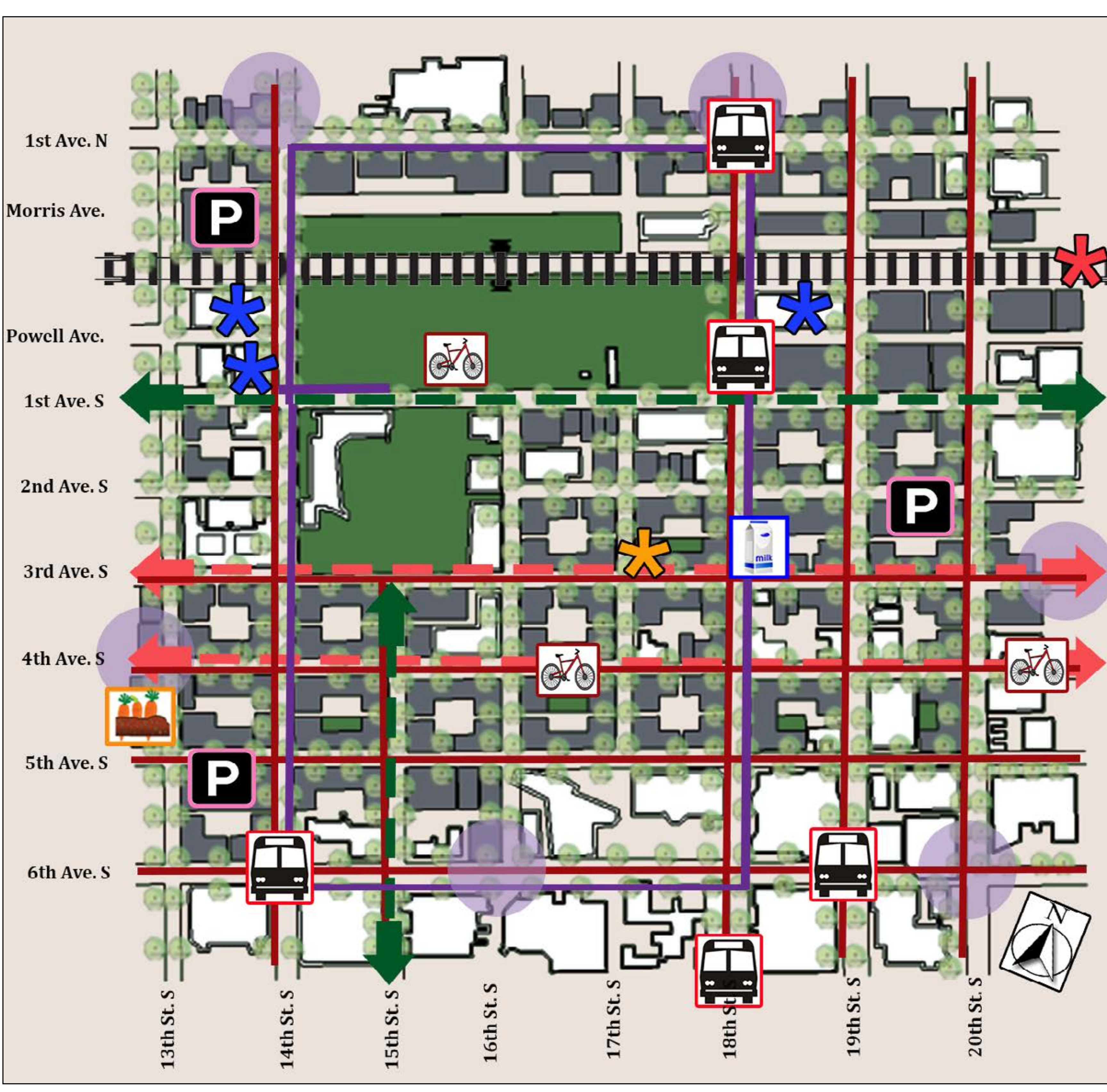


Transit-Supportive | Walkable | Healthy | Economically Viable | Resilient

The Plan



**Parkside Plan**

- Existing/Upcoming Development
- New Development

**Development**

- Proposed Grocery Store
- Redeveloped Live/Work Art Studios

**Parking**

- Parking Deck

**Open Space and Parks**

- Open Space and Parks
- Green Streets
- Street Trees

**Connectivity**

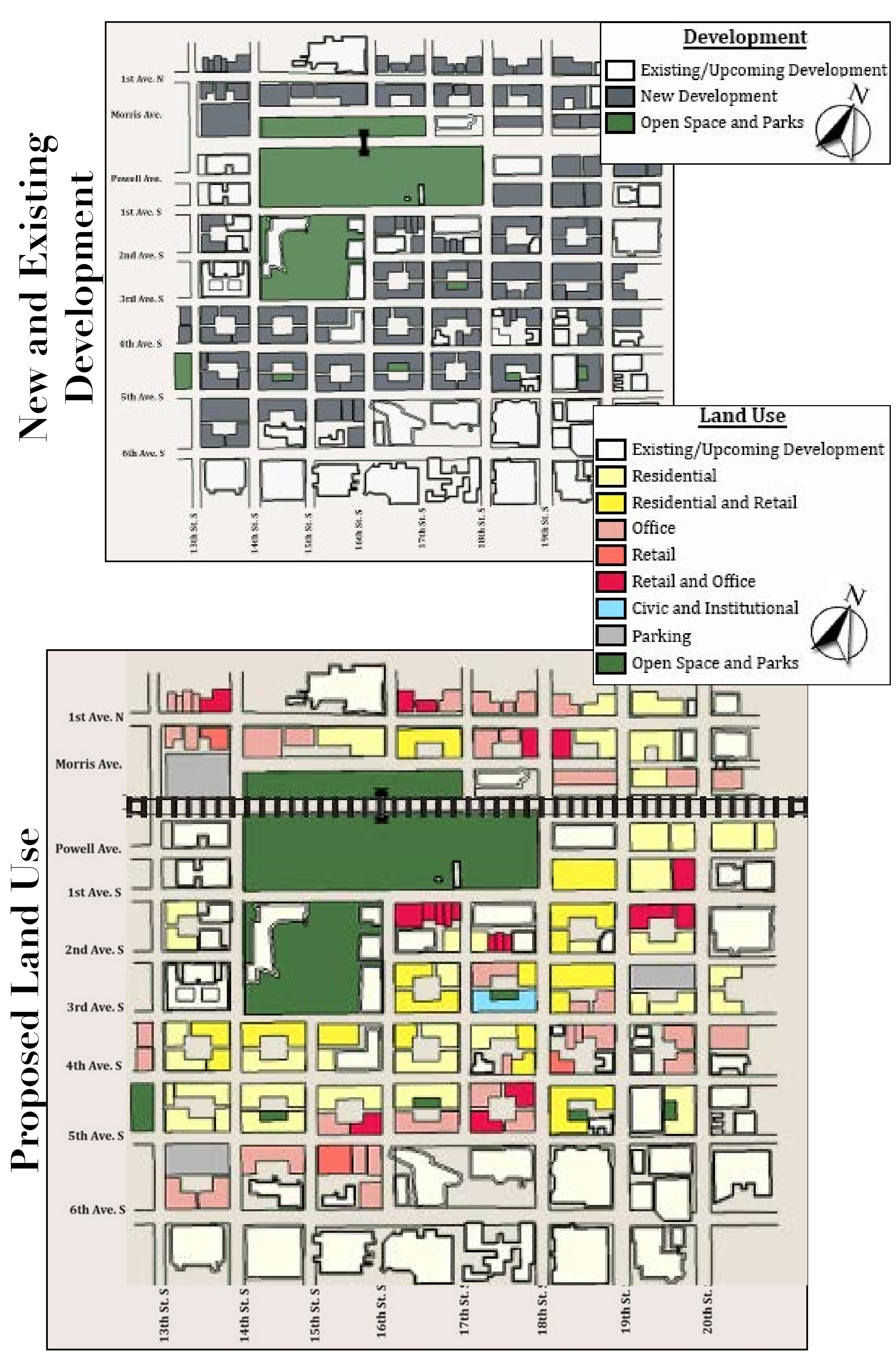
- Convert One-Way Streets to Two-Way
- Bury the 59/20 Viaduct
- BRT Station
- Bike Share Station
- Bike Lane

