



**Creating Jobs. Keeping Character.**

South Huntsville Resource Team

August 7, 8, 9, 2018



## South Huntsville Resource Team

- Mary Helmer, Main Street Alabama
- Trisha Black, Main Street Alabama
- Joe Borgstrom, Place & Main Advisors
- Tripp Muldrow, Arnett Muldrow & Associates
- Jay Schlinsog, Downtown Professionals Network
- Ben Wieseman, REV Birmingham



## Main Street is Economic Development!

Main Street Programs are more than having great events and making downtown look better. At its core, Main Street is an ***Economic Development*** tool that:

- Enhances the tax base of a community
- Fosters entrepreneurship
- Builds community capacity
- Creates partnerships among key groups in a community



## Visioning/Asset Mapping

### District top strengths and assets:

- **Ditto Landing & Improvements**
- **Schools**
- **Safe, attractive neighborhoods**
- **Strong financial base**
- **Greenway and recreational opportunities**

### District weaknesses/problems are:

- **Vacant storefronts**
- **Waterfront is under deployed**
- **Nothing to attract younger people**
- **Aesthetics**
- **Lack of restaurants**



## Visioning/Asset Mapping

### Goods and services you will find in the district:

- **Restaurants and other entertainment**
- **Town center – mixed use development**

### Attractions and activities in the district:

- **Vibrant Haysland Square**
- **Indoor/outdoor recreation**
- **Bike lanes**
- **Outdoor concerts and events at Ditto Landing**
- **Adventure activities**



# Insights

# MAIN STREET

★ ALABAMA ★



# MAIN STREET

★ ALABAMA ★







South Parkway District Poll

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1. How strong is the sense of community or sense of place in the South Parkway District?

Not at all strong

Extremely strong

A horizontal bar with a light gray background, containing five white heart icons spaced evenly across its length. This bar represents a Likert scale for the poll question.

*How strong is the sense of community or sense of place in the South Parkway District?*



Extremely strong



Not at all strong





South Parkway District Poll

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2. What is the South Parkway District "known for?"

# MAIN STREET

★ ALABAMA ★



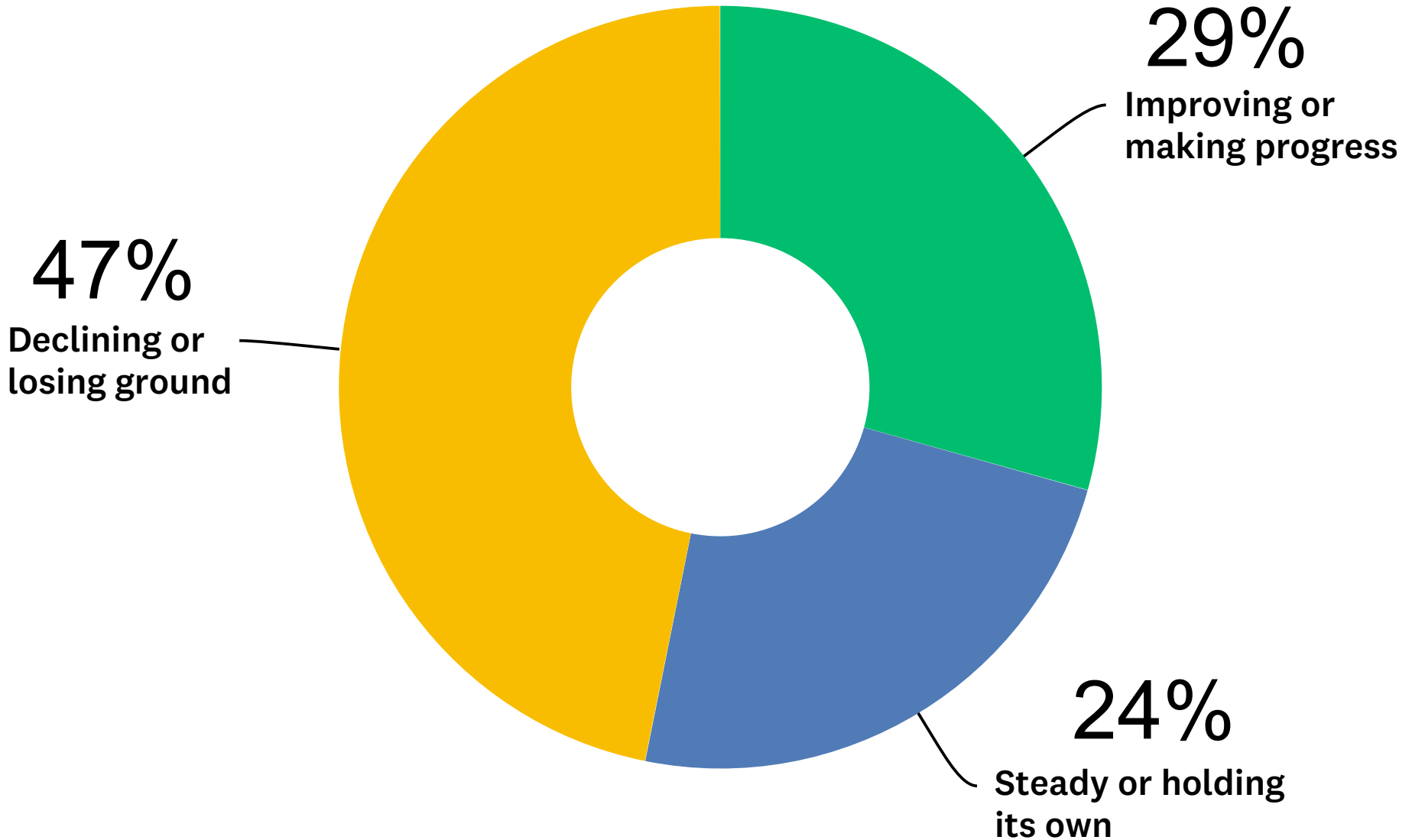


## South Parkway District Poll

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3. Which of the following best describes recent trends in the South Parkway District?

- Improving or making progress
- Steady or holding its own
- Declining or losing ground





South Parkway District Poll

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4. How promising is the future of the South Parkway District?

Not at all promising Extremely promising

# *How promising is the future of the South Parkway District?*







South Parkway District Poll

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5. What do you like most about the South Parkway District?

# MAIN STREET

★ ALABAMA ★





South Parkway District Poll

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6. What is the **first** thing you would do to improve the South Parkway District? Remember, we're asking for just **one** thing.







IN THE SOUTH PARKWAY DISTRICT?  
Rosie's ✓

\*  Eileen Murphy LIBRARY! 

Home!

Rooste's Crow  
Senior Helpers (Intracare)

STAPLES

Olyseey Skate Cater!

Terry's Pizza

The River!  
Land Trust  
hiking  
trails

SurveyMonkey.com/R/SO Hunt

Women's Ministry of the South  
Parkway District?

Get out the word!

MEDICAL Veterans Home

Restaurants which cater to  
happy hour specials

The ARTS

Budget

Maple Leaf Park

Local community

Share the idea to the community

SurveyMonkey.com/R/SO Hunt

More  
green  
spaces



Post-it  
E not Pad  
Adhesif a feuilles collantes  
Flock de hojas adhesivas

560

500-913-0000  
500-913-0000  
500-913-0000

3M

WHAT'S YOUR FAVORITE PLACE  
IN THE SOUTH PARKWAY DISTRICT?

Rosie's ✓✓

\* E. KANE MURPHY LIBRARY! x2 (6/4/20)

Home!

Rooster's Crow

Senior Helpers (In Home Care)

STAPLES

Odyssey Skate Cater!

Terry's Pizza

The River!  
Land Trust  
hiking  
trails

SURVEY MONKEY.COM/R/SO/HUNT



POST-IT EASILING  
TIGERLEH & FEUILLÉES VAPLES SUPERCOLLANTES  
SUPERADHESIVO BLOQUE DE HOJAS ADHESIVAS



30

25 1100 x 30 1100  
05.3 cm x 76.2 cm  
\$2.50 PER 10.49 3M

3M

WHAT IS MISSING IN THE SOUTH  
PARKWAY DISTRICT?

Butcher shop

Kid Splash Pad  
Gym (South of Hobbs)

Dog Park

Gelato!

MEDICAL Vietnamese Restaurant

Homes  
PATIO  
Retirement  
Tournament  
Ball  
Fields

Restaurants w/patio seating & happy hour specials!

The ARTS

more at the  
Tem. River!  
more  
activities  
@ the River!

Boutiques

Neighborhood Bar

Local restaurants

Shops for kids: Toys, clothes, interactive/sensory

Bicycle rally which makes a loop out of the newly-freed service roads

More  
Green  
Spaces

SURVEY MONKEY.COM/R/SO/HUNT





# Local Flavor









Nick



 **EQ5**  
-VIEW  
Aerial Media Provider  
256 - 203 - 6906



BAKERWOODWARD

COMMUNICATIONS, INC.



BICYCLE  
COMPANY

AUSTRALIAN



ADVENTURE









FRESH  
BBLE  
WATERS: CAKE  
WATERS: CAKE  
E BUTTERCRAAM  
ATE & OREG  
ACK SCHM  
PLUMAGE BOMBS  
ON TOAST  
MINT  
SPECIAL

ET-DRINK-ROAR

30 LB FOODSERVICE  
POWDERED SUGAR

FLAG







We want  
to help  
your  
business  
bloom!

Resources  
for Savvy  
River  
District  
Business  
Owners

The River District is part of a state and national effort to revitalize and strengthen downtown communities.

An important part of our mission is helping existing downtown businesses reach their goals.

**As a River District business, you have access to FREE powerful tools:**

- **Small business consultation from experienced consultants, including:**
  - Business plan development
  - Inventory management
  - Operations
  - Budgeting
- **Sign grants**
- **Façade renovation, design assistance, and funding**
- **Group marketing tools**

You also have a say in what we do! We want to hear from you, and we value your experience and input.



To find out more about these resources or to share your thoughts about Wausau's downtown, please stop by the River District office at our new location: 316 Scott Street, call Leah Alters at 845-1328, drop a line to [leah@wausauareaevents.org](mailto:leah@wausauareaevents.org), or visit [www.WausauRiverDistrict.com](http://www.WausauRiverDistrict.com).



What is it?

  
**AMERLUCH**  
Realty  
**883-6600**  
**COMMERCIAL**

174



# Cost of an Empty Storefront

A small building sitting empty for one year in a small-town commercial district will have the following impact on the community.





This Space is  
Not Empty.

**It's Full Of  
Opportunity!**

Contact South Huntsville Business Association for  
information on this and other opportunities.



☎ (256) 705-3535

🖱 [shba.biz](http://shba.biz)

# THIS PLACE IS FILLED WITH POTENTIAL!

CONTACT  
MAIN STREET  
ANNISTON TODAY  
(256) 689-5479



WINDOW GRAPHIC SPONSORED BY TYSON'S MODEL CITY GLASS (256) 237-4444

# THIS BUILDING ISN'T EMPTY. IT'S FILLED WITH OPPORTUNITY!

CONTACT  
MAIN STREET  
ANNISTON TODAY  
(256) 689-5479



WINDOW GRAPHIC SPONSORED BY WISE ENVIRONMENTAL SERVICES



**THIS PLACE IS FILLED WITH POTENTIAL!**

CONTACT  
MAIN STREET  
ANNISTON TODAY  
(256) 689-5479



WINDOW GRAPHIC SPONSORED BY J. BRITAIN ASSOCIATES



**THIS SPACE IS FILLED WITH OPPORTUNITY**

CONTACT  
MAIN STREET  
ANNISTON TODAY  
(256) 689-5479



WINDOW GRAPHIC SPONSORED BY ALABAMA POWER

Market Place  
at *Derby's*  
*Corner*

Microbrewery  
/ Food Court

Indoor  
Event  
Venue

*this  
place  
could be...*



Community  
Artisan  
Flea Market

Rock  
Climbing /  
Sport Venue

Community  
Owned Bakery



## How do I find a space?

What are the steps I need to follow?

## How much time should I allow for the process?

Where do I find help?

# A GUIDE TO Starting your Business in BIDDEFORD



www.heartofbiddeford.org • (207) 450 6233

Downtown Biddeford is in the midst of an economic resurgence. In recent months, our beautiful, historic downtown area has attracted significant new investment in the form of old buildings being purchased and re-purposed. The market for new business continues to improve every day.

For an individual or entrepreneur, starting a new business can present a major challenge. You need to locate a space to lease. Or possibly buy a building. You need access to funding and technical assistance. You need to obtain city permits and approvals. The process can seem overwhelming to some.

The Heart of Biddeford has created this guide in an effort to make the process of starting your business as simple as possible by outlining the recommended steps and addressing some FAQs we've encountered:

**1 LOCATING YOUR BUSINESS:** Where does it make sense for your business to be? Is it a retail or service business? Does your business rely on high visibility? Or do you need an office setting?

**2 FINDING SPACE:** For businesses wanting to locate within the downtown or mill district, the Heart of Biddeford is here to help. Downtown Biddeford is home to a variety of property types: storefronts, office space, residential buildings and historic mills. We maintain a database of space available for lease and buildings for sale in downtown Biddeford. Our database includes square footage, rental rates/listing prices, available parking and other important building data. If you're interested in business parks or outlying areas contact the office of Economic & Community Development at (207) 282-7119.

