



Envision Downtown Foley

STRATEGY PLAN

2022



PREPARED BY



**DOWNTOWN
PROFESSIONALS
NETWORK**



**DOWNTOWN
FOLEY**

Where the Gulf Coast Begins



Envision Downtown Foley STRATEGY PLAN

Downtown Foley is moving in bold directions. Foley Main Street, along with Foley Main Street sponsors, community partners, and the City of Foley, are working together to support businesses and to capitalize on business and development opportunities that will help Downtown Foley emerge even stronger in the post-COVID-19 era.

Envision Downtown Foley is a special planning initiative helping the community visualize the possibilities and set course toward an exciting future. Community- and market-driven strategies will 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.

Foley Main Street sponsors and investors helped fuel the Envision Downtown Foley planning initiative.



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🌐 foleymainstreet.com

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Prepared by



Franklin, Tennessee USA | 🌐 downtownpros.com



1 | PROCESS



BEHIND THE PLAN

Envision Downtown Foley is a special project engaging the community in a series of activities to envision and plot a course for downtown that builds upon past work and planning efforts, momentum, emerging opportunities, and the distinguishing features that already make Downtown Foley a special place.

This special initiative, spearheaded by Foley Main Street, was made possible, in part, through generous investments from the City of Foley, Main Street Alabama, 200 W. Laurel, C-Spire, South Baldwin Regional Medical Center, and Thompson Engineering, along with Foley Main Street partners and sponsors. Downtown Professionals Network (DPN), a research and planning collaborative with prior Foley experience, helped guide the initiative and worked alongside Foley community and downtown leaders, stakeholders, and enthusiasts.



ABOUT THE PLAN

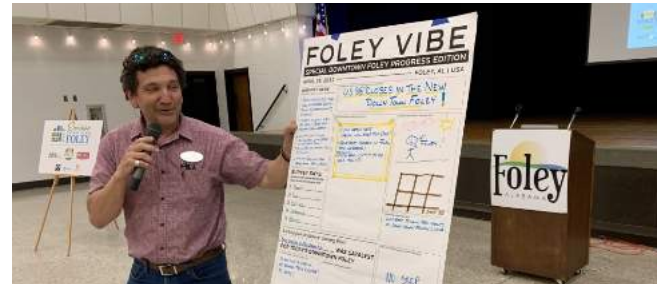
This planning document summarizes an intensive review of opportunities for downtown Foley, Alabama. From the outset, it's important that the scope of the planning effort is understood—that the work was accomplished largely through a pre-visit survey and an immersive five-day site visit engaging community leaders, stakeholders and residents in thoughtful, fun and creative ways.

Certainly, every detail and nuance of a complex downtown cannot be recognized in such a short time, but much was accomplished. From that perspective, this strategy plan suggests directions worthy of intensive review by the community, with the results being a confirmation of some ideas and a challenge to others. It is a significant starting point—even if the directions contained in this document are only 70 percent on target, it's enough to advance the discussion and narrow the range of possibilities dramatically.

Imagine this strategy plan as a beginning, not an answer. Use it to hone those ideas and directions that gain some traction, and to reshape those that just don't seem quite right for downtown Foley. In this way, this strategy plan creates a tool for dialog, one of the most important methods of advancing a downtown toward a community's common goals.

ENVISION DOWNTOWN FOLEY FOLEY, ALABAMA

PROCESS: TIMELINE AND KEY STEPS



February 2022 | Organizing and Reviewing

- ☐ Organize the project and review existing plans and background information.
- ☐ Produce of an updated Market Snapshot summarizing consumer and retail market data for the Foley region.

March – April 2022 | Asking the Local Experts

- ☐ Create, promote, and administer the Envision Downtown Foley Top Prospects online survey.
- ☐ Analyze and summarize key survey findings.

April 25 – 29, 2022 | Exploring Possibilities

- ☐ Orchestrate an energetic series of Vision Design Week activities to engage community and downtown leaders, stakeholders, and enthusiasts envisioning and plotting a course for the future, highlighted by:
 - An open invitation downtown visions forum
 - Steering committee work sessions
 - Stakeholder conversations
 - On site explorations
 - An open house showcase inviting input on first-generation concepts

May – June 2022 | Crafting the Plan

- ☐ Refine plan concepts, directions, and implementation strategies.

June 2022 | Moving Forward

- ☐ Complete steering committee review, perform final editing, and deliver strategy plan.
- ☐ Facilitate steering committee Next Steps work session.

The process employed proven methods, locally tailored tools, an immersive and engaging approach, and relevant examples to, ultimately, generate a plan and a path forward that embraces community values, seizes on momentum and emerging opportunities, and reflects the pride of a community rallying around a compelling vision for downtown Foley.



2 | CONTEXT



POPULATION AND HOUSING TRENDS

With a Census 2020 population of 20,335, Foley is growing dramatically. The city's population more than doubled from a 2000 population of 9,659, growing at a rate of 110.5 percent over the twenty-year period. During the most recent decade (2010 to 2020), the population grew by more than 33 percent.

At the county level, the Baldwin County population grew by more than 91,000 persons and at a rate of 65.1 percent over the twenty-year period to number 231,767 in 2020. By comparison, the Alabama population grew by 13.0 percent and the U.S. population by 17.8 percent from 2000 to 2020.

The most recent 2021 population estimates from the U.S. Census Bureau suggest growth patterns observed from 2000 to 2020 could continue or, in the case of Foley, even accelerate, at least in the near term. Estimates for the period from April 1, 2020 to July 1, 2021 show a growth rate of 8.40 percent, bringing Foley's estimated population to 22,063. By comparison, Baldwin County's population increased by an estimated 3.2 percent during the same period, resulting in a county population estimate of 239,294.

Growth in city and county housing units, or "rooftops" — an important consideration for business prospects, commercial developers, and others assessing a market's potential — predictably follow population patterns. Census 2020 data shows Foley gained nearly 5,400 housing units since 2000, growing by 119.4 percent to number 9,911 units 2020. At a broader scale, Baldwin County gained nearly 50,000 housing units, bringing the total number to 124,148 in 2020—a 67.1 percent increase over the twenty-year period.

Whether rapid growth rates in population and housing units can be sustained over time—or how that growth can best be accommodated in Foley—is a subject that spans beyond the scope of this planning effort. Still, growth patterns suggest more people are interested in the qualities of the community, and with that growth invariably will be an increased interest in downtown Foley, whether that be for living, working, shopping, investing, doing business, or engaging in the civic life of the community.

POPULATION GROWTH

CENSUS 2000-2020

Foley City, AL	110.5%
Baldwin County, AL	65.1%
Alabama	13.0%
United States	17.8%

Source: Esri Census 2020 PL 94-171 Profile| 05.22

CITY AND COUNTY POPULATION TRENDS | 2000—2020

DESCRIPTION	2000	2010	2020
TOTAL POPULATION			
Foley City, AL	9,659	15,280	20,335
Household Population	9,437	15,159	20,071
Group Quarters	222	121	264
Baldwin County, AL	140,415	182,265	231,767
Household Population	138,141	179,958	228,215
Group Quarters	2,274	2,307	3,552

Source: Esri Census 2020 PL 94-171 Profile| 05.22

HOUSING UNITS GROWTH

CENSUS 2000-2020

Foley City, AL	119.4%
Baldwin County, AL	67.1%

Source: Esri Census 2020 PL 94-171 Profile| 05.22

CITY AND COUNTY HOUSING UNITS | 2000—2020

DESCRIPTION	2000	2010	2020
TOTAL HOUSING UNITS			
Foley City, AL	4,518	7,646	9,911
Total Households	4,048	6,464	8,799
Total Vacant	470	1,182	1,112
Total Vacant—Percent	10.4%	15.5%	11.2%
Avg Household Size	2.33	2.35	2.28
Baldwin County, AL	74,285	104,061	124,148
Total Households	55,336	73,180	93,116
Total Vacant—Number	18,949	30,881	31,032
Total Vacant—Percent	25.5%	29.7%	25.0%
Avg Household Size	2.50	2.46	2.45

Source: Esri Census 2020 PL 94-171 Profile| 05.22



2 | CONTEXT



THE DAILY FLOW

Dramatic growth in Foley and Baldwin County population and housing units illustrate the area's appeal as a place to live. But Foley is more than a place to call home.

Foley is a center for commerce and industry. The community benefits from the impacts of a "daily flow" and a captive audience of more than 9,700 workers commuting to Foley, according to the most current U.S. Census Bureau Inflow/Outflow Analysis Data for all jobs in 2019.

The data shows Foley imports 83 percent of its workforce, with the largest segment (48%) traveling from areas located north and northwest of Foley. More than 30 percent of workers travel from homes located 25 miles or more from their workplaces in Foley.

ON THE MAP | INFLOW/OUTFLOW JOB COUNTS (ALL JOBS | 2019)



11,730	Employed in Foley
9,718	Employed in Foley but Living Outside Foley
2,012	Employed and Living in Foley
5,370	Living in Foley but Employed Outside Foley

Source: U.S. Census Bureau, Center for Economic Studies | On the Map | 2019

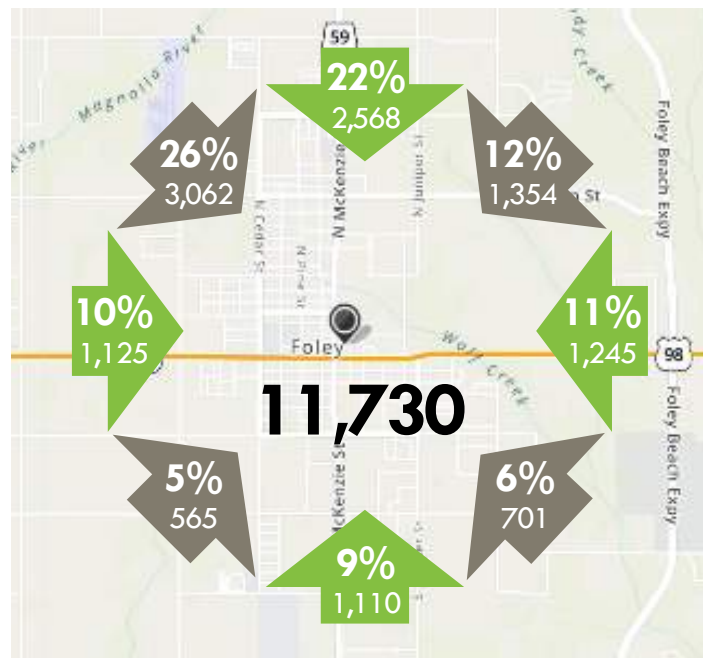
JOBS COUNTS BY PLACES WHERE WORKERS LIVE (ALL JOBS | 2019)

	Count	Share
Total—All Places	11,730	100.0%
Foley city, AL	2,012	17.2%
Gulf Shores city, AL	567	4.8%
Mobile city, AL	462	3.9%
Fairhope city, AL	393	3.4%
Daphne city, AL	299	2.5%
Robertsdale city, AL	274	2.3%
All Other Locations	7,723	65.9%

Source: U.S. Census Bureau, Center for Economic Studies | On the Map | 2019



JOB COUNTS AND SHARE BY HOME BLOCK DIRECTION ALL JOBS | 2019



JOB COUNTS IN HOME BLOCKS BY DISTANCE ONLY (ALL JOBS | 2019)

	Count	Share
Total—All Jobs	11,730	100.0%
Less than 10 Miles	5,280	45.0%
10 to 24 Miles	2,881	24.6%
25 to 50 Miles	1,692	14.4%
Greater than 50 Miles	1,877	16.0%

Source: U.S. Census Bureau, Center for Economic Studies | On the Map | 2019



2 | CONTEXT



TRAFFIC

Dramatic population growth and area commuting and travel patterns are among factors influencing downtown Foley. In fact, it is reasonable to suggest that as much as any other factor, today's downtown Foley is defined by traffic.

- According to Alabama Department of Transportation traffic counts, Alabama State Route 59, a major throughfare leading to and from the beaches of Gulf Shores just 12 (+/-) miles to the south of downtown Foley, carried somewhere between 27,946 (north of downtown) and 33,858 (south of downtown) vehicles per day in 2020.
- Traffic on US Highway 98, providing an east-west connection across the Foley community and Baldwin County, carried between 7,573 vehicles per day (west of downtown) and 9,563 vehicles per day (east of downtown) in 2020.

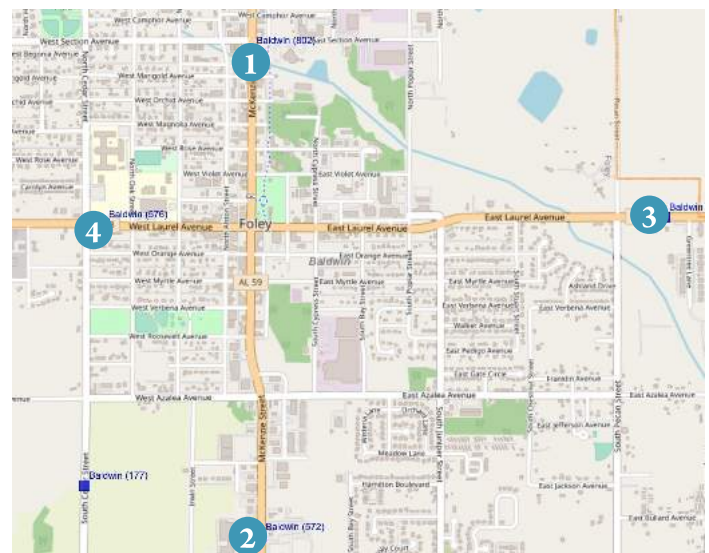
Notably, Alabama Department of Transportation traffic counts for these routes reflect a decrease of, roughly, about 1,500 to 2,000 vehicles per day during 2020 as compared to counts reported consistently for the previous six years—a likely impact, at least in part, of the COVID-19 pandemic.

While traffic counts along these routes, intersecting in the core downtown area, did not show an appreciable increase over the previous time period, the heavy traffic volumes have an undeniable impact on the downtown environment. Both roadways allow for parking outside of travel lanes but with the volume of traffic present, particularly along Alabama State Route 59 (McKenzie Street), parking becomes impracticable and even dangerous.



High volumes of traffic traversing downtown Foley offer exposure for existing and potential businesses, but also limit pedestrian movement, access, and interactions within the environment.

DOWNTOWN FOLEY AREA TRAFFIC COUNTS



AADT Annual Average Daily Traffic	(1) AL 59 N McKenzie St. South of Section Baldwin 802	(2) AL 59 S McKenzie St N. of Michigan ID Baldwin 572	(3) US 98 E Laurel Ave East of Pecan St ID Baldwin 575	(4) US 98 W Laurel Ave East of Cedar St ID Baldwin 576
2020	27,946	33,858	9,563	7,573
2019	29,936	36,015	11,559	8,995
2018	29,349	36,015	11,559	8,995
2017	30,710	37,750	11,680	8,950
2016	30,360	37,320	12,100	10,000
2015	29,630	36,430	11,810	9,760
2014	29,050	35,720	8,560	9,570

Source: Alabama Department of Transportation





TRAFFIC (CONTINUED)

Locally, Alabama State Route 59 is McKenzie Street and United States Highway 98 is Laurel Avenue. As this document strives to make downtown more accommodating to pedestrians, it will be referring to the highways with the local jurisdiction's name.

Perhaps a key element of understanding McKenzie Street and Laurel Avenue is the way they function as thoroughfares under the Alabama Department of Transportation (ALDOT). In that understanding lies an oftentimes misalignment with goals of downtown advocates, where place is key. For ALDOT, mobility—getting vehicles through—is the key, and that is a situation unlikely to change. In a continuum, ALDOT would place priority on mobility where downtown Foley stakeholders might favor access or placemaking. The continuum might look like this.



ROADWAY CHARACTER MATRIX

Roadway type	Movement type	Orientation	Interest	Jurisdiction	Likelihood of change
Highway	Regional	Mobility	Moving vehicles between regional destinations	ALDOT	Low
Local Street	Local	Access	Allowing access to properties and buildings	City of Foley	High
Main Street	Regional and Local	Place	Defining character of the community	City of Foley	High
Local Street	Hyper local	Interaction	Allowing occasional conversion for other uses	City of Foley	High

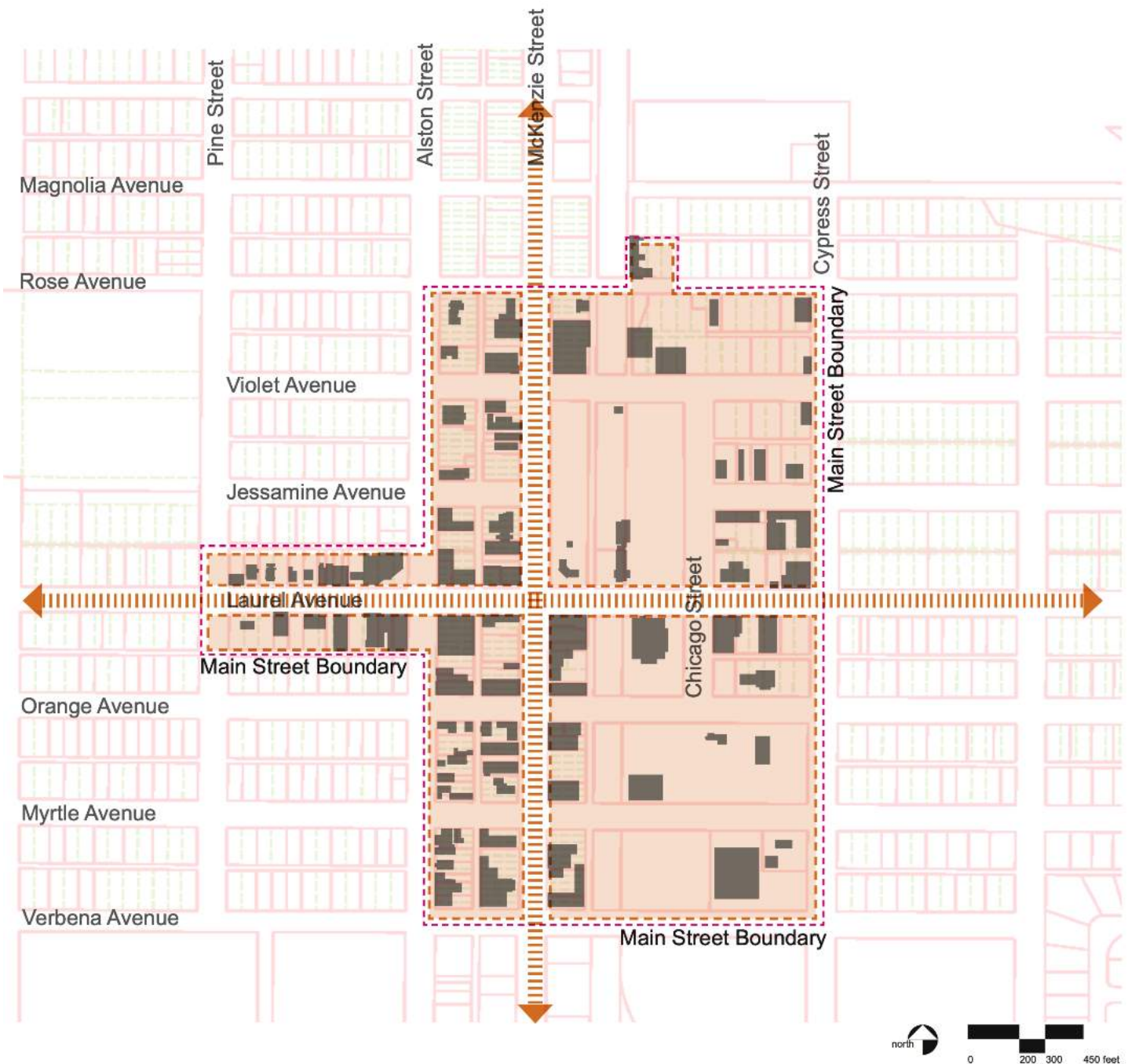


2 | CONTEXT



QUADRANTS

The intersecting highways create four quadrants which are not necessarily equal in development character. Most strikingly different is the northeast quadrant which is dominated by John B. Foley Park and Heritage Park. While the parks contain some iconic features, including an impressive carillon, it's the expanse of green that is defining for Foley. The west side quadrants seem more intensely developed and more like a downtown but destinations in the east side quadrants merit their inclusion in the bounds of downtown. Still, the quadrants are largely defined by the highways that intersect in downtown, separating downtown and its destinations and creating a major challenge to a unified downtown.



Quadrants

April 2022



2 | CONTEXT

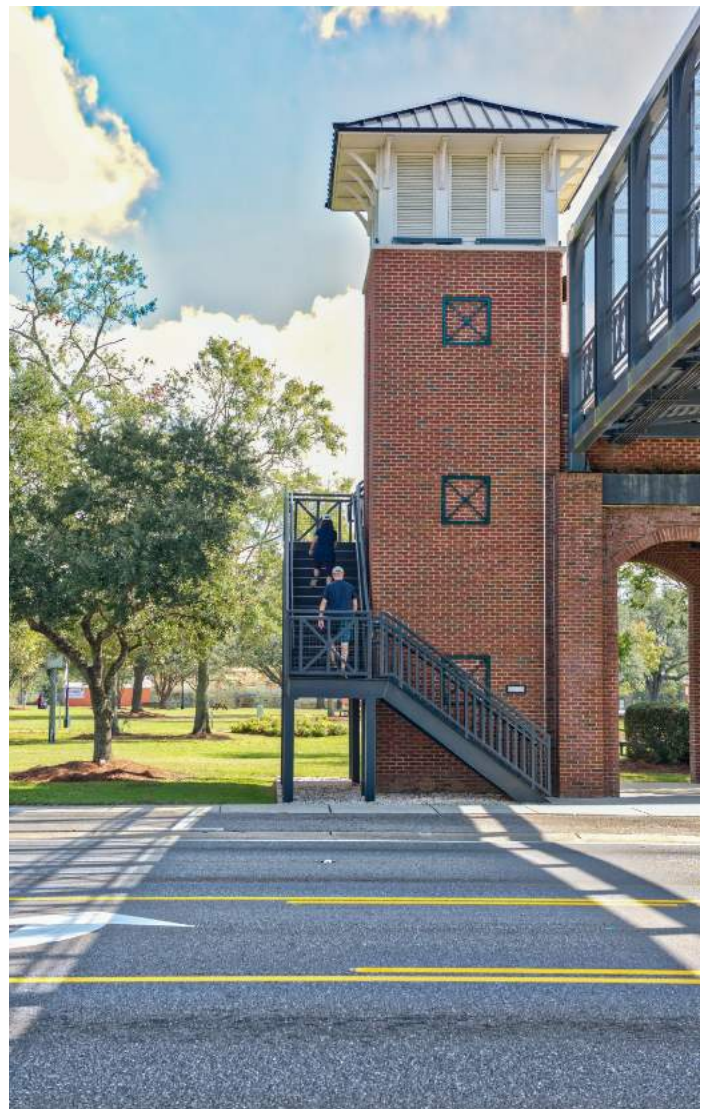


QUADRANTS (CONTINUED)

While it is difficult—even dangerous—to cross McKenzie and Laurel Avenues as a pedestrian, some intersections and crossings have traffic signals or other features that help pedestrians move about downtown. It's likely that local motorists use the signalized intersections to move about downtown, as well. Traffic signals on McKenzie Street at Laurel Avenue and Myrtle Avenue are significant in allowing pedestrians the ability to move but even left turning vehicles can be problematic for pedestrians. Similarly, a traffic signal on Laurel Avenue at Alston Street facilitates traffic movements but, just as important, it allows for the safe passage of pedestrians.

Beyond the traffic signals, a pedestrian bridge crosses McKenzie Street at Jessamine Avenue. Where bridges typically do not encourage safe crossings (pedestrians make a personal safety decision regarding dodging traffic vs. the inconvenience of climbing stairs), the volume of traffic and the presence of elevators encourages its use in this location. It's clear that in downtown Foley the ease of pedestrian movements though the whole of downtown relies heavily on the presence of traffic signals and the unique pedestrian bridge.

Even with the traffic signals and the pedestrian bridge, safe and comfortable pedestrian movement in downtown is hindered by the volume of traffic on McKenzie Street and Laurel Avenue.