**Identity and Vitality**

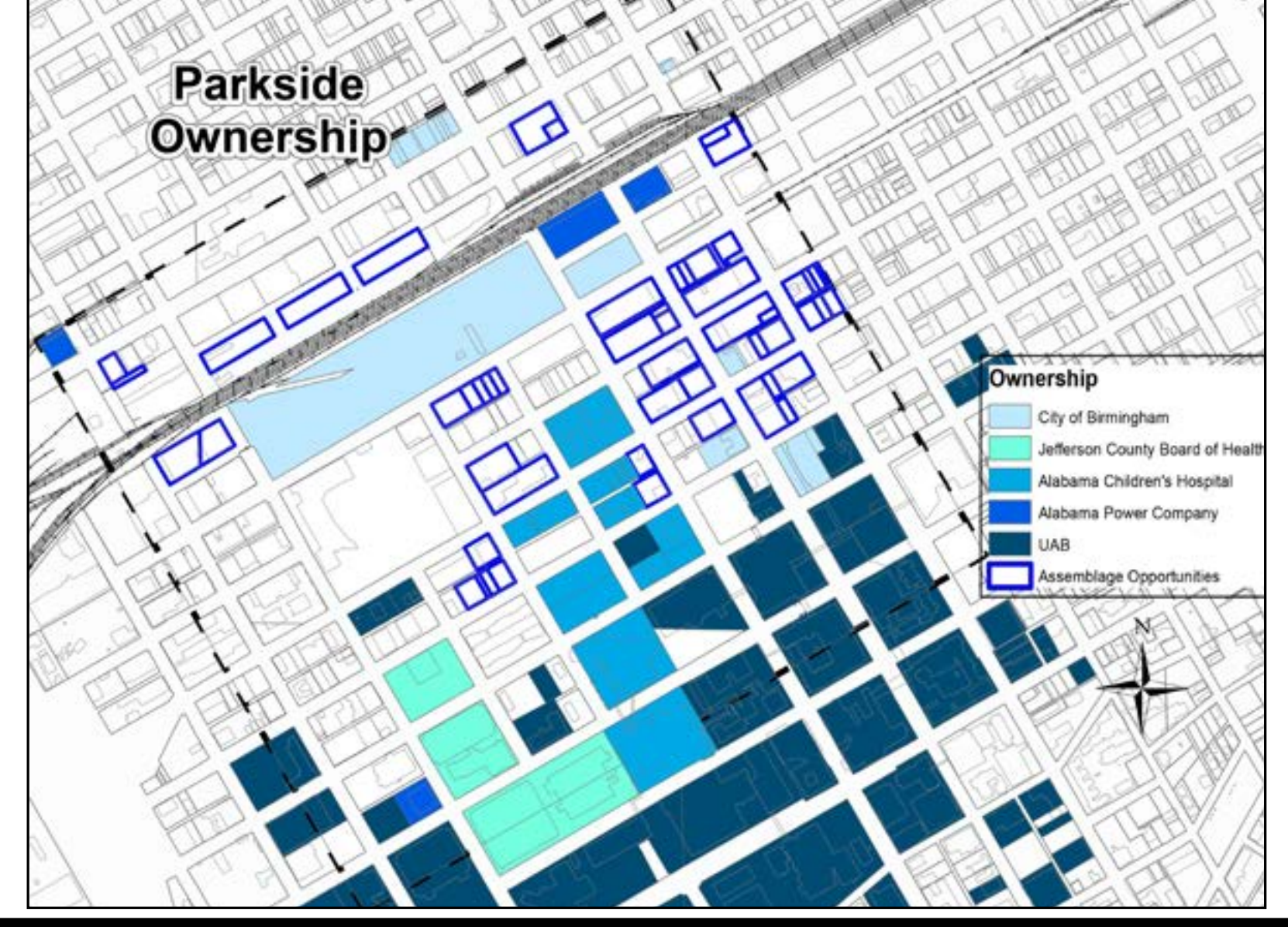
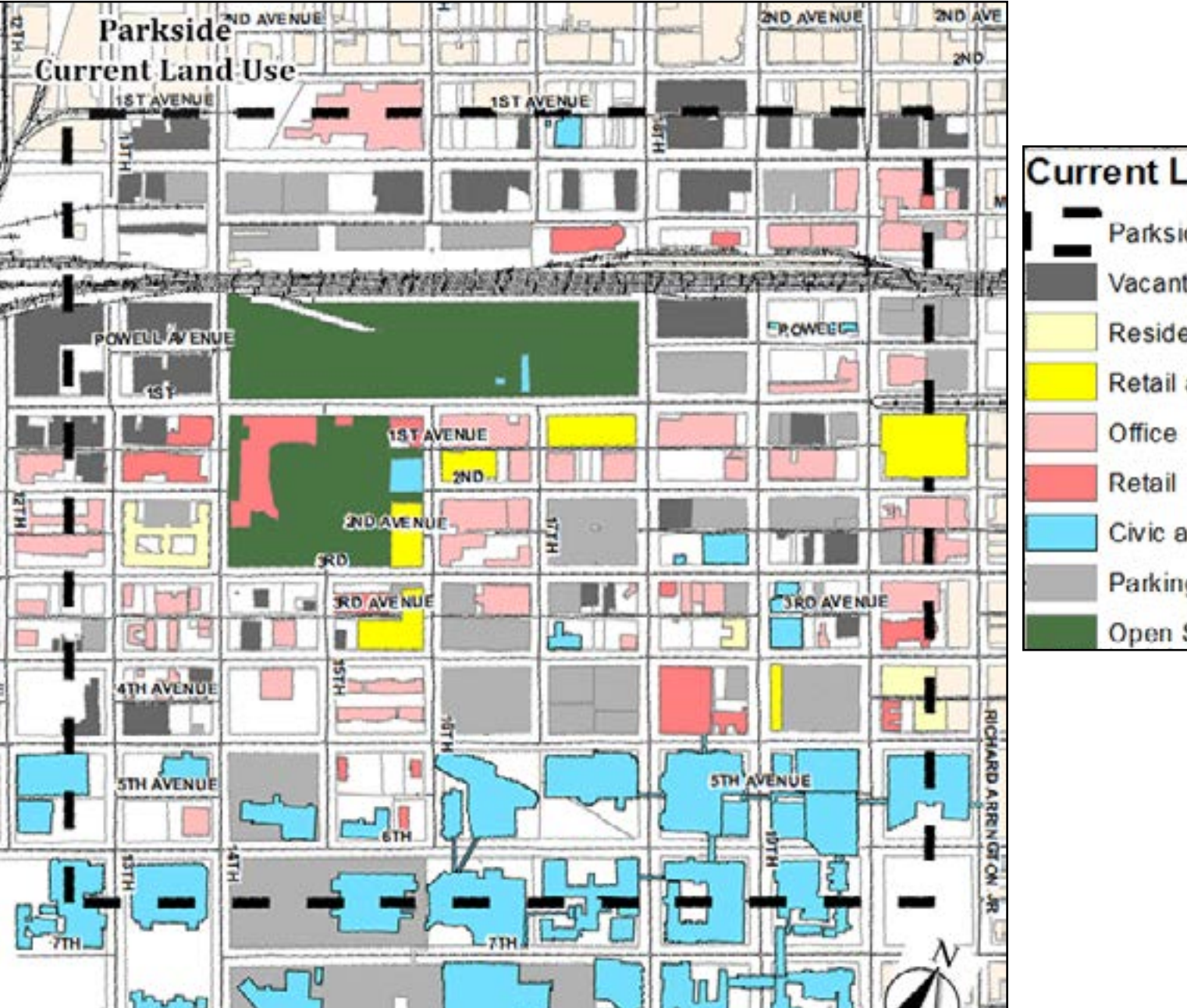
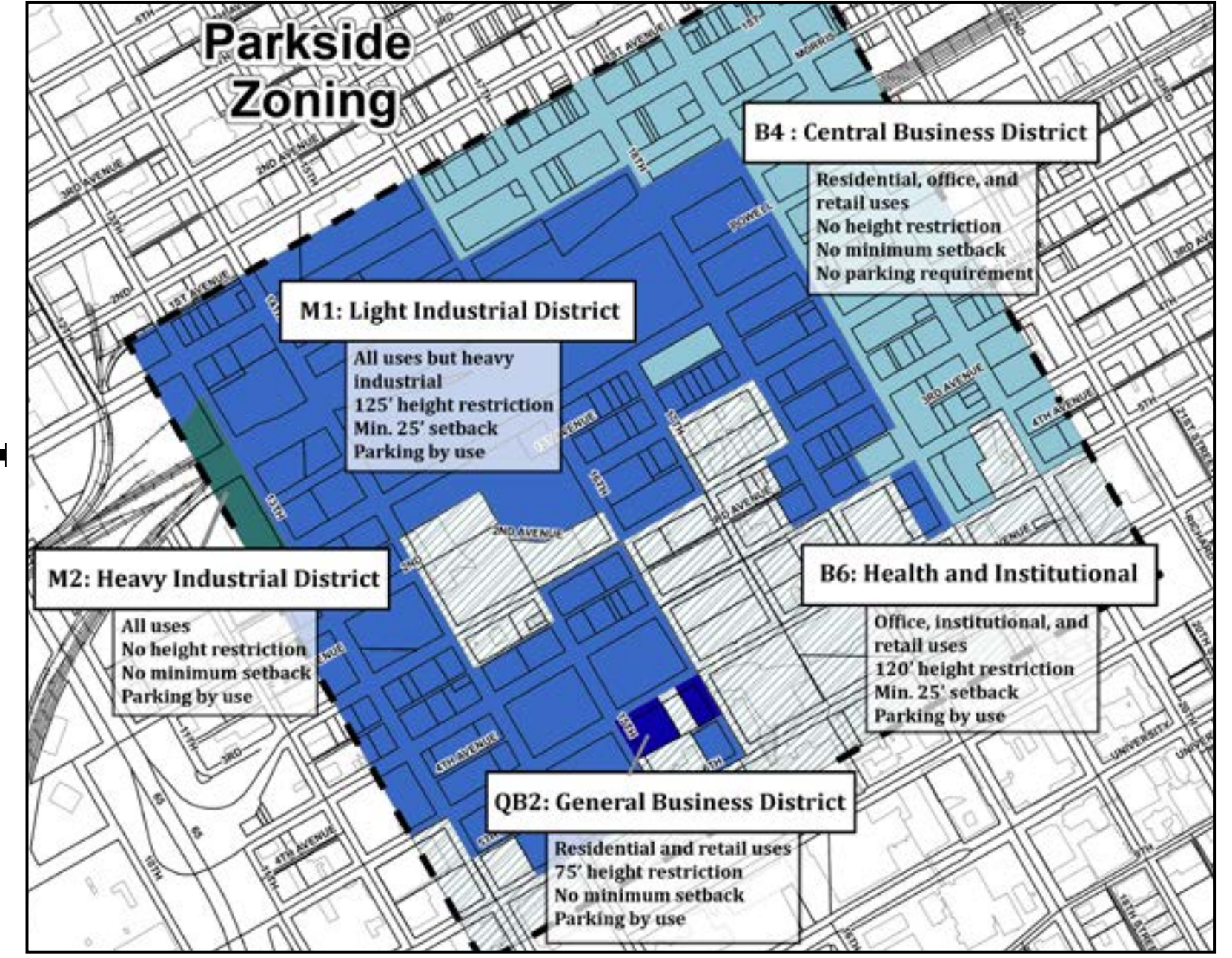
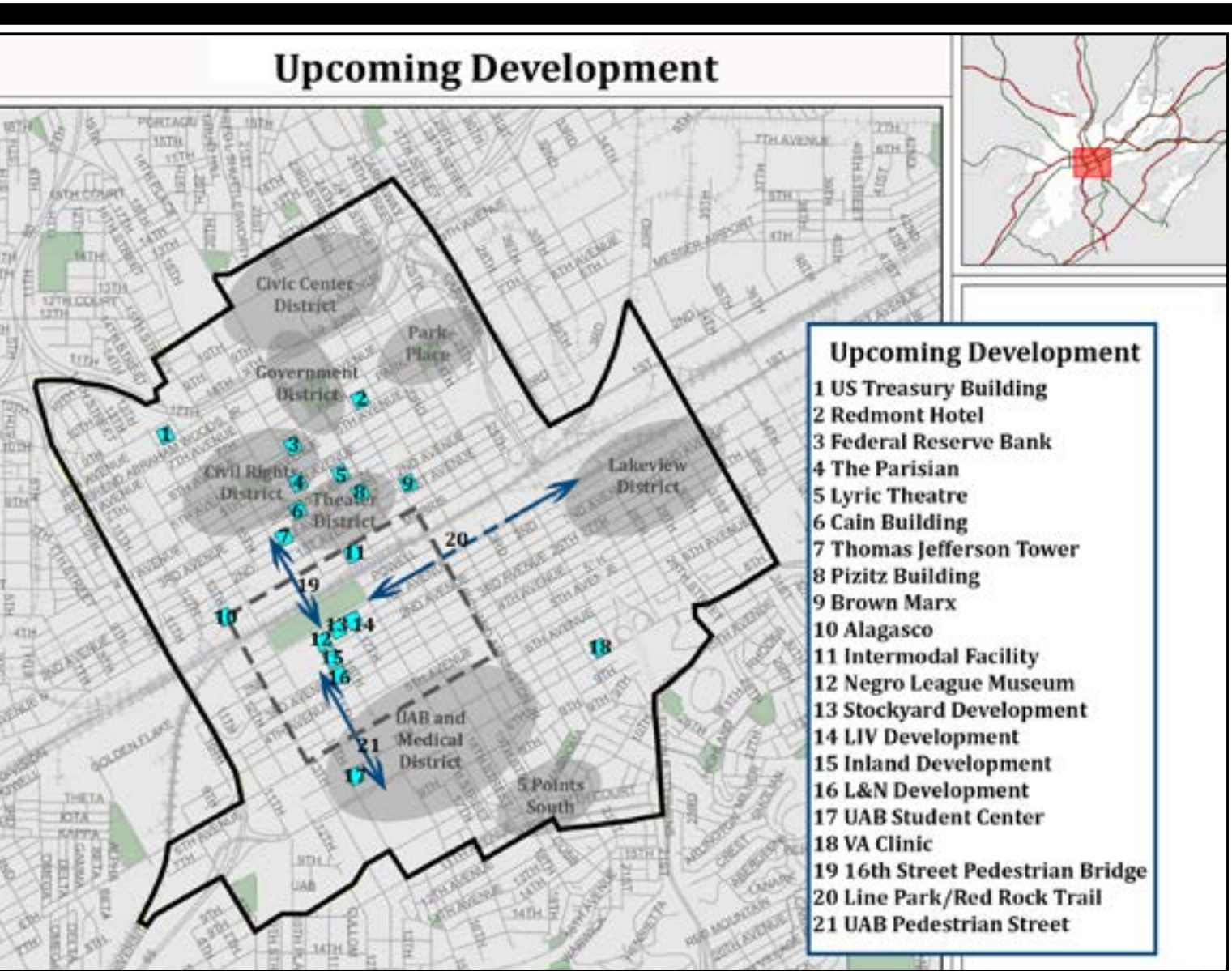
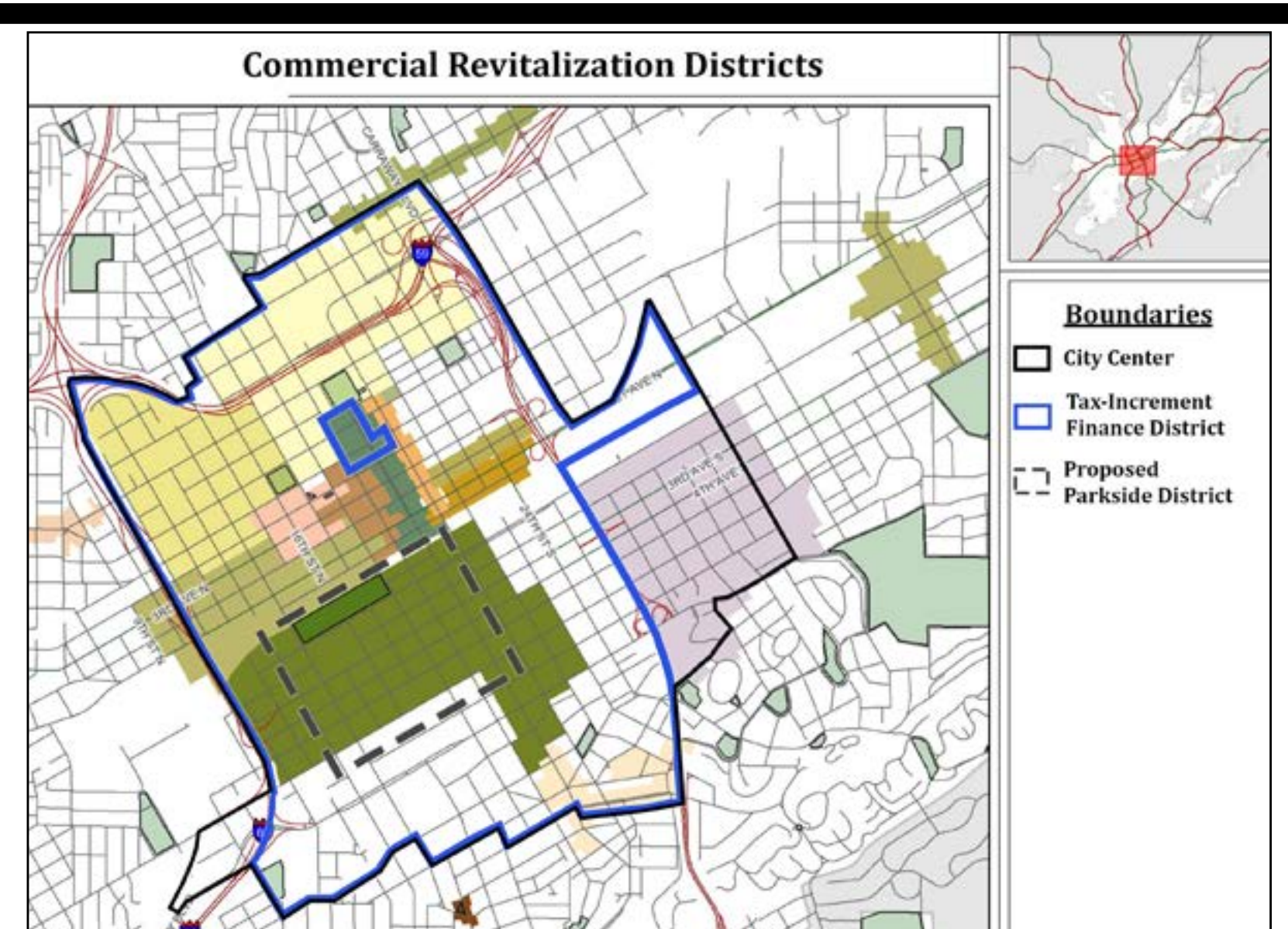
- Gateway Signage
- Running Trail

