Downtown Montevallo Alive!

Housing Insights and Concepts

Prepared for

Montevallo MAIN STREET

Commissioned by

MAIN STREET ALABAMA

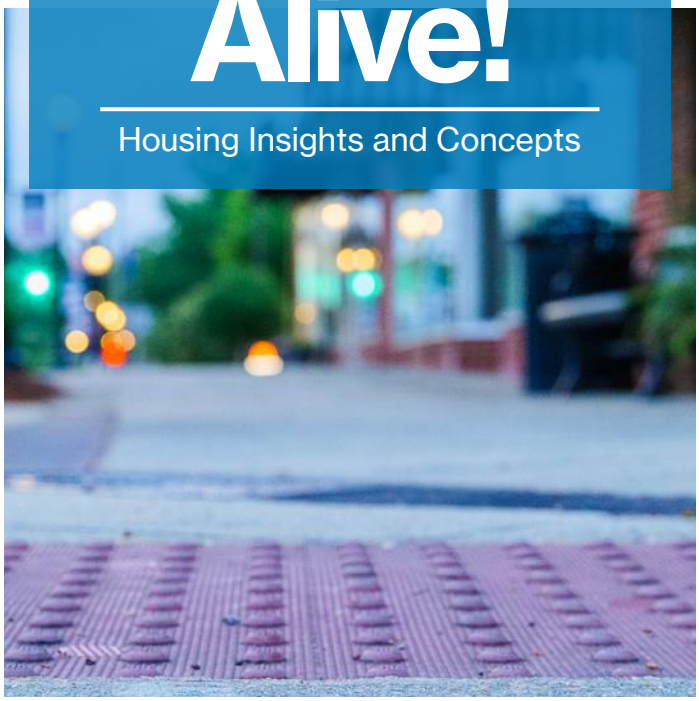
DOWNTOWN PROFESSIONALS NETWORK

Montevallo, Alabama | 2026



Downtown Montevallo Alive!

Housing Insights and Concepts



Inside

Montevallo Main Street's tenth anniversary marks a decade of remarkable progress and the transformation of the community's historic downtown into a vibrant place to live, work, and gather. Still, in many ways, the first ten years have only whet the appetite for what's possible as conversations turn to "what's next?"

Downtown Montevallo Alive! is a special initiative commissioned by Main Street Alabama to explore "what's next" possibilities for creating new and different styles of downtown housing in ways that address community needs, support the downtown economy, and build upon those things that already make Downtown Montevallo a special place today — and for the next ten years and beyond.

Montevallo MAIN STREET

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Housing and Market Study Limitations and Disclaimers

Housing and retail market studies and analyses, their components (such as retail sales gap analyses and surveys interpretation) and derivative housing and 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 housing and business development decisions, but it does not and cannot ensure success.

As is true of all demographic, economic, housing 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.

MAIN STREET ALABAMA

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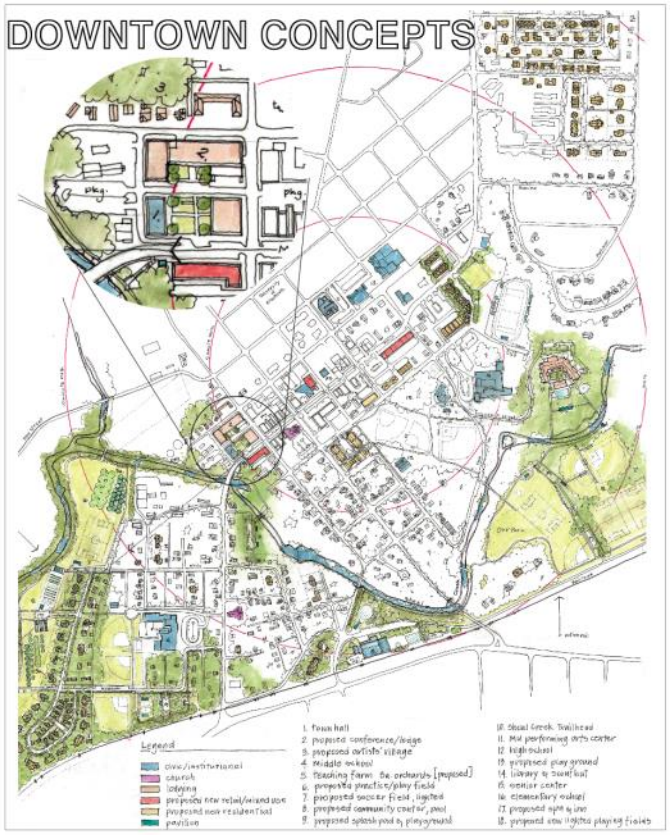
Background

Background research included a review of relevant studies and plans including:

- Montevallo Strategic Plan (2018)
- Making Montevallo Comprehensive Plan (2020)
- Shelby Urban County 2024-2028 Consolidated Plan
- Tri-County Housing Initiative Final Report (2025)
- What's Next, Montevallo? (Community Conversations, 2026)

As a capsule summary, the documents generally concur on a need for a mix of additional housing options and styles prompted by growing area and city populations. The 2018 Strategic Plan also presented concepts for housing and for new residential and retail/mixed use development in downtown, while the city's Comprehensive Plan includes goals and proposals to:

- Increase density within a five-minute walk radius of the Downtown/Urban Core area [Chapter 4—Future Land Use]
- Encourage and incentivize infill development and redevelopment [Chapter 4—Future Land Use]
- Encourage the development of medium density infill housing to achieve a mix of housing types and a range of price points, such as cottage sized single -family homes and fourplexes [Chapter 8—Livability & Code Reform]





Right: The Montevallo Strategic Plan created in 2018 provides direction and concepts for **Diverse Housing**, noting: "A mixture of housing types and lot sizes can provide more housing opportunities for a broader range of residents. Smaller homes and lots with less outdoor maintenance are in high demand, and the increased density can create a local population large enough to support a vibrant community. The increased population, density and vibrancy tend to mean a broader range of services that can be supported within walking or cycling distance." The plan also proposes to:

- Build new artisan studios and housing on Island Street. Create ground floor "Maker" studios or professional offices with upper floor housing.
- Create new, modernized public housing within a 5-minute walk radius of the heart of Downtown Montevallo.
- Consider new multi-family housing within the five minute walk radius. Require traditional scale, massing and architectural style that blend with the existing historic character of main street and adjacent neighborhoods.
- Explore creative housing styles such as pocket neighborhoods, tiny house villages, and tiny homes that will appeal to students, professors, and young professionals.

Demographic and Housing Trends

Demographic Trends

A Downtown Montevallo Housing Snapshot delivered as a companion document to this report summarizes and compares data for the Birmingham Metropolitan Statistical Area (MSA), Montevallo city, and Downtown Montevallo fifteen-minute walk time areas.

Overall, data and trends captured in the snapshot are generally consistent with background information and other recent area studies anticipating continued growth in the region, and pointing to a need for additional housing options. The comparison also shows that growth in the city's and downtown's population, on a percentage basis, has outpaced the rate seen at the MSA level since 2010, and the trend is expected to continue through 2030.

POPULATION AND HOUSEHOLD TRENDS | 2010—2025

			Change 2010—2025		
Population	**2010**	**2025**	**Total**	**Annual #**	**Annual %**
Birmingham, AL MSA	1,1280,47	1,194,552	66,505	4,434	0.39%
Montevallo City, AL	6,311	7,578	1,267	84	1.34%
Downtown Montevallo	2,171	2,449	278	19	0.85%
Households	**2010**	**2025**	**Total**	**Annual #**	**Annual %**
Birmingham, AL MSA	441,924	477,615	35,691	2,379	0.54%
Montevallo City, AL	2,341	2,766	425	28	1.21%
Downtown Montevallo	543	571	28	2	0.34%

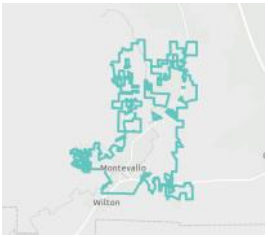
POPULATION AND HOUSEHOLD PROJECTIONS | 2025—2030

			Change 2025—2030		
Population	**2025**	**2030**	**Total**	**Annual #**	**Annual %**
Birmingham, AL MSA	1,194,552	1,208,389	13,837	2,767	0.23%
Montevallo City, AL	7,578	7,806	228	46	0.60%
Downtown Montevallo	2,449	2,492	43	9	0.35%
Households	**2025**	**2030**	**Total**	**Annual #**	**Annual %**
Birmingham, AL MSA	477,615	487,151	9,536	1,907	0.40%
Montevallo City, AL	2,766	2,902	136	27	0.98%
Downtown Montevallo	571	596	25	5	0.88%

HOUSING SNAPSHOT GEOGRAPHIES



MSA
Birmingham, AL Metropolitan Statistical Area (13820)
Geography: Core-Based Statistical Area (CBSA)



City
Montevallo City, AL (0150312)
Geography: Place



Downtown
15-Minute Walk Radius
Point of Origin:
Lat: 33.10152
Long: 86.86109
Geography: Walk Time

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Demographic and Housing Trends

Demographic Trends *(continued)*



POPULATION BY GENERATION

	Greatest Gen Born 1945 & Earlier	Baby Boomer Born 1946 to 1964	Generation X Born 1965 to 1980
MSA	4.1%	19.5%	19.6%
Montevallo city	3.4%	15.7%	16.1%
Downtown	2.3%	10.1%	9.4%

	Millennial Born 1981 to 1998	Generation Z Born 1999 to 2016	Alpha Born 2017 to Present
MSA	23.9%	22.6%	10.2%
Montevallo city	21.1%	35.6%	8.2%
Downtown	13.2%	60.1%	4.9%

Millennials (born between 1981 and 1998) and Baby Boomers (1946 to 1964), along with an increasing segment of early Generation X (1965 to 1980) are groups affecting national trends favorable to a traditional downtown or urban setting.

Retiring Baby Boomers and early Gen X consider lifestyle when weighing housing options, seeking convenience, access to health care, low-maintenance housing, and opportunities to engage in the community. Younger Millennials tend to favor housing options and locations that offer convenience, walkability, diversity, a strong sense of community, minimal commutes, and a healthier work-life balance.

Compared to the MSA, income levels and median age are significantly lower in both the Montevallo city and downtown geographies — especially within the downtown's fifteen-minute walk time where forty-six percent of the population is housed in group quarters (e.g. dormitories), and Generation Z (born between1999 and 2016) represents sixty percent of the population.

2025 POPULATION AND GROUP QUARTERS

Population	MSA	City	Downtown
Population	1,194,552	7,578	2,449
Group Quarters	30,040	1,192	1,116
Pct of Population	2.5%	15.7%	45.6%

HOUSEHOLD AND PER CAPITA INCOME

Median HH Income	MSA	City	Downtown
2025	$72,737	$60,000	$50,581
2030	$81,631	$67,252	$58,291
Annual Rate	2.45%	2.42%	3.05%
Per Capita Income	**MSA**	**City**	**Downtown**
2025	$40,570	$28,321	$16,888
2030	$45,086	$31,962	$18,947
Annual Rate	2.23%	2.57%	2.44%

MEDIAN AGE

Median Age	MSA	City	Downtown
2010	37.4	27.0	23.1
2025	39.9	31.3	23.1
2030	40.9	33.4	23.3

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Demographic and Housing Trends

Key Housing Indicators

DOWNTOWN HOUSING MORTGAGE INDICATORS



$6,404

Average Spent on Mortgage and Basics



36.2%

Percent of Income for Mortgage

For Downtown Montevallo (15-Minute Walk Radius), 2025. Source: Esri

HOUSING UNITS BY VALUE AND AFFORDABILITY

Owner Occupied Units	MSA	City	Downtown
2025 Median Home Value	$277,060	$276,148	$292,308
2030 Median Home Value	$340,700	$371,196	$407,333
2025 Average Home Value	$335,863	$346,810	$332,626
2025 Housing Affordability	**MSA**	**City**	**Downtown**
Housing Affordability Index	100	82	65
Avg Spent on Mortgage/Basics	$11,222	$8,125	$6,404
Pct. of Income for Mortgage	23.8%	28.8%	36.2%

Esri's Housing Affordability Index (HAI) measures the ability of a typical resident to purchase an existing home in an area. The index has a base of 100, representing an area where the median income is sufficient to qualify for a loan on a home valued at the median home price and not be cost-burdened. An index greater than 100 references areas where homes are affordable. An HAI less than 100 indicates areas where homes are less affordable and where median income is not high enough to purchase a median valued home.

Esri's Percent of Income for Mortgage (POIFM) variable represents the share of median household income to buy a median home value. Esri's home value estimates cover owner-occupied homes only. Assumptions are a 30 year mortgage, 20% down, and 6.8% interest.

Please note that HAI and POIFM are not applicable in areas with no households or areas that primarily contain rental units. Esri's home value estimates cover owner-occupied homes only.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Compared to MSA and Montevallo city figures, median home value is highest in the downtown area at $292,308. Comparatively high median home values, coupled with significantly lower income figures reported in the same area, can generate a distorted picture of affordability and availability.

2025 data for the study areas shows the average annual amount spent on a housing mortgage and basics is lowest in downtown at $6,404. But because area median household income is also significantly lower by comparison, the annual average housing expenditure calculates to 36.2% of income—the highest across the study areas.

Existing patterns in study area median home values are expected to continue through 2030, with the downtown value expected to increase more than 39 percent to reach $407,333 —the largest increase anticipated across the study areas.

Higher growth in downtown values could be driven, in part, by limited availability and options. Data from the 2019-2023 American Community Survey showed that of 35 downtown area housing units classified as vacant, only ten were actually available for rent, and no units were for sale only.

VACANT HOUSING UNITS BY STATUS

[2019—2023 ACS ESTIMATES]

Vacant Housing Units	MSA	City	Downtown
Total Vacant Units	62,082	218	35
- For rent	15.9%	18.8%	28.6%
- Rented, not occupied	4.6%	22.0%	17.1%
- For sale only	5.4%	0.0%	0.0%
- Sold, not occupied	4.6%	17.9%	8.6%
- Seasonal/occasional	7.1%	10.1%	14.3%
- For migrant workers	0.2%	0.0%	0.0%
- Other	62.3%	30.7%	31.4%

Included in the "Other" vacant category are year-round units which were vacant for reasons other than those categorized above: For example, held for settlement of an estate, held for personal reasons, or held for repairs .

Source: Esri; U.S. Census Bureau, 2019-2023 American Community Survey.

Downtown Housing Demand and Insights

Local Insights

Current housing-related data along with previous studies and plans, in short, establish a ***need*** for additional housing options in Montevallo. The Downtown Montevallo Alive! Survey gathered insights from nearly 600 area residents to help gauge potential ***demand*** for new and different styles of downtown housing, and to offer direction for projects and activities that could enhance the district's livability and appeal as a place to call home.

Nearly one in four Downtown Montevallo Alive! Survey respondents are interested in living in or within a short walk of Downtown Montevallo.

- Based on isolated sample of those not already living in the downtown area

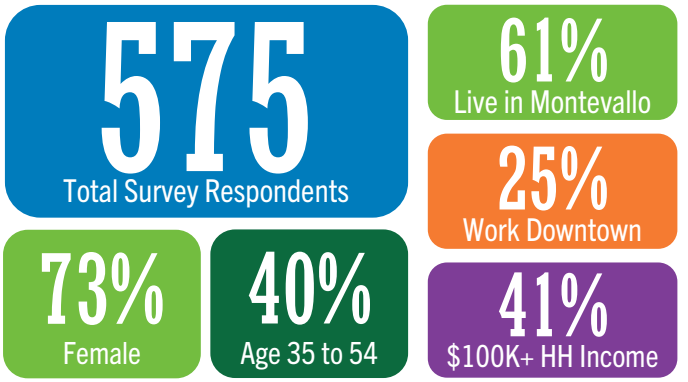
- Fifty-two percent of those interested would move downtown as soon as they find a suitable place (25%) or within one year (27%).
- Forty-eight percent indicated they would be more likely to buy their choice of downtown housing, and fifty-two percent would be more likely to rent.
- Twenty-eight percent of potential buyers would be more likely to purchase their choice of downtown housing without a mortgage.

Sixty-two percent of those interested in living downtown currently occupy a single family detached home.

The survey specifically asked respondents if they were interested in living in housing styles most appropriate for development within a traditional downtown business district setting (e.g. apartments, lofts, condominiums, live-work units, townhomes/rowhomes, cottage homes).

The comparatively high percentages of respondents indicating interest and currently occupying a single family home (62%), and those living at their current residence more than five years (46%), suggest new downtown area housing could trigger a transition, with some single family home dwellers opting for a downtown lifestyle freeing up existing homes for new and established residents and families.

