

Case Study

Oxford, MS



Demographics & Information

Population—22,314 (2015 Estimate), 18,916 (2010 Census)
 Median Household Income—\$31,230 (2010-2014)
 University of Mississippi (2 miles away / 23,838 Students)

Downtown Amenities

- . 30+ Restaurants & Bars
- . Active Nightlife
- . Apartments & Condos
- . Bicycle Parking Racks
- . Blues Trail Marker
- . Burns-Belfry Museum
- . Community Center
- . Courthouse
- . Decorative Street Lights
- . Double Decker Bus
- . Downtown Inn, Hotels, B&B
- . Historic Department Store
- . Historic Lofts
- . L.Q.C. Lamar House Museum
- . Landscaping
- . Large Inventory of Historic Structures
- . Literary History
- . Maintained Vacant Buildings
- . Pedestrian Crossing Signals
- . Powerhouse Community Arts Center
- . Preserved Architecture
- . Southside Gallery
- . Terraces
- . The Lyric Oxford Music Venue
- . Underground Utilities

Organizational Support

- . Oxford Square Alliance
- . Membership Organization
- . Oxford-Lafayette County Chamber of Commerce
- . Main Street Association Member
- . Visit Oxford
- . Oxford-Lafayette County Economic Development
- . City of Oxford
- . Courthouse Square Preservation Commission
- . Oxford Department of Buildings and Grounds
- . University of Mississippi
- . Yoknapatawpha Arts Council
- . Successful Events
 - . July 4th Celebration
 - . Double Decker Arts Fest
 - . Oxford Blues Fest

Vital Statistics

- . Zoning
 - . DB—Downtown Business District (Mixed Use)
- . Comp. Plan—Key Planning Area—The Square
- . Local Historic District
- . National Historic District
- . Retirement Destination
- . Parking
 - . 6 Parking Lots
 - . On Street Parking
 - . Three Hour Parking
 - . Free Parking on Certain Holidays



Case Study

Columbus, GA



Demographics & Information

Population—200,579 (2015 Estimate), 189,885 (2010 Census)
Median Household Income—\$41,362 (2010-2014)
Columbus State University (4 miles & in / 8,307 Students)



Downtown Amenities

- . Apartments, Condos, & Lofts
- . Architectural Traffic Lights
- . Banner System
- . Benches
- . Bicycle Parking Racks
- . Brick Sidewalk Details
- . Chattahoochee River with whitewater course and zip line
- . College Dorms Downtown
- . Col. Symphony Orchestra
- . CSU Music School
- . Decorative Street Lights
- . Downtown Hotels
- . Improved / Maintained Historic Facades
- . Large Streetscaped Medians
- . Pedestrian Signals
- . Playground
- . Riverside Theatre Complex
- . Sculptures
- . Sidewalk Cafés
- . Splash Pad
- . Terraces
- . Underground Utilities
- . Water Fountains
- . Wayfinding
- . Wide Streets

Organizational Support

- . Artbeat Fund
- . Bradley-Turner Foundation
- . Business Improvement District
- . Columbus Consolidated Government
- . Columbus Convention & Visitors Bureau
- . Col. Cultural Arts Alliance
- . Columbus State University
- . Greater Columbus Georgia Chamber of Commerce
- . Historic Columbus Foundation
- . Private Investments
- . Public-Private Partnerships
- . Uptown Columbus
- . Successful Programs
 - . Saturday Market
 - . Foodtruck Festival

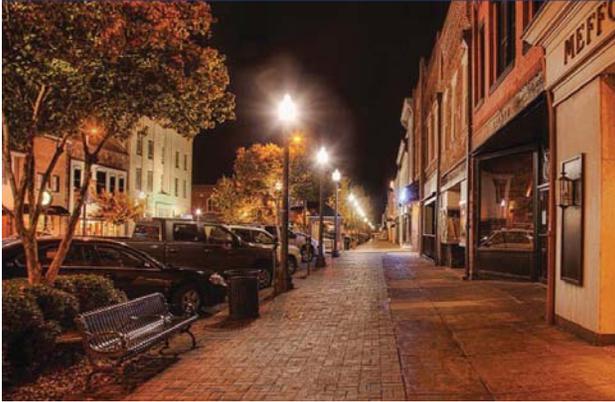
Vital Statistics

- . Zoning
 - . Uptown & Central
 - . Riverfront District
- . Business Improvement District
- . Tax Allocation District
- . National Historic District
- . Historic Architectural Review
- . Entertainment District
- . HCF Facade Loan Program
- . Parking
 - . Parking Lots & Decks (Public & Private)
 - . Onstreet Parking



