

**E-NEWSLETTER**

NEWS FROM THE CITY OF PELHAM  
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## ReAmp: Pelham's Preliminary Vision for the Future of the Former Oak Mountain Amphitheatre Site

July 24, 2025, marked a milestone moment for the City of Pelham as city leaders hosted the final reveal of the ReAmp: Reimagine OMA charrette. Over three days, city officials, stakeholders, residents, and planning consultants collaborated on a visioning process aimed at transforming the former Oak Mountain Amphitheatre site into a vibrant, inclusive, and engaging district that reflects Pelham's identity and potential.

ReAmp: Reimagine OMA was a community-minded charrette dedicated to repurposing one of Pelham's most visible and beloved sites. With the amphitheatre now demolished by Live Nation, city leaders launched ReAmp as a transparent and participatory process to shape the property's next chapter with input from residents, business

owners, civic organizations, and development experts.

### Community Engagement at the Core

More than 700 people participated in a visual preference survey, and over 200 residents attended the public workshop, with 51 key stakeholders engaged in direct roundtable discussions. Their feedback shaped every aspect of the proposed redevelopment.

Top priorities included:

- Green space & recreation: 40% of survey respondents favored a network of safe, inviting green spaces. Another 41% supported trails and pedestrian connectivity.
- Experiential attractions: 60% preferred family-oriented venues with food, games, and activities.

### THIS MONTH:

Show support for our library!

Get set for Salsa in the Park

Concerns over a proposed gas station

Pelham PD to establish Youth Academy

Temporary pause on a certain type of business

Key takeaways from ReAMP

- **Community-centric design:** Participants favored small-scale, walkable development (2–3 stories), with a town center feel and spaces for events, gatherings, and placemaking.
- **Natural integration:** Respondents emphasized preserving the creek, enhancing access to trails, and using landscaping to create a cohesive, nature-forward setting.

### Three Preliminary Design Visions

The consulting team, led by WBA Architecture, Village Creek Development, and TTL Engineering, developed more than 12 preliminary site design concepts. Three were unveiled at the final community meeting on July 24. All three featured:

- A Town Center core with retail, dining, offices, and residential space
- A central green lawn for community events
- Trail and creek connections to nearby landmarks like Oak Mountain State Park and the Pelham Civic Complex & Ice Arena
- Integrated pedestrian and bike infrastructure
- Monument signage and a landscaped boulevard to create a strong gateway

### Concept Highlights

1. **Town Center + Hospitality:** Incorporates hospitality components near the creek, featuring multi-use plazas and entertainment areas.
2. **Town Center (Medium-Density):** Focuses on low-rise, walkable blocks with tighter integration into the Pelham Civic Complex & Ice Arena's footprint.

3. **Town Center + Hotel Node:** This includes a future hotel and places a greater emphasis on public gathering areas by the water.

A key challenge influencing the layout was the site's hydrology; a substantial floodway runs through the property. Design strategies respected a "no-build" zone, directing development to an 11.5-acre buildable area while enhancing flood-resilient, natural landscapes.

### Momentum and Market Interest

As the ReAm process concluded, new interest from potential retailers and commercial operators began to emerge. Rather than rush to finalize renderings prematurely, the City decided to continue refining its vision framework to ensure alignment between public priorities and private-sector opportunities. This intentional approach positions the City to attract the right development partners: those who understand the value of place, authenticity, and long-term community investment.



### What's Next?

The next phase of the ReAm process includes:

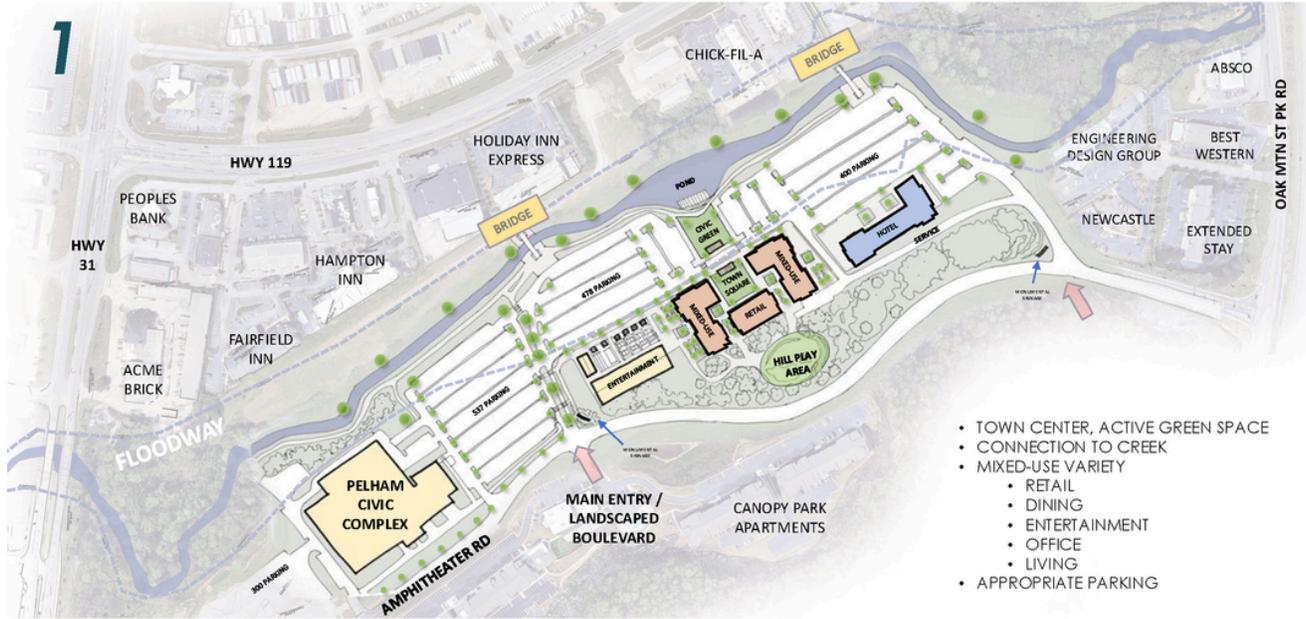
- Finalizing the design framework and site studies
- Publishing a development prospectus
- Launching a formal RFQ process to select a master developer
- Securing City Council approval of the master developer and for development agreements
- Breaking ground on a project that will define Pelham's future identity

