

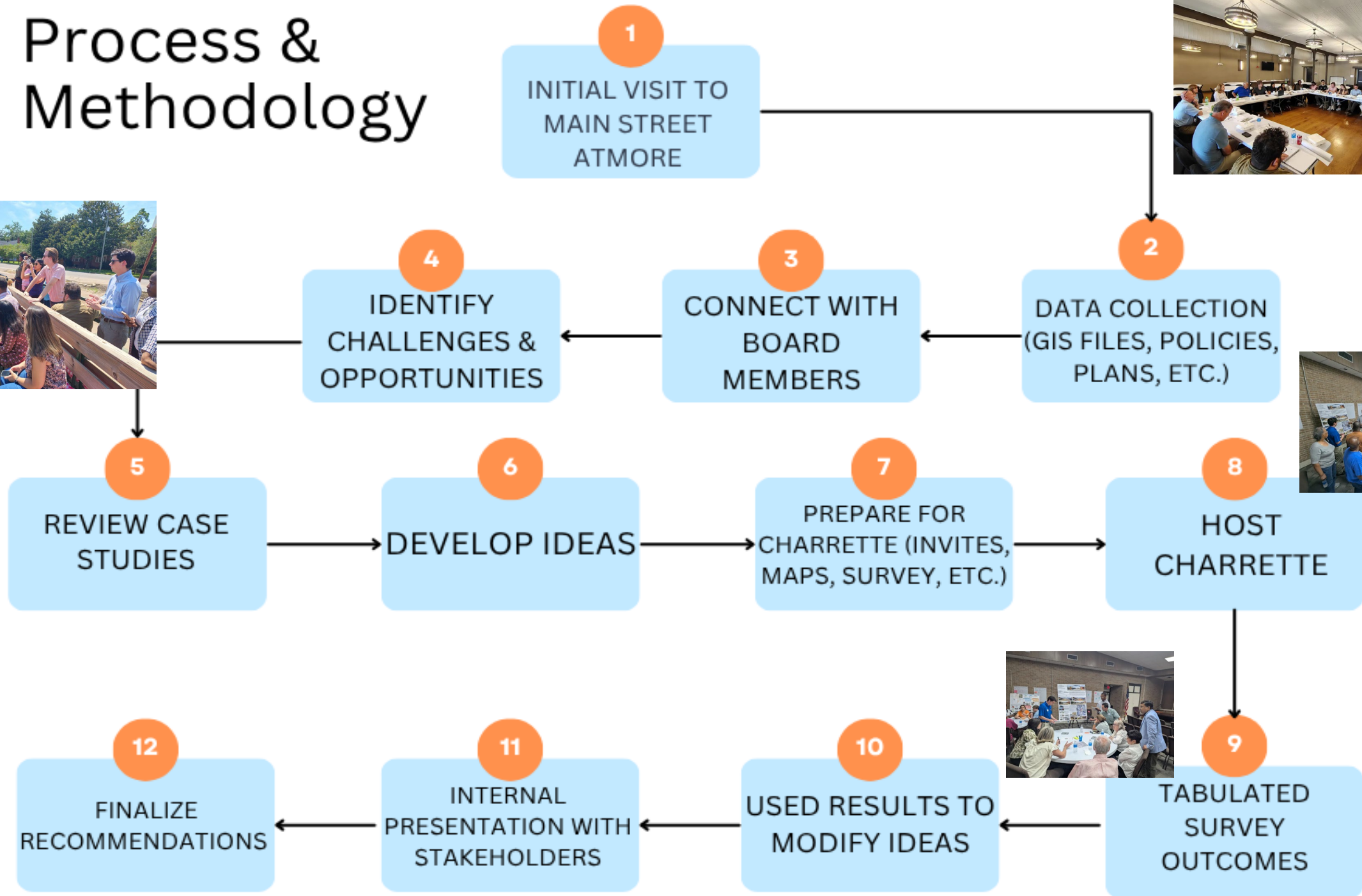
All Aboard Atmore!

Synthesis Studio capstone project
with MainStreet Atmore

Ben Guerrera, Josh Dawsey



Process & Methodology



Issues and Challenges

- Lack of Family Friendly Activities
- Sense of Shared Identity / Culture
- Public Safety / Crime
- Pedestrian Safety / Walkability
- Brain Drain / Younger Generation Leaving
- No Clearly Defined Boundary
- Lack of Data



Recommendations:

- Extra Wayfinding / Signage
- Street Festivals
- Pedestrian Improvement
- Anchor Events on Local Restaurants
- Establish Tours
- Street Art and Beautification



GOALS

Revitalize downtown Atmore into a vibrant community with a flourishing economy that reflects the value of its people.

OBJECTIVES

- Improve economic vitality
- Develop opportunities for people of all ages
- Improve downtown safety
- Enhance placemaking
- Historic preservation



STRATEGIES

- Recruit local businesses and promote entrepreneurship
- Leverage local heritage
- Increase cultural events
- Pedestrian improvements
- Community art projects (murals, crosswalks, etc.)
- Repurpose vacant lots/buildings

TACTICS

- Establish business incentives
- Monthly street festivals
- Local business and art tours
- Cultural mural development
- Alley activation
- Add crosswalks & improve lighting
- Install curb ramps
- Pedestrian railroad crossing
- Add signage around Main Street
- Expand Main Street Boundary
- Rock climbing wall

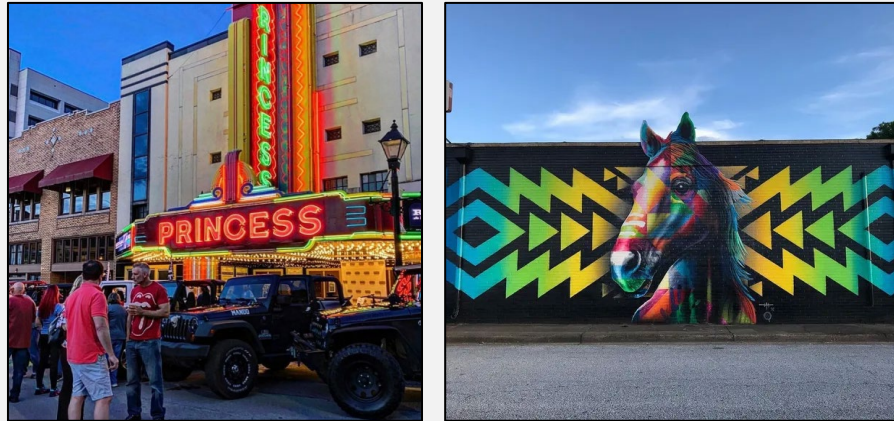
Case Studies

Wetumpka, AL



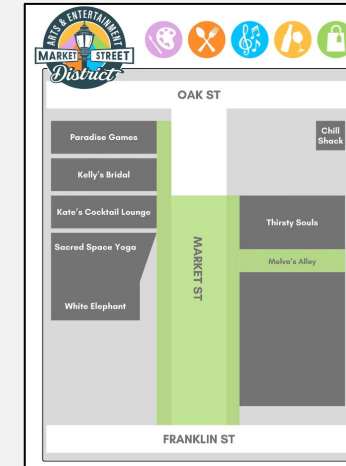
We were inspired by the mural located in Wetumpka showcasing the history of the town.

Decatur, AL



Decatur has a mural trail featuring diverse themes as well as a monthly street festival that is a hit with locals and tourists alike.

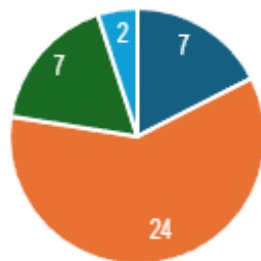
Mount Airy, NC



Mount Airy NC has a hybrid district which includes arts and entertainment and allows for adult beverages within a confined zone and in special branded cups offering an inspiring branding opportunity.

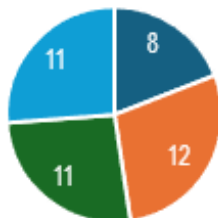
Survey Highlights

I would like to see more Poarch Creek Indian heritage represented in the city's urban form (ex. Murals, signage, street names, etc.).



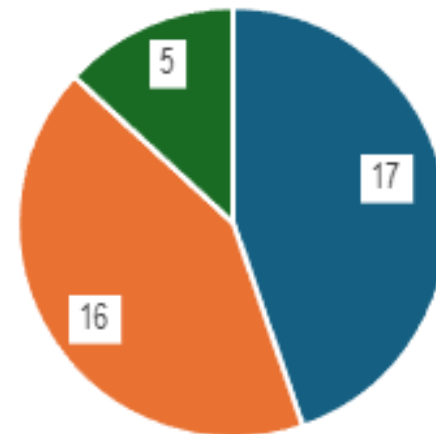
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I think that Atmore currently does a good job of physically acknowledging the Poarch Creek Indian heritage in the city's urban form (ex. Murals, signage, street names, etc).



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I feel safe when visiting downtown.



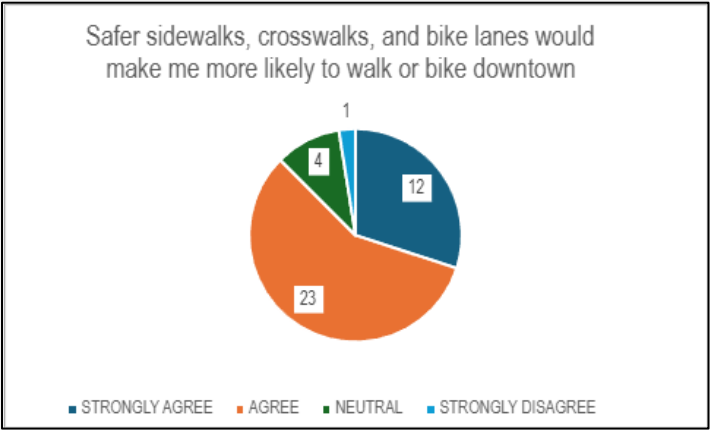
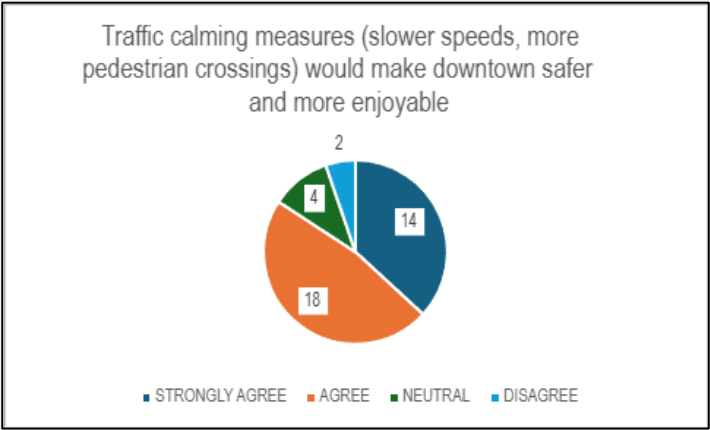
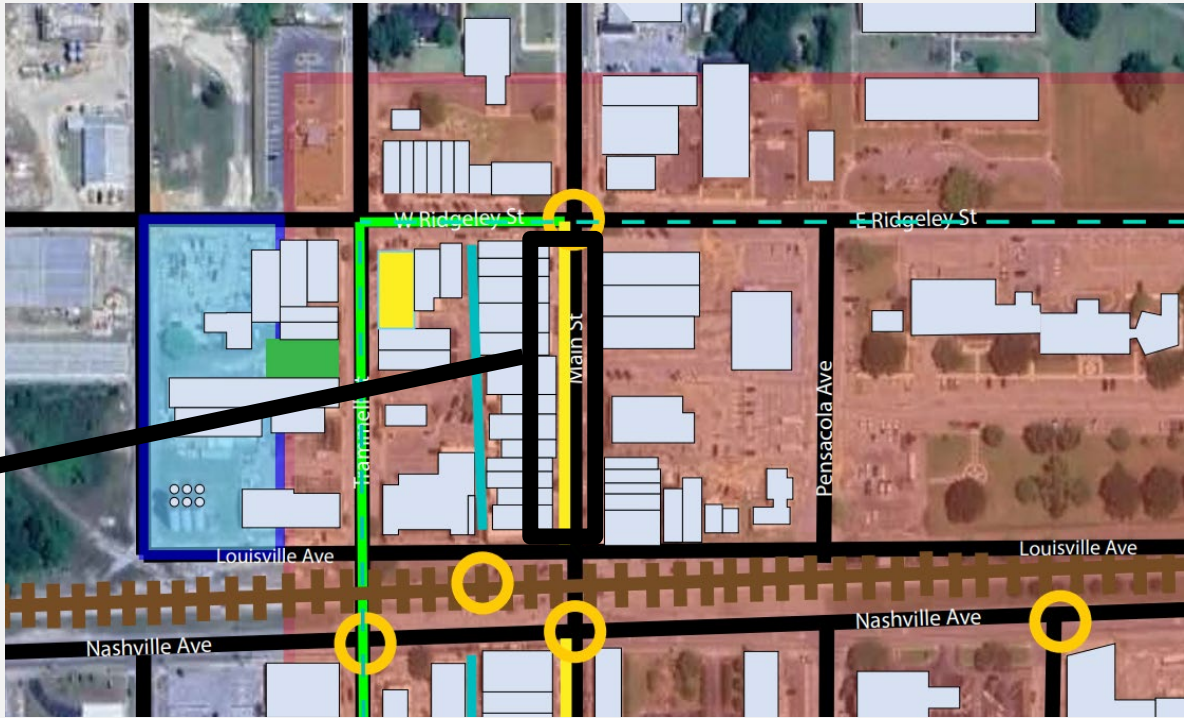
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Pedestrian Improvements



- We are recommending pedestrian improvements across the Main Street district to enhance social vibrancy, promote healthy lifestyles, and boost retail locations with more foot traffic.
- Additions could include extended crosswalks, more wayfinding and signage, enhanced crosswalks, and other installment which make walking through downtown a pleasure. Park benches and more shade would also lend itself to creating a social space where residents can stop and meet each other.
- Slowing the flow of traffic is key here as high speeds on roadways are antithetical to creating a quiet, peaceful ,and beautiful sense of place.

Pedestrian Improvements



Alley Activation

Why alleys?

- Provide unique corridors for pedestrians.
- Allows for convenient shortcuts.
- Can be used for extra seating for restaurants, entertainment, and beautification.
- Can enhance foot traffic towards local businesses.
- Serves as black canvas for community development.
- Enhance public safety



Musicians performing in "Melva's Alley" during the first weekend of the Market Street Arts & Entertainment District.

Photo credit: Robbie Curlee

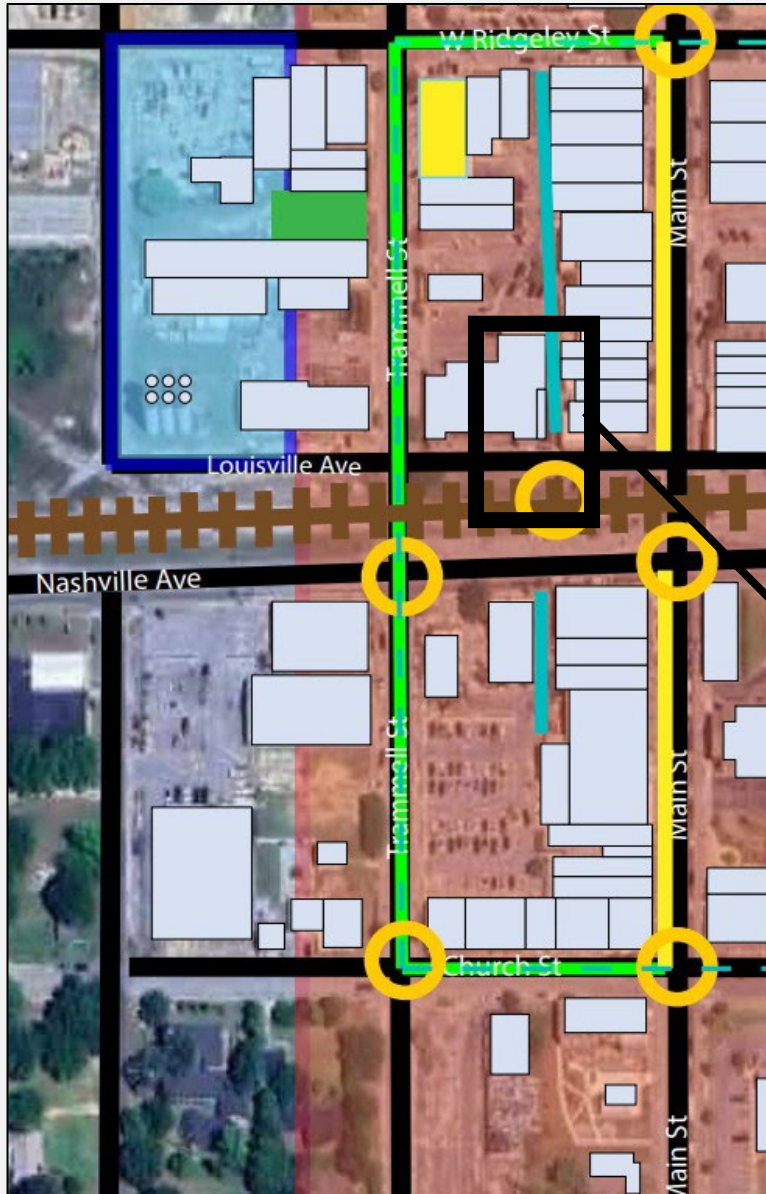


Alley Connection

We suggest adding **signage** for the entrances and lights to attract people to the alleyways. However, there are two alleyways that we believe should be activated, but there is a train track and highway that cuts between them. Thus, having a pedestrian crossing across the roads and the railroad tracks will make it a safer experience for those who are crossing the tracks.



History Walk

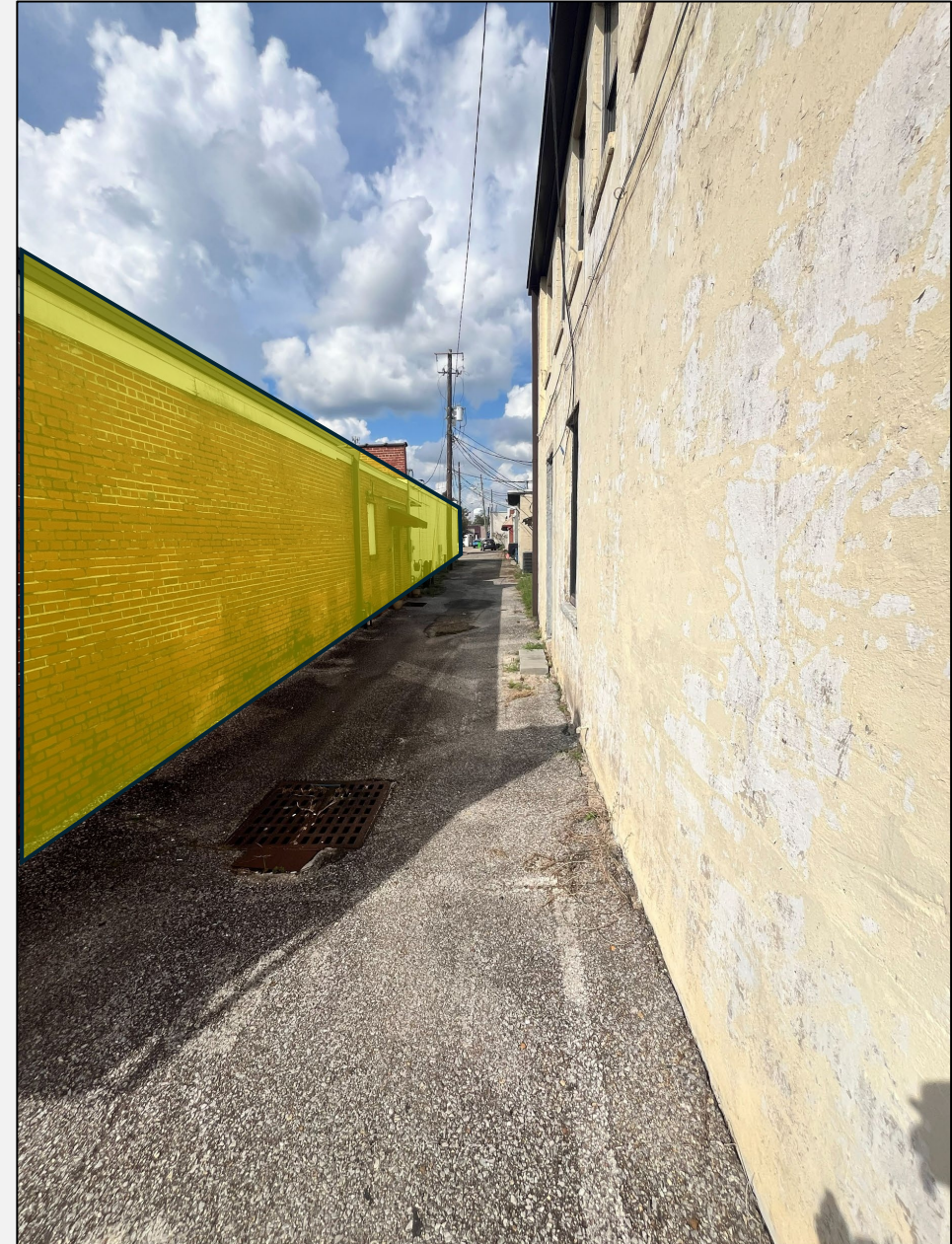


- The alley here on Louisville Ave, between Southern Gifted and the Barber Shop, is an amazing untapped opportunity.
- It is a public right of way and in a central location. It also connects with a commercial and social center directly north with the alley next to The Publican on Ridgeley.
- It could be massively improved and pedestrianized. Not just that, its also ripe for beautification!

History Walk



- Taking a page from Wetumpka, we could use this alleyway for a history walk mural commemorating the history of the Atmore!
- Some historical themes could include the history of Poarch Creek in the area, the founding of Atmore as a rail hub and the sawmill and agricultural base, as well as a who's who section featuring Evander Holyfield!



Lighting



Why add more lighting?

- Improves safety and visibility
- Enhances downtown beautification.

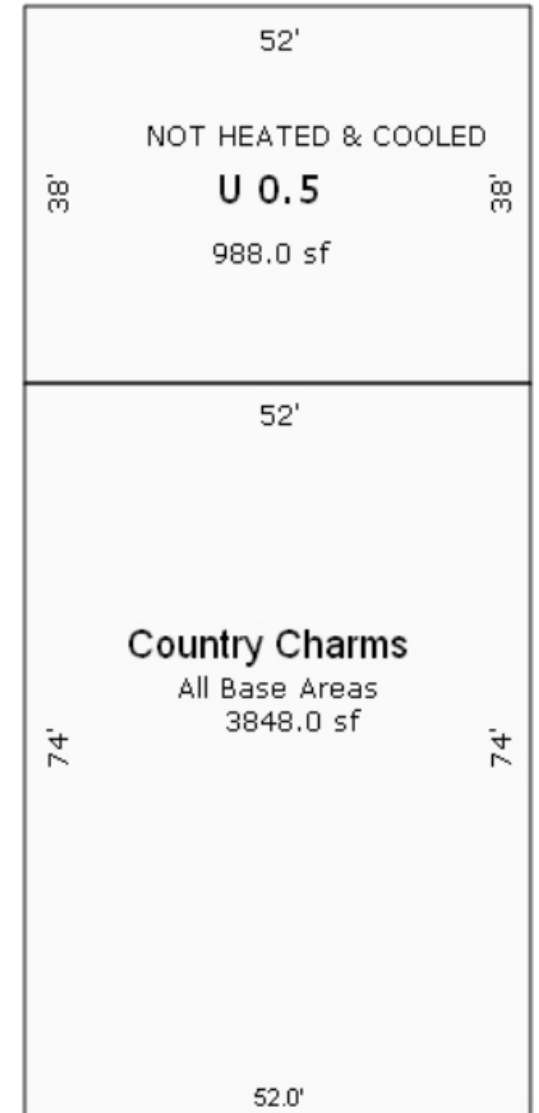
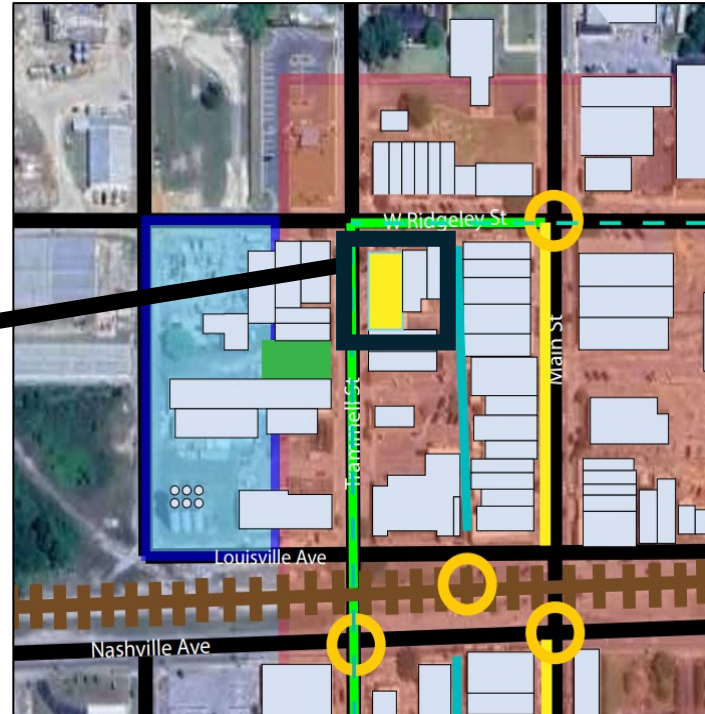


Wayfinding & Signage

- Guides people to their destination.
- Highlights overlooked or unknown businesses.
- Can mark the Main Street as well as the Arts and Entertainment district.
- Can provide information on local projects and events.
- Promotes community brand.

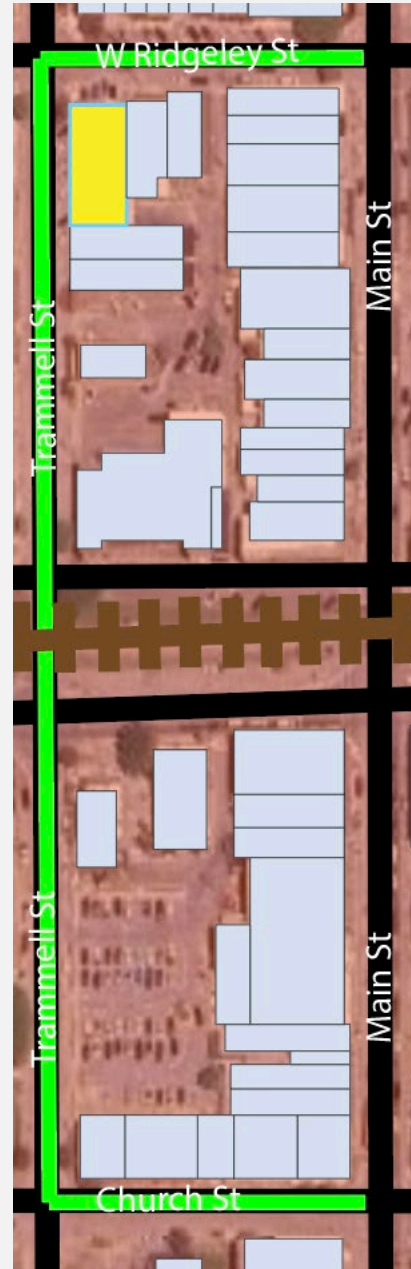


Coastal Site



Downtown Atmore has a number of vacant buildings that can be repurposed to contribute to the vibrancy of the Main Street. The Country Charms building on the corner of Ridgeley Street and Trammel Street would make a great spot for a Coastal Alabama satellite campus. Many of the Coastal Alabama students in Atmore, live near downtown and often struggle to get to the main campus because of transportation challenges. Having a satellite campus will reduce transportation challenges, and it will improve accessibility for many students.

Street Festivals



Why Ridgeley Street?

- Wide street
- Proximity to Boxcar Willie
- In the heart of downtown
- Active businesses
- Existing art

Why Street Festivals?

- Business recruitment/retention
- Enhances safety
- Family-friendly activities
- Pedestrianizes the street
- Fundraising opportunities

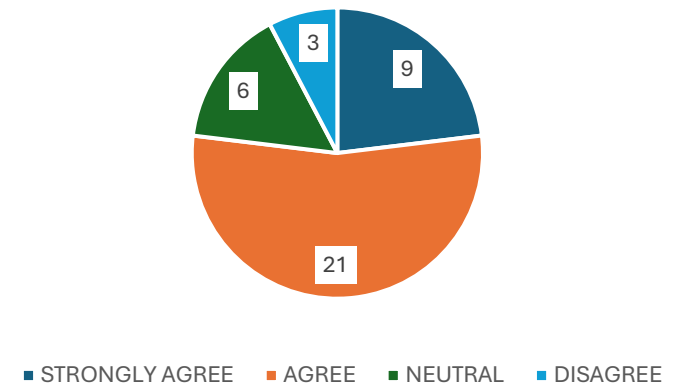
Street Fest Fundraising

- Lease out spots to vendor
- Vendor/sponsor fees

Expansion

- The expansion will be along Church Street up to the intersection with Trammell Street.
- Responses from the Charrette showed that many people in the community would like for the library to be included in the Main Street.
- Vacant church building can be repurposed as a childcare center.

I would like the Atmore Public Library to be considered part of Main Street Atmore



Childcare Center



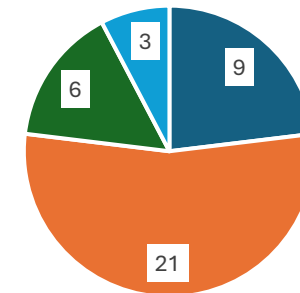
Why here?

- Proximity to library.
- Proximity to residential neighborhoods.

Why childcare center?

- Improves quality of life.
- Enhances business attraction and retention.

I would like the Atmore Public Library to be considered part of Main Street Atmore



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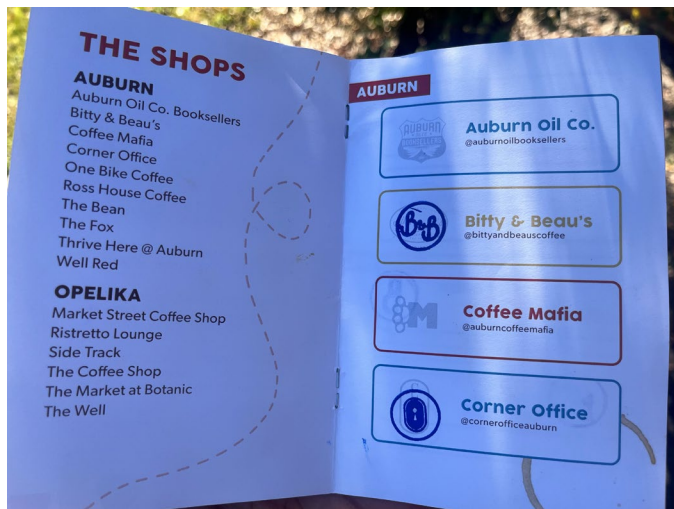
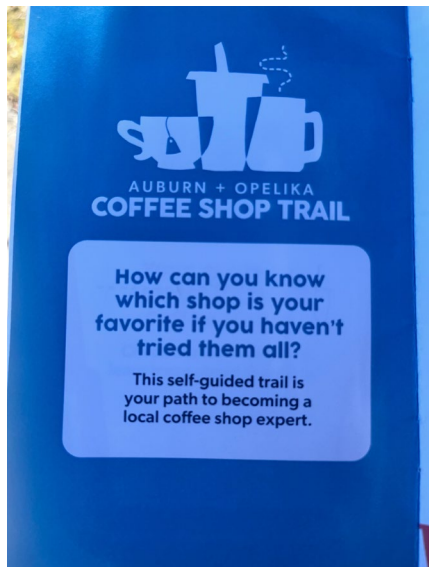
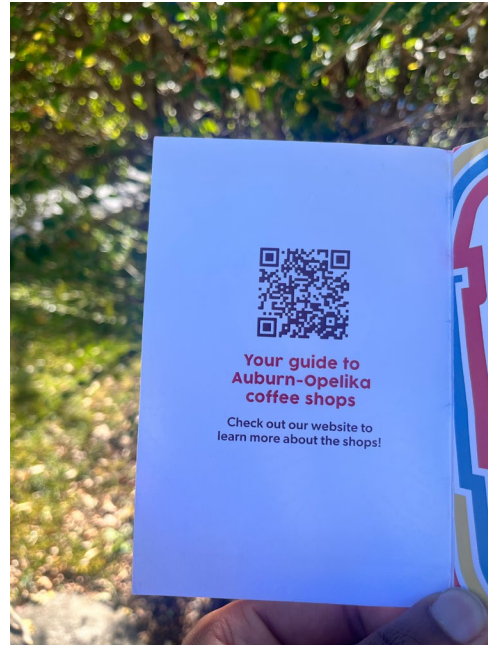
Business Tours

Business Tours: highlight businesses throughout the main street district.