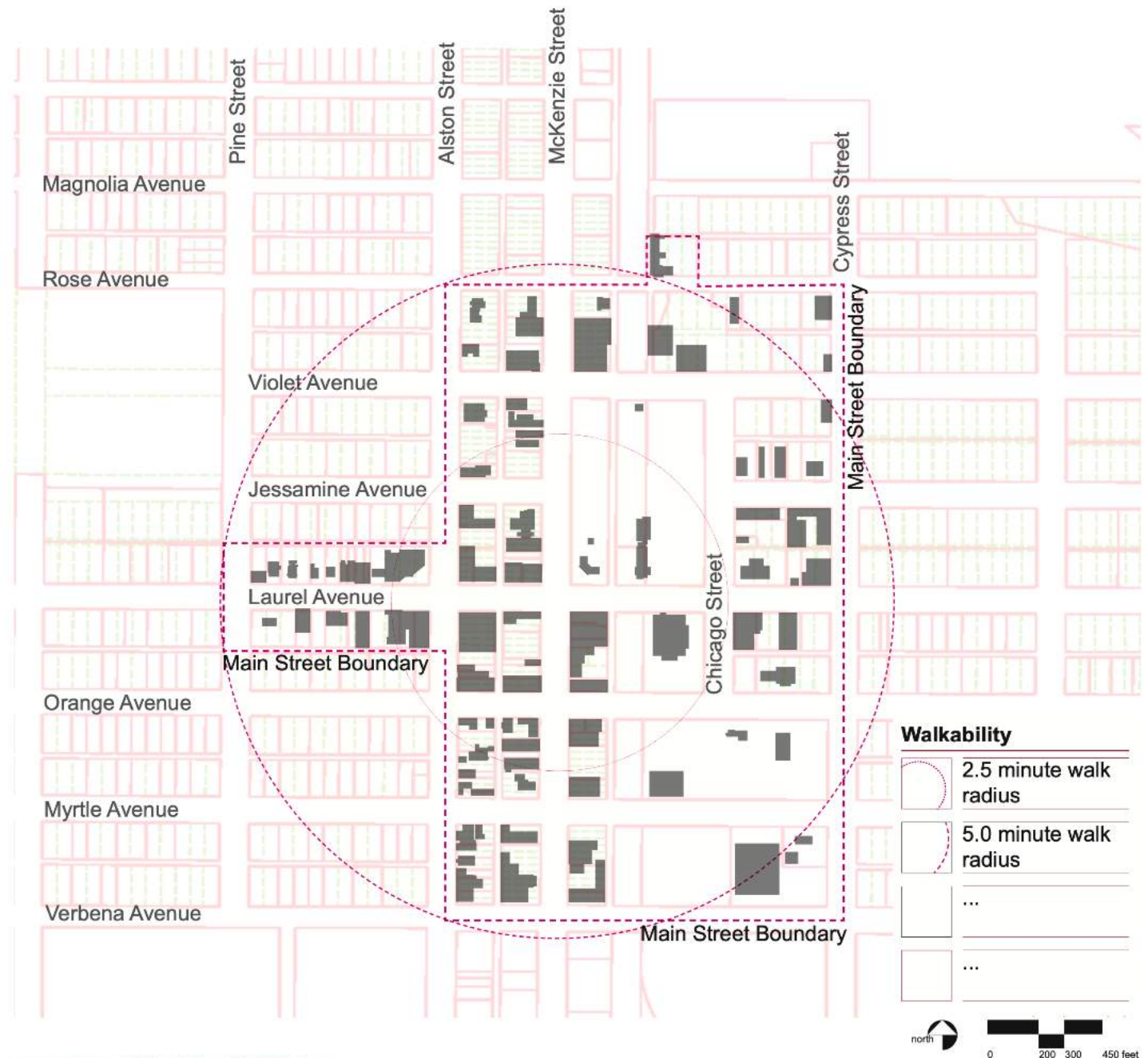
PEDESTRIANS

Walking is also facilitated by the downtown’s compactness. Recognizing that most people can walk at a pace of about three miles per hour (with one quarter mile of distance covered) and that most people will walk about five minutes without their car (if the journey is comfortable), a walking distance of about one-quarter mile can be assumed.

Overlaying a five-minute walk radius on downtown Foley shows that downtown, despite issues of traffic on its two major roads, can be quite walkable. Based on a walk radius, each quadrant of downtown is walkable. Even assembled, the quadrants are

sufficiently compact that the whole of downtown is reasonably walkable—provided a safe and inviting environment is present to induce people to be downtown pedestrians.

While applied simplistically, the real walk radius needs to be characterized as more of a “walkshed” than a pure radius. If people could readily cross any street, a circle could be applied. Because crossing busy streets directs pedestrians to traffic signals or the pedestrian bridge, it’s a more complex geometry that creates a walkshed, but the key dimension of five minutes and one-quarter mile still apply.



2 | CONTEXT

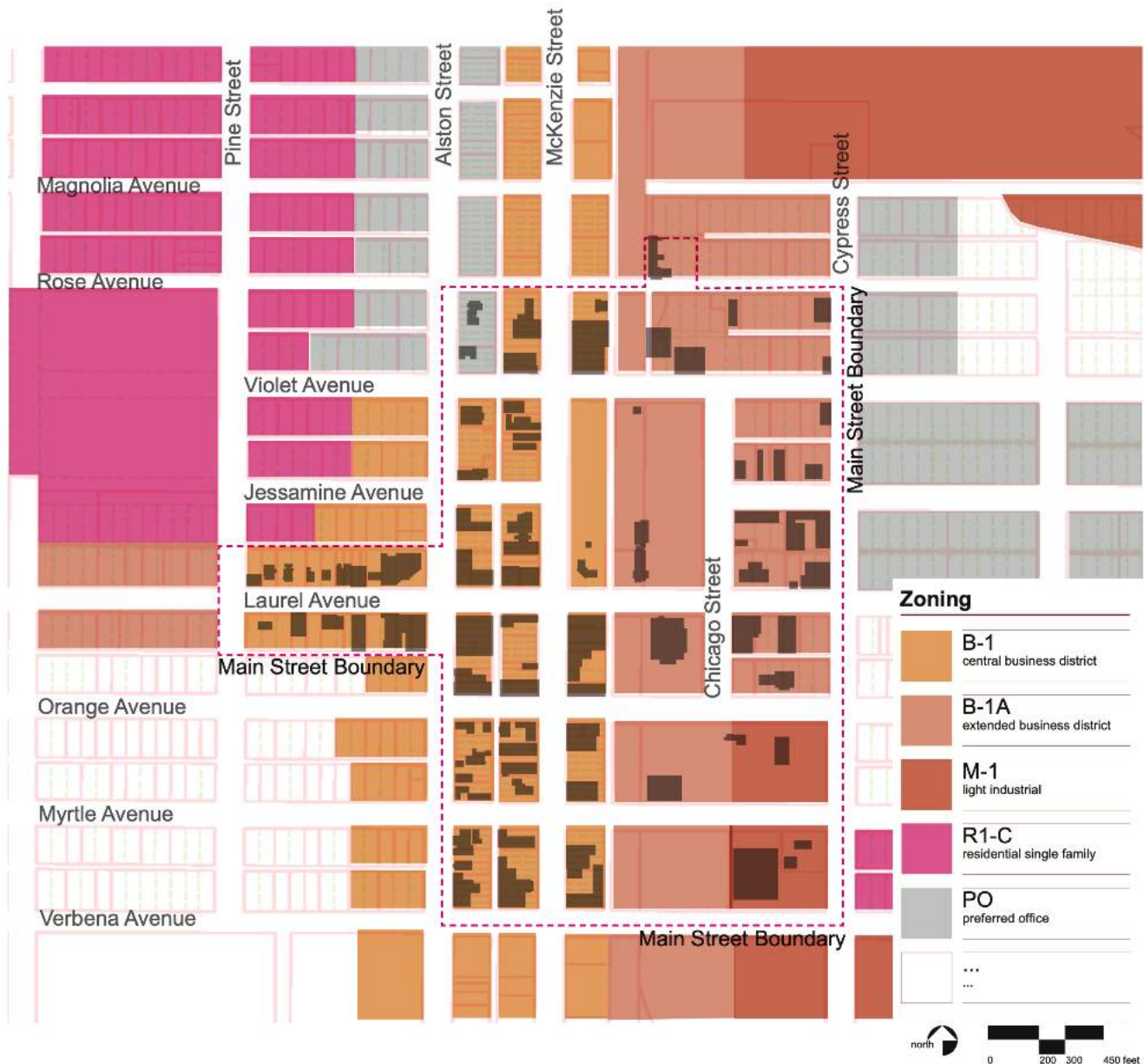


LAND USE

Land use can be described in technical terms according to a municipality's zoning code, but that doesn't offer much about the human experience. Land use in downtown—in experiential terms—reveals patterns that feel very much like a traditional downtown, with buildings and sites that are clearly characteristic of a downtown with one- and two-story buildings built to the sidewalk edge and with some buildings being slightly taller.

A few contemporary buildings are slightly set back from the sidewalk edge, but these are relatively sparse in downtown Foley and, when they are present, they have landscaped spaces between the sidewalk and the front door. There is, in downtown Foley, a general pattern of land use as characterized by a building's relationship to its site that invites walking.

There's also a general compactness, from a form and pedestrian perspective, in most areas of downtown that is important in defining land use. Buildings are spaced near each other with parking along the side or behind. There are gaps where parking exists or buildings have been removed, but these spaces should now be considered for their opportunity. That suggests downtown has an edge that shouldn't be changed until every available empty spot has been filled. The city's planning guidance supports that idea in pattern; it should be considered strongly as a practice to ensure downtown remains as compact as practicable, even as new introductions occur.



2 | CONTEXT



PUBLIC SPACE

Beyond land use patterns, there is an interesting pattern of public space in downtown, not the least of which is focused on John B. Foley Park and Heritage Park. As noted earlier, it's unusual to find a downtown with such a large aggregation of public space, but there is also a less evident pattern of small courtyards and gardens scattered through the downtown experience, all of which are directly focused on pedestrians. Importantly, there is the potential for even more of these kinds of spaces, tucked into the nooks of buildings and sites.

The Rose Trail runs through downtown from the north and through John B. Foley Park and Heritage Park and extending to the south past a popular dog park. The potential exists for the Rose Trail to run north as a regional bicycle trail, becoming a means for linking downtown to other destinations without using a car. The trail might also extend southward just a few blocks, creating a walking link north and south through downtown and creating another experience in downtown.



2 | CONTEXT



PARKING

Parking is well distributed in downtown Foley, including along streets where the pattern is sometimes parallel and other times diagonal. There are also a good number of off-street parking areas alongside and behind buildings. While downtown is a busy place, there always seemed to be enough parking spaces—anecdotally. But more important, downtown is not intended to be a place to store cars. Finding a proper balance between human activity, buildings, and the utility of parking is key.



Surface Parking and Buildings

April 2022



3 | MARKET POTENTIAL



The process of exploring possibilities and envisioning the future of downtown Foley revolves around ideas—virtually hundreds of ideas. Ideas rooted in both community values and the economic realities of the marketplace often have a better chance to gain traction—to resonate with the marketplace comprised of buyers and sellers, with products being goods, services or, in some cases, space—space to live, space to work, space to sell.

The Envision Downtown Foley planning process infuses secondary data from Esri, Claritas and other sources, along with primary data mined from a locally administered survey, to help gauge market potential. The information can be used to gain a better understanding of the market’s audiences and opportunities for growth, and to help guide the design of real estate development, business development, and downtown enhancement strategies rooted in market-driven principles.

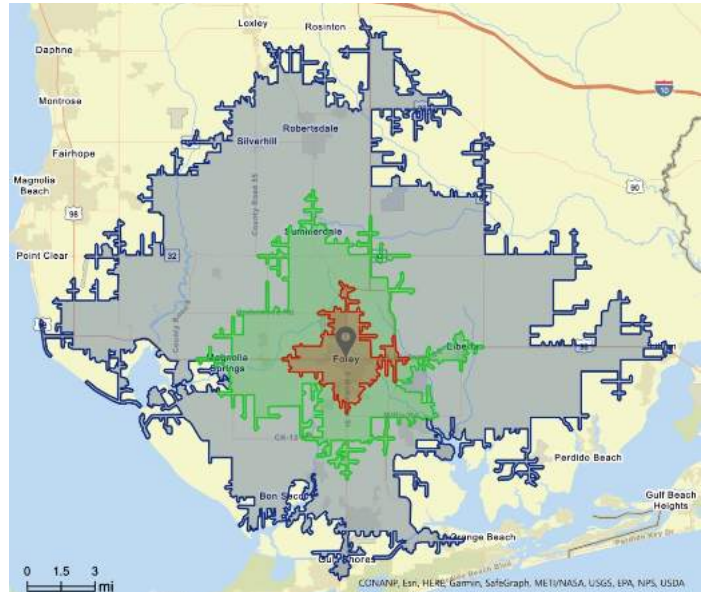
Foley is experiencing dramatic growth. The market appears strong, and ideas advanced for downtown Foley show potential to gain market share from a local base, from Baldwin County, from the workplace market, and from seasonal residents and visitors to the area.

MARKET SNAPSHOT

Information compiled and summarized in a Market Snapshot document prepared as a precursor to the Envision Downtown Foley planning effort highlights key demographic, lifestyle, and retail traits characterizing Downtown Foley’s local and regional markets. Some key indicators of market potential, as captured for the five, ten and twenty-minute drive time areas, show or anticipate:

- Continued growth in population and households at rates generally five to seven times higher than those projected for the state of Alabama.
- The largest increase in daytime population (26.7%) occurs within the five-minute drive time area.
- Overall, retail and food service establishments in the drive time areas are effectively “pulling” sales from consumers living outside the area, a likely reflection of the seasonal resident and visitor markets’ impacts.

MARKET SNAPSHOT | DOWNTOWN FOLEY DRIVE TIME MARKET DEMOGRAPHIC FAST FACTS | SOURCE: ESRI 2022



POPULATION	5 Minutes	10 Minutes	20 Minutes
2010 Total	8,126	20,353	59,985
2020 Total	9,870	26,039	78,038
2022 Estimate	10,233	27,200	82,023
2027 Projection	10,770	29,017	87,755
Growth (2022-27)	5.2%	6.7%	7.0%
Projected State Population Growth (2022-27)			1.1%



2022 DAYTIME POP	5 Minutes	10 Minutes	20 Minutes
Daytime Population	12,970	28,746	73,967
Workers	6,878	13,245	27,668
Residents	6,092	15,501	46,299
Daytime Change	26.7%	5.7%	-9.8%



HOUSEHOLDS	5 Minutes	10 Minutes	20 Minutes
2010 Total	3,317	8,109	24,064
2020 Total	3,923	10,543	31,689
2022 Estimate	4,073	11,100	33,425
2027 Projection	4,303	11,876	35,864
Growth (2022-27)	5.6%	7.0%	7.3%
Projected State Households Growth (2022-27)			1.4%



MEDIAN HH INCOME	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	\$39,748	\$47,620	\$51,368
2027 Projection	\$47,031	\$56,133	\$59,494
Growth (2022-27)	18.3%	17.9%	15.8%
2022 State Median HH: \$56,240			2022-27 Growth: 16.9%

3 | MARKET POTENTIAL



MARKET SNAPSHOT | DOWNTOWN FOLEY DRIVE TIME MARKET

MARKET TRAITS | SOURCE: ESRI 2022



HOUSING UNITS	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	4,542	12,443	38,033
- Owner Occupied	62.1%	66.1%	67.9%
- Renter Occupied	27.6%	23.1%	20.0%
- Vacant	10.3%	10.8%	12.1%
Estimated State Percent Vacant (2022)			12.3%



POPULATION BY RACE/ETHNICITY—DIVERSITY

Diversity Index	5 Minutes	10 Minutes	20 Minutes
2020	60.0	52.8	44.7
2022	60.5	53.3	45.3
2027	61.2	54.1	46.4
State Diversity Index			2022: 57.1 2027: 58.2

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



2022 POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Education	5 Minutes	10 Minutes	20 Minutes
No HS Diploma	9.4%	10.0%	9.0%
HS Grad/GED	35.7%	34.2%	33.8%
Some College/Assoc	34.7%	33.0%	30.7%
Bachelor/Grad/Prof	20.0%	22.9%	26.5%



PER CAPITA INCOME 2022 ESTIMATE

5 Minutes	\$20,648
10 Minutes	\$25,600
20 Minutes	\$31,385
State	\$32,965



MEDIAN AGE 2022 ESTIMATE

5 Minutes	40.5
10 Minutes	41.8
20 Minutes	41.3
State	39.9



2022 EMPLOYED CIVILIAN POPULATION 16+

5 Minutes	94.6%
10 Minutes	96.3%
20 Minutes	97.3%
State	96.2%



2022 EMPLOYMENT BY OCCUPATION

2022 Employed 16+	5 Minutes	10 Minutes	20 Minutes
Total Estimate	4,186	11,833	36,190
- White Collar	60.0%	57.8%	56.7%
- Services	21.7%	20.3%	18.6%
- Blue Collar	18.3%	22.0%	24.7%

MARKET SNAPSHOT | DOWNTOWN FOLEY DRIVE TIME MARKET

LIFESTYLE PROFILE | SOURCE: ESRI 2022

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry combines the "who" of lifestyle demography with the "where" of local geography to create a classification system with Fourteen LifeMode Groups and 67 distinct behavioral market segments (Tapestry Segments).

The GenXurban and Rustic Outposts LifeMode Groups are among those most prevalent in the Downtown Foley drive time areas, characterizing 56% of area households.



GenXurban [LM5] | #1 in 5 Minutes

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
1,858	46%	3,801	34%	6,697	20%

- Gen X in middle age; families with fewer kids and a mortgage.
- Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees.
- About a fifth of residents are 65 or older; about a fourth of households have retirement income.
- Own older single-family homes in urban areas, with 1 or 2 vehicles.
- Live and work in the same county, creating shorter commute times.
- Invest wisely, well-insured, comfortable banking online or in person.
- News junkies (read a daily newspaper, watch news on TV, and go online for news).
- Enjoy reading, renting movies, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise.



Rustic Outposts [LM10] | #1 in 10 and 20 Minutes

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
856	21%	3,581	32%	11,944	36%

- Country life with older families in older homes.
- Depend on manufacturing, retail, and healthcare, with pockets of mining and agricultural jobs.
- Low labor force participation in skilled and service occupations.
- Own affordable, older single-family or mobile homes; vehicle ownership is a must.
- Residents live within their means, shop at discount stores, and maintain their own vehicles (purchased used) and homes.
- Outdoor enthusiasts, who grow their own vegetables, love their pets, and enjoy hunting and fishing.
- Pay bills in person; use the yellow pages; read newspapers, magazines, and mail-order books.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at: <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

Source: Esri Market Profile | 07.22

Source: Esri Community Tapestry Segmentation | 02.22



3 | MARKET POTENTIAL



MARKET SNAPSHOT | DOWNTOWN FOLEY DRIVE TIME MARKET RETAIL VIEW CLARITAS 2022

The Claritas Retail Market Power (RMP) 2022 Retail Stores Opportunity Gap report provides a direct comparison between retail sales and consumer spending by industry.

Estimates of retail and food and drink category sales transacted by businesses in the drive times can be helpful to assessing market potential. The sheer volume of sales estimated for the Downtown Foley drive times are indicative of an area that has already achieved “retail hub” status.

TOTAL SALES

Retail Trade (NAICS 44–45) + Food & Drink (NAICS 722) Claritas 2022

\$288	\$826	\$1.80
MILLION	MILLION	BILLION
5 MINUTES	10 MINUTES	20 MINUTES

To capture a snapshot of an area's retail market performance, estimates of sales by business (supply) are compared to estimates of consumer spending (potential sales or demand) from households in the same area. The difference between estimated actual sales (supply) and potential sales (demand) is expressed as surplus or leakage.

For the downtown Foley Drive times, the overall comparison shows businesses, collectively, are capturing sales far in excess of what households in the same areas would be expected to spend, with resulting sales surplus estimates ranging from more than \$160 million in the five-minute drive time area to nearly \$534 million in the twenty-minute drive time area.

DOWNTOWN FOLEY DRIVE TIME MARKET

SALES SURPLUS AND LEAKAGE ESTIMATES | (\$MM)

Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$288.2M	\$826.1M	\$1796.2M
- Potential Sales (Demand)	\$127.8M	\$378.6M	\$1262.4M
- Est. Surplus/(Leakage)	\$160.4M	\$447.4M	\$533.8M

Estimates shown in millions and rounded to nearest one hundred thousand dollars.

Source: Claritas Market Power® 2022 | Retail Stores Opportunity Gap.

Data Note: The polarity of surplus/leakage estimates and sales gap factors shown in this document (as compared to those shown in source Claritas reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply). A positive value represents a surplus in sales, often indicating a market where sales are being captured from customers residing outside the defined area.

RMP focuses on Retail Trade NAICS codes 44 and 45, and Food Services industry NAICS code 722. Once national and county level CRT tables are retrieved from the U.S. Census Bureau, all establishments are coded using 2012 North American Industrial Classification System (NAICS) codes to match the data source. The 2012 NAICS codes are then matched with the latest release of NAICS codes from 2017 to reflect any changes in codes.

MARKET SNAPSHOT | DOWNTOWN FOLEY DRIVE TIME MARKET RETAIL PERFORMANCE BY CATEGORY

Sales gap factors, sometimes referred to as pull factors, offer a quick-look means of assessing the relative strength of retail and food and drink categories for a defined geography. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage).

A positive value represents a surplus of retail sales and can be indicative of a market where customers and sales from outside the defined area—including seasonal residents and visitors—are being captured. Categories with the highest surplus factors might signal opportunities for expansion or tactics to build on market strengths or niches. At the same time, categories with negative factors might offer an indication of gaps in the business mix and possibilities for re-positioning, expansion, or recruitment.

SALES GAP FACTORS | DOWNTOWN FOLEY DRIVE TIME MARKET

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	24.6	29.3	16.5
Furniture and Home Furnishings	69.5	61.7	48.8
Electronics and Appliance Stores	33.1	26.4	(20.4)
Building Materials, Garden & Supply	53.6	56.0	39.5
Food and Beverage Stores	34.8	23.7	6.8
Health and Personal Care Stores	36.3	33.7	12.5
Gasoline Stations	44.8	37.0	23.2
Clothing and Clothing Accessories	71.4	69.3	46.0
Sporting Goods, Hobby, Book, Music	74.4	70.4	50.6
General Merchandise Stores	47.7	52.0	34.1
Miscellaneous Store Retailers	64.5	60.8	28.8
Nonstore Retailers	(29.7)	(24.5)	(57.4)
Food Services and Drinking Places	41.5	37.1	19.3

Source: Claritas Market Power® 2022 | Retail Stores Gap | Calculations by DPN

Limitations and Disclaimers

Retail market analyses, their components (such as retail sales gap analyses) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, many factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and other variables. The information in this document is intended to provide a foundation of information for making business development decisions, but it does not and cannot ensure business success.

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, city, primary and third party sources is accurate and reliable.

Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.



3 | MARKET POTENTIAL



RETAIL AND COMMERCIAL POTENTIAL

Envision Downtown Foley Survey results offer some of the most valuable insights regarding market potential. Input from more than 900 survey respondents demonstrate demand and profile opportunities for new and expanding eating & drinking places and retail establishments in Downtown Foley.

CONSUMER DEMAND | TOP PROSPECTS

EATING AND DRINKING ESTABLISHMENTS | TOP SELECTIONS

BREW PUB	BREAKFAST/BRUNCH	FULL-SERVICE
Top Choice: 24.5%	Top Choice: 21.4%	Top Choice: 16.5%
Top Features:	Top Features:	Top Features:
Brews its own beers	Griddle selections	Steakhouse specialties
Pub-style food options	Omelets and frittatas	Casual/Family-friendly
Live entertainment	Egg scrambles & skillet	Italian cuisine
Outdoor seating	Fresh-made sandwiches	Classic American cuisine
Beer tasting events	Outdoor seating	Outdoor seating
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 42%	25 to 44: 33%	25 to 44: 23%
45 to 64: 47%	45 to 64: 42%	45 to 64: 50%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 37%	\$50K to \$100K: 48%	\$50K to \$100K: 43%
\$100K to \$150K: 31%	\$100K to \$150K: 18%	\$100K to \$150K: 21%
\$150K+: 20%	\$150K+: 18%	\$150K+: 18%

RETAIL ESTABLISHMENTS | TOP SELECTIONS

SPECIALTY FOODS	VINTAGE MARKET	WOMEN'S CLOTHING
Top Choice: 41.8%	Top Choice: 16.1%	Top Choice: 14.5%
Top Features:	Top Features:	Top Features:
Locally sourced foods	Home & Garden decor	Women's casual wear
Sandwiches and salads	Up-cycled furniture	Dress and casual shoes
Artisan foods	Artwork	Dress and pro attire
Meats, cheeses, breads	Holiday décor & gifts	Fashion accessories
Prepared foods	How-to demos/classes	Athletic/Activewear
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 42%	25 to 44: 33%	25 to 44: 23%
45 to 64: 47%	45 to 64: 42%	45 to 64: 50%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 37%	\$50K to \$100K: 48%	\$50K to \$100K: 43%
\$100K to \$150K: 31%	\$100K to \$150K: 18%	\$100K to \$150K: 21%
\$150K+: 20%	\$150K+: 18%	\$150K+: 18%

ENVISION DOWNTOWN FOLEY SURVEY RESULTS

PROSPECT INTEREST AND DEMAND



Q: Are you interested in expanding your existing business already located in Downtown Foley, in moving your business to Downtown Foley, or in opening a new business in Downtown Foley?

Interested in expanding my downtown business	25
Interested in moving my business to downtown	18
Interested in opening a new business in downtown	52

— Interest in business opportunities and demand for space in downtown Foley appears high and comes from a variety of prospects, including businesses relocating or expanding, and entrepreneurs seeking a place to get started.



DOWNTOWN FOLEY TRENDS

44 PERCENT

Described recent trends in Downtown Foley as,
“Improving or making progress.”

Describe recent trends in Downtown Foley:

Improving or making progress	44.3%
Steady or holding its own	44.0%
Declining or losing ground	11.8%

— Interest and what would appear to be a bullish outlook expressed by potential prospects appears consistent with perspectives regarding recent trends in downtown Foley. All told, eighty-eight percent described recent trends as “improving or making progress” or “steady or holding its own.” Just twelve percent of survey respondents described recent trends as “declining or losing ground” — what would seem a remarkably low figure in light of challenges posed in recent years by the Covid-19 pandemic.