The City of Pelham remains committed to transparency and continued engagement as the project progresses. The ReAm charrette is not the end; It's the beginning of a transformation that will shape how residents and visitors experience Pelham for generations to come. [Read the full presentation.](#)



Charrette Vision

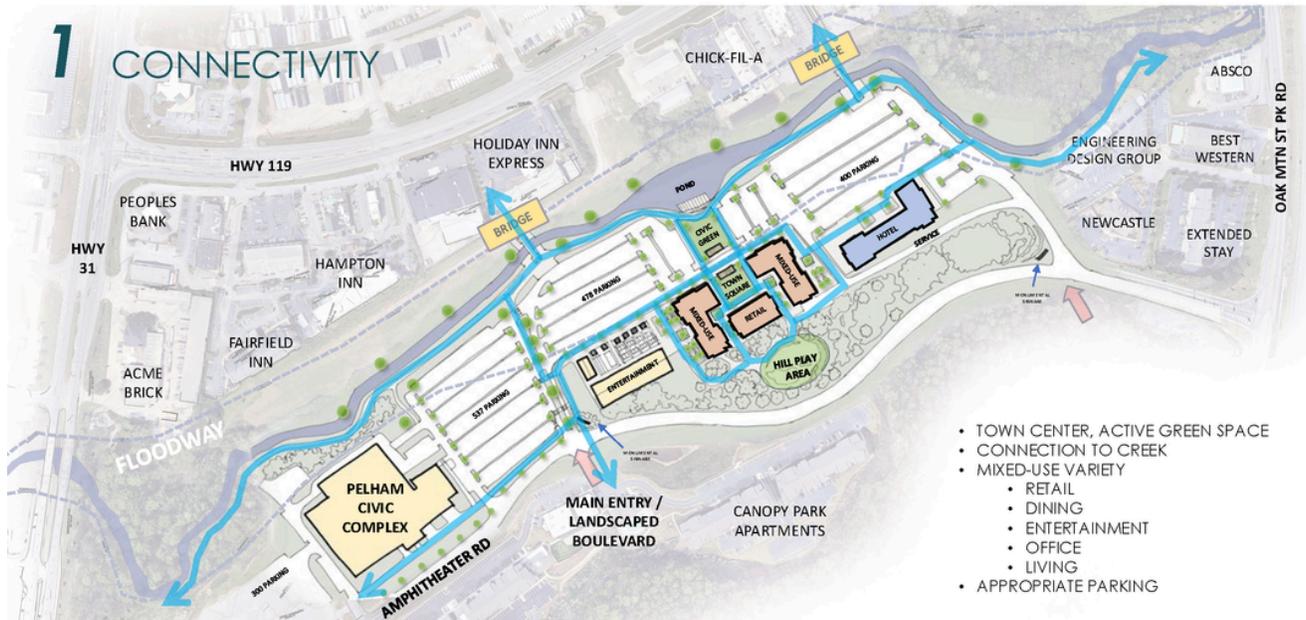
# PRELIMINARY VISION – TOWN CENTER & HOSPITALITY



OAK MOUNTAIN AMPHITHEATRE | COMMUNITY CHARRETTE

Charrette Vision

