



north perry street sites

Development Opportunity Study - Montgomery, Alabama

May 2015

NORTH PERRY STREET SITES

Development Opportunity Study

for the

Department of Development - City of Montgomery

prepared by

Goodwyn Mills Cawood

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INTRODUCTION

The City of Montgomery owns a number of parcels around 401 North Perry Street (collectively the “North Perry Property”) in the warehouse district of north downtown. With the pace of downtown revitalization picking up over the last ten years, this particular part of downtown north of Madison/Jefferson Streets has not seen the same level of change and investment that other parts have seen, for example, Dexter Avenue, Commerce Street, and Maxwell Boulevard.

In order to be purposeful and look forward over the next years, the Department of Development is beginning work to explore the potential for redevelopment of the North Perry Property, which is currently used for overflow Biscuits parking. The Department of Development hired Goodwin Mills Cawood (GMC) to assist it and to begin exploring in earnest the potential for North Perry Property redevelopment. This study may be used in the following ways:

- As a decision making tool with public officials;
- To begin the planning and prioritization of the various capital infrastructure elements that could be implemented over time;
- As a means to communicate back to stakeholders, meeting participants and other area property owners about potential plans;
- In order to be intentional about making connections to surrounding uses, specifically, the Riverwalk Stadium, Old Alabama Town, the future Montgomery Housing Authority project, the future Rails to Trails effort, the Entertainment District, etc.;
- In order to be intentional about coordinating with the above and everyone’s parking needs;
- As a means to change perceptions about the potential of “North Downtown,” meaning the area north of Madison more broadly;
- In order to market the property to potential developers;
- As a base for requirements to be defined in any future Development Agreements with those potential developers; and
- To inform any future Downtown Master Plan update.

Data Collection

GMC collected digital base map information on the site and related adjacent properties. Information included City of Montgomery GIS data, FEMA flood maps and recent aerial photography.

Questionnaire

GMC and the Department of Development created a 4-question survey that was distributed to a broad range of interested parties. The mailing list included downtown property and business owners, property developers, city staff, and tourism/chamber officials. The intent of the survey was to gather information about the perception of the North Perry Street parcels. The survey and survey responses are included in Appendix A.

Stakeholder Meeting

The purpose of the Stakeholder meeting was to convene local stakeholders from business, design and development community, local government, and other interested parties to gather ideas and identify opportunities, issues and barriers to redeveloping the North Perry Property. A summary of the Stakeholder Meeting comments is found in Appendix B.

Developer’s Roundtable

Building upon input from the Stakeholder Meeting and base analysis from GMC, the design team developed scenarios for redevelopment of the three parcels. The purpose of the Developer’s Roundtable was to convene a small group of property developers and potential investors to get feedback on design and market feasibility. A summary of the Developer’s Roundtable comments is found in Appendix C.

Next Steps

Following the input provided by the Developer’s Roundtable, a briefing with Mayor Strange, and several one-on-one and small group meetings, GMC refined the mixed-use redevelopment scenarios. This report describes two phases of redevelopment scenarios. The Department of Development, in partnership with other city departments, will follow up on recommendations for implementation over time.

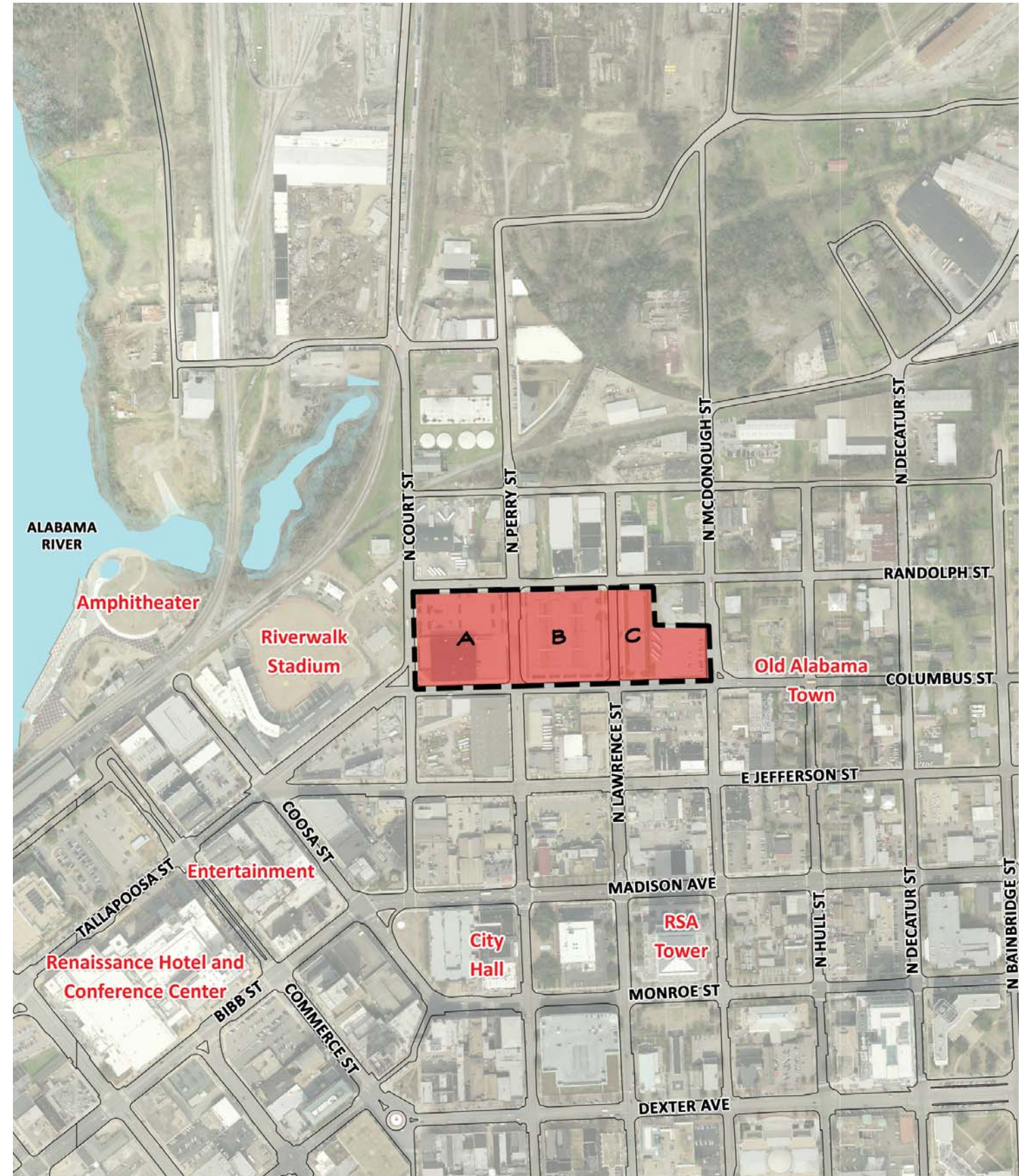


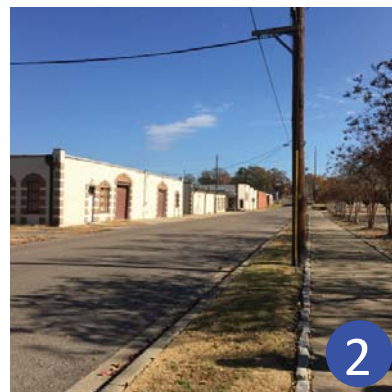
Figure 1 - Downtown Montgomery context map.

INTRODUCTION

Site Context Photos



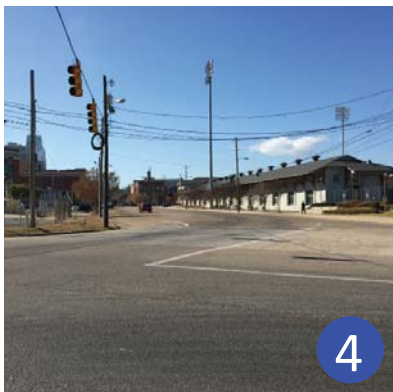
Vacant building on Block A, (30,000 s.f.)



Looking east on Randolph Street
Looking west on Columbus Street



Looking west on Columbus Street



Looking towards Riverwalk Stadium from N. Court Street



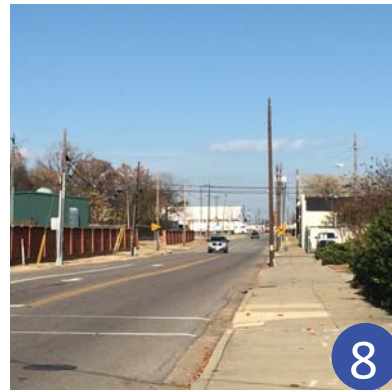
N. Perry at Randolph Street, northwest corner



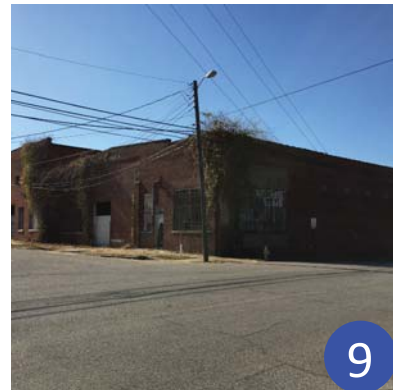
Single story warehouses north of site. N. Lawrence Street at Randolph, northwest corner



Looking East toward Old Alabama Town, N. Lawrence at Columbus Street



Looking north on N. Court Street towards industrial district



Vacant warehouses at corner of Lawrence Street and Columbus Street

Site Context

GMC conducted a visual survey of the three city blocks bounded by Randolph and Columbus Streets and North Court and North McDonough Streets. For ease of reference, the blocks are identified as A, B and C as noted on the adjacent illustration. A few site photos are included for reference. There is only once existing building, 30,000 SF (vacant) on Block A. All remaining areas have been developed for off-street parking, primarily used by the Riverwalk Stadium.