3 | MARKET POTENTIAL



DOWNTOWN HOUSING POTENTIAL

Survey respondents showed high levels of interest in downtown housing opportunities. The findings lend support for the rehabilitation and development of a variety of housing styles and options in downtown Foley.

44 PERCENT



OF THOSE SURVEYED WOULD OR MIGHT BE INTERESTED IN LIVING IN DOWNTOWN FOLEY.

Q: Would you be interested in living in Downtown Foley if suitable housing was available?

Yes, as soon as I can find a suitable place	8.9%
Yes, within the next five years	8.0%
Yes, in five years or more	3.4%
Maybe	23.4%
No, not at all	47.3%
I already live in Downtown Foley	9.0%

MORE LIKELY TO BUY OR RENT HOUSING IN DOWNTOWN BY TIMEFRAME

Interested in living downtown?	Buy	Rent	Not Sure
Yes, as soon as I find a suitable place	59%	30%	11%
Yes, within the next 5 years	63%	20%	17%
Yes, in 5 years or more	69%	23%	8%
Maybe	61%	12%	27%

BUYERS | PREFERRED STYLES TOP FIVE SHOWN

3+ BR Townhome	44%
Loft	34%
2 BR Condo	31%
2 BR Townhome	23%
1 BR Townhome	3%

BUYERS WITH A MORTGAGE MONTHLY AMOUNT WILLING/ABLE TO PAY

Less than \$800	0%
\$800 to \$999	23%
\$1,000 to \$1,199	28%
\$1,200 to \$1,399	28%
\$1,400 or more	20%

RENTERS | PREFERRED STYLES TOP FIVE SHOWN

2 BR Apartment	33%
2 BR Townhome	33%
Loft	30%
Studio Apartment	17%
Senior Housing	17%

RENTERS

MONTHLY AMOUNT WILLING/ABLE TO PAY

Less than \$800	12%
\$800 to \$999	39%
\$1,000 to \$1,199	29%
\$1,200 to \$1,399	7%
\$1,400 or more	14%

ENVISION DOWNTOWN FOLEY

SURVEY RESULTS



Is Downtown Foley a good place to live?

78 PERCENT

Of current downtown residents surveyed are very or somewhat likely to recommend Downtown Foley to friends and family as **a good place to live.**

CURRENT DOWNTOWN RESIDENTS: LIKELIHOOD TO RECOMMEND

Very likely	65.3%
Somewhat likely	12.5%
Neither likely nor unlikely	12.5%
Somewhat unlikely	5.6%
Very unlikely	2.8%

MORE LIKELY TO BUY OR RENT HOUSING IN DOWNTOWN FOLEY BY AGE GROUP

Age Group	Buy	Rent	Not Sure
24 or younger	3%	14%	10%
25 to 34	23%	14%	13%
35 to 44	22%	19%	22%
45 to 54	20%	20%	21%
55 to 64	23%	17%	21%
65 or older	9%	17%	21%

MORE LIKELY TO BUY OR RENT HOUSING IN DOWNTOWN FOLEY BY HOUSEHOLD INCOME GROUP

Annual Household Income	Buy	Rent	Not Sure
Less than \$25,000	1%	10%	7%
\$25,000 to \$34,999	5%	10%	11%
\$35,000 to \$49,999	7%	16%	13%
\$50,000 to \$74,999	22%	19%	25%
\$75,000 to \$99,999	21%	14%	22%
\$100,000 to \$149,999	25%	17%	13%
\$150,000 to \$199,999	12%	7%	8%
\$200,000 and greater	7%	7%	1%



4 | LOCAL INPUT



LOCAL PERSPECTIVES

Envision Downtown Foley Survey results also provide insights regarding the downtown environment and the nature, scope, and magnitude of change envisioned for the future.

Survey findings provided a platform for further explorations and conversations during Vision Design Week, an immersive and intensive site visit that engaged the community in fun, creative, and meaningful ways. What’s important about the input gained from the survey and during activities and conversations occurring on site is that while both quantitative and qualitative data was gained, that information isn’t viewed as an end unto itself but as guidance for further exploration.

ENVISION DOWNTOWN FOLEY SURVEY

VISUAL PREFERENCES

Indicate your level of agreement with the statement, "The look and feel would be right for Downtown Foley in terms of style, size, and scale."

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



2.39
Average Score



1.19
Average Score



0.10
Average Score



-0.25
Average Score

ENVISION DOWNTOWN FOLEY SURVEY RESULTS

Survey findings provide direction for business development, real estate development, and district enhancement efforts that align with strategy plan concepts, goals and initiatives.



Downtown Foley earned the highest marks for its **historic buildings, character, and vibe**, and as a **good place to invest**.

Q: To what extent do you agree or disagree with the following statements about Downtown Foley?

Weighted Rankings Top 5 Shown	Weight
I like the historic buildings, character, and vibe in downtown.	4.25
Downtown Foley is a good place to invest.	4.06
Downtown Foley presents a positive image to visitors.	3.71
Outdoor recreation is an important part of downtown.	3.65
I think of Downtown Foley as an area destination.	3.03

Weighted Scale: 1 = Strongly Disagree | 5 = Strongly agree. Maximum weight = 5



Efforts to **expand options for eating and drinking** and **outdoor dining and lounging areas** ranked highest among features or enhancements to improve downtown’s appeal.

Q: Which features or enhancements would most contribute to making Downtown Foley a more appealing place to visit, work and live?

More or wider selection of eating and drinking places	69.8%
More outdoor dining and lounging areas	60.7%
More or wider selection of retail establishments	39.4%
Better walking environment (e.g. crosswalks, lighting)	37.4%
More art & cultural activities and/or facilities	25.1%

Top 5 shown. Up to three selections per respondent allowed.



A high priority is placed on new or ongoing downtown enhancement efforts to, **“Redevelop underutilized buildings and sites.”**

Weighted Priority Rankings Top 5 Shown	Weight
Redevelop underutilized buildings and sites	4.63
Attract new eating and drinking places	4.61
Improve streets, sidewalks, lighting, parks, trails, etc.	4.26
Develop vacant sites	4.25
Attract new retail businesses to expand shopping	4.21

Priority Scale: 1 = Lowest | 5—Highest. Maximum Weight = 5



4 | LOCAL INPUT

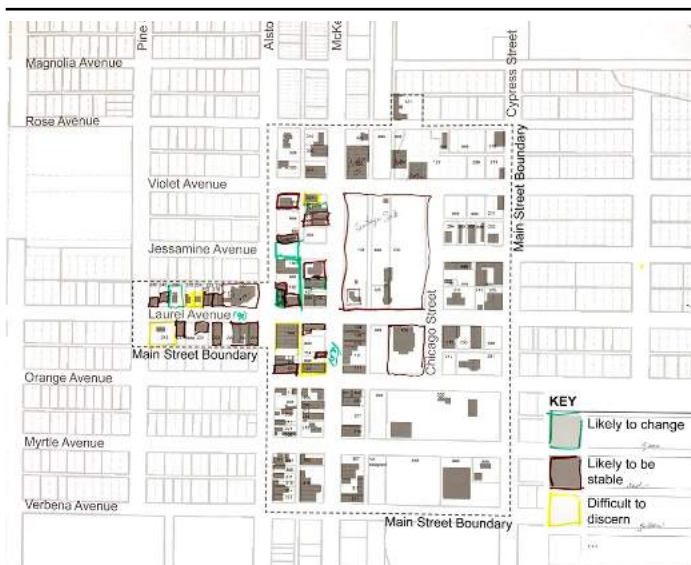
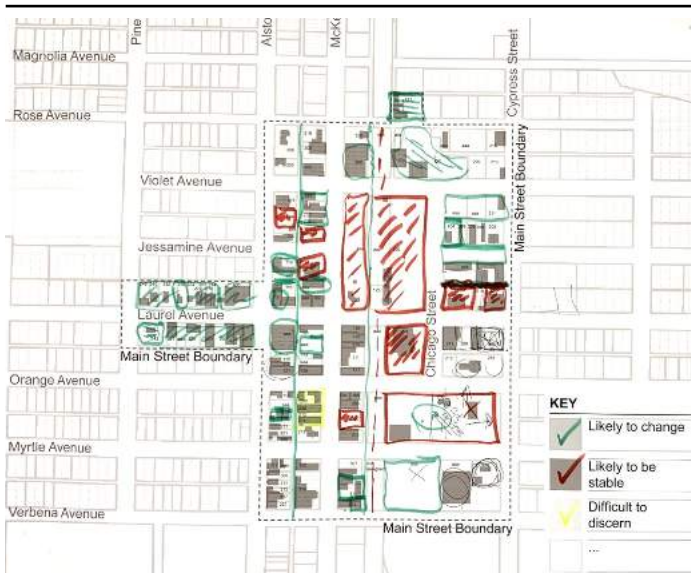


SUSCEPTIBILITY TO CHANGE

Downtowns are organic in the sense they are always changing. From certain perspectives, the change can be controlled through regulation and targeted investment, but there are so many other social, political, and economic factors influencing downtowns that controlling change is difficult, at best. Still, there might be some nuanced approach to understanding where change is most likely to happen—whether it be new investment or a wholesale evolution of a building or site. Insights can be gained through the local knowledge of downtown stakeholders and through a more technical assessment of the condition of properties. For this strategy plan, both offered guidance.

A core of downtown stakeholders was asked to identify those properties, buildings, and parcels in downtown where change is likely, and other instances where it's more likely that the property, building, or parcel will be stable. Three groups offered their insights, each suggesting that change would happen in downtown, although the specifics of that change varied across responses. Perhaps more important, the areas where stability was the guiding insight suggests a great respect for public spaces in downtown and for buildings lining McKenzie Street, Laurel Avenue, and Alston Street.

A more technical analysis reveals certain patterns based on land and building values, information obtained from Baldwin County, Alabama. The data reveals a few properties of significant value relative to others, but the key information is a comparison of land values to building value—all from the same current source of information. While not entirely predictive of change, a ratio of land to building value that approaches 1.0 suggests that the land value is equalizing near the value of the building. When the ratio exceeds one, there would seem to be a sense that something better might occupy the land. Correspondingly, lower ratios suggest a situation where the land value is a smaller and probably more appropriate percentage of a parcel's overall value.



4 | LOCAL INPUT



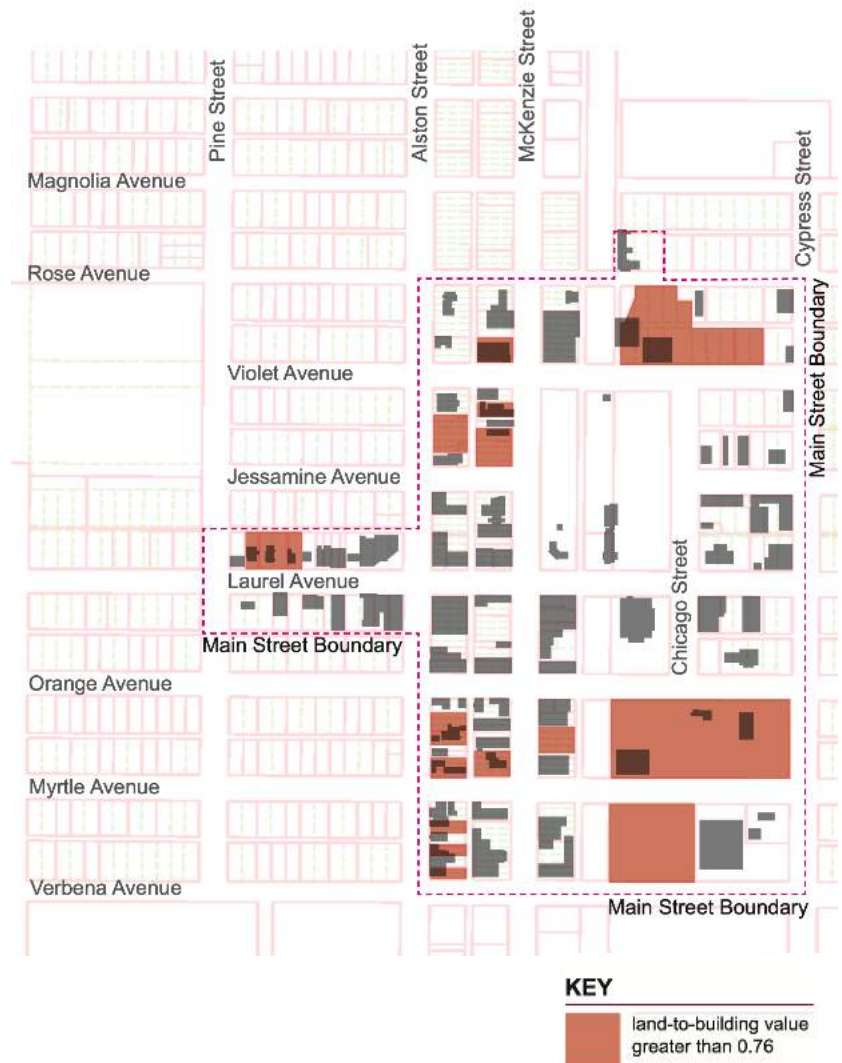
SUSCEPTIBILITY TO CHANGE (CONTINUED)

The value of parcels in downtown was examined using Baldwin County property records. Using the land and building values from county records, it's possible to provide a general assessment of a parcel's susceptibility to change. Where the ratio of land to buildings is near zero, the value of the land is rather insignificant when compared to the value of the building and change is not likely (excepting low value parcels). As the ratio increases to 0.5, the value of the land becomes equal to the value of the building, resulting in parcels that might change or might not. As the ratio becomes greater than 0.75, the value of the land is clearly greater than the building, presenting the most likely case for a parcel's change. Of course, many other factors come to bear in this assessment so it's not the only way of gaining a sense of where change might happen.

Parcels in downtown Foley where the land-to-building ratio reach 0.76 were identified and mapped. There are few pockets where overall redevelopment might be suggested; rather, those parcels that might be susceptible are scattered. In essence, reinvestment in properties, when using this rough method of assessing where change might happen, will be targeted to a few parcels rather than looking to tracts or whole block redevelopment. Of course, within downtown and just outside of downtown, vacant parcels exist where the ration of land-to-building value would be quite high—indicating real opportunities for new development.

This analysis, while more technical than insights typically offered by local stakeholders, is not a guarantee for change. There might be a lot of reasons why a property owner is satisfied with a relatively imbalanced ratio of land to buildings. More important, diagramming of these ratios shows a pattern where parcels at the edges of downtown might be more susceptible to changes than parcels near the more major streets and intersections.

The analysis recognizes that the potential for change, especially at the Main Street district's periphery, is significant; preparing to act on that potential is a more immediate challenge because a change that is incongruent with the rest of downtown could represent several generations of lost opportunity.

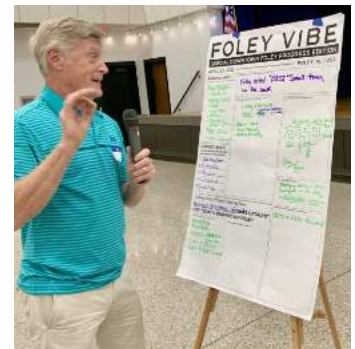
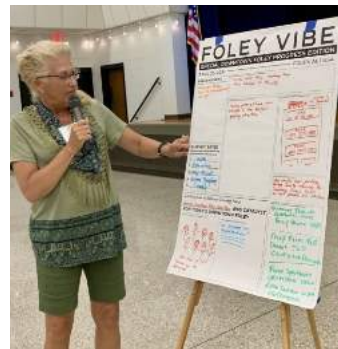


Susceptibility to Change



April 2022

4 | LOCAL INPUT



DOWNTOWN 2032

A hands-on exercise facilitated as a part of an Envision Downtown Foley community forum enlisted participants to create the front page of a “Foley Vibe” newspaper. The challenge required imagination, creativity, and vision to report news and happenings for a special Downtown Foley Progress Edition—for April 25, 2032.

Headlines included:

- Foley voted best small town in the South
- Haunted Hotel Foley reopens and draws busloads of tourists
- US 98 W closes in the new Downtown Foley
- Downtown Foley rated best place to raise a family by Southern Living
- Former Foley Hotel reopens as high-end condos
- Twitter executive HQ relocation to corner of Laurel 2 Chicago underway
- Envision Downtown Foley issues 2042 Plan

Key visions, features, and common threads captured from Foley Vibe news and stories included:

- A thriving, vibrant, and energetic downtown Foley will feature a variety of uses, including an eclectic mix of retail and eating & drinking venues, housing and lodging options, and high-tech enterprises.
- An inviting and family-friendly environment will play host to local events featuring art, food trucks, farmers and crafters, live entertainment, and activities celebrating the best of Foley’s past, present and, future.
- Downtown Foley will be a place that welcomes and appeals to a full spectrum of ages and lifestyles, at the heart of a community that places a high value on family, education, recreation and authenticity.
- The 2022 Envision Downtown Foley initiative will be recognized as a turning point or catalyst for the community’s award-winning downtown initiatives.

DOWNTOWN FOLEY 2032—IN A WORD

- | | |
|--------------------------|-----------------|
| — Affordable | — High-tech |
| — Authentic | — Inclusive |
| — Beautification | — Innovative |
| — Booming | — Inviting |
| — Destination | — Lighted |
| — Energetic | — Lively |
| — Energy efficient | — Nightlife |
| — Entertainment district | — Peaceful |
| — Evening shopping | — Record growth |
| — Exciting | — Residents |
| — Entertaining | — Restoration |
| — Family | — Safety |
| — Family-friendly | — Thriving |
| — Forward thinking | — Vibrant |
| — Friendly | — Vibrant |
| — Fun | — Wow |
| — Growing | |





DOWNTOWN VISIONS SHOWCASE

Based on best estimates, more than 200 downtown Foley stakeholders, community leaders, and downtown enthusiasts showed up in force at an open house event to get a first look at early concepts and offer input valuable to the refinement of concepts and directions framed in this strategy plan.

The showcase event capped off an intense week of study, exploration, conversation, brainstorming, and creativity that saw:

- Seventeen meetings to gather ideas, hear concerns, and discuss potential opportunities for downtown Foley.
- More than 350 people, including residents, property owners, business owners, city employees, elected officials and others, participate in various planning activities and conversations.
- Field work to review land use, development patterns, public spaces, downtown aesthetics, traffic patterns, potential opportunity sites and other downtown Foley defining features.





FUNDAMENTAL IDEAS

There are some fundamental ideas supporting an active and vibrant downtown which should be stated as guides for an evolving downtown Foley. While these are not specific to Foley, they build a foundation for making decisions about what is important, and they are stated here without priority.

GUIDES FOR AN EVOLVING DOWNTOWN FOLEY

A downtown is the place where the greatest number of activities occur in the smallest geographic area.

From an activity perspective, downtown needs to be a place for business, shopping, living, recreating, and participating in the civic life of a community. Even small-scale industrial uses can be appropriate for a downtown, especially those that might be artist, artisan, or technology based. Those activities overlap—in geography and time—to create a place where seemingly disparate activities nestle together and where people are present at all hours.

Traffic is the lifeblood of downtown but the experience of a downtown really happens once a car is parked.

People need to get to a downtown and they're going to do it, most often, in a car. It's normal for cars to be present in downtown but they should never be the focus. So live with some traffic congestion—it's healthy. But then take steps to ensure a healthy pedestrian environment is present, because every driver and passenger coming from that traffic becomes a pedestrian once they arrive in downtown.

People will walk if the environment is made safe, interesting, and engaging.

The distance from the nearest non-accessible parking space to the front door of the local Target store is a 30-second walk—people do it every day. So people will walk, and a downtown is far more interesting than the Target experience. With even minor interventions—shade trees, flowers, interesting storefronts and signage, and street lighting at night—people will walk much longer than 30 seconds to reach their destination, even discovering new destinations along the way.

Downtowns need visible pools of human activity.

People attract people. Motorists passing through downtown will notice an aggregation of human activity, and people naturally group around others. All that's needed is a little push to get the first few to sit, linger, or spend just a little time, and others will follow. Pools of human activity ranging from planned events (Summer Thursdays) to spontaneous happenings (a busker) to a serendipitous meeting of friends allow for the social and civic life of the community to be fully played out in downtown.

VISION

THE COMMUNITY'S VISION FOR DOWNTOWN FOLEY

Downtown Foley, the place where the Gulf Coast begins, is a lively and vibrant destination, home, and workplace teeming with activities, sights, sounds, and flavors that celebrate and invigorate our forward-thinking community.

THE VISION IN FULL VIEW

Nestled at the intersection of history, beauty, fun, and innovation, Downtown Foley has emerged as a lively and vibrant destination teeming with activities, sights, sounds, and flavors that celebrate and invigorate the place where the Gulf Coast begins.

Locals and visitors of all ages are naturally attracted to an authentic downtown experience that is safe, familiar, comfortable, whimsical, and energetic all at the same time. Inviting tree- and garden-lined pathways lead to new discoveries, prominent civic facilities, beautiful parks, creative niches of art, and an eclectic mix of local retail establishments and eateries offering a warm southern greeting to friends both old and new.

The downtown's growing ranks of residents and workplace members fuel a diverse and robust downtown economy, and heighten levels of daytime activity and entertainment that spill into evenings.

The award-winning and inclusive efforts behind Downtown Foley's recent evolution provide solid footings upon which this forward-thinking community continues to move boldly toward a compelling, exciting, and prosperous future.

5 | DIRECTIONS FOR DOWNTOWN



GUIDES FOR AN EVOLVING DOWNTOWN FOLEY (CONTINUED)

Streets are the great public space of downtown; people and buildings are the two greatest factors in bringing them life.

Streets are like a sandwich: buildings as bread at each side, the roadway as the meat—the reason for the street’s being, and sidewalks as condiments—the parts that bring it to life. Parking is like the cheese—it’s okay for some sandwiches but maybe not for others. So in a downtown, the cheese might sometimes become extra. As streets are considered, start with the bread, the meat, and the condiments, and then decide if cheese is really needed.

Like an ecotone, some of the most intense human activity in a downtown occurs at its margins.

In biology, it’s not the field or the forest that supports most life, it’s the edge between. So it is with downtowns, where a vibrant edge is one where the downtown embraces surrounding neighborhoods. Edges as parking lots and back alleys, fences and other constructed barriers are devoid of life but are, incongruously, common to downtowns. Edges, reimagined as vibrant walking paths, gardens, and shaded tree-lined streets that invite life from both sides, will become a downtown’s ecotone.

Downtowns are about evolution, not revolution.

Downtowns are accretive, growing and changing slowly over time. Rarely does a major change to a downtown—a multi-block redevelopment, for example—really feel like it belongs. Planned changes, those with a certain cadence discussed among stakeholders, have a better chance of gaining traction and becoming valued pieces of the downtown fabric.



6 | CONCEPT

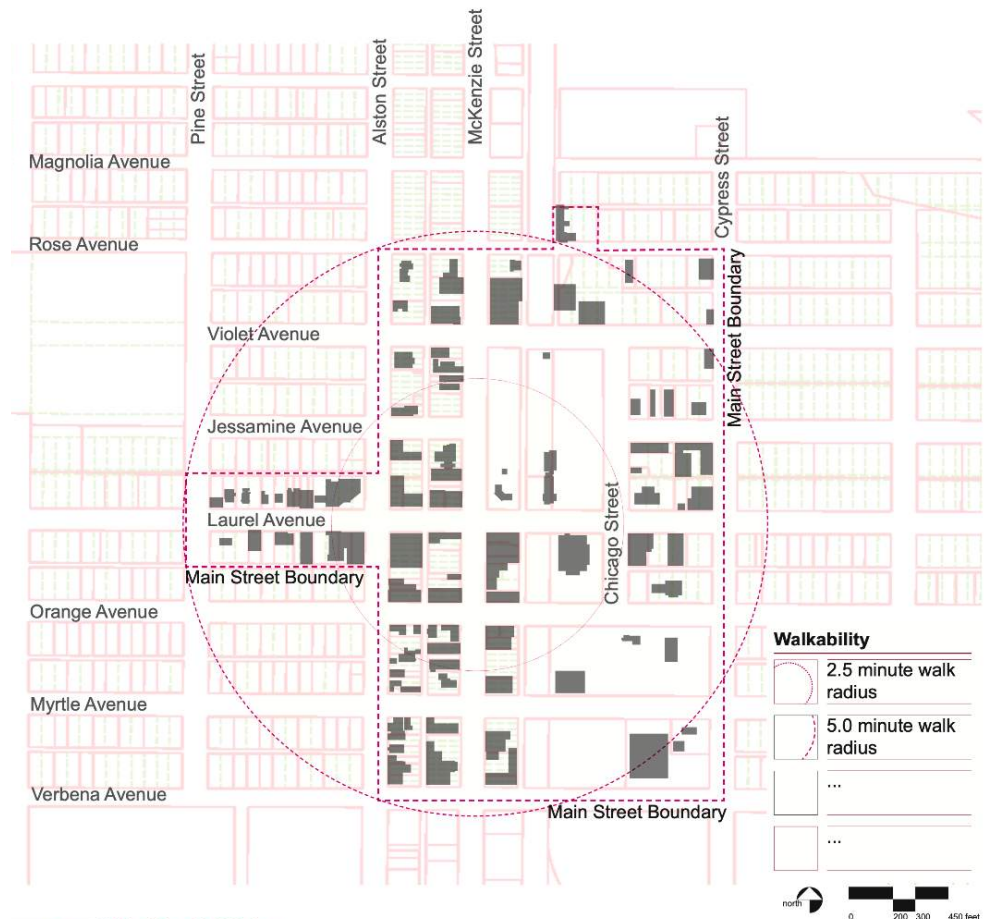


A LOGICAL STARTING POINT

There could be many aspects of this strategy plan based on the input and insights offered by downtown stakeholders, local officials, and members of the public. Still, one idea hovers over others and perhaps suggests a logical starting point that ultimately encourages follow-on activity.