## 3 RESEARCH FINANCING OPTIONS & ECONOMIC INCENTIVES:

A number of loan programs and other economic incentives are available for prospective businesses in downtown Biddeford. These include:

- **Downtown Revolving Loan Fund (RLF):** The Biddeford Saco Area Economic Development Corporation (BSAEDC) administers a low-interest loan fund for businesses locating in downtown Biddeford. Call BSAEDC at (207) 282-1748 or visit [bsaedc.org](http://bsaedc.org).
- **Downtown TIF District:** Biddeford is working to establish a Tax-Increment

## FAQs



- Q. I simply need to get a "Doing Business As" (DBA) license. Where do I go?**
- A.** City Clerks Office. A DBA is required for all sole proprietors and general partnerships. All business entities that are corporations (LLC, LLP, C and S Corps) must first file the appropriate paperwork with the State of Maine in order to get a business license from the City of Biddeford.
- Q. I need a sign for my business. What do I do first?**
- A.** Signage must comply with City ordinances. Download the signage guidelines at [heartofbiddeford.org](http://heartofbiddeford.org). Then, bring your sign design to the Codes Office to be sure it complies with local ordinances. Then schedule review with the Historic Preservation Commission. Once the Commission reviews your signs, they will either make recommendations or approve your design on an advisory basis. The Codes office is the final authority regarding signage and will either issue a sign permit or ask for modifications to the signage. Allow yourself approximately 6-8 weeks once you've got your sign designed to get it produced and installed. Time varies with complexity of production and vendors' schedules.
- Q. I'm opening a restaurant. How do I apply for a victualer's and/or liquor license?**
- A.** Complete a form provided by the City Clerk's office. Your application will be reviewed by City Council and approved or rejected if your space has not passed appropriate inspections or does not meet City ordinances.

## Biddeford Profile

Biddeford, along with its neighboring city, Saco, forms the largest urban center in York County, Maine. The two cities have a year-round population of 40,000 and are experiencing strong growth in population, housing and income. The area's population booms in the summer months as well. The Biddeford-Saco area also has a strong economy, with about 20,000 people employed in the two cities.

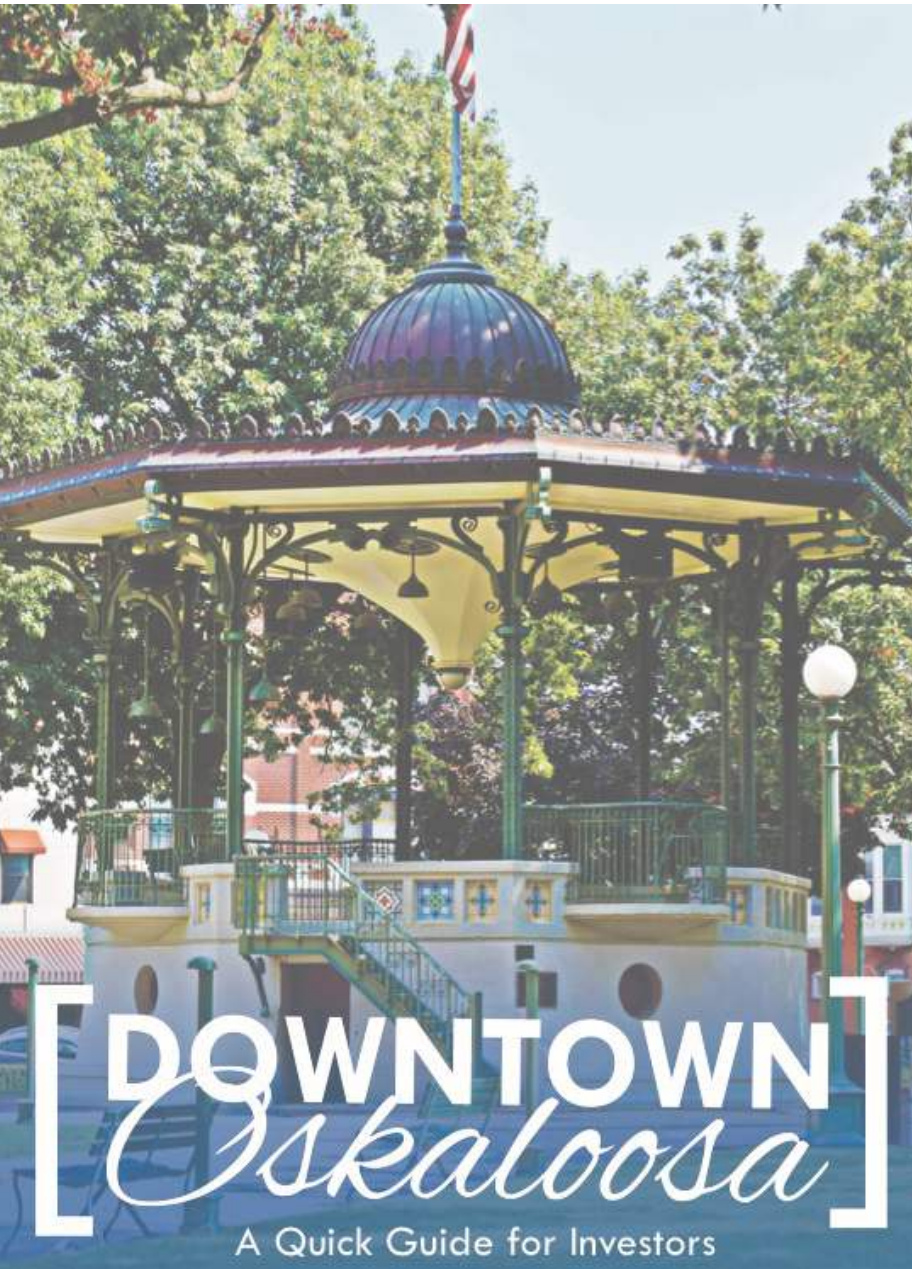
*"It's the Heart of Biddeford's intention to assist potential business owners and entrepreneurs in starting businesses here in Biddeford. We want to make the process as easy as possible because we want you here."*

—Rachael Weyand, Executive Director

Biddeford is located along the Maine Turnpike, just 20 minutes from Portland, Maine's largest city, and 45 minutes from Portsmouth, New Hampshire. The Amtrak Downeaster rail line serves the city; Boston is just two hours away by train. Biddeford is also located on the Atlantic Coast and offers miles of sand beaches.



205 Main Street • PO Box 993 • Biddeford, ME 04005  
Tel (207) 450.6233 • [heartofbiddeford@gmail.com](mailto:heartofbiddeford@gmail.com)  
[heartofbiddeford.org](http://heartofbiddeford.org)



# DOWNTOWN OSKALOOSA

## A Thriving District

A healthy downtown reflects a healthy community. A community's downtown is a symbol of its economic health. Successful downtowns are a key element in industrial, commercial, and professional recruitment to the community.

Oskaloosa's historic downtown encompasses an iconic bandstand in City Square Park surrounded by downtown businesses. The area serves as the location for numerous community events and gatherings throughout the year, attracting thousands of visitors every year.

For almost three decades, Iowa's Main Street communities have made a commitment to the long term revitalization of commercial, historical districts. Oskaloosa Main Street has served to maintain this promise to the community since 1986.



## Investment & Progress on Main Street

### Main Street Iowa Investment

Over **\$375K** in Main Street Iowa Challenge Grants have been awarded to downtown Oskaloosa projects since 2009.

### Public/Private Investment

Currently underway, the Community Development Block Grant Downtown Facade Revitalization Program has invested **\$1.164M** of City, State, and Private Funds into 18 downtown buildings.



### Local Investment

Main Street Oskaloosa's Local Facade Grant is a small-scale matching grant that can be utilized by district building and business owners to fund misc. facade repairs, signage, etc.



### Private Investment

Over **\$3.8M** have been invested in Main Street district rehabilitation and revitalization projects and property acquisition since 2014. (2017 CDBG Program Private Investment Not Included in this Number)



# [ DOWNTOWN Oskaloosa ]

A Quick Guide for Investors

Application Due Feb 15

Business Idea to Business Plan



Get started



Up to **\$10,000** Grant Award

Up to **\$20,000** Low-interest Loan

For Start-Ups & Business Expansions

located in Woodbine IA City Limits

# WOODBINE — 2018 Business Plan Competition

Guidelines & Application

[www.woodbineia.com](http://www.woodbineia.com) - main street tab

Questions: [woodbinemainstreet@windstream.net](mailto:woodbinemainstreet@windstream.net) or 712-647-3434

Competition Sponsors: Woodbine Betterment & Development, Farmers Trust & Saving Bank, Woodbine Main Street





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**THE GREAT SPACE giveaway.**



# RED WING, MINN. RETAIL CHALLENGE

We want *you* to open up  
shop in Red Wing!



# STARTUP

↑  
DOWNTOWN  
FRANKLIN



APPLY



LEARN



COMPETE



WIN

APPLY NOW FOR YOUR CHANCE TO WIN UP TO **\$40,000** TOWARDS YOUR BUSINESS!

**APPLY ONLINE NOW AT [STARTUPDOWNTOWN.COM](http://STARTUPDOWNTOWN.COM)**



# Groundwork

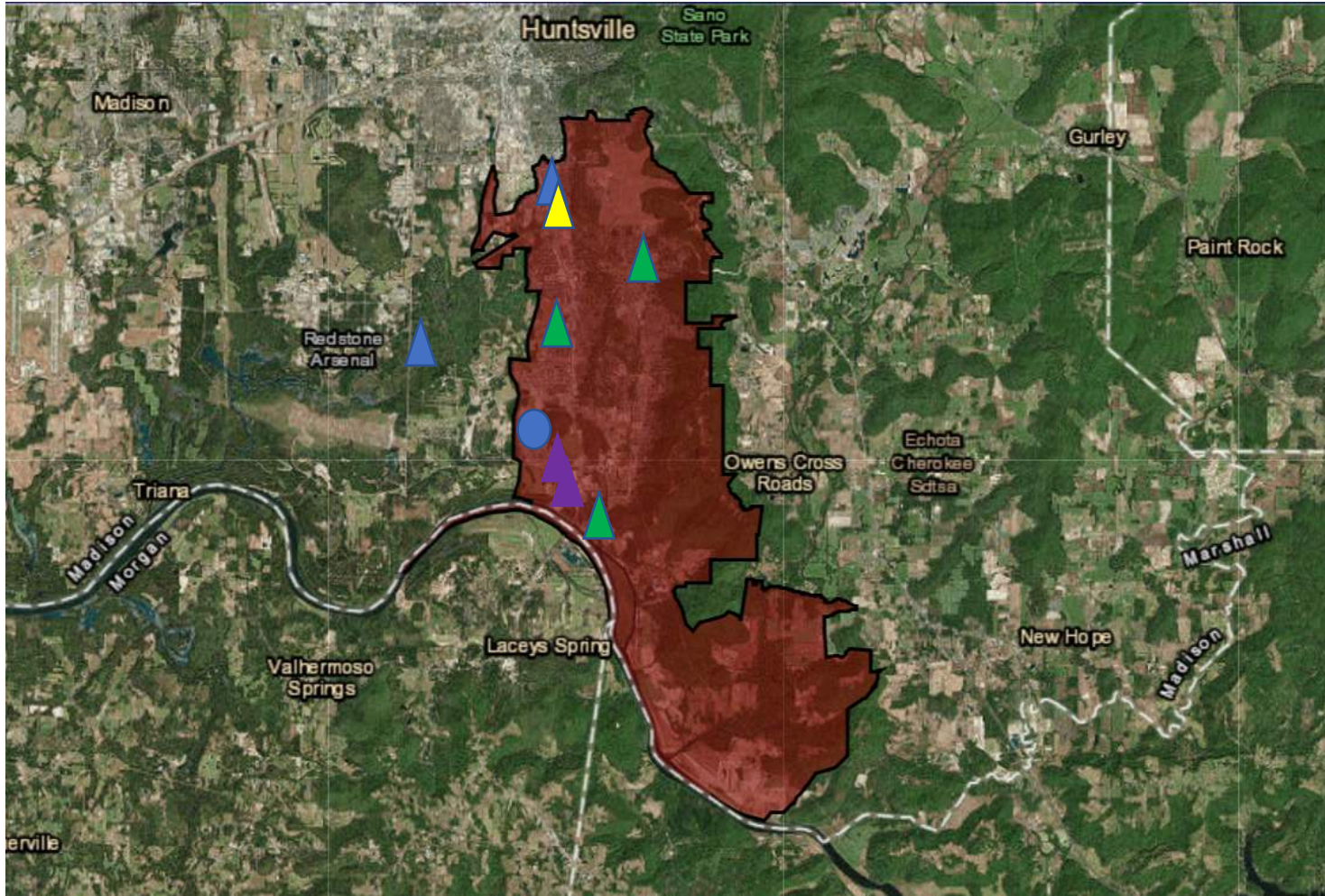
# Groundwork

- Asset Mapping
- Real Estate Inventory
- Baseline Data
- Walkability Audit
- Parking Survey
- Individual Business Meetings
- Major Employers Meetings

# Asset Mapping

- Identify Community Assets
  - Key Employers
  - Schools
  - Libraries
  - Parks
  - Churches
  - Daycares
  - Restaurants/Cafes/Coffee Shops
  - Neighborhoods

35802 &  
35803





Major Employer:  
Torch

Hotels: Double  
Tree, Hampton Inn,  
Hilton Garden Inn

Fern  
Bell Park

Flemington  
Heights

Huntsville

Fleming Hills

Parkway  
Estates



# Real Estate Inventory



The screenshot shows the website for the Decatur Downtown Redevelopment Authority. At the top is the logo and a navigation menu with links for HOME, EVENTS, FORWARD DECATUR, ACCOMPLISHMENTS, WORKS, VISITING, PROPERTIES, ABOUT, and CONTACT. The main heading is "701 Bank Street" in a large, brown serif font. Below this is a paragraph of text describing the property: "Historical Downtown Tower Building located at 701 Bank Street Decatur AL. 6 floor building with a full basement along with 50+ parking spots in the back. Endless opportunities with this piece of history! Immaculate views of Downtown and the Tennessee River from the upper floors. Each floor could be different businesses or converted to apartment living with views. Call Wes Holland at Parker Real Estate 256.919.5830 for more info". To the right of the text is a large photograph of the building, a multi-story structure with a tower on top. Below the text and photo are several smaller thumbnail images of the building from different angles. At the bottom left of the main content area, there are two small links: "For Lease For Sale" and "Click for a larger view."