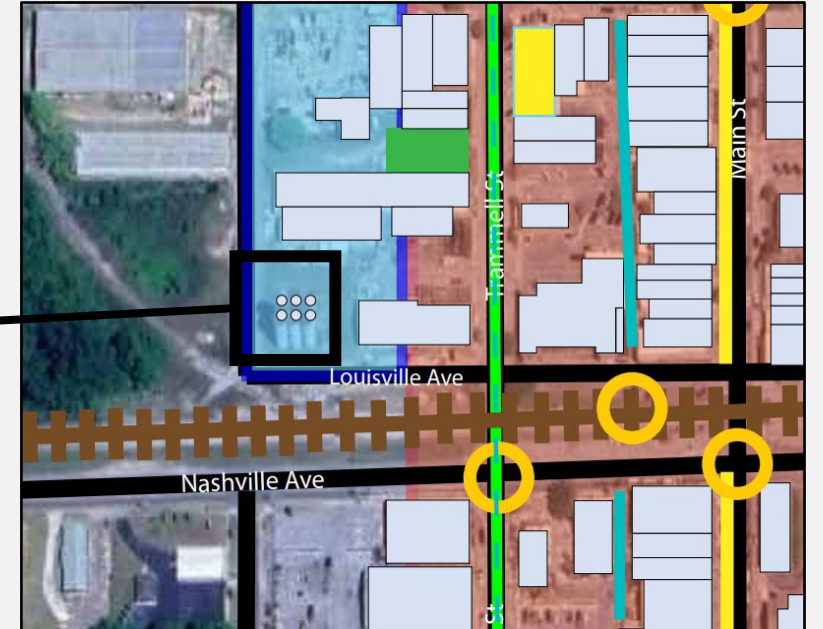
Mural Tours: Highlight Atmore's culture and history through art.

How this works?

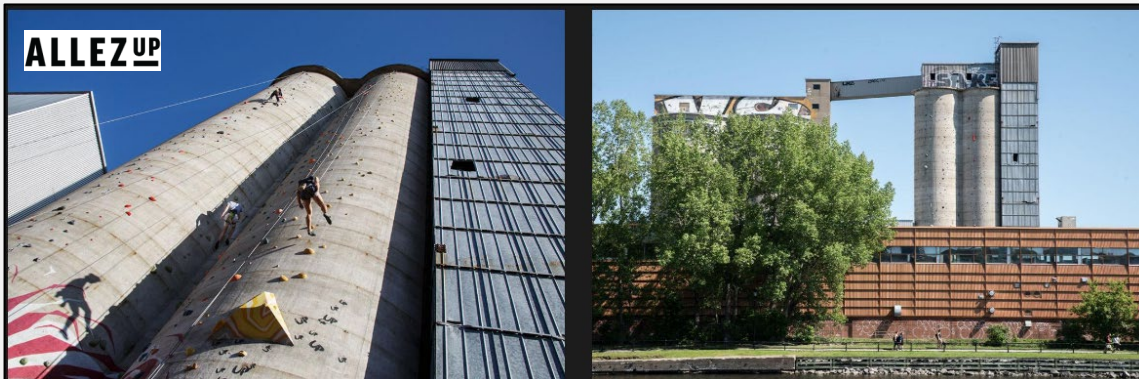
1. Pick up a stamp book at any participating store.
2. Visit a shop and order anything.
3. Show someone at the shop your book and get a stamp.
4. Repeat steps 2 & 3
5. Once you've completed the trail choose a prize at your final stop.



Rock Climbing



One of the more interesting ideas we received during the community meeting was turning the silos near the train tracks into a rock-climbing wall! This would certainly be feasible since they are filled with concrete, the building is already safe to outfit.



ALL ABOARD ATMORE ALL
ABOARD

ALL ABOARD ATMORE ALL ABOARD

Catalyst Phase

- Establish credible presence in the community
- Determine growth areas and economic opportunities.
- Seek for “small victories” (lighting, murals, etc.)

Growth Phase

- New businesses
- Reuse of vacant spaces
- Frequent festivals & cultural events
- Pedestrian improvements

Management Phase

- Fine tune programming
- Maintain interest and development
- Business Retention

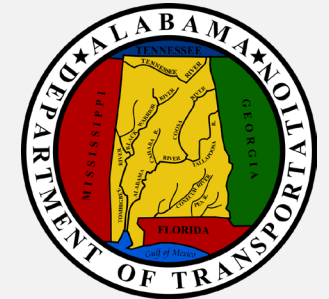
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Funding/Stakeholders

Fundraising

- Street festivals
- Grants
- Special events



MAIN STREET ATMORE SYNTHESIS STUDIO 2025

Nicolas Bradford, Seliya Thapa
11/19/2025

OVERVIEW OF ATMORE'S KEY CHALLENGES

Failure to Capture Northbound Highway 21 Traffic

Traffic traveling northbound on Highway 21 seldom stops in downtown Atmore, often preferring to continue driving.

Failing Public School System

A struggling public school system acts as a deterrent for newcomers who might seek to raise a family in Atmore.

Population Stagnation

While not rapidly declining like in some other areas of Alabama, Atmore is struggling to retain young talent.

Drainage Issues

Drainage issues, especially in downtown Atmore, create a potentially expensive liability for landowners in the affected area. This is especially concerning given the increasing frequency and intensity of storms in the region.

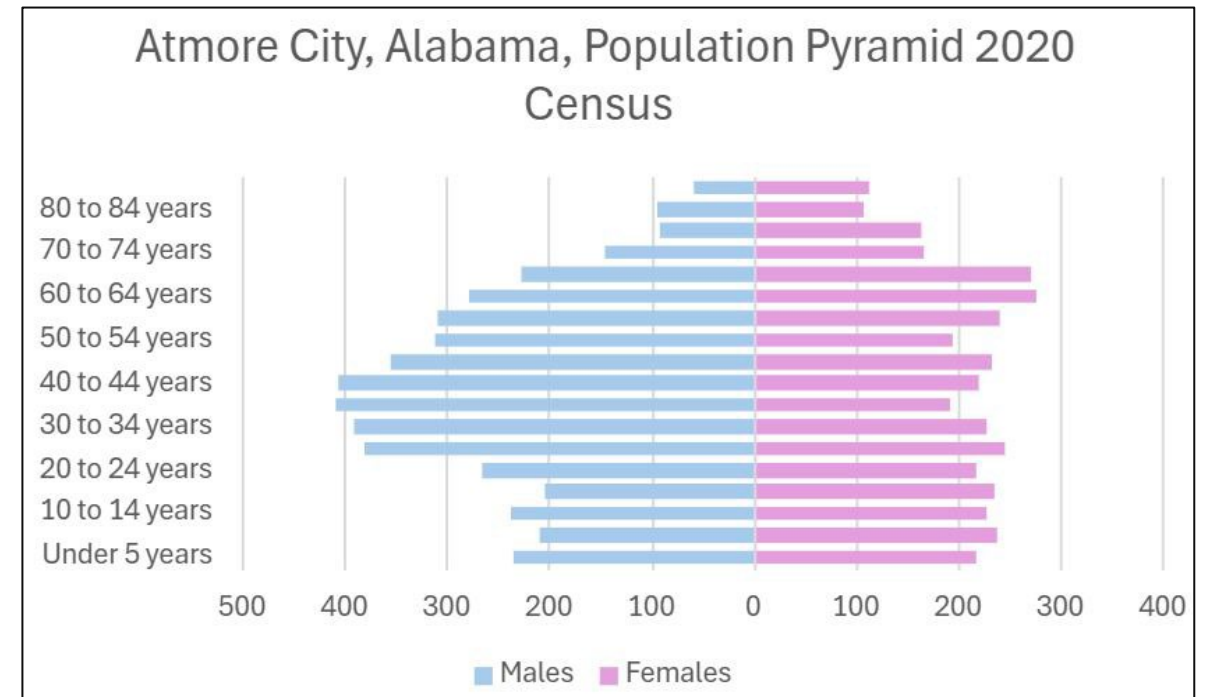


Figure 1.1 Atmore's Population Pyramid

OVERVIEW OF ATMORE'S UNTAPPED OPPORTUNITIES

1. Possible Amtrak Station

With Amtrak in New Orleans exceeding anticipated ridership levels, an extension to Pensacola could stand to benefit the City of Atmore.

2. Capturing Northbound Highway 21 Traffic

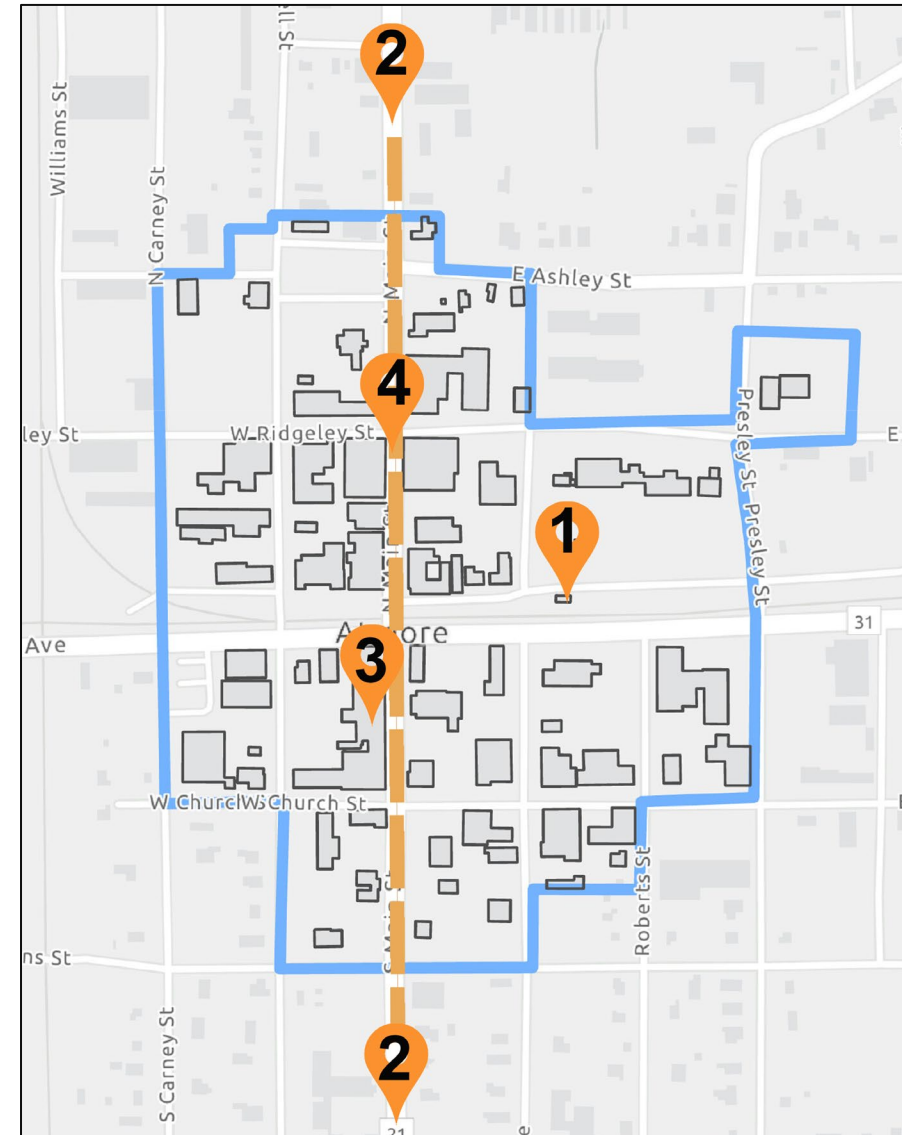
While also a challenge Atmore faces, traffic heading north on Highway 21 presents an opportunity for the city as thousands of dollars in sales tax revenue is uncollected from these visitors.

3. Vacant Second Floors

Downtown Atmore is not short on underutilized vacant second floor space. The renovation of these spaces for apartments, homestays, or bed and breakfasts could go a long way in revitalizing Atmore's Main Street.

4. Lack of Visual Poarch Creek Indian Presence

Poarch Creek Indian presence in downtown is felt mainly through investment in buildings and businesses, but indigenous murals, street art, street signs, are missing from downtown's urban landscape.





What's in My Community?

Places that make your life richer and community better

Atmore, Alabama
5 miles

- 20 Restaurants
- 4 Parks and Gardens
- 1 Playground
- 1 Sports Center
- 1 Library





OUR LITERATURE REVIEW

- **Leveraging Main Street as a Real Estate Amenity: Downtown Revitalization and Residential Property Values**
 - In towns with an active Main Street Program, homes near downtown sold for up to 5-6% more after the program had been established for several years
 - Strongest gains occurred within 1-1.5 miles of the downtown core
- **Placemaking as an Economic Development Strategy for Small and Midsized Cities**
 - Strategy should align investment in public spaces with economic development goals
- **Main Street Alabama Design Guide**
 - Walkability is a critical design feature that distinguishes downtowns from contemporary commercial development
 - Designing new builds to fit the context of the area is necessary to maintain the character of an area



CASE STUDY COMMUNITY: WETUMPKA, AL

Why Wetumpka?

- Similar population size
- Poarch Creek presence
- Active Main Street

Takeaways from Wetumpka:

- Specialize in an "image" for your town
- A series of small investments goes a long way
- You don't need a TV show to revitalize your city!



CASE STUDY COMMUNITY: FOLEY, AL

Why Foley?

- (Relatively) Near Atmore
- Active Main Street

Takeaways from Foley:

- Small art investments are the focus of their Main Street
- Third places liven up downtown
- Investment in a museum could aid in making your downtown a "destination"



COMMUNITY ENGAGEMENT EVENT, OCTOBER 22ND

How did we learn?

- Gallery presentations
- Breakout sessions
- Charette packets

What did we learn?

People overwhelmingly supported:

- Main Street road diet / traffic calming
- Poarch Creek Indian Identity Initiative (murals, art, etc.)

People were more apathetic towards:

- Main Street Atmore Public Library expansion

People were divided on:

- Losing street parking downtown, especially if that was allocated towards public seating

GOALS (What we are trying to do)	OBJECTIVES (What needs to be done to achieve the goal)	STRATEGIES (Methods to achieve objective)	TACTICS (Specific tactics to implement strategy)
- Increase the appeal of the Mainstreet Atmore area - Secure tax revenue from visitors and passersby of downtown Atmore	- Road diet implementation on Main Street - Pepsi Park Playground development - Atmore Public Library Inclusion - Poarch Creek Indian Identity Initiative	- Road diet pilot program with temporary lane reduction using paint - Partnership with Pepsi for park funding - Foster partnerships between shopping center and library on Church Street - Incorporate Poarch Creek motifs into Main Street	- Work with ALDOT to conduct a (LOS) Level of Service and crash analysis on Main Street - Host pop-up events incorporating the Library into Main Street - Host "Play Days" with music and games for children - Design street banners and murals with Poarch Creek Indian symbols



ROAD DIET & MAIN STREET IMPROVEMENT

Objectives of the Road Diet:

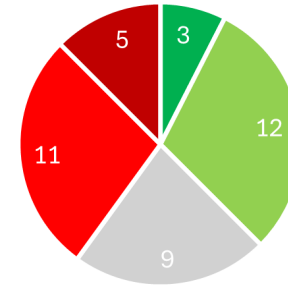
- Enhance pedestrian safety
- Beautification
- Increase liveliness

I would be okay with losing some street parking downtown if it meant those spots were repurposed into green bioswales for the purpose of beautification and flood management.



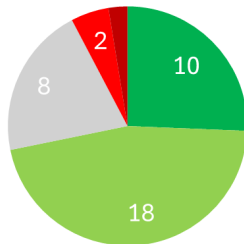
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I would be okay with losing some street parking downtown if it meant those spots were repurposed into public seating



■ STRONGLY AGREE ■ AGREE ■ NEUTRAL ■ DISAGREE ■ STRONGLY DISAGREE

I would like there to be a traffic calming initiative between Church St and Nashville Ave to slow driving speeds and make it safer and less noisy for pedestrians.

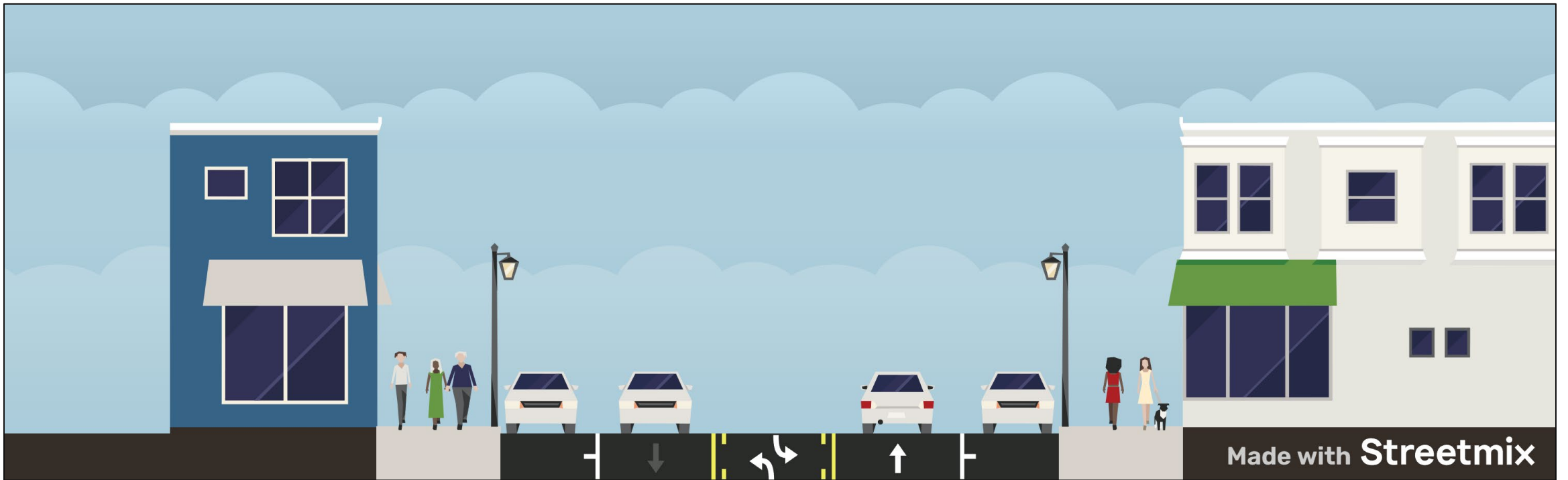


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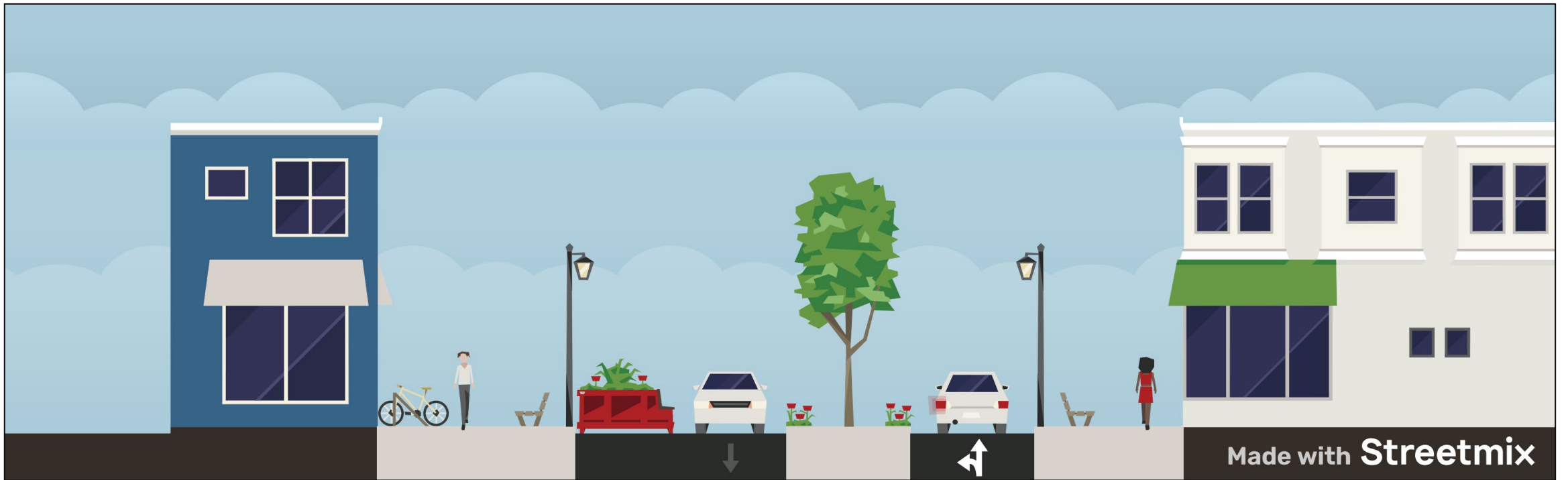
What we learned from y'all:

- Limit the amount of street parking lost to road diet
- If parking spaces are lost to road diet, steer those uses towards greenspaces, not public seating
- Broad public support for traffic calming (road is viewed as dangerous)

CURRENT MAIN STREET



PROPOSED MAIN STREET





PEPSI PARK PLAYGROUND

Project Goals:

- Create an "anchor" and "border" for downtown Atmore with the creation of a kid-friendly Pepsi themed park
- Enhance the beautification of downtown Atmore
- Redevelop an underutilized space

Financial Transparency:

Sqft	Concrete Removal	Topsoil Layering	Shrubbery	Bench Cost	Tree Cost
~16,000sqft	\$2-\$6sqft	\$200-\$600/cubic yd	\$25-\$200/shrub	\$500-\$1000/bench	\$150-\$300
Total:			\$74,350-\$237,718		

*This estimate was achieved by using regional-cost comparisons with private contractors

PROPOSED PEPSI PARK PLAYGROUND



Top view of Pepsi park



MAIN STREET LIBRARY EXPANSION

Expansion Goals:

- Use the Atmore Public Library as a community anchor
- Create a vibrant public space adjacent to the library
- Floodwater management with green bioswales

CURRENT CONDITION



PROPOSED CONDITION



PROPOSED MULTIPURPOSE COURTS



PROPOSED CONNECTION PATH



Potential mural on the side of Creek Clean



Potential Mural on top of PCI Printing Company



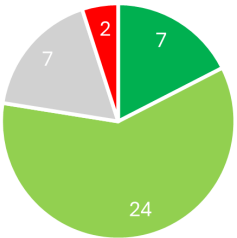
POARCH CREEK IDENTITY INITIATIVE

What it is:

- Celebrate and preserve Poarch Creek Indian presence in the area
- Integrating murals to enhance the aesthetic appeal of Atmore's urban landscape
- Capitalize on what makes Atmore distinct from other cities in the state

What y'all think:

I would like to see more Poarch Creek Indian heritage represented in the city's urban form (ex. Murals, signage, street names, etc.).



■ STRONGLY AGREE ■ AGREE ■ NEUTRAL ■ DISAGREE

WITH MANY THANKS TO:

**MAIN STREET ATMORE, THE CITY OF ATMORE,
RESIDENTS OF ATMORE, POARCH CREEK INDIAN TRIBE,
AUBURN UNIVERSITY M.C.P PROGRAM, DR. JAY
MITTAL**



MAIN STREET ATMORE DOWNTOWN REDEVELOPMENT PLAN

CAROLINE DECK
JENNIFER AZINYATA

CPLN 7600 SYNTHESIS STUDIO
I - FALL 2025 INSTRUCTOR: JAY
MITTAL



AUBURN
Master of
Community Planning



ATMORE BY THE NUMBERS : SURVEY ANALYSIS

90%

BELIEVE REVITALIZING DOWNTOWN IS IMPORTANT TO ATMORE'S FUTURE

88%

MORE LIKELY TO SUPPORT LOCAL BUSINESSES BECAUSE OF ONGOING DOWNTOWN IMPROVEMENTS.

85%

SAID BEAUTIFICATION AND COMMUNITY EVENTS MAKE THEM PROUD OF ATMORE

76%

SAID THEY WOULD WALK OR BIKE MORE OFTEN IF THERE WAS BETTER LIGHTING, SIDEWALKS, AND CROSSING

75%

RATED PUBLIC SPACE IMPROVEMENTS AS HIGHLY IMPORTANT

72%

SAID THEY WOULD VISIT DOWNTOWN MORE IF THERE WAS MORE DINING AND ENTERTAINMENT

68%

AGREED THAT DOWNTOWN HAS STRONG COMMUNITY PRIDE BUT NEEDS VISIBLE REINVESTMENT AND MODERNIZATION.

Downtown Priorities

- Street and infrastructure improvements
- Traffic Calming & Safety
- Building facades
- Business support
- Other priorities: housing and green/public spaces.

Key Takeaway

- Community feedback reveals overwhelming enthusiasm for revitalization through food, culture, walkability, and design quality. Residents envision a connected, creative, and livable downtown that serves both locals and visitors year-round.

CASE STUDIES

ASHEVILLE, NC

Key Takeaways:

- River Arts District
- Branding as a unique cultural and creative destination
- Adaptive Reuse of historical buildings as artist galleries and studios.
- Predictable programming of events.



VICTOR, ID

Key Takeaways:

- Streetscape improvements in corridors leads to lower traffic speeds
- Advertise Free Parking starting two miles out
- Smart Growth Implementation Assistance with EPA
- Parking improvements
- Signage on streets guiding to lots
- Shared lots on weeknights with churches/ businesses



EMPORIA, KS

Key Takeaways:

- Developed upper level living through historic tax credits and designated downtown as a Reinvestment Housing Investment District
- Developed storefront and facade guidelines that are easy to follow and maintains historical architecture



CASE STUDIES

MONTANA

DEPARTMENT OF TRANSPORTATION

Key Takeaways:

- Facade improvements trigger spillovers.
- Once a few storefronts are improved, other owners are more willing to invest private dollars, instead of seeking grants
- Facade improvements leads to overall higher return of investment.



GREENVILLE, SC

Key Takeaways:

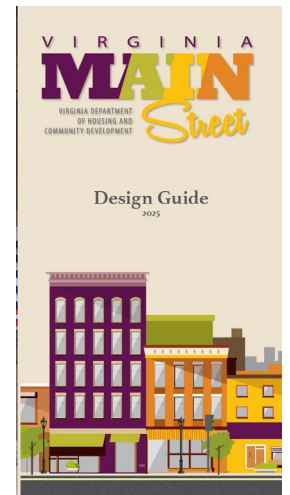
- Pedestrian-Only Street Events
- Temporary street closures
- Pop-up markets throughout the downtown area to activate the area.
- Art Markets
- Farmer's Markets
- Tactical Urbanism to try new events and sidewalk or lane changes



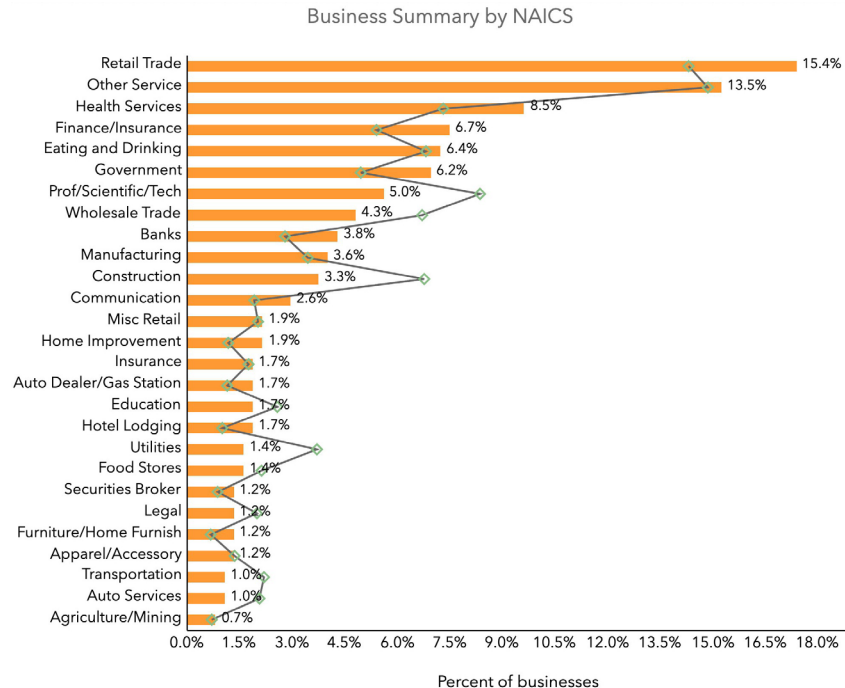
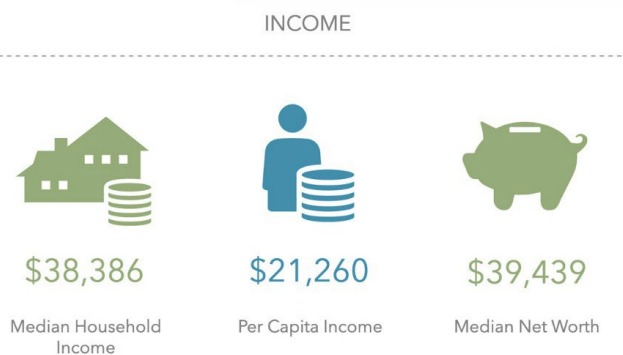
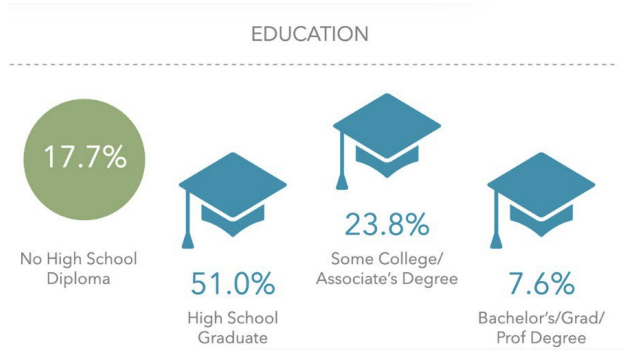
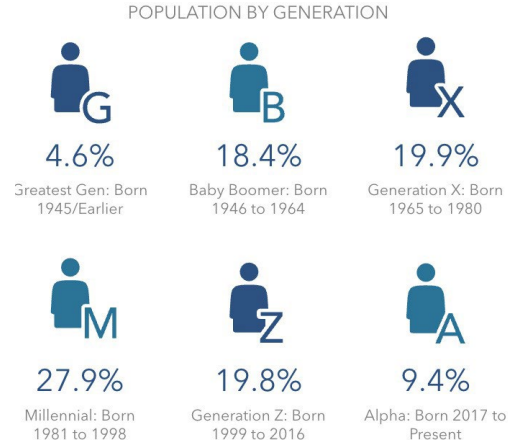
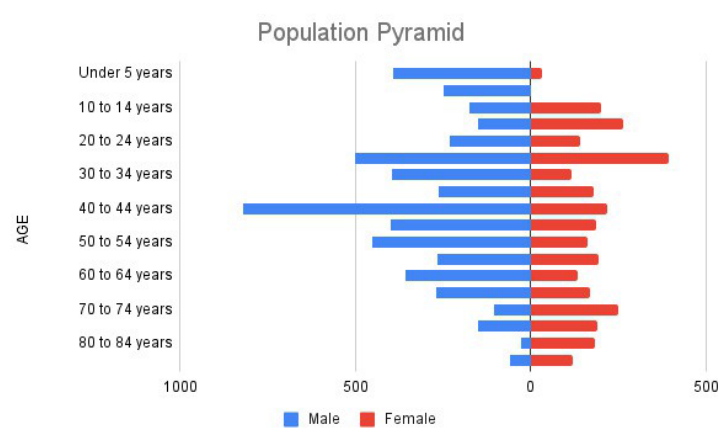
VIRGINIA MAIN STREET

Key Takeaways:

- Developed a comprehensive Design Guide that encompasses all improvements for Main Street programs. Document includes:
- Facade improvements
- Reviving Historical Context and Architecture
- Public Spaces and Streetscapes
- New Construction



DEMOGRAPHICS



- Atmore has a stable, working-age community with a growing number of younger residents.
- Nearly half the population consists of Millennials (27.9%) and Gen Z (19.8%).
- The median household income is \$38,386, and the per capita income is \$21,260, indicating potential for affordable retail and dining.
- Most residents are high school graduates or trade-skilled, fostering small business growth.

