



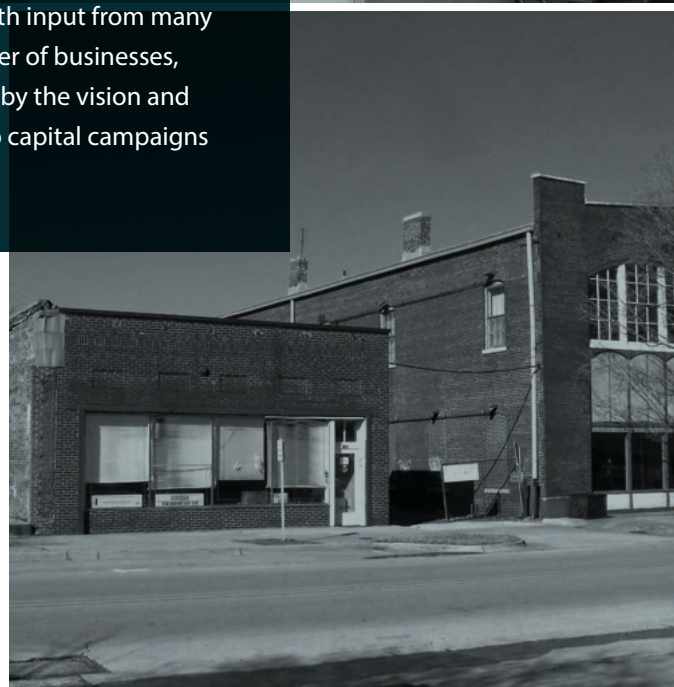
DOWNTOWN DECATUR

BUILDING MOMENTUM • 2021 – 2025



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,

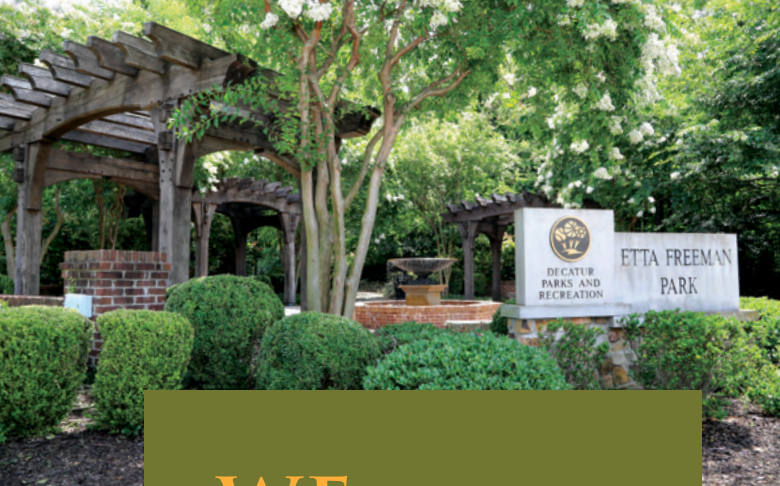
DOWNTOWN DECATUR IS WELL
ON ITS WAY TO BECOMING THE
DESTINATION WE DREAMED OF.