- **Inventory on all commercial real estate in the district**
  - **Building**
    - Square Footage
    - Zoning
    - Condition
    - Special Amenities (commercial kitchen, etc)
    - Age
    - Updates
  - **Land**
    - Acreage
    - Zoning
    - Available Utilities



### 119 W. Grand River Ave

For Lease: \$2500/month  
Size: 2500 sq. ft.

Contact: Sharon Fisher  
517.540.0065

FLOWER EMPOWER

#### Stay Connected



### 1015-1017 E. Grand River Ave

For: Sale - \$450,000  
Size: 6800 Sq. Ft.

Contact: Steve Kozak  
248.948.9000

#### Howell Main Street

Cello is opening early for Mother's Day!  
Spots are limited, so make your reservation now to save your table for the... <https://t.co/bZ5yOP3bTz>  
2 hours ago



### 309 E. Grand River Ave. The Pearl

For: Lease - Restaurant Space  
4500 Sq. Ft

Contact: Jeff Doyle  
P: 517-548-4774  
C: 517-404-8257  
[jeff@doylehomes.us](mailto:jeff@doylehomes.us)

#### Howell Main Street

RT @KnitHowell: Excellent sunflower #class with Annette last night. Couple more openings for this Saturday, 2-5 if you are Interest... <https://t.co/d9Mx61HuqZ>  
3 hours ago

# Louisiana Main Street Building Inventory

Date: May 1, 2018

Louisiana Main Street District: **Olde Towne Slidell Main Street**

Parish: **St. Tammany**

Building Name:

Street Address: **2836 Front Street**

Building Owner Contact Name and  
Address: 1808 Front Street

Title (owner, realtor, owner  
representative) – **REALTOR: Latter & Blum**  
985-641-1000 Office

Building Contact Email Address: n/a

Building Contact Telephone Number:



## BUILDING INFORMATION

Total Space, in square feet: **2400 sq. ft.**

Number of Floors: **1**

Year of Original Construction: **1930's**

Year of Major Additions or Alterations: **2010**

Building Potentials/Community Needs

Tax Millage Rate: City - **\$27.08**

Tax Value

Annual Taxes: **no tax records available**

Annual Insurance Premium: **unknown**

Monthly Utilities per Sq Ft



# Louisiana Main Street Building Inventory

## INCENTIVES

- Districts
- Main Street District
  - Local Historic District
  - National Register Historic District – applying for
  - Cultural District
  - Special Taxing District
  - Other: City Tax Abatement Program
- Eligible Incentives
- Louisiana Main Street Redevelopment Grant
  - Federal Rehabilitation Tax Credit
  - Louisiana Rehabilitation Tax Credit
  - Local Façade Grant
  - Other:

Zoning: **C 2**

## SALES INFORMATION

- Sales Status
- For Sale by Owner
  - Listed with Realtor
  - For Lease Only

Asking Price: **\$257,000**

Current Monthly Income: **0**

Current Tenants/Terms of Lease/Lease Expiration Date: **None**

Vehicle Traffic Count

- Parking Availability
- Onsite Parking (for upstairs tenant)
  - Nearby Lot
  - Adjacent Street Parking

# 113 2nd Avenue

## Office Space for Lease



Next to Jones Park and several popular restaurants.

An easy (0.15) mile walk to the courthouse.



EOM Process Solutions  
113 2nd Avenue  
Decatur, AL 35601

Andrew Bouchillon, Owner  
256-227-4884  
abouchillon@yahoo.com



- Perfect for Small Business
- 4 Spaces Available for Lease
  - Walk to Courthouse
  - Walk to Restaurants
  - Plenty of parking

Office space right in the heart of revitalized downtown Decatur.

Multiple ready to move in spaces available.

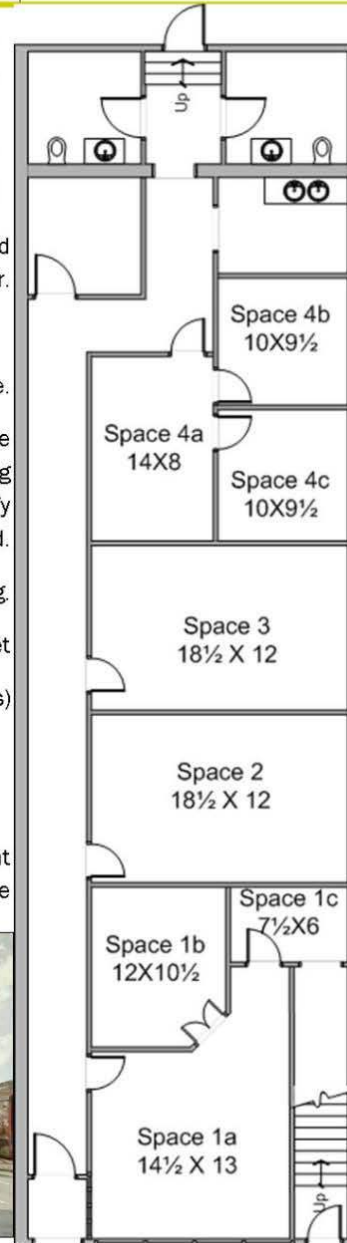
Suite 1: \$500/mo. Potential retail. Space 1a has 12 ft ceiling, hardwood flooring throughout. Will work with leaser to modify space for retail if desired.

Space 2: \$275/mo, hardwood flooring.

Space 3: \$250/mo, carpet

Suite 4: \$350/mo (three offices)

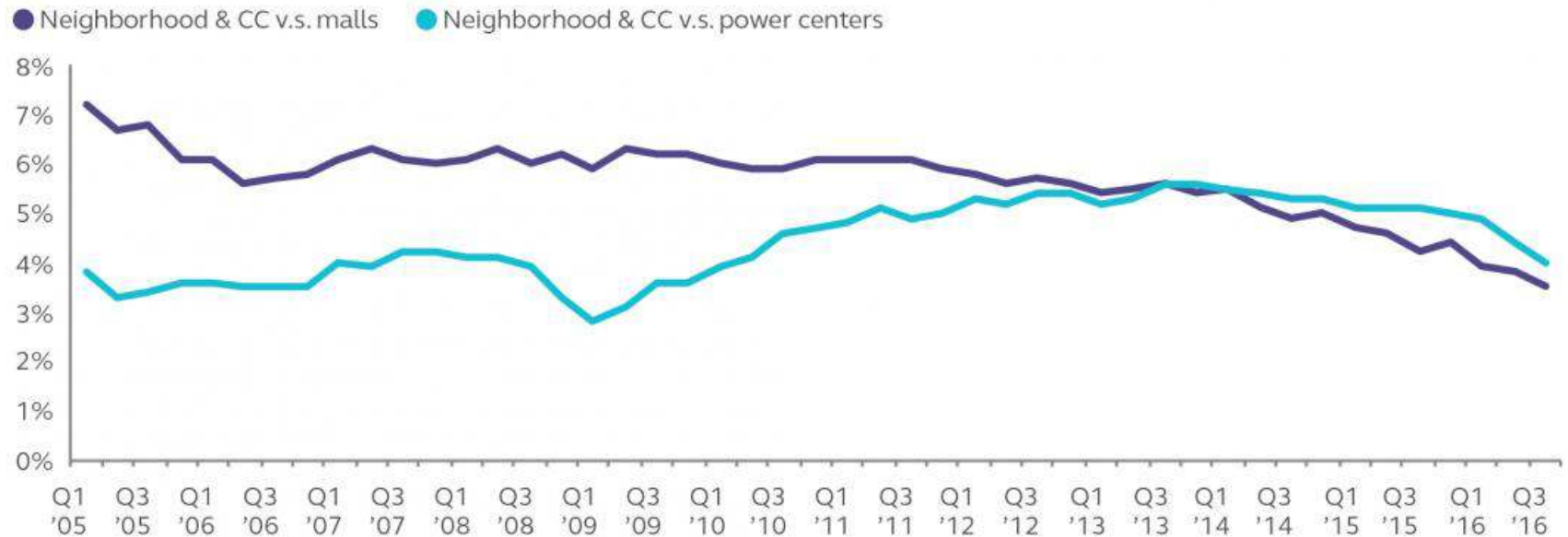
Pictures and information available at  
[www.facebook.com/113at2ndAve](http://www.facebook.com/113at2ndAve)



# Baseline Information

- Vacancy Rate
- Property Values
- Population
- Sales Tax

**Exhibit 14:**  
Spread in vacancy rate



Source: CBRE EA, Q2 2016.

# Walkability Audit

- Pedestrian Experience
  - What is like now?
  - What routes are people walking?
- 8/80 Rule















West Parkway

# Parking Survey

- How much parking is available?
- Where is parking...
  - Used most?
  - Used least?
- When is parking...
  - Used most?
  - Used least?

# Individual Business Meetings

- Undiscovered Gems
- Find out:
  - How long have they been here?
  - Why did they come here?
  - What do they offer?
  - What is special about them?



# Major Employers Meetings

- Communication between largest employers and District
  - Redstone Arsenal
  - Torch Technologies
  - Abaco Systems





# Increase Density & Housing Options

# Increase Density & Housing Options

- Demographics are changing
  - Boomers aging, needs changing
    - Downsize
    - No/Low Yard Work
  - Millennial desires
    - Walkability/Bikability
    - More rental based
    - More “finished” homes over DIY/Updates
- 80% of Housing Built Between 1960-88
- Product demand doesn't match supply



# Increase Density & Housing Options

- Other benefits of density
  - Higher Return on Investment for City
  - More Rooftops = More Retail Options
  - Proper Development Bolsters Existing Real Estate
- 60s-80s Era Housing
  - Single Family Detached
  - Apartments
- Need More “Missing Middle”

# Mixed-Use



# Brownstone Housing



# Quadplex



# Single Family



# Single Family



Quadplex



# Duplex





# Single Family



# Mixed-Use





# Telling the Story

# “It’s Over” Campaign

- Consider an “It’s Over” campaign, possibly a “Whew!” celebration to communicate that construction has ended.



# Create a South Huntsville Brand

- After initial campaign develop a unique South Huntsville brand including consistent typeface, colors, tagline, positioning statement, and possible logo. (Destination vs. Organization)
- Highlight what makes this part of Huntsville truly different:
  - Outdoor recreation
  - Family orientation
  - Easily accessible
  - Independent Businesses

# Example: Brand Statement

We are place with direction. We were the second city to incorporate in King County. Our valley transformed from exclusively farming into the second largest distribution and manufacturing center on the West Coast and the fourth largest in the nation. From here we make things that not only travel the world but fly into space. Our city is an economic engine that powers the dynamic Puget Sound region.

# Example: Brand Statement

We are Kent, Washington.  
Bringing the World Home.







# Street Banners



## Available Property Signs

**This Building Isn't Empty.**  
*It's a World of Opportunity.*



Downtown Kent, WA.

downtownkentwa.com

Mac ▾ Interests ▾ Banking ▾

Home Calendar Dining Retail Business News About Contact

Search



**Kent**  
WASHINGTON



*Bringing the World Home*

**Starting a Business**

**Available Properties**

**Living Here**

**Shopping & Dining**

**City Hall**

**Discover Kent**

**LATEST NEWS**

**Airways Brewing Company Announces 2014 Expansion Plans**  
FOR IMMEDIATE RELEASE Airways Brewing Company Announces 2014 Expansion Plans for Popular Restaurant Location in Downtown Kent Airways Brewing Company today announced expansion and...[Read more](#)

**Dana Ralph Receives Unanimous Vote for Two-Year Term as Kent City Council President**  
Councilmember Dana Ralph, who is midway through her first term, received a unanimous vote by the council for the two-year position. Ralph's new role...[Read more](#)

**Kent City Council Adopts Downtown Zoning Plan to Bring in More Residents, Businesses**  
by STEVE HUNTER, Kent Reporter Courts, government reporter The Kent City Council approved a downtown development plan designed to bring in more





# Starbucks & Kent

*Together, we're roasting.*





# Boeing & Kent

*Together, we're soaring.*





**Airways & Kent**  
*Together, something's brewing.*





AMPLE SHOPPING | INTERNATIONAL DINING | SPORTING & PERFORMANCE VENUES



# It's Natural



For more info, go to [www.ChooseKent.com](http://www.ChooseKent.com)

AMPLE SHOPPING | INTERNATIONAL DINING | SPORTING & PERFORMANCE VENUES



**Kent**  
WASHINGTON

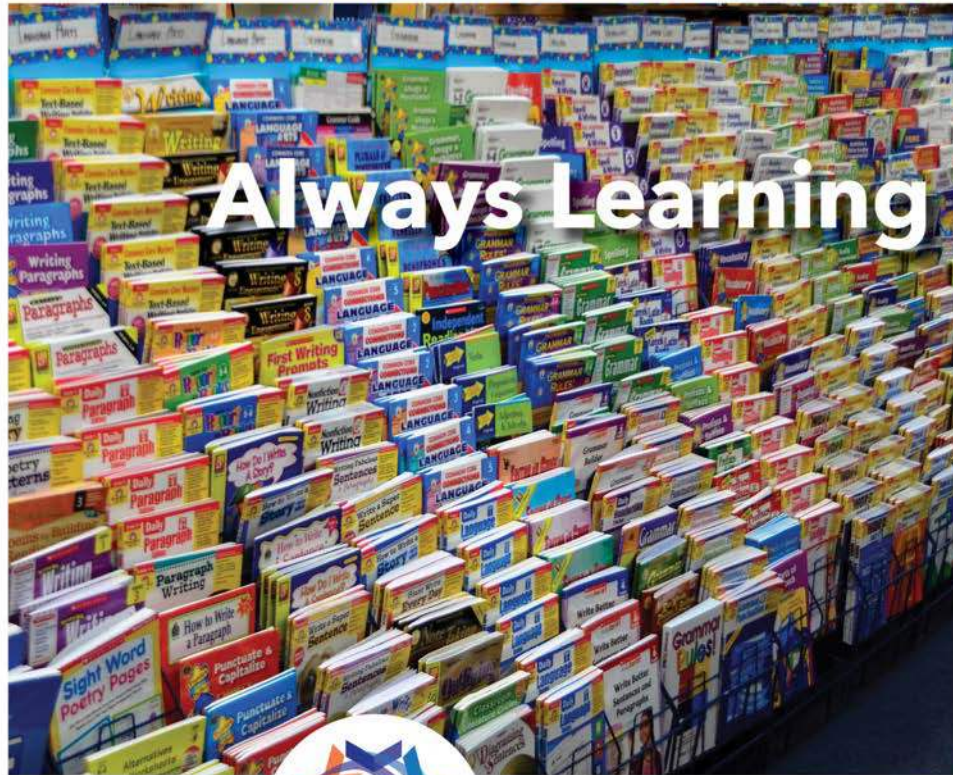


*Bringing the World Home*



For more info, go to [www.ChooseKent.com](http://www.ChooseKent.com)