Case Study

Florence, AL



Demographics & Information

Population—40,026 (2015 Estimate), 39,319 (2010 Census)
 Median Household Income—\$35,632 (2010-2014)
 University of North Alabama (adjacent / 7,233 Students)

Downtown Amenities

- . Adjacent to University
- . Apartments & Condos
- . Banner System
- . Benches
- . Bicycle Parking Racks
- . Brick Paved Streets
- . Brick Sidewalks
- . Decorative Street Lights
- . Historic Lofts
- . Historic Markers
- . Improved / Maintained Historic Facades
- . Landscaping
- . Large Inventory of Historic Structures
- . Parking Garage
- . Pedestrian Crossing Signals
- . Preserved Architecture
- . River Close to Downtown
- . Sidewalk Cafés (2)
- . Sidewalk Pedestrian Pavilions
- . Street Trees
- . Terraces
- . Underground Utilities
- . Wayfinding
- . Wide Sidewalks
- . Wide Streets

Organizational Support

- . Florence Main Street
- . Main Street Association
- . Membership Organization
- . Downtown Florence Unlimited
- . Alabama Mountain Lakes Tourist Association
- . City of Florence
- . First Fridays Committee
- . Florence Beautification Board
- . Florence Historical Board
- . Florence/Lauderdale Tourism Department
- . Shoals Chamber of Commerce
- . The Kennedy-Douglass Center for the Arts
- . University of North Alabama

Vital Statistics

- . Zoning
 - . C3—Central Business District (Mixed Use)
- . Alabama Historic District
- . National Historic District
- . Low Vacancy Rate per Main Street
- . Parking
 - . Parking Lots
 - . Parking Deck
 - . On Street Parking
 - . Metered Parking
 - . 2 Hour Max on Meter



Case Study

Hattiesburg, MS



Demographics & Information

Population—47,556 (2015 Estimate), 45,989 (2010 Census)

Median Household Income—\$27,827 (2010-2014)

Local University—Southern Miss (2 miles from Downtown)

Downtown Amenities

- . Architectural Traffic Lights
- . Bicycle Parking Racks
- . Community Center
- . Decorative Street Lights
- . Farmers Market
- . Hattiesburg Cultural Center
- . Hattiesburg Depot
- . Hattiesburg Zoo (1 mile from Downtown)
- . Historic Lofts
- . Large Inventory of Historic Structures
- . Longleaf Trace (41 mile multi-use trail)
- . Many Renovated Historic Structures
- . Maintained Vacant Buildings
- . Parking Garage
- . Pedestrian Crossing Signals
- . Preserved Architecture
- . Public Library
- . Saenger Theater
- . Sidewalk Trees
- . Town Square Park
- . Traditional Apartments
- . Twelve Event Venues
- . Underground Utilities

Organizational Support

- . Historic Hattiesburg Downtown Association
- . Non-Profit
- . Main Street Association
- . Membership Organization
- . Downtown Hattiesburg Farmers Market
- . Hattiesburg Arts Council
- . Area Development Partnership (*in Downtown*)
- . Certified Retirement Community
- . City of Hattiesburg
- . City Urban Forester
- . Parks & Recreation
- . Community Center & Depot
- . Landscape & Pedestrian Improvements Plan
- . Rails to Trails
- . Hattiesburg Historic Conservation Commission