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

-  **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**





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**



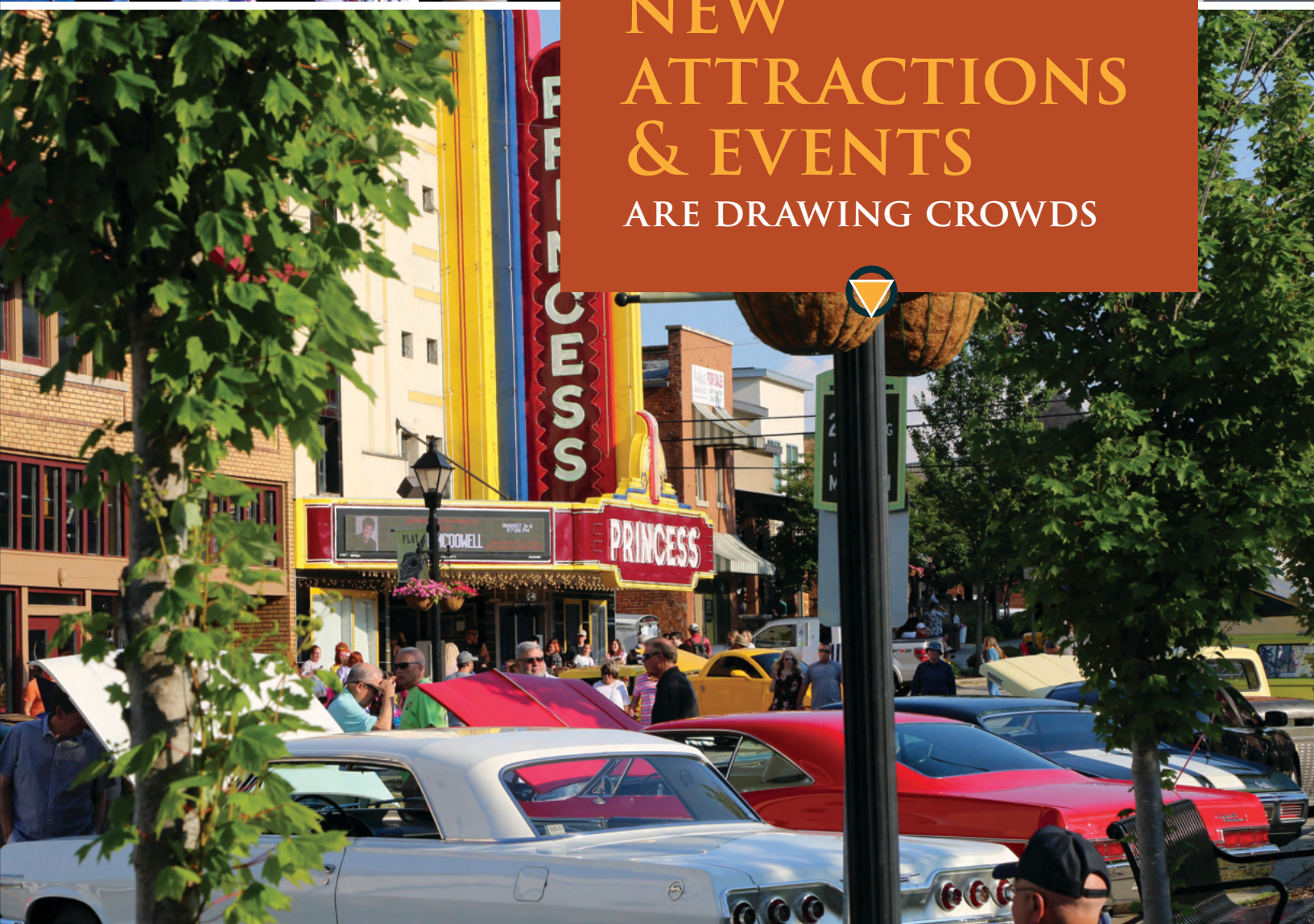
**FARMERS MARKET
EVENTS**



**MANY NEW LOCAL
RESTAURANTS**

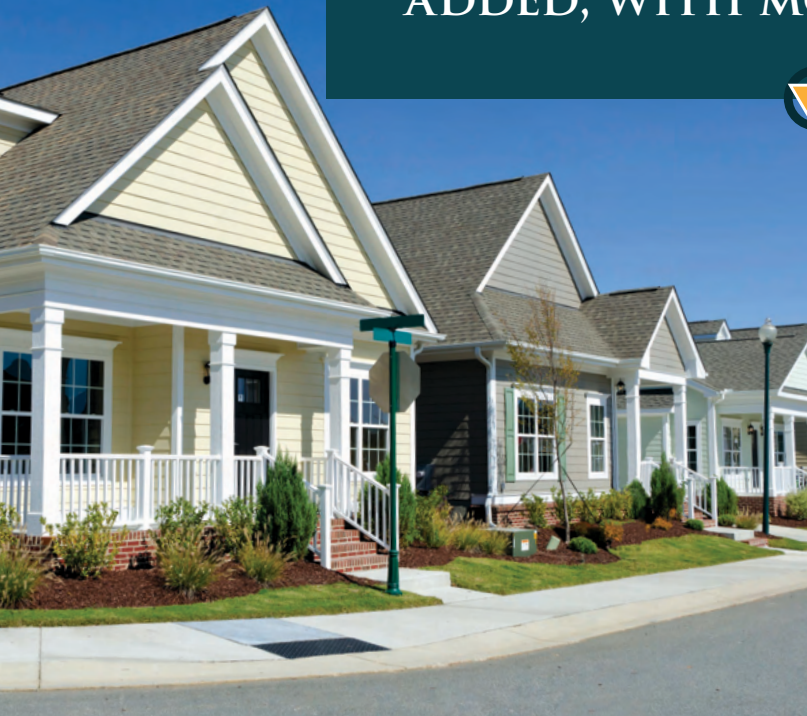


NEW
ATTRACTIONS
& EVENTS
ARE DRAWING CROWDS





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





137 NET NEW
BUSINESSES
ARE NOW DOWNTOWN



650
NEW JOBS



\$10MM
ANNUAL PAYROLL



BEFORE



AFTER



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.



WE NEED YOUR SUPPORT AS AN INVESTOR IN OUR 2021 – 2025 CAMPAIGN TO KEEP THE MOMENTUM GOING



An updated 5-year strategic plan for 2021 – 2025 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.

FOCUS
1
AREA

CITY ENTRIES & CONNECTORS

FOCUS
2
AREA

**DOWNTOWN COMMONS / OTHER
CURRENTLY AVAILABLE AREAS**

FOCUS
3
AREA

**RESIDENTIAL / MIXED
USE DEVELOPMENT**

FOCUS
4
AREA

RIVERFRONT

HIGHEST PRIORITY GOALS FOR 2021 – 2025

1

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

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 2021-2025 plan by visiting our website at
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 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 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 4 AREA

RIVERFRONT

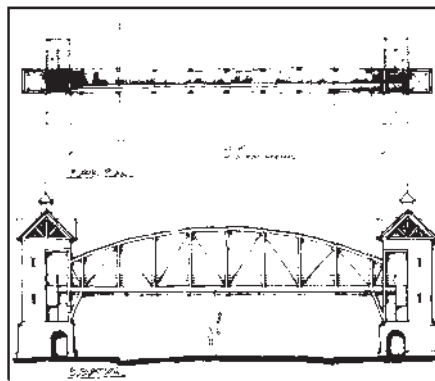
Improve riverfront facilities to encourage more recreational & tourism activities

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

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Gateway Commercial Brokerage

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Nowlin, Bachuss & Gray Law Firm

DAVID BRELAND
City Historian

TOM COUNTS
3-GIS

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

CONTACT

KELLY THOMAS
Executive Director

CONNIE TORBERT
Office Manager

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

(256) 309-8736



**LEARN MORE ABOUT OUR PROGRESS AND DOWNLOAD
OUR 2021-2025 PLAN BY VISITING OUR WEBSITE AT
www.DecaturDowntown.org**