SLO: 19,29,31

TRAFFIC

Day Summary for Direction Northbound

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekdays	Weekends	All Days
Daily Total	88,137	515,010	535,992	586,380	623,364	110,196	661,542	486,987	198,394	685,381
Number of Days	34	32	33	35	35	34	35	169	69	238
Daily Averages	2,592	2,682	2,707	2,792	2,968	3,241	3,150	2,882	2,875	2,880

AM/PM Peak Hour and Totals for Direction Northbound

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekdays	Weekends	All Days
Peak AM Hour	11	7	7	11	11	11	11	11	11	11
Peak AM Volume	7,051	5,717	5,902	6,344	6,823	6,902	7,876	31,501	14,927	46,428
Peak AM Percentage	8.00%	6.66%	6.61%	6.49%	6.57%	6.26%	7.14%	6.47%	7.52%	6.77%
Peak PM Hour	12	17	17	17	17	17	17	17	15	17
Peak PM Volume	7,597	6,638	6,969	7,822	8,386	8,719	8,259	15,443	15,443	53,236
Peak PM Percentage	8.62%	7.73%	7.80%	8.00%	8.07%	7.91%	7.49%	7.91%	7.78%	7.77%

Daily Volumes:

- Northbound: ~2,880 vehicles/day (Weekday: 2,882, Weekend: 2,875).
- Highest volumes on Fridays (3,241) and Thursdays (2,968), indicating increased retail and entertainment activity.

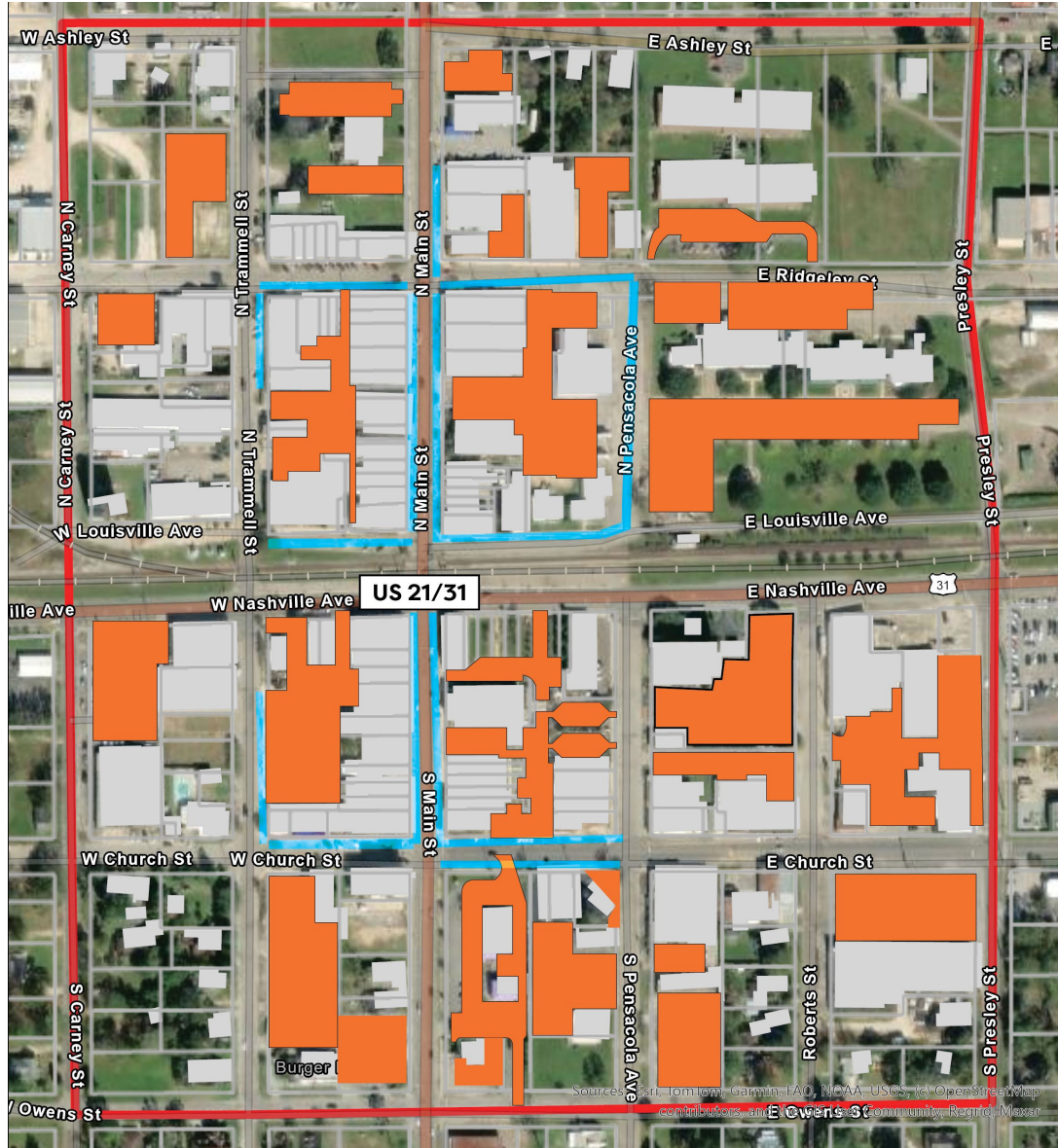
Peak Hours:

- AM Peak: 7:00–11:00 a.m. (~6.8% of daily volume, ≈6,600 vehicles).
- PM Peak: 5:00–6:00 p.m. (~7.8% of daily volume, ≈8,000 vehicles).

Planning Implications:

- Walkability & Safety: Implement signalized crosswalks and curb extensions to improve safety.
- Nighttime Activation: Strong Friday–Saturday volumes suggest potential for evening events.
- Streetscape Upgrades: Lack of sharp commuter peaks allows flexible improvements for pedestrian comfort.
- Business Accessibility: Consistent traffic patterns support destination businesses; better wayfinding and parking can enhance local spending.

DOWNTOWN PARKING



Parking Lot Vector Data: Austin Whitehead

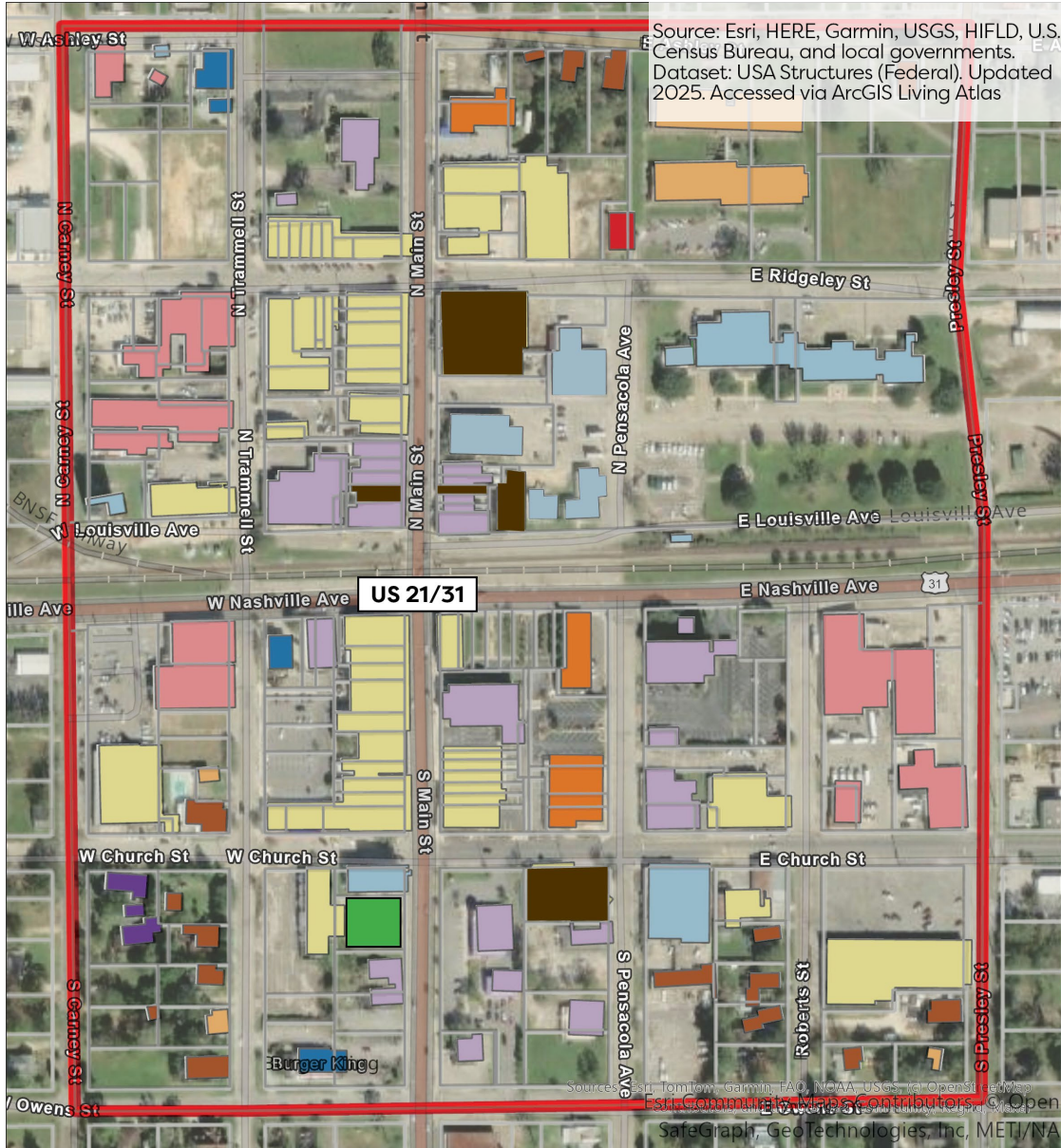
Parking Lot
On-Street Parking

Source: Esri, HERE, Garmin, USGS, HIFLD, U.S. Census Bureau, and local governments. Dataset: USA Structures (Federal). Updated 2025. Accessed via ArcGIS Living Atlas



- Parking perceptions differ from reality — enough spaces exist near Main Street.
- Many lots are private with limited access or inconsistent enforcement.
- On-street parking is widespread but has low turnover from employee use.
- Lacks clear signage and wayfinding for visitors.
- Future infill will reduce surface lots, increasing need for shared/structured parking.
- A coordinated strategy with shared-use agreements, better signage, and consistent enforcement will improve access and support growth.

CURRENT LAND USE BY PARCEL



- Multi-Family Occupancy
- Municipal Buildings
- General Retail
- Light Industrial
- Single Family Occupancy
- Entertainment/Recreation
- Offices/Services
- Medical Services
- Religious
- Repair Services
- Pollinator Garden
- Available Properties

- This map, created with ArcGIS Pro using FEMA Geospatial Data on USA Structures from ESRI Living Atlas and Google Earth data, highlights Downtown Atmore around US 21/31.
- The small-town main street near civic, residential, and light industrial zones has retail and offices mainly along Ridgeley and Louisville Avenues, forming the activity hub with municipal and religious buildings.
- Residential neighborhoods to the west and south connect downtown with opportunities for infill and upper-level housing.
- Light industrial areas near the rail corridor offer potential for mixed-use development.
- Many parcels are underused and suitable for adaptive reuse, infill, and placemaking to enhance walkability and support mixed use.

FOCUS AREAS FRAMEWORK

FOCUS 1: DOWNTOWN EXPANSION

GOAL	OBJECTIVE	STRATEGY	TACTICS
Develop opportunities to allow for future expansion of downtown boundaries.	Create safe, connected gateways and corridors linking Main Street to surrounding areas to support	• Target 3 areas for expansion • Improve connections for pedestrians and vehicles throughout downtown • Extend downtown	• Target crosswalks with lighting, crosswalk extensions, and high-contrast signage • Reconfigure intersections for safety and visibility • Implement branded and coordinated wayfinding poles and banners

FOCUS 2: DOWNTOWN REDEVELOPMENT

GOAL	OBJECTIVE	STRATEGY	TACTICS
Use urban design and placemaking to redevelop downtown.	Encourage reinvestment and stable design through consistent policies and visual standardization.	• Strengthen the corridor • Organize the corridor program and create a design guide for historic and non-historic development. • Break down areas based on intersections or block sizes and improve in phases to improve pedestrian infrastructure • Enhance the streetscape with lighting, seating, and landscaping	• Use materials that do not diminish the history of the building. • Develop performance guides for non-historic buildings. • Explore designs that calm traffic. • Increase accessibility through downtown • Adopt Form-Based Codes

FOCUS AREAS FRAMEWORK

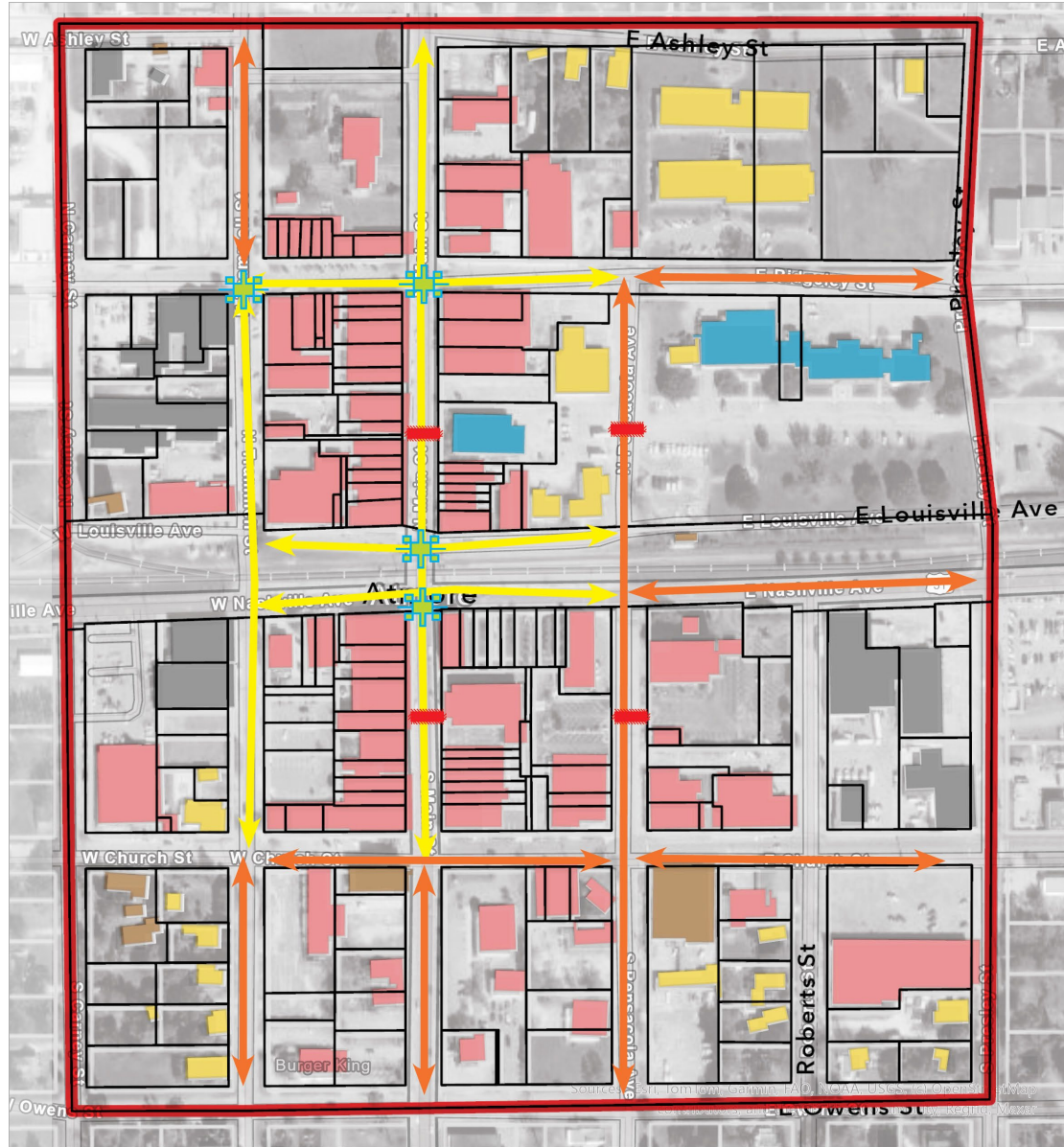
FOCUS 3: ARTS & ENTERTAINMENT DISTRICT

GOAL	OBJECTIVE	STRATEGY	TACTICS
Develop “The District” as a cultural and entertainment destination.	Strengthen Atmore's cultural brand and create a welcoming area for events, arts, and community events.	• Improve alleys, mid-blocks, and intersections with art installations • Develop a cohesive district through key sites with appropriate signage.	• Add artistic lighting, murals, and paver crosswalks for identity and safety • Strengthen pedestrian only events and flexible streets events

FOCUS 4: FUTURE PROJECTS

GOAL	OBJECTIVE	STRATEGY	TACTICS
Develop projects that drives momentum and supports growth.	Attract new business and residents to support long-term goals.	• Fill market gaps in food, beverage, and experiences • Promote adaptive reuse and upper-level housing • Adopt form based codes and clear designs	• Launch a "Live Where You Work" or "Work From Anywhere" incentive campaign • Offer revolving and/or low-interest loans for upper level and mixed-use redevelopment

PROPOSED DOWNTOWN REDEVELOPMENT PLAN



Legend

- Primary Streetscape Improvements
- Secondary Streetscape Improvements
- Priority Intersection Crossings
- Mid-Block Pedestrian Crossings

- Residential
- Government
- Commercial
- Industrial
- Other

PRIMARY STREETSCAPE IMPROVEMENTS

- Upgrade sidewalks, trees, lighting; add wayfinding.
- Enhance alleys near Main for safety.
- Create flexible open areas on Ridgeley & south Main.
- Add branded signage at Louisville & Ridgeley.

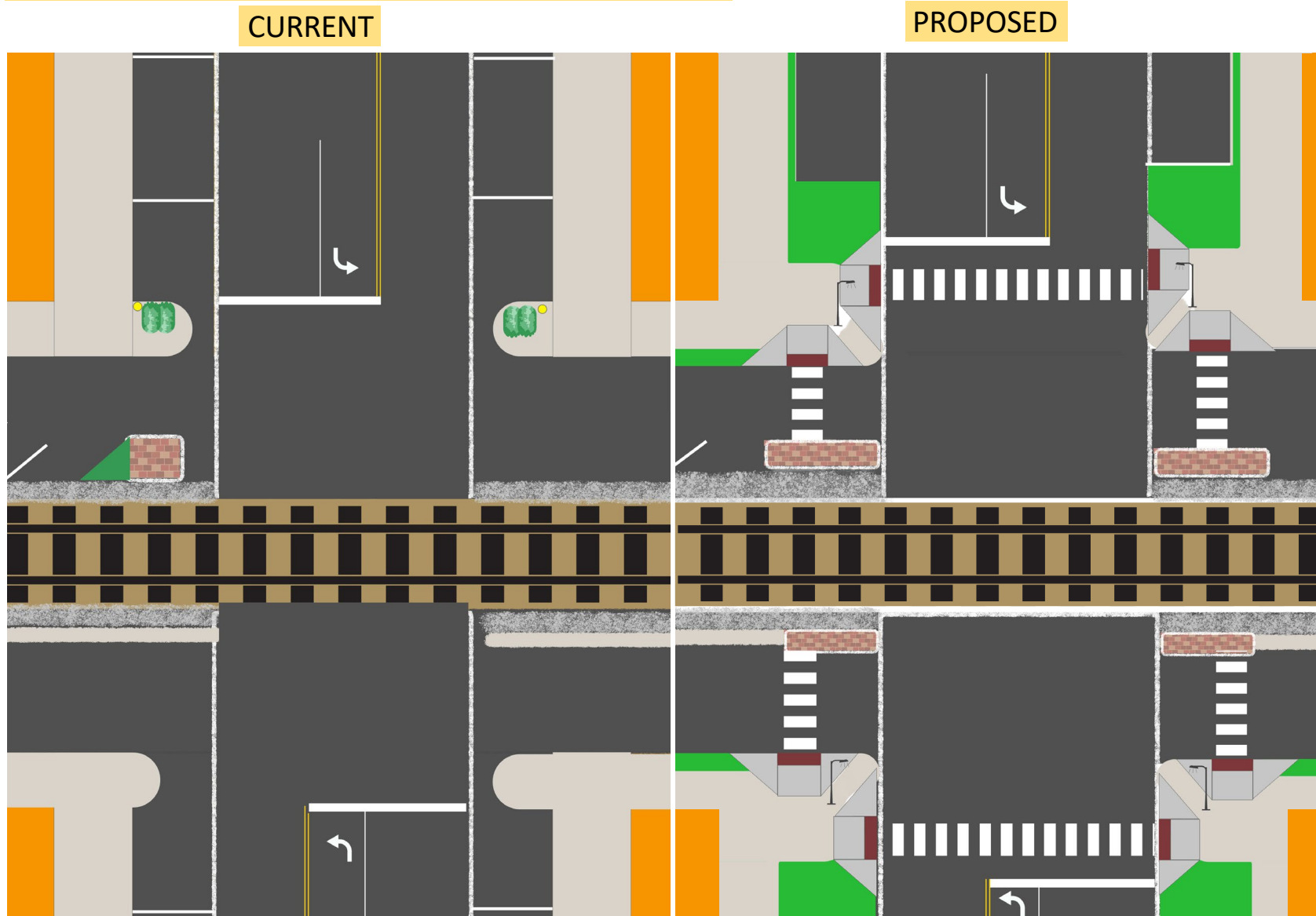
SECONDARY STREETSCAPE IMPROVEMENTS

- Uniform design: sidewalks, crosswalks, lighting.
- Green infrastructure for climate resilience
- Add curb improvements + traffic calming in downtown.
- Decorative elements: bins, planters, banner poles.

PRIORITY INTERSECTION & MID-BLOCK CROSSINGS

- High-visibility crosswalks, curb extensions, ADA ramps.
- Select mid-block crossings to link storefronts.
- Use textured/paver treatments
- Planters, lighting, small art installs to aid safety & identity.

PRIMARY STREETSCAPE CONCEPTS



US 21/31 Intersection

Focus 1 – Downtown Expansion

- Extend walkability south across railroad
- Reconfigure key intersection for better connections
- Encourage reinvestment along key frontages

Focus 2 – Downtown Redevelopment

- Add curb extensions + landscaping for safety
- Use consistent materials, trees, and crosswalks
- Improve circulation + visibility at main intersection

Focus 3 – Arts & Entertainment District

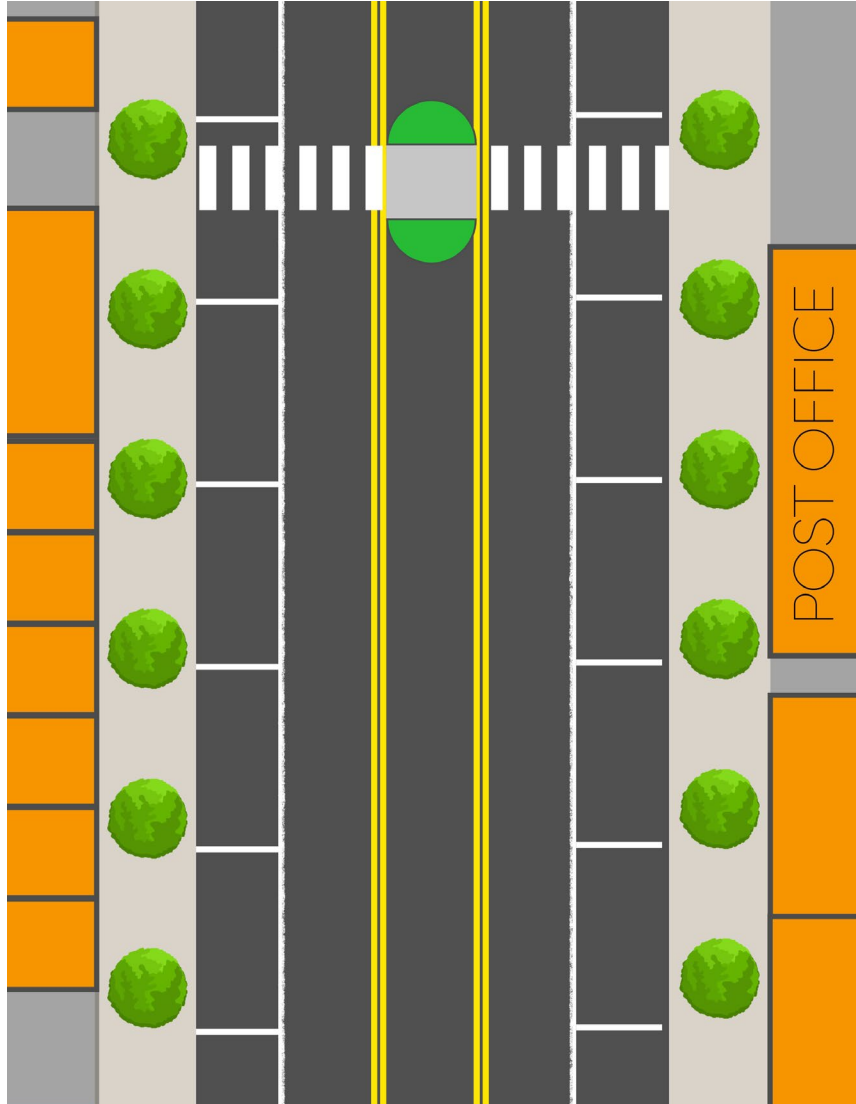
- Add spaces for dining, art, and small events
- Use decorative paving, lighting, landscaping
- Strengthen pedestrian links through downtown

PRIMARY STREETSCAPE CONCEPTS

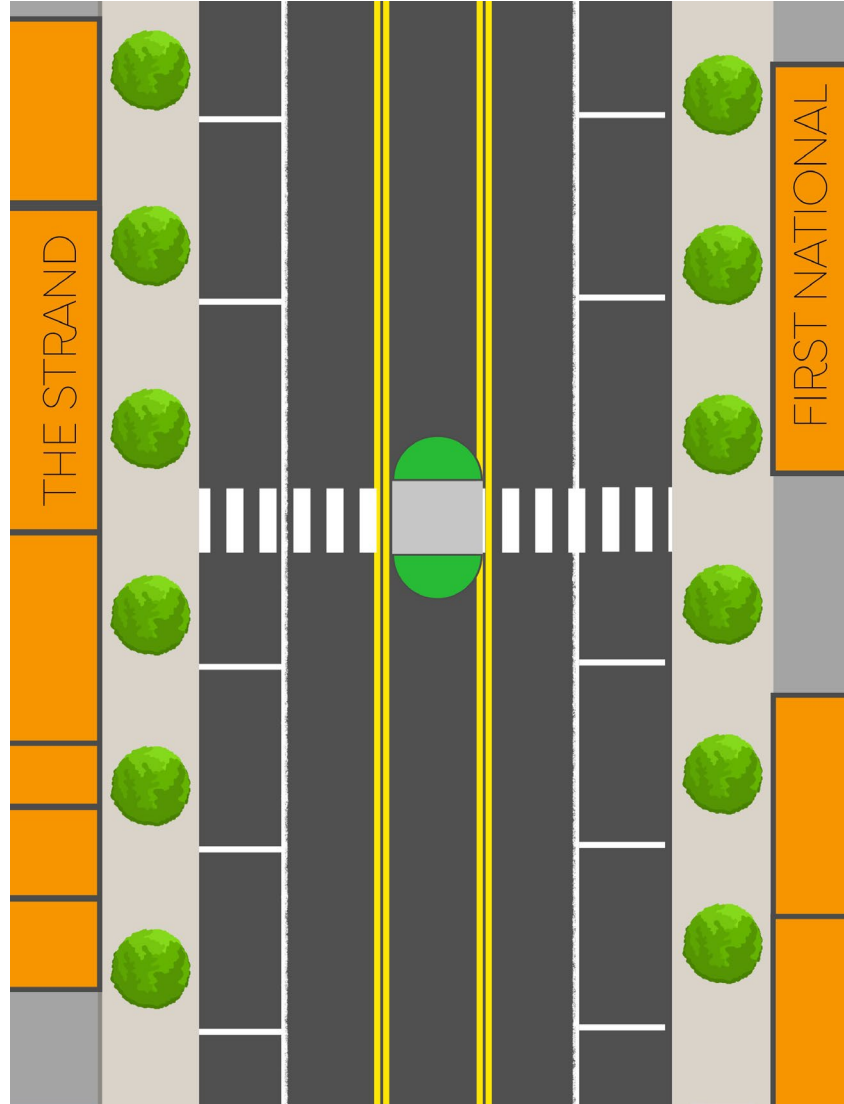
&

MID-BLOCK CROSSINGS

Proposal: Decorative Alley to Post Office Parking



Proposal: Strand Theatre to First National Bank



SLO: 6, 27,38

Focus 1 – Downtown Expansion

- Extend walkable core beyond main intersections
- Strengthen east–west links between parcels + parking
- Support infill by improving access to mid-block areas

Focus 2 – Downtown Redevelopment

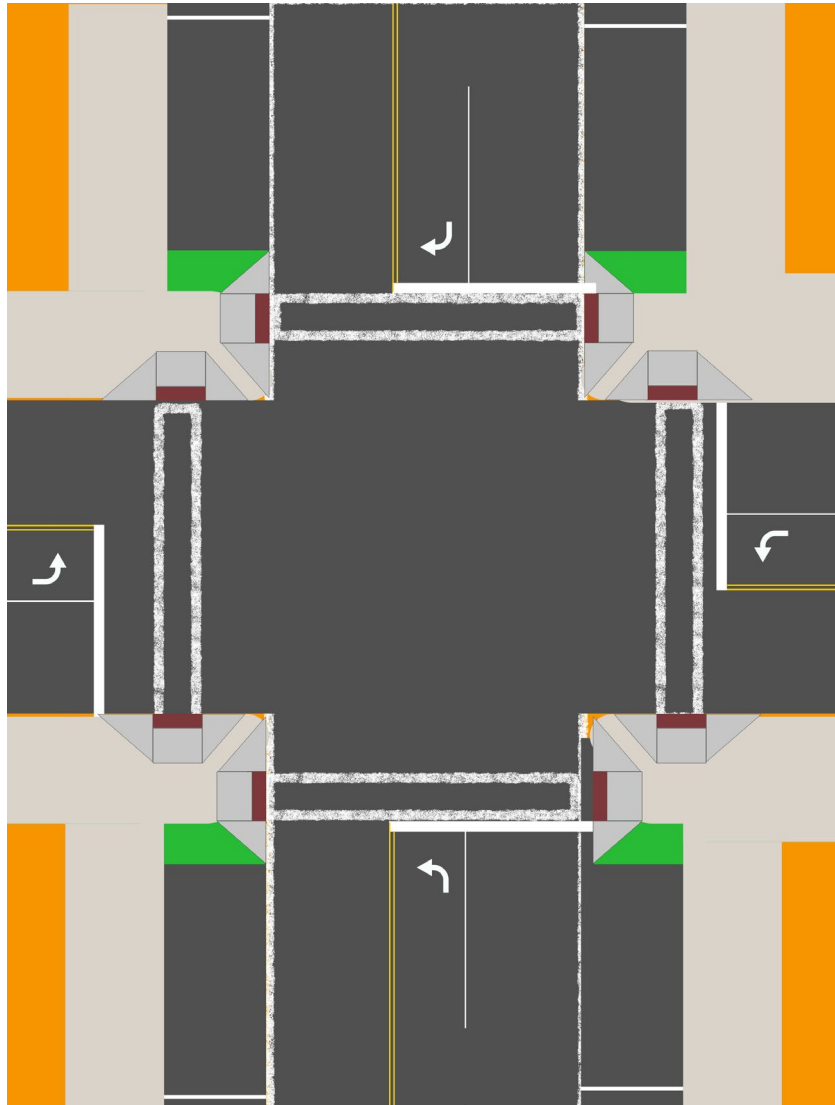
- Add safe, high-visibility crossings to calm traffic
- Includes increased tree canopy landscaped islands & curb extensions
- Use consistent paving + street trees for cohesion
- Boost foot traffic to underused storefronts