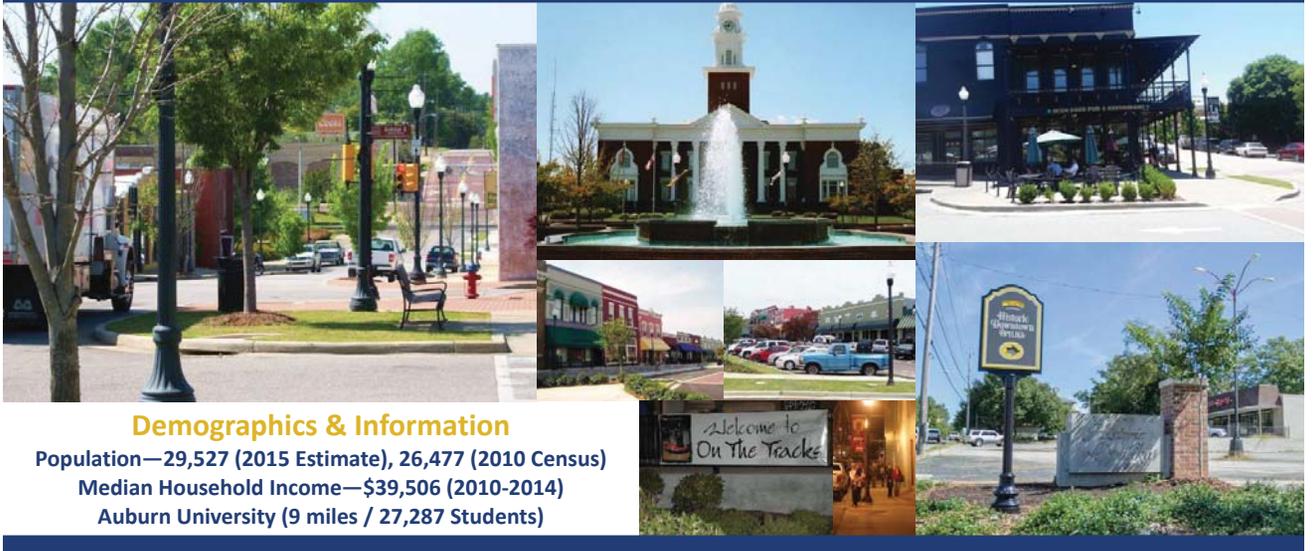
Vital Statistics

- . Zoning
 - . B4—Downtown Business District (Mixed Use)
 - . B1—Professional Business District (Commercial)
 - . B5—Regional Business District (Commercial)
- . 19 Available Buildings (*HHDA*)
- . Local Historic District
- . National Historic District
- . Parking
 - . Two Hour Parking
 - . 8 Parking Lots / Garage
 - . On Street Parking



Case Study

Opelika, AL



Demographics & Information

Population—29,527 (2015 Estimate), 26,477 (2010 Census)
 Median Household Income—\$39,506 (2010-2014)
 Auburn University (9 miles / 27,287 Students)

Downtown Amenities

- . Banner System
- . Benches
- . Brick Crosswalks
- . Decorative Street Lights
- . Decorative Street Signs
- . Decorative Traffic Lights on Street Poles
- . Improved Façades
- . Landscaped Railroad (Trees)
- . Lewis Cooper Jr Memorial Library and Arts Gallery
- . Park
- . Renovated Depot
- . Showcases Railroad
- . Sidewalk Cafés
- . Sidewalks Railings
- . Sidewalks with Brick Details
- . Street Trees
- . Underground Utilities
- . Water Fountain
- . Wayfinding
- . Successful Façade Program
 - . Bill Robert's Façade Enhancement Grant Program - CDBG program of the City of Opelika primarily funds this program. Property owners and tenants can apply for a 50% match for a façade enhancement up to \$5,000.00 per property. Approval must be received by the City Historical Commission and the Opelika Main Street Design Committee prior to commencement.

Organizational Support

- . Opelika Main Street Membership Organization
- . Main Street Organization
- . Auburn-Opelika Tourism Bureau
- . Opelika Arts Association
- . City of Opelika
- . City of Opelika Community Development under the Planning Department
- . City of Opelika Economic Development Department
- . Opelika Historical Commission
- . Chamber of Commerce
- . Successful Events
 - . On The Town: Downtown Opelika's Night Out
 - . On The Tracks
 - . Opelika Arts Festival
 - . Christmas in a Railroad Town