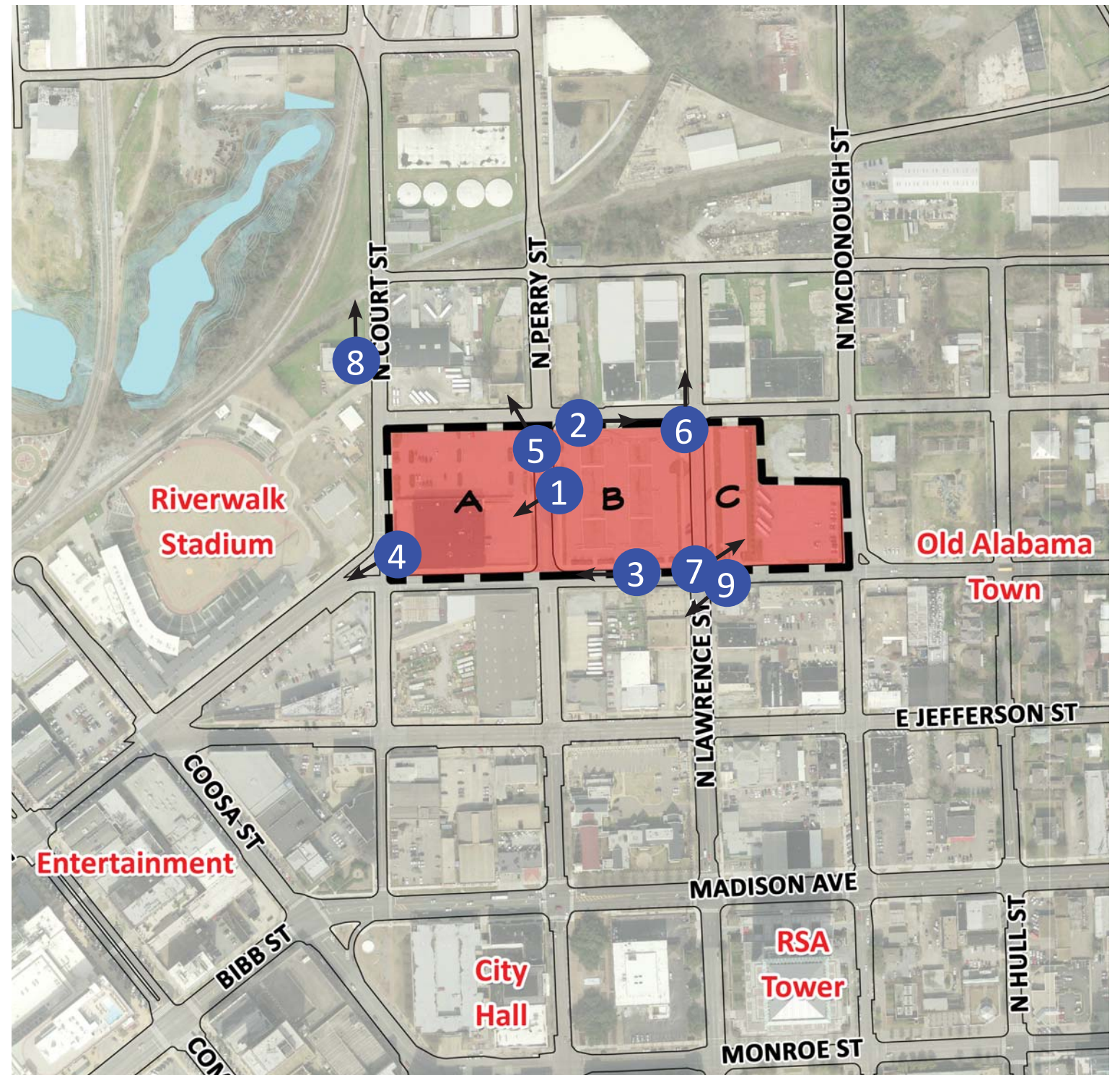


Figure 2 - Downtown Montgomery site photo map key.

ANALYSIS

Adjacent Land Uses

Figure 3 identifies the adjacent land uses. Generally, the site is bounded by one-story warehouse buildings to the north, adaptive reuse of historic structures in Old Alabama Town to the immediate east, a mixture of occupied and vacant warehouse structures to the south and the Riverwalk Stadium to the immediate west. Capital Trailways bus maintenance facility is north of Block A and a bus parking lot is located south of Block B.



Adjacent Land Uses

1. Capital Trailways, maintenance
2. Capital Trailways, parking lot
3. Alabama Power Company proposed substation
4. Farmer's Market Cafe
5. Tucker Pecans
6. Vacant
7. Vacant
8. Bear Lumber
9. Electrical Supply
10. Warehouses
11. Vacant and Car Maintenance
12. Alley Station
13. Lower Dexter Ave
14. Industrial, Sabel Steel
15. Water Works
16. Montgomery Housing Authority
17. Proposed Recreation/Food Venue
18. Abandoned Railroad

Figure 3 - Surroundings

Flood Zone

The January 2015 FEMA maps indicate a portion of the three parcels is located in the 500-year flood zone. See figure 4. This FEMA map update removed portions of the site from the 100 year flood zone. The City of Montgomery requires the finished floor elevation for new building construction to be 2' above the designated flood elevation within the 100-year flood zone. No such requirement applies to the 500-year flood zone.

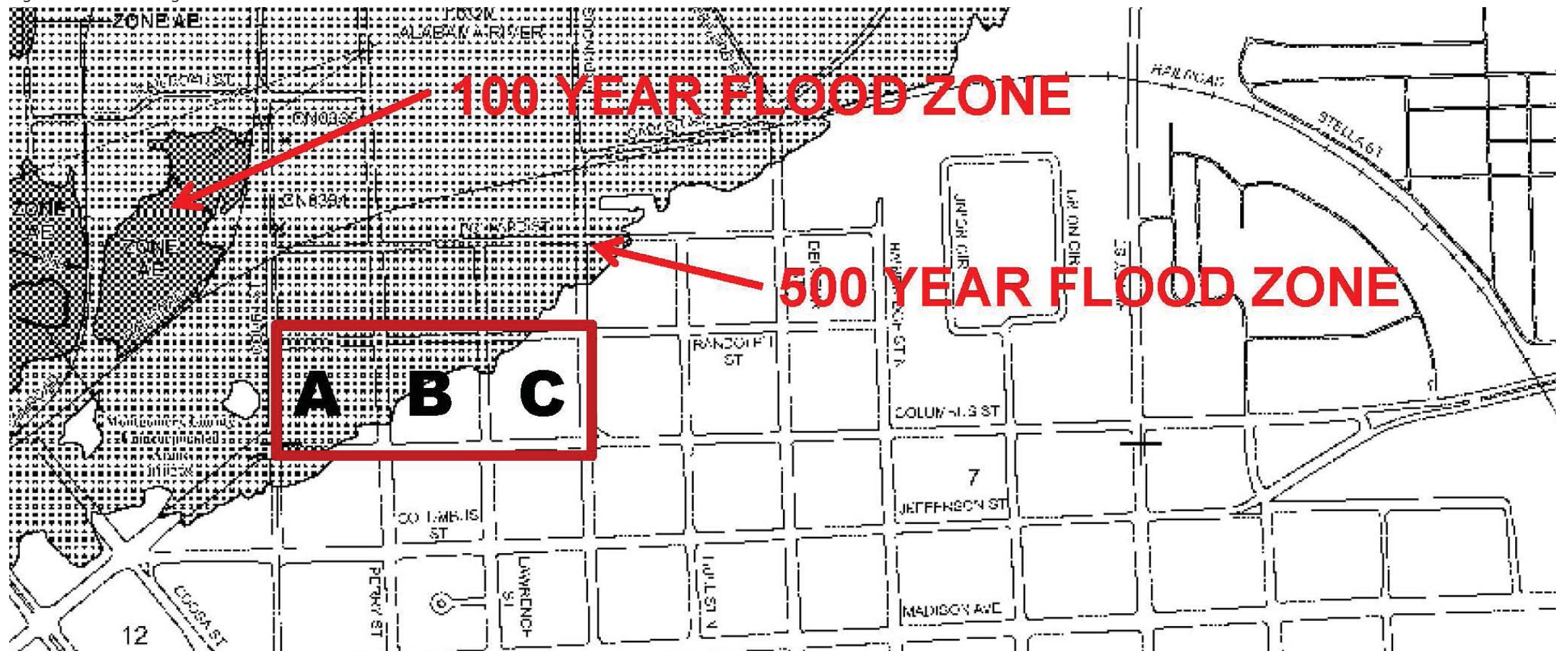


Figure 4 - Flood zones

ANALYSIS

Pedestrian and Vehicular Transportation

Since vehicular parking in downtown areas is at a premium, the pedestrian accessibility of this district is relevant. The areas within a 5-minute walk are Old Alabama Town to the east, Monroe Street, City Hall and RSA Tower to the south, the Riverwalk Stadium and Alley Station off Coosa Street to the west and Cypress Creek to the north. Court Square and Lower Dexter is a 7-minute walk from the site.

Columbus Street is a one-way street to the west with no on-street parking. The 3-lane street has no traffic control in this section and traffic regularly exceeds the posted limit. The absence of on-street parking makes this area less attractive for ground floor commercial uses. Jefferson Street, one block to the south is one-way to the east. The Columbus/Jefferson one-way pair is integrated into the bus system. Routes # 4 and #8 travel past the site on the return trip to the Intermodal center.

The primary arrival for arrival via car is by Perry Street. The primary direction for arrival by foot is from Tallapoosa Street.

Parking

The table below summarizes the current on-street and off-street parking in the three-block North Perry study area:

BLOCK	A	B	C	NET
On-Street	14	42	24	80
Off-Street	163	134	128	425
Bus	0	0	8	8
Total	177	176	160	513

These blocks presently see heavy use for parking during events and games related to the Riverwalk Stadium. For Riverwalk Stadium specifically, the City needs to maintain parking surrounding the stadium that meets or exceeds the standards of the professional baseball agreement. Facilities are to provide publicly available parking spaces at a ratio of one space per three seats of total capacity. These spaces can be either on-site or within a ten-minute walking distance of the stadium. A ten-minute walking calculation is typically associated with a 1/2 mile of distance. If the total seating capacity of the stadium is 7,000, that equates to 2,333 parking spaces within 1/2 mile (noting that this does not take into

account staff and player parking requirements).

Removing the 513 spaces in the North Perry area from the calculation, presently, there are over 2,500 publicly accessible spaces in parking decks and lots in this area. Adding in private-only decks and Retirement Systems of Alabama 1,000-space deck at Monroe, there are nearly 4,500 spaces in the 1/2 mile radius. These numbers are in addition to the 350 metered on-street spaces and the few hundred unmetered parking spaces on-street.

While it appears there is still ample parking available should the North Perry blocks be developed, nevertheless, as the Phase 1 and 2 concepts that will be described in the next pages were developed, the team was mindful of the Riverwalk Stadium's needs and careful to recommend concepts that kept overall parking totals at the same level or above what is presently available in the North Perry blocks.