As a broad initiative lending energy to downtown as a whole, **enhancing the pedestrian environment for downtown Foley**:

- induces more people to walk between destinations in ways that are safe, comfortable, and inviting;
- encourages more visible human activity in downtown;
- allows for more activities in downtown—including new introductions—based on an increasing number of pedestrians; and
- concentrates pedestrian activity within logical bounds through improvements and natural queues that help to more clearly mark the geographic extents of downtown.



Walkability



It's only by, in a way, disassembling downtown, that the way it functions might be readily understood. In fact, the context of downtown suggests that busy intersecting highways and the resulting division of downtown into quadrants might begin to reveal a form for downtown Foley's evolution, one where the quadrants begin to unite and the intersecting highways find a way to better accommodate pedestrians. Applying logical pedestrian limits to downtown suggests a boundary and conditions related to edges, and the reinforcement and expansion of gardens and courtyards anticipates and invites pedestrian activity.

The disassembly process also helps in understanding what exists in downtown and where it is located. As a place of great mixing of uses and activities, downtowns need:

- public spaces (or publicly accessible spaces) beyond the public spaces offered by streets;
- commercial spaces at street level to encourage pedestrians to come downtown;
- functional features, especially parking reservoirs to accommodate parking that can't happen on streets;
- walking paths that offer great diversity for pedestrians to explore all parts of downtown; and
- housing, in a variety of forms with transformations likely at the core and new construction likely nearer the edge.

Downtown Foley has all these things, but they are not equally distributed and the divided nature of downtown poses the great division. Remedying the goal of equal may not result in equal magnitude of each facet of downtown but might result, over time, in the distribution of unique and appropriately scaled features for each quadrant.

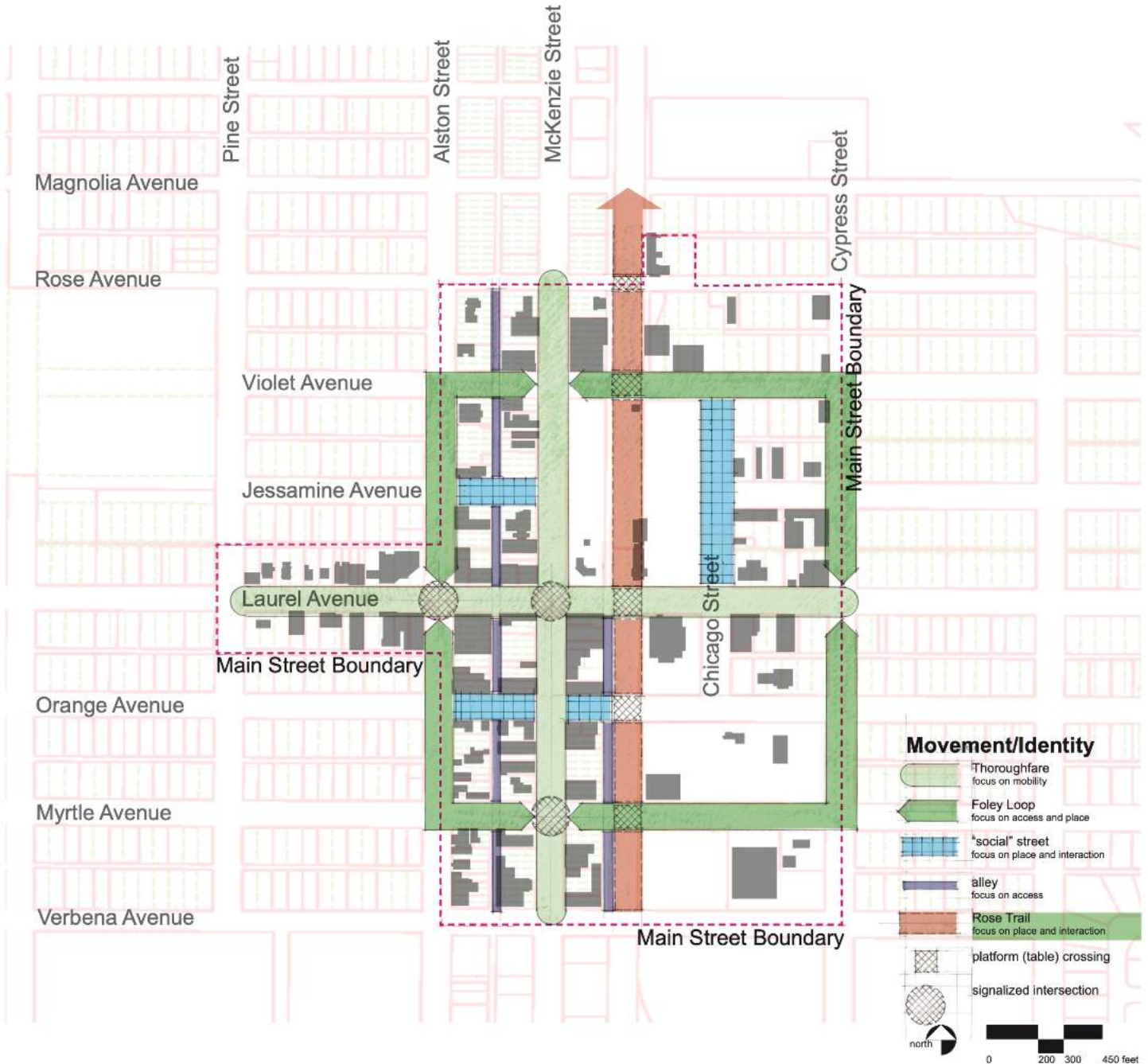


6 | CONCEPT



UNIFIED QUADRANTS

It might seem logical to unite a downtown divided by highways by suggesting those rights-of-way evolve more like seams. But the volume of traffic on those highways will never allow them to function like a traditional “Main Street.” Instead, unification might rely on a second tier of streets, creating a loop through the midst of each quadrant.



Using Alston Street, Myrtle Avenue, Chicago Street, and Violet Avenue to become Foley’s “Loop” gives each street the opportunity to become more like a Main Street in each of the four quadrants. As the streets gain their Loop character, it’s the orientation to access and place that becomes the driving criteria for design. From the roadway character matrix appearing on page 6, these roadways can be easily imagined as the third or fourth tier, where access, place, and gathering are higher priorities than mobility, and where jurisdiction is a matter of local control.



6 | CONCEPT

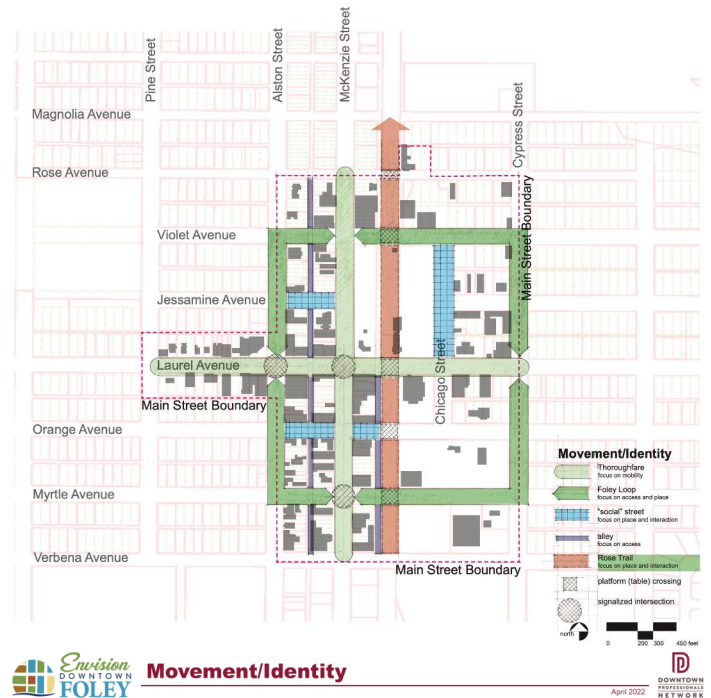


UNIFIED QUADRANTS (CONTINUED)

There is some consideration in the north quadrants for Rose Avenue to be a part of the loop. This is a fair point of consideration that requires greater community discussion. With the goal of creating a distinct and walkable loop through downtown's quadrants, Rose Avenue might gain traction, particularly if parcels north of Rose Avenue in the northeast quadrant evolve with new and downtown-oriented activities.

A case might also be made that Jessamine Avenue, because of the location of the pedestrian bridge and the loop's orientation to pedestrian movement, should be the north loop component. In this case, a new east/west walkway might be extended through the park from the carillon to Chicago Street. Interestingly, this option offers the opportunity to complete a missing component of Jessamine Avenue and to extend a spur of the loop toward the civic core of Foley.

Unified quadrants begin to suggest the resources and amenities of each is equally accessible to pedestrians, but that's not true—and may never be true. For example, there's virtually no chance that any quadrant other than the northeast will host a park of the magnitude of John B. Foley Park and Heritage Park. However, there is a need for public space in each quadrant, just as there is a need for public parking, commercial enterprises, and housing. Over time, this should be a goal for downtown Foley. Where one quadrant may have one or more of these amenities today, eventually, each should have its own compelling—and unique—amenities.



A case might also be made that Jessamine Avenue, due to the location of the pedestrian bridge and the loop's orientation to pedestrian movement, should be the north loop component.



THOROUGHFARES AND BOULEVARDS

McKenzie Street and Laurel Avenue, rights-of-way controlled by ALDOT and oriented to mobility in the roadway character matrix on page 6, carry far too much traffic to imagine their role ever changing. But there is an inherent incongruity in the matrix where the road conveys traffic (mobility) but the parking offers a way to get to downtown businesses (access).

Changes to these streets might resolve the mobility-access dichotomy by eliminating all or most parking on both streets, allowing the reclaimed space to be directed to other uses, in particular wider sidewalks and a median. Directing a portion of the space to pedestrians aligns with other goals of this effort, but it leaves traffic close to the sidewalk and still moving fast. The insertion of a median, ideally planted with trees, and the development of the expanded sidewalk with street trees yields the perception for motorists of a narrower roadway, which encourages speeds that are more resonant with a downtown.

The loss of parking will be a concern, but the magnitude of loss isn't significant in the scope of downtown (12 spaces per block face along McKenzie Street, with eight blocks between Violet Avenue and Myrtle Avenue, is a total of 96 parking spaces), particularly because there is plenty of parking available in downtown off-street locations. Laurel Avenue would also lose its parking; lower traffic volumes might suggest that some parking spaces—maybe one-third to one-half of those existing spaces— might remain, depending on the final design of the street.

The loss of parking might be recaptured through the eventual introduction of a parking structure, or maybe more than one parking structure. Imagined as a reservoir, the parking structure would be implemented at a point in time when the number of existing parking spaces reasonably available are more than 85 percent filled during prime parking hours.

A threshold of 85 percent is recognized as a tipping point, of sorts, when motorists need to circle to find an available space. It's then that the circling movements cause a sense of congestion and, for the motorist, frustration. This document identifies possible locations for parking reservoirs recognizing that motorists want proximity to their destinations. Using a smaller parking watershed, three parking reservoirs—public parking in large lots or parking structures—are proposed as a means of eventually accommodating nearly all of the parking demand in downtown Foley.

Alabama DOT is focused on mobility—getting vehicles through downtown Foley. Removing parked cars along McKenzie Street offers a way of reconfiguring the street so that the movement of vehicles is less interrupted. It's possible that right turn movements at Laurel Avenue could also be eliminated, reducing even further the time during which through-traffic is held in downtown. In this scenario, right turns aren't really eliminated, they're redirected to the Foley Loop. This might have the opportunity to enhance safety for pedestrians who no longer would be subject to conflicts with right-turning vehicles at the busy McKenzie Street and Laurel Avenue intersection.

Changing patterns for left-turning vehicles is not so reasonable. While a motorist could turn left on McKenzie Street to Laurel Avenue, it would require two left-turn movements, which pose a greater hazard than right-turn movements.



ROADWAY CHARACTER | HIGHWAYS

Movement Type	Regional
Orientation	Mobility
Interest	Moving vehicles between regional destinations
Jurisdiction	ALDOT
Likelihood of change	Low

Excerpted from the Roadway Character Matrix, Page 6

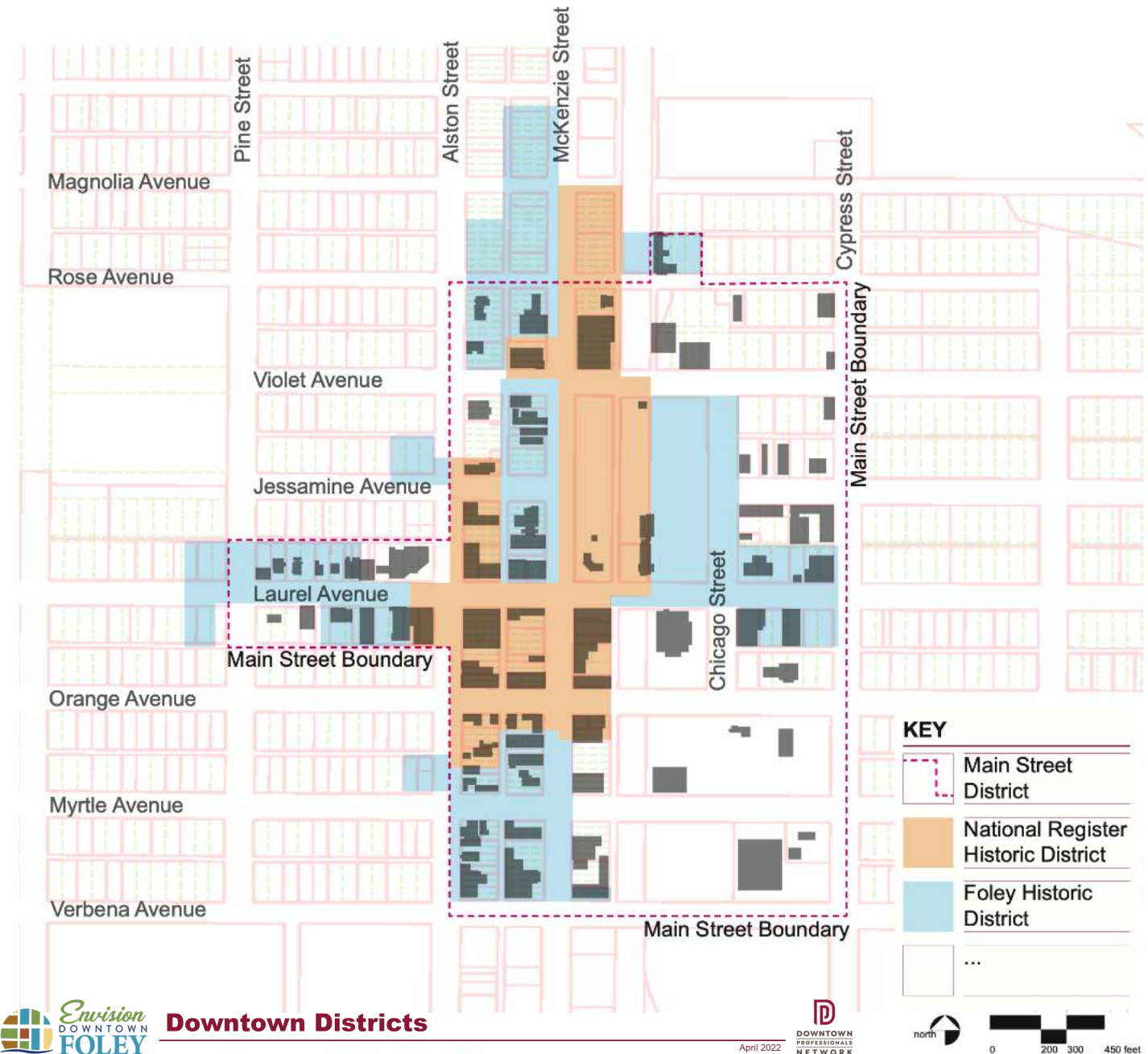
6 | CONCEPT



DEFINED BOUNDARIES

On an official map, downtown has boundaries, as does the Main Street District and the Historic District. Where downtown is more defined by land use patterns than lines, the maps make it clear. But a mapped line is not the same as an experience of downtown. Rather, creating an experience of downtown has more to do with how the patterns of activity change between parcels and across streets. The reinforcement of that edge creates a more definitive experience, allowing a pedestrian or motorist to understand when they arrive in (or leave) downtown Foley.

It's the loop streets that might best define that edge, creating a boundary clearly marking downtown but also making certain that downtown-like development doesn't creep into neighborhoods. In some parts of downtown that edge might be comprised of shops and storefronts, while in others the development capping downtown at its edge might be more intense residential. Even in those instances, the distinction would be one of intensity, where multiple family residential intensity significantly differentiates itself from single-family uses.



6 | CONCEPT



DEFINED BOUNDARIES (CONTINUED)

Downtown's boundary may be clear on a map and establishment of the Foley Loop may help reinforce its presence as a downtown experience, but the edge might still be somewhat blurred by the presence of single-family residential homes that have existed along the boundary for decades. Some of those properties might evolve from their residential use to become retail shops, studios, offices, or B&Bs, any of which work as a "downtown" use, especially at a lower intensity edge of downtown.

The edge quality might be strengthened by retaining much of the residential style—porches, front walks, gardens all lend a sense of residential use that allows the downtown use to exist with the next tier of homes. It's important that a use evolving from residential to non-residential not compromise the livability of that next tier by introducing parking areas or building additions resulting in a loss of residential quality.

As Foley considers the notion of the Loop as a definer for downtown, it might also consider application of an overlay district for those homes that might evolve to non-residential uses. The overlay should encourage evolution of those parcels but not mandate it. It would provide guidance relative to retaining a structure's residential qualities in an evolution, as well as directing the use of other features that simultaneously perpetuate its relationship with residential neighbors and engage a new relationship with the Foley Loop.



6 | CONCEPT



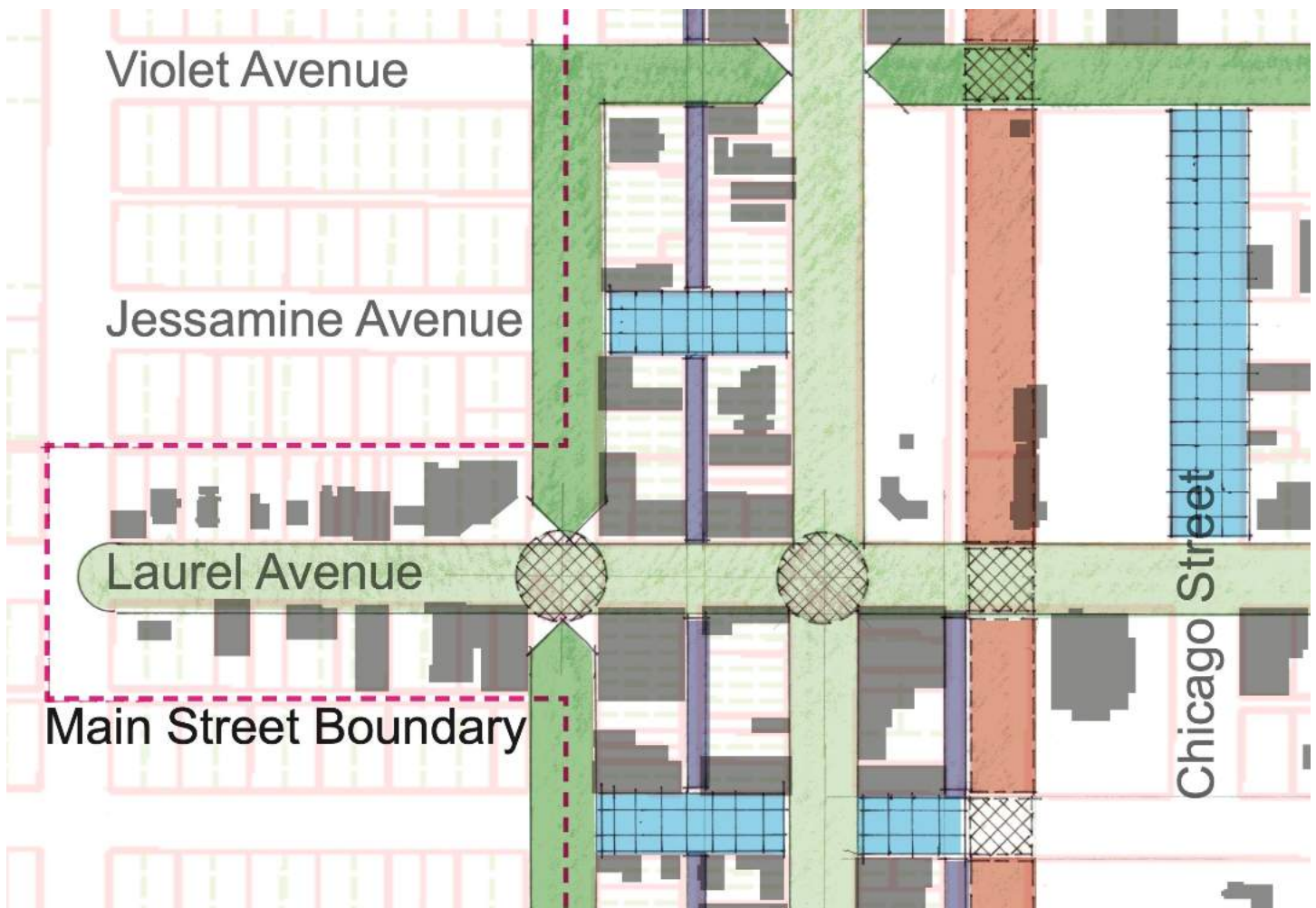
A CONVERTIBLE STREET

Jessamine Avenue offers a unique opportunity in the northwest quadrant to create a public space that is different from, but in many ways equal to, the park on the opposite side of McKenzie Street. It might be reimagined as a convertible street, one with no curbs but using bollards and trees to define and separate the sidewalk from road and parking areas and allowing it to function fully as a street connecting Alston Street to McKenzie Street. From time to time, this block of Jessamine Avenue might also be closed to traffic and parking, in which case the lack of curbs allows the street to function as a plaza for events.

For the notion of equal quadrants, a plaza-like Jessamine Avenue fulfills the notion of a public space for the northwest quadrant. Repeating it in another quadrant—simple duplication— isn't the intent. Finding similar spaces in other quadrants should be the goal.



Jessamine Avenue at McKenzie Street



CONVERTIBLE STREET LOCATIONS

“Social Street” | Focus on place and interaction

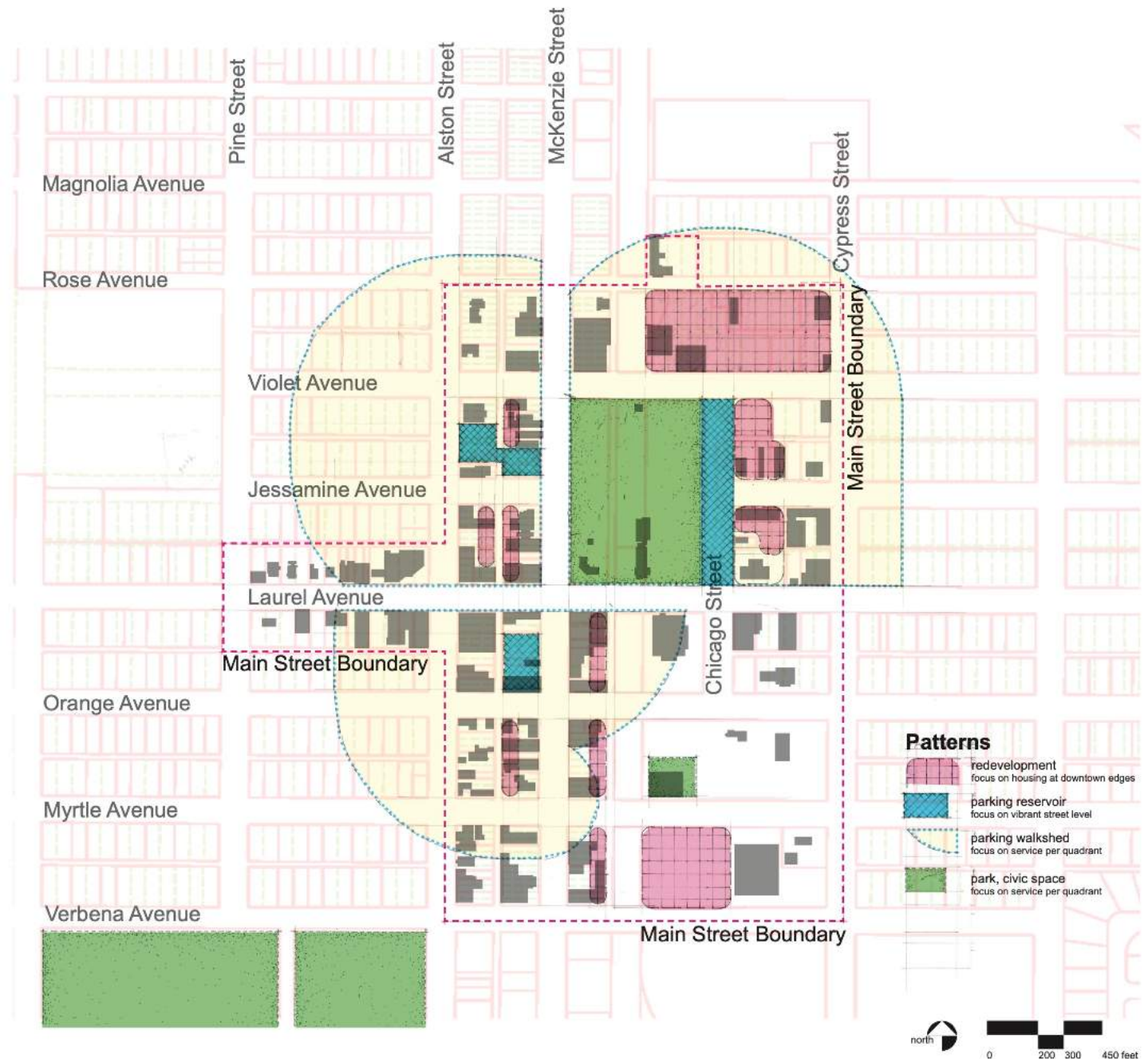


6 | CONCEPT



NEW DEVELOPMENT

While it may seem fully built out, there are many opportunities for new development in downtown Foley, particularly at its edges. Whether the introduction is a replacement of an existing building or a new use for a parking lot, certain **parameters** might be used to ensure it feels like a downtown building.



