

# Finalist Alabama Development of Excellence



## The Pizitz

The Pizitz is a \$72M, 250,000 SF adaptive reuse project in the heart of downtown Birmingham that transformed an iconic former 1920s department store into a vibrant mixed-use destination. The Pizitz is home to a world-class Food Hall now home to 12 unique food stalls, and a full-service restaurant. The development also features 143 multifamily residences with 29 affordable units; Birmingham's first modern coworking space; a multi-use flexible event space; and a future film center and cinema.

During the pre-construction phase, members of the project team traveled the east coast to explore 35 food halls and crafted a plan to open the first food hall in Alabama. By reusing an existing building, the team was able to incorporate various design and construction aspects to meet LEED qualifications and was awarded the LEED Certification in 2018. The Pizitz features a fully restored terracotta façade, and an outdoor courtyard space complete with the city's largest open-air lounge and seating area.

The project has become a 'poster child' of urban renaissance in Birmingham, and one of the key projects that helped to reinstate the Alabama Historic Rehabilitation tax credit, which expired in 2016. A public-private partnership with the City of Birmingham was used to refurbish the public landscaping in the area as well as the sidewalks and street lamps.

The transformation of The Pizitz has not only brought an iconic building back to life, but also provided the city with a place to be, a "living room" outside of individual homes, with ample activities from dining to shopping to the future movie-going experience and more.



### Project Team\*

- Bayer Properties
- Stonehenge Capital
- Wisznia Architecture + Development
- KPS Group
- Brasfield & Gorrie
- Creature
- Arlington Properties
- Luckie & Co.
- Yellowhammer Creative
- SSOE, Inc.

\*As provided on Awards application