

FALKVILLE

ALABAMA

DOWNTOWN IMPROVEMENT PLAN



SEPTEMBER 2018

PREPARED BY:



NARCOG
POSITIVELY IMPACTING
PEOPLE AND COMMUNITIES



RESOLUTION 2018-02
Planning Commission

TOWN OF FALKVILLE PLANNING COMMISSION
RESOLUTION TO ADOPT THE FALKVILLE DOWNTOWN IMPROVEMENT PLAN

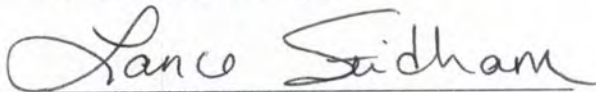
WHEREAS, the Town of Falkville Planning Commission has made careful and studies of the land use, physical conditions, transportation system, community facilities, and economic development opportunities of downtown Falkville, Alabama, and;

WHEREAS, the Town of Falkville Planning Commission has reviewed the *Falkville Downtown Improvement Plan* and finds it to best promote the revitalization and future prosperity of downtown Falkville, Alabama, and;

WHEREAS, according to the Section 11-52-10 of the Code of Alabama, it shall be the function and duty of the Town of Falkville Planning Commission to adopt said plan for the physical development of Falkville, Alabama, and a public hearing and notification of said *Falkville Downtown Improvement Plan* have been met.

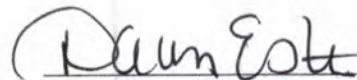
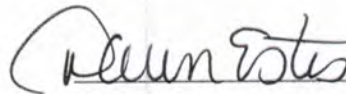
NOW, THEREFORE, BE IT RESOLVED, by the Planning Commission of the Town of Falkville, Alabama, that the planning document entitled "*Falkville Downtown Improvement Plan*" and all official maps pertaining thereto are hereby adopted the 10th day of September 2018.

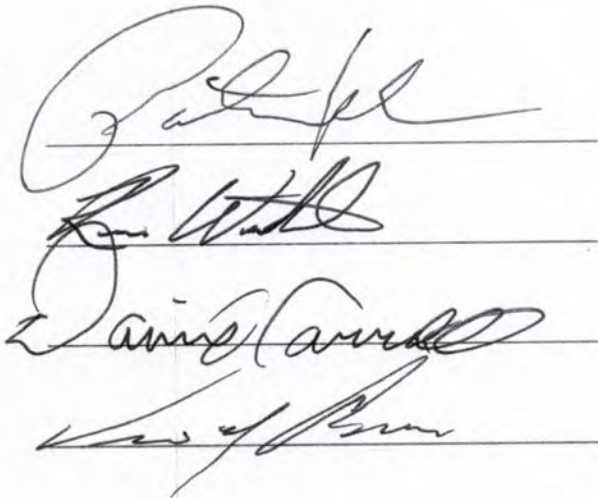
BE IT FURTHER RESOLVED, that this resolution be transmitted to the Falkville Town Council and recommended for adoption.



Lance Stidham, Chairman

ATTEST:


Dawn Estes, Town Clerk

_____

RESOLUTION 2018-47

FALKVILLE TOWN COUNCIL
RESOLUTION TO ADOPT THE FALKVILLE DOWNTOWN IMPROVEMENT PLAN

WHEREAS, according to the Section 11-52-8 of the Code of Alabama, it shall be the function and duty of the Town of Falkville Planning Commission to make and adopt a master plan for the physical development of Falkville, Alabama, and;

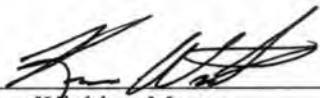
WHEREAS, the Town of Falkville Planning Commission has made careful studies of the land use, physical conditions, transportation system, community facilities, and economic development opportunities of downtown Falkville, Alabama, and;

WHEREAS, the Town of Falkville Planning Commission has reviewed the *Downtown Improvement Plan* and finds it to best promote the revitalization and future prosperity of downtown Falkville, Alabama, and;

WHEREAS, all requirements of the laws of the State of Alabama with regard to preparation, public review and notification of said "*Falkville Downtown Improvement Plan*" have been met, and;

WHEREAS, the Town of Falkville Planning Commission has adopted the "*Falkville Downtown Improvement Plan*" on August 6, 2018 and transmitted and recommended the same to the Town Council.

NOW, THEREFORE, BE IT RESOLVED, by the Town Council of the Town of Falkville, Alabama that the planning document entitled "*Falkville Downtown Improvement Plan*" and all official maps pertaining thereto are hereby adopted the 10th day of September 2018.



Ken Winkles, Mayor

ATTEST:



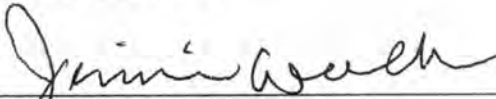
Dawn Estes, Town Clerk



Town Council



Town Council



Town Council



Town Council



Town Council

TOWN COUNCIL OF FALKVILLE

KEN WINKLES, MAYOR
BRANDON DILLARD, COUNCIL MEMBER
CHARLIE GLOVER, COUNCIL MEMBER
ALTON HILL, COUNCIL MEMBER
PATRICK HOLMES, COUNCIL MEMBER
JIMMIE WALKER, COUNCIL MEMBER

TOWN STAFF

DAWN ESTES, TOWN CLERK

SPECIAL THANKS

BOB RAMEY, FORMER MAYOR

FORMER PLANNING COMMISSIONERS:

AUSTIN WILLIAMS
JUSTIN POWELL

PLANNING COMMISSION

LANCE STIDHAM, CHAIR
KEN WINKLES, MAYOR
VINCE BARRIOS
SHANE BRYAN
DAVID CARROLL
DAWN ESTES
CHRISTY HILL
PATRICK HOLMES
GINNY OWENS

DOWNTOWN PLANNING COMMITTEE

BRANDON DILLARD
BILLY EVANS
DANIELLE GIBSON
WILLIAM GLEASON
PATRICIA RAMEY
TABITHA REED
HEATHER SUMMERFORD



NORTH CENTRAL ALABAMA REGIONAL COUNCIL OF GOVERNMENTS

JEFFREY A. PRUITT, AICP, EXECUTIVE DIRECTOR

JOSEPH F. HESTER, AICP, DIRECTOR OF PLANNING AND DEVELOPMENT

ROBBY CANTRELL, DIRECTOR OF REGIONAL TRANSIT AGENCY

CHRISTINA ARGO, PLANNER

PAULA GARRETT, PLANNER

SHELBY SELMAN, PLANNER

BENNETT SMITHHART, PLANNER

P.O. Box C

216 Jackson Street SE

Decatur, AL 35602

256-355-4515

www.narcog.org

COPIES OF THIS PLAN AVAILABLE:

Falkville Municipal Building

21 N 1st Ave

Falkville, AL 35622

This plan was made possible by a Community Development Block Grant (CDBG) from the Alabama Department of Economic and Community Affairs (ADECA) CDBG Project# SM-PF-PL-15-001



NARCOG
POSITIVELY IMPACTING
PEOPLE AND COMMUNITIES

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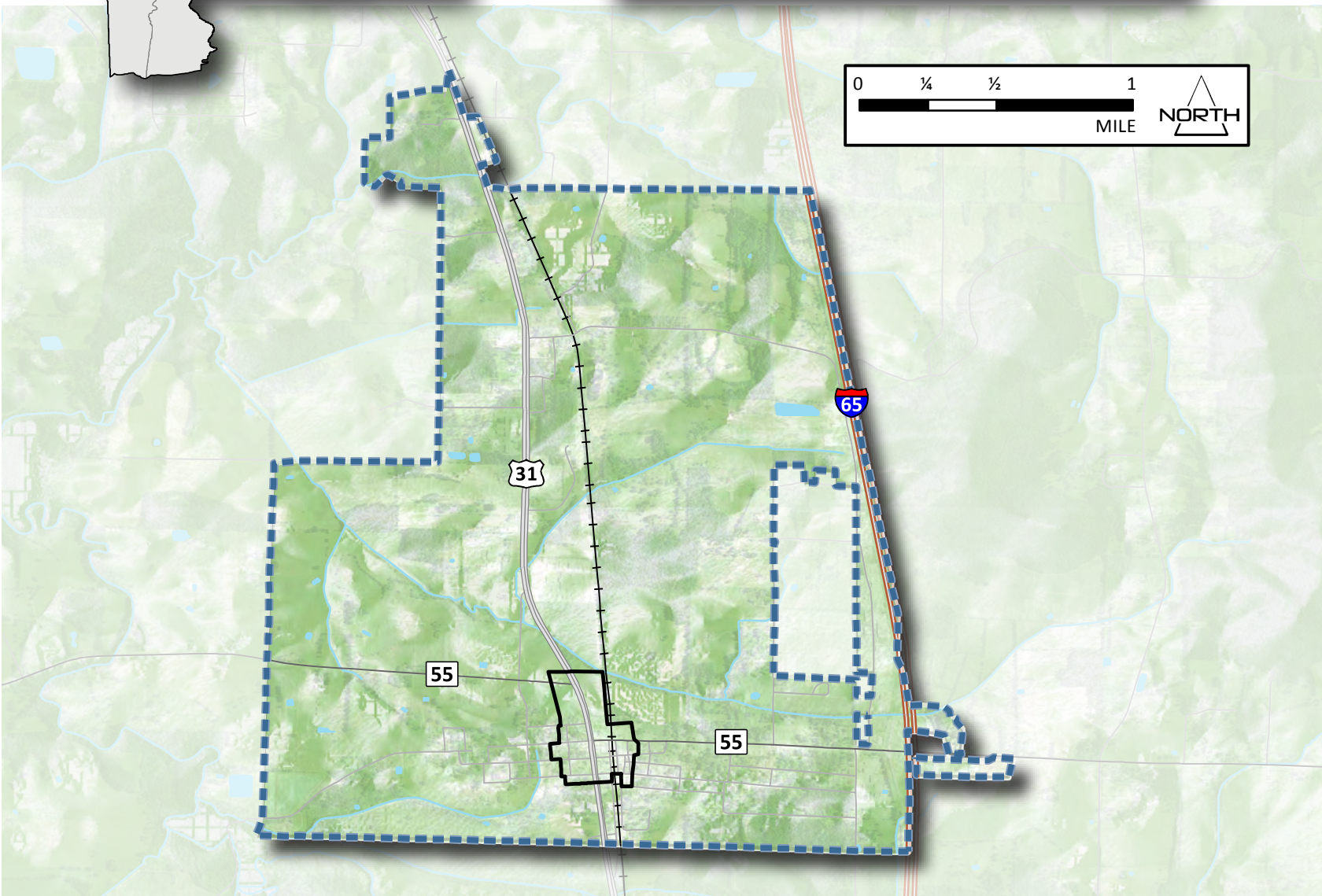
INTRODUCTION

In 2015, the North Central Alabama Regional Council of Governments (NARCOG) planning staff conducted a “Town Center Assessment” of Falkville and determined that they were eligible under slum and blight to submit a CDBG planning grant to prepare a “Downtown Improvement Plan.” The purpose of the plan was to examine the current physical and economic conditions of downtown Falkville and with community input create a vision, goals, objectives, and a design concept as a springboard for the revitalization of downtown. NARCOG prepared and submitted a Community Development Block Grant (CDBG) planning grant on behalf of Falkville in 2015. The CDBG planning grant in the amount of \$24,000 was awarded on February 25, 2016 to fund a “Downtown Improvement Plan” for the Town of Falkville.

The town then contracted with NARCOG to prepare the plan, and NARCOG began the planning process to include conducting fieldwork, collecting data, and preparing maps for the plan. Shortly thereafter, Mayor Ramey decided not to run for re-election, and community meetings to gather input were put on hold until after the election concluded and Mayor Winkles was sworn in. In early 2017, after consulting with the new mayor, NARCOG resumed planning and design efforts for downtown Falkville in conjunction with committee and community meetings.

LOCATION

The Town of Falkville is located approximately 16 miles due south of Decatur and 60 miles north of Birmingham in the southern portion of the Tennessee Valley in south-central Morgan County, Alabama. Falkville is in the Central Standard time zone, and the latitude is 34.368N and the longitude is 86.908W. Downtown Falkville is located parallel to U.S. Highway 31 and the CSX Railroad at the intersection of County Road 55.



HISTORY

The history of Falkville stretches back nearly 150 years, but let's begin with how it came to be named. The Town of Falkville was named for a Jewish foot peddler named Louis M. Falk who was born in Prussia in 1839 and educated in Germany. He immigrated to the United States in 1857, landing in Philadelphia and then moving to New York and later to Cincinnati. Eventually, Mr. Falk moved to Florence, Alabama, where he clerked in a store and began his peddling career on the roads of North Alabama, as well as serving in the Confederate Army. During this time, he traveled through the hot bottom lands of Morgan County, stopping at every farmhouse in the sparsely settled region, showing his wares to the farm wives in the Falkville area and selling whatever he could.

In the summer of 1859, along the main the stage road connecting Huntsville and the Tennessee Valley counties of Alabama with central and lower Black Belt counties, Louis Falk walked until he came to a big spring under a huge water oak beside the road. The spring he found was the "Big Spring," east of the present town site, later called Black Spring for another pioneer family who settled nearby. Based on his ability to continually sell his wares to passersby here, he began to feel that this was an ideal location for a store, and Falkville was founded. In 1869, Falk moved to Decatur where he was a stockholder in the Decatur Land and Improvement Company, a member of the local school board and served as an alderman. He passed away in 1886 and is buried with his wife and brother in a Jewish cemetery in Cincinnati, Ohio.

Falkville had its first mayor and council in 1875, but the earliest record of incorporation that has been found was at the Morgan County Courthouse stating that Falkville was incorporated in 1886, and its first recorded population was 154. However, settlement in the Falkville area is much older than that of the incorporated town with pioneer families settling very near or within the town limits as far back as 1818. Concrete evidence of the early development and settlement of the area in the 1830s is the well-used New Providence Cemetery located west of Falkville.

During the late 19th century, the mineral and lumber industries of Alabama were beginning to take off. This led to the very early South and North Railroad, which today is the CSX railway. The Railroad had been planned prior to the Civil War to connect Montgomery with Decatur through Shelby and Jefferson Counties. The planned railroad was abandoned during the War Between the States, but it was revived in the late 1860s when two railroads were planned to cross this territory, one extending from Meridian, Mississippi, toward Chattanooga, Tennessee, and the other extending north from Montgomery to Nashville, Tennessee. The intersection of these two railroads became a matter of keen speculation. Captain Andrew Patterson and his father, pioneer settler, Malcolm Patterson, realized the importance of transportation, and gave the right of way through their land as an inducement for building the already planned railway from Decatur to Montgomery. Upon the railways completion, a railroad station or depot was built near Captain Patterson's home on land he had donated for this purpose. The little settlement began to move westwards toward the railroad, and the town continued to be called Falkville in honor of Louis Falk who had established the first store near Big Spring and had subsequently made arrangements with Patterson to move his business nearer the railroad.

Surrounding Falkville was a great forest of giant water oaks. Because of the abundant supply of timber, Falkville became a center for lumber interests in the 1860s and 1880s. Therefore, the area was a natural place for the railroad to locate and buy some of its badly needed lumber for the railroad ties. In 1873, the railroad company made Falkville a "Flag Stop" or "Flag Station." By 1875, Falkville was considered one of the largest shipping centers for lumber between Nashville and Mobile. The lumber industry attracted other types of businesses to Falkville including another general merchandise store, a large saw mill, and a cotton gin.

Sources: *The Heritage of Morgan County, Alabama*. Clanton, Ala.: Heritage Publishing Consultants, 1998. Knox, John. *History of Morgan County, Alabama*. Decatur, Ala.: Decatur Printing Company, 1966.

PREVIOUS PLANNING

During the early 1970s, Falkville went through its first comprehensive planning program and prepared a series of planning elements with the assistance of NARCOG. These separate planning elements when combined basically represents a comprehensive plan. In terms of land use regulations, Falkville’s Zoning Ordinance and Subdivision Regulations were prepared in the late 1980s. In 2006, Falkville contracted with NARCOG to prepare a Comprehensive Plan, and it was adopted in 2007. Shortly thereafter, Falkville again contracted with NARCOG to update its zoning map in 2008. A chronological list of the known past planning projects undertaken by Falkville are listed below.

- ▶ Falkville Initial Housing Element – 1972
- ▶ Falkville Land Use Survey and Analysis – 1973
- ▶ Falkville Community Facilities Plan – 1974
- ▶ Falkville Transportation Plan - 1974
- ▶ Falkville Zoning Ordinance – 1987
- ▶ Falkville Subdivision Regulations – 1988
- ▶ Falkville Comprehensive Plan – 2007
- ▶ Falkville Zoning Map Update – 2008

COMMUNITY INVOLVEMENT

COMMUNITY PARTICIPATION

The most valuable resource in any planning process is the people that live there! Since no one knows Falkville like they do, the information received during the planning committee and community meetings was integral to the completion of the “Falkville Downtown Improvement Plan.” NARCOG staff visited the town regularly throughout the planning process conducting fieldwork and meeting numerous times with town staff and the planning commission/committee. As part of the community participation process, we conducted two community meetings. The two community meetings were held on March 23, 2017 and June 8, 2017.



DOWNTOWN PLANNING COMMITTEE MEETINGS

The Falkville Downtown Planning Committee consisted of the Planning Commission, along with several downtown business owners and interested citizens. NARCOG planning staff held an orientation meeting with the Committee in August 2016, and met regularly with them throughout the remainder of the planning process. The following are Committee meeting dates:

- ▶ August 2016
- ▶ October 2016
- ▶ January 2017
- ▶ February 2017
- ▶ April 2017
- ▶ June 2017
- ▶ August 2017



MAIN STREET ALABAMA MEETING

Main Street Alabama made a presentation on their 4-point approach to downtown revitalization on February 7, 2017, at the Falkville Municipal Building. The presentation acted as an introduction to the following community meetings. Falkville is a Main Street Alabama network community, as part of the “Regional Downtown Network Initiative.” This initiative is a partnership between NARCOG and Main Street Alabama.



North Central Alabama Regional Council of Governments is in Falkville, Alabama.
February 3, 2017 · 🌐

Please join us at the Municipal Complex in Falkville, AL on February 7th at 5pm. Main Street Alabama will be conducting a Community Presentation about their Four-Point Approach for Downtown Revitalization.