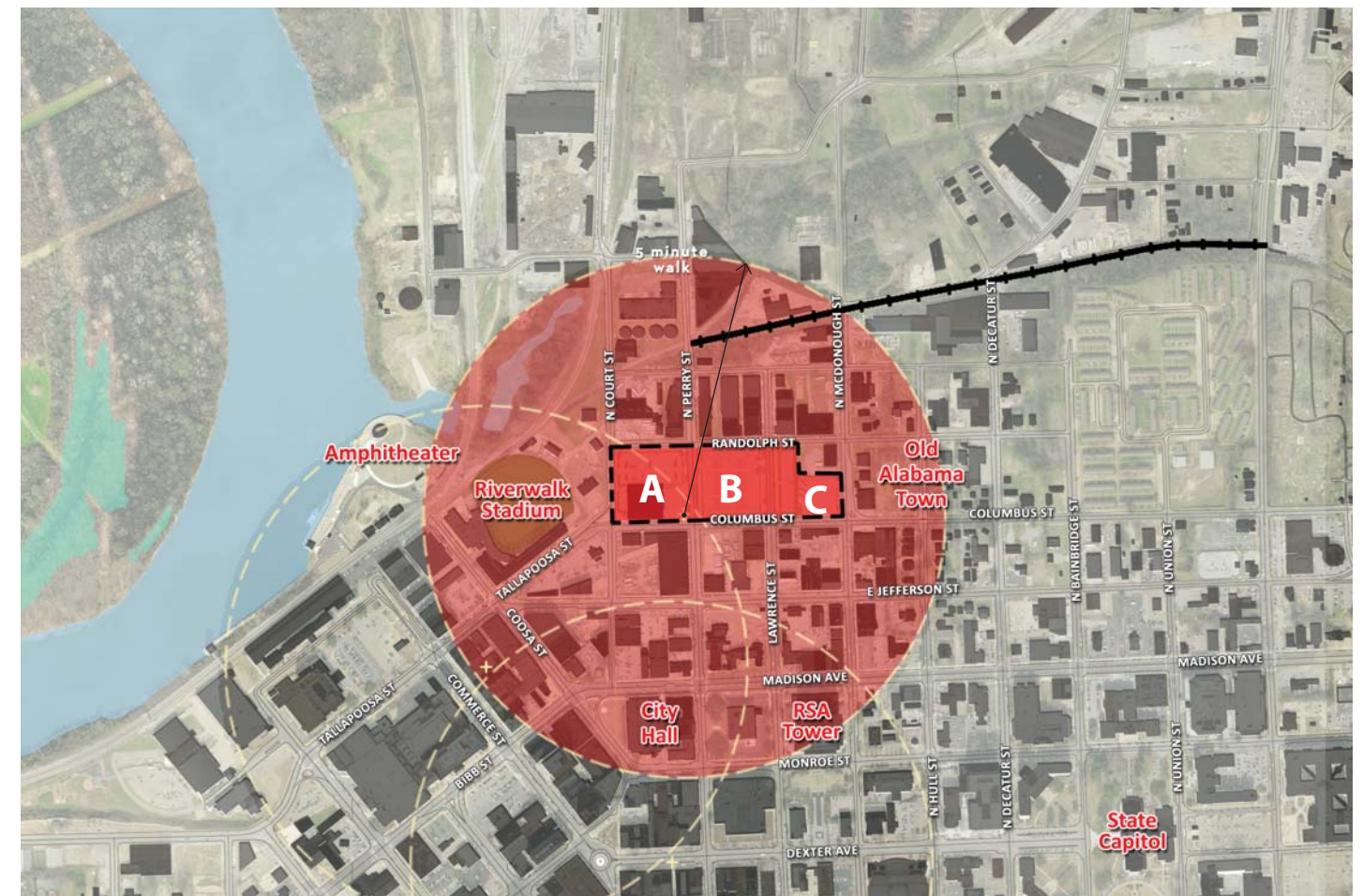


Figure 5 - Pedestrian walking sheds.

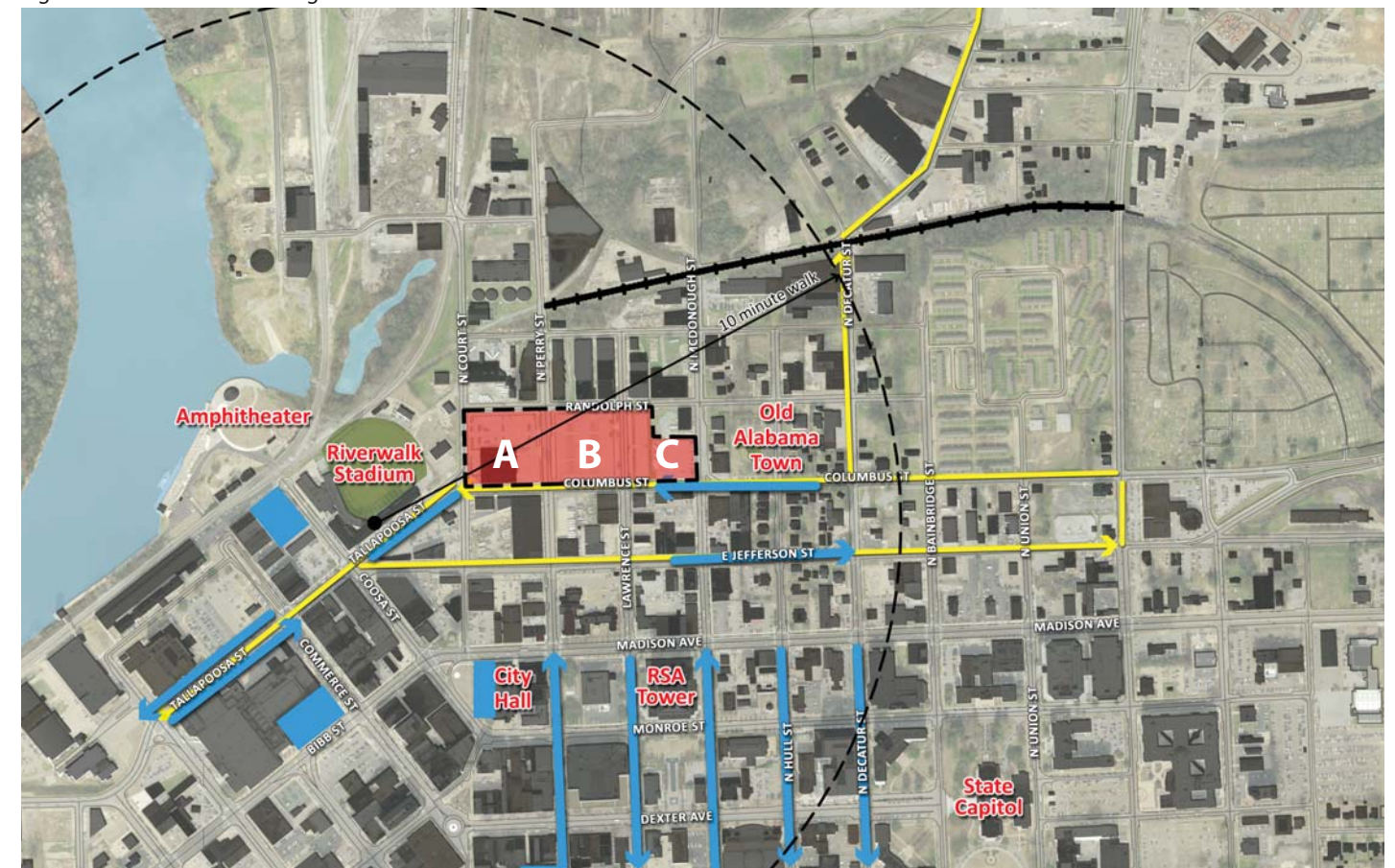


Figure 6 - Traffic flow and parking.

PROPOSED

Phase One

The three city blocks owned by the City of Montgomery represent approximately 5 acres of developable land. This scenario assumes redevelopment will occur in phases over the next 10 years as the market is able to absorb the new space, as opportunities arise and as funding for infrastructure improvements becomes available. Block A is the most attractive for the initial phase because it is closest to the entertainment district and the activity associated with the Alley and Riverwalk Stadium. The current vacant structure is not considered conducive to redevelopment and should be demolished. Subsequent phases will fill in along Columbus Street moving east toward Old Alabama Town. Along North Court Street, Block A offers views of the stadium and the Alabama River.

Phase One of development features the following elements:

- 25,000 SF grocer or other destination anchor tenant
- 6,000 SF retail space on N. Court Street
- 92 residential units
- Two levels of structured parking, 250 total spaces. Access to structured parking is from Columbus and Randolph Streets
- Mixed-use structure features a ‘tower’ type element at Columbus/Court/Tallapoosa corner as the terminus of the view along Tallapoosa Street creating a destination
- Roof top dining with views of the Riverwalk Stadium and Alabama River is possible
- Building height is six stories on N. Court Street and five stories on Columbus and N. Perry Streets

Infrastructure Improvements

- Two-acre green bounded by Randolph St., Columbus St., North Lawrence and Perry Streets. This park is conceived as a large lawn for passive enjoyment or spontaneous/informal sporting activities. The park could feature a public art installation.
- Conversion of Columbus and Jefferson Streets to 2-way traffic with on-street parking
- More than 60 on-street angled parking spaces
- Streetscape improvements on the south side of Tallapoosa Street in keeping with Riverwalk Stadium. Also encourage infill development on this side of the street.
- Creation of a pedestrian refuge island with neighborhood wayfinding element at Court, Columbus and Tallapoosa Streets

Architectural Character

- Broad canopies shade pedestrians along the sidewalk
- Tower element at Court and Columbus Streets is visible for several blocks along Tallapoosa and Court Street
- Balconies of residential units are defined by alternating brick and glass rhythm
- Architectural rhythm of upper floors reinforces building’s verticality
- Ground floor fenestration incorporates a large amount of windows for visibility of merchandise
- Buildings sit close to sidewalk/property line as per Smartcode
- Primary building entrances are from the sidewalk
- Parking is located internally to the block

Downtown Grocer

The City of Montgomery is actively soliciting proposals for a small format grocery store to be located downtown. Appendix F is a more detailed description of the current solicitation. Input from the stakeholders and real estate professionals conclude while a grocer is desirable; although, there is some question as to which location is best. The corner of North Court Street and Columbus Street is the most visible and most desirable location in the block. The design team believes it is a viable location for an in-town grocery store, but that is not the only desirable anchor tenant for this development.



Figure 9 - Downtown Indianapolis, IN proposed grocer.

