



CITY OF PELHAM

OAK MOUNTAIN AMPHITHEATRE

COMMUNITY CHARRETTE & MASTER PLAN VISIONING

SEPTEMBER 5, 2025



What Is ReAmp?

ReAmp: Reimagine OMA is a three-day community design event called a *charrette* that brings residents, stakeholders, and planning experts together to create a vision for the Oak Mountain Amphitheatre site that reflects the heart of our community.

Why It Matters

This is a rare opportunity to reshape one of Pelham's most visible and well-known properties. We want the site's next chapter to serve the community in fresh, meaningful ways, and your perspective will help guide that vision.

OVERVIEW

CHARRETTE PROCESS

Introductions – City of Pelham/58 Inc. Team



Gretchen DiFante
City Manager
Project Manager



Andre Bittas
Director of Development
Services & Public Works



Ainsley Allison
Communications &
Branding Manager



Stacey Currier
Executive Assistant



Amy Sturdivant
58 Inc.



Reid Knight
58 Inc.



Introductions – Consultant Team



Stephen Allen
WBA Architect
Project Manager



Brittany Foley
WBA Architect



Rick Nail
TTL Civil Engineer



Tom Walker
Village Creek Development
Development Consultant



City's Actions Leading to the Charrette

- Identified a team of consultants from specific industries to provide leadership and guidance.
- Identified and mapped all site challenges.
- Reviewed national & regional development and retail trends.
- Developed comprehensive public communication plan.
- Identified stakeholder groups which include adjacent businesses, developers & commercial realtors, elected officials, Shelby County, The Shelby County Chamber, Discover Shelby, Oak Mountain State Park, and the cycling community.
- Scheduled meetings to listen to concerns and gain alignment on future opportunities



Goal of the Public Charrette

- Seek public input on the future redevelopment of the Oak Mountain Amphitheatre site.
- Shape strategic redevelopment decisions after consultation with adjacent property owners, prospective developers and investors, and community leadership.
- Develop a document illustrating the possibilities for the site that will serve as a strategic reference for decision-makers and inform the RFQ process for a master developer.



PUBLIC WORKSHOP & STAKEHOLDER MEETINGS

VISUAL PREFERENCE SURVEY RESULTS

VISUAL PREFERENCE SURVEY

708 Responses !



ABOUT YOU

Q1: Type of Participant

- 70%** Pelham Resident
- 18%** Surrounding Community Resident
- 2%** Commercial Property Owner in Pelham
- 1%** Real Estate Professional
- 6%** Visitor
- 2%** Other

Q2: How often do you visit this area?

- 18%** Daily/Several times a Week
- 26%** Weekly
- 22%** Monthly
- 30%** A few times a Year
- 3%** Rarely/Never

ABOUT YOU

Q3:
What activities draw you to Pelham and specifically this area?

- 19%** Pelham Civic Complex & Ice Arena
- 28%** Oak Mountain State Park
- 20%** Former Oak Mountain Amphitheater
- 30%** Shopping/Dining
- 2%** Other

VISIONS FOR THE SITE

Q4: Branding Opportunities – Creating a District



28%

Prominent gateway signage from main thoroughfares to site to enhance visibility.



21%

Public art installations that reflect the local culture, nature, or history.

VISIONS FOR THE SITE

Q5: Greenspace & Pedestrian-Friendly Environment



40%

A variety of green spaces, both larger and smaller, that are well-connected by safe and inviting pathways.



35%

A large central public green bordered by mixed-use development and entertainment concepts, allowing business to spill out onto the lawn.

VISIONS FOR THE SITE

Q6:

Recreational & Pedestrian-Friendly Environment



41%

Recreational trails that provide scenic views and connections to the creek, linking to retail and family-oriented activities.



29%

A public plaza near the creek offering various areas for gathering, small events, and opportunities for pop-up food vendors.

VISIONS FOR THE SITE

Q7: Community Amenities & Placemaking



37%

Spaces for small venue opportunities, such as covered pavilions for music performances or open pavilions for farmers markets.



23%

Paved public plazas for gatherings, outdoor events, and pop-up markets.

VISIONS FOR THE SITE

Q8: Beautification – Streetscape & Landscape



26%
Heavily landscaped boulevard as the main vehicular entry into the site from Amphitheater Road.



27%
Heavily landscaped roadsides with well-designed vehicular cross-access points and clear pedestrian lanes.



23%
Curvilinear pedestrian paths with significant landscape buffers to separate them from roadways, emphasizing a natural feel.



24%
Simple, well-marked crosswalks with landscaped pedestrian refuges, prioritizing pedestrian safety and flow.

VISIONS FOR THE SITE

Q9: Preferred Use for this Site



60%
Experiential venue primarily focused on family-centered games, diverse food options, and engaging activities

VISIONS FOR THE SITE

Q10: Site Use – Additional Uses

- 24%** Retail and Family-Friendly Food and Beverage
- 17%** Small-scale retail shops
- 21%** Family-centered games and activities with food & beverage options
- 20%** Covered community pavilion with a small stage

VISIONS FOR THE SITE

Q11: Development Scale



65%

Mixed-use, low density, walkable setting with buildings generally no more than 2-3 stories

VISIONS FOR THE SITE

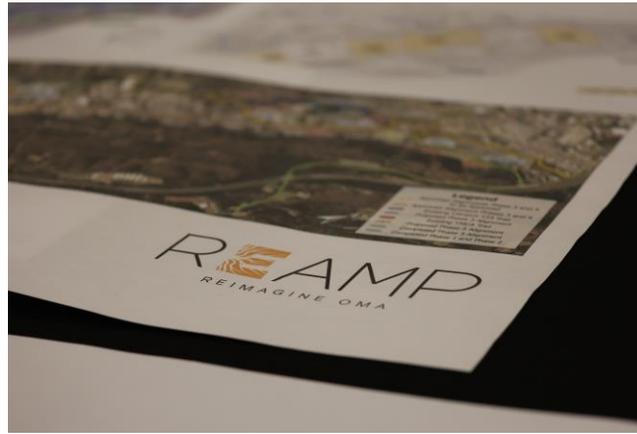
Q12: Factors for Site Success

- 40%** Attracting diverse businesses and entertainment options.
- 15%** Creating ample and inviting public green spaces.
- 7%** Ensuring easy and safe pedestrian and vehicular access.
- 26%** Fostering a strong sense of community and place.
- 9%** Preserving some element of the site's history or natural features.
- 3%** Other

COMMUNITY ENGAGEMENT – PUBLIC WORKSHOP

PUBLIC WORKSHOP

214 Attendees !



STAKEHOLDER MEETINGS

51 Stakeholders



COMMUNITY ENGAGEMENT WHAT WE HEARD

COMMUNITY ENGAGEMENT

SITE – COMMON THEMES

- Connectivity – on site, to adjacent properties, to Civic Complex & Ice Arena
- Trail system – embrace as unique feature
- Creek access – embrace as unique feature
- Walkable, pedestrian-friendly environment
- Bicycle lanes and access – connect to trails and road lanes
- Gateway identity – along major traffic arteries
- Embrace natural setting, natural landscaping. . . Address floodway
- Unique play structures integrated with natural setting
- Fully accessible environment