WE NEED YOU!

JOIN US TO PLAN FOR THE FUTURE OF DOWNTOWN **FALKVILLE**



MUNICIPAL
COMPLEX
DOWNTOWN
FALKVILLE

THURSDAY,
MARCH 23RD
6:00PM

DOWNTOWN COMMUNITY MEETING



SUMMARY

The first community meeting was held on March 23, 2017 at the Falkville Municipal Building and was well attended. The two main agenda items were the participatory visioning exercise and the hands on downtown planning activity. Below are the notes from the visioning exercise.

VISIONING EXERCISE NOTES

- Downtown store fronts
 - Facades
 - Lighting
- Highway 31 improvements
 - Visual
 - Landscaping
- Highway 55 to I-65
 - Enhance property and sidewalks
- CSX Railroad
 - 40 to 42mph through town
- Layover destination off I-65
 - Use Love's Truck Stop to draw people downtown
 - Small hotel or motel
- History
 - Visitors need an opportunity to learn about the history of the town
 - Antiques
- Athens "vibe"
- Self sufficient
- Grocery store
- Hardware store
 - Restaurants
 - Drugstore

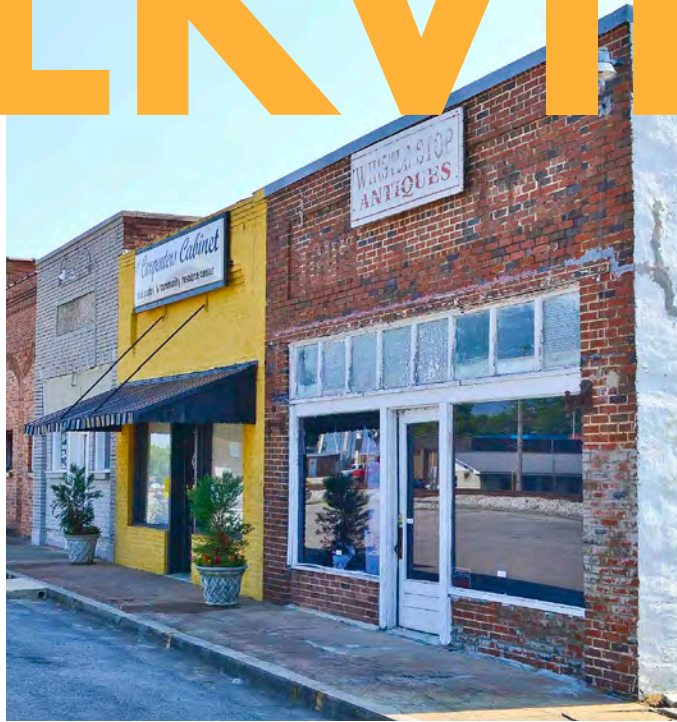
DOWNTOWN PLANNING ACTIVITY

NARCOG planning staff facilitated a planning activity with breakout groups consisting of the Downtown Planning Committee and other citizens of Falkville. The purpose of the activity was to gather community input using maps and markers to draw and write their ideas for Downtown Falkville and what they would like to see in the future. NARCOG staff later consolidated them onto a single "Community Input Compilation Map."



FALKVILLE

**YOUR
VOICE
MATTERS!**



**MUNICIPAL
COMPLEX
DOWNTOWN
FALKVILLE**

**THURSDAY,
JUNE 8TH
6:00PM**



DOWNTOWN COMMUNITY MEETING: PART TWO



SUMMARY

The second community meeting was held on June 8th at the Falkville Municipal Building. The two main agenda items at this meeting was to review the draft vision statement and Preliminary Design Concept Map (based on the Community Input Compilation Map) and get feedback from the community. These items were crafted from community input gathered at the first meeting in March. Below are the notes.

An attractive, reanimated and vibrant downtown with retail that showcases the historic charm of Falkville.

DRAFT VISION

- Change “reanimate?” Some discussion on replacing it with “revitalized”
- Decided to replace “reanimate” with “revitalize” and flip it with “vibrant”
- Overall, everyone liked the draft vision

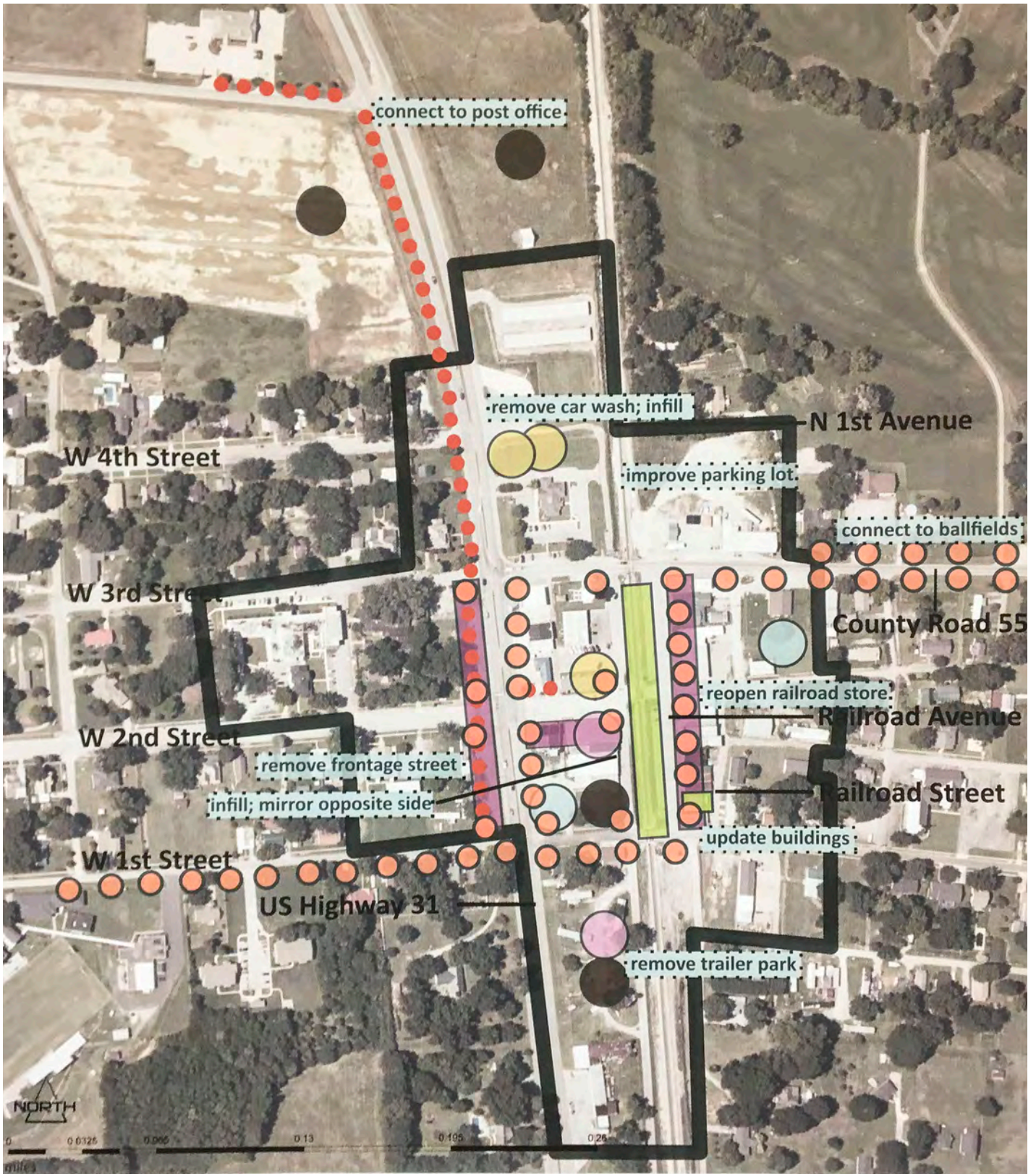
COMPILATION MAP AND PRELIMINARY DESIGN CONCEPT

- Farmers Market – where...not on map?? (Needs to be visible...vacant corner on 31, car wash, behind Mona Lisa - not well received)
- Removing the trailer park and car wash was not considered feasible; the town doesn’t own the property– is the town going to take the property?, etc.
- Consider removal ideas for trailer park, car wash, train store, street frontage on 31, etc.
- Move proposed drug store to location next to the nursing home north of downtown
- Would like to see a “short term concept” for what can be done now and a “long term concept” for the future



PRELIMINARY DOWNTOWN DESIGN CONCEPT

COMMUNITY INPUT COMPILATION MAP



- Drug Store
- Grocery Store
- Farmers Market
- Restaurant
- Green Space
- Streetscape
- Lighting
- Sidewalks
- Downtown Area

Planning Activity Results:
Compilation Map



RESULTING PRELIMINARY DESIGN CONCEPT



- Green Space
- Infill
- Drug Store
- Pedestrian-friendly Intersections
- Pavillion
- Grocery Store
- Sidewalk
- Streetscape
Lighting
Landscape
Street furnishings
Parking
Sidewalks
Facades

Preliminary Design Concept





VISION & GOALS

VISION

*AN ATTRACTIVE, VIBRANT, AND REVITALIZED
DOWNTOWN WITH RETAIL THAT SHOWCASES
THE HISTORIC CHARM OF FALKVILLE.*



VISION

VISION STATEMENT:

An attractive, vibrant, and revitalized downtown with retail that showcases the historic charm of Falkville

The goals in the Falkville Downtown Improvement Plan are based on the Main Street Four-Point Approach, which work together to build a sustainable and complete downtown revitalization effort. This is a proven model that has produced impressive downtown revitalization results across the country by leveraging local assets, such as architectural or cultural heritage, local enterprises, and community pride. NARCOG decided to utilize this approach because Falkville is one of the participating communities in the Regional Downtown Network Initiative in partnership with Main Street Alabama.

GOALS, OBJECTIVES, & STRATEGIES

GOAL 1: DESIGN

Design means getting downtown into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors.

Physical Elements:

- public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials

Design Activities:

- instilling good maintenance practices in the downtown, enhancing the physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning

OBJECTIVES:

- Update Development Regulations for Downtown
- Improve Downtown Building Facades
- Improve Downtown Transportation System (streets, sidewalks, turn lanes, connectivity, striping, etc.)
- Create Parks & Greenspaces
- Promote Downtown Housing
- Encourage & Create Space for Infill Development



GOAL 2: ORGANIZATION

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in downtown.

By getting everyone working toward the same goals, you can provide effective, ongoing management and advocacy for your downtown through volunteer recruitment and collaboration.

OBJECTIVES:

- Organize to get Downtown Projects Completed

GOAL 3: PROMOTION

Promotion creates a positive image that will rekindle community pride and improve consumer and investor confidence in your downtown.

Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of downtown to the community and surrounding region.

Promotions communicate your downtown's unique characteristics, businesses, and activities to shoppers, investors, potential business and property owners, and visitors.

OBJECTIVES:

- Utilize Marketing, Print Media, Social Media, etc.

GOAL 4: ECONOMIC VITALITY

Economic Vitality strengthens your community's existing economic assets while diversifying its economic base.

Retaining and Expanding Successful Businesses

- provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support

Converting Unused or Underused Commercial Space

- economically productive property helps boost the profitability of downtown, the goal is to build a downtown that responds to the needs of today's consumers

OBJECTIVES:

- Diversity Downtown's Economy
- Leverage Public and Private Investments
- Develop Downtown Database



IMPLEMENTATION

Implementation is the process of putting the plan into effect by executing the goals and objectives to achieve the desired vision.

During the community participation process of the plan, a desire to include a feasible short-term action plan for downtown Falkville was expressed. This action plan consists of projects that are considered to be “low-hanging fruit,” that is, relatively inexpensive and achievable sooner rather than later, utilizing town resources, volunteers, donated materials, etc. However, it also includes many items that the town has already accomplished in the last year. We felt that these were important to acknowledge because public sector improvements are already beginning to take place downtown, which is admirable and will hopefully spur private sector investments and improvements in the near future.

The proposed short-term and long-term zoning map depicts the recommended rezoning of some downtown properties that are currently zoned incorrectly with their existing uses and desired future uses. Currently, most of these downtown properties are zoned M-1 Light industrial District along with a couple of other inappropriate districts. The proposed short-term rezoning’s could be achieved over the course of the next six months or so by the Planning Commission and town council working with the property owners. The main difference in the proposed long-term rezoning’s is the inclusion of a new MU-1 Mixed Use District to allow for the types of new infill developments and redevelopments included in the downtown plan. Additionally, another method that could be used instead would be to create a Mixed-Use or Form Based Code Overlay District that would blanket the identified downtown area and supersede the underlying zoning requirements. These proposed rezoning’s could be achieved over the course of the next year or so by the Planning Commission and town council working with a professional planning consultant and the property owners. Of course, the zoning map would need to be updated to reflect any rezoning’s and/or new districts.

Note: The following Short-Term Action Plan contains some items included in the Implementation Matrix as well.

SHORT-TERM ACTION PLAN

IMPROVE MUNICIPAL BUILDING & ADJACENT CORNER LOT

- Preliminary design concepts
- Create public plaza/greenspace
- Demolish existing building
- Create additional parking

IMPROVE PUBLIC WORKS BUILDING

- Design concepts for paint palette and plantings
- Paint building
- Build equipment shed
- Plant landscape screening

IMPROVE WATER TOWER

- New fence

CDBG DOWNTOWN STREETScape IMPROVEMENT GRANT

- Application submitted August 31, 2017 (not funded)
- Resubmit application

STREETScape IMPROVEMENTS

- Restripe parking spots along the railroad
- Restripe travel lanes
- Restripe pedestrian crosswalks
- Install new street signs
- Place flowers and banners downtown

IMPROVE SIDEWALKS

- Repair sidewalks as needed
- Make sidewalks ADA accessible/compliant
- Pressure wash sidewalks

WORK WITH BUILDING/PROPERTY OWNERS TO IMPROVE DOWNTOWN BUILDING FACADES

- Seek permission to pressure wash, paint, etc.
- Paint buildings/murals
- New awnings
- Install window displays in vacant buildings
- Pressure wash

UPDATE REGULATIONS

- Re-zone downtown & update zoning map
- Consider creating a downtown overlay district/mixed-use district
- Adopt Main Street Alabama Design Guidelines

MARKETING/PROMOTION

- Improve Town website, social media
- Newsletter: print and email
- Establish a downtown merchants association or business group
- Work with Decatur-Morgan County Chamber of Commerce (DMCCC)

IMPLEMENTATION MATRIX

	GOALS AND OBJECTIVES
GOAL 1	DESIGN
OBJECTIVE 1.1	Update Development Regulations for Downtown
1.1.1	Adopt the Main Street Alabama Design Guidelines
1.1.2	Rezone Downtown & Update Zoning Map
1.1.3	Consider Adopting a Mixed-Use or Form Based Code Overlay Zoning District
1.1.4	Attend Professional Training Courses (Council, Planning Commission, Town Staff, etc.)
OBJECTIVE 1.2	Improve Downtown Building Facades
1.2.1	Use Main Street Alabama Design Guidelines
1.2.2	Seek Permission from Building/Property Owners to Pressure Wash & Paint Building Facades
1.2.3	Replace Awnings & Signage
1.2.4	Install Window Displays in Vacant Buildings
1.2.5	Establish a Facade Grant Program
1.2.6	Explore Opportunities for Murals
OBJECTIVE 1.3	Improve Downtown Transportation System
1.3.1	Streetscapes: Provide Street Trees, Furniture, Lighting, Crosswalks, Bike Racks, Garbage Cans, etc.
1.3.2	Stripe On-Street Parking Spaces, Travel & Turn Lanes
1.3.3	Improve Stormwater Drainage
1.3.4	Create New Parking Spaces Along CSX Railroad, etc.
1.3.5	Consider "Green" Grass-crete for New Parking
1.3.6	Utilize Opportunities for Shared Parking (i.e. Bank)
1.3.7	Utilize Tactical Urbanism as a Low Cost, Temporary Experiment
1.3.8	Resurface Streets as Needed
1.3.9	Provide Sidewalks on all Streets for Connectivity to Adjacent Residential
OBJECTIVE 1.4	Create Parks & Greenspace
1.4.1	Purchase Property as Available (land bank)
1.4.2	Create Greenspace Along CSX Railroad with New Parking
1.4.3	Explore New Park on W 3rd Street by Rehab Center
1.4.4	Install Public Art
OBJECTIVE 1.5	Promote Downtown Housing
1.5.1	Consider Housing Options; Including Lofts, Cottages, etc.
OBJECTIVE 1.6	Encourage & Create Space for Infill Development
1.6.1	Relocate Public Works Building to Create Space

CHAMPIONS & STAKEHOLDERS	POTENTIAL FUNDING SOURCES	TIME FRAME
Town, MSAL	N/A	ST
Town, NARCOG	Local	ST
Town, NARCOG	Local	ST
Town	Local	ST/OG
Town	N/A	ST
Town	Local	ST
Town	Property Owners, Local	ST
Town	Property Owners, Local	ST
Town	Local, Private	ST/OG
Town	Local, Private	ST/OG
Town	ARC, ADECA CDBG, ALDOT TAP, Local	ST
Town	Local	ST
Town	Local	ST
Town, CSX	Local	ST
Town	Local	ST
Town	N/A	ST
Town/Volunteers	Local	ST/OG
Town	Local	MT/OG
Town	ALDOT TAP, Local	MT/OG
Town	Local	ST/OG
Town CSX	Local	MT
Town	LWCF, RTP, Local	MT
Town	Town	ST/OG
Town	N/A	ST/OG
Town	Local, EPA	LT