**Community Development**

- Community Center
- Community Garden



Development



Specialized Industries	Location Quotient	Retail Needed in the City Center	Retail Leakage
Wholesale Trade	1.74	Grocery Store	20.6
Information	1.16	Shoe Store	100
Finance, Insurance, Real Estate	1.28	Department Stores	48.4
Professional, scientific, management, administrative, and waste management services	3.8	General Merchandise Stores	94.5
Other services	1.68		

Economics		Demographics	
Total Employment	3,022	Average Household Size	1.62
Basic Employment	1,048	Median Age	27.7
Multiplier	2.88	Median Income	\$19,419
		Percentage of Rental Units	88%

GOALS

- Create an environment that will encourage the desired type, form, and amount of development
- Attract and sustain a mix of residents
- Attract and sustain retail that can be accessed without a car
- Attract multiple employment opportunities to draw residents to live and work in Parkside

STRATEGIES

- Enforce a form-based code with density incentives
- Organize a Downtown Redevelopment Authority
- Educate developers about tax-increment financing
- Offer density and financial incentives for developing for-sale housing units
- Offer density incentives for developing live-work art studios
- Require all residential development to include 10% workforce housing units
- Require that all workforce housing be indistinguishable from market-rate housing
- Attract an urban grocery store
- Focus immediate development on three nodes in order to strengthen the viability of housing, retail, and office uses
- Partner with the Innovation Depot to bring entrepreneurship to Parkside
- Capitalize on medical, professional, and research industries to attract jobs
- Market Parkside as a live/work/shop/play district

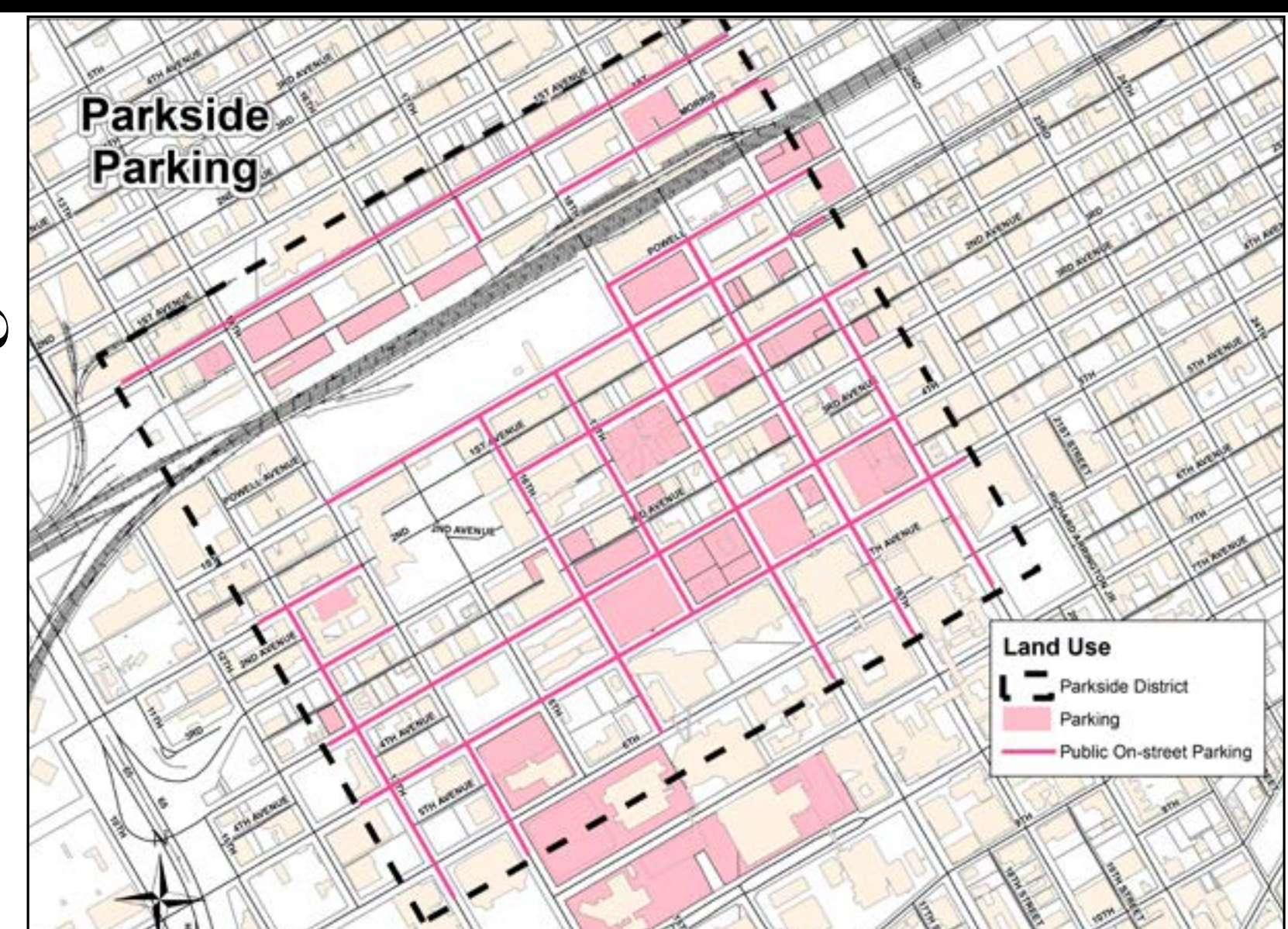


Parkside District Residential		
Total Acres	180 ac	
Existing	Dwelling Units (existing and planned development)	1,600 du
	Current Housing Density	8.9 du/ac
Proposed	Size of Unit	Number of proposed dwelling units
	800 sq. ft.	800 du
	1,200 sq. ft.	900 du
	1,600 sq. ft.	375 du
	Total New Dwelling Units	2,075 du
	Total Dwelling Units	3,675 du
	Approximate residential population	9,188 people
	Proposed Housing Density	20.4 du/ac
	Total sq. ft. of Residential	2,320,000 sq. ft.

Parkside District Retail			
Proposed	Revenue per sq. ft.	Square Feet of Retail	Revenue
	\$300 per sq. ft.	40,000 sq. ft.	\$12,000,000
	\$400 per sq. ft.	120,000 sq. ft.	\$48,000,000
	\$500 per sq. ft.	160,000 sq. ft.	\$80,000,000
		<b>Total Revenue</b>	<b>\$140,000,000</b>
	Total sq. ft. of Retail	320,000 sq. ft.	

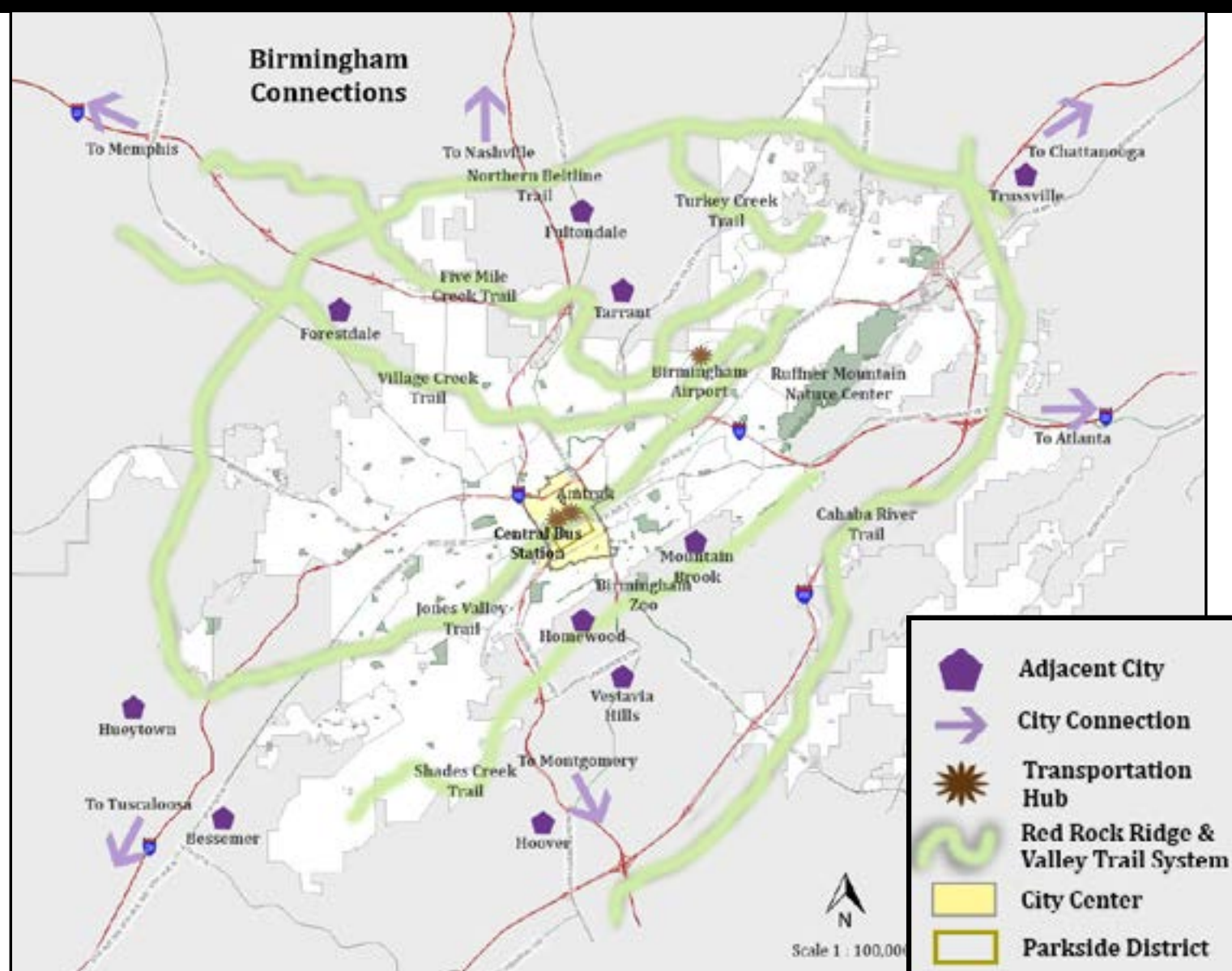
Parkside District Office		
Proposed	Size of Office	Number of jobs
	150 sq. ft.	2,133 jobs
	200 sq. ft.	1,400 jobs
	250 sq. ft.	480 jobs
	<b>Total Jobs</b>	<b>4,013 jobs</b>
	Total sq. ft. of Office	719,950 sq. ft.

