Downtown Decatur is well on its way to becoming the destination we dreamed of. Yet there is still so much to be accomplished.

10 YEARS AGO 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, 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

- 2ND 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
new attractions & events are drawing crowds

accomplishments

- Cook Museum of Natural Science
- Alabama Center for the Arts
- Historic Depot & Railroad Museum
- 3rd Friday
- River Clay Fine Arts Festival
- Carnegie Carnival
- Cross-Eyed Owl Brewing Company
- Princess Theatre Upgrades
- Farmers Market Events
- Many new local restaurants
30+ modern loft apartments added, with more planned

137 net new businesses are now downtown

650 new jobs

$10MM annual payroll
THE $4.6 MILLION INVESTORS HAVE CONTRIBUTED THROUGH THE PAST TWO CAMPAIGNS SERVED AS THE CATALYST TO ACCOMPLISHING THESE AMAZING RESULTS.

OVER $85 MILLION IN DIRECT INVESTMENT HAS TRANSFORMED OUR DOWNTOWN OVER THE PAST 10 YEARS.
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. **CITY ENTRIES & CONNECTORS**
   - **BEAUTIFY**
     - the 6th 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. **DOWNTOWN COMMONS / OTHER CURRENTLY AVAILABLE AREAS**
   - **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.


HIGHEST PRIORITY GOALS FOR 2020 – 2024
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

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

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

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

www.DecaturDowntown.org