DOWNTOWN MONTEVALLO ALIVE! SURVEY SAMPLE CHARACTERISTICS



INTERESTED IN LIVING IN DOWNTOWN MONTEVALLO?	
Yes	23%
No	77%

WOULD YOU BE MORE LIKELY TO BUY OR TO RENT?	
Buy	48%
Rent	52%

HOW SOON WOULD YOU MOVE? IF SUITABLE HOUSING WAS AVAILABLE	
As soon as I find a place	25%
Within 1 year	27%
In 1 or 2 years	23%
In 3 years or more	25%

HOUSEHOLD INCOME LEVELS THOSE INTERESTED IN LIVING DOWNTOWN	
Less than $50K	40%
$50K to $99K	32%
$100K to $199K	19%
$200K or more	10%

STYLE OF CURRENT RESIDENCE RESPONDENTS INTERESTED IN LIVING DOWNTOWN	
Single family detached home	62%
Apartment or condominium	14%
Mobile home	12%
Townhome or duplex	6%
Dorm or other group housing	0%
Other	6%

LENGTH OF TIME AT CURRENT RESIDENCE RESPONDENTS INTERESTED IN LIVING DOWNTOWN	
Less than 1 year	12%
1 or 2 years	14%
3 to 5 years	27%
More than 5 years	46%

Downtown Housing Demand and Insights

Household and demographic characteristics of the group interested in living downtown point to a mix of housing styles for a diverse market.

- Overall, forty-six percent of those interested in living downtown currently reside within Montevallo's city limits (but not downtown), while twenty-seven percent live more than ten miles from Montevallo.
- Twenty-six percent own their current place of residence without a mortgage, and forty-six percent have lived at their current residence more than five years.

A breakdown and comparison of survey household and demographic traits can also reveal some general tendencies describing the potential market. For example:

- Members of the survey group indicating they would be more likely to rent are more likely to be 35 to 44 year-old adults (36%) living with immediate and/or extended family (33%), with a total annual household income of $50,000 or less (59%).
- The group more likely to buy downtown housing is more likely to include couples without children (23%) or empty nesters or retired with no children at home (23%), with annual household incomes concentrated in the $50K to $99K bracket (38%), and extending into the $100K+ income brackets (42%) in a pattern more closely resembling the overall survey sample.

COMPARISON OF RENTER AND BUYER CHARACTERISTICS

TOTAL (OVERALL) SURVEY SAMPLE VS POTENTIAL RENTERS AND BUYERS

LOCATION OF CURRENT RESIDENCE	Overall	Renters	Buyers
Montevallo (in city limits, but not downtown)	46%	52%	41%
Within 10 miles of Montevallo	26%	17%	33%
More than 10 miles from Montevallo	27%	31%	26%

HOUSEHOLD COMPOSITION	Overall	Renters	Buyers
Adult living alone	12%	9%	10%
Adult living with immediate/extd family	16%	33%	16%
Adult living w/ unrelated roommate(s)	2%	6%	0%
Couple with child(ren)	29%	15%	16%
Couple without child(ren)	20%	21%	23%
Empty nester(s) or retired (no children)	14%	6%	23%
Single parent with child(ren)	5%	9%	3%
Other	2%	0%	10%

AGE GROUP	Overall	Renters	Buyers
24 or younger	6%	18%	7%
25 to 34	16%	18%	19%
35 to 44	21%	36%	23%
45 to 54	18%	12%	16%
55 to 64	16%	12%	16%
65 or older	22%	3%	19%

ANNUAL HOUSEHOLD INCOME	Overall	Renters	Buyers
Less than $25,000	11%	31%	6%
$25,000 to $49,999	14%	28%	13%
$50,000 to $99,999	34%	25%	39%
$100,000 to $149,999	24%	3%	19%
$150,000 to $199,999	8%	6%	10%
$200,000 and greater	9%	6%	13%

Source: 2026 Downtown Montevallo Alive! Survey.

Downtown Housing Demand and Insights

Downtown Housing Preferences

Cottage homes are most popular among those more likely to buy, while two bedroom apartments lead the way among potential renters.





Survey respondents interested in living in Downtown Montevallo

More Likely to Buy	48%

More Likely to Rent	52%

Buyers: Preferred Housing Styles	
Cottage Home	31%
Live-Work Unit	14%
2 BR Town/Rowhome	14%
Upper Level Open Loft	11%
3 BR Town/Rowhome	11%
2 BR Condo	8%

Renters: Preferred Housing Styles	
2 Bedroom Apartment	22%
Cottage Home	20%
3 BR Town/Rowhome	15%
Upper Level Open Loft	12%
2 BR Town/Rowhome	12%
1 BR Apartment	10%

Buyers: Preferred Amenities	
Pets allowed	50%
Laundry appliances in unit	47%
Off-street parking	38%
Upgraded finishes	32%
Patio or balcony	11%

Renters: Preferred Amenities	
Pets allowed	69%
Laundry appliances in unit	56%
Patio or balcony	51%
Off-street parking	28%
Upgraded finishes	26%

Buyers: Likely Purchase Price	
Less than $200K	50%
$200K to $299K	32%
$300K to $399K	12%
$400K or more	6%

Renters: Monthly Rent Willing to Pay	
Less than $800	10%
$800 to $999	49%
$1,000 to $1,199	23%
$1,200 or more	18%

POTENTIAL DOWNTOWN HOUSING DEMAND

Extrapolating the survey data using a current estimate of 4,400 households within a ten-minute drive of Montevallo as a basis and a ten percent capture rate generates a demand estimate of eighty -two units of owner– and renter-occupied housing of various styles in or within a short walk of Downtown Montevallo.

Potential Demand: Buyers

Preferred Style (Six most popular)	Survey %	Total Demand	@10% Capture
Cottage Home	2.96%	130	13
Live-Work Unit	1.35%	59	6
2 BR Town/Rowhome	1.35%	59	6
Upper Level Open Loft	1.08%	47	5
3 BR Town/Rowhome	1.08%	47	5
2 BR Condo	0.81%	36	4
Estimated Total Owned Units @ 10% Capture			**38**

Potential Demand: Renters

Preferred Style (Six most popular)	Survey %	Total Demand	@10% Capture
2 Bedroom Apartment	2.43%	234	11
Cottage Home	2.16%	187	9
3 BR Town/Rowhome	1.62%	187	7
Upper Level Open Loft	1.35%	141	6
2 BR Town/Rowhome	1.35%	117	6
1 BR Apartment	1.08%	70	5
Estimated Total Rented Units @ 10% Capture			**44**

Note: Total demand estimates for this model are calculated by multiplying the percentage of survey respondents by an area households basis of 4,400—the approximate number of households currently within a ten-minute drive of Downtown Montevallo. Capture rates are variable.

Downtown Housing Demand and Insights

Downtown Housing Preferences

Affordability of housing is a primary consideration when choosing a place to live.

Q: Which of the following aspects are most important to you when choosing a place to live?

Responses | Top 5 Shown	Percent
Affordability of housing	53%
Pet-friendly policies and amenities	40%
Safety of neighborhood	30%
Availability of reserved off-street parking	21%
Walkability of neighborhood	21%

Survey statistics appearing in the tables to the right provide an indication of what might be expected in maximum rents or mortgages based on the household incomes of survey respondents interested in living downtown. The maximum amounts calculated based on industry standards and rules illustrate the challenge facing those in the lowest income brackets where affordability — and, inherently, project feasibility — can most often only be achieved through one or a combination of federal and state housing assistance and tax credit programs. Local initiatives, developer incentives, and streamlined site plan review, entitlement, and permitting processes can also attract interest, enhance project feasibility, and help prime the pump.

For others, affordability, lifestyle, and value tend to go hand-in-hand, and attempts at gauging "the market" for downtown housing is likely to include:

- The livable nature of the downtown environment (e.g. safety, walkability) and current trends.
- The ability to create new and different styles of housing unique to the wider housing market.
- Growing segments of the market that will choose to live in a traditional downtown setting.
- The scale and incremental nature of development that more often occurs in a historic downtown.

Given that incremental nature of development, these and other factors inevitably come into play as market evaluations become more project specific and seek to determine, for example, "Are there eight persons or households in the market who would pay $1,200 per month for a well appointed 700 square foot studio loft?"



MONTHLY MAX MORTGAGE EXPENSE FOR POTENTIAL BUYERS

FOR THOSE MORE LIKELY TO BUY DOWNTOWN HOUSING

Household Income	Survey Pct.	Max Range @ 28%
Less than $25,000	6%	$0 to $583
$25,000 to $34,999	6%	$583 to $817
$35,000 to $49,999	6%	$817 to $1,167
$50,000 to $74,999	16%	$1,167 to $1,750
$75,000 to $99,999	23%	$1,750 to $2,333
$100,000 to $149,999	19%	$2,333 to $3,500
$150,000 to $199,999	10%	$3,500 to $4,667
$200,000 and greater	13%	$4,667 and greater

The maximum range shown is calculated based on the 28% Rule which states borrowers should spend 28% or less of monthly gross income on their mortgage payment (e.g. principal, interest, taxes and insurance).

MONTHLY MAX HOUSING EXPENSE FOR POTENTIAL RENTERS

FOR THOSE MORE LIKELY TO RENT DOWNTOWN HOUSING

Household Income	Survey Pct.	Max Rent Range @ 30%
Less than $25,000	31%	$0 to $625
$25,000 to $34,999	9%	$625 to $875
$35,000 to $49,999	19%	$875 to $1250
$50,000 to $74,999	16%	$1,250 to $1,875
$75,000 to $99,999	9%	$1,875 to $2,500
$100,000 to $149,999	3%	$2,500 to $3,750
$150,000 to $199,999	6%	$3,750 to $5,000
$200,000 and greater	6%	$5,000 and greater

A Rent-to-Income Ratio determines the monthly or annual gross income a tenant must earn to be able to afford rent each month. The calculations use an industry standard of 30% of annual household income.

Downtown Housing Demand and Insights

Downtown Livability and Appeal

Downtown districts, in many communities, have historically been places to live because it was cheap—a stigma that, especially in the absence of housing products that provide a glimpse of what downtown housing is or could be, is often perpetuated.

With few exceptions, the style and quality of new and rehabilitated housing developed in a downtown area will take cues from the existing inventory and surrounding environment. Aspects identified by survey respondents as most important in their decision-making process when choosing a place to live, along with the nature of enhancements that might positively influence the market and downtown's appeal as a place to visit, work, live, and gather, can provide direction for supporting strategies, actions, and messages.

Eighty-four percent of current downtown area residents are likely to recommend Downtown Montevallo as a good place to live.

Q: How likely are you to recommend Downtown Montevallo to friends and family as a good place to live?

Very or somewhat likely	84%
Neither likely nor unlikely	8%
Very or somewhat unlikely	8%

Forty-nine percent of those surveyed describe recent trends in Downtown Montevallo as, "Improving or making progress."

Q: Which best describes recent trends in Downtown Montevallo?

Improving or making progress	49%
Steady or holding its own	38%
Declining or losing ground	14%

Trending: Local perspectives on downtown living, features, and trends provide a strong platform for developer, investor, and business attraction and promotion efforts.



DOWNTOWN TRAITS

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

"I like the downtown's historic buildings, character and vibe."
Average Score: **4.50**

"Downtown presents a positive image to visitors."
Average Score: **4.13**

"Downtown is an interesting and fun place."
Average Score: **3.89**

"Downtown Montevallo is a good place to invest."
Average Score: **3.80**

Average scores shown. Scale: 1 = Completely Disagree | 5 = Completely Agree
Sources: 2026 Downtown Montevallo Alive! Survey.

Downtown Housing Demand and Insights

Downtown Livability and Appeal

Redeveloping vacant and underutilized downtown buildings and sites ranked highest among priorities for downtown business and real estate development efforts.

Business and Real Estate Development Priorities	Avg Score
Redevelop vacant and underutilized downtown buildings and sites	4.37
Attract new retail and food establishments to expand options	4.21
Create space for local entrepreneurs and small business start-ups	3.63
Create more housing options in the downtown area	2.78

Average Score based on cumulative responses for frequency range. Scale: 1= Low | 5= High

Seventy-six survey respondents (18% of survey sample) expressed interest in one or more **downtown business, development, and real estate opportunities.**

Business, Development and Real Estate Opportunities of Interest	Count
Opening a new business in Downtown Montevallo	47
Expanding my existing business already located in downtown	20
Buying commercial property in Downtown Montevallo	19
Moving my existing business to Downtown Montevallo	9
Selling my Downtown Montevallo business or property	8
Re/Developing my existing downtown building or property	6

Multiple selections allowed.

Expanding the selection of eating and drinking places ranked highest among features that would make Downtown Montevallo a more appealing place.

Q: Which features or enhancements would most impact efforts to make Downtown Montevallo a more appealing place to visit, work, and live?

More or wider selection of eating and drinking places	44%
More or wider selection of retail establishments	37%
More outdoor dining and lounging areas	22%
More family-oriented activities and amenities	18%
More arts & culture activities and/or facilities	13%

Up to two selections allowed. Top five shown.

WANTED IN DOWNTOWN MONTEVALLO

FOR EXPANSION AND RECRUITMENT BASED ON SURVEY RESULTS



Family Restaurant polled highest among eating and drinking places.

Eating & Drinking Places | Top 8	
Family Restaurant	45%
Classic American Diner	37%
Italian Restaurant	27%
Healthy Menu Eatery	22%
Mediterranean Restaurant	22%
Deli & Sandwich Shop	19%
Pizzeria	16%
Brewpub	15%



Antiques Market was the most popular retail establishment option.

Retail Establishments | Top 8	
Antiques Market	36%
Bookstore	33%
Consignment Boutique	29%
Vintage Records & Goods	24%
Home Furnishings & Décor	20%
Hobbies, Toys & Games	19%
Pet Supplies Store	16%
Wine & Specialty Foods	16%



Amusements, Venues and Activities | Top 5

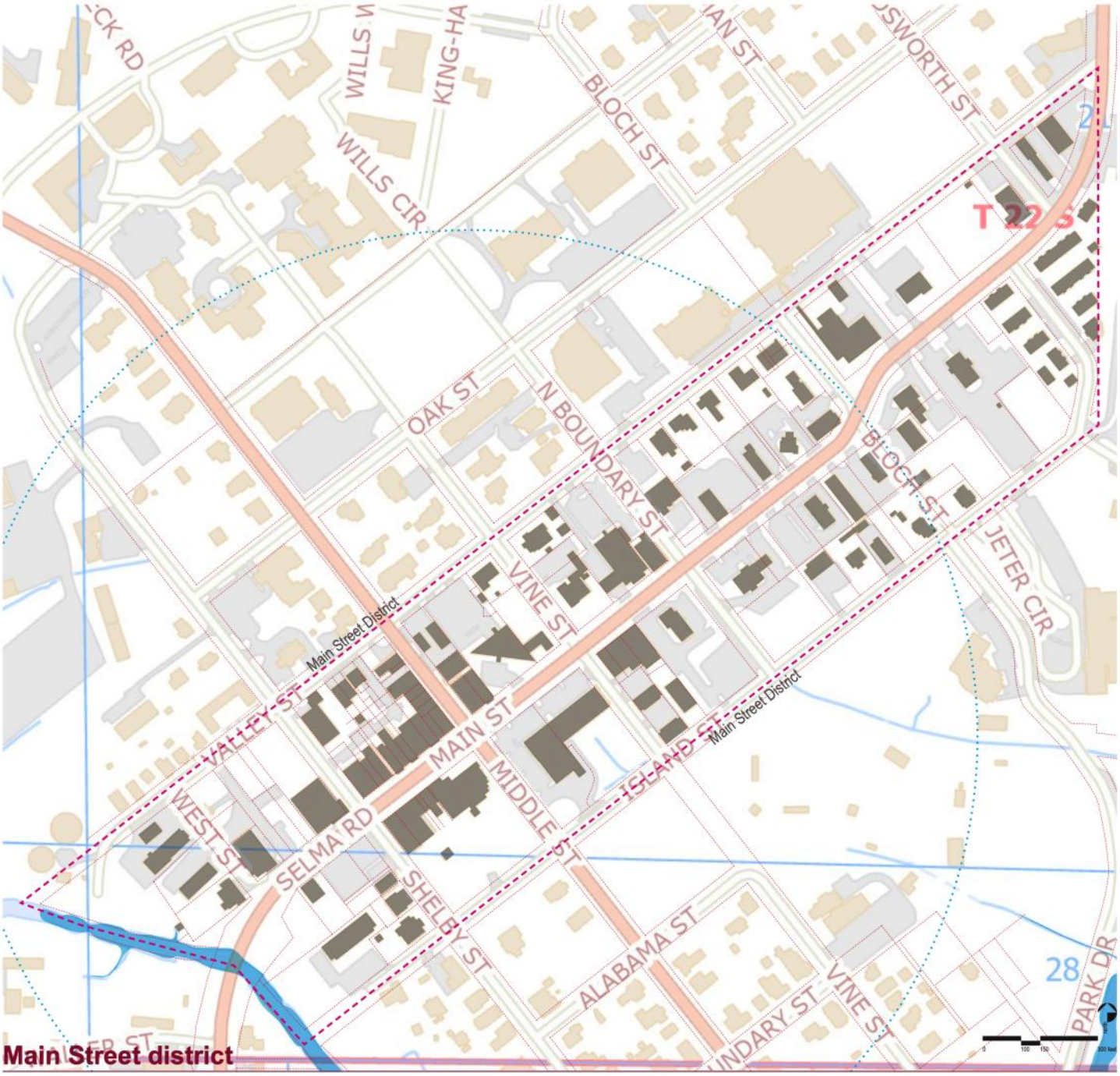
Q: Which of the following amusements, venues, and activities are you most likely to visit or participate in?