Parking



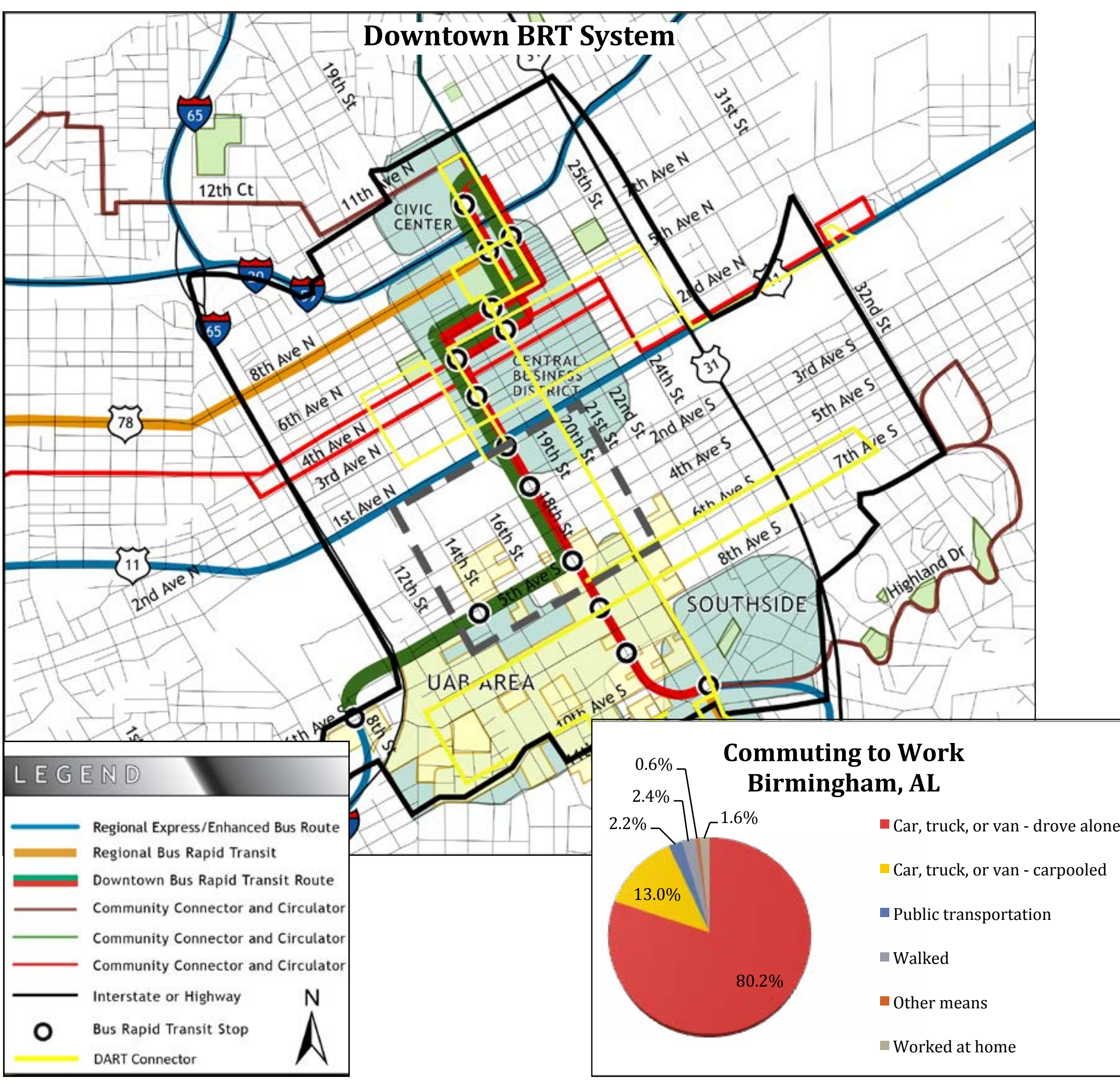
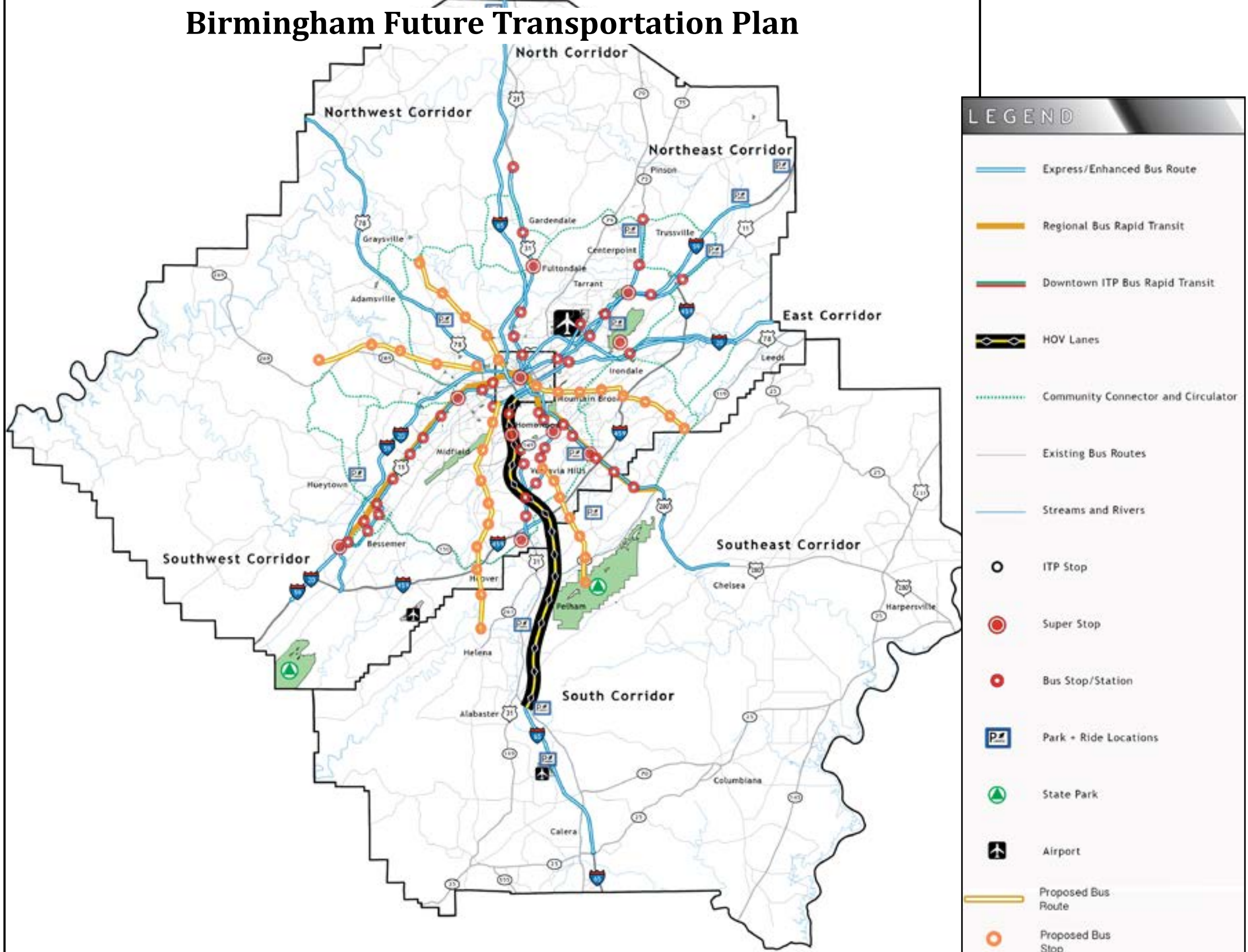
- GOALS**
- Reduce the amount of storefront parking in Parkside
- STRATEGIES**
- Enforce parking maximums
  - Offer incentives for shared parking and parking decks
  - Construct additional on-street parking

Open Space



- GOALS**
- Expand the green space and green infrastructure in Parkside
- STRATEGIES**
- Construct green streets to reduce runoff
  - Extend the Red Rock Ridge and Valley Trail
  - Offer density incentives for pocket parks
  - Landscaping the north side of the railroad tracks
  - Support UAB's plan to connect Regions Field with UAB's Campus Green

Connectivity



**GOALS**

**STRATEGIES**

**1** Connect Parkside to the surrounding areas through an improved transit system

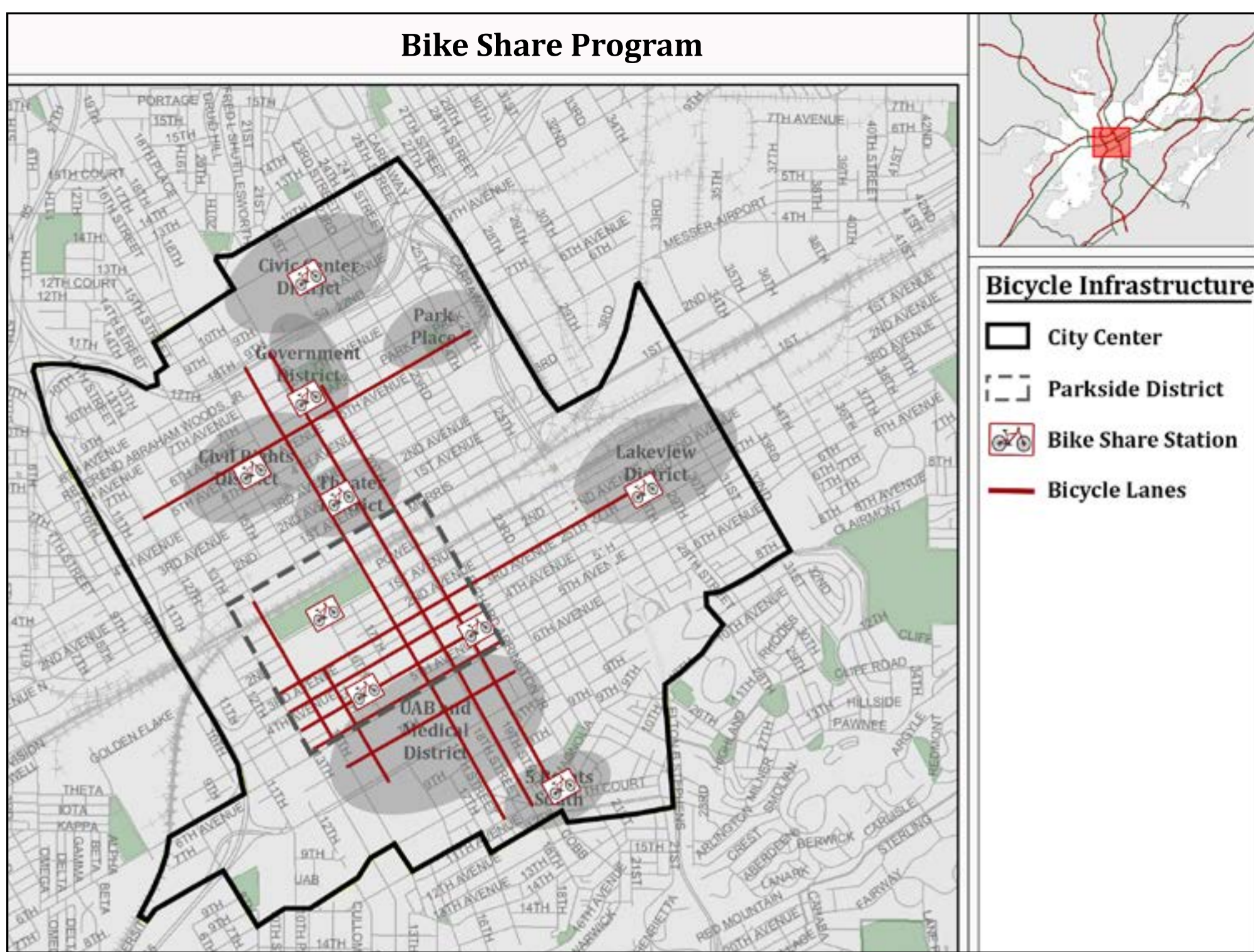
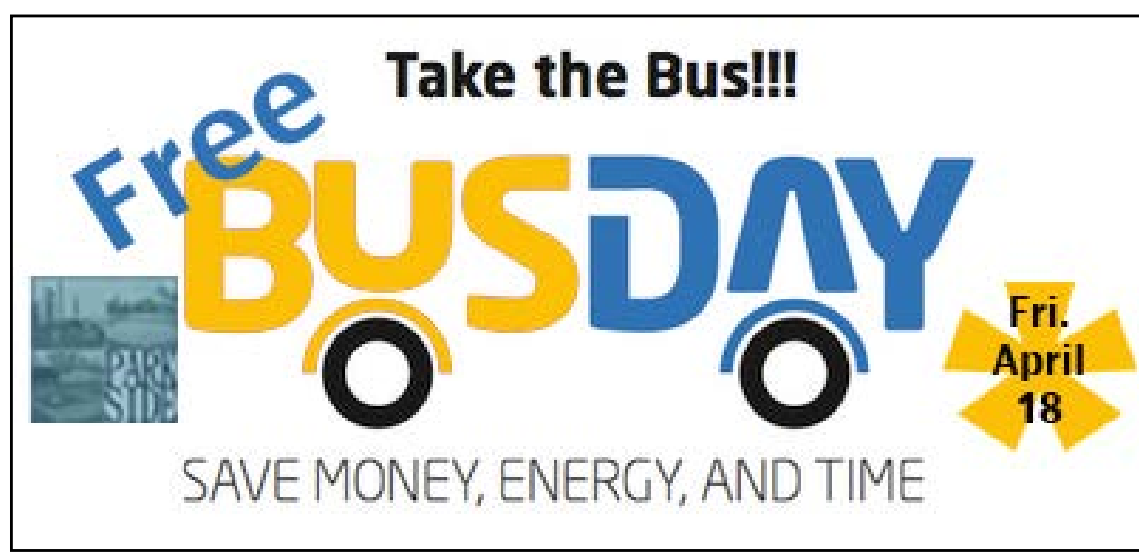
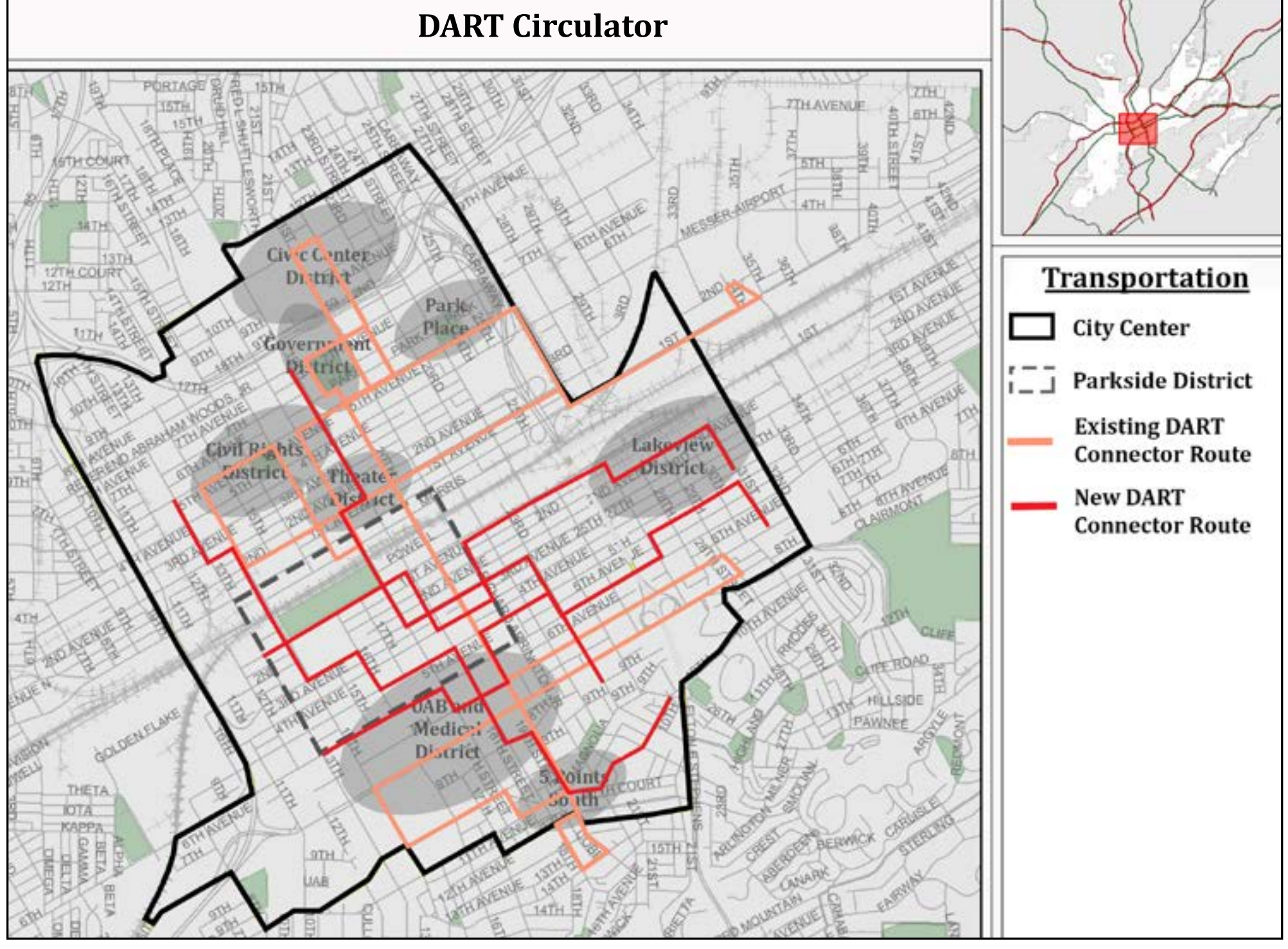
- Implement a downtown BRT system
- Expand the DART Circulator
- Expand bus lines to surrounding suburbs
- Improve efficiency and reliability of bus lines
- Launch a better website, marketing, and incentive program for the new transit system

