

# 4+ AC: Prime I-65 Location Near New Meat Processing Facility Escambia



## 3 Jack Springs Rd, Atmore, AL 36502

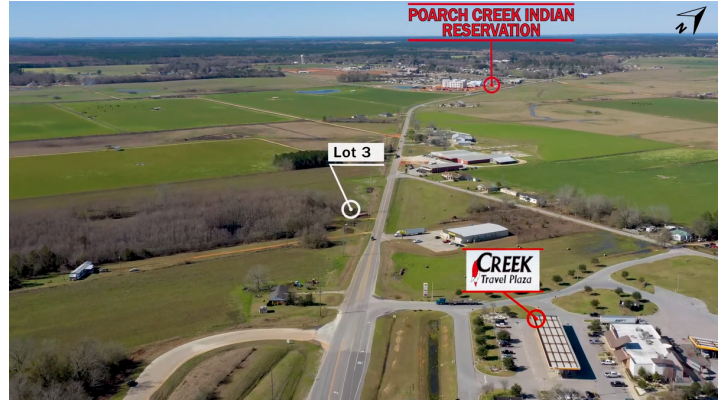
Listing ID: 28747460  
 Status: Active  
 Property Type: Vacant Land For Sale  
 Possible Uses: Agricultural, Hospitality  
 Gross Land Area: 4.46 Acres  
 Sale Price: \$375,000  
 Unit Price: \$84,080 Per Acre  
 Sale Terms: Cash to Seller, Other  
 Call for Offers: Yes

### Overview/Comments

Atmore, AL- This 4.46+/- acre property is directly off I-65 and across the street from PCI Truck Plaza which is 1/2 mile from the Poarch Creek Reservation. The Poarch Creek Band of Indians are expected to open their new \$15 million state-of-the-art meat processing facility in Spring 2024. This facility will have the capacity to process up to 125 cattle per week and will bring more full-time jobs to the area. Only 1600 ft from I-65 provides high traffic and visibility with an average of 1,824 travelers, truckers, and locals daily. This traffic supports the neighboring Dollar General, Warehouse Market, and Creek Travel Plaza, one of the largest truck stops in and around this area. Plus NO ZONING and an additional 12.54+/- acres available to purchase at an additional cost make this Jack Springs Road property a PRIME location for anything! A hotel, restaurant, multi-family development, rental properties, or other business! The possibilities are endless!

**BONUS: OPPORTUNITY ZONE!** Enjoy the perks of being surrounded by recent and existing successful businesses in an Opportunity Zone. Opportunity Zones are designed to spur economic development and job creation in communities. The property is level, wooded, and has 152 feet of road frontage offering easy access. If you purchase all the acreage, you'll have over 600 ft of paved road frontage. Great location only an exit away from the Windcreek Casino & Hotel/RV Park/Casino/Spa and an easy 10 mins from downtown!

Recently, more than \$90 million in capital investment projects have been brought to this growing city. As the largest city in Escambia County, Atmore is a town dedicated to growth and redevelopment; 48+/- New Businesses have joined this growing community. Atmore has welcomed Rocky's Pizza, Jack's family restaurant, and Starbucks as well as Coastal Growers? \$84 Million peanut shelling plant that brought 100+ jobs, the new headquarters for West Escambia Utilities, the Atmore senior living village on McRae St, and a new \$5 million urgent care clinic facility that is the first step in building a new medical-care community near Interstate 65. The scene of Downtown Atmore is changing with the revitalization of the Strand Theatre and Old Atmore Hardware Store, the beautification from the Atmore Art Walk project, and the excitement of new shops continuing to open on Main Street. Atmore is perfectly positioned to be an attractive area for businesses while still retaining its warm, family charm. This is certainly the place to be! Call now to add your business to one of the two hottest Interstate Exits around! Use GPS ADDRESS 4851 Jack Springs Rd, property is just past this address.



### More Information Online

<https://www.gulfcoastcmls.com//listing/28747460>



### QR Code

Scan this image with your mobile device:

## General Information

Taxing Authority:	Escambia, AL	Land Splits Available:	Yes
Tax ID/APN:	301007350200028.011 (Add'l Parcels Available for Purchase)	Adjacent Parcels Available:	Yes
Zoning:	UNZONED	Sale Terms:	Cash to Seller, Other
		Call for Offers:	Yes

Possible Uses Agricultural, Hospitality, Mobile Home Park, Multi-Family, Office, Residential (Single Family), Retail, Retail-Pad, Self Storage, Vacation/Resort, Other

## Area & Location

Market Type:	Small	Traffic/Vehicle Count:	1,824
Property Located Between:	I-65 and HWY 21	Transportation:	Bus, Highway, Taxi
Road Type:	Paved, Highway, Highway Interchange	Highway Access:	Interstate 65- 1,600 feet; Hwy 21- 4 mi; Hwy 31- 5 mi; Hwy 97- 7 mi; Interstate 10- 50+ mi.
Property Visibility:	Excellent	Airports:	Atmore Municipality- 9 mi, Mobile Regional Airport- 57 mi; Pensacola International- 55 mi
Largest Nearby Street:	Interstate 65		
Feet of Frontage:	152		

Legal Description BEG. AT A PT 302.2' E OF SW CO R OF SE1/4 OF SW1/4 SEC. 35, T2N,R5E; TH N 1125.69 TH NE'LY 75' TO S LINE OF JACK SPRINGS RD.; TH SE'LY ALG. S LINE OF SAID RD. 152' (140'S); TH S 1098.83' TO S LINE OF SAID SE1/4 OF SW1/4; TH W 168' TO POB. Additional parcels available for purchase.

Site Description Site is level and ready for construction. ANY BUSINESS - no county zoning. Wooded offers opportunity for private setting for a development or business. Three miles from Wind Creek Hotel and Casino. This property is across street from PCI Truck Plaza..This is 1/2 mile from the Poarch Creek Reservation. Lot size: 152x1099x168x1126x75

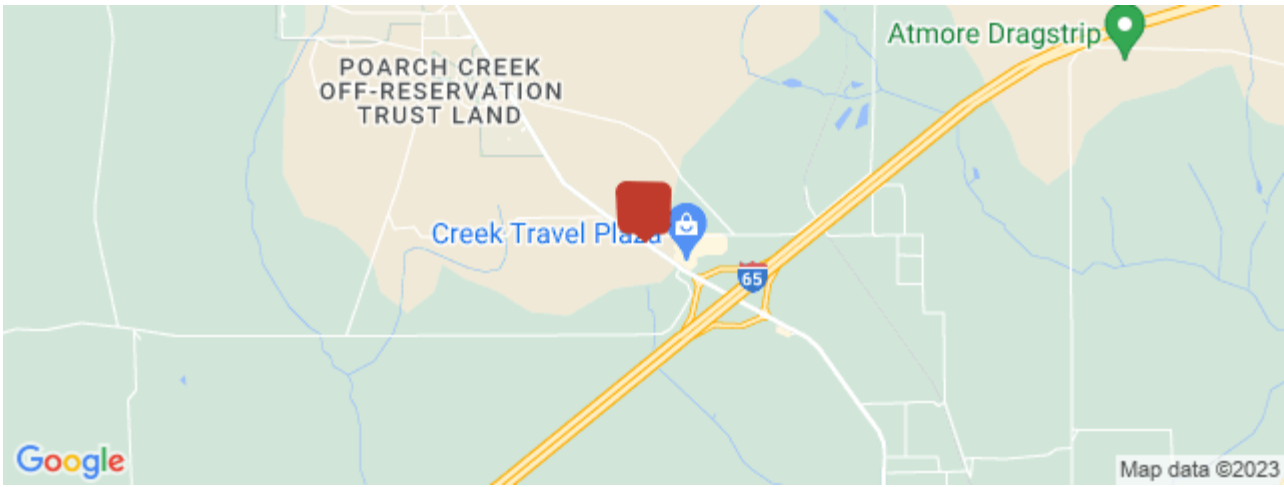
Area Description Three miles from Windcreek Casino and Hotel. Property Adjoins Creek Travel Plaza and Dollar General. Recently opened business, The Warehouse Market, just up the road. The largest city in Escambia County, this is a town dedicated to growth and redevelopment. A wholesale buy-in into downtown from the community and investors has spurred on growth, some of which has yet to be seen from the investors' purchases. All shops in the downtown area are either sold for rentals, owned and operated by the seller, or rented to a tenant. Atmore presently is in upwards of a \$4.2 Million re-vitalization process with growth in the downtown area and surrounding areas. Included in that number are the restoration of the Strande Theatre and former Atmore Hardware Store; improvements to the Atmore Heritage Park with a new splash pad, new playground equipment, and a nod to the city's history from a decommissioned train car; and the New Trammell Square Park. The City and Chamber are also working on beautification and hometown pride initiatives to enhance the downtown business district, as well as commercial and industrial properties. In 2019, the Alabama Historical Commission designated a portion of the city of Atmore as a commercial historic district. Atmore was also designated part of the Main Street Alabama non-profit organization that focuses on bringing jobs, dollars, and people back to Alabama's historic communities. Home to a wide range of industries that have grown over the years, including agriculture, timber, textiles, metal fabrication, and communication companies. City leaders take a proactive approach to industrial recruitment by adding and selling buildings at the 150-acre Industrial Park, along with creating the Rivercane Development. The City of Atmore works in conjunction with the Atmore Area Chamber of Commerce, the Escambia County Industrial Development Authority, and the Coastal Gateway Regional Economic Development Alliance to attract new business and industry to the area while pursuing marketing strategies that promote the growth of our community and its existing industries. Atmore is perfectly positioned to be an attractive area for businesses while still retaining its warm, family charm. Current and future renovations in Atmore have made it an exciting place to be!

## Land Related

Lot Frontage:	152+	Soil Type:	Mixed
Lot Depth:	1126	Available Utilities:	Electric, Water, Sewer, Cable, Internet Access
Zoning Description:	None	Water Service:	Municipal
Topography:	Level	Sewer Type:	Municipal
Easements:	Utilities		

## Location

Address:	3 Jack Springs Rd, Atmore, AL 36502
County:	Escambia
MSA:	Atmore



Property Images



1



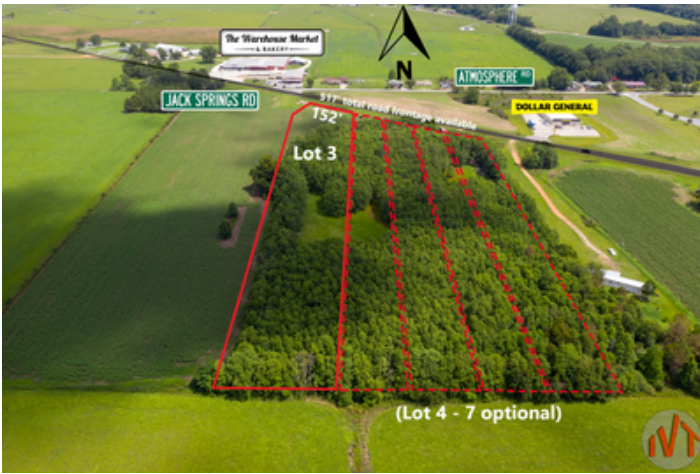
4



SouthEastview1-Lot 3



3



NorthViewB1-2 LOT 3



YUN\_0012



Traffic Count Map



YUN\_0015



DSCN4052



YUN\_0014



YUN\_0011



5



YUN\_0012



5-7



7



5-8

PAR



**ATMORE IS AN EXCITING PLACE TO BE!**

**more NEWS**  
The Community's Newspaper

**Boom town**  
Construction projects could change face of small-town Atmore

Click [HERE](#) to read the full article.

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**ABOUT ATMORE, AL**

Atmore began in the 1840s as a small town, and now has grown into one of the largest cities in Etowah County, just 20 miles south of Mobile and Pensacola. Atmore is perfectly positioned to be an attractive area for business while embracing its warm and friendly charm.

Named one of the Top 50 Small Cities in Alabama in 2017, Atmore's name for passionate citizens and visionary leaders that are dedicated to revitalizing the city. This re-development has attracted new companies, brought in the next generation of workers and raised our current citizens' hopes. From re-opening the shops on Main Street to major work of the beauty of the Little White Chapel and Atmore Branch Middle School. Atmore hosts a wealth of entertainment for residents and visitors alike. Other amenities of the area include the Atmore Municipal Airport, a state-of-the-art 100,000 sq ft Senior Center, and the world-class park.

The City of Atmore is dedicated to enhancing the quality of life for everyone by offering a skilled workforce, local and regional businesses and high paying jobs. Atmore has a city population of over 10,000 residents. It is in the planning stages to increase its economic base with additional in the future local development along the 743 corridor. Atmore has completed requirements to be recognized as Alabama Community of Excellence of the upcoming Alabama League of Municipalities Convention.

City officials are also working with the Alabama Historical Commission to bring the downtown district listed on the National Register of Historic Places. The only federally recognized tribe of Native Americans in Alabama, the Poarch Band of Creek Indians, are headquartered in Atmore and operate three gaming casinos and a hotel on their reservation. The Poarch Band of Creek Indians and the founding of the gaming casinos, the Poarch Band of Creek Indians and the Poarch Band of Creek Indians have made significant contributions to the region. These game resorts provide tourism and conferences in the area and the Wind Creek is one of just four diamond hotels in the state of Alabama.

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**Happy 4th of July!**

**Atmore News**  
The Community's Newspaper

Micro-motel  
Mobile firm buys Rivercane lot for new lodging establishment

Effort being launched to form Kiwanis club here

**INDUSTRY OVERVIEW**

While Atmore started as an agricultural and timber community initially, the city has grown to include industries like metal fabrication, textiles, and communication companies. As Atmore continues to expand, more industries will find a place in our area.

- Alabama Tank - Fabricated plate work
- Alto Products Corp. - Clutch plates
- Atmore Industries - Non-woven fabric
- Atmore Ready Mix - Ready mix concrete
- Escofab, Inc. - Fabricated metal
- Escambia Operating Company - Gas condensate
- Matland Carpets - floor coverings
- Gulf Transport - Industrial transport
- Muskogee Technology - Fabricated metal (metal stamping)
- Swift Lumber, Inc. - Lumber
- Tiger-Sul Products, LLC - Agricultural mixes
- Impact Telecom - Telecommunications

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Microtel Coming to Rivercane Atmore News

**INDUSTRY OVERVIEW - 5.7 MI RADIUS** [CLICK HERE FOR MORE INDUSTRY INFORMATION](#)

INDUSTRY	PERCENT OF TOTAL NO. OF EMPLOYEES (1,381)	AVERAGE ANNUAL PAY
Manufacturing	16%	\$54,680
Public Administration	13%	\$45,031
Retail Trade	12.5%	\$28,177
Health Care & Social Assistance	9.6%	\$40,832
Accommodation & Food Services	9%	\$14,519
Educational Services	6.5%	\$36,528
Construction	3.5%	\$42,533
Finance & Insurance	3.3%	\$47,879
Administrative, Support, Waste Management & Remediation	2.8%	\$29,451
Transportation & Warehousing	2.2%	\$52,868
Wholesale Trade	2.1%	\$49,599
Mining, Quarrying & Oil and Gas	1.7%	\$61,940
Other Services, Except Public Administration	1.4%	\$25,465
Utilities	0.65%	\$75,546
Real Estate & Rental and Leasing	0.58%	\$24,520

7



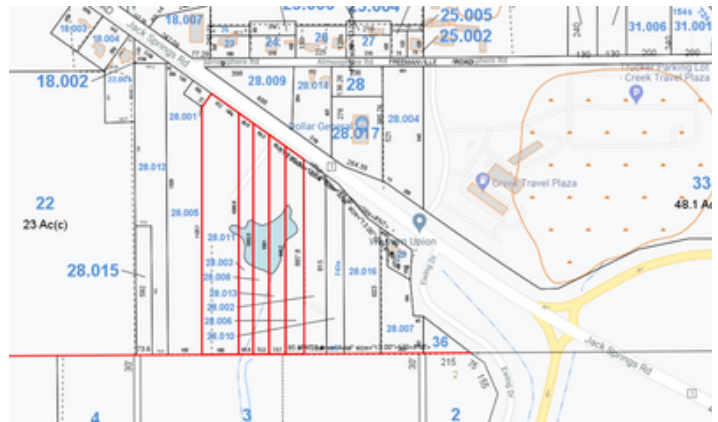
aerial\_with\_4\_acres



aerial with all land



plat



plat with all land

## Properties Located at Exit 54 in Atmore, AL



Master Layout

## Property Contacts



### Patty Helton-Davis

PHD Realty, LLC.  
251-294-2057 [M]  
251-294-2057 [O]  
patty@phdrealty.com



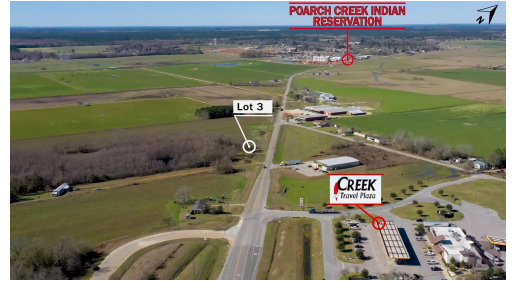
Video and/or audio surveillance with recording capability may be in use on these premises. Conversations should not be considered private.

**LAND**

**Customer Full Report**

**MLS #** 447495      **Prop Type:** LAND/ACREAGE  
**Status:** Active  
**Update Date:** 6/22/2023  
**Address:** 3 JACK SPRINGS RD  
 ATMORE AL 36502  
**County:** OTHER COUNTIES  
**Subdivision:** NONE  
**Parcel #** 301007350200028.011      **NumLots** 5  
**Elem:** LSIC      **Middle:** LSIC      **High:** LSIC

**List Price:** \$375,000  
**Sold Price:**  
**Lot Size:** 152x1099x168x112  
**Acreege:** 4.460000  
**Price Per Acre:** \$84,080.72  
**Approx Sqft:**  
**Water Frontage:**  
**Road Front Feet:** 152  
**Front Foot Price**



**Dir:** Use GPS ADDRESS 4851 Jack Springs Rd, property is just past this address. Take Highway 29N. from Pensacola into Molino,,turn left onto Hwy 97 (Atmore Cut-off) continue until SR-97 becomes AL-21/S Main St. Turn left onto W Howard St. W Howard St becomes Jack Springs Rd. Continue about 5 miles, and this property will be on the left, directly across from the PCI Shell Station and Truck Plaza



Virtual Tour

**Legal:** BEG. AT A PT 302.2' E OF SW CO R OF SE1/4 OF SW1/4 SEC. 35, T2N,R5E; TH N 1125.69 TH NE'LY 75' TO S LINE OF JACK SPRINGS RD.; TH SE'LY ALG. S LINE OF SAID RD. 152' (140'S); TH S 1098.83' TO S LINE OF SAID SE1/4 OF SW1/4; TH W 168' TO POB. Additional parcels available for purchase.