Live music venue	43%
Putt-Putt / Mini-golf	33%
Bowling	28%
Crafting Make-it/Take-it classes/demos	27%
Arcade	22%

Foundations

Overview

This report addresses the opportunities for housing in support of a vital Downtown Montevallo district using current market data and local survey findings as a starting point for explorations. Those opportunities focus closely on downtown although other sites may be suitable and available for housing in the Montevallo community.



To support Downtown Montevallo, this report focuses attention to opportunities for housing in or near the boundary of Montevallo's designated Main Street District.

Foundations



Work accomplished to define housing opportunities in Downtown Montevallo's designated Main Street district occurred during an immersive multi-day site visit, during which downtown leaders and stakeholders provided significant local knowledge and insights, and confirmed preliminary possibilities for downtown housing.

Certainly, more work is required before a housing project would commence but this report isn't intended as prescription. Rather, it identifies opportunities meeting a dual purpose of providing expanded housing in and near Downtown Montevallo and building vitality in downtown based on a greater population of residents living within easy walking distance of the district.

Results shared in this report are conceptual, offering a starting point for further consideration. A necessary next step—and a continuing one—is a community conversation about housing in downtown and the community. The demonstrations offered in this report would be best seen as tools to support that conversation, ensuring public support for initiatives requiring city or other participation and encouraging the private development community to be active in pursuing projects aligned with a vision confirmed through community conversations.

The results focus on **goals** linking a key relationship between housing and downtown vitality, including:

- **Identifying sites where housing could occur in or near downtown;**
- **Describing housing opportunities based on data, trends, and housing study findings;**
- **Creating housing aligned with Downtown Montevallo's character;**
- **Increasing the population of downtown residents; and**
- **Establishing paths for implementation.**



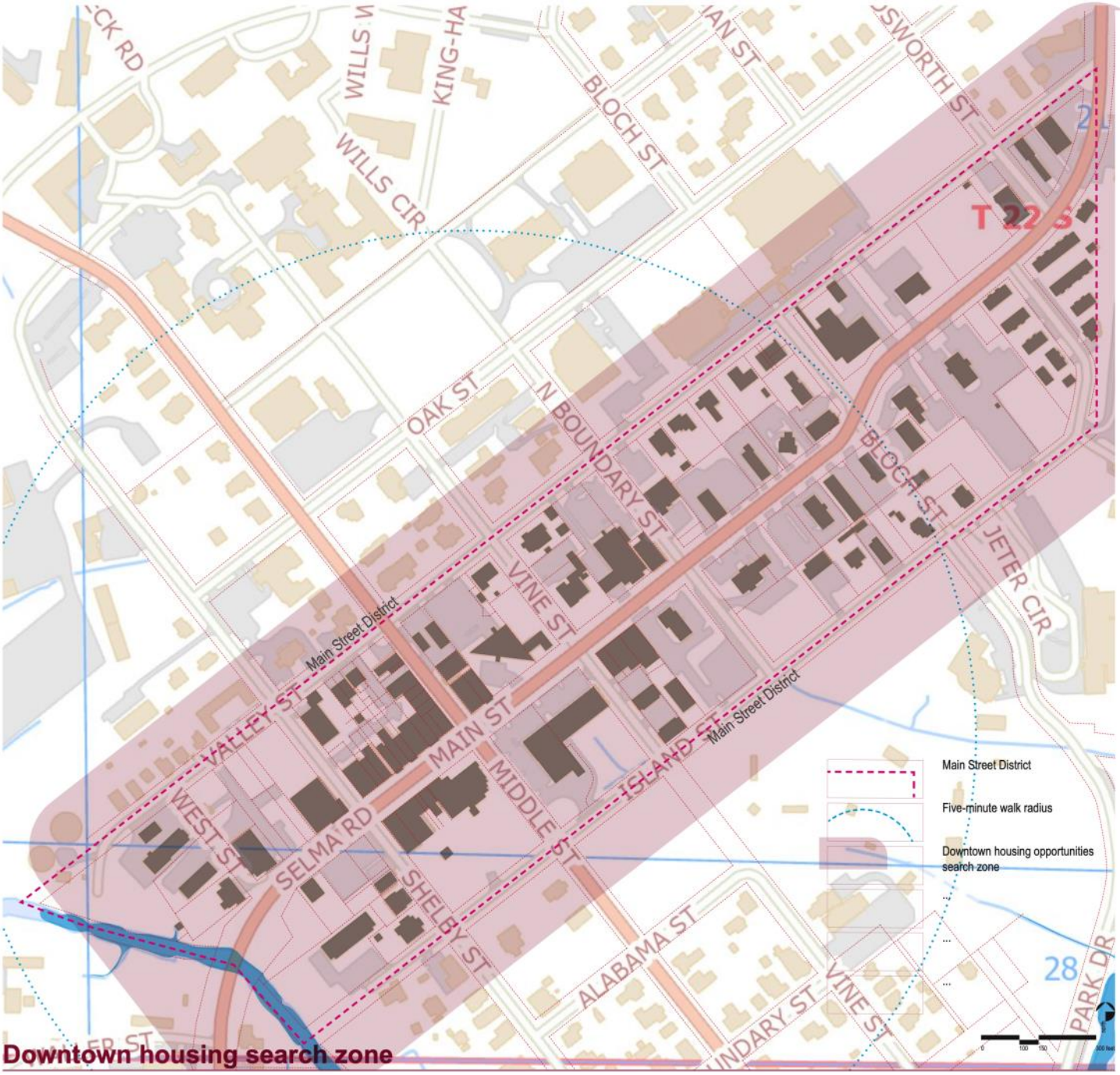




Foundations

Downtown and Housing

There is a necessary and desirable relationship between housing and downtown vitality. Where downtowns might once have been places for housing of convenience based on factors of function, necessity, and affordability (the basic rental needs of a population), today—with the right supporting conditions—downtowns can be places for housing of choice with an orientation to style, personal tastes, unique spaces, and a connection to attractions of a vibrant downtown (fitting a desired way of living).



To support downtown vitality, this report focuses attention to housing opportunities within a short walk of Main Street.

Foundations

Downtown and Housing *(continued)*

Housing of choice suggests a market that is not monolithic. As shown earlier in this report, the Downtown Montevallo Alive! survey found interest among a range of age groups and income levels for a variety of housing styles.

The findings point to a market that might be best accommodated through smaller and sometimes incremental new housing introductions, never saturating the market but instead responding to the variety of interests for housing in downtown. In fact, the approach fits the ways downtowns change—through evolution (smaller, well-considered and targeted introductions). Downtown Montevallo offers many such opportunities.

Precedents | Downtown Housing Styles



Row Homes



Flats



Live-Work



Cottage Housing



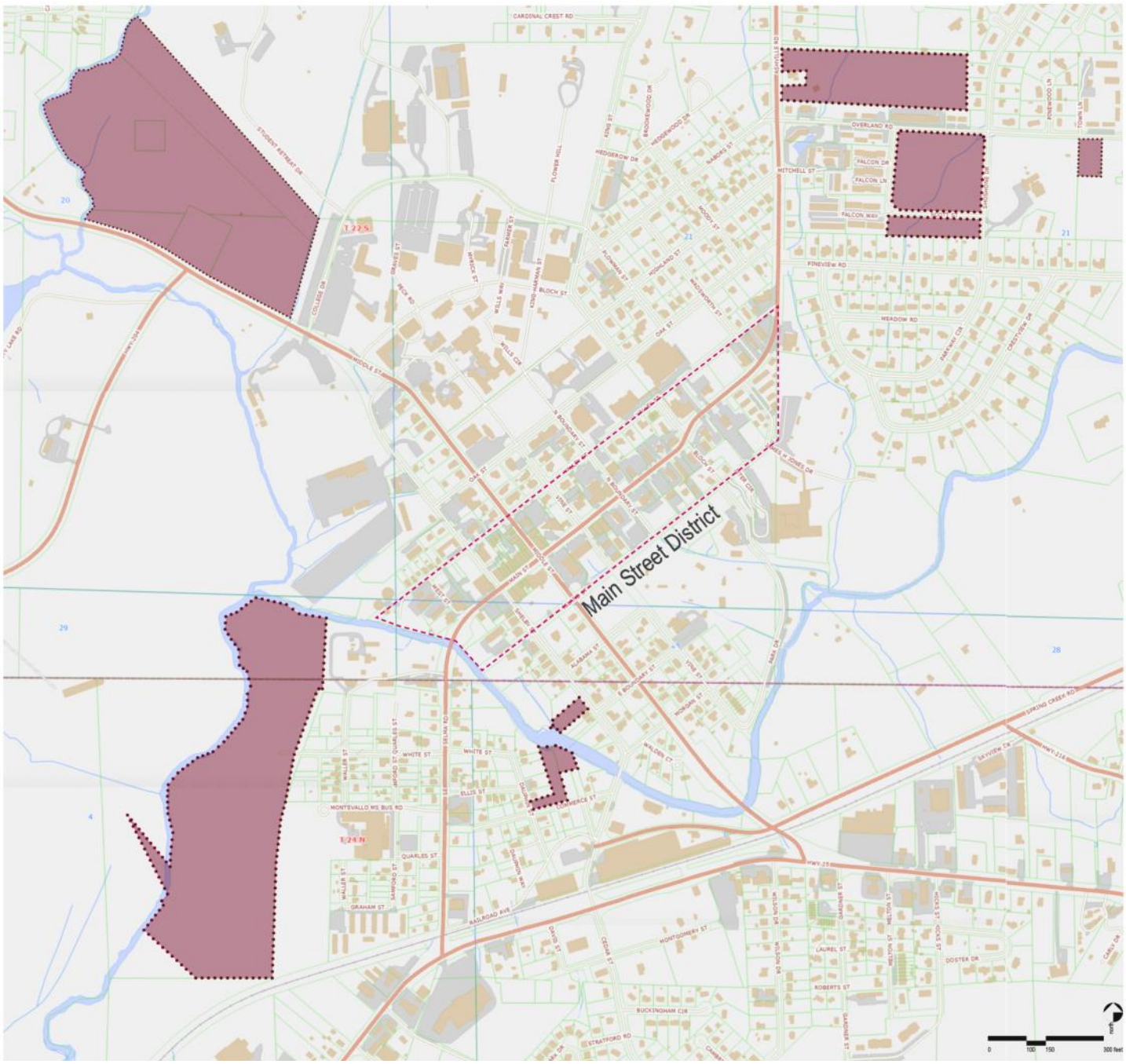
Accessory Dwelling Units (ADUs)

The 2026 Downtown Montevallo Futures survey found interest in downtown living spanning age groups and income levels, and for housing styles that are likely difficult to find in the current market.

Foundations

Downtown and Housing *(continued)*

There are other opportunities to introduce new housing in the Montevallo community and it's important to put those opportunities into consideration. The map below identifies several sites that could support larger housing plans. As those sites are considered, finding ways to connect them to the attraction of downtown through safe and convenient walking and bicycling routes supports a foundational goal of this plan—building a population of users to enhance downtown vitality.



Potential housing opportunities in areas surrounding Montevallo's Main Street District

While the focus for housing in or near Downtown Montevallo is important, additional opportunities to introduce new housing appear to exist in other parts of the community lying beyond this report's geographic area of focus.

Foundations

Housing Types

Housing study findings support a well-recognized position regarding housing in downtown settings: that the community of downtown residents is not homogenous and that it is best addressed through the delivery of a range of housing types. This report draws on Downtown Montevallo Alive! Survey findings to consider locations for a range of housing types, including:



Live Over the Store: a housing unit situated directly above a street-level commercial business; this style is a traditional housing type found in downtown settings.



Cottage: a small footprint detached housing unit often grouped or clustered around a common outdoor space.



Alley: a small housing unit facing onto an alley rather than a primary street, typically situated above a garage that might serve the alley housing unit or a housing unit across the alley.



Live-Work: a street-level shop, studio, or workshop space with living quarters on the same level or especially above the first-floor use, providing opportunities for living and working in the same structure; configurations could be attached and detached buildings.

Foundations

Housing Types *(continued)*



Loft: a large, open-concept housing space with high ceilings, sometimes created from former industrial uses but commonly created in new construction.



Flat: a single level housing unit, often on an upper level of a multi-family building.



Rowhome: a larger footprint and typically two-story housing unit with sidewalls shared with other units, configured in a line of identical or similar units.

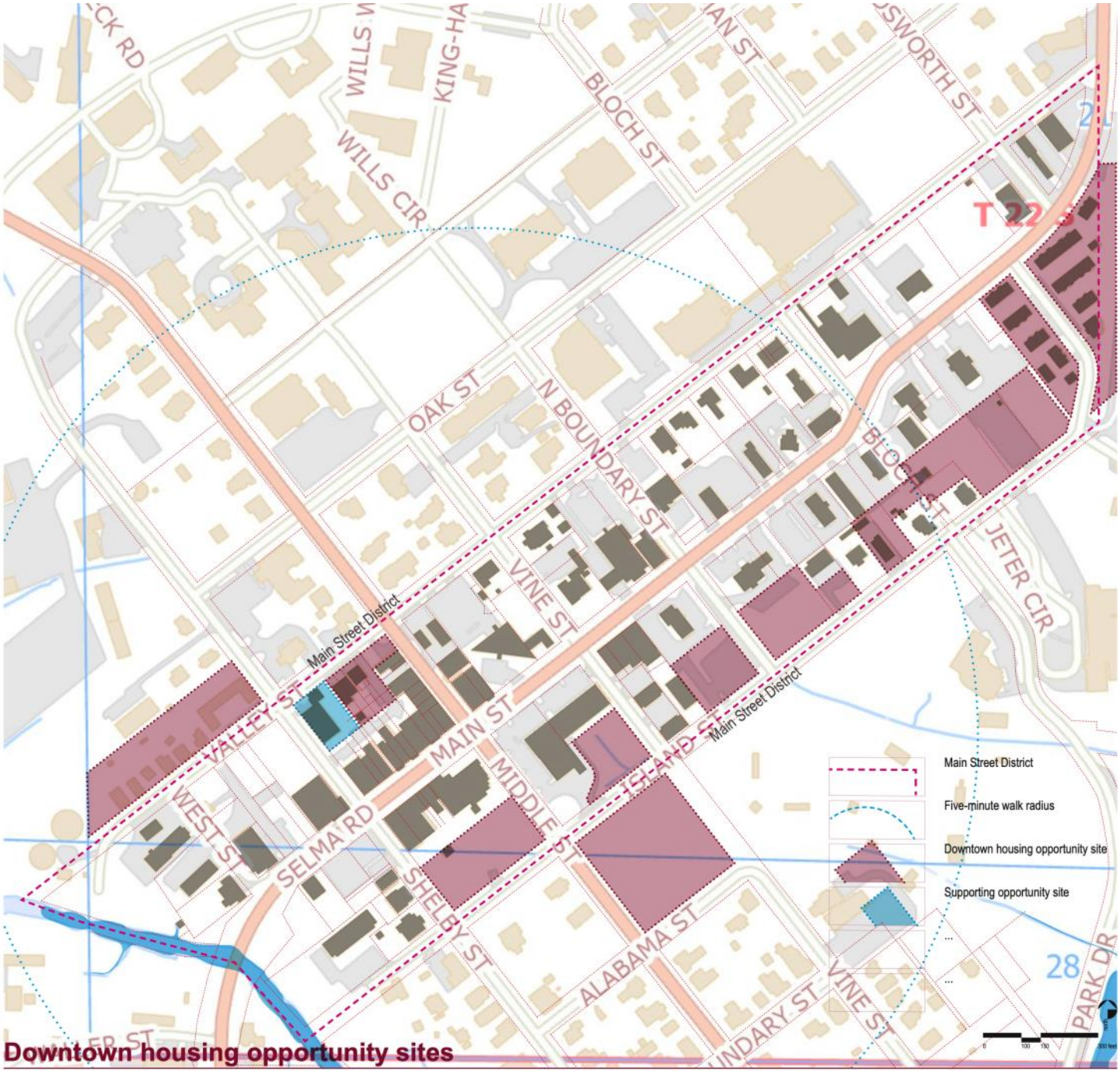


Apartment: a self-contained housing unit occupying part of a larger multi-unit building; while described as apartments in this report, the unit could be rental or ownership.