**2** Enhance Parkside's pedestrian connection to UAB (South), the downtown core (North), and Lakeview (East)

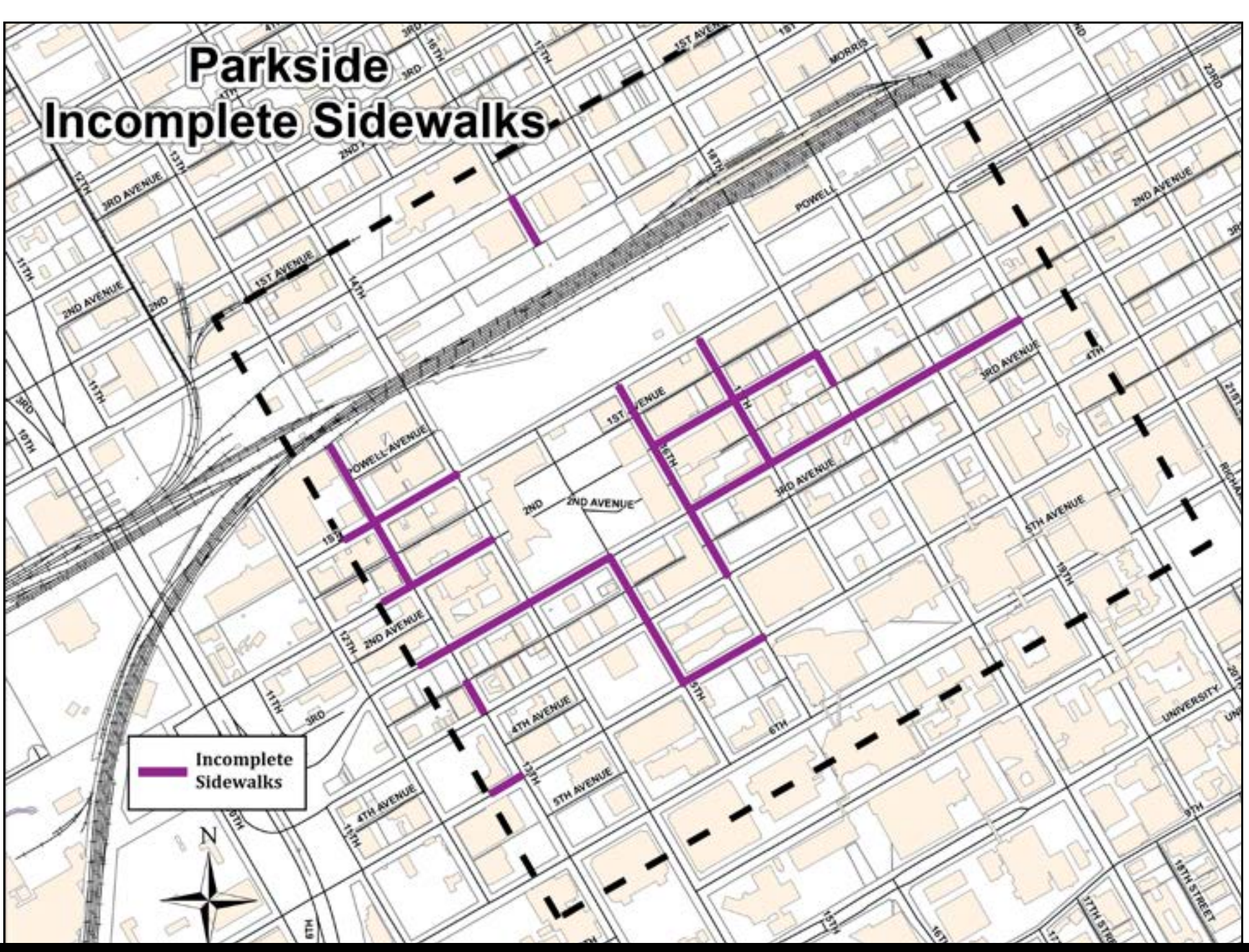
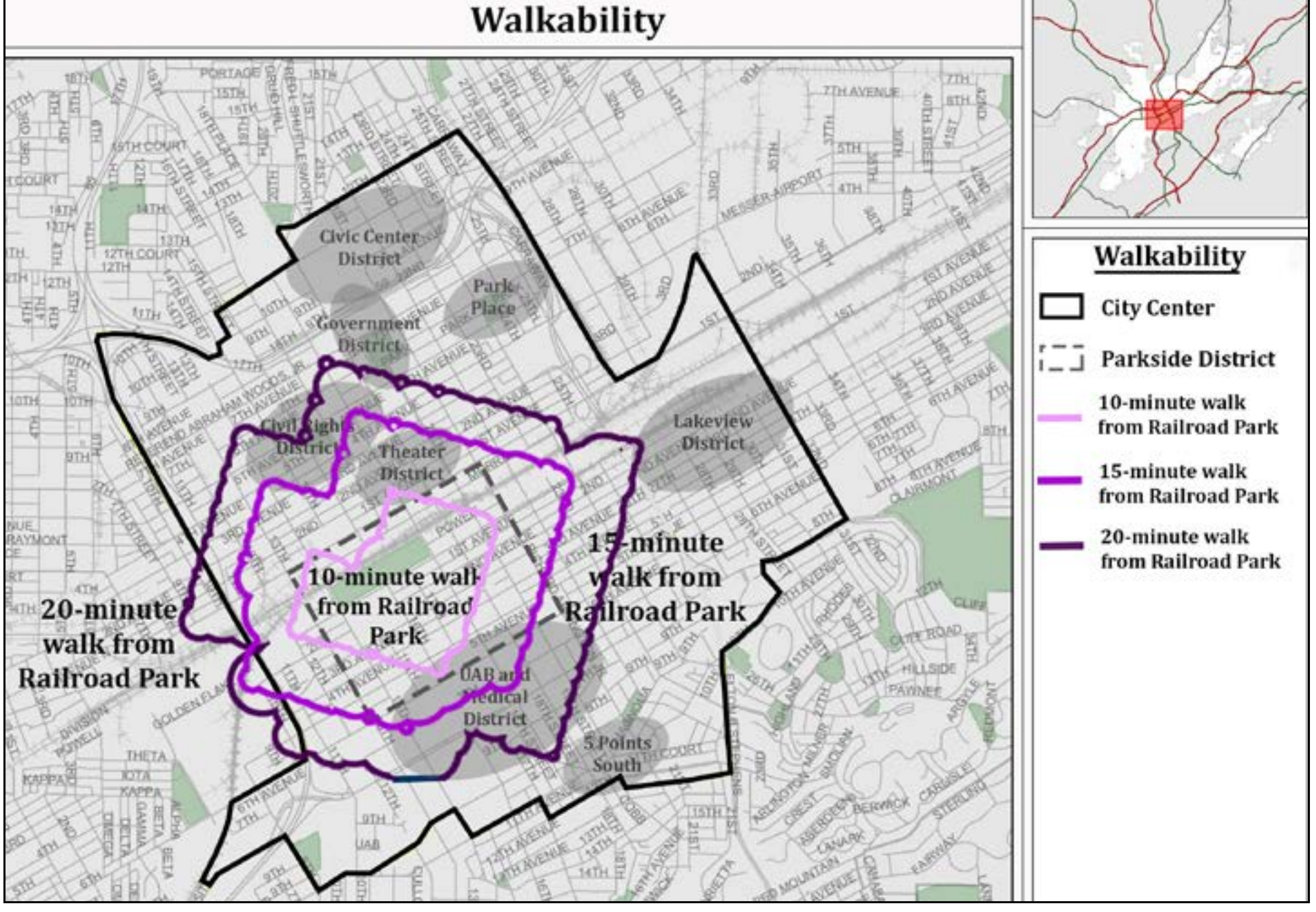
- Improve lighting across the railroad tracks
- Evaluate the feasibility of lowering Richard Arrington Blvd at the railroad tracks
- Convert 3rd Ave S and 4th Ave S to two-way streets

**3** Encourage cycling as a mode of transportation

- Implement a bike-share program
- Require bicycle parking for all new development
- Construct bicycle lanes with proper signage