COMMUNITY ENGAGEMENT

DEVELOPMENT – COMMON THEMES

- Mix of uses – Dining, retail, activities, office, and carefully designed residential
- Scale and size appropriate to Pelham (not large and overwhelming)
- Attract people both day and night
- Mix of well-respected and quality retail and dining options
- Not too much of any specific use or activity
- Avoid duplicating what Pelham already has enough of
- Village/Town Center approach
- Recreation space (outdoor and/or indoor)
- Branding and identity is vital for success

COMMUNITY ENGAGEMENT

PLACEMAKING – COMMON THEMES

- Active, vibrant entertainment district
- Civic Space – community events, hang out, social space
- Active Green Space with shade
- Community Stage/Pavilion
- A true city center
- Embrace natural setting – layout and character
- Multigenerational, family-oriented draw
- Memories – location to honor the past AND a place to make new memories
- Create setting unique to Pelham

PRELIMINARY VISION – CHARRETTE STUDIES

OPPORTUNITIES

Unique Site Assets

- Nexus of 3 unique attractions
 - Pelham Greenway and Trail System
 - Pelham Civic Complex & Ice Arena
 - Oak Mountain State Park
- Differentiators for this property
- Sports and Recreation – Community and Tourism

- **Opportunity to Connect Unique Assets**



OPPORTUNITIES

Awareness – Annual Visitors

- Pelham Civic Complex & Ice Arena – over 265,000 (+17% since 2022)
- Oak Mountain State Park – over 900,000

Ease of Access

- I-65 – over 96,000 average daily travels
- Hwy 119 – over 29,000 average daily travels
- Hwy 31 – over 29,000 average daily travels
- State Park Road – over 6,000 average daily travels

Opportunity to Capitalize on Visitors and Ease of Community Access

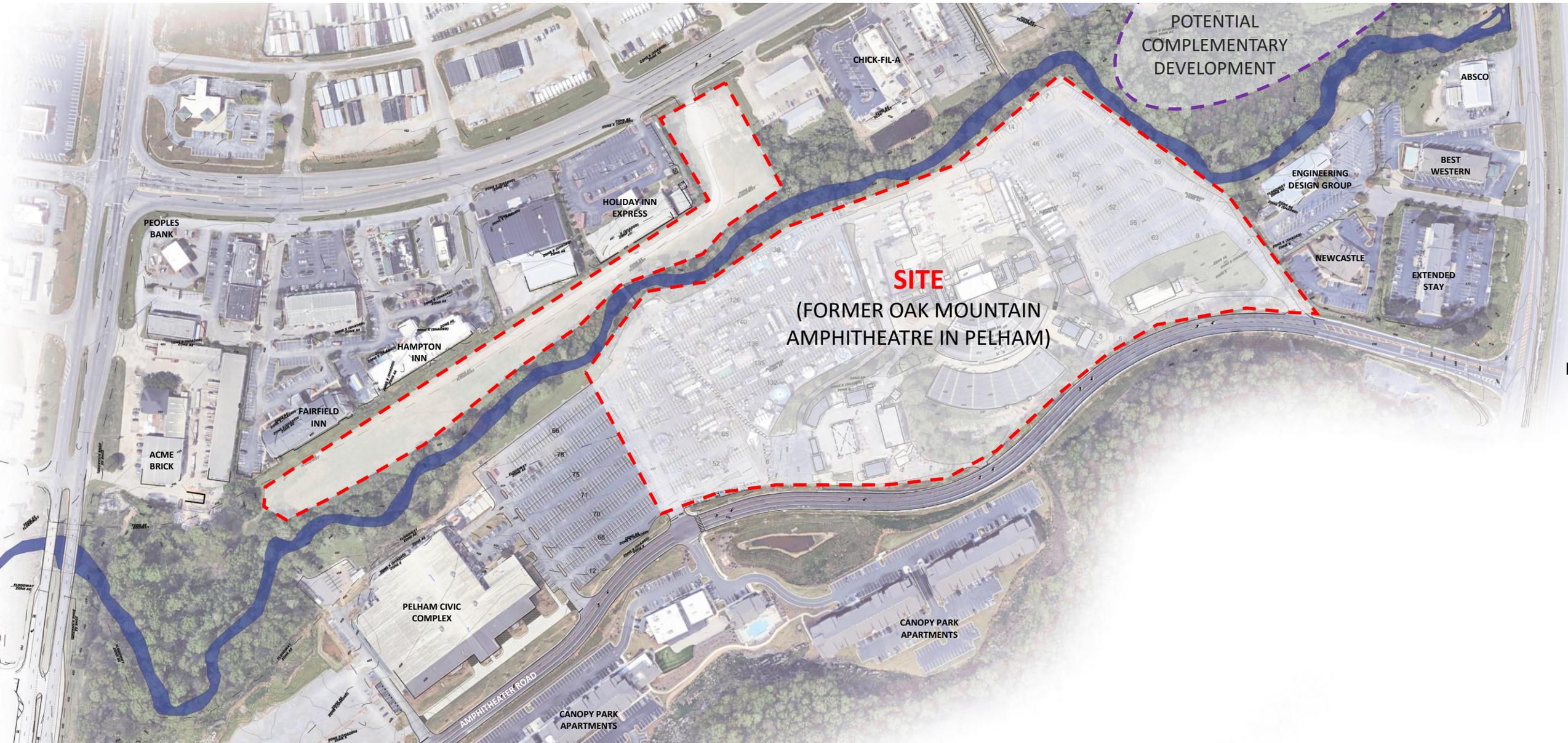
PLANNING PRINCIPLES

- Enhance **walkability and movement** among the **Arts & Entertainment District**
- **Connect and celebrate nearby unique attractions** of Oak Mountain State Park, Pelham Civic Complex & Ice Arena and trail system
- Provide a welcoming **mixed-use destination and new village center** for Pelham and surrounding area with adjacent greenway trails and open space
- **Attract day and night activity**, and complement figure skating and hockey at the Pelham Civic Complex & Ice Arena
- Embrace **natural amenities and access to outdoor recreation** as a setting and theme
- **Appeal** to both local **community and visitors**
- **Balance the parking** needs for the Civic Complex and the new redevelopment project
- Enhance **Quality of life** for Pelham residents and broader community

