



# DOWNTOWN DECATUR

BUILDING MOMENTUM • 2020 - 2024



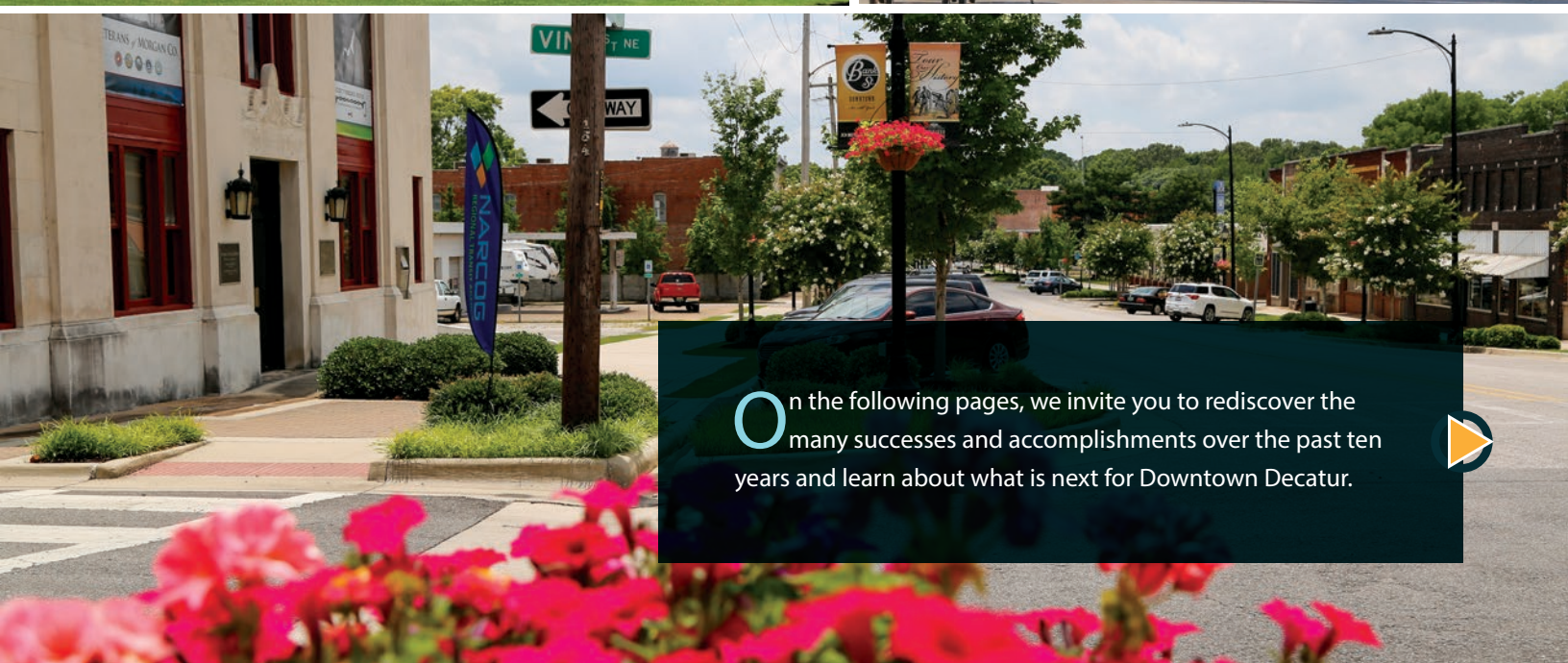
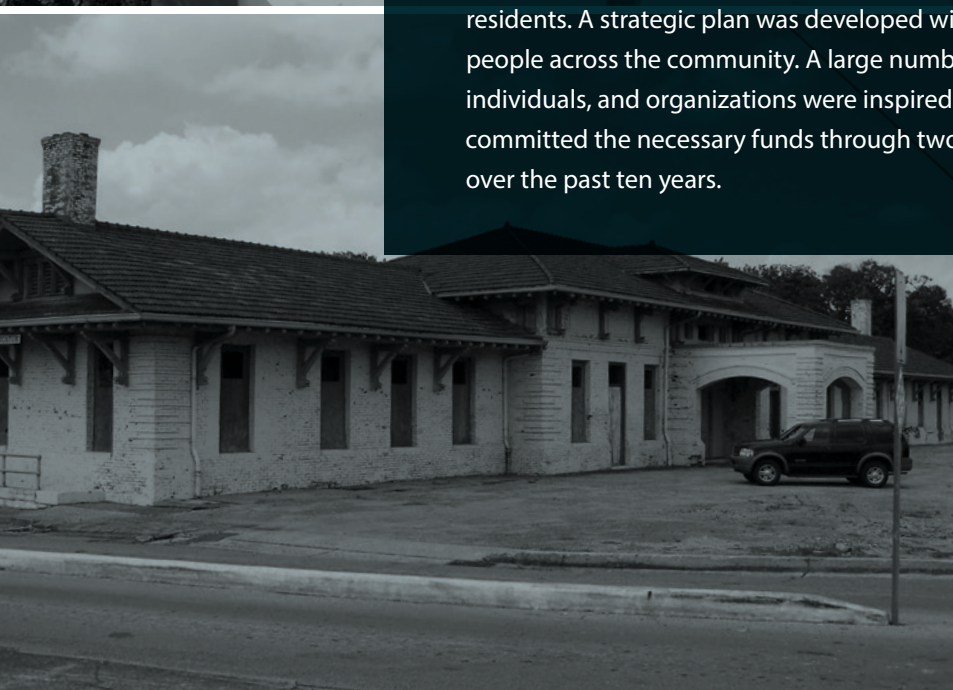
# 10 YEARS AGO WE HAD A VISION

