



ENVISION DOWNTOWN

FOLEY

IN FOCUS

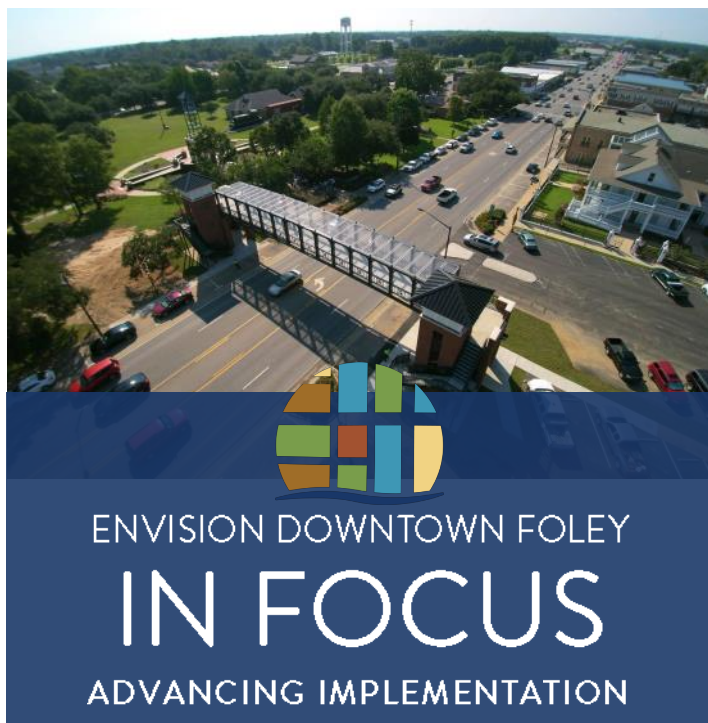
ADVANCING IMPLEMENTATION

PREPARED FOR



DOWNTOWN
PROFESSIONALS
NETWORK

FOLEY, ALABAMA | 2026



INSIDE

TABLE OF CONTENTS

Table of Contents	1
1 Overview	2
Introduction	2
Market Support	3
Accommodating Development	7
2 Focus Areas	8
3 Demonstrations	16
Pine Street Site	18
IT/Parks and Rec and Community Development Dept	28
McKenzie Parking Reservoir	29
Chicago Street Residential	31
4 Downtown Design Guidance	34
5 Moving Forward	37
Implementation Framework	37
Quick Reference: Initiatives and Demonstrations	38

Downtown Foley continues to move in bold directions. Foley Main Street, with support from the City of Foley, commissioned a Downtown Market Study Update and this review of the Envision Downtown Foley Plan created in 2022.

The original Envision Downtown Foley planning initiative helped the community visualize possibilities and set course toward an exciting future. Community- and market-driven strategies, along with a special focus on areas ripe with potential, will continue to be vital to efforts to enhance Downtown Foley as an even better and more vibrant place to visit, work, live, play, do business, and invest.

The Envision Downtown Foley planning initiative and this review was fueled by support from the City of Foley



200 West Laurel Ave. Suite 250
Foley, AL 36535

☎ (251) 270-0089

🌐 foleymainstreet.com



Foley is a Main Street Alabama community.

Prepared by



Franklin, Tennessee USA | 🌐 downtownpros.com





INTRODUCTION

In 2022 Envision Downtown Foley, a strategy for improving Foley’s downtown, was framed to include a series of initiatives and demonstrations supported by a market study and extensive community input. While Envision Downtown Foley offers direction for the whole of downtown, this report provides focus intended to advance key activities aligned with the strategy created in 2022.

A 2026 market study update supplements findings from work accomplished in 2022, and further insights on conditions supporting downtown development were gained through interviews and work sessions involving City of Foley and Foley Main Street leaders and volunteers, and area developers. All of this leads to guidance supporting the continued positive evolution of Downtown Foley, importantly recognizing the need to focus efforts where significant and more immediate potential exists.

A primary focus of the current work is directed to a city-owned and undeveloped parcel located at Laurel Avenue and Pine Street. Following completion of Envision Downtown Foley, the City of Foley offered the site for development via a request for proposals from interested development entities. While the city’s solicitation remains active, response from the development community has not been definitive and the site remains vacant. This report delves into that initiative, recognizing the well-framed request to the development community and offering insights intended to raise greater interest while still meeting city goals. Suggestions pose a range of potential solutions as high level concepts. Most important, they allow for incremental and focused evolution of the property that may encourage greater interest from developers, essentially creating a framework for staged development of the Pine Street site.



Development of the city-owned site at Pine Street and Laurel Avenue is a key focus of this report.

Initial directions shared in this report were explored on site and reviewed with City of Foley and Foley Main Street representatives. While input from those representatives favored one direction, further study is warranted prior to advancing any proposal offered.



MARKET SUPPORT

With a city population now surpassing 30,000 residents—and growing—Foley continues to attract attention as a great place to live, visit, do business, and invest. Dramatic growth in the market, supplemented by the region’s robust tourism industry, provides a solid foundation for the expansion of retail, dining, and residential uses in Downtown Foley.

Foley, Alabama Community Profile



Population¹

30,354



Households¹

11,293



Median Household Income²

\$74,752



Median Age²

46.4 years



Housing Units²

13,654



68.5% Owner Occupied Units

31.5% Renter Occupied Units

13.3% Vacant Housing Units

Sources: ¹ U.S. Census Bureau ACS 2024; Population Estimates, 2024/2025

² Esri Market Profile 2026

³ World Population Review 2026

2024-25 POPULATION GROWTH

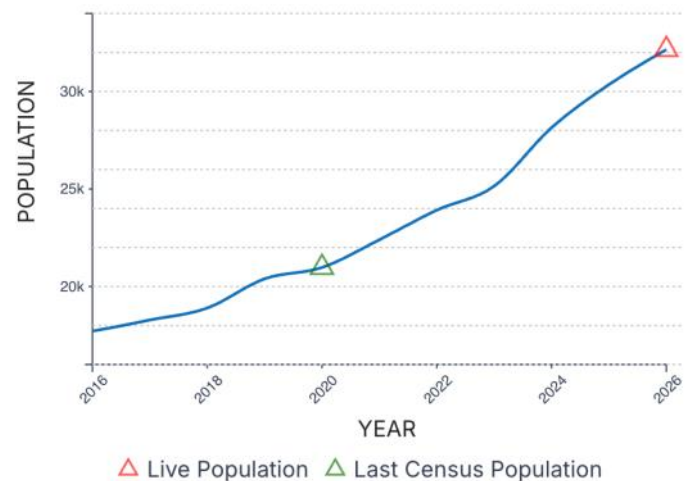
ALABAMA CITIES | TOP FIVE

City	2024	2025	YoY Change	YoY Percent
Foley	28,147	30,354	2,207	7.84%
Madison	63,811	67,968	4,157	6.51%
Athens	32,627	34,209	1,582	4.84%
Pike Road	11,437	11,899	462	4.04%
Chelsea	17,287	17,716	429	2.48%

Source: US Census Bureau Population Estimates

Foley was Alabama’s fastest growing city with at least 20,000 residents for a second consecutive year in 2025, and the fourteenth fastest-growing municipality nationwide according to U.S. Census population estimates.

FOLEY POPULATION GROWTH TRENDS



Graphic: World Population Review

Recent trends are consistent with a pattern of dramatic growth that has seen an annual average gain of more than 2,200 Foley city residents since Census 2020.



MARKET SUPPORT

Retail Climate

A comparison of supply (sales) and demand estimates for city-based establishments demonstrates Foley’s prominence as a retail hub. In all, the comparison shown below suggests Foley retail and food and drink establishments are generating nearly \$1.3 billion in sales, which includes a healthy surplus (sales in excess of demand) of more than \$643 million.

RETAIL MARKET POWER

Foley city, Alabama

Total Retail Trade (NAICS 44 – 45)	Estimate
Estimated Sales (Supply)	\$1,155.9M
— Potential Sales (Demand)	\$561.6M
= Retail Trade Surplus	\$594.3M

Total Food and Drink (NAICS 722)	Estimate
Estimated Sales (Supply)	\$131.7M
— Potential Sales (Demand)	\$82.5M
= Food and Drink Surplus	\$49.2M

Total Retail + Food and Drink (NAICS 44 – 45, 722)	Estimate
Estimated Sales (Supply)	\$1,287.6M
— Potential Sales (Demand)	\$644.1M
= Total Surplus [Retail + Food and Drink]	\$643.5M

Source: Claritas and Environics 2026. Estimates shown in millions and rounded to nearest one hundred thousand dollars.

Strong retail performance illustrated by overall sales estimates that are about two times higher than demand estimates point to a market that is highly attractive to entrepreneurs, established and growing businesses, and investors—and that offers opportunities for growth. The findings also help to demonstrate the economic impacts that visitors, county and seasonal residents, and other consumers living outside Foley’s city limits have on the local economy.

Like the comparison of sales supply and demand estimates, a comparison of city and state average retail sales per household for major retail and food and drink categories demonstrates Foley’s strong retail climate.

AVERAGE SALES PER HOUSEHOLD

City to State Comparison | Select Retail and Food and Drink Categories

Motor Vehicle and Parts Dealers

	Foley (city)	\$22,052
	Alabama	\$13,474

Building /Garden Materials & Supply

	Foley (city)	\$13,457
	Alabama	\$5,288

Furniture and Home Furnishings

	Foley (city)	\$1,788
	Alabama	\$924

Sporting Goods, Hobby, Book, Music

	Foley (city)	\$1,723
	Alabama	\$834

Food and Beverage Retailers

	Foley (city)	\$12,108
	Alabama	\$6,133

General Merchandise Retailers

	Foley (city)	\$24,521
	Alabama	\$11,577

Health and Personal Care Retailers

	Foley (city)	\$4,801
	Alabama	\$4,751

Miscellaneous Store Retailers

	Foley (city)	\$1,542
	Alabama	\$1,227

Clothing and Clothing Accessories

	Foley (city)	\$9,648
	Alabama	\$2,149

Food Services and Drinking Places

	Foley (city)	\$11,749
	Alabama	\$6,885

Data Sources: Claritas and Environics 2025. Calculations performed by DPN using Claritas 2025 Pop-Facts Demographic Quick Facts households estimate and Retail Market Power by Retail Store Type supply (sales) estimates for businesses located within Foley’s city limits.



MARKET SUPPORT

Retail Potential

Envision Downtown Foley 2026 results offer valuable insights on then downtown's market potential. Input from more than 800 respondents point to demand for new and expanding retail and eating and drinking establishments.

RETAIL ESTABLISHMENTS (TOP THREE)

SPECIALTY FOODS/WINE	KITCHEN HOME GARDEN	MEN'S/WOMEN'S CLOTHING
Top Choice: 37.4%	Top Choice: 18.3%	Top Choice: 17.0%
Top Features:	Top Features:	Top Features:
Locally sourced foods	DIY home/garden classes	M/W's casual wear
Deli/Café-style carry-outs	Cooking classes and demos	Women's accessories
Butcher counter	Vintage/Repurposed goods	Women's dress/business
Artisanal baked goods	Home entertaining items	M/W's athleisurewear
Cheeses and charcuterie	Gourmet kitchenware/gifts	M/W's beachwear
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 28%	25 to 44: 23%	25 to 44: 23%
45 to 64: 49%	45 to 64: 45%	45 to 64: 46%

EATING AND DRINKING ESTABLISHMENTS (TOP THREE)

FOOD HALL	SPEAKEASY/TAPAS	FARM TO TABLE
Top Choice: 23.0%	Top Choice: 19.5%	Top Choice: 18.6%
Top Features:	Top Features:	Top Features:
Asian cuisine	Live music and events	Locally sources foods
Outdoor seating options	Happy Hour specials	Seasonal produce items
Live entertainment	Outdoor patio seating	Outdoor seating
Mediterranean cuisine	Local/Regional brews	Small in-house food market
Farm to Table cuisine	Small plates to share	Meat and fish entrees
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 34%	25 to 44: 37%	25 to 44: 25%
45 to 64: 44%	45 to 64: 45%	45 to 64: 47%

POTENTIAL MARKET TRACTION



Question:

How often would you be likely to visit each type of establishment?

— **Percentage likely to visit at least once per month**

Retail Establishments

Specialty Foods & Wines Market	42.9%
Kitchen, Home & Garden Store	36.6%
Hardware Store and Mercantile	28.2%
Men's & Women's Clothing Store	28.2%
Pet Care and Supply Store	19.6%
Gift and Souvenir Shop	14.3%

Eating and Drinking Establishments

Breakfast/Brunch Restaurant	51.5%
Farm to Table Restaurant	46.0%
Bakery	44.9%
Food Hall	44.2%
Speakeasy/Tapas House	35.3%
Upscale Restaurant	18.6%

3 | OVERVIEW



MARKET SUPPORT

Housing Potential

Survey respondents showing interest in downtown area housing opportunities, along with strong favorability ratings from current downtown area residents, lend support for the development of a variety of housing styles and options in Downtown Foley.

DOWNTOWN HOUSING INTERESTS

19

PERCENT

Of those not already living in the downtown



ARE INTERESTED IN LIVING IN DOWNTOWN FOLEY.

POTENTIAL BUYERS PREFERRED HOUSING STYLE		POTENTIAL RENTERS PREFERRED HOUSING STYLE	
Upper Level Open Loft	20%	Small "Micro" Home	23%
2 Bedroom Condominium	18%	2 Bedroom Apartment	19%
Small "Micro" Home	15%	3 Bedroom Town/Rowhome	19%
3 Bedroom Town/Rowhome	13%	1 Bedroom Apartment	14%
Live-Work Unit	12%	Upper Level Open Loft	12%

POTENTIAL BUYERS PRICE RANGE		POTENTIAL RENTERS MONTHLY RENT RANGE	
Less than \$200,000	28%	Less than \$1,000	26%
\$200,000 to \$299,999	47%	\$1,000 to \$1,199	19%
\$300,000 to \$399,999	16%	\$1,200 to \$1,399	28%
\$400,000 to \$499,999	7%	\$1,400 to \$1,599	16%
\$500,000 to \$599,999	2%	\$1,600 or more	12%

84

PERCENT

Of those currently living in the downtown area are very or somewhat likely to **recommend Downtown Foley** to friends and family **as a good place to live.**

POTENTIAL DOWNTOWN HOUSING DEMAND

Extrapolating the data, and using a ten percent capture rate, survey findings suggest a demand for up to 210 total units of owner- and renter-occupied housing of various styles in the Downtown Foley area.

POTENTIAL DEMAND: BUYERS

Preferred Style	Survey %	Total Demand	@10% Capture
Upper-Level Open Loft	2.2%	281	28
2 BR Condominium	2.0%	258	26
Small "Micro" Home	1.6%	211	21
3 BR Town/Rowhome	1.4%	187	19
2 BR Town/Rowhome	1.3%	164	16
Live-Work Unit	1.3%	164	16
Estimated Total Owned Units @ 10% Capture			126

POTENTIAL DEMAND: RENTERS

Preferred Style	Survey %	Total Demand	@10% Capture
Small "Micro" Home	1.8%	234	23
2 BR Apartment	1.4%	187	19
3 BR Town/Rowhome	1.4%	187	19
1 BR Apartment	1.1%	141	14
Upper-Level Open Loft	0.9%	117	12
2 BR Town/Rowhome	0.5%	70	7
Estimated Total Rented Units @ 10% Capture			94

Note: Total demand estimates are calculated multiplying the percentage of survey respondents by a households basis of 13,000—the approximate number of households currently within a ten-minute drive of Downtown Foley.





ACCOMMODATING DEVELOPMENT

The 2022 Envision Downtown Foley strategy plan described a series of integrated development initiatives, aimed at combining more than one use into a single development project. In some cases, demonstrations showed large mixed-use buildings, carrying forward tradition mixes of street-level retail or entertainment uses with upper-level residential uses. In some cases, structured parking was incorporated into the same structure. The solicitation for the city’s Pine Street property logically requested a similar integration of uses in a two- or three-story building. With no reasonable response to the solicitation, new approaches might be considered.

Despite market assessments that reveal potential in retail and residential sectors, integration of multiple uses in a new building can be a difficult proposition for many developers. It demands a capacity to manage disparate end users and may present more difficulties in project financing. Creating separated uses while still honoring core tenets for mixing uses in a downtown setting might be a more acceptable strategy for advancing projects in downtown, especially in the near term. Doing so might result in increments of development occurring, even on small sites, through development entities with specific expertise and interest in each use.