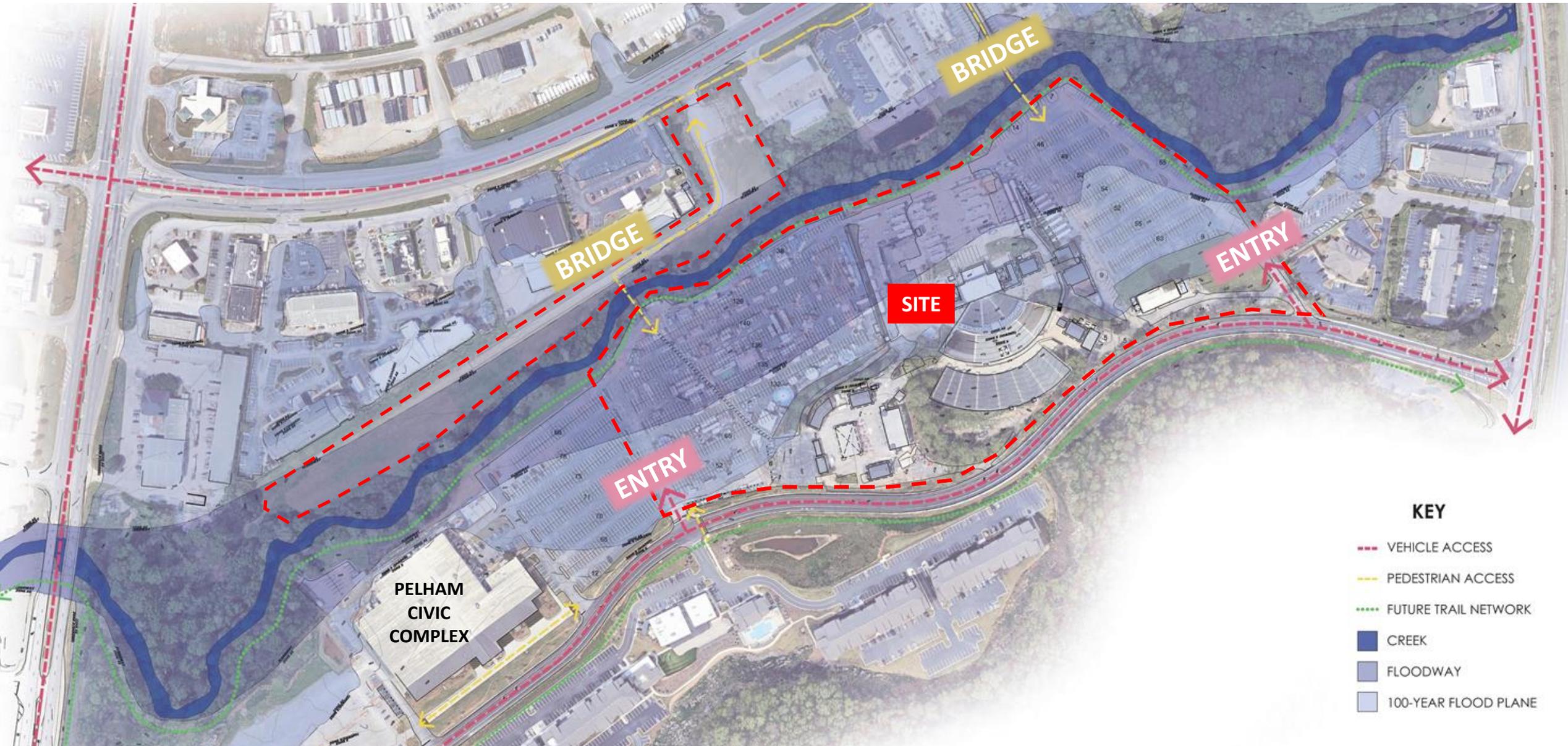
SITE – EXISTING CONDITIONS



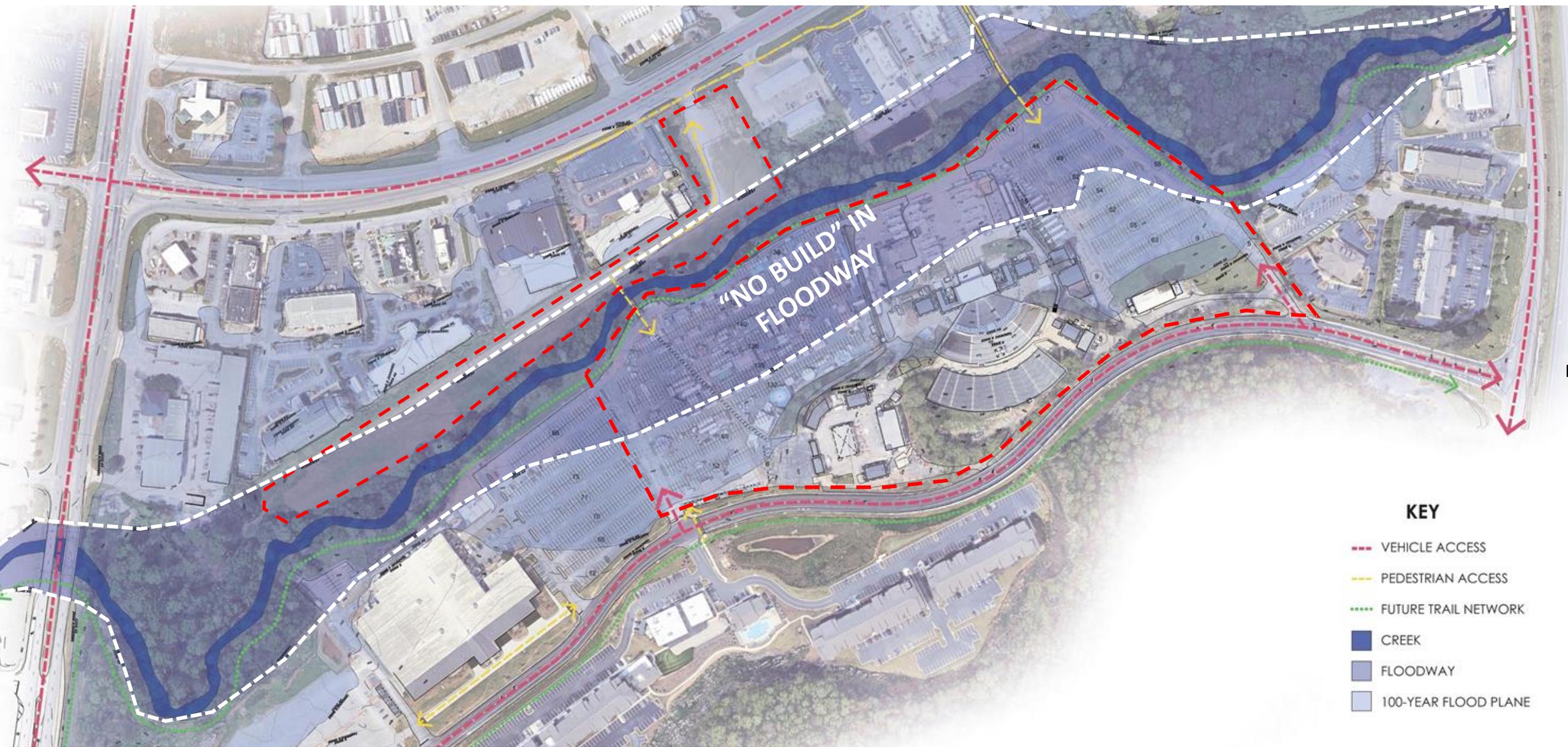
SITE – EXISTING CONDITIONS



SITE – EXISTING CONDITIONS



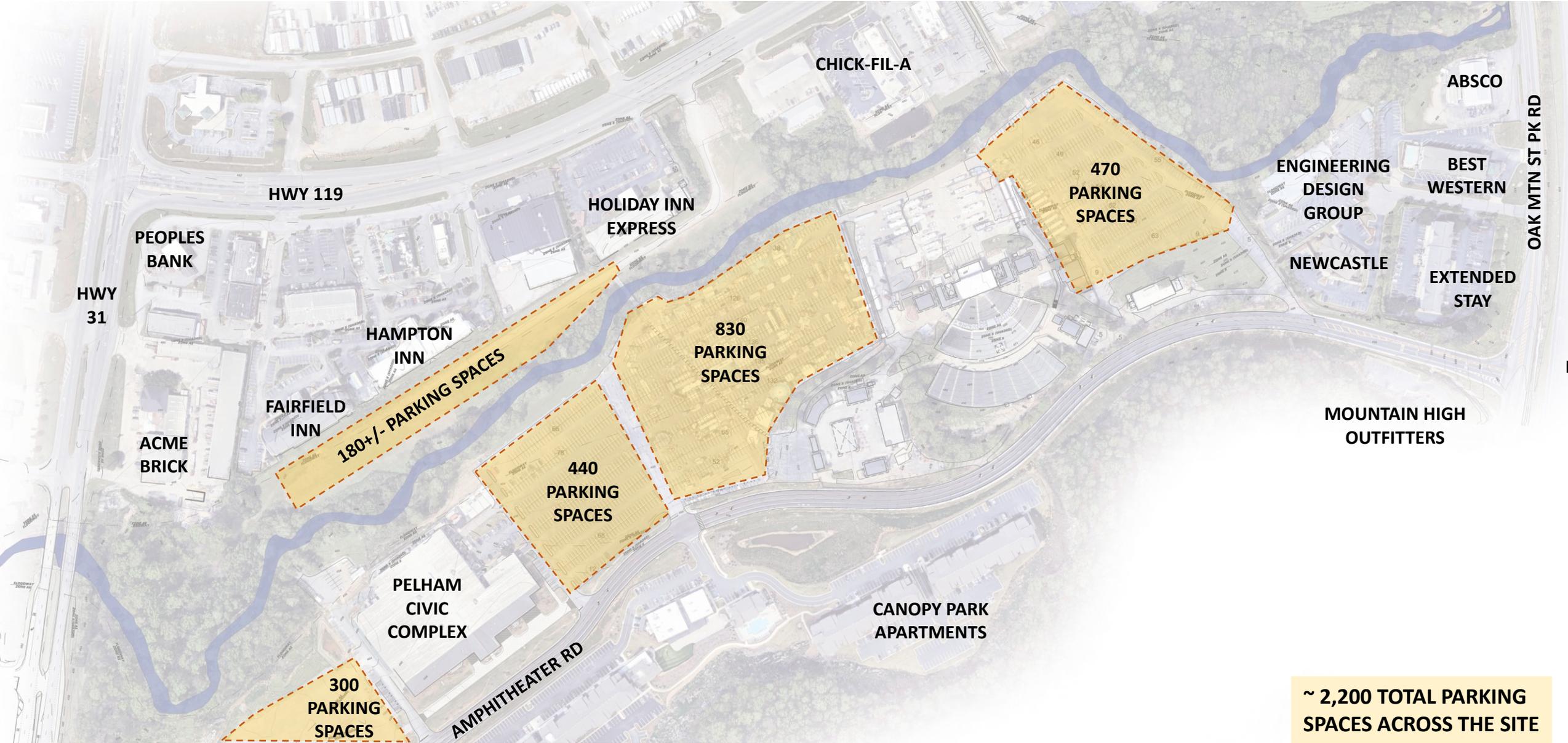