Downtown Montevallo Alive! Survey findings go further to indicate preferences for ownership and rental housing opportunities. The opportunities demonstrated in this report are agnostic to those factors. A developer will make their own determination for ownership or rental based on its own examination of the market and feasibility projections.

Housing Opportunities

In an exploration supporting new housing opportunities and downtown vitality, a focus on proximity to Downtown Montevallo is important. As a result, the sites identified with the potential for expanding housing are adjacent to or very near the boundary of the Main Street district. Identification of those sites are agnostic to ownership, which means other sites are possible for consideration and the identified sites may not be feasible for an evolution to housing. Still, several sites for housing are highlighted with a concept framed for each.



Several sites are identified in or near Downtown Montevallo with the potential for introducing new housing. Proximity to downtown supports downtown vitality and provides amenities to people choosing to live in or near downtown.

Housing Opportunities

Spaces over downtown storefronts in Downtown Montevallo, while limited in number and not specifically addressed within this report, should be included as opportunities for housing in downtown. This is a long-time pattern in historic downtowns that should be pursued and expanded as those spaces already exist. They might lack some amenities that typical contemporary housing choices offer—such as dedicated or enclosed parking or opportunities for in-unit features like a washer/dryer—but they could offer character that is more difficult to emulate in new construction.



Traditional housing in downtown settings employs a "live over the store" approach. This opportunity exists in Downtown Montevallo and should be pursued as part of a comprehensive strategy to create more housing in downtown.

The identification of sites where opportunities exist, along with direction provided from the housing study and follow-up planning sessions, provide a basis for a concept applied to each site. This allows for the broader opportunities of the market to be captured in housing projects of varying focus, scale, and increments across the downtown study area without overloading any aspect of the market. Further study of development potential and focus is a necessary step in advancing each site and concept.

Creating housing in Downtown Montevallo needs to reflect a downtown character. While cars remain a part of the consideration, the orientation of downtown housing should be decidedly pedestrian. Beyond proximity to downtown, the demonstrations that follow recognize the need to activate the street with street-facing porches and balconies, to accommodate pedestrians through interesting passages and walks, and to articulate facades at a rhythm reflecting the scale of downtown buildings.

Housing Opportunities

Demonstrations

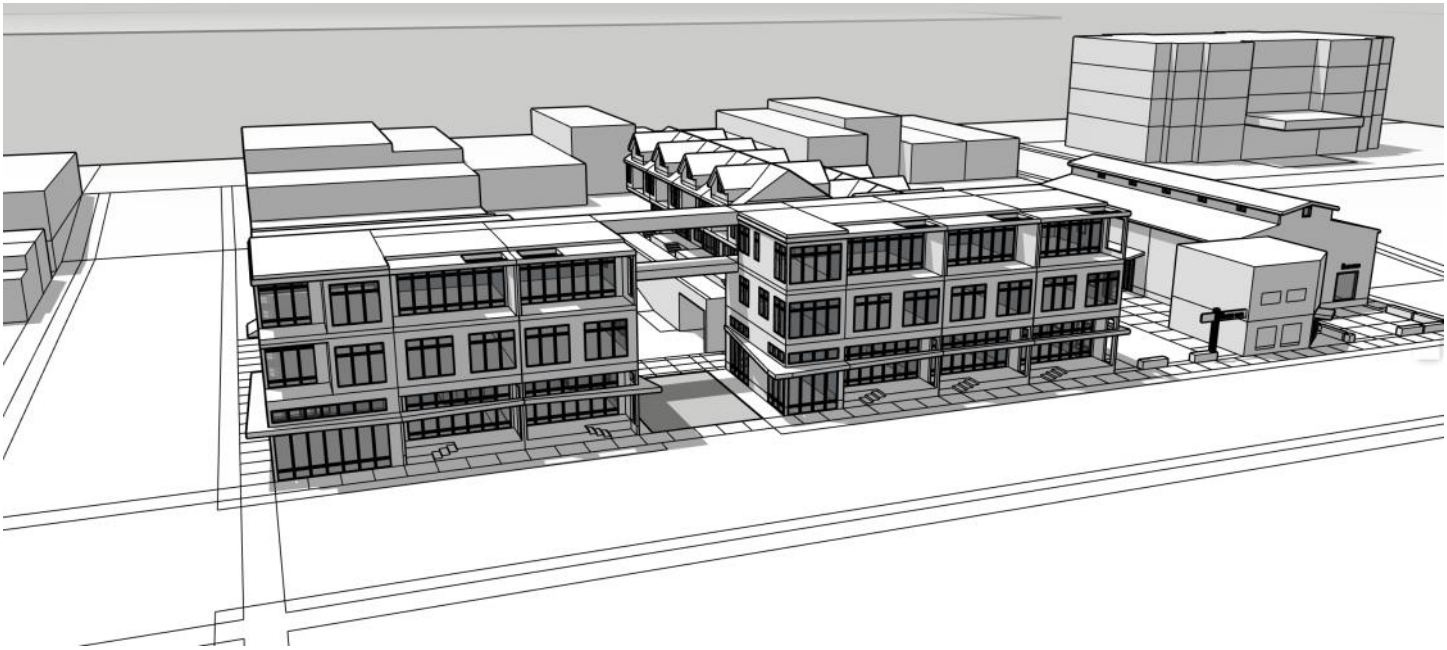
In the demonstrations, change is imagined on private properties. This should not be construed as a mandate for change. Rather, the suggestion for change recognizes an opportunity for intensification on those parcels that supports a vibrant downtown, captures an opportunity to provide housing in downtown, and, importantly, provides a return for the property owner through the development of housing.

Site A: "Montevallo Urban"

Location: **Southeast quadrant of Valley Street and Middle Street**



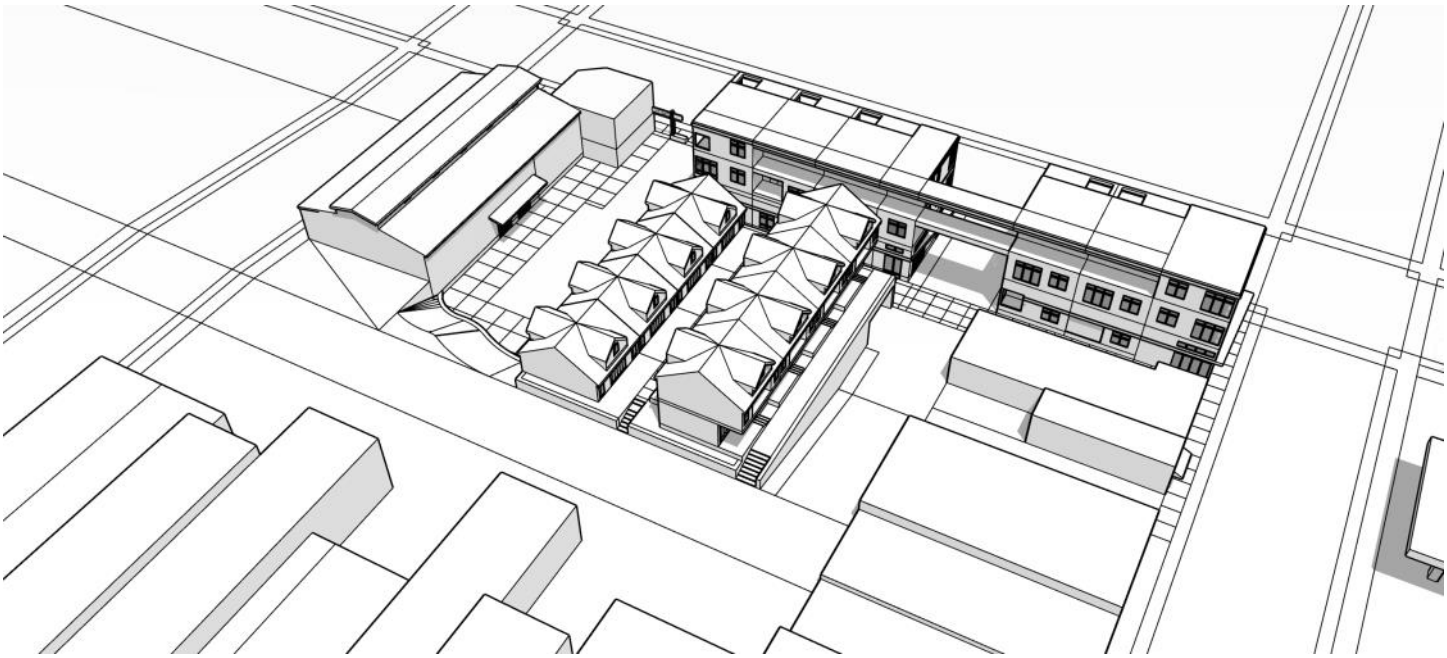
The demonstration includes two major housing components separated by a pedestrian passage linking Middle Street to a proposed outdoor venue at the former Frost Lumber Company (described later in this report).



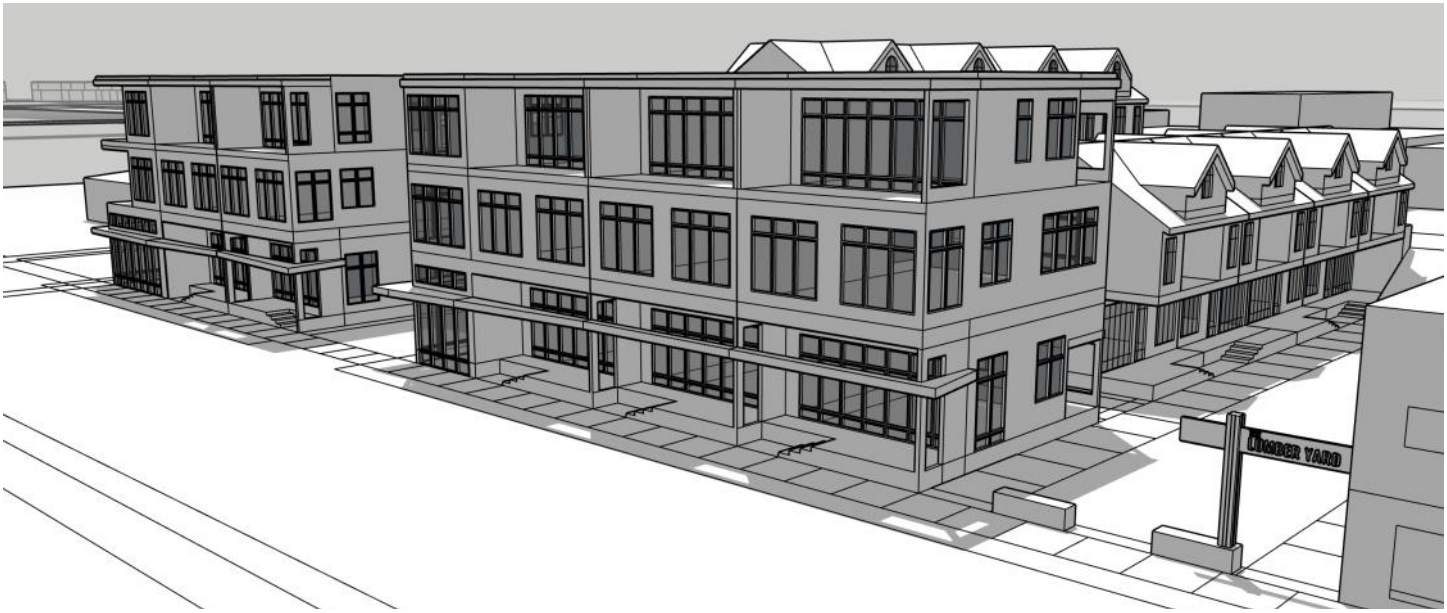
Housing Opportunities

Demonstrations

Site A: "Montevallo Urban"



Several small parcels along Valley Street, when assembled into a single project, offer an opportunity for street-level rowhomes with flats at an upper level, and reach to an upper end of the housing needs expressed in the housing study.



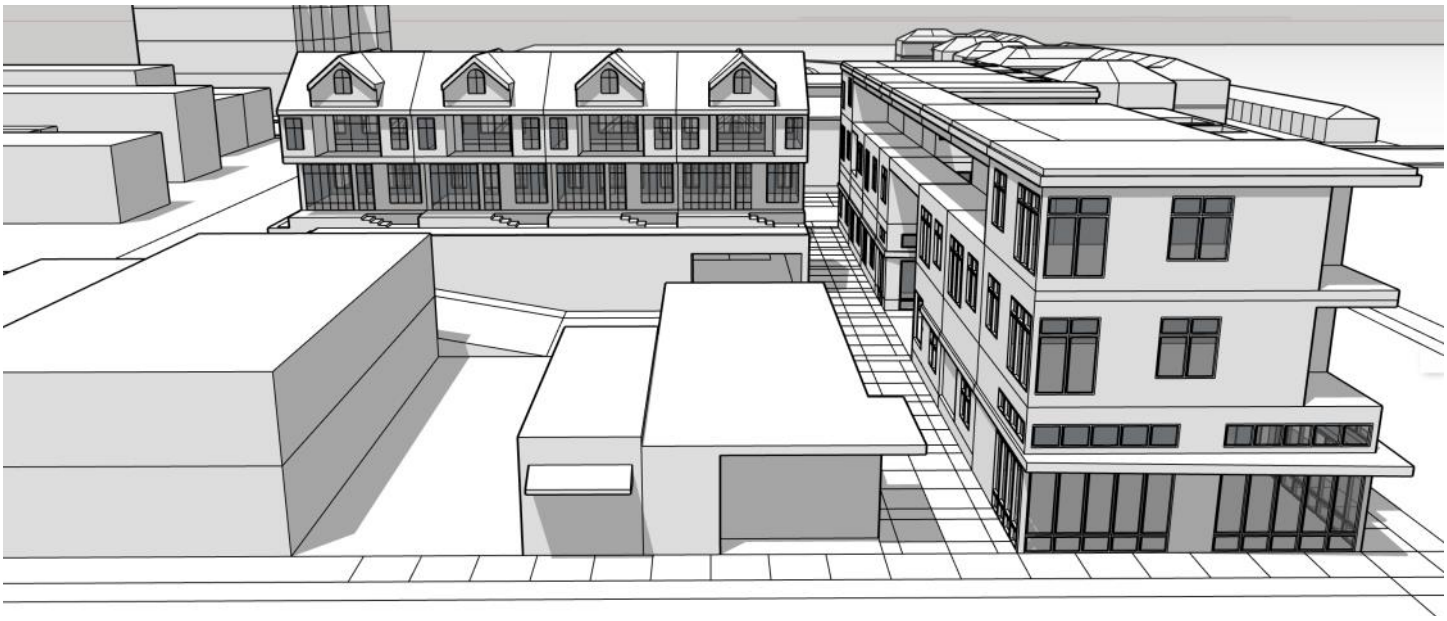
Urban-styled rowhomes (two stories) line Valley Street, spanning an alley connection to Valley Street. First floors of residential units along Valley Street are elevated to provide privacy but outdoor terraces offer a connection to the activity of the street. A lobby at street level provides access to single level flats at a third level. In the demonstration, there are 13 rowhome units and 9 flats. Incremental development might happen with the units and lobby/elevator (west of the alley) constructed first, and the units east of the alley happening in a second phase.

Housing Opportunities

Demonstrations

Site A: “Montevallo Urban”

Parking for the urban rowhomes and flats occurs in a parking garage tucked into the grade presented by the site. Rowhomes along the west side of the garage orient to the outdoor venue space. Rowhomes on the roof of the garage are oriented to the east and accessed by a walk, also atop the garage, and by a walkway over the pedestrian passage linking to the lobby and elevator. In the demonstration, there are eight units, which might also be phased as suggested for the rowhomes and flats along Valley Street.





While this demonstration is possible in several increments of development, it would be best envisioned as an ensemble of buildings, maybe varying in height and orientation but bearing similar design characteristics. This demonstration is likely oriented to the upper end of the housing cost range with implementation tightly coordinated with market opportunities and local interest expressed in the housing study’s survey findings.

