



2013 ALAPA Awards

Outstanding Media Coverage

This award recognizes outstanding media coverage of planning issues in written or broadcast media by a newspaper, television station, magazine, or radio station.



2013 ALAPA Awards

William Thornton, Birmingham News



*Coverage of
“Lane Parke at Mountain
Brook Village”*

*Nominated by Nomination by Dana Hazen,
AICP, City Planner,
City of Mountain Brook*



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The Birmingham News



Lane Parke foes on offensive

Group wants to show size of proposed project

By WILLIAM THORNTON
News staff writer

A group opposed to a planned Mountain Brook Village development hope to galvanize public opinion against it with an event this week.

A press conference is planned for 10:30 a.m. Wednesday by the Friends

of Mountain Brook Village at Barton-Clay Jewelers on Cahaba Road. The group plans to unveil a 4-by-6 foot model, which it says will show the scale of the proposed Lane Parke at Mountain Brook Village development.

Evson Inc., which owns Mountain Brook Shopping Center, is seeking planned unit development zoning from the Mountain Brook City Council for the Lane Parke development.

Lane Parke, which would combine of fice, retail and residential uses, would be built in three phases over several years on the site of the shopping center and the Park Lane apartment complex behind it, planners say.

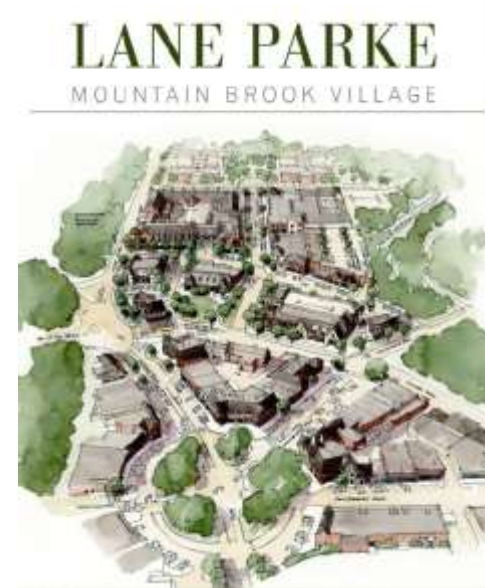
In November, the council held two public hearings to hear from developers and receive comments from residents who supported and oppose

See VILLAGE | Page 2



2013 ALAPA Awards

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The Birmingham News/Tamika Moore

The owners of Mountain Brook Village Shopping Center are fine-tuning a third version of the Lane Parke project, which would replace the shopping center. Evson Inc. hopes to have plans ready later this fall.

Lane Parke project should stay similar to previous versions

New design coming late this fall

By William Thornton
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When a new version of the Lane Parke project in Mountain Brook is unveiled later this year, it shouldn't be too different from previous versions.

"People may take a look at it, squint and say, 'That's pretty close to what they used to have,'" said John Evans, principal of Evson Inc., the owners of the property.

But Evans and Daniel Corp., the project manager now working with Evson, say the plan will probably be smaller than the \$200 million version approved by the Mountain Brook City Council last year.

Last week, Evson announced it is redesigning the Lane Parke concept

and will roll out the new design later this fall for city officials. A different economic landscape is one factor driving the redesign, along with delays from the Watkins Brook Flood Mitigation project in Mountain Brook Village. The council will have to approve the new design before construction can begin.

But Evans and officials from Daniel Corp. said their working together will ensure that the mixed-use development is a "generational project" that will last for decades.

"We have a shared philosophy and a vision," said Doug Neil, vice president of development and marketing with Daniel Corp. "This is a project that will create something vibrant and enduring. We're very honored and we take this very seriously."

See LANE PARKE, Page 4S



"This is a project that will create something vibrant and enduring. We're very honored and we take this very seriously."

Doug Neil
VP Daniel Corp.



Lane Parke to get redesign

Scaling back approved plan

By WILLIAM THORNTON
News staff writer

Mountain Brook Village's proposed Lane Parke mixed-use development is getting another redesign and a new planning partner.

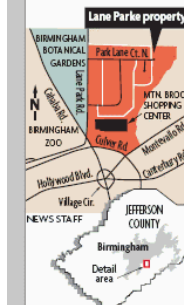
Organizers hope to begin construction on

the project — now three years in the making — sometime next spring, but they will have to once again navigate the city's zoning process.

Birmingham-based Daniel Corp., developer of Greystone, Ross Bridge, Grand River and other develop-

ments across the metro area, is now the project's developer, working for the property's owner, Evson Inc.