Identity and Vitality



**GOALS**

**STRATEGIES**

**1** Make it convenient and attractive for people to walk

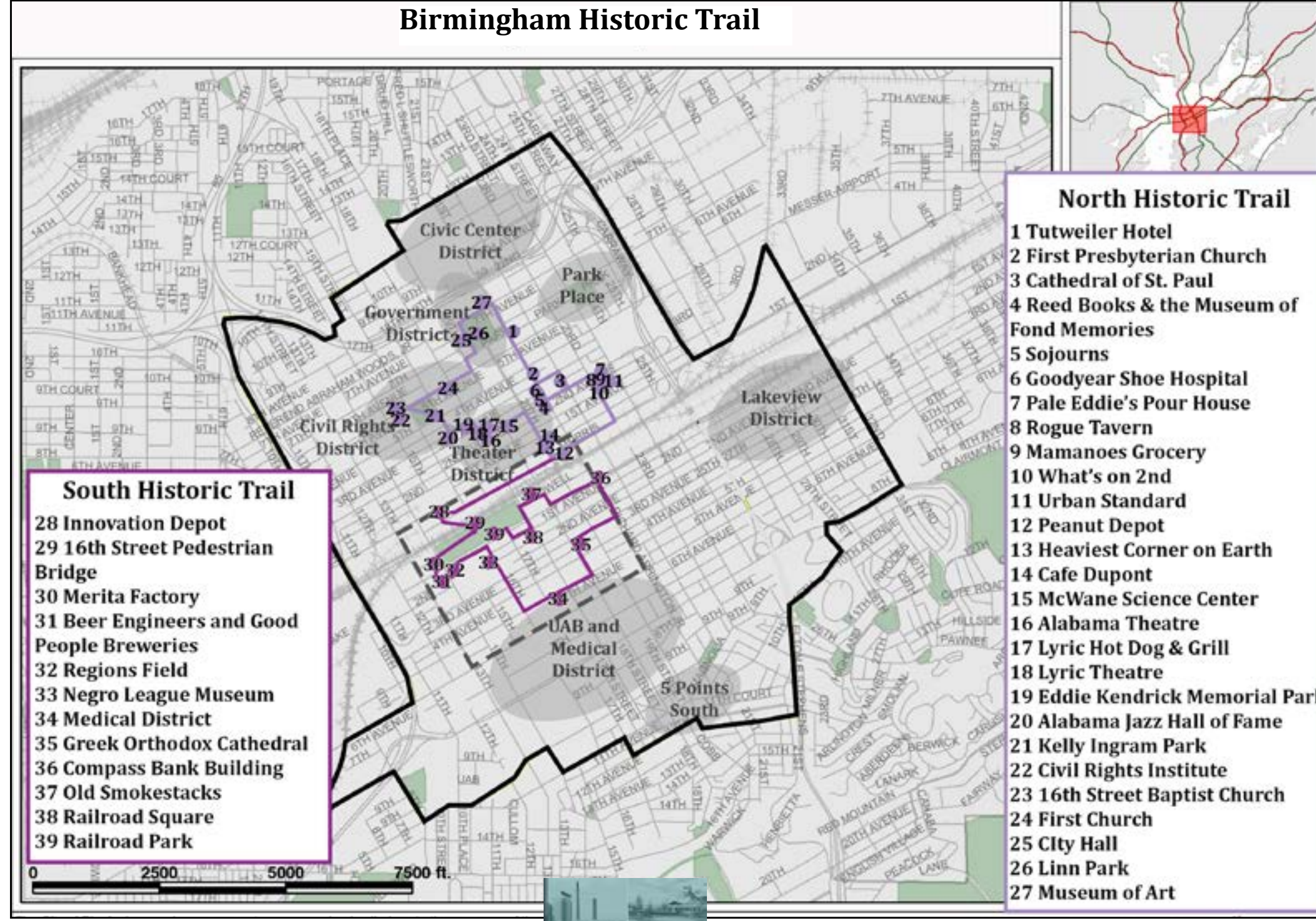
- Construct a 2-mile walk/run trail with appropriate signage
- Revise food truck regulations to attract them to Parkside
- Implement consistent streetscape treatments
- Construct gateways into Parkside District

**2** Understand community assets and use them to encourage growth

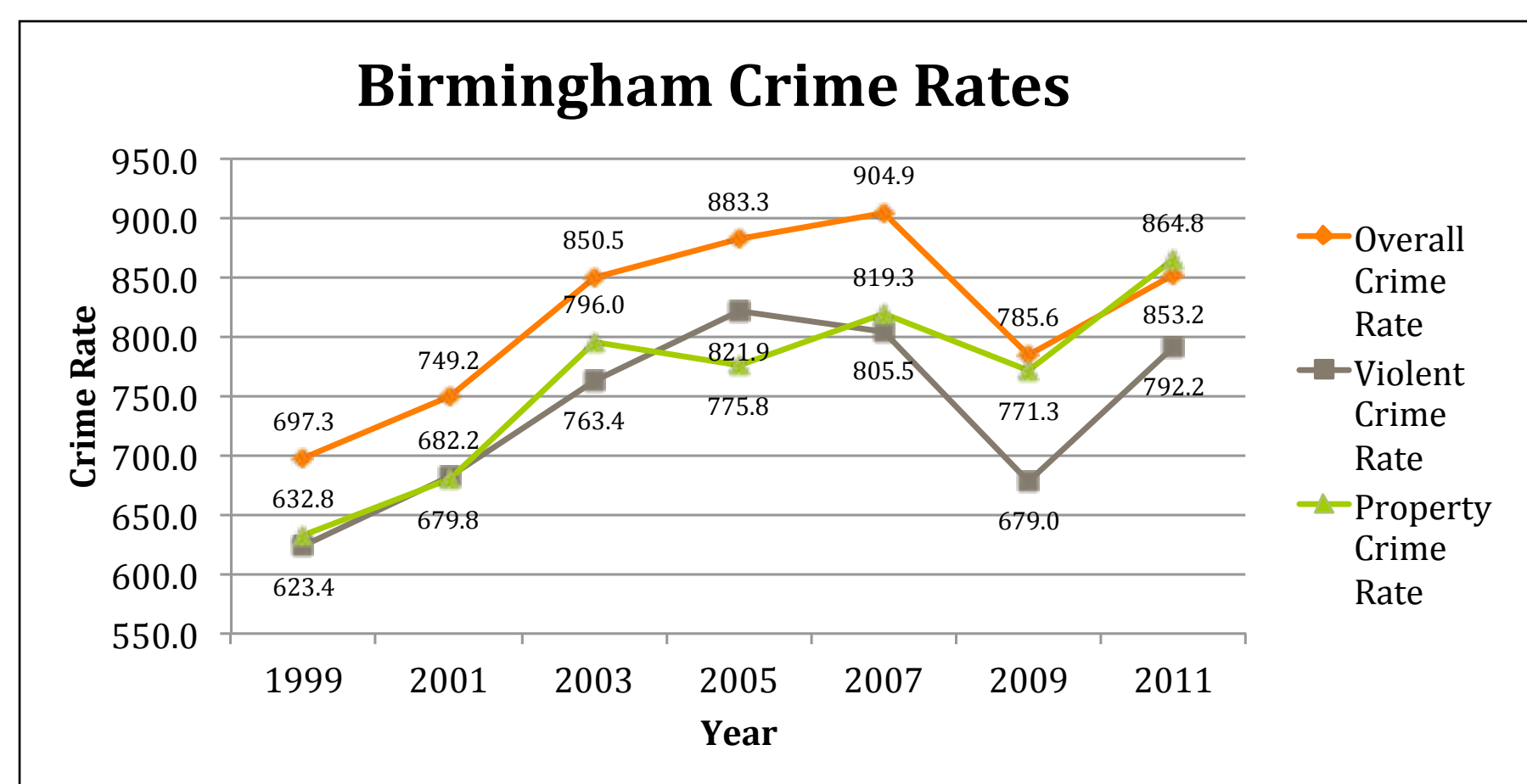
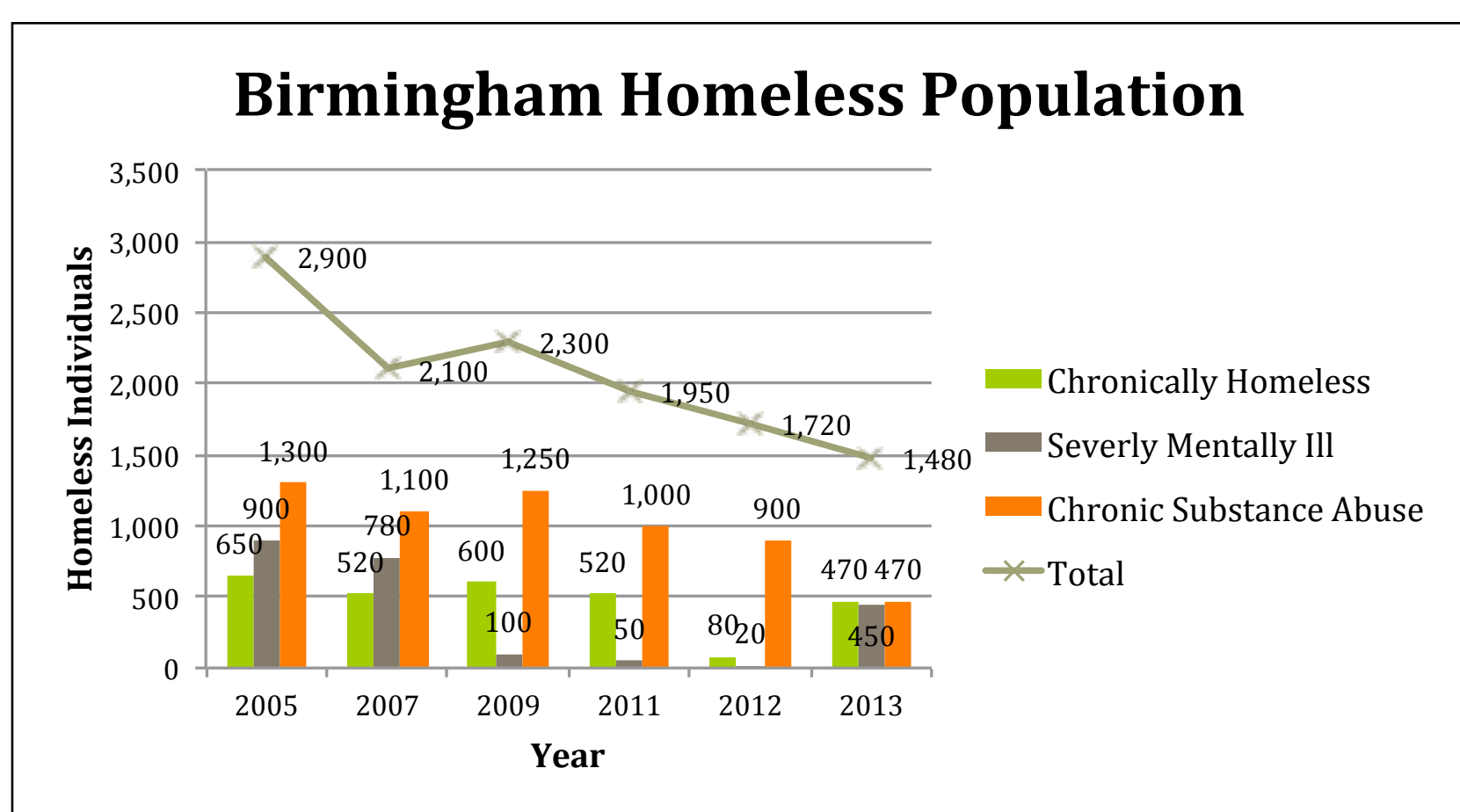
- Expand the Historic Trail south of the railroad tracks and add appropriate signage
- Expand the historic tax credit system to incentivize restoring existing buildings

**3** Cultivate a unique identity in Parkside

- Implement a way-finding system with a new logo
- Organize regular events, such as farmer's markets, art walks, and holiday celebrations



Community Development



**GOALS**

**STRATEGIES**

**1** Reduce homelessness

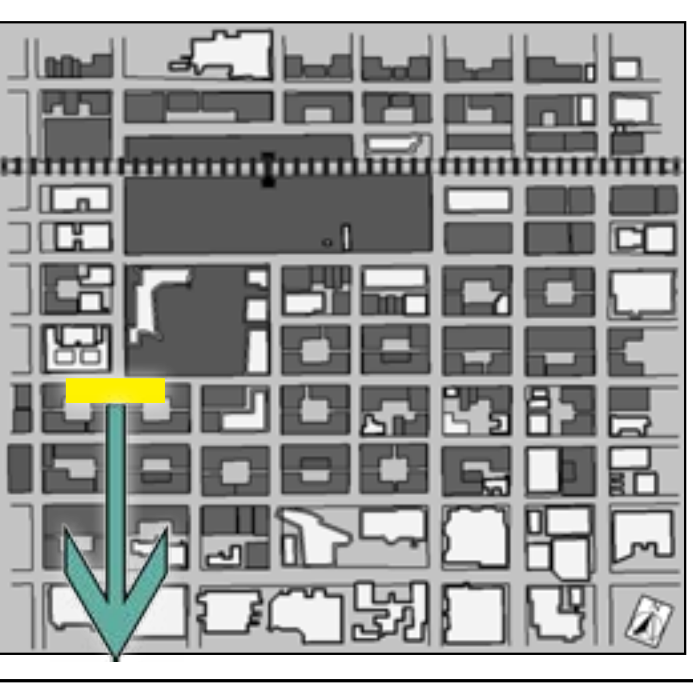
- Work with One Roof to provide permanent housing, ID acquisition, and employment opportunities for homeless individuals
- Streamline the process for allowing homeless individuals to live in Hope VI units