Focus 3 – Arts & Entertainment District

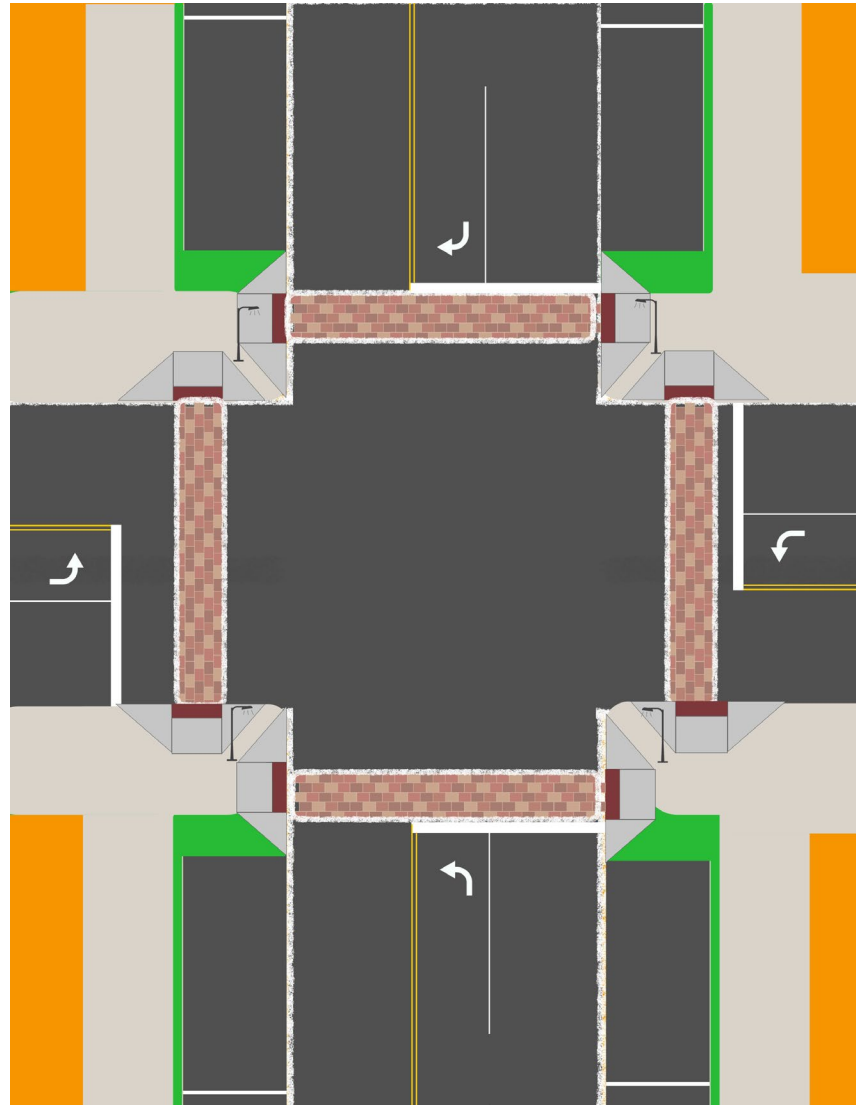
- Connect key anchors: Strand Theatre, Bank, restaurants
- Integrate public art into crossings & pavement
- Add artistic lighting for safety & night activity
- Foster continuous, walkable event-friendly streetscape

PRIMARY STREETSCAPE CONCEPTS & PRIORITY INTERSECTION CROSSINGS

CURRENT



PROPOSED



Focus 1 – Downtown Expansion

- Strengthen pedestrian links between new + existing areas
- Improve intersection safety and walkability
- Use consistent, high-quality materials to connect blocks

Focus 2 – Downtown Redevelopment

- Replace faded striping with decorative brick crosswalks
- Upgrade curb ramps & alignments to meet ADA standards
- Calm traffic for safer, more comfortable crossings
- Reinforce downtown identity with cohesive materials

Focus 3 – Arts & Entertainment District

- Create safe, attractive crossings for events and visitors
- Potential to integrate art into paving and crosswalk designs
- Improve walkability between venues and restaurants

TARGET LOCATIONS: Trammel & Ridgeley and Main St & Ridgeley

PRIMARY & SECONDARY STREETSCAPE IMPROVEMENTS

Pedestrian Infrastructure: Signage

CURRENT



PROPOSED



Focus 1 – Downtown Expansion

- Extend downtown identity with branded pedestrian signage
- Strengthen wayfinding to new and emerging destinations
- Reinforce sense of place as growth continues south and east

Focus 2 – Downtown Redevelopment

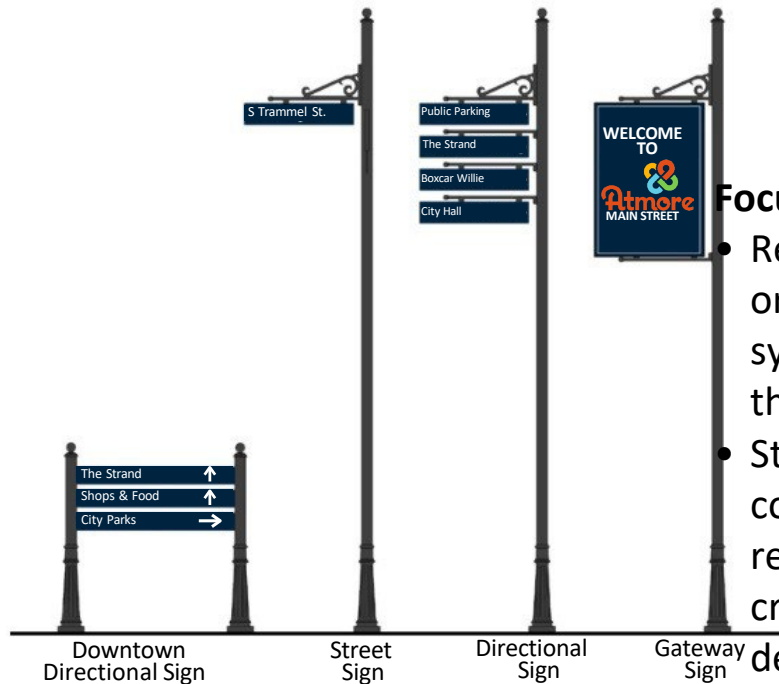
- Replace old signs with coordinated pedestrian-scale systems
- Standardize poles, colors, and materials for visual cohesion
- Improve directions to parking and key amenities for visitors

Focus 3 – Arts & Entertainment District

- Feature creative, district-themed directional signage
- Guide pedestrians to galleries, restaurants, and venues
- Integrate artistic and branded elements for a unified identity

PRIMARY & SECONDARY STREETSCAPE IMPROVEMENTS

Pedestrian Infrastructure: Signage



Seasonal Signage

District Signage



Focus 1 – Downtown Expansion

- Extends downtown branding and orientation into adjacent growth areas through consistent sign design and placement.

- Guides visitors toward new development and parking assets supporting future commercial expansion.

Focus 2 – Downtown Redevelopment

- Replaces inconsistent or vehicle-oriented signage with a coordinated system that enhances walkability and the visitor experience.

- Strengthens the visual connection between renovated storefronts, crosswalks, and civic destinations.

Focus 3 – Arts & Entertainment District

- Promotes cultural identity through creative signage and district-specific branding.
- Encourages pedestrian flow between venues and event spaces while contributing to a cohesive, vibrant public realm.

SECONDARY STREETSCAPE IMPROVEMENTS

Pedestrian Infrastructure: Alleys

CURRENT



PROPOSED

Alley Revitalization from Main Street
Wytheville, VA



TARGET LOCATIONS:

- Near 200 Main St (Parmer Family Chiropractic)
- Between the Post Office & The Heat
- Alley with "Atmore: Sweet Home Alabama" Mural

Focus 1 – Downtown Expansion

- Extend pedestrian network beyond Main Street to link redevelopment areas.
- Improve connectivity to underused parcels to support adaptive reuse and infill.

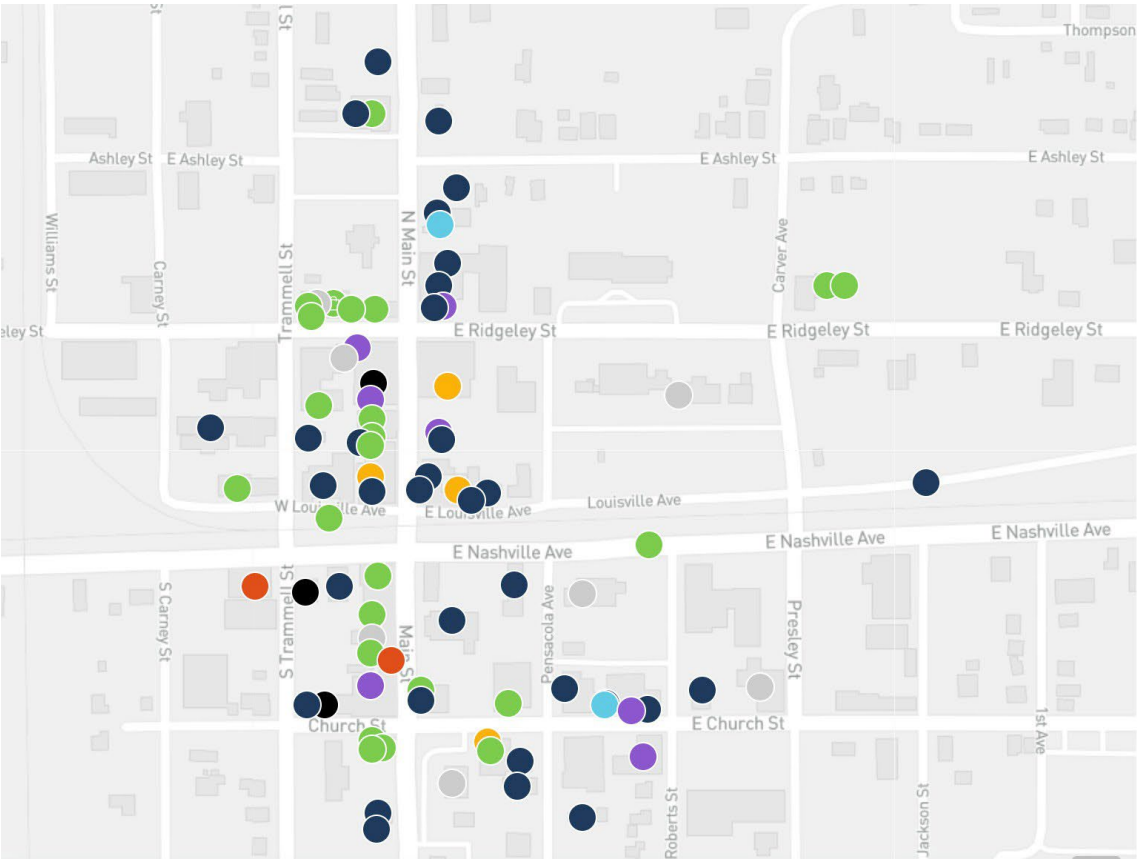
Focus 2 – Downtown Redevelopment

- Build on prior alley revitalization with smaller, cost-effective upgrades.
- Activate rear facades and secondary entrances to enhance downtown walkability and cohesion.

Focus 3 – Arts & Entertainment District

- Create flexible spaces for art, lighting, and pop-up events that reflect the district's creative brand.
- Gradually upgrade alleys with resurfacing, lighting, planters, and murals to form safe, connected pedestrian pathways.
- Strengthen the pedestrian-oriented environment and link venues, shops, and restaurants through inviting alternate routes.

BUSINESS RECRUITMENT - EXISTING CONDITIONS



Main Street Atmore Business Directory

● All	93
● Services	41
● Shop	25
● Eat	8
● Other	8
● Available Properties	6
● Bar	6
● Founders	6
● Arts & Entertainment	5
● Restaurant	5

Downtown Business Snapshot

- Service-heavy mix (44%), moderate retail base (27%), and few, but strong dining and entertainment venues.
- The Main and Trammel corridor forms the commercial spine, supported by secondary clusters near Church and Nashville Streets.

BUSINESS RECRUITMENT - EXISTING CONDITIONS

Downtown Atmore's retail market is overserved in general retail but shows unmet demand for food, beverage, and experiential uses.

Primary Trade Area (10–15 min):

- \$43M retail oversupply overall.
- \$13.5M food & beverage leakage, projected to reach \$15.6M by 2028.
- Opportunity for new restaurants and nightlife.

Secondary Trade Area (20–30 min):

- \$25M demand in 2023, projected to grow to \$65.6M by 2028.
- Greatest potential in restaurants, specialty retail, and experience-based venues.

Key Takeaways:

- Recruit independent dining, artisan retail, and hybrid spaces (e.g., wine bar & book store).
- Strengthen recruitment with streetscape improvements to increase visitor time.
- Use Arts & Entertainment District branding to capture regional spending and set Atmore apart from nearby corridors.

PRIMARY TRADE AREA

	2023 Demand	2023 Supply	2023 Retail Gap	2028 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	\$199,650,123	\$242,703,907	(\$43,053,783)	\$215,597,975	(\$27,105,932)
Total Retail Trade	\$178,130,479	\$234,738,341	(\$56,607,861)	\$192,056,363	(\$42,681,978)
Total Food + Drink	\$21,519,644	\$7,965,566	\$13,554,078	\$23,541,612	\$15,576,046

SECONDARY TRADE AREA

	2023 Demand	2023 Supply	2023 Retail Gap	2028 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	\$474,338,772	\$449,388,344	\$24,950,428	\$514,967,809	\$65,579,465
Total Retail Trade	\$423,406,902	\$431,837,997	(\$8,431,095)	\$459,108,777	\$27,270,780
Total Food + Drink	\$50,931,870	\$17,550,347	\$33,381,523	\$55,859,032	\$38,308,685

Literature Review:

Atmore Real Estate Redevelopment Report, 2023

BUSINESS RECRUITMENT STRATEGY

FORM-BASED CODES & DESIGN GUIDELINES

Form-Based Codes (FBCs)

- Regulate physical form and design, not just land use.
- Create a cohesive, walkable, and visually appealing downtown.
- Increase predictability for investors and developers.

Benefits:

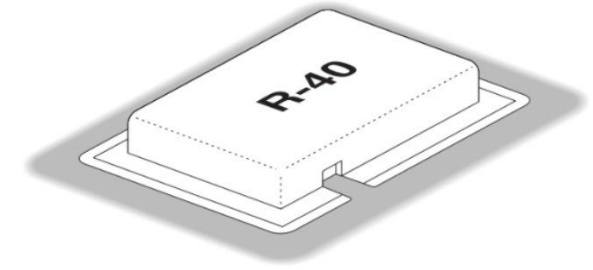
- Predictability: Clear building and design expectations; less risk for investors.
- Flexibility: Supports mixed-use and adaptive reuse (retail, dining, housing).
- Design: Active storefronts, lighting, seating, and consistent materials.
- Streamlined Process: Faster approvals, cost savings for small businesses.
- Public Alignment: Coordinates private investment with streetscape and signage upgrades.

Design Guide:

- Provides visual standards for materials, colors, signage, and facades.
- Helps evaluate facade grants and ensure design consistency.
- Serves as a roadmap for streetscape projects, adaptive reuse, and infill.
- Builds a cohesive and investment-ready downtown identity.

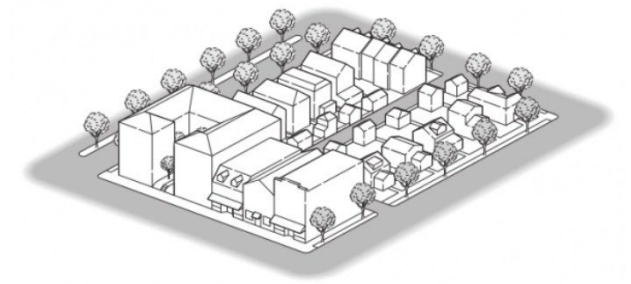
Conventional Zoning

Density use, FAR (floor area ratio), setbacks, parking requirements, maximum building heights specified



Form-Based Codes

Street and building types (or mix of types), build-to lines, number of floors, and percentage of built site frontage specified.



EXAMPLE DESIGN GUIDELINES



Purpose

- Define a cohesive downtown identity
- Balance preservation with modern infill
- Support business recruitment through good design



Building & Facade

- Preserve historic details (brick, cornices, transoms)
- Add awnings, planters, and lighting for visual appeal
- Use materials that fit local or historical character



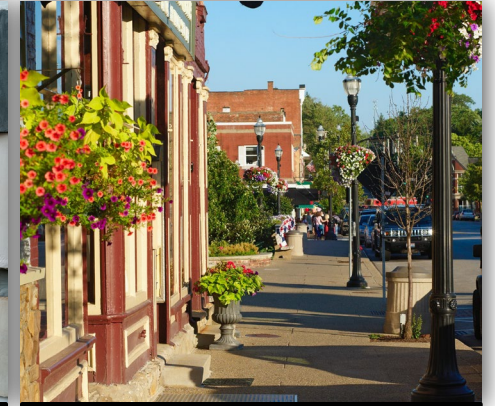
Signage & Lighting

- Pedestrian-scale signage (wood/metal)
- Add string lights & uplighting for ambiance
- Highlight facades and promote evening use



Color & Materials

- Use Atmore's warm neutrals, deep teals, muted reds, soft golds
- Avoid fluorescent colors
- Encourage creative accents within cohesion



Streetscape & Public Realm

- Add trees, benches, and bike racks in unified style
- Maintain clear walkways and dining zones
- Add wayfinding + safe mid-block crossings

BUSINESS RECRUITMENT STRATEGY

DOWNTOWN LIVING OPPORTUNITIES

More residents

More customers

Stronger
businesses

Higher building
values

Higher
investment



Main Street Emporia, KS

Upper-Story Reinvestment Housing District: Assists in converting vacant upper floors of downtown buildings into residential units through tax increments and grant funding

- More Residents: Upper-floor housing keeps downtown active longer.
- More Customers: Locals support shops and restaurants year-round.
- Stronger Businesses: Steady foot traffic boosts sales and growth.
- Higher Building Values: Reuse raises property value with tax incentives.
- Higher Investment: Active downtowns attract developers and partners.

Housing & Downtown Living Survey Results

- Around 70% would consider living downtown if lofts or apartments were available and said that adding residential options above storefronts would make downtown feel more vibrant and active.
- Around half indicated they know someone personally interested in downtown living opportunities.

BUSINESS RECRUITMENT STRATEGY FRAMEWORK

Focus Areas	Strategies	Desired Outcome
Historic Building Redevelopment	- Utilize State and Federal Historic Tax Credits - Include window restoration, entrances, and awnings in facade grant	- Rehabilitate underused buildings - Attracts developers seeking tax credits - Creates new residential units
Mixed-Use Development	- Adopt Form Based Codes allowing residential over retail - Encourage shared parking agreements - Permit process for adaptive reuse	- Expands housing choices - Increases property values - Provides a built-in customer base
Building Code and Accessibility	- Offer grants or low-interest loans for upgrades like stairs and sprinklers - Include guidance on code compliance for historic buildings	- Reduces renovation barriers - Improves long-term safety and usability
Downtown Living Incentives	- Create a "Live Downtown" campaign featuring reduced rent or fees - Partner with local banks to create a revolving funding for upper level living	- Attracts new residents and business owners - Increases evening activity and downtown liveliness
Marketing and Recruitment opportunities	- Include upper level living potential for future developers - Research successful conversions and promote them	- Creates investment readiness - Creates downtown as both a place to live and to do business

IMPLEMENTATION & FUNDING

1ST PHASE

SHORT-TERM (0–2 YEARS)

- Implement quick-win improvements like signage, facade refreshes, lighting, and alley activations.
- Strengthen visibility of available storefronts and reinforce early district improvements to attract small businesses and entrepreneurs.
- Use early physical improvements to build momentum and support property-owner engagement.

Funding: City capital budget, local sponsorships, facade funds.

2ND PHASE

MID-TERM (3–5 YEARS)

- Advance streetscape & gateway upgrades and key pedestrian connections.
- Support reinvestment by encouraging building rehabilitation and adaptive reuse aligned with target business markets.
- Collaborate with ALDOT and the City to refine streetscape concepts, ensure improvements align with Main Street design, and coordinate zoning and design tools

Funding: CDBG, Historic Tax Credits, revolving loans, public–private partnerships.

3RD PHASE

LONG-TERM (5+ YEARS)

- Advance streetscape upgrades to enhance downtown walkability.
- Focus on attracting investment through redevelopment, upper-story housing, and anchor businesses.
- Maintain momentum with redevelopment opportunities, design continuity, and projects that boost economic appeal.

Funding: Public–private partnerships, ADECA grants, EDA programs, Transportation Alternatives, long-term capital sources.



Memories of MAIN STREET

Atmore, Alabama — A Special Place Remembered in Words and Pictures

NANCY BOSENBERG KARRICK



VISION FOR TOMORROW

Revitalizing Economic Vitality, Enhancing Community Engagement, and Sustaining
Downtown Presence



Outline

Introduction

Planning Process

Literature Review & Its Findings

Key Issues and Challenges

Data Collection, Analysis & Finding

Case Studies and takeaways

Vision, Mission & Values

Goals, Objectives, Strategies & Tactics (GOST)

Projects

Concept Plan

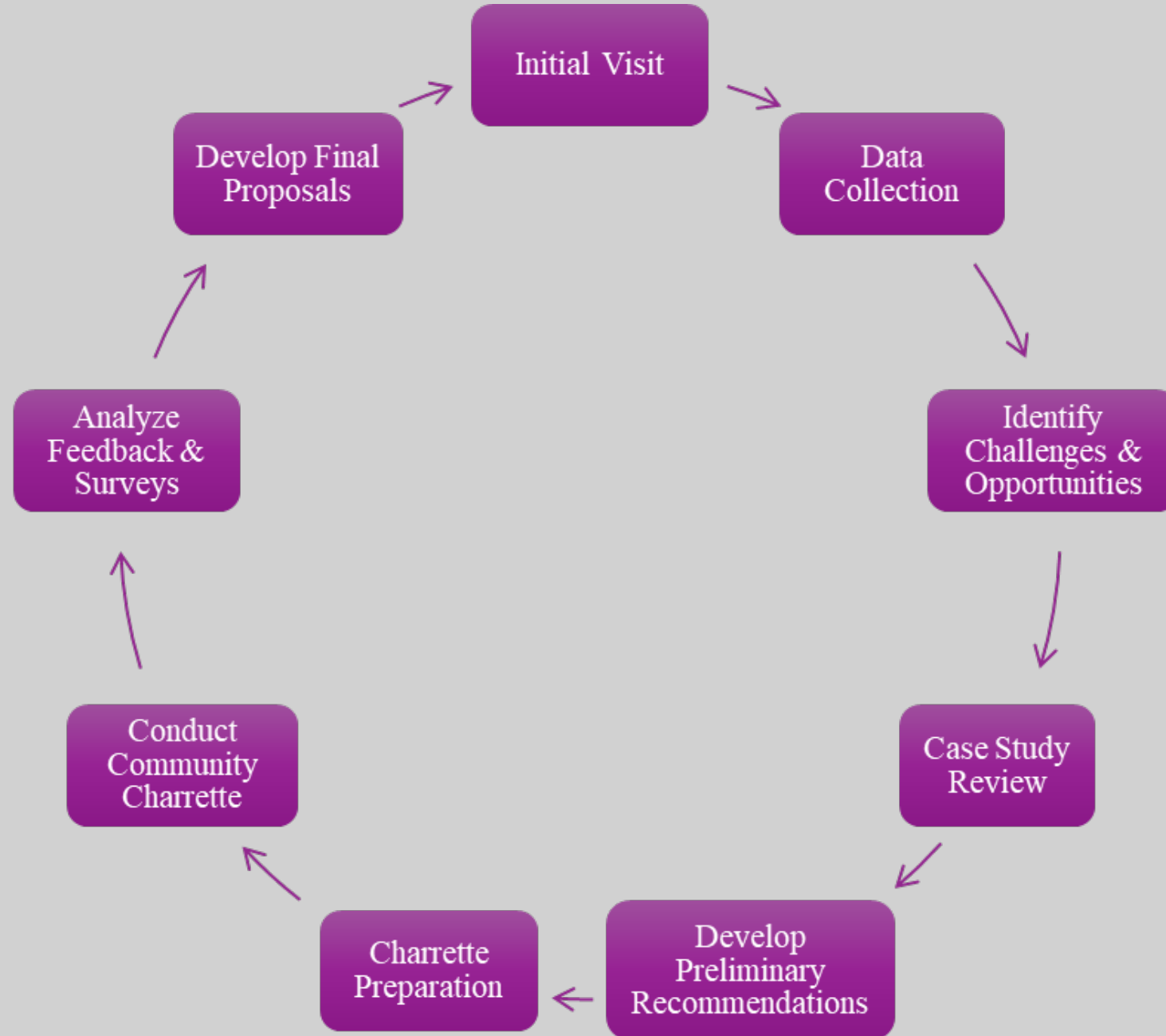
Land Use Plan for Main Street, Atmore

Future Land Use Plan for Mainstreet Atmore

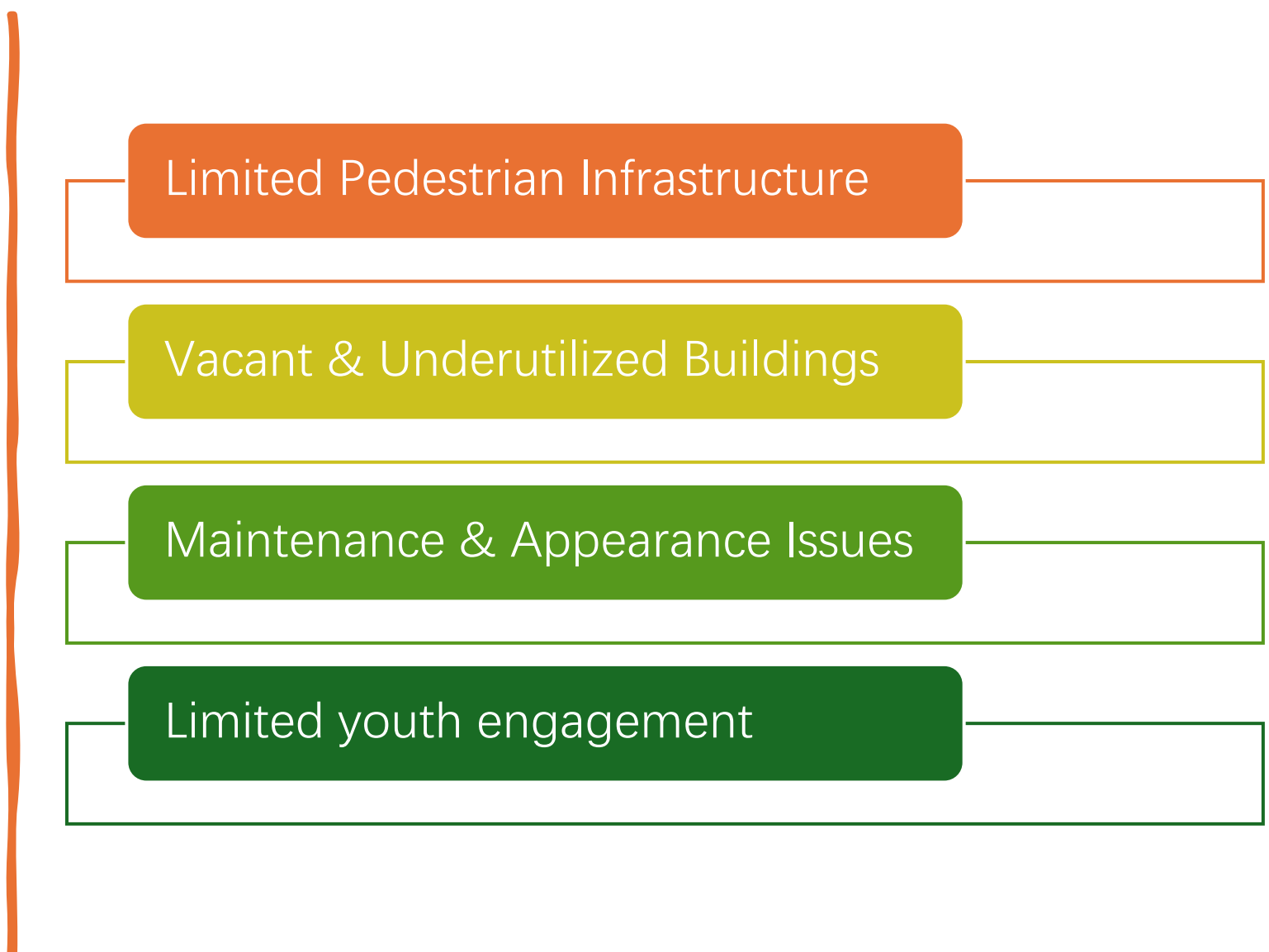
Implementation Strategy

Conclusion

Planning Process Adopted for the Project



Key Issues and Challenges



Limited Pedestrian Infrastructure

Vacant & Underutilized Buildings

Maintenance & Appearance Issues

Limited youth engagement



Downtown Perception & Identity

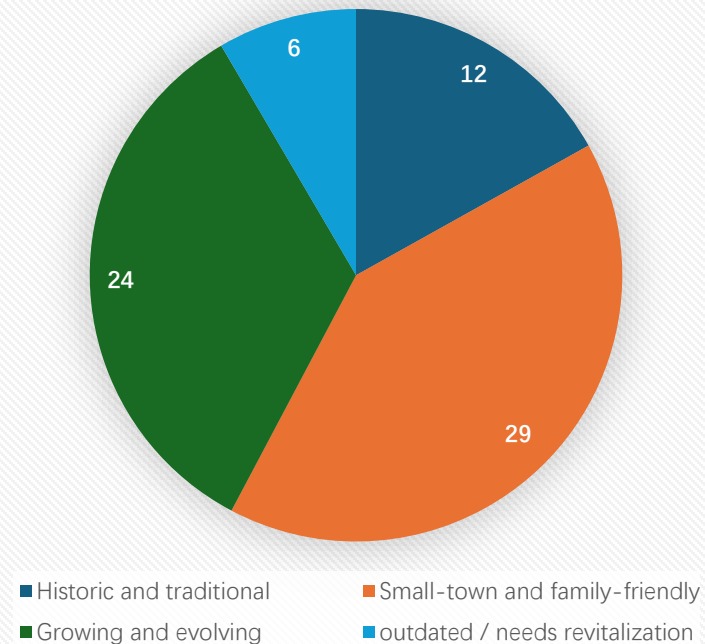
- **Observation:**

Most respondents described Main Street Atmore as a small-town, family-friendly place that is growing and evolving. A smaller group viewed it as historic and traditional, while only a few saw it as outdated or in need of revitalization. This shows that people generally feel positive about Atmore's Main Street, appreciating its welcoming and close-knit atmosphere, though fewer seem to recognize its historic identity.

- **Impact:**

These perceptions suggest that Atmore already has a strong community character built on friendliness and progress. However, to make the downtown more distinctive, it would be helpful to highlight its historical charm and architectural heritage. By combining the idea of heritage with progress, Atmore can strengthen local pride, attract visitors, and shape a more recognizable downtown identity.

How would you describe the current identity of Main Street Atmore?