Housing Opportunities

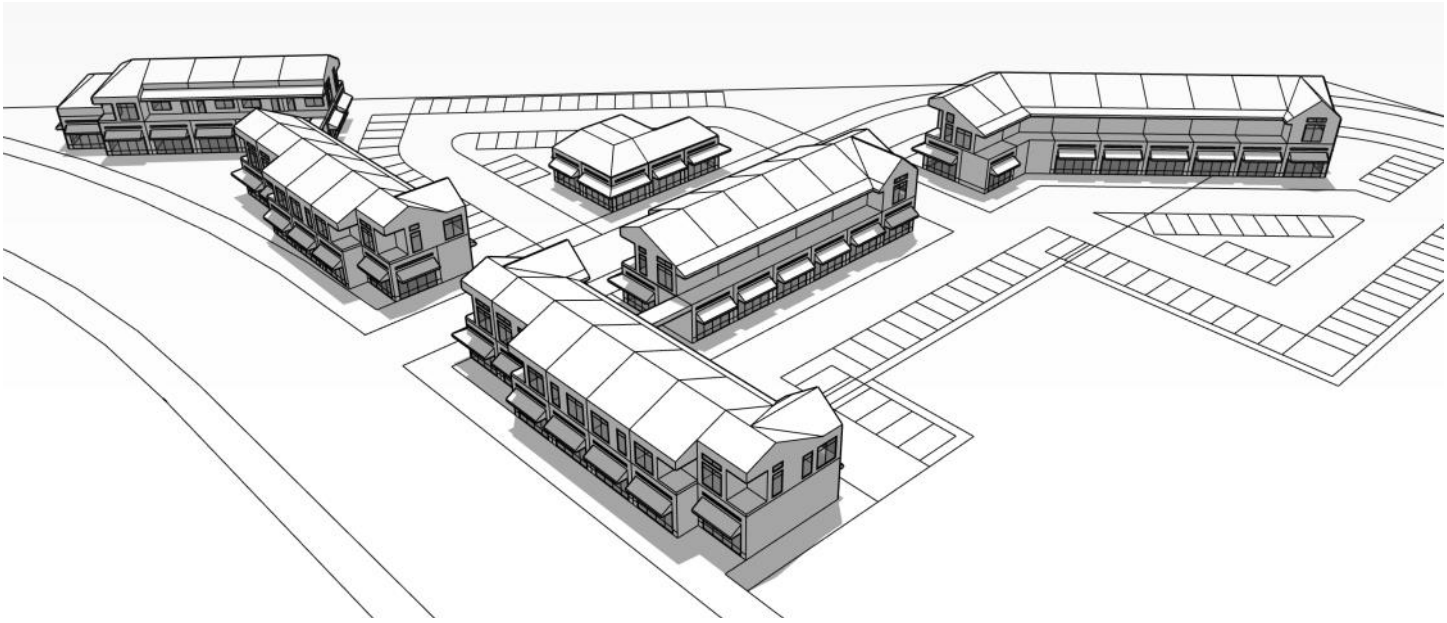
Demonstrations

Site B: East End Mixed-Use

Location: Island Street southerly of Main Street



This evolution is linked to a replacement of the affordable housing and is premised on a proper relocation of that housing, which is conceptualized in the Site E—Cottage Homes demonstration contained in this report. It's important that the need for affordable housing be recognized and that opportunities that bring contemporary living spaces and modern amenities are part of any replacement.



A transformation of existing affordable housing on the east end of Downtown Montevallo offers new spaces for street-level businesses and upper level housing.

Because downtown is limited in the potential for expansion in its footprint, this location offers good street frontage within a walking radius needed for a walkable downtown. Uses might become more service based than retail as the development reaches along Island Street. Upper level uses directed to residential is key to the continued creation of a range of housing options in Downtown Montevallo.

Housing Opportunities

Demonstrations

Site B: East End Mixed-Use



It's key that buildings be placed near the street, ideally at the back edge of the public sidewalk. The geometry of Island Street and the east end of Main Street may result in places where direct adjacency isn't practical; the resulting spaces might be considered opportunities for small outdoor spaces that infuse life into the street and create a more continuous sense of activity between buildings. Street-level activity with residential uses above, buildings will be two stories and three stories with housing above street-level uses. In all locations, parking is tucked behind buildings.

Development can be quite incremental. While a full build-out may not be immediately supported by the market, establishing a building that includes an elevator to serve upper-level housing uses in a first stage is key. Subsequent stages would be served by extending upper-level walkways between buildings.

Housing Opportunities

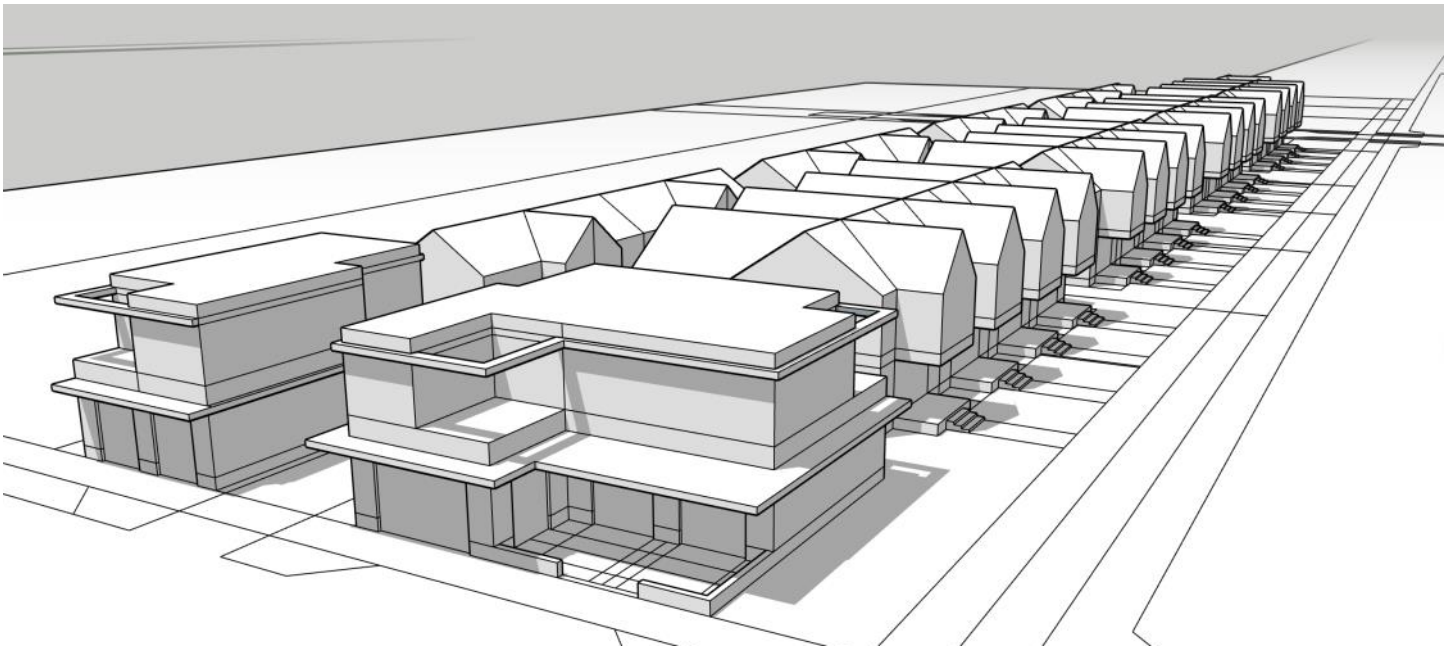
Demonstrations

Site C: Parkside Homes

Location: **At parcels abutting Island Street, mostly across the street from Orr Park**



The concept accommodates three housing types. Rowhouses front on Island Street, live/work is situated along streets leading to Island Street, and “alley” housing occurs along a new alley parallelling Island Street. This range of housing opportunities builds on market study findings indicating no single housing type will serve the entirety of the market. As parcels identified for this opportunity range in size, the form and pattern of this demonstration will vary along Island Street.

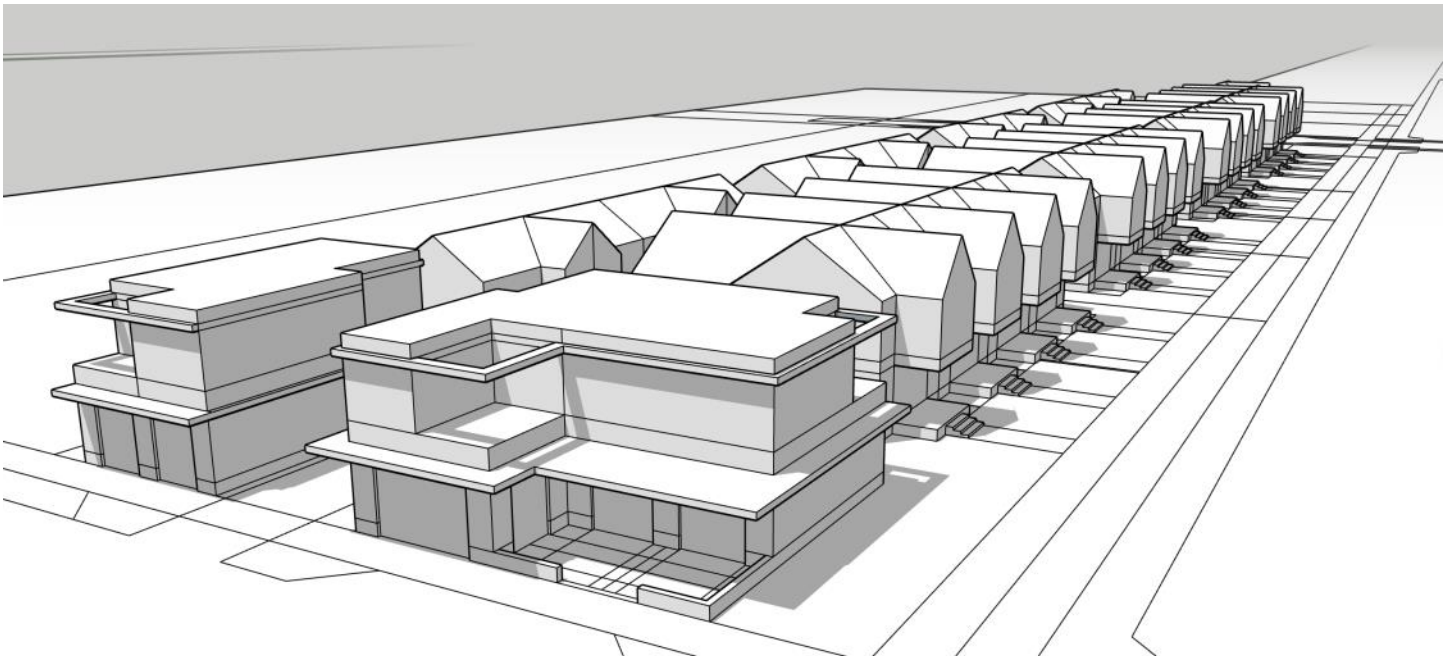


Along Island Street, the primary pattern is rowhomes with street-facing porches, assembled as attached buildings with three or four units in each. Buildings are separated by landscaped passages linking Island Street to an alley and the alley housing made a part of this demonstration.

Housing Opportunities

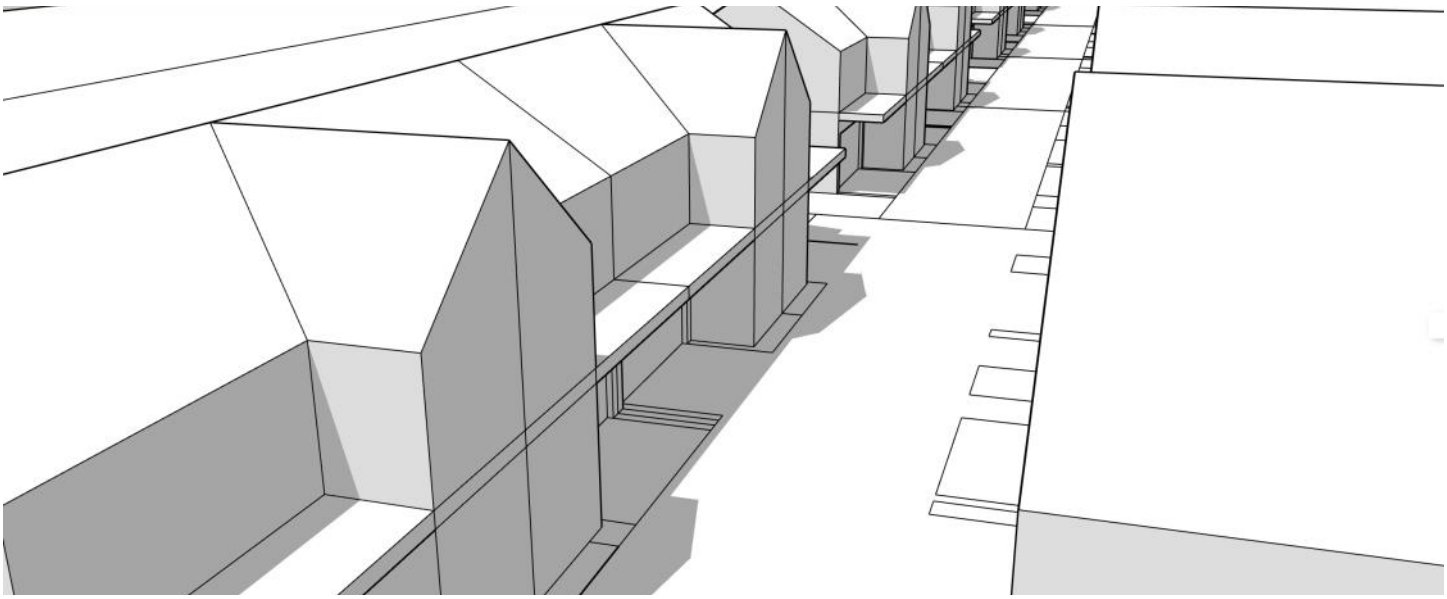
Demonstrations

Site C: Parkside Homes



Rowhomes overlooking Orr Park, implemented incrementally along several Island Street parcels, brings housing to a location with proximity to downtown and the activities and aesthetics of the park.

Most parcels are deep enough that an alley is introduced, with parking for the rowhomes on one side and alley housing on the other. The alley housing might be best described as smaller attached housing with perhaps three or four living units situated largely above garages. Some alley level space would be directed to individual entries and, depending on the design, alley level living spaces.