GOALS AND OBJECTIVES	
GOAL 2	ORGANIZATION
OBJECTIVE 2.1	Organize to Get Downtown Projects Completed
2.1.1	Continually Seek New Partnerships
2.1.2	Continue to Participate in Regional Downtown Network with Mainstreet Alabama
2.1.3	Utilize Civic Groups (Masonic Lodge, Civitans, Rotary, etc.)
2.1.4	Utilize Volunteers
2.1.5	Establish a Welcome Center
GOAL 3	PROMOTION
OBJECTIVE 3.1	Utilize Marketing, Print Media, Social Media, etc.
3.1.1	Market Downtown -- Create a Brand and Campaign
3.1.2	Actively Engage the Decatur-Morgan County Chamber of Commerce
3.1.3	Continue to Utilize & Update the City's Website (i.e. add planning commission, etc.)
3.1.4	Continue to Utilize the City's Social Media (Facebook, Instagram, etc)
3.1.5	Continue to Promote Existing and New Events and Festivals
3.1.6	Establish a Downtown Business Group or Merchant's Association
GOAL 4	ECONOMIC VITALITY
OBJECTIVE 4.1	Diversify Downtown's Economy
4.1.1	Study the Right Mix of Retail, Office, and Residential (i.e. drug store, grocery store, restaurant, etc.)
4.1.2	Create a "24/7/365" Downtown
4.1.3	Establish a Tax Increment Finance (TIF) District or Community Development Corporation (CDC)
4.1.4	Create New Events & Festivals (i.e. movies in the park, street games, concerts, etc)
4.1.5	Explore Playing Off the CSX Railroad as a Niche
4.1.6	Provide Free WIFI Downtown
OBJECTIVE 4.2	Leverage Public and Private Investments to Measure Economic Performance
4.2.1	Utilize the NARCOG Small Business Fund (SBF) Loan Program
4.2.2	Explore Grant Opportunities for Downtown Improvements
4.2.3	Provide a List of Incentives for Developers (market data, business plans, grants, loans, etc.)
OBJECTIVE 4.3	Develop Downtown Database
4.3.1	Start Collecting Data on Downtown Revenue Generated
4.3.2	Start a List of Downtown Businesses & Available Properties

KEY TO ABBREVIATIONS

ACE: Alabama Communities of Excellence
ADECA: Alabama Department of Economic and Community Affairs
ADEM: Alabama Department of Environmental Management
AHC: Alabama Historical Commission
ALDOT: Alabama Department of Transportation
ALDOT TAP: ALDOT Transportation Alternatives Program

ARC: Appalachian Regional Commission
CDBG: Community Development Block Grant
Chamber: Hartselle Area Chamber of Commerce
EDA: Economic Development Administration
EPA: Environmental Protection Agency
HUD: U.S. Department of Housing and Urban Development
LWCF: Land & Water Conservation Fund

CHAMPIONS & STAKEHOLDERS	POTENTIAL FUNDING SOURCES	TIME FRAME
Town	N/A	ST/OG
Town	N/A	ST/OG
Town	N/A	ST/OG
Town	N/A	ST/OG
Town, Chamber	Local	ST
Town, Chamber	Local	ST/OG
Town	N/A	ST/OG
Town, County	Local	ST/OG
Town	N/A	ST/OG
Town, Chamber	Local	ST/OG
Town	Local	MT
Town	Local	ST
Town	N/A	ST/OG
Town	Local	ST
Town	Local, Private	ST/OG
Town	N/A	ST
Town	Local	ST/OG
Town, NARCOG, Banks	Businesses, Local	ST/OG
Town, NARCOG	ADECA, ALDOT, ARC, EDA, EPA, USDA	ST/OG
Town	N/A	ST
Town	N/A	ST/OG
Town	N/A	ST/OG

MSAL: Main Street Alabama

NARCOG: North Central Alabama Regional Council of Governments

RC&D: Alabama's Mountains, Rivers, & Valleys Resource Conservation and Development Council

RTP: Recreational Trails Program

USDA: U.S. Department of Agriculture

TIME FRAME:

Short Term (ST): 1-3 Years

Medium Term (MT): 3-5 years

Long Term (LT): 5+ years

Ongoing (OG): Ongoing

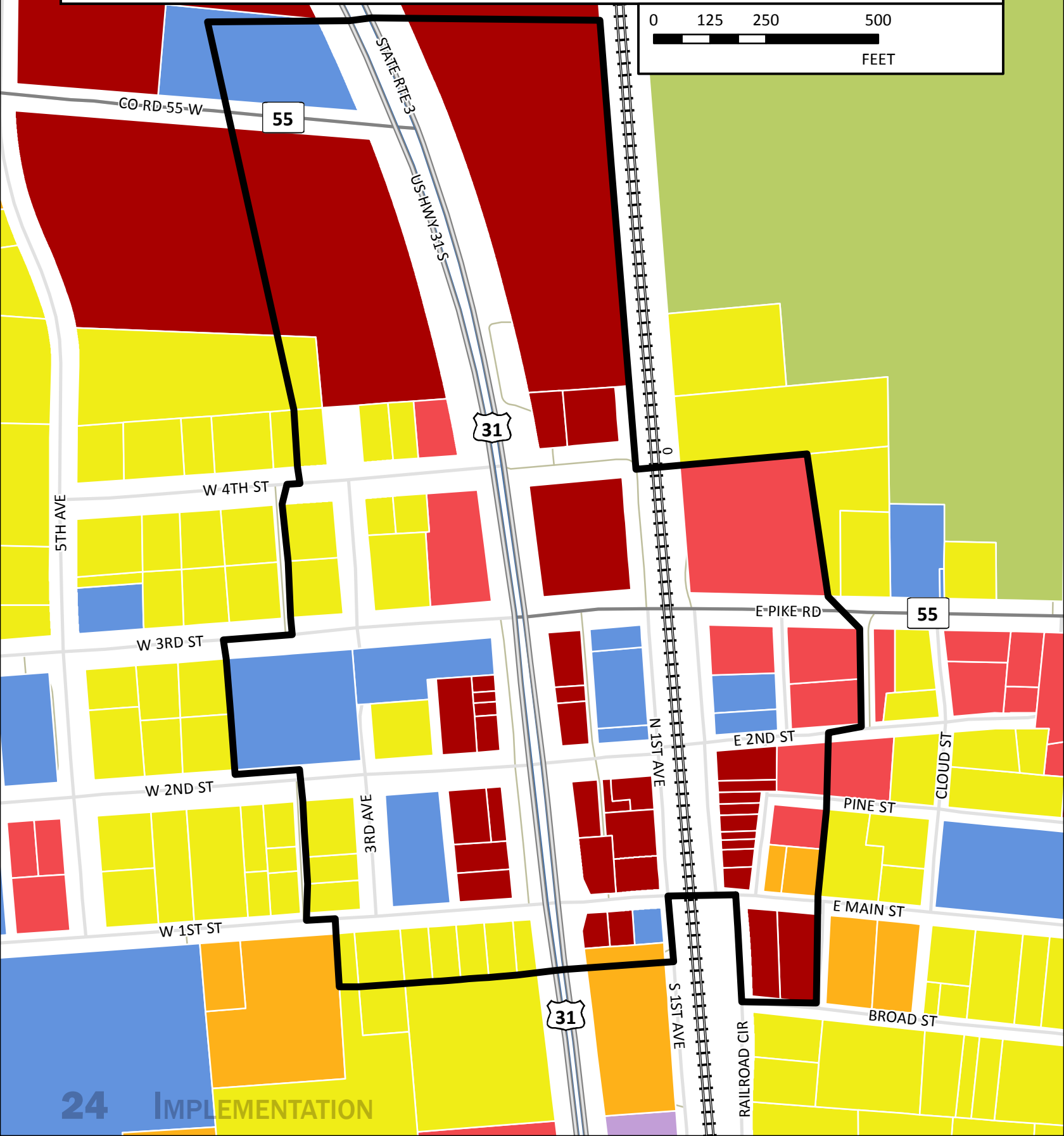
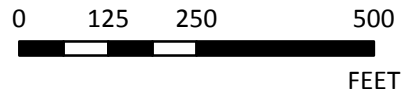
PROPOSED ZONING (SHORT-TERM)

- R-1 RESIDENTIAL DISTRICT (SINGLE FAMILY)
- R-2 RESIDENTIAL DISTRICT (MULTI-FAMILY)
- B-1 BUSINESS DISTRICT (LOCAL SHOPPING)
- B-2 BUSINESS DISTRICT (GENERAL)
- AG-1 AGRICULTURE DISTRICT

- M-1 INDUSTRIAL DISTRICT (LIGHT)
- M-2 INDUSTRIAL DISTRICT (GENERAL)
- I-D INSTITUTIONAL DISTRICT
- DOWNTOWN

ROAD TYPE

- OTHER
- COUNTY
- MAIN LOCAL
- STATE
- U.S.



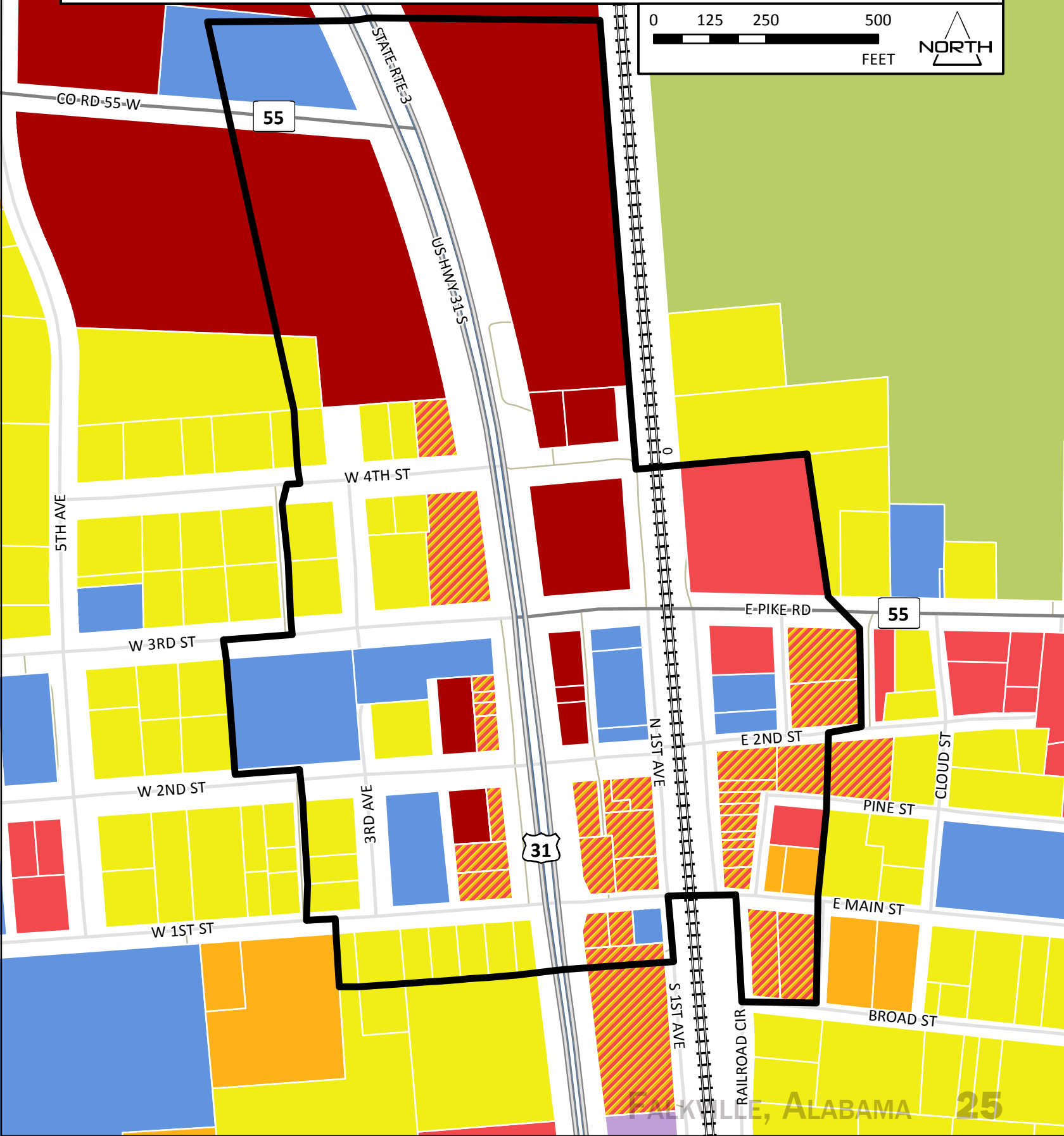
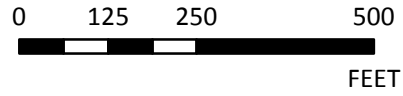
PROPOSED ZONING (LONG-TERM)

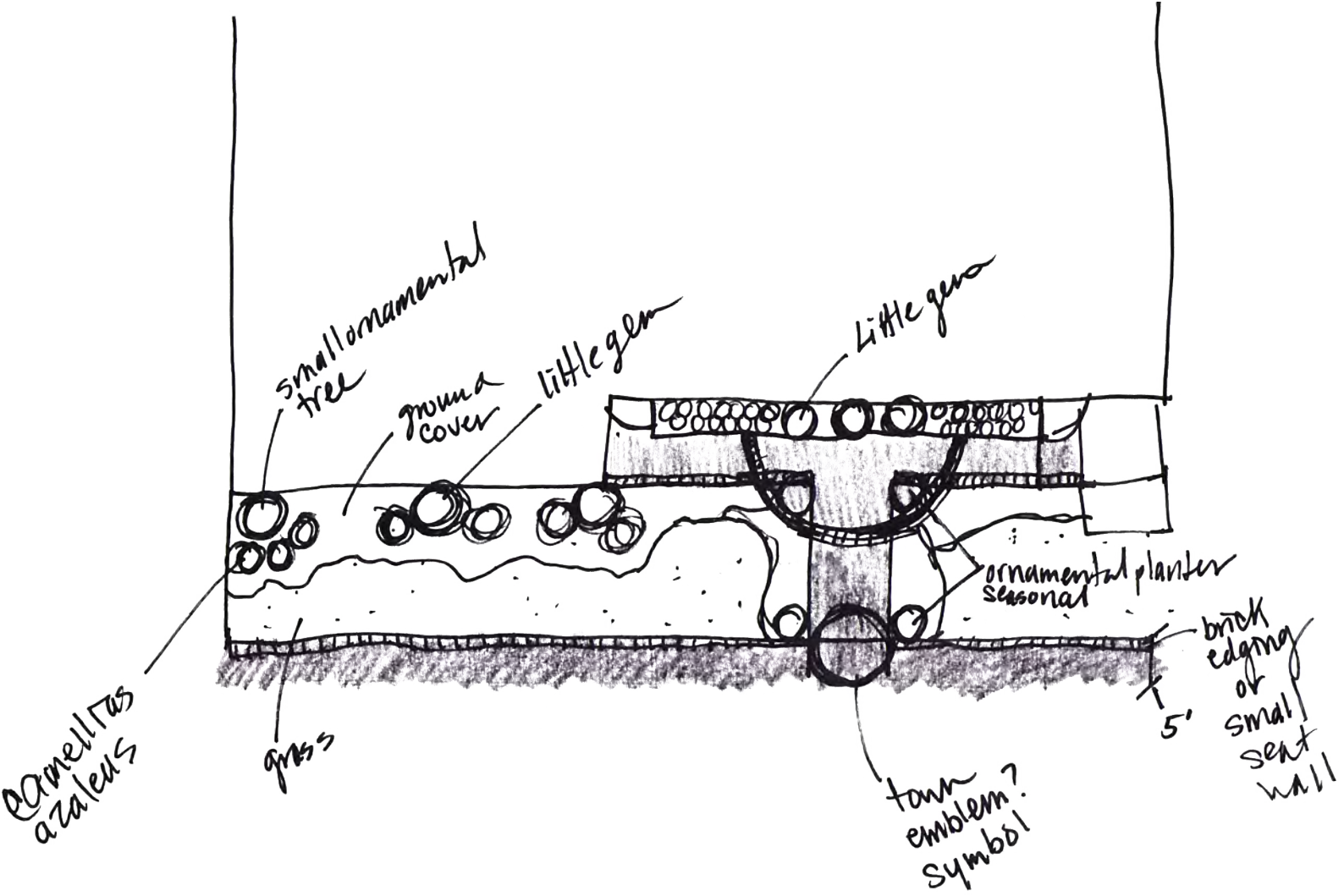
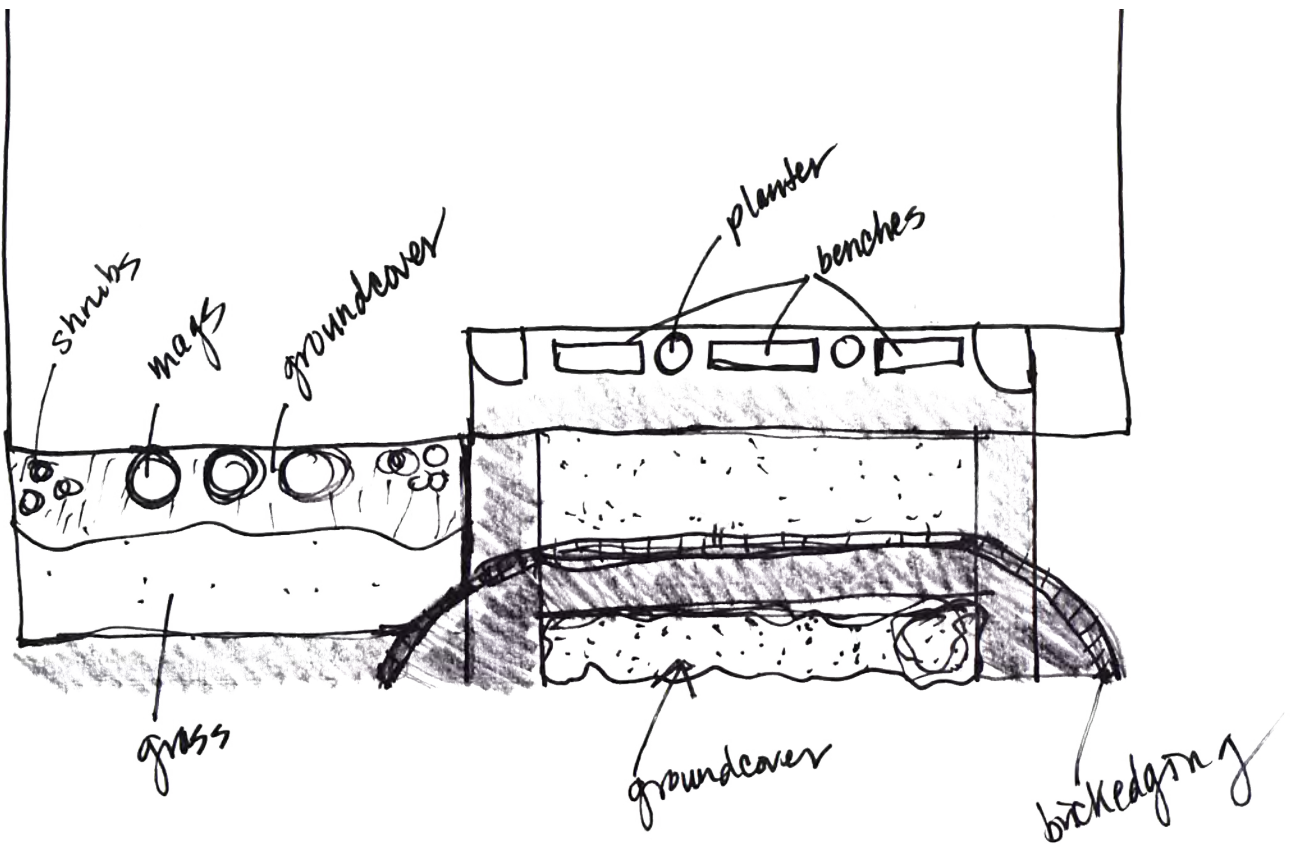
- R-1 RESIDENTIAL DISTRICT (SINGLE FAMILY)
- R-2 RESIDENTIAL DISTRICT (MULTI-FAMILY)
- B-1 BUSINESS DISTRICT (LOCAL SHOPPING)
- B-2 BUSINESS DISTRICT (GENERAL)
- AG-1 AGRICULTURE DISTRICT

- M-1 INDUSTRIAL DISTRICT (LIGHT)
- M-2 INDUSTRIAL DISTRICT (GENERAL)
- I-D INSTITUTIONAL DISTRICT
- MU-1 MIXED USE DISTRICT
- DOWNTOWN

ROAD TYPE

- OTHER
- COUNTY
- MAIN LOCAL
- STATE
- U.S.