District Expansion & Community Vision

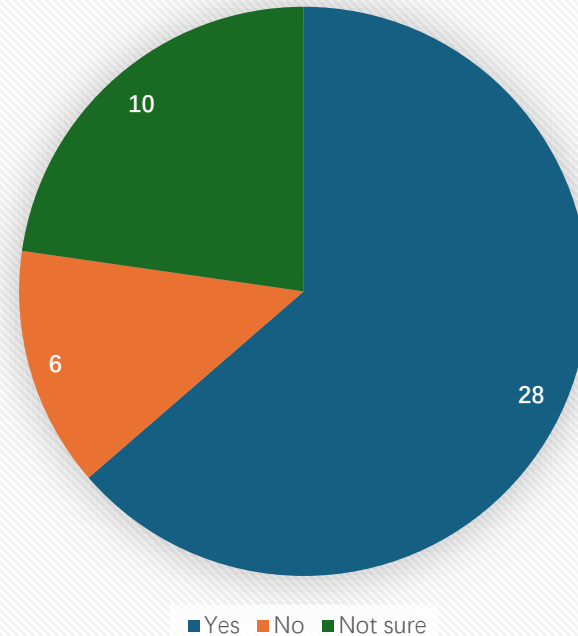
- **Observation:**

A clear majority of participants supported expanding the Main Street district boundaries, while only a few were unsure or opposed. Many respondents believe that a larger district would create more space for businesses, connect nearby areas, and bring new life to downtown.

- **Impact:**

This strong support indicates that the community is ready for thoughtful growth. Expanding the district could allow Atmore to link key corridors, improve pedestrian crossings, and extend infrastructure improvements into new zones. To maintain public trust, the city should communicate the benefits clearly and involve residents in future planning discussions.

Do you think the Main Street Atmore District should expand its boundaries in the future?



Downtown Improvement Priorities

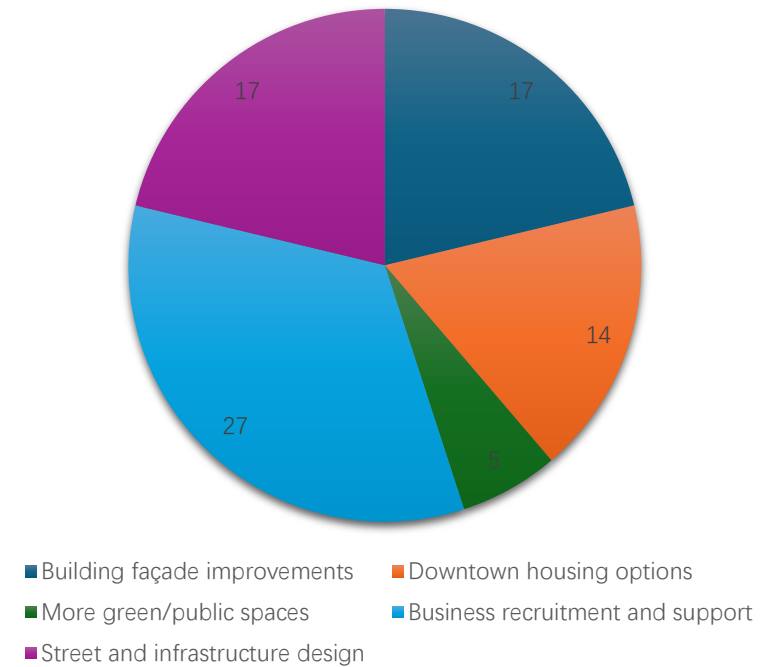
- **Observation:**

When asked about improvement priorities, most people emphasized business recruitment and support. Street design, infrastructure upgrades, and façade improvements also ranked high, while downtown housing and new green spaces were lower priorities.

- **Impact:**

This pattern shows that residents are eager to see a livelier and more prosperous business environment downtown. Visible upgrades such as clean sidewalks, renovated façades, and better lighting can attract more visitors and shoppers. Even though green spaces ranked lower, combining functional design with small landscaped areas could make downtown both vibrant and comfortable.

Which of the following should be the top priority for downtown improvements?



Outdoor Spaces & Public Gathering

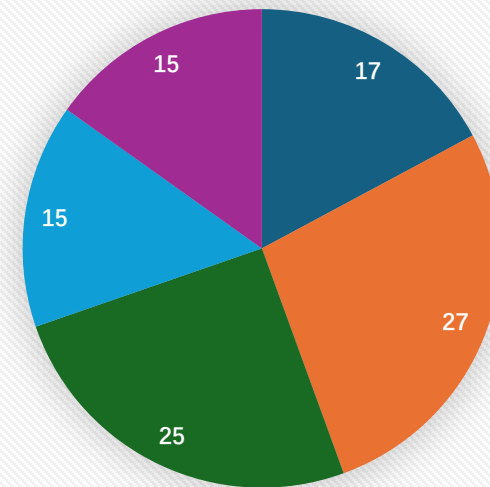
- **Observation:**

Respondents showed a strong interest in public plazas, shaded seating, and outdoor dining areas, followed by walking and biking paths. This suggests that people want outdoor spaces that are social, flexible, and comfortable, rather than purely recreational.

- **Impact:**

These findings highlight the need for pocket parks and flexible gathering areas integrated into downtown design. Adding shaded benches, movable seating, and outdoor dining can encourage people to spend more time downtown and interact with one another. Creating a connected network of small public spaces would turn Main Street into a lively, walkable environment rather than just a commercial corridor.

What types of outdoor spaces would make downtown more welcoming?



■ Parks and green areas	■ Public plazas or gathering spots
■ Shaded seating / outdoor dining	■ Play areas for children
■ Walking trails or bike paths	

Arts, Culture & Events

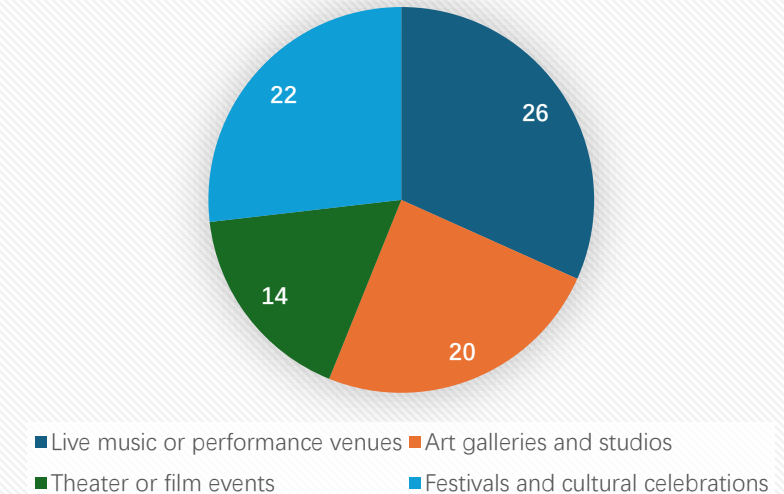
- **Observation:**

There was clear enthusiasm for cultural experiences such as live music, performances, festivals, and art events. Food and drink festivals received the highest support, followed closely by art walks and outdoor performances.

- **Impact:**

This strong community interest shows that arts and entertainment are central to Atmore's sense of place. Organizing more cultural events, partnering with local artists, and using public spaces for performances could bring energy and creativity downtown. These activities not only strengthen community spirit but also attract visitors and stimulate local businesses, helping Atmore position itself as a regional cultural hub.

What kinds of cultural or entertainment experiences would you like to see in Atmore's Arts & Entertainment District?



Which events would encourage you to spend more time downtown?



Aesthetics & Visual Enhancements

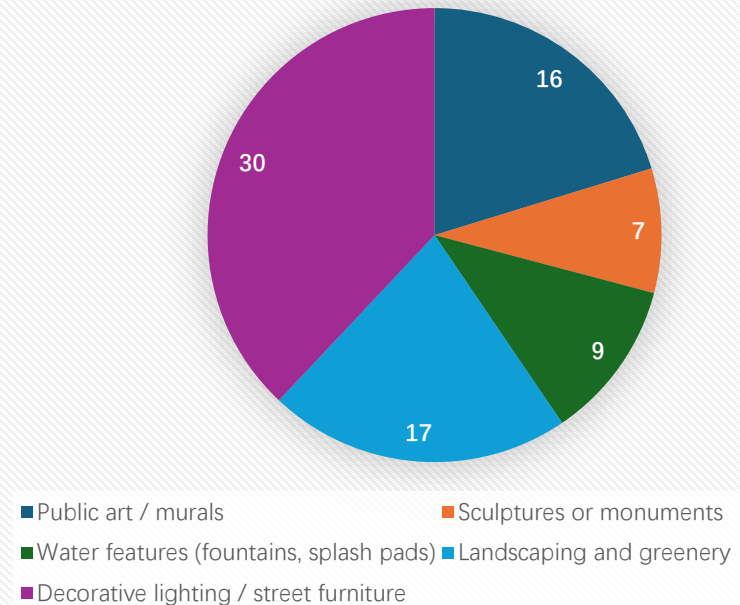
- **Observation:**

Most participants favored decorative lighting, comfortable street furniture, and greenery as the top aesthetic improvements, while public art and murals also received strong support.

- **Impact:**

People clearly want downtown to feel more welcoming, colorful, and lively. Installing attractive lighting and seating can make Main Street inviting even in the evenings, while greenery and art help create a warm, human-scaled environment. Coordinating these design features with façade upgrades would give downtown Atmore a consistent and memorable look.

Which enhancements would have the biggest impact on making downtown vibrant and attractive?





Case Study: Thomasville, Georgia

Goal 1: Improve Pedestrian Infrastructure

Project Overview:

Thomasville implemented a Downtown Pedestrian Improvements Project that focused on enhancing walkability by adding ADA-compliant sidewalks, high-visibility crosswalks, curb extensions (bulb-outs), pedestrian-scale lighting, benches, and bike racks. Traffic calming measures were added at key intersections to improve pedestrian safety.

Project Cost:

Approximately \$2.1 million funded through a combination of local SPLOST (Special Purpose Local Option Sales Tax), Georgia Department of Transportation grants, and CDBG funding.

Key Takeaways for Atmore, Alabama:

- Atmore can adopt similar Complete Streets elements by improving intersections downtown with crosswalks, curb ramps, and pedestrian signals.
- Leveraging state and federal funds like CDBG and transportation grants can offset costs.
- Thomasville have successfully integrated beautification and pedestrian safety to reinvigorate their downtown area, MainStreet Atmore can do the same along Main Street and adjacent corridors.

Case Study: LaFayette, Alabama

Goal 2 : Promotes Entrepreneurship and local business growth

Project Overview:

LaFayette's Main Street revitalization strategy focused on stimulating economic activity and encouraging entrepreneurship through targeted downtown enhancements and activation initiatives. Key actions included:

- Storefront façade improvements to modernize aging buildings and increase visual appeal for business attraction.
- Creation of a Pop-Up Shops Program to allow small entrepreneurs and local vendors to test business ideas in vacant storefronts at low cost.
- Main Street branding and promotional campaigns, including themed festivals, locally-driven marketing, and active social media storytelling to boost visibility.
- Business support initiatives, such as workshops and mentorship events to help local entrepreneurs strengthen operations.

Project Cost:

Approximately \$1–1.5 million over multiple phases, supported by Main Street Alabama grants, city funding, local sponsorships, and public-private partnerships..

Key Takeaways for Atmore, Alabama:

- Improved storefronts facades to attract new businesses
- Established Pop-up Shops Program
- Mainstreet Branding & Promotion through campaigns, social media and festivals.

Case Study: Monroeville, Alabama

Goal 3: Create Vibrant Public Space for Community Gathering and Recreation

Project Overview:

Monroeville's downtown revitalization efforts focused on transforming downtown into a vibrant cultural gathering space through:

- The courthouse square is used as an open-air performance space for plays, concerts, and community events.
- Murals and sculptures throughout downtown acts as cultural landmarks and popular photo spots
- Centralized event boards and signage promote festivals, businesses and community activities.
- Heritage based festivals tied to Monroeville's literary legacy attract tourism and boost Main Street commerce

Project Cost:

Funding was sourced collaboratively from Main Street Alabama, arts councils, tourism authorities, and city support, with phased investments totaling approximately \$500K–\$1M over time..

Key Takeaways for Atmore, Alabama:

- Activate a central public space (e.g., performance stage or plaza) to host recurring arts and cultural events.
- Install murals or storytelling-based sculptures that serve as landmarks, photo spots, and gathering spaces.
- Introduce a dedicated event/business display board or kiosk to boost visibility of Main Street activities.
- Build programming around local identity (e.g., heritage, arts, music) to attract visitors and support businesses.



Source: Entermn.com



To transform Main Street into a safe, vibrant, and inclusive destination that celebrates community, supports local businesses, and enhances the quality of life for residents and visitors.

Mainstreet Atmore is committed to revitalizing downtown by improving pedestrian safety, fostering entrepreneurship, expanding housing opportunities, and creating welcoming spaces that reflect our culture, heritage and future aspirations.

Community First: Prioritizing people, relationships, and inclusive engagement.

Safety & Accessibility: Ensuring that all residents and visitors can move and gather comfortably.

Innovation & Growth: Encouraging entrepreneurship, creativity and sustainable development.

Heritage & Identity: Preserving Atmore's cultural legacy while embracing progress.

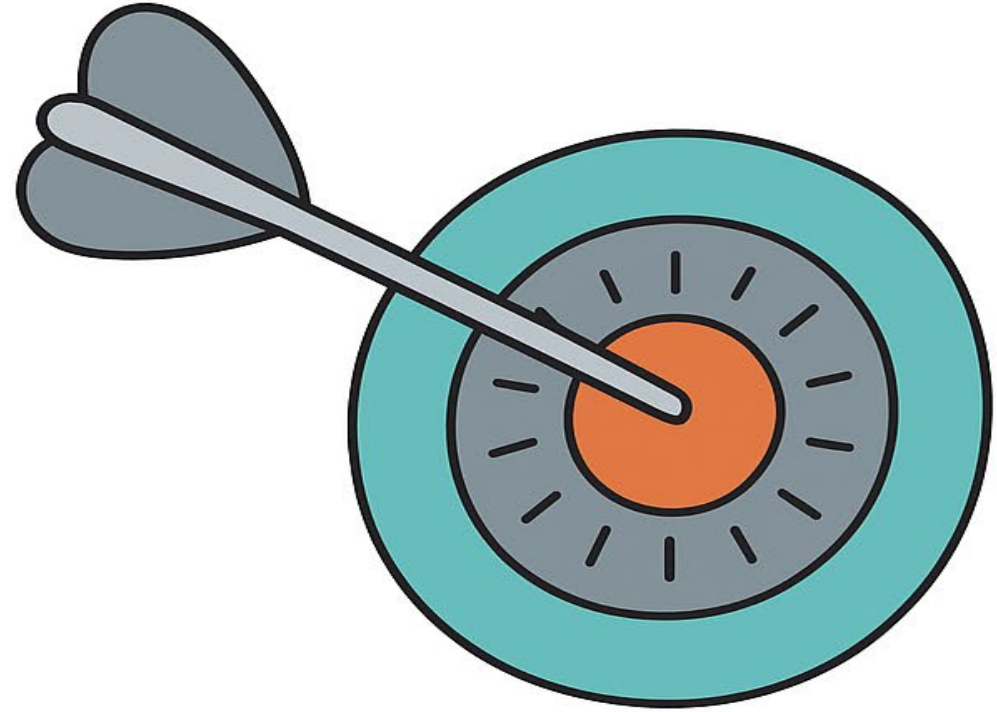
Collaboration: Partnering with businesses, residents, and civic organization to achieve shared goals.

GOALS

OBJECTIVES

STRATEGIES

TACTICS



GOAL 1: Improve Pedestrian Safety and Connectivity		
OBJECTIVES	STRATEGIES	TACTICS
- Reduce pedestrian-vehicle conflict points by 30 % within 2 years. - Increase the share of non-car travel modes (walking/biking) by 20% within 3 years. - Improve pedestrian comfort ratings in public surveys by 40% within 2 years.	- Upgrade street safety infrastructure. - Expand active transportation networks. - Enhance downtown streetscape experience.	- Install high-visibility crosswalks with flashing beacons, ADA curb ramps, and textured pavements at high-risk intersections. - Develop dedicated bike lanes and install bike racks linking neighborhoods to downtown. - Add benches, shade trees, planters, trash bins, pedestrian lighting, along key Main Street segments.
GOAL 2: Promotes Entrepreneurship and local business growth		
OBJECTIVES	STRATEGIES	TACTICS
- Support at least 10 new local startups to launch or test business concepts within 2 years. - Reduce downtown commercial vacancy rate by 25% within 3 years.. - Increase revenue or visibility of existing downtown businesses by 20% through promotional campaigns in 2 years.	- Provide accessible entry platforms and incubation opportunities. - Enhance downtown’s attractiveness for business investment and expansion. - Boost visibility and competitiveness of existing businesses.	- Partner with property owners to activate vacant storefronts for short-term pop-up or incubator businesses. - Offer small matching grants for façade upgrades, signage improvements, and window display enhancements. - Launch a “Shop Atmore First” campaign and feature local businesses through digital marketing and community events.
GOAL 3: Create Vibrant Public Space for Community Gathering and Recreation		
OBJECTIVES	STRATEGIES	TACTICS
- Host at least 12 community or cultural events annually in downtown public spaces within 2 years. - Increase non-car travel mode share (walking/biking) by 20% within 3 years. - Boost everyday public space usage by 40% over 2 years, measured through observed activity or participation data.	- Develop infrastructure to support performances and public gatherings. - Integrate lighting, comfort features, and interactive elements to enhance nighttime appeal. - Use public art, design, and placemaking elements to attract daily users.	- Construct a downtown bandshell/performance stage for concerts, church programs, pageants, and cultural shows. - Install interactive lighting, night-time features, seating zones, and shaded rest areas. - Introduce rotating community murals, interactive sculptures, public seating clusters, and creative play installations.

Project 1: Pedestrian Safety and Streetscape Enhancements



1. Improve Crosswalks

Install high-visibility painted crosswalks with stop bars and pedestrian safety signs at key intersections. (Main Street, Ridgeley Street, & Church Street).

2. Sidewalk Repairs & Extensions

Repair broken sidewalks, add missing links, and install ADA-compliant curb ramps throughout the Main Street district.



3. Pedestrian-Scale Lighting

Add decorative streetlights along Ridgeley Street, Church Street, and Main Street to improve safety and nighttime walkability.



4. Streetscape Amenities

Place benches, shade trees, planters, and trash bins along Main Street to create a comfortable and attractive walking environment.



5. Wayfinding Signage

Install pedestrian-friendly wayfinding kiosks and signs at key corners directing people to shops, civic sites, and parking.

Project 2: Economic Vitality and Business District Activation Strategy



1. Storefront Improvement Grants

- Provide small grants or cost-sharing for paint, signage , or window display to make vacant or underused storefronts attractive to new tenants.



2. Mainstreet Branding & Promotion

- Launch shop Atmore first campaign through creating banners, window decals, and social media .
- Downtown events as branding tools such as the use of festivals, art walks, and holiday markets to showcase Main Street Atmore.



3. Pop-Up Shops Program

- Use empty downtown stores for short-term shops so local people can test their business ideas such as food vendors, bakers, artisans , etc.
- Install an information display board downtown to show upcoming events , business promotions and community news.

Project 3: Strengthening Community Identity Through Public Art & Performance



1. Downtown Bandshell / Performance Stage

Build a covered stage for concerts, church programs, movie nights, beauty pageants (for kids & adults) and cultural shows.

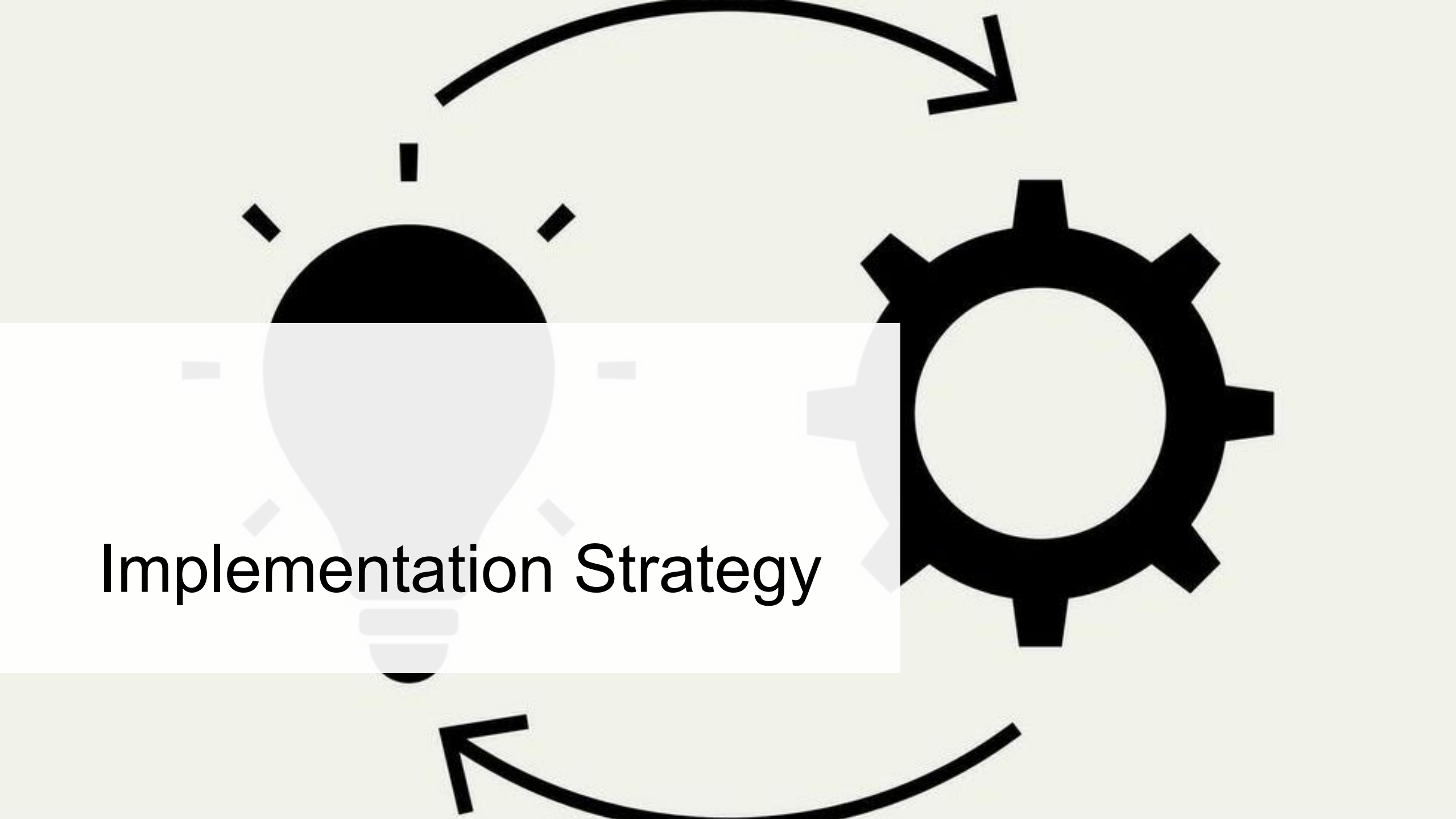


2. Install murals , sculptures or rotating community art projects that doubles as gathering spaces and photo opportunities.



3. Street Murals & Placemaking Art

Transform selected intersections (Ridgeley Street & Main Street, Church Street & Main Street) into community-designed public art spaces, with murals celebrating Atmore's history, Creek heritage, and music traditions.



Implementation Strategy

Project 1: Pedestrian Safety and Streetscape Enhancements

Source of Funds

- Transportation Alternatives Program (TAP)
- Safe Streets and Roads for All (SS4A)
- Highway Safety Improvement Program (HSIP)
- City of Atmore
- Main Street Alabama
- Local Banks
- Community Foundations
- Chamber of Commerce
- Rotary Club

Timeline
for the
Project

- Two years

Estimat
ed Cost

- \$300,000.00 to \$
500,000.00

Stakeholders



➡ Federal



Regional



➡ State



➡ Local

Project 2: Economic Vitality and Business District Activation

Source of Funds

- Main Street Alabama
- U.S. Economic Development Administration (EDA)
- Small Business Administration (SBA) Grants and Loans
- Local Banks and Credit Unions
- Community Development Block Grant (CDBG) Program
- Chamber of Commerce
- Private Investors and Business Sponsorships
- Local Arts and Cultural Foundations

Timeline
for the
Project

- Two years

Estimate
d Cost

- \$140,000.00 to \$390,000.00

Stakeholders



➡ Federal



➡ Regional



Alabama Tourism Department

➡ State



➡ Local

Project 3: Strengthening Community Identity Through Public Art & Performance

Source of Funds

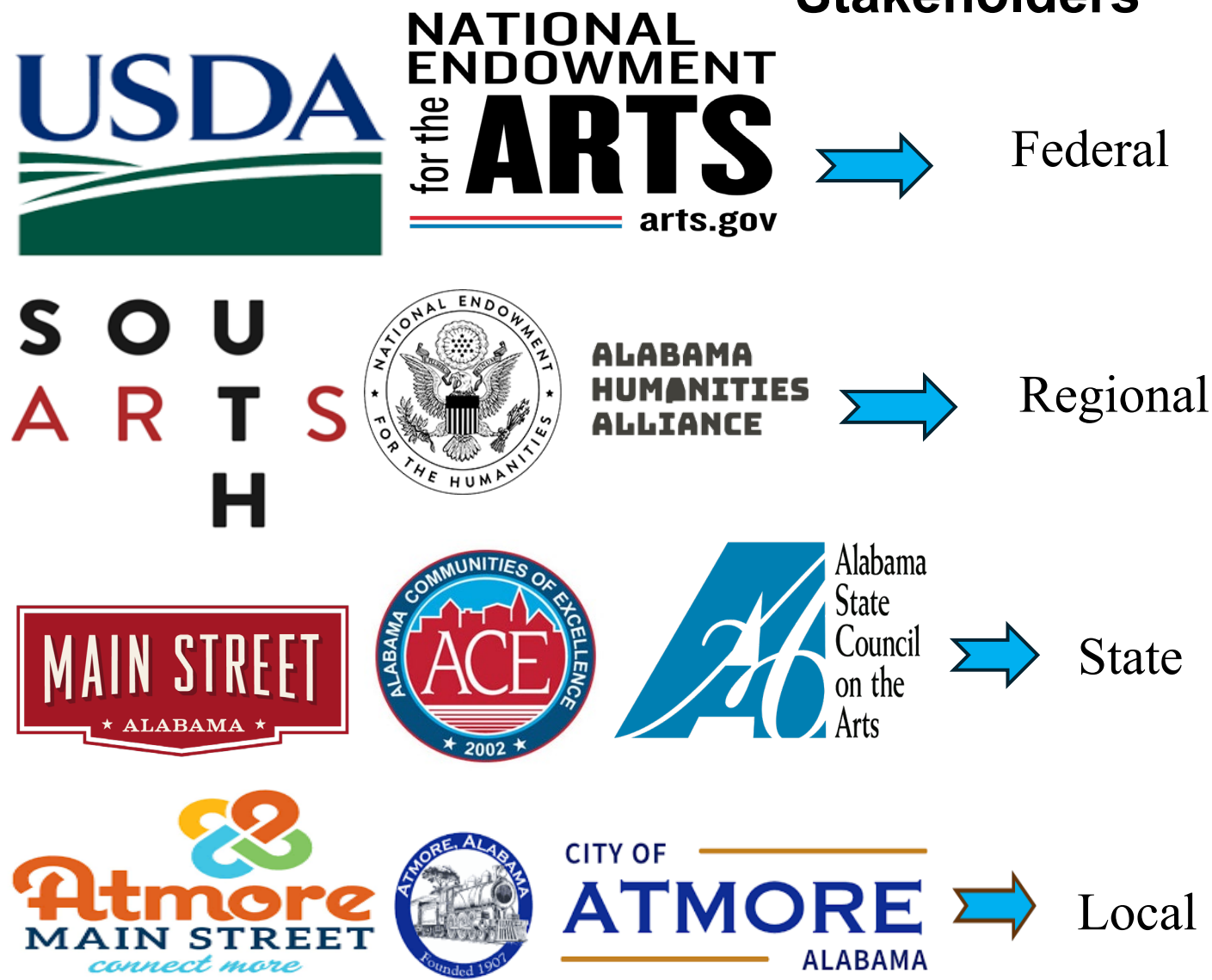
- National Endowment for the Arts (NEA)
- Alabama State Council on the Arts
- Main Street Alabama
- City of Atmore Cultural Affairs Office
- Local Arts Councils and Creative Foundations
- Community Development Block Grant (CDBG) Program
- Corporate Sponsors and Local Businesses
- Community Donations and Fundraising Events

Stakeholders

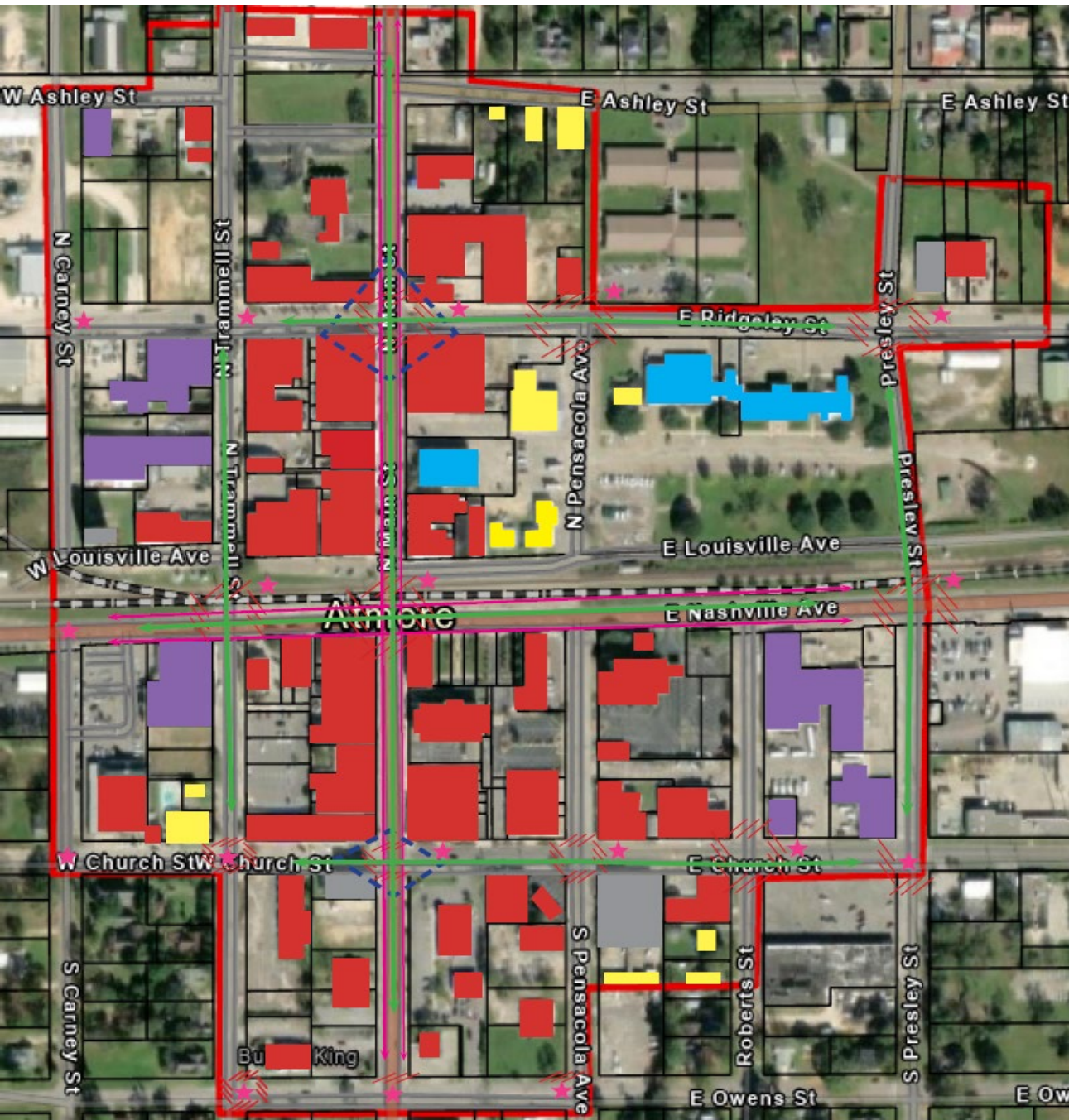
Timeline for the Project

Estimated Cost

- 1-1.5 years
- \$60,000.00 to \$175,000.00



CONCEPT PLAN



Legend

	residential		Proposed Crosswalks
	government		Proposed Sidewalk
	commercial		Proposed Streetscape Improvement
	industrial		Proposed Street Murals & Placemaking Art
	other		Proposed Pedestrian Signal

Proposed Crosswalks & Pedestrian Signal

1. Install high-visibility painted crosswalks.
2. Add Shop bars and Pedestrian Safety Signs at key intersections.

Proposed Sidewalks

1. Repair broken sidewalks
2. Add missing links, and install ADA-compliant curb ramps throughout the main street

Proposed Streetscape Improvement

1. Add decorative streetlights along Ridgeley Street and Main Street.
2. Place benches, shade trees, planters, and trash bins along Main Street to create a comfortable and attractive walking environment.
3. Install pedestrian-friendly wayfinding kiosks and signs at key corners directing people to shops, civic sites, and parking.