**2** Encourage interpersonal connections in Parkside

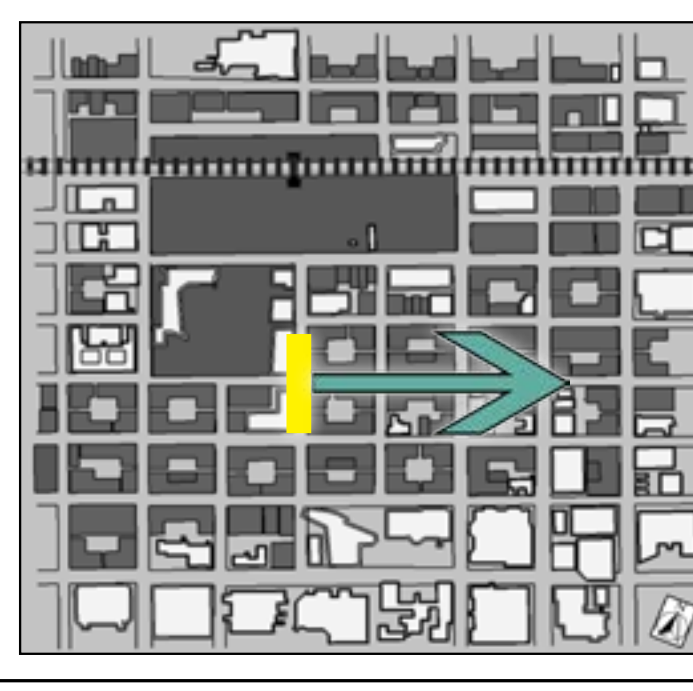
- Cultivate a community garden for residents to share
- Construct a community center with recreation classes, cultural events, and community gatherings



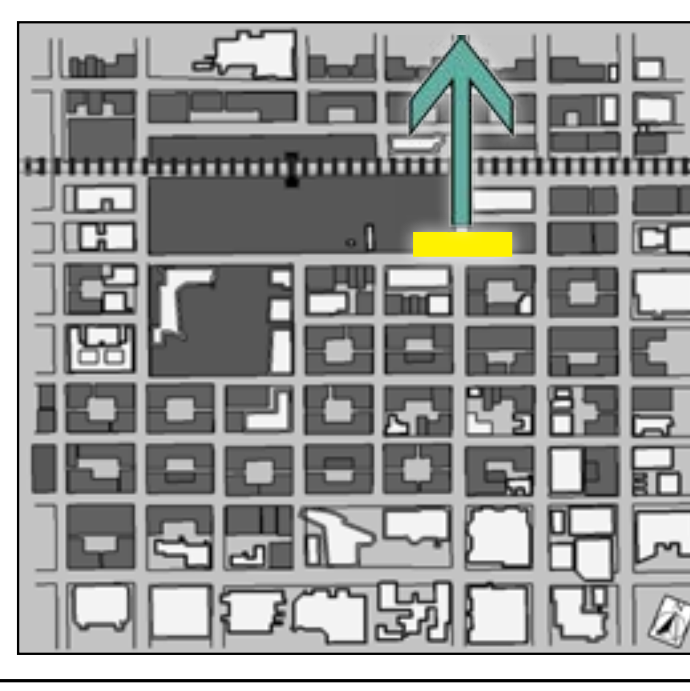
14th Street South



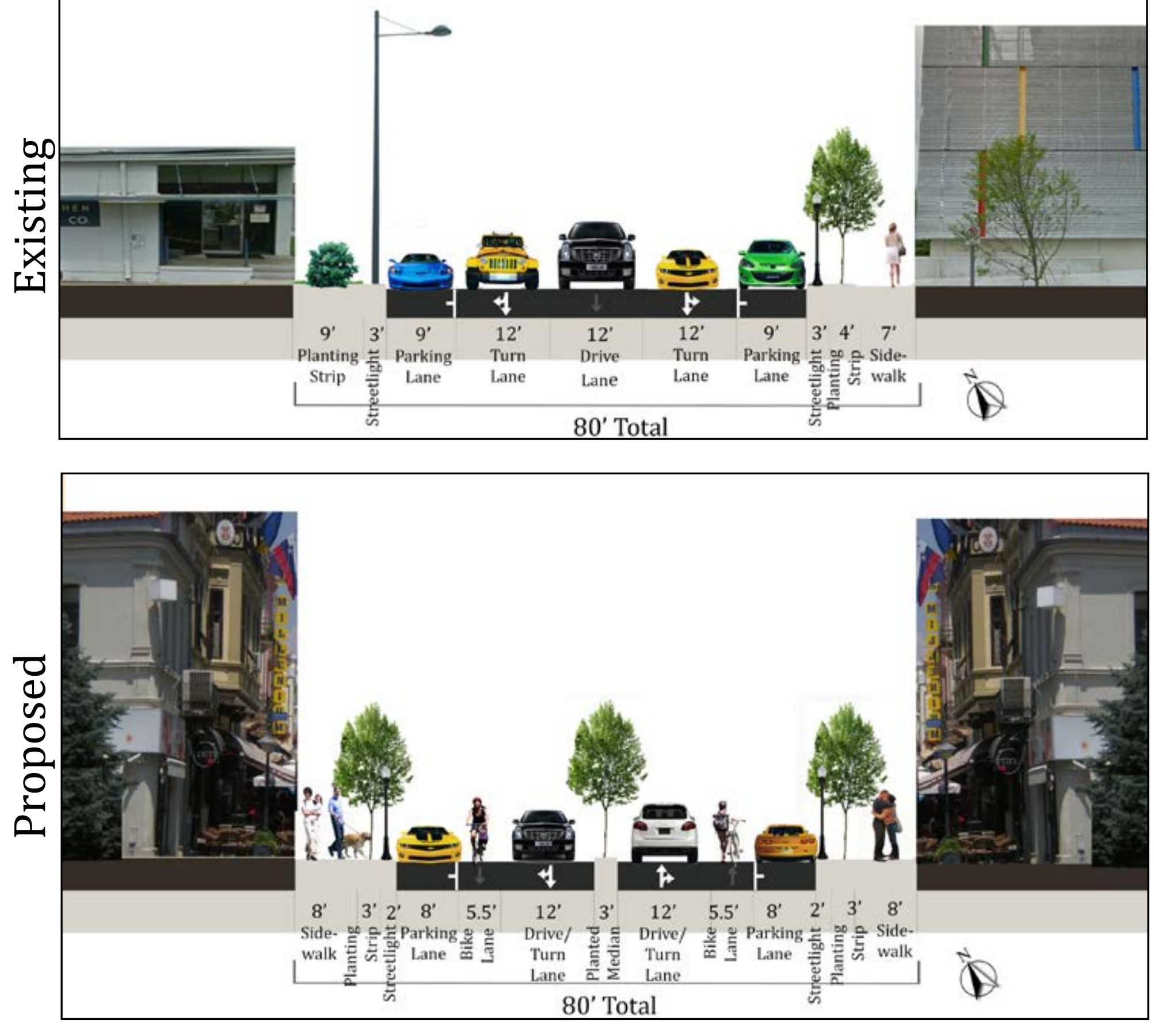
3rd Avenue South



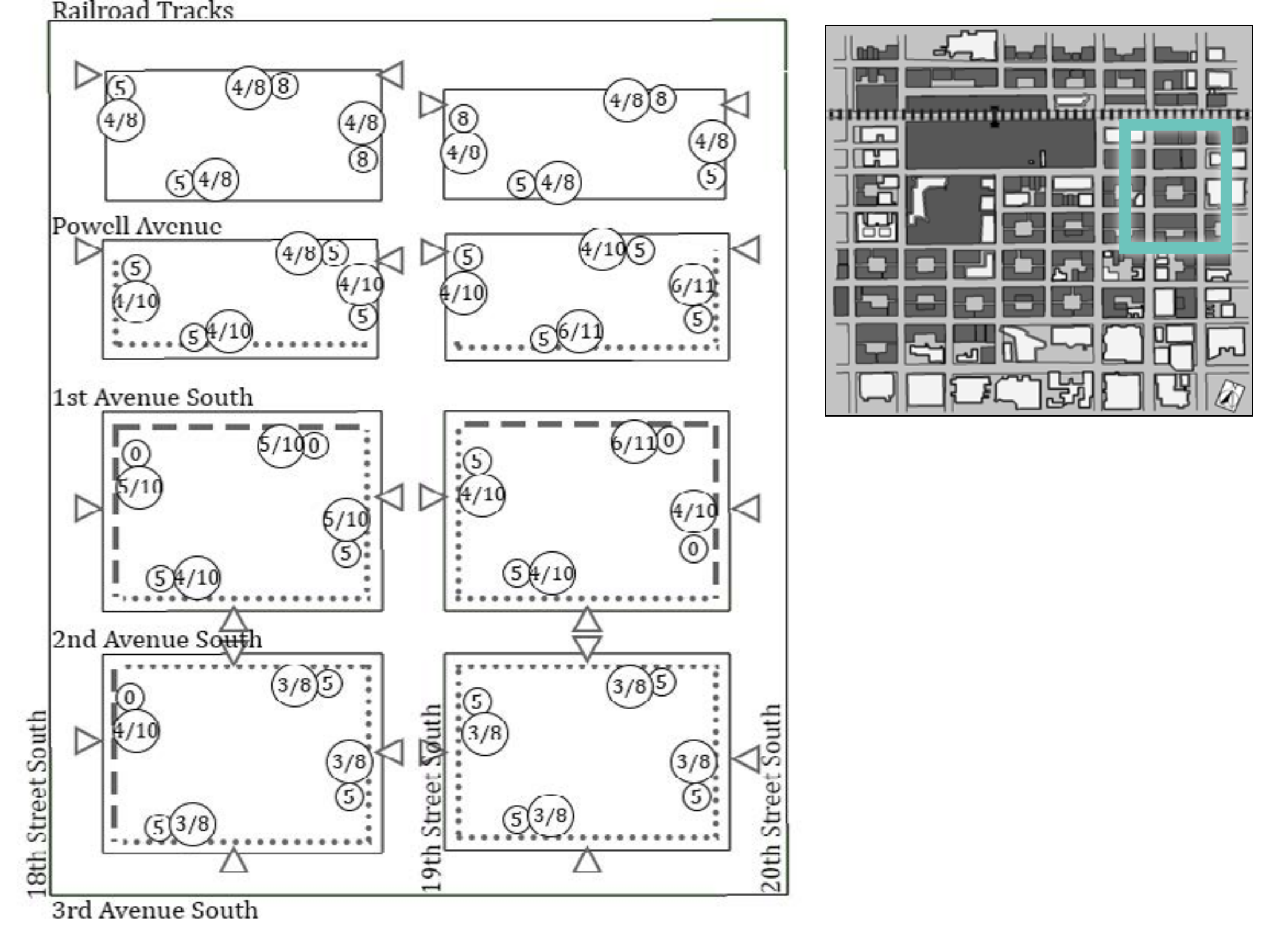
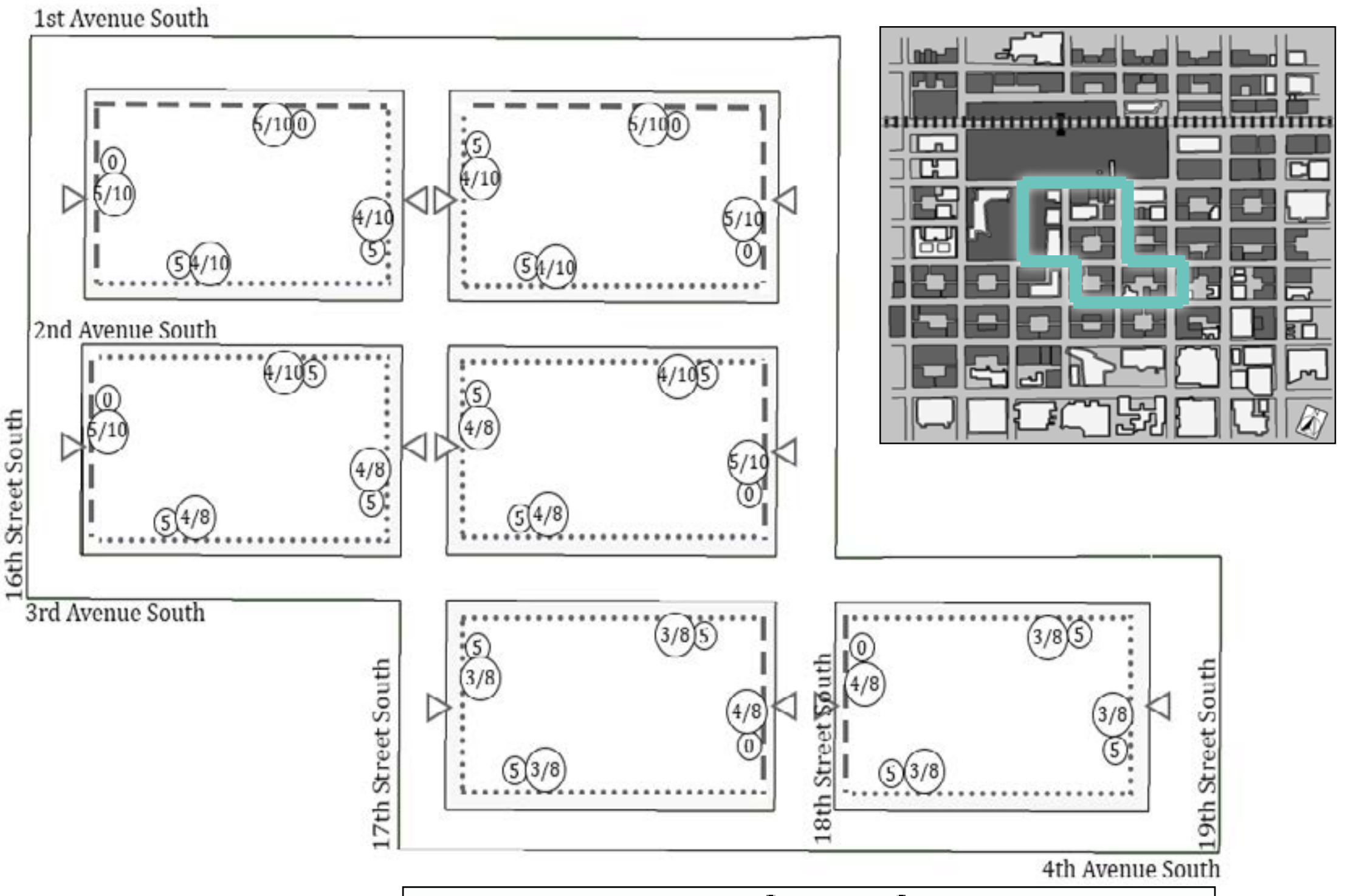
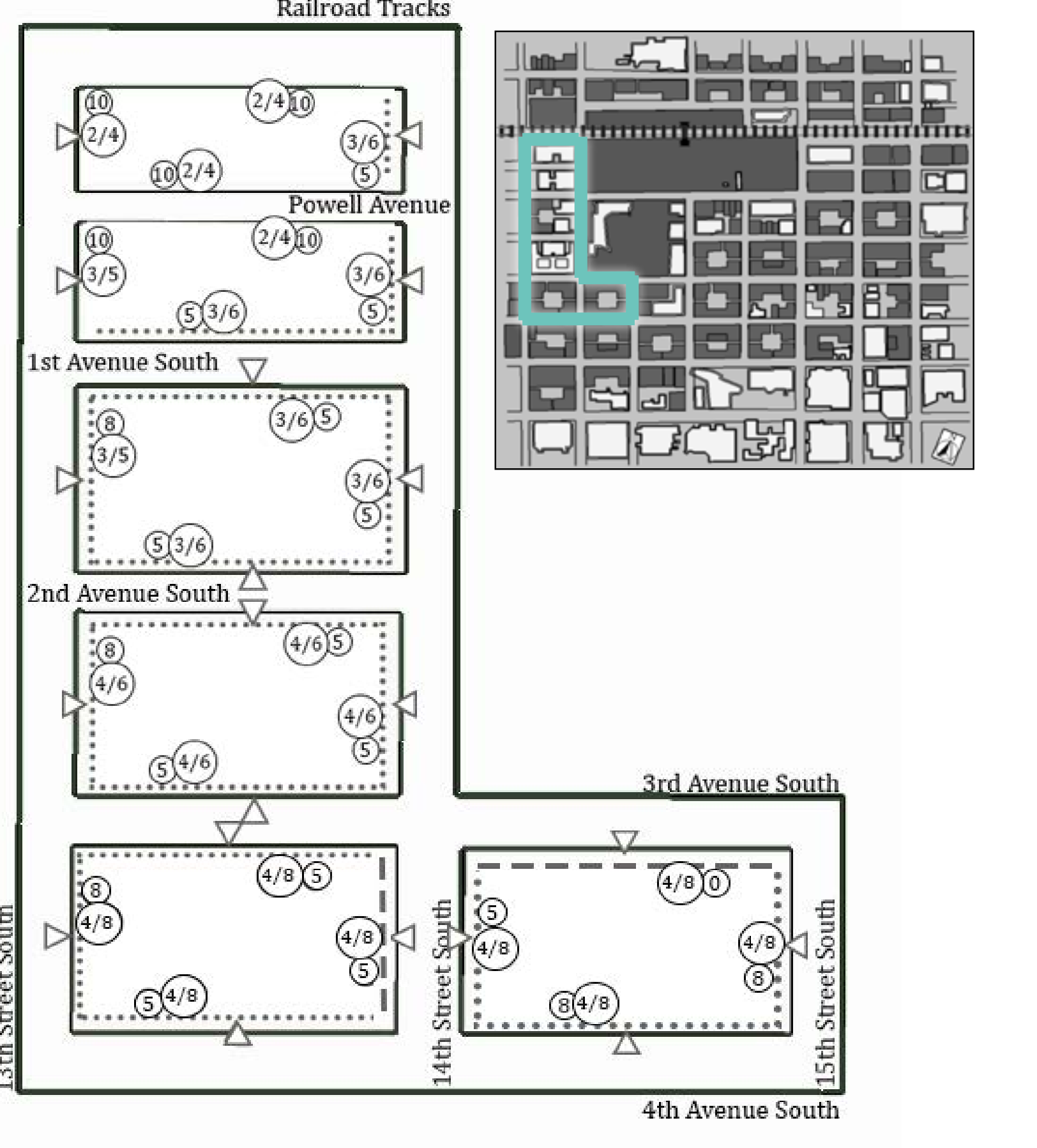
18th Street South



