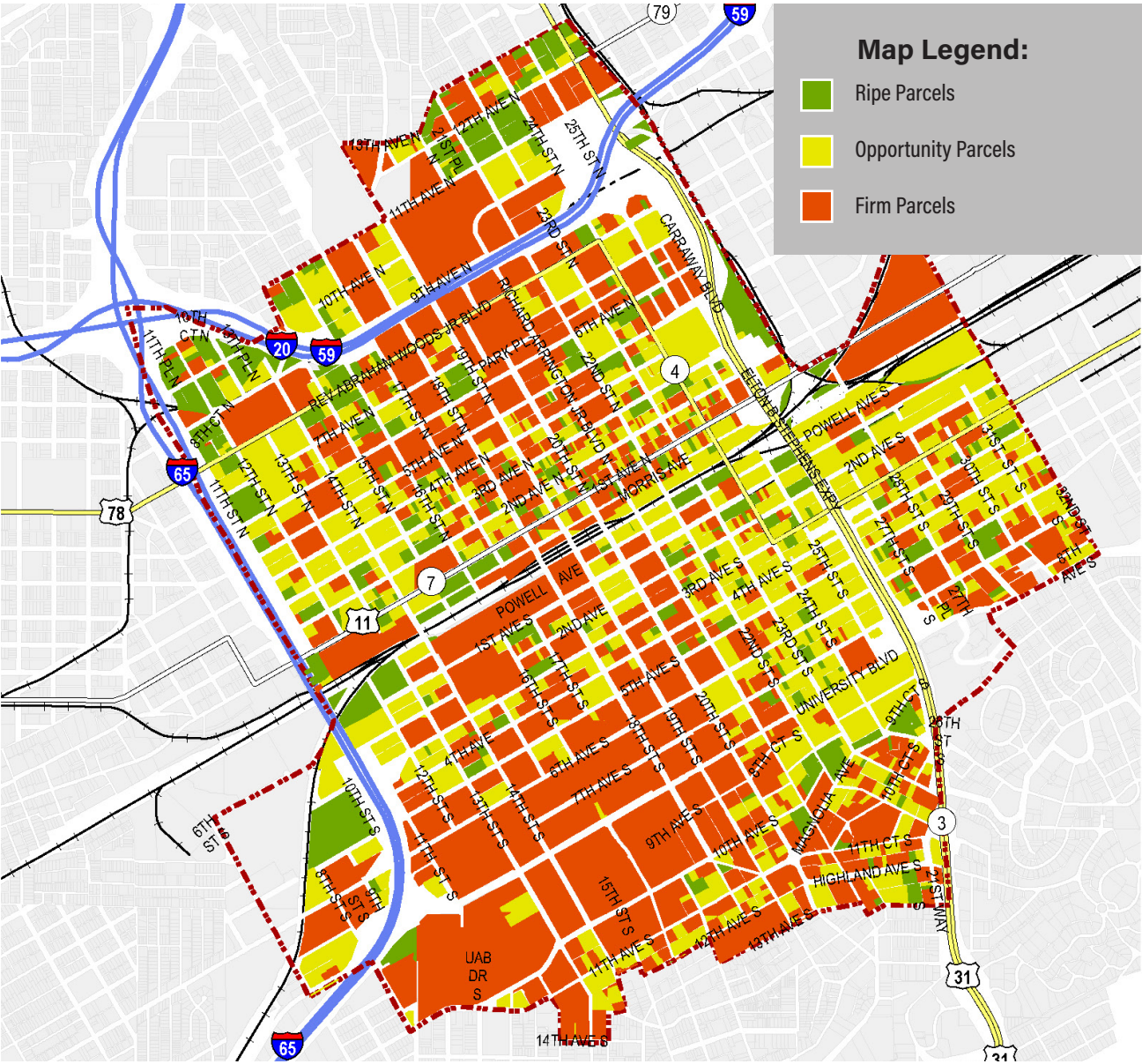


# Existing Conditions Analysis

## Development Readiness

The map below is a visual summary of the areas in the City Center of the parcels least and most likely to develop/redevelop. The green areas represent those that are most "ripe" for development/redevelopment (e.g., vacant, dilapidated, parking lots). The yellow areas have development/redevelopment potential (e.g., tenant not highest and best use, facade improvements required) particularly when they are combined

with other parcels within the block. For the purposes of this analysis, the areas with the greatest potential to receive investment include: Fountain Heights neighborhood (around I-20/65 interchange), Civil Rights District, Innovation District, City Center Core (around 2nd Ave North), Southside neighborhood (east of Midtown), Lakeview neighborhood, and Five Points/Southtown neighborhoods.