In 2010, our community set the visionary goal of transforming Downtown Decatur into a destination that would attract the attention of investors, developers, and new businesses and residents. A strategic plan was developed with input from many people across the community. A large number of businesses, individuals, and organizations were inspired by the vision and committed the necessary funds through two capital campaigns over the past ten years.

## TODAY,

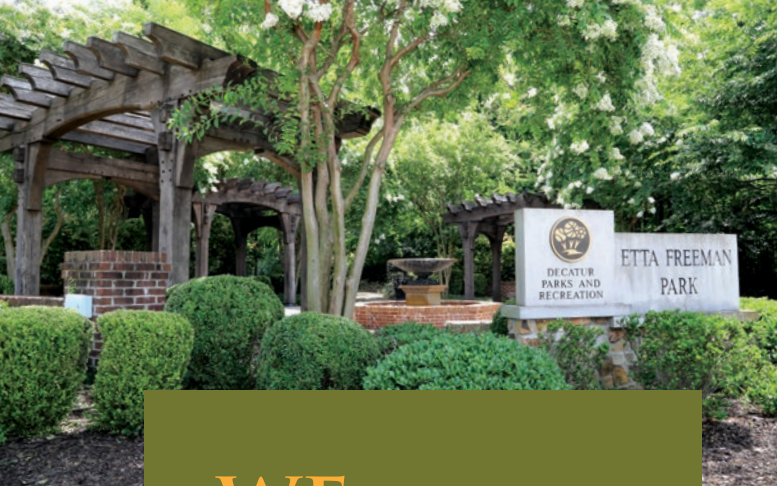
DOWNTOWN DECATUR IS WELL ON ITS WAY TO BECOMING THE DESTINATION WE DREAMED OF.

YET THERE IS STILL SO MUCH TO BE ACCOMPLISHED.

