



Challenge Campaign Fact Sheet

The Railroad Park is a celebration of Birmingham's industrial and artistic heritage and is already stimulating cultural, economic, and social activity in the city center on an eight-block green space at the site of the founding of Birmingham. The 21-acre park is a joint effort between the Railroad Park Foundation, the City of Birmingham and a collaboration of public and private community leaders who are preserving the cultural heritage of the railroad in Birmingham for the purpose of civic growth and revitalization. Located along 1st Avenue South, between 14th and 18th Streets, the Park will serve as a bridge connecting the ever-expanding UAB campus and Southside Birmingham with the downtown business district. The Railroad Park will be open to the public, free of charge, and will serve a residential market in a 20-mile radius with a total average annual attendance projected at 790,000 - 1,390,000. The historically rich venue incorporates features that enhance economic development, civic culture, community building, environmentalism, historic preservation, natural history, and health and recreation for Birmingham residents as well as destination visitors.

Railroad Park Challenge Campaign

With an overall **\$35 million project goal** the **Challenge Campaign** seeking public and private partnerships is underway to complete the funding needed for this urban park. During Phase I, the City of Birmingham and the Jefferson County Commission committed \$12.5 million in public funds. The corporate and philanthropic response to the Three Parks Initiative in 2007 is directing another \$8.4 million for the Railroad Park. A key destination component not originally budgeted in the first phase is the \$10 million amphitheatre. The City of Birmingham has issued a matching challenge pledge of \$5 million for development of the amphitheatre to be matched by private or other funds. The Railroad Park Foundation accepts this challenge and seeks to raise the remaining total of **\$9.1 million** to complete the master plan, amphitheatre and fund the first year of the Park operations.

Park Components

- 10-acre open lawn** will provide space for numerous casual sports activities.
- **Berm areas** will offer tree shaded space for picnics, yoga, Pilates, and calisthenics.
 - **Walking trails** and shaded **pavilions** will provide tranquil settings.
 - **Lake**, manmade and supported by onsite wells, will provide boating activities and enhance park features.
 - **Ponds, stream, and bio-filtration wetlands** will filter rainwater drainage from the park and surrounding area.
 - **Elevated Rail trail** will extend the length of the park from the amphitheater to the plaza at 14th Street.-

- **Strolling Gardens** add another 1/3 kilometer to the walking circuit and runners training for short distances can run along the edge of the Strolling Garden where the distance between plazas is 100 meters.
- **Festival Lawn Stage** at the West Gate will accommodate large audiences 30,000-50,000 on the open lawn.
- **Performance Amphitheater** at the East Gate will provide a generous stage, canopy shade and fixed seating for at least 1,000; canopy and lawn seating for 2,000; and open-air lawn seating for 2,000 for a total capacity of 5,000.
- Terraced Park stages include a **Greek Theatre** accommodating 100-300, **Children's Theatre** 200-600, and **Bluegrass Theatre** 500-1,000.
- **Adventure Playground** adjacent to the Children's Theatre creates a family focused zone.
- **Restaurant** will create a unique dining experience.
- **Emporium of shopping kiosks** complements nearby retail market.
- **Public Art** installations will be designed to reflect the historical significance of the site.
- **Water features** will be an integral part of the plazas.

Project Management

The **City of Birmingham** has granted an operating agreement and a renewable five-year lease of the park to the **Railroad Park Foundation**. The Foundation is leading the construction process managed by **H. B. Brantley**, Brantley Visioneering, based on the 2005 master plan park design of **Tom Leader Studio**. Site preparation and demolition began in January 2008. Construction drawings will be completed by the 3rd quarter of 2008 by **HKW & Associates** and **Giattina Aycock Architecture Studio**. **Brasfield & Gorrie** serves as general contractor of the construction, which is expected to be **completed in 2009**. Park operations' planning is being provided by **ConsultEcon, Inc.** Railroad Park Foundation's overall project counsel and direction is provided by **Katherine Estes Billmeier**. Campaign Counsel is **Larimer Waldrop & Associates**.

Getting On Board with the Railroad Park

The Railroad Park Foundation Board of Directors welcomes your voluntary support and financial help as we build Birmingham's great urban park and what many are calling our "living room for the community". If you have an interest in serving as a volunteer or making a supporting gift please contact us by phone or email. You may also visit our web site at www.railroadpark.org.

Railroad Park Foundation
229 First Avenue South, Suite 120 · Birmingham, AL 35233
Post Office Box 660642 · Birmingham, Alabama 35266
Phone: 205 -223-4013 · Fax: 803-1498
RRParkCampaign@gmail.com · www.railroadpark.org