Atmore, AL- This 4.46+/- acres of prime commercial land at I-65 is across the street from PCI Creek Travel Plaza & 1/2 mile from the Perdido River Farms \$15 million state-of-the-art meat processing facility owned by the federally recognized Poarch Creek Band of Indians. Expected to open Spring 2024 it will have the capacity to process up to 125 cattle per week & bring more full-time jobs. Only 1600 ft from I-65 offers high traffic & visibility with an average of 1,824 travelers, truckers & locals daily. Plus NO ZONING & an additional 12.54+/- acres available to purchase at an add'l cost make this Jack Springs Road property a PRIME location for anything- hotel, restaurant, multi-family development, rental properties! Endless Possibilities! Enjoy the perks of being surrounded by recent & existing successful businesses like Dollar General, Warehouse Market & Creek Travel Plaza, one of the largest truck stops in & around this area. BONUS: OPPORTUNITY ZONE (Opp Zone) which are designed to spur economic development and job creation in communities. The property is level, wooded, and has 152 feet of road frontage. If you purchase all the acreage, you'll have over 600 ft of paved road frontage. Great location only an exit away from the Windcreek Casino & Hotel/RV Park/Casino/Spa and an easy 10 mins from downtown! As the largest city in Escambia County, more than \$90 million in capital investment projects have been brought to this growing city. About 48 New Businesses have joined the community including Coastal Growers' \$84 Million peanut shelling plant that brought 100+ jobs & a new urgent care clinic right off I-65's Exit 57. The scene of Downtown Atmore is changing with the revitalization of the Strand Theatre, the Old Atmore Hardware Store & the excitement of new shops continuing to open on Main Street. Atmore is perfectly positioned to be an attractive area for businesses and residents while still retaining its warm, family charm. Call now to build your investment here!

<b>TYPE USE</b>	AGRICULTURAL, COMMERCIAL, MOBILE HOME, MULTI-FAMILY, OTHER USE, RESIDENTIAL, SEE REMARKS	<b>FARM/RANCH INFO</b>	NONE
<b>LOT LOCATION</b>	CENTRAL ACCESS	<b>VEG/MIN RIGHTS</b>	NO MINERAL RIGHTS
<b>ACCESS/SURFACE</b>	COUNTY ROAD, NEAR INTERSTATE EXIT, PAVED	<b>WATERFRONT</b>	NO WATERFRONT
<b>TOPOGRAPHY</b>	HIGH/DRY, LEVEL, LOW/WET, WOODED	<b>WATER VIEW</b>	NONE
<b>IMPROVEMENTS</b>	NO IMPROVEMENTS	<b>WATER</b>	PUBLIC WATER, TAP FEE DUE
<b>MISCELLANEOUS</b>	AERIALS AVAILABLE	<b>SEWER</b>	SEE REMARKS, TAP FEE DUE
		<b>OTHER UTILITIES</b>	ELECTRICITY, INTERNET, TELEPHONE, TV CABLE
		<b>WATERFRONT FEATURE</b>	NONE
		<b>ZONING</b>	AGRICULTURAL, BUSINESS, COMMERCIAL, COUNTY, HORSES ALLOWED, MOBILE HOMES, RES MULTI, RES SINGLE, UNRESTRICTED

**County Zoning:** UNZONED

**Interest Rate:**

**Land Lease per Year:**

**Mtg Amt Offered:**

**1st Mtg Incl:**

**1st Mort Amount:**

**1st Mtg Mo Pymt:**

**Equity:**

**Seller Terms:**

**FEES INCLUDE:** NONE

**ACCEPT FINANCING:** CASH, CONVENTIONAL, OTHER

**List Office Name:** PHD Real Estate, LLC

**Comp: Non-Rep** 2.4%

**Comp: Single Agency** 2.4%

**Comp: Trans Broker** 2.4%

The buyer agent compensation offered only applies to participants and data share members of the Pensacola Association of REALTORS® Multiple Listing Service.

# Properties Located at Exit 54 in Atmore, AL



4 Miles



- |                        |                        |
|------------------------|------------------------|
| 1. Not for sale        | 7. 3.16 ac (Price TBD) |
| 2. 4.40 ac \$412,500   | 8. Not for sale        |
| 3. 4.00 ac \$375,000   | 9. SOLD                |
| 4. 1.63 ac (Price TBD) | 10. 1.72 ac \$161,250  |
| 5. 1.70 ac (Price TBD) | 11. 2.40 ac \$165,000  |
| 6. 1.65 ac (Price TBD) |                        |

Total road frontage: Lots 2-7} 647'± Lot 10} 215'± Lot 11} 264'±

Atmore  
7 Miles



ATMOSPHERE RD

DOLLAR GENERAL

SOLD

JACK SPRINGS RD

The Warehouse Market  
• & BAKERY •

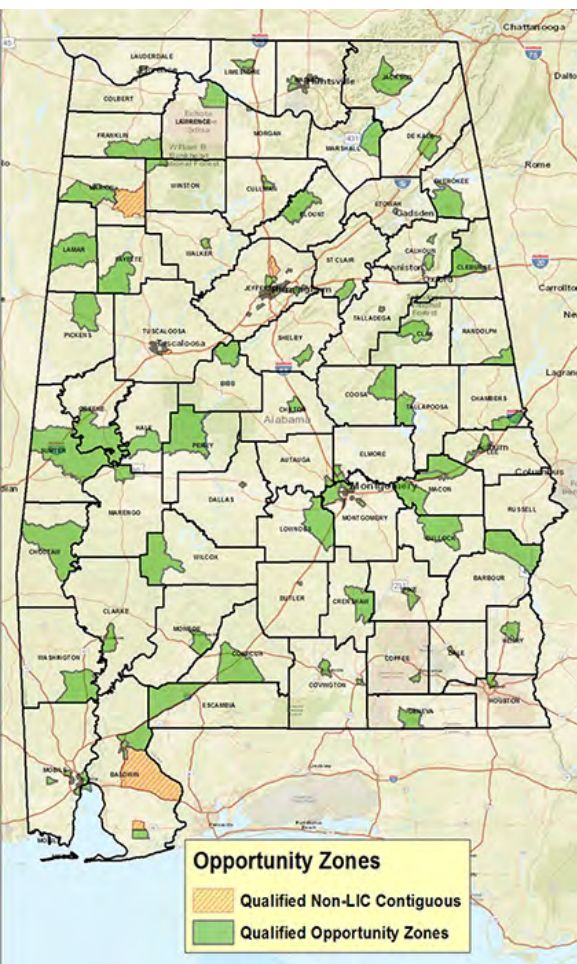
11  
10  
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## Opportunity Zones Program



The Opportunity Zones program is a new alternative economic development program established by Congress in the Tax Cuts and Jobs Act of 2017 to foster private-sector investments in low-income rural and urban areas. This is a new program with many moving parts. The Alabama Department of Economic and Community Affairs presents this brochure to give you a basic overview of the program and how it is being implemented in Alabama. (Click the map image to open an interactive version, or [click here](#).)



### What are Opportunity Zones?

The areas eligible for submission as Opportunity Zones are low income census tracts with a poverty rate of at least 20 percent and a median family income of less than 80 percent of the statewide or area median income. Census tracts are statistical subdivisions of a county established by the U.S. Census Bureau. Each tract averages between 1,200 and 8,000 in population and the nominated tracts vary in size from 199 acres to 235,352 acres.

### How can they benefit my area?

The program provides a federal tax incentive for investors to use their unrealized capital gains into Opportunity Funds dedicated for investing in the designated Opportunity Zones.

### How many Opportunity Zones have been selected?

Congress empowered governors to nominate Opportunity Zones in their states by using up to 25 percent of their low-income community census tracts. In Alabama, 629 of the state's 1,181 census tracts qualified as low-income community tracts. Of those 629 eligible tracts, Governor Kay Ivey was authorized to select 158 as Opportunity Zones.

### Who selected them?

The Governor's Office, with the help of ADECA, identified and selected the 158 Opportunity Zones from the qualifying tracts. There is at least one Opportunity Zone in each of the state's 67 counties.

### How were they selected?

The Governor's Office and ADECA used an objective methodology that involved input from a variety of resources to determine areas where the program could be most effective. Methods used in the selection process included a county-by-county examination of previous designations as advantage sites or industrial sites, a review of aerial imagery for development activities by ADECA's Geographical Information Systems Unit and data and research compiled by federal, state and local organizations.

Governor Ivey submitted Alabama's nominations for Opportunity Zones to the U.S. Department of the Treasury on March 20, 2018. The zones were approved by the Treasury Department and the IRS on

April 18, 2018.

More information about Opportunity Zones in Alabama is available at [OpportunityAlabama.com](http://OpportunityAlabama.com).

## Proposed Administrative Rule

[Click here](#).

# ATMORE IS AN EXCITING PLACE TO BE!



Click [HERE](#) to read the full article.



News Photos by Ditto Gorme

By **DON FLETCHER**  
News Staff Writer

Atmore was still mostly a sleepy little town off Interstate 65 until just a few months ago. It is now host to an unprecedented spurt of business and industrial growth, one that has become the envy of other small cities and towns in Alabama.

Dirt is being dug, moved and tamped all over the city in preparation for new buildings. Several projects will soon be coming off the drawing boards, and one is already nearing completion.

"It's unbelievable," said Tucson Roberts, who was hired two years ago to recruit retail businesses and industry for the City of Atmore. "This is really a good time for us, and I'm more upbeat about Atmore than I've ever been in the two years I've been here."

There are numerous reasons for the upbeat feeling. More than \$90 million in capital investment projects are already under way, with others nearing their start dates. One, the new \$1 million city public works building, is in the final stages of construction.

Among the buildings for which site work is ongoing are the new Coastal Growers peanut shelling plant (\$84 million) and a new headquarters for West Escambia Utilities (\$1.28 million). The imminent restoration of the Strand Theatre and renovation of the former Atmore Hardware Store building represent another \$3.6 million investment.

Pride of Atmore's Bub Gideons said an increase in the cost of construction materials — a factor in several projects — has caused a one-month extension of the projected completion date, from February 2022 to March 2022.

Top photo, the new Starbucks at Wind Creek; bottom ACH's new primary care facility



The theater-hardware store project is the lynchpin of a downtown revitalization effort that is also picking up steam as numerous small shops continue to open along Main Street.

Four new restaurants are being built. Café 251 and Cajun Boiling Pot are in the final stages of construction. Site prep is nearing completion for a new Jack's restaurant, and a new Starbucks that will be the coffee company's only venue between Montgomery and Mobile is expected to open in the summer at Wind Creek Atmore.

Chris Adams of Mississippi-based Advance Building Specialists, who is supervising construction of the Jack's eatery, said the actual building construction should begin in two weeks, with a 90-day target date for completion.

On the medical front, a new hospital is still in the works, a primary care facility opened recently

near Atmore Community Hospital, and ground has been broken for an urgent care center near the site where the hospital will be located.

Roberts said the biggest game-changer will be the "super prison" that was formally approved this week by Gov. Kay Ivey.

"The prison staff will go from 200 employees to 600," he said. "That's a huge jump. The construction cost is supposed to be around \$350 million to \$400 million. That's big."

The city is also in the preliminary stages of building a multi-purpose center at the corner of Ridgeley and Trammel streets. That facility will be home to the local Farmers Market and will have public restrooms, a gazebo that will have electricity for musical and other events, and a community garden.



# Happy 4th of July!

# Atmore News

*The Community's Newspaper*

Volume 18 Issue 2

50 cents - Section A

Wednesday, June 29, 2022

## Effort being launched to form Kiwanis club here

By **DON FLETCHER**  
*News Staff Writer*

A two-day "prospecting" effort will be launched in mid-July by Monroeville Kiwanis members, an effort that will culminate in an informational meeting to see if there is enough local interest to establish a Kiwanis club here.

The meeting, set to last from 5:30 to 6:30 p.m. on Thursday, July 14, will be held at United Bank's main branch on East Nashville Street. Light refreshments will be served, and Monroeville Kiwanis members will explain the basic tenets of the civic organization and answer any questions about it. The Kiwanis International website says the group's intent is to "empower communities to improve the world by making lasting differences in the lives of

## Micro-motel

*Mobile firm buys Rivercane lot for new lodging establishment*

By **DON FLETCHER**  
*News Staff Writer*

Atmore City Council members approved during their Monday (June 27) meeting the sale of about 1.72 acres of land in the Rivercane retail and industrial development area to a Mobile firm that plans to erect a micro motel, or microtel, on the site.

The council gave its collective OK to the transaction, under which WYN Atmore LLC — a Mobile-based company that Alabama Secretary of State records show has been in existence only since June 13 — will pay the city roughly \$671,000 for the land, just off Interstate 65 and behind Taco Bell.

"They'll be buying 1.72 acres, more or less, to

put up a micro motel," said Mayor Jim Staff. "They might come out another 20 feet, so it could be a little more than that before it's over. The city will get \$9 per square foot for 74,557 square feet of property."

The new lodging establishment will reportedly be owned by a group that already owns Microtel Inn & Suites by Wyndham in Saraland, Daphne and Gulf Shores. The company's registered agent is Ashley Patel.

According to travelawaits.com, microtel rooms are "small on size and big on personality." Most are less than 200 square feet, and some are less than 100 square feet. Rooms in most micro motels are priced at a fraction of a full-size motel or hotel but feature few, if any, amenities beyond the basics

No one from WYN Atmore attended the meeting.

In the only other business dealt with by the council, the panel approved a plan by West Escambia Utilities to sell the former landfill property it bought for the city two decades ago, on which part of a new state mega-prison will be built.

Staff said the move could be taken as an indicator that construction of the prison will begin in the relatively near future.

"West Escambia is selling the old landfill site they bought for the city around 20 years ago," the mayor said. "It's west of the old warden's house, an old barn building that's falling in, and it's where the new prison is going. It looks like the prison is finally coming to fruition."

# The ATMORE ADVANCE

Serving the residents of Atmore and Escambia counties since 1927

## Fire destroys shed on South Rd.

An Atmore firefighter quenches the blaze on a shed beside a residence on South Road.

ANDREW GARNER/  
ATMORE ADVANCE



By Andrew Garner

andrew.garner@atmoreadvance.com

A shed was destroyed by fire next to a residence on South Road on April 7, according to the Atmore Fire Department.

Chief Ronald Peebles said the department was called to the scene at 1:13 p.m., and the fire

was fully involved.

Peebles said he believes there were five butane bottles inside the shed. The bottles are used for gas grills.

"It was totally destroyed," Peebles said about the shed.

Peebles said the cause of the fire is still under investigation.

## EGG MY YARD



The Atmore Area Chamber of Commerce held its annual Egg My Yard event April 8. Board of directors and ambassadors distributed eggs around the Atmore area just in time for Easter Sunday.

ANDREW GARNER/ATMORE ADVANCE

## City shows support for rail corridor ID

By Andrew Garner

andrew.garner@atmoreadvance.com

The city of Atmore joined other regional municipalities in its support of the Northwest Florida Passenger Rail Corridor, Corridor ID grant program application.

The city sent the letter March 17, 2023 to the U.S. Department of Transporta-

See RAIL, page 5A

## PCI meat facility begins building

Special to the Advance

newsroom@atmoreadvance.com

After a long process of design and permitting that included rigorous health safety

See FACILITY, page 5A

## County recognizes Child Abuse Prevention month

By Lisa Tindell

The Brewton Standard

Each day, the Escambia County Child Advocacy Center works to prevent child abuse, but the month of April brings that prevention into the public eye.

Stephanie Myrick, director for the Escambia County Regional Child Advocacy Center/Kathy Hill Child Advocacy Center, was joined by Family and Victim

Advocate Shawnda Brackett on Monday as the Escambia County Commission issued a proclamation for the period of awareness.

Myrick said the local center will be making presentations to third grade students across the county in by Escambia County Schools and Brewton City Schools during the month.

"We make plans to talk to students during this month to bring

awareness to child abuse issues," Myrick said.

The programs presented by the local center are part of a nationwide initiative to help provide information on recognizing and preventing child abuse.

In June, the center is planning another chance to bring awareness to the child abuse crises in

See COUNTY, page 5A

# INDUSTRY OVERVIEW

While Atmore started as an agricultural and timber community initially, the city has grown to include industries like metal fabrication, textiles, and communication companies. As Atmore continues to expand, more industries will find a place in our area.

- ❑ Alabama Tank – Fabricated plate work
- ❑ Alto Products Corp. – Clutch plates
- ❑ Atmore Industries – Non-woven fabric
- ❑ Atmore Ready Mix – Ready mix concrete
- ❑ Escofab, Inc. – Fabricated metal
- ❑ Escambia Operating Company – Gas condensate
- ❑ Masland Carpets – Floor coverings
- ❑ Gulf Transport – Industrial Transport
- ❑ Muskogee Technology – Fabricated metal (metal stamping)
- ❑ Swift Lumber, Inc. – Lumber
- ❑ Tiger-Sul Products, LLC – Agricultural mixes
- ❑ Impact Telecom – Telecommunications

# INDUSTRY OVERVIEW -- 5.7 MI RADIUS [CLICK HERE](#) FOR MORE INDUSTRY INFORMATION\*

INDUSTRY	PERCENT OF TOTAL NO. OF EMPLOYEES (1,381)	AVERAGE ANNUAL PAY
Manufacturing	16%	\$54,680
Public Administration	13%	\$45,031
Retail Trade	12.5%	\$28,177
Health Care & Social Assistance	9.6%	\$40,832
Accommodation & Food Services	9%	\$14,519
Educational Services	6.5%	\$36,528
Construction	3.5%	\$42,533
Finance & Insurance	3.3%	\$47,879
Administrative, Support, Waste Management & Remediation	2.8%	\$29,651
Transportation & Warehousing	2.2%	\$52,868
Wholesale Trade	2.1%	\$49,599
Mining, Quarrying & Oil and Gas	1.7%	\$61,940
Other Services, Except Public Administration	1.4%	\$25,465
Utilities	0.65%	\$75,546
Real Estate & Rental and Leasing	0.58%	\$24,520

\*Disclaimer: While we believe this information (via Insyteful) to be reliable, we have not checked its accuracy and make no guarantee as to its validity. By using the information provided on this page, the user acknowledges that the data may contain errors or other nonconformities. You and/or your client should diligently and independently verify the specifics of the information that you are using.



