



downtown strategies

Strategic Visioning Workshop **Jacksonville, Alabama**



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JACKSONVILLE, ALABAMA

Your Team



Jenn Gregory

President

Downtown Strategies

Jenn founded a consulting firm specializing in solutions for community development, downtown revitalization, retail recruitment, non-profit board development, governmental relations, and public affairs, where she has represented clients in Alabama, Arkansas, Mississippi, and South Carolina.

jgregory@retailstrategies.com | [662] 617-1711



Elliott Cook

Director of Real Estate

Downtown Strategies

As Director of Real Estate, Elliott specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each city's trade area.

elliott@retailstrategies.com | [205] 314-0384



Laura Marinos

Director of Client Services

Downtown Strategies

As the Director of Client Services, Laura specializes and assists in market research, market development plans, project coordination, client communication, event management, and team operations.

laura.marinos@retailstrategies.com | [205] 314-0386



Ryder Richards

Creative Director

Retail Strategies

Ryder specializes in design and web development. Developing marketing materials and all forms of digital or new media his role allows for a unique combination of a creativity and technical wizardry. Yes, that's right, Ryder is a wizard.

rrichards@retailstrategies.com | [806] 790-5508



Charlene Capps

Director of Research

Retail Strategies

As a Director, Research & Analytics for Retail Strategies, Charlene increases efficiencies by creating standardized practices. She finds best ways to tell the story through numbers and data-driven insights that assist with deal making decisions.

ccapps@retailstrategies.com | [205] 905-5708



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Strategic Visioning Workshop Overview

Tuesday, August 10, 2021

10:00 AM	Downtown Strategies team meets with Jacksonville Team
11:00 AM	Walking tour of Downtown Jacksonville
12:00 – 1:30 PM	Downtown Jacksonville Stakeholder Input Session
1:30 PM – 2:00 PM	Downtown Strategies and Jacksonville Team debrief and meeting wrap-up

WELCOME & INTRODUCTIONS

- Retail Strategies & Downtown Strategies
- 5 Pillars of Successful Revitalization
- Roles & Responsibilities
- Timeline

DIALOGUE SESSION

Downtown Visioning

- Character
- Mobility
- Design
- Land use

Community Image

Economic Diversification & Commerce

- Consumer Spending Patterns
- Retail & Restaurant Mix

Commercial & Residential Growth

Roadblocks & Challenges

WHAT'S NEXT?

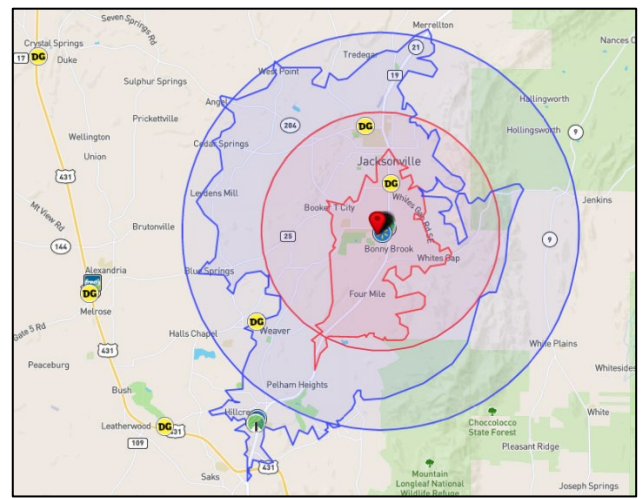
Following evaluation of Market Analysis, Stakeholder Feedback, and Recon from our Boots on the Ground Tour, your Strategic Visioning deliverable will be compiled and submitted within 4-6 weeks.