A 20,000-25,000 square foot format is likely the most viable option for a downtown grocer. Other viable anchor tenants include a museum or institutional use and other commercial uses such as dining.



Figure 10 - Downtown Minneapolis, MN proposed grocer.



Figure 11 - Proposed Publix in downtown Birmingham.



Figure 12 - Proposed Publix in downtown Birmingham.

PROPOSED

Phase One

Block A: 25,000 s.f. destination anchor on ground level with service and surface parking. Additional 6,000 s.f. retail on North Court Street. Elevated 4-story residential with 5-story residential above grocery over looking the Biscuits Stadium and the Alabama River (92 units total). Two levels of structured parking above grocery with 125 spaces per level (250 total).

Proposed pedestrian connection to rail-trail. Creates opportunity for activity mid-block.

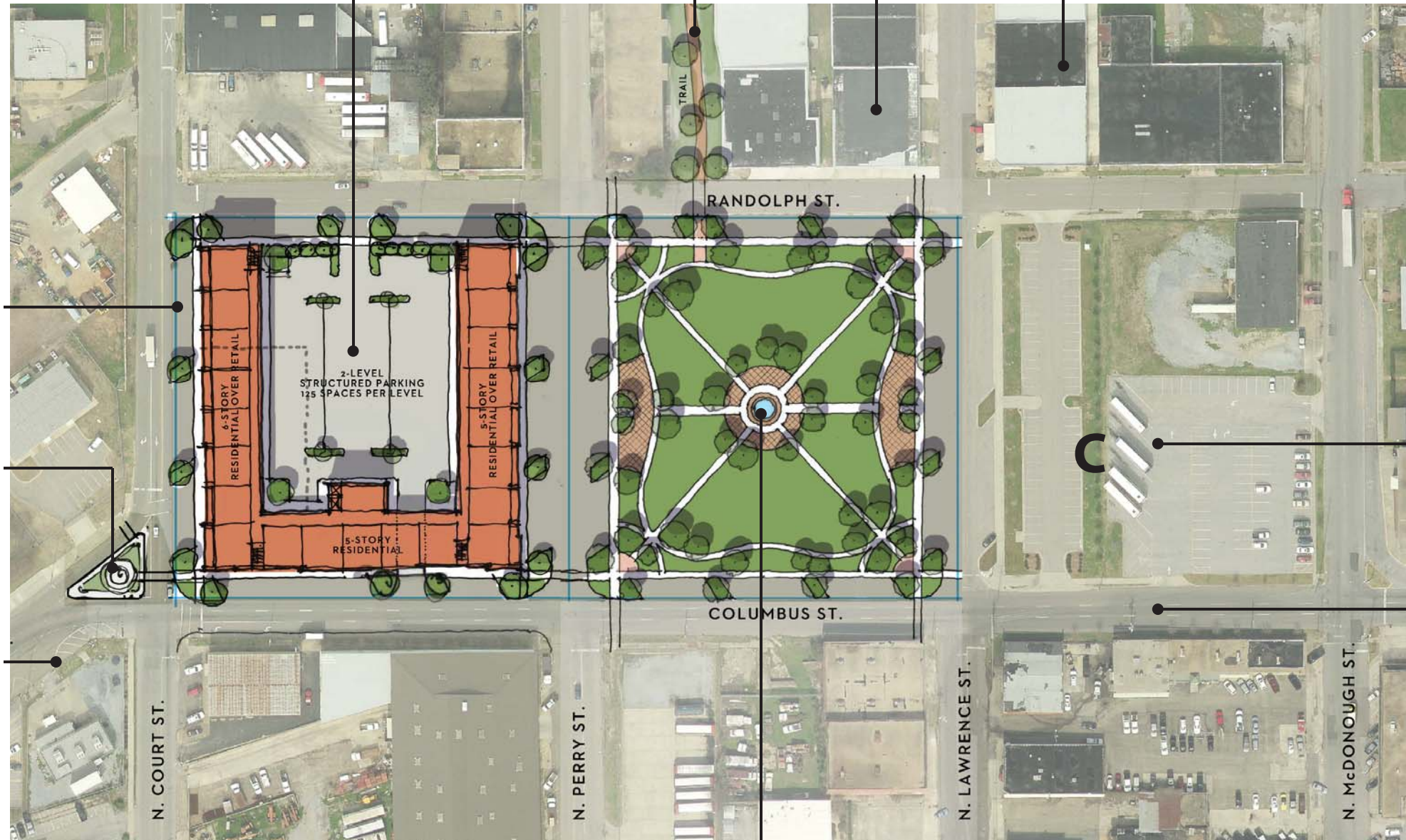
One-story warehouse structures. Potential redevelopment as a specialty/arts district.

APCO, future substation

64 on-street angled parking spaces around Block A

Create a pedestrian 'refuge island' to improve pedestrian safety. Opportunity for art work or baseball themed statue.

Improve pedestrian connection on south side of Tallapoosa: sidewalk, lighting, street trees. Convert Tallapoosa to two-way traffic.



Block C: Existing parking to remain. 138 off-street spaces, 24 on-street spaces for a total of 162 spaces.

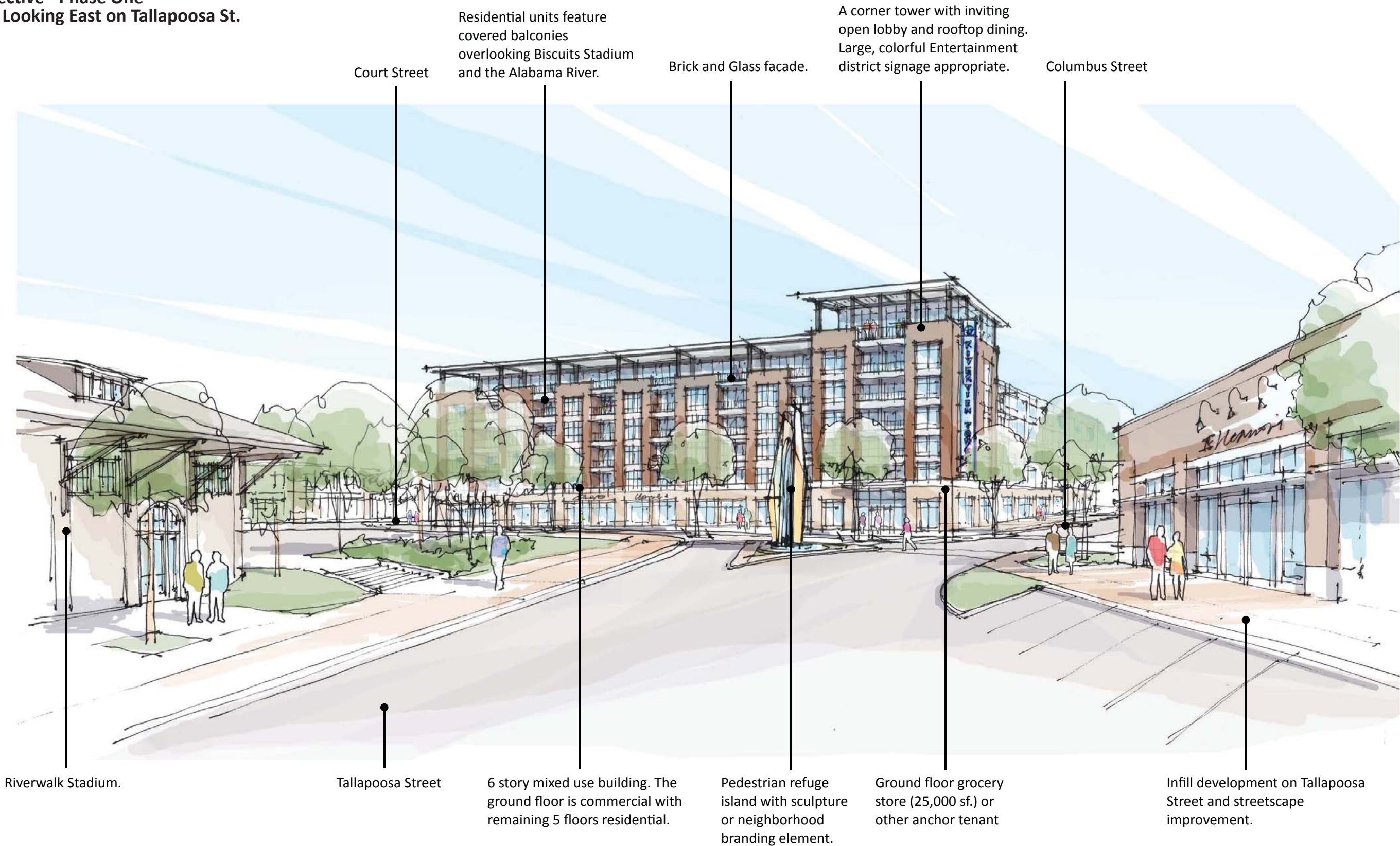
Convert Columbus and Jefferson Streets to two-way traffic with on-street parking.

Block B: Redevelop Block B as a 2 acre public green with 75 on-street angled parking around perimeter.

PROPOSED

Perspective - Phase One

View: Looking East on Tallapoosa St.



