



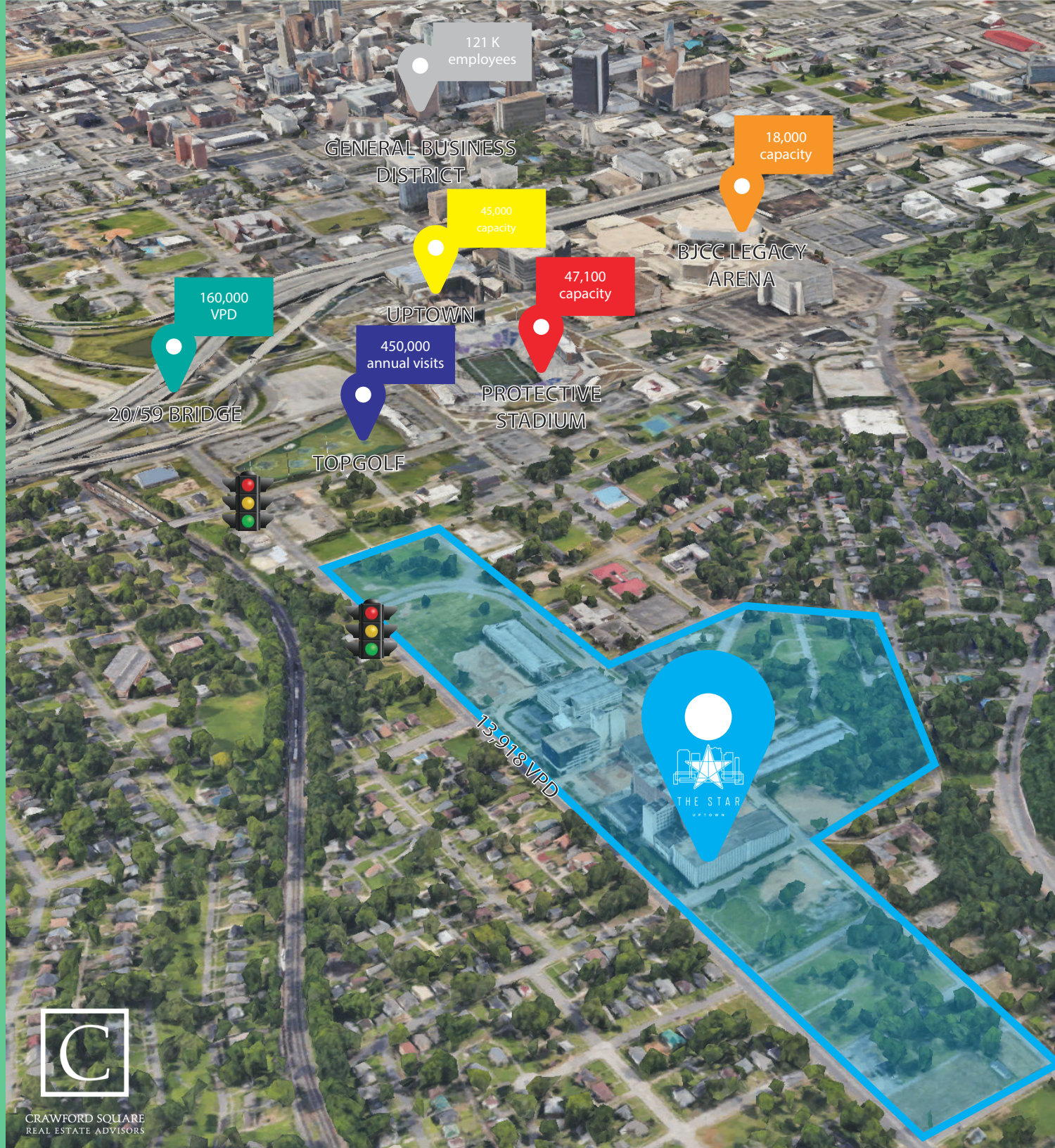
THE STAR  
UPTOWN

# PROJECT SUMMARY

The former Carraway Methodist Hospital campus is a 57-acre site that sits on the northside of downtown Birmingham. The redevelopment project, known as The Star Uptown, will turn the former hospital site into a mixed-use development, complimenting the growth of downtown Birmingham, and distinguishing itself as a top destination throughout the region.

The Star will provide upscale restaurants, retail, entertainment, and hospitality in the entertainment district of the region. Additionally, family residences, professional and medical offices alike, and other amenities will be developed, delivering an accessible community in a premier location.

This location provides immediate access to the I-20/59 interchange, is eight minutes away from the Birmingham-Shuttlesworth International Airport, and is close proximity to the CBD, TopGolf, Uptown & BJCC. Carraway Boulevard exit. Furthermore, ALDOT recently added a new bridge to accommodate the site's exit at Carraway Boulevard.