Design



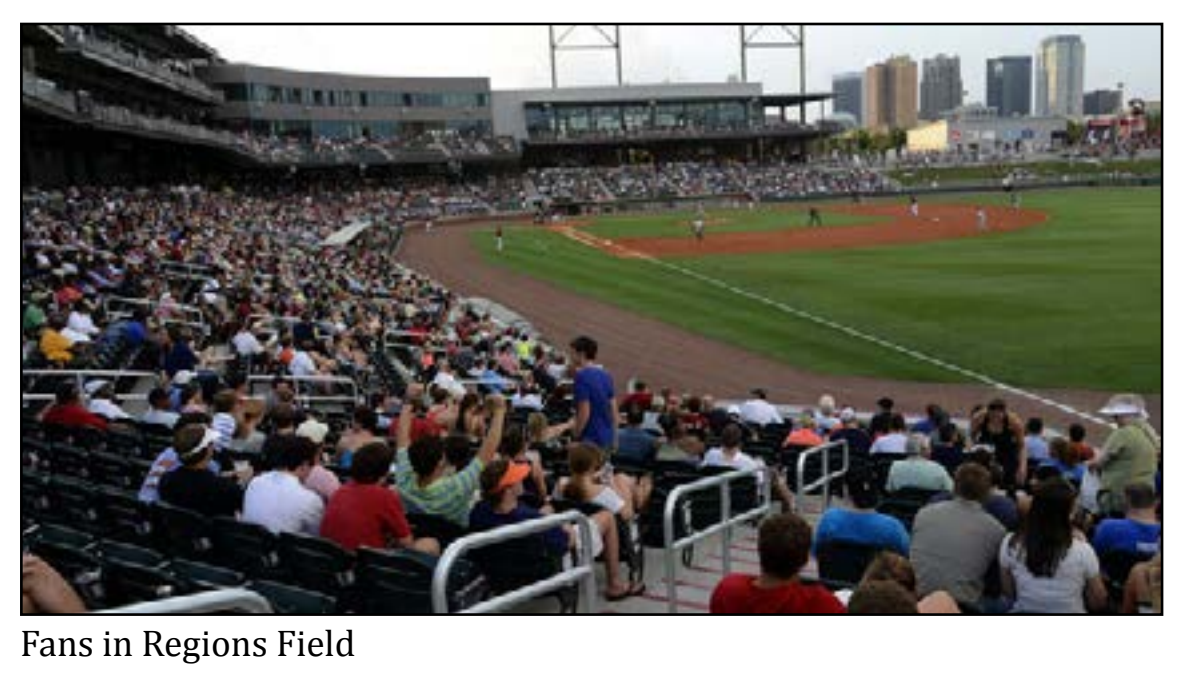
Regulatory Plans



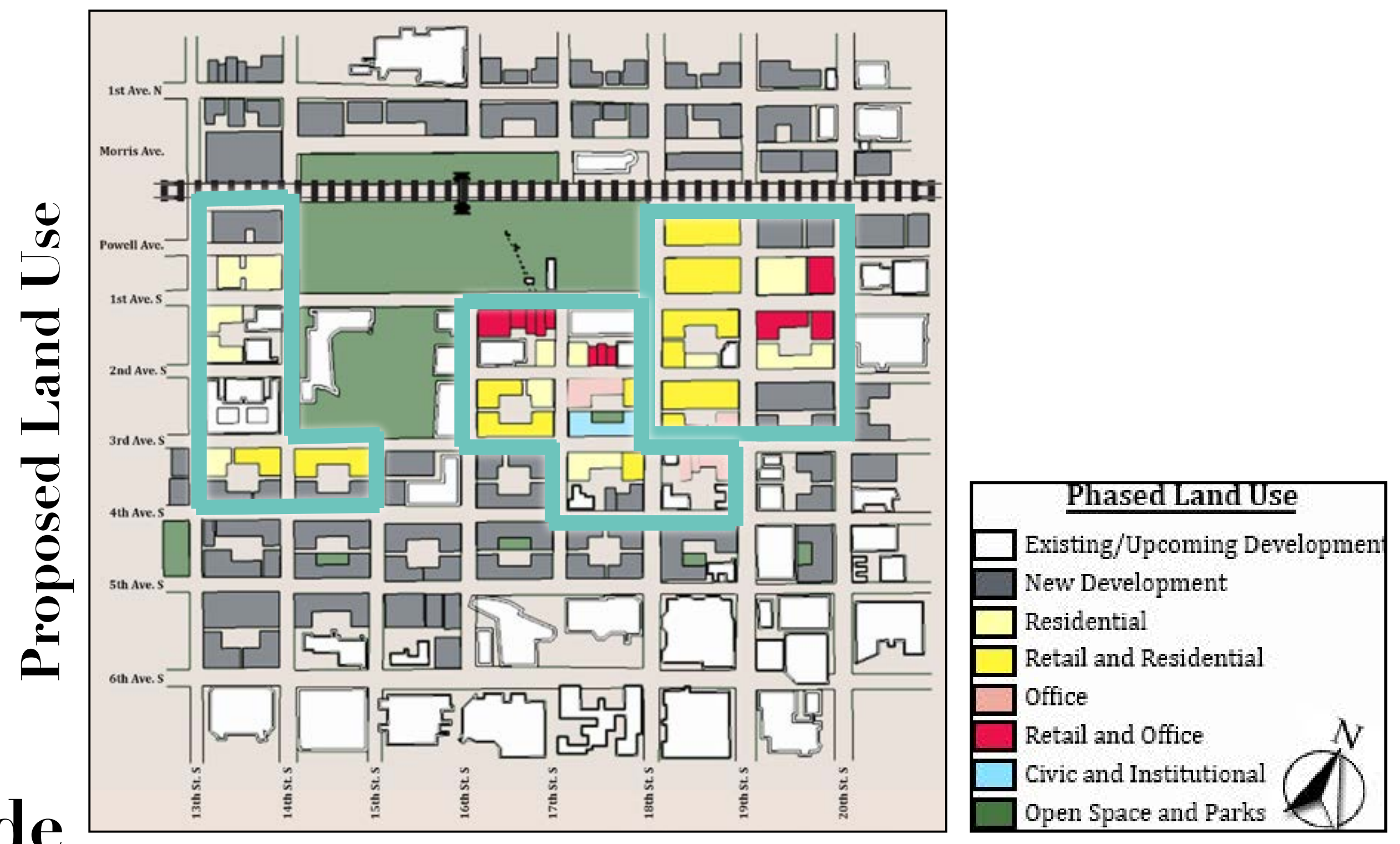
**Regulatory Plans**

- Retail Required
- ..... Retail Allowed
- △ Curb Cuts Allowed
- # Frontage Setback
- #/# Min/Max Building Height

Phase One



Policy	Expenditure	Estimated Cost	Funding Sources
Focus immediate development on three nodes	Downtown Redevelopment Authority	\$979,000	City of Birmingham, Foundation grants
Enforce a form-based code	Website, brand, and wayfinding system	\$750,000	City of Birmingham public relations and streetscape funds
Enforce parking maximums	Improved efficiency of bus lines	\$2,000,000	City of Birmingham, Federal and state transportation funds, MPO funds
Revise food truck regulations	Consistent streetscape treatments, including sidewalks, furniture, lighting, and landscaping	\$1,350,000	City of Birmingham transportation and streetscape funds
<b>Total for Phase 1 Priorities</b>		<b>\$5,079,000</b>	



All toward making Parkside  
**Transit-Supportive | Walkable | Healthy | Economically Viable | Resilient**