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The Charge
A New Mixed-Use District for UAH
Unrivaled Opportunities

New Property
UAH has purchased 58 flexible acres across Sparkman Drive from the Bevill Center.

Unmatched Location
The site sits along University Drive directly between UAH’s campus core and the coming MidCity development.

New Campus Heart
With a diverse mix of campus life amenities, the district can serve as the center of the student life experience.

Walkable Housing Options
A robust, new offering of student housing options that provides campus-adjacent living.

College Town Vibe
A lively cluster of student-focused retail, food, and beverage options that builds the college town experience.

Entertainment Anchors
The district will be anchored by a new multi-purpose facility that houses UAH hockey, basketball, volleyball, and events, as well as a performing arts theatre.

Collaboration Ready
Providing office space for the Huntsville’s private sector, the district can increase collaboration and offer world-class job opportunities for students.

Talent Acquisition
Enhanced recruiting and retention of the most talented students and faculty from across the globe.
The UAH Mixed Use District

Vision
The University of Alabama in Huntsville has acquired approximately 58 flexible acres of property directly across from campus to the west along Sparkman Drive. It is the University’s intention and the goal of the Mixed Use District Master Plan to transition this property into a new district oriented toward the life of students and faculty outside of the classroom. This district will host housing and lifestyle amenities, such as dining, entertainment, events, performances, and outdoor recreation in an active environment. This property presents the opportunity to create a signature “college town” experience.

Planned Uses

Residential Student Housing
800,000 square feet / 2,000 students

Ground Floor Commercial Retail
170,000 square feet

Multi-Purpose Facility
Athletics, Performing Arts, & Community Events
165,000 square feet

Parks & Open Spaces
3.5 acres
The Place.

Stitched into the fabric of the university with its own unique thread.
An expression of opportunity, connection, and pride in place.
Charismatic. Engaging. Authentic.
The Site

58-acres of Opportunity
Study Area Location

58.73 ACRES
The Vision.
Bringing Together the Context.
The Process
Research, Surveying and Benchmarking
Campus Stories
<table>
<thead>
<tr>
<th>Category</th>
<th>Total Responses</th>
<th>Number of Days</th>
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<tbody>
<tr>
<td>Students</td>
<td>1,742</td>
<td>536</td>
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<tr>
<td>Faculty/Staff</td>
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<td>536</td>
</tr>
<tr>
<td>Total Responses</td>
<td>2,278</td>
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Today, how do you get around on campus?
Which places/businesses within Huntsville do you go to the most?
What activities do you participate in off campus?
Which food and beverage options would you like to see in this district?
Which products and services would you like to see offered in this new commercial district?
Which entertainment options would you like to see offered in this new, lively area of campus?
Which types of public amenities would make this area welcoming and inviting?
Highlights of the Surveys

1. A Place to Call Home
Students see this district as a place that they would live multiple years during their college experience.

2. Urban Setting
All respondents wanted to spend time in a lively, walkable area with a “downtown vibe” and a “college town energy.”

3. Great Public Realm
Students, faculty, and staff would like a vibrant public park and wide, inviting sidewalks in the district.

4. Dense Community
Students want to live in stacked apartments with a sense of community and seem to welcome the idea of the district being home to Huntsville’s young professional crowd.

5. Not Just Students
44% of the faculty and staff said they would consider living in the district if their housing standards were met, as they would like a walkable community near campus.

6. Small, Flexible Units
Students would prefer small, inexpensive units in which they can either live alone or with one roommate. There is a need for other non-traditional housing (married, family, pet-friendly).

7. Fast Casual
Students want fast casual restaurants and see them as fresh, healthy options. There is an aversion to basic fast food establishments.

8. Table Service
The faculty and staff wish to see a sit-down restaurant that feels like part of the campus culture where they can take longer lunches with peers, guests, clients, and job candidates.

9. Early Mornings and Late Nights
Students, faculty, and staff all want a unique coffee shop that feels like their own, while students see an immense need for 24-hour food service.

10. Essential Products and Service
Students, faculty, and staff are seeking basic products/services, such as a health clinic, grocery, pharmacy, and post office, as opposed to lifestyle/trendy options like a clothing store, salon, or bike shop.

11. Event Space
Students, faculty, and staff all speak of an unmet need for on-campus event space, for get-togethers large and small, formal and informal.

12. University Functions
The faculty and staff sense that there are a number of university services that might be more welcoming or better utilized if located within the district.

13. Going Green
Students, faculty, and staff all see environmental responsibility as extremely important for UAH.
University Mixed-Use District Case Studies

- **Kendall Square**
  - MIT
  - Metropolitan
  - Dense

- **The Drag**
  - University of Texas
  - Shopping
  - Funky

- **The Strip**
  - Alabama
  - Main Street
  - One Story

- **Downtown Athens**
  - UGA
  - Downtown
  - Streetscape

- **University City**
  - Penn
  - Big City
  - Active

- **The Hill**
  - CU Boulder
  - Entertainment
  - Creative

- **Toomer’s Corner**
  - Auburn
  - Historic
  - Small Town

- **Tech Square**
  - Georgia Tech
  - Urban
  - Contemporary

- **Campus Corner**
  - University of Oklahoma
  - Storefronts
  - Fine Grain

- **South Campus Gateway**
  - Ohio State
  - Shopping
  - Parking

- **College Park District**
  - UT Arlington
  - Commuter
  - Multi-Purpose Facility