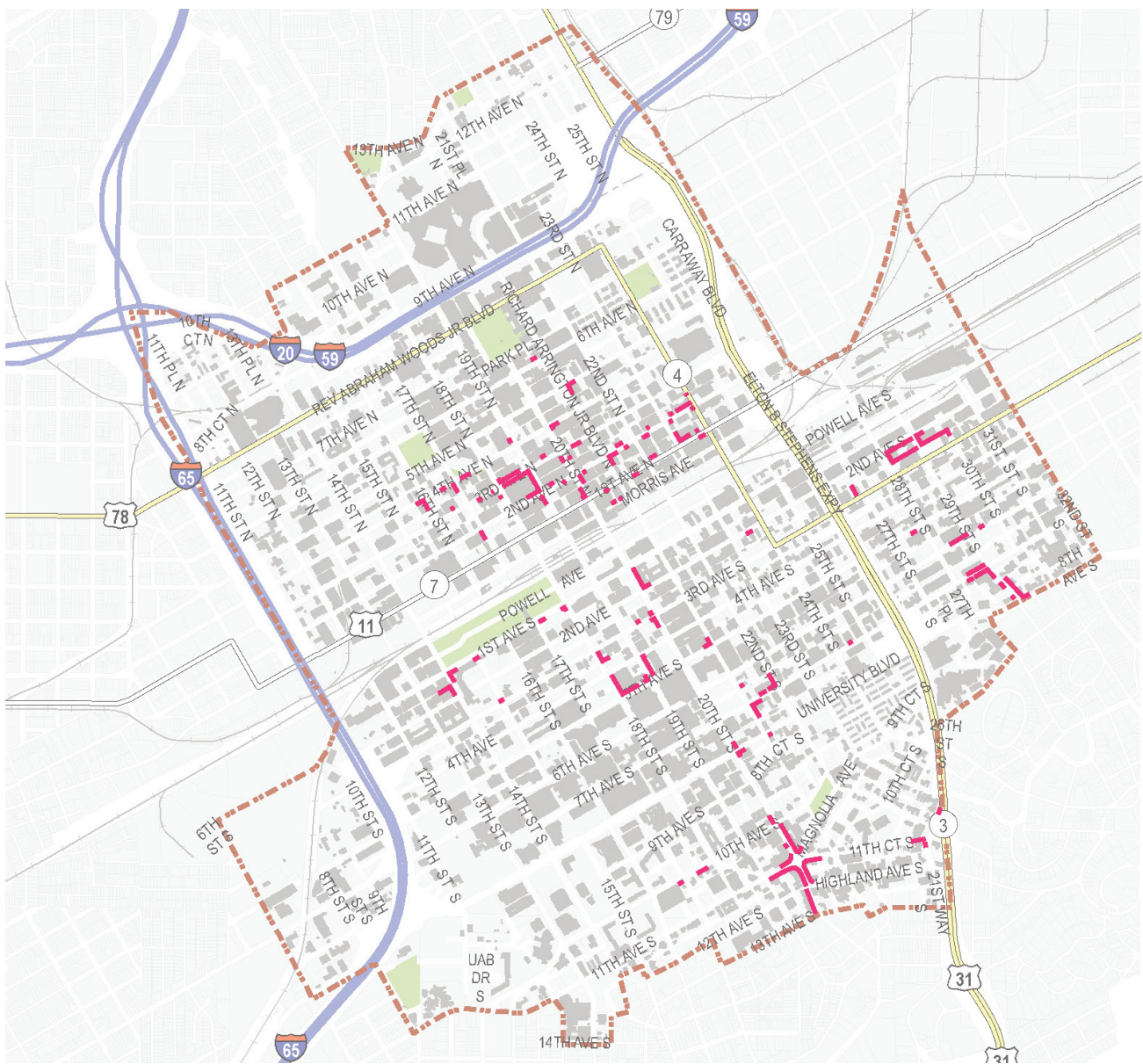


## Active Frontages Analysis

An active frontage is a ground floor tenant that is engaged in retail sales, dining, drinking establishments, coffee shops, or similar activities that encourage pedestrian activity along a street. Streets and areas with the greatest concentration of active frontages (i.e. ground floor commercial) include: 4th Avenue North (Civil Rights District), 3rd Avenue North (Innovation District/City Center Core), 2nd Avenue North and 1st Avenue North (City Center Core), Uptown, Parkside, Midtown, Five Points, Lakeview/Pepper Place.