# PRELIMINARY VISION – TOWN CENTER & HOSPITALITY

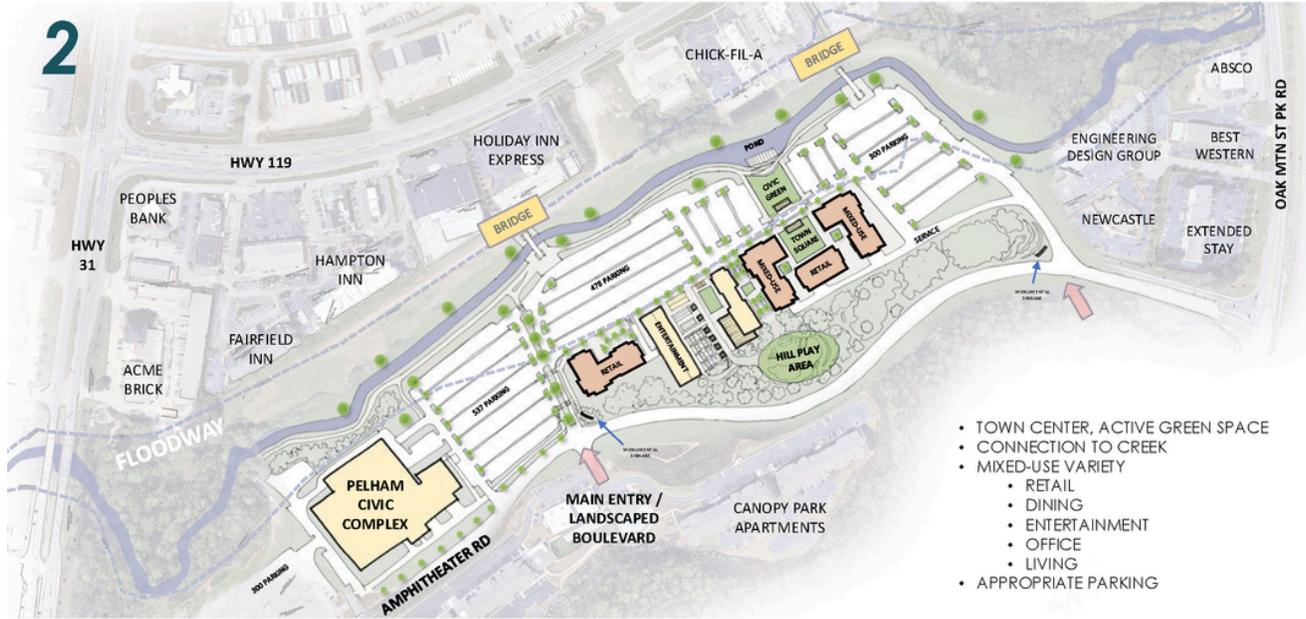


OAK MOUNTAIN AMPHITHEATRE | COMMUNITY CHARRETTE

Charrette Vision

## PRELIMINARY VISION – TOWN CENTER (MEDIUM-DENSITY)

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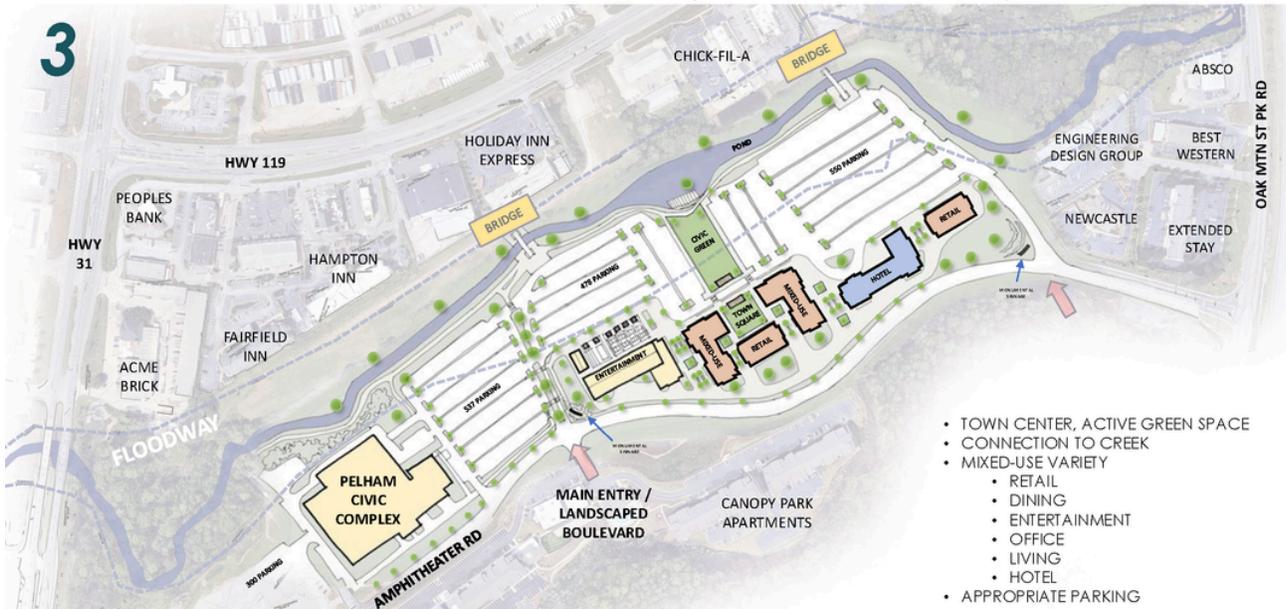


OAK MOUNTAIN AMPHITHEATRE | COMMUNITY CHARRETTE

Charrette Vision

## PRELIMINARY VISION – TOWN CENTER (MEDIUM-DENSITY)

3



OAK MOUNTAIN AMPHITHEATRE | COMMUNITY CHARRETTE