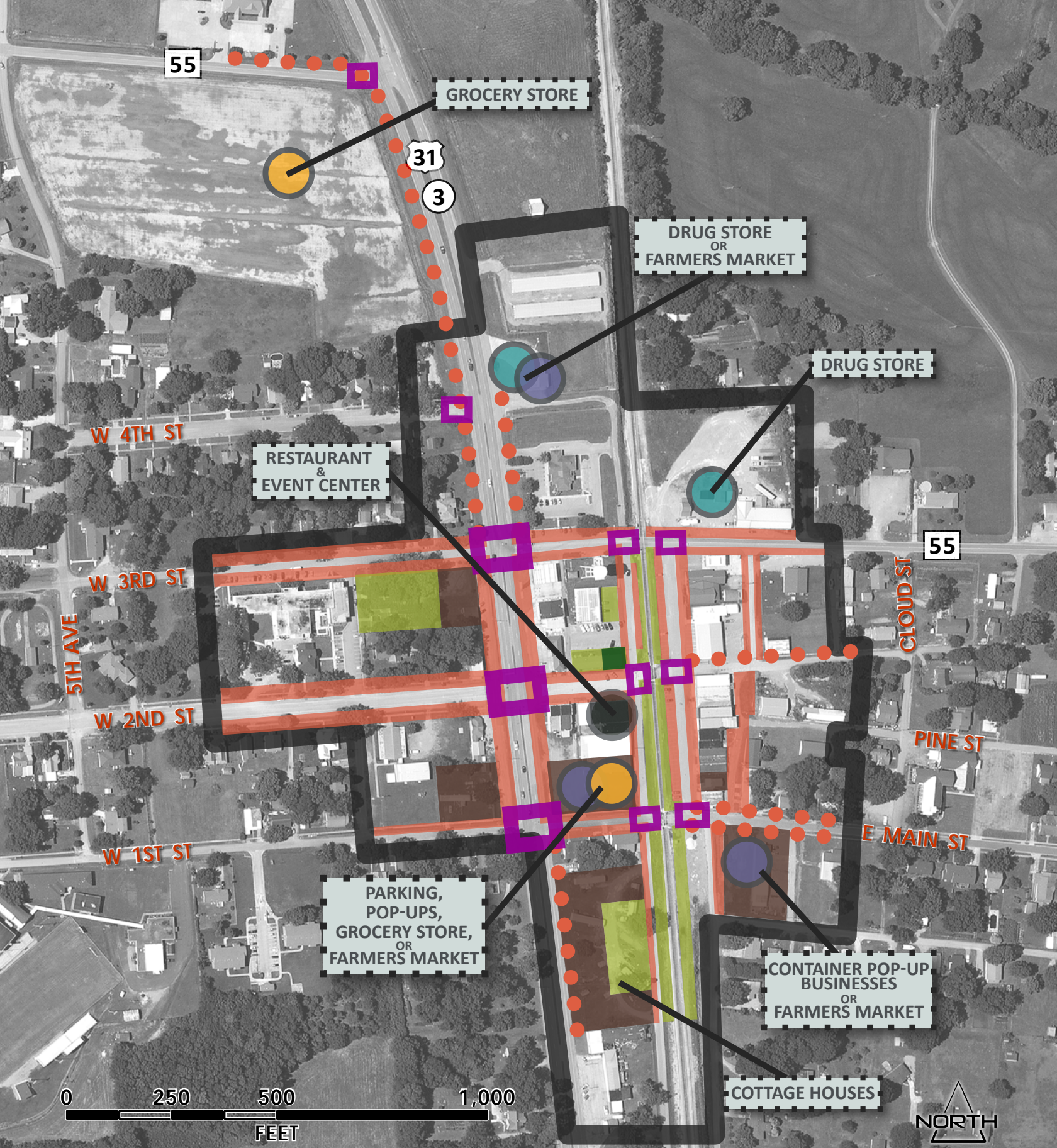


DOWNTOWN DESIGN CONCEPT

The Downtown Design Concept is arguably the most important piece of the plan. In many ways, it represents the culmination of all the research, fieldwork, committee meetings, and most importantly the community participation meetings. The design concept provides suggested locations of desired community improvements and proposed concepts such as a grocery store, drug store, greenspace, farmers market, restaurants, event center, pop-up shops, and cottage housing.

However, these suggested locations can be interchangeable based on opportunities presented by property owners and market conditions. The provision of public investments for streetscape and other improvements will provide the “tapestry” to hopefully encourage private investment by the existing business owners and property owners to make improvements to their buildings to keep them from further deterioration. Also, public investment can help stimulate the local economy downtown while providing a much-needed sense of place for the residents of Falkville. The proposed pedestrian friendly intersections are necessary for the safety of all residents and visitors but are particularly important to the safety of the school children crossing the streets.

The pages following the Downtown Design Concept provide illustrative renderings and photos of the concepts depicted in the design concept for the improvement of downtown Falkville.



DOWNTOWN

DESIGN

CONCEPT

28 DOWNTOWN DESIGN CONCEPTS

- GROCERY STORE
- RESTAURANT
- DRUG STORE
- FARMERS MARKET
- ⋯ SIDEWALK

- DOWNTOWN AREA
- GREEN SPACE
- INFILL
- PEDESTRIAN-FRIENDLY INTERSECTIONS
- PAVILLION

- STREETSCAPE IMPROVEMENTS:
 - LIGHTING
 - LANDSCAPING
 - STREET FURNISHINGS
 - PARKING
 - SIDEWALKS
 - FACADES
 - DRAINAGE

ILLUSTRATIVE RENDERINGS & CONCEPTS

STREETSCAPING



FIGURE 1



FIGURE 2



FIGURE 3



FIGURE 4



FIGURE 5



FIGURE 6

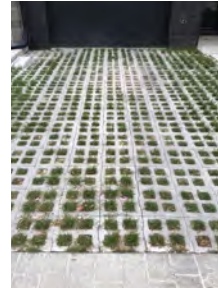


FIGURE 7



FIGURE 8



FIGURE 9



FIGURE 10



FIGURE 11



FIGURE 12



FIGURE 13



FIGURE 14

MUNICIPAL BUILDING

During the downtown planning process, the NARCOG staff created multiple design concepts for the planned improvements to the Municipal Building. The planned improvements included replacing the fencing around the water tower (complete), providing additional parking for municipal court, developing a public plaza/landscaped greenspace in front of the building with on-street parking, new ADA compliant sidewalks, and a small corner pocket park with a gazebo where the Grissom Building stood. The Grissom Building has since been demolished and utilizing the design concepts prepared by NARCOG, engineering design has begun and construction should be starting soon. The small corner park is proposed to be named the Grissom Memorial Green and Gazebo.



FALKVILLE, AL MUNICIPAL BUILDING, PARKING, AND PLAZA

U. S. HWY 31

COUNTY ROAD 55

CAR WASH

LAUNDROMAT

GAS STATION

-2

+6

MUNICIPAL COMPLEX

WATER TOWER

LIBRARY

+2

N 1ST AVENUE

+1

CSX RAILROAD

RAILROAD AVENUE

TO INTERSTATE 65 ↓

KEY

-  BUILDINGS
-  ROADS
-  SIDEWALKS
-  GROUND COVER
-  GRASS
-  TREES
-  SEASONAL PLANTERS



PUBLIC WORKS BUILDING

The Public Works Building located downtown has been significantly improved during this planning process. NARCOG staff provided several concepts for screening the building with evergreen vegetation and/or fencing and a paint palette for the building as well. Thus far, the building has been painted and a shed added for equipment stored outside. The screening of the building should be completed in the coming months.

BEFORE



PROPOSED

OPTION A



OPTION B



OPTION C



VOLUNTEER FIRE STATION

The existing fire station in downtown Falkville is partially comprised of the old post office and a metal building with five bays for fire trucks. The concepts below provide some relatively inexpensive and quick ideas to make the fire station “pop” by painting the bay doors the traditional “fire red” color along with some options for new signage. Additionally, the concepts show an alternative stormwater drainage approach using a bio-swale at the corner instead of curb and gutter.

BEFORE



EXISTING



PROPOSED

OPTION A



OPTION B



CSX RAILROAD

Presently, the CSX railroad divides both sides of downtown Falkville by creating not only an unsafe, physical barrier, but an eyesore as well. The concept below illustrates how it could be transformed into a linear greenspace through downtown with grass, street trees, and stormwater management features, such as permeable pavers and stormwater curb cuts/openings. These linear greenspaces along railroad corridors have been done in other downtowns, and examples can be found around Alabama. However, to make this a reality, it will be crucial that the town works diligently with CSX.

EXISTING



PROPOSED



OLD AUTOMOTIVE DEALERSHIP

The old Drinkard Automotive Dealership anchors a significant corner in downtown Falkville. Presently, the building is being used as storage and a higher and better use would be very beneficial to the revitalization of downtown Falkville. The proposed rendering for its adaptive reuse depicts it reimagined as a restaurant and events center that could be rented out. A fresh coat of paint, along with new signage, windows, doors, street trees, flower boxes, and ADA compliant sidewalks incorporating permeable pavers and “grasscrete” (also known as, turfstone, grass block pavers, concrete grid pavers, or simply, grass pavers) would make this historic building a showplace again. The garage doors on the original building are retained so that they can be opened to the outside, allowing people to congregate and dine alfresco on the sidewalk.

BEFORE



PROPOSED



DOWNTOWN CORE AERIAL

The “Before” image below depicts the existing streets, parking, and vacant or underutilized properties in downtown of Falkville. Not including the recent improvements to the municipal complex, there are approximately 100 public parking spaces in the area shown.

BEFORE



POP-UP SHOPS CONCEPT

The pop-up shop concept offers an inexpensive option for infilling vacant properties and providing an impromptu and organic place for entrepreneurs to test out new business and restaurant ideas with a low overhead while livening the downtown and contributing to the tax base. If successful, these businesses and/or restaurants may graduate to an actual brick and mortar storefront downtown. These pages illustrate two different styles of pop-up shops that could be used in downtown Falkville. The first is container cars, which provide a lot of flexibility and plays up on the railroad history of Falkville. They are so flexible, that they can even be used to create very unique recreational public spaces for children and adults alike. The use of containers could really be a niche for Falkville's downtown! Also, sheds/cottages can be used for the pop-up shops. They can provide a somewhat more traditional look and feel.

CONTAINER POP-UP BUSINESSES AND PUBLIC SPACES



FIGURE 15



FIGURE 16



FIGURE 17



FIGURE 18



FIGURE 19

SHED/COTTAGE POP-UP BUSINESSES



FIGURE 20



FIGURE 21



FIGURE 22



FIGURE 23



FIGURE 24



FIGURE 25



FIGURE 26



FIGURE 27

COTTAGE HOUSING CONCEPT

The cottage housing concept offers an opportunity to provide new and affordable housing options to residents that can blend into the local architectural vernacular. These dwellings are typically built facing a common greenspace that serves as an outdoor “living room” rather than each dwelling facing the street, which is required for single-family homes in most conventional regulations. These developments work well on large, deep blocks. Side yards and rear yards are small. Parking is provided in one common area or along the rear of each house, accessed by an alley along the perimeter of the site. A planted buffer strip should be included around the perimeter to help integrate such a development within more conventional, single-family areas. Such developments should be kept to between 6 and 12 units, and house sizes should be limited to prevent over-crowding the site. Like other small lot homes, these developments are intended for areas with sewer access and an interconnected street network. These developments are ideal as starter homes for young singles, couples and empty nesters that need less room and prefer less yard work. Because each unit faces the common yard, there tends to be a built-in “sense of community.” The existing manufactured home site downtown could be an ideal location for a cottage housing development at some point in the future.



FIGURE 28

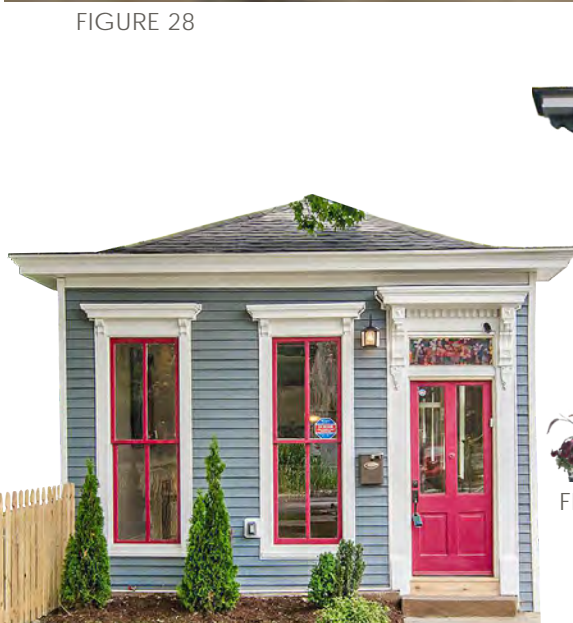


FIGURE 29



FIGURE 30



FIGURE 31



FIGURE 32



FIGURE 33



FIGURE 34



FIGURE 35



FIGURE 36



FIGURE 37



CURRENT PHYSICAL CONDITIONS

DOWNTOWN ASSESSMENT

NARCOG planning staff conducted multiple site visits to do field reconnaissance in Downtown Falkville. The purpose of the field reconnaissance was to examine existing building conditions, occupancy and vacancy, and existing land use. Also, NARCOG staff visited with community members, business owners, and town officials to survey the needs of the town and collect valuable information for the Downtown Improvement Plan.

NARCOG has defined the Downtown Falkville study area as roughly West 4th Street to the north, Cloud Street to the east, Third Avenue to the west, and slightly past East Main Street to the south, just past the manufactured home park. This area defines the commercial and cultural center of what is Downtown Falkville. There are approximately 35 commercial structures located in Downtown Falkville.

BUILDING CONDITIONS

A survey of commercial building conditions was completed in the early fall of 2017. This survey shows whether the buildings are sound, deteriorating, or dilapidated.

A building in sound condition does not need any major repairs. Of the 46 buildings surveyed, 13 buildings are in sound condition, accounting for 28% of the total commercial buildings in the downtown area.

A building that is in deteriorating condition is one that needs moderate to significant repair. There are 22 deteriorating buildings, accounting for 48% of the total commercial buildings in the downtown area.

A dilapidated building is one that is beyond repair due to its severe condition and the excessive cost of rehabilitation. There are 11 dilapidated buildings, accounting for 24% of the total commercial buildings in the downtown area. Therefore, approximately three-fourths of the buildings downtown appear to be in either sound or deteriorating condition.

OCCUPANCY AND VACANCY

A survey of vacant and occupied buildings was completed as well. Surprisingly, the vacancy of buildings was not as high as initially suspected. It appears that hours of operation along with type of use is a contributing factor to the perception of vacancy downtown. There were 16 vacant buildings, accounting for 35% of the commercial buildings downtown.