Patterns

April 2022



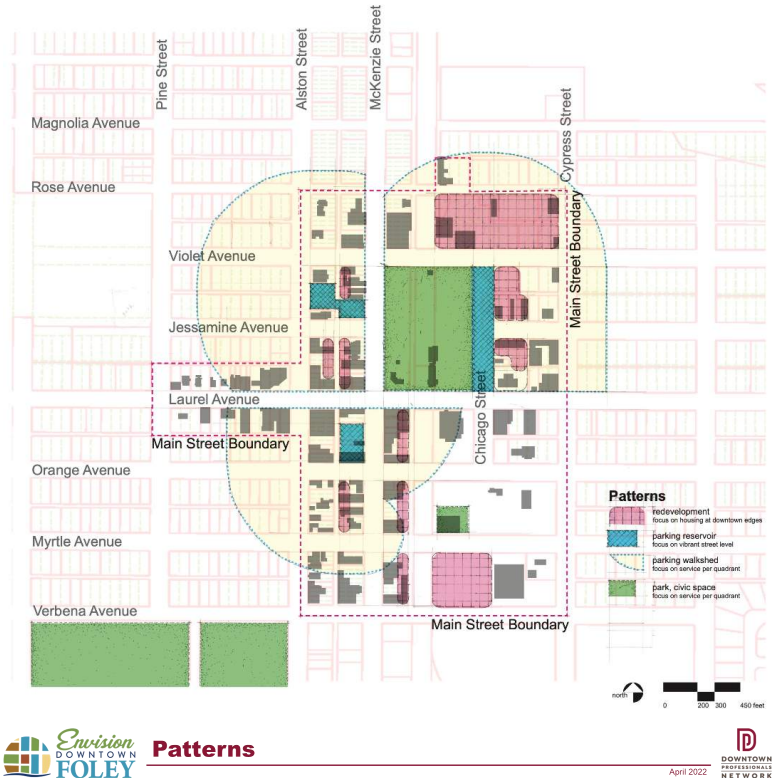
6 | CONCEPT



NEW DEVELOPMENT (CONTINUED)

PARAMETERS FOR DEVELOPMENT

- The building should be more than one story and contain more than one “use.” This suggests a building would be commercial (retail, eating or drinking) at street level with office or residential above. If the street level is office, which should be discouraged to the greatest degree practicable, the upper level will be residential. Even better, a three-story building with each use represented or a live-work use created, where the street level shop (or studio or workshop) is occupied by a shopkeeper, artist, or artisan living on an upper level. The goal is the introduction of new downtown populations whenever practicable.
- Parking should be secondary and, if possible, nearly invisible. Stored cars do not bring activity and, in fact, detract from the notion of visible human activity. It’s also important to recognize that parking will be required for residential uses, and maybe for non-residential uses; for residential uses, it’s not the design or markets or local regulation that dictates the need for parking, it’s the financing structure that supports a construction loan.
- The street level of a downtown building should open significantly to the activity of the street with large window expanses and inviting entries, interesting storefront lightings, and attractive and engaging signs. The notion of seeing into the building and onto the street is key.
- Worthy older buildings should be restored but new development should utilize practices that respect those buildings without copying or mimicry. That suggests, for a downtown, that buildings should have an obvious base—the street level retail with plentiful windows set with a vertical orientation, a well-formed middle, and a clearly defined top—a cornice or even a distinctive topmost floor. Materials might recall historic architecture with a strong orientation, making it appear as if materials were set on the building by hands. Notably, a well-designed and constructed new building might someday be considered worthy of perpetuation as a historic piece of downtown Foley.
- As much as being authentic to its time in terms of architecture, building placement in a downtown is also key. Retail buildings should be placed next to the sidewalk. Residential buildings might be set back a bit to give some privacy to residents. If a retail building needs to be set back, it should be planned with an active and attractive use in front.



SUMMARY: PARAMETERS FOR DEVELOPMENT

- 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.



6 | CONCEPT



ALLEYS

While not always thought of as a primary path for pedestrians, some alleys in downtown Foley already invite pedestrians via large green “alley gates” marking their entrances. The suggestion of an interesting experience extends the pedestrian realm of downtown but, even more, offers pedestrians another layer to explore.

As buildings were developed, some more than a hundred years ago, the “back room” was necessary for storage of goods displayed on the retail sales floor or “show room.” Today, more regularly scheduled and just-in-time deliveries allow for a smaller commercial footprint because goods are not stored on site but are delivered to restock the shelves, almost on an as needed basis—in fact, basically overnight—or to satisfy a customer’s specific order. It means that back portion of a building may no longer be needed to service the front portion. It allows for another layer of retail or service to be added, with access from the alley.



The back portion of some buildings may no longer be needed to service the front portion, creating possible opportunities for pop-up and micro retail spaces or other auxiliary spaces to be added with access from the alley.

6 | CONCEPT



COURTYARDS AND GARDENS

Scattered about downtown Foley are small courtyards and gardens, some in the public realm and more on private land. These spaces, especially when designed to invite people in, significantly augment the pedestrian character of downtown and increase the delight of the experience when a pedestrian happens upon one. While these spaces exist today, the opportunity exists for more in each quadrant of downtown.



7 | PROJECTS



AN EVOLUTIONARY PATH

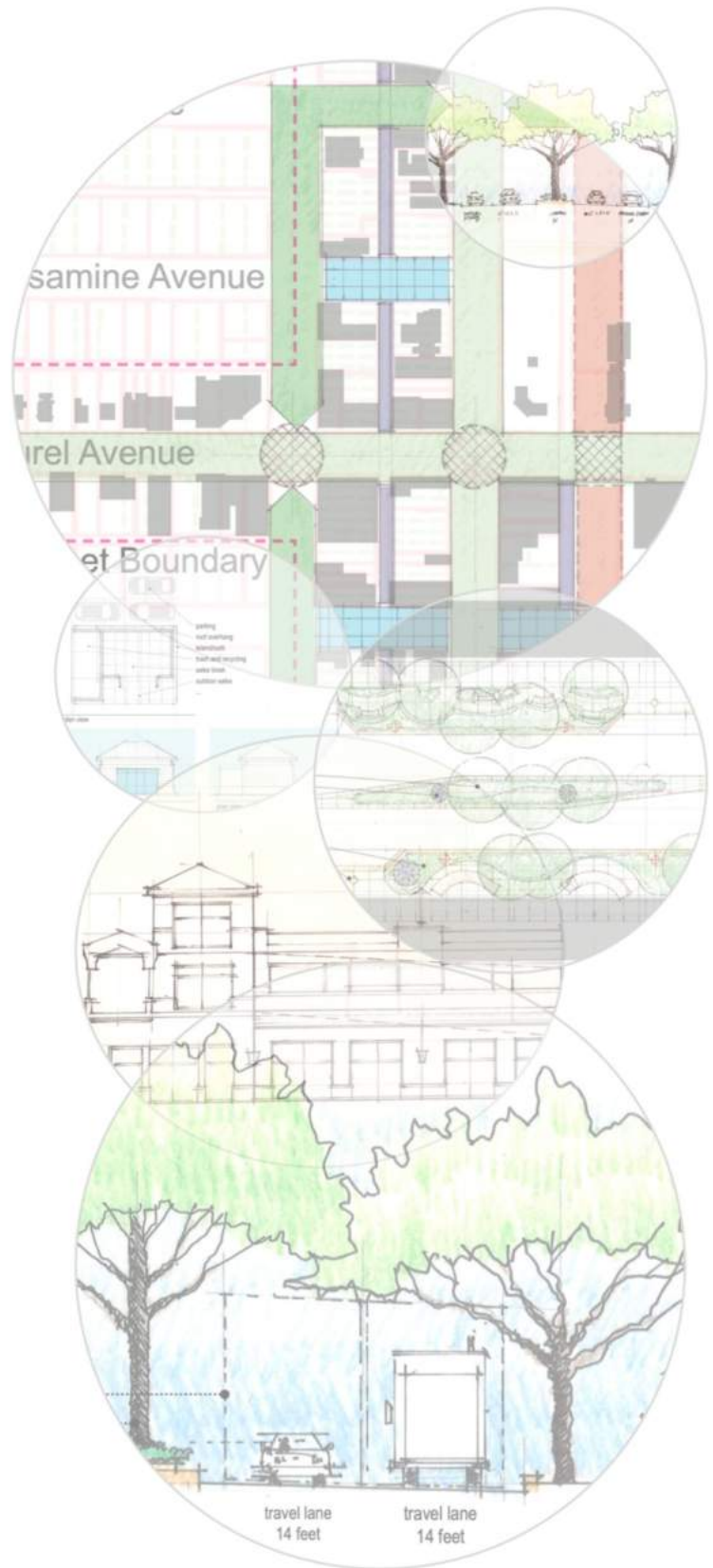
With overall guidance suggesting an evolutionary path for downtown Foley, a consideration of aligned projects can be discussed. From the work of this effort, there are short-term and potentially immediately implementable projects as well as longer term projects that need substantial financial and design consideration.

Both paths require dialog with stakeholders, the kind of essential conversation that was initiated during meetings, work sessions, and community forums that formed the direction of this strategy plan—and that will be essential to fine-tuning and advancing strategy plan ideas and concepts. Notably, other projects might also become a part of the advancement of downtown, including ideas and projects that did not surface in the course of this planning effort but could merit becoming a part of the plan.

Projects depicted in this section align with fundamental ideas, guides for an evolving downtown Foley, and the broad initiative of enhancing the downtown Foley pedestrian environment. Each project is framed using visuals and an outline of project:

- Objectives
- Design Characteristics
- Implementation Steps and Considerations
- Timeline

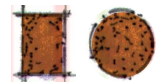
Projects are presented as recommendations and are subject to refinement as part of an ongoing dialog and as the implementation process advances.



7 | PROJECTS



COURTYARDS AND GARDENS



COURTYARDS AND GARDENS

Focus on pedestrians

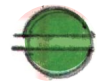
COURTYARDS AND GARDENS

Objectives	<p>Introduce features at the scale of a small downtown and oriented to pedestrians (recognizing that John B. Foley Park and Heritage Park offer large scale pedestrian spaces)</p> <p>Provide spaces to accommodate pedestrian comfort in addition to what they might find along streets</p>
Design Characteristics	<p>Small-scale spaces, perhaps no larger than 40 square feet and often even smaller than that</p> <p>Intensive plantings with significant color as a seasonal focus</p> <p>Walkway into/through the space leading to/past seating</p> <p>Seating organized for social interaction (benches oriented to each other)</p> <p>Fountain or public art as the centerpiece, illuminated wherever practical</p>
Implementation	<p>Identification of potential sites in each quadrant is the first step</p> <p>Gaining an initial sponsor might be a way of advancing work more quickly but recognize that a well-imagined and executed space might cost a minimum of \$5,000 to \$10,000, with lighting and water features or public art adding quickly to that amount</p> <p>Implementation might be initiated soon but might take years to fully implement as new development results in new opportunities for gardens and courtyards; in fact, new development or redevelopment might be required or highly encouraged to include this kind of space in a final plan</p> <p>Make certain that resources are available and committed to maintaining the spaces once created</p>
Timeframe	<p>One to three years—and ongoing after that</p>

7 | PROJECTS



ALLEY GATES AND ALLEY RETAIL



ALLEY GATES
Focus on vehicles and pedestrians

ALLEY GATES AND ALLEY RETAIL

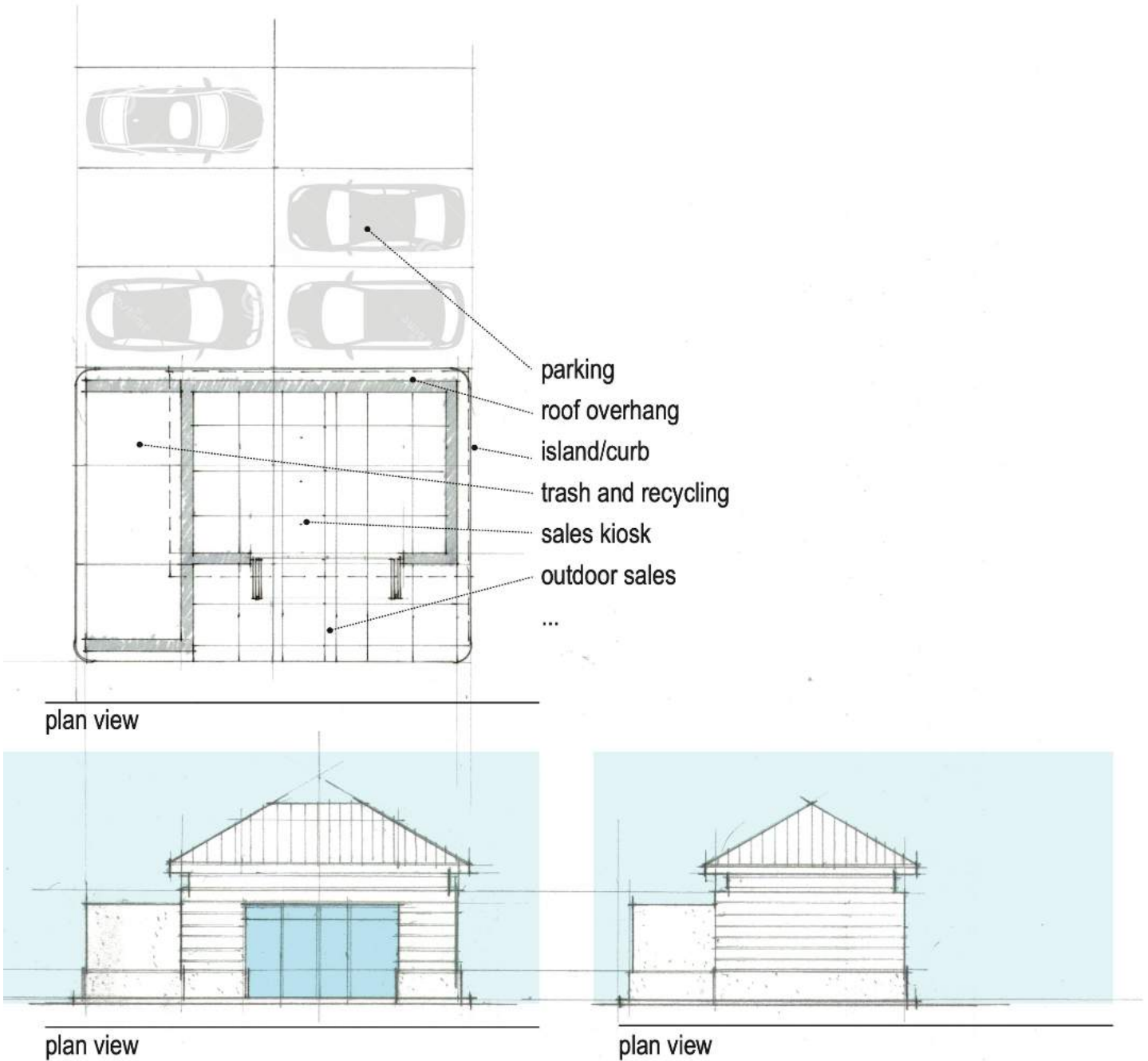
Objectives	<p>Highlight alleys as a unique space with a feature that invites pedestrians as well as vehicles</p> <p>Bring additional greenery into downtown in unexpected ways</p> <p>Block out or at least obscure some of the unattractive elements of the alleys</p> <p>Introduce new activities to alleys with small-scale, perhaps seasonal, kiosks</p> <p>Incorporate utilitarian aspects of alleys into the alley “kiosks”</p>
Design Characteristics	<p>Vertical greenery, not necessarily always in a form that includes a horizontal element, is the basis of the “gate;” in some areas, where larger trucks or overhead wires might limit an expansive gate, a pillar of green might suffice</p> <p>Include lighting as a fanciful element (different than street lighting)</p> <p>Simple small kiosks as retail locations that encourage new activity into alleys</p> <p>Incorporate storage of refuse containers into the design of kiosks to aid in declutter alleys</p>
Implementation	<p>As the city has already implemented a few green alley gates and alley retail, establishing a program to mark all alley entrances in a similar way would seem logical</p>
Timeframe	<p>One to three years for alley gates; one to three years for first alley retail space and then extending as funds allow for expansion</p>



7 | PROJECTS



ALLEY GATES AND ALLEY RETAIL (CONTINUED)



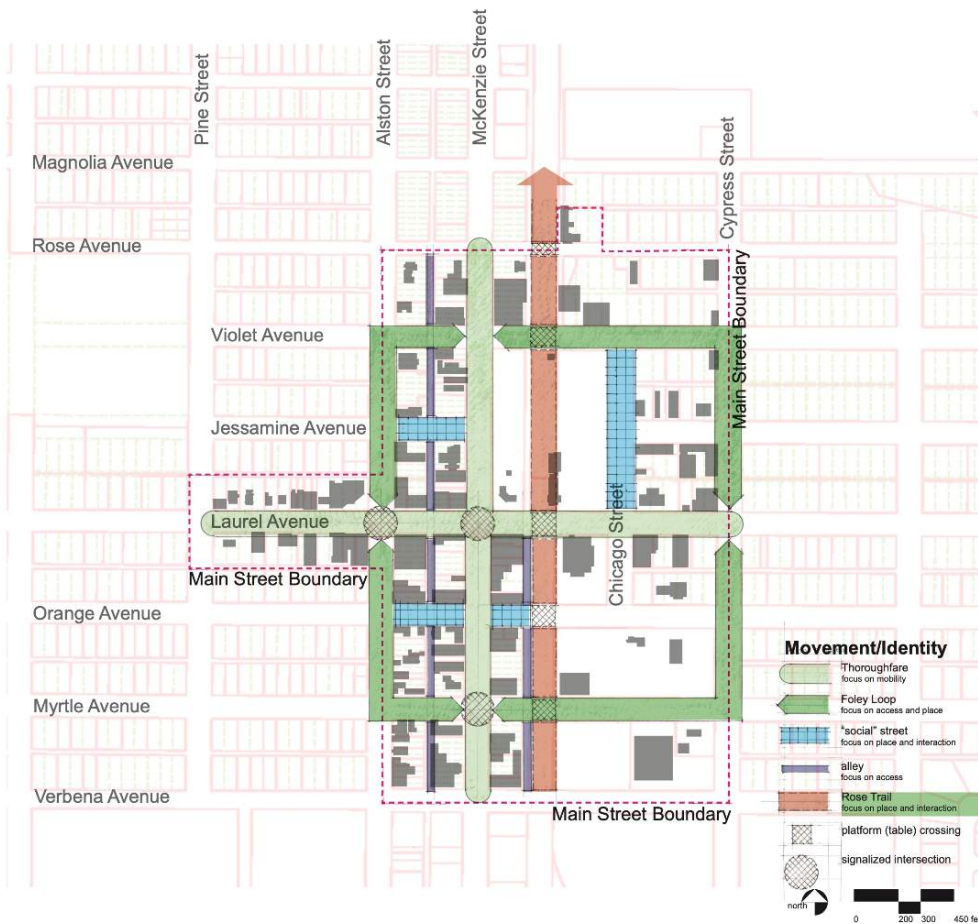
Alley Kiosk

Introducing simple, small kiosks as retail locations in and abutting alleyways could encourage new activity in alleys, provide pop-up and micro retail space to accommodate boutiques, small outlets, and entrepreneurs, and contain space to store trash and recycling containers out of the public's view.

7 | PROJECTS



ROSE TRAIL EXTENSION



ROSE TRAIL EXTENSION

Focus on place and interaction

ROSE TRAIL EXTENSION

Objectives	<p>Provide a walking facility separated from streets and running the north-south length of downtown</p> <p>Provide a way for bicyclists to reach downtown from areas north of Foley</p>										
Design Characteristics	<p>Extension to the north within existing (former) rail right-of-way</p> <p>Configured to meet national standards for trails to qualify for non-local funding, if pursued</p> <p>Meandering trails with separate facilities for pedestrians and bicyclists, where practicable</p> <p>Assume 100-foot wide parcel and apportionment of space as follows:</p> <table> <tr> <td>— Landscape space to edge of former right-of-way (minimum)</td><td>8 feet</td></tr> <tr> <td>— Pedestrian space</td><td>8 feet</td></tr> <tr> <td>— Trail separation (minimum)</td><td>8 feet</td></tr> <tr> <td>— Bicycle trail (two way, centerline between lanes striped)*</td><td>16 feet</td></tr> <tr> <td>— Landscape space to edge of former right-of-way (minimum)</td><td>8 feet</td></tr> </table> <p>* A clear zone of 2 feet must be provided each side of bicycle trail</p> <p>Extension to the south may require some land exchanges to be most effective as the trail extends south of Myrtle Street</p>	— Landscape space to edge of former right-of-way (minimum)	8 feet	— Pedestrian space	8 feet	— Trail separation (minimum)	8 feet	— Bicycle trail (two way, centerline between lanes striped)*	16 feet	— Landscape space to edge of former right-of-way (minimum)	8 feet
— Landscape space to edge of former right-of-way (minimum)	8 feet										
— Pedestrian space	8 feet										
— Trail separation (minimum)	8 feet										
— Bicycle trail (two way, centerline between lanes striped)*	16 feet										
— Landscape space to edge of former right-of-way (minimum)	8 feet										
Implementation	<p>Implementation can be opportunistic, as parcels are added or acquired, and/or with core infrastructure added as funds allow, for reasonable and incremental implementation</p>										
Timeframe	<p>Planning for the extension as a whole could begin immediately, with a schedule for actual implementation considered as increments; having an overall plan might prove helpful in efforts to secure outside funding, accelerate timing, and support implementation</p>										





HOUSING



Northeast Residential Development — Concept

As new housing is considered, the way it fits into downtown is important. Traditionally, housing would have been directed to upper levels with the street level being more active downtown uses. That pattern largely makes sense at the “inside” of the Foley Loop but it might not make sense at its “outside.” Where possible, an active street level frontage would be desirable at the “outside,” but requiring it where it’s not practicable from a market perspective would be cautioned. A live-work combination at street level aims to resolve the concern. Having even a portion of a new residential building provide a street level use—like an office, coffee shop, small eatery, gallery, or studio—might be an attractive addition, even if the use only occupies a small percentage of the street level space.