AMPLE SHOPPING | INTERNATIONAL DINING | SPORTING & PERFORMANCE VENUES



# Always Learning

**Kent**  **Bringing the World Home**  
WASHINGTON

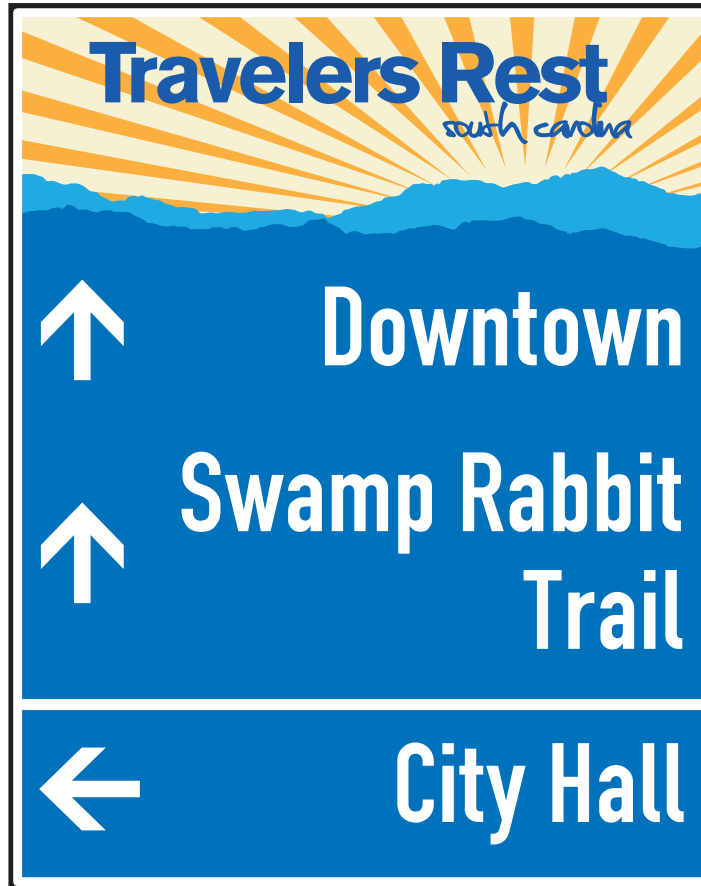


For more info, go to [www.ChooseKent.com](http://www.ChooseKent.com)

You should take  
*another look at Kent.*



# Cultivating the Destination

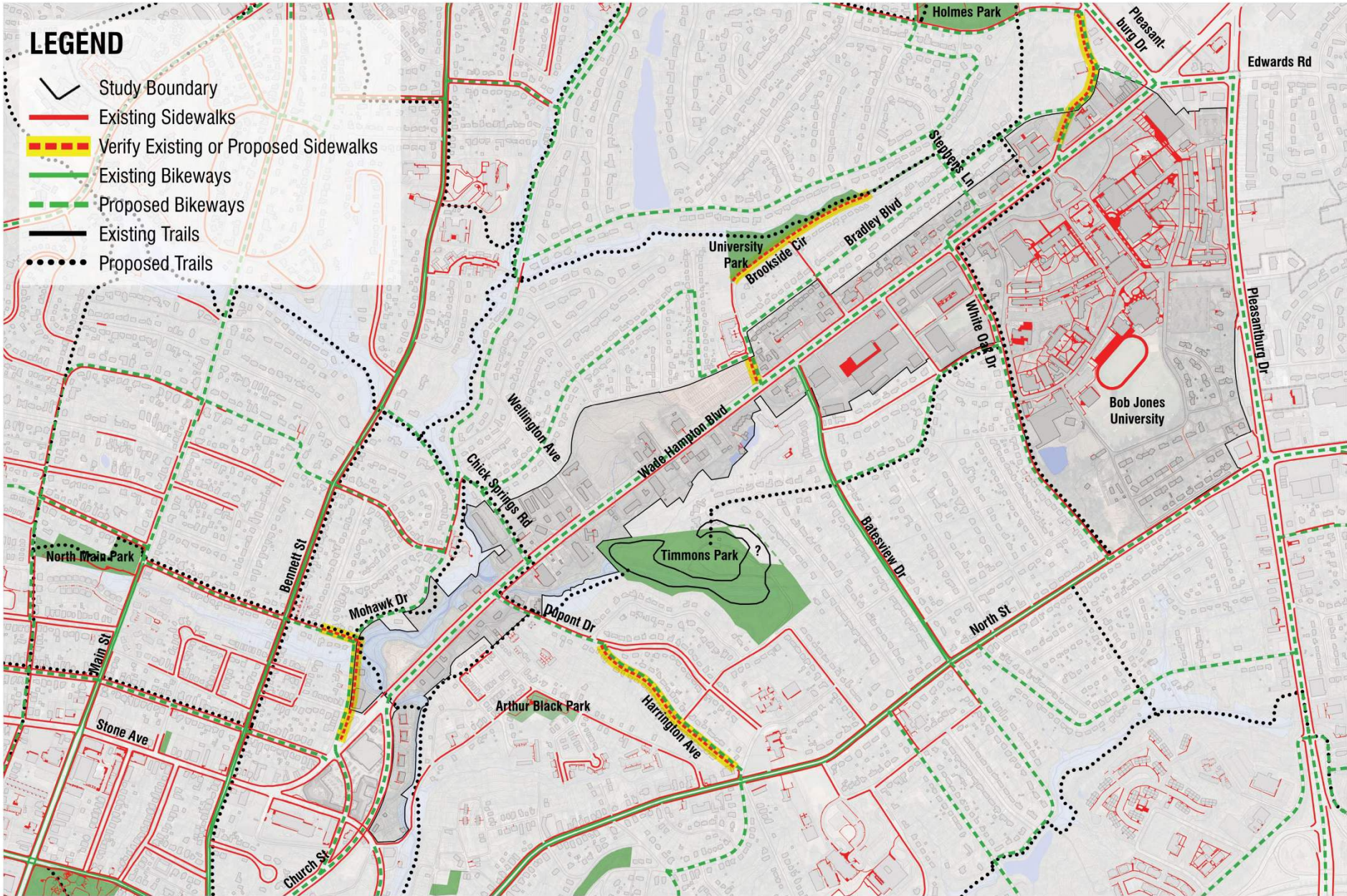


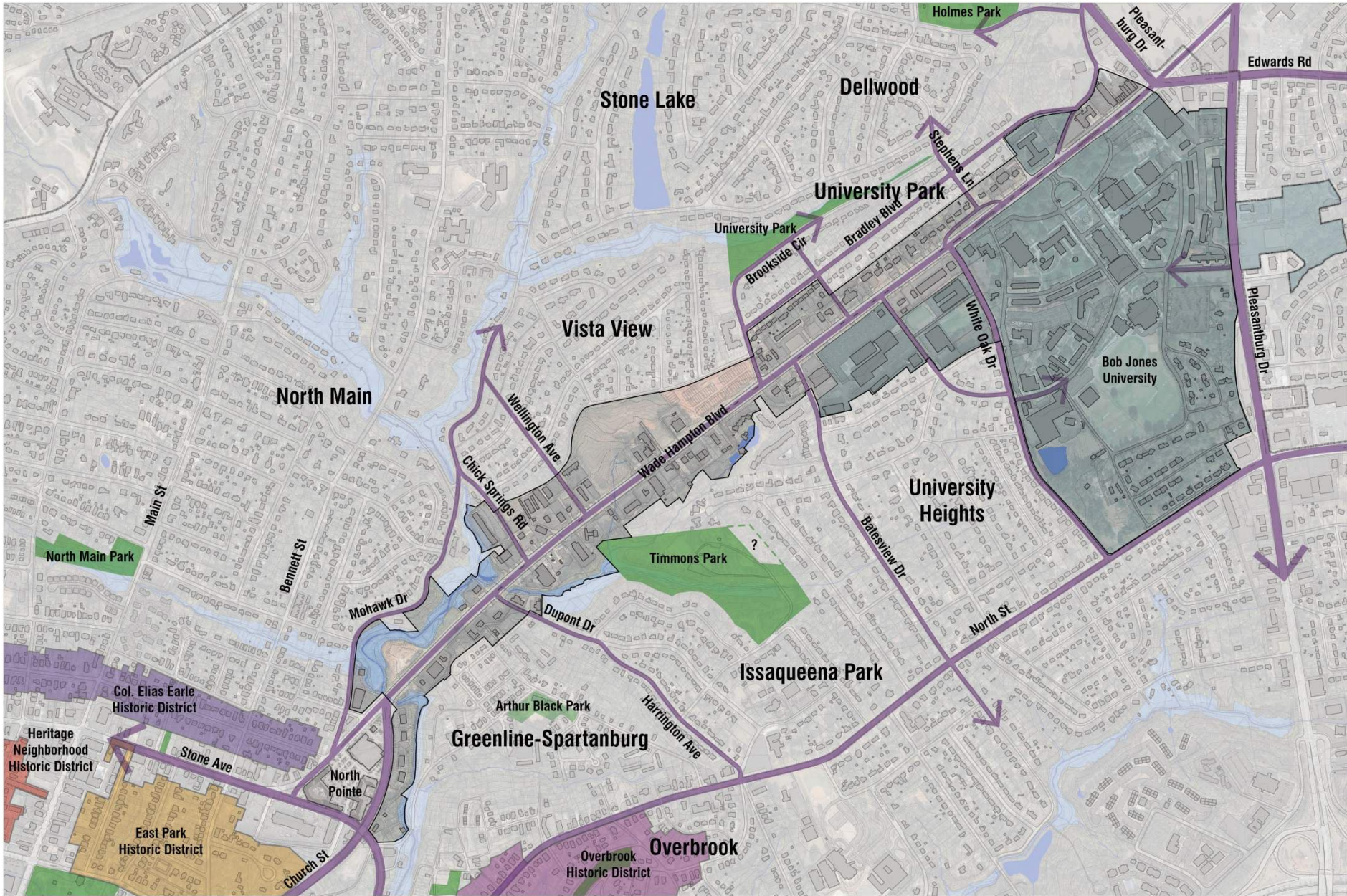


# Patterns

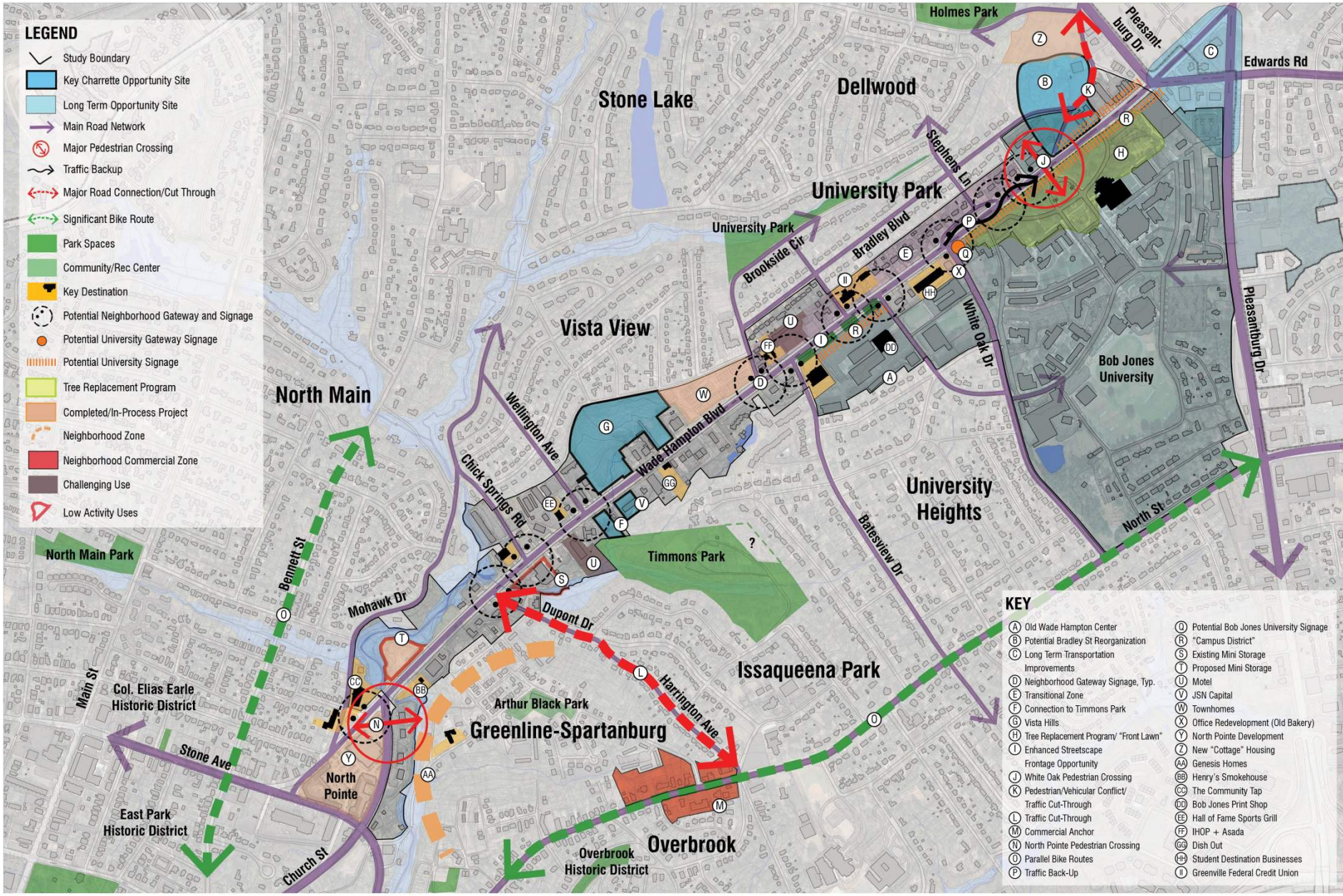
# LEGEND

- Study Boundary
- Existing Sidewalks
- Verify Existing or Proposed Sidewalks
- Existing Bikeways
- Proposed Bikeways
- Existing Trails
- Proposed Trails