**COMMERCIAL STRUCTURE CONDITIONS
CONDITION, VACANCY STATUS**

 SOUND, OCCUPIED

 DETERIORATING, OCCUPIED

 DETERIORATING, VACANT

 DILAPIDATED, OCCUPIED

 DILAPIDATED, VACANT

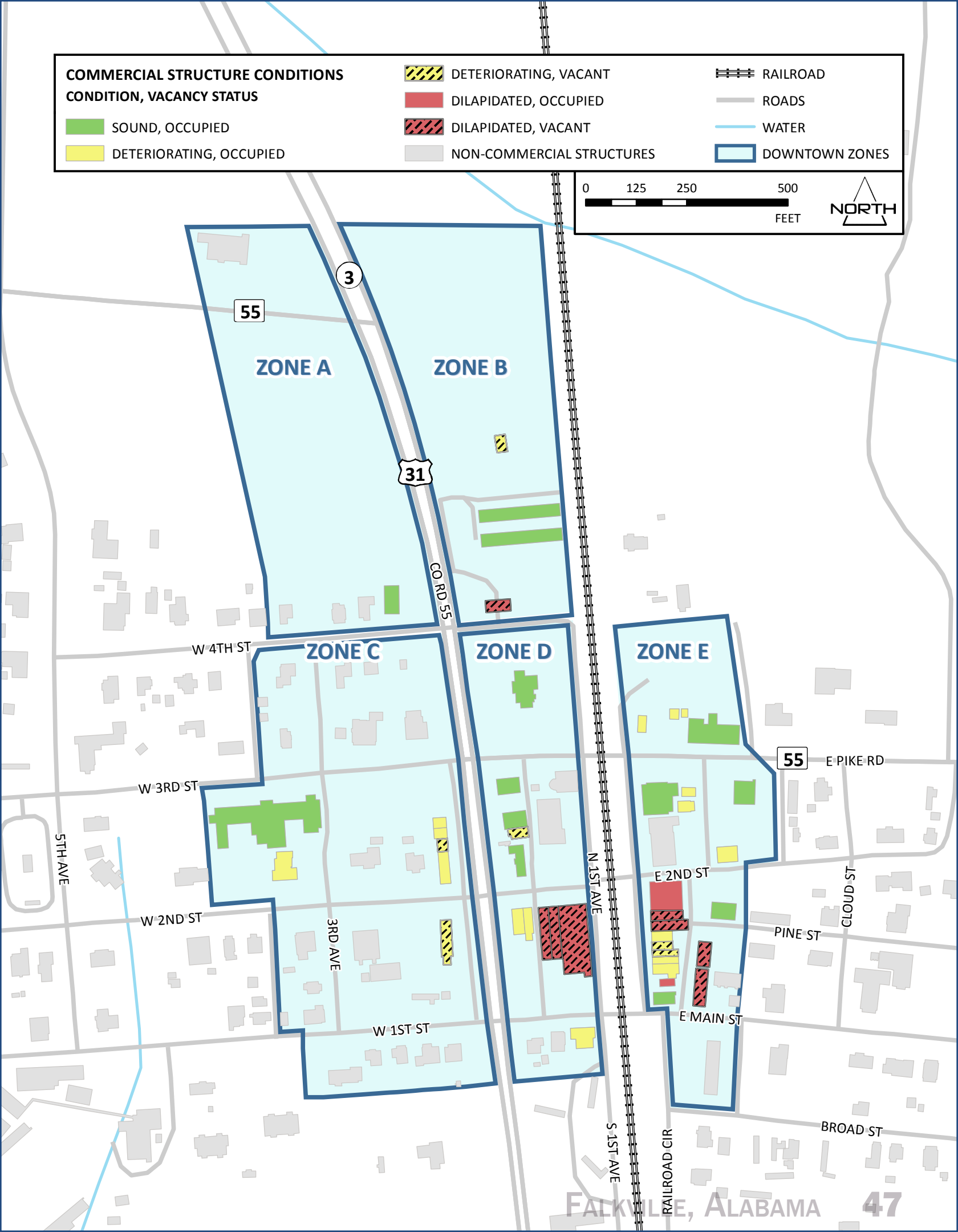
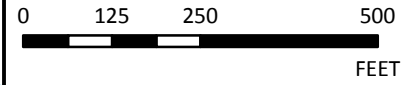
 NON-COMMERCIAL STRUCTURES

 RAILROAD

 ROADS

 WATER

 DOWNTOWN ZONES



VOLUNTEER FIRE DEPARTMENT

The Falkville Volunteer Fire Department (VFD) is a volunteer organization that is partially located in the old post office building downtown at 22 Railroad Avenue. The VFD has nearly 30 volunteers and three fire engines along with several other vehicles.



PUBLIC WORKS BUILDING

The Public Works Building is located on the south side of downtown at 364 East Main Street. The building contains a majority of the equipment needed to maintain the town. The surrounding yard is used for storage of equipment, building materials, and soil. The building lacks any landscaping or buffering typical of many public works departments.



BEFORE



AFTER



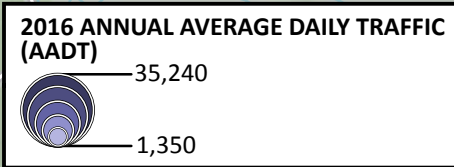
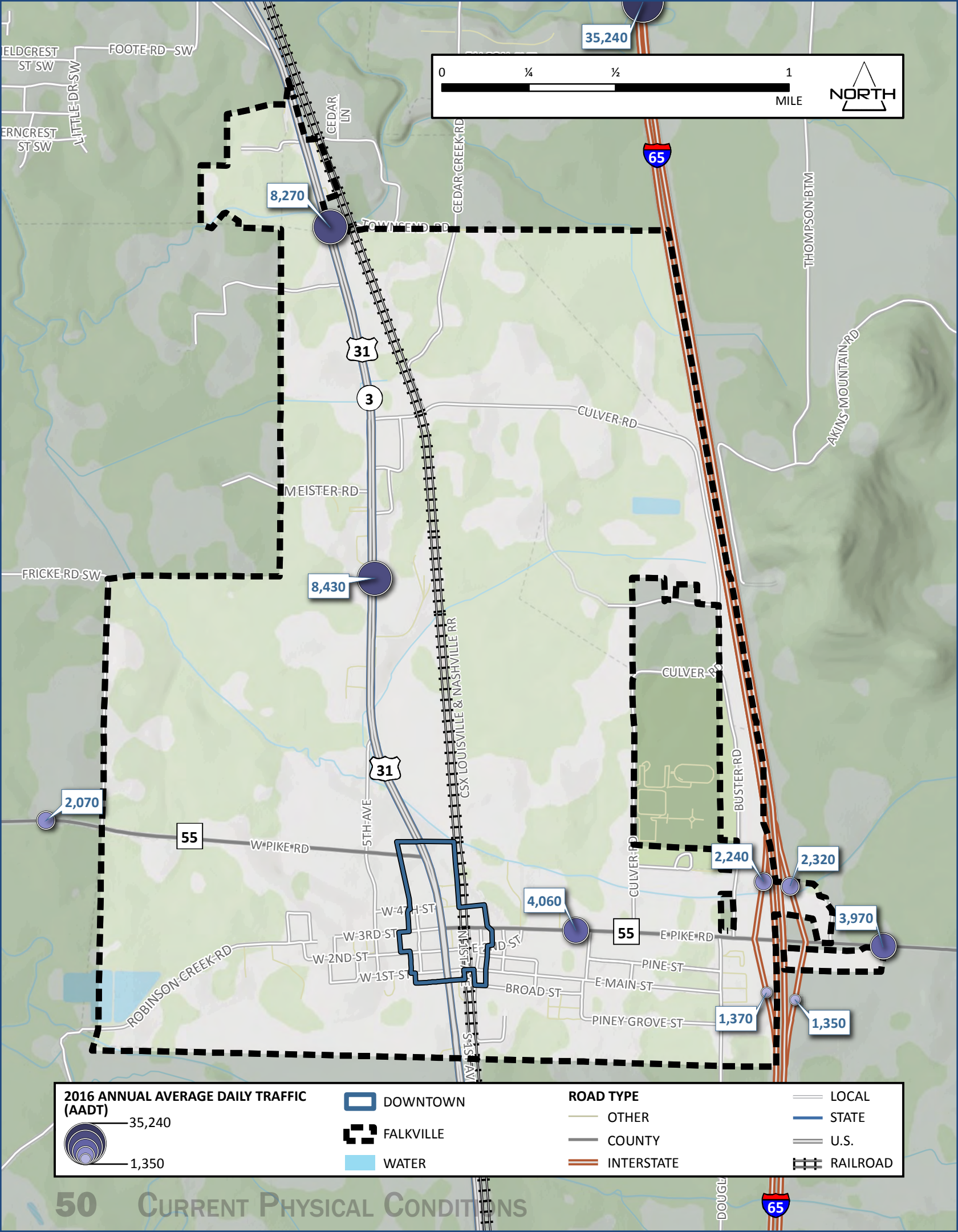
MUNICIPAL BUILDING

The Falkville Municipal Building is located downtown at 21 North 1st Avenue. It was built in 1991 and provides office and small conference meeting space for the Mayor, town clerk, police department, department heads and other administrative staff. Also, a large meeting room is provided for use by the planning commission, town council, municipal court and other public meetings. In 2012, the building was expanded and improved at a cost of \$257,553.94.



LIBRARY

The Falkville Public Library is located at 7 North 1st Avenue in downtown Falkville adjacent to the Municipal Building. The library is housed in the old Falkville City Hall which was constructed in 1936 by the US Works Progress Administration (WPA). The library offers books, books on tape/CD, reference material, videos, DVD's, computers with high speed internet access, photocopier, scanner, fax machine, magazines, meeting room, tax forms, voter registration, interlibrary loans, a summer reading program and sign-ups for Park and Recreation.



DOWNTOWN	ROAD TYPE	LOCAL
FALKVILLE	OTHER	STATE
WATER	COUNTY	U.S.
	INTERSTATE	RAILROAD

TRANSPORTATION SYSTEM

The map on the opposite page shows the main transportation routes in and around Falkville, along with the Annual Average Daily Traffic (AADT) for specific points along those routes. This helps determine where the most traffic is being generated. For example, the I-65 traffic counter south of the 322/CR55 Falkville exit (not pictured) sees, on average, 37,930 counts per day, while the traffic counter north of the Falkville exit (just before Exit 325/Thompson Rd) sees an average of 35,240 counts per day. This could potentially mean that the 2,690 cars between the two traffic counters are exiting I-65 at County Road 55 in Falkville. When looking at the counts from the interstate ramps at Exit 322/CR55, the AADT counts range from 1,350 to 2,320. Despite the interstate being adjacent to Falkville, the majority of the traffic counts for Falkville originate along U.S. Highway 31 (US 31/AL SR 3).

The main method of transportation in Falkville is most likely personal vehicle travel, which is illustrated by the fact that the majority of the transportation system consists of roadways for automobiles.

STREETS

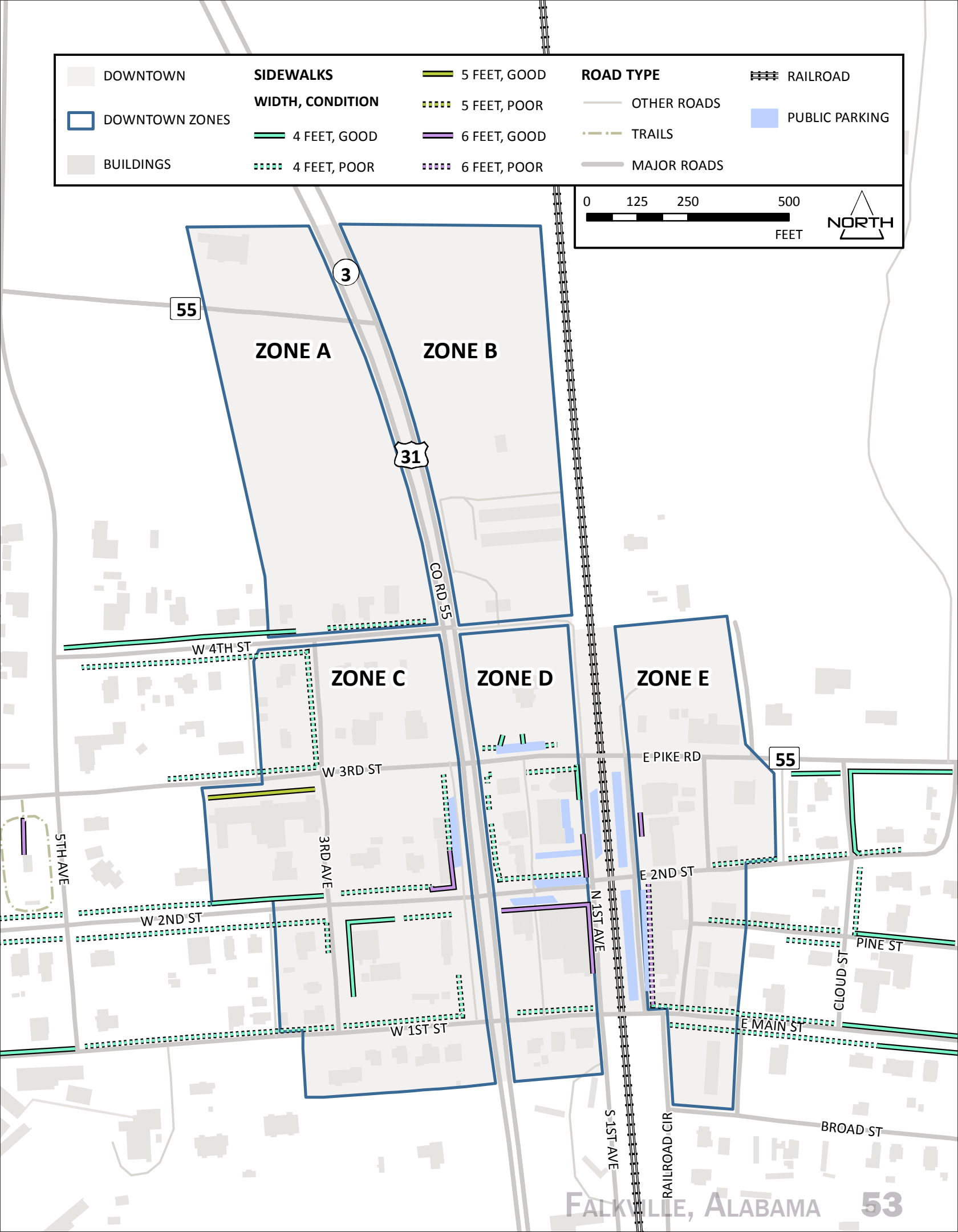
There are approximately 9.2 miles of streets in the Town of Falkville. U.S. Highway 31 intersects with County Road 55 downtown. U.S. Highway 31 runs north to Decatur and south to Cullman, is maintained by the Alabama Department of Transportation (ALDOT), and is in relatively good condition. County Road 55 runs east to Interstate 65 and west into rural Morgan County. Interstate 65 runs along the eastern edge of town with one interchange. The remaining local streets are maintained by the Town's public works department all of which are paved. The town's road maintenance program has been able to keep the roads in fair condition in most areas. However, many of the local streets in older sections of town are in poor condition and need to be resurfaced. The poor road condition in these neighborhoods is directly related to numerous road cuts required to repair the town's sewer system. Over half of the town's streets are without curb and gutter. The lack of curb and gutter, along with inadequate ditching, has contributed to the premature deterioration of some streets. In 2010, the town received funding (\$71,799.00), in connection with the previously mentioned CDBG project to rehabilitate streets on the west side of town. However, some streets in the downtown area are still in poor condition. The town is in the process of installing new street signage. The following map illustrates the conditions of the streets and signage for the Downtown at the time it was surveyed. Given the ongoing improvements, some of the elements of the maps may have changed.



MAJOR ROADS	POOR	OTHER ROADS	DOWNTOWN
CONDITION	DETERIORATING	RAILROAD	DOWNTOWN ZONES
VERY POOR	GOOD		INADEQUATE SIGNAGE



DOWNTOWN	SIDEWALKS	5 FEET, GOOD	ROAD TYPE	RAILROAD
DOWNTOWN ZONES	WIDTH, CONDITION	5 FEET, POOR	OTHER ROADS	PUBLIC PARKING
BUILDINGS	4 FEET, GOOD	6 FEET, GOOD	TRAILS	MAJOR ROADS
	4 FEET, POOR	6 FEET, POOR		



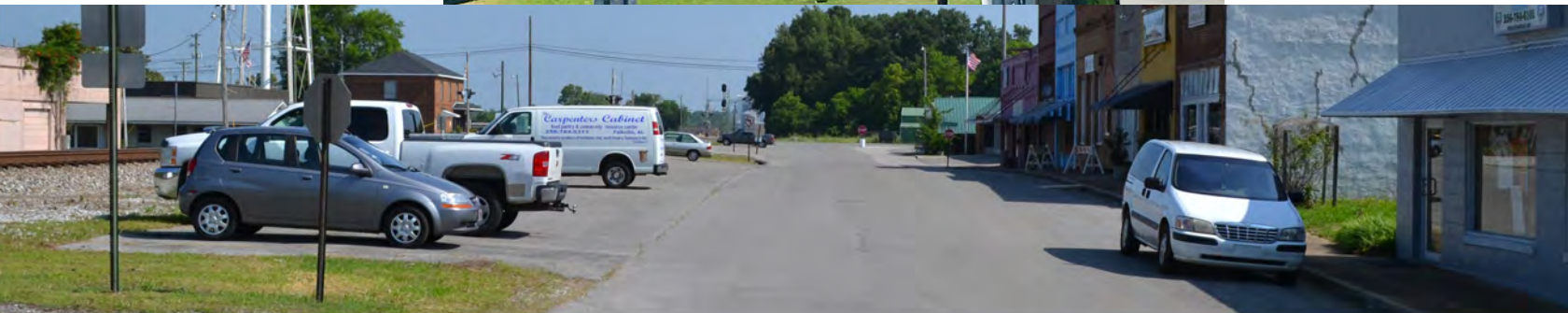
SIDEWALKS

The map on the previous page shows the public parking areas, trails, and condition of the sidewalks in downtown Falkville at the time of the assessment. Similar to the “Streets” map, some aspects of the map may now need to be updated to be consistent with the ongoing improvements. The Town has a fair amount of sidewalks in the neighborhoods immediately east and west of U.S. Highway 31 and downtown. However, most of these sidewalks are deteriorating and unsafe in numerous spots. There are also numerous gaps in the sidewalk system creating connectivity issues for pedestrian traffic to and from the downtown. Most of the sidewalks are of an inadequate width, and most are not ADA-compliant. Additionally, pedestrian crosswalks are nonexistent or not highly visible in the area, further complicating efforts to facilitate connectivity in the downtown area. In 2010, the Town received funding (\$16,380.00), in connection with the previously mentioned CDBG project to rehabilitate a portion of the western sidewalk system. In 2012, the Town completed a project with the assistance of the Alabama Department of Transportation (ALDOT) Transportation Alternatives Program (TAP) which constructed approximately 3,750 feet of sidewalk along County Road 55, connecting the east side of the downtown to the Love’s Travel Center located at the Interstate 65 interchange. There are also several walking trails in the town, including a few at Jack McCaig Park and South Park. Although improvements have been made to the pedestrian sidewalk system, more improvements are needed, especially in the downtown area, to aid in the prevention and elimination of slum and blight.



PARKING

Downtown Falkville presently has 163 public parking spaces. Currently Falkville has more than enough parking to satisfy the current day to day demands, other than once a month when municipal court is held and during special events. There is an opportunity to explore “shared parking” with private businesses, such as the bank, if needed for special events, etc. Also there is potential opportunities for additional parking downtown. If major growth occurs, there are opportunities to expand public parking near town hall and around the public works building on the south side of downtown.