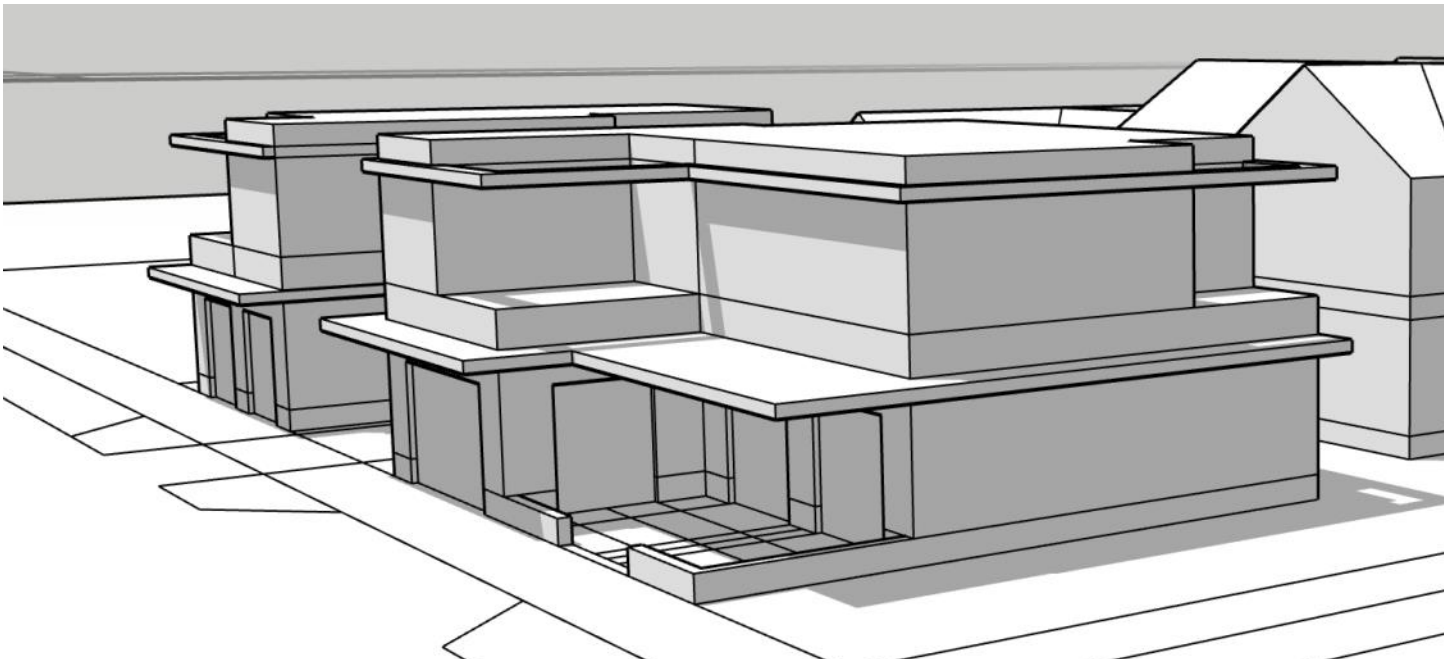


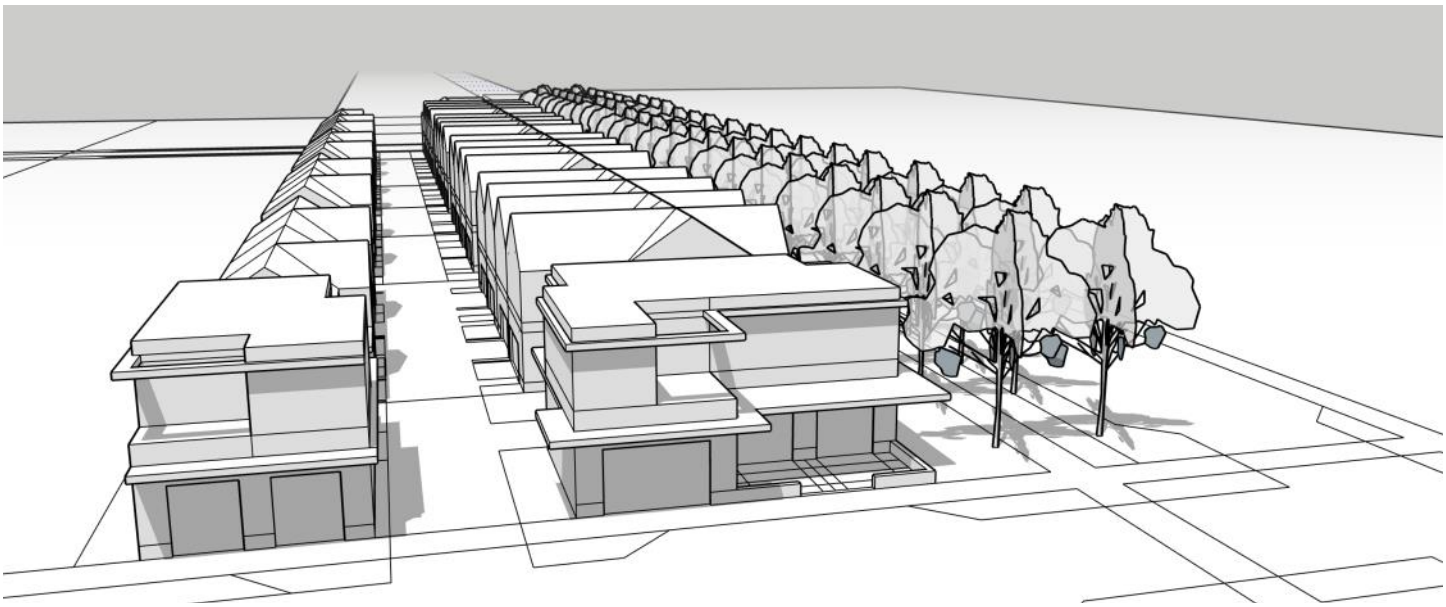
Distinctively styled alley housing offers a small footprint and unique housing choice for downtown living.

Housing Opportunities

Demonstrations

Site C: Parkside Homes





Along the streets leading to Island Street, a third pattern is introduced with housing over shops, studios, or small offices—creating a live/work opportunity. These uses might lend energy to Main Street but it's most important that street level spaces be active, with the shop, studio, or office use being visible from the street and even extending its activity to spaces at the front of the building.

The demonstration includes a wide, tree-lined walkway along Island Street, extending the character of the park experience to the north side of Island Street and unifying the range of rowhome styles that might occur on the various parcels in the demonstration.

Housing Opportunities

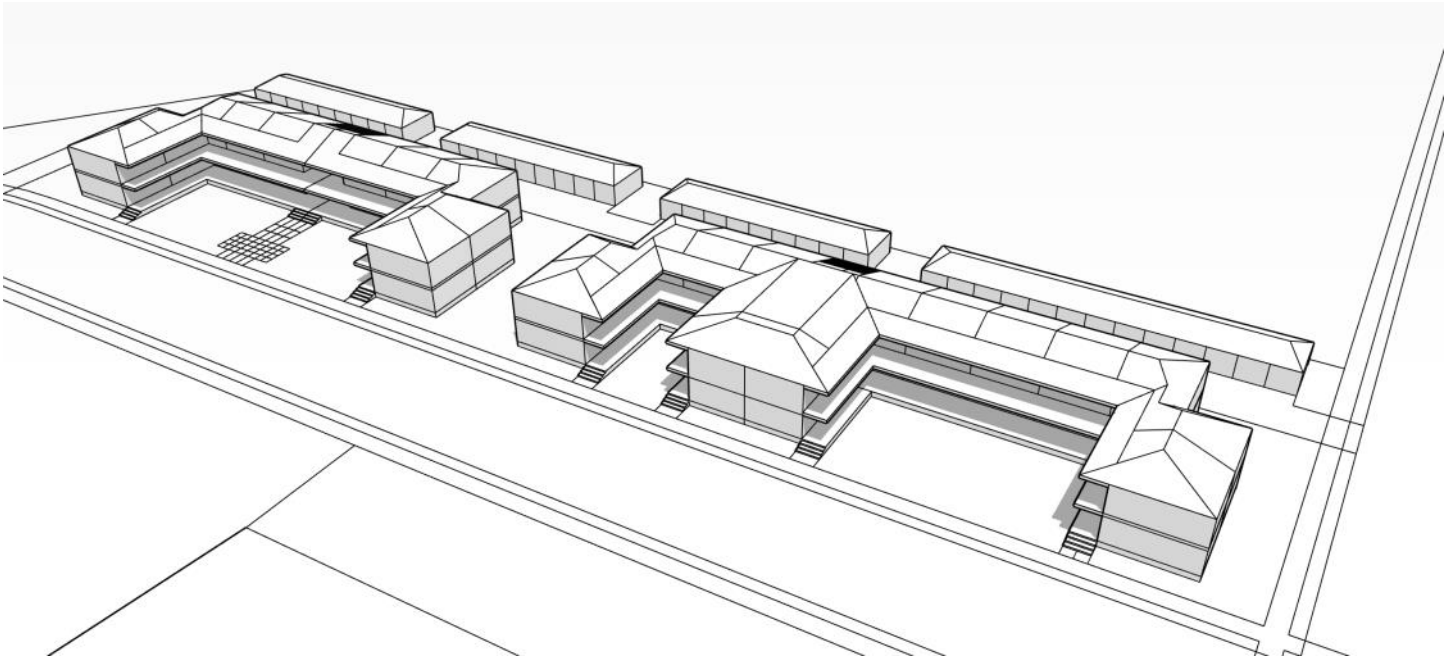
Demonstrations

Site D: West End Apartments

Location: Valley Street west of Shelby Street



This demonstration introduces new or expanded apartment housing into Downtown Montevallo in a part of Valley Street currently occupied by small single-family homes and a small, single story apartment building. It's a location where greater intensity of residential use is reasonable as a single use development.



The buildings take cues from the existing apartment building next to Shelby Street, with exterior entries to each unit. In the demonstration, a second floor is added with an exterior walkway serving each unit; a third level would seem possible if supported by a further study of market potential and the site's capacity to meet parking thresholds. There is no interior hall in this demonstration.

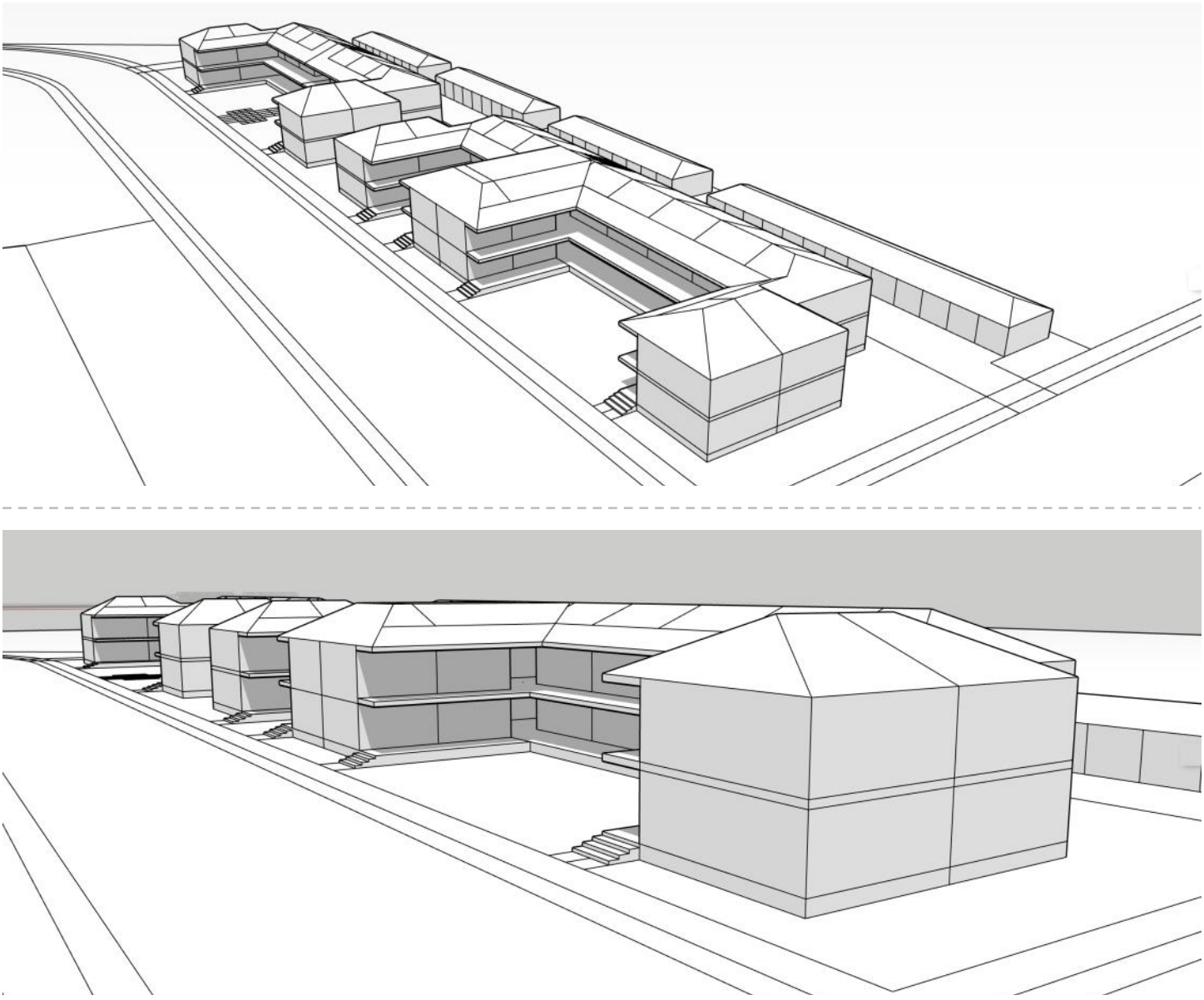
Housing Opportunities

Demonstrations

Site D: West End Apartments

The development concept includes an alley with a garage space for each unit. The demonstration at two stories would seem to reach a threshold of one garage parking space per unit but further study might allow for more units if space for garage parking can be achieved.

Land assembly is required to advance this initiative, but the development might be staged as parcels are acquired and combined to create sites large enough for the apartments. In this way, two apartment buildings could occur over several stages of development. A holistic plan is necessary to ensure an initial stage is perpetuated toward full accommodation of the concept.



At the west end of Valley Street, multi-unit buildings offer an opportunity for housing at greater density through an incremental evolution of several parcels.

Housing Opportunities

Demonstrations

Site E: Cottage Homes

Location: **West of Orr Park with Island Street to the north, Middle Street to the west, and Alabama Street to the south**



The currently undeveloped parcel of approximately two acres is developed with cottage homes and a line of rowhomes situated along Middle Street. The site's location on the west edge of Orr Park offers an opportunity for open space and recreation commonly incorporated into cottage home groupings.

The parcel presents a significant opportunity for development as it exists in single ownership. Where other demonstrations might rely on assembly of parcels to create a development opportunity, this parcel is sufficiently large enough to support an evolution to housing without other parcels being needed.

Cottage homes are arranged to face onto Island Street and Alabama Street and with cottage homes lining each side of a central green spine extending from Orr Park to an alley paralleling Middle Street. Each cottage has an associated rear yard, and parking occurs in garages along an alley, accessed by shared footpaths between the rear yards and the garages.



Housing Opportunities

Demonstrations

Site E: Cottage Homes

The cottage homes could be considered as a replacement for the affordable housing currently located south of Main Street on the east end of downtown. The cottages could provide contemporary living spaces and modern amenities that might not be possible as upgrades to the existing affordable housing.



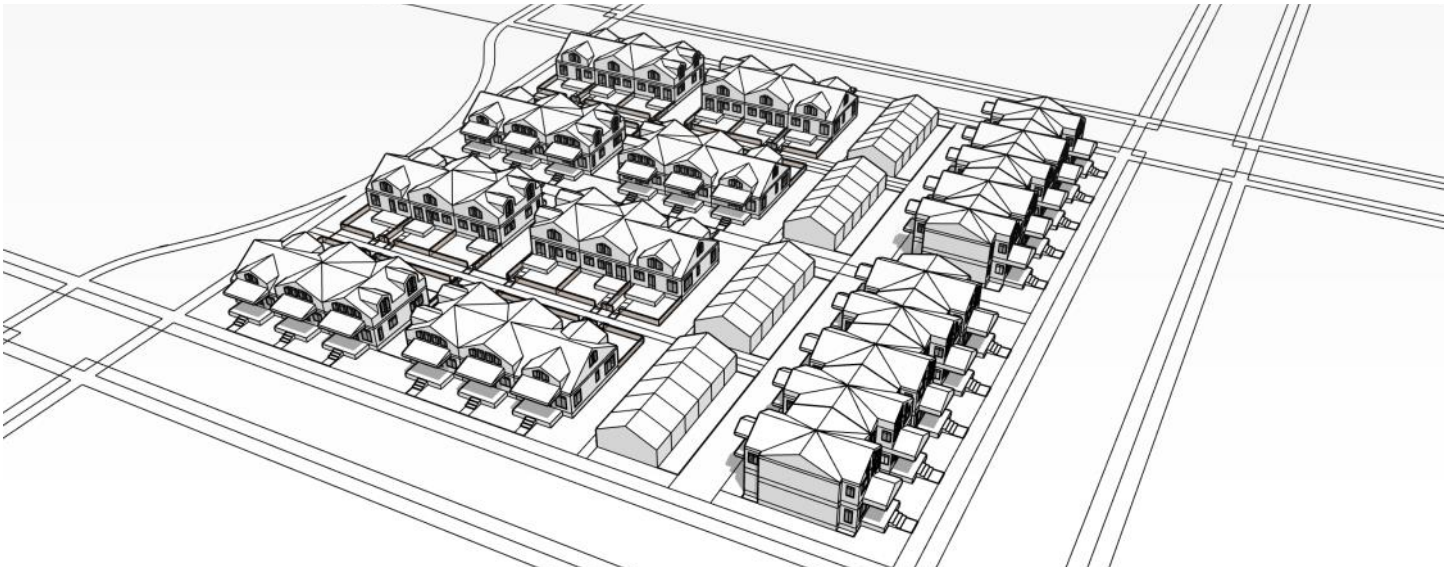
With an orientation to streets, a central green spine, and Orr Park, this site offers a significant opportunity to introduce housing near Downtown Montevallo. The small footprint of a cottage home brings affordability to the potential evolution of the property.

Housing Opportunities

Demonstrations

Site E: Cottage Homes

Rowhomes are situated between Middle Street and the alley, each with a garage accessed from the alley. Because Middle Street links to Main Street, live/work units might also be considered in this location.





Rowhomes along Middle Street broaden the diversity of housing that would be possible on this large site.