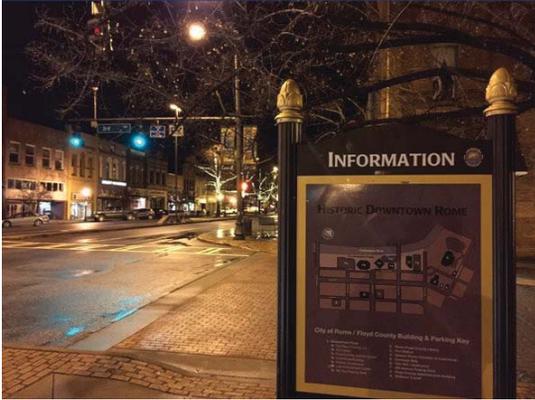
Vital Statistics

- . Zoning
 - . Downtown Commercial District
- . National Historic District
- . Historic Preservation
- . Entertainment District
- . Façade Improvement Program
- . Over \$18 million invested in building improvements during last 10 years
- . Low Interest Loan Program for Building Rehabilitation
- . Parking—Parking Lots & On-street Parking



Case Study

Rome, GA



Demographics & Information

Population—36,323 (2015 Estimate), 36,303 (2010 Census)
 Median Household Income—\$33,787 (2010-2014)
 Berry College (4 miles / 2,200 Students)



Downtown Amenities

- . Apartments
- . Banner System
- . Benches
- . Brick Sidewalk Details
- . Carnegie Building
- . Coosa River
- . Decorative Street Lights
- . Heritage Trail in Downtown
- . Hotel in an old Warehouse
- . Improved / Maintained Historic Facades
- . Large Grassy Medians
- . Largest Victorian Era District in Georgia
- . Oostanaula River
- . Pedestrian Signals
- . Pedicab Service
- . Rome Area History Museum
- . Rome City Clocktower Museum
- . Rome Little Theatre
- . Sidewalk Cafés
- . Splash Pad
- . Town Green Park
- . Underground Utilities
- . Wayfinding
- . Wide Streets

Organizational Support

- . Rome Downtown Development Authority (DDA)
 - . Main Street Association
- . Greater Rome Chamber of Commerce
- . Greater Rome Convention & Visitors Bureau
- . Rome Area Council for the Arts
- . Rome Community Development Committee
- . Rome Historic Preservation Commission
- . City of Rome, GA
- . Floyd County Government
- . Successful Programs
 - . Banking on Downtown
 - . Local Loan Program
 - . Rome RLF

Vital Statistics

- . Zoning
 - . CBC—Central Business Commercial
- . Downtown Design Guidelines
- . National Historic District
- . Preserve America Community
- . Tree City USA
- . Business Improvement District
- . Parking
 - . Parking Lots & Decks (Public & Private)
 - . Onstreet Parking
 - . Metered Parking



Case Study

Fairhope, AL



Demographics & Information

Population—18,730 (2015 Estimate), 15,326 (2010 Census)
 Median Household Income—\$58,767 (2010-2014)
 University of South Alabama (.2 miles / 16,000 Students)



Downtown Amenities

- . Architectural Traffic Lights
- . Art Galleries & Stores
- . Benches
- . Bicycle Parking Racks
- . Brick Sidewalks
- . Decorative Street Lights
- . Extensive Landscaping & Trees
- . Fairhope Community Park
- . Improved / Maintained Historic Facades
- . Improved Alleys
- . Information Kiosk
- . Municipal Pier & Fountain on the Bay
- . Murals
- . Parking Wayfinding
- . Pedestrian Signals
- . Public Art Walking Trail
- . Sidewalk Cafés
- . Street Artists
- . Terraces
- . Theater 98
- . Tree Trails
- . Underground Utilities
- . Upstairs Businesses & Residential
- . Wide Streets

Organizational Support

- . City of Fairhope
- . City of Fairhope's Horticulture & Landscape Department
- . Committee on Public Art
- . Downtown Fairhope Business Association (Fairhope Merchants Association)
- . Beautiful Fairhope Alabama
- . Eastern Shore Art Association
- . Eastern Shore Chamber of Commerce
- . Fairhope Historic Preservation Committee
- . Fairhope Museum of History
- . Successful Programs
- . First Friday Art Walk
- . Outdoor Art Show
- . Annual Arts & Crafts Festival
- . Glow in the Park Summer Movie Series

Vital Statistics

- . Zoning
- . Central Business District
- . Tree City
- . National Historic District
- . Entertainment District
- . Fairhope Beautification Program
- . Low Vacancy Rate
- . Parking
- . Free Public Parking Garage
- . Two Public Parking Lots
- . Onstreet Parking