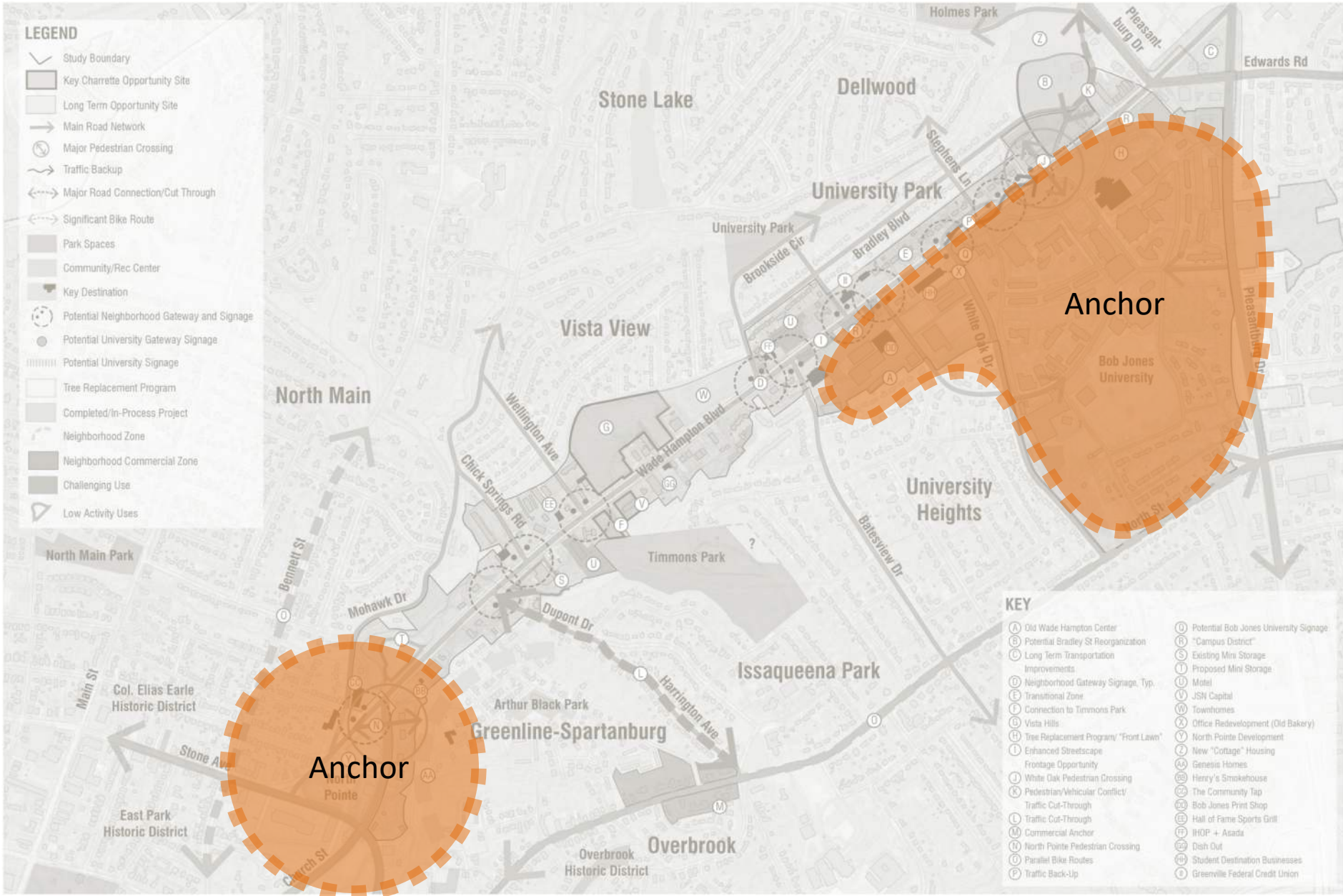


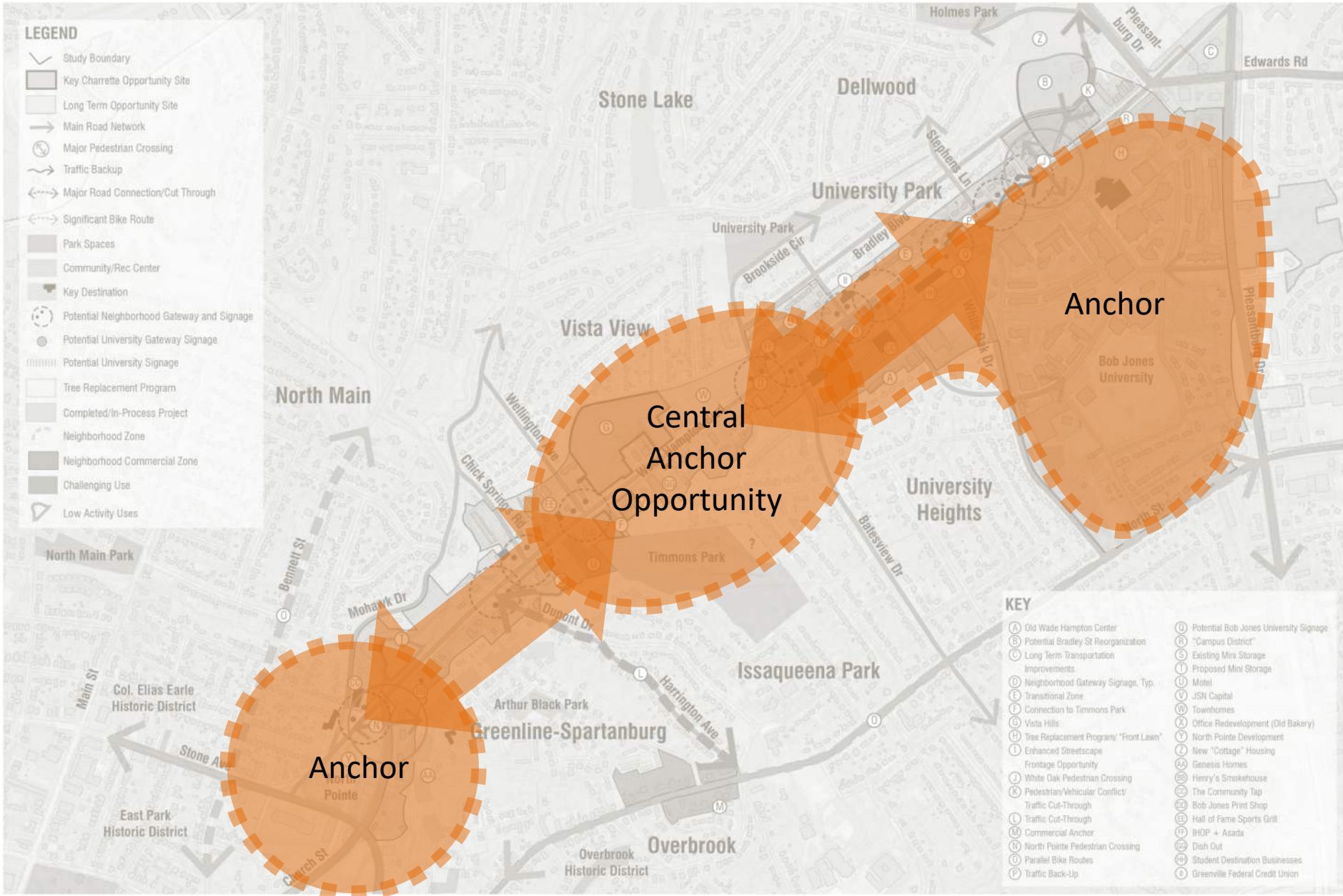




- LEGEND**
- Study Boundary
  - Key Charrette Opportunity Site
  - Long Term Opportunity Site
  - Main Road Network
  - Major Pedestrian Crossing
  - Traffic Backup
  - Major Road Connection/Cut Through
  - Significant Bike Route
  - Park Spaces
  - Community/Rec Center
  - Key Destination
  - Potential Neighborhood Gateway and Signage
  - Potential University Gateway Signage
  - Potential University Signage
  - Tree Replacement Program
  - Completed/In-Process Project
  - Neighborhood Zone
  - Neighborhood Commercial Zone
  - Challenging Use
  - Low Activity Uses

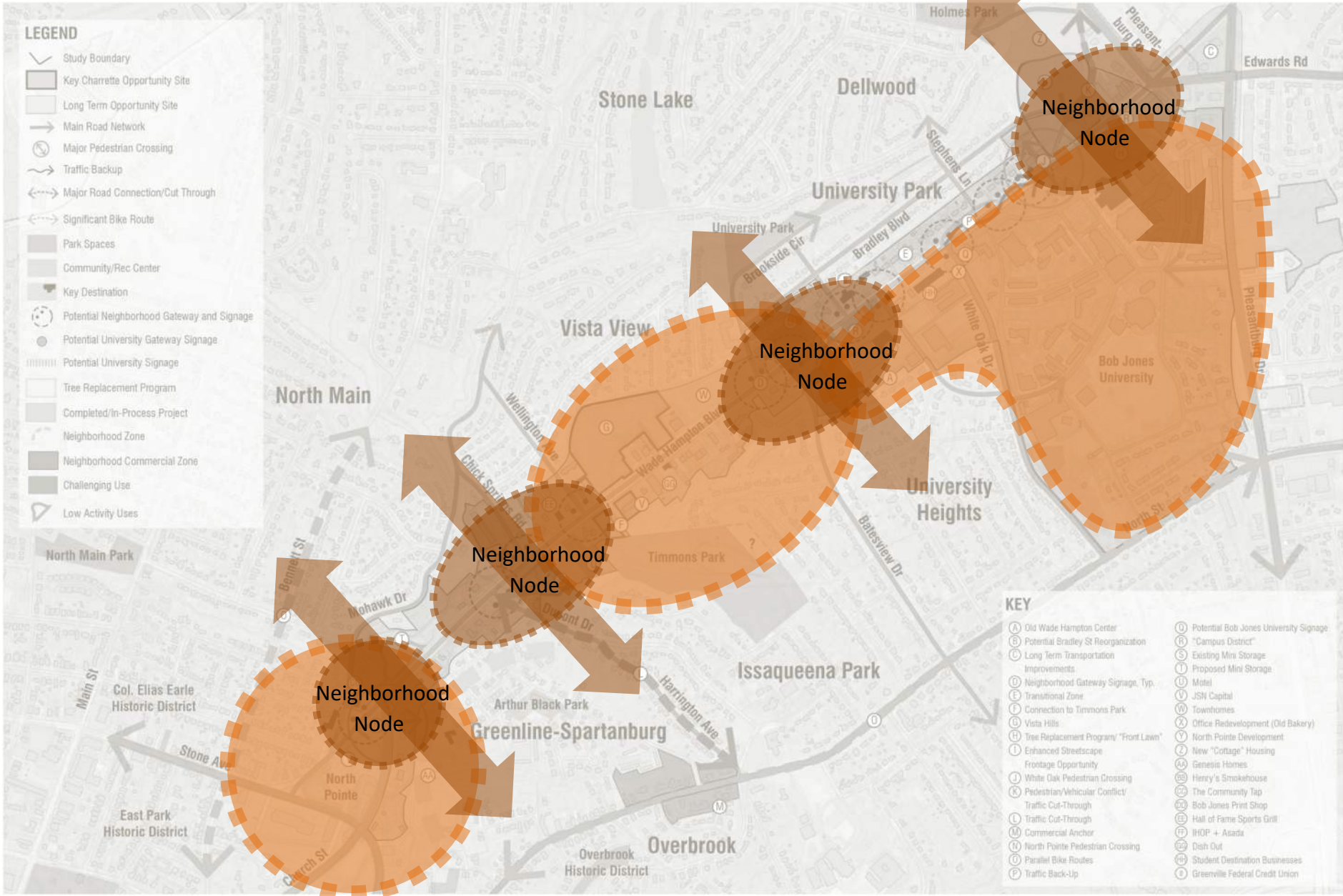
- KEY**
- A Old Wade Hampton Center
  - B Potential Bradley St Reorganization
  - C Long Term Transportation Improvements
  - D Neighborhood Gateway Signage, Typ.
  - E Transitional Zone
  - F Connection to Timmons Park
  - G Vista Hills
  - H Tree Replacement Program/ "Front Lawn"
  - I Enhanced Streetscape
  - J White Oak Pedestrian Crossing
  - K Pedestrian/Vehicular Conflict/ Traffic Cut-Through
  - L Traffic Cut-Through
  - M Commercial Anchor
  - N North Pointe Pedestrian Crossing
  - O Parallel Bike Routes
  - P Traffic Back-Up
  - Q Potential Bob Jones University Signage
  - R "Campus District"
  - S Existing Mini Storage
  - T Proposed Mini Storage
  - U Motel
  - V JSN Capital
  - W Townhomes
  - X Office Redevelopment (Old Bakery)
  - Y North Pointe Development
  - Z New "Cottage" Housing
  - AA Genesis Homes
  - BB Henry's Smokehouse
  - CC The Community Tap
  - CD Bob Jones Print Shop
  - CE Hall of Fame Sports Grill
  - CF IHOP + Asada
  - CG Dish Out
  - CH Student Destination Businesses
  - CI Greenville Federal Credit Union