SITE – EXISTING HYDROLOGY



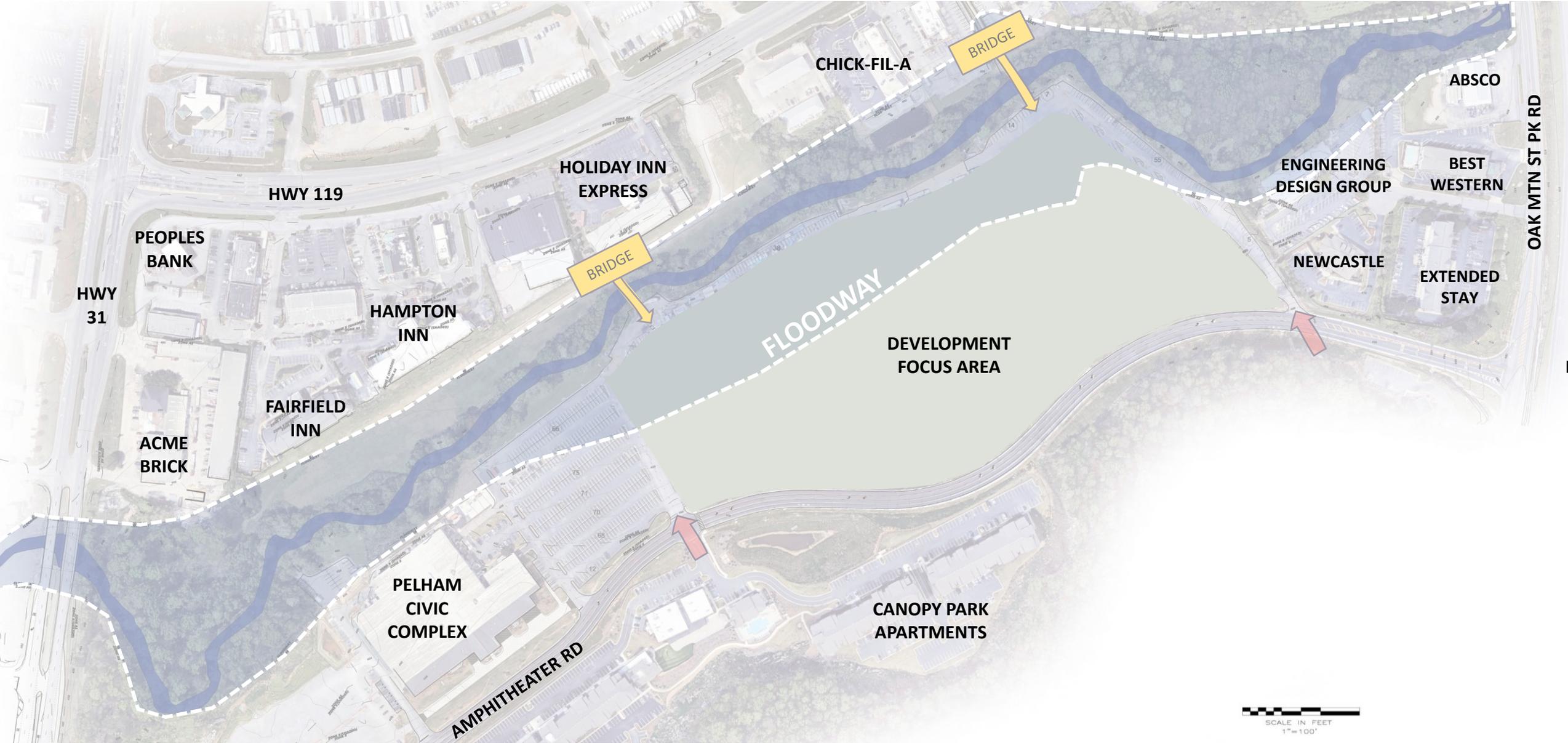
SITE – EXISTING CONDITIONS & OPPORTUNITIES



SITE – EXISTING CONDITIONS

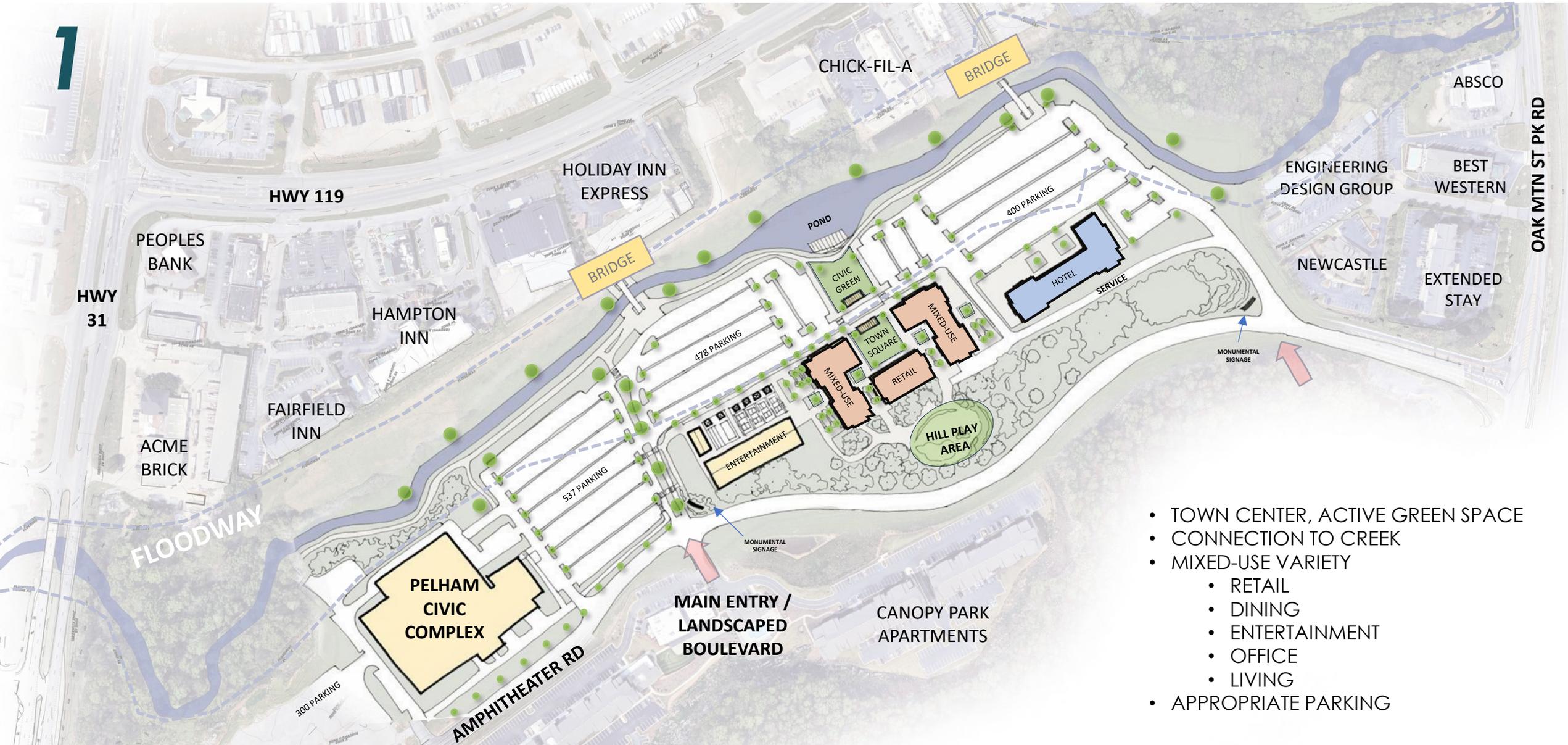


SITE – EXISTING CONDITIONS