In its pursuit of development of the Pine Street site, the city might have a range of goals:

Meanwhile use	<i>Introducing temporary uses that bring more immediate activity, recognizing a solution aligned fully with the solicitation might be some years away</i>
Architectural compatibility	<i>Recognizing the traditional character of neighboring buildings as a means of creating a harmonious downtown setting</i>
Mixed use development	<i>Encouraging more continuous occupation of downtown through both retail and residential activities</i>
Tax base generation	<i>Utilizing a fully serviced and existing lot to its greatest capacity and resulting in enhanced revenue generation through property tax</i>
Activation	<i>Fostering unique experiences that draw people to downtown, boosting foot traffic and potentially increasing revenue for nearby businesses</i>

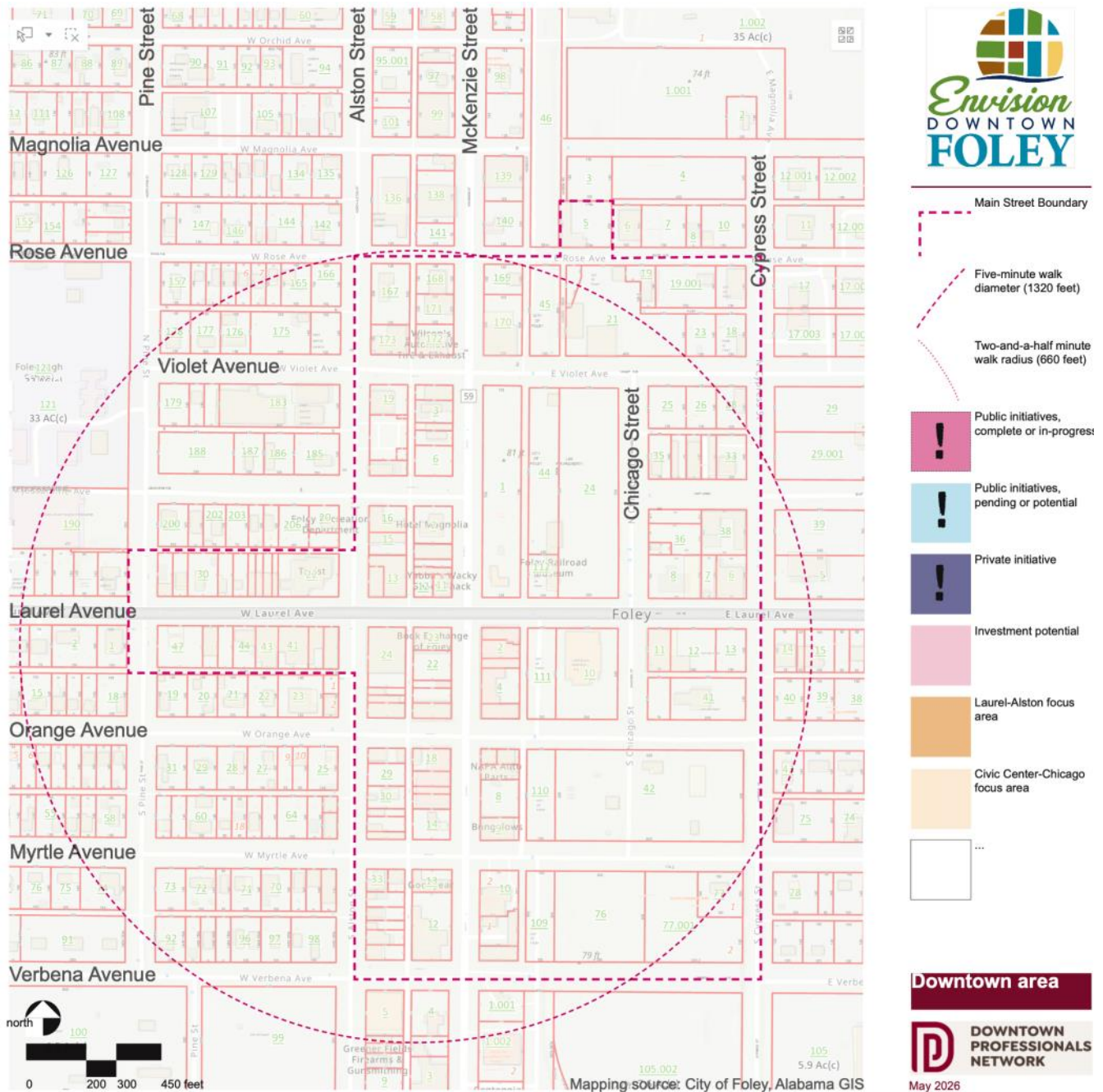
Demonstrations in this report for the Pine Street site explore these goals, with those engaged during the visit recognizing the benefits of a solution aimed at activation. However, even with direct pursuit of that goal, other goals can be naturally integrated into a more holistic development solution.

2 | FOCUS AREAS

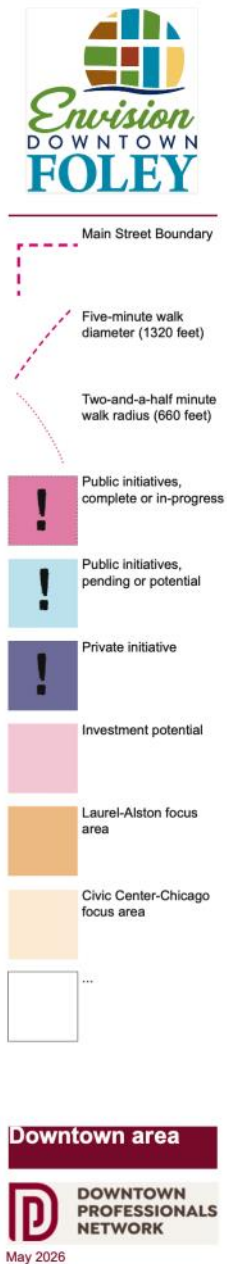
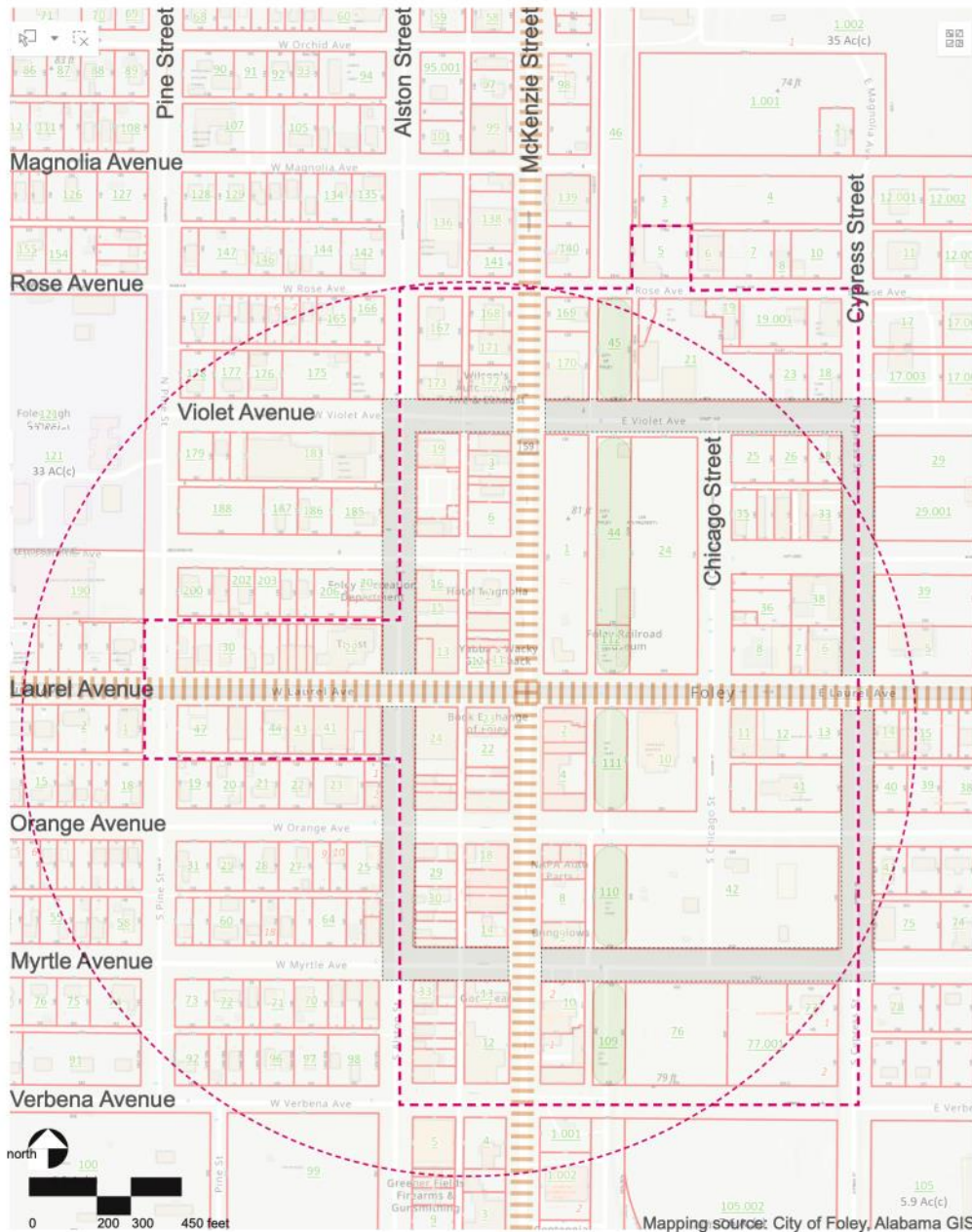


While the downtown area is not large, there may be a need to direct attention and limited resources to a more limited area. This is not to say that opportunities that arise outside of that limited area should be left unaddressed. Rather, investigations suggest the potential exists for greater and more immediate results through a concentration of those limited resources.

An analysis leading to concentration of efforts is based on a layering of key information and input obtained from representatives of the City of Foley and Foley Main Street. While the analysis may not be comprehensive, it suggests patterns highlighting significant opportunities based on a combination of several factors. In the diagrams associated with these layers, a radius of activity is shown as a reasonable walking distance from the focal point of each public investment or private initiative.



2 | FOCUS AREAS



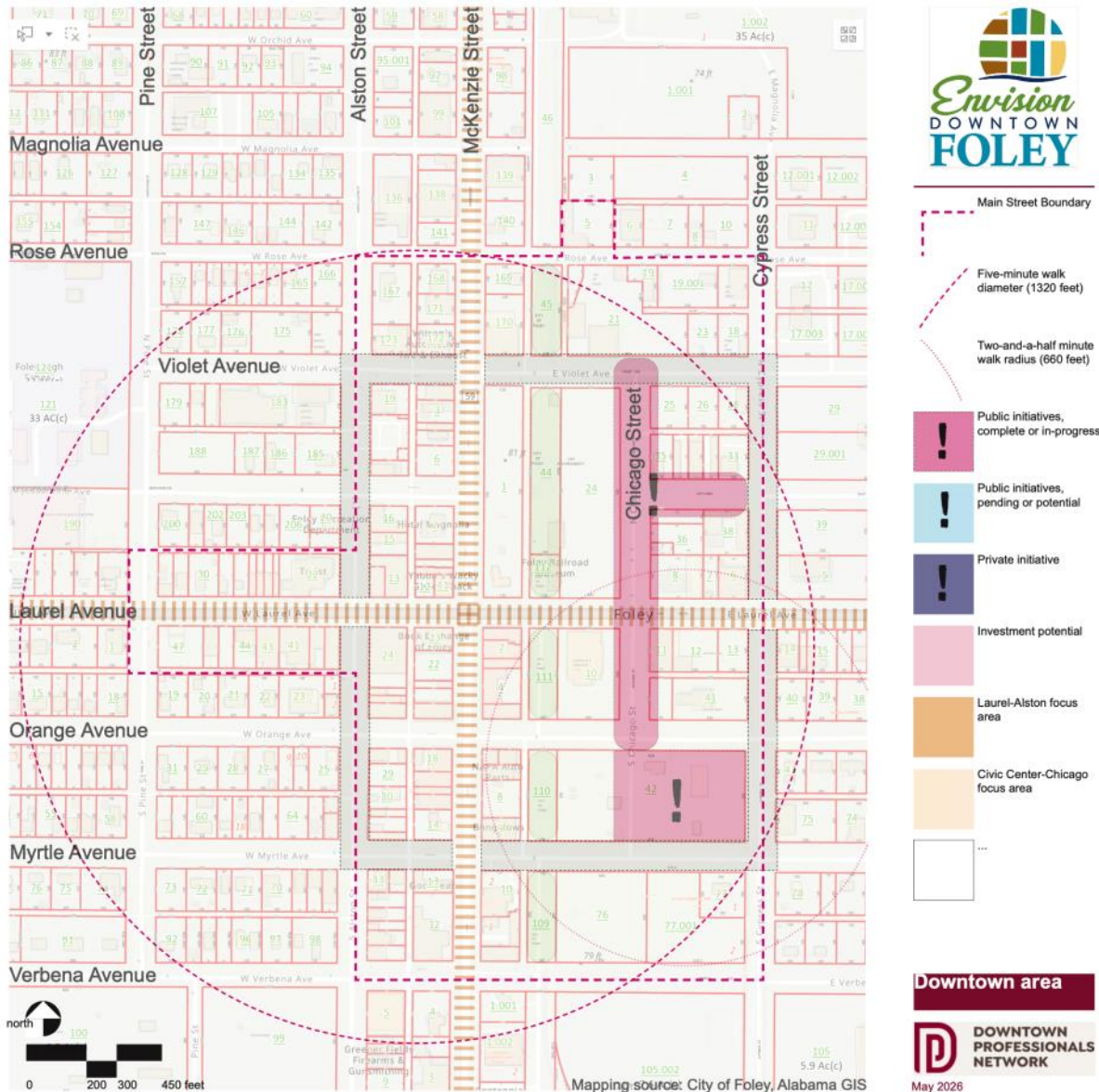
Core elements of Envision Downtown Foley

The plan demonstrated the value of a downtown loop using Alston Street, Myrtle Street, Cypress Street, and Violet Street as a means of moving through downtown without reliance on McKenzie Street and Laurel Avenue. The loop presents opportunities for retail, entertainment, and residential development supporting a vital downtown area. Final locations for the loop recognizes the potential for modification of the loop based on further study by the city (for instance, Chicago Street may be a better east side corridor for pedestrian movement than Cypress Street).

The plan also recognizes the value of the Rose Trail as a non-motorized connection through downtown and reaching to other parts of the Foley community. Extensions of the trail with enhancements similar to those already happening in downtown are supported by the plan.



2 | FOCUS AREAS



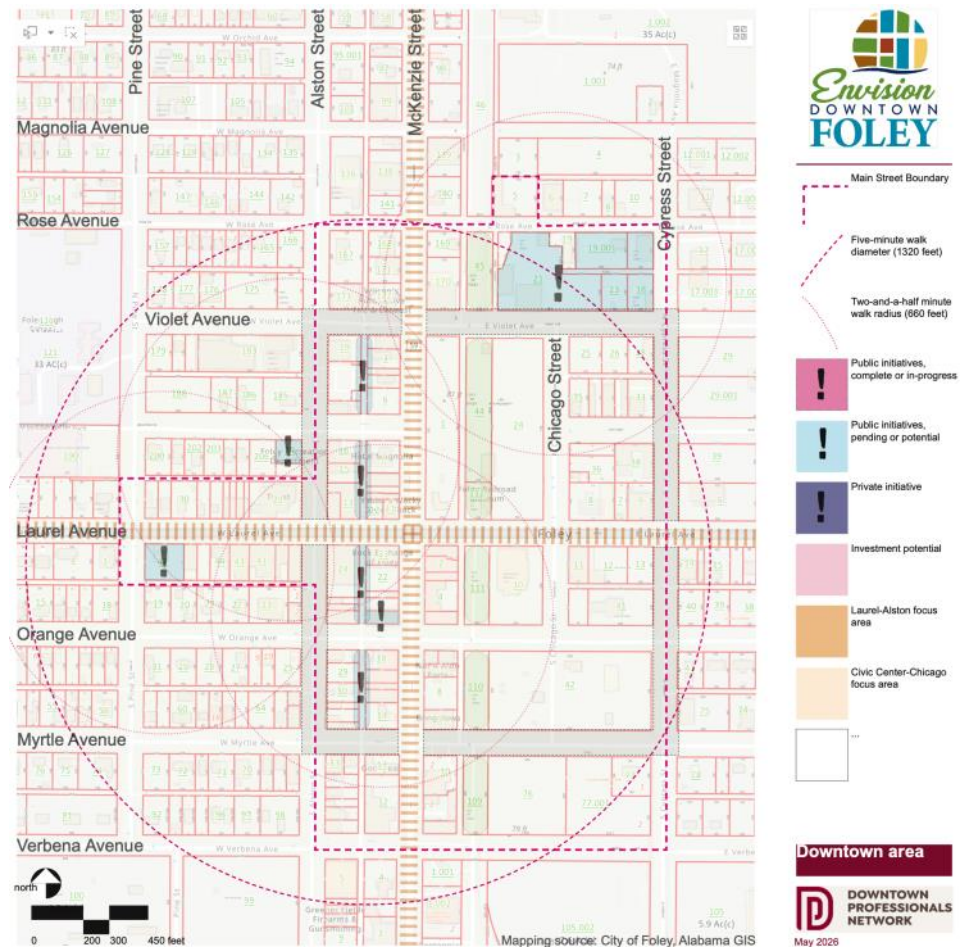
Public investments – completed or in-progress

The City of Foley has completed or initiated public improvements in downtown that support investment and development or redevelopment in the downtown area. While these efforts are not, in themselves, development, private investment can capitalize on the work already accomplished. The list of these public investments includes:

- **Chicago Street:** a full reimagination of the street as a pedestrian-accommodating space with significant streetscape enhancements; importantly, when coupled with the presence of Heritage Park on one side of the street north of Laurel Avenue, a major investment in a new public library at the south end of Chicago Street, and the planned evolution of parcels at the north end of the street as a civic center and museum, Chicago Street becomes an important cultural corridor for the Foley community.
- **Foley Public Library:** a major investment in a new public attraction allowing for the repurposing of the existing (soon to be former) library building as expanded offices for city departments.