The site offers the opportunity for incremental development, with a limited number of cottages or rowhomes being initially developed and more added as market support demonstrates. An overall plan for the site is essential to ensure coherency as development occurs over a longer period and, possibly, multiple stages.

Supporting Opportunities

Frost Lumber Venue

People desiring to live in or near a downtown do so, in part, because of the amenities of a vibrant district. Shopping, restaurants, and events factor significantly in those amenities. Pursuit of those supporting opportunities should be viewed as a necessary adjunct to the introduction and expansion of housing in Downtown Montevallo.



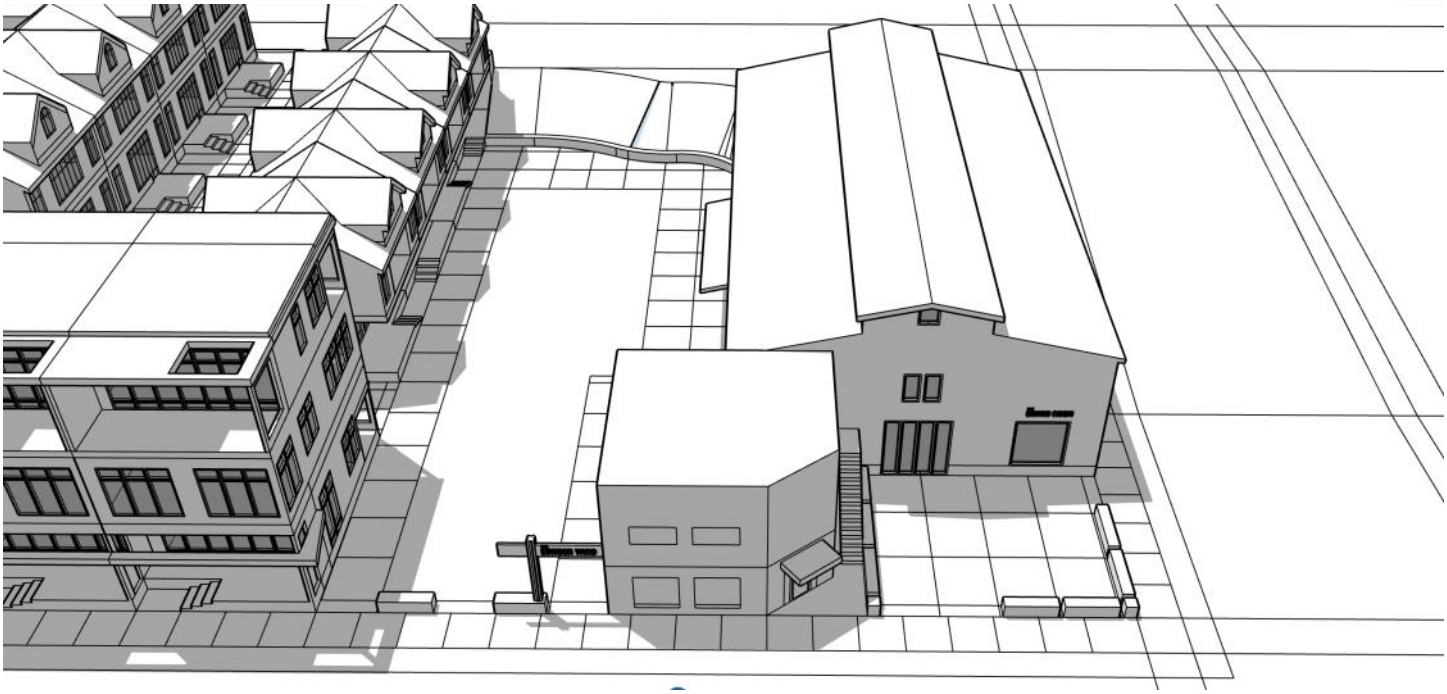
The Frost Lumber Company buildings are significant and historic. Repurposing would retain their long-time character and bring new activity to augment the new hotel just across Shelby Street.

Main Street offers space where shopping and restaurants would be logically targeted at a relatively small scale. The former Frost Lumber Company building might be reimagined as a unique venue for events with both interior (The Board Room) and exterior space (The Lumber Yard) at a more significant scale. The interior could host events on a year-round basis—small concerts and performances, community and social events, and casual leagues for games like cornhole. On non-event days, the venue might host food trucks and a beer wagon, inviting people to the venue for casual and spontaneous gatherings.



Supporting Opportunities

Frost Lumber Venue





Transformation of the former Frost Lumber Company property as The Board Room and The Lumber Yard, could offer a unique venue for events and gathering in Downtown Montevallo.

Supporting Policy

Creating downtown housing ranging in type and focus may not be readily achieved through the standard regulation of the city's zoning ordinance, where requirements are often targeted to larger sites and projects. Because sites in downtown would typically be smaller, and because the goal of intensifying a population supporting vibrancy in downtown may require smaller footprints for dwelling units, creating guidance through a new tool is worth considering.

Downtown Housing Overlay

Montevallo's zoning ordinance sets standards for the development of residential uses in the community, but they may not work as currently incorporated in the ordinance. Downtown residential uses may be directed to smaller footprint units, sometimes as small as 300 to 400 square feet. Following a process like the city's Previously Developed High Density District, requirements for residential development in downtown would be inherent in a process rather than prescribed in an ordinance.

Rather than amending some aspect of the existing ordinance, a Downtown Housing Overlay District might be used to offer guidance tailored to residential uses in and near Downtown Montevallo. In an overlay district approach, the current zoning ordinance would stand with the overlay providing more guidance in considering a specific proposal. Recognizing paths to the creation of compatible development through conversations rather than prescription should be the goal, with the basic ideas outlined in the following matrix being foundational to the establishment of the overlay.

Downtown Housing Overlay Basics and Guidance

Character	Requiring buildings that relate to a downtown setting and character found in and near Downtown Montevallo, which would suggest two- and three-story buildings placed at or close to the sidewalk with at least some spaces with activity visible to pedestrians on the sidewalk.
Height	Encouraging floor-to-ceiling heights of a proper relationship to typical downtown storefronts with upper floors accommodating expectations for contemporary residential spaces.
Placement	Respecting the concept of a "street wall" to continue the experience of pedestrians in downtown.
Primary street level use	Requiring active storefronts at sites along Main Street, with at least some active storefronts in other streets within the Main Street District.
Primary upper-level use	Residential use in upper floors but allowing street-level residential use when combined with spaces that allow pedestrians to view into those spaces (lobbies and other common spaces).
Unit sizes	Allowing a wider range of square footage than allowed under the current ordinance.
Parking	Balancing parking for residents with needs for publicly accessible parking; covered parking should be encouraged where it does not detract for street activity.

Guidance in an overlay should not be prescriptive. That can happen in the underlying zoning requirements. The guidance is intended to offer a reasonable starting point for the creation of more refined direction on design—through a Sketch Plan process founded in conversations and as described in the following pages.

Foundations

Supporting Policy

Downtown Housing Overlay District

Because this tool intends to promote housing aligned with certain goals for Downtown Montevallo, it would be applied in a well-conceived district. A reasonable parameter for a Downtown Housing Overlay District in Montevallo would be proximity to the established boundary of the Main Street District, which might equate to a 90 second walk between the proposed housing site and Main Street, a distance of about 400 feet from Main Street to some part of the site.

Sketch Plan Review

The process of arriving at a design that can be viewed as compatible is a conversation, not a prescription. The City of Montevallo might consider a process in parallel with a Downtown Housing Overlay. Engaging in a "sketch plan" process offers an initial, non-binding step for project proposers to share plans, first with staff and then with the Planning Commission and maybe with the City Council. No approvals are provided but staff and review bodies are offered the opportunity to share thoughts about the appropriateness of a proposal, which the proposer might then use to hone an actual application. Importantly, this process of review is a first step and does not offer any final approvals. It is also geographically constrained to the area defined as a Downtown Housing Overlay District.

From the city's perspective, the "sketch plan" process allows for more efficient reviews because proposals can be shaped in a project's earliest stages. For a proposer, time and dollars are saved through this degree of exploration through sketches, which can then be refined in a process that is more focused on supportable directions.

Many communities have instituted sketch plan processes, describing them as a "pre-application" step, the requirements largely parallel a formal site plan or zoning application. For Montevallo, the emphasis should be on the sketch—not highly developed drawings and a formal narrative. The key components might include, at a minimum:

- ☐ A narrative description of the proposal, describing the intended use, suggesting how the proposal is compatible with nearby buildings and supportive of the goal of housing adding vitality to downtown.
- ☐ A simple site plan indicating its location in downtown, the placement of the building on the subject parcel, and primary spaces supporting the function of the building that would occur on the site;
- ☐ Elevations and floor plans, including a depiction of the proposal relative to adjacent or nearby buildings;
- ☐ A description of the units, including square footage, and amenities anticipated to be provided as a part of the proposal;
- ☐ A diagram showing the location and square footage of non-residential street level spaces;
- ☐ A demonstration of parking accommodation relating stall counts to unit counts; and
- ☐ A comparison of the proposal to zoning requirements with specific identification of areas where latitude is requested.

The requirements for a sketch plan should not be extensive or onerous. It should encourage a conversation where modifications to the proposal would be expected. The process should be tailored to shaping proposals that are supportive of the applicant's goals and the goals of the community for its downtown.

Next Steps

Next Steps Guides and Tools

This report frames potential residential development projects as well as efforts aimed at supporting an expansion of the downtown area's population. The demonstrations are posed as concepts to serve as an initial step in framing actions that move toward implementation. While not wholly definitive, the framework for implementation offers initial guidance in advancing opportunities for new housing in or near Downtown Montevallo.

The final section of this report contains tools to help facilitate discussion, planning, and next steps:

- A quick reference guide to initiatives and demonstrations framed in this report.
- A next steps planning guide offering ideas for supporting actions and market-related strategies to enhance livability and promote population growth.

Quick Reference Guide Contents and Definitions

Each **Initiative** is identified by a title referencing the action described in the report.

The **Synopsis** is an abbreviated statement of the general intentions of the findings detailed in other parts of the report.

Timing for each demonstration is framed in months or years:

- **Immediate**—0 to 1 year for physical projects and 0 to 6 months for planning efforts
- **Short**—1 to 3 years
- **Intermediate**—4 to 12 years
- **Long**—longer than 12 years
- **Opportunistic**—aligned with unique or unpredicted circumstances
- **Ongoing**—continuing efforts already occurring in support of the directions framed in this report

Responsibility offers suggestions for the roles various parties could play in advancing the initiative.

Cost is not framed in actual dollars but rather in terms of magnitude. The initiatives are conceptual in nature, making the estimation of an implementation cost impractical. In a real sense, implementation of an initiative related to construction of a project will involve significant costs, but getting to the point of having a project to advance needs to be recognized first. As such, the costs in the outline reflect early costs aimed at advocacy and initial advancement of an initiative.

When determining implementation cost it's important that the full costs of the effort, including design, engineering, administration, legal, project management, and other "soft" costs, be rolled into a full project cost. Those costs are not identified in this outline but might amount to 25% of the costs of construction of a project.

Some initiatives require support and guidance from city staff. Those costs are not quantified but need to be recognized because time may be redirected from staff's other obligations.

Next Steps provide guidance supporting ongoing work related to the initiative, most likely undertaken by Montevallo Main Street or the City of Montevallo. A more elaborated work plan might result as priorities are established through the necessary dialog underlying advancement of the efforts described in this report. Engagement with stakeholders is a key activity for the advancement of each demonstration.

The housing initiatives framed in this report might require supporting actions that might not fall to a developer. In this respect, Montevallo Main Street may take on several activities aimed at starting, advancing, and perpetuating the demonstrations, including:

a) Sharing the market study with the development community with the intention of gaining interest in one or more housing projects, possibly including projects not shared in this report;

b) Coordinating more focused research where there seems to be traction for a particular project;

c) Assisting in the development of grant applications that would result in new housing or other projects that would support the goals for an expanded downtown population; this activity recognizes that Montevallo Main Street may not be the grant recipient but could add significant support to a grant application;

d) Engaging interested downtown stakeholders and, especially, property owners; Main Street Montevallo might be viewed as a "disinterested" party because it would not benefit financially from a development project, which makes it easier for a balanced perspective on the need for downtown housing to be shared and understood;

e) Preparing communications and holding conversations that keep housing ideas "active," recognizing that implementation might take years; and

f) Hosting events that celebrate completion of an initiative, even in increments.

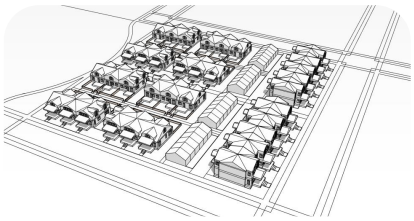
A public agency lead is likely needed to advance work for demonstrations that include forms of supportive housing, even if they contain market-driven components. The benefit for the City of Montevallo is that through its direct participation in a development concept, it better controls outcomes aligned with goals for the community and downtown area.

Because of a focus on housing, many of the implementation actions are quite similar in the Quick Reference Guide framework that follows.

Next Steps

Quick Reference Guide: Supporting Policy





Initiative	Downtown Housing Overlay	Sketch Plan Review
Synopsis	The City of Montevallo's current zoning may not result in patterns for housing that align with downtown's character, particularly related to desired density and unit sizes. An overlay district would allow the underlying zoning to remain in place but would provide additional guidance, which may result in greater latitude, for downtown housing. That guidance might best happen through a downtown housing overlay, a planning tool controlling outcomes for change within a specified zone.	Where there might be some resistance to amending the existing zoning tools available to the City of Montevallo, the introduction of a new tool might require a new process focused on dialog instead of an up/down vote on a proposal for change in downtown. The sketch plan review builds a conversation first and allows for formal reviews once a direction gains traction with the planning commission and city council.
Timing	*Immediate.* The need to guide change in downtown through the creation of a downtown housing overlay district should not wait until proposal for change in brought to the city.	*Immediate.* The sketch plan process offers a way to engage in a dialog on downtown development proposals. It should be in place and useable prior to any new proposal for change in downtown.
Responsibility	The City of Montevallo is responsible for the creation of zoning and ordinances and would, therefore, be responsible for creating a downtown housing overlay district.	The City is responsible for the creation of zoning and ordinances and would be responsible for creating and implementing a sketch plan review process tied to a Downtown Housing Overlay district.
Cost	The cost of creating a downtown housing overlay district would likely involve a planning consultant, with the costs of creating the narrative being $5,000 to $10,000. Costs might trend to the lower end of the range by having city staff do the primary engagement with downtown stakeholders. Review of the specifics of the downtown housing overlay district may require review by the city's legal counsel to ensure it conforms to other aspects of the city's zoning code and ordinances.	The cost of defining and implementing a sketch plan process would likely be accomplished for less than $5,000. Like the downtown overlay district, costs might trend to the lower end of the range by having city staff do the primary engagement with stakeholders. The sketch plan process would be adopted as a part of the zoning code, a process that would be led by city staff, with review by the city's legal counsel being prudent before advancing the process for consideration by the planning commission and city council.
Next Steps	1) Determine the need for additional guidance needed to support the directions of this report. 2) Engage a consultant, if staff resources are limited, to prepare an ordinance, first with a draft overlay aligned with the goals of this report and eventually with language for a downtown housing overlay district to move through the city's process of ordinance adoption. 3) Conduct a legal review of the proposed downtown housing overlay district. 4) Advance the downtown housing overlay district as an amendment to the zoning code.	1) Determine the need for the sketch plan process as a tool supporting dialog for change proposed in Downtown Montevallo. 2) Engage a consultant, if staff resources are limited, to prepare a sketch plan process, first with a draft process aligned with the goals of this report and eventually as a process for consideration through the city's process of ordinance adoption. 3) Conduct a legal review of the proposed sketch plan process. 4) Advance the sketch plan process as an amendment to the zoning code.

Next Steps

Quick Reference Guide: Demonstrations



Initiative	A. "Montevallo Urban"
Synopsis	This demonstration assembles several parcels along Valley Street to create a more urban form of housing—rowhomes with flats along the street with rowhomes tucked into the center of the block and positioned over parking. This style of housing is likely directed to the upper end of the housing market by providing larger units with interior parking.
Timing	Ongoing and opportunistic. Land assembly is the key to having a physically feasible project. Recognizing the opportunities within the residential market are also key, although the project should be considered as incrementally implementable.
Responsibility	This is a private development initiative. As such, Montevallo Main Street can serve as an advocate, coordinate meetings with property owners, and facilitate public information meetings about the project but it cannot advance the initiative on its own. If advancement of this initiative desired, preparation of a sketch plan proposal might be led by Montevallo Main Street and the property owner group.
Cost	The cost of preparing a sketch plan will rely on more definitive property information, likely resulting from a boundary and topographic survey of the parcels. That survey might cost $10,000 to $15,000. The sketch plan could be accomplished by a consultant for $10,000 to $20,000, depending on the detail needed. A more in-depth, project-specific market assessment may also be need and might cost $10,000 to $15,000.
Next Steps	1) Determine interest of property owners in a transformation of the property through direct meetings. 2) If interest exists, consider joint preparation of a sketch plan demonstrating the potential development on the site. The sketch plan process would include, at some level, the boundary and topographic survey, a design, and a market assessment. 3) Facilitate public meetings to share potential development of the site for housing use and report findings as a part of a sketch plan process.