HOUSING

Objectives	<p>Establish an expanded population for downtown to help activate it through seasons and more hours of the day</p> <p>Introduce housing at the perimeter of downtown to define its boundary and create a more active edge between downtown and surrounding neighborhoods</p> <p>Wherever practicable, encourage property owners to re-establish housing in upper floors (above retail spaces) in existing downtown buildings, and to introduce accessory dwelling units along alleys and other appropriate sites</p>
Design Characteristics	<p>Create a range of housing options within buildings with a strong focus on housing of choice, where residents choose a downtown location based on the amenity value of downtown (as opposed to housing of convenience, sought by residents with few other choices)</p> <p>Provide parking commensurate with requirements but don’t over-park a property; parking may be dictated by construction financing as much as local parking requirements</p> <p>Include options for live-work to some degree recognizing the limited but present market in Foley (meaning the market is likely present but not necessarily deep)</p>
Implementation	<p>Advancing housing developments will rely on the private sector but an open and inviting approach will encourage developers who prefer a more limited period of time devoted to entitlements</p>
Timeframe	<p>Depends on developer interest but no time should be lost encouraging developers to consider initiating projects</p>

7 | PROJECTS



HOUSING



Northeast Residential Development — Concept



Northeast Residential Development — Proposed Plan

7 | PROJECTS

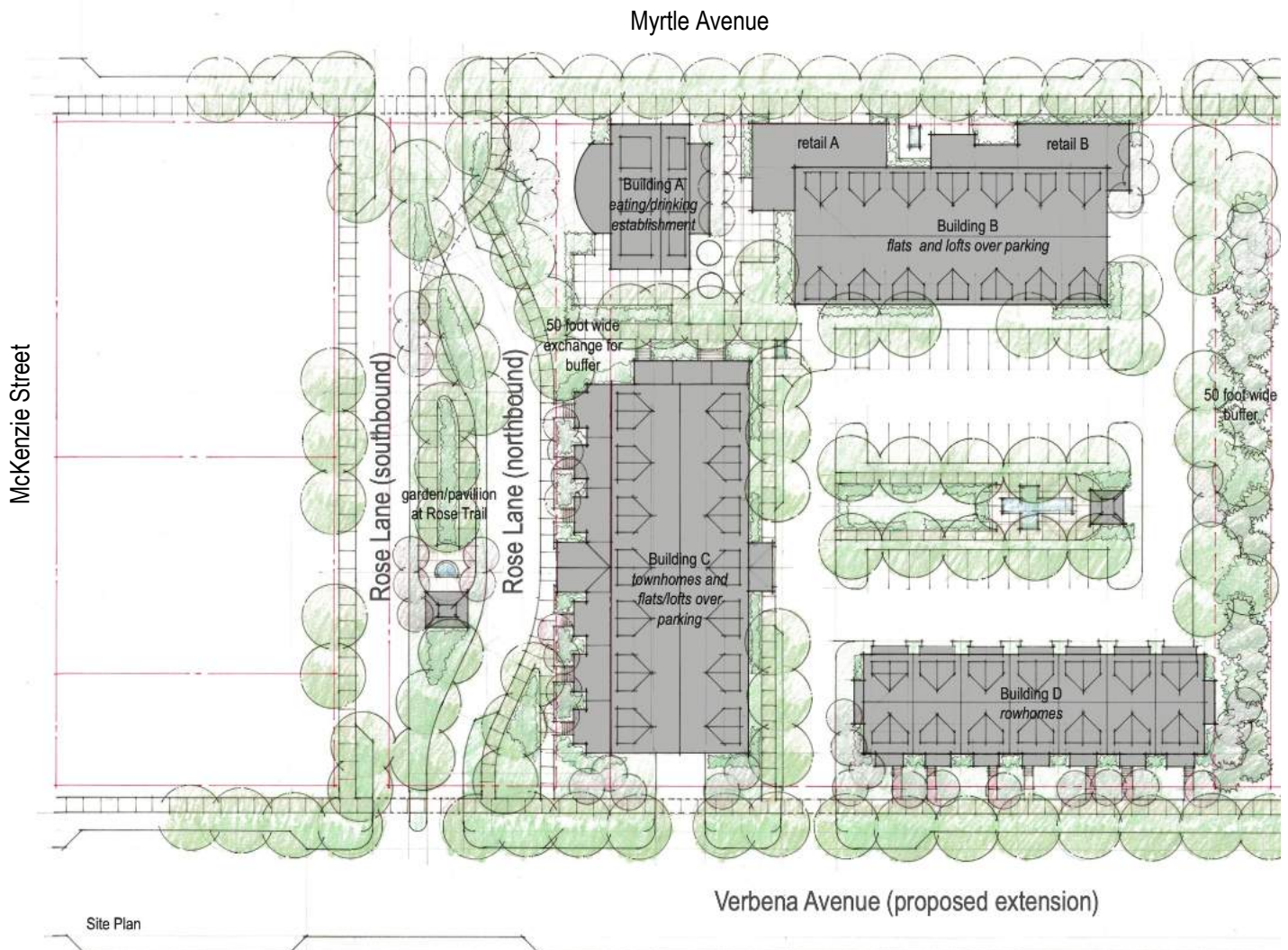


HOUSING



Another opportunity may exist in the southeast quadrant for the introduction of housing and active street level uses with exposure across Myrtle Avenue to Foley Dog Park and a site earmarked for Foley Public Library. The concept shows a realignment and reconfiguration of the existing right-of-way at the site's west boundary to create Rose Lane, to extend the Rose Trail, and to introduce a new Rose Trail garden and pavilion feature. Redevelopment activities and opportunities to the west, including existing buildings along the right-of-way, might also be re-oriented to Rose Lane.

 POTENTIAL SE QUADRANT RESIDENTIAL / MIXED USE



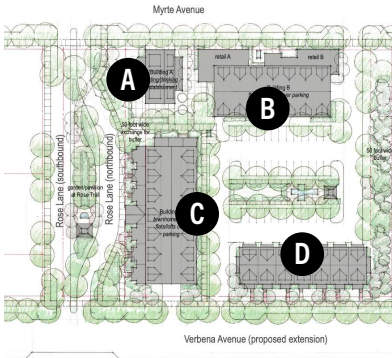
Southeast Residential / Mixed Use Development — Concept



7 | PROJECTS



HOUSING



Building A

Eating/Drinking establishment, one level plus mezzanine

- 3,075 square feet plus mezzanine

Building B

Flats over parking, four levels total

- 20 flat units
- 14 loft units
- 28 internal parking spaces
- Retail A = 1,600 square feet
- Retail B = 1,600 square feet

Building C

Townhomes and flats over parking, four levels total

- 9 townhomes
- 24 flats
- 14 loft units
- 32 internal parking spaces

Building D

Rowhomes

- 7 rowhome units
- 14 internal parking spaces

Density

Site area = 90,000 square feet (2.07 acres)

Total residential = 88 units

Overall residential density = 42.51 units/acre

Parking

Surface parking = 37 spaces

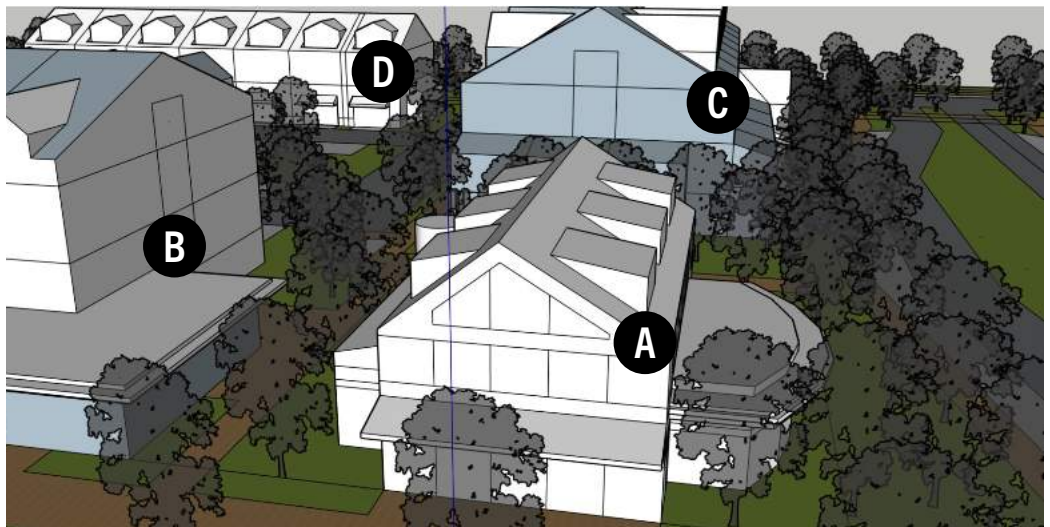
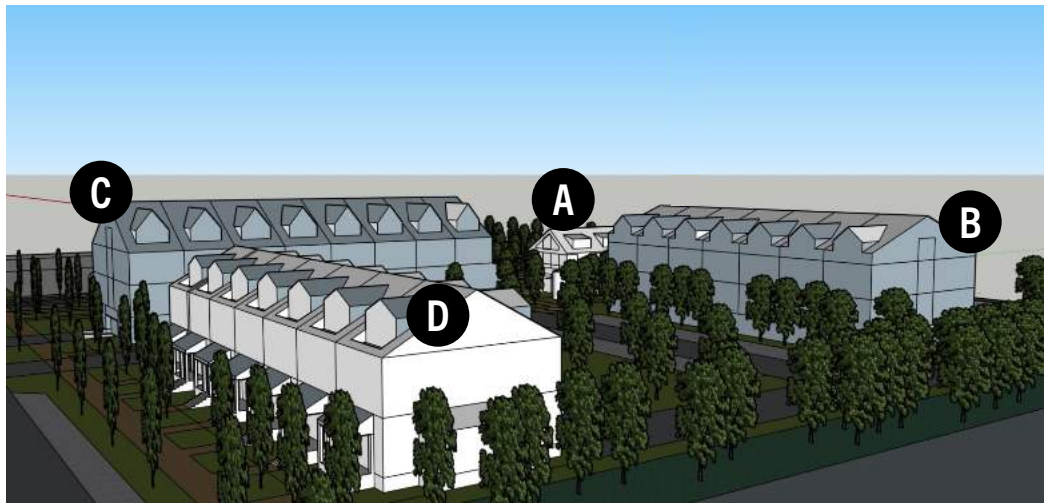
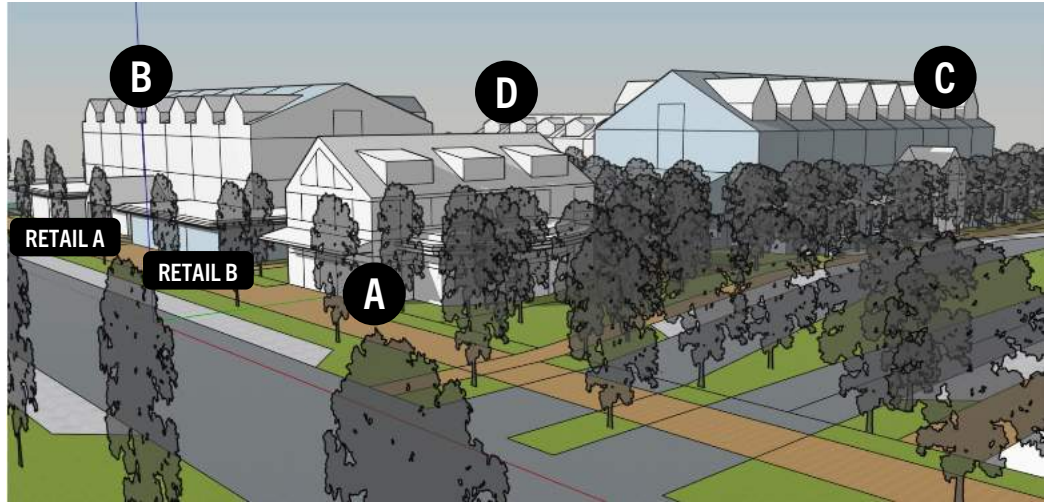
Internal parking = 74 spaces

Total parking = 111 spaces

Overall residential ratio = 1.26 spaces/unit

Mixed Use

Total retail = 6,275 square feet



Southeast Residential / Mixed Use Development — Concept



7 | PROJECTS



HOUSING

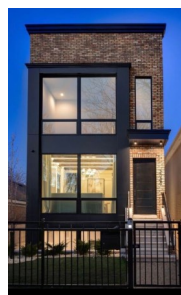
PRECEDENTS | DOWNTOWN HOUSING STYLES



FLATS



ROW HOMES



LIVE-WORK



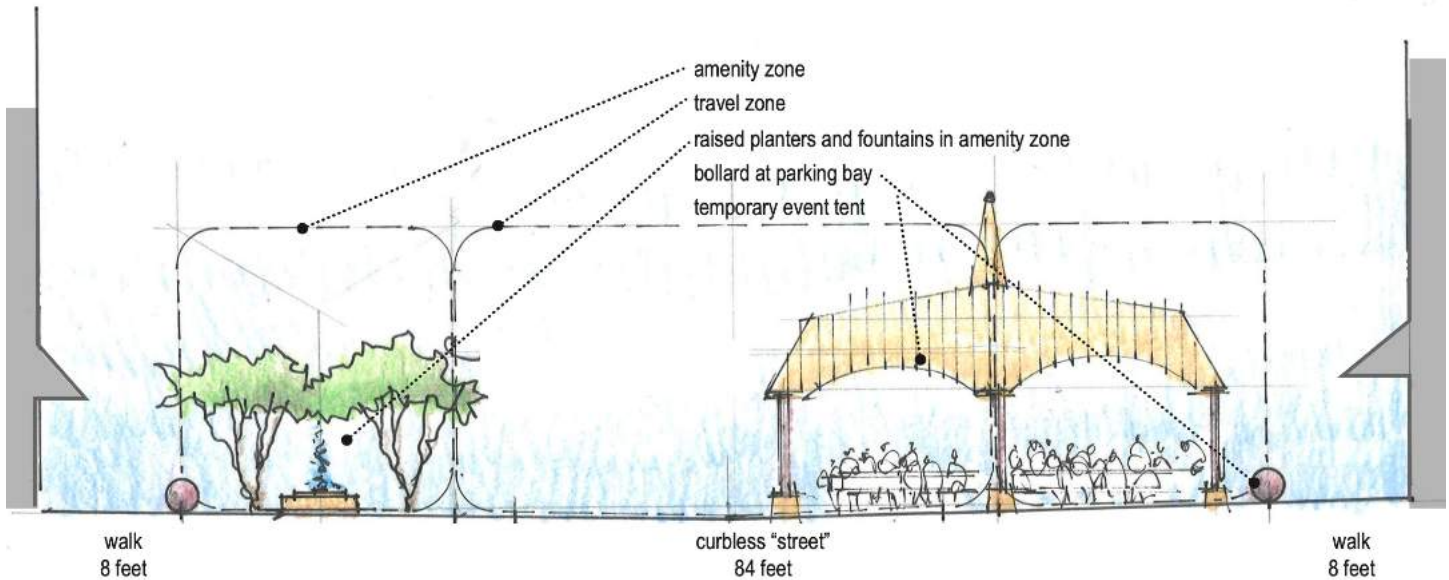
ACCESSORY DWELLING UNITS



7 | PROJECTS



“SOCIAL STREET”



“Social Street” — Proposed Section

June 2022



“SOCIAL STREET”

Objectives

- Evolve Jessamine Avenue between Alston Street and McKenzie Street to be the hardscape version of the parks on the other side of the bridge
- Allow traffic and parking to be present when events are not using the space
- Plan frequent events to populate the space with activity, especially when large events are occurring at the parks
- Consider other locations for “social streets” so that each quadrant might someday have at least one such space

Design Characteristics

- Surface is continuous, without curbs, to allow for a more plaza-like space for events; removal of curbs eliminates tripping points when it's used for events; surface could be pitched to one side
- Use bollards to mark areas for parking and special highlights in pavement to define movement areas for vehicles
- Add special and festive overhead lighting—different than used at any other downtown street—to reinforce the street's uniqueness
- Take out some parking spaces to create opportunities for landscaping, especially trees that might be prized for their shade during events

Implementation

- As a local street, this stretch of Jessamine Avenue could be implemented directly as the city would have jurisdiction and its engineering standards could be applied
- With a restructuring of the street to eliminate curbs, the project involves removal and reinstallation of pavement and the use of a new drainage collection method, all of which results in a more expensive project

Timeframe

Three to five years



7 | PROJECTS



“SOCIAL STREET” (CONTINUED)



Jessamine Avenue — Proposed Plan, Typical Configuration

June 2022



Jessamine Avenue — Proposed Plan, Event Configuration

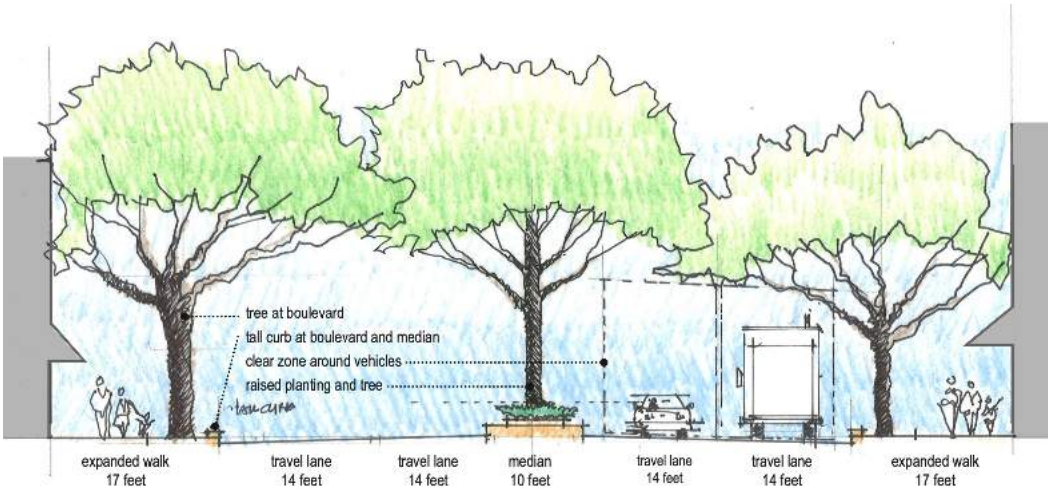
June 2022



7 | PROJECTS



McKENZIE STREET



McKENZIE STREET
Proposed Section

McKENZIE STREET

Objectives

Redesign of street to gain additional sidewalk space for pedestrians
Redesign of roadway to encourage motorist speed at posted limits

Design Characteristics

Lanes narrowed to the greatest degree allowed by Alabama DOT (drawings presume 12-foot lanes with 2-foot curb reaction space)
All parking removed from this street within limits of downtown
Median created for plantings at 12 feet wide
Left turn lane retained at non-median areas with 12-foot width (drawings presume 8:1 taper which would require a design exception)
Curbs established at 8-inch height (offering additional protection for cars leaving roadway; to create opportunities for reduction in clear zone to allow trees in median and in boulevards; Type K Combination Curb and Gutter would allow for desired height at curb and gutter would define clear zone; taller height curb works where no cars will be parked)
Planting bed and trees used at median to narrow perceive roadway width and encourage motorist speed at posted limit
Planting beds, trees, street lighting, and pedestrian amenities use in boulevard areas to encourage pedestrian presence and activity; one large special feature per block (public art)
Sidewalks need a minimum clear zone for pedestrian movement of eight feet
Assume 100-foot right-of-way and apportionment of space as follows:

— West sidewalk, building face to curb face	16 feet
— Travel lanes, two south bound including reaction space	28 feet
— Median, curb face to curb face (same space for left turn lane)	12 feet
— Travel lanes, two north bound including reaction space	28 feet
— West sidewalk, building face to curb face	16 feet

* A clear zone of 2 feet must be provided each side of bicycle trail
Extension to the south may require some land exchanges to be most effective as the trail extends south of Myrtle Street

Implementation

Requires strong coordination with Alabama DOT especially relative to lane configuration changes, introduction of median with non-standard tapers, and non-standard curbs (although the curb type mentioned is a standard curb for Alabama DOT)
Major public investment for the community as eight blocks of McKenzie Street are reconfigured
Implementation likely in coordination with Alabama DOT
Parking loss can likely be addressed within existing parking areas but might be addressed by directing replacement parking to one of two parking reservoirs

Timeframe

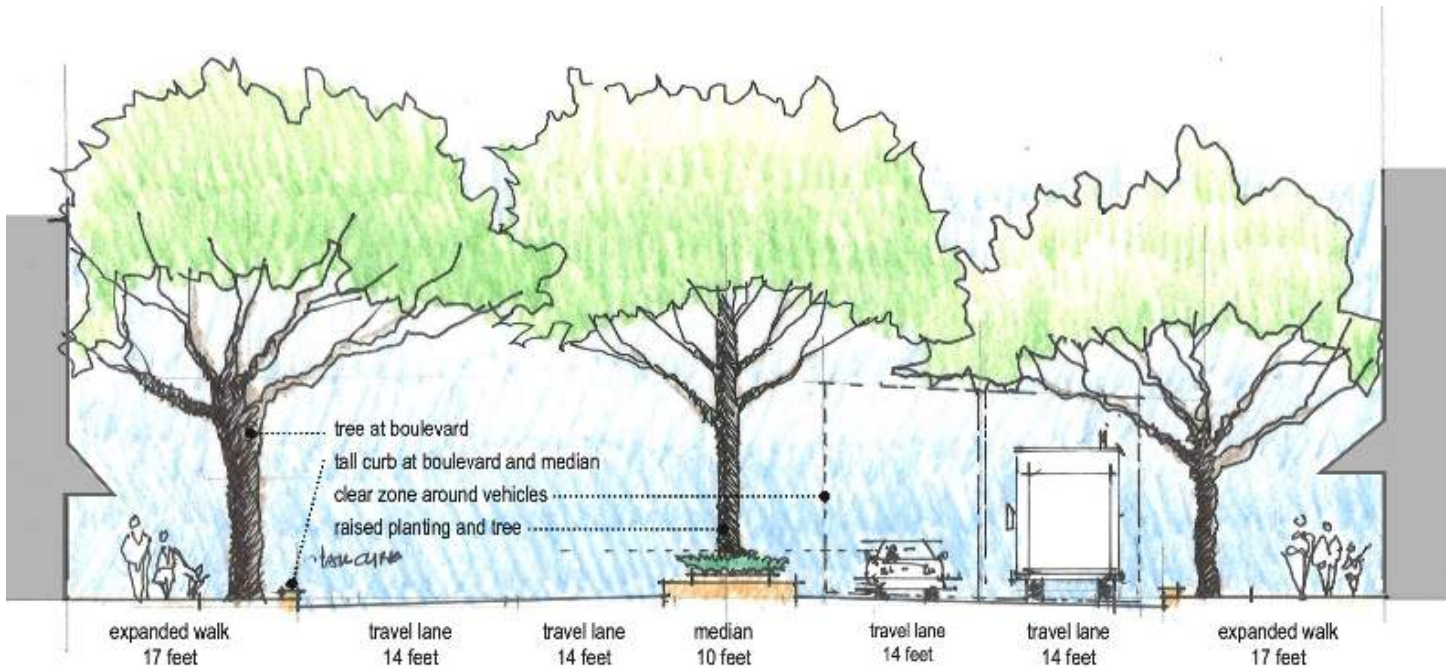
Five to eight years



7 | PROJECTS

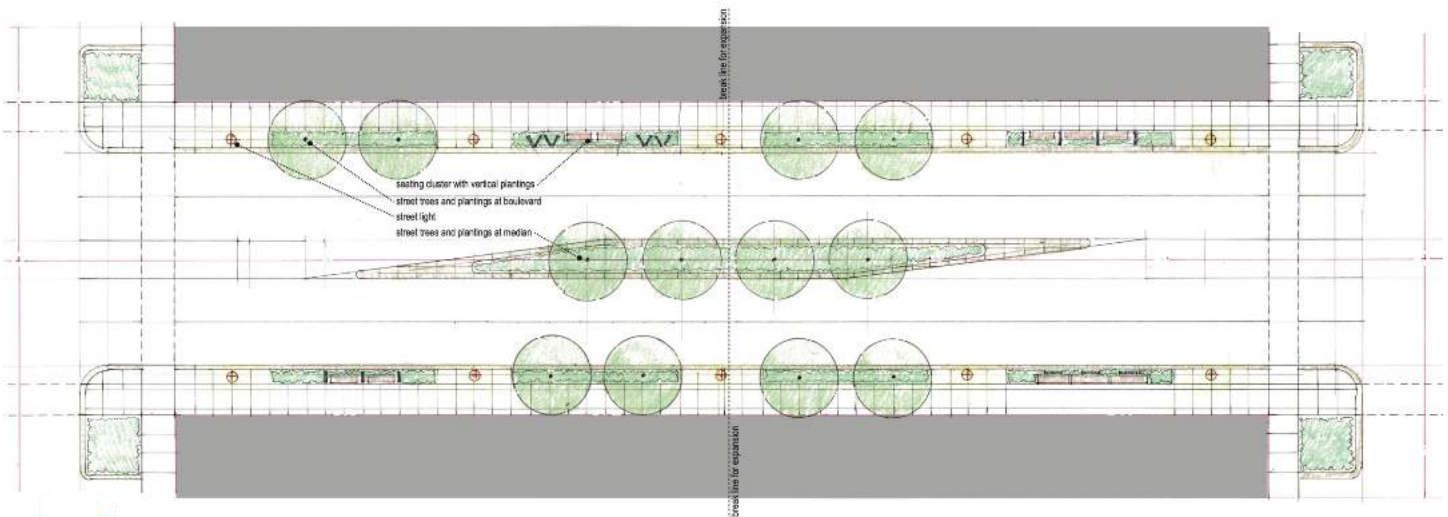


McKENZIE STREET (CONTINUED)



