



2023

revbirmingham.org  
@revbham

downtown  
bhm.com



Vision:

**Birmingham is the most vibrant urban market in the Southeast where everyone can realize their dreams**



**Mission:**

**REV creates vibrant  
commercial districts**

# vibrant

*vi·brant \ 'vī-brənt \ •adjective*

where diverse  
people &  
authentic  
places meet





**REV's work  
focuses on  
the power of  
place.**

## **REV does**

advocacy

vision-casting

inclusive economic growth

high-quality places

historic preservation

good first impressions

with a focus on downtown  
and Woodlawn's

**cores & doors**

# How REV works

1

Supporting  
businesses

2

Strengthening  
places

3

Creating  
experiences





Birmingham Lights



REVIVE



Zyp Bikeshare



Woodlawn Street Market



Urban Food Project



Upswing



20th Street Refresh



Woodlawn Marketplace

# 10

A group of people is walking on a paved path in a park-like setting. The path is lined with large, mature trees with green foliage. In the background, a large, multi-story building is visible under a blue sky with scattered clouds. A black lamppost stands on the left side of the path. The overall atmosphere is bright and sunny.

**Good  
things are  
happening in**

**Birmingham**



...and we have  
more to do.





Downtown is the

**economic driver**

of the Birmingham region.

Downtown is the

**heart & soul**

of the Birmingham region.



# What we've heard

## People love—

- \* vibrant restaurant scene
- \* people living downtown
- \* historic character & authenticity
- \* diversity
- \* public spaces like Railroad Park, Rotary Trail and 20th Street North

## People want—

- \* better first impressions
- \* ease of navigation and parking
- \* vibrancy gaps that need more local businesses
- \* more hotels and more workforce housing options

## EMERGING

Emerging downtowns show rapid growth in either residents or jobs (though not both), or have begun to show positive signs of growth.

Albuquerque

**Birmingham**

Cleveland

El Paso

Evansville

Grand Rapids

Greensboro

Hollywood

Lancaster

Little Rock

Oklahoma City

San Antonio

Spartanburg

Tampa

Toledo

Tucson

Tulsa

Wichita

## GROWING

Growing downtowns are those with the fastest-growing populations and job counts.

Ann Arbor

Atlanta

Austin

Boise

Charlotte

Dallas

Durham

Huntsville

Indianapolis

Lexington

Los Angeles

Norfolk

Sacramento

Saint Paul

Santa Monica

Tempe

West Palm Beach

## ESTABLISHED

Established downtowns are home to a large percentage of citywide residents, jobs, and assessed value.