- **Nicholson Gateway**
  - LSU
  - Residential
  - Mixed Use
University Mixed Use Districts
# University Mixed Use District DNA

<table>
<thead>
<tr>
<th>Public Realm &amp; Civic Amenities</th>
<th>Food &amp; Beverage</th>
<th>Products &amp; Retail</th>
<th>Services</th>
<th>University Facilities</th>
<th>Programming</th>
<th>Outdoor Recreation</th>
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<tbody>
<tr>
<td>Small Town / Main Street</td>
<td>Fast Food</td>
<td>Bookstore</td>
<td>Pharmacy</td>
<td>Apartments</td>
<td>24-7 Activity</td>
<td>Running Paths</td>
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<td>Important Corner Junction</td>
<td>Pizza Takeout</td>
<td>Grocery</td>
<td>Cell/Mobile</td>
<td>Multi-Purpose Facility</td>
<td>Festivals</td>
<td>Sports Fields</td>
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<td>Small Storefronts</td>
<td>Coffee</td>
<td>Co-Op Store</td>
<td>Bike Repair</td>
<td>Dorms</td>
<td>Food Trucks</td>
<td>Ice Skating</td>
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<td>Bakery</td>
<td>Bike Shop</td>
<td>Copy/Print/Ship</td>
<td>Classrooms</td>
<td>Farmers Market</td>
<td>Workout Equipment</td>
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<td>Wayfinding</td>
<td>Ice Cream/Yogurt</td>
<td>Clothing</td>
<td>Bank / ATM</td>
<td>Faculty Club</td>
<td>Tailgating / Game Day</td>
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<td>Wide Sidewalks</td>
<td>Burrito / Taco</td>
<td>Health / Supplements</td>
<td>Hotel</td>
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<td>Public Yoga</td>
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<td>Dry Cleaners</td>
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<td>Concert Series</td>
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<td>Donuts / Bagel</td>
<td>Discount Clothing</td>
<td>Barber Shop / Salon</td>
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<td>Computer / Tech Store</td>
<td>Computer Repair</td>
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<td>Outdoor Seating</td>
<td>Sandwich / Sub</td>
<td>Outfitters</td>
<td>Music Venue</td>
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<td>Bike Racks</td>
<td>BBQ / Wings / Chicken</td>
<td>Office/School Supply</td>
<td>Paid Parking</td>
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<td>Public Art</td>
<td>Cookies</td>
<td>Personalized/Greek Apparel</td>
<td>Medical Center</td>
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<td>Transit Station / Bus Stop</td>
<td>Chinese / Thai</td>
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<td>Performing Arts Center</td>
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<td>Food Court / Food Hall</td>
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<td>Indian</td>
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<tr>
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<td>Juice bar/smoothie</td>
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<tr>
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<td>Greek/Mediterranean</td>
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Major Takeaways for UAH

1. Unique Identity
   Great districts have a brand that is independent from campus that fosters culture and pride.

2. Campus Edge
   These districts are usually located off-campus or on a campus edge, bridging the university-community gap.

3. Physical Form
   Districts typically take the form of long main streets with a notable corner intersection.

4. Walkable
   Wide pedestrian sidewalks with outdoor café seating and retail displays serve as promenades.

5. Bike focus
   Cycling infrastructure supports a robust bike culture as a key transit mode.

6. Public Space
   Great districts are anchored with a central park or plaza that serves as a social hub and activity venue.

7. Fine Grain Retail
   Small shops and storefronts allow for unique, local vendors and student-friendly price points.

8. Diverse Food Options
   A diverse student body calls for a variety of food options.

9. Casual Food Service
   Quick and inexpensive food aligns with students’ schedules / lifestyles.

10. Daily Needs
    The products and services offered typically align with basic items that meet daily needs.

11. Limited University Presence
    If a university is present at all, it is more in a assistance role with housing or other support.

12. Programming
    Students seek lively programming outside of the classroom and enjoy 24-7 lifestyles.
At-Grade Crosswalk

Artwork Pavers
Auburn University, Auburn, AL

Pedestrian Scramble
Georgia Tech, Atlanta, GA

Pedestrian Plaza Gateway
Ohio State University, Columbus, OH

Campus Gates
University of Oklahoma, Norman, OK

Artwork Crosswalk
University of Texas, Austin, TX

Pedestrian Refuge
Colorado University, Boulder, CO
The Master Plan
A Walk Through the District
The Master Plan Structure
The Planned Uses

- Multi-Purpose Facility
- Office / Institutional
- Retail
- Residential + Retail
- Residential
- Hotel
- Parks / Open Space
- Parking
Experience #1
Sparkman Crossing Gateway
Experience #1
Sparkman Crossing Gateway
Experience #2
The Canyon
Experience #2
The Canyon
Experience #3
University Corners Neighborhood
Experience #4
Park Kiosk
Experience #4
Park Kiosk
Experience #5
Central Park
Experience #5
Central Park
Experience #6
Wetlands Park
Experience #6
Wetlands Park
Experience #7
Multi-Purpose Facility
Experience #7
Multi-Purpose Facility
The UAH Mixed Use District

A new district oriented toward the life of students and faculty outside of the classroom to create a signature “college town” experience.