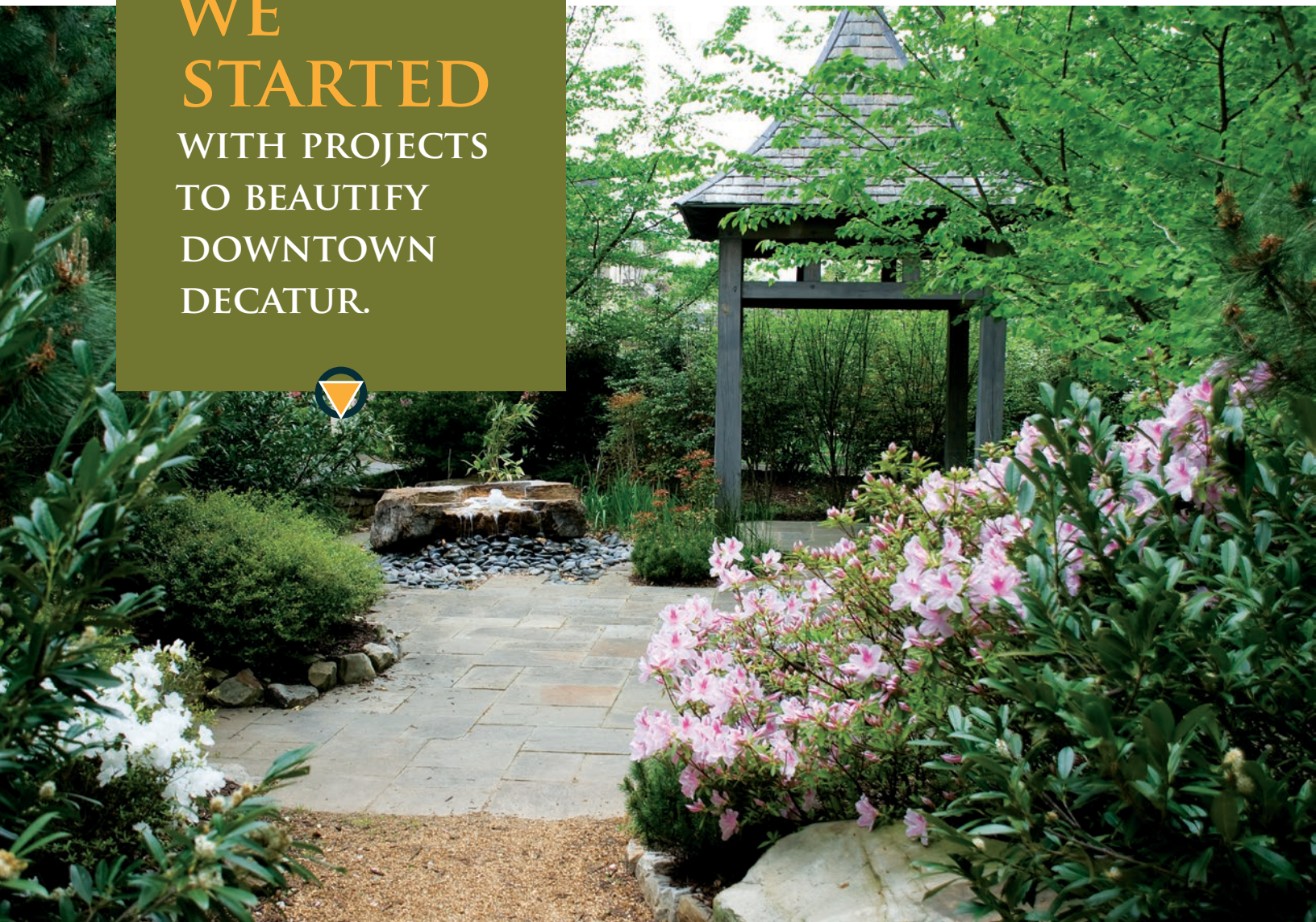


On the following pages, we invite you to rediscover the many successes and accomplishments over the past ten years and learn about what is next for Downtown Decatur.














**WE  
STARTED**  
WITH PROJECTS  
TO BEAUTIFY  
DOWNTOWN  
DECATUR.



ACCOMPLISHMENTS

-  2<sup>ND</sup> AVENUE  
STREETSCAPE
-  BANK STREET  
STREETSCAPE
-  LEE STREET  
STREETSCAPE
-  DAIKIN AMPHITHEATER  
AT FOUNDERS PARK
-  CASA GRANDE  
GARDENS
-  FRAZIER PARK
-  ETTA FREEMAN PARK
-  WALDEN OAKS PARK
-  JONES PARK