PRELIMINARY VISION – TOWN CENTER & HOSPITALITY

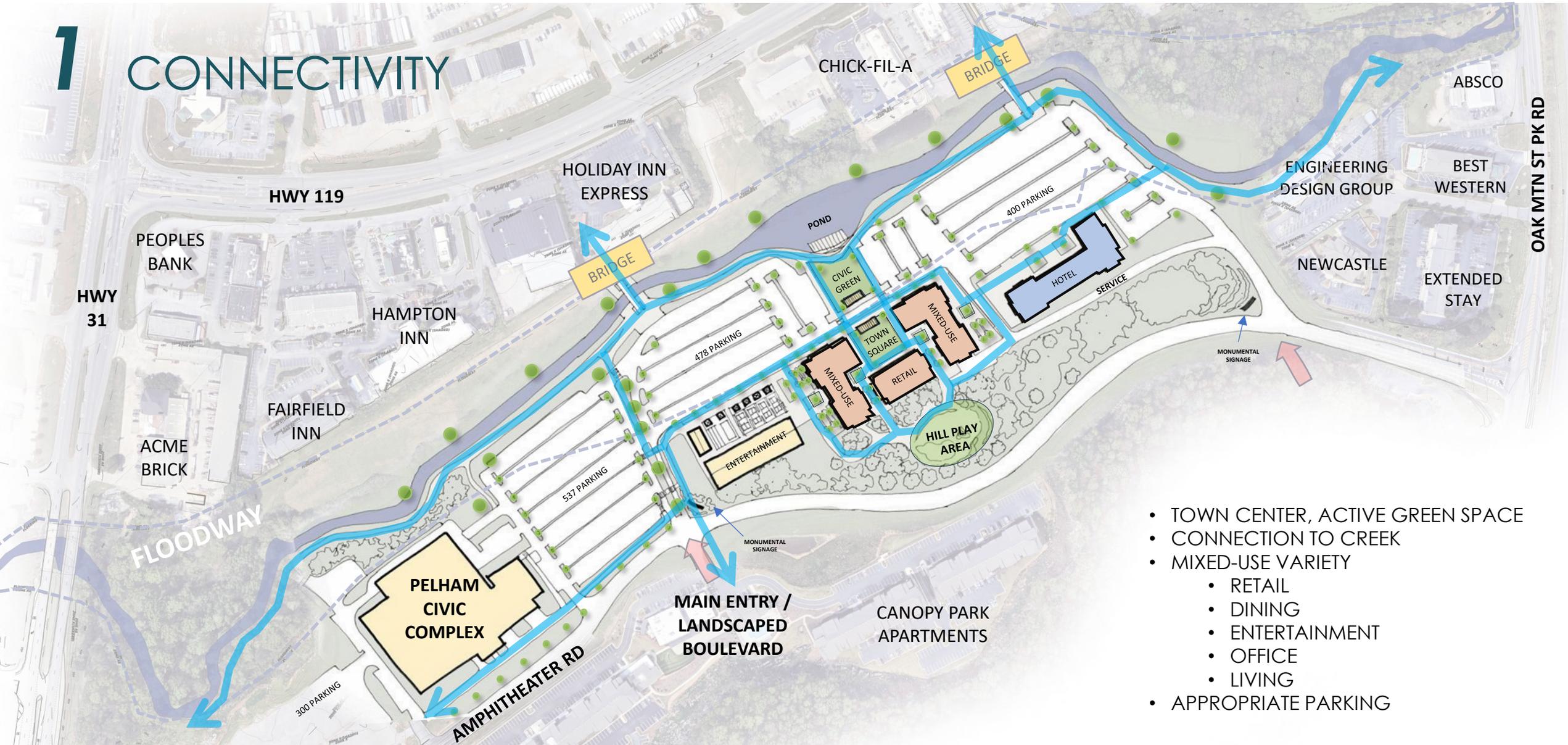
1



- TOWN CENTER, ACTIVE GREEN SPACE
- CONNECTION TO CREEK
- MIXED-USE VARIETY
 - RETAIL
 - DINING
 - ENTERTAINMENT
 - OFFICE
 - LIVING
- APPROPRIATE PARKING