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Demographic Overview



Walmart
Walmart

3 miles

5 miles

0-5 min

0-10 min

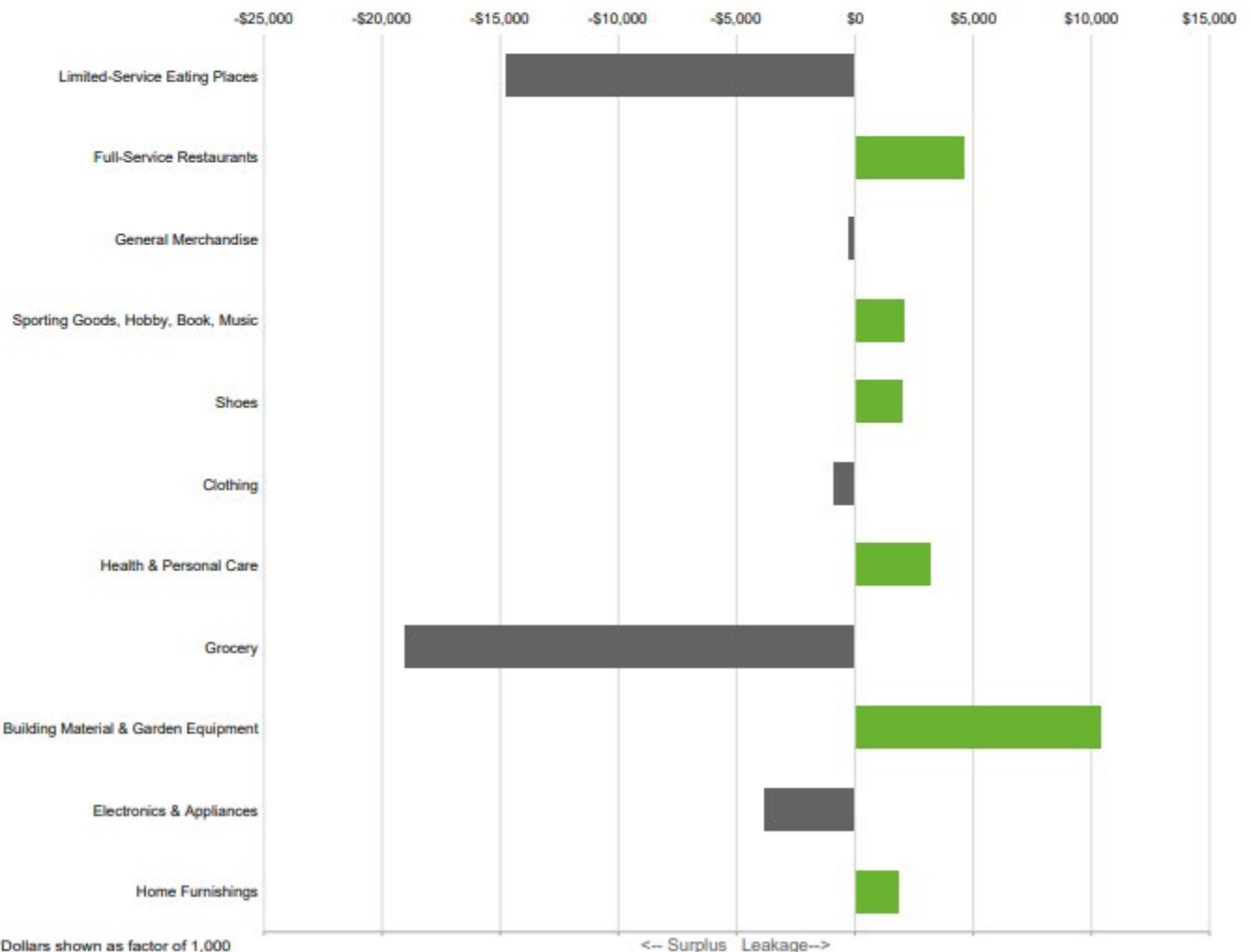
2020

DEMOGRAPHIC
OVERVIEW

Current Year Estimated Population	15,545	23,913	6,021	20,995
Number of Households	6,085	9,377	2,406	8,383
Average Home Value	\$ 157,867	\$ 153,845	\$ 156,082	\$ 152,206
Population Growth % ('20-'25)	1.7%	1.4%	1.9%	1.5%
Current Year Average Age	35.2	37.0	37.3	36.1
Current Year Median Household Income	\$ 41,907	\$ 47,220	\$ 43,274	\$ 42,243
Current Year % Bachelor's Degree	25.8%	24.5%	23.2%	23.7%
Number of Businesses	274	334	201	359
Total Number of Employees	5,159	6,189	3,230	6,833
Daytime Population	21,352	27,297	9,027	26,097

Opportunity Gap within 10 min

CONSUMER DEMAND AND SUPPLY (OPPORTUNITY GAP)