# ABOUT ATMORE, AL

Atmore began in the 1860s as a small town and now has grown into one of the largest cities in Escambia County. Just 50 miles north of Mobile and Pensacola, Atmore is perfectly positioned to be an attractive area for businesses while still retaining its warm and friendly charm.

Named one of The Top 50 Safest Cities in Alabama in 2017, Atmore is home to passionate citizens and visionary leadership that are dedicated to revitalizing the city. This redevelopment has attracted new companies, brought in the next generation of workers, and kept our current citizens happy. From discovering the shops on Main Street to marveling at the beauty of the Little River State Forest and Magnolia Branch Wildlife Reserve, Atmore holds a wealth of entertainment for residents and visitors alike. Other amenities of the area include the Atmore Municipal Airport, a state-of-the-art Outpatient Clinic, and several city pools.

The City of Atmore is dedicated to enhancing the quality of life for everyone by attracting a skilled workforce, local and regional businesses, and higher-paying jobs. Atmore has a city population of over 10,000 residents. The city is in the planning stages to increase its economic base with additions in its new Rivercane development along the I-65 corridor. Atmore has completed the requirements to be recognized as an Alabama Community of Excellence at the upcoming Alabama League of Municipalities Convention.

City officials are also working with the Alabama Historical Commission to have the downtown district listed on the National Register of Historic Places. The only federally recognized tribe of Native Americans in Alabama, the Poarch Band of Creek Indians, are headquartered in Atmore and operates three gaming casinos and a hotel on their reservation. With federal recognition and the founding of the gaming casinos, the Poarch Band of Creek Indians near Exit 54 on Interstate 65, have increased its relative economic contributions to the region. These developments provide tourism and conferences in the area and the Wind Creek is one of just four-diamond hotels in the state of Alabama.



# DOWNTOWN ATMORE

ATMORE, ALABAMA

## MARKET STUDY AND STRATEGIES 2021

PREPARED FOR:



Atmore, Alabama 36502

📞 (251) 368-0807

MAIN STREET  
★ ALABAMA ★



DOWNTOWN  
PROFESSIONALS  
NETWORK

# INTRODUCTION

The economic landscape of traditional downtown and neighborhood commercial districts continues to change. Expanding retail competition, evolving technologies, changing lifestyle trends, and the lingering impacts of the COVID-19 pandemic continue to affect commerce and the way of life in our traditional downtown and neighborhood business districts.

Main Street Alabama commissioned this study to engage stakeholders and to promote an in-depth understanding of local and regional market conditions, trends impacting Downtown Atmore's economic performance, and opportunities for the future. Information and direction gained from the study provide a sound basis for local decision-making processes and strategies for enhancing Downtown Atmore.

This document summarizes key findings and proposed strategies for Downtown Atmore economic development and enhancement initiatives based on an extensive review of background information and current market data, input provided via consumer and business surveys, and direction and leadership provided by Main Street Atmore (MSA) leaders and volunteers. Supplemental documents referenced in this summary document include:

- ▶ Downtown Atmore Market Snapshot
- ▶ Downtown Atmore Consumer Survey Results
- ▶ Downtown Atmore Business Survey Results

## INSIDE

- 1 | Introduction
- 2 | Downtown Atmore Profile
- 4 | Atmore Market Overview
- 6 | Market Insights and Directions
- 13 | Business Insights and Directions
- 16 | Opportunities and Targets
- 23 | Moving Forward



MAIN STREET

★ ALABAMA ★

### Atmore is a Main Street Alabama Community

Main Street Alabama is focused on bringing jobs, dollars and people back to Alabama's historic communities. Economic development is at the heart of the organization's efforts to revitalize Alabama's downtowns and neighborhoods.

Main Street Alabama is affiliated with the National Main Street Center and utilizes the proven Main Street Four-Point Approach® to help communities organize themselves for success, improve the design of their neighborhoods, promote their districts, and enhance their economic base.



**DOWNTOWN  
PROFESSIONALS  
NETWORK**

Downtown Professionals Network (DPN) is a planning and research firm specializing in the revitalization and enhancement of traditional downtown and neighborhood business districts. Since 2000, DPN has evolved to serve a clientele that includes local, state and national Main Street organizations and economic development agencies located throughout the country.

#### Limitations and Disclaimers

Retail market studies and analyses, their components (such as retail sales gap analyses and surveys interpretation) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, a number of factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and many other factors. The information in this document is intended to provide a foundation of information for making district enhancement and business development decisions, but it does not and cannot ensure business success.

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, county, city, primary and third party sources is accurate and reliable.

Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.



# DOWNTOWN ATMORE PROFILE

## WELCOME TO DOWNTOWN ATMORE

Nestled in southern Alabama in Escambia County along the Alabama/Florida border, Atmore, began as a supply stop for William Larkin Williams along the Mobile and Great Northern Railroad. It was first known as Williams Station. As the community grew, its leaders decided a name change was needed to something more cosmopolitan, befitting of the progress the community was making in all areas of growth. By 1897, the name changed to Atmore, in honor of C. P. Atmore, a ticket agent for the Louisville and Nashville Railroad.

Business and industry in Atmore enjoy multiple points of transportation access—rail, highway, and interstate. Atmore has a rich railroad history, and the romance of a railroad that few towns have. Two railroads intersect just a couple of blocks west of downtown. Defining the center of town, State Highway 21 and US Highway 31 intersect and become North and South Main Street and Louisville and Nashville Avenues. Both highways provide visitors with an opportunity to enjoy the community, and access to I-65, Pensacola, and Florida beaches, Mobile and the Tensaw River Delta, and the sugar white beaches of Gulf Shores and Orange Beach located in neighboring Baldwin County.

Economic growth has been positive and boosted the revitalization of downtown since being designated as a Main Street community. This program is further enhanced by the downtown historic district and will serve as the springboard to continued long-term economic vitality. The Strand Theatre and Atmore Hardware serve as the district's keystone where the focus is on preservation and restoration of historic structures. Recently listed on the National Register of Historic Places, the theatre and hardware buildings will combine to provide venues for various forms of entertainment and educational opportunities from resident artists.

First National Bank and Trust has invested in building space improvement and created green space with an off-street parking area. United Bank, Alabama's largest community development financial institution, is the only community development entity in Alabama to win New Market Tax Credits in multiple cycles. This sophisticated group provides access to capital for quality rural projects anywhere in the Southeast. United Bank provides low interest funding and assistance for grant opportunities, including façade restoration and improvement.

Revitalization efforts are magnified by a small business incubator to provide space for new businesses to grow and take their place in the downtown community providing various goods and services.

Main Street Atmore works to establish relationships with property owners and businesses to provide mentorship opportunities and resources giving everyone downtown the best chance of success in a community burgeoning with economic opportunity, culture, and history.

Future projects include the addition of off-street parking areas and community space. Botanical and arboreal renovations and additions appropriate for aesthetic enhancement will be installed as well as improvements to the streetscape with particular attention to safety and pedestrian traffic.



# DOWNTOWN ATMORE PROFILE

A reminder of our past, present, and future, silos near the railroad trestle are the object of a long-term goal to cover the entire structure with an agricultural-themed mural. Nearby, construction of a French Quarter style building will be the new home of West Escambia Utilities. This addition will attract residents to downtown to pay their utilities and will serve as an anchor for East Ridgeley Street.

The business mix includes a variety of choices for dining, clothing, florists, antiques and consignment, home décor, and a pub, as well as other goods and services. The Ridgeley Street area has become the driving force for merchants. Once vacant buildings have been given new life and are host to multiple shopping opportunities.

West Ridgeley also hosts several community events, including Ribs on Ridgeley benefiting the Pride of Atmore, a non-profit group leading the restoration of the Strand Theatre and Atmore Hardware buildings on South Main Street.

Church Street is transforming with new businesses and is the location for a Leadership Atmore fundraiser known as Chicken on Church. Anchoring the southern downtown area is the American Legion Building where veterans congregate and host occasional dance events. The three-story structure provides office space and sports a new patriotic mural. The adjacent open area will become Veterans Park complete with a butterfly garden, water feature, entertainment area, and park benches.

One of North Main Street's most historic structures is the Post Office. It was built in 1938 as a WPA project and was part of Roosevelt's New Deal and is also home to a mural painted in the same year as an extension of the New Deal projects. During the Cold War, the post office was also a designated fallout shelter and has contributed items to the Smithsonian Institute Museums in Washington D.C.

The timber and agriculture industry has always provided a strong foundation for the community and its people. The Atmore Industrial Park will become home to an \$87 million peanut shelling and storage facility on more than 60 acres in 2021. The average wage will be more than \$17 per hour for the 100-plus full-time workers. This facility will turn Atmore into a hub for peanut shelling in southwest Alabama.

Atmore's city limits extend to I-65 near the Reservation of the Poarch Band of Creek Indians—Alabama's only federally recognized tribe. The Tribe, one of the area's largest employers, provides entertainment at the WindCreek Casino and Hotel and shares its culture at its museum and cultural events, including its annual Thanksgiving PowWow. The Poarch Creek Indians have been excellent corporate neighbors and community partners contributing money and resources for the betterment of everyone in the Atmore area.


Business, corporate, and private reinvestment continue to cultivate growth in the community and downtown area making Atmore a prime location for existing and new businesses, residents, and visitors. This effort is improving the overall economic outlook for the area and continually enhances quality of life overall.

In moving toward the future, we embrace the past. A storied history rich in pioneer spirit, tradition, culture, and diversity, combine to make Atmore a unique setting. It is a place for living, working, shopping, entertainment, and rewarding experiences all found in a place full of southern charm and hospitality to give everyone more from Atmore.



# ATMORE MARKET OVERVIEW

## Downtown Atmore Drive Time Market DEMOGRAPHIC FAST FACTS ESRI 2020




**POPULATION**

**11,212** 10 MINUTE DRIVE TIME | 2020  
2010—25 GROWTH: -1.2%

Population	5 Min	10 Min	20 Min
2020 Estimate	7,109	11,212	23,535
Growth (2020-25)	-1.9%	-1.2%	0.5%


**Est. State Pop Growth (2020-25)** 2.3%



**DAYTIME POP**

**12,250** 5 MINUTE DRIVE TIME | 2020  
DAYTIME CHANGE: 17.3%

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	8,338	12,250	21,107
Daytime Change	17.3%	9.3%	-10.3%




**HOUSEHOLDS**

**4,510** 10 MINUTE DRIVE TIME | 2020  
2019—24 GROWTH: -1.2%

Households	5 Min	10 Min	20 Min
2020 Estimate	2,885	4,510	8,348
HH Growth (2020-25)	-1.8%	-1.2%	0.5%

**Est. State HH Growth (2020-25)** 2.4%



**MEDIAN HH INCOME**

**\$32,888** 10 MINUTE DRIVE TIME | 2020  
2020—25 GROWTH: 6.1%

Median HH Income	5 Min	10 Min	20 Min
2020 Estimate	\$29,056	\$32,888	\$38,057
Growth (2020-25)	3.2%	6.1%	6.2%

**2020 State: \$50,554** | **2020-25 Growth: 5.8%**

**PER CAPITA INCOME 2020**

5 Minutes	\$17,845
10 Minutes	\$19,142
20 Minutes	\$19,739
State	\$27,941

**MEDIAN AGE 2020**

5 Minutes	38.1
10 Minutes	39.2
20 Minutes	39.6
State	39.6

**2020 EMPLOYED CIVILIAN POP 16+**

5 Minutes	78.8%
10 Minutes	82.1%
20 Minutes	85.8%
State	87.4%

Source: Esri Market Profile | 12.20

## TOP ESRI TAPESTRY LIFE MODE GROUPS

Downtown Atmore Drive Time Areas | Esri 2020

Esri Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Hometown and Rustic Outposts LifeMode Groups are among those most prevalent in the Downtown Atmore drive time areas.



### HOMETOWN

**36%** 5 Minute Drive HHs

- ▶ Growing up and staying close to home; single householders
- ▶ Close knit urban communities of young singles (many with children)
- ▶ Owners of old, single-family houses, or renters in small multi-unit buildings
- ▶ Religion is the cornerstone of many of these communities
- ▶ Visit discount stores and clip coupons, frequently play the lottery at convenience stores
- ▶ Canned, packaged and frozen foods help to make ends meet
- ▶ Purchase used vehicles to get them to and from nearby jobs



### RUSTIC OUTPOSTS

**64%** 20 Minute Drive HHs

- ▶ Country life with older families in older homes
- ▶ Rustic Outposts depend on manufacturing, retail and healthcare, with pockets of mining and agricultural jobs
- ▶ Low labor force participation in skilled and service occupations
- ▶ Own affordable, older single-family or mobile homes; vehicle ownership, a must
- ▶ Residents live within their means, shop at discount stores and maintain their own vehicles (purchased used) and homes
- ▶ Outdoor enthusiasts, who grow their own vegetables, love their pets and enjoy hunting and fishing
- ▶ Technology is cost prohibitive and complicated. Pay bills in person, use the yellow pages, read newspapers, magazines, and mail-order books

Source: Esri Community Tapestry Segmentation | 12.20

# ATMORE MARKET OVERVIEW

## RETAIL POWER CLARITAS 2020

The Retail Market Power (RMP) 2020 report from Claritas provides a direct comparison between retail sales and consumer spending by industry. To capture a snapshot of an area's retail market, a sales surplus or leakage—expressed in current dollars—is calculated to summarize the relationship between supply (sales by businesses) and demand (consumer spending).

### Example: Calculating Sales Surplus/(Leakage) Estimates

Estimated Actual Sales — Potential Sales = Surplus/(Leakage)

Estimated Sales (Supply)	\$7,435,944
— Potential Sales (Demand)	\$7,023,767
= Surplus or (Leakage)	\$412,777

Retailers and real estate analysts use RMP to understand the difference between supply and demand in existing and potential new trade areas. In areas where demand exceeds supply, an opportunity gap—or leakage—exists that can attract new retail operations or inform what changes need to be made to a store's product mix to increase market share. In areas where supply exceeds demand, a surplus exists, which can signal that new marketing strategies may be needed to attract new customers, or that the area is attractive to niche retailers, or it may prompt a store network re-alignment.

### DOWNTOWN ATMORE DRIVE TIME AREAS

## SALES SURPLUS AND LEAKAGE ESTIMATES | (\$MM)

Sales Surplus & Leakage (\$MM)	5 Minutes	10 Minutes	20 Minutes
Categories	Surplus/ (Leakage)	Surplus/ (Leakage)	Surplus/ (Leakage)
Retail Trade (NAICS 44 – 45)	\$35.5	\$48.9	\$12.5
Food & Drink (NAICS 722)	\$0.4	\$1.0	(\$4.0)
Total (NAICS 44 – 45, 722)	\$35.9	\$49.9	\$8.5

Source: Claritas Market Power® 2020 | Retail Stores Gap.

Data Note: The polarity of surplus/leakage estimates shown above (as compared to those shown in source reports) have been reversed to show surplus as a positive value, and leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply). A positive value represents a surplus in sales, often indicating a market where customers are drawn in from outside the defined area.

RMP focuses on Retail Trade NAICS codes 44 and 45, as well as the Food Services industry NAICS code 722. Once national and county level CRT tables are retrieved from the U.S. Census Bureau, all establishments are coded using 2012 North American Industrial Classification System (NAICS) codes to match the data source. The 2012 NAICS codes are then matched with the latest release of NAICS codes from 2017 to reflect any changes in codes.

## TOTAL SALES

[Retail Trade (NAICS 44—45) + Food & Drink (NAICS 722)]

\$101	\$191	\$262
Million	Million	Million
5 Minutes	10 Minutes	20 Minutes

## Performance by Category

Sales gap factors provide a quick-look means of assessing the relative strength of retail categories for a defined geography. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage). A positive value represents a surplus of retail sales and can be indicative of a market where customers are drawn from outside the defined area. Categories showing the highest surplus factors might signal opportunities for expansion or the introduction of complementary products and services to build on market strengths or niches. Likewise, categories with negative factors might offer an initial indication of gaps in the business mix and potential for re-positioning, expansion or recruitment.

### SALES GAP FACTORS | 5 MIN AND 10 MIN DRIVE TIME AREAS

Category—Factor	5 Min	10 Min
Motor Vehicle & Parts Dealers	14.6	10.7
Furniture & Home Furnishings Stores	51.1	35.3
Electronics & Appliance Stores	(70.8)	(78.7)
Building Materials, Garden & Supply	36.0	28.6
Food & Beverage Stores	(29.0)	(23.7)
Health & Personal Care Stores	55.9	42.4
Gasoline Stations	35.4	39.6
Clothing and Clothing Accessories	22.1	2.3
Sporting Goods, Hobby, Book, Music	(44.0)	(57.4)
General Merchandise Stores	43.6	34.2
Miscellaneous Store Retailers	47.3	48.8
Nonstore Retailers	(28.4)	(44.1)
Food Services & Drinking Places	2.9	3.2

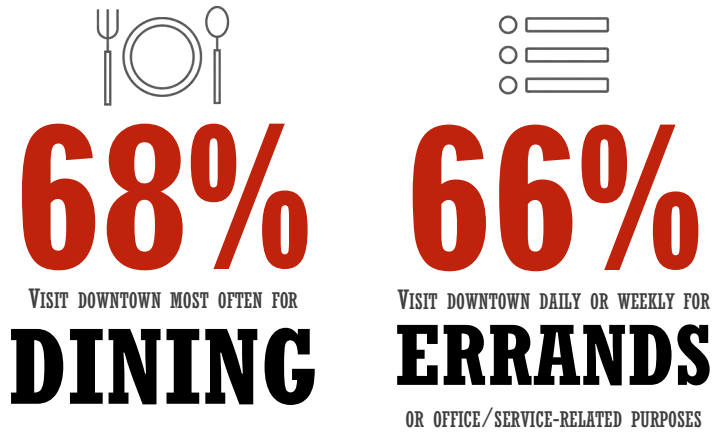
Source: Claritas Market Power® 2020 | Retail Stores Gap

**Note:** The complete Downtown Atmore Market Snapshot and source Esri and Claritas reports are available as supplemental documents.