PRELIMINARY VISION – TOWN CENTER & HOSPITALITY

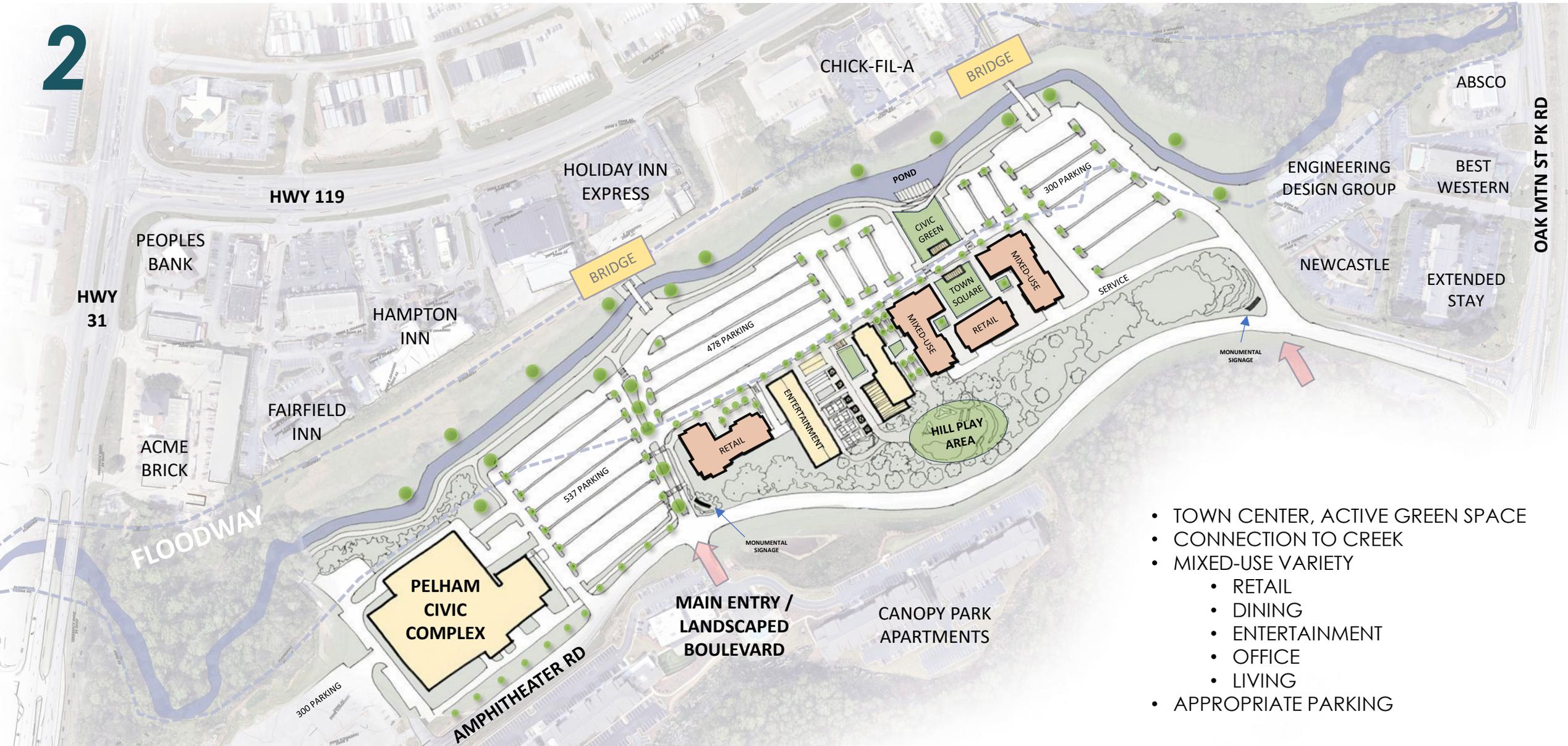
1 CONNECTIVITY



- TOWN CENTER, ACTIVE GREEN SPACE
- CONNECTION TO CREEK
- MIXED-USE VARIETY
 - RETAIL
 - DINING
 - ENTERTAINMENT
 - OFFICE
 - LIVING
- APPROPRIATE PARKING

PRELIMINARY VISION – TOWN CENTER (MEDIUM-DENSITY)

