DOWNTOWN DECATUR
BUILDING MOMENTUM • 2021 - 2025
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
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.
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.

We need your support as an investor in our 2021 – 2025 campaign to keep the momentum going.

There are four key focus areas in our plan:

1. City Entries & Connectors
2. Downtown Commons / Other Currently Available Areas
3. Residential / Mixed Use Development
4. 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.
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

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
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

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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ITW Sexton

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Gateway Commercial Brokerage

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LEARN MORE ABOUT OUR PROGRESS AND DOWNLOAD OUR 2021-2025 PLAN BY VISITING OUR WEBSITE AT

www.DecaturDowntown.org