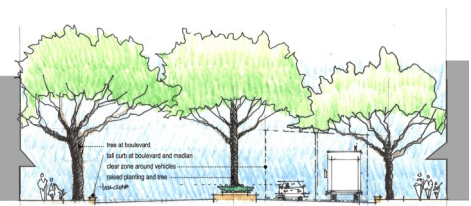
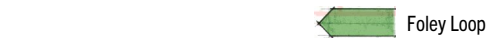


Foley Loop

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.

Objectives:

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



McKenzie Street—Proposed Section



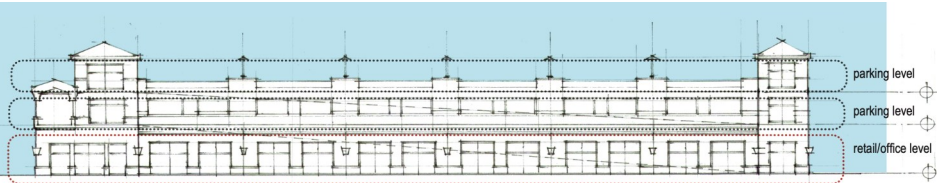
Laurel Avenue—Proposed Section

Parking Reservoirs

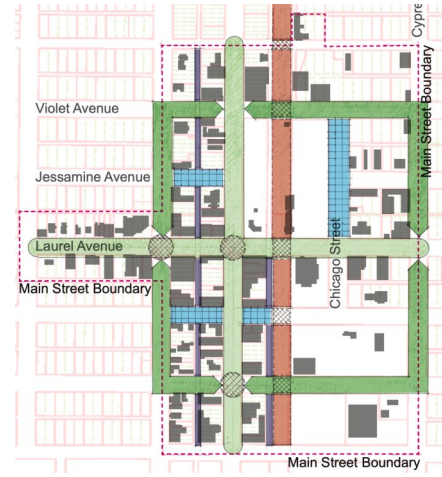
A loss of parking on McKenzie Street or Laurel Avenue might be recaptured through the eventual introduction of one or more parking structures. Imagined as a reservoir, the parking structure would be implemented at a point in time when the number of existing parking spaces reasonably available are more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

Objectives:

- Creation of district parking opportunities in at least two of the quadrants at a point where other parking becomes congested
- Activation of the parking structure with retail or other active uses, particularly at street level
- Conversion of parking to other uses should the parking ever not be needed
- Preservation of publicly owned parcels, both buildings and sites, that might be used to accommodate a multi-level parking structure



Alley Elevation | Southwest Quadrant Parking Reservoir—Proposed Plan



McKenzie Street and Laurel Avenue

McKenzie Street and Laurel Avenue carry far too much traffic to imagine their role ever changing. However, changes to these streets might resolve a mobility-access dichotomy. The insertion of a median, ideally planted with trees, and the development of an expanded sidewalk with street trees yields the perception for motorists of a narrower roadway, which encourages speeds that are more resonant with a downtown.

Objectives:

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



Parking Reservoirs

MOVING FORWARD



PURSuing COMMON GOALS

Certainly, every detail and nuance of a complex downtown cannot be recognized in an intentionally compact planning venture. From that perspective, the Envision Downtown Foley 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 the document are only 70 percent on target, it’s enough to advance the discussion and narrow the range of possibilities dramatically.

Imagine the 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, the strategy plan creates a tool for dialog, one of the most important methods of advancing a downtown toward a community’s common goals.

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



GET IN TOUCH | LEARN MORE | JOIN THE CONVERSATION



120 S. McKenzie Street
Foley, AL 36535

(251) 270-0089

foleymainstreet.com



Envision Downtown Foley

STRATEGY PLAN

2022



ABOUT THE PLAN

Downtown Foley is moving in bold directions. Foley Main Street, along with Foley Main Street sponsors, community partners, Main Street Alabama, and the City of Foley, collaborated to bring the Envision Downtown Foley special planning initiative to life in a way that engaged the community to visualize possibilities and set a course toward an exciting future. The resulting Strategy Plan offers a framework and path for community- and market-driven strategies that will be vital to current and future efforts to enhance Downtown Foley as an even better and more vibrant place to visit, work, live, play, do business, and invest.

MARKET TRENDS AND POTENTIAL

POPULATION 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. Growth patterns for Foley and Baldwin County 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 TO 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

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 and drinking places and retail establishments in downtown Foley.

EATING AND DRINKING ESTABLISHMENTS | TOP SURVEY SELECTIONS

BREW PUB	BREAKFAST/BRUNCH	FULL-SERVICE RESTAURANT
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

RETAIL ESTABLISHMENTS | TOP SURVEY SELECTIONS

SPECIALTY FOODS	VINTAGE MARKET	WOMEN’S CLOTHING
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 professional attire
Meats, cheeses, breads	Holiday décor & gifts	Fashion accessories

HOUSING POTENTIAL

Survey results lend support for expanded housing options in downtown Foley.