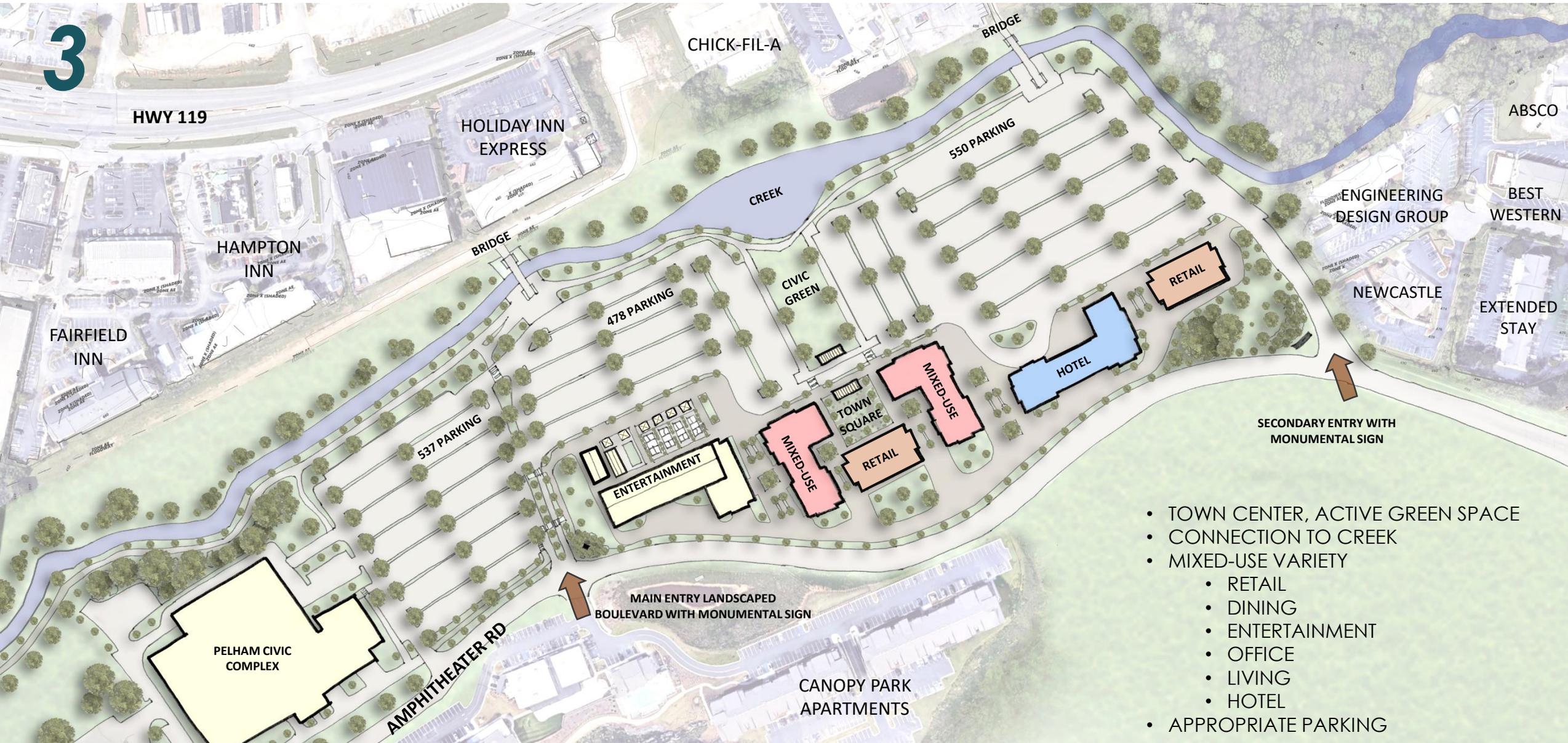
2



- TOWN CENTER, ACTIVE GREEN SPACE
- CONNECTION TO CREEK
- MIXED-USE VARIETY
 - RETAIL
 - DINING
 - ENTERTAINMENT
 - OFFICE
 - LIVING
- APPROPRIATE PARKING

PRELIMINARY VISION – TOWN CENTER (VISIBILITY & PARKING)

3



- TOWN CENTER, ACTIVE GREEN SPACE
- CONNECTION TO CREEK
- MIXED-USE VARIETY
 - RETAIL
 - DINING
 - ENTERTAINMENT
 - OFFICE
 - LIVING
 - HOTEL
- APPROPRIATE PARKING