### Map Legend:

 Active frontages



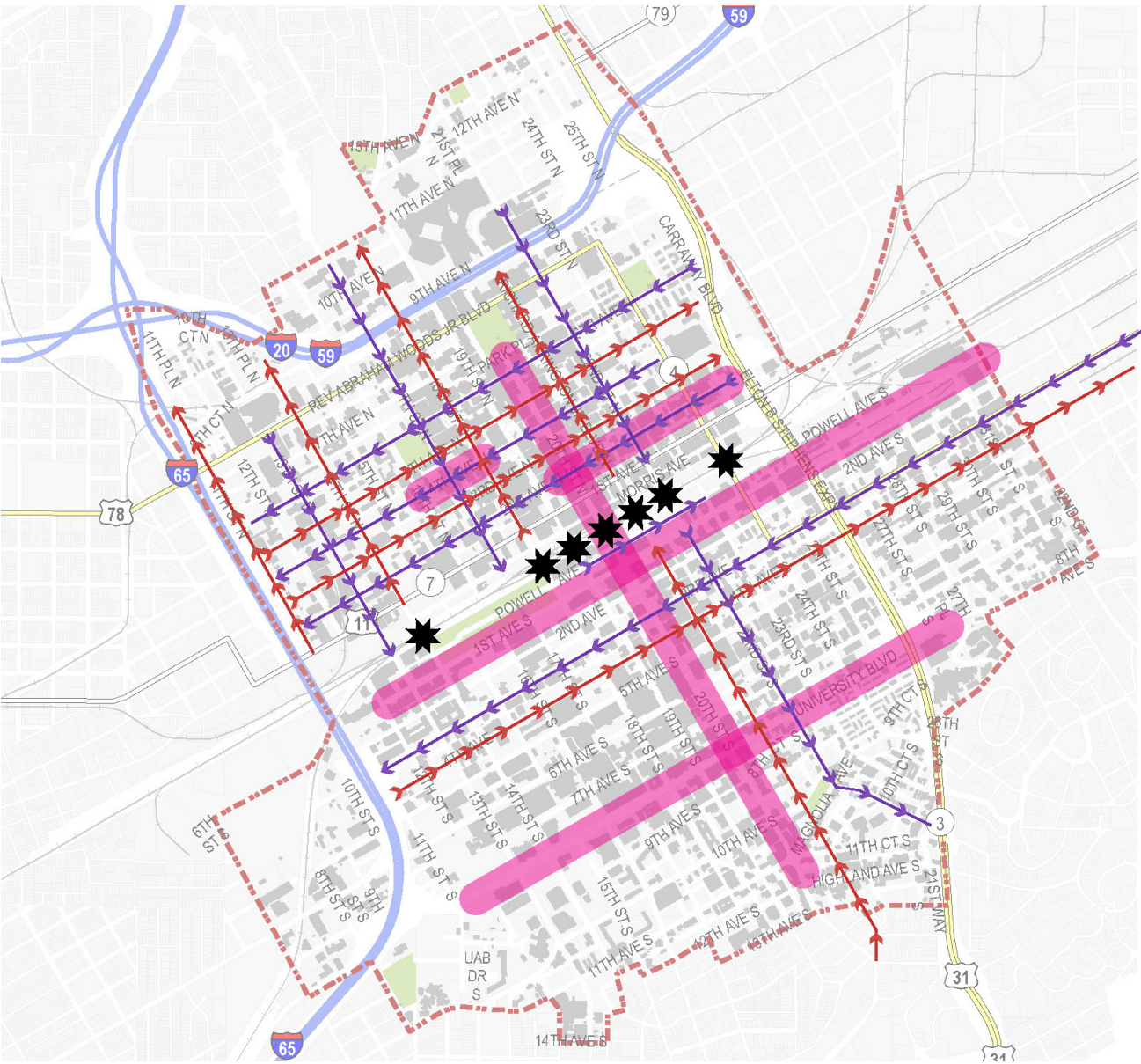


### Mobility Analysis

The City Center's near-perfect grid is generally centered along the 20th Street corridor and contains short blocks measuring 400 feet by 300 feet, which are valuable for real estate development, pedestrian orientation, and movement. At present, the network is only accommodating vehicular, bus transit, bicycle, and pedestrian movement to and through the City Center. In the near future, Bus Rapid Transit and electric scooters will be added to the mix of options.