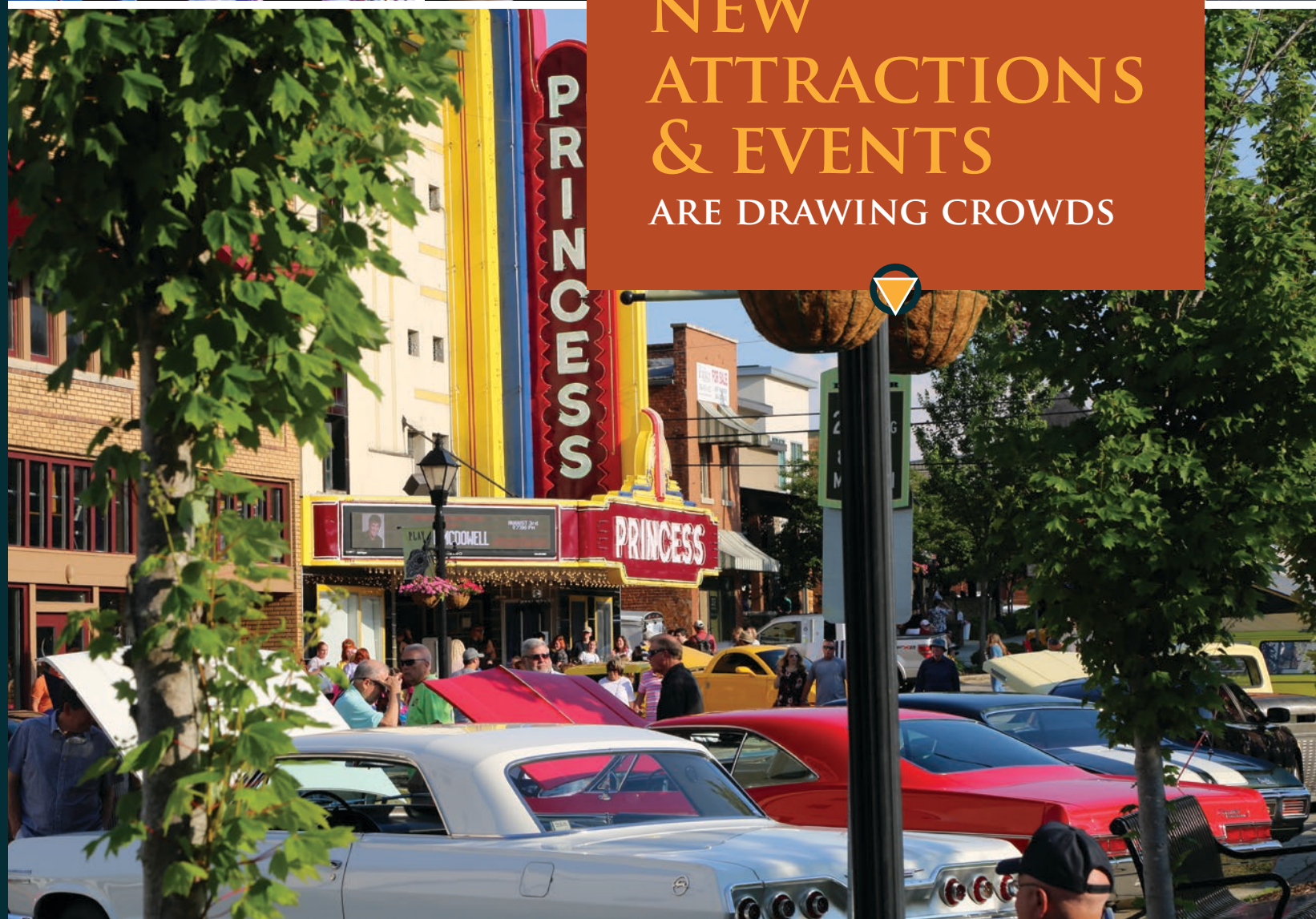




## ACCOMPLISHMENTS

-  COOK MUSEUM OF NATURAL SCIENCE
-  ALABAMA CENTER FOR THE ARTS
-  HISTORIC DEPOT & RAILROAD MUSEUM
-  3<sup>RD</sup> FRIDAY
-  RIVER CLAY FINE ARTS FESTIVAL
-  CARNEGIE CARNIVAL
-  CROSS-EYED OWL BREWING COMPANY
-  PRINCESS THEATRE UPGRADES
-  FARMERS MARKET EVENTS
-  MANY NEW LOCAL RESTAURANTS

NEW  
ATTRACTIONS  
& EVENTS  
ARE DRAWING CROWDS





**30+ MODERN LOFT APARTMENTS**  
ADDED, WITH MORE PLANNED



**137 NET NEW BUSINESSES**  
ARE NOW DOWNTOWN



 **650**  
NEW JOBS

 **\$10MM**  
ANNUAL PAYROLL



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

OVER \$85 MILLION IN DIRECT INVESTMENT HAS TRANSFORMED OUR DOWNTOWN OVER THE PAST 10 YEARS



BEFORE



AFTER



THE \$4.6 MILLION INVESTORS

HAVE CONTRIBUTED THROUGH THE PAST TWO CAMPAIGNS SERVED AS THE CATALYST TO ACCOMPLISHING THESE AMAZING RESULTS.

BEFORE



AFTER



# WE NEED YOUR SUPPORT AS AN INVESTOR IN OUR 2020 – 2024 CAMPAIGN TO KEEP THE MOMENTUM GOING

An updated 5-year strategic plan for 2020 – 2024 has been developed. This plan aligns with One Decatur goals and initiatives and has received important input from key groups such as our community's young professionals.

THERE ARE  
FOUR KEY  
FOCUS AREAS  
IN OUR PLAN.

**1 FOCUS AREA**  
**CITY ENTRIES & CONNECTORS**

**2 FOCUS AREA**  
**DOWNTOWN COMMONS / OTHER CURRENTLY AVAILABLE AREAS**

**3 FOCUS AREA**  
**RESIDENTIAL / MIXED USE DEVELOPMENT**

**4 FOCUS AREA**  
**RIVERFRONT**

# HIGHEST PRIORITY GOALS FOR 2020 – 2024

1

## BEAUTIFY

the 6<sup>th</sup> Avenue Gateway between the river bridge & Delano Park

There are many ways we can accomplish this, such as adding more landscaping, repairing sidewalks, and moving power underground.