# MARKET INSIGHTS AND DIRECTIONS

## Downtown Drivers and Traffic Generators

The purpose and frequency of consumers' pre-COVID-19 visits to the district reinforce a sense of Downtown Atmore as a center of community life and help to demonstrate the important role both retail and non-retail uses play as part of a vibrant district.



## Insights

- ▶ The varying nature of businesses and activities currently attracting people to the downtown area demonstrate the benefits of retaining and attracting a mix of uses—both retail and non-retail—in the district.
- ▶ Though the largest percentages of survey participants indicated they most often visit the downtown for dining (68%), findings show the most consistent traffic, on a daily or weekly basis, is related to those doing errands and visiting for office and service-related purposes.

## Directions

### Economic Vitality

- ▶ Continue to encourage office, service and other appropriate non-retail uses to locate or relocate in the downtown area, ideally in locations that maintain a sense of retail density (see page 20 for more insights).

### Organization

- ▶ Continue efforts to engage community economic development partners and individuals representing different business sectors in the planning and implementation of downtown enhancement initiatives.

### Promotion

- ▶ Facilitate and encourage collaborative marketing and cross-promotion efforts to heighten awareness for the full range of goods and services available from downtown area businesses.

## Potential Activities

- (E) Encourage non-retail uses to locate downtown
- (O) Presentations/Updates to partners & community groups
- (P) Encourage/Facilitate cross-promotion efforts
- (P) Create a downtown businesses and services directory
- (D) Design (E) Economic Vitality (O) Organization (P) Promotion

Table 1

**Q:** Prior to the COVID-19 pandemic outbreak, for which of the following activities or purposes did you visit Downtown Atmore most often?

Most Frequent Consumer Survey Responses	Percent
Dining	67.6%
Shopping	56.1%
Banking/Financial Services	45.1%
Work	28.2%
Festivals/Special Events	16.7%
Religious	10.2%
Health Care	7.7%
Personal Services	6.0%
Entertainment	5.5%
Recreation	5.2%
Government	3.5%

Source: 2021 Downtown Atmore Consumer Survey. Most frequent responses shown.

Table 2

**Q:** How often do you visit Downtown Atmore...

Frequency—Daily or Weekly	Percent
To do errands or for office and service-related purposes?	66.4%
For eating, drinking or entertainment?	54.4%
To shop?	34.1%

Source: 2021 Downtown Atmore Consumer Survey.



# MARKET INSIGHTS AND DIRECTIONS

## Anchors

The mix of businesses and places visited most frequently by consumers surveyed, led by The Coffee House, illustrates the importance of maintaining and promoting a mix of uses and business types that cater to the needs of the market and generate traffic to support specialty retailers and eating places.



# 14 PERCENT

Identified **The Coffee House** as the downtown business or place visited most often.

Table 3  
Most Frequented Business or Places (Top 10)

1. The Coffee House (13.8%)	6. United Bank (4.8%)
2. Gather (10.7%)	7. Walmart (4.5%)
3. Philanthropic Seed (7.0%)	8. We Care Thrift Store (3.7%)
4. Gulf Winds Credit Union (4.8%)	9. First National Bank (3.1%)
5. Post Office (4.8%)	10. The Junky Pearl (2.5%)

The diverse nature of businesses and attractions included in the top ten demonstrates the existing and potential appeal of Downtown Atmore as a center for community life with a mix of businesses, uses and activities catering to a broad cross-section of the community and Atmore visitors. So, too, the results could provide direction for strategies and activities that:

- ▶ Capitalize on existing anchor businesses and activity generators, including complementary business and entrepreneurial opportunities; and
- ▶ Heighten awareness for the local and eclectic nature of the business mix and the full range of products, services and experiences offered in the district.



## Insights

- ▶ Businesses and uses catering to the market's appetite, discerning tastes and everyday needs, like The Coffee House, Gather, Philanthropic Seed, the Post Office and financial institutions, are all important anchors for downtown, and could offer cues for entrepreneurs and complementary uses that could be a good "fit."

## Directions

### Design

- ▶ Incorporate design features (i.e. gateway and wayfinding signage, kiosks, etc.) in proximity to anchors to help users locate and navigate complementary businesses and amenities in the downtown area.

### Economic Vitality

- ▶ Explore opportunities for existing businesses to expand or reposition themselves to capitalize on existing anchor businesses and activity generators, and for new, complementary business uses to join the mix.

### Organization

- ▶ Identify and pursue possibilities to work with high traffic-generating businesses and attractions to disseminate information about Main Street Atmore, its work and progress, and opportunities to participate.

### Promotion

- ▶ Target higher-traffic generating locations identified, both within and outside the district, for display and distribution of downtown promotional materials.

## Potential Activities

- (D) Downtown gateway and wayfinding signage/features
- (O) MSA info displays and meet & greet events at anchors
- (P) Downtown promo displays and materials at anchors

(D) Design (E) Economic Vitality (O) Organization (P) Promotion

# MARKET INSIGHTS AND DIRECTIONS

## Marketing and Communications Channels

The proliferation of social media and online shopping applications—and the climbing frequency of their use by consumers in the Downtown Atmore marketplace—demonstrate the importance and benefits of a strong online business presence.

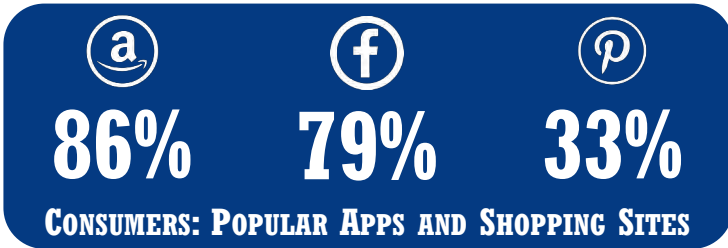


Table 4

**Q: [Consumer Survey] Which social media and online shopping sites or apps do you regularly use?**

**Q: [Business Survey] Which social media and online shopping sites or apps does your business use?**

Most Frequent Responses (Rank)	Consumers	Businesses
Amazon	85.5% (1)	26.7% (3)
Facebook	79.2% (2)	66.7% (1)
Pinterest	32.8% (3)	6.7% (4)
Instagram	32.5% (4)	46.7% (2)
YouTube	32.5% (5)	0.0% (--)
Etsy	25.4% (6)	0.0% (--)
Snapchat	23.4% (7)	6.7% (4)



**77 PERCENT**

OF CONSUMERS SURVEYED RELY ON **SOCIAL MEDIA** FOR ATMORE AREA NEWS AND INFORMATION.

Table 5

**Q: [Consumer Survey] Which three do you most frequently rely on for Atmore area news and information?**

**Q: [Business Survey] Which three are most effective for marketing and promoting your business?**

Responses   Consumers Top 5	Consumers	Businesses
Social Media (Facebook, Instagram, etc.)	76.5% (1)	33.3% (2)
Local Newspapers—Online	50.4% (2)	0.0% (--)
Local Newspapers—Print	31.4% (3)	6.7% (8)
Local TV Stations	17.3% (4)	13.3% (3)
Local Radio Stations	12.5% (5)	6.7% (8)

Source: 2021 Consumer and Business Surveys. Most frequent responses shown.



**75 PERCENT**

OF CONSUMERS SURVEYED SAID THE AMOUNT OF THEIR REGULAR SHOPPING DONE ONLINE INCREASED DRAMATICALLY (36%) OR SOMEWHAT (39%) DURING THE PAST YEAR.



**53 PERCENT**

OF BUSINESSES SURVEYED HAVE A WEBSITE, BUT JUST 13% ARE TRANSACTING SALES ONLINE.

## Insights

- ▶ Consumer survey findings—and trends observed during the COVID-19 pandemic—illustrate the importance and benefits of a strong online business presence.
- ▶ Integrated website, social media and eCommerce apps that provide for a more personalized and robust online shopping experience could offer targeted channels and new, efficient ways for retailers, restaurants and certain service providers to enhance their presence in the local market—and beyond.

## Directions

### Economic Vitality

- ▶ Share survey results on local consumers' social media preferences with businesses as a business visitation topic and, possibly, as part of social media training series.

### Promotion

- ▶ Develop and test concepts for district collaborative marketing programs and image enhancement campaigns via consumer-preferred social media apps.

## Potential Activities

- (E) Share consumer online preferences with businesses
- (P) Develop and launch collaborative marketing concepts
- (D) Design (E) Economic Vitality (O) Organization (P) Promotion

# MARKET INSIGHTS AND DIRECTIONS

## Downtown Traits and Trends

Survey respondents' level of agreement with ten different statements about Downtown Atmore help to identify both positive attributes and shortcomings, thereby lending direction for possible downtown marketing and enhancement strategies.



**“Special events create vibrancy in the downtown.”**

Consumers: 4.14      Businesses: 4.56



**“Downtown Atmore has things to do for many age groups.”**

Consumers: 2.28      Businesses: 2.38

Source: 2021 Downtown Atmore Consumer and Business Surveys.



# 67 PERCENT

Of consumers surveyed **agree** completely (39%) or somewhat (28%) with the statement “during the covid-19 pandemic, shopping in a small town environment is safer than shopping in a larger metropolitan area.”

Table 7

**Q: Using a scale from 1 (Disagree Completely) to 5 (Agree Completely), please indicate your level of agreement with the following statements about Downtown Atmore:**

### Consumers and Businesses Weighted Average Rating and (Rank)

Statements	Consumers		Businesses	
Special events create vibrancy in downtown.	4.14	(1)	4.56	(1)
Downtown is a good place to invest.	3.81	(2)	4.19	(2)
Customer service is exceptional in downtown	3.69	(3)	3.63	(5)
I feel safe downtown, even at night.	3.55	(4)	3.69	(4)
Downtown is clean and inviting.	3.40	(5)	3.00	(6)
I tell my friends and family to shop downtown.	3.34	(6)	4.00	(3)
Downtown is pedestrian-friendly.	3.33	(7)	2.88	(8)
Downtown presents a positive image to visitors.	3.27	(8)	3.00	(6)
Downtown is bicycle-friendly.	2.46	(9)	2.25	(10)
Downtown has things to do for many ages.	2.28	(10)	2.38	(9)

Source: 2021 Downtown Atmore Consumer and Business Surveys.

## Trends

Table 8

**Q: Which of the following best describes recent trends in Downtown Atmore?**

Recent Trends	Consumers	Businesses
Improving or making progress	49.4%	50.0%
Steady or holding its own	30.1%	42.9%
Declining or losing ground	20.6%	7.1%

Source: 2021 Downtown Atmore Consumer and Business Surveys.

## Insights

- ▶ Events staged downtown can help showcase the magic of a small town setting and “create vibrancy.” Events should also be embraced as one way to address lower ratings ascribed to the statement, “Downtown has things to do for many age groups.”

## Directions

### Design

- ▶ Work in partnership with the City and other groups and to address pedestrian and bicyclist safety concerns.
- ▶ Pursue placemaking initiatives and other improvements to enliven spaces, create year-round interest, and advance the downtown’s image as an economically vibrant place, and a place for fun, recreation, and entertainment.

### Economic Vitality

- ▶ Incorporate views on downtown as a “good place to invest” in messaging and materials to promote business, entrepreneur and investment opportunities.

### Promotion

- ▶ Work with the Chamber of Commerce, Pride of Atmore and other partners to identify event components and programming that could be expanded or test-marketed to enhance the district’s “entertainment factor.”

## Potential Activities

- (D) Address pedestrian and bicyclist safety concerns
- (D) Pursue placemaking activities to enliven spaces
- (P) Use events to test market ideas (i.e. booths, pop-ups)
- (D) Design (E) Economic Vitality (O) Organization (P) Promotion

# MARKET INSIGHTS AND DIRECTIONS



## Potential Business and Entertainment Opportunities

Q: Which of the following [types of businesses] would make you most likely to visit Downtown Atmore more often?

### Eating and Drinking Places

# 37%

Selected **Steakhouse** as one of their top choices.

Source: 2021 Downtown Atmore Consumer Survey.

Table 9 Eating and Drinking Places	
Top 5 Selections	
Steakhouse	37.4%
Italian Restaurant	30.1%
Farm to Table Restaurant	26.3%
All-American/50's Diner	23.6%
Pizzeria	23.3%

### Retail Establishments

# 32%

Selected **Specialty Foods Grocer, Deli & Wine** as one of their top choices.

Source: 2021 Downtown Atmore Consumer Survey.

Table 10 Retail Establishments	
Top 5 Selections	
Specialty Foods/Deli/Wine	31.5%
Arts, Crafts and Hobbies	28.7%
Sporting Goods/Outdoors	24.9%
Bookstore	24.6%
Jewelry Store	20.4%

### Entertainment



Consumers surveyed identified **Live Music Venue** as the type of venue they would visit most frequently.

\* The weighted average is based on cumulative responses for monthly expected frequency.

Scale:

- 1 = 0 times per month
- 2 = 1 to 3 times
- 3 = 4 to 6 times
- 4 = 7 to 9 times
- 5 = 10+ times.

Table 11 Entertainment Opportunities	
Q: How many times each month would you visit or participate in the following entertainment venues or activities?	
Expected Frequency	Wt. Avg*
Live Music Venue	1.99
Sports Bar	1.87
Live Theater	1.70
Escape Room	1.51
Open Mic Nights	1.48
Adult Dancing	1.45

Source: 2021 Downtown Atmore Consumer Survey.

## Insights

- ▶ Food service and retail establishments identified as candidates for growth could provide opportunities for prospects and entrepreneurs, or for existing businesses to reposition themselves in the market, to add complementary products or services, or to expand.
  - ▶ Expected frequency rates for different types of entertainment could provide direction for venue programming (including the redeveloped Strand Theatre), for downtown events, and for in-house entertainment hosted by downtown businesses.
  - ▶ Businesses and venues incorporating family-oriented entertainment and amenities, in-house events and activities, and locally-inspired décor also stand to benefit from consumers' affection for the district's environment, character and feel.
- \* See pages 16—20 for more on business opportunities

## Directions

### Economic Vitality

- ▶ Share survey results with existing businesses and discuss possibilities to add products or services, to reposition, or to expand to help fill gaps in the downtown mix.
- ▶ Share survey results with property owners and agents, and discuss business models that might be targeted for vacant properties, along with improvements that might be required to accommodate targeted tenants.
- ▶ Introduce a vacant storefront treatment program, such as a "This Space is Not Empty" poster program.
- ▶ Publicize survey results showing potential for business growth and expansion to heighten awareness, to appeal to local entrepreneurs, and to help generate leads.

### Potential Activities

- (E) Conduct business visits to share survey results
  - (E) Conduct vacant property visits to identify targeted uses
  - (E) Vacant property poster/storefront treatment program
  - (E) Publicize survey results and a list of "top prospects"
- (D) Design (E) Economic Vitality (O) Organization (P) Promotion

# MARKET INSIGHTS AND DIRECTIONS

## Priorities



The consumer and business survey groups both place a high priority on efforts to, **“Create incentives for new and expanding downtown businesses.”**

Source: 2021 Downtown Atmore Consumer and Business Surveys.

Table 12

**Q: On a scale from 1 (Low) to 5 (High), what level of priority would you place on possible downtown enhancement efforts to:**

Consumers and Businesses Avg. Rating and (Rank)

Enhancement Efforts	Consumers	Businesses
Create incentives for new and expanding Downtown Atmore businesses	4.43 (1)	4.69 (1t)
Improve streets, sidewalks, lighting, furnishings, green spaces, etc.	4.22 (2)	4.69 (1t)
Restore and preserve the downtown’s historic character	3.88 (3)	4.38 (3t)
Stage additional festivals and special events in the downtown	3.86 (4)	4.38 (3t)

Source: 2021 Downtown Atmore Consumer and Business Surveys.

## First Things

Question:

What is the first thing you would do to improve Downtown Atmore?

### CONSUMERS: FIRST THINGS TO IMPROVE DOWNTOWN



**28%**

Add/Recruit Businesses



**27%**

Buildings/Apearances



**10%**

Streets, Traffic & Trans

Table 13

**Q: What is the first thing you would do to improve Downtown Atmore?**

Categorized Topics—Top Five	Consumers	Businesses
Add/Recruit Businesses; Diversify Mix	27.5%	0.0%
Enhance Buildings and Appearances	27.1%	53.3%
Improve Streets, Traffic & Transportation	11.0%	6.7%
Improve/Increase Parking	7.3%	6.7%
Enhance Streetscape and Public Spaces	5.9%	6.7%

Source: 2021 Downtown Atmore Consumer and Business Surveys. Most frequent categorized responses shown.



**“What is the first thing you would do to improve Downtown Atmore?”**

Cloud View | Source: 2021 Downtown Atmore Consumer Survey

## Directions

### Design

- ▶ Continue efforts to restore and preserve the downtown’s historic character, with an emphasis on beautification and building improvement efforts.
- ▶ Work with the City and other economic development partners to identify needs and to develop and promote building improvement tools and resources for property owners, businesses and investors.
- ▶ Work with the City and Alabama Department of Transportation to monitor traffic volume and flow, and advocate for pedestrian-focused enhancements.

### Economic Vitality

- ▶ Continue to support businesses and local COVID-19 business recovery efforts.
- ▶ Engage local government, economic development partners, financial institutions, and other appropriate entities in efforts to identify, develop, and access incentives and technical assistance for entrepreneurs and for existing, new and expanding district businesses.
- ▶ Create a business assistance resources directory that maps the process for starting a business and includes contacts for business assistance.

## Potential Activities

- (D) Promote beautification and building improvements
- (D) Promote tools and resources for building improvements
- (D) Monitor traffic; advocate for pedestrian improvements
- (E) Continue to support COVID-19 recovery efforts
- (E) Incentives for buildings and new/expanding businesses
- (E) Create business assistance resources guide/directory
- (D) Design (E) Economic Vitality (O) Organization (P) Promotion

# MARKET INSIGHTS AND DIRECTIONS

## Like Most

The things people like most about Downtown Atmore can lend direction for creating and fine-tuning marketing, messaging and branding strategies that connect audiences with the district's most highly recognizable and distinguishable features.

**39** PERCENT

OF CONSUMERS SURVEYED IDENTIFIED FEATURES RELATED TO THE DOWNTOWN'S ENVIRONMENT, CHARACTER AND FEEL AS THINGS THEY LIKE MOST.



**“What is the one thing you like most about Downtown Atmore?”**

Cloud View | Source: 2020 Downtown Atmore Consumer Survey

## Directions

### Design

- ▶ Work with the Promotion Committee to incorporate the to-be-developed Downtown Atmore branding system's graphics and elements in streetscape furnishings, seasonal banners and décor, gateway and wayfinding treatments and signage, interpretive elements, etc.