Baltimore

Fort Lauderdale

Miami

Minneapolis

Pittsburgh

Richmond

San Francisco

Seattle

Waikiki

# IDA Tiers

1

Low population density



2

Quickly growing residential population



3

High concentration of jobs but stagnant job growth



4

Need for more hotels



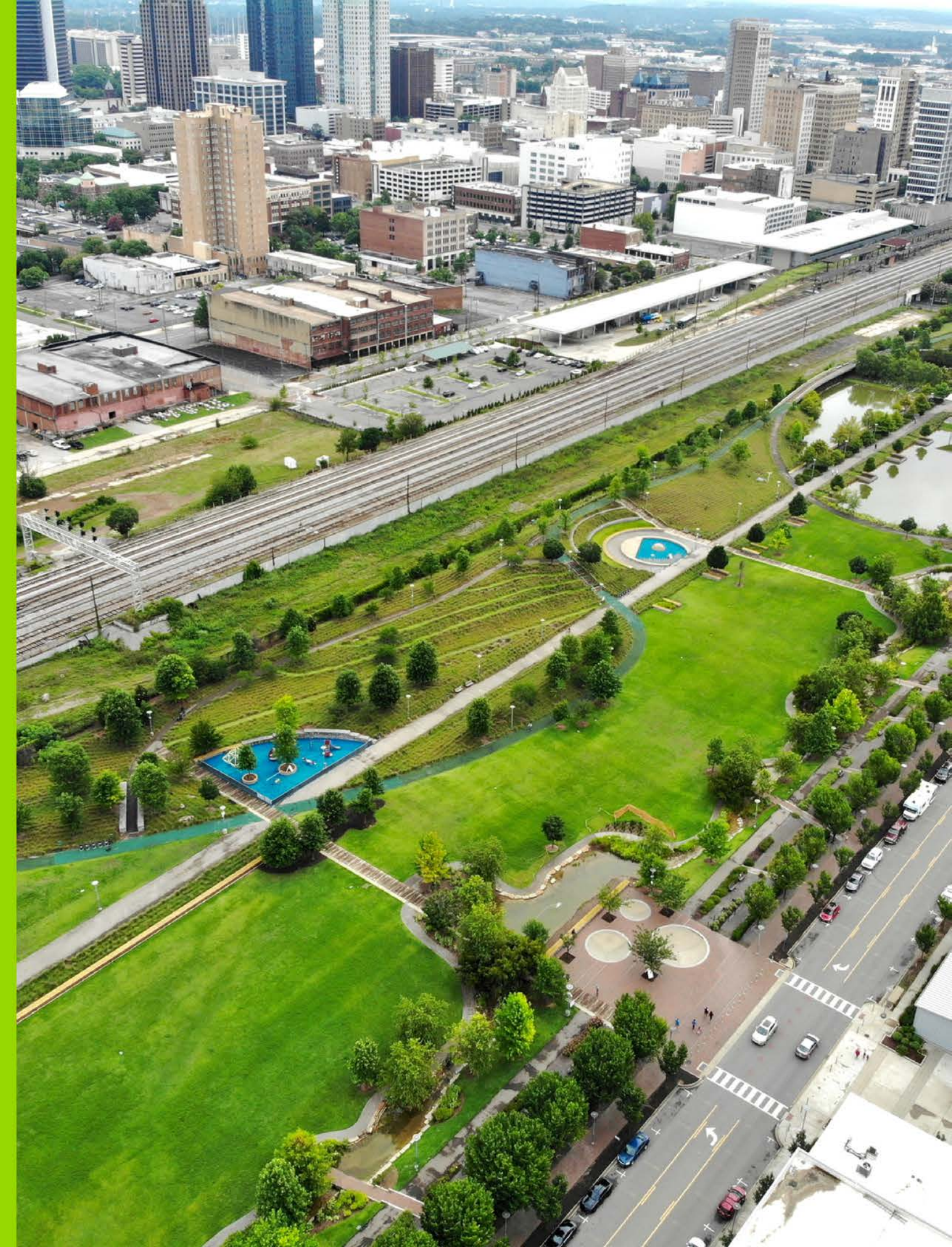
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Sustainable modes of transportation



# REV is focused on what Birmingham needs to grow—

- ✓ more jobs
- ✓ more local businesses
- ✓ more residents
- ✓ more investment in public spaces





# Create more jobs downtown

- \* Recruit and retain employers
- \* Advocate for competitive incentives





# Make 'The Switch' to a true innovation district

- \* District marketing & promotion
- \* Strategic placemaking
- \* Capital projects planning & implementation
- \* Prepare spaces for innovation companies





# Help more local businesses open & thrive

- \* Help local businesses find spaces
- \* Support women- and minority-owned businesses
- \* Prepare spaces for businesses



**Zebbie Carney**  
Eugene's Hot Chicken

# Target & fill vibrancy gaps

- \* Strategic placemaking
- \* Capital projects planning
- \* Redevelop under-utilized properties



# Increase middle-income housing & hotel options

- \* Vision-cast and market opportunities to developers
- \* Help developers navigate public development processes



# Invest in & maintain our public spaces

- \* Linn Park master plan next steps
- \* 20th Street maintenance & programming
- \* Targeting additional public spaces in need





# Make downtown cleaner & safer

- \* Data-led clean & safe strategies
- \* Compassionate street outreach
- \* Service area expansion



# Expand the toolbox to multiply impact

- \* Business Improvement Districts (BID)
- \* Tax Increment Finance Districts (TIF)
- \* Downtown Redevelopment Authority (DRA)
- \* Historic Tax Credit (HTC)
- \* Parking system reform



# Downtown Birmingham has more—to follow!

[downtownbhm.com](http://downtownbhm.com)

[@downtownbhm](https://www.instagram.com/downtownbhm)





**Woodlawn is a  
hub for equitable  
entrepreneurship.**



**RETAIL**

- 1 Imperial Formal Wear
- 2 Family Dollar
- 3 Nmosa Designs and Fabrics
- 4 Tryna B Studios
- 5 Cre8 Live
- 6 The Wood & All Hands Skateboards
- 7 Fifty-Fifth Place Thrift Store
- 8 Magic City Motors
- 9 Club Duquette
- 10 Thrive Wellness Lounge
- 11 Woodlawn Marketplace
- 12 d'Trespa
- 13 Shop