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THE STAR



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# BIRMINGHAM, ALABAMA

Something is happening downtown. Momentum is building all over the city. On Birmingham's northside, there is a rare opportunity for shops and entertainment to be a part of reimagining one of Birmingham's most desirable mixed-use locations. In the heart of Birmingham's entertainment district, located just two blocks from Topgolf, The Star Uptown will be catalytic for the area and region for decades to come

Northside Birmingham is the entertainment destination of the region.

- Regionally accessible (via I-20/59 & I-65 Interchange)
- 45K seat, 1.2MM GSF, multi-use, open air Protective Stadium
- 1.4 MM annual visitors to Birmingham-Jefferson Convention Complex
- Topgolf estimated \$20MM+ annual revenue
- 1K+ Hotel rooms in district
- 550+ Multifamily units coming
- Birmingham Squadron NBA G-League
- USFL Birmingham Stallions
- Birmingham Legion FC
- 2022 World Games
- 2025 World police & Fire Games
- Ampitheater will bring in excess of X shows and X people per year

Birmingham was voted top food city in the state of Alabama. Awards include: #1 on Zagat's 2015 list of: America's Next Hot Food Cities"; Highlands Bar and Grill named "The Most Outstanding Restaurant in American" (2018); Chris Hastings, Hot and Hot Fish Club named Best Chef in the South (2012); Adam Evans, Automatic Seafood 7 Oysters named Bets Chef in the South (2022); Named "Hottest small food city in America right now" in 2019 by Andrew Zimmerman, and Nick Pihakis, James Beard Award semifinalist for best Restaurateur in 2010, 2011, 2012, 2014, and 2015



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# NORTH BIRMINGHAM

## UPTOWN

- 8 Restaurants
- 2 Hotels
- Entertainment District

## TOPGOLF

- 60,000 SF
- Economic impact of approximately \$264.5 Million over 10 years

## BJCC LEGACY AREA

- Construction completed: 2021
- Cost \$123 Million
- Over 100 events and 1 million visits per year

## PROTECTIVE STADIUM

- Construction Completed: 2021
- 45,000 - 55,000 Seats
- Cost: \$174 Million
- Projected to provide \$10 million in yearly additional tax revenue
- Home to the UAB Blazers football program

## 20/59 BRIDGE

- Redevelopment Completed: 2022
- Cost \$700 Million

## CITYWALK BHAM

- Completed: June 2022
- Linear park from 15th Street to 25th Street underneath I-59/20 (10 blocks)
- Master planned for recreational sports, parks, walking trails, water features, pop-up retail, playgrounds, performance spaces, and more



# 1.1 MILLION

Live in The Birmingham MSA

# 121 K EMPLOYEES

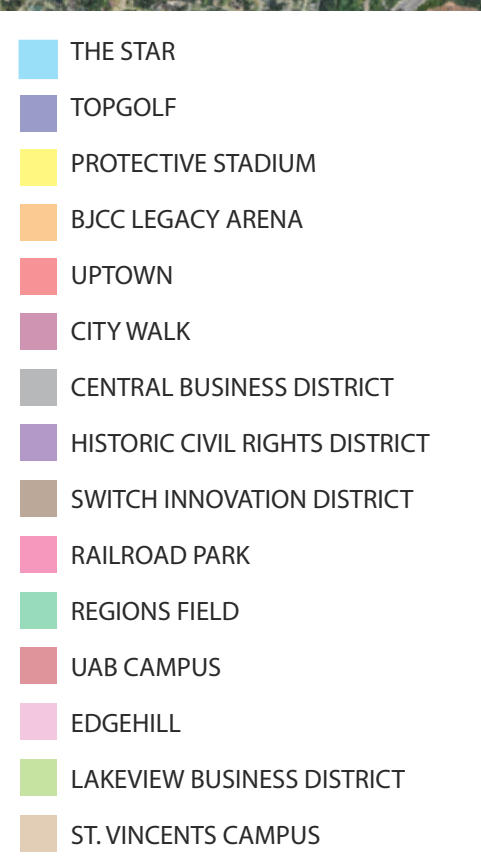
Working Downtown

# 336 K EMPLOYEES

Working Within 10 Mi Radius

# \$2.4 BILLION

Spent By Tourists in Jefferson County Last Year



# MASTER PLAN

## PHASE 1:

- Restaurant & Retail (Block A)
- Multifamily Housing (Block C)
- Restaurant & Entertainment (Block C)
- Existing Parking Decks 2 & 3 (Block C)
- New Ampitheater (Block D)
- Single-Family Housing (Blocks E, F, G)

## PHASE 2:

- Office/Medical Office (Block C)
- Retail (Block C)

## PHASE 3:

- Multifamily Housing (Block B)
- Existing Parking Deck #1 (Block B)





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# CONTACT US

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