### Promotion

- ▶ Work with Main Street Alabama to develop and implement a comprehensive Downtown Atmore branding system that includes logos, event graphics, corporate collaterals, signage, banner designs, etc.
- ▶ Work in concert with district businesses and community organizations to develop and deploy a customer-driven testimonial campaign that captures faces, images and quotes focused on the things consumers like most about Downtown Atmore—people, places and experiences that highlight the local, community-oriented nature of the downtown business mix, extraordinary customer service experiences, special features, favorite memories, and progress being made as part of the community's revitalization initiative.

## Potential Activities

- (D) Integrate branding extensions in the public realm
- (P) Create a stock photo library as marketing resource
- (P) Create Downtown Atmore branding system (w/ MS AL)
- (P) Launch a customer-driven testimonial campaign
- (D) Design (E) Economic Vitality (O) Organization (P) Promotion

Table 14

**Q: What is the one thing you like most about Downtown Atmore?**

Categorized Responses	Consumers	Businesses
Environment; Character and Feel	39.4%	33.3%
Business(es); Business Mix	24.0%	13.3%
General Appearances; Décor and “Look”	11.0%	13.3%
Location; Accessibility/Convenience	10.2%	6.7%
History/Historic Character; Buildings	8.3%	6.7%
Special Features	1.6%	20.0%
Festivals, Events and Entertainment	0.4%	6.7%

Source: 2021 Downtown Atmore Consumer and Business Surveys.  
Most frequent categorized responses shown.



# BUSINESS INSIGHTS AND DIRECTIONS

## Inside the Data

Sixteen Downtown Atmore businesses, operating in at least five different business sectors, participated in the survey.

Table 15

**Q: Which of the following best describes your primary business type?**

### Primary Business Type

Retail	25.0%
Service	43.8%
Eating and Drinking Places	6.3%
Professional/Office	18.8%
Other	6.3%

Source: 2021 Downtown Atmore Business Survey.

## Business Tenure



# 38 PERCENT

Of responding businesses have been located downtown 21 years or longer.

Table 16

**Q: How long has your business been located in Downtown Atmore?**

### Responses

Less than 1 year	12.5%
1 to 4 years	31.3%
5 to 9 years	6.3%
10 to 20 years	12.5%
21+ years	37.5%

Source: 2021 Downtown Atmore Business Survey.

Table 17

**Q: Do you own or rent your business location?**

### Responses

Own	62.5%
Rent	37.5%

Source: 2021 Downtown Atmore Business Survey.



## Insights

- ▶ The COVID-19 pandemic created extraordinary challenges to doing business and the impacts, for many, could be long-term. Main Street Atmore should continue to prioritize business support and retention efforts, acting as an advocate, promoter, facilitator and referral agent to connect businesses with technical assistance and resources.
- ▶ Investments and the level of new business activity seen prior to the COVID-19 pandemic was purportedly driving a heightened sense of the downtown as an emerging district—one conducive to investment and new ventures. That notion is supported by 44% of the business survey sample indicating they have been located in the downtown area for four years or less.
- ▶ Thirty-eight percent of respondents indicated their business has been located in downtown for twenty-one years or longer. The figure can be viewed as an indicator of stability, but it could also signal a need for help with business succession planning—a notion subsequently verified by 50% of respondents indicating interest in succession planning training topics.
- ▶ Succession planning needs for might also be more likely to involve a real estate transaction given that nearly two-thirds of survey respondents identified themselves as owner-occupants.

## Directions

### Economic Vitality

- ▶ Main Street Atmore and community partners should work to identify, promote and facilitate access to partners, resources and technical assistance to advance business retention and business succession planning efforts.

## Potential Activities

- (E) Assemble a business retention resources and contacts guide
- (E) Showcase long-time and start-up business success stories
- (E) Identify and promote succession planning resources

(D) Design (E) Economic Vitality (O) Organization (P) Promotion

# BUSINESS INSIGHTS AND DIRECTIONS

## Changes in the Making?

Business survey results provide insight on the nature and scope of possible changes that could occur in the district within the next two years—and areas where Main Street Atmore might channel its business support efforts.

# 56 PERCENT

Of responding businesses plan to **expand services or product lines** and to **start or complete building improvements**.

Table 18

**Q: In the next year or two, do you plan to change or modify your business in any of the following ways?**

Expand services or product lines	56.3%
Start and/or complete building improvements	56.3%
Increase number of employees	50.0%
Increase marketing	37.5%
Expand hours of operation	31.3%

Source: 2021 Downtown Atmore Business Survey. Most frequent responses shown.

## Business Support Opportunities

The survey group identified higher levels of interest in building improvement and business expansion assistance, and in succession planning and social media topics.

Table 19

**Q: Would you be inclined to use any of the following technical assistance programs and incentives?**

Free or low-cost building improvement design services	62.5%
Low interest building improvement loans	31.3%
Low interest business expansion loans	31.3%
One-on-one business counseling	25.0%
Assistance to sell your building and/or business	12.5%

Table 20

**Q: Of the following business seminar topics, which two would be of most interest and/or most useful to you?**

Business Succession Planning	50.0%
Social Media for Small Businesses	43.8%
E-commerce (Selling Online) for Small Businesses	25.0%
Marketing for Small Businesses	25.0%
Customer Service and Hospitality Training	18.8%

Source: 2021 Downtown Atmore Business Survey.



## Insights

- ▶ The nature of changes and interest expressed by the business survey group suggest the timing could be opportune for Main Street Atmore to:
  - Engage the downtown business community in collaborative marketing efforts, possibly packaged with social media, marketing and eCommerce training opportunities.
  - Promote small business technical assistance and counseling resources, including succession planning resources.
  - Work with area financial institutions, government and other economic development partners to identify, develop and promote sources for possible building improvement and business expansion loan programs.
  - Share market study findings on business types, products and services that could offer opportunities for expansion.

## Directions

### Design

- ▶ Work with Main Street Alabama and local design professionals and partners to:
  - Explore and promote options for targeted design assistance.
  - Apply the Main Street Alabama Design Best Practices/ Guidelines document to help guide local review processes and to develop, review or fine-tune local design guidelines.

### Economic Vitality

- ▶ Share market study findings on product lines showing potential for expansion with existing district businesses.
- ▶ Further explore interest for training, and preferred training formats, in the marketing, eCommerce and social media topics; and work with Main Street Alabama and area partners to identify and promote training opportunities.
- ▶ Work with property owners and realtors to inventory and promote business and investment opportunities via social media, window treatments, property tour events, etc.

## Potential Activities

- (D) Identify design assistance tools/resources for property owners
- (E) Promote resources for business expansion and improvements
- (E) Business training (survey results, social media, eCommerce, etc.)
- (E) Promote business and property investment opportunities

(D) Design (E) Economic Vitality (O) Organization (P) Promotion



# BUSINESS INSIGHTS AND DIRECTIONS

## Business Financing and Financials

Information gathered via the business survey revealed:

- Prior to the COVID-19 outbreak, 50% of businesses surveyed had applied for business financing or financial assistance from a bank or credit union, 19% from a private lender, and 13% from the Small Business Administration (SBA).
- Since the outbreak, 50% applied for SBA financing or assistance and 38% applied to a bank or credit union.
- Thirty-one percent have not applied for financing or assistance before or since the COVID-19 outbreak.
- Twenty-seven percent of respondents said they did not need assistance to apply, while 53% indicated they needed minimal or moderate assistance to apply.
- Respondents showed the highest level of comfort when working with a bank or credit union (measured at 4.53 on a scale of 5), followed by private lenders (3.60) and foundations/grants organizations (3.40).
- At least 20% of businesses surveyed indicated they have never prepared a pro forma or business plan.
- Forty percent prepare their own financial statements, and 60% use a CPA to prepare tax filings and returns.

## Business Performance

**40%**

Said gross sales or revenues increased in 2020 as compared to 2019.

**81%**

Expect gross sales or revenues to increase in 2021 as compared to 2020.

Table 21

**Q-A:** Which of the following describes the change in your business' gross sales or revenues in 2020 as compared to 2019?

**Q-B:** In your best estimation, how do you expect your gross sales or revenues to change in 2021 as compared to 2020?

Year-over-Year (YoY) Comparison Range	Q-A. 2019-20 Estimated	Q-B. 2020-21 Projected
Increase: 1% to 5%	0.0%	25.0%
Increase: 6% to 10%	13.3%	31.3%
Increase: 11% or more	26.7%	25.0%
Decrease: 1% to 5%	0.0%	0.0%
Decrease: 6% to 10%	13.3%	0.0%
Decrease: 11% or more	26.7%	0.0%
Stay about the same	6.7%	12.5%
Not in business previous year	13.3%	6.3%



## Insights

- ▶ Year-over-year increases in gross sales or revenues for 2020 reported by 40% of businesses surveyed, along with optimistic outlooks for 2021, would seem to support notions that the district is on an upward trajectory. The figures, though based on a limited sample, are nonetheless positive, especially when considering disruptions to commerce posed by COVID-19.
- ▶ At the other end of the spectrum, The same percentage of businesses (40%) reported 2020 year-over-year declines in gross revenues or sales—a finding reinforcing a need for the continued prioritization of business support and retention efforts.

## Directions

### Economic Vitality

- ▶ Repeat the business survey on an annual or biennial basis to track changes, and to stay in tune with the needs of businesses.
- ▶ Incorporate relevant tracking data into messaging and materials promoting downtown business and investment opportunities.
- ▶ Work with financial institutions and other development partners to gauge needs and possible resources to help new and existing businesses plan, access funding and financial assistance, and maintain strong financial and recordkeeping operations.

### Organization

- ▶ Supplement market study data with tracking data reported to Main Street Alabama to measure progress, to build support for Main Street Atmore and new and ongoing revitalization initiatives, and to promote opportunities to join the cause.

### Promotion

- ▶ Benchmark and track attendance estimates for downtown events to measure appeal and return on investment, and to incorporate into business recruitment messaging and materials.

## Potential Activities

- (E) Conduct a business survey on annual or biennial basis
- (E) Create a recruitment fact sheet incorporating tracking data
- (O) Produce an annual report with tracking data/progress updates
- (P) Benchmark and track event attendance and impacts

(D) Design (E) Economic Vitality (O) Organization (P) Promotion

# OPPORTUNITIES AND TARGETS

## Eating and Drinking Establishments Top 5 Profiles

Beyond identifying consumer preferences for new and expanded types of eating and drinking establishments, a breakdown of survey demographics by selection offers a starting point to better understand and profile the potential target market for different models, and the viability of different concepts with respect to price points, menu options, marketing and advertising strategies, merchandising, décor, and other important business considerations.

Following is a thumbnail profile of the potential target market for each of the five highest ranked prospects for eating and drinking establishments based on consumer survey results.

### Steakhouse

Consumer Survey Percent   (Ranking):			37.4% (1)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	49%	(54%)	Female	65%	(69%)
Within 20 Miles	44%	(37%)	Male	32%	(28%)
More than 20 Miles	7%	(9%)	<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	8%	(9%)
< \$50K	30%	(26%)	25 to 34	17%	(21%)
\$50K to \$99K	37%	(34%)	35 to 44	19%	(21%)
\$100K to \$149K	17%	(19%)	45 to 54	23%	(21%)
\$150 to \$199K	9%	(9%)	55 to 64	19%	(17%)
\$200K+	8%	(12%)	65+	13%	(11%)

### Italian Restaurant

Consumer Survey Percent   (Ranking):			30.1% (2)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	51%	(54%)	Female	77%	(69%)
Within 20 Miles	39%	(37%)	Male	22%	(28%)
More than 20 Miles	10%	(9%)	<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	10%	(9%)
< \$50K	16%	(26%)	25 to 34	26%	(21%)
\$50K to \$99K	37%	(34%)	35 to 44	16%	(21%)
\$100K to \$149K	22%	(19%)	45 to 54	21%	(21%)
\$150 to \$199K	10%	(9%)	55 to 64	18%	(17%)
\$200K+	15%	(12%)	65+	11%	(11%)

\* Overall survey sample shown in parentheses  
Source: 2020 Downtown Atmore Consumer Survey

Data Note: Percentages may not total 100% due to rounding



Table 23

**Q:** Which of the following types of new or expanded Downtown Atmore eating and drinking establishments would you be most likely to frequent on a consistent basis?

#### Top Consumer Survey Responses

Steakhouse	37.4%
Italian Restaurant	30.1%
Farm to Table Restaurant	26.3%
All-American/50's-themed Diner	23.6%
Pizzeria	23.3%
Deli/Sandwich Shop	21.1%
Breakfast/Brunch Restaurant	18.4%
Bakery	17.3%
Brewery or Brewpub	15.4%
Healthy Menu Eatery	15.4%
Asian Restaurant	11.4%
Mediterranean/Greek Restaurant	7.9%
Indian/Thai Restaurant	4.3%

Source: 2021 Downtown Atmore Consumer Survey. Multiple responses allowed.

# 38%

Of all **Business Survey** responses cited **Eating and Drinking** uses when asked, "What type of new downtown businesses or attractions, located near you, would be complementary to your businesses?"

Source: 2021 Downtown Atmore Business Survey.

# OPPORTUNITIES AND TARGETS



## Eating and Drinking Establishments | Top 5 Profiles

### Farm to Table Restaurant

Consumer Survey Percent   (Ranking):			26.3% (3)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	47%	(54%)	Female	69%	(69%)
Within 20 Miles	40%	(37%)	Male	25%	(28%)
More than 20 Miles	12%	(9%)	<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	2%	(9%)
< \$50K	24%	(26%)	25 to 34	25%	(21%)
\$50K to \$99K	28%	(34%)	35 to 44	21%	(21%)
\$100K to \$149K	22%	(19%)	45 to 54	19%	(21%)
\$150 to \$199K	8%	(9%)	55 to 64	22%	(17%)
\$200K+	18%	(12%)	65+	11%	(11%)

### All-American/50's-themed Diner

Consumer Survey Percent   (Ranking):			23.6% (4)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	61%	(54%)	Female	71%	(69%)
Within 20 Miles	29%	(37%)	Male	27%	(28%)
More than 20 Miles	10%	(9%)	<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	13%	(9%)
< \$50K	33%	(26%)	25 to 34	14%	(21%)
\$50K to \$99K	39%	(34%)	35 to 44	21%	(21%)
\$100K to \$149K	16%	(19%)	45 to 54	24%	(21%)
\$150 to \$199K	5%	(9%)	55 to 64	12%	(17%)
\$200K+	8%	(12%)	65+	17%	(11%)

### Pizzeria

Consumer Survey Percent   (Ranking):			23.3% (5)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	55%	(54%)	Female	70%	(69%)
Within 20 Miles	40%	(37%)	Male	28%	(28%)
More than 20 Miles	6%	(9%)	<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	10%	(9%)
< \$50K	23%	(26%)	25 to 34	30%	(21%)
\$50K to \$99K	33%	(34%)	35 to 44	29%	(21%)
\$100K to \$149K	26%	(19%)	45 to 54	19%	(21%)
\$150 to \$199K	8%	(9%)	55 to 64	10%	(17%)
\$200K+	10%	(12%)	65+	1%	(11%)

Different eating and drinking establishment models and concepts could incorporate one or more of the genres sampled in the consumer survey, and might also serve to address and benefit from an expressed desire by survey respondents for recreation and entertainment in the downtown area. For example, a pizzeria concept might also incorporate a select or rotating line of local or state brewery and winery selections or a limited soups, salads, wraps and sandwiches menu with a selection of healthy menu items; and the setting might provide for a children's play area, a student study bar, or periodic entertainment spilling into the evening hours.

Additional opportunities and concepts for both existing and new eating and drinking establishments might include menu options not currently offered in the downtown area or community; and the incorporation of various forms of entertainment, display or demonstration kitchens, tasting areas and events, and outdoor seating. Evening and nighttime establishments, in particular, might feature various genres of music and venues for local artists and storytellers to enhance the downtown's "fun & entertainment factor." Décor and themes might feature local art, history, culture and characters.

**Note:** The eating and drinking establishment targets described here should serve as a starting point. Main Street Atmore, downtown stakeholders, and community partners should infuse local knowledge and expertise into the process of analyzing market information to further develop profiles for business types and concepts that are a good fit for downtown, and that appear to have the very best chance to succeed. This will be an ongoing process, and the list of targets should be continuously reviewed, updated, and refined over time, and as conditions change.

Source: 2021 Downtown Atmore Consumer Survey | \* Overall survey sample shown in parentheses

# OPPORTUNITIES AND TARGETS

## Retail Establishments | Top 5 Profiles

Like the profiles created for top consumer survey-ranked eating and drinking establishments, profiles for top scoring retail establishments provide a starting point for better understanding local preferences—and potential target markets and the viability of different concepts with respect to price points, product and service lines, marketing and merchandising strategies, and other important business considerations.

Following is a thumbnail profile—or the potential target market—for each of the five highest ranked prospects for retail establishments based on results of the consumer survey.



### Specialty Foods Grocer/Deli/Wine

Consumer Survey Percent   (Ranking):			31.5% (1)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	48%	(54%)	Female	76%	(69%)
Within 20 Miles	40%	(37%)	Male	20%	(28%)
More than 20 Miles	12%	(9%)	<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	9%	(9%)
< \$50K	18%	(26%)	25 to 34	30%	(21%)
\$50K to \$99K	38%	(34%)	35 to 44	22%	(21%)
\$100K to \$149K	19%	(19%)	45 to 54	19%	(21%)
\$150 to \$199K	7%	(9%)	55 to 64	15%	(17%)
\$200K+	18%	(12%)	65+	5%	(11%)

### Arts, Crafts and Hobbies

Consumer Survey Percent   (Ranking):			28.7% (2)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	52%	(54%)	Female	80%	(69%)
Within 20 Miles	40%	(37%)	Male	16%	(28%)
More than 20 Miles	8%	(9%)	<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	10%	(9%)
< \$50K	35%	(26%)	25 to 34	24%	(21%)
\$50K to \$99K	33%	(34%)	35 to 44	16%	(21%)
\$100K to \$149K	19%	(19%)	45 to 54	21%	(21%)
\$150 to \$199K	6%	(9%)	55 to 64	22%	(17%)
\$200K+	8%	(12%)	65+	8%	(11%)

\* Overall survey sample shown in parentheses  
Source: 2021 Downtown Atmore Consumer Survey

Data Note: Percentages may not total 100% due to rounding

Table 24

**Q:** Which of the following types of new or expanded Downtown Atmore retail establishments would you be most likely to frequent on a consistent basis?