PROPOSED

Phase Two

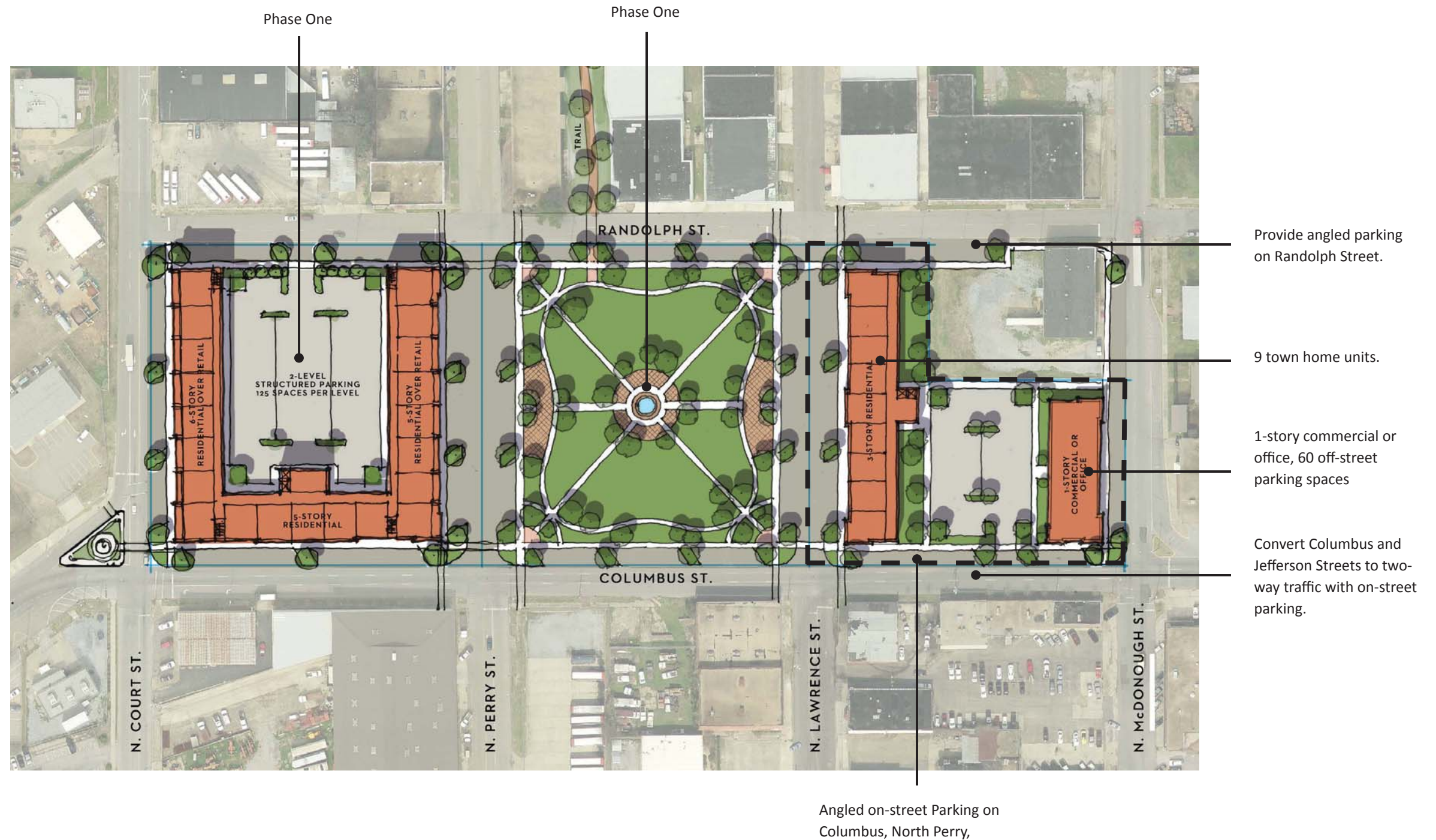
Phase Two of development encompasses Blocks B and C. Phase Two features two individual structures to facilitate the incremental construction of new buildings to accommodate market absorption. Phase Two features the following elements:

Phase Two of development features the following elements:

- Single story commercial structures facing N. McDonough Street, 9,000 s.f.
- Nine 3-story town home units fronting on N. Lawrence Street.
- 60 off-street surface parking spaces

Infrastructure Improvements

- Implement upgrades to two-acre park.
- Streetscape improvements and on-street parking on Randolph, North McDonough, Columbus and N. Lawrence Streets
- 70 on-street parking spaces around Block C



PROPOSED

Perspective - Phase Two
View: Looking North from Randolph Street



SUMMARY

DEVELOPMENT SUMMARY, ALL PHASES

Private Development Improvements

- 25,000 SF Destination Anchor or Grocer
- 6,000 SF Retail
- 9,000 SF Office space
- 92 residential units
- 9 town homes
- Structured parking, 250 total spaces. Access to structured parking is from Columbus and Randolph Streets
- 209 On-street parking spaces
- 519 total parking spaces

Infrastructure Improvements

- Conversion of Columbus and Jefferson Streets to 2-way traffic with on-street parking
- Conversion of Tallapoosa Street to 2-way traffic
- Two-acre green bounded by Randolph and Columbus Streets and North Perry Streets and North McDonough Streets.
- Pedestrian connection north between warehouse buildings in 'arts district'
- Streetscape improvements on the south side of Tallapoosa Street in keeping with Riverwalk Stadium. Streetscape improvements and on-street parking on Randolph, North McDonough, Columbus and N. Perry Streets
- Creation of a pedestrian refuge island with neighborhood wayfinding element or sculpture at Court, Columbus and Tallapoosa Streets

As we begin thinking about 'North Downtown' or the area north of Madison/Jefferson Streets as a whole district with redevelopment potential. These City-owned blocks could be used as a catalyst in a manner which greatly enhances their impact beyond their current use for parking. This investigation of possible infill development of the North Perry Property positions the City of Montgomery to encourage sustainable, pedestrian friendly, and market viable redevelopment of this underutilized asset. These blocks are an important linkage to other possible projects:

- Pedestrian rail-trail conversion linking Alabama River to points east
- Future mixed-use development of 21 acres by the Montgomery Housing Authority within 5-minute walk of the site
- Montgomery Water Works and Sanitary Sewer Board's plan for a water resources interpretive center at the former water treatment site one block north of the property
- Connection to the Cypress Creek trail connection to the inlet and Cypress Creek Nature Preserve
- The redevelopment of the warehouses on Randolph street as an arts district
- Redevelopment of former industrial property north of Cypress Creek.

Finally, it is hoped this investigation informs the broader discussion of the on-going re-birth of downtown Montgomery as a place to invest, and to live, work and play.



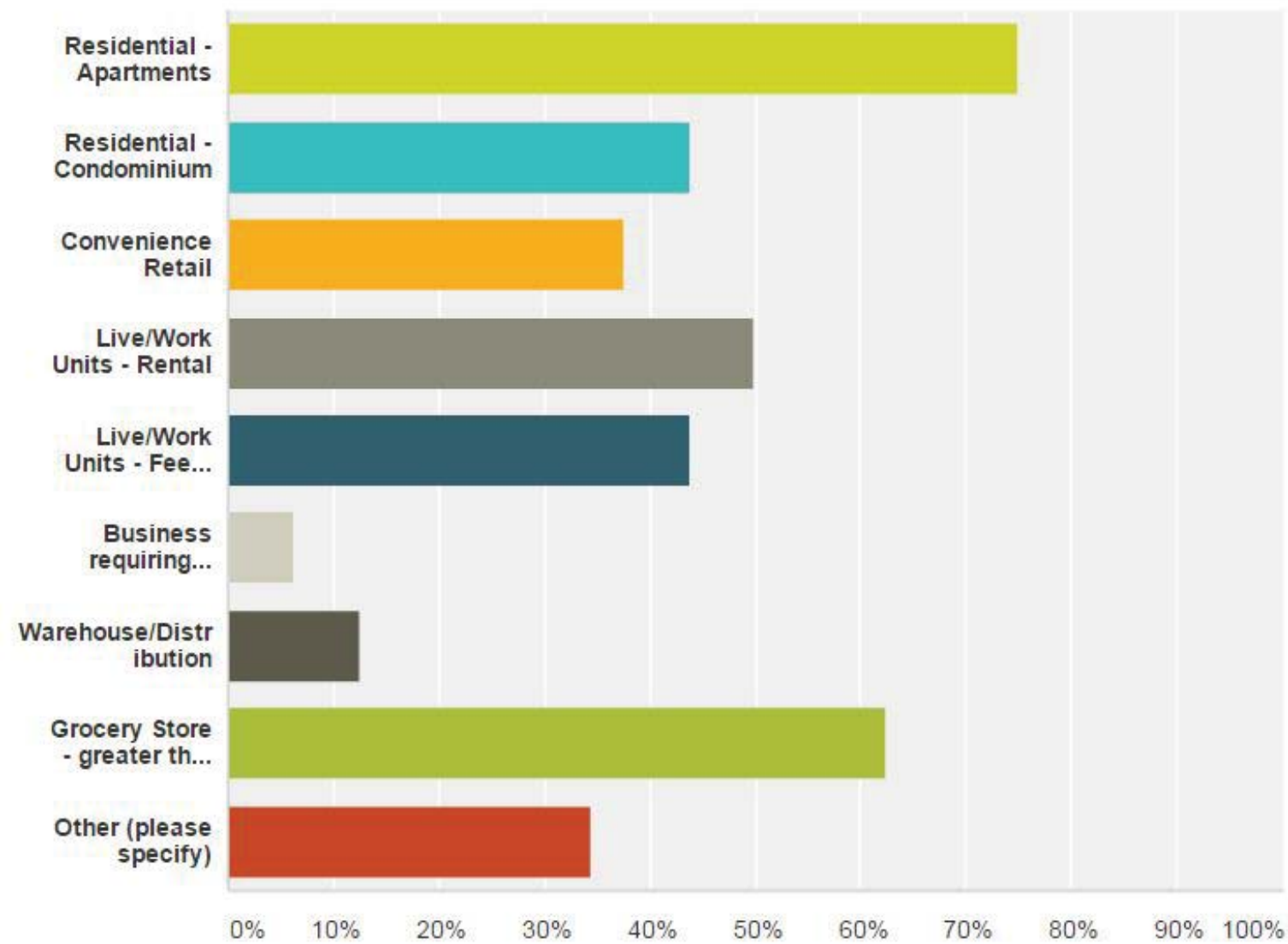
Figure 13 - Proposed improvements (all phases).

APPENDIX A

Survey Questionnaire

From the list below, which land uses do you consider could be the most viable for the North Perry Street property? (check all that apply)

Answered: 32 Skipped: 1



Answer Choices	Responses	Count
Residential - Apartments	75.00%	24
Residential - Condominium	43.75%	14
Convenience Retail	37.50%	12
Live/Work Units - Rental	50.00%	16
Live/Work Units - Fee Simple Ownership	43.75%	14
Business requiring vehicular bays	6.25%	2
Warehouse/Distribution	12.50%	4
Grocery Store - greater than 5,000 square feet	62.50%	20
Other (please specify)	34.38%	11
Total Respondents: 32		

APPENDIX B

Survey Monkey Responses 01.20.2015

Q1-Other

1. Owner occupied office
2. Interior Parking behind buildings. Mixed-Use
3. What effect does this have on baseball parking?
4. Art, folk art or cultural district - close to old Alabama town - collaborative space for arts complex and live work ...
5. Apartments are dependent on job growth and current supply & pipeline. If the currently proposed 400+ units in downtown complete, I believe there will not be viable demand for another 4 years at the current job growth. Office product must be "value" since it is difficult to compete with RSA.
6. Call Center location
7. Bowling/indoor batting cage/indoor golf range/sportsbar
8. Convenience Retail to include outparcels at traffic light intersections. * Hotel Use should be considered.
9. A Park/Green Space for tailgating for Biscuit games and other city events.
10. Mixed use retail/restaurant on first floor with 2 stories of condo and apartment residential above all facing Columbus and N. Court. Wrap around a parking deck facing Randolph. Deck would provide first floor parking for retail and attractions and drive up parking on second and third levels to residential units with as many as possible with 2 car garages.
11. Mixed use development. New construction. Grocery store/market.