John Evans, principal in Evson, said his family originally approached Daniel Corp. three years ago but decided at that time to develop the project on their own.





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Mtn. Brook council to vote tonight on Lane Parke rezoning

By William Thornton
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The Mountain Brook City Council is set to vote tonight on whether to green light the Lane Parke at Mountain Brook Village development.

The property owner Evson Inc. is asking for planned unit development zoning for the \$130 million-\$140 million project. If approved, construction could begin this fall.

Lane Parke would replace

the 71,000-square-foot Mountain Brook Shopping Center and Lane Park Apartments in Mountain Brook Village. The new design now includes 166,000 square feet of retail space, 30,000 square feet of office space, a 100-room hotel, and calls for replacing the 276 apartments on site.

Councilman Jesse Vogtle said he plans on abstaining

See LANE PARKE, Page 4A

The Birmingham News

Positive signs for New Lane Parke design



A new Lane Parke design for Mountain Brook Village is shown in this artist's rendering.

By William Thornton
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The new design for the Lane Parke at Mountain Brook Village development could go before the Mountain Brook City Council as early as May.

That is, if it gets approval from the city's planning commission, which meets April 2. The commission, along with a crowd of about 75 residents, got its first look at the design earlier this month.

The team presenting the design has gotten a lot of practice at public

speaking over the last three years. Lane Parke is now in its third design since 2009. By architect Jeffrey Brewer's count, this was the project's 15th presentation before city boards.

Brewer, along with parking, traffic and design consultants, walked the commission through the plan during a 45-minute presentation at Mountain Brook Junior High School.

See DESIGN, Page 6A



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MOUNTAIN BROOK

More revealed about Lane Parke

By William Thornton
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Mountain Brook residents made good use of last week's Planning Commission meeting, peppering the Lane Parke development team with questions about the proposed development.

The commission approved sending the development's request for planned unit development zoning on to the City Council,

which could hear the request as early as May.

The commission held two meetings in March and April on the development at Mountain Brook Junior High, to accommodate a larger crowd than normally attends its meetings. About 50 people showed up for the second meeting when the commission voted, which was roughly half the number from the previous meet-

ing. "The crowd seems to have significantly thinned out," said Commission Chairman Patrick Davis. "I wonder if that's a good thing or a bad thing."

In one hour the development team gave an abbreviated presentation, answering some questions commission members and residents posed in March. Architect Jeffrey Brewer told the au-

dience the development would have tightly limited size restrictions and styles of each individual building would conform to styles in the existing village.

The project will also change some of the surrounding streets. For example, cars traveling along Culver Road headed in the direction of U.S. 280 face oncoming traffic at the red light. With the Lane Parke development, Culver

Road will be widened to reconfigure the street.

The development's effect on traffic was the subject of several questions. One resident pointed out that traffic counts for the village were based on studies conducted in 2009, and that traffic has worsened in the last three years. However, the development team's

See LANE PARKE, Page 4S

MOUNTAIN BROOK

New development plan ready

Lane Parke design comes in at less cost

By William Thornton
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Evson Inc. is ready to roll out a third version of its Lane Parke at Mountain Brook Village development — with smaller retail and office space, a lower cost and a residential component.



A rendering of what one block of the proposed Lane Parke at Mountain Brook Village development would look like at street level when completed.

Evson Inc., owner of the current Mountain Brook Shopping Center, delivered the plan to the city Friday afternoon for the develop-

ment's 27 acres. John Evans, principal of Evson, said he hopes the \$130 million to \$140 million incarnation of the four-year-old



project will be accepted by the city and that construction can start this fall.

"We still believe this is a legacy project, and we're very satisfied with this design," Evans said. "We believe the community will embrace it in a much more favorable fashion than the past."

See LANE PARKE, Page 4A



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Mountain Brook council approves Lane Parke zoning

Lane Parke incentives approved

Mountain Brook OKs \$14 million for project

By William Thornton
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The Mountain Brook City Council Monday approved a

\$14 million development incentive deal for the Lane Parke at Mountain Brook Village project after nearly two hours of discussion and questions from residents.

The package passed 4-0. Councilman Jesse Vogtle did not attend the meeting, and has

abstained from voting on the Lane Parke issue, citing work his law firm has done for the project's developer, Daniel Corp.

Under the terms of the agreement, the city will reimburse the development group for street improvements associated

with the site, estimated at \$4 million. The money will be paid as work happens on the streets.

It also includes a \$10 million tax abatement/revenue sharing plan over 20 years. The city's school system will continue to

See LANE PARKE, Page 4A



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