Top Consumer Survey Responses	
Specialty Foods Grocer/Deli/Wine	31.5%
Arts, Crafts and Hobbies	28.7%
Sporting Goods/Outdoors	24.9%
Bookstore	24.6%
Jewelry Store	20.4%
Health and Beauty	19.9%
Men's Clothing	18.0%
Butcher/Meat Market	17.1%
Pet Supplies/Clothing Store	14.1%
Electronics Store	12.4%
Gifts and Cards	11.0%
Household Appliances	7.5%
Bike & Bike Repairs Shop	4.4%

Source: 2021 Downtown Atmore Consumer Survey.

# 33%

Of all **Business Survey** responses cited **Retail** uses when asked, "What type of new downtown businesses or attractions, located near you, would be complementary to your businesses?"

Source: 2021 Downtown Atmore Business Survey.

# OPPORTUNITIES AND TARGETS

## Retail Establishments | Top 5 Profiles

### Sporting Goods/Outdoors

Consumer Survey Percent   (Ranking):			24.9% (3)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	45%	(54%)	Female	44%	(69%)
Within 20 Miles	42%	(37%)	Male	54%	(28%)
More than 20 Miles	13%	(9%)			
			<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	11%	(9%)
< \$50K	19%	(26%)	25 to 34	18%	(21%)
\$50K to \$99K	39%	(34%)	35 to 44	21%	(21%)
\$100K to \$149K	20%	(19%)	45 to 54	26%	(21%)
\$150 to \$199K	10%	(9%)	55 to 64	16%	(17%)
\$200K+	11%	(12%)	65+	8%	(11%)

### Bookstore

Consumer Survey Percent   (Ranking):			24.6% (4)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	49%	(54%)	Female	74%	(69%)
Within 20 Miles	41%	(37%)	Male	24%	(28%)
More than 20 Miles	10%	(9%)			
			<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	9%	(9%)
< \$50K	35%	(26%)	25 to 34	20%	(21%)
\$50K to \$99K	33%	(34%)	35 to 44	28%	(21%)
\$100K to \$149K	17%	(19%)	45 to 54	15%	(21%)
\$150 to \$199K	9%	(9%)	55 to 64	21%	(17%)
\$200K+	6%	(12%)	65+	7%	(11%)

### Jewelry Store

Consumer Survey Percent   (Ranking):			20.4% (5)		
<b>Residence:</b>	Pct.	*	<b>Gender:</b>	Pct.	*
Atmore Resident	54%	(54%)	Female	90%	(69%)
Within 20 Miles	41%	(37%)	Male	10%	(28%)
More than 20 Miles	5%	(9%)			
			<b>Age:</b>	Pct.	*
<b>HH Income:</b>	Pct.	*	< 25	7%	(9%)
< \$50K	19%	(26%)	25 to 34	15%	(21%)
\$50K to \$99K	32%	(34%)	35 to 44	18%	(21%)
\$100K to \$149K	22%	(19%)	45 to 54	23%	(21%)
\$150 to \$199K	9%	(9%)	55 to 64	20%	(17%)
\$200K+	19%	(12%)	65+	16%	(11%)

Source: 2021 Downtown Atmore Consumer Survey | \* Overall survey sample shown in parentheses



Survey results could provide inspiration for crossover concepts; and for existing downtown businesses to reposition themselves in the market, to introduce complementary products and services, or to expand. For example, select crossover lines from the cards and gifts, home furnishings and health and beauty categories could be packaged together in a single space, or could offer existing businesses opportunities to add complementary product lines from these categories. Certain lines might also be conducive to Pop-up Shop and kiosk-style models, or might start as festival booths in order to experiment with and test-market various concepts, models and product lines.

**Note:** The retail establishment targets described here should serve as a starting point. Main Street Atmore, downtown stakeholders, and community partners should infuse local knowledge and expertise into the process of analyzing market information to further develop profiles for business types and concepts that are a good fit for downtown, and that appear to have the very best chance to succeed. This will be an ongoing process, and the list of targets should be continuously reviewed, updated, and refined over time, and as conditions change.

# OPPORTUNITIES AND TARGETS

## Office and Service Uses

National trends and more recent COVID-19-related implications point toward a continued transition to a more convenience- and service-oriented society. These trends, and the existence of civic, government, office, and service uses already present in Downtown Atmore, suggest demand for space to accommodate these and other non-retail uses in the downtown area could remain constant or even increase in the future. Other trends that could influence the market include:

- ▶ Potential for existing Downtown Atmore non-retail uses, office tenants and service providers to expand beyond their existing space or footprint.
- ▶ The downtown area’s appeal to office, service, and residential uses that is likely to grow as success is realized from Main Street Atmore, Pride of Atmore and community downtown enhancement efforts – and the possibility that existing office and service uses currently located in other parts of the community and region will seek to relocate in the Downtown Atmore area.

The importance of, and opportunities for, new and expanding office and service uses in the downtown may best be demonstrated by:

- ▶ Sixty-six percent of consumer survey respondents indicated they visit Downtown Atmore on a daily or weekly basis to do errands or for office and service-related purposes.
- ▶ The redevelopment of the Strand Theatre and different uses proposed to be housed as part of the project promise to enhance the downtown experience and bring renewed focus and attention to the downtown area.
- ▶ The downtown’s proximity in relation to the community’s population concentrations make it a convenient location for service establishments and providers catering to the needs of the local population.
- ▶ The downtown’s existing and evolving business mix is conducive to personal care and service uses.
- ▶ The level of interest expressed by consumer survey respondents regarding new housing that could be developed in the downtown and surrounding area.

Office, service, government and civic uses in the Downtown Atmore area have always played an important role in generating traffic to support the district’s economy and sense of vitality. Predictably, office and service uses will continue to be important to the downtown area in the future. These uses should continue to be encouraged to locate in the downtown area and, where appropriate and applicable, Main Street Atmore and community development partners should work to locate these uses in buildings, spaces, and redevelopment sites that are conducive to creating and maintaining a strong sense of retail vibrancy throughout the downtown area.



*Office, service, government and civic uses in Downtown Atmore have always played an important role in generating traffic to support the district’s economy and sense of vitality.*

Table 25

**Q: How often do you visit Downtown Atmore...**

Frequency—Daily or Weekly	Percent
To do errands or for office and service-related purposes?	66.4%
For eating, drinking or entertainment?	54.4%
To shop?	34.1%

Source: 2021 Downtown Atmore Consumer Survey.

# OPPORTUNITIES AND TARGETS



## Housing

Consumers surveyed showed high levels of interest in downtown housing. The results lend support for the rehabilitation and development of a variety of housing styles in the downtown area.

**41%** Of consumers surveyed answered “Yes” or “Maybe” when asked, “Would you consider living in Downtown Atmore?”

Table 26

**Q: Would you consider living in Downtown Atmore?**

Yes	18.3%
Maybe	22.8%

Table 27

**Q: Would you prefer to own or rent housing in Downtown Atmore?**

Own	77.2%
Rent	22.8%

Table 28

**Q: What style of housing in Downtown Atmore would you look for or consider?**

Townhouse	48.9%
Loft	45.8%
Apartment	29.0%
Condo	23.7%
Live/Work Unit	16.8%
7.6%	14.9%

Table 29

**Q: What is the monthly mortgage payment or rent amount you would be willing to pay for your choice of downtown housing?**

Less than \$800	47.8%
\$800 to \$899	23.5%
\$900 to \$999	8.8%
\$1,000 to \$1,099	13.2%
\$1,100 to \$1,199	2.2%
\$1,200 to \$1,299	1.5%
\$1,300 or more	2.9%

Source: 2021 Downtown Atmore Consumer Survey.

**49%** **43%** **31%**  
**TOWNHOUSE** **25 to 44** **\$100K+**  
 Housing Style Age Household Income

### POTENTIAL DOWNTOWN HOUSING MARKET TRAITS

#### Insights

- ▶ High levels of interest expressed by the consumer survey group bode well for the potential rehabilitation and development of a variety of housing concepts and styles in the downtown area.
- ▶ The benefits of housing in a traditional downtown district are multifold and align with strategies envisioning a traditional or historic downtown district as the center of community life.
- ▶ Possibilities for downtown housing could include a range of styles and price points catering to a variety of lifestyles and life stages including:
  - The rehabilitation of vacant and underutilized upper levels of existing downtown buildings for a range of housing styles, such as apartments, lofts, and live-work units, appealing to different segments of the market.
  - Mixed use development at potential downtown area redevelopment sites.
  - The development of urban housing styles (i.e. row homes, townhomes, etc.) at appropriate sites in areas immediately surrounding the core downtown district.

# OPPORTUNITIES AND TARGETS

## Housing

Survey demographics compiled for those indicating an interest in downtown housing points to possibilities for a range of styles and price points catering to different lifestyles and life stages.

Table 30  
**Potential Downtown Housing Market Profile**

Age	Percent
24 or younger	11.2%
25 to 34	24.6%
35 to 44	18.7%
45 to 54	22.4%
55 to 64	12.7%
65 or older	10.4%

Household Size	Percent
1	10.4%
2	38.1%
3	18.7%
4 or more	32.8%

Household Income	Percent
Less than \$25,000	12.7%
\$25,000 to \$49,999	21.6%
\$50,000 to \$74,999	17.9%
\$75,000 to \$99,999	17.2%
\$100,000 to \$149,999	14.9%
\$150,000 and greater	15.7%

Source: 2021 Downtown Atmore Consumer Survey. Profile based on demographic characteristics of survey respondents who answered “Yes” or “Maybe” when asked, “Would you consider living in Downtown Atmore?”



## Directions

### Design

- Facilitate “Code Team” pre-project walk-throughs involving Design Committee members, building owners, building officials, and other relevant personnel to assess and troubleshoot potential challenges to the rehabilitation and development of downtown housing (and other downtown building rehabilitation and redevelopment projects), especially as it may apply to the upper levels of existing downtown structures.

### Economic Vitality

- Work with local government and community development and housing interests to further explore feasibility and identify possible programs, technical assistance, and resources that might be appropriate to support downtown area housing development goals.

### Promotion

- Host an annual “At Home Downtown” or “Living it Up Downtown” event to showcase downtown area housing units in the before, during, and after phases of rehabilitation or development.

## Potential Activities

- (D) Facilitate “Code Team” pre-project walk-throughs
  - (E) Inventory downtown housing units (existing & potential)
  - (E) Identify and promote housing development resources
  - (P) Organize downtown area housing showcase tours
- (D) Design (E) Economic Vitality (O) Organization (P) Promotion





# MOVING FORWARD

*Main Street Atmore's roles as partnership builder, resource locator, and publicity machine will continue to take on heightened significance as we navigate toward a post-COVID-19 world.*



## Extraordinary Times

Surveys performed and providing a basis for many of the strategies and actions proposed as part of this study were conducted in the early weeks of 2021, just prior to the approval and early distribution of COVID-19 vaccines. Now, in the early immunization and recovery stages, much remains uncertain. While better times and a return to something more closely resembling “normal” appear to be on the near horizon, the actual economic recovery timeline is still uncertain, and changes in lifestyles, consumer behavior and the way we do business are almost certain to be longer-lasting.

## Strategies, Projects and Activities

Activities proposed in this document and displayed in a quick-look format on the following page serve as a good starting point and guide for moving forward—in time and as life returns to a more normal state. Still, the impacts of recent events are almost certain to affect lives, behavior, and the well-being of existing businesses for a much longer period. It will be important, then, to maintain a strong focus on the needs of existing businesses, including business retention and support activities outlined in this study. Other ideas and activities are likely to grow out of this study's findings, as implementation steps are taken, and as new opportunities emerge.

## Supporting and Sustaining Activities

The ability to move forward with the ideas and opportunities advanced as part of this study, along with projects already in motion or planned for the future, will also hinge on a solid organizational foundation, strong partnerships, and supporting activities that, while not explicitly spelled out within the context of any market study, are absolutely essential to the success of Main Street Atmore and the community's downtown revitalization efforts.

Main Street Atmore's roles as partnership builder, resource locator, and publicity machine will continue to take on heightened significance as we navigate toward a post-COVID-19 world. In some cases this role may require the organization to locate or develop entirely new sources of funding to advance a new initiative, or it might require the organization to re-assess and shift priorities and budget allocations based on the findings of this study, as the human and economic impacts of recent events become more clear, and as conditions change in the future.

## Examples

### Supporting and Sustaining Activities

#### Board of Directors/Organization

- ▶ Fundraising and fund development activities to sustain the organization and implement projects and activities.
- ▶ Volunteer development activities including the recruitment, retention, and recognition of volunteers.
- ▶ Partnership and public participation efforts to involve a cross section of residents, business persons, elected officials, community leaders, and representatives from other community organizations.
- ▶ Monitoring and tracking progress, evaluating processes, measuring results, and taking appropriate action, where and when necessary, to refine operations or implement changes.
- ▶ Public relations to enhance awareness of the Main Street Atmore organization and the importance of its work to the community, and to publicize plans, projects and results.
- ▶ Monitoring and evaluating executive staff performance, needs for support staff, and budgeting accordingly.
- ▶ Leadership development, including the allocation of sufficient funds for board member, staff and volunteer leadership development and training.

#### Economic Vitality

- ▶ Building and Business Inventory to track occupancy, identify underutilized space, benchmark and track property values, develop a contacts database for building and business owners, create and update a downtown business directory, etc.
- ▶ “Hotlist” of downtown properties and spaces available for sale or lease to help facilitate matches between property owners/agents and prospective businesses, investors, developers and entrepreneurs.
- ▶ Business Resources Guide and Directory to help facilitate access to technical assistance and resources, and to help prospects navigate business start-up and property development processes.

# MOVING FORWARD

## Potential Activities | Quick Look Guide

### Economic Vitality

Ref	Potential Economic Vitality Activities	Pg.
1	Encourage non-retail uses to locate downtown	6
2	Share consumer online preferences with businesses	8
3	Conduct business visits to share survey results	10
4	Conduct vacant property visits to identify targeted uses	10
5	Vacant property poster/storefront treatment program	10
6	Publicize survey results and a list of "top prospects"	10
7	Continue to support COVID-19 recovery efforts	11
8	Incentives for buildings and new/expanding businesses	11
9	Create business assistance resources guide/directory	11
10	Assemble a business retention resources & contacts guide	13
11	Showcase long-time and start-up business success stories	13
12	Identify and promote succession planning resources	13
13	Promote resources for business expansion/improvements	14
14	Business training (survey results, social media, eCommerce)	14
15	Promote business and property investment opportunities	14
16	Conduct a business survey on annual or biennial basis	15
17	Create a recruitment fact sheet w/ tracking data	15
18	Inventory downtown housing units (existing & potential)	22
19	Identify and promote housing development resources	22

### Promotion

Ref	Potential Economic Vitality Activities	Pg.
1	Encourage/Facilitate cross-promotion efforts	6
2	Create a downtown businesses and services directory	6
3	Downtown promo displays and materials at anchors	7
4	Develop and launch collaborative marketing concepts	8
5	Use events to test market ideas (i.e. booths, pop-ups)	9
6	Create a stock photo library as marketing resource	12
7	Create Downtown Atmore branding system (w/ MS AL)	12
8	Launch a customer-driven testimonial campaign	12
9	Benchmark and track event attendance and impacts	15
10	Organize downtown area housing showcase tours	22
11		
12		
13		
14		
15		
16		
17		
18		
19		

### Design

Ref	Potential Economic Vitality Activities	Pg.
1	Downtown gateway and wayfinding signage/features	7
2	Address pedestrian and bicyclist safety concerns	9
3	Pursue placemaking activities to enliven spaces	9
4	Promote beautification and building improvements	11
5	Promote tools and resources for building improvements	11
6	Monitor traffic; advocate for pedestrian improvements	11
7	Integrate branding extensions in the public realm	12
8	ID design assistance tools/resources for property owners	14
9	Facilitate "Code Team" pre-project walk-throughs	22

### Organization

Ref	Potential Economic Vitality Activities	Pg.
1	Presentations/Updates to partners & community groups	6
2	MSA info displays and meet & greet events at anchors	7
3	Annual report with tracking data and progress updates	15
4		
5		
6		
7		
8		
9		

# MOVING FORWARD

## Next Step: Transformation Strategies

The information, insights, directions and potential activities emanating from the Market Study and Strategies process provide solid groundwork for the design and execution of a holistic, market-driven revitalization strategy. Still, it will be important to maintain focus on the ultimate vision for Downtown Atmore and to prioritize efforts, accordingly.

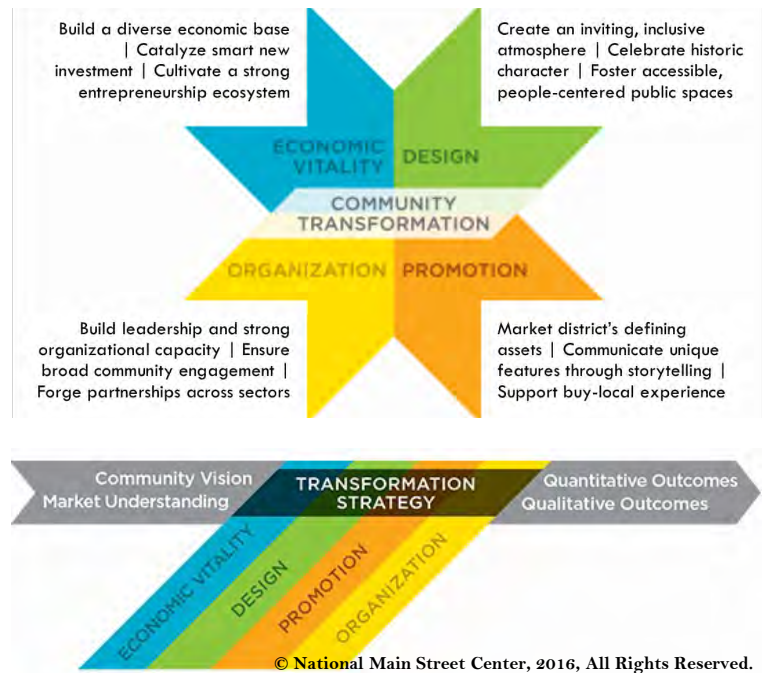
Main Street Alabama’s Transformation Strategies Development Service—the next step in the process—infuses locally-mined information and directions posed by the market study to help communities fine-tune strategies and prioritize projects and activities that incrementally create positive changes in the district’s economy.