Proposed Street Murals & Placemaking Arts

1. Install murals, sculptures or rotating community art that doubles as gathering spaces and photo opportunities
2. Transform the intersection of Ridgeley & Mainstreet, church street & Mainstreet into a street murals.

Land Use Plan for Main Street Atmore



Steps Taken in Developing the Land Use Plan for Main Street Atmore

1. Defined Study Boundary

→ Extracted Main Street focus area from the City of Atmore.

2. Acquired Parcel Data

→ Imported Escambia County parcel shapefile and clipped it to boundary.

3. Identified Existing Uses

→ Used Main Street Atmore business directory (and visual verification) to locate active businesses.

4. Classified Land Uses

→ Categorized parcels into use types (Shop, Eat, Bar, Services, Arts & Entertainment, etc.) with color codes.

5. Added Supporting Layers

→ Integrated streets, railway, boundary line, street labels, and reference features.

6. Designed Final Map Layout

→ Added legend, scale bar, north arrow, labels, and prepared map for presentation

This map displays the Atmore area in Escambia County, Florida. The map features a grid of streets including N Garney St, N Trammell St, N Main St, N Carv, W Ridgeley St, W Church St, W Owens St, E Ashley St, E Ridgeley St, E Louisville Ave, E Nashville Ave, E Church St, E Owens St, S Garney St, S Main St, S Pensacola Ave, S Presley St, and S Jackson St. The map also shows the BNSF Railway and the Atmore area boundary. Land use is color-coded: purple for Mixed Use and blue for Commercial. A red outline indicates the Atmore_Boundary. A scale bar at the bottom left shows distances from 0 to 0.2 miles. A north arrow is located in the top right corner. The map is credited to Esri Community Maps Contributors, © OpenStreetMap, Microsoft, CONANP, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, and USFWS.

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Conclusion

- In conclusion, revitalizing Main Street Atmore is more than a design effort rather it is a cultural and economic opportunity. By enhancing walkability, supporting local businesses, and activating public spaces through arts and community identity, we can create a vibrant and thriving downtown for residents and visitors.



THANK YOU

The Fabric of Atmore

PLACES WITH PURPOSE

A Sense Of Revitalizing Atmore Downtown

Synthesis Studio I

Course: CPLN 7600

Instructor: Dr. Jay Mittal

Students: Arpita Chakraborty,
Susan Seade



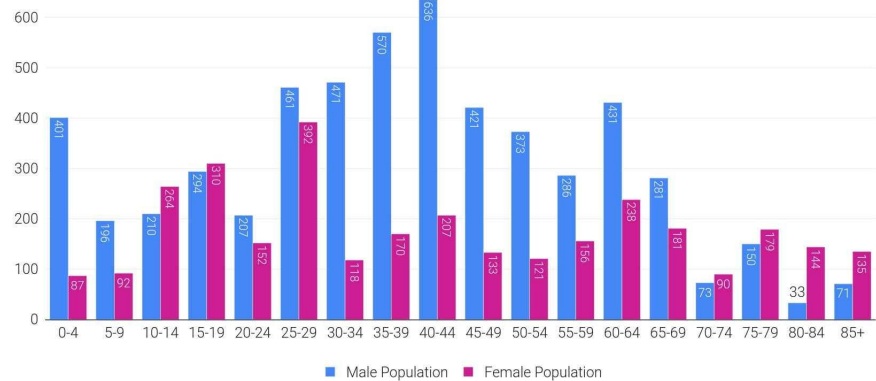
AUBURN
Master of
Community Planning



DEMOGRAPHIC ANALYSIS

Atmore, AL population by gender & age

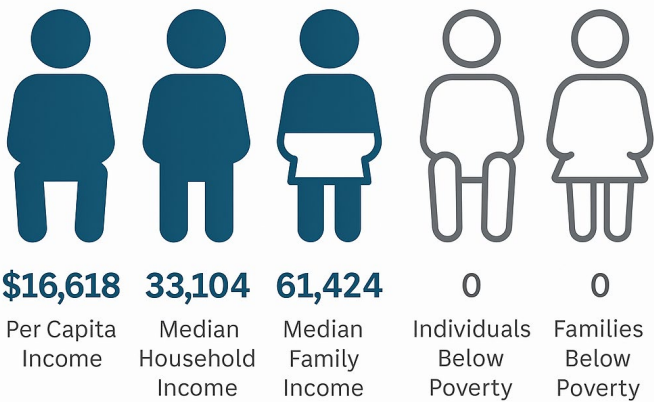
Largest age group (population) : Male # 40-44 years (636) | Female # 25-29 years (392)



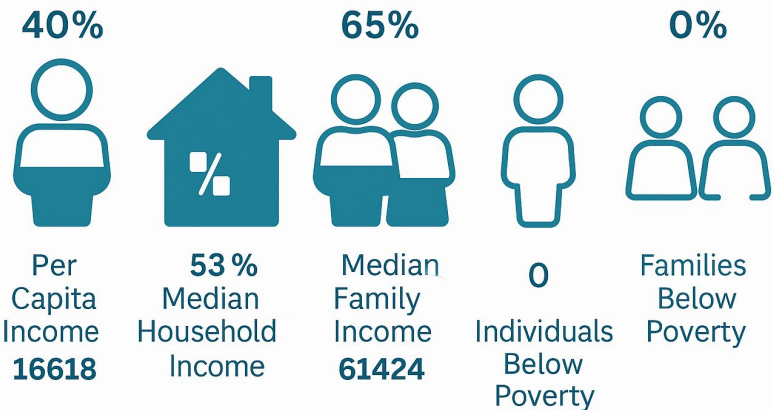
Source: U.S. Census Bureau, American Community Survey (ACS) 2017-2021 5-Year Estimates

Neilsberg

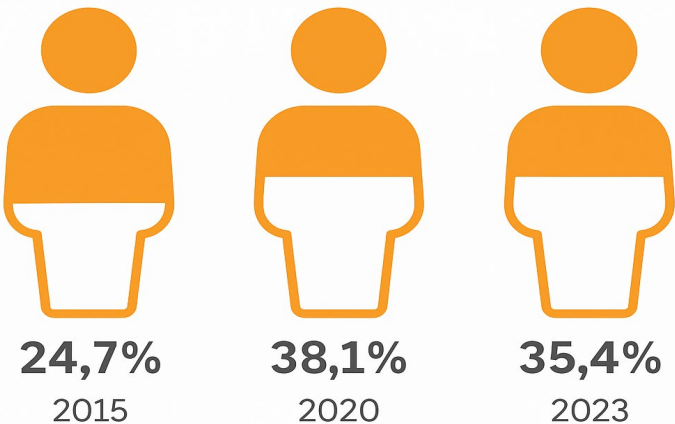
Income and Poverty Analysis Atmore city, Alabama



Income and Poverty Analysis Atmore city, Alabama



Poverty Rate, Atmore City, Alabama



KEY TAKEAWAYS

- According to recent data, 62.7% of Atmore’s population is male and 37.3% is female
- This gender imbalance is significantly higher than the U.S. average (~49% male / 51% female) and indicates a unique demographic feature of the city
- Poverty remains high, with rates rising since 2015 despite a slight improvement after 2020.
- household and per-capita incomes are low, but family incomes are stronger, indicating more stability in multi-income households.
- Educational levels skew toward high school only, with relatively few college-degree holders.
- Economic vulnerability is persistent, suggesting a need for investment in jobs, skills, and community development.

MARKET ANALYSIS



Economic Base & Employment

Atmore's economy is driven by manufacturing, retail, and healthcare, with major support from the Poarch Band of Creek Indians and industries in the Atmore Industrial Park. Income levels are low and poverty is high.

Real Estate & Housing

Homes are affordable (\$129k–\$149k), listings average around \$236k, and rents are low (~\$650), making Atmore a low-cost housing market.

Industrial & Business Parks

Atmore Industrial Park and the I-65 Business Park provide space for manufacturing, logistics, and highway-oriented commercial growth.

Downtown & Retail

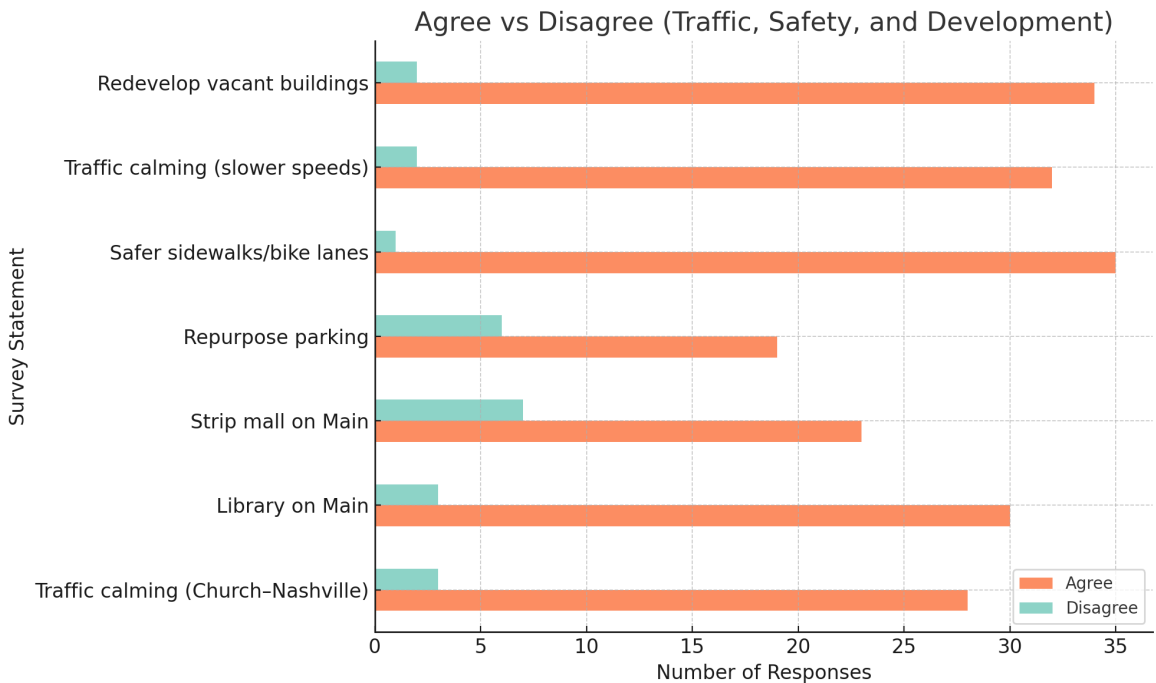
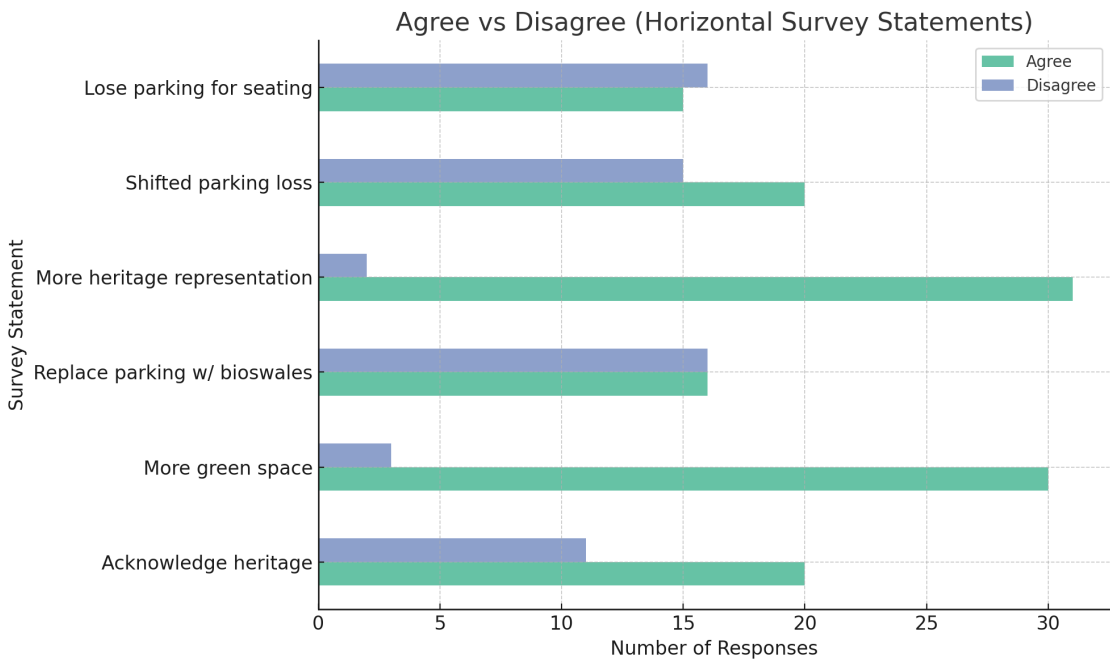
Main Street Atmore is revitalizing downtown through historic restoration, marketing, and streetscape upgrades to attract businesses and visitors.

SURVEY ANALYSIS



KEY TAKEAWAYS

- Strong support for more green space and Poarch Creek Heritage visibility
- Safety and beautification changes are popular overall
- Parking related changes the most disagreement
- Very strong support for safer walkway, bike lanes and traffic calming
- Redeveloping vacant buildings are highly favored
- Strip mall and parking related changes receive mixed responses



CASE STUDIES

Placemaking in Lowell, Michigan

- Lowell created a collaborative, community-driven placemaking plan.
- Used a three-step process: assess, design, implement.
- Strong public input shaped priorities (aesthetics, recreation, parking, safety).
- Downtown split into five subareas for focused planning.
- Funded and implemented through the DDA using TIF.
- Plan stayed on track despite leadership changes due to broad support.
- Improvements include new parking, traffic calming, and upgraded public spaces.
- Early coordination with state transportation officials enabled street changes.



Placemaking in Kokomo, Indiana

- Downtown decline; labeled “fastest dying town” (2008)
- Mayor Goodnight leads revitalization
- Created Economic Development Alliance
- Loans & grants for façade and business improvements
- Streets converted; parking meters removed
- Improved sidewalks, alleys, lighting, public art
- 22+ miles of trails; added bike racks
- New parks, events, and free trolley
- Redevelopment zone + low-cost liquor licenses
- \$1.4B in new investments (2008–2010) Major new housing and mixed-use projects
- Awards for placemaking and revitalization



LITERATURE REVIEW | Placemaking Tactics

Streetscaping: Streetscaping and complete streets enhance walkability and safety by improving sidewalks, calming traffic, and redesigning streets to boost downtown activity and economic vitality.



Public Gathering Space: Gathering spaces like parks, plazas, and pocket parks create social hubs that build community connection and strengthen downtown vitality, even transforming vacant lots into active, inviting places.



Gateway Improvement: Gateways strengthen a city's first impression by defining downtown entrances and revitalizing blighted areas, as seen in Chippewa Falls' riverfront improvements that boosted investment and activity.



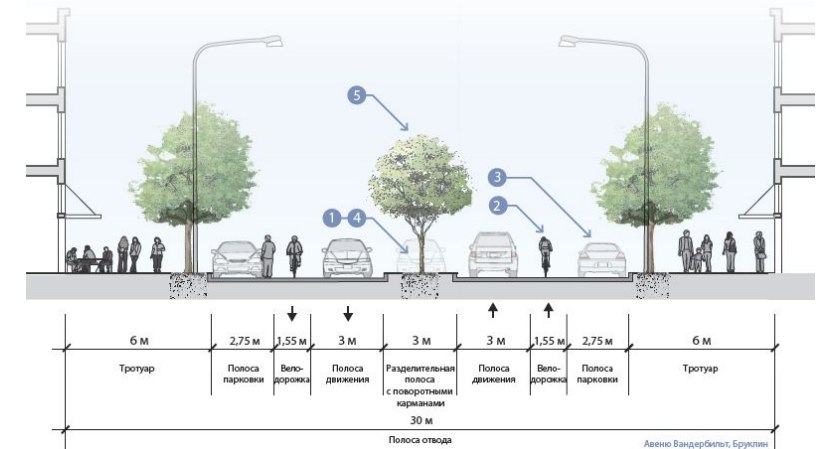
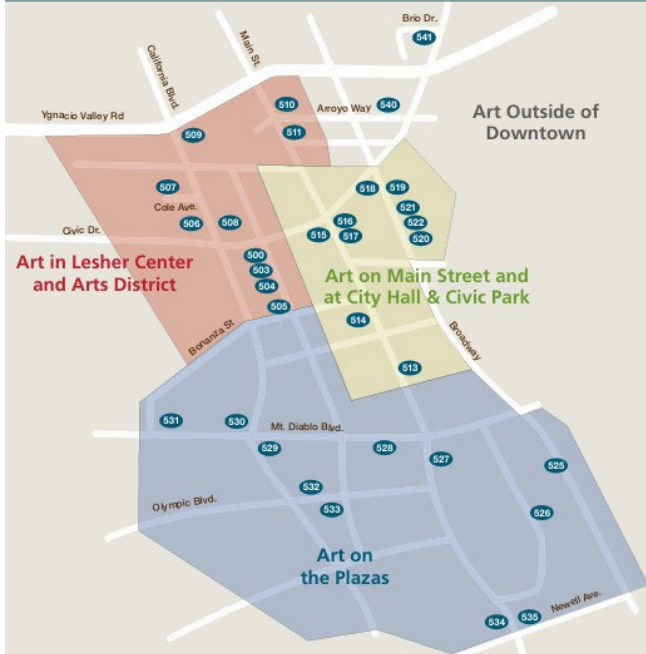
LITERATURE REVIEW | Placemaking Tactics

Art enhancement zones in downtown Walnut Creek, California (City of Walnut Creek Public Art Program)

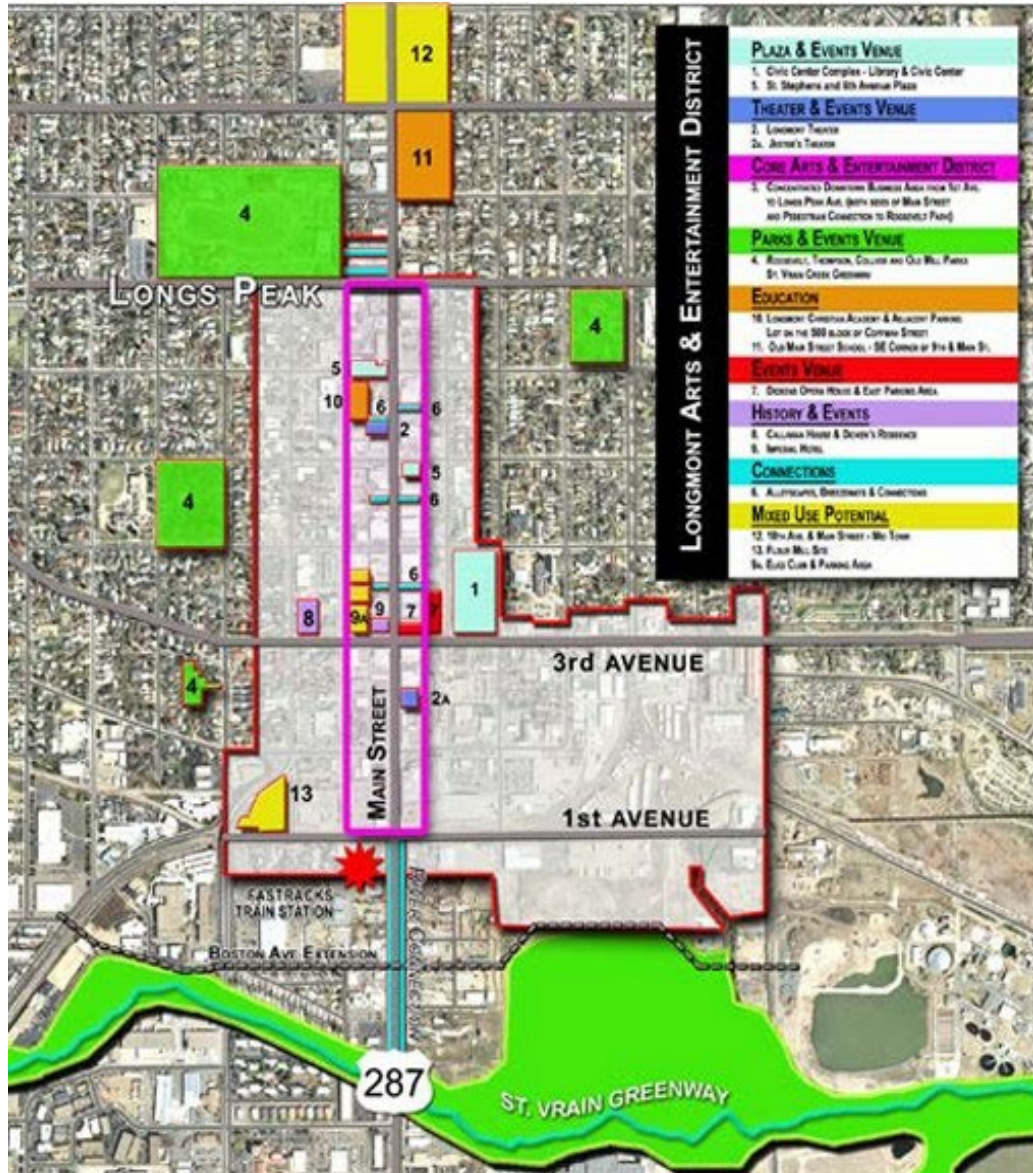
Destination Points: Destination anchors—like theaters, museums, and parks—bring people downtown and drive revitalization, as seen in cities like Charlottesville and Greenville.

Public Art: Public art enhances downtown identity and vibrancy, with cities using funding tools, partnerships, and master plans to integrate artworks that enrich public spaces and community life.

Landscape and Design Standards: Design and landscaping guidelines help shape a cohesive, attractive downtown by regulating improvements, adding trees and greenery wisely, and ensuring features enhance community character without causing maintenance or visibility issues.



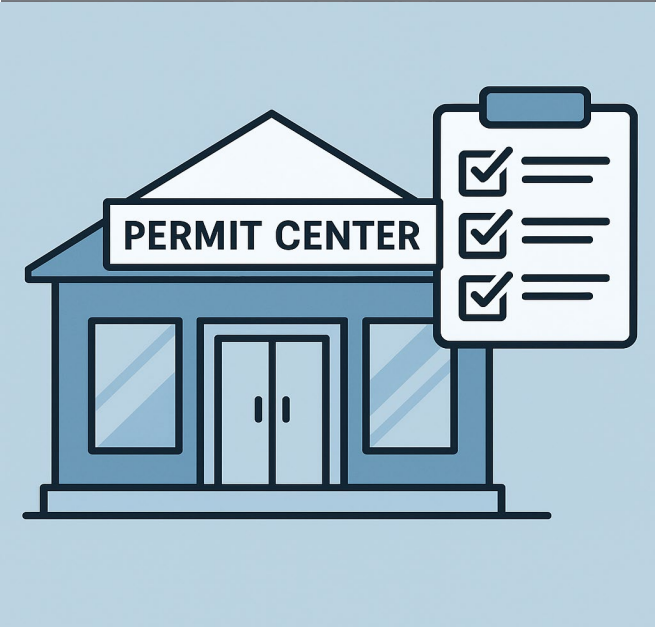
LITERATURE REVIEW | Longmont Art and Entertainment District Plan



- **Purpose:** Build a vibrant downtown centered on arts, culture, and entertainment.
- **Leadership:** Led by the Longmont Downtown Development Authority (LDDA).
- **Top Priorities:** Performing arts, placemaking, arts education, retail, and housing/studios.
- **Key Sites:** Library & Civic Center, Longmont Theatre, plazas, alleys, parks, historic buildings.
- **Implementation:** Clear strategies, partnerships, costs, and timelines for each project.
- **Outcomes:** Higher sales (+32% by 2014), more businesses, stronger community engagement, Creative District designation.

LITERATURE REVIEW | Downtown Housing Tax Incentive Programs

City	Incentive	Purpose
Shreveport, Louisiana (population 194,920)	Waiver of construction permit fee	Offered to developers renovating pre-1960 downtown buildings.
Longmont, Colorado (population 92,858)	One-stop permit processing center	All development services and permits are centralized in one location to streamline the process for developers.
San Angelo, Texas (population 100,702)	Tax abatement policy	Requires 75% of space for residential or commercial use; offers tax abatement from 100% in year 1 to 50% by years 6–10.
Jackson, Mississippi (population 169,148)	Ad valorem property tax abatement	New buildings get up to 7 years of property tax exemptions on increased value.
Town of Holly Springs, North Carolina (population 33,260)	Fast-track permitting	Expedites the plan review and permitting process to meet clients' needs



Source: Burayidi, M. A. (2018). *Downtown revitalization in small and midsized cities*. Washington DC: American Planning Association.

GOST Framework

Goals	Objectives	Strategies	Tactics
1.Revitalize Downtown Atmore	Increase public green spaces and gathering areas.	Target Areas for Public Greenspace Expansion	- Streetscape Widen sidewalks and create more pedestrian space for seating, walking, and outdoor activities. - Public Gathering Areas Develop pocket parks, outdoor seating areas, and community-centered gathering spaces. - Create an Open Space for Seasonal Farmers Market.
	Supporting Small Businesses and Economic Growth	Convert Vacant Buildings into Mixed-Use Spaces.	- Vacant Buildings as Mixed-Use Spaces. Convert derelict buildings into shops, small offices, and upper-floor residences to create a more vibrant and economically diverse downtown. - Promote local entrepreneurship. Provide incentives or grants to small firms looking to establish themselves in the refurbished downtown area.
Goals	Objectives	Strategies	Tactics
2.Preserve culture and heritage of Atmore	Preserving and Celebrating Atmore's Heritage	Integrate Heritage into Urban Design	- Public Art Installations Install murals, sculptures, culturally significant street painting, and heritage-related artwork around downtown - Create an Indigenous Innovation Zone celebrating Poarch Creek heritage and introduce a cultural mascot to strengthen Atmore’s identity and support festivals, branding, and youth engagement.

GOST Framework

Goals	Objectives	Strategies	Tactics
3. Make downtown more livable and accessible.	Increase pedestrian safety and accessibility.	Improve connectivity for pedestrians and drivers.	• Safer Sidewalks and Crosswalks Make sidewalks and crosswalks more accessible to people of all ages and abilities. • Traffic-calming initiatives Implement street design features that reduce traffic and improve walking safety.

Goals	Objectives	Strategies	Tactics
4. Create a vibrant and attractive downtown	Revitalize downtown structures and spaces	Repurpose Vacant Spaces and Buildings.	• Turn vacant buildings into cultural centers. Repurpose abandoned buildings to host community events and exhibitions. • Create seasonal farmer's markets that draw steady foot traffic in downtown.

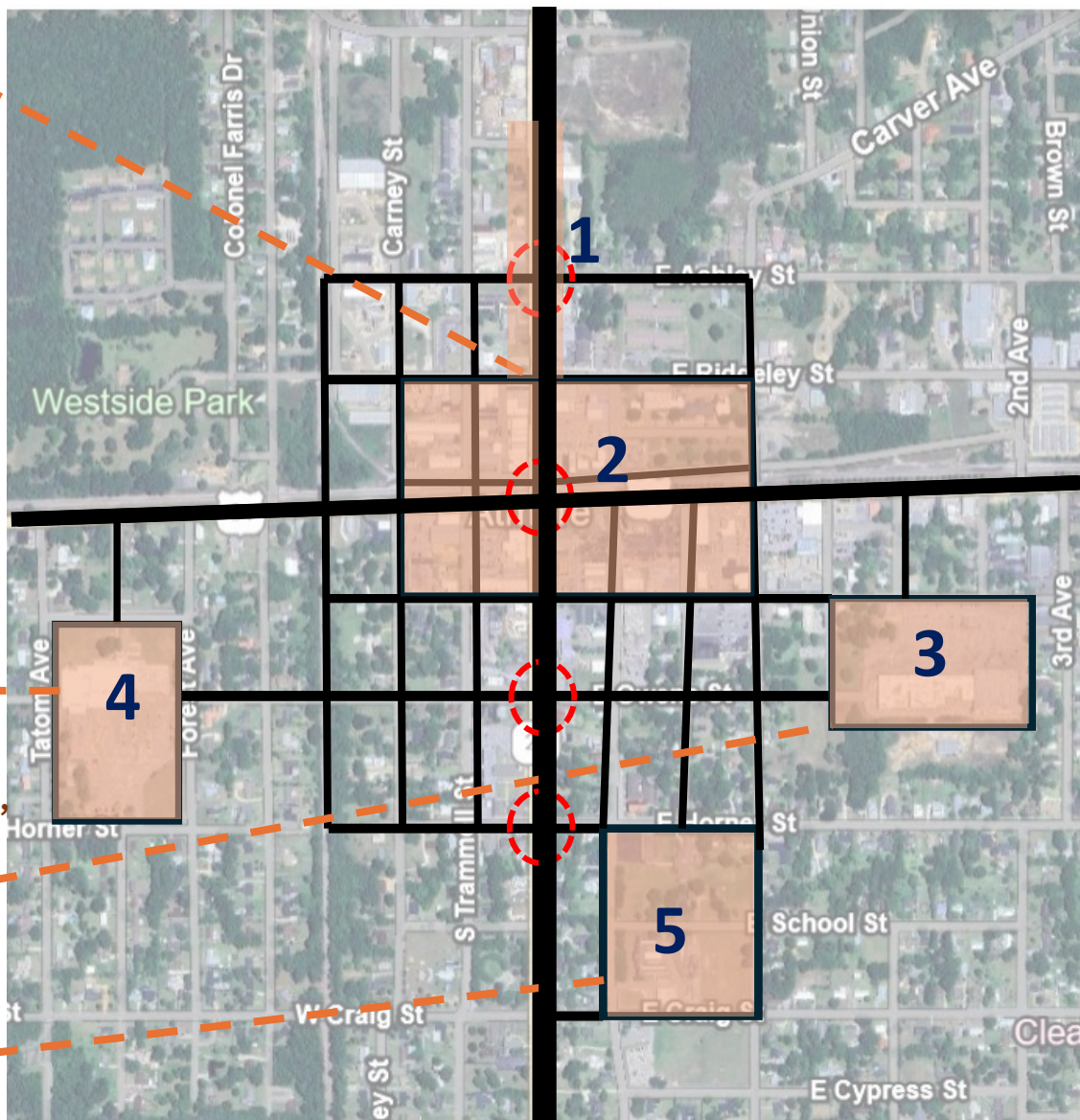
PROPOSALS

Downtown Revitalizing through streetscaping and Mixed Used Buildings

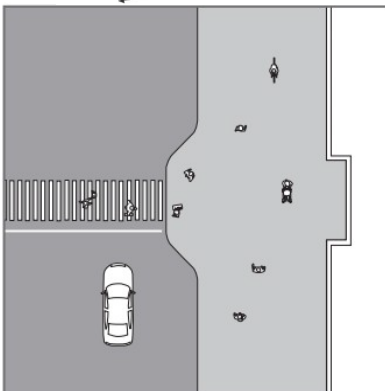
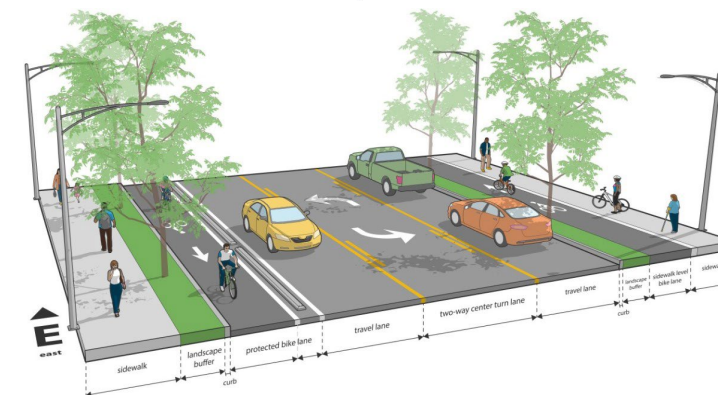
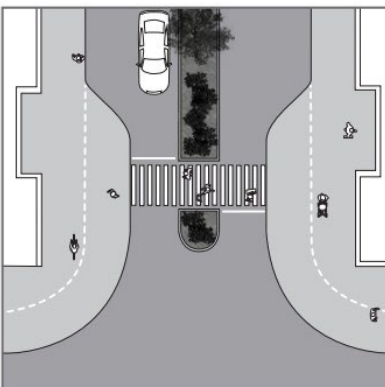
Poarch Creek Indian Heritage Preservation

Farmers' Market, Food and Music Festivals

Art Center,
Gallery,
Amphitheater

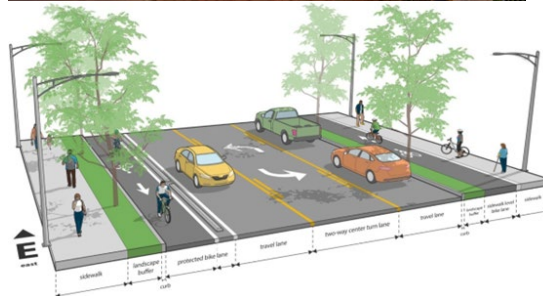


STREETSCAPING



PROPOSALS

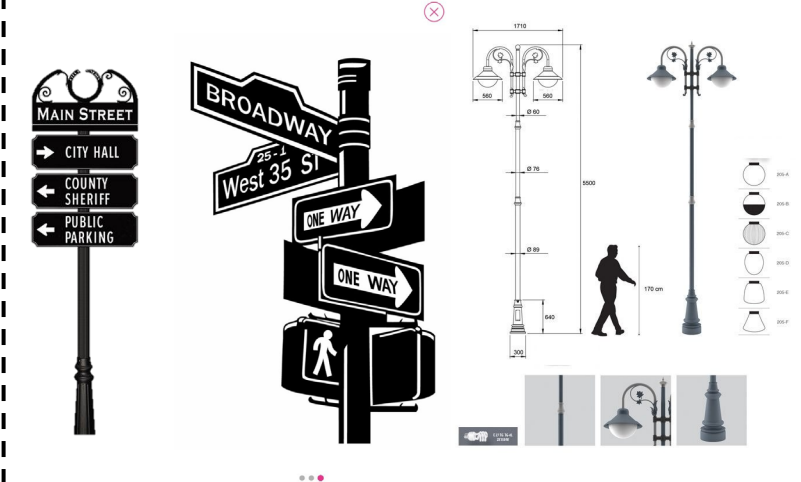
GATEWAY IMPROVEMENT



Widening Sidewalks
Increase pedestrian space to accommodate more foot traffic and improve comfort for walking, seating, and socializing.