Q2-What do you consider to be the advantages of this location?

- Answered: 23
- Skipped: 10

1. To start the development eastward.
2. Flexibility.
3. Available footprint space room to park stretches downtown
4. Close proximity to Biscuit Stadium , Renaissance Conference Center, entertainment district & Capitol Copmplex. It also adds a valuable dimension to the downtown growth corridor to the north.
5. adjacent to the Stadium which is vibrant. Development site can handle a generous parking count.
6. Near the new urban lifestyle venues for Montgomery both residential and entertainment. Within walking distance of the cool events at Old Alabama Town.
7. Proximity to downtown, the river and baseball stadium
8. Walking distance to most attractions. (live/work/play) Easy access to Interstate travel.
9. Within walking distance of entertainment and restaurants. If rails to trails is successful, there will be a great recreation path for area residents
10. close proximity to entertainment district if not already in the district; close to the heart of downtown
11. Riverwalk Stadium
12. Close proximity to CBD, Riverfront Park, restaurants and offices, I-65 and I-85. Property is located on improved city streets and at intersections with traffic lights. Outparcels at intersections/corners should be considered for "freestanding retail" development.
13. Location relative to nearby amenities.
14. Close to Downtown, but not in the center of the City Ideal for vehicular traffic to enter and exit easily
15. Large parcel of land. It is near the stadium
16. continues development in the entertainment district for both population and services
17. Close to the entertainment district; a brownfield that can be used for development;
18. Visible location to Biscuits, proximity to Old Alabama Town (OAT), location on Perry Street direct corridor
19. Raw land ready for new development. Great proximity to downtown as we extend. Walkable to core entertainment & Market district. Plenty of surface parking. Connects warehouse district to core. Connects AOT in core - dramatically increasing it's value.
20. close to downtown attractions, and amenities
21. proximity to downtown entertainment district
22. Wide open space. Proximity (walking distance) from center of downtown. I think part of this would be prime for a grocery store. There is PLENTY of other space around downtown for biscuits parking.
23. This parcel is a great "link" from Old Alabama Town and Downtown Montgomery.

Survey Monkey Responses 01.20.2015

Q3-What do you consider the disadvantages of this location?

- Answered: 22
- Skipped: 11

1. The type construction of existing building limits opportunity add window and door openings. Would be great for Hank Williams museum because they don't want light. Good for grocery because it could start small and have pre planned expansion space.
2. None.
3. Some may consider it a little disconnected from the other growth - Montgomery is not used to walking or may not feel as safe with the extra block walk.
4. Columbus Street is not now a main thoroughfare. Surrounding buildings are not pleasing to the eye neither is the landscape.
5. Off the beaten path
6. On the outer edge of the redevelopment circle. It is in the area between downtown and industrial area
7. Nearby blight. Need to implement cypress park restoration in conjunction.
8. proximity to active railroads(which I think should be preserved and even increase rail traffic in city) diminishes housing options to some extent
9. on the fringe; transitional area of downtown to industrial manufacturing
10. Not on the main traffic route in and out of town
11. Close proximity to the "underground plume" which is an issue that must be addressed for Buyers and Lenders. Other properties in the area are in need of major repair and/or demolition. High end development on this property will give consideration to the surrounding buildings and their current uses.
12. Further redevelopment of surrounding area needed.
13. It's not in the center of the City, but rather on the "outskirts" of Downtown Walking to downtown attractions is 4-5 blocks away (seems far away at the present time for Montgomery. Very close for a city such as New York..)
14. It is several blocks from the alley.
15. New parking options will need to be identified for the stadium, per the lease - which is doable. However, the public will need to be marketed to as such since they don't like to walk.
16. The building at the corner of Bibb and Court, but it could be turned into an advantage by using the building at the corner for a grocery store. Butts up against unused industrial buildings. Sits along a one way fast moving street - need to slow down the traffic and change it to a two-way street and add parking - per the Brown Chambliss & Sasaki master plan & the Dover- Cole master plan.
17. Could be considered to currently be on the "edge" of downtown. Will be a bit of a pioneer.
18. Trialways.
19. access blocked by a Railroad on the west side of the property, sound of trains blowing the horns, trains that stop to connect railcars block roadways for extended times 10 to 15 minutes, the close proximity to the Newtown area that has a history of crime
20. neighboring areas are still in a declined state. Not sure if this project would work without considerable redevelopment investment going north.
21. The plume.
22. Contaminated site. visibility.

APPENDIX C

Survey Monkey Responses 01.20.2015

Q4- As the city looks to advance redevelopment of the North Perry Property, what issues or concerns would you advise it consider?

- Answered: 24
- Skipped: 9

1. Long term plan to connect to Mariam railroad property and Old Town to rest of Downtown.
2. Perceived lack of parking.
3. How viable is old al town? Could it be relocAted or can it be strengthened where it is? Does it become pArt of a bigger cultural scene that ties to our historic city platform?? On a different front, lots of state offices are close by - does this make it lucrative for certain purposes??
4. Consider the highest and best long term use of the property for the commonwealth.
5. Be Patient. If the product gets built but the occupancies are lowered across all newer projects, then the investors will not be successful and will leave the Montgomery market. There is enough momentum for downtown development, and City has given enough "incentives". Job growth has to support development.
6. Bus parking for a large number of school and tour groups for many downtown venues now park in the lot at the corner of Columbus and McDonough. Where would alternative parking be located.
7. Parking in the area
8. Impact on baseball parking. Commercial/Industrial areas adjacent will have to be considered for upgrades
9. Utilize local talent. They care the most about this community. Create more greenspace. too many dogs with no where to go. Consider someone like George Goodwyn to build affordable high efficiency homes in TND configuration.
10. Montgomery has a really large area considered to be our "Downtown" and there are numerous vacant properties and many areas do not encourage folks to walk any further to try to find lively or desirable places. North Montgomery has some valuable rail access that are attractive for future manufacturing and transportation services and these rails and the sidings should be preserved
11. with development of this property does parking for Biscuits baseball become an issue or not...
12. Must address viable public transit system.
13. Zoning and prices must be considered. If prices are too high, Buyers will look elsewhere. Also, adequate sanitary sewer, off site storm water and electrical power must be available to accommodate development. The stigma of the underground plume (whatever exists) must be addressed.
14. Future growth and continued redevelopment.
15. Ensure a developer is capable and experienced to complete the project!
16. Keep some green space. There seems to be a shortage of green space in downtown...try to preserve some. Resist the temptation to build on every piece of land possible.
17. Sometimes, but not often there are balls that end up in that area from games so orientation of building or protection maybe should be considered but really a very minor detail and common with lots of downtown stadiums with nearby development.
18. 1. Change the fast moving one-way street to a two-way street with parking. 2) How can we use it to generate redevelopment of the surrounding industrial area. 3) Remove the building at the corner of Bibb & Court or use it for anchor function such as a grocery store. 4) I think the master plans pointed out the excess office space at the times of the studies. Maybe we don't need any more office space at this time. 5. There appears to be unused/unproductive industrial space surrounding the site & along Court Street & Bell St/Maxwell Blvd. So, maybe we don't need any more industrial space. 6. A connection between Old Alabama Town and the Stadium / Entertainment District.
19. Consider whether the existing building on the west can be re-used/re-purposed in order to cut on costs of development. Consider how the block on the east can be used to transition into OAT, so it feels integrated - for the good of both the development and OAT.
20. Hold on to it for residential/retail. Brewery would have been an exception because of the restaurant/retail component - and it would have been an attraction. But it would it have been good for AOT (a fully developed Montgomery attraction/asset) to have been be left on the brewery operation's ass end...
21. environmental issues of contaminad soil, the downtown plume
22. crime and blight spilling over from adjacent areas
23. The Plume.
24. make sure that the right people take this project on because it is going to be big and complex. They need to have staying power to jumpstart the whole warehouse district.

Stakeholder Meeting 01.21.2015

Attendees:

Cathy Gerachis, GMC	John Foshee, Foshee	Marion Babb, Old Alabama Town
Larry Watts, GMC	Management/Construction	Keith Karst, Alabama Power
Trey Hayes, Alabama Power	Caroline Rosen, Matter Creative	Timothy McInnis, McInnis Construction
Kyle Kyser, Kyser Companies	Anna Lowder, Matter Creative	Christy Anderson, City of Montgomery Planning
Lynda Wool, City of Montgomery Planning	Leslie Sanders, Alabama Power	Brent Rosen, Baker-Donaldson PC
Zac Gibbs, MarJam	Doug Neil, Daniel Corp	Harvi Sahota, Matter Creative
Tracy Larkin, City Council	Clay McInnis, McInnis Construction/Downtown	Tommy Tyson, City of Montgomery Planning
Sherrie Myers, Montgomery Biscuits Baseball	Business Association	Chase Fisher
David Allred, STAMP Idea Group	Justice Smith, Montgomery Chamber	Mr. Woods
Tim Blair, Shanwalt Company	Patrick Dunson, City of Montgomery	Lois Cortell, City of Montgomery
Jackie Porter, BSR Trust	Meg Lewis, Montgomery CVB	Bill Wilson, City of Montgomery
Donald Jenkins	Dawn Hathcock, Montgomery CVB	Melanie Golson, City of Montgomery
	Virginia Whitfield, Whitfield Foods	Mac McLeod, City of Montgomery

Summary:

Mac McLeod provided a welcome for the group. Cathy Gerachis provided an overview of the agenda and then walked the group through the presentation. A summary of the feedback from the "Survey Monkey" was shared and additional discussion ensued.

What are the negatives of the site? What are potential barriers?

- It would be important to understand the timing and development proposal of the Montgomery Housing Authority property.
- It would be important to understand Capital Trailways plans for the future. Also, if they are going to stay, what are the hours of the buses and what are the hours of the maintenance shop?
- The train noise will be an issue, as they can come through at all hours. Need to talk to CSX.
- Game days are busy with traffic. Need to think through ingress and egress on game days.
 - There are 70 at home games from April 1 to September 5.
- It is currently perceived as on the edge of town.
- Buses use the lot for waiting after drop off of kids and tourists. There was discussion about them needing to find another place if that site is no longer available.
- Security of parking decks would be important to consider or they won't get used.
- Shuttles could be used for the Biscuits parking. Plan for activities on different nights of the week.
- Important to make a connection (for example, along Tallapoosa) so that there isn't a "no man's" land to get to the site.
- Need to plan for public transit, light a trolley or streetcar.