## The Main Street Approach to Revitalization

Main Street Alabama works with member communities and organizations to adapt a time-tested and proven approach to revitalization developed and promoted by Main Street America™, a program of the National Main Street Center. The approach provides a framework for communities to rebuild, preserve, and reinvigorate their historic and older downtowns and neighborhood commercial districts.

The Main Street Approach® consists of three essential and tightly integrated tools:

1. **Community Vision** that is informed by broad and inclusive community input *and* market understanding.
2. **Transformation Strategies** that incrementally create positive changes in the district’s economy. These are implemented through simultaneous activity in four broad areas of work that, together, constitute the “Four Points.” In brief:
  - ◆ **Design** encompasses improving all the physical and visual aspects of the district.
  - ◆ **Organization** involves cultivating partnerships and resources for the district.
  - ◆ **Promotion** is about marketing the district.
  - ◆ **Economic Vitality** focuses on capital, incentives and other economic and financial tools for business and property development.
3. **Impact measurement** includes monitoring quantitative and qualitative outcomes.



## Transformation Strategies Explained

A *Transformation Strategy* articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district’s economy. Grounded by both an understanding of the underlying drivers of the local and regional economy, as well as community feedback and engagement, a Transformation Strategy should describe a market position that the commercial district can successfully fulfill.

*An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.*

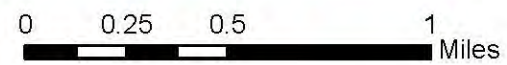
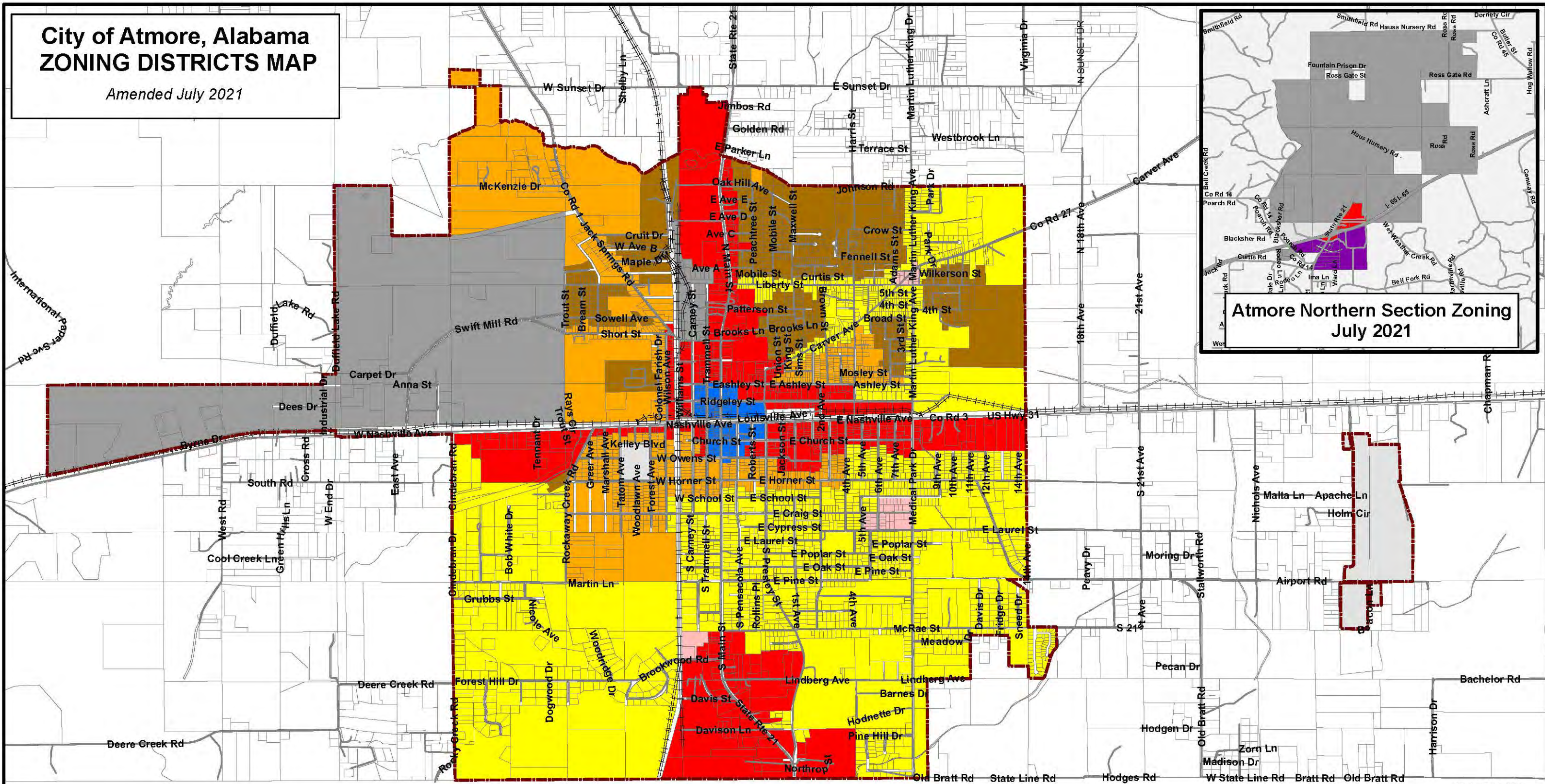
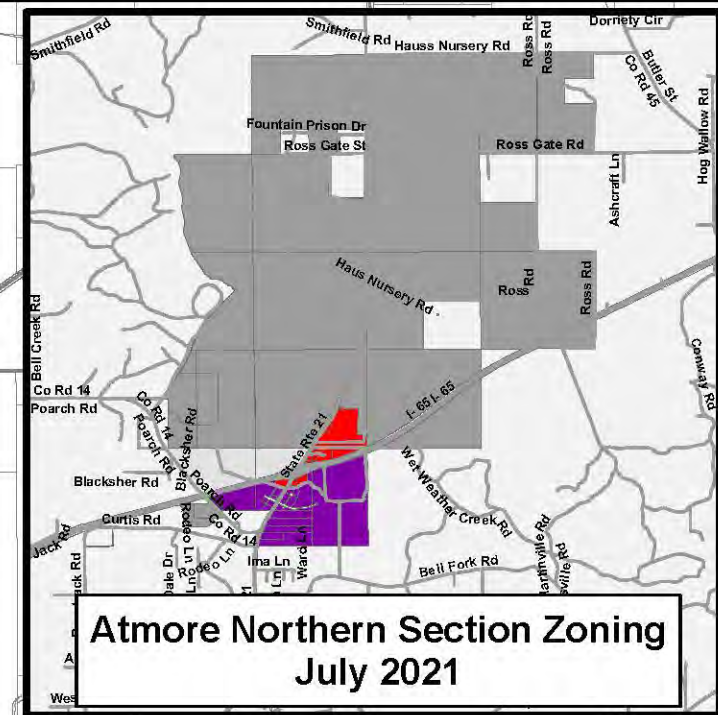
Simply stated, a *Transformation Strategy* is a comprehensive strategy that guides the direction of the revitalization initiative and, over time, transforms the district. Each Transformation Strategy has several important characteristics:

- ▶ It is **rooted in the community’s vision** for the district.
- ▶ It is **based on a solid analysis and understanding** of the district’s economy and its best economic opportunities.
- ▶ It is **comprehensive**, in that it is implemented through a broad range of activities that span the four broad areas of work represented by the Four Points.
- ▶ It is **measurable**, making it possible to track progress.
- ▶ It **provides guidance for program activities for a two- to five-year period**, after which the revitalization program should examine progress and make adjustments, as needed.

In general, a revitalization organization should work with one or two Transformation Strategies at a time. In some exceptional circumstances, it might consider tackling three Transformation Strategies—but more than three would be challenging.

# City of Atmore, Alabama ZONING DISTRICTS MAP

Amended July 2021



## LEGEND

- Corporate Limits
- Roads
- Railroads
- Escambia Co. Parcels

## ZONING DISTRICTS

- |                                |                      |                              |
|--------------------------------|----------------------|------------------------------|
| R-1 Low Density Residential    | B-1 Local Business   | M-2 General Industrial       |
| R-2 Medium Density Residential | B-2 General Business | PUD Planned Unit Development |
| R-3 High Density Residential   | M-1 Light Industrial | Downtown District            |



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## 5.1. Establishment of districts.

In order to regulate and restrict the height, number of stories and size of buildings or structures, the percentage of lots that may be occupied, the size of yards, courts and other open spaces, the density of population and the location and use of buildings, structures, and land use. The City of Atmore shall establish zoning use districts based on the following use classifications or variations thereof:

- 5.11 *R-1, Low Density Residential District.* This district is provided to afford the opportunity for the choice of a low density residential environment consisting of single-family homes on large lots.
- 5.12 *R-2, Medium Density Residential District.* The purpose of this district is to provide for medium density residential developments in single-family and duplex structures on medium sized lots.
- 5.13 *R-3, High Density Residential District.* The intent of this district is to provide the opportunity for high density, single-family, duplex and multi family residential development, including mobile homes meeting lot size requirements.
- 5.14 *B-1 Local Business District.* This district is intended to provide for limited retail convenience goods and personal service establishments in residential neighborhoods and to encourage the concentration of these uses in one location for each residential neighborhood rather than in scattered sites occupied by individual shops throughout a neighborhood.
- 5.15 *B-2 General Business District.* This district is intended to provide opportunity for activities causing noise and heavy traffic, not considered compatible in the more restrictive business district. These uses also serve a regional as well as a local market and require location in proximity to major transportation routes. Recreational vehicle parks, very light production and processing activities are included.
- 5.16 *M-1 Light Industrial District.* The purpose of this Light Industrial District is to provide a suitable protected environment for manufacturing, research and wholesale establishments which are clean, quiet and free of hazardous or objectionable emissions, and generate little industrial traffic. Locations should be in accordance with the City's Comprehensive Plan.
- 5.17 *M-2 General Industrial District.* The purpose of this General Industrial District is to provide a suitable environment for manufacturing activities. These districts are located for convenient access from existing and future arterial thoroughfares, highways and railway lines, and are in many instances separated from residential areas by business or light industrial areas or by natural barriers; where they are adjacent to residential areas, some type of artificial separation may be required. The district regulations are designed to permit the development of the district for almost any industrial uses, subject to the minimum regulations necessary for the mutual protection of the uses.
- 5.18 *DBD Downtown Business District.* The purpose of this district is to establish uses compatible with a vibrant commercial and retail center and a downtown area suitable for restaurants and family friendly entertainment. Uses which are not compatible with this purpose are restricted to other areas of the city.

(Ord. No. 02-2006, 4-24-2006; Ord. No. 05-2007, § 2, 10-22-2007; Ord. No. 02-2014, § 1, 4-21-2014)

## 6.1. General.

The following limitations and requirements are placed on uses in each district established under the authority of this ordinance, in accordance with the intent of the ordinance.

Any use requiring a building permit is subject to review and permit approval by the building official.

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Any special exception is subject to approval of the Board of Adjustment. Each application to the Board of Adjustment for approval of a use permitted by special exception shall be accompanied by a site plan prepared by the applicant or his agent.

In any case where a requested use is not specifically listed in the Table of Permitted Uses section of this ordinance, its status shall be determined by the Board of Adjustment by reference to the most clearly analogous use or uses that are specifically referred to in the Table of Permitted Uses. When the status of a use has been so determined by the Board of Adjustment, such determination shall thereafter have general application to all uses of the same type.

In general, any higher use may be permitted as a Special Exception in a lower use district, but no lower use shall be permitted in a higher use district, except as otherwise noted in the Table of Permitted Uses or where such use exists at the time of enactment of this ordinance, in which case it is subject to the requirements of the Nonconformance section of this ordinance.

Every use in any district, except in the M-1 and M-2 districts, shall be conducted entirely within a completely enclosed structure unless expressly exempted from enclosure requirements in this ordinance by Special Exception or as may be otherwise allowed by this ordinance.

It shall be the responsibility of the owner/developer to show (prove) compliance with the requirements of this ordinance.

(Ord. No. 02-2014, § 2, 4-21-2014)

## 6.2. Permitted uses and conditions.

Permitted uses are listed in the permitted use table of this article.

6.21 *Uses by right.* Uses in the tables identified by (R) are permitted by right, subject to the conditions specified in the tables or elsewhere in this ordinance.

6.22 *Special exceptions—conditional uses.* Uses in the tables identified by (S) require approval by the board of adjustment pursuant to Code of Alabama § 11-52-80. These uses are generally compatible within a designated district but because of their nature must be reviewed and approved before a building permit is issued.

6.23 *Variances.* Variances from the terms of the Zoning Ordinance may be granted by the board of adjustment in conformity with Code of Alabama § 11-52-80.

6.24 *Compliance with district requirements.* Except for approved variances and special exceptions, any use must comply with the requirements of the district in which it is located unless approved under the Planned Unit Development (PUD) provisions of the Subdivision Ordinance.

6.241 Other provisions of this ordinance notwithstanding, any tracts of farmland under cultivation or pastureland and timberland presently being used for such purposes may continue to be used for such purposes regardless of the zoning district in which they may be located.

6.242 Undeveloped land or land used for agricultural purposes or timber growing shall automatically be rezoned for single-family use.

6.25 *Uses prohibited.* Where any use or analogous use has blank spaces under any zones listed in the headings of the tables of permitted uses, such use is specifically prohibited in such zones.

6.26 *Group homes.* Any provision of this ordinance notwithstanding, the provisions of Code of Alabama § 11-52-75.1 shall apply to any application for a group home. Any provision of this ordinance notwithstanding, any federal law or regulation regulating or permitting a group home shall apply to any application for a group home.

6.2 Table of Permitted Uses and Conditions								
	Use Districts							
	R-1	R-2	R-3	B-1	B-2	M-1	M-2	DBD
Air conditioning sales and service.				R	R	R	R	R
Airport and/or crop dusting-spraying service; need not be enclosed within a structure.				S	S	S	S	
Ambulance/EMS service.				R	R	R	R	S
Amusement and recreation services: Must be so arranged that noise, vibration, lights, and all other possible disturbing aspects are enclosed, screened or otherwise controlled so that operation of the establishment will not unduly interfere with the use and enjoyment of properties in the surrounding area:								
Amusement park				R	R	R	R	
Amusement arcade, kiddie land				R	R	S	S	R
Archery range				S	S	S	S	S
Baseball batting cage				S	R	S	S	S
Billiard or pool hall					S	S	S	
Bowling alley				S	R	S	S	S
Fairgrounds, circus or carnival				R	R	R	R	
Golf course	S			R	R	R	R	
Golf course, miniature				R	R	R	R	
Golf driving range				R	R	R	R	
Pistol or rifle range								
Racquetball or tennis courts, indoor				R	R	R	R	
Skating rink, indoor				R	R	R	R	
Tennis courts, outdoor: need not be enclosed within a structure.				R	R	R	R	
Animal clinic/kennels for small animals when used as an accessory use to an approved principal use.				R	R	R	R	
Animal raising, small animal breeding; need not be enclosed within a structure.				S	S	S	S	
Antique store, not including repairing and refinishing.				R	R	R	R	R
Apparel and accessory store.				R	R	R	R	R
Appliance store.				R	R	R		R

Apothecary, limited to the sale of pharmaceuticals and medical supplies.				R	R	R	R	R
Art gallery or museum.	S	S	S	R	R	R	R	R
Art supplies.				R	R	R		R
Asphalt products manufacture.						R	R	
Auditoriums (large), stadiums, coliseums, and other such places of public assembly with occupancy load of 50 or more persons.				S	R	S	S	R
Auditoriums (small), for public assembly with occupancy load of less than 50 persons.				R	R	S	S	R
Automobile laundry, where the primary function is washing automobiles, but not including trucks or trailers; operations shall be conducted only within a completely enclosed structure, and all wastes shall be discharged directly into the sewer.				R	R	R	R	
Automobile manufacture.					S	R	R	
Automobile parts sales, except used parts.				R	R	R	R	R
Automobile storage, including parking lots; need not be enclosed within a structure.				S	S	S	S	S
Automobile, travel trailer, camper, farm equipment and implements and mobile home sales (new and used); need not be enclosed within a structure, but any mechanical or body repair must be done entirely within a structure which shall not have any opening facing the residential district other than a stationary window within 100 feet of residential district.					R	R	R	
Automobile and truck laundry, including steam laundry.				R	R	R	R	
Automobile and truck repair garage, mechanical and body; must be conducted in a structure which shall not have any opening facing the residential district other than a stationary window within 100 feet of residential district, and which shall not store or otherwise maintain any parts or waste materials outside such structures.				R	R	R	R	S
Automobile and truck sales and service; but not including commercial wrecking, dismantling, or auto salvage yard; need not be enclosed within a structure provided the unenclosed part shall				R	R	R	R	R



comply with the requirements for maintenance of off-street parking facilities.								
Automobile and truck service station including minor repair, subject to the requirements listed under special provisions, where the primary function is retail sale of gasoline, oil, grease, tires, batteries and accessories and where services are limited to installation of the items sold, washing, polishing, tire changing, greasing and minor repairs, but not including commercial wrecking, dismantling or auto salvage yard, major mechanical overhauling or body work; fuel pumps need not be enclosed within a structure.				R	R	R	R	R
Bait store or sales (live bait); need not be enclosed within a structure.				R	R			
Bakery, retail.				R	R	R	R	R
Bakery, wholesale.				R	R	R	R	
Bank, including drive up window.				R	R	R	R	R
Barber shop or beauty parlor.				R	R	R	R	R
Barber and beauty supplies and equipment sales.				R	R	R	R	R
Bed and breakfast. Owners must reside in dwelling. Dwelling may not have more than six guest bedrooms.			S	S	S			
Bicycle, lawnmower sales, service and repair.				R	R			R
Bird and wildlife sanctuary.	S	S	S	S	S	S	S	
Blueprinting and photostating shop.				R	R	R	R	R
Boat construction and storage, major; need not be enclosed within a structure but adequately screened from view.					R	R	R	
Boat sales, service and repair including accessories.				S	R	R	R	R
Boat storage, service and repair, minor. May include dry storage in an enclosed structure.					R	R	R	
Book store.				R	R	R	R	R
Bottling works.						R	R	
Building materials supply, provided that major storage areas are screened from view and that any machine operations are conducted entirely within an enclosed structure with no opening other than a stationary window within 100 feet of a residential district.				R	R	R	R	