Traffic calming measures Implement traffic-calming measures such as speed bumps and tighter intersections to reduce vehicle speeds and improve pedestrian safety.

SIGNAGE & STREET LIGHTS



Pedestrian Friendly Signage Use wood or metal signage that complements the city style while providing clear sight.

2. Lighting for ambiance and safety Use energy-efficient lighting to showcase facades, increase safety, and promote evening activity.

3. Promote evening use. Install street-light

PROPOSALS

FAÇADE IMPROVEMENT/ PUBLIC ART



Preserve Historic Character Maintain major aesthetics and design incorporating modern elements such as awnings, trees and lighting.

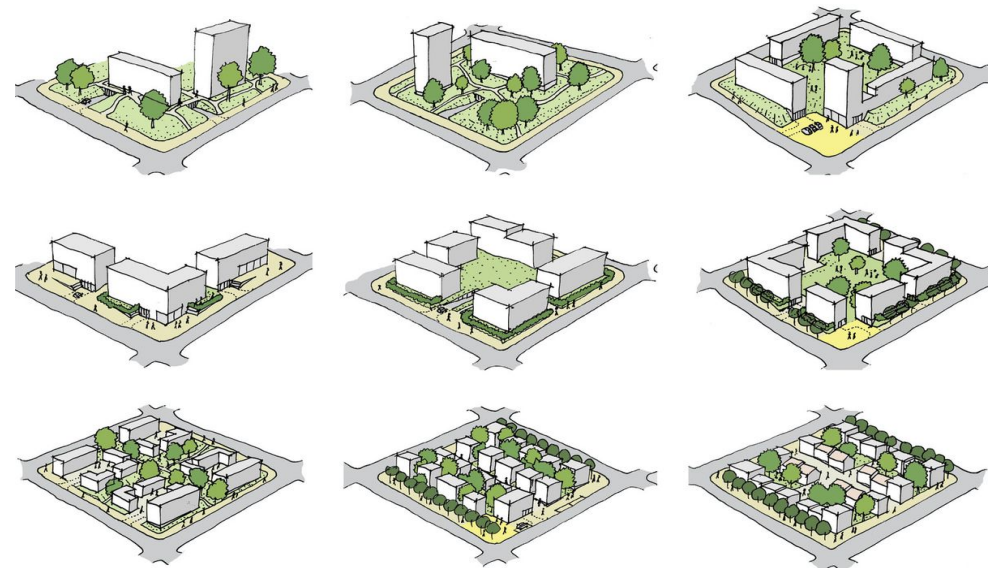
Material Selection Use long-lasting, regionally appropriate materials (wood, metal, brick) to improve both function and appearance.

Facade Improvement Grants Offer financial incentives (grants/tax credits) to property owners who upgrade facades while keeping design integrity.

MIXED USED BUILDING (FORM BASED CODE)

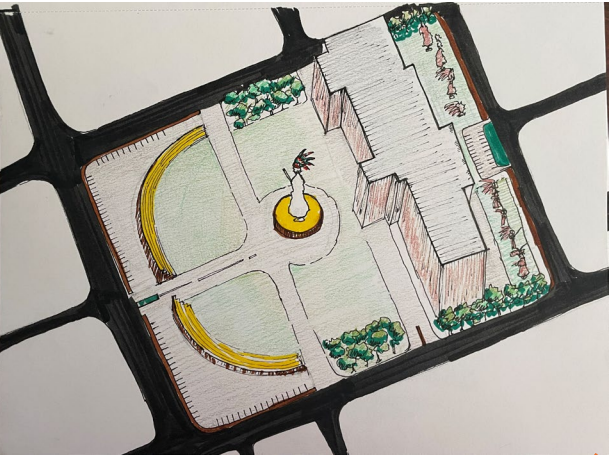
A form-based code is a land development regulation that fosters predictable built results and a walkable public realm by using physical form—rather than separation of uses—as the primary basis and focus for the code and standards.

A well-crafted form-based code is the most effective form of development regulation for shaping pedestrian-scaled, mixed-use, and fine-grained urbanism.

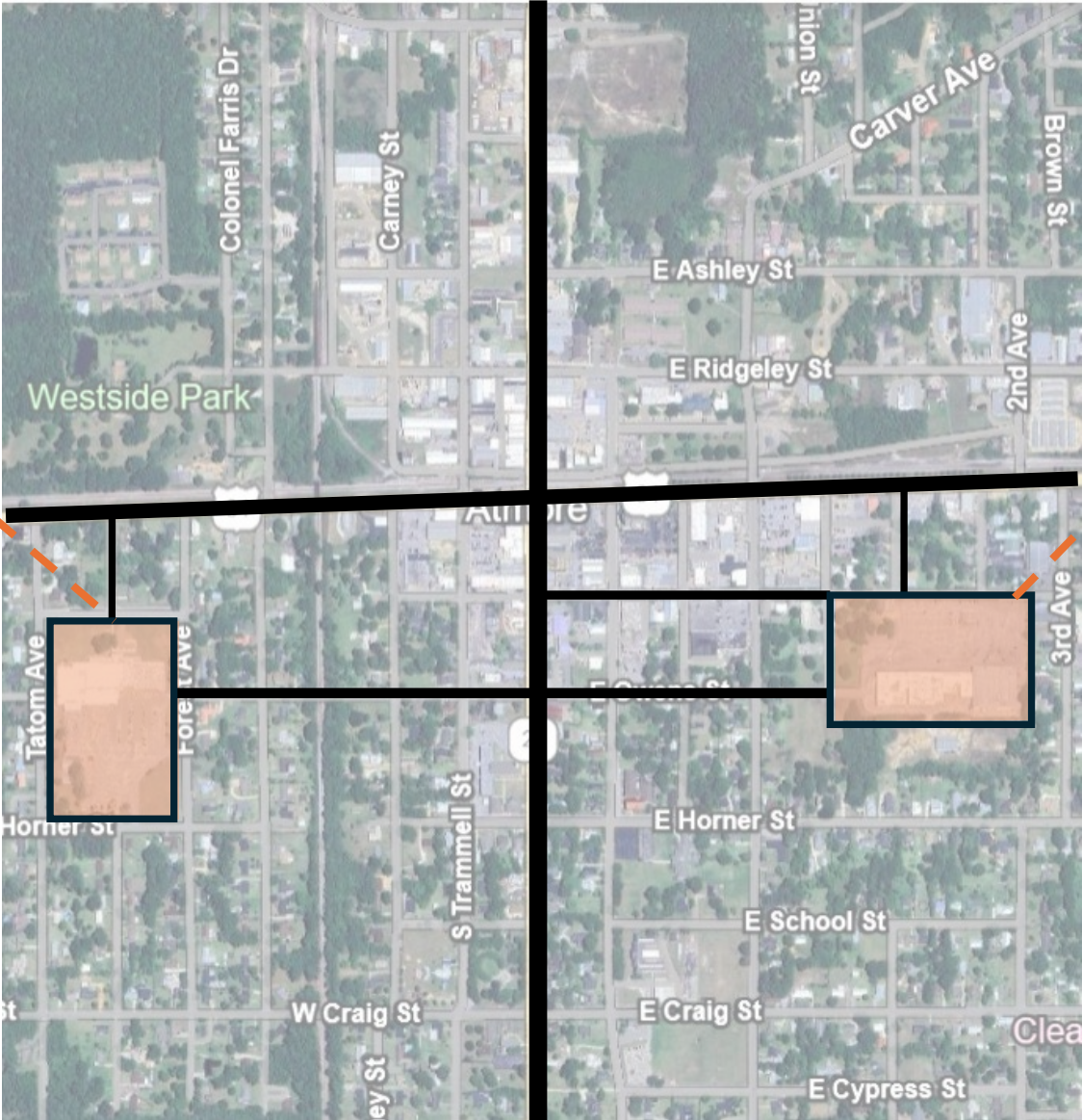


PROPOSALS

HERITAGE PRESERVATION (Public Gathering Space)



Use public gathering spaces to preserve and showcase Poarch Creek cultural heritage.



FARMERS' MARKET (Public Gathering Space)

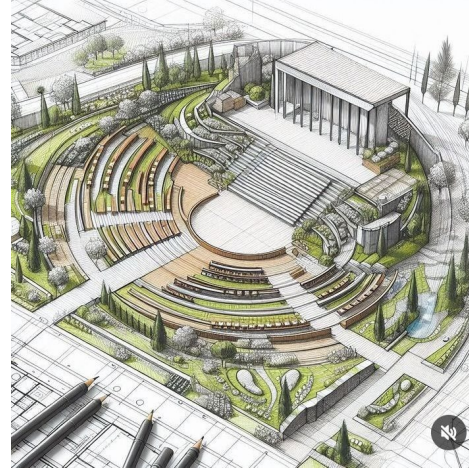
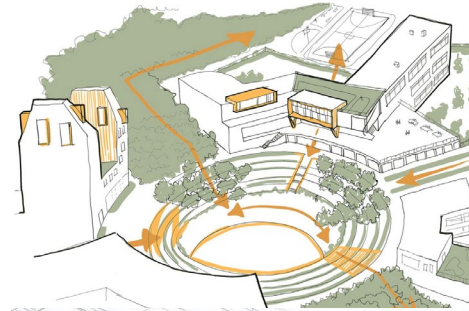
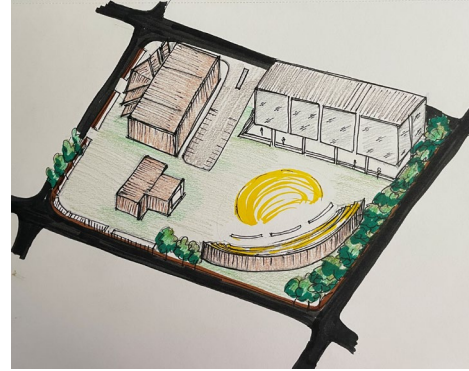
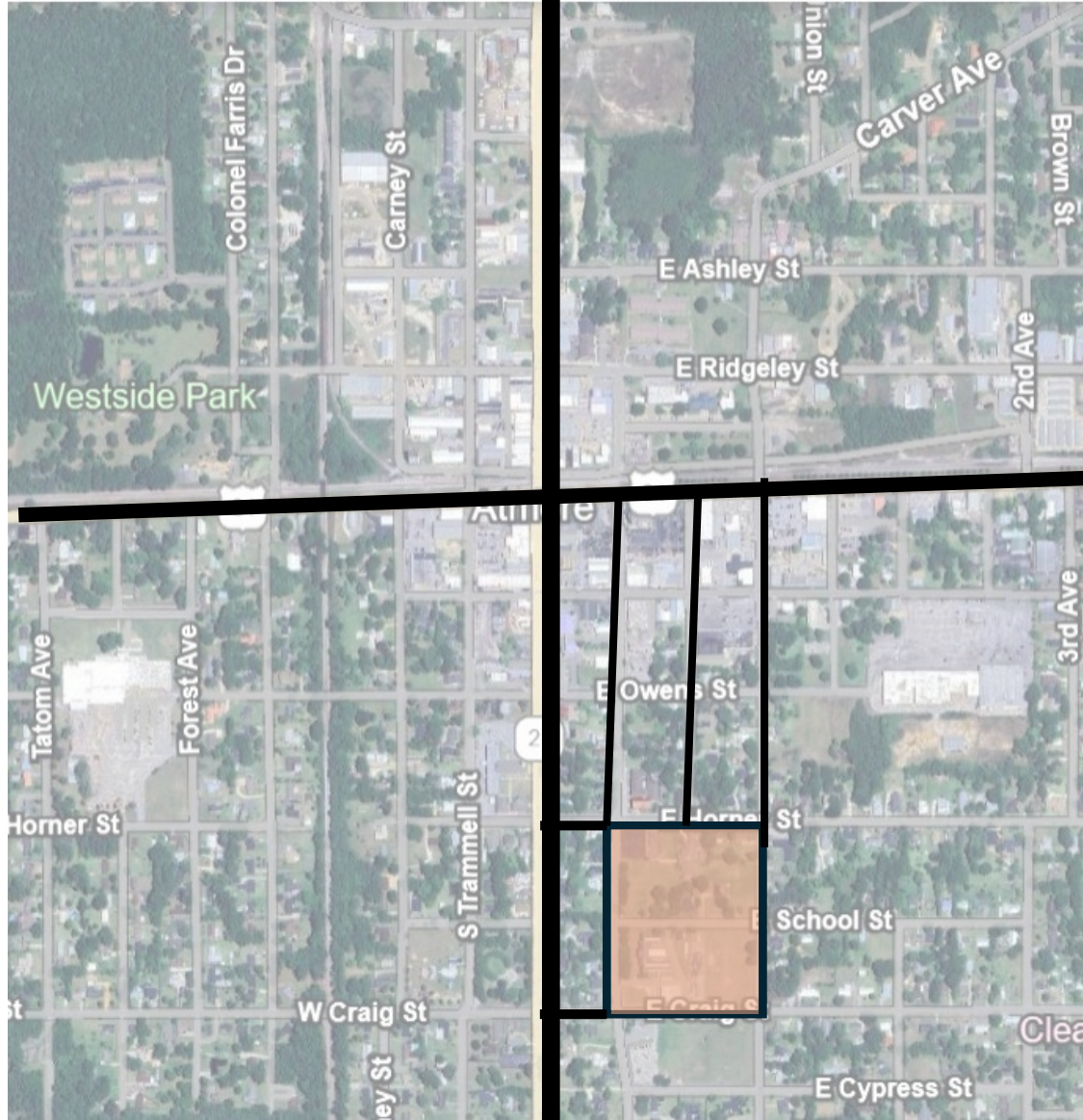


Propose a farmers' market, food trucks, and music festivals as gathering spaces that connect people through food and music.



PROPOSALS

Art Center, Gallery: Escambia County School (Destination Point)



An art center or gallery connected with schools gives students creative opportunities, supports arts education, and strengthens community engagement by bringing families, teachers, and residents together through shared cultural experiences.

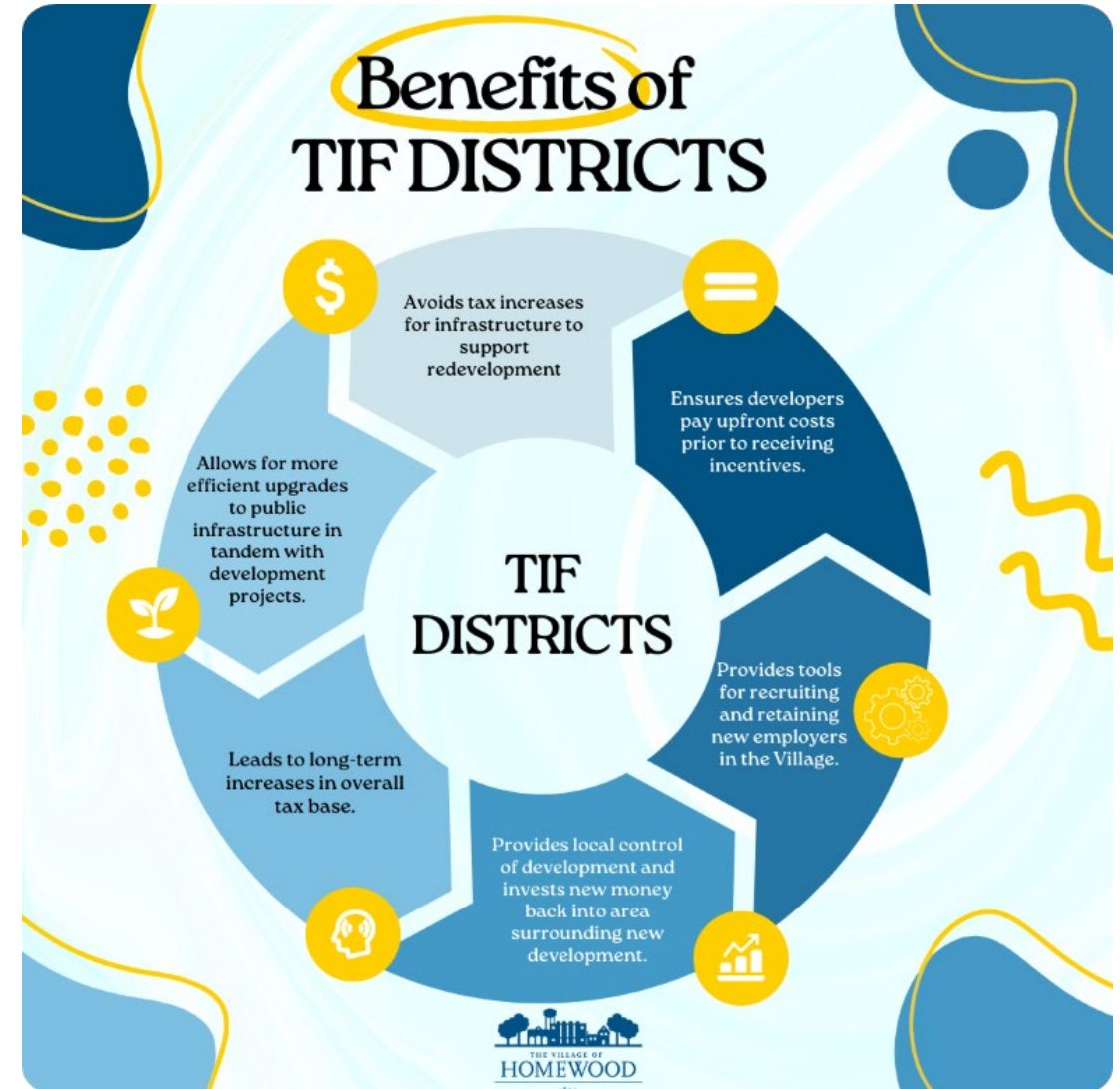
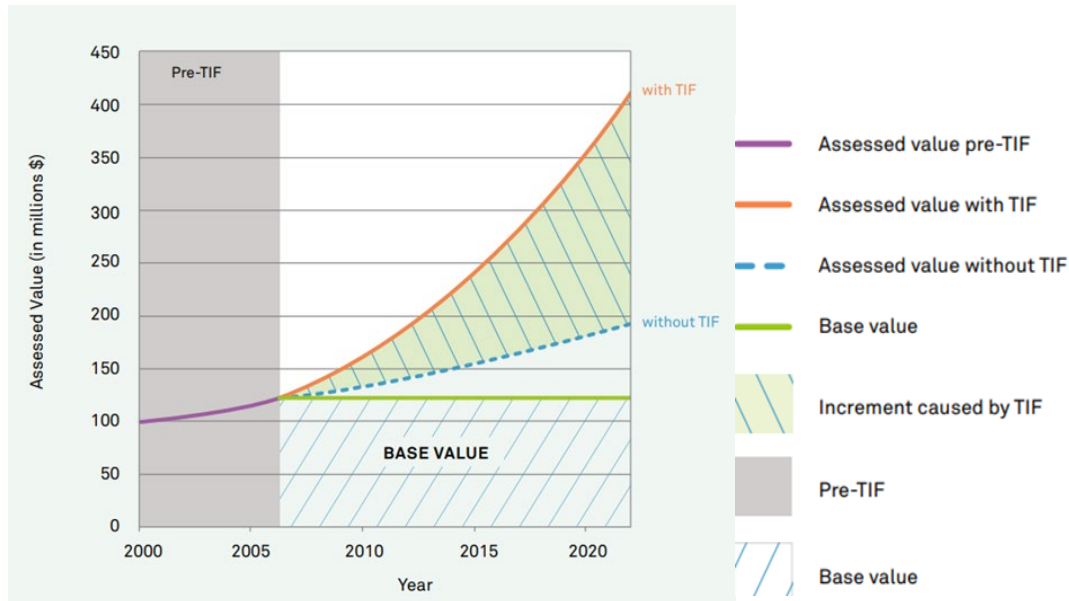
Art centers and galleries act as placemaking elements by creating vibrant, shared spaces that reflect local identity, draw people together, and anchor community life; especially when linked with schools, where student art and activities bring continuous energy and participation.

ECONOMIC DEVELOPMENT ANALYSIS

TAX INCREMENT FINANCING : REAL ESTATE STRATEGY

Economic Development Method (Public Financing Method) which diverts future property tax revenue increases to fund infrastructure and redevelopment projects.

Purpose: To generate economic activity in less developed region by paying for improvements with existing tax funds, keeping rates unchanged.



CASE STUDY 1: HISTORIC ALBUQUERQUE HIGH SCHOOL NEW MEXICO REDEVELOPMENT

Overview: Redeveloped to revitalize downtown after decades of disuse. The city collaborated with a private developer (1998) to transform the historic campus into a mixed-use residential neighborhood.

- In Phase 1: the Old Main Classroom Building, plazas, and courtyard were restored while preserving original architecture such as walls, floors and doors.
- Phase 2: Added four mixed-use infill buildings (Arno, Campus, City Market, Copper) with parking and 56 new lofts for young professionals.
- In Phase 3: the 1938 Gym was renovated into 54 lofts with an atrium, restored trusses, and hardwood floors. The building gained LEED certification.

Community Impact: Promoted downtown investment, sold condos fast, restored East Downtown (EDO), and conserved a significant historic monument.

Old high school building



New high school building with development



CASE STUDY 2: OLD SOMERSWORTH HIGH SCHOOL REDEVELOPMENT NEW HAMPSHIRE

Overview: This historic high school was built in 1927 and served as a high school until 1956, then as an elementary school. Added to the National Register of Historic Places in 2015.

Redevelopment:

- **Converted to 22 residential apartments and 6 commercial spaces.**
- **Preserved original architectural characteristics, including huge windows, woodwork, and vintage detailing.**
- **Converted gym and open areas into office, gallery, and artist spaces.**

Community Impact:

- **Revitalized downtown Somersworth by preserving landmarks and adding modern housing and workspace.**
- **Created local construction jobs and boosted economic activity.**

Priming the property for development

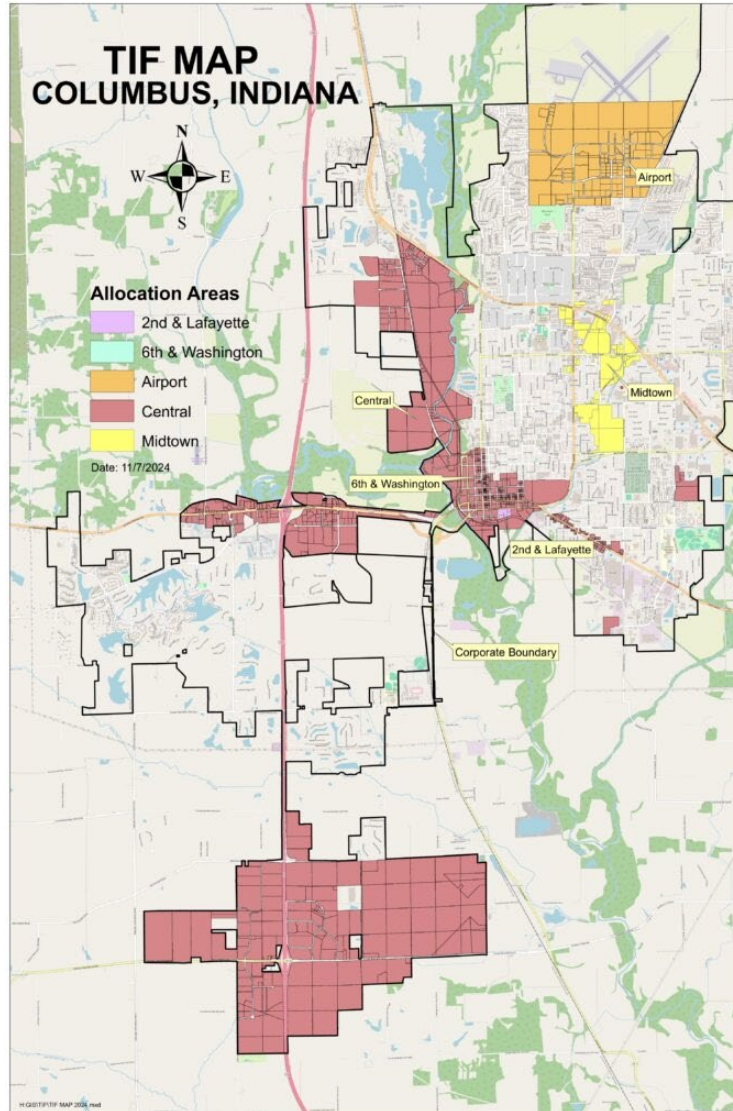


New development Today



ECONOMIC DEVELOPMENT ANALYSIS

TAX INCREMENT FINANCING : REAL ESTATE STRATEGY



- Identifying a specific area as a TIF district and recording the initial property tax valuation
- Improvements and developments result in higher property values, which in turn produce more tax revenue
- The extra tax revenue generated is put back into the district to support more infrastructure and public development
- Commonly used: Affordable housing, public utilities, parks, road improvements, business incentives.

Hypothetical Calculation of TIF

A city is evaluating the tax increment generated from redeveloping a **10,000 sq ft commercial building** in its downtown TIF district. The **base assessed value** of the building is **\$50 per sq ft**. After redevelopment, the **new assessed value** increases to **\$120 per sq ft**. The city's **property tax rate** is **2% (0.02)**.

How much is the annual TIF Revenue created by the REDEVELOPMENT???

ECONOMIC DEVELOPMENT ANALYSIS

TAX INCREMENT FINANCING : REAL ESTATE STRATEGY

Answer:

Base Assessed Value= 10,000 sq ft×50=500,000

New Assessed Value= 10,000 sq ft×120=1,200,000

Increment= New Value–Base Value = 1,200,000 – 500,00 = 700,000

Annual TIF Revenue= Increment × Tax Rate = 700,000 × 0.02 = **14,000**

After 10 years = **\$140,000**

Relationship between Time Value Of Money and TIF Revenue

TIF generates substantial revenue, but its real value must be understood through TVM. Even after discounting, the city still gains over \$108,000 ; new, re-investable revenue created entirely by redevelopment

Year	Annual TIF	Cumulative TIF
1	\$14,000	\$14,000
2	\$14,000	\$28,000
3	\$14,000	\$42,000
4	\$14,000	\$56,000
5	\$14,000	\$70,000
6	\$14,000	\$84,000
7	\$14,000	\$98,000
8	\$14,000	\$112,000
9	\$14,000	\$126,000
10	\$14,000	\$140,000

ECONOMIC DEVELOPMENT ANALYSIS

TIF Cash Flow with Time Value of Money

Year	Annual TIF	Present Value
1	\$14,000	\$13,328
2	\$14,000	\$12,698
3	\$14,000	\$12,096
4	\$14,000	\$11,522
5	\$14,000	\$10,976
6	\$14,000	\$10,441
7	\$14,000	\$9,954
8	\$14,000	\$9,478
9	\$14,000	\$9,030
10	\$14,000	\$8,596

TIF still produces over \$108,000 in new redevelopment-driven revenue even after accounting for the time value of money.

Comments: TVM shows that TIF revenue retains significant value over time, reinforcing TIF as a powerful reinvestment tool.

PHASE AND FUNDING OPPORTUNITIES

PHASE I	PHASE II	PHASE III
Begin the community mural program, street painting, and introduce the downtown mascot. • Create a public meeting area and open space for the seasonal farmer’s market. • Launch a façade improvement initiative. Install signage and wayfinding. • Start small business assistance programs. Funding sources include the City of Atmore's Capital Budget, CDBG funds, ADECA grants, Main Street Alabama Micro-Grants, and local business sponsorships.	Install permanent public art and create cultural heritage events. • Create the Indigenous Innovation Zone with makerspaces and cultural crafts. • Upgrade the sidewalks and crosswalks. • Convert vacant buildings into mixed-use spaces • Start revitalizing the school grounds and nearby open spaces • Create the first pocket park or green space. Funding include CDBG, HUD Revitalization, EDA grants, private developers, Regions Bank, and Alabama Credit Union.	• Improve sidewalks, streetscapes, and lighting. • Completely rebuild unoccupied buildings into mixed-use and school open spaces, including all pocket parks. • Enhance downtown transit and bicycle connections • Encourage façade improvements • Form a long-term maintenance schedule Funding include CDBG funds, historic tax credits, ADECA long-term grants, EDA support, public-private partnerships, Wind Creek casino sponsorships, and community crowdfunding



Conclusion

Atmore has many opportunities for downtown revitalization. The demographic and market analysis highlight the importance for investment, while the study shows strong community support for safer streets, beautification, and cultural visibility. Our case studies and literature research demonstrate that community-driven planning, streetscape design, and innovative placemaking can breathe new life into small downtowns.

By implementing these ideas, Atmore can create a dynamic, walkable, and culturally expressive downtown in the future.

THANK YOU

November 2025

Main Street Atmore

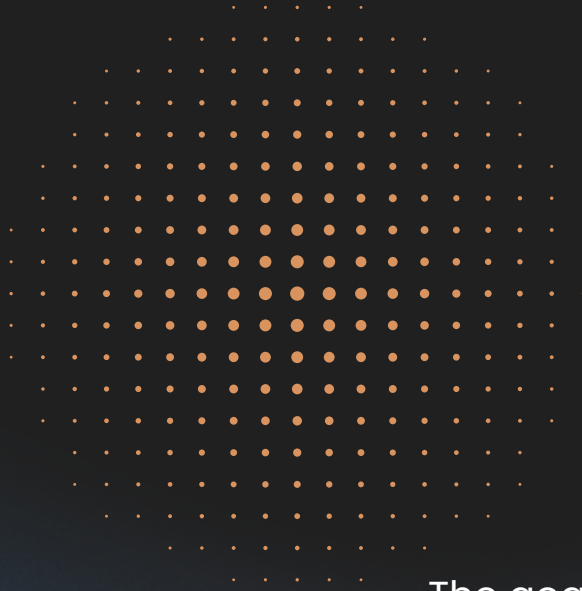
Project Proposal



Presented By
Austin Whitehead & Brandon Zylec Lane



Executive Summary



- 1) Key Issues and Challenges
- 2) Analysis and Findings
- 3) Project Plans and Case Studies
 - Old Atmore High School Redevelopment
 - Pollinator Gardens
 - Atmore Heritage Projects
 - Incentive Programs
 - Start M.O.R.E. Expansion
 - Loft Rebate Opportunities
- 4) Final Recommendations

The goal of this project is to create a more vibrant and diverse Main Street District in Atmore by expanding downtown housing options, enhancing beautification efforts, and fostering civic pride. It also seeks to celebrate Atmore's rich heritage—honoring the people, places, and businesses that have shaped the community's history and continue to inspire its future.