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  - AH Student Destination Businesses
  - AI Greenville Federal Credit Union



Wade Hampton Strategic Plan | Concept: Reinforce Neighborhood Nodes and Connections



# LEGEND

-  Study Boundary
-  Key Charrette Opportunity Site

# KEY

- (A) Vista Hills
- (B) Connection To Timmons Park
- (C) JSN Capital
- (D) Potential Bradley St Reorganization
- (E) Intersection/ Node Treatment To Be Selected From One Identified
- (F) Streetscape Treatment

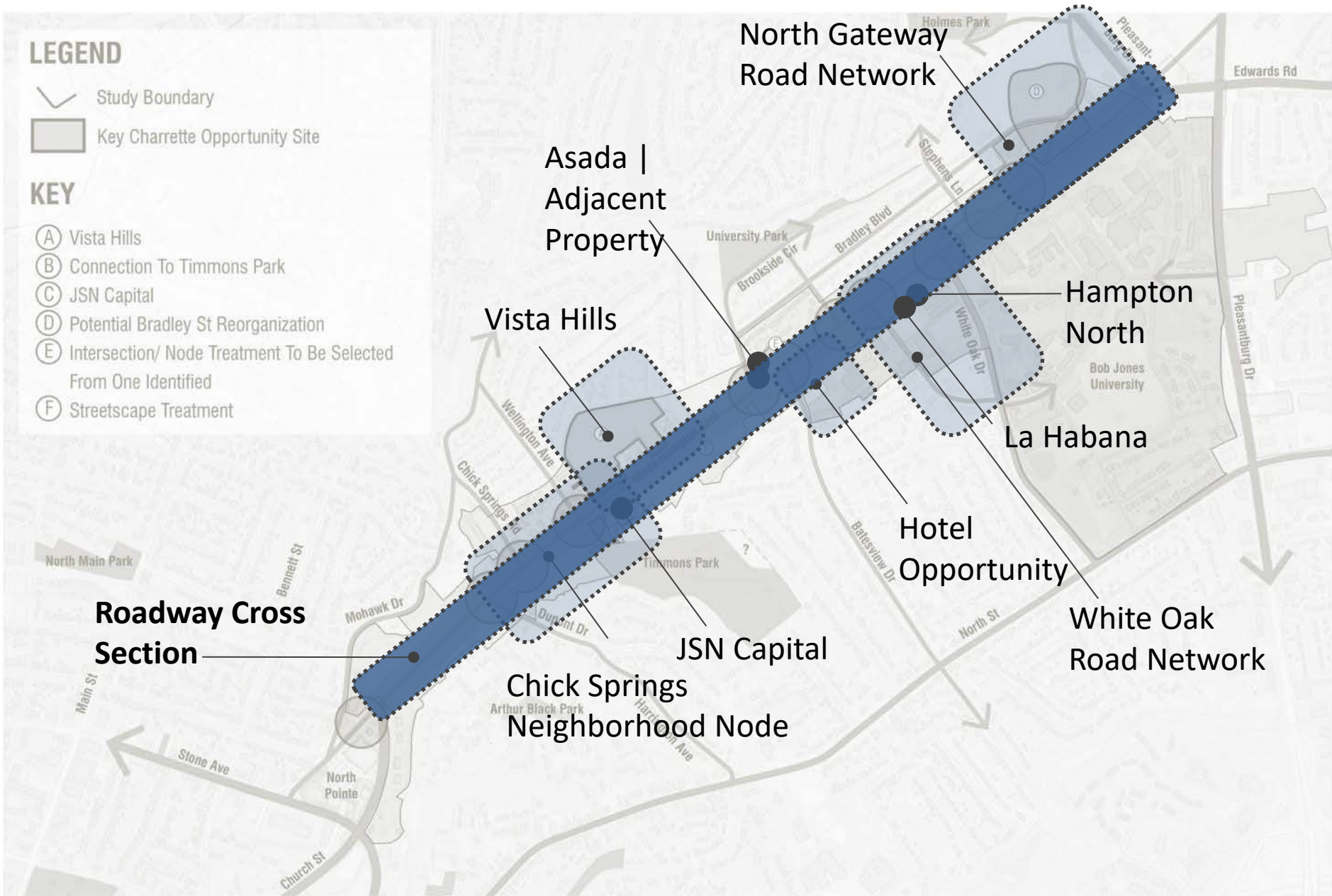


# LEGEND

- Study Boundary
- Key Charrette Opportunity Site

# KEY

- (A) Vista Hills
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# Regional Context



Greenville

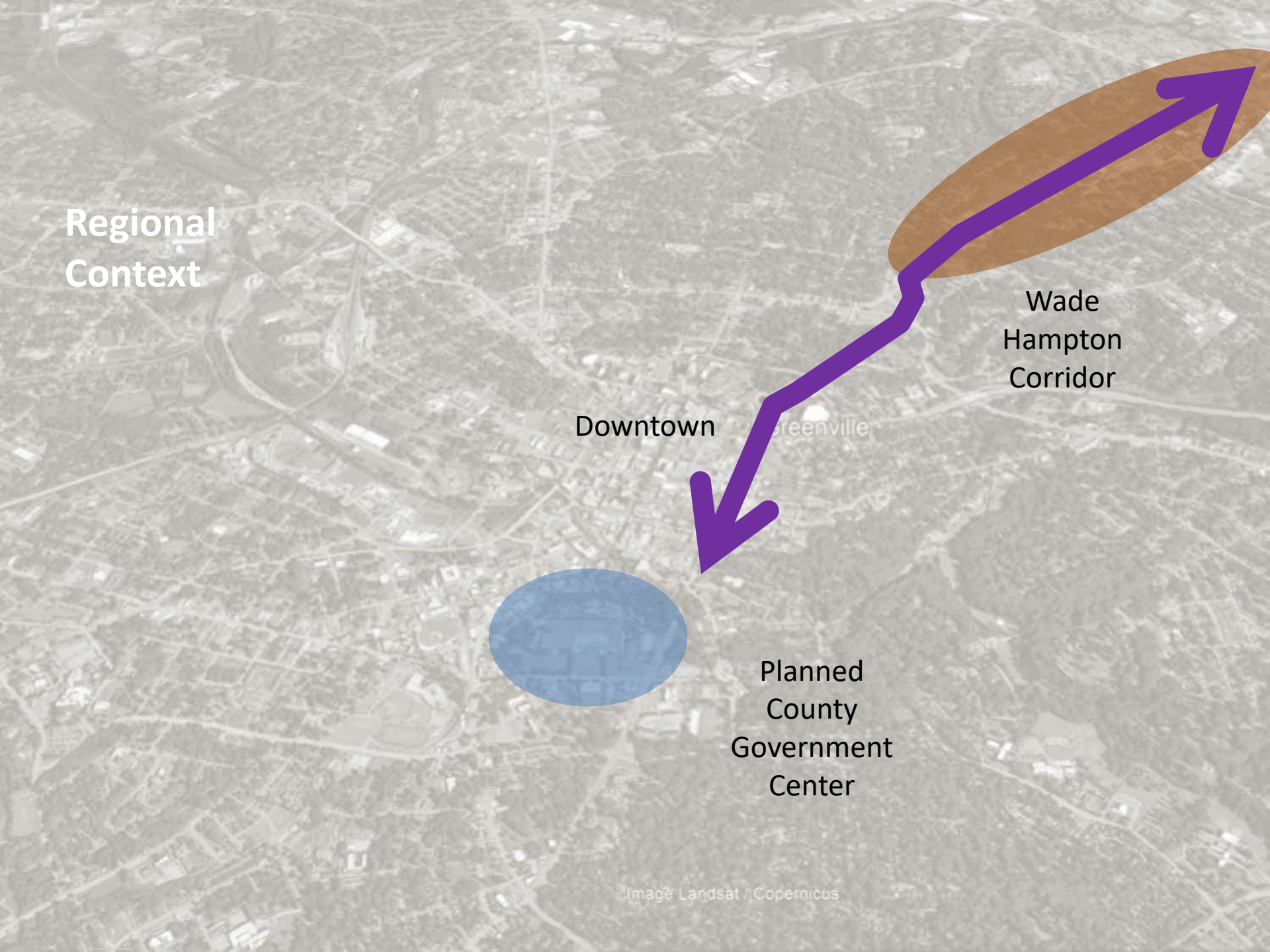
**Regional  
Context**

Downtown

Greenville

Wade  
Hampton  
Corridor

Planned  
County  
Government  
Center

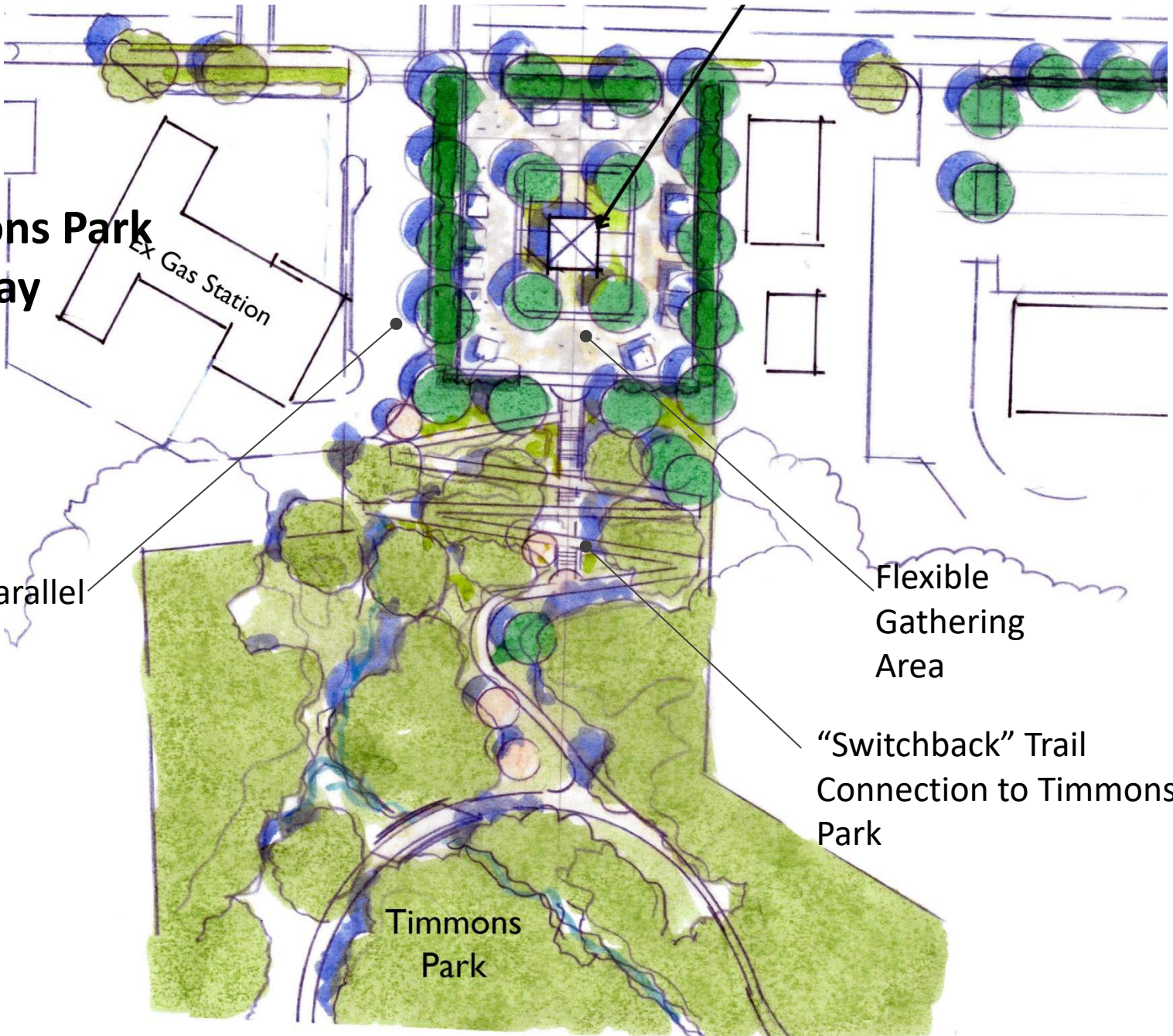




# Chick Springs Neighborhood Node



**Timmons Park  
Gateway**



Ex Gas Station

Access/Parallel  
Parking

Flexible  
Gathering  
Area

"Switchback" Trail  
Connection to Timmons  
Park

Timmons  
Park



# Redevelopment

# Revitalizing Existing Properties

## Recommendations:

- Provide realistic, yet impactful, façade improvements
- Demonstrate the potential for “prototypical” properties (*strip center, former automotive use, stand-alone buildings, etc.*)
- Balance code/guideline-compliance with economic development incentives