2

## DEVELOP

Downtown Commons

This 7.4-acre site is located directly west of downtown, off the north side of Moulton Street, across the railroad tracks. Development of this site could potentially expand to 50-acres. Historical cotton warehouses can be seen as you drive by on Moulton. The site features a beautiful creek that could be developed as a visitor attraction for kayaking.



Learn more about our progress and download our 2020-2024 plan by visiting our website at [www.DecaturDowntown.org](http://www.DecaturDowntown.org).

**FOCUS  
1  
AREA** **CITY ENTRIES &  
CONNECTORS**

Move power underground to increase overall aesthetics

Add more visible & attractive signage

Filling in & repairing sidewalks

Add additional landscaping

Develop a new Visitors Center

Establish a Trolley system

Continual development of public parking



**FOCUS  
3  
AREA** **RESIDENTIAL /  
MIXED USE  
DEVELOPMENT**

Continue to develop mixed-use & residential properties

Develop student housing - PHASE III of the Alabama Center for the Arts

Develop new living options

Attract more residents to live downtown



**FOCUS  
2  
AREA** **DOWNTOWN COMMONS  
/ OTHER CURRENTLY  
AVAILABLE AREAS**

Develop new Opportunity Zones

Update city ordinances to benefit developers

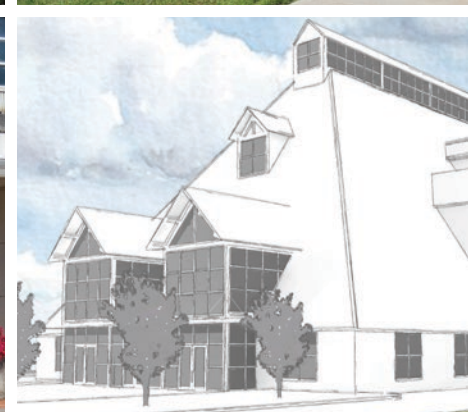
Create a fund to purchase available properties

Actively recruit development & new businesses to transform the area into a mixed-use destination

Transform Dry Creek into an outdoor recreation area

Promote the creation of public art installations

Continual development of draws to downtown



**FOCUS  
4  
AREA** **RIVERFRONT**

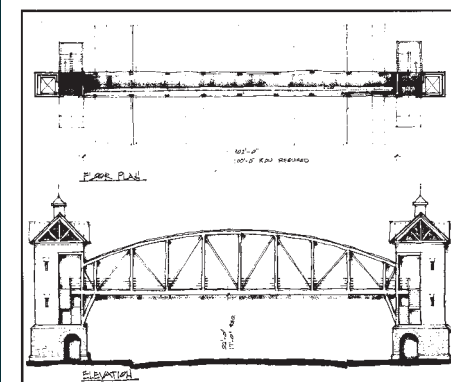
Improve riverfront facilities to encourage more recreational & tourism activities

Continual development of Rhodes Ferry Park, beginning with the creation of the Legends Splash Pad to bring awareness to our native history

Add a kayak dock with a designated kayak stream

Add additional restaurants, artist spaces, & more

Creation of a Pedestrian Crossover connecting the riverfront to downtown





## OFFICERS

**DAVID ARMISTEAD, CHAIRMAN**  
Tennessee Valley Pecan Company

**KELLY THOMAS, VICE CHAIR**  
Marriott Hotels

**MELISSA CRAIG, TREASURER**  
Bank Independent

**MIRACLE OSBORNE, SECRETARY**  
ITW Sexton

## BOARD MEMBERS

**JOHN GODWIN**  
GBW Architects

**GREG CLEMONS**  
Toray

**TYLER JONES**  
The Railyard

**DOUG BACHUSS**  
Nowlin, Bachuss & Gray Law Firm

**BRIAN COOK**  
Cook's Pest Control

## OVERSIGHT COMMITTEE

**DAVID BRELAND**  
City Historian

**TOM COUNTS**  
3-GIS

**KENT QUINN**  
Wear, Howell, Strickland, Quinn & Law, LLC.

## CONTACT

**RICK PALER**  
Executive Director

**CONNIE TORBERT**  
Office Manager

**210 E. MOULTON ST., SUITE #2**  
**DECATUR, AL 35601**

**(256) 353-0075**



**LEARN MORE ABOUT OUR PROGRESS AND DOWNLOAD  
OUR 2020-2024 PLAN BY VISITING OUR WEBSITE AT**

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