McKenzie Street — Proposed Section

April 2022



McKenzie Street — Proposed Plan

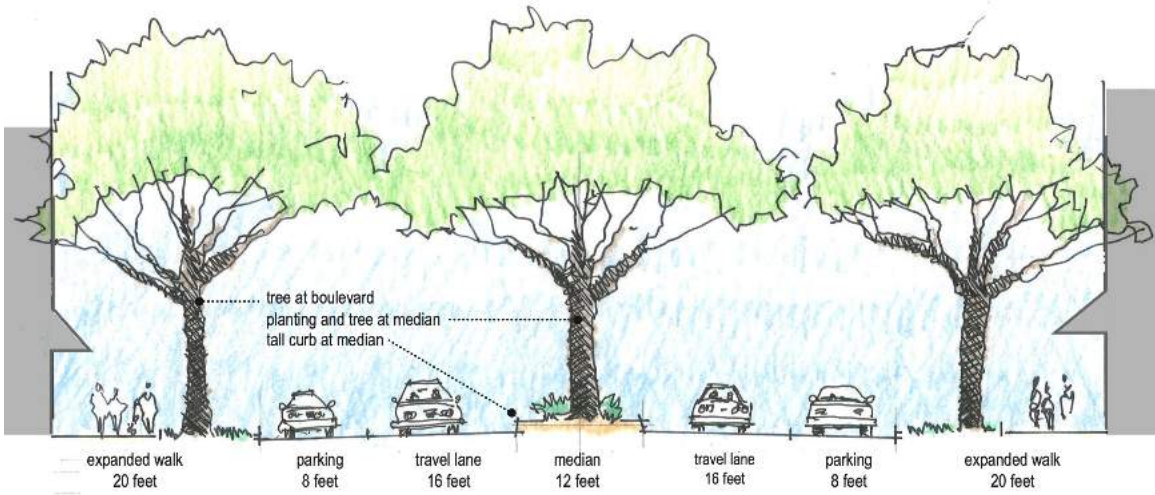
April 2022



7 | PROJECTS



LAUREL AVENUE



LAUREL AVENUE
Proposed Section

LAUREL AVENUE

Objectives

Redesign of street to gain additional sidewalk space for pedestrians
Redesign of roadway to encourage motorist speed at posted limits

Design Characteristics

Lanes narrowed to the greatest degree allowed by Alabama DOT (drawings presume 12-foot lanes with 2-foot curb reaction space)
Most parking removed from this street within limits of downtown; spaces retained for short-term (10 minute) parking
Median created for plantings at 12 feet wide
Left turn lane retained at non-median areas with 12-foot width (drawings presume 8:1 taper which would require a design exception)
Curbs established at 8-inch height (offering additional protection for cars leaving roadway; to create opportunities for reduction in clear zone to allow trees in median and in boulevards; Type K Combination Curb and Gutter would allow for desired height at curb and gutter would define clear zone)
Planting bed and trees used at median to narrow perceive roadway width and encourage motorist speed at posted limit
Planting beds, trees, street lighting, and pedestrian amenities use in boulevard areas to encourage pedestrian presence and activity; one large special feature per block (public art)
Sidewalks need a minimum clear zone for pedestrian movement of eight feet
Assume 100-foot right-of-way and apportionment of space as follows:

— North sidewalk, building face to curb face*	28 feet
— Travel lanes, one east bound including reaction space	16 feet
— Median, curb face to curb face (same space for left turn lane)	12 feet
— Travel lanes, one west bound including reaction space	16 feet
— South sidewalk, building face to curb face*	28 feet
— (*Intermittent parallel parking within sidewalk zone)	8 feet

Implementation

Requires strong coordination with Alabama DOT especially relative to lane configuration changes, introduction of median with non-standard tapers, and non-standard curbs (although the curb type mentioned is a standard curb for Alabama DOT)
Major public investment for the community as four or more blocks of Laurel Avenue are reconfigured
Implementation likely in coordination with Alabama DOT
Parking loss, if any, can likely be addressed within existing parking areas but might be addressed by directing replacement parking to one of two parking reservoirs

Timeframe

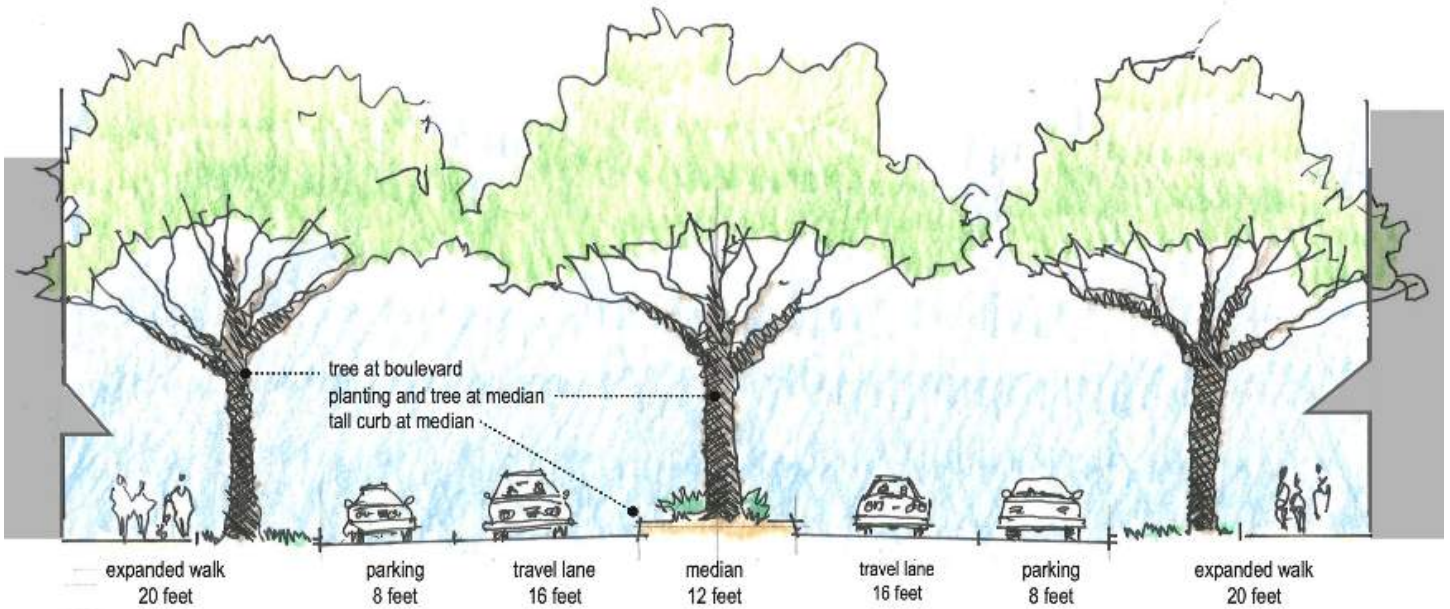
Five to eight years



7 | PROJECTS

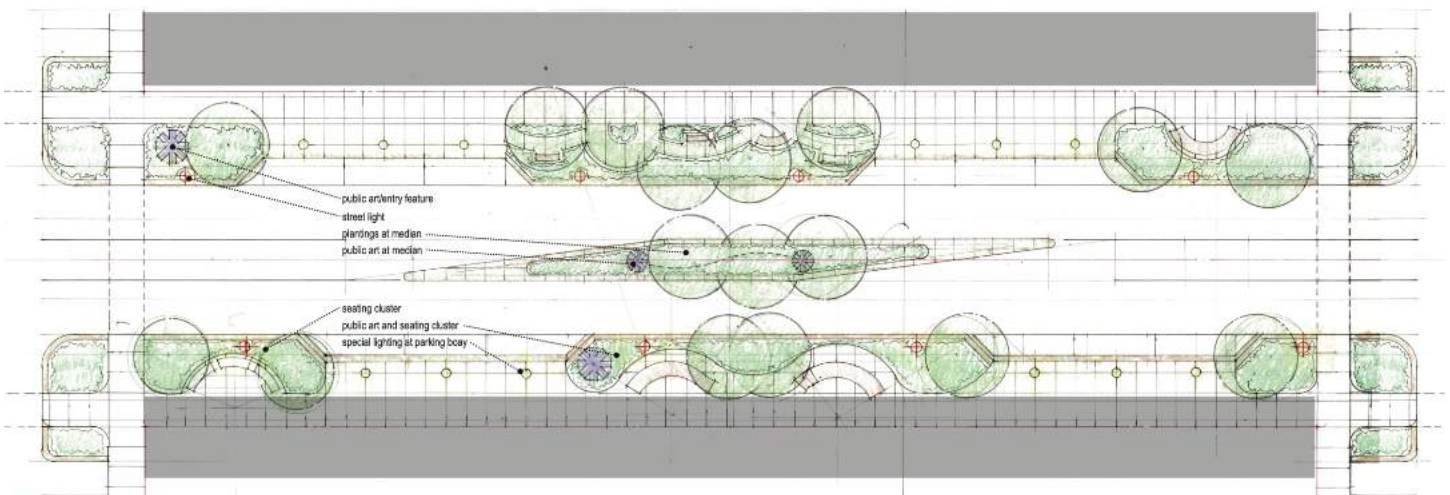


LAUREL AVENUE (CONTINUED)



Laurel Avenue — Proposed Section

April 2022



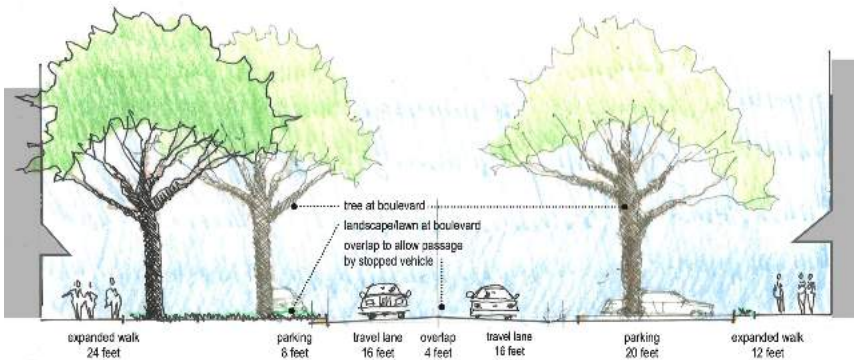
Laurel Avenue — Proposed Plan

April 2022





FOLEY LOOP



FOLEY LOOP

Proposed Section

Alston/Myrtle/Cypress/Rose

FOLEY LOOP

Objectives

Creation of a more local “Main Street” environment that is strongly oriented to pedestrian movement
Consistent application of streetscape aimed at unifying downtown

Design Characteristics

Lanes narrowed to the greatest degree allowed local standards (drawings presume 14-foot lanes with 2-foot curb reaction space); additional 4 feet provided to allow a vehicle to move past a vehicle pulled close to the curb
Parking encouraged along most parts of these streets in both parallel and diagonal forms
Widest possible sidewalks encouraged to create space for expanded shop spaces and outdoor dining, as well as comfort spaces for pedestrians
Planting beds, trees, street lighting, and pedestrian amenities use in sidewalk areas to encourage pedestrian presence and activity; one large special feature per block (public art)
Sidewalks need a minimum clear zone for pedestrian movement of eight feet
Assume 100-foot right-of-way and apportionment of space as follows:

— Sidewalk, building face to curb face*	32 feet
— Travel lane, including reaction space	16 feet
— Overlap space for “passing”	4 feet
— Travel lane, including reaction space	16 feet
— Sidewalk, building face to curb face*	32 feet
— (*Intermittent parallel parking within sidewalk zone)	8 feet
— (**Intermittent diagonal parking within sidewalk zone)	20 feet

Dimensions at Rose Avenue, if that street is selected to be part of the Loop would be different because of the 60-foot right-of-way:

— Sidewalk, building face to curb face*	16 feet
— Travel lane, including reaction space	14 feet
— Travel lane, including reaction space	14 feet
— Sidewalk, building face to curb face*	16 feet
— (*Intermittent parallel parking within sidewalk zone)	8 feet

Implementation

Understanding extents, particularly at the north end of downtown, needs attention
Locally initiated efforts closely aligned with the reconfigurations of McKenzie Street and Laurel Avenue
Major public investment likely requires longer time frame to ensure alignment with other community investments
Some portions of the Loop may precede others if development is occurring along significant lengths of some streets
If local standards allow for lane widths less than 14 feet or a parallel parking bay less than 8 feet wide, extra space would be directed to sidewalk

Timeframe

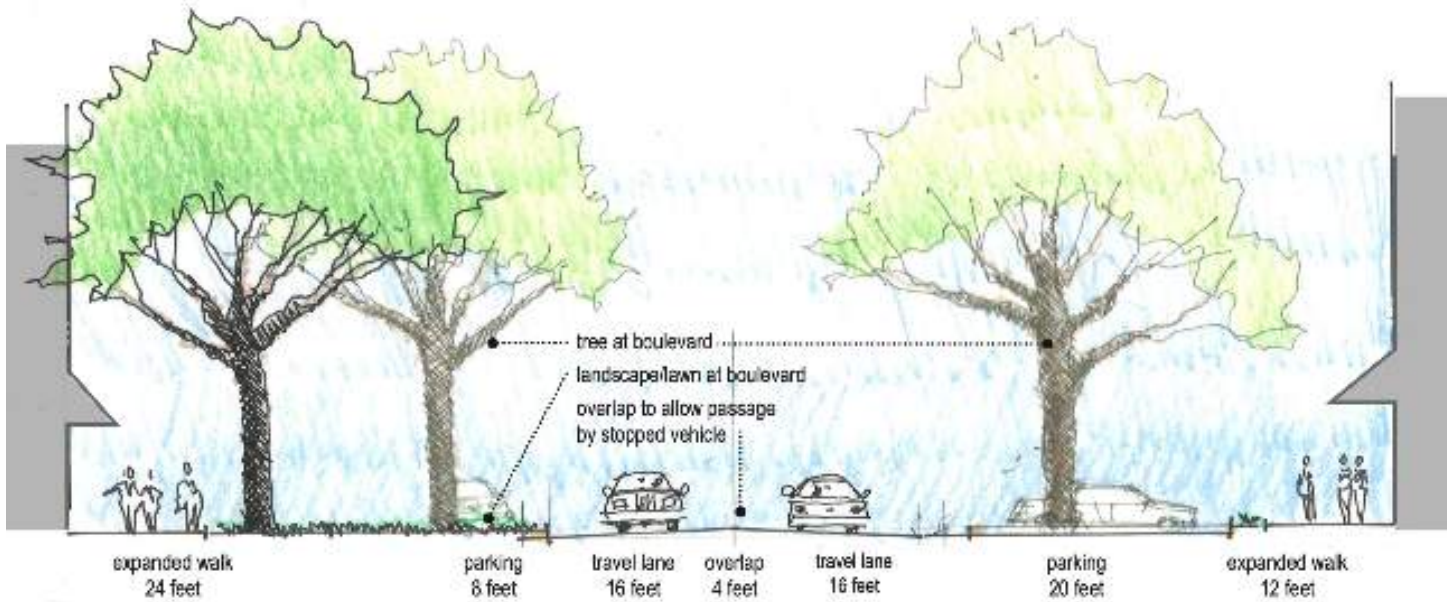
Eight to ten years



7 | PROJECTS

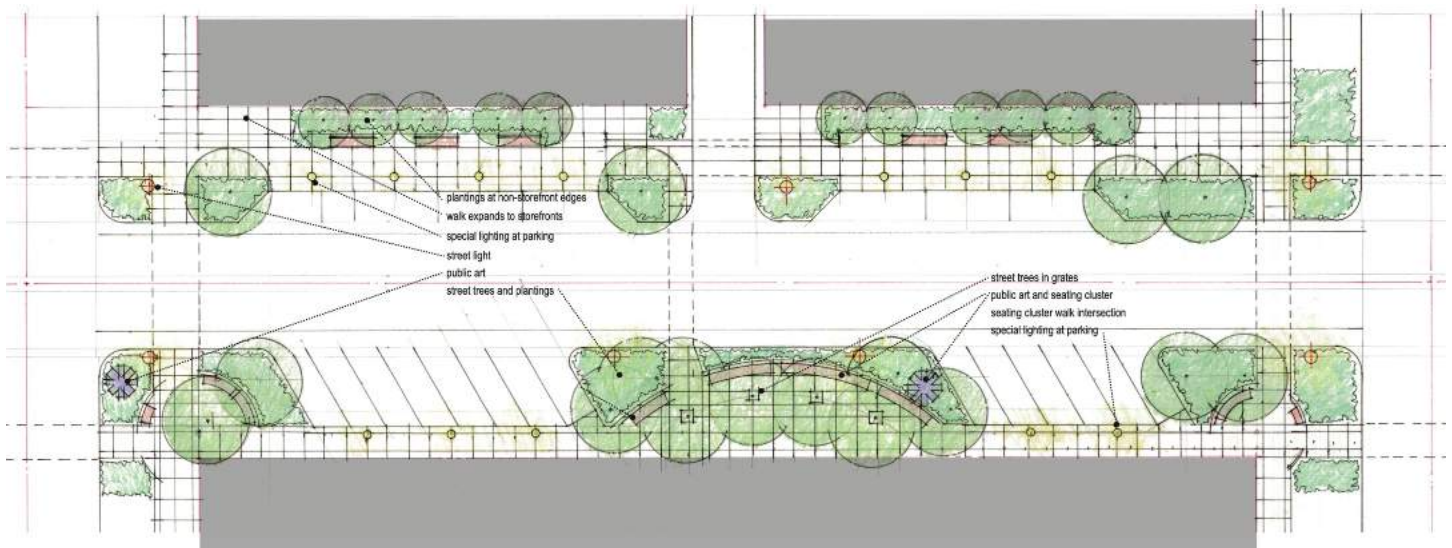


FOLEY LOOP (CONTINUED)



Foley Loop — Proposed Section

April 2022



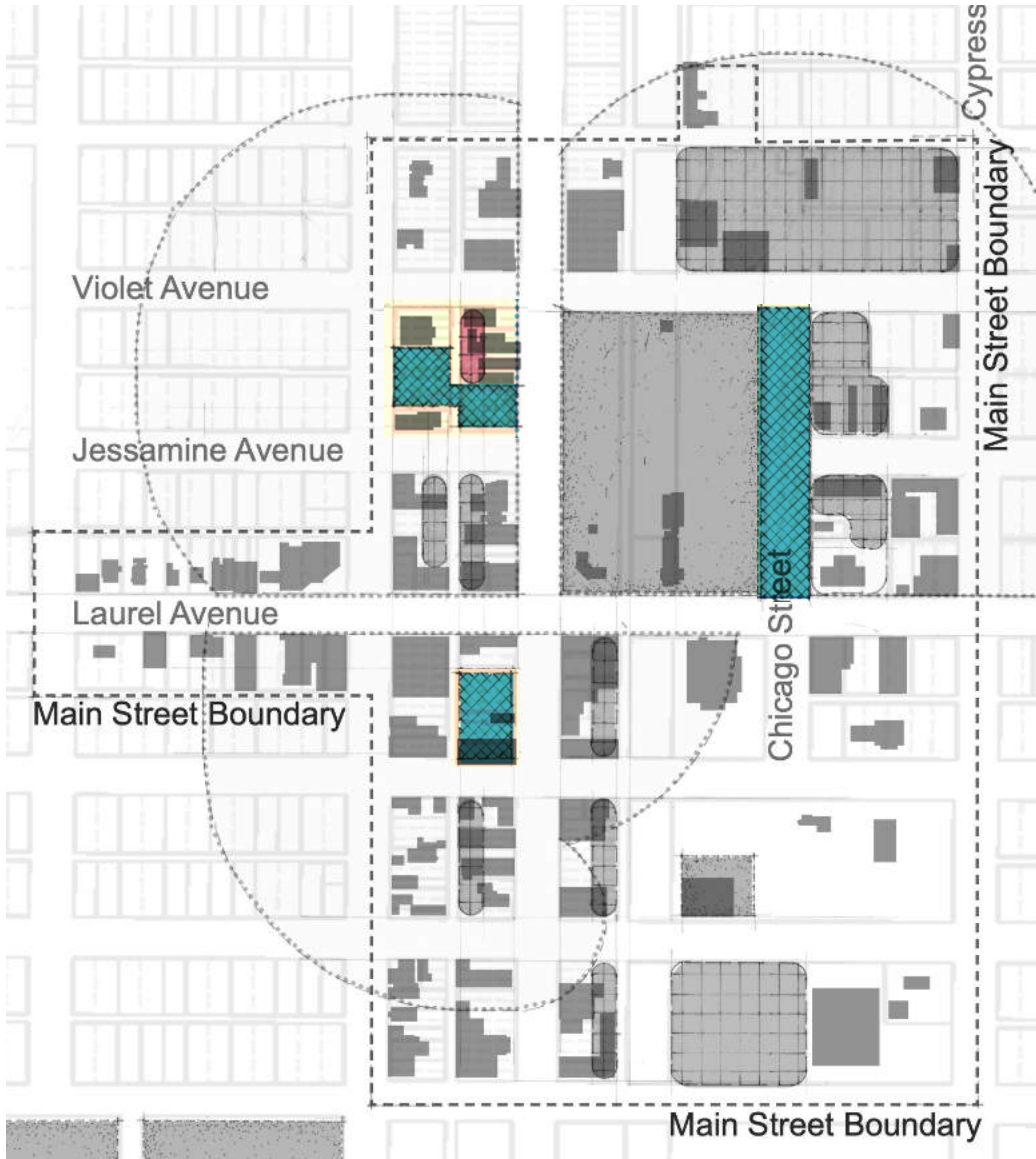
Foley Loop — Proposed Plan

April 2022





PARKING RESERVOIRS



PARKING RESERVOIR
Focus on Vibrant Street Level

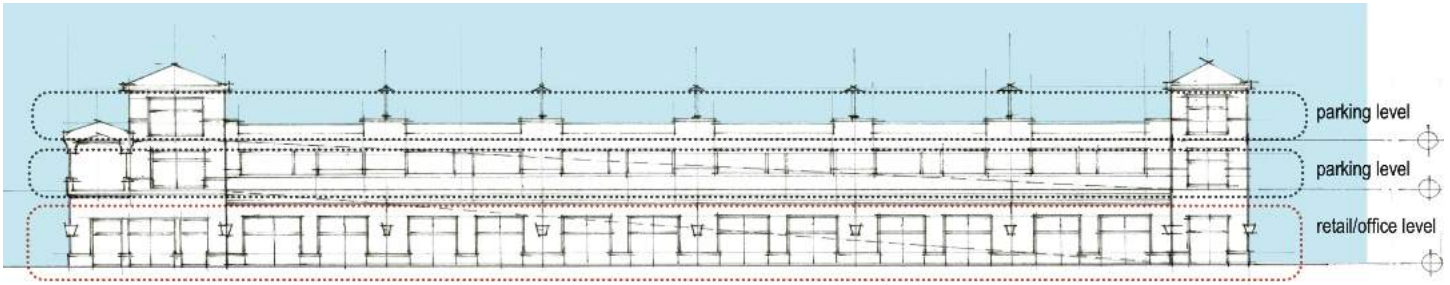
PARKING RESERVOIRS

Objectives	<p>Creation of district parking opportunities in at least two of the quadrants at a point where other parking becomes congested</p> <p>Activation of the parking structure with retail or other active uses, particularly at street level</p> <p>Conversion of parking to other uses should the parking ever not be needed</p> <p>Preservation of publicly owned parcels, both buildings and sites, that might be used to accommodate a multi-level parking structure</p>
Design Characteristics	<p>Active but shallow “shops” along street and alley faces of the building</p> <p>Flat parking decks that might be reconfigured for other uses should parking not be needed at some point in the future</p> <p>Highlighting of “public parking,” perhaps using features like the Alley Gates or elements recalling the pedestrian bridge</p>
Implementation	<p>A city-led effort initiated as parking demand increases due to expanded activity in downtown and parking supply decreases due to removal of parking on McKenzie Street and Laurel Avenue, development in current parking areas, conversion of parking spaces for downtown residential parking, and other factors that drive key parking relationships</p>
Timeframe	<p>Ten years or longer</p>