JSN Plaza



JSN Plaza



Asada



Asada





Sinclair Station



Sinclair Station



Hampton North Plaza



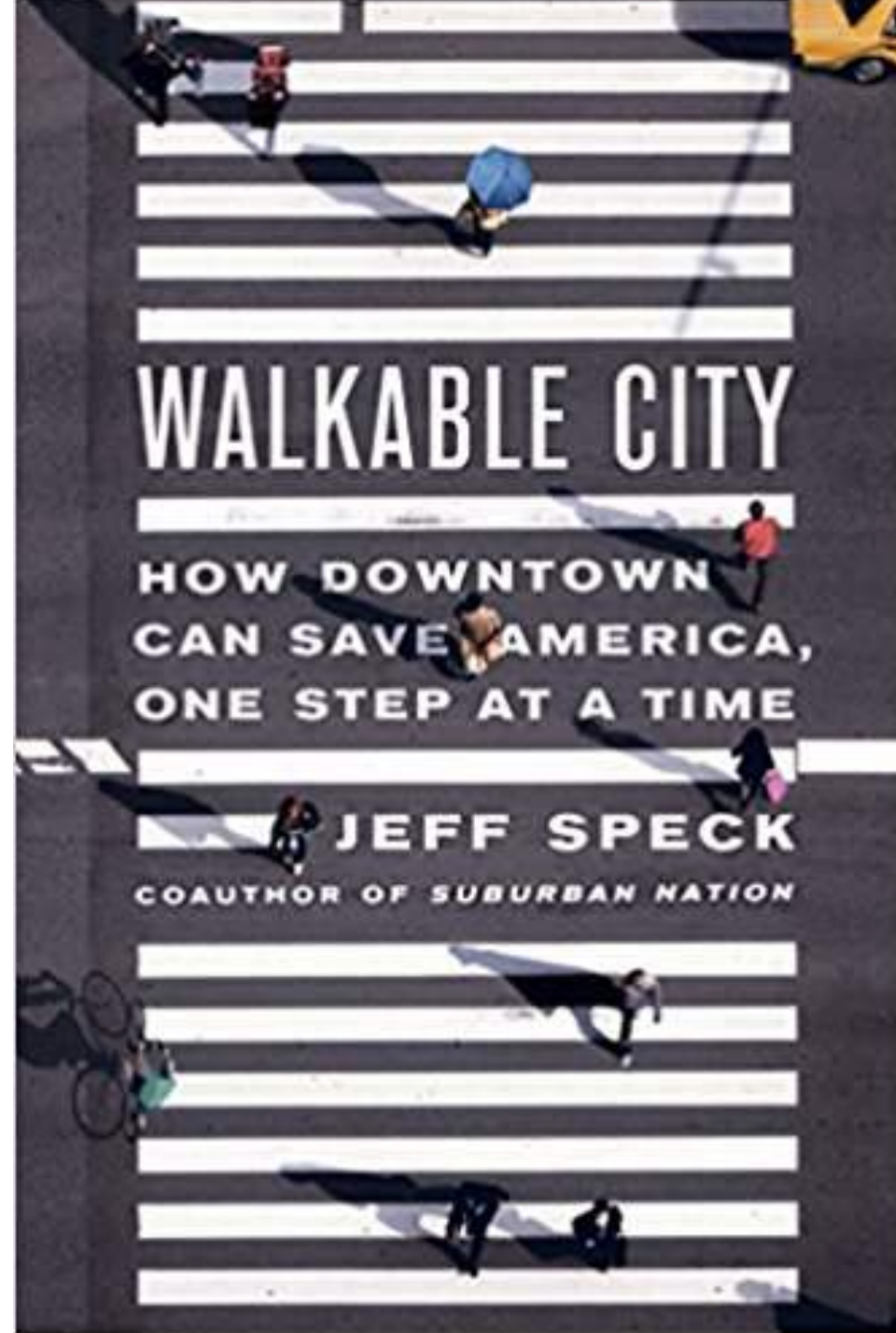
Hampton North Plaza



# Connectivity

# Observations

- **8/80 Test** –
  - Can a 8 year old and a 80 year both navigate safely?
- **Useful**—everyday means for people to do errands and live a non-car-dependent life.
- **Safe**—pedestrians need to stand a fighting chance of getting around safely sans car.
- **Comfortable**—like an outdoor living room.
- **Interesting**—vibrant life on sidewalks, diverse building architecture, welcoming vibe.



# Connectivity

## The Ten Steps Of Walkability

### The Useful Walk

Step 1: **Put Cars in Their Place.**

Step 2: **Mix the Uses.**

Step 3: **Get Parking Right.**

Step 4: **Let Transit Work.**

### The Safe Walk

Step 5: **Protect the Pedestrian.**

Step 6: **Welcome Bikes.**

### The Comfortable Walk

Step 7: **Shape the Spaces.**

Step 8: **Plant Trees.**

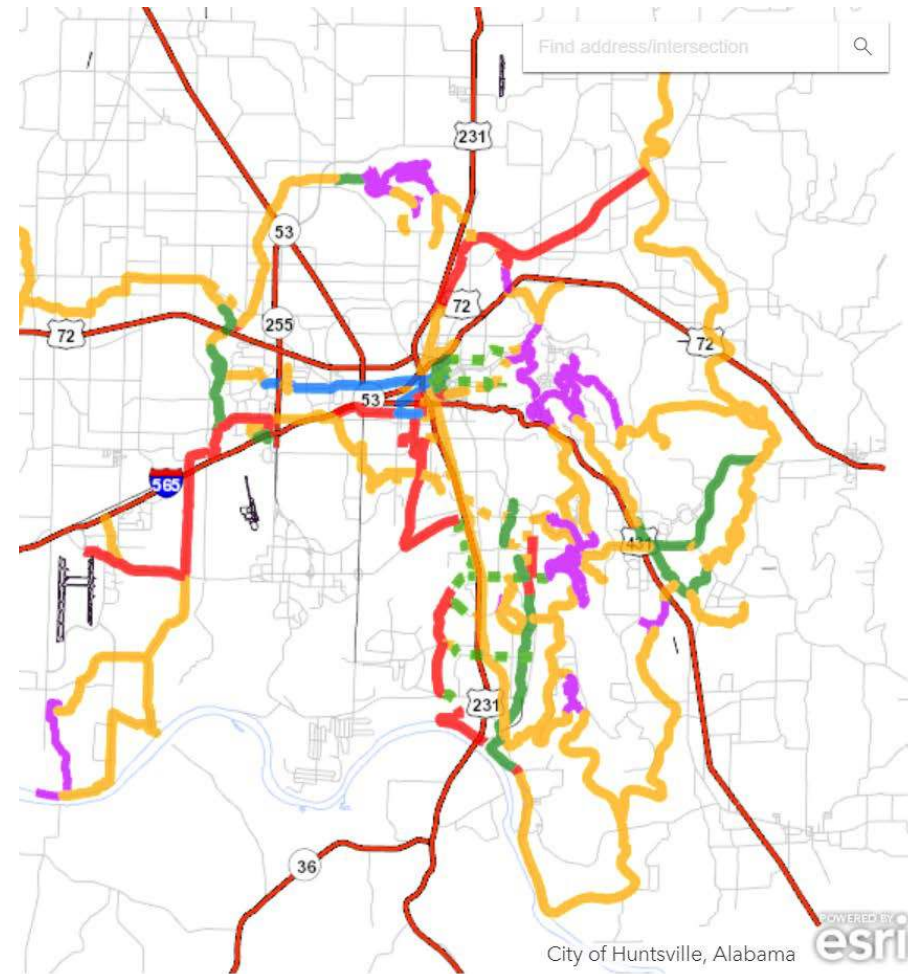
### The Interesting Walk

Step 9: **Make Friendly and Unique Faces.**

Step 10: **Pick your Winners.**

# Connectivity | City

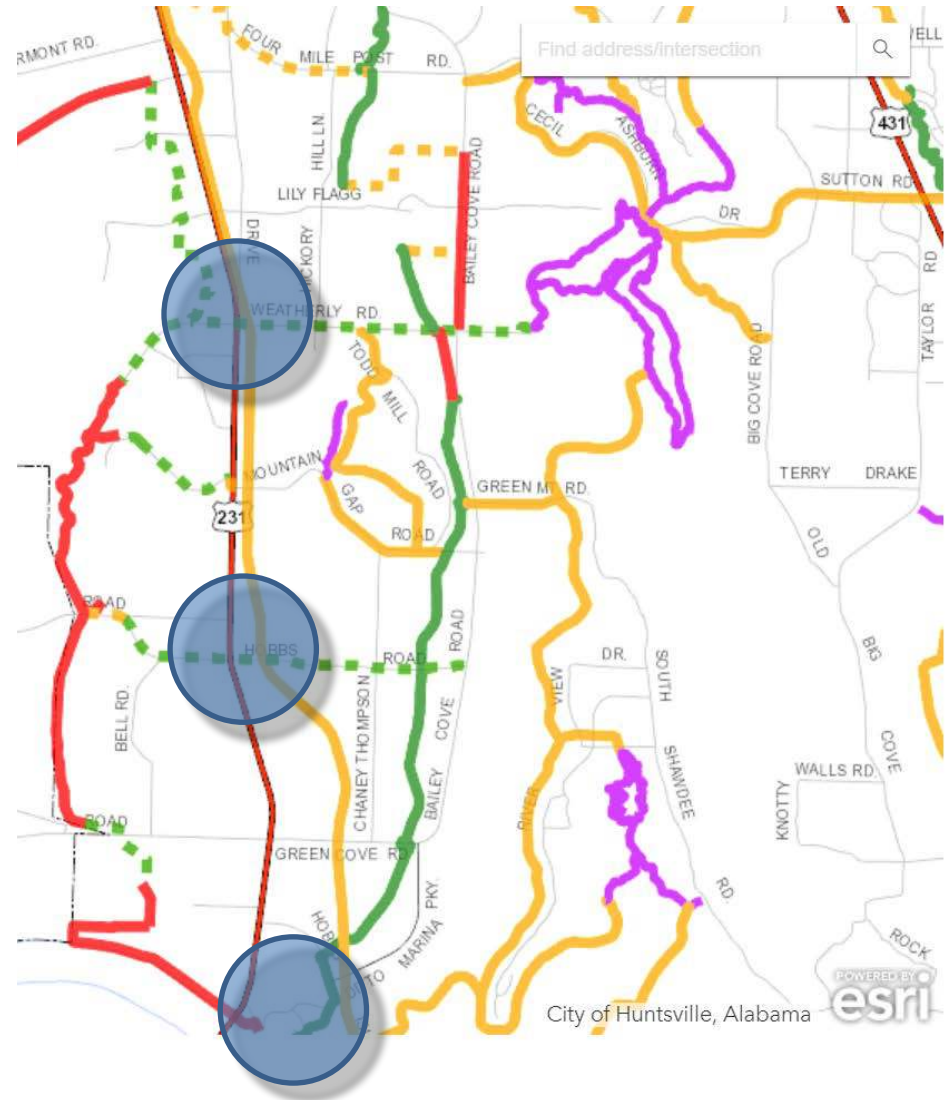
- **Proposed Greenways (red):** Corridors planned to begin construction within five years from plan adoption.
- **Visionary Greenways (orange):** Corridors planned to begin construction beyond five years from plan adoption. *Some corridors may be built sooner based on land and funding availability.*
- **Existing Greenways (solid green):** Greenway segments that have been completed.
- **Greenlinks (dashed green):** Existing sidewalk connections between greenway segments.
- **Visionary Greenlinks (orange):** Proposed sidewalk connections between greenway segments.





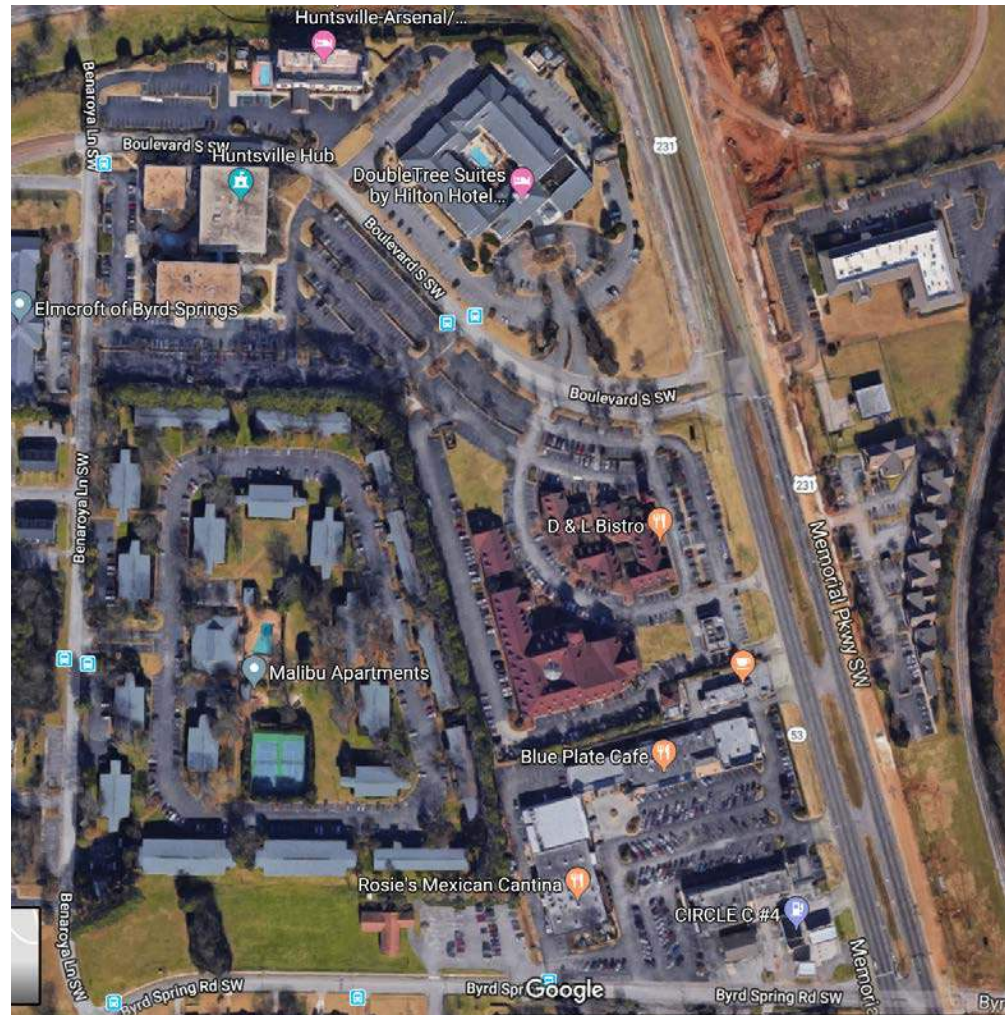
# Connectivity | District & Nodes

- **Proposed Greenways (red):** Corridors planned to begin construction within five years from plan adoption.
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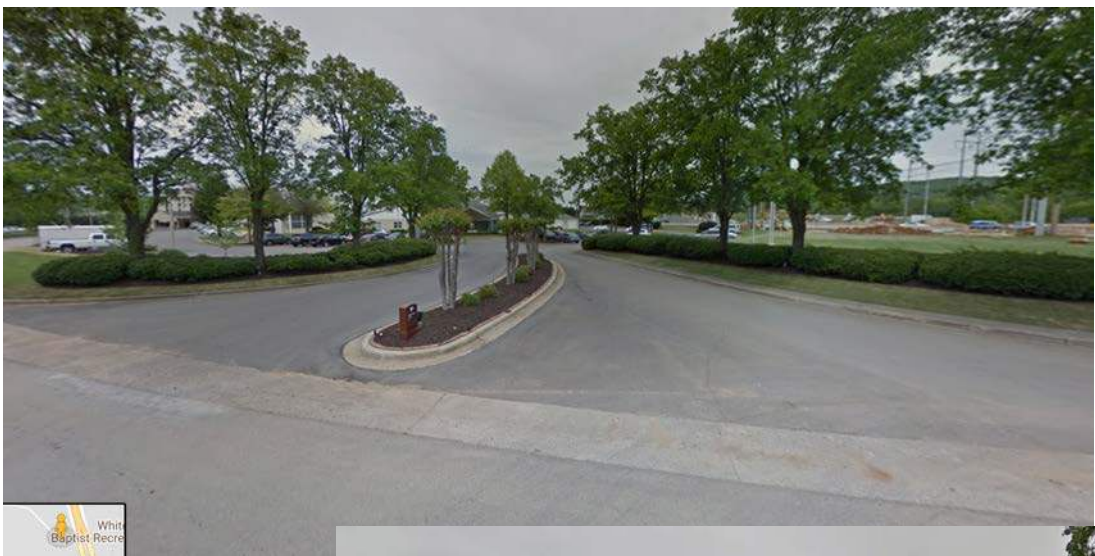


# Connectivity | Neighborhood

- Visible
  - Destinations
  - Perceptions – Safety/ Beauty
- Convenient
  - Incentivize behavior
  - Easy
- Accessible
  - Standards
  - Users – Strollers, bikes, etc.