Bus and railroad terminal facilities.				R	R	S	S	S
Business machines sales and service.				R	R	R	R	R
Business school or college.				R	R	R	R	
Butane and other liquefied petroleum gas products sales; need not be enclosed within a structure.				R	R	R	R	
Cabinet or carpenter shop.				R	R	R	R	
Cafe, grill, lunch counter and restaurant but not including night club, bar, tavern and drive in restaurant.				R	R	R	R	R
Camera and photographic supply store.				R	R	R	R	R
Candy, nut and confectionery store.				R	R	R		R
Canvas products manufacture.				R	R	R	R	
Carting, express, crating, hauling, storage.						R	R	
Catering shop or service.					R	R	R	R
Cemetery, subject to requirements of the special provisions.	S	S	S	S	S	S	S	
Chemical manufacture or processing (heavy, industrial).						S	S	
Churches and related accessory buildings.	S	S	S	R	R	R	R	R
City hall, police station, fire stations, courthouse, federal office building and similar public building.	S	S	S	S	S	S	S	S
Clay and clay products manufacture; need not be enclosed within a structure.					S	R	R	
Clinic, dental, medical or psychiatric for humans.				R	R	R	R	R
Clothing manufacture.						R	R	
Club or lodge, fraternal, civic, charitable or similar organization, public or private, but not including any such club, lodge or organization, the chief activity of which is a service or product customarily carried on as a business but not including an organization which sells alcoholic beverages for off-premises consumption or which allows alcohol to be brought in for on-premises consumption and charges individual admission fees for events held on the premises.	S	S	S	R	R	R	R	S
Club, county club, golf, swimming or tennis club or the like, privately owned and operated community club or association, athletic field, park. Recreation area, and similar uses of a recreational nature,		S	S		S	R	R	

provided that no building for such purposes is located within 100 feet of any property line.								
Cold storage plant.						R	R	
College or university provided that they are located on a lot fronting on an arterial street or road and that no building is located within 100 feet of any property line.	S	S	S	S	S	S	S	
College sorority or fraternity house.			S	S	S	S		
Commercial agriculture and farming operations, including horticulture, plant nurseries, and orchards.	S	S	S	R	R	R	R	
Concrete and concrete products manufacture; need not be enclosed within a structure.					S	R	R	
Contractor's storage yard for vehicles, equipment, materials and supplies, need not be enclosed within a structure, but must be enclosed within a solid fence to screen view; chain link or similar open fence may be permitted if a screen planting adequate to obstruct the view is provided.				R	R	R	R	
Convenience store (neighborhood).				R	R	R	R	
Dairy equipment sales.				R	R	R	R	
Dairy product sales.				R	R	R	R	
Delicatessen.				R	R	R	R	R
Department store.				R	R	R	R	R
Drive in restaurant.				R	R	R	R	R
Drug store.				R	R	R	R	R
Dry cleaning shop, including self service.				R	R	R	R	R
Dry goods or fabric store.				R	R	R	R	R
Dwelling, single family.	R	R	R	R	R	R	R	R
Dwelling, two family.		R	R	R	S	S		
Dwelling, multi family.			R	R	R	R		
Electric power generating plant.					S	S	S	
Electric power substation; need not be enclosed within a structure, but must be secured by a chain link or similar fence, or raised above ground so as to be inaccessible to unauthorized persons; requires visual screen.					S	S	S	
Electric repair shop.				R	R	R	R	R
Electric supply store.				R	R	R	R	R
Elevator maintenance office.					R	R	R	

Employee credit union office.				R	R	R	R	R
Exterminator service office.				R	R	R	R	R
Farm and garden equipment and supply store.				R	R	R	R	R
Farmer's market.				R	R	R	R	S
Fix it shop, including small appliance repair.				R	R	R	R	R
Fixture sales.				R	R	R	R	R
Floor covering sales and service.				R	R	R	R	R
Floral shop.				R	R	R	R	R
Food locker plant including rental of lockers for the storage of food; cutting and packaging of meats and game, but not the slaughtering of animals or fowl.					R	R	R	
Food products processing plant.					S	R	R	
Food products, wholesale storage and sales.						R	R	
Freight depot, railway or truck.						R	R	
Frozen food manufacture and packaging.						R	R	
Fruit and produce, retail.				R	R	R	R	R
Funeral home, mortuary or undertaking establishment.				R	R			
Furniture and home furnishing store, including office furniture and equipment.				R	R	R	R	R
Furniture repair, including upholstering and refinishing.				R	R	R	R	R
Gas regulator stations.	S	S	S	S	S	S	S	S
Gift shop.				R	R	R	R	R
Glass products manufacture.					S	R	R	
Grocery store, retail.				R	R	R	R	R
Gymnasium, commercial.				R	R	R	R	
Hardware store, retail.				R	R	R	R	R
Hardware store, wholesale, storage and sales.				R	R	R	R	R
Hatchery, poultry or fish.				S	S	S	S	
Heating and plumbing equipment supplies and service.				R	R	R	R	R
Hiking and nature trail.	R	R	R	R	R	R	R	
Hobby shop and supply store.			S	R	R	R	R	R
Home occupation.	S	S	S	S	S	S	S	S
Hospital, clinic, convalescent or nursing home, extended care facility or sanitarium for humans.	S	S	S	S	S	S	S	S
Hotel, motel or tourist home.				R	R	R	R	
Ice plant.				R	R	R	R	

Industrial park.					S	R	R	
Institution for children or the aged, day care.					R	R	R	
Interior decorating shop.				R	R	R	R	R
Kindergarten, play school or day care center, public or private, provided that all activities are carried on in an enclosed building or fenced yard and that all applicable federal, state, and local requirements are met.	S	S	S	R	R	R	R	
Laboratory, scientific.				R	R	R	R	R
Laboratory, medical or dental.				R	R	R	R	R
Landscape garden sales; need not be enclosed within a structure.				R	R	R	R	R
Laundry, self service.				R	R	R	R	R
Laundry and dry cleaning pick up station.				R	R	R	R	R
Laundry and dry cleaning plant.					R	R	R	
Laundry, linen supply or diaper service.						R	R	
Leather goods or luggage.				R	R	R	R	R
Library.	S	S	S	R	R	R	R	S
Liquor, wine or beer sales not to be consumed on premises and meeting local and state requirements.				R	R	R	R	
Livestock (cattle, horses, sheep and goats).								
Livestock (swine).								
Loan office.				R	R	R	R	R
Locksmith.				R	R	R	R	R
Lodging, boarding or rooming houses.			S	S	S			
Lumber yard and building materials; need not be enclosed within a structure.				R	R	R	R	
Machine shop.				R	R	R	R	R
Machinery, tools, and construction equipment, sales and service.					R	R	R	
Mail order house.				R	R	R	R	R
Manufactured home.			R					
Manufactured home park.			S					
Manufacturing, repair assembly or processing establishments of a light industrial nature, including but not limited to, the following:								
Confectionary, food, frozen dessert and milk products processing and manufacturing.						R	R	
Clothing and garment manufacturing.						R	R	

Laboratories for testing materials, chemical analysis, photographic processing.						R	R	
Musical instruments and parts manufacturing.						R	R	
Scientific, optical and electronic equipment assembly and manufacturing.						R	R	
Souvenirs and novelties manufacturing.						R	R	
Toy, sporting goods and athletic goods manufacturing.						R	R	
Manufacturing, extractive, including all natural mineral deposits except oil and gas.								
Manufacturing, general; the processing, fabrication, repair and servicing of any commodity or product.					S	R	R	
Marine stores and supplies.					R	S	S	R
Metal products fabrication.					R	R	R	
Millwork and similar wood products manufacture.						R	R	
Mobile home.								
Mobile home subdivision.								
Modular home.			R					
Modular structure.				S	S	S	S	
Motorcycle sales, service and repair.				R	R	R	R	R
Music store.				R	R			R
Natural preservation areas including bird and wildlife sanctuaries, nature and hiking trails, outdoor camping site and similar uses.	S	S	S	S	S	S	S	
News stand.				R	R	R	R	R
Nightclub. (Special Note: In considering a special exception-conditional use approval, the board of adjustment shall consider the nature of the proposed establishment, its proximity to other establishments with a similar use, the existing density of such use within the district, and the demonstrated ability of the applicant to operate such establishment in a manner consistent with public safety and the overall public good.)					S	S	S	S
Novelty and souvenir manufacture.						R	R	
Office.				R	R	R	R	R
Office equipment and supplies, retail.				R	R	R	R	R
Office equipment and supplies, manufacture.					R	R	R	
Oil and gas exploration and production activities.							S	

Oil well equipment, supplies and machinery; need not be enclosed within a structure.						R	R	
Optician.				R	R	R	R	R
Paint and wallpaper store.				R	R	R	R	R
Painting and decorating contractor.				R	R	R	R	R
Paper supplies, wholesale.					R	R	R	R
Park or playground including recreation centers; need not be enclosed within a structure.	S	S	S	S	S	S	S	S
Passenger depot, railway or bus.					R	R	R	R
Pawn shop.				R	R	R	R	R
Pet shop.					R	R	R	R
Petroleum and petroleum products, manufacture, processing or storage.						S	S	
Photography studio and/or processing.				R	R	R	R	R
Picture framing and/or mirror silvering.				R	R	R	R	R
Pipe storage; need not be enclosed within a structure.						R	R	
Planned unit development, fixed dwelling.	S	S	S					
Planned unit development, mobile home.	S	S	S					
Plastic fabrication.						R	R	
Plastic manufacture.					S	R	R	
Plumbing shop.				R	R	R	R	
Police substation, including highway patrol.	S	S	S	S	S	S	S	S
Post office.	S	S	S	S	S	S	S	R
Poultry live raising.								
Printing, blueprinting, bookbinding, photostatting, lithographing and publishing establishment.				R	R	R	R	R
Public utility production and maintenance building with proper screening.					S	S	S	
Public utility substation with proper screening.	S	S	S	S	S	S	S	S
Radio and television station transmitting tower.				S	S	R	R	
Radio and television sales, service and repair store.				R	R	R	R	R
Reducing exercise, karate, gymnastic or other body fitness type salon.				R	R	R	R	R
Restaurant defined as an establishment which does not primarily serve or sell alcoholic beverages and which has a full-service food menu and kitchen as well as seated food service.				R	R	R	R	R
Restaurant supplies and sales.				R	R	R	R	R

Riding academy; need not be enclosed within a structure.								
Roofing and sheet metal shop.				R	R	R	R	
Rooming house and boarding house.		S	S	R	R	R	R	
Rug and/or drapery cleaning service.				R	R	R	R	R
Sand and gravel storage yard; need not be enclosed within a structure but must be screened.						S	S	
Sawmill, planing, or timber storage.					S	S	S	
Schools public and/or private, elementary and/or secondary meeting the requirements of the education laws of the state.	S	S	S	S	S	S	S	
Seafood store, retail.				R	R	R	R	R
Sewage disposal plant; need not be enclosed within a structure.		S	S	S	S	S	S	
Shoe repair shop.				R	R	R	R	R
Shoe store, retail.				R	R	R	R	R
Sign shop.					R	R	R	R
Silviculture and related forestry operations; need not be enclosed within a structure.						R	R	
Small engine repair shop.				R	R	R	R	R
Sporting goods store.				R	R	R	R	R
Stockyard; need not be enclosed within a structure.								
Stone monument sales, retail.					R	R	R	S
Stone cutting and processing merchandise sold at retail.						R	R	
Studio for professional work or teaching of fine arts, such as photography, drama, speech, painting.				R	R	R	R	R
Studio for dance or music.				R	R	R	R	R
Surgical or dental supplies manufacture.						R	R	
Surgical or dental supplies retail.				R	R	R	R	R
Tailor shop.				R	R	R	R	R
Tattoo and body piercing establishment.						R	R	
Taxi terminal/storage and repair of vehicles.						R	R	
Taxidermy shop.				R	R	R	R	R
Teen club or youth center.				S	S	S	S	
Telephone exchange.		S	S	S	S	S	S	



Telephone equipment storage including shops and garage; need not be enclosed within a structure but must provide adequate screening.						R	R	
Temporary uses, including the sale of Christmas trees, seasonal fruit and vegetables from roadside stands, and similar uses. Farmers market only.					R	R	R	S
Theater, indoor.				S	R	S	S	R
Theater, outdoor/drive-in; need not be enclosed within a structure.					R	S	S	
Tobacco store.				R	R	R	R	R
Tower telecommunication facilities, requires approval from city council and planning commission in accordance with article XII of this chapter.	S	S	S	S	S	S	S	S
Toy store.				R	R	R	R	R
Trade school or college.				S	S	S	S	S
Transit vehicle storage and servicing; need not be enclosed within a structure.						R	R	
Utility company storage facility; need not be enclosed within a structure but must provide adequate screening.					S	R	R	
Variety store.				R	R	R	R	R
Veterinary service.				R	R	R	R	
Warehouse and storage facilities, major.						R	R	
Warehouse and storage facilities, minor; mini type (400 square feet per unit or less) do it yourself storage facilities; facilities must not open to the street; screening and landscaping is required.				R	S			S
Water storage; need not be enclosed within a structure.		S	S	S	S	S	S	S
Water or sewer pumping station.	S	S	S	S	S	S	S	S
Welding shop.				R	R	R	R	
Well drilling company.					R	R	R	
Wine Bar					S			S
YMCA, YWCA, and similar institutions.	S	S	S	S	S	S	S	S

(Ord. No. 06-2008, § 1, 7-28-2008; Ord. No. 12-2009, § 2, 12-14-2009; Ord. No. 09-2011, § 6.2, 7-11-2011; Ord. No. 04-2013, § 1, 5-13-2013; Ord. No. 14-2013, § 1, 12-23-2013; Ord. No. 02-2014, § 2, 4-21-2014; Ord. No. 05-2015, § 1, 9-14-2015; Ord. No. 03-2016, § 1, 6-27-2016; Ord. No. 2018-04, §§ 4—6, 10-22-2018; Ord. No. 01-2020, §§ 1, 2, 2-10-2020; Ord. No. 02-2020, §§ 1, 2, 2-10-2020)

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### 6.3. [Site plan approval requirements.]

A site plan shall be required for all projects except single-family structures. Site plan reviews shall be accomplished by the Planning Commission to ensure compliance with the provisions of the Zoning Ordinance and Subdivision Regulations in conformity with its purpose as stated in Article I.

- 6.31 Upon approval of the site plan, either as submitted or with changes and/or special conditions required by the Planning Commission, the Building Inspector may issue a building permit for a portion or all of the proposed development; provided that the application is in compliance with all applicable City, County, State and Federal requirements.
- 6.32 The City Engineer may recommend waiving certain requirements contained in Section 6.33 of this Ordinance if, in his opinion, the requirements are not essential to a proper decision on the project; or he may supplement the list with other requirements deemed necessary to clarify the nature of the proposed development.
- 6.33 An application for site plan approval shall include the following information unless some or all of these requirements are waived by the Planning Commission.
- a. The location and size of the site including its legal description and a current certified survey.
  - b. A vicinity map showing the site relation to surrounding property.
  - c. The recorded ownership interests, including liens, encumbrances, title certification in the form of a current title policy, title opinion or title report and the nature of the developer's interest, if the developer is not the owner.
  - d. The relationship of the site to existing development in the area including streets, utilities, residential and commercial development, and physical features of the land including significant ecological features. This information may be combined with requirements for the vicinity map specified in Section 6.33b above.
  - e. The density or intensity of land use to be allocated to all parts of the site together with tabulations by acreage and percentages thereof itemized by use and density.
  - f. The location, size and character of any common open space, commonly owned facilities and form of organization which will own and maintain any common open space and such facilities.
  - g. The use and maximum height, bulk and location of all buildings and other structures to be located on the site.
  - h. The substance of covenants, grants of easements or other restrictions which will be imposed upon the use of the land, buildings and structures, including proposed easements or grants for public utilities or other purposes.
  - i. The provisions for disposition of open space, including tree protection, landscaping provisions and buffering requirements.
  - j. In the case of plans which call for development over a period of years, a schedule showing the proposed times within which applications for building permits are intended to be filed.
  - k. Any additional data, plans or specifications which the applicant or the City believes is pertinent and which will assist in clarifying the application including, but not limited to plans for: screening, lighting and space, surface drainage, erosion and sediment control, water and sewer connections., landscaping, signs, and coastal protection.
  - l. A traffic impact analysis and corrective measures to address detrimental conditions brought about by the development.

- m. Architectural renderings, elevations and representative floor plans in preliminary form.
- n. The location and size of all signs to be located on the site. In the event that a sign is preexisting and fails to conform to the requirements as set forth in this ordinance, site plan approval will be granted only under the condition that all signs will comply with the regulations as set forth in the sign ordinance.
- o. Landscape plans which include the location of any trees in a tree protection zone.

**6.3.1. Regulations and standards—Permitted uses.**

Permitted Uses							
	R-1	R-2	R-3	B-1	B-2	M-1	M-2
Minimum lot area	12,000 sf	10,500 sf	7,500* sf	10,000 sf	10,000 sf	1 acre	1 acre
Minimum lot width at building line	100'	75'	50'	0	0	150'	150'
Maximum lot coverage	25%	30%	35%	35%	50%	75%	75%
Maximum building height	35'	35'	35'	45'	0	50'	50'
Front yard (see note A)	35'	35'	25'	20'	20'	25'	50'
Side yard (see notes A and B)	10'	10'	10'	0	0	0	30'
Rear yard (see note A)	30'	30'	30'	20'	20'	20'	35'
Maximum density (DU/acre)	1'	2'	6'	N/A	N/A	N/A	N/A
Buffer zone	N/A	N/A	N/A				N/A
Signs	See sign section						
Off-street parking	2'	2'	2'	See parking section			

\*Plus 2,000 sq. ft. per additional unit

Note A: Except along County, State and Federal Highways, the setback shall be 50 — parking to side or rear — move building to front property line — require sidewalks (ensure tree protection).

Note B: Side yards on corner lots shall not be less than 30 feet on any side adjacent to street R.O.W. (As required in Section 7.05 of the City's Subdivision Regulations).

(Ord. No. 01-2009, § 1, 5-26-2009)

**6.4. Conditional uses.**

The nature of these uses is such that when properly regulated, they are appropriate in several zones. In order to bring about the proper integration of these uses into the community's land use pattern, a special set of standards is provided for each use. Conditional uses, as stipulated within the zone district regulations, are permitted only after review and recommendation by the planning commission, and approval of the city council.

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(Ord. No. 04-2013, § 2, 5-13-2013)

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