PARKS

Presently, Falkville’s downtown does not have any parks or green space. However, it is addressing the lack of open greenspace downtown by working to create a plaza in front of the municipal building and a pocket park with a gazebo on the adjacent corner where the Grissom building was recently demolished. Outside the downtown, the Town of Falkville manages two parks. The Jack McCaig Park, located at the intersection of 5th Avenue and 3rd Street, was built to provide a recreational playground for children of all ages. This location is just west of downtown Falkville near the schools. The other park operated by the Town is Bobby Brewer Fields, located on Culver Road in east Falkville. Additionally, the Joe Summerford Park (South Park) is owned and operated by Morgan County, and it’s located in east Falkville adjacent to Bobby Brewer Fields.

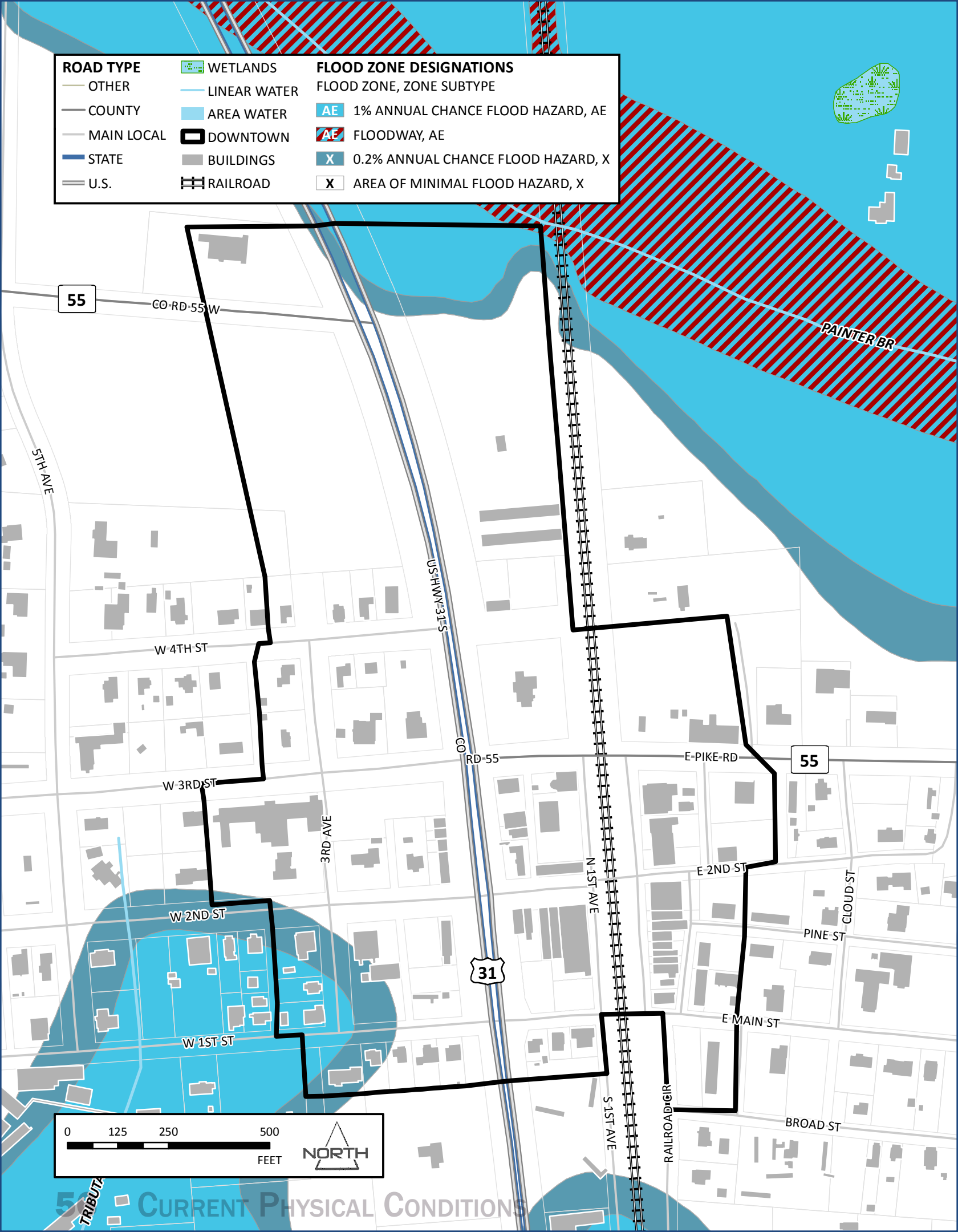


SOURCE: TOWN OF FALKVILLE FACEBOOK

WATER & SEWER

The Town of Falkville owns and operates the municipal water system which provides service to approximately 99% of the residents of the Town, with the remaining 1% not utilizing public water. The system’s water source is West Morgan East Lawrence Water Authority and the City of Hartselle Water System. Both systems are capable of supplying more than enough water to accommodate the Town’s current customers and future growth as well. The Falkville water system serves a total of 553 customers, of which 170 are commercial. The Falkville Water and Sewer Department maintains and operates the water system. The water system consists of approximately 37,600 feet of mostly 6-inch pipe that is adequate in size to serve the customers. However, there are some sections of undersized lines and dead-end lines in the older portions of the system. The average monthly water loss for the system ranges from 8-15%. In order to meet the Alabama Department of Environmental Management’s (ADEM) storage requirements, the town removed their 60,000-gallon deteriorated water tank from active service and is now utilizing Hartselle and West Morgan East Lawrence storage tanks to meet ADEM’s storage requirement. Although water service is excellent, some residents are subject to pressure-related problems associated with undersized distribution lines. According to local officials, the Falkville Water and Sewer Department’s ongoing repair and replacement program has and will continue to replace the undersized and dead-end distribution lines.

ROAD TYPE		FLOOD ZONE DESIGNATIONS	
OTHER	WETLANDS	FLOOD ZONE, ZONE SUBTYPE	
COUNTY	LINEAR WATER	AE 1% ANNUAL CHANCE FLOOD HAZARD, AE	
MAIN LOCAL	AREA WATER	FLOODWAY, AE	
STATE	DOWNTOWN	X 0.2% ANNUAL CHANCE FLOOD HAZARD, X	
U.S.	BUILDINGS	X AREA OF MINIMAL FLOOD HAZARD, X	
	RAILROAD		



The Falkville Sewer System provides sanitary sewer service to residences and businesses in Falkville (including downtown). The treatment facility has a capacity of 260,000 GPD. Presently, the Town has adequate sewer capacity at the lagoon located on Robinson Creek Road. Improvements have recently been made to the sewer system including downtown.

STORMWATER DRAINAGE & FLOODING

Roughly 5 percent of Downtown Falkville is located in a 100-year flood zone. Although flooding in this area is rare, there are some small drainage issues that do come up regularly. Some of the ditches in Falkville overflow during rain events. Repairs and adjustments can be made to reduce these issues. Some storm water can be redirected into other ditches or into storm water retention ponds.

The Town maintains a stormwater drainage network within public rights-of-way that consists mostly of drainage ditches, open swales and driveway culverts made from reinforced concrete pipe and corrugated metal pipe. Much of the topography around the Town of Falkville is relatively flat, which in many cases causes insufficient drainage during rain events. The Town's most flood prone areas are located on the east side of town near I-65 and on the west side of town in the area surrounding Falkville High School. In 2010, the Town received CDBG funding (\$72,618.00) to correct some drainage issues on the west side of Town. However, there is still a need to correct issues throughout the Town in the neighborhoods on the east side of Town, areas along Robinson Creek Road, on the west side of Town, near the Wastewater Treatment Facility, and downtown.

EXISTING LAND USE AND ZONING

Land use in Downtown Falkville consists of commercial, light industrial, institutional, and residential uses. The core of Downtown, along 1st Avenue and Railroad Avenue, is the commercial "heart" of the town and is surrounded by residential and institutional uses, such as churches. Downtown was historically the main center of business in Falkville, and its location was chosen because of the access to the railroad. Before the invention and popularity of the automobile, businesses located along railroads or navigable waterways to give them access to the surrounding region. Today, businesses and homes are located further out from the traditional downtowns where land is cheaper, thereby, moving business away from downtown to the perimeter of the town and causing the decline of many downtowns across the country. In Falkville, this is most evident along the I-65 corridor and interchange on the eastern edge of town.

Zoning is one the tools that planners and local governments use to protect property rights and values. These regulations are set in place to make sure that surrounding land owners do not do something to negatively impact surrounding property. For example, putting a machine shop in a residential area can drop the values of the surrounding properties because of the noise and the traffic.

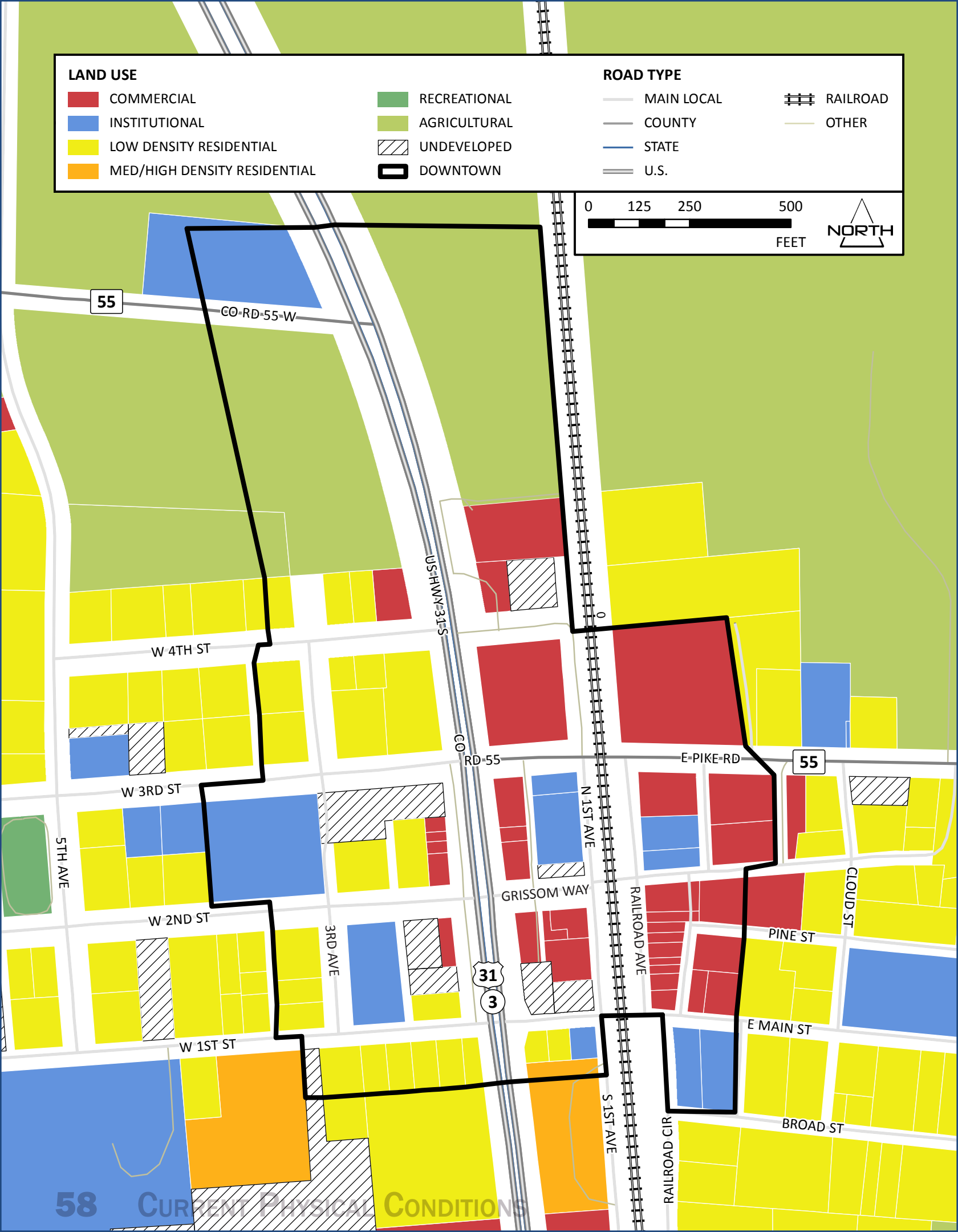
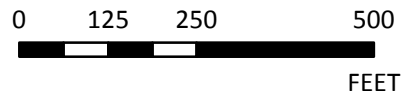
Much of the current zoning in downtown does not correspond to the use of the land. The majority of the buildings downtown are small businesses, but the land is predominately zoned for light industry. Falkville needs to consider rezoning downtown and updating regulations to help guide sustainable growth and economic development. The following pages contain existing land use and zoning maps. **Refer to the Proposed Short-Term Zoning and Proposed Long-Term Zoning maps in the preceding "Implementation" section for suggestions to correct inconsistencies.**

LAND USE

- COMMERCIAL
- INSTITUTIONAL
- LOW DENSITY RESIDENTIAL
- MED/HIGH DENSITY RESIDENTIAL
- RECREATIONAL
- AGRICULTURAL
- UNDEVELOPED
- DOWNTOWN

ROAD TYPE

- MAIN LOCAL
- COUNTY
- STATE
- U.S.
- RAILROAD
- OTHER



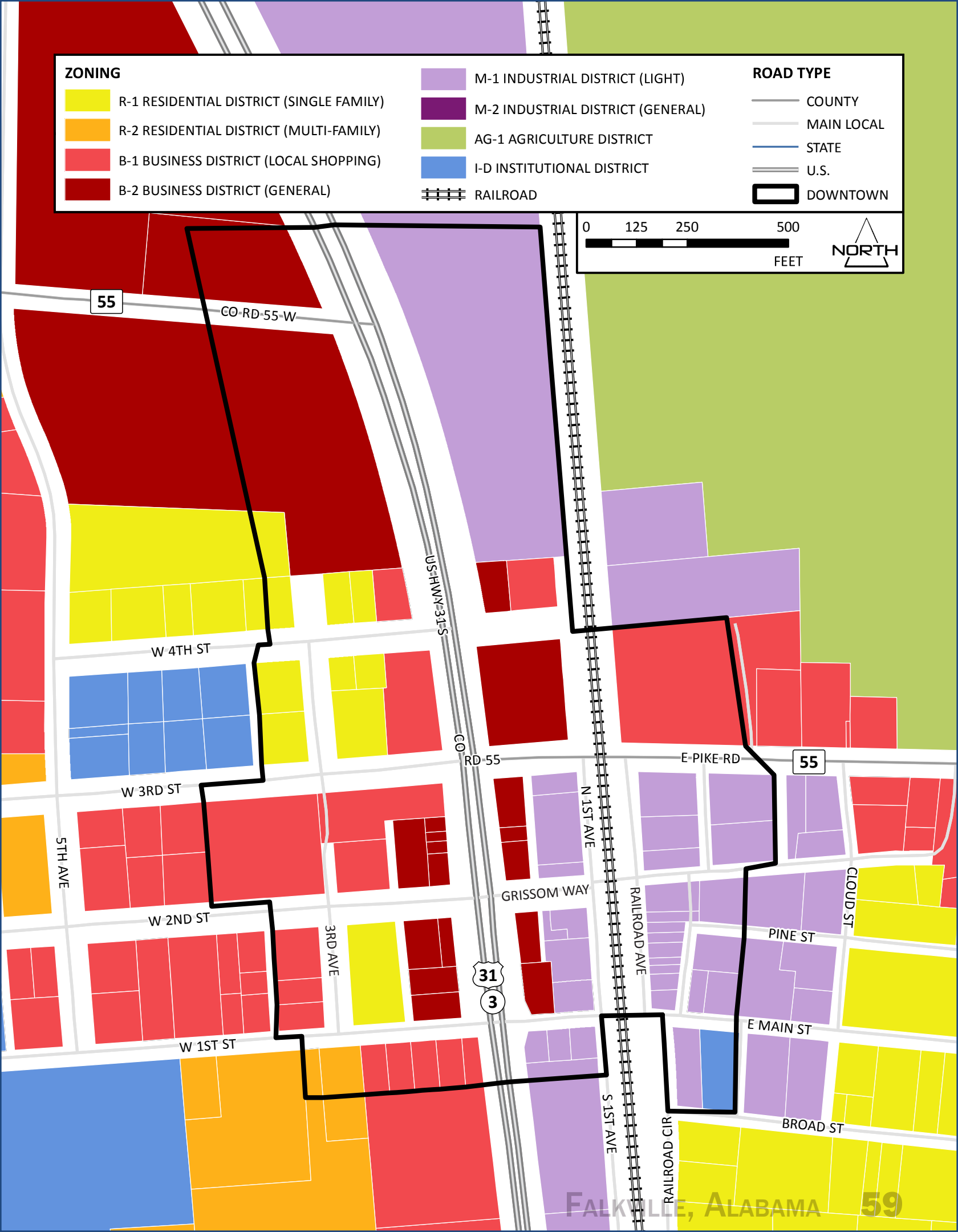
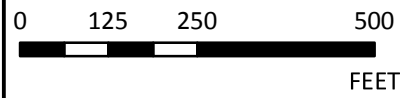
ZONING

- R-1 RESIDENTIAL DISTRICT (SINGLE FAMILY)
- R-2 RESIDENTIAL DISTRICT (MULTI-FAMILY)
- B-1 BUSINESS DISTRICT (LOCAL SHOPPING)
- B-2 BUSINESS DISTRICT (GENERAL)

- M-1 INDUSTRIAL DISTRICT (LIGHT)
- M-2 INDUSTRIAL DISTRICT (GENERAL)
- AG-1 AGRICULTURE DISTRICT
- I-D INSTITUTIONAL DISTRICT
- RAILROAD

ROAD TYPE

- COUNTY
- MAIN LOCAL
- STATE
- U.S.
- DOWNTOWN





CURRENT ECONOMIC CONDITIONS

ECONOMIC BASE

The economic vitality of a community relies primarily on its ability to both attract and maintain business and industry, which provide more revenue than residential development. Falkville, along with the rest of the world, exists within a global economy, where an event on another continent can greatly impact the national and local economy. This helps to underscore the importance of having a “diverse economy” to help offset these cyclical events. To this end, Falkville should seek to maintain its existing commercial and industrial base and attract new developments where appropriate.

