

**E-NEWSLETTER**

NEWS FROM THE CITY OF PELHAM  
GINA WOMACK, EDITOR



## ReAmp: Reimagine OMA A Community-Driven Vision

Big changes are on the horizon for one of Pelham’s most iconic properties. The City of Pelham has launched a comprehensive planning process to reimagine the former Oak Mountain Amphitheatre site, located at one of the city’s most visible gateways. On June 2, the City Council approved a contract with Williams Blackstock Architects to guide a collaborative charrette process, which will help shape a shared vision for the property’s future.

### What Is a Charrette—and Why Does It Matter?

A charrette is a series of fast-paced, interactive meetings designed to bring together diverse stakeholder groups, including residents, business owners, planners, developers, and city leaders, to collectively brainstorm and shape the future

of a space. “We’ve put together a team of highly experienced professionals,” said City Manager Gretchen DiFante. “This is the most significant development the city has arguably experienced since its incorporation in 1964, and we want to ensure it reflects our roots while looking boldly toward the future.”

The city has spent the last three months laying the groundwork, and is now ready to actively engage the public in shaping the vision.

### Make Your Voice Heard

The public is invited to participate in ReAmp: Reimagine OMA on Tuesday, July 22, from 5:30 p.m.–7:30 p.m. at the Pelham Civic Complex & Ice Arena. This is an opportunity for residents and non-residents alike to share ideas, preferences, and feedback.

*(Article continues on next page)*

### THIS MONTH:

Celebrate America at Fire on the Water

Pro Rodeo Returns to Pelham

Ballot Set for Municipal Election

Deeper Community Connections

New Experiences at Campus 124

New Option for Meat-and-Three Lovers

Attendees will be asked to identify whether they live in Pelham and place color-coded markers on a large map to help distinguish local insights from regional perspectives. "Some have asked if we'll include people who don't live in Pelham," said DiFante. "The answer is yes, because just like with the amphitheatre, they'll be visiting, spending money, and enjoying what this space becomes."

A follow-up event on Wednesday, July 24 will unveil the collective vision that emerges from the charrette process. For those who cannot attend in person, an online survey will be available beginning July 18<sup>th</sup>. "We want the survey to closely mirror the public session," said DiFante. "This way, everyone has a chance to participate."

#### A Future Rooted in the Past

The planning process aims to create a walkable district that could feature a dynamic mix of entertainment, dining, retail, residential, and public space. "We think this brand reflects our roots here," said DiFante. "All of the

memories and events that happened at the Oak Mountain Amphitheatre, we want to honor that." Residents are also encouraged to share their favorite OMA memories, which may be incorporated into the future development as a nod to the site's legacy. [You can share your memories through the ReAmp page on the City of Pelham website.](#)

The outcome of ReAmp will be a comprehensive planning document that includes development options, a site master plan, and guiding principles for future growth. This will lay the foundation for a formal Request for Qualifications (RFQ) process and attract private-sector investment.

#### Stay Informed

A dedicated project page is available on the [City of Pelham website](#), where updates will be posted, and opportunities to engage will be shared. "We want to ensure everyone feels heard and has the opportunity to shape what's next," said DiFante.

Together, we're not just watching change happen, we're making it.

## We Need You!

We're dreaming big, and we can't do it without YOU! ReAmp: Reimagine OMA is your chance to help shape what's next for the Oak Mountain Amphitheatre site.

Your input matters. Your presence matters. Be part of the process in person

- **Tuesday, July 22, 2025**
- **5:30 p.m.**
- **Pelham Civic Complex & Ice Arena**

[Mark "Going" on the Facebook event page](#) and let us know you're in!

## The "ReAmp" Story

The City of Pelham introduced the ReAmp brand to capture the energy, vision, and community spirit behind the transformation of the former Oak Mountain Amphitheatre site. More than just a name, ReAmp represents forward momentum rooted in respect for the site's place in Pelham's story.

"The name reflects our intent to 're-energize' the Oak Mountain Amphitheater site with new purpose, while the full tagline, Reimagine OMA, grounds the effort in community-driven design," said Ainsley Allison, Pelham's Communications & Branding Manager. "The logo's modern aesthetic signals a shift toward what's next, while the golden 'E' with root-like lines reminds us that this property has history. It's part of the fabric of Pelham."

The logo, created by Communications Specialist Jenni Hodges, features clean, architectural lines that symbolize the roots of an oak tree, highlighting themes of growth and stability. The gold hue evokes a sunrise, representing a new beginning and a bright future for this cherished site.