**SERVICES**

- 1 United States Postal Service
- 2 Dollhouse Dance Factory
- 3 Ursula Smith Dance
- 4 Zany Fit
- 5 Imperial Cleaners
- 6 Regions Bank (ATM)
- 7 Desert Island Supply Co.
- 8 Woodrow Hall
- 9 Spot On
- 10 Mason Music Foundation
- 11 Woodlawn Theatre
- 12 Eastside Funeral Home
- 13 Aladdin Cleaners & Laundry
- 14 Happi Hair Salon & Suites
- 15 Atra Capra Tattoo Collective
- 16 Be Elite

**GAS**

Texaco Gas Station

**FOOD/DRINK**

- 1 Lehman's Pizzeria
- 2 Royalty Pastries LLC
- 3 Woodlawn Bar & Lounge
- 4 Jazz Club
- 5 Slutty Vegan
- 6 Naughty But Nice Kettle Corn Co.
- 7 Bayles Catering & Restaurant
- 8 McDonald's

**ART**

- 1 The Way Alley
- 2 Woodlawn Mural
- 3 Balloon Mural
- 4 Abstract Art at Bayles
- 5 W Mural

**OFFICES**

- 1 Earth Libraries
- 2 SocialVenture

**MEDICAL**

- 1 Forge Chiropractic
- 2 Smiles for Keeps Dentistry
- 3 Woodlawn Dental
- 4 Christ Health - Woodlawn
- 5 TherapySouth Woodlawn

**CHURCHES**

- 1 Woodlawn United Methodist Church
- 2 Collective Community Church
- 3 Grace Episcopal Church



[woodlawnbhm.com](http://woodlawnbhm.com)  
 @woodlawnbhm

**W**

# Build a community- oriented business district

- \* Open in Woodlawn
- \* Legacy business support
- \* Woodlawn Business Association



**Tanisha Sims-Summers**  
**Naughty But Nice Kettle Corn Co.**



# Enrich the outdoor experience in Woodlawn

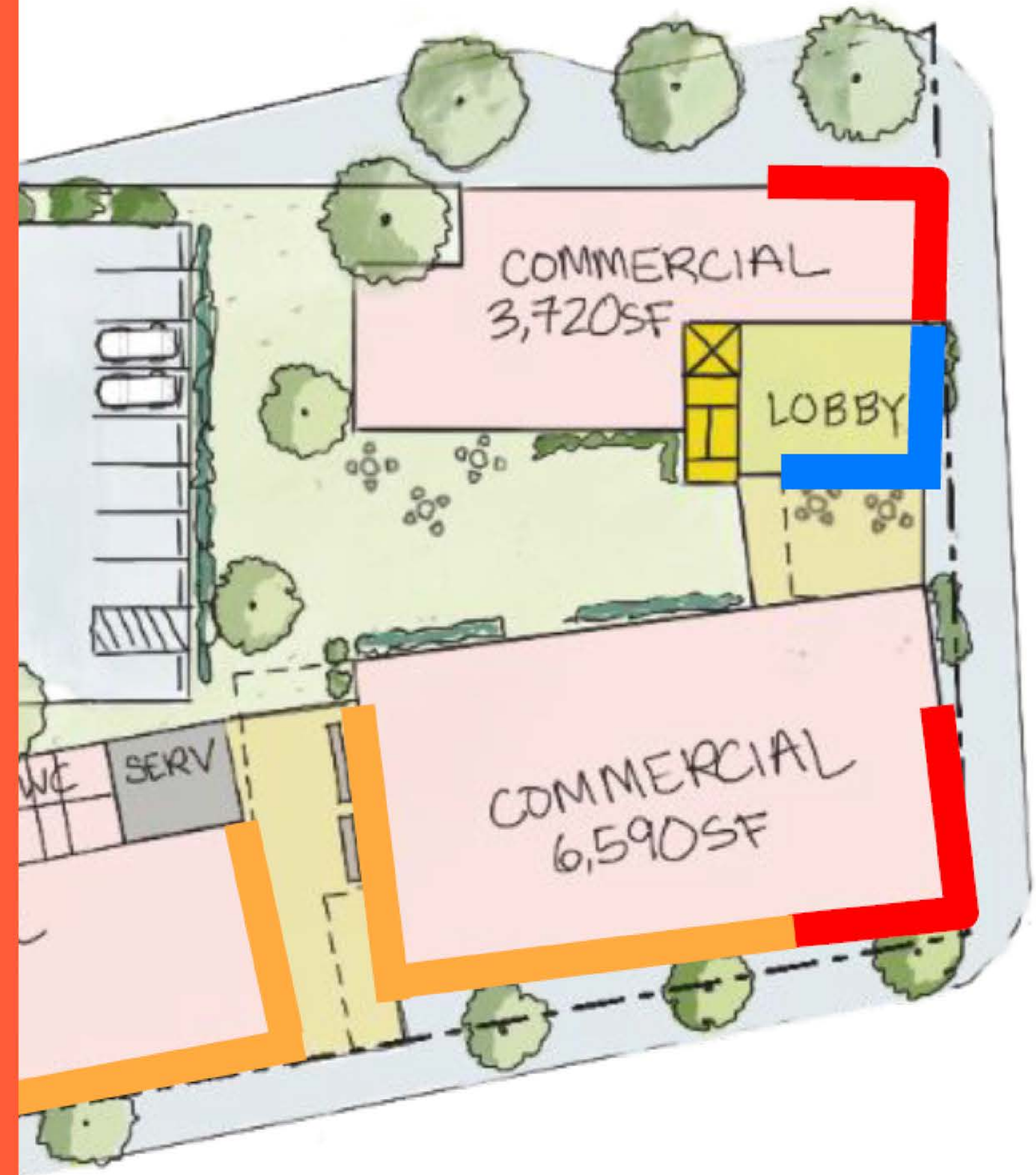
- \* The Way placemaking and expansion
- \* Public seating