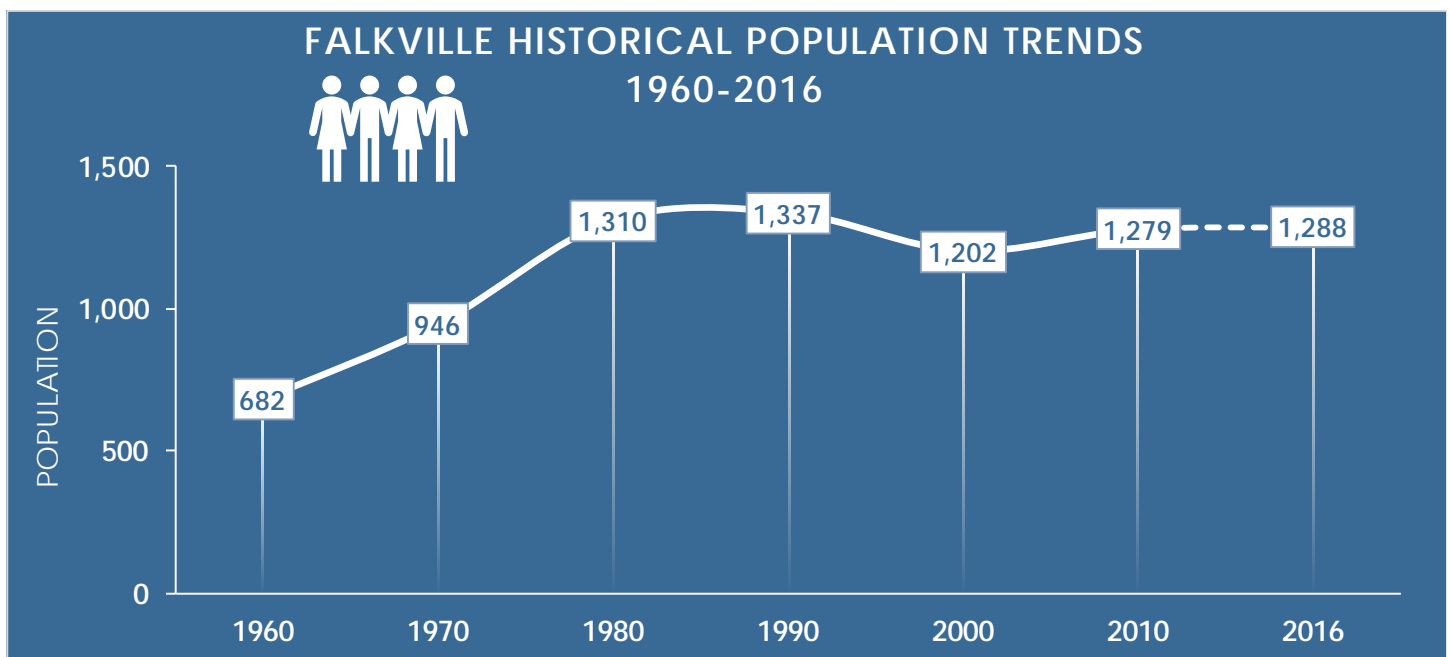
New commercial (retail and office) developments should be directed towards existing commercial areas such as downtown, the I-65 interchange, and proposed village centers. This will serve to enhance and stimulate the economy in Falkville while creating the special places desired by the residents. Also, careful consideration should be given to new commercial developments that may harm existing businesses. The transfer of revenue generated from one location to another provides no financial benefit to the Town, and the blighted appearance caused by vacant storefronts can discourage future development and investment.

ECONOMIC INDICATORS

The role of this planning process is to analyze Downtown Falkville’s economic indicators and look for ways to strengthen and diversify Falkville’s economy to prepare for disaster or change. Economic indicators are statistics that represent specific economic conditions or aspects of a place and provide insight into the economic health of a town. NARCOG studied many of these indicators relating to the economic conditions of Falkville. These economic indicators include industries, occupations, income, and employment.

An example of an economic indicator is a town’s industries. A town with one or two industries is generally indicative of one or two major employers in the region. If an employer were to move or go out of business, the unemployment rate would most likely significantly increase, and tax revenue would sharply decline. A diverse set of industries creates a stronger, more resilient economy that is less susceptible to the negative impacts that may come from disruptive change or disaster.

Demographics also play a significant role in economic indicators. For example, the average level of education for the community can dictate what businesses locate in their region. A technology company is unlikely to locate in a place that has a lower percentage of college-educated individuals, while a manufacturing business would be likely to locate in that same region. Demographics and the economy go hand and hand.



COMMUNITY GROWTH AND POPULATION

In the last 50 years, the population of Falkville has seen one major spike in growth. During the 1970s and early 1980s, the population of Falkville increased to over 1,300 people, with a population of 1,337 in the 1990 Decennial Census. Shortly thereafter, the population decreased to approximately 1,200. The town has been slowly increasing over the past two decades. This can be seen in the preceding chart “Falkville Historical Population Trends.” The tables and chart below show the percent of change in the populations for Falkville, Morgan County, the NARCOG region (Morgan, Cullman, and Lawrence Counties), and Alabama from 1960 to 2016. The most recent estimates are included (2010-2016) but are differentiated (gray font color and dotted lines) because they are not as applicable when looking at the percent changes, but are nevertheless still relevant. As shown in the table, the largest percent increase for Falkville occurred between 1960 and 1970 with the following decade being almost as high, and with Morgan County and the NARCOG region following suit. (*The low counts are shown in red and the high counts are shown in white*).

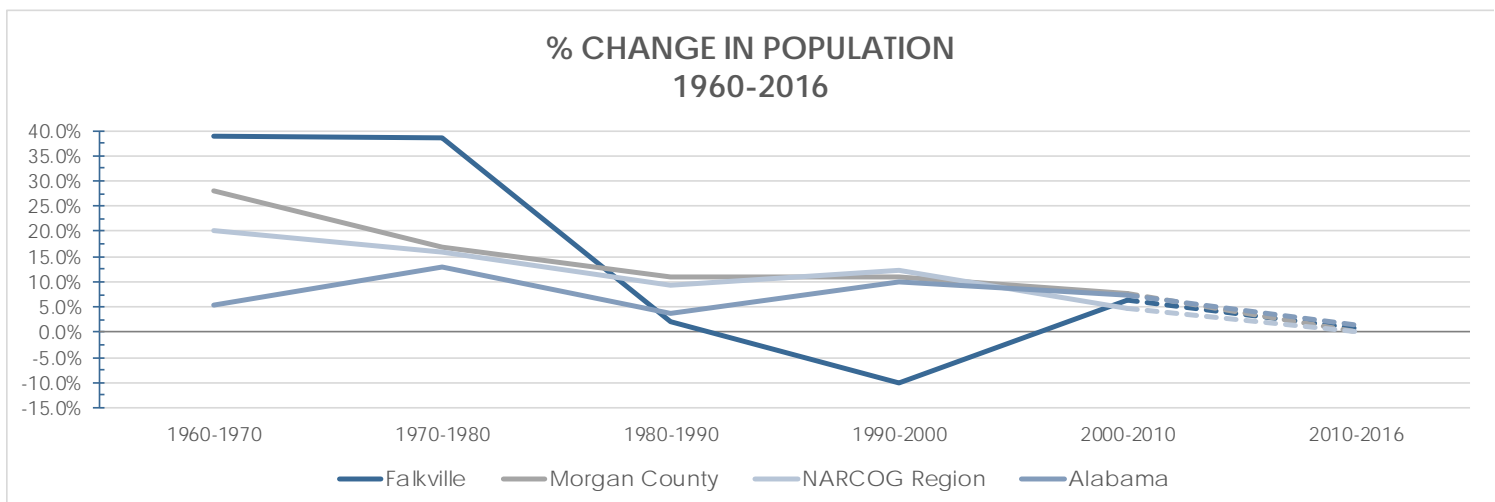
The chart on the following page shows the population age range estimates in Falkville, with the largest section of the population being between the ages of 45 and 54 years old (shown in dark blue). The smallest is section of the population is those between the ages of 15 and 19 years old (shown in red).

(U.S. Census Bureau, 2012-2016 American Community Survey (ACS) 5-Year Estimates and U.S. Census Bureau, Decennial Censuses)

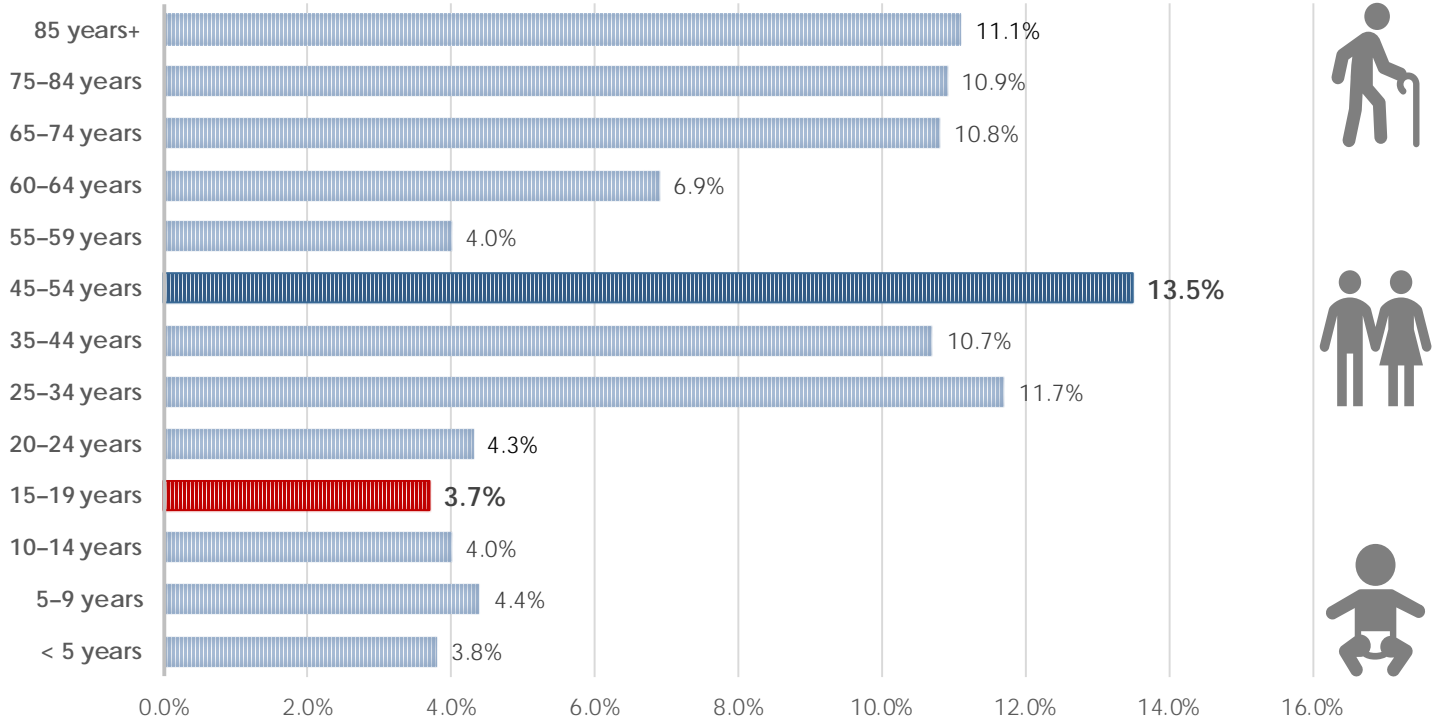
Historical Population Trends

	1960	1970	1980	1990	2000	2010	2016
Falkville	682	946	1,310	1,337	1,202	1,279	1,288
Morgan County	60,454	77,306	90,231	100,043	111,064	119,490	119,555
NARCOG Region	130,527	157,032	182,043	199,169	223,350	234,235	234,304
Alabama	3,266,740	3,444,354	3,893,888	4,040,587	4,447,100	4,779,736	4,841,164

% Change in Population	1960-1970	1970-1980	1980-1990	1990-2000	2000-2010	2010-2016
Falkville	38.7%	38.5%	2.1%	-10.1%	6.4%	0.7%
Morgan County	27.9%	16.7%	10.9%	11.0%	7.6%	0.1%
NARCOG Region	20.3%	15.9%	9.4%	12.1%	4.9%	0.0%
Alabama	5.4%	13.1%	3.8%	10.1%	7.5%	1.3%



FALKVILLE POPULATION AGE RANGES



EDUCATION ATTAINMENT

Falkville’s average educational attainment level is on a continual incline as more of the younger populations head to college. This is both a trend in the state of Alabama and in the nation as a whole. Of the population in Falkville that is 25 years or older, 31.8 percent do not have a high school diploma, 38.1 percent have obtained a high school degree or GED, 19.3 percent have completed some college or an associate’s degree, and 10.8 percent have a bachelor’s degree or higher. In total, 68.2 percent of the population 18 years and older have a high school degree or higher, and 10.8 percent have a bachelor’s degree or higher.

(2012-2016 American Community Survey 5-Year Estimates)

S1501: EDUCATIONAL ATTAINMENT	Falkville, AL		Morgan County		NARCOG Region		Alabama	
<i>2012-2016 ACS 5-Year Estimates</i>	Total	%	Total	%	Total	%	Total	%
Population 18 to 24 years	78		9,817		19,225		474,567	
Less than high school graduate	22	28.2%	1,916	19.5%	3,821	19.9%	74,167	15.6%
High school graduate (includes equivalency)	34	43.6%	3,762	38.3%	6,947	36.1%	146,337	30.8%
Some college or associate's degree	20	25.6%	3,646	37.1%	7,472	38.9%	219,193	46.2%
Bachelor's degree or higher	2	2.6%	493	5.0%	985	5.1%	34,870	7.3%
Population 25 years and over	1,026		82,033		161,783		3,261,408	
Less than high school graduate	326	31.8%	14,363	17.5%	29,674	18.3%	496,036	15.2%
High school graduate (includes equivalency)	391	38.1%	24,668	30.1%	53,792	33.2%	1,009,593	31.0%
Some college or associate's degree	198	19.3%	25,423	31.0%	49,892	30.8%	972,703	29.8%
Bachelor's degree or higher	111	10.8%	17,579	21.4%	28,425	17.6%	783,076	24.0%
Percent high school graduate or higher	68.2%		82.5%		81.5%		84.8%	
Percent bachelor's degree or higher	10.8%		21.4%		16.2%		24.0%	

EMPLOYMENT

The two tables below show the unemployment rates and labor force participation rates for Falkville, Morgan County, the NARCOG Region, and the state of Alabama. It is estimated that Falkville's unemployment rate is 11.2 percent (shown in red), with 41.5 percent of the population participating in the labor force. The largest unemployed population in Falkville is the 30 to 34 year-olds, at 27.4 percent, whereas the largest unemployed population in the other 3 regions is the 16 to 19 year-olds (shown in red). The estimated unemployment rates for Morgan County, the NARCOG region, and the state of Alabama are 8.9 percent, 7.8 percent, and 8.3 percent, respectively (shown in red). (2012-2016 American Community Survey 5-Year Estimates)

UNEMPLOYMENT RATE (S2301: EMPLOYMENT STATUS)	Falkville, AL		Morgan County		NARCOG Region		Alabama	
	Total	Unemployment rate	Total	Unemployment rate	Total	Unemployment rate	Total	Unemployment rate
2012-2016 ACS 5-Yr Estimates	Estimate		Estimate		Estimate		Estimate	
Population 16 years+	1,117	11.2%	95,163	8.9%	187,270	7.8%	3,864,302	8.3%
16 to 19 years	35	0.0%	5,858	26.9%	11,321	26.3%	260,405	26.3%
20 to 24 years	56	18.4%	7,272	17.5%	14,166	15.2%	342,489	16.0%
25 to 29 years	81	6.3%	7,280	12.4%	14,305	10.7%	319,177	10.4%
30 to 34 years	70	27.4%	7,463	10.4%	14,134	7.6%	307,387	8.9%
35 to 44 years	138	2.3%	15,355	6.6%	29,635	6.7%	606,216	6.3%
45 to 54 years	174	15.7%	17,182	5.9%	33,534	5.4%	656,639	5.5%
55 to 59 years	52	0.0%	8,585	3.7%	16,951	3.3%	332,234	4.6%
60 to 64 years	89	0.0%	7,334	5.3%	14,555	4.2%	297,361	4.2%
65 to 74 years	139	13.6%	11,058	4.1%	23,049	3.2%	434,510	3.9%
75 years and over	283	-	7,776	6.3%	15,620	4.9%	307,884	3.8%

LABOR FORCE PARTICIPATION RATE (S2301: EMPLOYMENT STATUS)	Falkville, AL	Morgan County	NARCOG Region	Alabama
	Labor Force Participation Rate	Labor Force Participation Rate	Labor Force Participation Rate	Labor Force Participation Rate
2012-2016 ACS 5-Yr Estimates	Estimate	Estimate	Estimate	Estimate
Population 16 years+	41.5%	58.4%	55.4%	57.9%
16 to 19 years	25.7%	39.6%	35.4%	32.8%
20 to 24 years	87.5%	77.4%	72.0%	71.7%
25 to 29 years	79.0%	78.2%	74.7%	79.1%
30 to 34 years	88.6%	77.5%	76.7%	78.2%
35 to 44 years	63.0%	77.9%	75.1%	78.5%
45 to 54 years	62.1%	74.8%	70.9%	73.3%
55 to 59 years	63.5%	61.6%	61.5%	63.0%
60 to 64 years	32.6%	45.6%	44.6%	46.2%
65 to 74 years	15.8%	21.0%	18.8%	21.3%
75 years and over	0.0%	5.3%	4.6%	5.8%

OCCUPATION

In Falkville, the occupational classification with the largest percentage of workers is the “management, business, science, and arts occupations” category, containing 26.5 percent of the working population. The same occupational classification holds the largest percentage of workers for Morgan County, the NARCOG region, and Alabama, as well (shown in red). The smallest percentage of workers in Falkville is in the “sales and office occupations” category. However, for Morgan County, the NARCOG region, and Alabama, the smallest percentage is in “natural resources, construction, and maintenance occupations.”