# Connectivity | Neighborhood



White Baptist Recre

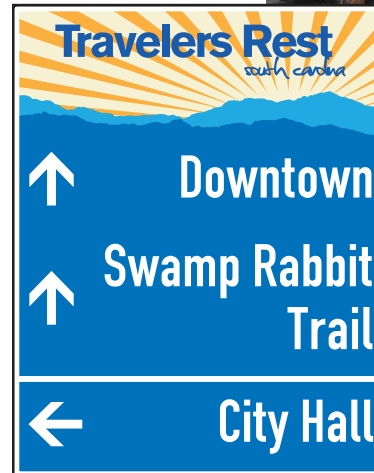
# Connectivity | Short Term

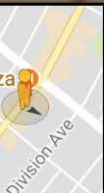
- Standards -
  - ADA
  - City/ State
  - District
- Paths
  - Where are they walking now – work with Private owners to build connections
- Interests
  - Wayfinding – Organized or Tactical
  - Beauty



# Design Elements

- Landscaping
- Architecture
- Wayfinding
- Lighting
- Street Furniture
- Street Design

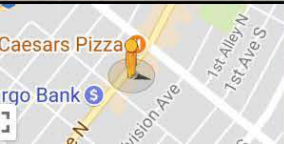




Google

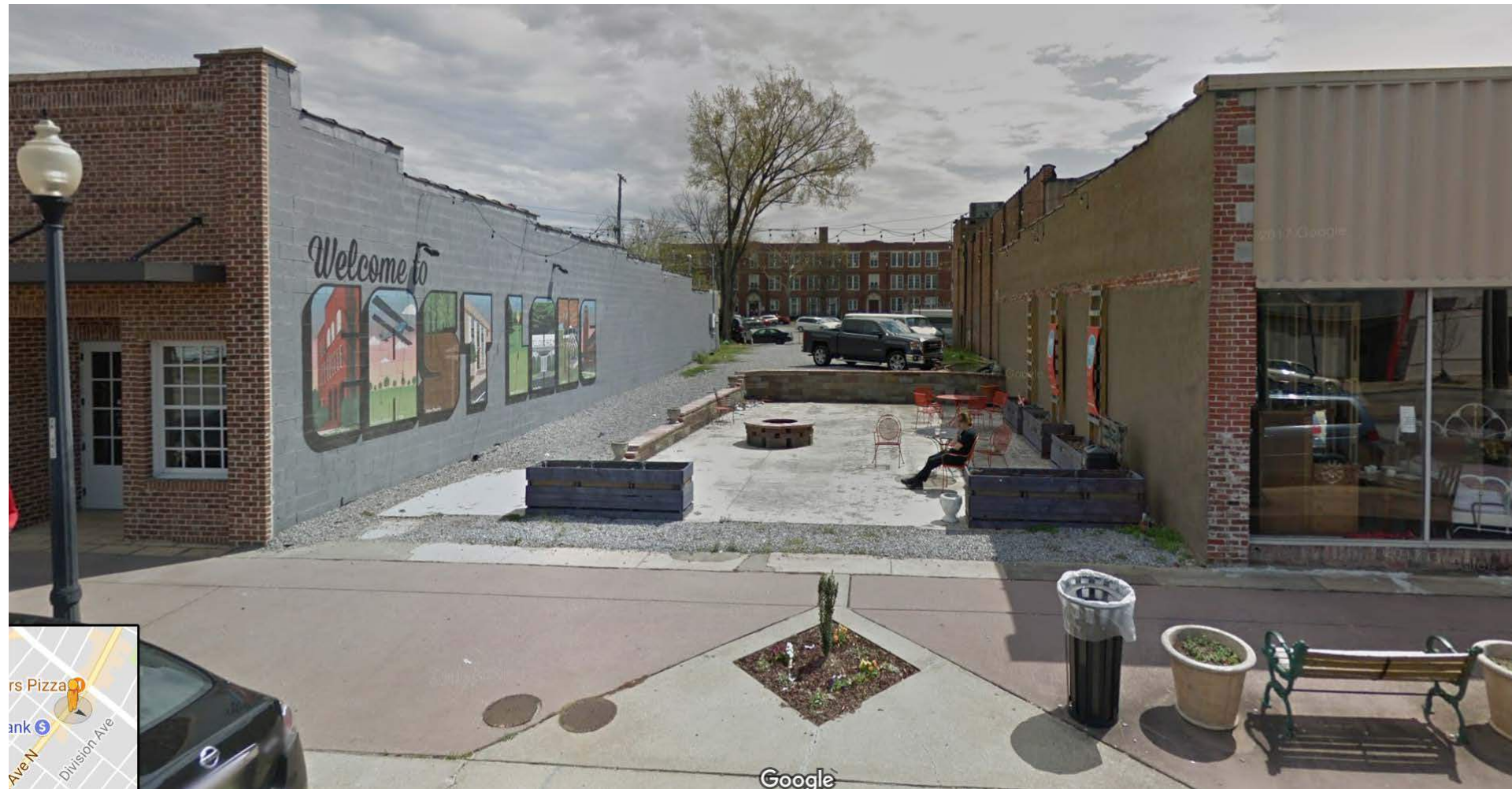


Welcome to



Google

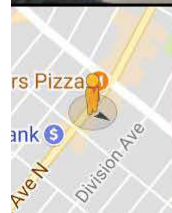




Welcome to



Google





# Design Elements

A Design Element –  
many facets

## Trees

- Environmental Benefits
- Aesthetics
- Economy



# Tree | Environmental Benefit

**Air Quality** - Trees remove CO<sub>2</sub> to create a carbon sink  
Trees provide significant low-carbon options for building and energy

**Tempering Severe Weather** - The capacity of trees to attenuate heavy rain and floods slows run off and renders Sustainable Urban Drainage Systems more effective

**Moderating temperatures** - The ability of trees to evaporate water, reflect sunlight and provide shade combine to cut the 'urban heat-island' effect

**Cutting Soil Erosion** - Preserves the valuable soil resource and keeps carbon locked in

**Positive Impact on Water Quality** - Trees act as natural filters

**Contributing to Wildlife** - Increased biodiversity as countryside becomes more porous with extra links  
Brings wildlife closer to people

# Tree | Environmental Benefit



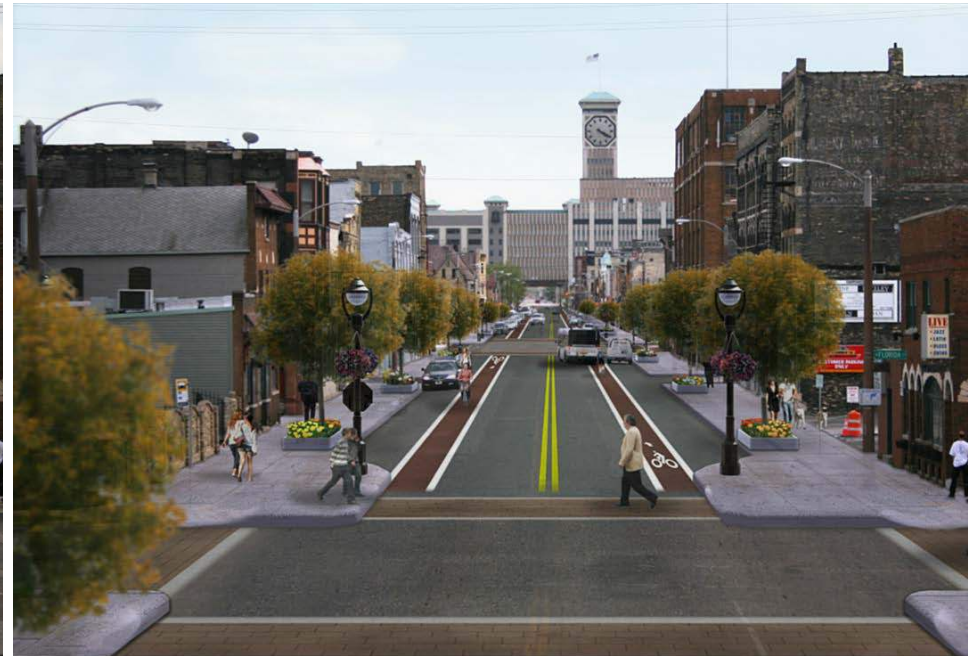
# Tree | Aesthetics

## Valuable aesthetic contributions

- More attractive landscape
- Eye-sores hidden
- Greener more natural
- Linking town to country



# Tree | Aesthetics



# Tree | Aesthetics



# Tree | Economics

## **Providing profitable by-products**

- Firewood/woodchip/ Compost/leaf litter mulch
- Timber, Fruit – community orchards

## **Reducing green space maintenance costs**

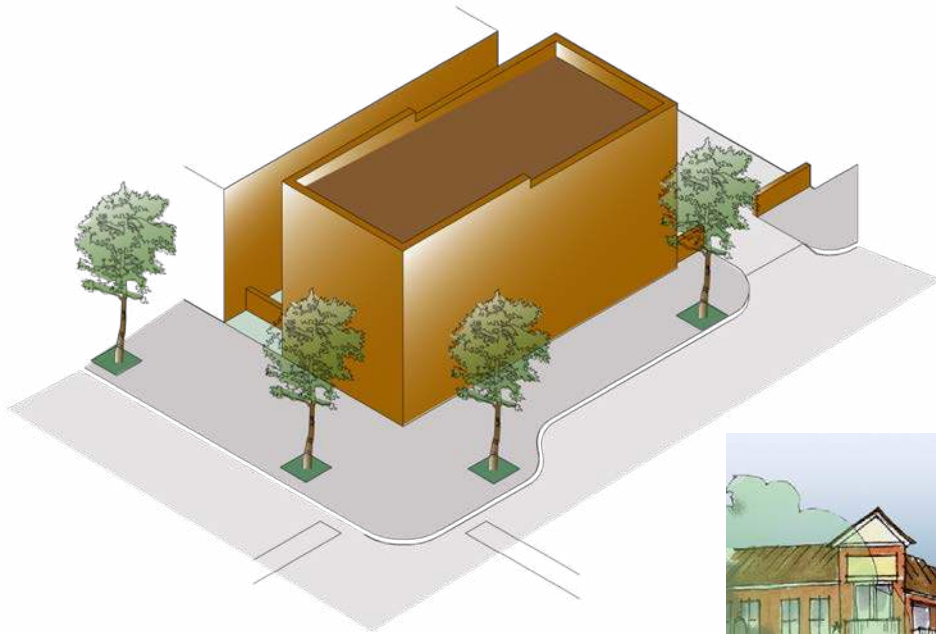
- Trees are much less maintenance-intensive

## **Contributing indirectly to local economies**

- People more productive
- Increased job satisfaction
- Inward investment encouraged
- Adds tourism & recreation revenue
- Retail areas with trees perform better
- Increased property values

# Tree | Economics

## Perception





# Many Facets

## Trees

- Perception
- Drainage
- Shade
- Parking
- Traffic Speeds
- Walkability
- Economic Development



# How do your Places measure up?

- Vision
  - Assets
- Implementation
  - Design Elements
- Place Making
  - Quality of Life
- One Simple Design Element, well placed, well meaning, can and will make a difference.

# Promotions

- Street Markets









# Groundwork

- Asset Mapping
- Real Estate Inventory
- Baseline Data
- Walkability Audit
- Parking Survey
- Individual Business Meetings
- Major Employers Meetings



# Wrap-up





## Next Steps

- **Strategic Planning Guide** developed by the Resource Team, including recommendations in each of the four points to support the Main Street program in the first 3 to 5 years
- **Conduct full-day training**, including work plan and goals, for the Program's 4-Point approach.
- **Assistance with general design guidelines** – located on the Main Street Alabama website and in the handbook already delivered on the kick off visit.
- **Basic training** – held onsite October 2 & 3



## There's More!

- **Market Analysis** with implementable Transformation Strategies
- **Branding of the District**
- **Branding of the Organization**



**Creating Jobs. Keeping Character.**

**South Huntsville Resource Team**

**205.910.8819**

**[www.mainstreetalabama.org](http://www.mainstreetalabama.org)**