What are the positives of the site? What are the real opportunities?

- The View of the river from block A would be a real amenity for the property.
- Think about park space for downtown, a dog area.
- The stadium is an asset. It could be a tailgating area for the Biscuits [*Note the Biscuits manager expressed that there has been no recorded demand for tailgating.*]
- Commerce street is very close, as is the entertainment district
- There is space for parking decks, perhaps on the back /north sides of the blocks.
- It could be held for a major economic development user.
- The Biscuits VIP parking could go Valet and be at another location.
- Could be a great place for a major green space like Central park.
- Could be great if the two way streets returned. Cost impact would be the traffic signals.
- There are 36,000 school children at Old Alabama Town each year. This could be a draw but also it would be important to plan for crosswalks to get there if the traffic changes.
- Think through how to keep the folks working downtown here after 5 pm during the week. Don't like them drive away; make them consumers.
- Think about an activated place for kids. Like soccer. Something for the kids to do and engage in.
- Roof top bar to take advantage of the view.

APPENDIX D

Developers Roundtable 01.28.2015

Attendees:

Cathy Gerachis, GMC	Jackie Porter, BSR Trust	John Foshee, Foshee Management
Larry Watts, GMC	John Stanley	Kyle Kyser, Kyser Companies
Galen Thackston, GMC	Daniel Hughes, BSR Trust	
Jeff Slaton, GMC	Donald Jenkins	Bill Wilson, City of Montgomery
Jerome Moore	Zac Gibbs	Melanie Golson, City of Montgomery
Sam Martin, The Maxwell Group LLC	Lois Cortell, City of Montgomery	Mac McLeod, City of Montgomery

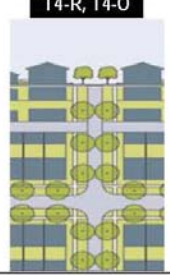
Discussion and recommendations:

- Extend Tallapoosa Street improvements/pedestrian movement north, to Block A
 - Back to two-way street
 - Streetscape along the east
 - Pedestrian island improved/greened at Court
 - Crosswalk enhancements to the baseball stadium property
 - Really enhance the pedestrian environment at Court and Columbus
- Convert Jefferson and Columbus into two-way streets
- Think about the other properties in the vicinity that could be surface parking to replace
 - Waterworks property
 - Capital trailways
 - A few voices of concern/contradiction: a few thought there are already too surface lots, need to better disguise them, need to think more long term about public transit
- Need an inducement, not just a regulatory requirement, to wrapping the parking decks and getting rid of the surface lots (for example, that front Tallapoosa)
- Clarify the issue of the Capitol City Plume for any prospect buyers
- Be prepared to answer the “McDonalds” (or whatever generic national retail) that wants to go on the Court and Columbus corner; don’t just take the highest offer but have a plan/goal to keep Montgomery more unique.
- Document the condition and capacity of the infrastructure in all the blocks and immediately adjacent to them
- Consider a hotel use; get information from Dawn Hancock about how close downtown is to “bumping up” in the conference circuit
- Talk to the Bear Lumber folks to understand their uses and plans. Not only about reuse of the building, but also about screening of the yard.
- Green space is needed downtown.
 - Consider increasing it in Scenario 1, on block A for the residents even if small.
 - Expand it in Scenario 2 – some type of “central park” for running and adult exercise
- Consider the railroad noise and sound proofing
 - Design units so that the bedrooms are in the center
 - Insulate all the walls and windows
 - Talk to the rail road about an arm at Court Street so that they don’t have to blow their whistles.
- Keep in mind the importance of making this district unique to Montgomery, not cookie cutter.
- There seemed to be consensus about taking down the structure.
- Consider the uses in the three railroad warehouses to the north of block B.
- There seemed to be consensus about not holding it deliberately for a major economic development opportunity. Perhaps one would come before development, but it will be hard to find a user so specific and appropriate like a brewery.

APPENDIX E

Smartcode Transect Requirements

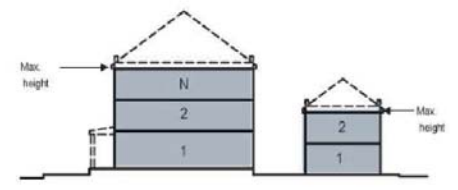
SMARTCODE ILLUSTRATION 14B: TRANSECT GRAPHICS – T4-R, T4-O
Montgomery, Alabama



T4-R, T4-O

BUILDING CONFIGURATION

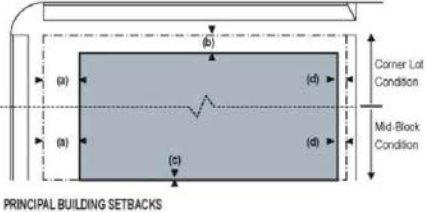
- Building height shall be measured in number of Stories, excluding attics and raised basements. Stories may not exceed 14 ft. in height from finished floor to finished ceiling, except for a first floor commercial function, which must be a minimum of 11 ft. with a maximum of 25 ft.
- Height shall be measured to the eaves or roof deck as specified on Table B.



BUILDING HEIGHT

SETBACKS – PRINCIPAL BLDG

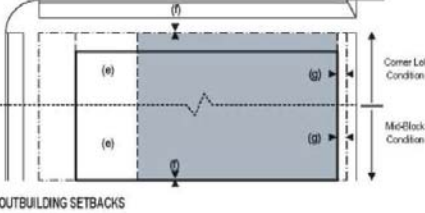
- The Facades and Elevations of Principal buildings shall be distanced from the Lot Lines as shown.
- Facades shall be built along the Principal Frontage to the minimum specified width in the table.



PRINCIPAL BUILDING SETBACKS

SETBACKS – OUTBUILDING

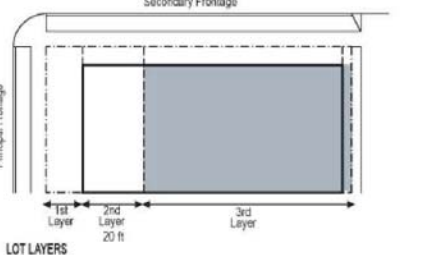
- The Elevation of the Outbuilding shall be distanced from the Lot Lines as shown.



OUTBUILDING SETBACKS

PARKING PLACEMENT

- Uncovered parking spaces may be provided within the 3rd Layer as shown in the diagram (see Table 16D).
- Covered parking shall be provided within the 3rd Layer as shown in the diagram (see Table 16D). Side or Rear Entry garages may be allowed in the 1st or 2nd Layer by Warrant.
- Trash containers shall be stored within the 3rd Layer.



LOT LAYERS

BUILDING FUNCTION (see Tables 10 & 11)	
Residential	Limited Use
Lodging	Limited Use
Office	Limited, greater use in T4-O
Retail	Limited, greater use in T4-O

BUILDING CONFIGURATION (see Table 8)	
Principal Building	3 stories max (T4-R), 4 stories max (T4-O)
Outbuilding	2 stories max

LOT OCCUPATION (see Table 14E)	
Lot Width	18 ft. min – 150 ft. max
Lot Coverage	70 % max

BUILDING DISPOSITION (see Table 9)	
Edgeward	Permitted
Sideward	Permitted
Rearward	Permitted
Courtyard	Prohibited

SETBACKS – PRINCIPAL BUILDING (see Table 14F)	
(a) Front Setback Principal	6 ft. (T4-R), 0 ft. min (T4-O) – 24 ft. max
(b) Front Setback Secondary	6 ft. min – 18 ft. max
(c) Side Setback	0 ft. min
(d) Rear Setback	3 ft. min*
Frontage Buildout	60% min at setback

SETBACKS – OUTBUILDING	
(e) Front Setback	20 ft. min + bldg setback
(f) Side Setback	0 ft. min or 3 ft. at corner
(g) Rear Setback	3 ft. min*

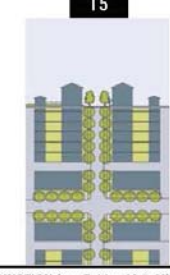
PRIVATE FRONTAGES (see Table 7)	
Common Yard	Permitted
Porch & Fence	Permitted
Terrace or L.C.	Permitted
Forecourt	Permitted
Stoop	Permitted
Shopfront & Awning	Permitted
Gallery	Permitted
Arcade	Prohibited

Refer to Summary Table 14

PARKING PROVISIONS	
See Tables 11 & 12	

*or 12 ft. from centerline of alley.
"N" stands for any Stories above those shown, up to the maximum. Refer to metrics for exact minimums and maximums.

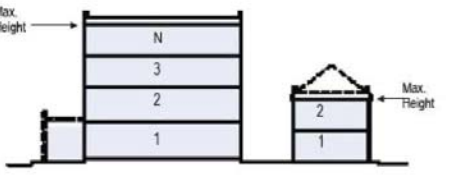
SMARTCODE ILLUSTRATION 14D: TRANSECT GRAPHICS – T5
Montgomery, Alabama



T5

BUILDING CONFIGURATION

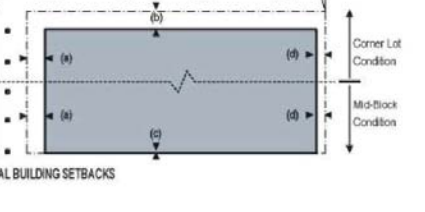
- Building height shall be measured in number of Stories, excluding attics and raised basements. Stories may not exceed 14 ft. in height from finished floor to finished ceiling, except for a first floor commercial function, which must be a minimum of 11 ft. with a maximum of 25 ft.
- Height shall be measured to the eaves or roof deck as specified on Table B.



BUILDING HEIGHT

SETBACKS – PRINCIPAL BLDG

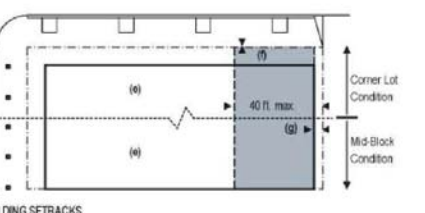
- The Facades and Elevations of Principal buildings shall be distanced from the Lot Lines as shown.
- Facades shall be built along the Principal Frontage to the minimum specified width in the table.