W

# Drive mixed-use, transit-oriented development

- \* Funding
- \* Design development
- \* Construction management



**W**

# Attract visitors with vibrant events & initiatives

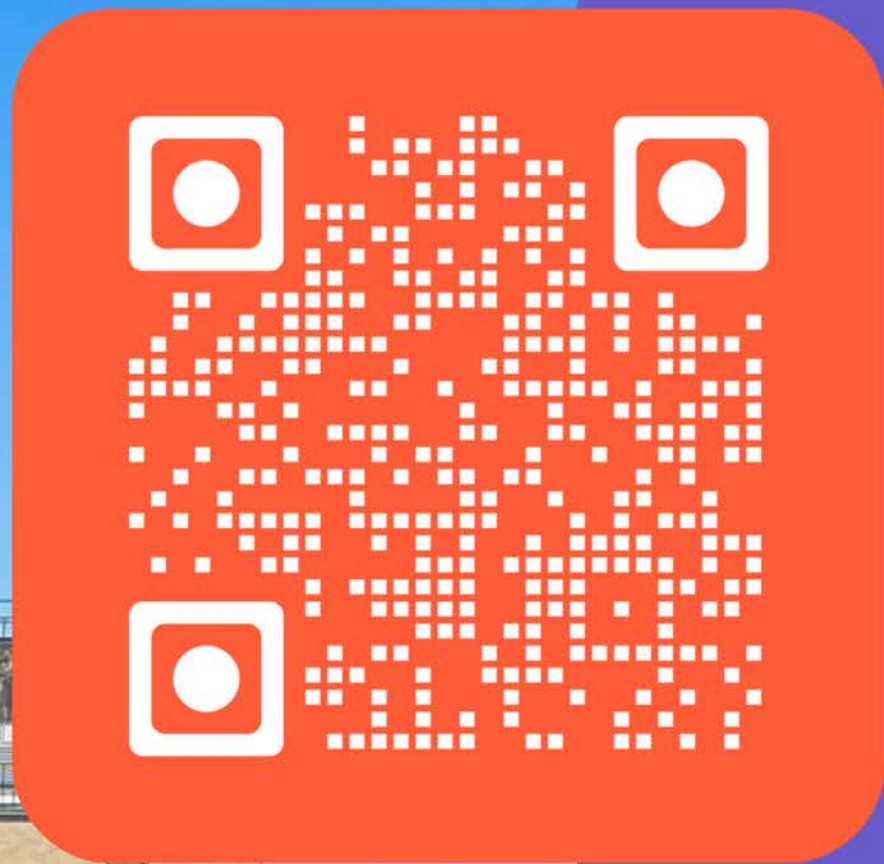
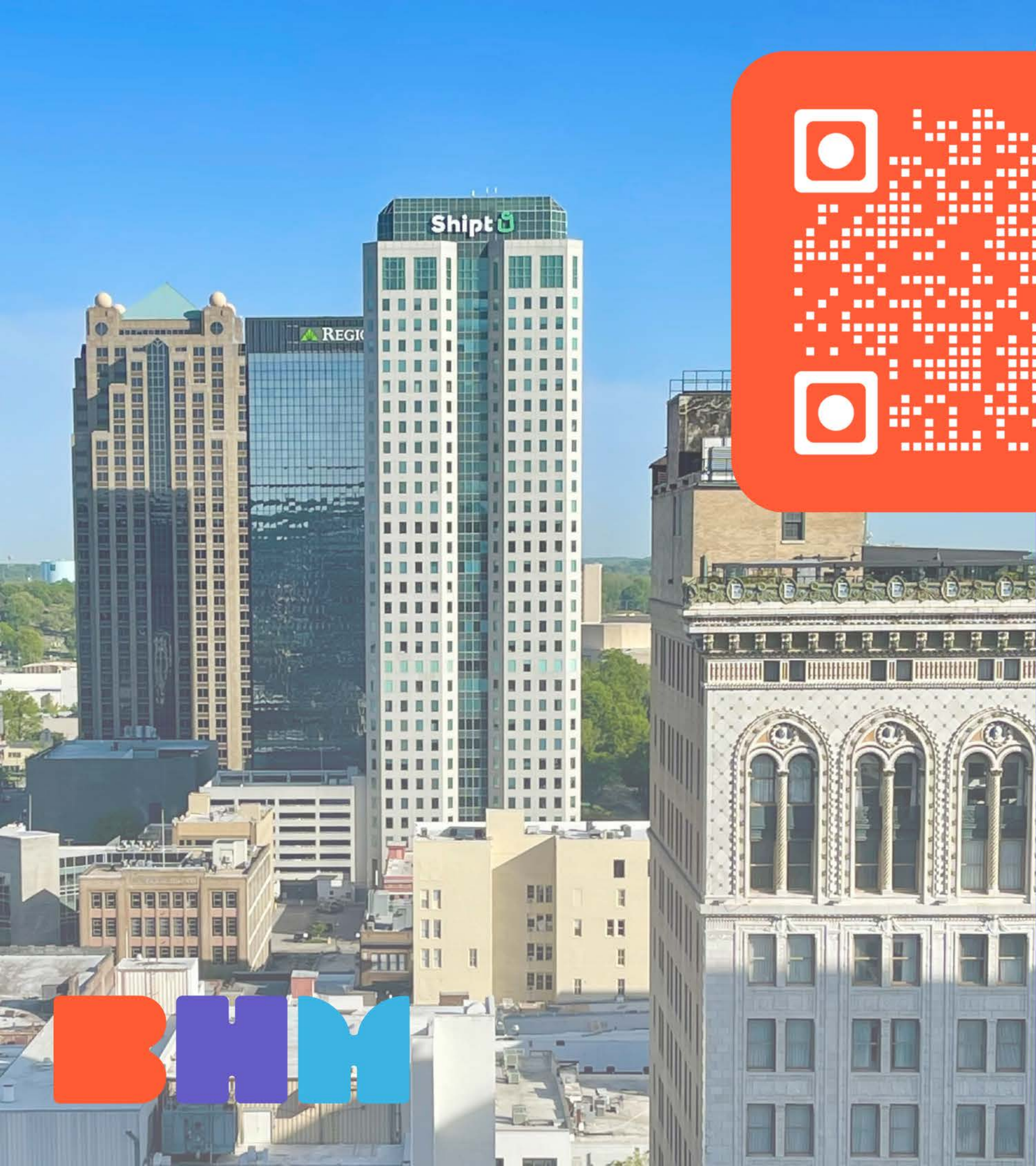
- \* Woodlawn Street Market
- \* Woodlawn Marketplace
- \* Windows of Woodlawn



**Growth is inevitable and desirable, but the destruction of community character is not. The question is not whether your part of the world is going to change.**

**The question is, how?**

Edward T. McMahon, Charles E. Fraser Chair for Sustainable  
Development and Environmental Policy at Urban Land Institute



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[@revbham](https://www.instagram.com/revbham)

**Birmingham  
has more—  
ways to get  
involved!**