*Dollars shown as factor of 1,000

<-- Surplus Leakage -->



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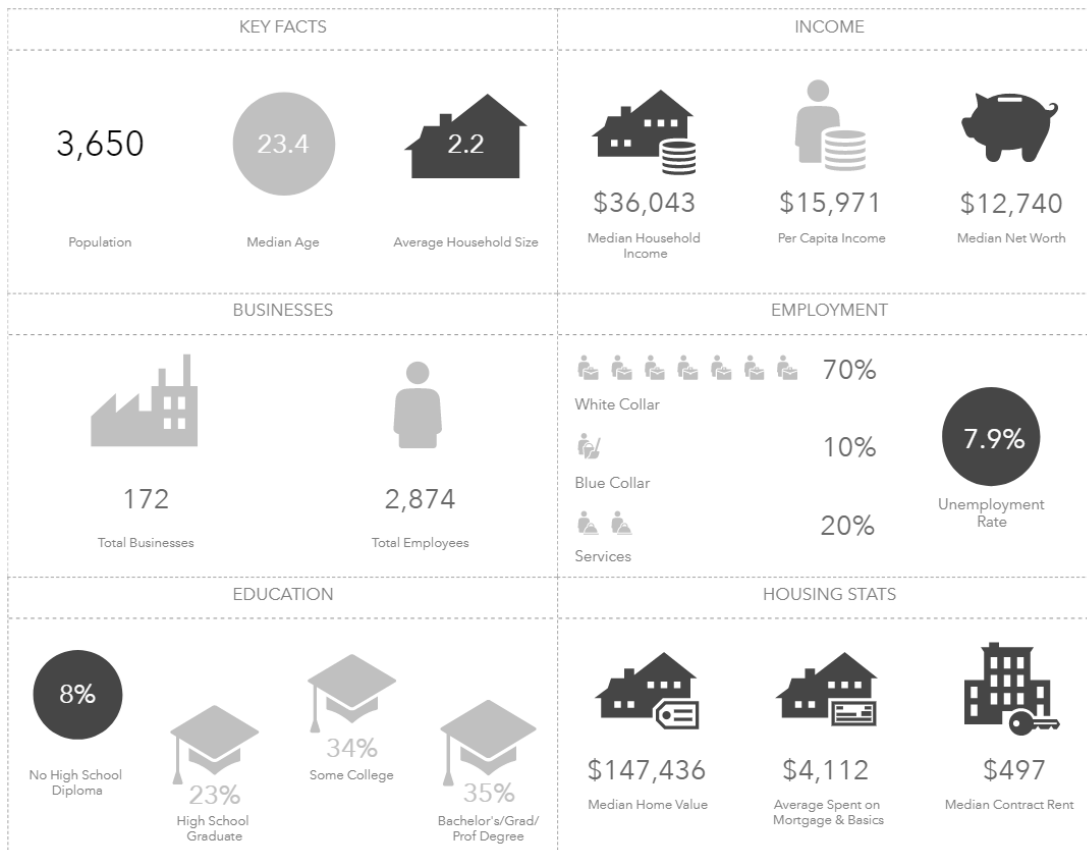
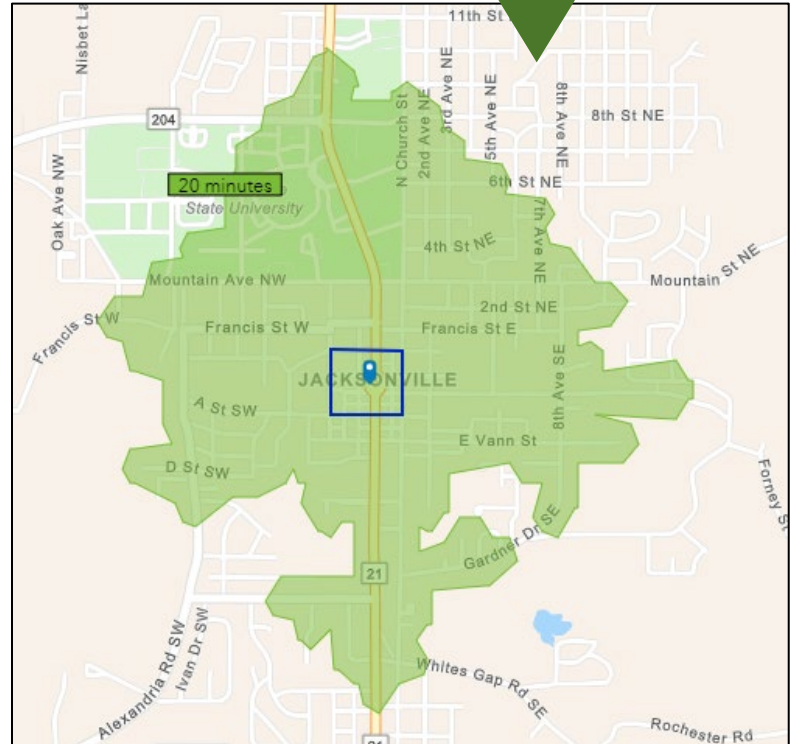
Walkability Assessment

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What's your Community's Walk Score?

A community's walk score is determined by analyzing 3 factors: **walkable distance** between boundaries, presence of a **comprehensive network of pathways** designed for pedestrians and cyclists, and variety of restaurants, retailers, and service providers **necessary for regular life**.

This assessment shows your Downtown with boundaries notating a **5, 10, and 20-minute walk**. A walk time from one Downtown boundary to the next that exceeds 20 minutes is not considered walkable.



90-100	Walker's Paradise Daily errands do not require a car
70-89	Very Walkable Most errands can be accomplished on foot
50-69	Somewhat Walkable Some errands can be accomplished on foot
25-49	Car-Dependent Most errands require a car
0-24	Car-Dependent Almost all errands require a car

The following demographics represent the **population of residents** within a **20-minute walk time** of the Downtown Study Area.

Keep these figures in mind when imagining the possible economic impacts of developing your Downtown into a walkable destination.



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2200 Magnolia Ave South, Suite 100 Birmingham, AL