Lack of Greenspace
within the District

Lack of good
wayfinding and
signage

Shrinking Population
of Atmore

Low Entrepreneurship
Program participation

Brain drain of talent
to larger cities

Lack of Art Studios
and Galleries

Lack of downtown
housing options

Lack of historical
awareness of Atmore
and its downtown

Key Issues & Challenges



Opportunity

Create a vibrant and
diverse downtown that is
attractive to people of all
ages.

Literature Review

November 2025

The Main Street Approach to Downtown Development: An Examination of the Four-Point Program

By: Kent A. Robertson

The Main Street began in 1977 when the National Trust for Historic Preservation launched a three-year test run program with a goal to save older, commercial buildings that were under threat in the Midwest region of the US. The pilot programs led to the creation of the National Main Street Center in 1980.

The Main Street Pilot programs were:

- Galesburg, IL
- Hot Springs, SD
- Madison, IN

The Four Point Approach

- ▼ **Organization:** fundraising; committee structure; membership recruitment; and building and cooperation amongst the many businesses, individuals, institutions, and government offices with a stake in downtown;
- ▼ **Design:** enhancement of downtown's physical assets and visual quality
- ▼ **Promotion:** marketing the downtown to the public, working to enhance its image, and hosting events and activities to bring people downtown
- ▼ **Economic Vitality:** strengthening and diversifying the downtown's economic base

GOST Framework

November 2025
SLO A.1
SLO B.7

Goal	Objectives	Strategies	Tactics
Our goal is to create a more vibrant and diverse Main Street District by expanding downtown housing options, enhancing beautification efforts, and fostering civic pride.	Create 70 housing units in and around the district Attract pollinators to designated areas for educational outreach Instill cultural and historical pride in residents through downtown Atmore Strengthen the existing Start M.O.R.E program through new programming and outreach	Redevelop the old Atmore High School campus and develop downtown loft living Plant native plants and signage around the district for pollinators Install a Historic Plaque and QR Code Trail featuring important figures and buildings Propose stronger outreach and critical courses to help both start-up and mature businesses	Develop incentives and work with local and non-local developers to build housing Install pollinator infrastructure and a secure partnership with local Extension Office for maintenance Research and select 1st round of Historic trail subjects Partner with local colleges and organizations to expand Start M.O.R.E program

Analysis & Findings

Survey Analysis

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SLO G.23-27

71%

Of respondents would like to see more greenspace downtown

56%

Of respondents would like to see art galleries and studio spaces downtown

90%

Of respondents believe revitalization is important for Atmore's Future

56%

Of respondents would live downtown if there were apartments or lofts

89%

Of residents believe apartments or lofts would help attract downtown residents

Key Takeaways

According to the charette survey, many residents expressed a wish for downtown revitalization, greenspace improvements, downtown living options, and art galleries and art studios

Residents want a vibrant community with living, shopping, and dinings options all centrally located, with frequent events and activities that

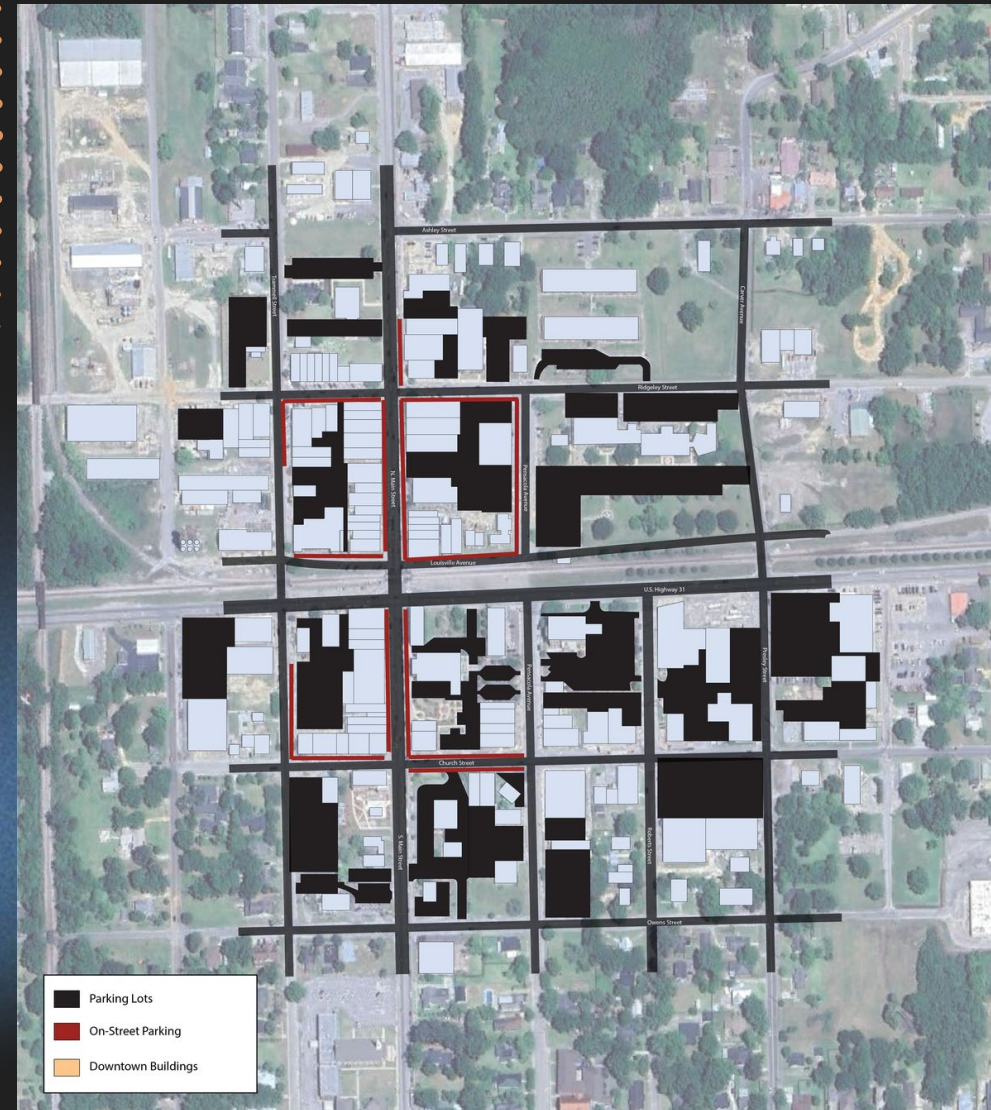
Recommendations

Focus on downtown revitalization through greenspace improvements, downtown living, art gallery and studio presence, and activities to instill civic pride in the residents of Atmore.

Downtown Parking

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SLO G.23-27

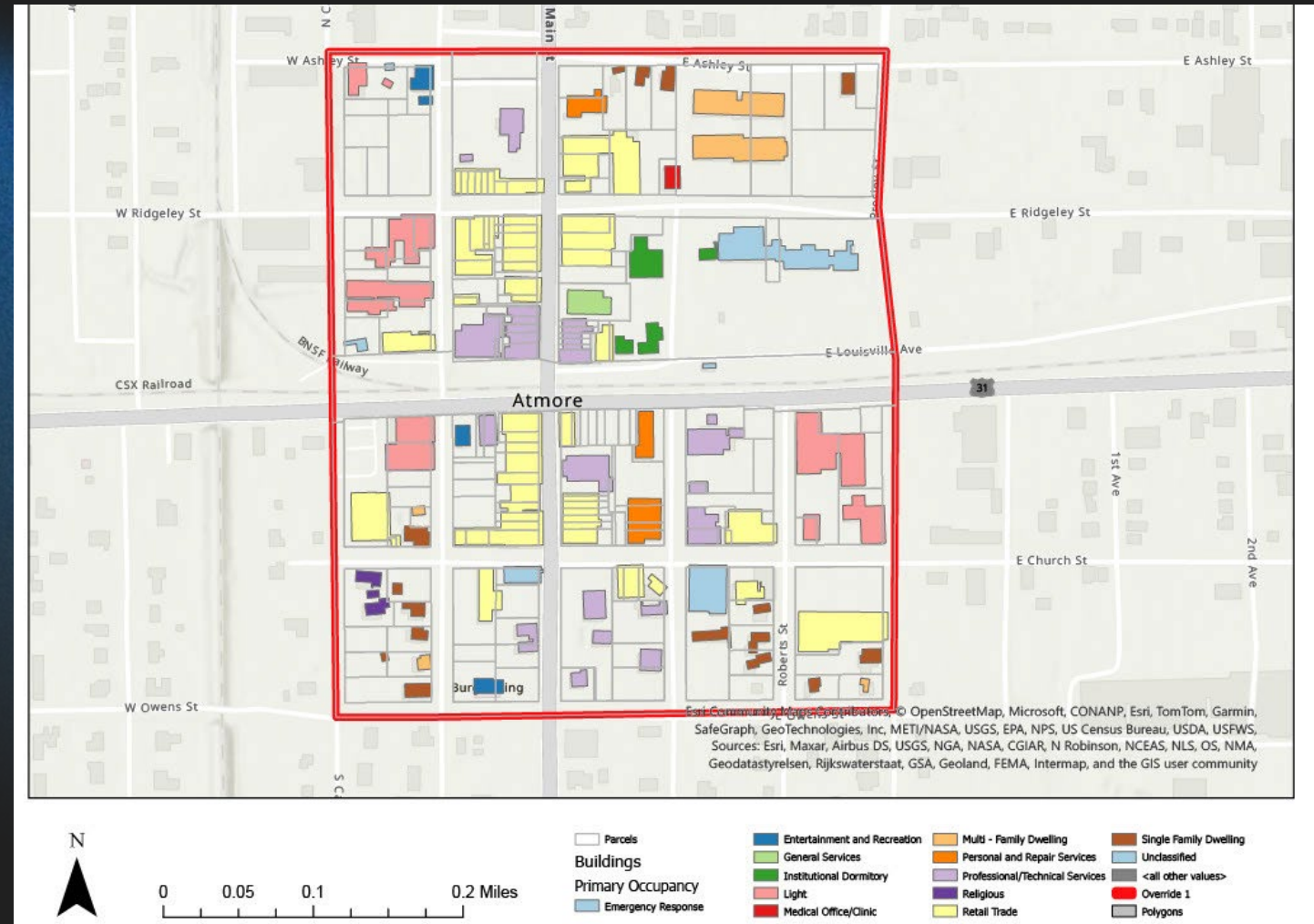
- Based on charette surveys, there is a perception of lack of parking within the Main Street District.
- However, there is an abundance of parking options within the district both on-street and off-street.
- On-street parking is mainly occupied by business employees, and probably contributes to parking perceptions.
- There is also a lack of parking signage and wayfinding which also contributes to parking perceptions.



Building/Business Categories

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- Main Street Atmore has a variety of business types throughout the district primarily centered around Main Street
- The most common business type found is Retail Businesses, followed by Professional and Technical Services
- Many of the buildings along Main Street could become mixed-use with 2nd-floor lofts



Plans and Case Studies

- ▼ Old Atmore High School
Redevelopment Project
- ▼ Pollinator Parks and Signage
- ▼ Atmore Heritage Trail
- ▼ Downtown Incentives
Programs
- ▼ Start M.O.R.E Expansion

Old Atmore High School Redevelopment

November 2025
SLO F.19

The site of the old Atmore High School is a perfect site to be developed for communities needs. This large block can be developed into a multi-use campus that can increase resident access to housing, cultural amenities, and restaurant.

- Old High School Building + 3 new buildings to allow more units
- Old Gym Renovated into a Sports-Themed Restuarant
- New Communal Art Studios + New Gallery Space



Assuming each unit is 1,500 sqft, containing 2-bedrooms and 1.5 baths, the 40,000 sqft school building and the new towers with 43,200 sqft should allow for 55 new units.

Old Atmore High School Redevelopment

Project Objectives

To bring this multi-use campus to life, a combination of strategic funding sources can be leveraged. Opportunities such as Alabama Housing Credits (up to \$2 million), Federal Historic Tax Credits (up to 20% of total cost), grant programs, Community Reinvestment Act funds, rebate programs, and a strong Public-Private Partnership should be pursued to create a sustainable financial foundation and ensure the long-term success of the project.

Total Estimated Cost

\$35,000,000



Breakdown

Old High School Building (26 new housing units)	\$17,420,000 (50%)
New Housing Tower (29 new housing units)	\$11,962,500 (34%)
Sports-Themed Restaurant (10,000 sqft)	\$3,000,000 (9%)
Art Studios and Gallery	\$1,693,750 (5%)
Parking Infrastructure	\$923,750 (3%)

Case Study- Howell School Senior Apartments (Dothan, AL)

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SLO F.19

Howell School Senior Apartments is a 55-unit affordable housing development that serves as home to low-income, senior residents of the Dothan community.

This development, a historic adaptive reuse project by [The Banyan Foundation, Inc.](#), received a 2017 funding award of \$866,080 in Housing Credits, administered by Alabama Housing Finance Authority.



Pollinator Gardens

November 2025
SLO F.20

Pollinators play an important role in supporting biodiversity. In downtown areas, wildflowers and native plants that attract pollinators can add vibrant color and offer residents a refreshing connection to nature within an otherwise urban setting.

Adding small water features can further enhance these spaces, creating calm, inviting environments for both people and pollinators.

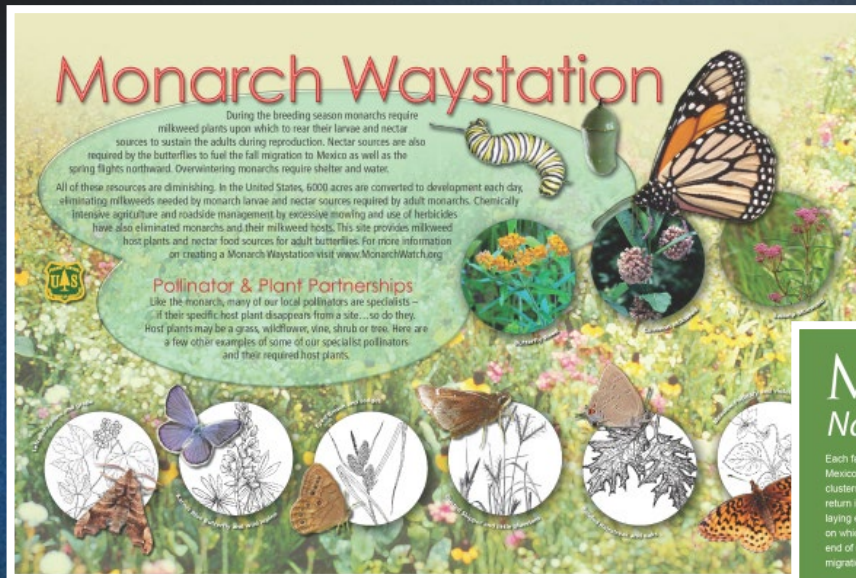
While the wildflowers would be located in the park next to the Legion Building, smaller plantings could be distributed throughout downtown to extend their visual and ecological impact.

To ensure their long-term success, partnerships with the Escambia County Extension Office can provide valuable expertise in planning, planting, and maintenance.



Pollinator Signage

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SLO F.20



Pollinator Gardens and Signage

Project Objectives

The Pollinator Park can be transformed into a haven for butterflies and bees through the introduction of wildflowers and other pollinator friendly plants both in the park and around the district. Additionally, installing pollinator signage through the district can add an educational aspects, allowing residents but especially K-12 students to learn about pollinators and enjoy the outdoors. This project can align with and expand upon Main Street Atmore’s recent Science Discovery Grant.

Total Estimated Cost

\$28,000



Breakdown

Pollinator Park	\$8,000 (29%)
Small Pollinator Plots (500 sqft x10)	\$5,000 (18%)
Pollinator Signage (x10)	\$15,000 (54%)

**AI was used to generate these numbers. Numbers are a rough estimate

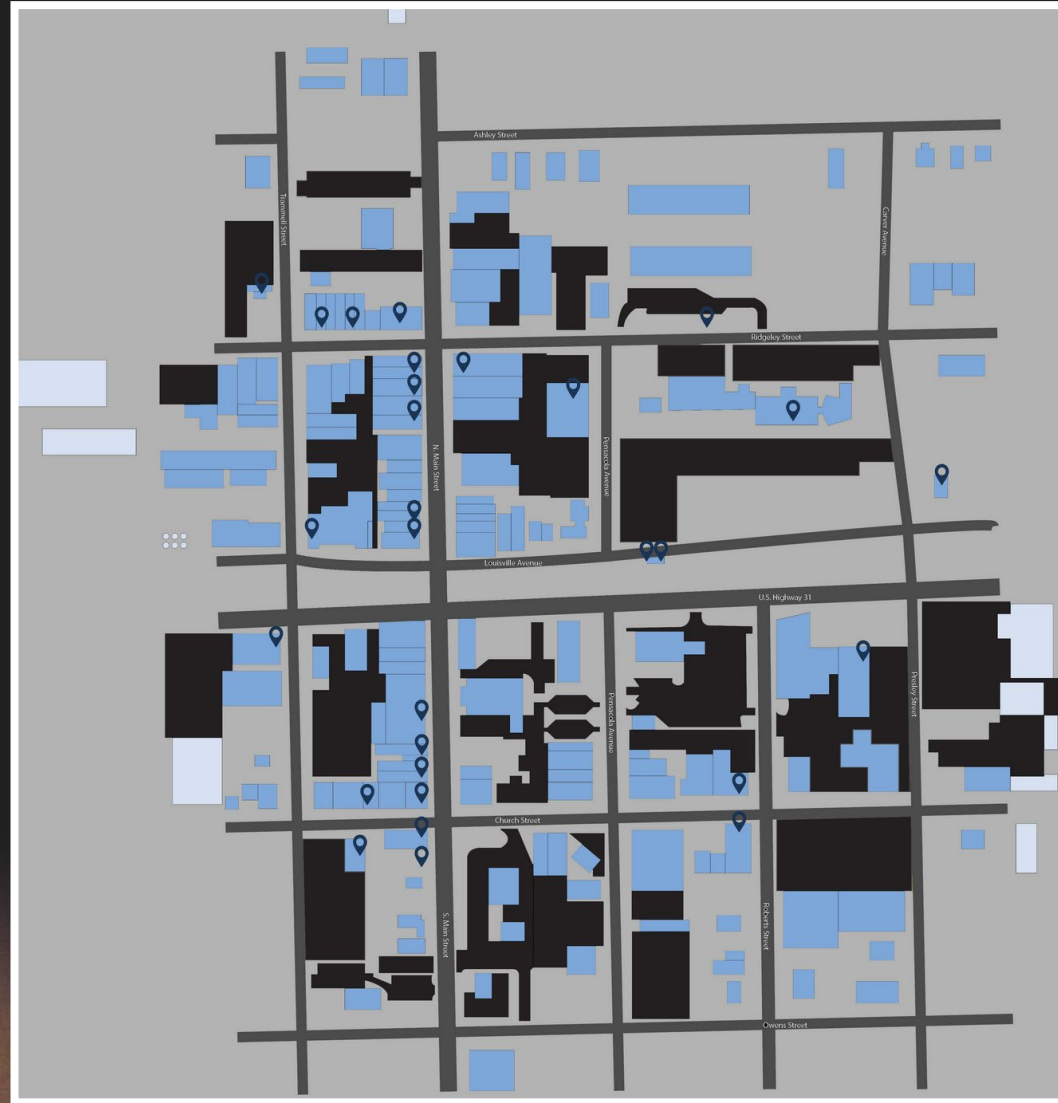
Atmore Heritage Trail

The Atmore Heritage Trail can be utilized to showcase the important business, people, and cultural past of Atmore and it's downtown.

QR Codes allow a low-cost way to highlight significant buildings and people while also being interactive experiences. Images, text, videos, and even 3-D Virtual Reality experiences can be added to tell the story of Downtown Atmore and its people.

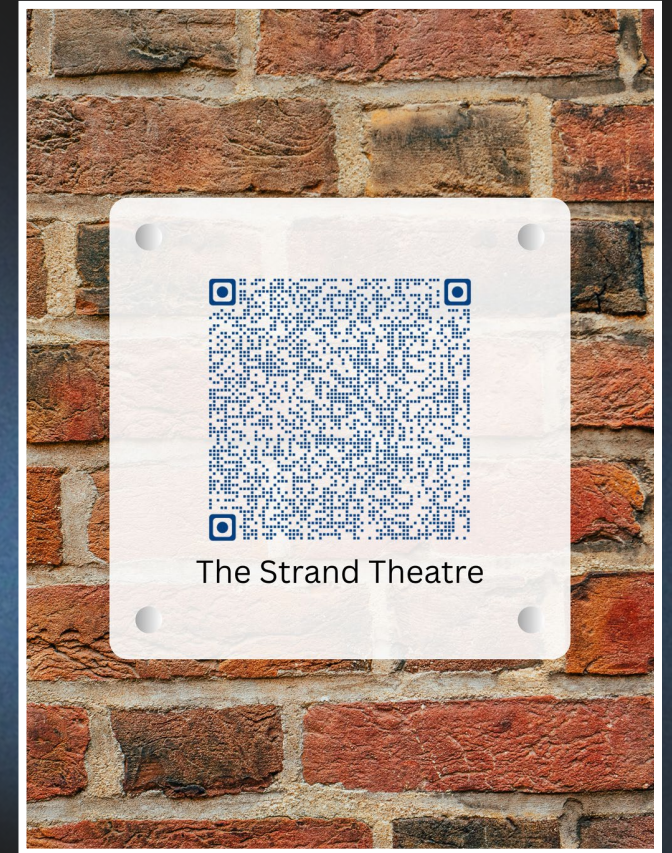
Historic building plaques can also be used to tell the story of Downtown Atmore by permanently honoring the original or most significant businesses in the district.

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SLO F.19



Atmore Heritage Trail

November 2025
SLO F.19



Case Study- Main Street Oxford

November 2025
SLO F.19

Drawing from Main Street Oxford's Historic Plaque Trail which highlights 20 notable buildings, Atmore can expand on the idea to cover their much larger district and storied history.

Each plaque highlights the Building/Business name, the date of its founding, the address, and the date the plaque was dedicated. Plaques can serve as a physical way to highlight the past while also creating nostalgia and historical pride.

The QR code aspect of the trail serves as a more interactive way to showcase history, highlighting historic images and storytelling narratives.



Case Study- Main Street Enterprise

Main Street Enterprise's "Historic Walking Tour" is a QR Code guided tour that showcases 20 different properties in the Main Street District.

Property profiles include vintage photos, artifacts, newspaper clippings, and storytelling narratives for each of the 20 buildings.

The tour is housed on the City of Enterprise website, however, I might be easier to host the tour on the Main Street Atmore website so I can be edited more easily.

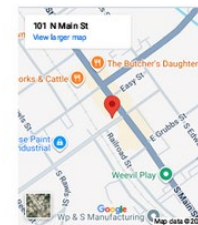
November 2025
SLO F.19



**MAIN STREET
ENTERPRISE**
Deeply rooted. Ever rising.

101 North Main Street

101 North Main Street, Enterprise, AL36330

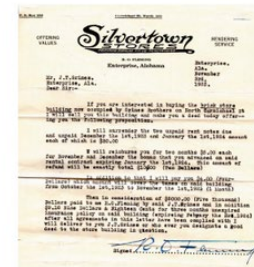


The property at 101 North Main was originally known as Silvertown Stores until 1923 offering "Popular Price Merchandise". The property was purchased by the Saloom family and became an iconic part of Downtown Enterprise history. Generations of families remember shopping for shoes at Saloom's, a place known for its friendly service and personal attention to customers. From Buster



Brown shoes to Converse, this was the go-to store for children's shoes. Customers fondly recall the smell of the store, the wooden staircase leading to the upstairs section, and even a basement with shoes. Stories shared include memories of kids playing while their parents shopped, winning ponies in prize drawings, and the yearly tradition of picking out new shoes for school and Easter.

By the 1970s, the store had split into separate buildings, but its legacy lives on, with many recalling their first pair of ballet shoes or back-to-school shoes from Saloom's. Though the property now houses H&R Block, it remains an enduring part of Enterprise's commercial heritage, and the Saloom family continues to own it.



Incentives and Programming

Start M.O.R.E Program Expansion

Currently, the Start M.O.R.E Program faces an issue of low enrollment numbers. To combat this, Main Street Atmore should focus on:

- A) making a greater promotional impact leading up to the program
- B) revamp the program by bringing in partner organizations to create a more comprehensive and impactful for course participants.

Potential Partner Organizations:

- ▼ City Staff and Local Realtors– *Business Locations and Leases, Licensing, Zoning, and Permitting*
- ▼ Atmore Chamber of Commerce– *Local Resources and Civic Engagement*
- ▼ Local Accountants and Businesses– *Accounting Basics, Taxes, and Financial Statements*
- ▼ Local Banks– *Financial Literacy, Cash Flow Management and Business Finance*

Case Study- GETUP Anniston

Entrepreneurship Program

The GETUP Anniston Program is an 8-week entrepreneurship course that covers 10 topics, 2 times a month. This program doesn't just focus on new businesses, but has programming that is applicable for both new entrepreneurs and experienced business owners.



- **Business Concept and Planning:** Learn how to transform your idea into a solid business plan.
- **Market Understanding:** Discover how to analyze your market and identify opportunities.
- **Business Tools, Organizational Structure, and Insurance:** Get equipped with the tools and knowledge to structure your business effectively and protect it with the right insurance.
- **Financial Literacy:** Take control of your financial future with this engaging and practical course! From building a budget that works to understanding credit, loans, and investing, you'll gain real-world money skills that empower you to make smart financial decisions.
- **Cash Flow Management and Business Financing:** Understand how to manage your cash flow and explore financing options to fuel your growth.

- **Accounting Basics, Taxes, and Financial Statements:** Master the fundamentals of accounting and financial management.
- **Selecting Business Locations and Understanding Leasing:** Find the perfect location for your business and navigate the complexities of leasing.
- **Navigating Licenses, Permits, and Zoning:** Ensure you meet all legal requirements to operate smoothly.
- **Mastering Digital Tools for Success:** This hands-on course will equip you with essential skills to navigate productivity software, collaboration platforms, and time-saving apps. You'll learn how to streamline your workflow and maximize efficiency.
- **Local Resources and Civic Engagement Opportunities:** Connect with local resources and engage with the community to build a strong network.

Incentives and Programming

Loft Living Rebate

- Downtown Atmore has several properties within the District that could be eligible to become loft units. These 2nd-floor living options can lead to a more dynamic work-live-play experience downtown while also creating mixed-use buildings.
- Similar to the school redevelopment, certain tax credits, rebate programs, and funding mechanisms might apply here to assist in the development of loft living



Case Study- Loft Rebate (Gadsden)

Loft Rebate Program

- Gadsden's Loft Rebate Program is an example of a small-scale, city-funded rebate program.
- The rebate program seeks to promote downtown living by offering rebates to developers based on the number of units constructed.



2009038

RESOLUTION NO. R-59-02

Amending Residential Development Assistance Policy

Whereas, the City of Gadsden desires to encourage residential development within the City, in order to increase the population of the City and promote the growth of jobs, property tax and sales tax revenues; and

Whereas, the City recognizes that many parcels within the City lack the necessary public infrastructure for residential development and that the cost of providing same is inhibiting further residential development; and

Whereas, the City also recognizes that the upper floors of various commercial buildings lack the necessary public infrastructure and safety features that would allow them to be converted to residential use; and

Whereas, the City desires to promulgate a policy which allows for the City to enter into agreements to promote residential development; and

Whereas, the policy adopted by Resolution No. R-559-04 has previously been amended by Resolutions R-54-07 and R-484-07; and

Whereas, this change increases the per unit reimbursement rate for existing structures from \$2,000 to \$5,000, but leaves the maximum for such a project at \$50,000;

Now, Therefore, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GADSDEN, ALABAMA, that the following shall be the Residential Development Assistance Policy of the City:

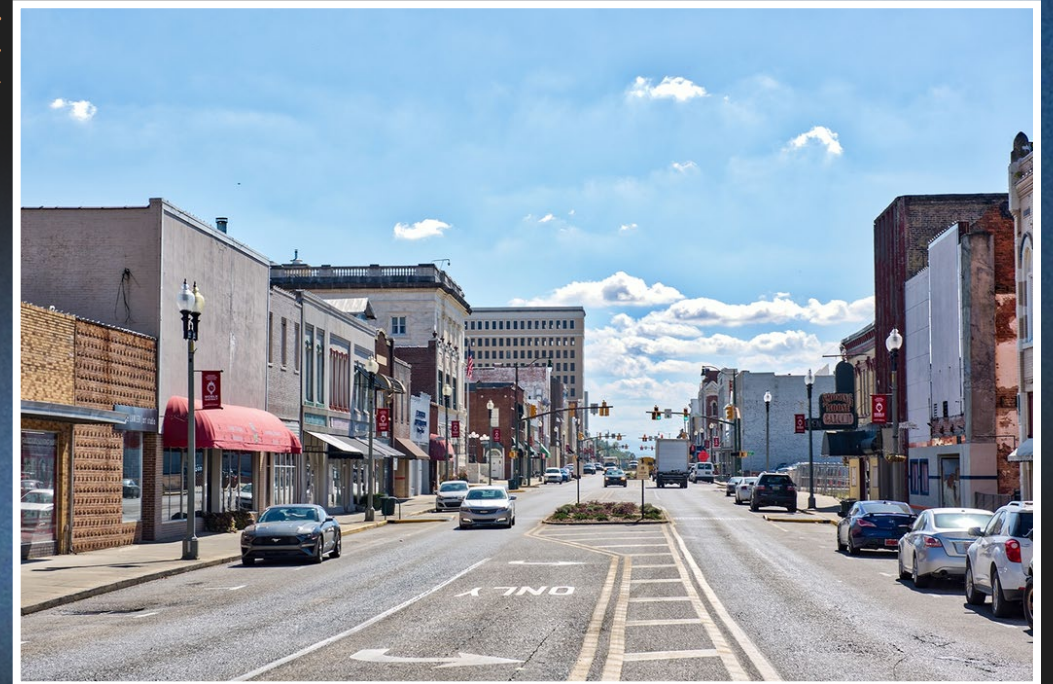
Section 1. The City may enter into agreements to partially reimburse residential developers/builders and building owners for necessary expenses related to the construction of sewer lines, water and other utility lines, roads, curbs and gutters, sidewalks, and storm retention facilities for new residential developments. Reimbursements will be made in the following manner:

<u>Units Constructed</u>	<u>Rebate/Unit</u>	<u>Max. Rebate/Project</u>
5 to 10	\$ 850	\$ 8,500
11 to 20	\$ 925	\$18,500
21 to 30	\$1,000	\$30,000
31 to 40	\$1,075	\$43,000
41 +	\$1,150	\$50,000

Case Study- Loft Rebate (Anniston)

Loft Rebate Program

- Main Street Anniston's new Loft Rebate Program is a grant-based program where subgrants are distributed through the Development Authority.
- Anniston was awarded \$750,000 through the Paul Bruhn Historic Revitalization Grants Program, administered by the National Park Service.
- Eligible property owners can receive up to \$50,000 primarily focused on fire suppression systems



Final Recommendations

- ▼ Redevelopment of the Old Atmore High School Campus using various forms of funding sources and partnerships
- ▼ Creation of pollinator spaces and signage throughout the Main Street District
- ▼ Creation of a Historic Plaque and QR Code Trail to showcase the history of Atmore and its citizens
- ▼ Implementation of additional programming to the Start M.O.R.E Entrepreneurship Program
- ▼ Expand downtown living options through the development of incentives programs and grant solutions



November 2025
Internal Presentation

Thank you!!



Presented By
Austin Whitehead & Brandon Zylec Lane