Next Steps

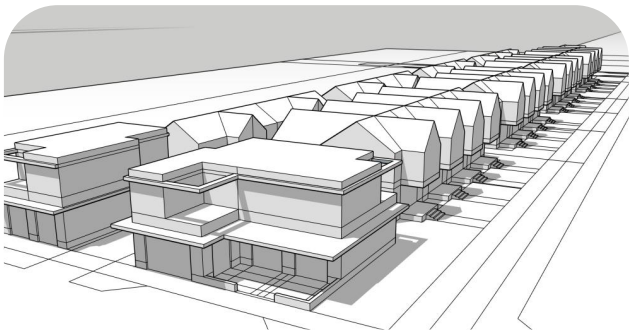
Quick Reference Guide: Demonstrations



Initiative	B. East End Mixed-Use
Synopsis	This demonstration redirects public housing to create a new mixed-use cluster of storefronts with housing on a second level. Several buildings are connected at the second level to limit the need for elevators in every building. Redevelopment would happen in increments, providing a way of accommodating existing residents in new locations within Montevallo—preferably in the downtown area.
Timing	Ongoing and opportunistic. Land assembly is the key to having a physically feasible project. Recognizing the opportunities within the residential market are also key, although the project should be considered as incrementally implementable.
Responsibility	Redevelopment of the existing housing might be a public-private initiative as it involves replacement of supportive housing. In that process, Montevallo Main Street can serve as an advocate and facilitate public information meetings about the project but it cannot advance the initiative on its own. Montevallo Main Street could assist with grant applications in support of housing initiatives serving certain populations. If development is a priority, the City of Montevallo could support a process to further study feasibility and design. Where it could be responsible for technical aspects of the work, Montevallo Main Street could serve a public facing role to share the results of design and feasibility work.
Cost	The cost of preparing a sketch plan will rely on more definitive property information, likely resulting from a boundary and topographic survey of the parcels. That survey might cost $15,000 to $20,000. The sketch plan could be accomplished by a consultant for $20,000 to $30,000, depending on the detail needed. A more in-depth, project-specific market assessment may also be need and might cost $10,000 to $15,000. Public funding may be possible because of the supportive housing on the site, for which a grant application may address some of the market assessment that would otherwise be required.
Next Steps	1) Engage building and property owners to understand their interest in a coordinated early streetscape project. 2) Integrate this initiative into the initial “sketch” plan for the streetscape with a deliverable being a “catalog” of improvements that might be considered by interested building and property owners. 3) Initiate the storefront streetscape with interested property owners, coordinating procurements to achieve possible cost efficiencies. 4) Continue promoting storefront streetscapes using successes from an initial stage of improvements.

Next Steps

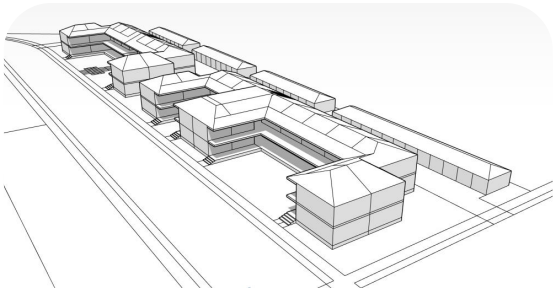
Quick Reference Guide: Demonstrations



Initiative	C. Parkside Homes
Synopsis	This demonstration takes advantage of large and underutilized parcels to create rowhomes overlooking Orr Park, with housing inserted on the north side of a new alley. Live/work units could be created at the end of the blocks of rowhomes to create a more active link to Main Street.
Timing	Ongoing and opportunistic. Land assembly is the key to having a physically feasible project. Recognizing the opportunities within the residential market are also key, although the project should be considered as incrementally implementable particularly because the land exists as many separate parcels.
Responsibility	This is a private development initiative. As such, Montevallo Main Street can serve as an advocate, coordinate meetings with property owners, and facilitate public information meetings about the project but it cannot advance the initiative on its own. If advancement of this initiative desired, preparation of a sketch plan proposal might be led by Montevallo Main Street and the property owner group.
Cost	The cost of preparing a sketch plan will rely on more definitive property information, likely resulting from a boundary and topographic survey of a subject parcel. That survey might cost $5,000 to $15,000, depending on the size of the parcel. The sketch plan could be accomplished by a consultant for $5,000 to $20,000, depending on the detail needed and the magnitude of the project. Because this demonstration is directed to several separate parcels, a project-specific market assessment might be more limited in scope and cost $5,000 to $10,000.
Next Steps	1) Determine interest of property owners in a transformation of the property through direct meetings. 2) If interest exists, consider joint preparation of a sketch plan demonstrating the potential development on the site. The sketch plan process would include, at some level, the boundary and topographic survey, a design, and a market assessment. 3) Facilitate public meetings to share potential development of the site for housing use and report findings as a part of a sketch plan process.

Next Steps

Quick Reference Guide: Demonstrations



Initiative	D. West End Apartments
Synopsis	By combining several small parcels containing single family homes, the opportunity is created for a more intense residential development of two-story apartment buildings with garage parking along a new alley. Implementation would likely be incremental as small parcels are assembled into development lots.
Timing	Short and opportunistic, particularly if grant funding is available to advance the project. Land assembly is the key to having a physically feasible project. Recognizing the opportunities within the residential market are also key, although the project should be considered as incrementally implementable.
Responsibility	This is a private development initiative. As such, Montevallo Main Street can serve as an advocate, coordinate meetings with property owners, and facilitate public information meetings about the project but it cannot advance the initiative on its own. Montevallo Main Street could assist with grant applications in support of housing initiatives serving certain populations. If development is a priority, the City of Montevallo could support a process to further study feasibility and design. Where it could be responsible for technical aspects of the work, Montevallo Main Street could serve a public facing role to share the results of design and feasibility work.
Cost	The cost of preparing a sketch plan will rely on more definitive property information, likely resulting from a boundary and topographic survey of the parcels. That survey might cost $10,000 to $15,000. The sketch plan could be accomplished by a consultant for $10,000 to $20,000, depending on the detail needed. A more in-depth, project-specific market assessment may also be need and might cost $10,000 to $15,000, although work associated with a grant application may accomplish some of the work required to understand market potential.
Next Steps	1) Coordinate with other agencies to determine potential for grant funding to support the initiative and, if reasonable, assemble a grant application. 2) Determine interest of property owners in a transformation of the properties through direct meetings. Incremental assembly of parcels is a reasonable approach. An early phase could start at the city-owned parcel and the next several parcels, if those owners are willing to participate. 3) If interest exists, consider preparation of a sketch plan demonstrating the potential development on the site. The sketch plan process would include, at some level, the boundary and topographic survey, a design, and a market assessment. 4) Facilitate public meetings to share potential development of the site for housing use and report findings as a part of a sketch plan process.

Next Steps

Quick Reference Guide: Demonstrations



Initiative	E. Cottage Homes
Synopsis	The undeveloped site at the west end of Orr Park offers a significant opportunity to create housing. The demonstration conceives of a project that is largely cottage homes—smaller footprint and oriented to affordability—oriented to Island Street, Alabama Street, or a central green spine linking to Orr Park. Live/work homes or rowhomes are oriented to Middle Street.
Timing	Short term as the land is undeveloped and could be realized as a significant addition of housing near downtown. Land assembly is the key to having a physically feasible project. Recognizing the opportunities within the residential market are also key, although the project should be considered as incrementally implementable.
Responsibility	This is a private development initiative. As such, Montevallo Main Street can serve as an advocate, coordinate meetings with property owners, and facilitate public information meetings about the project but it cannot advance the initiative on its own. Montevallo Main Street could assist with grant applications in support of housing initiatives serving certain populations. If development is a priority, the City of Montevallo and the property owner could support a joint process to further study feasibility and design. Where it could be responsible for technical aspects of the work, Montevallo Main Street could serve a public facing role to share the results of design and feasibility work.
Cost	The cost of preparing a sketch plan will rely on more definitive property information, likely resulting from a boundary and topographic survey of the parcels. That survey might cost $15,000 to $20,000. The sketch plan could be accomplished by a consultant for $15,000 to $20,000, depending on the detail needed. Public funding may be possible if some forms of supportive housing are made a part of the project; a grant application may address some of the market assessment that would otherwise be required.
Next Steps	1) Determine interest of the property owner in a transformation of the property through direct meetings. 2) If interest exists, consider joint preparation of a sketch plan demonstrating the potential development on the site. The sketch plan process would include, at some level, the boundary and topographic survey, a design, and a market assessment. 3) Facilitate public meetings to share potential development of the site for housing use and report findings as a part of a sketch plan process.

Next Steps

Quick Reference Guide: Demonstrations



Initiative	F. Frost Lumber Venue
Synopsis	The transformation of the former Frost Lumber Company building and the adjacent undeveloped yard could create an event venue and downtown attraction associated with the goal of increasing the population of Downtown Montevallo.
Timing	Short to intermediate, recognizing the building on the site is vacant.
Responsibility	This is a private development initiative. As such, Montevallo Main Street can serve as an advocate, coordinate meetings with property owners, and facilitate public information meetings about the project but it cannot advance the initiative on its own. Montevallo Main Street could assist with grant applications in support of housing initiatives serving certain populations.
Cost	The cost to develop a sketch plan could be accomplished for $20,000 to $30,000. An important aspect of this work is verification of the market for a proposed use and creating an associated business plan. That work might range from $20,000 to $30,000.
Next Steps	1) Determine interest of the property owner in a transformation of the property through direct meetings. 2) If interest exists, consider joint preparation of a sketch plan demonstrating the potential development on the site. The sketch plan process would include, at some level, the boundary and topographic survey, a design, and a market assessment. 3) Consider the need to support the use through a management entity, as might be identified in a business plan and through a more complete understanding of the initiative by the current owner. 4) Facilitate public meetings to share potential development of the site for housing use and report findings as a part of a sketch plan process.

Downtown Montevallo

Montevallo, Alabama

2026 Downtown Housing Study and Strategies

Next Steps Planning Guide



Moving Forward

Downtown Montevallo Alive! housing study findings provide a market-driven basis for Downtown Montevallo concepts, conversations, and strategies to grow the downtown population and support a vibrant downtown economy. Examples of next steps outlined in this planning guide are posed to inspire ideas and action, and as a good starting point and guide for discussion, planning, and moving forward.

The list of ideas, examples and proposed actions contained in this guide is not prescriptive nor exhaustive. In the short term, other ideas and activities are likely to grow out of the housing study's findings as local team members along with area housing and economic development partners take time to examine, interpret, and discuss the full breadth of the study's findings and possibilities demonstrated as part of this effort. So, too, the scope and nature of downtown housing and supporting downtown enhancement initiatives will undoubtedly change over time as conversations unfold, implementation steps are taken, and new opportunities emerge.

DOWNTOWN PROFESSIONALS NETWORK

FRANKLIN, TENNESSEE USA

www.downtownpros.com

Next Steps

Share knowledge, insights and ideas to engage and keep the conversation going.

The 575 individuals who participated in the Downtown Alive! Survey, and others, will be genuinely interested to learn of the results. Survey findings, along with resulting concepts and directions framed in the report, can be especially valuable in advancing discussions with housing partners, property owners, and prospective investors and developers.

- ☐ Share survey results with the public:
  - ○ Make the At a Glance version of the survey's results available for download and distribution.
  - ○ snippets and factoids using social media, newsletter features, and other channels, and invite potential developers, investors and business prospects to learn more about Downtown Montevallo opportunities and resources.
- ☐ Share survey results with property owners, developers and investors:
  - ○ Make downtown business and property owner visits to share survey results, with special attention directed toward business expansion candidates, and property rehabilitation and development targets.
  - ○ Take advantage of opportunities to share results with and invite inquiries from local government, economic development partners, community housing leaders, real estate professionals, business groups, civic organizations, and others who share a special interest and play a role in promoting downtown housing, business, and investment opportunities.

Take action to promote and advance goals to grow the downtown population and economy.

A populated downtown is a more vibrant downtown. Work with partners to promote and catalyze downtown area housing development opportunities.

- ☐ Share survey findings on residential interest with property owners, real estate professionals, and potential investors.
- ☐ Work with local housing, government, and building officials to promote the adoption of a Downtown Housing Overlay and Sketch Plan Review process to guide proposed housing developments.
- ☐ Maintain an inventory of existing and potential downtown housing units, and track information on occupancy, size, rental rates, etc.
- ☐ Research, pursue, and promote programs, resources, and incentives (e.g. housing and historic tax credits, community development block grants, Cooperative District participation) and technical assistance that might be needed to catalyze and enhance the feasibility of downtown housing rehabilitation and development projects.

Next Steps



Example: Promoting the Downtown Lifestyle—Wheeling, WV

Elevate the view of downtown living and the downtown lifestyle.

In many or even most communities, downtown was historically a place to live because it was cheap. Today, like was shown by interest expressed by Downtown Montevallo Alive! Survey participants, growing segments of the market that choose to live in a downtown setting represent a broad spectrum of the population, including some who are driving a more upscale component of downtown living. Continue working with downtown area property owners, brokers, agents, property managers, and other interests to showcase an exciting image of Downtown Montevallo living today, and to promote interest in housing, property and investment opportunities using a variety of marketing techniques and channels.

- ☐ Maintain a current list of available properties and investment opportunities.
- ☐ Feature a "Property of the Month" in social media, newsletters, etc.
- ☐ Use window treatments to highlight opportunities and to promote an active and more upscale or "hip" version of downtown living.
- ☐ Host an annual downtown housing tour to showcase a variety of existing downtown area housing styles, projects in progress, and opportunities for housing rehabilitation and development.
- ☐ Gather and incorporate downtown images and testimonials from existing downtown area residents in marketing efforts aimed at depicting a lively, or a new or evolving version, of downtown living.



Sixty-eight percent of current downtown residents said they would be very or somewhat likely to **recommend Downtown Wheeling as a good place to live**.

Example: Promoting Downtown Living—Wheeling, WV

Collaborate with partners to explore creative options.

Exploring the full range of possibilities for downtown housing requires continued collaboration among the various interests and players, and might enlist new partners, or engage existing partners in new ways. For example:

- ☐ Engage large employers and corporations to identify possible needs and solutions for affordable, temporary, and extended stay housing, and possible interests and roles in development projects to meet needs.
- ☐ Work with area arts organizations to explore possible interest in, and resources for, art space and/or artist in residence programs.
- ☐ Discuss plans regarding remote working trends with existing office tenants and explore interest in, and possibilities for, conversions to co-working and live-work spaces.

Monitor implementation and help the community make connections with progress.

Local perspectives on trends in Downtown Montevallo can positively—or adversely— influence business, developer, and investor attraction efforts. Continue to tell the Downtown Montevallo story, and take direction from survey findings to preserve, enhance, and celebrate those features that make downtown a special place to visit, live, and gather.

- ☐ Gather images and testimonials that highlight engaged downtown residents, successful businesses, positive changes, investments, progress, and more reasons to do business, live, and invest in Downtown Montevallo.
- ☐ Incorporate images and testimonials in business, developer and investor attraction collateral materials and in ongoing downtown marketing and public awareness campaigns.
- ☐ Focus messaging on, and make connections to, initiatives and progress revolving around values and priorities that survey respondents identified as being most meaningful including:
  - ○ Restoring and preserving the downtown's historic buildings and character, and maintaining a special vibe in downtown
  - ○ Promoting and working to expand retail and eating & drinking options in downtown
  - ○ Promoting and advancing efforts to redevelop vacant and underutilized downtown buildings and sites
- ☐ Conduct, at minimum, an annual review of the Downtown Montevallo Alive! report and progress on steps outlined to advance conversation and action on concepts, demonstrations, and supporting policies.

Montevallo is a Main Street Alabama community.

Downtown Montevallo Alive! is a special initiative commissioned by Main Street Alabama to explore "what's next" possibilities for creating new and different styles of downtown housing in ways that address community needs, support the downtown economy, and build upon those things that already make Downtown Montevallo a special place today — and for the next ten years and beyond.