(2012-2016 American Community Survey 5-Year Estimates)

OCCUPATION	Falkville, AL		Morgan County		NARCOG Region		Alabama	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Civilian employed population 16 years and over	411		50,615		95,472		2,042,025	
Management, business, science, & arts	109	26.5%	15,167	30.0%	27,451	28.8%	685,523	33.6%
Service	76	18.5%	7,724	15.3%	14,485	15.2%	339,793	16.6%
Sales & office	50	12.2%	12,185	24.1%	22,118	23.2%	489,112	24.0%
Natural resources, construction, & maintenance	70	17.0%	5,853	11.6%	12,275	12.9%	199,303	9.8%
Production, transportation, & material moving	106	25.8%	9,686	19.1%	19,143	20.1%	328,294	16.1%

INDUSTRY

The industry sector that employs the largest percentage of the labor force in Falkville is the manufacturing industry sector, at 30.4 percent. The same is true for Morgan County and the NARCOG region, with the second largest industry sector being that of educational services, health care, and social assistance (shown in red). The opposite is true for the state of Alabama (also shown in red). The smallest industry sector for employment in Falkville consists of two sectors: the agriculture, forestry, fishing, hunting, and mining sector, and the information sector. The same is also true for Morgan County, the NARCOG region, and the state, but with the information sector being the NARCOG region’s smallest.

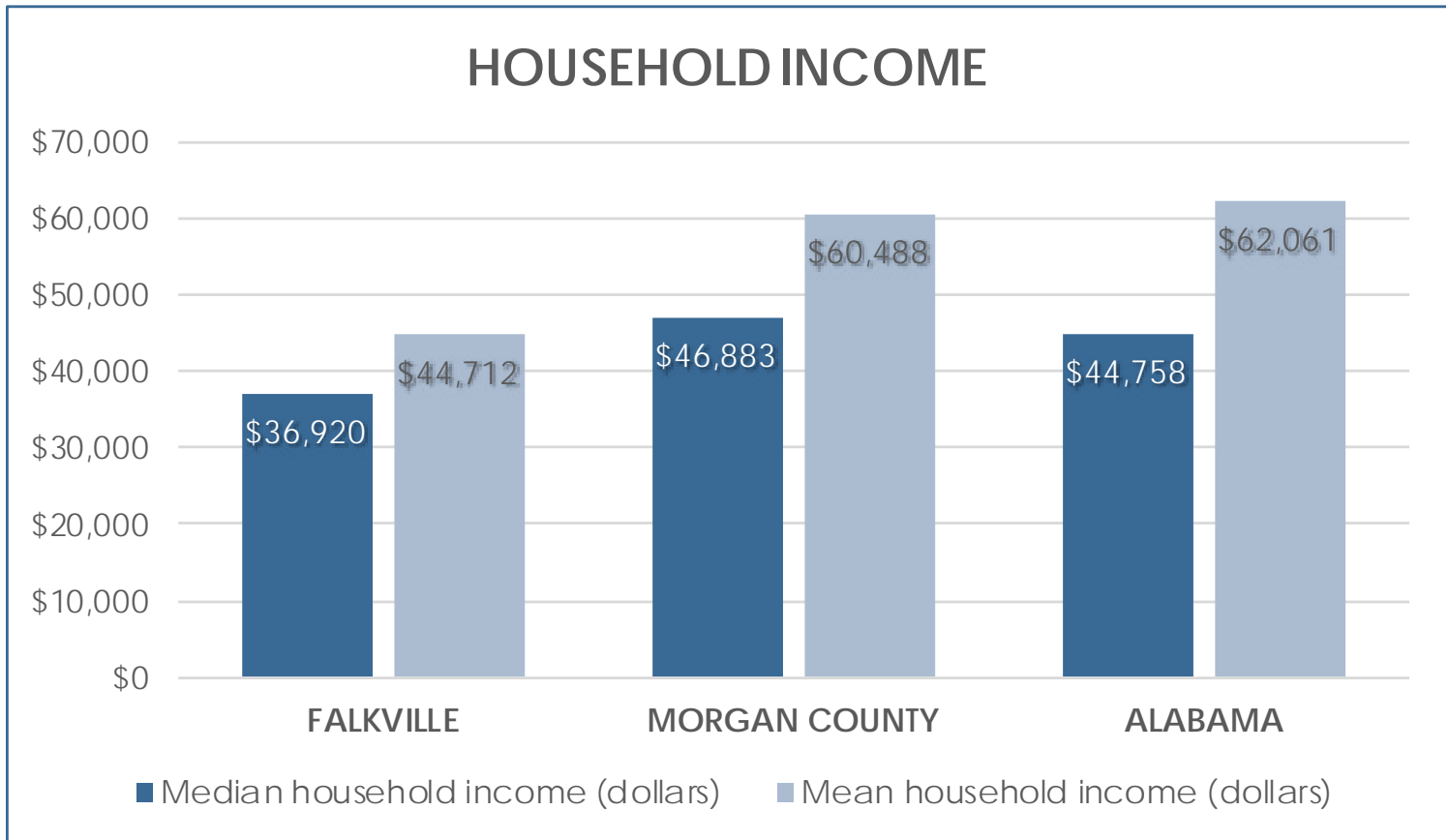
(2012-2016 American Community Survey 5-Year Estimates)

INDUSTRY EMPLOYMENT	Falkville, AL		Morgan County		NARCOG Region		Alabama	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Civilian employed population 16 years and over	411		50,615		95,472		2,042,025	
Agriculture; forestry; fishing & hunting; mining	0	0.0%	365	0.7%	1,696	1.8%	32,734	1.6%
Construction	39	9.5%	4,583	9.1%	8,623	9.0%	130,941	6.4%
Manufacturing	125	30.4%	10,150	20.1%	18,626	19.5%	286,717	14.0%
Wholesale trade	4	1.0%	1,067	2.1%	2,180	2.3%	51,708	2.5%
Retail trade	41	10.0%	7,017	13.9%	12,920	13.5%	245,282	12.0%
Transportation & warehousing; utilities	26	6.3%	2,069	4.1%	4,508	4.7%	108,057	5.3%
Information	0	0.0%	487	1.0%	1,004	1.1%	34,578	1.7%
Finance & insurance; real estate, rental, & leasing	2	0.5%	1,924	3.8%	3,750	3.9%	114,110	5.6%
Professional; scientific; management; administrative & waste management services	21	5.1%	4,689	9.3%	7,853	8.2%	190,058	9.3%
Educational services; health care & social assistance	96	23.4%	9,554	18.9%	18,543	19.4%	458,758	22.5%
Arts; entertainment; recreation; accommodation & food services	22	5.4%	3,798	7.5%	6,666	7.0%	170,092	8.3%
Other services (except public administration)	24	5.8%	2,678	5.3%	5,274	5.5%	105,318	5.2%
Public administration	11	2.7%	2,234	4.4%	3,829	4.0%	113,672	5.6%

HOUSEHOLD AND PER CAPITA INCOME

Falkville has a median income of \$36,920, and an average income of \$44,712. The State of Alabama has a median household income of \$44,758, with the average at \$62,061. Morgan county has a median income of \$46,883, with an average of \$60,488, a higher household income than both the state and the town of Falkville .

(2012-2016 American Community Survey 5-Year Estimates)



TOWN BUDGET AND EXPENSES

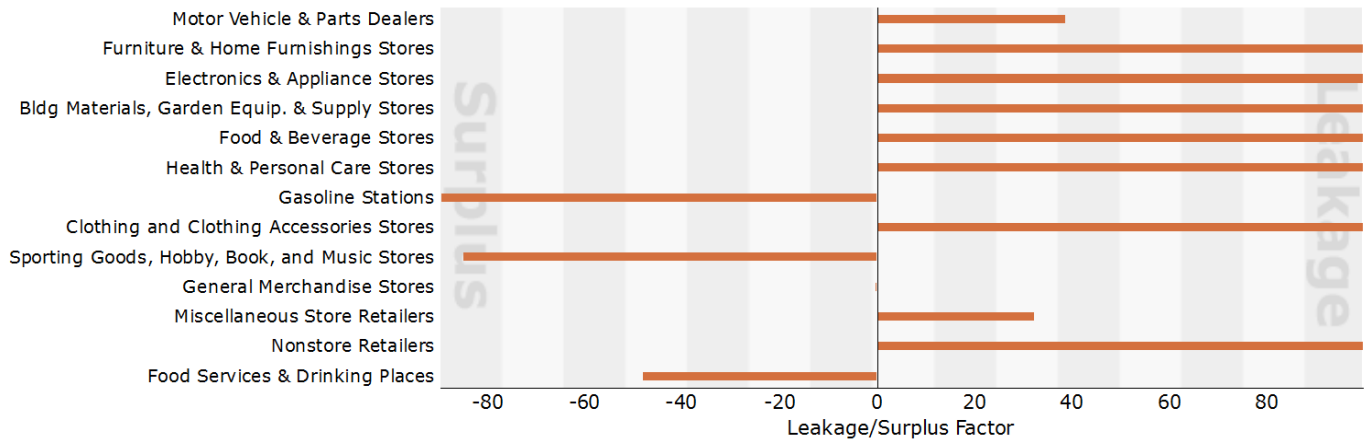
Falkville’s revenue, outside of a couple years, has been on a steady incline. Over the past decade the budget has increased by \$1,236,036. This increase in revenue is from new development located along Interstate 65. The Love’s truck stop has been a major contributor to this tax revenue base increase. Both the revenue and expenditures have increased with this addition to the tax base. This shows that with the additional tax revenue, more expenses have occurred. Outside of 2008, Falkville has kept a positive budget and had extra money every year.

FALKVILLE TOWN BUDGET									
	2010	2011	2012	2013	2014	2015	2016	2017	2018
Revenue	\$664,300.0	\$1,456,445.0	\$1,567,497.0	\$1,588,954.0	\$2,008,133.0	\$1,951,250.0	\$2,025,170.0	\$2,275,411.0	\$2,420,182.0
Expenses	\$436,486.0	\$1,455,510.0	\$1,562,674.0	\$1,572,142.0	\$2,004,394.0	\$1,950,714.0	\$2,015,790.0	\$2,261,085.0	\$2,281,687.0

RETAIL MARKET ANALYSIS

The Esri chart on the opposite page is an overview of the Retail Analysis of Falkville. A retail analysis shows how much is spent by the residents of Falkville both inside and outside of the town limits. Businesses look at this data to calculate the demand of their product or service. For example, if customers are driving outside of the city to get groceries, there will be a retail gap for groceries. Approximately \$5 million will be spent outside of the town. This would be a 5-million-dollar retail gap on groceries. On the other hand, when the opposite occurs, there will be a retail surplus. An excess of money will be spent in the town, and there is therefore no gap to be filled. In total, Falkville has a 24.5-million-dollar retail surplus. This means that people from outside the town are spending \$24.5 million inside the town on retail, food, and drink. Falkville's biggest surplus is gas stations, at \$25 million. The largest retail gap in a single category is grocery stores, with \$1.5 million. The biggest potential markets in Falkville are in the Food and Beverage Stores category, the Motor Vehicle & Parts Dealers category, and the Department Stores subcategory, totaling at approximately \$4.4 million in outside sales.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Falkville Town, AL (0125648)
 Geography: Place

Prepared by Esri

Summary Demographics

2017 Population	1,288
2017 Households	390
2017 Median Disposable Income	\$34,813
2017 Per Capita Income	\$20,480

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$11,661,471	\$36,163,296	-\$24,501,825	-51.2	13
Total Retail Trade	44-45	\$10,739,194	\$33,527,478	-\$22,788,284	-51.5	9
Total Food & Drink	722	\$922,277	\$2,635,818	-\$1,713,541	-48.2	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,603,529	\$1,142,343	\$1,461,186	39.0	1
Automobile Dealers	4411	\$2,056,189	\$1,142,343	\$913,846	28.6	1
Other Motor Vehicle Dealers	4412	\$326,572	\$0	\$326,572	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$220,768	\$0	\$220,768	100.0	0
Furniture & Home Furnishings Stores	442	\$309,351	\$0	\$309,351	100.0	0
Furniture Stores	4421	\$180,861	\$0	\$180,861	100.0	0
Home Furnishings Stores	4422	\$128,490	\$0	\$128,490	100.0	0
Electronics & Appliance Stores	443	\$261,277	\$0	\$261,277	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$747,333	\$0	\$747,333	100.0	0
Bldg Material & Supplies Dealers	4441	\$694,911	\$0	\$694,911	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$52,422	\$0	\$52,422	100.0	0
Food & Beverage Stores	445	\$1,630,529	\$0	\$1,630,529	100.0	0
Grocery Stores	4451	\$1,512,768	\$0	\$1,512,768	100.0	0
Specialty Food Stores	4452	\$58,796	\$0	\$58,796	100.0	0
Beer, Wine & Liquor Stores	4453	\$58,965	\$0	\$58,965	100.0	0
Health & Personal Care Stores	446,4461	\$687,879	\$0	\$687,879	100.0	0
Gasoline Stations	447,4471	\$1,432,135	\$26,493,953	-\$25,061,818	-89.7	5
Clothing & Clothing Accessories Stores	448	\$297,380	\$0	\$297,380	100.0	0
Clothing Stores	4481	\$201,862	\$0	\$201,862	100.0	0
Shoe Stores	4482	\$46,770	\$0	\$46,770	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$48,748	\$0	\$48,748	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$302,339	\$3,733,246	-\$3,430,907	-85.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$266,479	\$3,733,246	-\$3,466,767	-86.7	1
Book, Periodical & Music Stores	4512	\$35,860	\$0	\$35,860	100.0	0
General Merchandise Stores	452	\$1,887,469	\$1,906,946	-\$19,477	-0.5	1
Department Stores Excluding Leased Depts.	4521	\$1,272,624	\$0	\$1,272,624	100.0	0
Other General Merchandise Stores	4529	\$614,845	\$1,906,946	-\$1,292,101	-51.2	1
Miscellaneous Store Retailers	453	\$492,152	\$250,990	\$241,162	32.5	1
Florists	4531	\$16,225	\$250,990	-\$234,765	-87.9	1
Office Supplies, Stationery & Gift Stores	4532	\$70,336	\$0	\$70,336	100.0	0
Used Merchandise Stores	4533	\$61,877	\$0	\$61,877	100.0	0
Other Miscellaneous Store Retailers	4539	\$343,714	\$0	\$343,714	100.0	0
Nonstore Retailers	454	\$87,821	\$0	\$87,821	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$23,505	\$0	\$23,505	100.0	0
Vending Machine Operators	4542	\$12,939	\$0	\$12,939	100.0	0
Direct Selling Establishments	4543	\$51,377	\$0	\$51,377	100.0	0
Food Services & Drinking Places	722	\$922,277	\$2,635,818	-\$1,713,541	-48.2	4
Special Food Services	7223	\$5,381	\$0	\$5,381	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$16,289	\$0	\$16,289	100.0	0
Restaurants/Other Eating Places	7225	\$900,607	\$2,635,818	-\$1,735,211	-49.1	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.



LIST OF FIGURES

LIST OF FIGURES

IMAGE SOURCES:

- FIGURE 1 Pedestrian bench, landscaping, and curb bump-out on 23rd St N in Uptown - Birmingham, AL
- FIGURE 2 Permeable paver sidewalks and outdoor seating in Destin Commons shopping center - Destin, FL
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- FIGURE 7 Grass paver driveway at 2109 Morris Ave apartments- Birmingham, AL
- FIGURE 8 Grass pavers - "Grass in a permeable grid system. Image credit: Public Domain. By Immanuel Giel.":
<https://land8.com/permeable-paving-the-essential-guide/>
- FIGURE 9 Signage in uptown Charlotte, NC
- FIGURE 10 Grass paver parking lot at Technical University of Denmark in Lyngby:
<http://buildabetterburb.org/copenhagen-green-city-green-parking/>
- FIGURE 11 Parking lot with permeable pavers, bioswales, and rain gardens at Fountain View Recreation Center - Carol Stream, IL:
<https://www.flickr.com/photos/centerforneighborhoodtechnology/14899368572>
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- FIGURE 15 Royal Wolf Cafe Container Box:
<https://www.royalwolf.co.nz/product/restaurants-and-cafes/>
- FIGURE 16 Container Park, Las Vegas NV:
https://s3-media3.fl.yelpcdn.com/bphoto/Hh5LMMTMW-1S_Q8PiUZWgA/o.jpg
- FIGURE 17 "Northern Retreat" by Blackbox Container Studios:
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- FIGURE 18 Polkka Jam, Container Pop-up Store, Finland:
<https://i.pinimg.com/564x/33/b5/05/33b505d9a63991dfed16b2668a485f56.jpg>

- FIGURE 35 “Box Row” Rendering, Avondale, Birmingham, AL:
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- FIGURE 36 Muskegon Western Market - Muskegon, MI:
<https://www.themittenadventure.com/wp-content/uploads/2017/06/DSC0804-1024x682.jpg>
- FIGURE 37 Muskegon Western Market - Muskegon, MI:
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- FIGURE 19 Muskegon Western Market - Muskegon, MI:
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- FIGURE 20 Muskegon Western Market - Muskegon, MI:
<https://www.strongtowns.org/journal/2018/2/19/low-cost-pop-up-shops-create-big-value-in-muskegon-michigan>
- FIGURE 21 Tionesta Market Village - Tionesta, PA:
<https://smallbizsurvival.com/2015/04/rural-economic-development-idea-tiny-business-villages.html>
- FIGURE 22 Tionesta Market Village - Tionesta, PA:
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- FIGURE 23 Dalegate Market - Burnham Deepdale, Norfolk, England:
<https://wearepopup.com/u/pe31-8fb-gb-burnham-deepd/>
- FIGURE 24 Carlton Landing Pop-Up Shops - Lake Eufaula, OK:
<https://www.carltonlanding.com/event/pop-shops-march/2018-08-11/>
- FIGURE 25 *Rendering created from* Cedar Street Cottages - Buena Vista, CO:
<http://cedarstreetcottages.com/photos/>
- FIGURE 26 *Rendering created from* 2128 New Main St, Louisville, KY:
https://www.realtor.com/realestateandhomes-detail/2128-New-Main-St_Louisville_KY_40206_M44166-61752#photo3
- FIGURE 27 *Rendering created from* 181 William St, Louisville, KY:
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- FIGURE 28 *Rendering created from* 937 S Jackson St, Louisville, KY:
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- FIGURE 29 12-Unit Cottage Housing Plans - Ashland, OR:
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- FIGURE 30 Cottage Housing Developments by M-Group:
<http://www.m-group.us/m-lab/blog/2017/3/7/cottage-housing-developments>
- FIGURE 31 812 Delery St, New Orleans, LA:
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- FIGURE 32 “Katrina” Cottages - Ocean Springs, MS:
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- FIGURE 33 St. James Place Cottages - Ozark, AL
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- FIGURE 34 Cottages on Greene - East Greenwich, RI:
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