**Map Legend:**

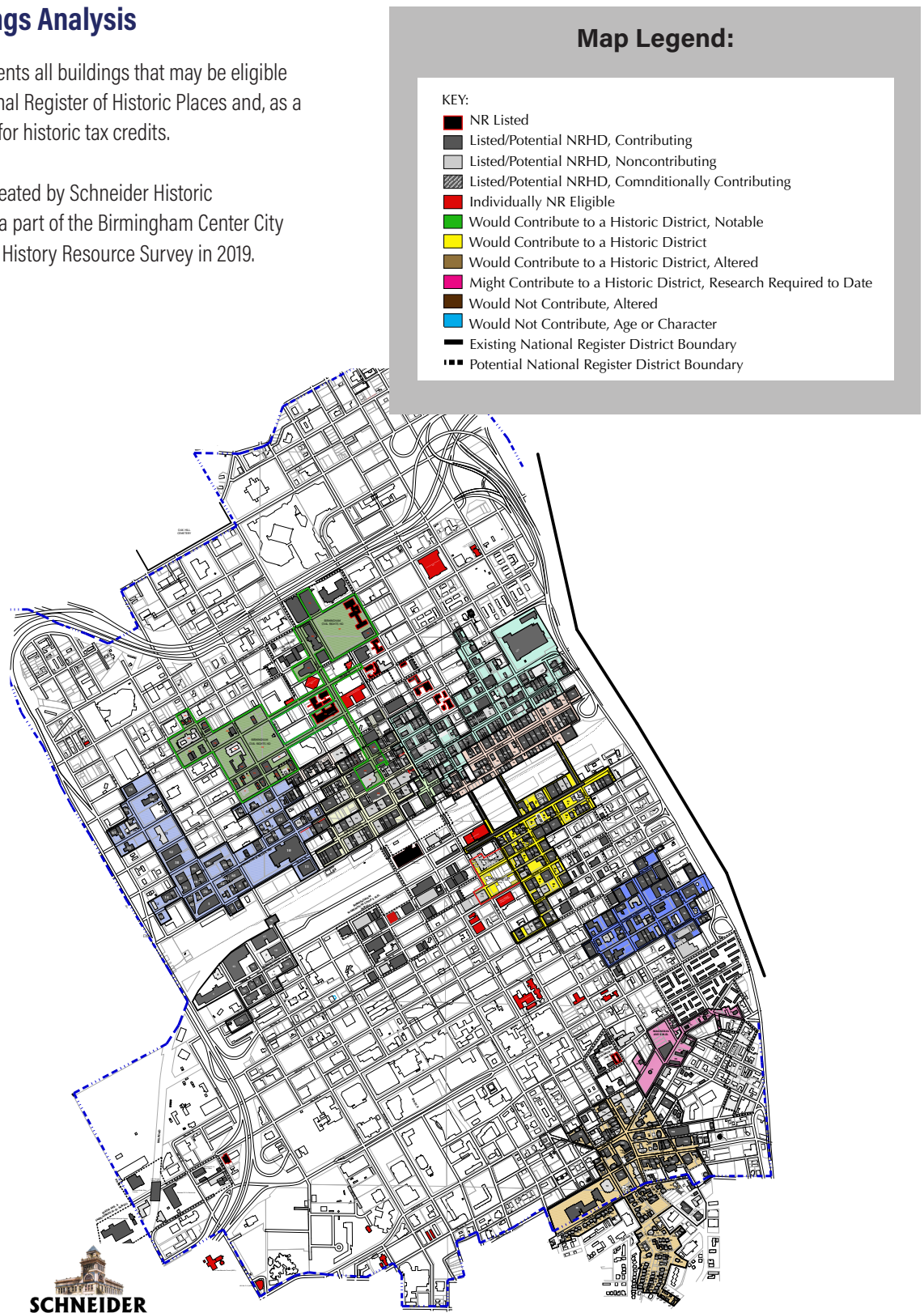
- Significant Streets
- One-way Streets (south/westbound)
- One-way Streets (north/eastbound)
- Rail Crossings



## Historic Buildings Analysis

The map below represents all buildings that may be eligible for listing on the National Register of Historic Places and, as a result, may be eligible for historic tax credits.

The map below was created by Schneider Historic Preservation, L.L.C., as a part of the Birmingham Center City Reconnaissance Level History Resource Survey in 2019.





### Development Analysis

Using a layering of all existing data combined with the local knowledge of those in the real estate community, the map below represents all recent, pending, and potential development activity in the City Center.

**Map Legend:**

- Planning, Design, Pre-Sales
- Under Construction
- Recently Completed Since 2015
- Potential Opportunities