7 | PROJECTS

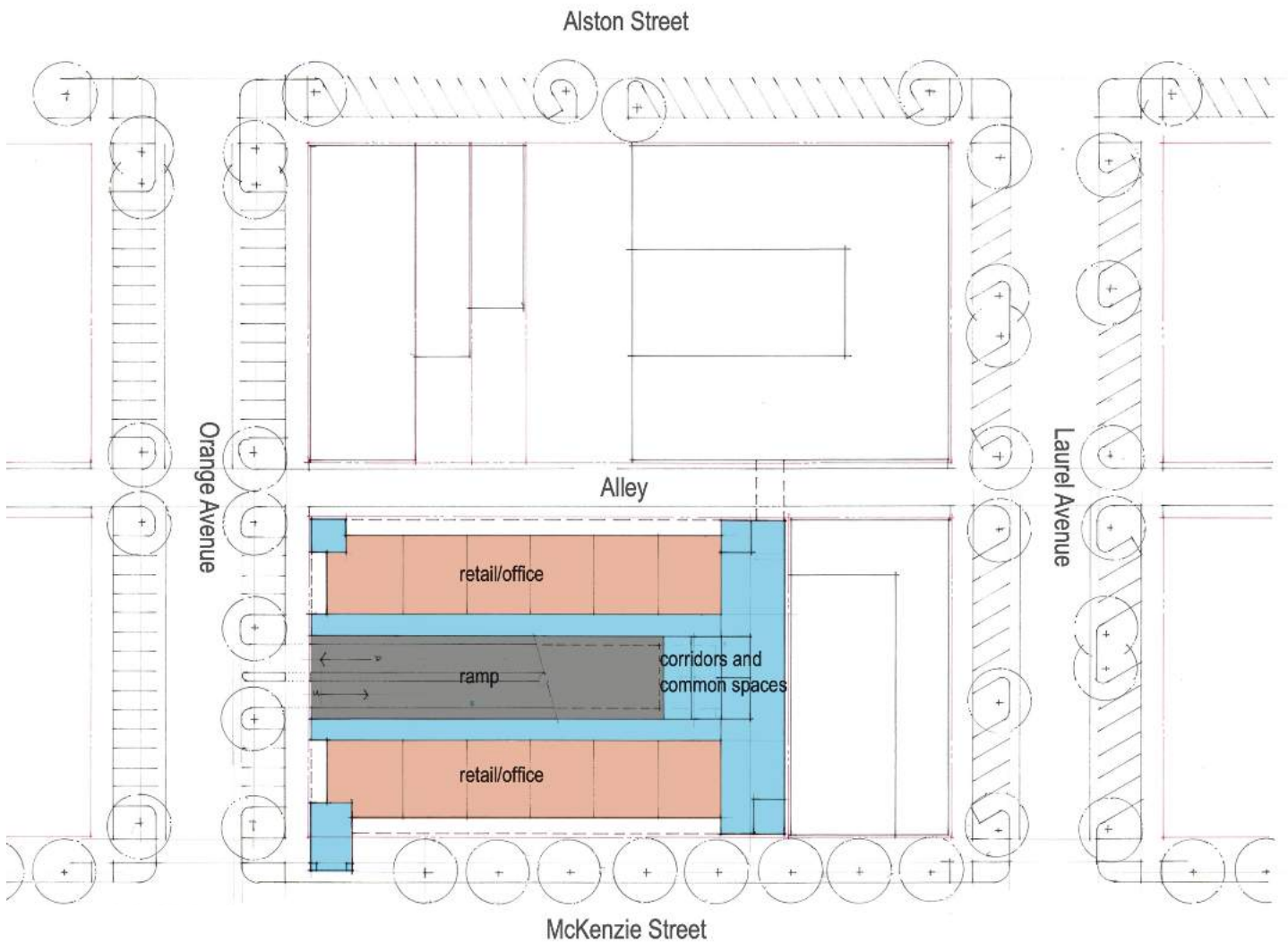


PARKING RESERVOIRS (CONTINUED)



Alley Elevation

Southwest Quadrant Parking Reservoir — Proposed Plan



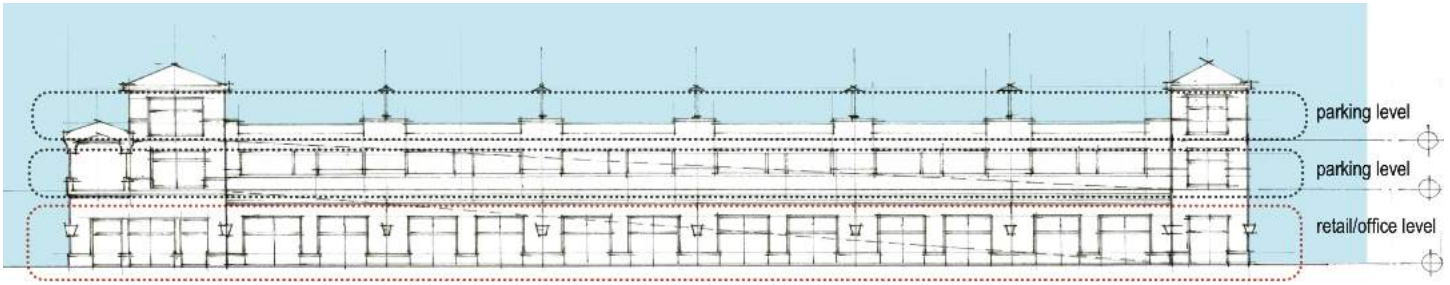
Street Level Plan (Street Level Retail and Ramp)

Southwest Quadrant Parking Reservoir — Proposed Plan

7 | PROJECTS



PARKING RESERVOIRS (CONTINUED)



Alley Elevation
Southwest Quadrant Parking Reservoir — Proposed Plan

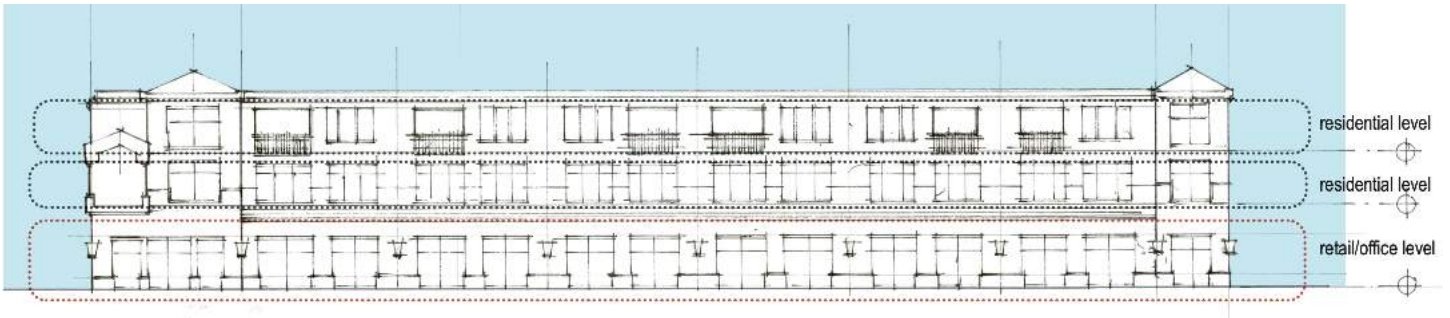


Upper Level Plan (Parking and Ramp)
Southwest Quadrant Parking Reservoir — Proposed Plan

7 | PROJECTS

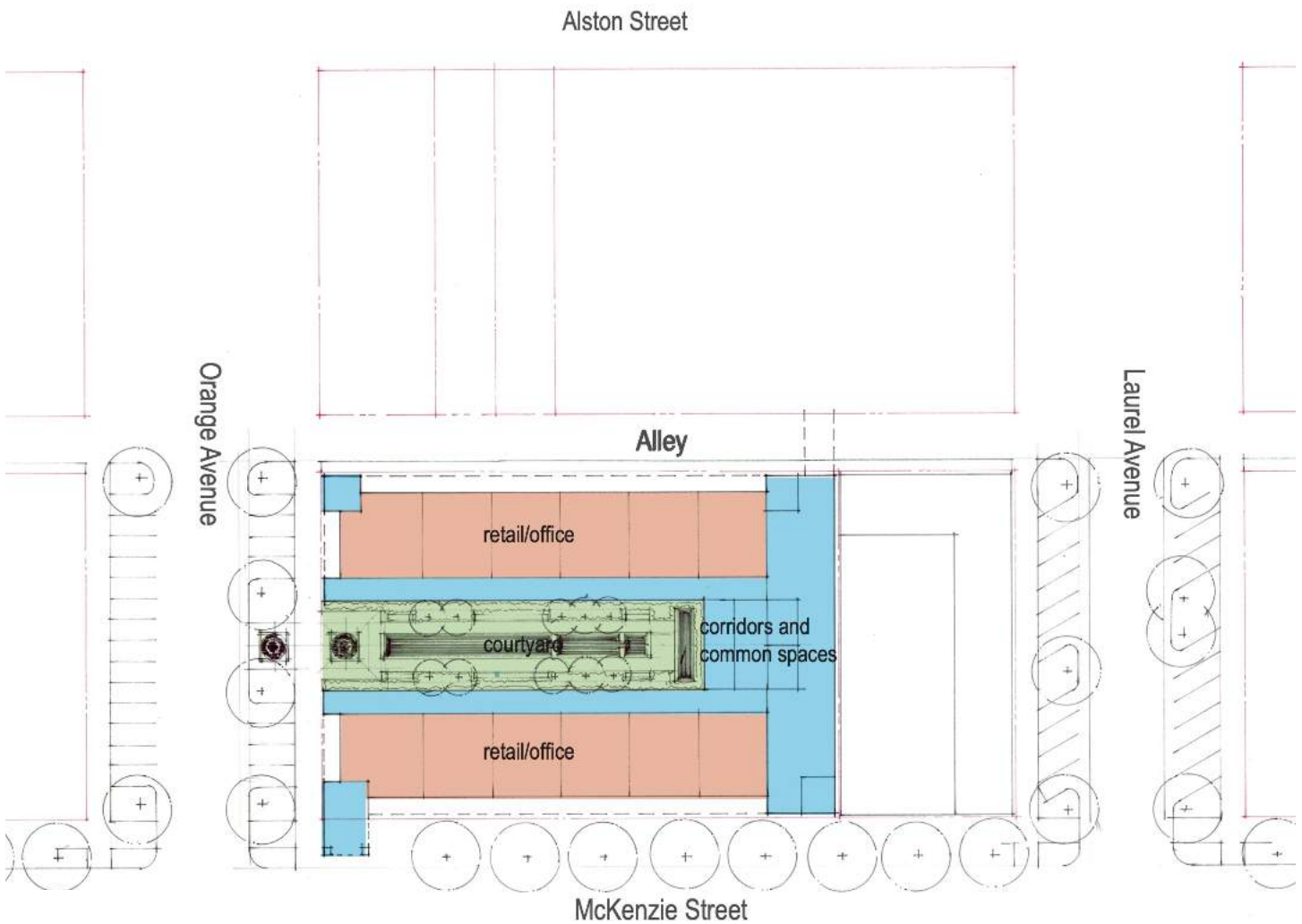


PARKING RESERVOIRS (CONTINUED)



Alley Elevation

Southwest Quadrant Parking Reservoir Evolved to Housing — Proposed Plan



Street Level Plan (Street Level Retail and Courtyard)

Southwest Quadrant Parking Reservoir Evolved to Housing — Proposed Plan

7 | PROJECTS

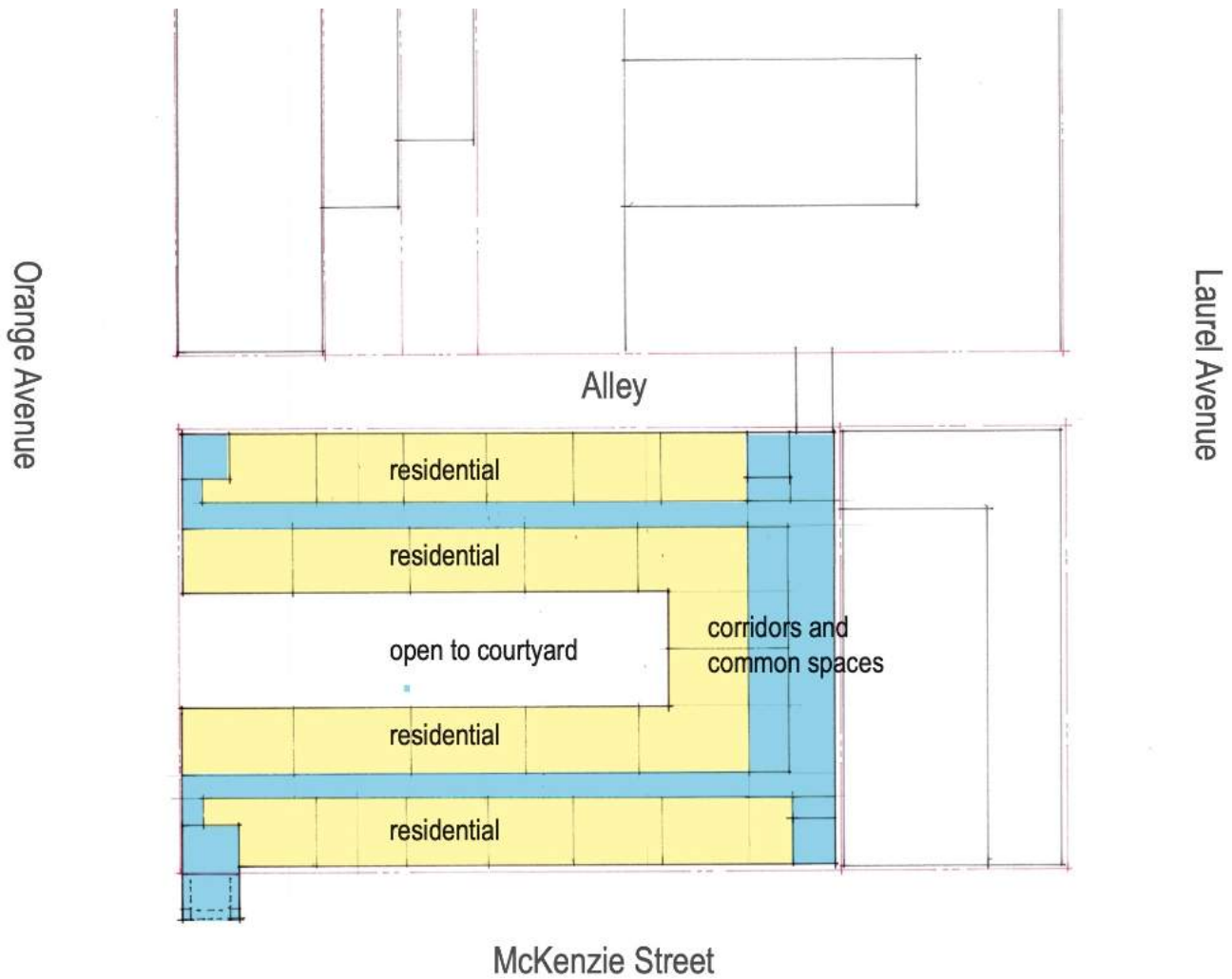


PARKING RESERVOIRS (CONTINUED)



Alley Elevation

Southwest Quadrant Parking Reservoir Evolved to Housing — Proposed Plan



Upper Level Plan (Housing)

Southwest Quadrant Parking Reservoir Evolved to Housing — Proposed Plan

8 | SUPPORTING ACTIONS



PLANNING AND POLICY | MARKET STRATEGIES



As a means of demonstrating the potential for change in downtown Foley, several projects are presented as recommendations charting an evolutionary path and advancing the broad initiative of enhancing downtown Foley's pedestrian environment.

The path forward will also rely on partnerships, policies, and strategies supporting projects framed in this document as well as others that are likely to sprout in follow-up to this planning process. While some supporting actions could be universal in nature, others might be targeted at specific projects, sites, and market opportunities aligning with economic development goals and the community's vision for downtown Foley.

Supporting actions are outlined in a workplan format to serve as a good starting point and guide for discussion, planning, and next steps. The list of ideas and proposed actions is not prescriptive nor exhaustive. In the short term, other ideas, projects, and initiatives are likely to grow out of this planning effort as community leaders, economic development partners, and stakeholders take time to discuss the breadth of the Envision Downtown Foley Survey's findings and the full magnitude of directions and projects posed in this plan. So, too, the scope and nature of downtown development, district enhancement, and business development efforts will undoubtedly change over time as implementation steps are taken, and as new opportunities emerge.

8 | SUPPORTING ACTIONS



PLANNING AND POLICY

☐ Facilitate joint City of Foley and Foley Main Street review/planning session to identify and prioritize actions

Proposed Action: Using this starter workplan as a guide, facilitate a joint City of Foley and Foley Main Street planning session to review the Strategy Plan and accompanying concepts, projects, and implementation strategies; identify and prioritize actions for immediate, short- and long-term implementation.

Priority/Timeline:

Responsibility:
City of Foley and Foley Main Street with participation/help from Envision Downtown Foley Strategy Plan steering committee

Key Actions and Tasks:
Facilitate planning session and update this planning guide to reflect direction and decisions; continue to refer to and update this guide as part of regularly conducted reviews.

Notes:

☐ Share the Envision Downtown Foley Strategy Plan

Proposed Action: Share the Envision Downtown Foley Strategy Plan with community members via the Foley Main Street and City websites and social media, presentations to civic clubs, through local media and communications channels, etc.

Priority/Timeline:

Responsibility:
City of Foley and Foley Main Street

Key Actions and Tasks:
Develop a communications plan and campaign following adoption of the plan; and develop a workplan for general oversight of tasks related to implementation, expanding upon this document's Projects and Supporting Actions.

Notes:

☐ Present Downtown Foley Strategy Plan for City adoption

Proposed Action: Present the Envision Downtown Foley Strategy Plan to the Foley City Council and propose for formal adoption as a supplement to the City's comprehensive plan.

Priority/Timeline:

Responsibility:
City of Foley with support from Foley Main Street

Key Actions and Tasks:
Plan review and approval by Planning Commission; plan consideration and adoption by City Council; public hearings as required

Notes:

☐ Engage appropriate property owners, business owners, and development partners in discussions to determine plans and interests

Proposed Action: Share concepts/projects and engage appropriate property owners, business owners, and prospective investors in discussions to gauge interest and explore possibilities for development and redevelopment of targeted sites.

Priority/Timeline:

Responsibility:
City of Foley and Foley Main Street

Key Actions and Tasks:
Use the market information, concepts, projects, and accompanying visuals from this plan to discuss and gauge possible interest with appropriate property owners, development partners, and prospective investors; if and where directions seem positive, determine the roles the City and Foley Main Street will play in advancing discussions and offering support.

Notes:

☐ Share and discuss McKenzie Street and Laurel Avenue concepts/projects and options with ALDOT

Proposed Action: With the help of City of Foley-retained design/engineering professionals, use ideas and projects outlined in this plan to initiate or advance discussions with ALDOT regarding changes and options for McKenzie Street and Laurel Avenue.

Priority/Timeline:

Responsibility:
City of Foley, with help and support from Foley Main Street

Key Actions and Tasks:
Use discussions to gauge ALDOT's interests with regard to proposed changes, options, timing, financial participation, etc., and proceed accordingly.

Notes:



8 | SUPPORTING ACTIONS



PLANNING AND POLICY

☐ Gauge interest and options for creating a downtown entertainment—or “social”—district

Proposed Action: Review state enabling legislation and work to gauge local interest and explore options for the creation of a downtown entertainment district — or “social district” — to promote eating & drinking places and a heightened sense of nightlife in the downtown area.

Priority/Timeline:

Responsibility:
City of Foley, with help and support from Foley Main Street

Key Actions and Tasks:
Review state enabling legislation

Discuss possible interest and options with businesses, city officials, and other key stakeholders, and proceed accordingly

Notes:

☐ Explore the possible need for, and merits of, Accessory Dwelling Units and Transitioning Residential overlay districts

Proposed Action: Discuss and review existing planning documents and ordinances to determine the possible need for, and merits of:

- An Accessory Dwelling Units (ADUs) overlay district to encourage infill and development at appropriate sites and to expand the range and quantity of downtown housing options; and
- A Transitioning Residential overlay district providing guidance for homes that might evolve to non-residential uses to retain a structure’s residential qualities and so as not to compromise the livability of the neighborhood.

Priority/Timeline:

Responsibility:
City of Foley, with help and support from Foley Main Street

Key Actions and Tasks:
Discuss and complete review of existing land use plans and ordinances to determine need and merit, and proceed accordingly

Consider targeting undeveloped or underdeveloped alleys and other appropriate sites, and promote ADUs as a development and investment option

Consider guidance to retain much of the residential style of properties evolving to non-residential and to avoid introductions of parking areas, building additions or other changes adversely affecting the area’s residential quality

Notes:

☐ Complete an assessment and determine the need/options for the installation or upgrade of high-speed/fiber infrastructure

Proposed Action: Work with Riviera Utilities to complete an assessment and/or to better understand the capacity and limits of existing downtown Internet infrastructure, and possibilities and options for upgrades to accommodate existing and future high-use and high-tech tenants.

Priority/Timeline:

Responsibility:
City of Foley

Key Actions and Tasks:
Complete assessment and discuss options for possible upgrades, if or as appropriate

Poll downtown property owners and tenants to determine the need for or interest in upgraded high-speed Internet infrastructure

Notes:

☐ Conduct a semi-annual or annual plan review

Proposed Action: Facilitate a semi-annual or annual joint City of Foley and Foley Main Street work session to evaluate progress, priorities, and possible adjustments for moving forward based on progress made, changing conditions, and emerging opportunities.

Priority/Timeline:

Responsibility:
City of Foley and Foley Main Street

Key Actions and Tasks:
Establish schedule and responsibilities for semi-annual or annual review session; Invite other parties as necessary to ensure comprehensive participation.

Notes:



8 | SUPPORTING ACTIONS



MARKET STRATEGIES

☐ Follow-up with new and expanding business prospects

Proposed Action: Follow-up with persons expressing interest in new and expanding business opportunities who identified themselves via the Envision Downtown Foley survey to ascertain interest, gather and share information, and determine appropriate next steps.

Priority/Timeline:
Immediate

Responsibility:
Foley Main Street

Key Actions and Tasks:
Make contact with each potential prospect to determine interest and appropriate nature and level of follow-up, technical assistance needs, etc.

Develop and use a prospect tracking form to gather information and track communications, steps, and progress

Notes:

☐ Share Envision Downtown Foley Survey information and findings with existing businesses

Proposed Action: Share pertinent information from the Envision Downtown Foley survey with existing businesses, especially those who might have opportunities to expand or reposition themselves to capitalize on business models, concepts, products, services and features sought by area consumers.

Priority/Timeline:

Responsibility:
Foley Main Street

Key Actions and Tasks:
Make business visits to share at-a-glance survey results and promote business retention/expansion resources

Notes:

☐ Develop a “Starting a Business in Downtown Foley” brochure

Proposed Action: Develop a “Starting a Business in Downtown Foley” brochure that briefly outlines the business start-up process in a simple and condensed step-by-step format, and that provides information and contacts for available guidance, technical assistance, regulatory departments/personnel, and resources.

Priority/Timeline:

Responsibility:
Foley Main Street, in collaboration with appropriate City of Foley staff

Key Actions and Tasks:
See examples at downtownpros.com/r2-library

Notes:

☐ Update the Foley Main Street website’s Business Development section

Proposed Action: Add or update information and materials generated during and in follow-up to the Envision Downtown Foley planning initiative, including the strategy plan itself, to the Foley Main Street website’s Business Development section.

Priority/Timeline:

Responsibility:
Foley Main Street

Key Actions and Tasks:
Format and upload information, materials and links

Notes:

☐ Use on-the-street marketing techniques to promote opportunities

Proposed Action: Use on-the-street marketing techniques (posters, sandwich board signs, etc.) to heighten awareness, to promote business and real estate development opportunities, to highlight progress, and to celebrate successes.

Priority/Timeline:

Responsibility:
Foley Main Street

Key Actions and Tasks:
Apply Downtown/Foley Main Street branding to signs, posters, etc.

Consider applying the Envision Downtown Foley graphic to appropriate projects and improvements to reinforce connections to the planning effort

Notes:



8 | SUPPORTING ACTIONS



MARKET STRATEGIES

☐ Apply a pre-development approach to promote a business and development-friendly environment

Proposed Action: Apply a pre-development team approach that engages all relevant personnel in first look project preview and walk-through activities designed to troubleshoot development and building rehabilitation projects, to identify possible alternatives to meet the intent of life-safety measures and other development-related codes and ordinances (including parking requirements), and to provide clear direction to prospective developers and businesses prospects.

Priority/Timeline:
Immediate

Responsibility:
City of Foley, in collaboration with Foley Main Street

Key Actions and Tasks:
Coordinate closely with appropriate city officials and other regulatory entities to articulate program extents

Promote first-look plan reviews and/or project walk-throughs as an enhanced service demonstrating a business/developer friendly environment

Notes:

☐ Develop and deploy appropriate prospecting techniques

Proposed Action: Employ appropriate prospecting techniques, such as social media posts, field trips, database mining, business plan competitions, and open house property tours to mine leads for potential new and expanding businesses, developers, and investors.

Priority/Timeline:

Responsibility:
Foley Main Street

Key Actions and Tasks:
See DPN's Ready to Recruit Guide and examples available at downtownpros.com/r2-library

Notes:

☐ Promote downtown Foley housing opportunities

Proposed Action: Share Envision Downtown Foley Survey findings demonstrating demand for housing in downtown Foley; and research, pursue, and promote programs, resources, incentives (e.g. historic tax credits, tax increment financing, opportunity zone, etc.), and technical assistance to help catalyze downtown housing rehabilitation and development projects.

Priority/Timeline:

Responsibility:
Foley Main Street

Key Actions and Tasks:
Share survey findings on housing potential with appropriate property owners, developers, investors, real estate professionals, etc.

Research and create a simple fact sheet outlining potential resources and incentives to catalyze downtown housing rehabilitation and development projects

Notes:

☐ Promote opportunities for auxiliary and shared spaces for aspiring businesses and entrepreneurs

Proposed Action: Promote and work with the City, current business owners, property owners and agents, and other partners to create space or to retrofit appropriate sites for pop-up shops, kiosks, or other shared space or co-working arrangements.

Priority/Timeline:

Responsibility:
Foley Main Street

Key Actions and Tasks:
Identify potential sites and shared space arrangements, explore interest, and proceed accordingly

Work to match interests of property owners and prospects/entrepreneurs

Notes:

☐ Consider using a Request for Qualifications (RFQ) process to market and showcase development sites

Proposed Action: Consider using a Request for Qualifications (RFQ) process, to market and showcase development sites, when and where appropriate, including appropriate City- or other publicly-owned sites in the downtown area.

Priority/Timeline:

Responsibility:
City of Foley

Key Actions and Tasks:
Evaluate RFQ processes previously used and fine-tune as may be necessary

Identify targeted/appropriate sites that could be candidates for RFQ process

Notes:

