



downtown strategies

Downtown Strategic Plan Overview

Jacksonville, Alabama

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Our Process

Downtown Strategies exists to assist communities in taking the next, or first, step in their Downtown's journey.

Revitalizing and rejuvenating Downtown communities is a complex task and we are committed to helping you achieve it. We identify and create a tailored strategy to enhance, revitalize, and mobilize your community's efforts.

When properly fueled, your Downtown can be a powerful economic, tourism, and quality of life engine and our team of professionals can help you define your potential and empower you to achieve it.



discover

We are an investment for your community.

A thriving downtown enhances tourism, quality of life, and bolsters your community's culture and values.



connect

Downtowns are complex, and we can help.

We bring years of experience and diverse perspective to give you implementable solutions and a roadmap to transform your Downtown.



advance

We multiply and enhance your efforts.

Downtown Strategies is fully equipped with the needed professionals, tools, and experience. What we deliver, you can execute.

The Five Pillars

Through our Downtown Strategic Visioning Workshop, we assess the five pillars of your downtown's mix: Market Analysis, Policy & Administration, Design, Tourism & Promotion, and Economic Vitality to provide a true road map to revitalization.



market analysis

we help you uncover and define the economic potential in your Downtown area.



policy & administration

set the foundation for smart growth.



design

thoughtful design supports a community's transformation.



tourism & promotion

power your economic engine.



economic vitality

creating opportunity for investment.

Jacksonville, Alabama

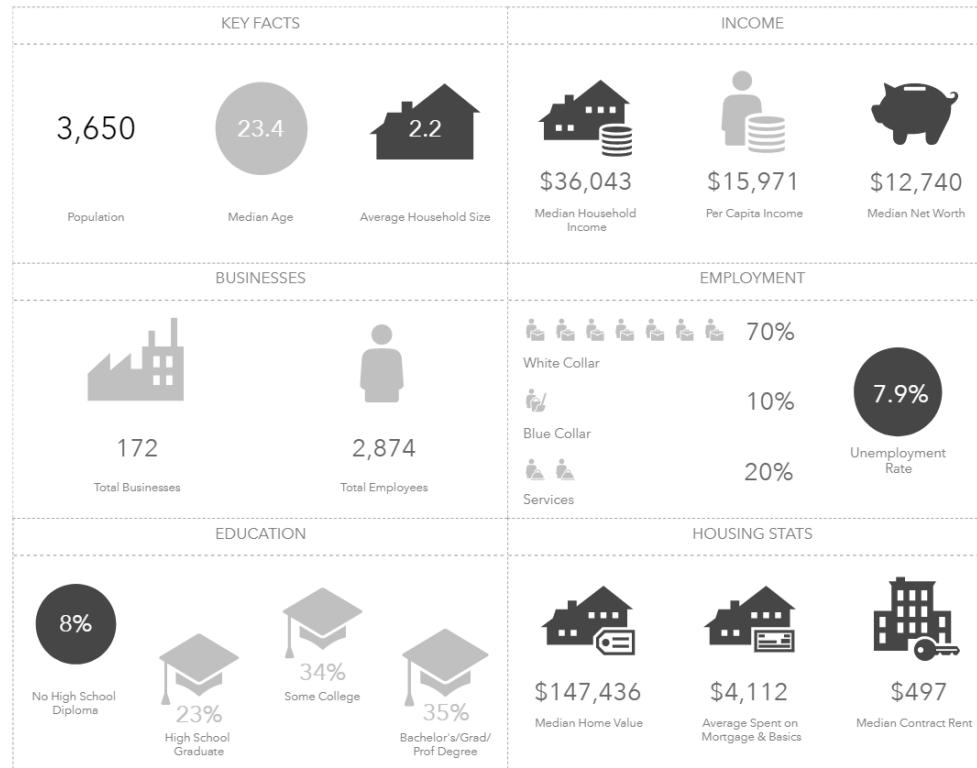
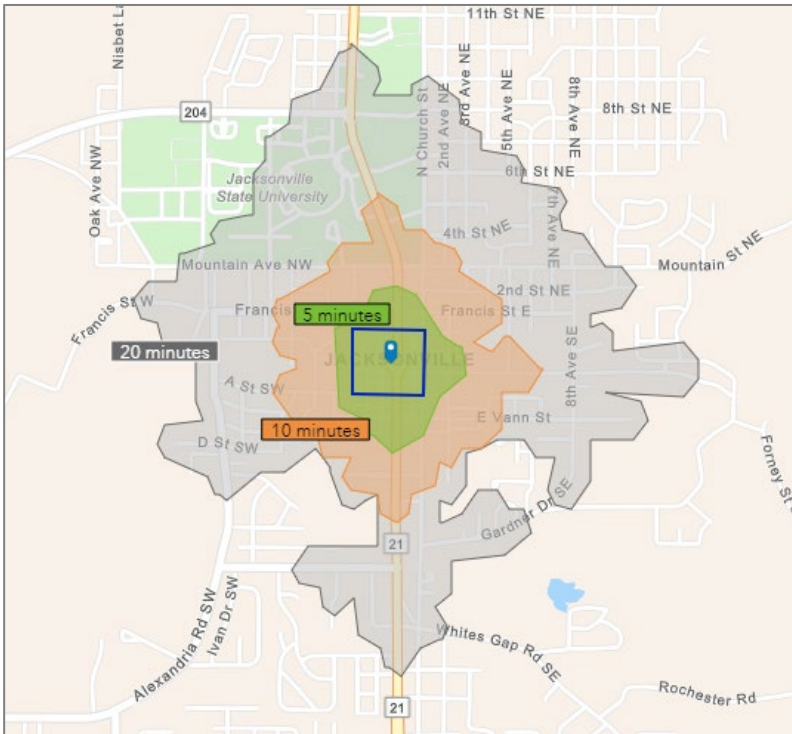
Walkability Assessment

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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.



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.

- 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

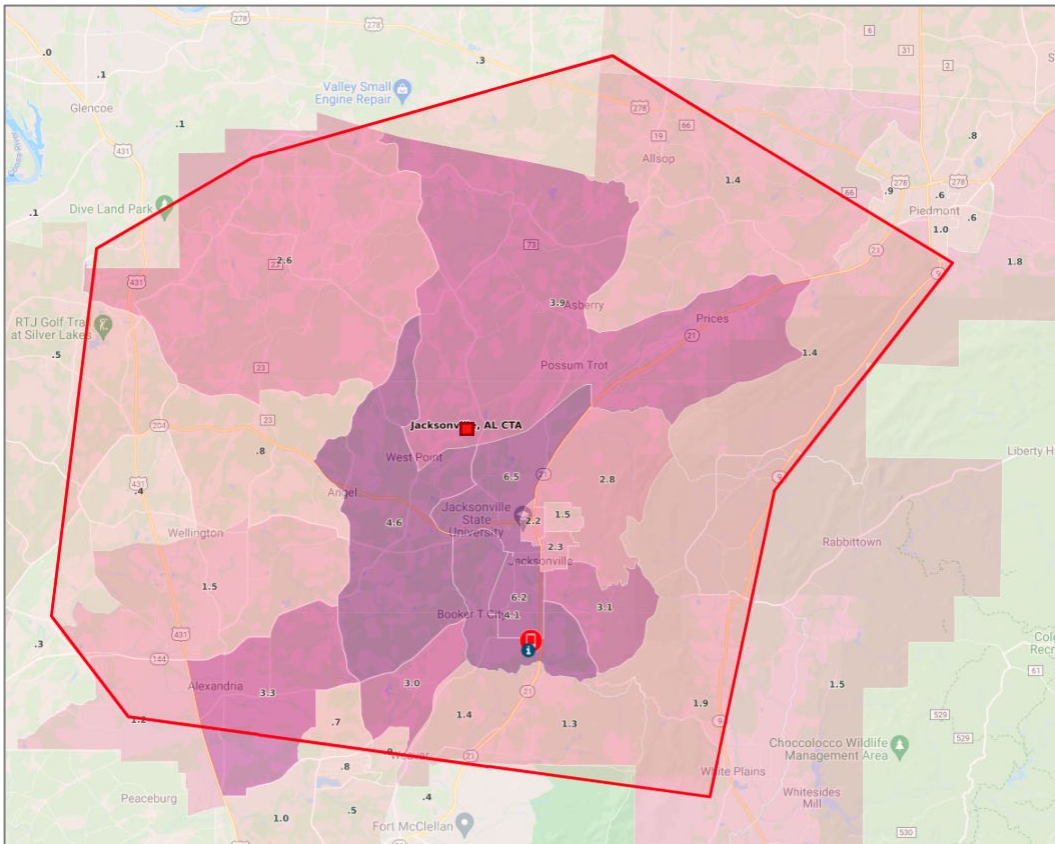
Jacksonville, Alabama

Custom Trade Area

Jacksonville, AL Custom Trade Area (CTA)

Population – 35,176

*The following demographics reflect the Custom Trade Area (CTA) and not geographic community boundaries.



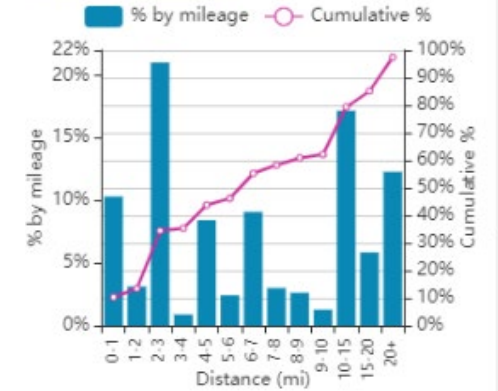
Walmart
1625 Pelham Rd S
Jacksonville, 36265



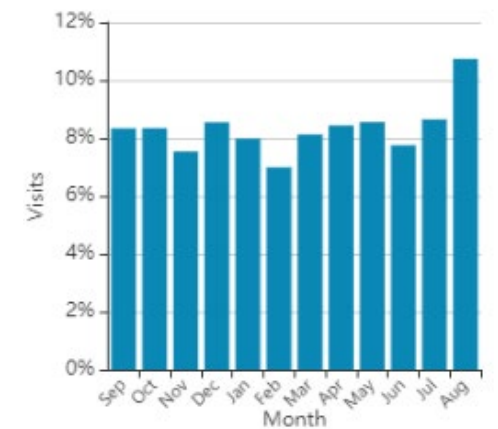
Details

Brand	Walmart
Top Category	General Merchandise Stores, including Warehouse Clubs and Supercenters
Sub Category	All Other General Merchandise Stores
Median Dwell Time	21.71 min
Median Distance from Home	6.6 miles
Annual Visits	125,996 visits
Monthly Visits	9,000
Monthly Visitors	3,594
Tourist Visits	2.5%

Visits by Distance

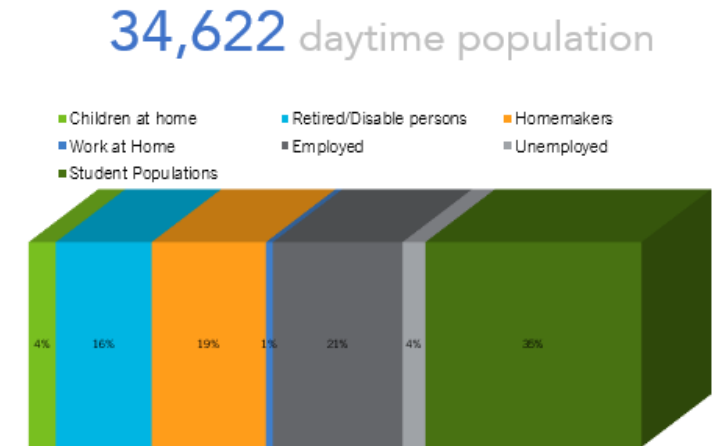
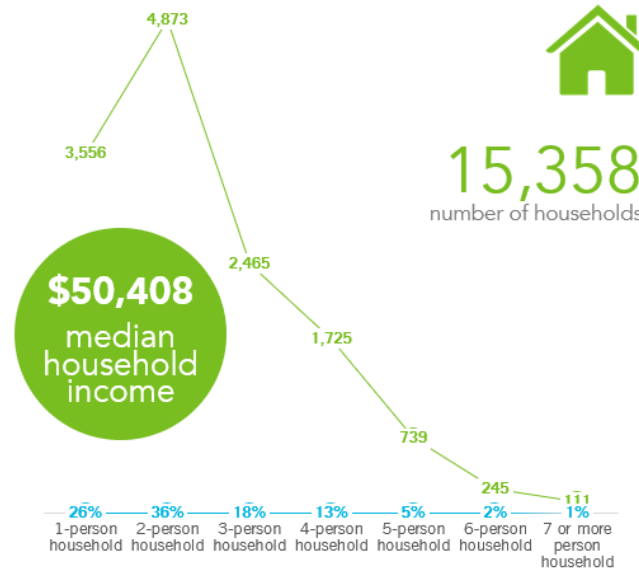
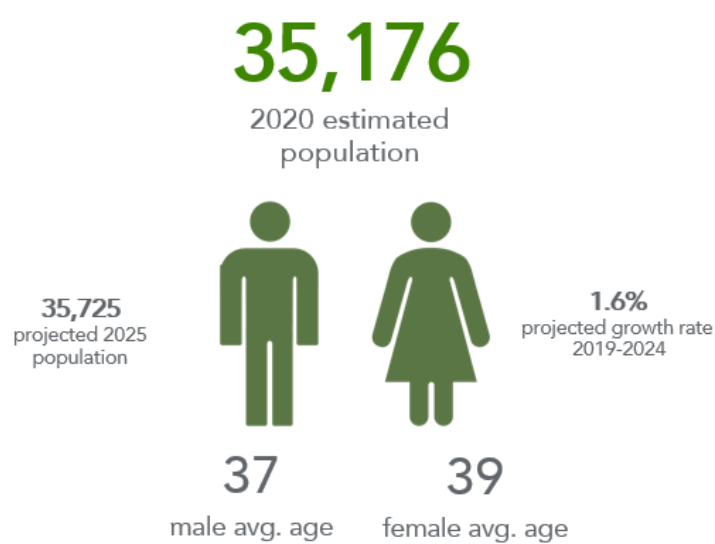


Visits By Month



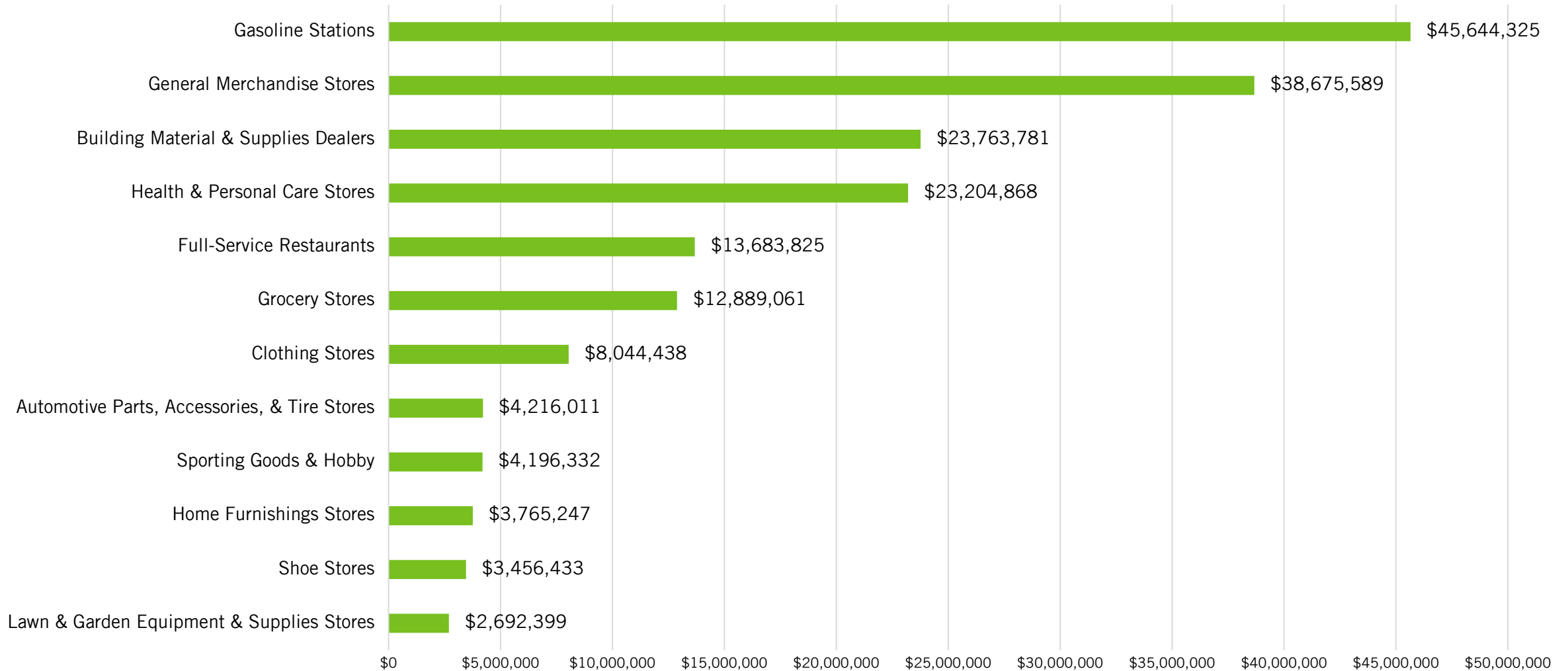
Jacksonville, Alabama

Custom Trade Area



Jacksonville, Alabama

Custom Trade Area : Retail GAP Analysis



Jacksonville, Alabama

Executive Summary Recommendations










- 1 Implement and host a monthly Community Roundtable event, with expanded quarterly editions, to bring together institutional leaders in the community for enhanced communication, strategic direction, and productivity.
- 2 Incorporate retail promotion strategies into Downtown Jacksonville's program of work to encourage activity throughout the day, especially in the evenings, with students in mind.
- 3 Work with existing property owners with vacancies to explore creative strategies for activating vacant space and supporting entrepreneurship.
- 4 Add the exterior paint palette requirements to the CDA's existing Façade Grant Improvement Program, and promote the grant program to property owners and tenants through a merchant/owner meeting and door-to-door and mail marketing.
- 5 Create a Commercial Cooperative District within the Public Square Overlay District and seat a board. Identify key properties that are at risk or vulnerable, stabilize them, and use as an incentive for developers bringing key concepts to the area.
- 6 Engage local artisans to implement a storefront art initiative until vacancies are filled.

Jacksonville, Alabama

Executive Summary Recommendations







 **Year
1-3**

-  Formulate a team to focus on recruiting retailers and restaurants to Downtown Jacksonville filling the categorical gaps listed.
-  Incorporate Form Based Codes into the Public Square Overlay District to encourage proper urban style development as new projects come on line.
-  Establish an Entertainment District in conjunction with the Public Square Overlay District, incorporating open-container allowability year-round. Mobile, Birmingham, Huntsville, Decatur, and Auburn are good local examples.
-  Promote the benefits of federal and state tax credits of the Downtown Jacksonville Historic District being listed on the National Register of Historic Places as a redevelopment tool. Invite professionals from Alabama's Department of Archives & History to train property owners of the 80 contributing buildings.
-  Engage a consultant to facilitate a branding exercise for Jacksonville, establishing a strong, clear brand for the Downtown, City, and its path forward.
-  Work with property owners to encourage and/or fund development of entrepreneur ready shell space in ground floor of vacant properties. Determine opportunity for local incentives from the City of Jacksonville to accompany this effort.
-  Encourage merchants to park in sub-prime areas, leaving more parking for customers. Properly sign handicap and other available and public parking lots to give customers more options for short or long-term parking. Consider rethinking parking minimums for residential developments.

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Executive Summary Recommendations

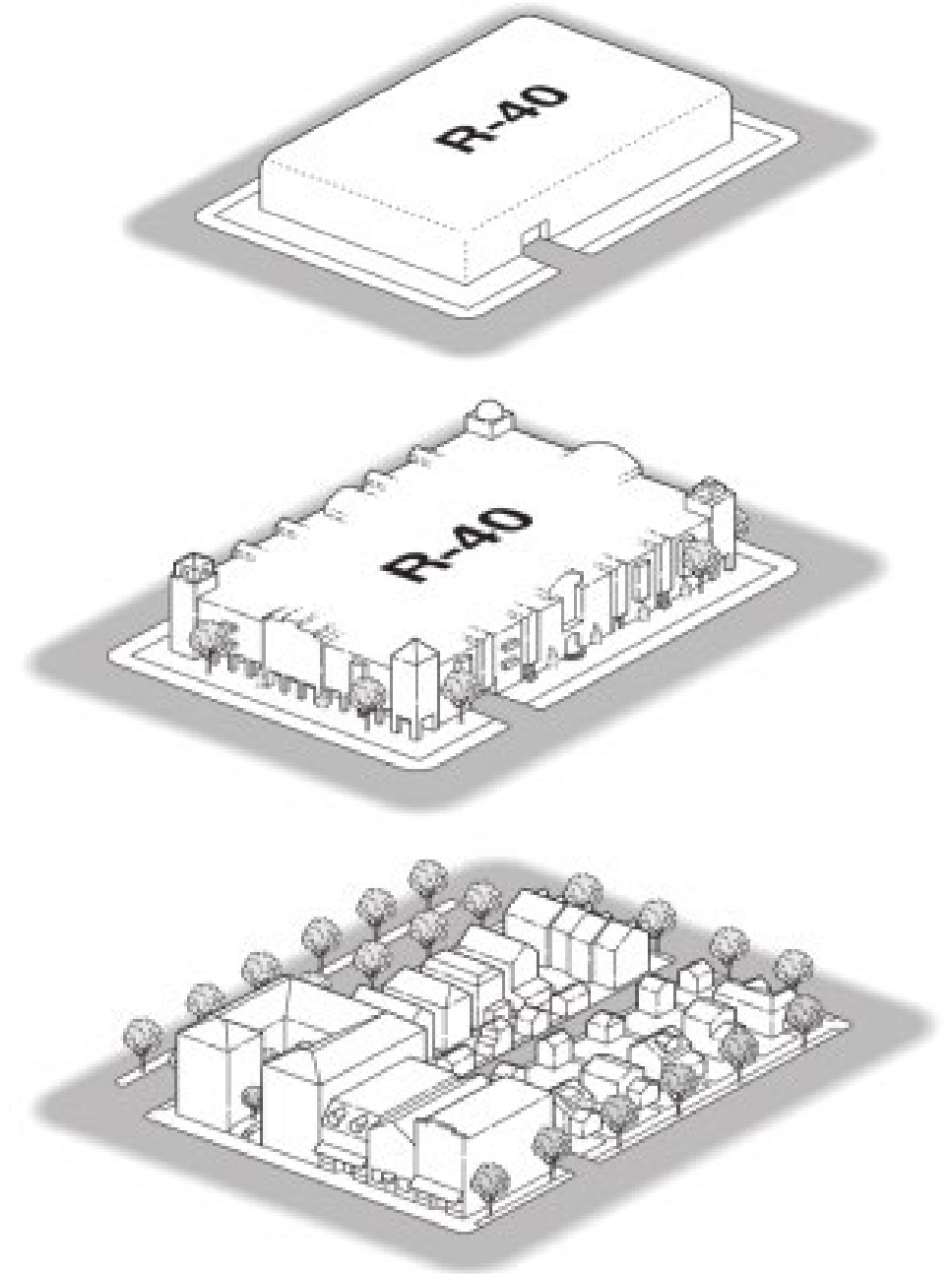
 **Year**
3-5

-  Create a capital fund for a Lease Assistance Incentive program for new businesses in the Downtown Jacksonville area. American Rescue Plan funds can be utilized for this purpose.
-  The City of Jacksonville should prioritize connectivity and walkability through streetscapes following a Complete Streets approach connecting public parks and other City assets.
-  Wayfinding signage should be strategically implemented to provide directional navigation to and from key destinations.
-  Utilizing gateway design treatments, position gateways into Downtown Jacksonville as distinct, unique areas with specific entry points and specific characteristics. Gateways should have branded signage and an obvious transition from existing design conditions into Downtown specific design conditions.
-  Install ambient lighting throughout the Square to enliven these areas for potential events. Also outline building tops with lighting around the Square.
-  Using the template provided, create a weekly, monthly, quarterly, and/or annual content calendar to pre-plan social media posts and ensure topical and timely information is shared frequently enough to be maximally effective for your brand and efforts.

Jacksonville, Alabama

Recommendation Focus

Policy - creating incentives, districts, and standards that meet property owners with public investment, incentivize them to invest in their properties, and support good development moving forward.



Jacksonville, Alabama

Recommendation Focus

Design - prioritizing connections to university and walkability, while adding placemaking techniques to enliven the district, such as ambient lighting, public art, and facade improvements.



Jacksonville, Alabama

Recommendation Focus

Tourism & Promotion - capitalizing on the economic driver that is Jacksonville State, while maintaining an environment for all users in the downtown district through: wayfinding signage, parking management, retail promotion events, and branding.



Street Marker/Stencil



Street Marker/Stencil Conceptual Rendering



Small Parking Directional Sign



Large Parking Directional Sign

Jacksonville, Alabama

Recommendation Focus

Economic Vitality - investing in existing property to reimagine new uses, capitalizing on the success the City has had with redeveloping property and leasing it to entrepreneurs, building relationships with property owners to consider creative strategies for backfilling vacancies, and utilizing real estate resources and market research in this plan to pursue new projects and opportunities strategically.



**building supplies
& garden**



clothing



**full & limited
service restaurants**



grocery

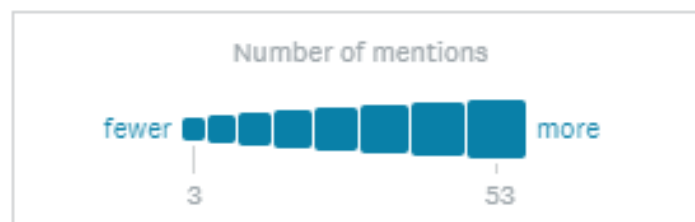
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Community Input Survey Preview

What three (3) words come to mind when you think about Downtown Jacksonville? (Please limit to one-word answers)

Answered: 265 Skipped: 8

Abandoned tired Unique history pretty Limited Beautiful food cute
 Bad parking Vacant Unattractive boring Quiet square
 underutilized Quaint dilapidated Sad Historic quaint
 potential Dead Empty Historical old Depressing
 Historic dirty rundown Friendly parking quaint friendly

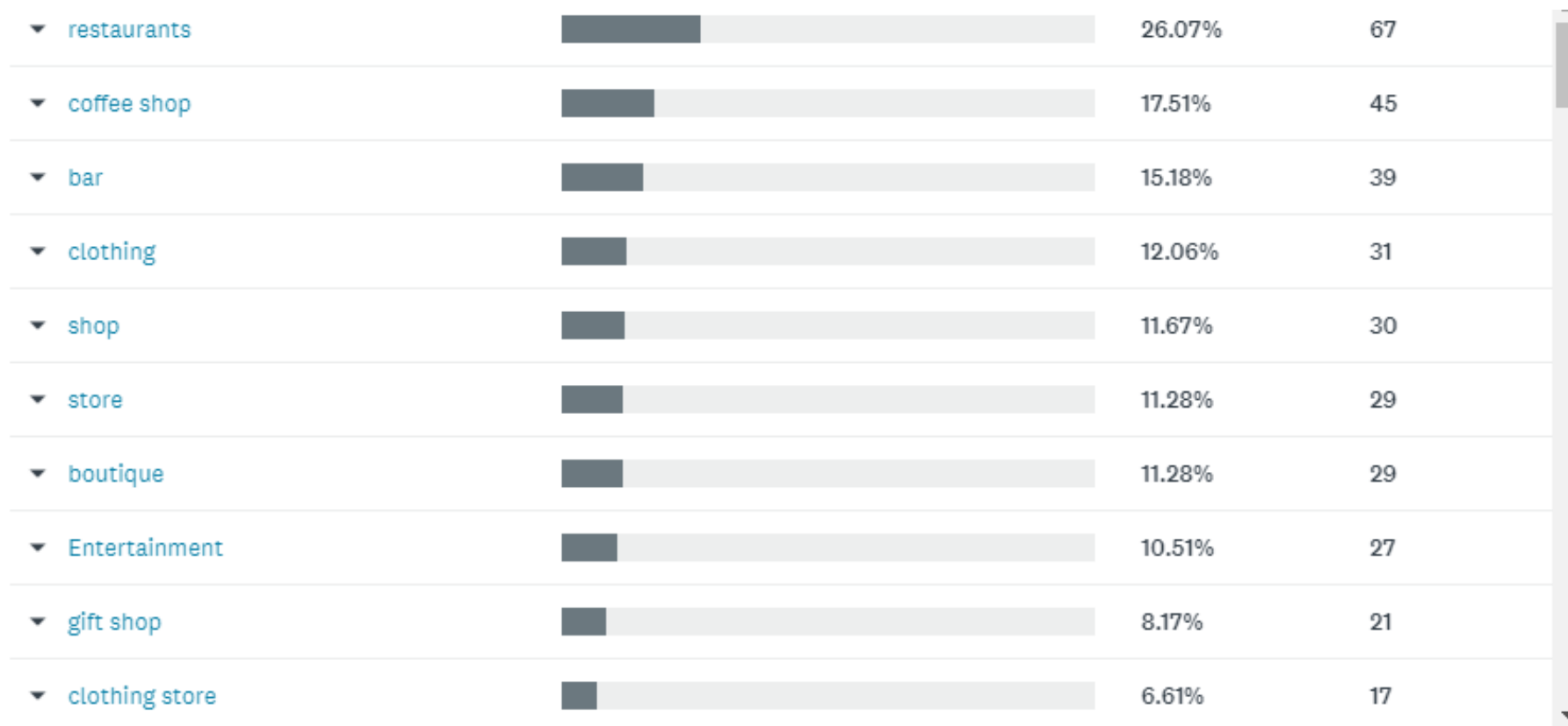


Jacksonville, Alabama

Community Input Survey Preview

What three (3) business types would you like to see within Downtown Jacksonville that are not currently present?

Answered: 257 Skipped: 16





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Questions?