CONCEPTUAL KEY VIEWS

PRELIMINARY VISION

**PRIMARY CITY
GATEWAY & DISTRICT
BRANDING**

**GATEWAY VIEW AT
HWY 119**



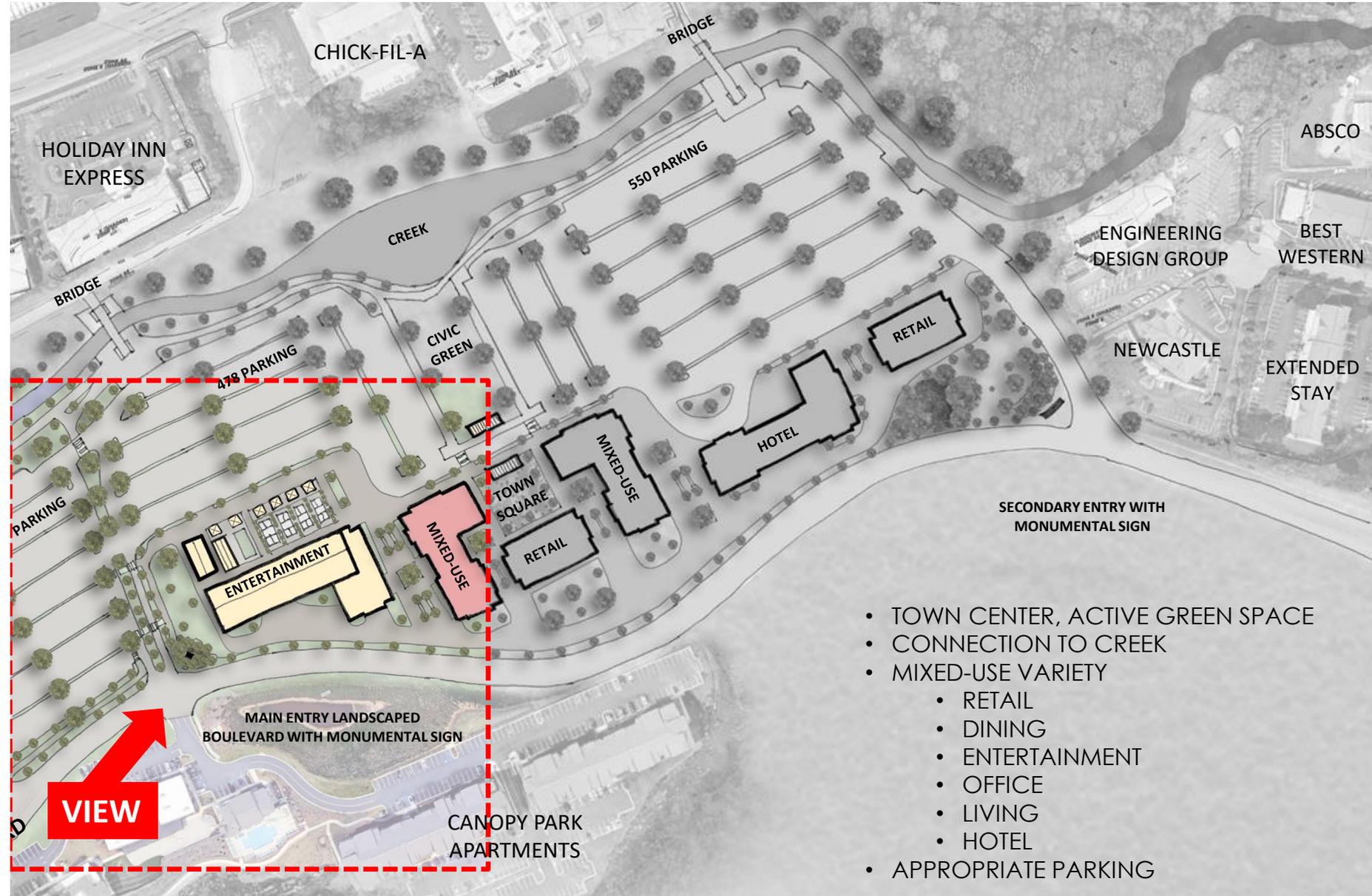
PRELIMINARY VISION



VIEW FROM THE HWY 119 ONRAMP TO 1-65,
TRAVELING SOUTHBOUND

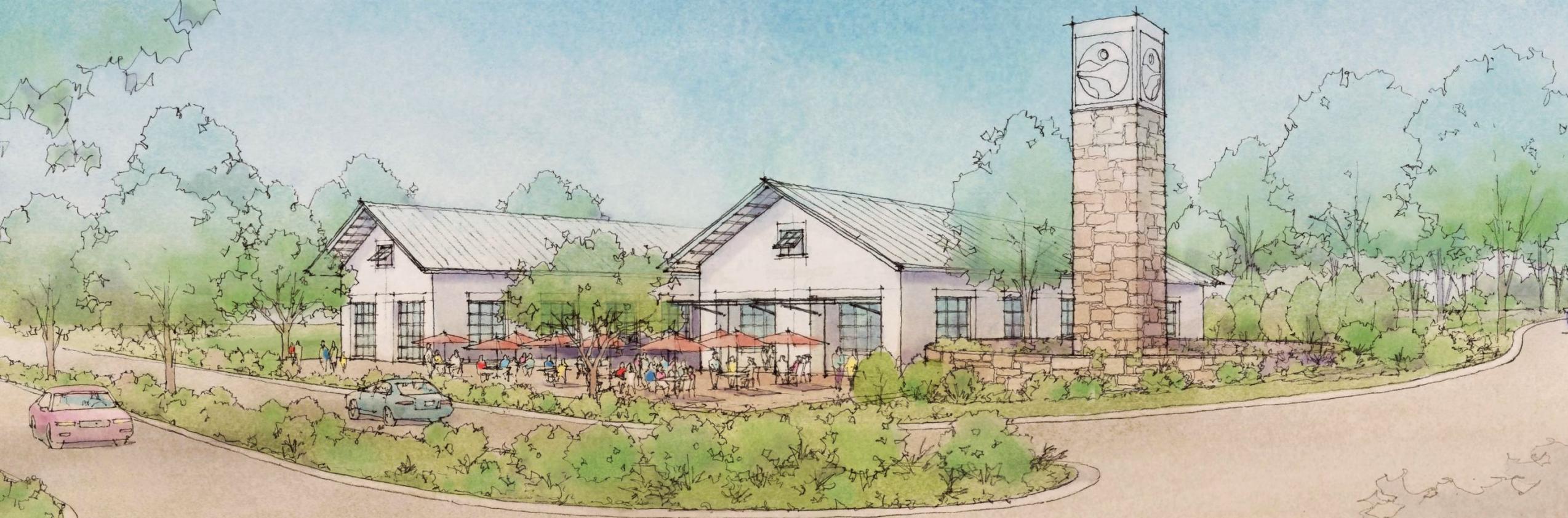
PRELIMINARY VISION

PRIMARY GATEWAY & DISTRICT BRANDING



- TOWN CENTER, ACTIVE GREEN SPACE
- CONNECTION TO CREEK
- MIXED-USE VARIETY
 - RETAIL
 - DINING
 - ENTERTAINMENT
 - OFFICE
 - LIVING
 - HOTEL
- APPROPRIATE PARKING

PRELIMINARY VISION



VIEW FROM AMPHITHEATER ROAD TO THE
MAIN ENTRY TREE-LINED BOULEVARD

PRELIMINARY VISION

TOWN CENTER

COMMUNITY LAWN & EVENTS



- TOWN CENTER, ACTIVE GREEN SPACE
- CONNECTION TO CREEK
- MIXED-USE VARIETY
 - RETAIL
 - DINING
 - ENTERTAINMENT
 - OFFICE
 - LIVING
 - HOTEL
- APPROPRIATE PARKING

PRELIMINARY VISION



VIEW FROM THE TOWN CENTER TO THE
COMMUNITY PAVILLION

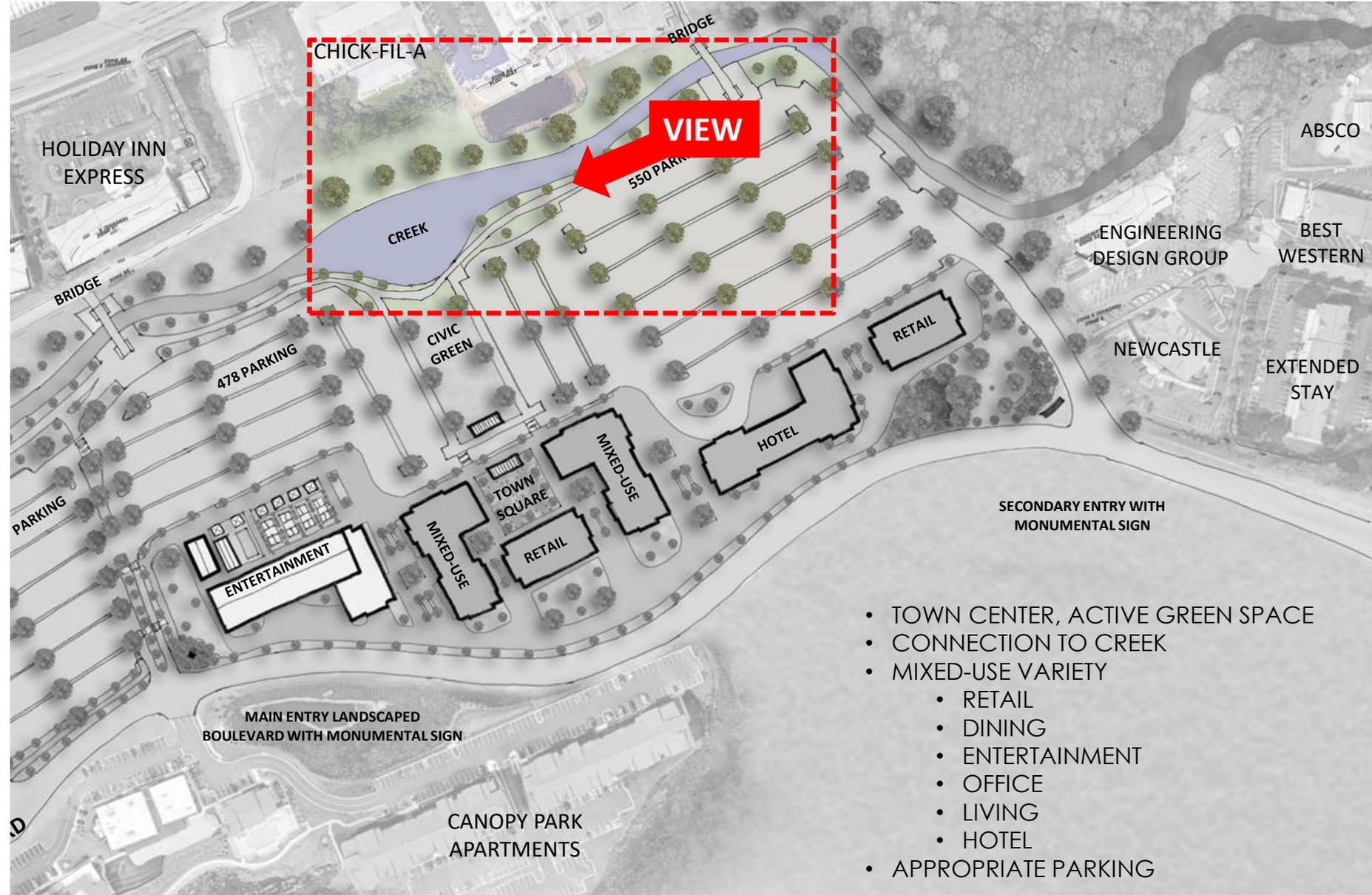
PRELIMINARY VISION

TOWN CENTER



PRELIMINARY VISION

CREEK & TRAIL SYSTEM



- TOWN CENTER, ACTIVE GREEN SPACE
- CONNECTION TO CREEK
- MIXED-USE VARIETY
 - RETAIL
 - DINING
 - ENTERTAINMENT
 - OFFICE
 - LIVING
 - HOTEL
- APPROPRIATE PARKING

PRELIMINARY VISION



VIEW LOOKING OUT FROM THE NATURE PATH,
WHERE THE TRAIL MEANDERS BESIDE THE CREEK.

PRELIMINARY VISION

CREEK & TRAIL SYSTEM





REAMP

REIMAGINE OMA