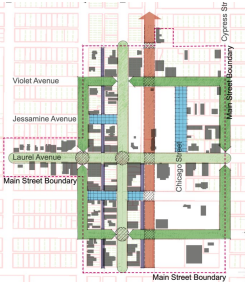
44 PERCENT
OF THOSE SURVEYED WOULD OR MIGHT
BE INTERESTED IN LIVING DOWNTOWN

PREFERRED STYLES BUYERS TOP FIVE SHOWN	PREFERRED STYLES RENTERS TOP FIVE SHOWN
3+ BR Townhome 44%	2 BR Apartment 33%
Loft 34%	2 BR Townhome 33%
2 BR Condo 31%	Loft 30%
2 BR Townhome 23%	Studio Apartment 17%
1 BR Townhome 3%	Senior Housing 17%

PLAN FOUNDATIONS AND FUNDAMENTAL IDEAS



This plan is rooted in a meaningful exchange of perspectives, insights, and ideas. What is important is that the ideas and directions are embraced by the community and its downtown stakeholders. As much as could be possible, this is Foley’s plan for its downtown.



CONCEPT

A LOGICAL STARTING POINT

There could be many aspects of this strategy plan based on the input and insights offered. Still, one idea hovers over others and 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 the improvements and natural queues more clearly marking the geographic extents of downtown.

A concept and ideas for enhancing the pedestrian environment, and that align with and promote guides for an evolving downtown Foley, include:

- **Unified Quadrants** relying on a second tier of streets, creating a loop through the midst of each quadrant.
- **Throughfares and Boulevards** redesigned to reclaim space for pedestrians and other uses and to encourage speeds that are more resonant with a downtown.
- **Defined Boundaries** with a reinforced edge that creates a more definitive downtown experience and a stronger sense of arrival and departure.
- **Convertible Streets** that offer unique opportunities to create public spaces in downtown’s quadrants.
- **New Development** that looks and feels like it belongs in downtown Foley.
- **Alleys** that add interest, extend the pedestrian realm, and offer pedestrians another layer to explore.
- **Courtyards and Gardens** that invite people in and increase the delight of downtown the experience.



A COMPELLING 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.

GUIDES FOR AN EVOLVING DOWNTOWN FOLEY

- A downtown is the place where the greatest number of activities occur in the smallest geographic area.
- Traffic is the lifeblood of downtown but the experience of a downtown really happens once a car is parked.
- People will walk if the environment is made safe, interesting, and engaging.
- Downtowns need visible pools of human activity.
- Streets are the great public space of downtown; people and buildings are the two greatest factors in bringing them life.
- Like an ecotone, some of the most intense human activity in a downtown occurs at its margins.
- Downtowns are about evolution, not revolution.

PROJECTS



AN EVOLUTIONARY PATH

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, identified market trends infused with the insights, ideas, hopes, and expertise of local stakeholders make it possible to anticipate and plan for change in ways that align with the community’s vision for downtown Foley.

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 ongoing 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.

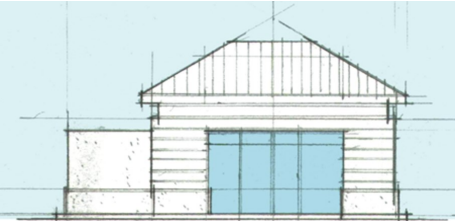
View and download the full version of the Envision Downtown Foley Strategy Plan at www.foleymainstreet.com



COURTYARDS AND GARDENS

Objectives:

- 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)
- Provide spaces to accommodate pedestrian comfort in addition to what they might find along streets



Introducing simple, small kiosks as retail locations in and abutting alleyways could also 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.



ROSE TRAIL EXTENSION

Objectives:

- Provide a walking facility separated from streets and running the north-south length of downtown
- Provide a way for bicyclists to reach downtown from areas north

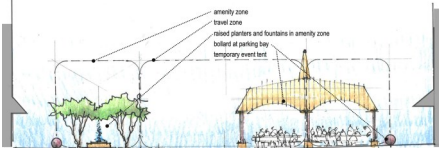
“SOCIAL STREET”

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



Jessamine Avenue at McKenzie Street



Jessamine Avenue “Social Street”—Proposed Section

HOUSING

Objectives:

- Establish an expanded population for downtown to help activate it through seasons and more hours of the day
- Introduce housing at the perimeter of downtown to define its boundary and create a more active edge between downtown and surrounding neighborhoods
- 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



Northeast Residential / Mixed Use Development—Concept



Southeast Residential / Mixed Use Development—Concept