2 | FOCUS AREAS



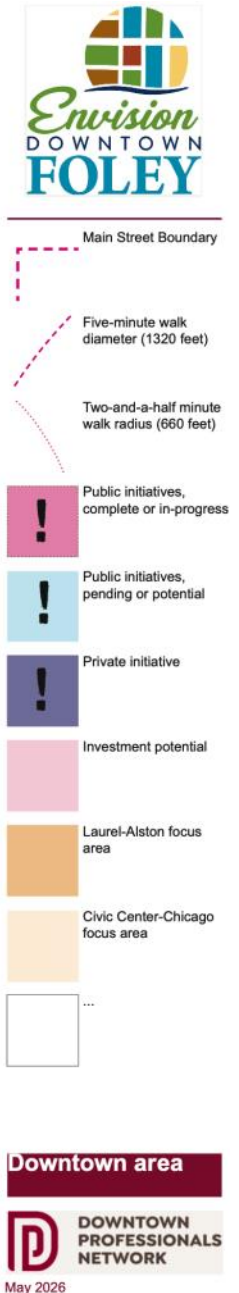
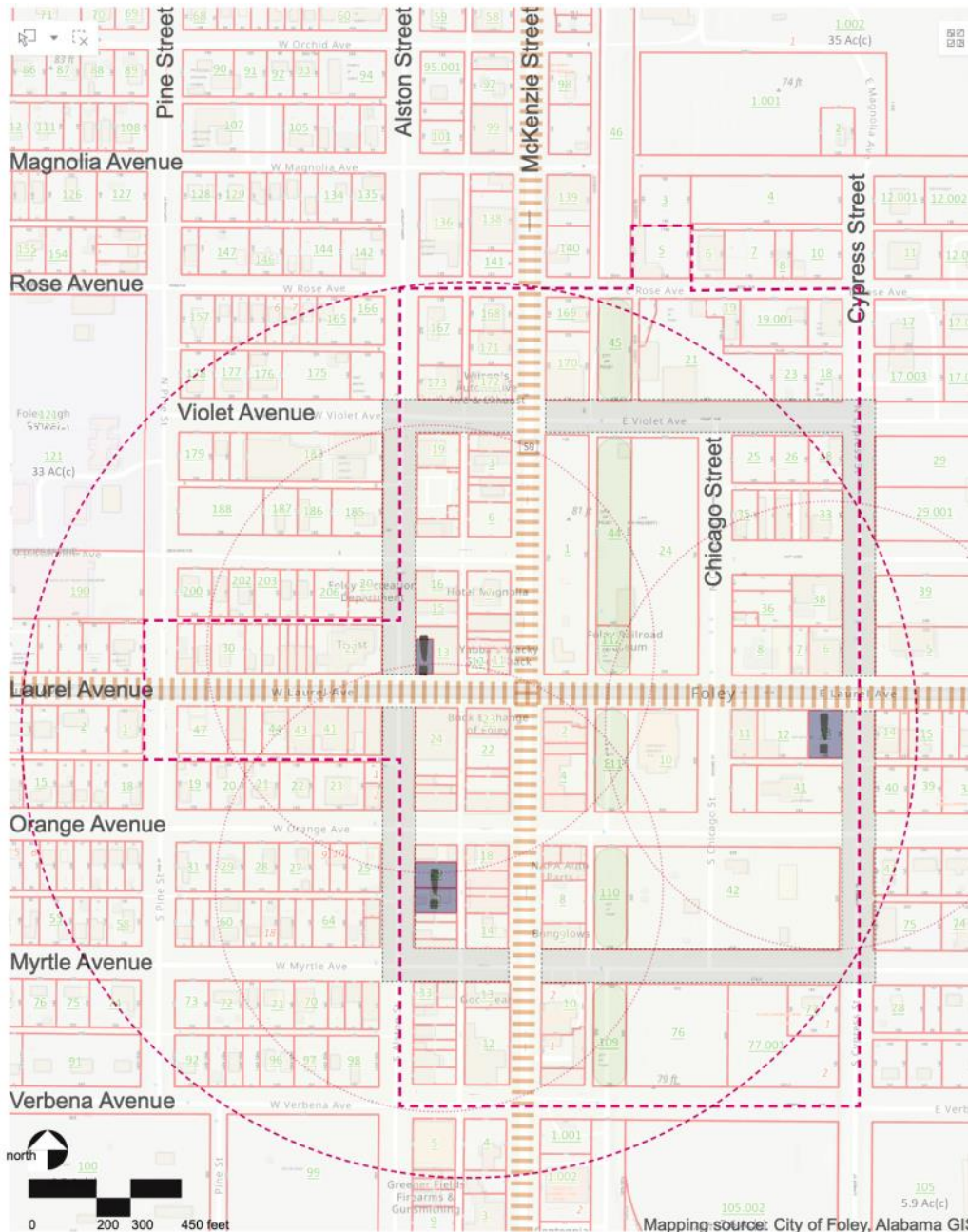
Public investments – planned

While the current efforts of the city are significant to and supportive of the continue positive evolution of downtown, it continues to explore other opportunities shaping downtown’s future. The list of these public investments includes:

- *Pine Street site: the city owns the site and is seeking developer engagement to transform the site; the site is located at the west entry to downtown on Laurel Avenue, creating a potential springboard for enhanced activity in this part of downtown.*
- *West Alley project: the city has received funding to underground current overhead power lines, significantly enhancing the aesthetics of the alley and creating the potential to orient rear portions of some buildings along McKenzie Street and Alston Street to the alley with new retail or entertainment uses, in a unique and walkable alley setting.*
- *Civic center and museum: longer-term plans by the city would envision a civic center and museum anchoring the north end of Chicago Street and the cultural corridor; the project would significantly change the northwest portion of the downtown area and bring the potential for new downtown uses to nearby properties at the north end of Chicago Street and to the north of Heritage Park and McKenzie Street.*
- *Community Development building: with plans to relocate the building’s function to the former library, the building is an opportunity for reimagination (ranging from renovation and reuse to redevelopment).*
- *Parks and Recreation/IT building: with plans to relocate the building’s function to the former library, the building is an opportunity for reimagination (ranging from renovation and reuse to redevelopment, or even as start-up space supporting new businesses that might eventually grow to a point where they would seek to occupy other downtown buildings.*



2 | FOCUS AREAS



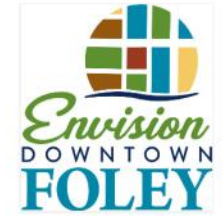
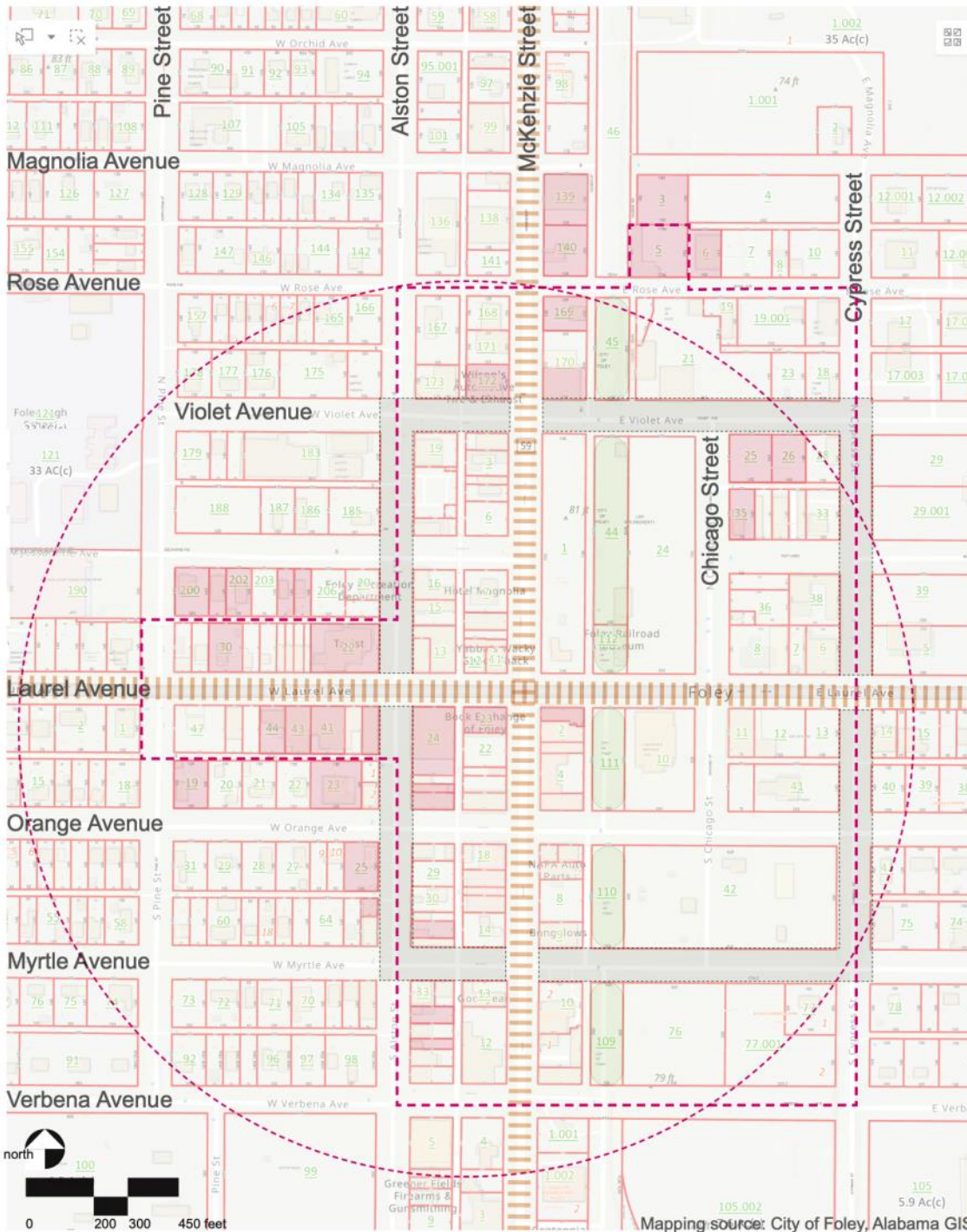
Private initiatives

Private property owners and developers have initiated projects with further potential for elevating activity in Downtown Foley. Recognizing—and building upon—those investments offer additional perspective to focus efforts directed to creating additional vitality in downtown. Private initiatives identified as part of the preparation of this plan include:

- *Half Shell Oyster House: a new restaurant located in an existing and prominent building on one of downtown's primary streets.*
- *Cheeseburger Randy's: while a recent introduction to Downtown Foley, it is identified in the preference survey as a favored destination for downtown visitors.*
- *Blessed Kettle Brewing: while construction is only beginning on the building, it brings new activity to downtown on a formerly underutilized site.*



2 | FOCUS AREAS



Main Street Boundary

Five-minute walk diameter (1320 feet)

Two-and-a-half minute walk radius (660 feet)

Public initiatives, complete or in-progress

Public initiatives, pending or potential

Private initiative

Investment potential

Laurel-Alston focus area

Civic Center-Chicago focus area

Downtown area

D DOWNTOWN PROFESSIONALS NETWORK

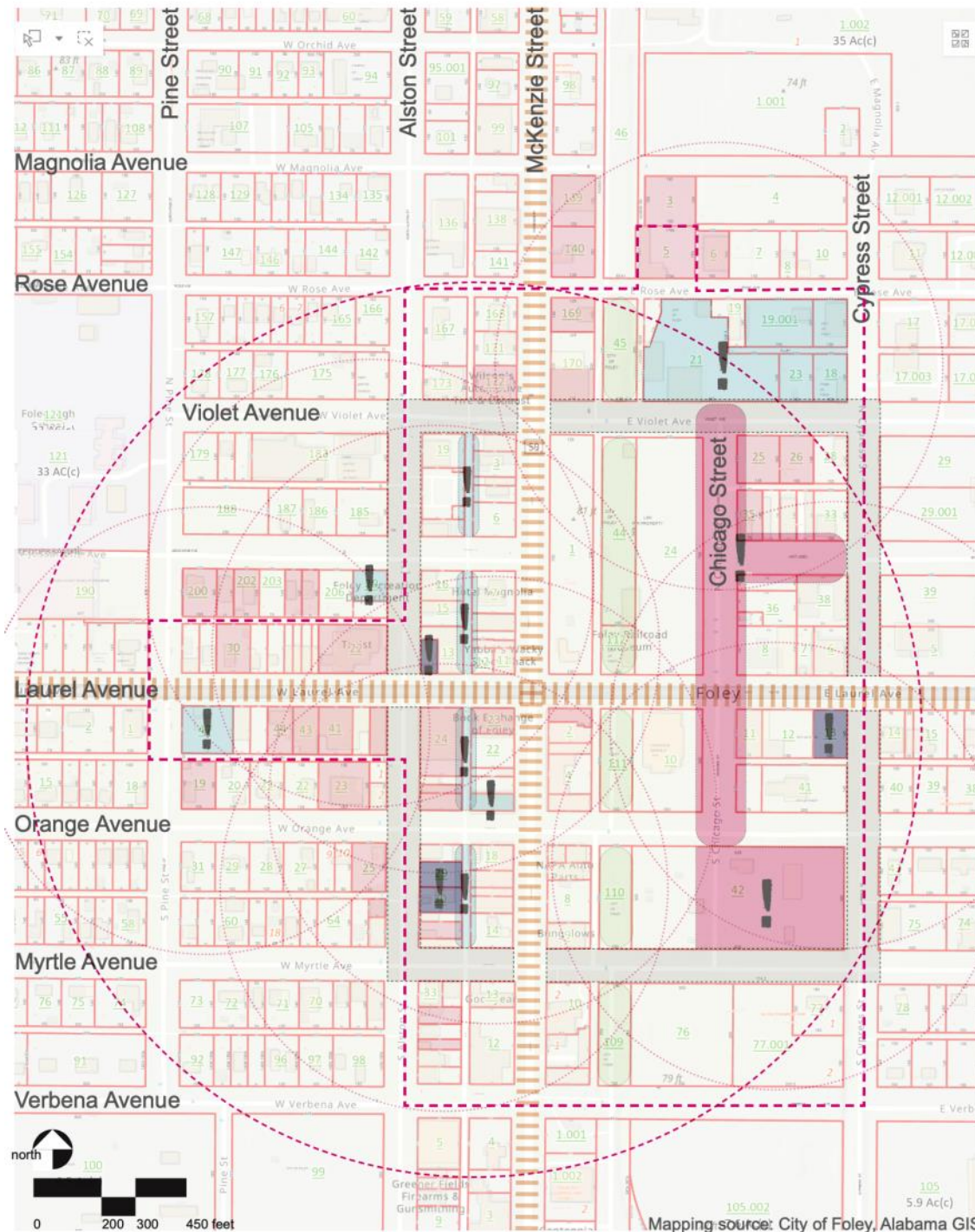
May 2026

Potential for change

During one of the on-site meetings, representatives of the City of Foley and Foley Main Street mapped parcels with some potential for change. While the identified parcels are more impression than science—and the suggestions should not be interpreted as mandates for change, the aggregation of identified parcels results in patterns where change is more probable than in other parts of downtown.



2 | FOCUS AREAS



Combined initiatives and potential

The combination of factors previously described (core elements of the 2022 Envision Downtown Foley strategy plan; public investments completed, in-progress, or planned; private initiatives; and potential for change) suggest patterns of activity that provide focus for downtown investment.



2 | FOCUS AREAS

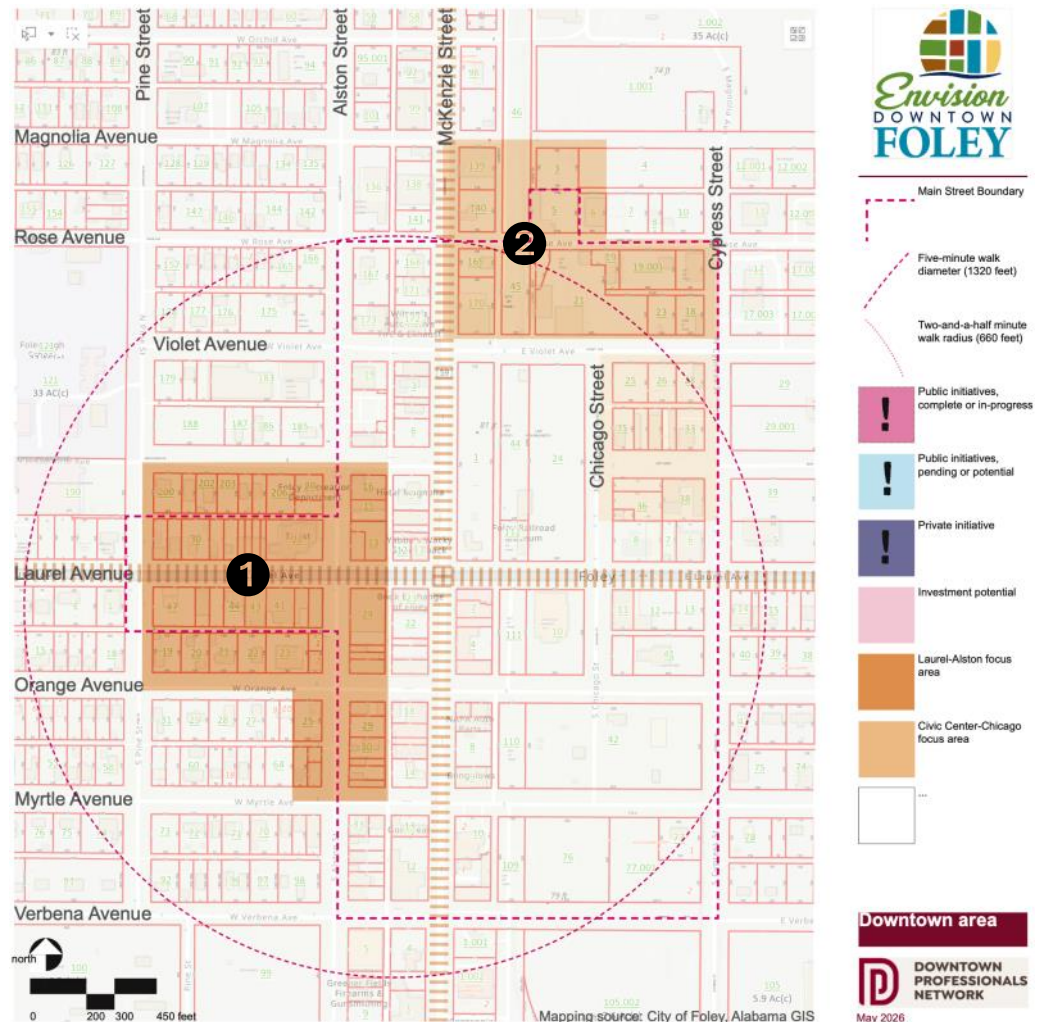


The patterns resulting from overlaying the factors and projects listed above suggest the potential for increased activity in two parts of downtown. Accordingly, a focus on further intensification of activity and investment might occur in:

Laurel-Alston Focus Area	<i>Attention might be directed to this part of downtown based on the combined public and private initiatives, perhaps especially because of the potential for new activity at the Pine Street site. Reinvestment in this area is most likely to occur as renovations or upgrades to existing buildings, suggesting that guidance in design may be needed and that encouraging aligned change through financial assistance might be encouraged.</i>
Civic Center-Chicago Focus Area	<i>While a longer-term prospect for change, the proposed Civic Center-Museum project could be a major generator of activity in downtown. It caps a cultural corridor and takes advantage of public investment in a renewed Chicago Street, with significant potential for evolution of proximate underutilized parcels.</i>

Two focus areas result from the assessment of current and anticipated activities in Downtown Foley.

- ❶ Laurel-Alston Focus Area
- ❷ Civic Center-Chicago Focus Area



The intention for focus isn't intended that opportunities in other parts of Downtown Foley should be ignored. Rather, with limited resources, efforts focused in these areas might be more productive and would build sufficient activity, especially in a near-term view of downtown for the Laurel-Alston Focus Area, that might continue an outward spread of activity and investment.



3 | DEMONSTRATIONS



Like the 2022 Envision Downtown Foley strategy plan, demonstrations are offered to inspire thinking about potential directions to be pursued. They are presented as demonstrations recognizing much additional effort—and discussion—is needed to advance a well-conceived project. Consider these demonstrations as starting points for those much-needed discussions.

Demonstrations are informed by some key considerations about how development in Downtown Foley might best happen, at least in the near term. Collectively and as general guidance, they might be used to direct efforts encouraging a first series of new introductions to downtown.

Separated development	<i>While mixed-use patterns of development should continue to be encouraged, it may be limiting for some entities considering investing in downtown. Having a site contain a mix of uses might be as important as having a building include retail and residential uses and might allow for wider interest in investment.</i> <i>Implementation of a project that mixes uses into a single structure is more complicated and expensive, and may be more difficult to finance. A more direct path to implementation for key early development sites in the downtown might encourage separated uses that are more readily delivered to the Downtown Foley development market.</i> <i>After several projects are accomplished, the market for integrated mixed-use development will mature. To begin, it's perhaps more important that something be happening rather than waiting for an optimal mixed-use project to be proposed and implemented.</i>
Incremental	<i>Intensification of activity in Downtown Foley requires that projects be started but not necessarily completed in a single stage of development. Separation of uses might allow for projects on a single site to be guided by a long-range plan that accomplishes the goals for Downtown Foley over time.</i> <i>Well-considered staged development allows for the energy of a completed part of a project to build energy for subsequent stages—on a single site and even at nearby sites or buildings. It also follows a maxim suggesting that smaller increments results in smaller mistakes, which is to say that market opportunities need to balance reasonable occupancy without having empty leasehold spaces that might result from over-building.</i>
Management	<i>Managing a mixed-use project requires expertise to address a wide range of tenant concerns. Of course, having a secondary source of income would be attractive on an owner's pro forma, but the effort required to manage a mix of uses is often underestimated.</i> <i>Managing a mixed-use building requires time and attention that some developers cannot fairly build into their pro formas. In some cases, it's a building owner operating, say, a retail enterprise undertaking the project, putting that owner in the position of managing residential tenants, a potential distraction for their core business—where success is really needed to support downtown's vitality. Allowing, at least in some early development projects, for management to be directed to a single user type would more readily encourage development.</i>

3 | DEMONSTRATIONS



Public facilities	<i>The city’s solicitation for the Pine Street indicates public restrooms should be part of developer response, a proposition that not only bears an implementation expense, but ongoing costs related to operations and management, with the latter being the real expense.</i> <i>Certainly, the convenience of public restrooms is a desire—even necessary—part of a great downtown experience. If public facilities are needed to support an active downtown, they should be implemented and managed by a public entity. Asking a developer to reserve space for a public entity to implement and then manage public restrooms would be a clearer path to achieving those needed facilities.</i>
--------------------------	--

The idea that new development might be best advanced through separated and incremental stages of development requires that a site be guided by a long-range plan. That plan, while it might see minor modifications over time to ensure alignment with opportunities, should be viewed as the pattern for ultimate development.



3 | DEMONSTRATIONS

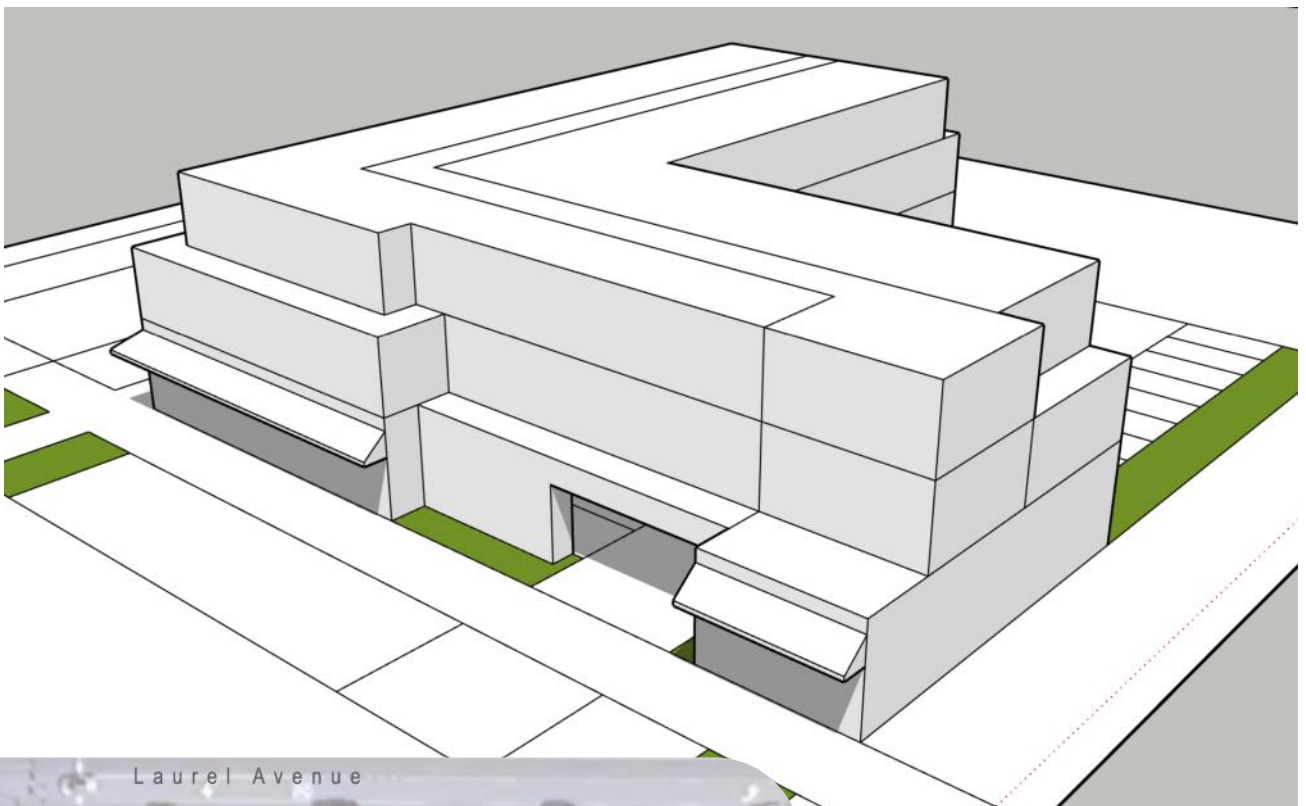


Pine Street Site

The solicitation for the city-owned Pine Street site directed a mixed-use project with specifications for height, use, and public facilities. This demonstration considered alternatives ranging from meanwhile use to maximum intensity of development.

Alt A. Mixed-use — Single integrated development

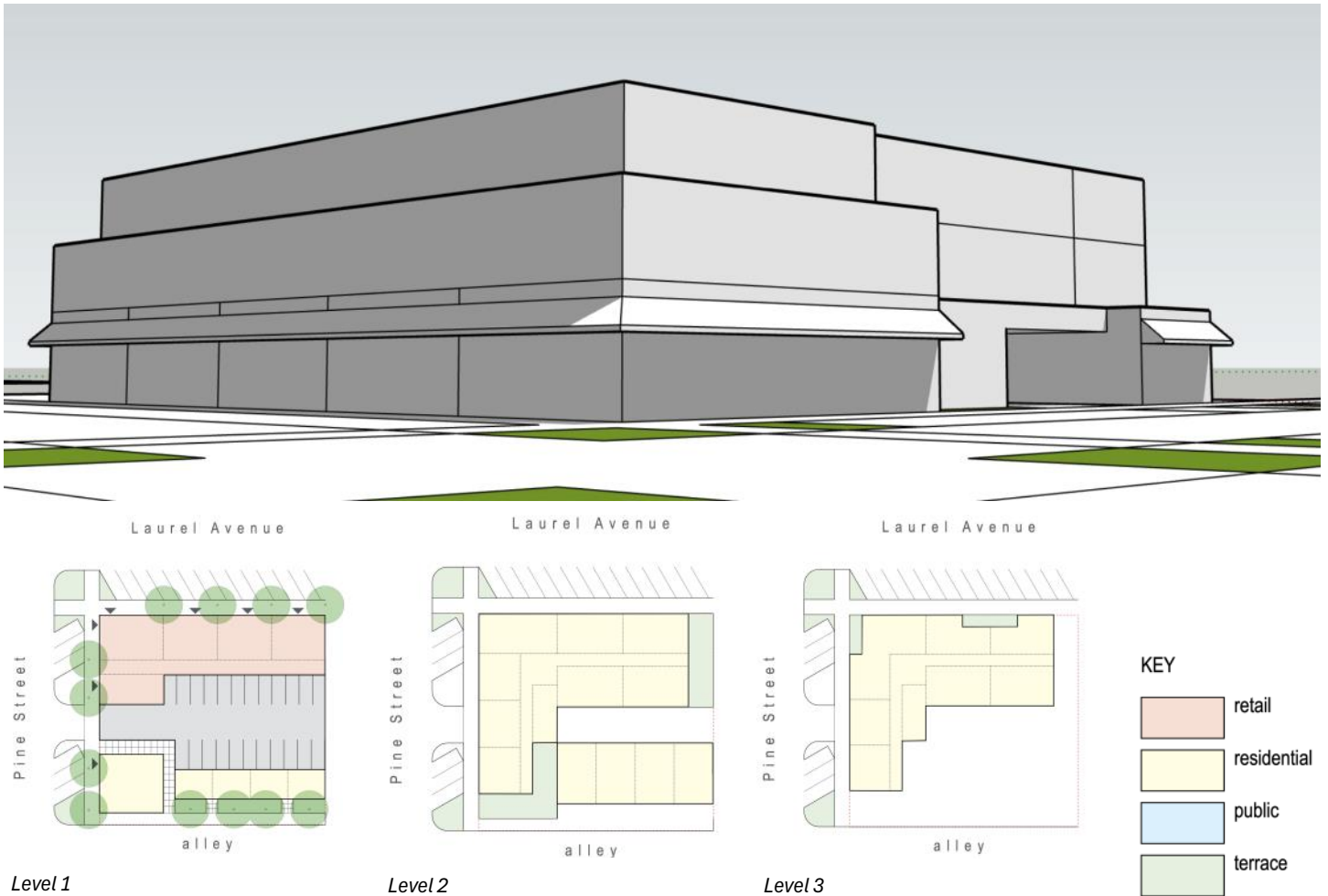
A most common pattern for redevelopment in a downtown is a mixed-use building with street level retail and upper level residential, along with parking primarily serving the residential use. This pattern is the focus of the current request for proposals for redevelopment of the site. It would result in a single building, likely larger than most buildings in Downtown Foley today.



3 | DEMONSTRATIONS



Pine Street Site, Alt A | Mixed-use — Single integrated development—continued



In this pattern, as with each of the alternatives shared in this report, activation at street level is key and it is achieved through street facing retail or an eating/drinking use. Upper levels populated with residential aid in bringing vitality to downtown beyond what might happen at street level. While many configurations of this pattern are possible, the demonstration illustrates street-facing retail with upper-level housing and “alley housing” along the alley.

Precedents: Alley Housing



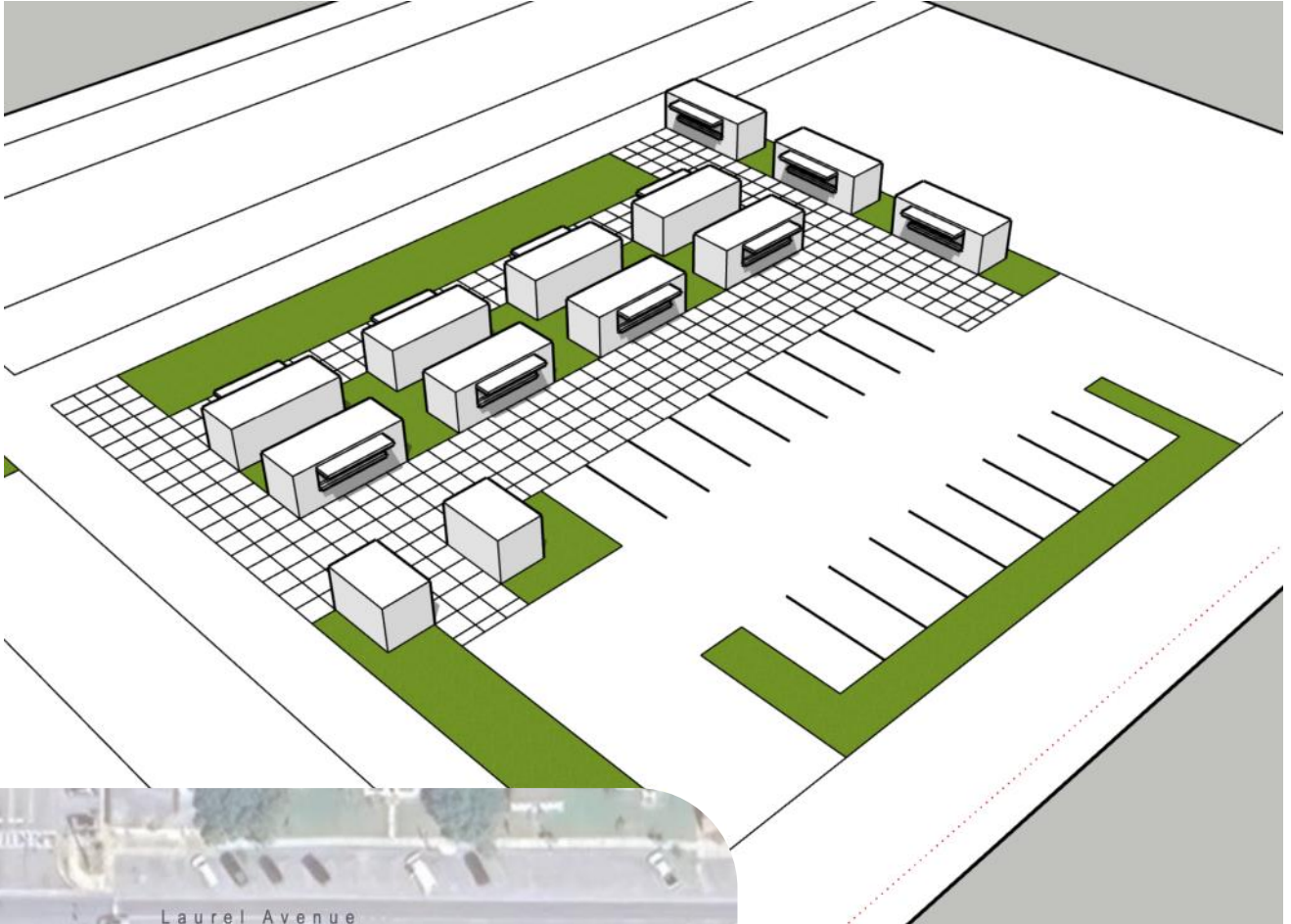
3 | DEMONSTRATIONS



Pine Street Site

Alt B. Meanwhile use — Pop-up retail in containers

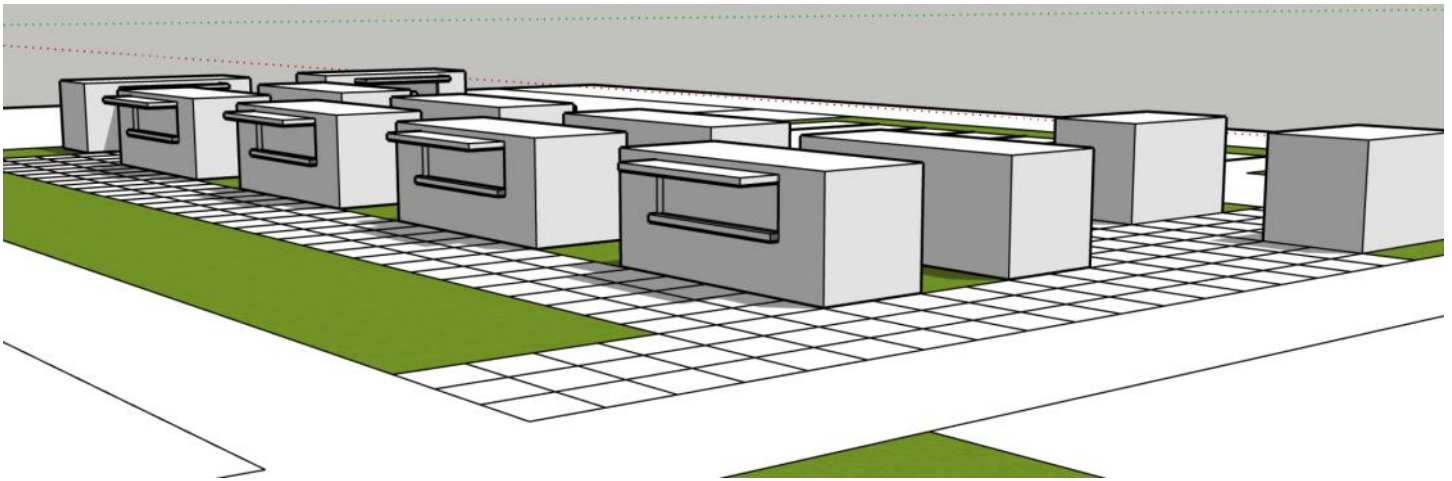
Having some activity on the site, if prospects for development seem to be not immediately achievable, might be accomplished recognizing its high traffic location and through some arrangement of temporary activity. It's important that the activity hold the potential to spill into areas nearby. Many downtowns have seen value in creating use; meanwhile, the city would continue its pursuit of a permanent development through its developer solicitation.



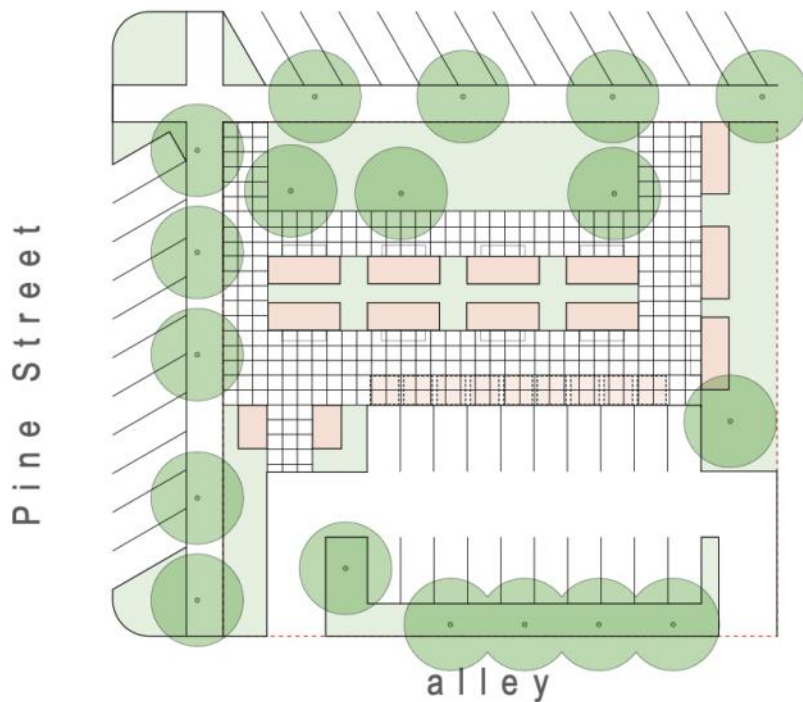
3 | DEMONSTRATIONS



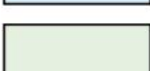
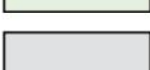
Pine Street Site, Alt B | Meanwhile use — Pop-up retail in containers—continued



Laurel Avenue



KEY

	retail
	residential
	public
	terrace
	parking
	...

Curation of the temporary use is important. It should not be an ad hoc collection of retail, for instance. Having standards for the type of merchandise, hours of operation, and alignment around clear objectives is critical to a successful meanwhile use. Curation involves guiding novice entrepreneurs, storytelling, and ensuring high customer experience.

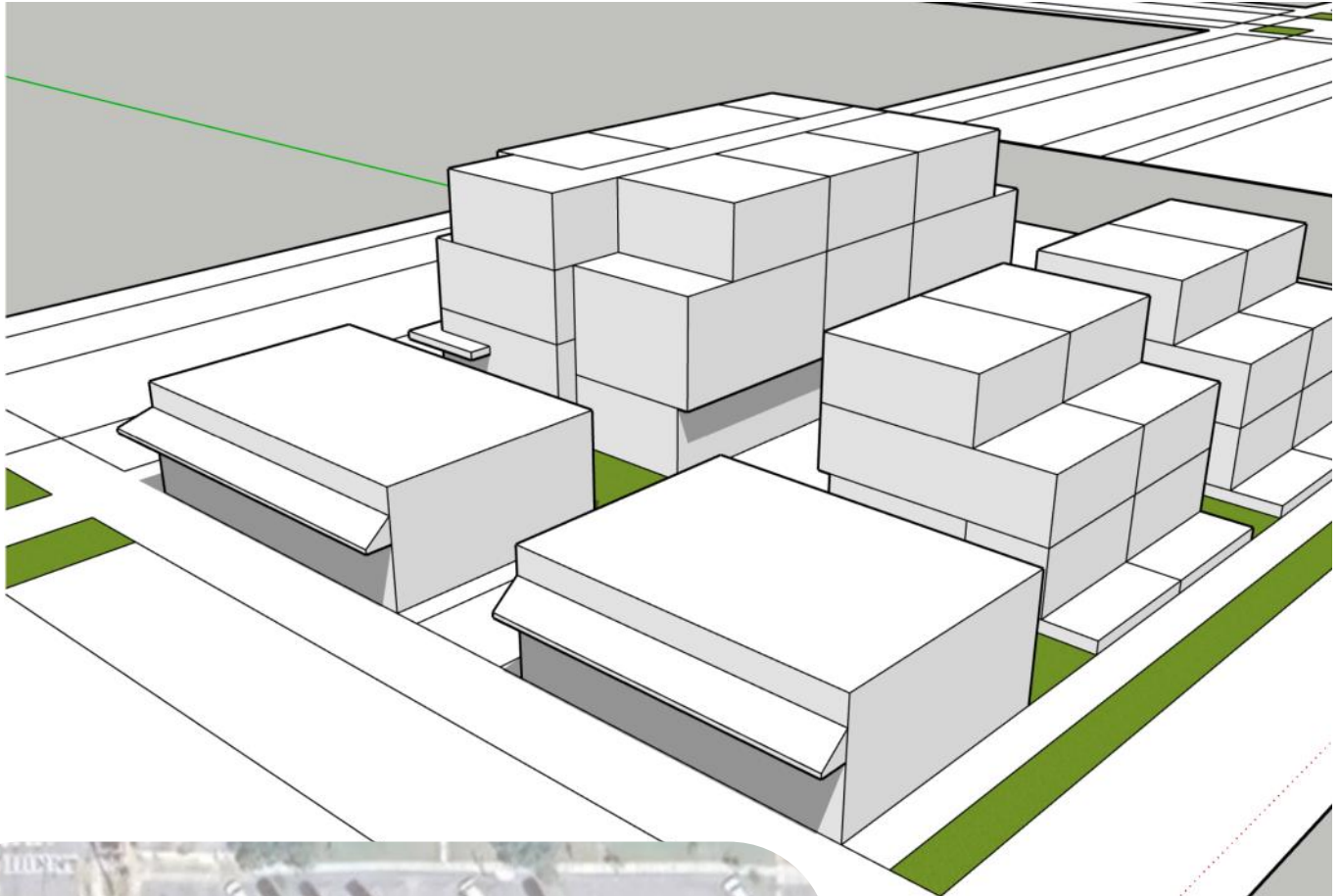
3 | DEMONSTRATIONS



Pine Street Site

Alt C. Mixed use — Mostly separated uses

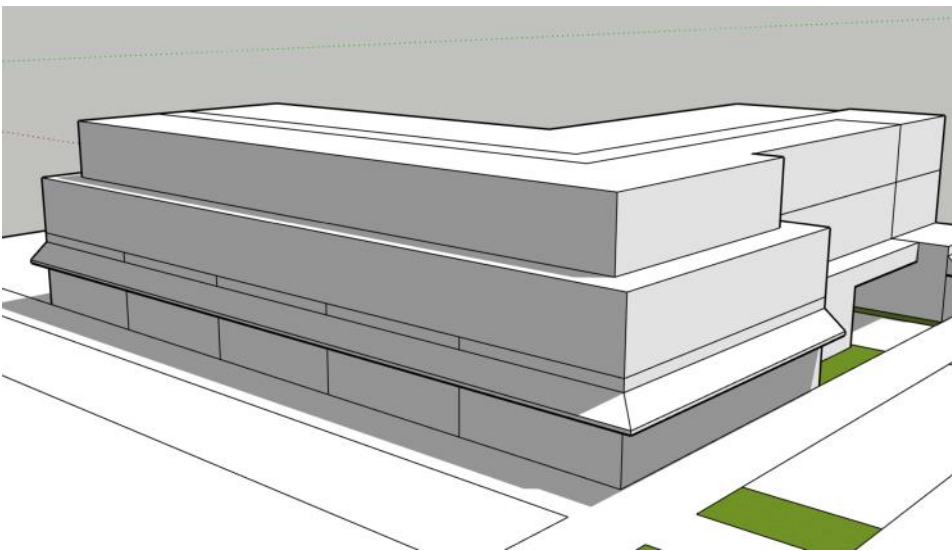
The city's objectives in its solicitation might be achieved through patterns that are mostly separated but still result in a mix of uses on the site (but not necessarily every building). Separation allows for incremental development but requires a strong guiding plan to ensure objectives are satisfied in a longer-term buildout of the site. To achieve this pattern, more than one developer might be engaged.



3 | DEMONSTRATIONS



Pine Street Site, Alt C | Mixed-use — Mostly separated uses—continued

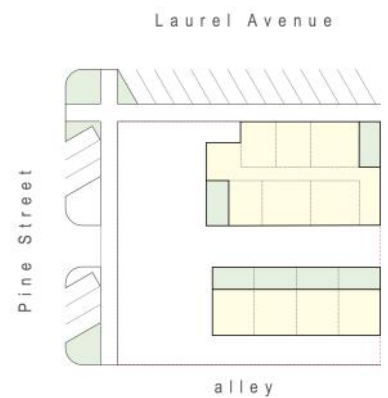


In this pattern, single story retail is created along Pine Street, perhaps in more than one building (again, it's incremental). A larger and true mixed-use building faces Laurel Avenue, with parking integrated to support upper-level residential use. Alley housing fills out the site, allowing an additional—and market-supported use—to happen on the site.

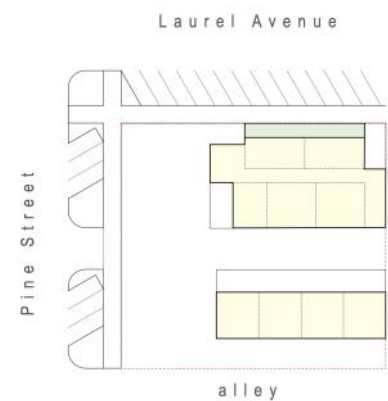
The staged nature of this alternative resonates with the architectural character of Downtown Foley. Because the development pattern results, potentially, from several developers creating smaller footprints, it better aligns with building sizes found throughout downtown. In the demonstration, the uppermost levels in the three-story building along Laurel Avenue is stepped back from the street-level façade to create a more harmonious relationship with other Laurel Avenue buildings, none of which are more than two-stories (and many of which are one-story).



Level 1



Level 2



Level 3

KEY

	retail
	residential
	public
	terrace



3 | DEMONSTRATIONS

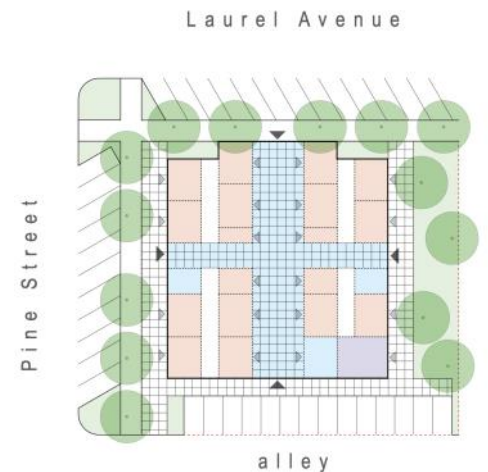
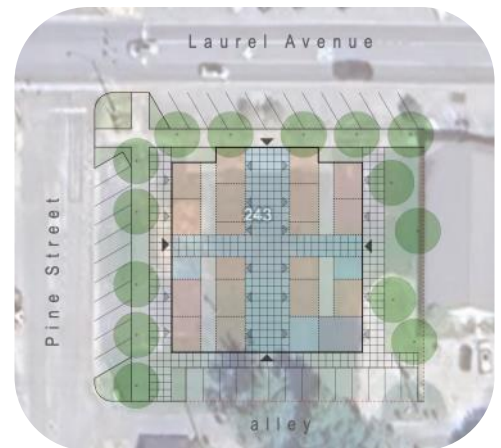
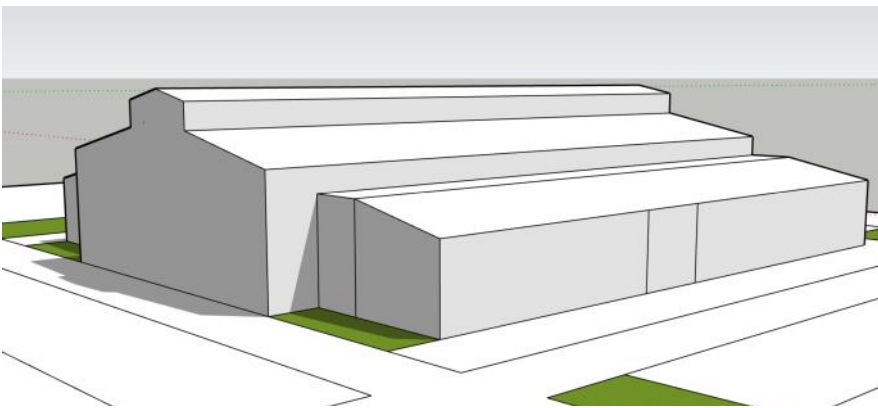
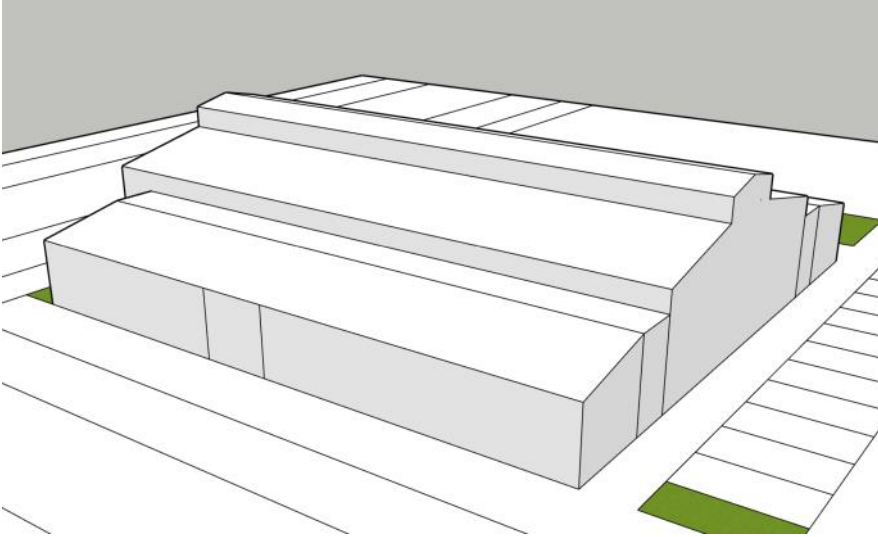


Pine Street Site

Alt D. Activation 1 — Public market

Downtowns across the country have found that a public market hall brings activity while serving an unfilled market for certain kinds of goods. It's a pattern that creates a more permanent version of the meanwhile use, with the “more permanent” resulting from the opportunity to more readily accommodate changes in vendors.

In the demonstration, a market containing both interior and exterior vendor stalls allows for extended seasons of use. The demonstration also includes a “market green” that supports orchestrated events timed to peak market days and hours.



Like the meanwhile use, this demonstration demands curation, including an on-site manager who might also be responsible for programming the market green. An office is provided in the demonstration to support the management operations, which might be considers a quasi-public function under which the site and public market are owned by the city and operated by a contracted entity. Interestingly, public restrooms are a necessary component of a public market, achieving one aspect of the city’s solicitation.

KEY

	retail
	residential
	public
	terrace
	parking
	office

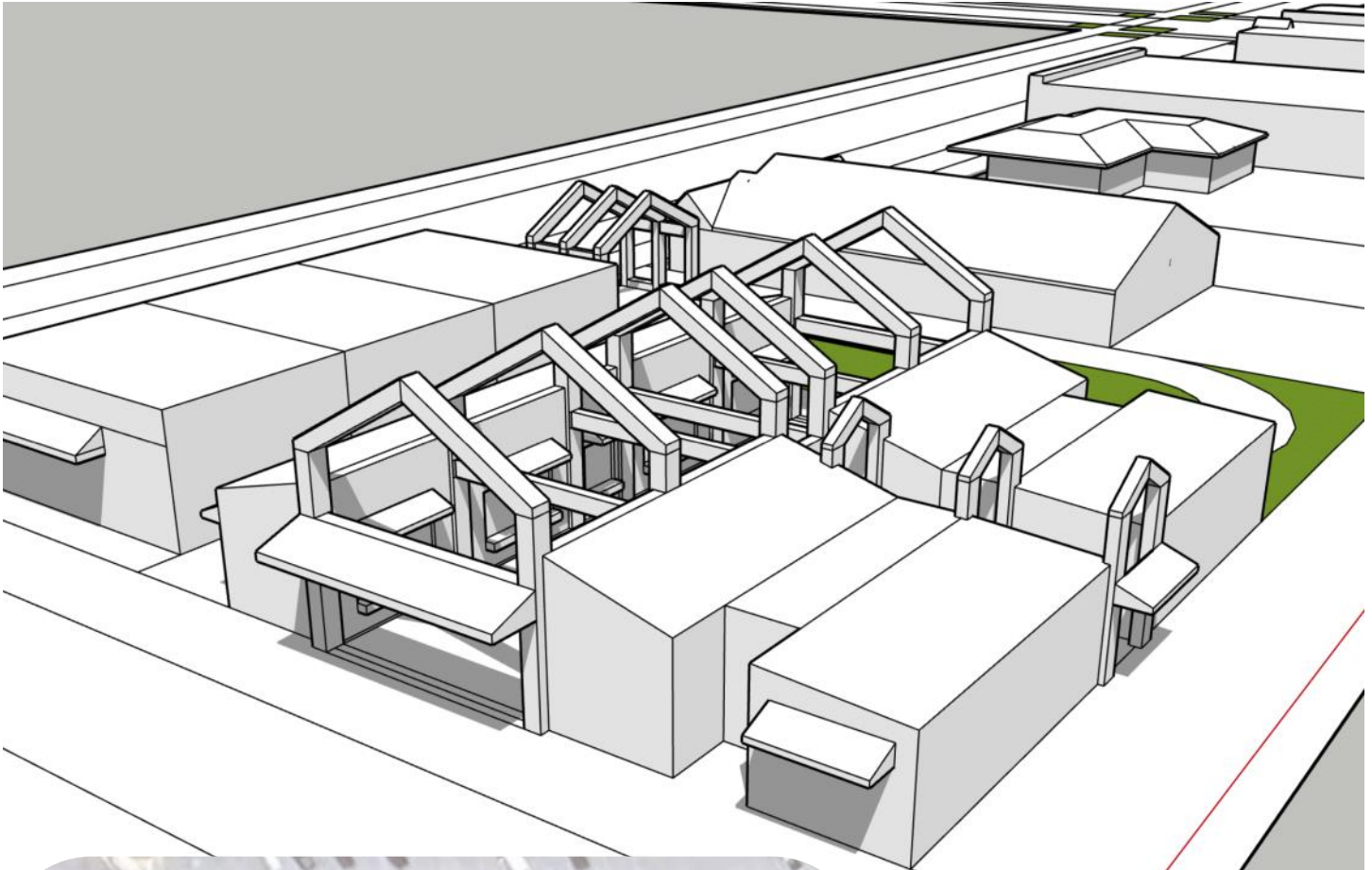
3 | DEMONSTRATIONS



Pine Street Site

Alt E. Activation 2 — Street-facing retail plus food hall

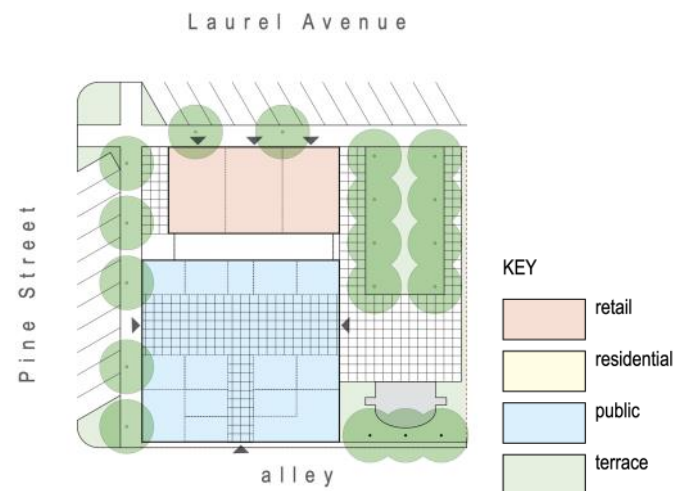
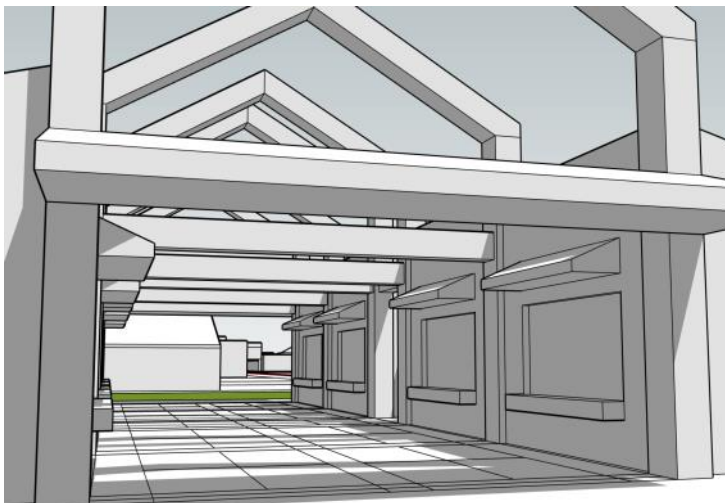
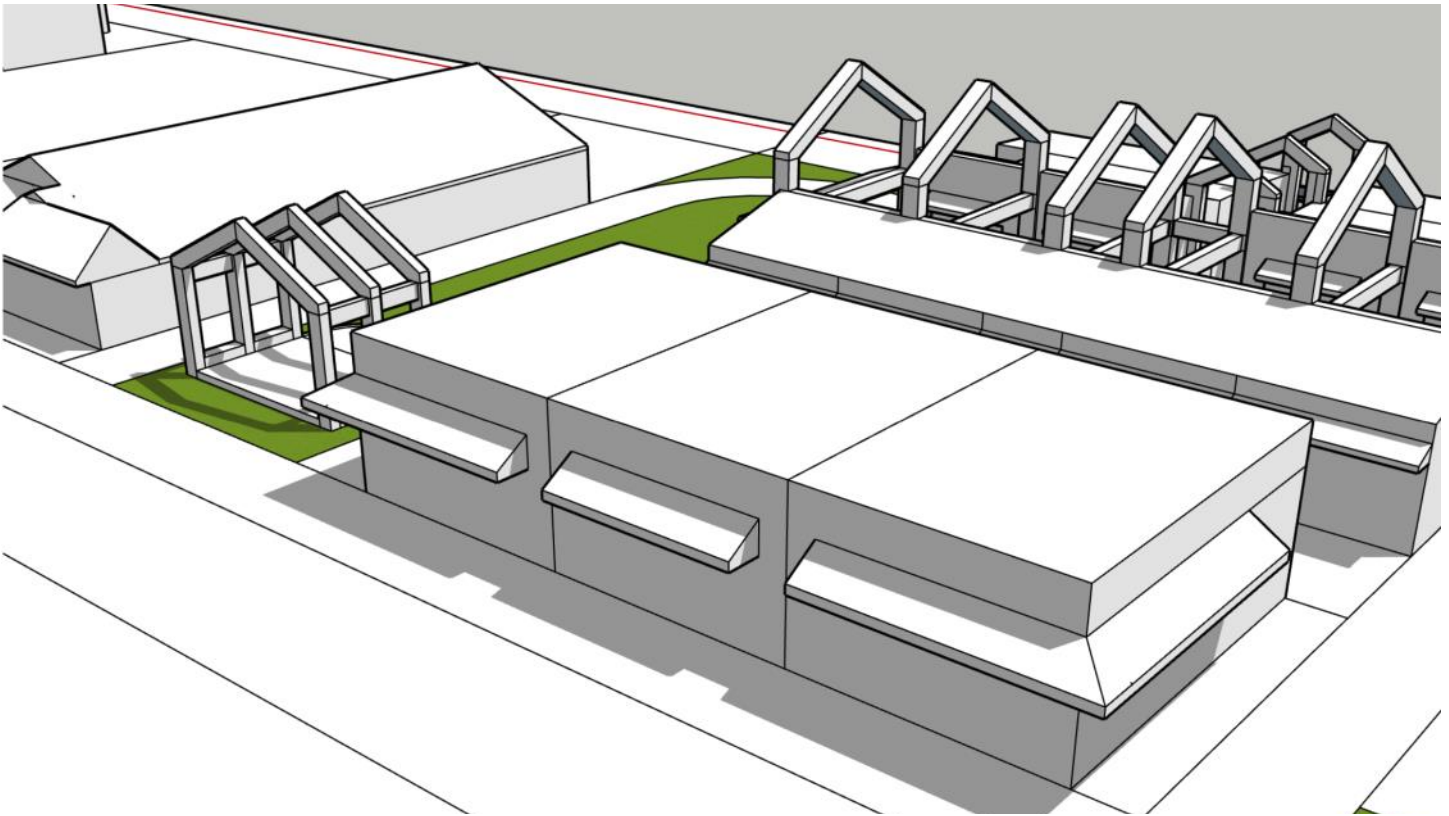
In this demonstration, a retail building is situated along Laurel Avenue, sized in footprint and height for compatibility with other downtown buildings. With retail at the Laurel Avenue portion of the site, the rear portion of the site can be directed to a food hall, an increasingly popular downtown use and one aligned with preferences in the market study.



3 | DEMONSTRATIONS



Pine Street Site, Alt E. Activation 2 — Street-facing retail plus food hall—continued



The food hall component of this demonstration orients to Pine Street with an architecture that allows for a visual presence from the west. But more important, the activity of a food hall builds energy in nearby areas. “The Commons” allows for events and small concerts and extra space for dining during peak food hall hours.

Like the market hall demonstration, curation is key. On-site management creates consistency in operations, administration, and marketing, including planning for events at The Commons. And like the market hall, a food hall and the event space requires publicly accessible restrooms.

3 | DEMONSTRATIONS



Pine Street Site, Alt E. Activation 2 — Street-facing retail plus food hall—continued

Early Traction

In discussions with representatives of the City of Foley and Foley Main Street, the food hall directions held traction because of its ability to generate activity in downtown through a unique use. Importantly, it reaches to satisfy interests expressed in the market study and might be a sort of incubator for entrepreneurs in the food and beverage sector who might eventually seek their own space in downtown, and might also provide a space for regional establishments considering expansion in Foley to test the market.

Precedents: Food Halls



Raleigh, NC



San Diego, CA



Minneapolis, MN



Cabarrus Co, NC



Nashville, TN



Charlotte, NC

3 | DEMONSTRATIONS



IT/Parks and Recreation Department and Community Development Department

With the establishment of the new public library, the city intends to relocate several departments into the former public library building, creating efficiencies and synergies between those functions of the city. A significant consequence of the relocation of the departments is the opportunity to repurpose the soon-to-be-vacant buildings for other uses supporting downtown. Ideally, spaces might be configured to accommodate smaller shops, boutiques, and retail entrepreneurs bringing active uses and foot traffic to the Laurel-Alston Focus Area.



Relocation of two city departments creates space for new downtown activity, perhaps as “incubator” retail in the Laurel-Alston Focus Area.

The IT/Parks and Recreation Department building seems well-suited in its size and location as incubator space for new downtown businesses, particularly retail. It faces Alston Street and is part of the Laurel-Alston Focus Area described above. Fundamental guidance and regular management of the incubator businesses is well aligned with the mission of Foley Main Street. While some investment might be needed to establish workable spaces for retail uses, the building is divided into two spaces and is directly oriented to Alston Street.

The Community Development Department on McKenzie Street is a larger building but holds similar potential to incubate new retail uses or support a larger retail space. The building likely requires a greater degree of modification, particularly to create a stronger orientation of McKenzie Street and Orange Avenue through large storefront windows and attractive signage for retail uses.



Right: Relocation of the city’s Community Development department offers the opportunity for the conversion of a downtown building to retail use, perhaps with renovations aimed at creating a stronger connection between the public sidewalk and the interior use.



3 | DEMONSTRATIONS



McKenzie Parking Reservoir

A demonstration for an evolution of the existing public parking area on McKenzie Street was included in the 2022 Envision Downtown Foley plan. Insights gained from representatives of the City of Foley and Foley Main Street suggest a more incremental and separated approach might be more appropriate for this site. The demonstration continues to recognize an eventual need for expanded public parking through a parking structure, particularly with a focus on intensification in the Laurel-Alston Focus Area. While attention to an evolution of this site is not an immediate need, preservation of the site for expanded parking should remain a key goal for this site.



Reimagination of a current public parking lot would be directed to continuity of the pedestrian experience along McKenzie Street while continuing to provide parking supporting downtown.

In this version of the demonstration, the parking structure is separated from other potential uses on the site. It is configured at the rear of the site and recognizes a potential expansion to serve the hotel building.

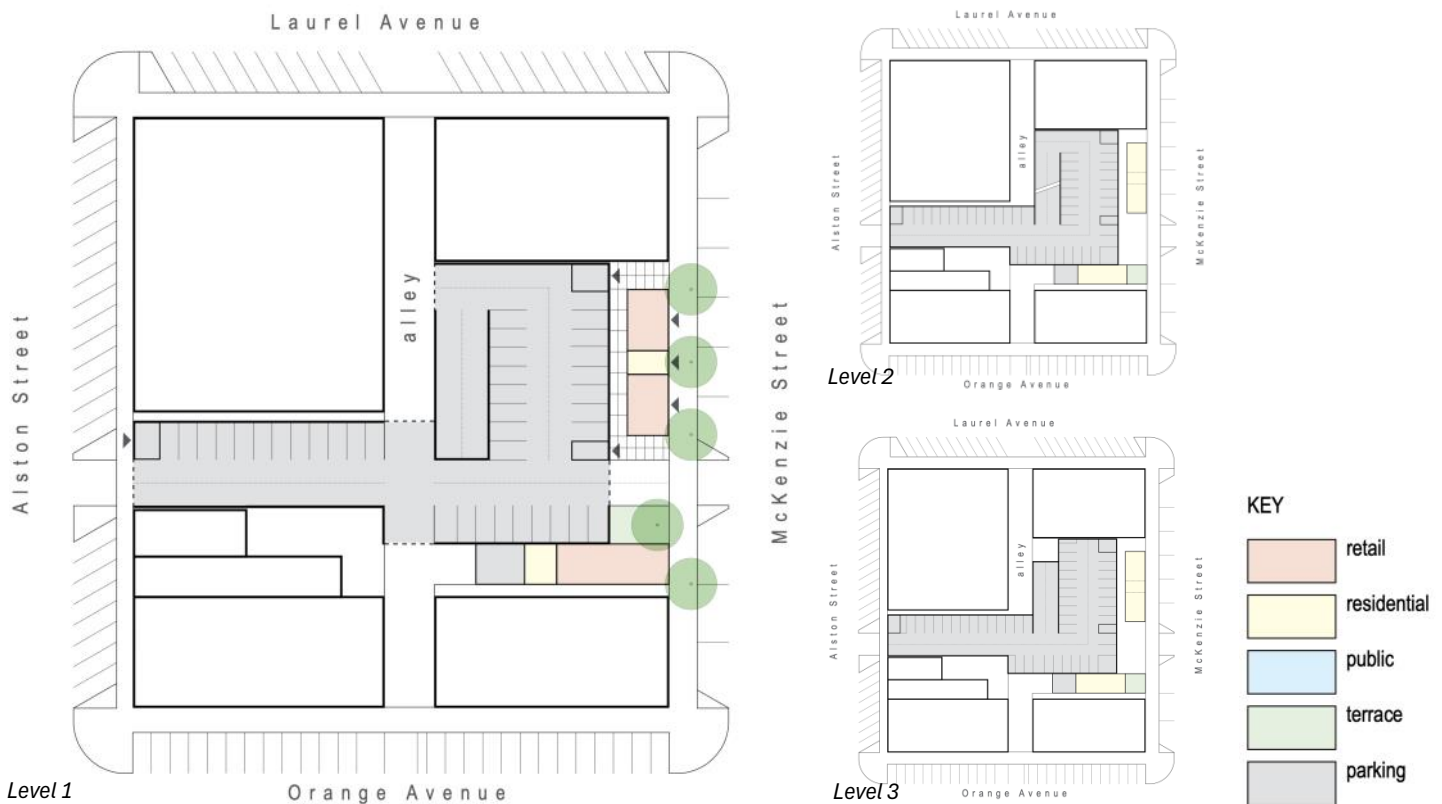


3 | DEMONSTRATIONS



McKenzie Parking Reservoir—continued

As a three-level parking structure, it is largely screened by other buildings. Access to the parking structure occurs from McKenzie Street (and from Alston Street if the hotel-serving component is implemented to support an intensification of the use of that building) and from two locations along the alley. The narrow site affords a single-loaded configuration on the main site, with access between levels through a sloped driving surface dedicated exclusively to circulating between floors (referred to as a speed ramp). This allows the parking surfaces to be flat, a more attractive way of accommodating parkers and allowing for an evolution in the structure if parking is someday not needed.



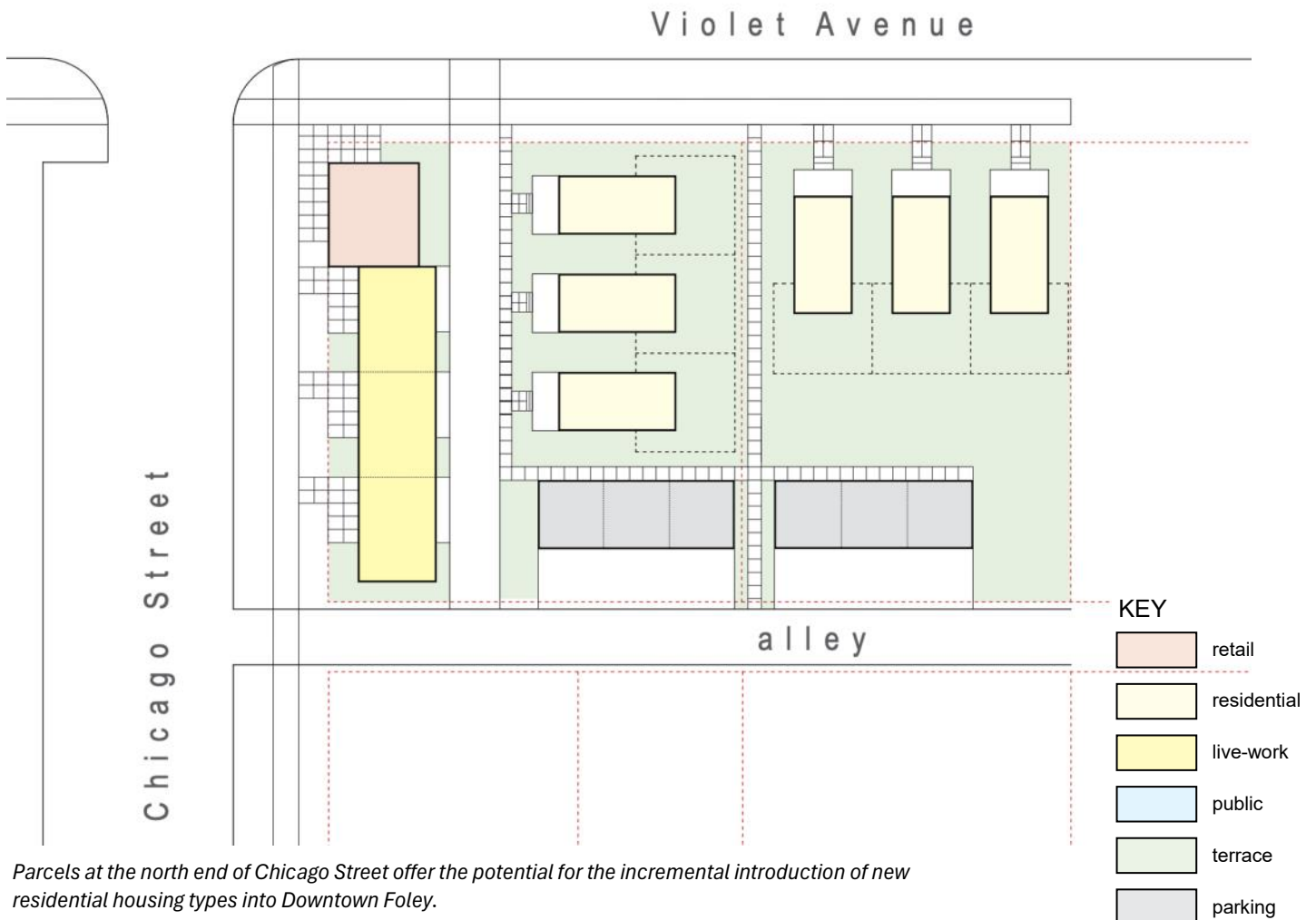
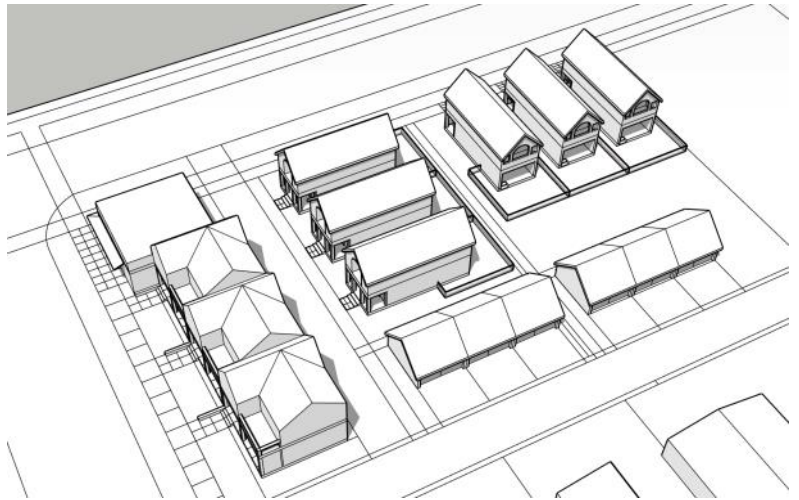
With the parking structure separated, space along McKenzie Street is available for redevelopment. In the demonstration, street-level retail uses are indicated with upper-level residential uses. The northerly of the two buildings is larger—but not large, as consistency in footprint area between new development and existing buildings remains a goal. A smaller building is shown on the south side of the parking structure, perhaps with alley housing as a component.

3 | DEMONSTRATIONS



Chicago Street Residential

At the north end of Chicago Street, a public way already improved by the City of Foley, the potential for an evolution of small parcels to primarily residential use is demonstrated. This initiative builds on the desire for additional housing opportunities suggested in the market assessment with cottage style housing and live-work housing.



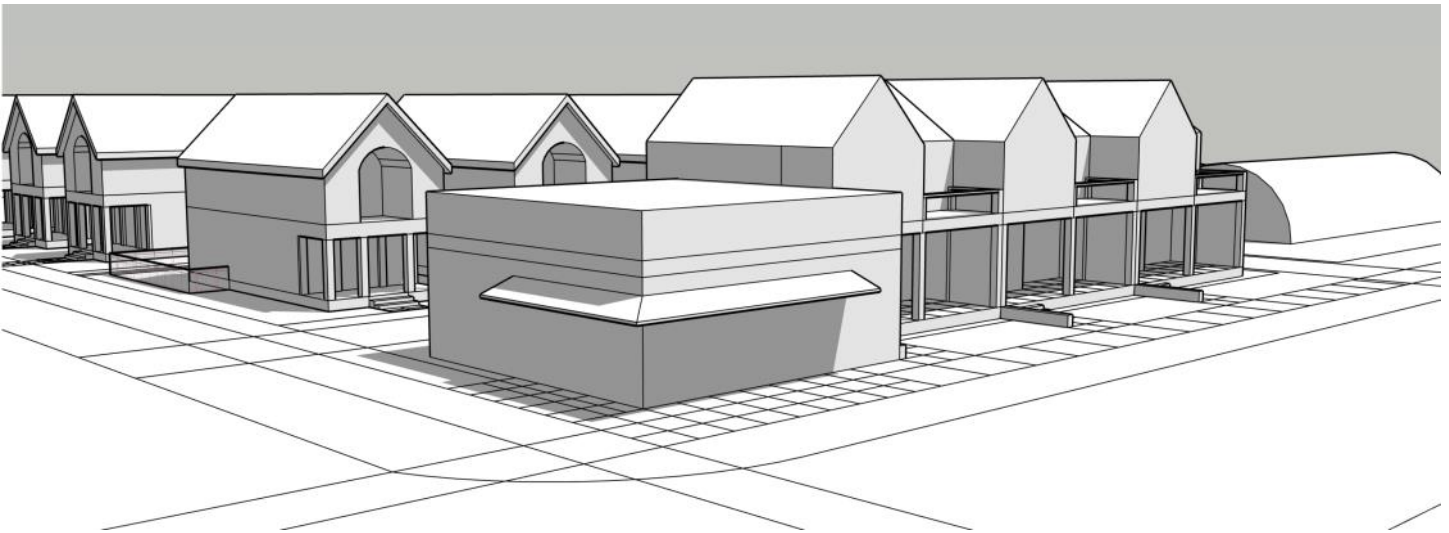
3 | DEMONSTRATIONS



Chicago Street Residential—continued

While new development is more likely to occur through an assembly of two or more parcels, the demonstration shows an incremental development occurring on an unassembled site. Still, though, creating continuity across sites, through a coordinated plan for development, results in a more coherent pattern. It also utilizes an incremental approach, adding just a few housing units of two types on two small parcels.

The notion of creating primarily residential use here is important. These parcels are not the best place for a retail or non-residential use but limited retail might still occur, particularly recognizing the city’s long-term desire for a civic center and museum just to the north. In this case, the retail—maybe a coffee shop or small café—can be integrated with a series of live-work units, where street-level and street facing studios or workshops are integrated with residential spaces. While the market for this housing type might not be deep in Foley, this parcel affords space for a few units.



Precedents: Live-Work Units



3 | DEMONSTRATIONS



Chicago Street Residential—continued

On the same parcel, the demonstration begins a pattern of cottage housing with 500 to 750 square foot units on one or two floors. The key is small footprints of single-family homes clustered onto a parcel, with small private yards and a larger communal space. Like the live-work units, the market assessment demonstrated interest in cottage style housing in a limited depth market. Implementation incrementally provides the opportunity to bring a new housing type into this market without overbuilding.



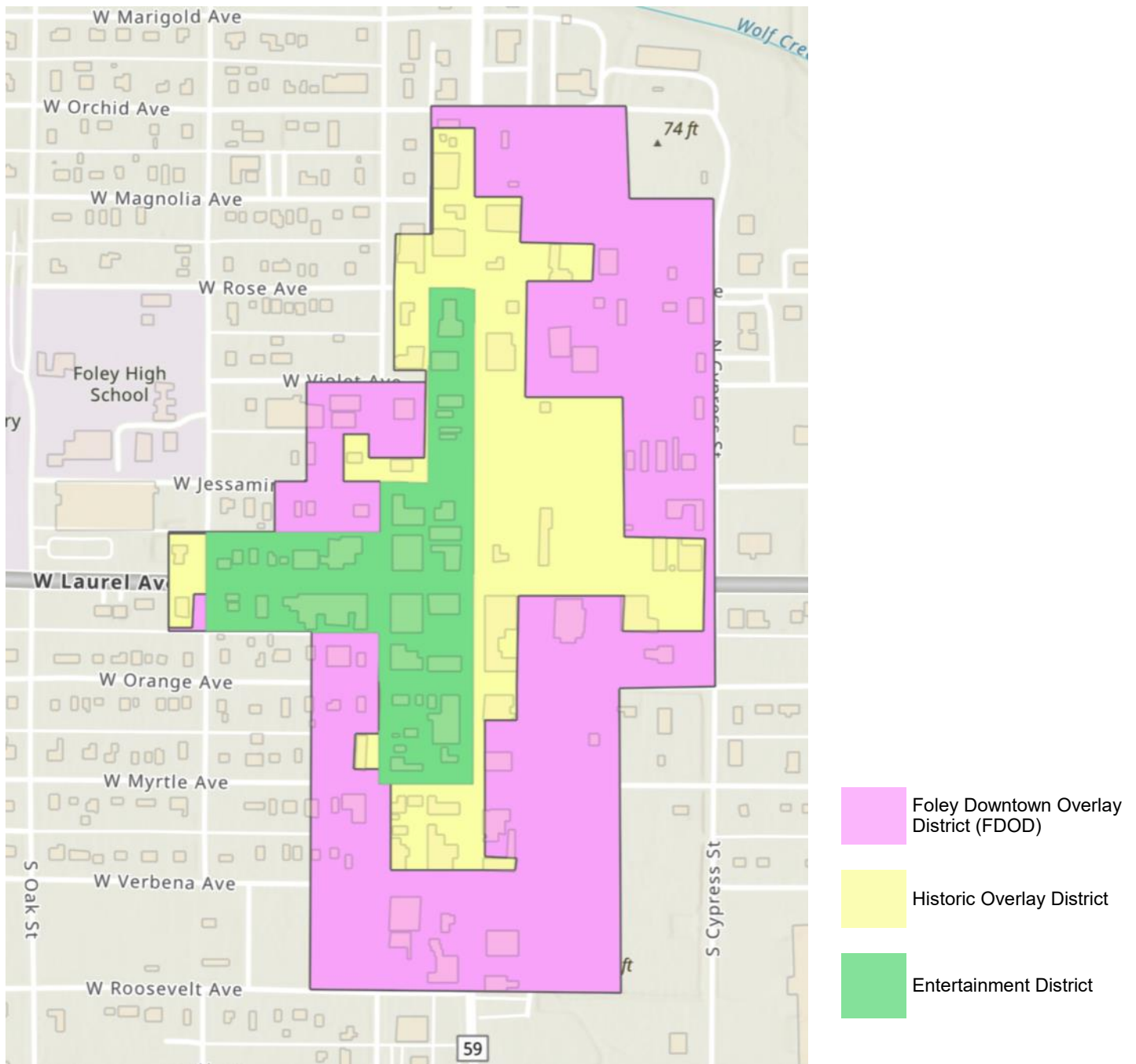
Precedents: Cottage Housing



4 | DOWNTOWN DESIGN GUIDANCE



Development activities in Downtown Foley are subject to overlay districts contained in the city’s Zoning Ordinance, which overlap but are not coterminous. While guidance for the design of buildings and sites is important, the process of arriving at an acceptable design is a key consideration, particularly as the overlay districts intend to shape more appropriate upgrades, expansions, and new introductions.



Downtown Foley is subject to a historic overlay and a downtown overlay, the details of which may not be well understood by all in the development community.



4 | DOWNTOWN DESIGN GUIDANCE



The following are descriptions of the overlay districts as found in Article XXV – Overlay Districts of the Zoning Ordinance:

25.1 Historic Overlay District	<i>The purpose of the Historic District Overlay is to establish flexible land development requirements that preserve and maintain the existing character of historically significant areas by formulating site development regulations and criteria that allow compatible or similar development within the Foley Downtown Area Historic District.</i>
25.2 Foley Downtown Overlay District (FDOD)	<i>The FDOD focuses on the preservation and rehabilitation of historic buildings and/or new structures and their elements. The goal for alterations to non-contributing buildings and new construction in the FDOD is to ensure compatibility with existing and new development. The intent is to foster a strong viable downtown as a walkable commercial, civic, residential and cultural art center with its own unique identity.</i>

Input gained during the on-site work session suggested a lack of understanding of the intention of these components of the ordinance. Importantly, there was no lack of desire to deliver according to the city's goals. It seems clarification supporting methods of conformance is key.

The Historic Overlay District intends to provide guidance to project proposers. The ordinance indicates projects within the Historic Overlay District are subject to the following:

1. *Shall be determined by the underlying zoning classification(s).*
2. *All new construction and all alterations and demolition to existing structures and buildings and any material changes in the exterior appearance of a property, building, structure, site, object or work of art within the Historic District Overlay Boundaries, in addition to compliance with the above district requirements (as set forth in the underlying zoning district), and other adopted ordinances.*

The second point may be the focus of confusion as it lacks specificity for performance. The City of Foley has published Foley Downtown Historic District Design Guidelines. Some issues might be resolved by including the design guidance as a benchmark for conformance under Section D -- Regulations and Criteria). Still, the guidance offered in the Design Guidelines document is lengthy, complex, and not always germane to Downtown Foley, and seems directed more to existing structures than guidance supporting appropriate new introductions.

While the Foley Downtown Overlay District suggests a goal of ensuring alterations to non-contributing buildings and new construction are compatible with existing and new development, no guidance related to the design of structure is offered. Rather, the overlay district guidance is directed to signs, displays, outdoor dining, mobile merchandise vendors, and street vendors. While these are important factors in establishing consistent experiences in downtown, those proposing new introductions to downtown and existing downtown property and building owners would be served well by additional guidance as a means of ensuring the desired compatibility.



4 | DOWNTOWN DESIGN GUIDANCE



The 2022 Envision Downtown Foley strategy plan offered guidance for development in downtown as general parameters, which offer a reasonable starting point for the creation of more refined direction on design:

- The building should be more than one story and contain more than one “use.”
- Parking should be secondary and, if possible, nearly invisible.
- The street level of a downtown building should open significantly to the activity of the street.
- Worthy older buildings should be restored but new development should utilize practices that respect those buildings without copying or mimicry.
- Building placement is key: Retail buildings should be placed next to the sidewalk; and residential buildings might be set back a bit to give some privacy to residents

Guidance for site and building design, tailored to downtown but similar to the guidance provided in the Zoning Ordinance for the Foley Beach Express Overlay District, would be useful in offering guidance to project proposers.

The process of arriving at a design that can be viewed as compatible is a conversation, not a science. The city might consider using a process similar to an already established process for consideration of property development in its Subdivision Regulations. The “sketch plan” offers an initial, non-binding step for project proposers to share plans. No approvals are provided but staff and review bodies are offered the opportunity to share thoughts about the appropriateness of a proposal, which the proposer might then use to hone an actual application.

From the city’s perspective, the “sketch plan” process allows for more efficient reviews because proposals can be shaped in a project’s earliest stages. For a proposer, time and dollars are saved through this degree of exploration through sketches, which can then be refined in a process that is more focused on supportable directions.





Implementation Framework

This report is directed to concepts for change in Downtown Foley but those concepts do not present a direct path to implementation. Instead, they are starting points that can be advanced through orchestrated actions, which are outlined using a quick reference format in this section of the report.

Local leaders could also choose to reframe implementation of initiatives and demonstrations appearing in the original Envision Downtown Foley strategy plan using this or a similar format to provide a slightly more definitive outline for work.

Quick Reference Guide Contents and Definitions

Initiative: A title referencing the action described in the report.

Synopsis: An abbreviated statement of the general intentions of the findings detailed in other parts of the report.

Timing: A demonstration of potential implementation framed in terms of months or years:

- Immediate—0 to 1 year for physical projects and 0 to 6 months for planning efforts
- Short—1 to 3 years
- Intermediate—4 to 12 years
- Long—longer than 12 years
- Opportunistic—aligned with unique or unpredicted circumstances

Responsibility: A suggestion for the roles various parties play in advancing the initiative.

Cost: The initiatives are conceptual in nature (including an initiative that might result in reframing the Downtown Foley Overlay District), making the estimation of an implementation cost impractical. In a real sense, implementation of an initiative related to construction of a project will involve significant costs, but getting to the point of having a project to advance needs to be recognized first. As such, the costs in the outline reflect early costs aimed at advocacy and initial advancement of an initiative.

Next Steps: General guidance supporting ongoing work related to the initiative. A more elaborated work plan might result as priorities are established through the necessary dialog underlying advancement of the efforts described in this report. Engagement with stakeholders is a key activity for Foley Main Street in the advancement of each initiative.



Fine-tuning

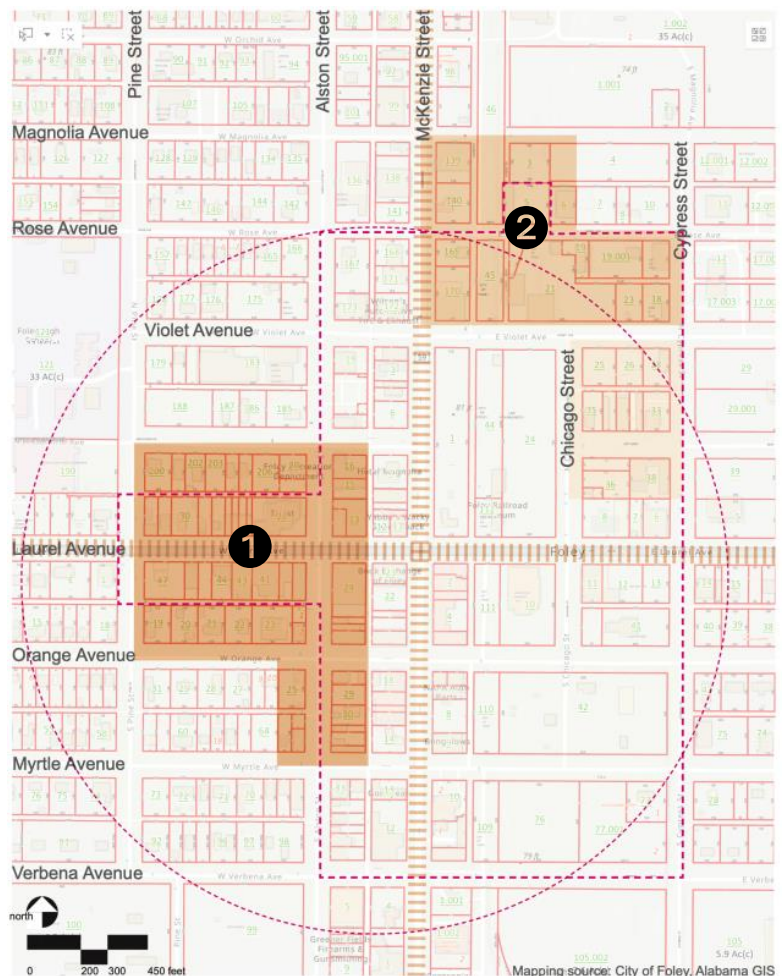
If refinements to an initiative — like the Pine Street redevelopment, for example — are desired, the following might be considered as supporting actions and deliverables:

- Further investigation of market support—in this case, the market assessment can be more targeted to a specific site and development direction;
- Preparation of a range of potential configurations for the initiative with encouragement to explore widely to ensure the best possible preferred direction results;
- Preparation of illustrations and graphics suitable for sharing the direction for the demonstration with the public, downtown stakeholders, property and business owners, agencies or jurisdictions with authority over the demonstration, and possible funders;
- Engagement of those with an interest in the initiative, with engagement led by Foley Main Street (while consultants might offer these services, having a direct representative of Foley Main Street involved in sharing the initiative recognizes a local sense of investment and avoids the sense of the “hired gun” approach to engagement);
- Refinement of explorations based on input from the engaged parties;
- Preparation of illustrations and graphics indicating a preferred direction for implementation, which might be considered to be a true concept design for the initiative; it will be important to communicate the work remains fluid and will likely be refined as further efforts are directed to implementation;
- Creation of a narrative supporting and further explaining the preferred direction for the initiative;
- Early projection of costs, including, for public realm initiatives demonstrated as a project cost (as opposed to construction cost), and a cost related to care and perpetuation of the initiative (for costs borne by any public entity);
- Creation of a logical phasing plan for the initiative if it requires or is more logically implemented in a series of well-defined stages;
- Definition of next steps in the advancement of the initiative, including next steps related to planning, design, and engineering and actions needed to gain approvals for the implementation; and
- Preparation of communications that keep the initiative “active,” recognizing that implementation might take years, and creation of events that celebrate completion of concept level efforts for the initiative.



Quick Reference: Initiatives and Demonstrations

Initiative	Focus Areas
Synopsis	The work identified two areas where, based on a combination of public investment and private initiatives, the potential for revitalization exists. The establishment of a “focus area” concentrates efforts on organizing, promoting, and advancing projects within a portion of Downtown Foley, recognizing the whole of downtown is large. This work would not ignore other opportunities should they present themselves; rather, it offers focus for near- to mid-term planning and investment.
Timing	Immediate (0 to 6 months) for planning efforts; development periods in each focus area will vary.
Responsibility	Foley Main Street would engage stakeholders in a process aimed at confirming or refining focus areas and, eventually, work with property and building owners to guide investments. The City of Foley would map the focus areas and may be a conduit for programs assisting private initiatives.
Cost	Initial work can be accomplished largely through volunteer efforts, perhaps with some assistance in creating and updating mapping by city staff. Promotion of opportunities within a focus area can be accomplished through the regular activities of Foley Main Street.
Next Steps	1) Verify public investments and private initiatives, modifying mapping as necessary. 2) Confirm boundaries for Laurel-Alston Focus Area and Civic Center-Chicago Focus Area, modifying boundaries from those presented in this report as necessary. 3) Promote programs and initiatives that advance investment in sites and buildings, working with property and building owners to assist advancement of projects.



① Laurel-Alston Focus Area

Attention might be directed to this part of downtown based on the combined public and private initiatives, perhaps especially because of the potential for new activity at the Pine Street site. Reinvestment in this area is most likely to occur as renovations or upgrades to existing buildings, suggesting that guidance in design may be needed and that encouraging aligned change through financial assistance might be encouraged.

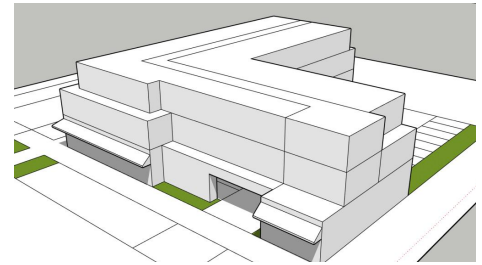
② Civic Center-Chicago Focus Area

While a longer-term prospect for change, the proposed Civic Center-Museum project could be a major generator of activity in downtown. It caps a cultural corridor and takes advantage of public investment in a renewed Chicago Street, with significant potential for evolution of proximate underutilized parcels.

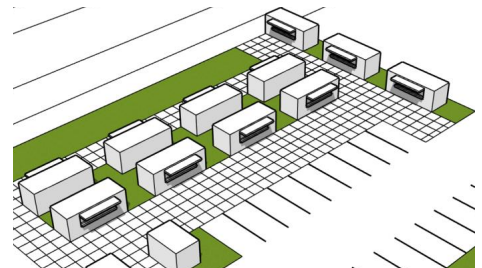


Quick Reference: Initiatives and Demonstrations

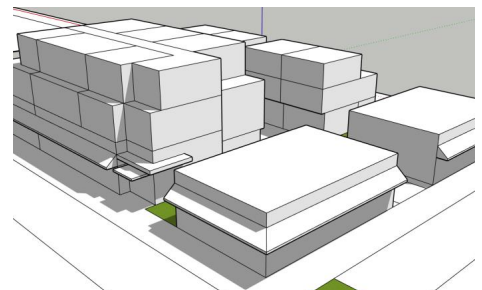
Initiative	Pine Street Site
Synopsis	Redevelopment of a city-owned parcel and Laurel Avenue and Pine Street has not received attention from the development community. Reframing the city's goals to highlight the need for activation and incremental development might offer a more direct path to development while bringing energy supporting the Laurel-Alston Focus Area. An important aspect of this work is recognizing the capacity of the development community to deliver public improvements (publicly accessible restrooms) as a part of the initial construction and through a project's ongoing operations.
Timing	Reconsideration of the city's request for proposal is a immediate-term initiative; development, once a proposal is accepted, likely aligns to a short-term timeline.
Responsibility	Foley Main Street may assist in engagement of stakeholders relative to a preferred development direction and promotion of that direction to city leadership. The City of Foley holds responsibility for issuance of a request for proposal and a process of guiding activities toward redevelopment.
Cost	If more robust illustrations of a proposed concept is needed to build momentum for the city's request for proposals, consultants may need to be engaged, with concept refinement costing \$10,000 or more, depending on the depth of information to be provided. Those costs might be viewed as embedded work supporting eventual redevelopment of the site. Implementation costs will vary with the solution. Incorporation of publicly accessible restrooms will be substantial, especially when ongoing operations and maintenance are considered; a food hall, as demonstrated in one concept, might become an initiative of the city or some public-private partnership, in which case ongoing management of the food hall would be a primary consideration.
Next Steps	1) Engage stakeholders to establish a preferred direction for redevelopment using the concepts demonstrated in this report as a basis for initiating conversation. 2) Create a proforma demonstrating initial and ongoing costs for any public components of a proposal for redevelopment of the site. 3) Update demonstration of a preferred concept through narrative, diagrams, and precedents. 4) Recommend a preferred direction for redevelopment to city leadership, demonstrating alignment of that direction to key goals for the site. 5) Modify and reissue request for proposal for redevelopment. 6) Promote desired direction within development community and to the community in general, including, perhaps, signage on the site highlighting the preferred direction.



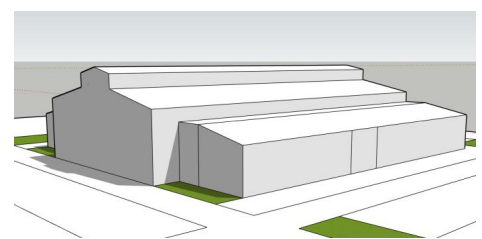
Alt A: Mixed-use — Single integrated development



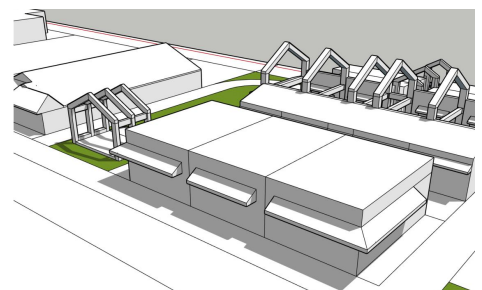
Alt B: Meanwhile use — Pop-up retail in containers



Alt C: Mixed-use — Mostly separated uses



Alt D: Activation 1 — Public market



Alt E: Activation 2 — Street-facing retail plus food hall



Quick Reference: Initiatives and Demonstrations

Initiative	IT/Parks and Recreation Department and Community Development Department
Synopsis	These buildings, owned by the City of Foley, housed city departments that will be relocated to the former library. As downtown buildings, they should be repurposed with retail uses, perhaps in the case of the Parks and Recreation/IT Building as incubator retail because of the relatively small size of the building's footprint.
Timing	As the buildings will be vacant without the city use, planning for their reuse should be immediate.
Responsibility	The City of Foley owns the buildings, making repurposing its role. Foley Main Street could be responsible for marketing the space for rental to ensure the retail uses support further activation of downtown.
Cost	Initial feasibility work could be pursued as a part of Main Street Foley's role in the conversion of the buildings. The costs of assessments and preliminary design could be fairly limited, perhaps budgeted at \$10,000 per structure; final design and implementation costs will be determined as the process advances.
Next Steps	1) Determine desired retail uses based on the market study update completed as a part of this assignment. 2) Solicit potential users, particularly new entrepreneurs. 3) Assess the utility of the buildings for conversion to retail use. This might include development of designs to bring greater retail presence to each building, particularly for the Community Development Building which lacks significant storefront windows. Attention to building infrastructure may also be an important point of this assessment. 4) Prepare preliminary designs and determine costs of updates to the physical structure, recognizing the need to deliver at least a "plain vanilla shell." 5) Frame timelines for the evolution of the physical conditions of the buildings for retail use, correlating that timelines to the creation of business plans for the new operators. 6) Develop terms for a lease to retail operators with the City of Foley as landlord. Consider lease management through assignment to Foley Main Street. 7) Work with identified operators to develop a "fit out" cost, helping them to implement tenant improvements with real costs. 8) Finalize terms of a rental agreement and pursue approval through the City of Foley as landlord. 9) Initiate physical updates to the buildings as conversions for retail use.



Relocation of two city departments creates space for new downtown activity, perhaps as "incubator" retail in the Laurel-Alston Focus Area.



Relocation of the city's Community Development department offers the opportunity for the conversion of a downtown building to retail use, perhaps with renovations aimed at creating a stronger connection between the public sidewalk and the interior use.

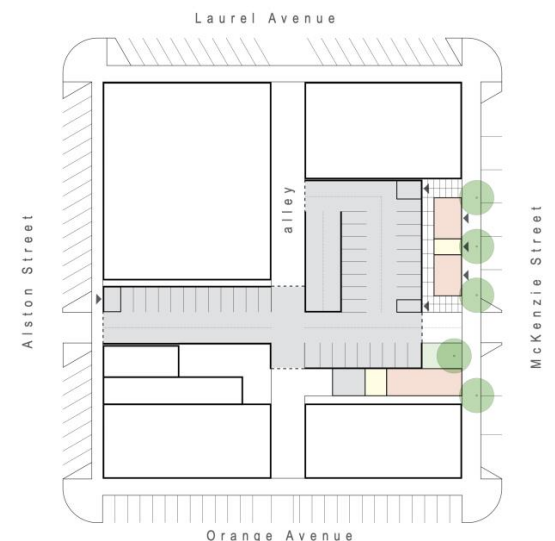


Quick Reference: Initiatives and Demonstrations

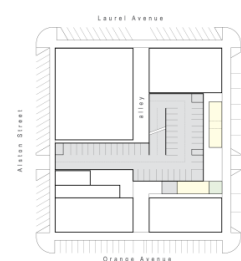
Initiative	McKenzie Parking Reservoir
Synopsis	The need for an expansion of parking should be a long-term goal for Downtown Foley, and “banking” land for its eventual implementation, which has essentially been accomplished by the City of Foley since the release of the 2022 Envisions strategy plan, is a logical action to support that need. In this case, the parking reservoir is imagined as a parking structure with a “liner” of retail and residential uses.
Timing	The need to preserve the land for a future parking reservoir is immediate, even as implementation of the parking reservoir is a long-term action.
Responsibility	The City of Foley will be responsible for the planning for the reservoir, including indication in plans for downtown. The city will also be responsible for implementation and operation of the parking reservoir. Implementation of liner uses would more logically occur through a private sector development partner and a development agreement with the city.
Cost	Costs of updating plans to recognize the long-term goal for parking on this site are minimal. Design and implementation of a parking structure will be significant, and costs of operation must also be considered; both will become costs of the City of Foley .
Next Steps	1) Identify the land required to accomplish the parking reservoir in plans for Downtown Foley. 2) Continue to manage the lands as surface parking to limit future costs in an evolution to the parking reservoir. 3) Monitor parking needs in this area of downtown, noting when parking is consistently reaching about 85 percent occupancy as this is a key threshold in determining maximum parking has been reached. 4) Initiate planning and design for the parking reservoir and liner buildings, including a year-of-implementation estimate for implementation costs (to include design and engineering as a well as operational costs). 5) Advance a solicitation for a private sector partner for the liner buildings; consider a joint venture wherein the private sector partner implements the parking reservoir.



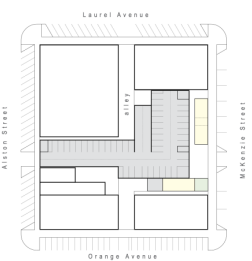
Reimagination of a current public parking lot would be directed to continuity of the pedestrian experience along McKenzie Street while continuing to provide parking supporting downtown.



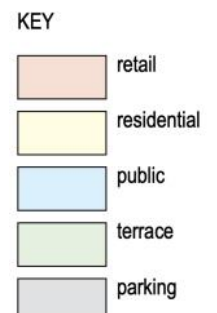
Level 1



Level 2



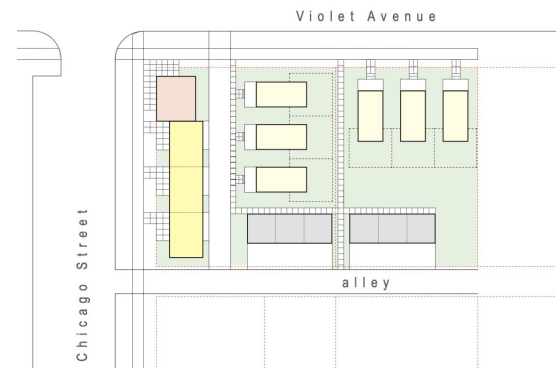
Level 3



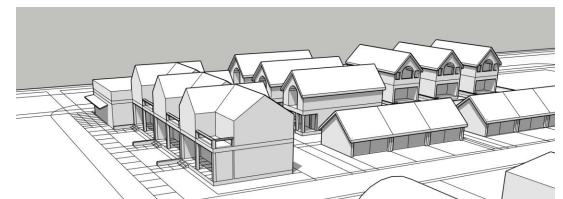
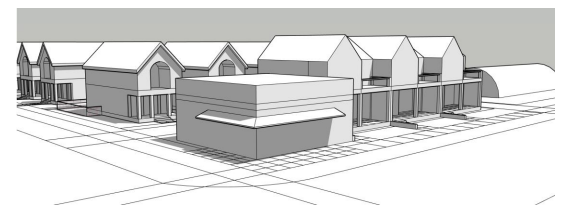


Quick Reference: Initiatives and Demonstrations

Initiative	Chicago Street Residential
Synopsis	As the City of Foley considers plans for public uses at the north end of Chicago Street, the opportunity for private sector investment in currently underutilized parcels increases. In this demonstration, vacant and underutilized parcels are converted to residential use with some street-facing retail activities. A key player in the evolution of these parcels will be the City of Foley, as it owns a parcel contained in the demonstration.
Timing	As the city's plans are longer term, there is no imperative to advance this initiative. However, the focus is housing, which is identified in the market assessment as a desired use in downtown. Therefore, development aligned with housing a primary use could occur as a market-driven initiative well in advance of the city's project to the north. Importantly, the city's ownership of a parcel allows for a coordinated development to occur with a stronger guiding role by the city.
Responsibility	The private sector will be responsible for implementation. Land assembly could occur with the City of Foley playing an assisting role.
Cost	Costs for this demonstration will be borne by a private sector development entity. If there is a need for assembly of land to make a more expansive project happen, the role of the city becomes more critical. Still, the costs of land assembly might be reimbursed through a development agreement between the development entity and the city.
Next Steps	1) Determine the interest of current parcel owners in development of the identified parcels, either independent of each owner or as a collaboration in a larger project. Inquire of nearby parcel owners to determine interest in adding land to a possible project. 2) Review city plans to ensure a proper mix of residential and retail/street-facing activity uses are present; modify the plans as needed to ensure alignment. 3) Share the plans for this demonstration with property owners, including the market assessment indicating the desired housing types. 4) Determine the City of Foley's role particular to its parcel in a development project, ensuring the city's participation as a land owner results in a project that accomplishes the city's intentions. 5) Encourage aligned proposals for redevelopment; as this is largely a private sector initiative, advocacy is key (a development role by the City of Foley or Foley Main Street is not an action). 6) Advocate for an aligned development if a path is demonstrated.



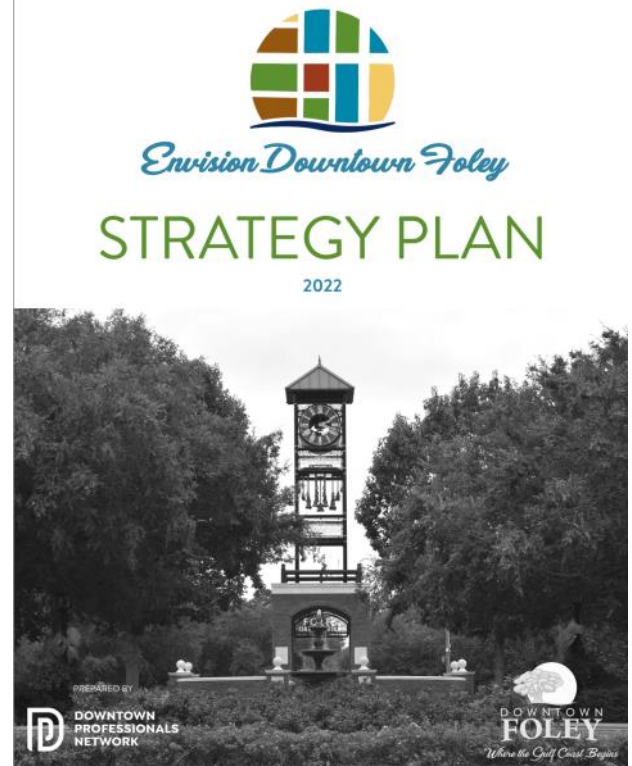
Parcels at the north end of Chicago Street offer the potential for the incremental introduction of new residential housing types into Downtown Foley.





Quick Reference: Initiatives and Demonstrations

Initiative	Downtown Foley Overlay District
Synopsis	Representatives of the development community have suggested the city's guidance under its Downtown Foley Overlay District is confusing or lacks focus. It's important that those representatives did not object to having standards; they desire to meet standards in order to efficiently advance projects through the city's entitlement processes.
Timing	Review of the overlay district requirements can be, provided city staff have adequate time, an immediate-term effort. Drafting of a revised ordinance for the overlay district may require more time based on necessary formal reviews and approvals.
Responsibility	The City of Foley will be responsible for any modifications to its ordinance but Foley Main Street could be supportive of engagement necessary to understand current issues.
Cost	While costs of this effort would be largely staff time, a revision to an ordinance sometimes requires consultants.
Next Steps	1) Coordinate meetings of representatives of the development community and city staff to review current guidance and outline benefits and shortcomings of the current ordinance, creating a log of issues that might be addressed in a revision to the ordinance and discerning issues of guidance (direction for projects) and process (direction for submittal, review, and approval). 2) Prepare draft recommendations for revisions to the Downtown Foley Overlay District based on supported directions from engagement. 3) Re-engage representatives of the development community and city staff to review draft recommendations. 4) Prepare and submit a letter to the City of Foley requesting revisions to the Downtown Foley Overlay District based on engagement conducted.



The 2022 Envision Downtown Foley strategy plan offered guidance for development in downtown as general parameters, which offer a reasonable starting point for the creation of more refined direction on design:

- *The building should be more than one story and contain more than one “use.”*
- *Parking should be secondary and, if possible, nearly invisible.*
- *The street level of a downtown building should open significantly to the activity of the street.*
- *Worthy older buildings should be restored but new development should utilize practices that respect those buildings without copying or mimicry.*
- *Building placement is key: Retail buildings should be placed next to the sidewalk; and residential buildings might be set back a bit to give some privacy to residents.*