PRINCIPAL BUILDING SETBACKS

SETBACKS – OUTBUILDING

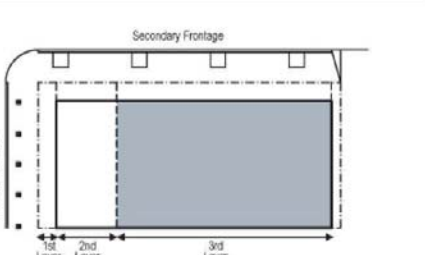
- The Elevation of the Outbuilding shall be distanced from the Lot Lines as shown.



OUTBUILDING SETBACKS

PARKING PLACEMENT

- Uncovered parking spaces may be provided within the 3rd Layer as shown in the diagram (see Table 16D).
- Covered parking shall be provided within the 3rd Layer as shown in the diagram (see Table 16D).
- Trash containers shall be stored within the 3rd Layer.



LOT LAYERS

BUILDING FUNCTION (see Tables 10 & 11)	
Residential	Open Use
Lodging	Open Use
Office	Open Use
Retail	Open Use

BUILDING CONFIGURATION (see Table 8)	
Principal Building	6 stories max, 2 min
Outbuilding	No max

LOT OCCUPATION (see Table 14E)	
Lot Width	18 ft. min – 160 ft. max
Lot Coverage	80 % max

BUILDING DISPOSITION (see Table 9)	
Edgeward	Prohibited
Sideward	Permitted
Rearward	Permitted
Courtyard	Permitted

SETBACKS – PRINCIPAL BUILDING (see Table 14F)	
(a) Front Setback Principal	0 ft. min – 12 ft. max
(b) Front Setback Secondary	2 ft. min – 12 ft. max
(c) Side Setback	0 ft. min – 24 ft. max
(d) Rear Setback	3 ft. min*
Frontage Buildout	80% min at setback

SETBACKS – OUTBUILDING	
(e) Front Setback	40 ft. max from rear prop.
(f) Side Setback	0 ft. min or 2 ft. at corner
(g) Rear Setback	3 ft. max

PRIVATE FRONTAGES (see Table 7)	
Common Lawn	Not Permitted
Porch & Fence	Not Permitted
Terrace or L.C.	Permitted
Forecourt	Permitted
Stoop	Permitted
Shopfront & Awning	Permitted
Gallery	Permitted
Arcade	Permitted

Refer to Summary Table 14

PARKING PROVISIONS	
See Tables 11 & 12	

*or 12 ft. from centerline of alley.
"N" stands for any Stories above those shown, up to the maximum. Refer to metrics for exact minimums and maximums.

APPENDIX E

Smartcode Transect Requirements

SMARTCODE ARTICLE 7: TABLE 10 – BUILDING FUNCTION, SPECIFIC

Montgomery, Alabama

R = By Right E = By Exception W = By Warrant

	T1	T2	T3	T4-R	T4-O	T4-C	T5
a. RESIDENTIAL							
Apartment Building				R	R	R	R
Ancillary Unit		R	R	R	R		
Assisted Living		R	R	R	R	R	R
Community Residence			W	W	W	W	W
Duplex House				R	R	R	R
Edgeward House		R	R	R			
Halfway House						W	W
Live-Work			R	R	R	R	R
Manufactured House			E				
Outbuilding		R	R	R	R		
Rearyard House				R	R	R	R
Sideyard House			R	R	R		
Temporary Tent	E	E	E	E	E	E	E
b. LODGING							
Bed and Breakfast		W	W	W	W	W	W
Boarding House			E	E	E	E	E
Hotel (no room limit)				R	R	R	R
Inn (up to 12 rooms)		E	E	R	R	R	R
Inn (up to 5 rooms)		E	R	R	R	R	R
S.R.O. Hostel			E	E	E	E	E
School Dormitory				R	R	R	R
c. OFFICE							
Office Building				R	R	R	R
d. RETAIL							
Open-Market Building		R	R	R	R	R	R
Retail Building				R	R	R	R
Restaurant				R	R	R	R
Kiosk				R	R	R	R
Push Cart				R	R	R	R
e. CIVIC							
Bus Shelter			R	R	R	R	R
Convention Center					E	R	R
Conference Center					E	R	R
Fountain or Public Art		R	R	R	R	R	R
Library				R	R	R	R
Movie Theater					W	W	W
Museum					W	W	R
Outdoor Auditorium		E	R		R	R	R
Parking Structure						R	R
Passenger Terminal						E	R
Playground		R	R	R	R	R	R
Sports Stadium						E	R
Surface Parking Lot				E	E	E	R
Religious Assembly				R	R	R	R

SMARTCODE ARTICLE 7: TABLE 10 – BUILDING FUNCTION, SPECIFIC, cont.

Montgomery, Alabama

R = By Right E = By Exception W = By Warrant

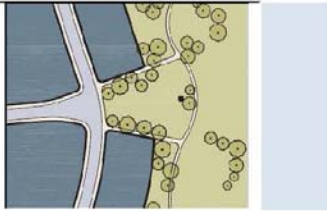

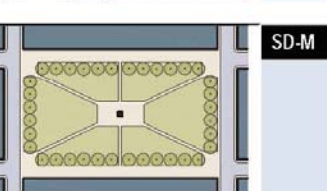
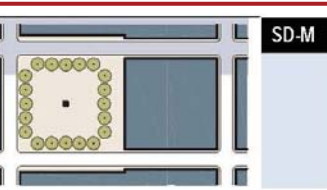
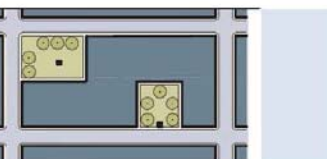
	T1	T2	T3	T4-R	T4-O	T4-C	T5
f. OTHER: AGRICULTURE							
Grain Storage	R	R					
Livestock Pen	E						
Greenhouse	R	R	E			E	
Stable	R	R	E				
Vet Clinic / Kennel	R	R	E	E	E	E	E
f. OTHER: AUTOMOTIVE							
Auto Related Commercial		E			W	R	
Truck Maintenance							
Drive Through Facility					E	R	E
Rest Stop	R	R				R	
Roadside Stand	R	R					
Billboard							
Shopping Center							
Shopping Mall							
f. OTHER: CIVIL SUPPORT							
Cemetery							
Funeral Home					R	R	R
Hospital						E	E
Medical Clinic				E	E	R	R
f. OTHER: EDUCATION							
College							E
High School				E	E	E	E
Trade School						E	E
Elementary School			E	R	R	R	R
Daycare		R	R	R	R	R	R
f. OTHER: INDUSTRIAL							
Heavy Industrial Facility							
Light Industrial Facility							
Truck Depot							
Laboratory Facility						E	E
Water Supply Facility							
Sewer and Water Facility							
Electric Substation	E	E	E	E	E	E	E
Cremation Facility							
Large Storage							
Mini-Storage							
Auto Related Industrial							
Towing with 30-day Storage							

APPENDIX E

Smartcode Civic Space Requirements

SMARTCODE **ARTICLE 8: SPECIAL DISTRICT – MEDICAL (SD-M)**
Montgomery, Alabama **TABLE 10 – CIVIC SPACE**

TABLE 10: The intended types of civic spaces are diagrammed by this table.

<p>a. Park: A natural preserve available for unstructured recreation. A park may be independent of surrounding building frontages. Its landscape shall consist of paths and trails, meadows, woodland and open shelters, all naturalistically disposed. Parks may be lineal, following the trajectories of natural corridors. The minimum size shall be 15 acres. Larger parks may be approved by warrant as districts in all zones.</p>	
<p>b. Green: An open space available for unstructured recreation. A green may be spatially defined by landscaping rather than building frontages. Its landscape shall consist of lawn and trees, naturalistically disposed. The minimum size shall be 2 acres and the maximum shall be 15 acres.</p>	
<p>d. Square: An open space available for unstructured recreation and civic purposes. A square is spatially defined by building frontages. Its landscape shall consist of paths, lawns and trees, formally disposed. Squares shall be located at the intersection of important thoroughfares. The minimum size shall be .5 acre and the maximum shall be 5 acres.</p>	
<p>e. Plaza: An open space available for civic purposes and commercial activities. A plaza shall be spatially defined by building frontages. Its landscape shall consist primarily of pavement. Trees are optional. Plazas shall be located at the intersection of important streets. The minimum size shall be .5 acre and the maximum shall be 2 acres.</p>	
<p>f. Playground: An open space designed and equipped for the recreation of children. A playground shall be fenced and may include an open shelter. Playgrounds shall be interspersed within residential areas and may be placed within a block. Playgrounds may be included within parks and greens. There shall be no minimum size.</p>	

APPENDIX F

Downtown Grocer Program



Downtown Grocer Program

The City of Montgomery's Downtown Grocer Program is intended to provide an incentive for grocery stores to locate in the core of downtown, becoming part of, and a partner in, its revitalization.

While consumer interest in a downtown grocer has been high for a decade, the demand for one, and downtown's ability to sustain one, has been growing steadily over the last five years in particular. There has long been a substantial worker and visitor presence downtown; in addition, now the quantity of residential units existing and planned as part of private investment in the downtown core has increased such that the City seeks a private-public partnership to make it happen.

The Downtown Grocer Program offers a rebate of up to 1.75 percent (or 1.75 cents per dollar spent) of sales tax to the first grocer to be eligible, to open up, and to maintain its eligibility for a full year.

Eligible areas of the downtown core



Downtown Grocer Program (continued)

Program eligibility:

- The Program is for a Grocery/Market making at least 75% of revenue from packaged groceries.
- The store must be a minimum of 5,000 square feet in size.
- The store must be part of a multi-user/use project and not in a single, standalone building.
- The store/project must comply with all SmartCode zoning.
- Single-story projects are eligible for three years of rebate. Multi-story projects are eligible for six years of rebate.

Additional information:

The sales tax rebate will be remitted only after a qualified business has been open for a 12-month consecutive period. At that time, the first twelve month rebate will be remitted and thereafter will be remitted annually.

The sales tax rebate is available only to the first grocery/market to open and able to maintain eligibility for a full year.

The sales tax rebate is applicable within the City's jurisdiction and does not extend to purchases outside of its jurisdiction.

The scope and quality of development proposals will be considered. Other terms and conditions may apply. Specific information will be requested from developer and/or grocer. The City reserves the right to accept or reject any/all proposals.

The program will be open for applicants from October 1, 2014, until November 1, 2016.

For information, contact Mac McLeod, Director, at 334-625-2737 or email him at mmcleod@montgomeryal.gov

