Downtown Montevallo Alive!

Housing Insights and Concepts

Summary Edition

Prepared for

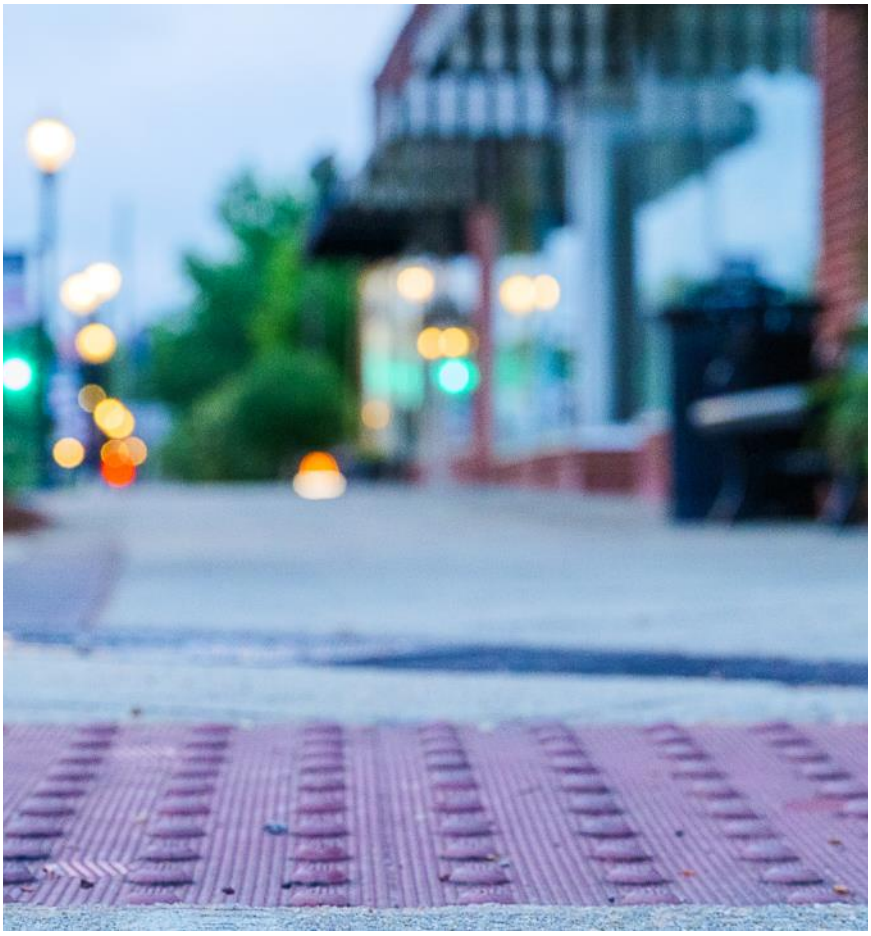
Montevallo Main Street

Commissioned by

Main Street Alabama

Downtown Professionals Network

Montevallo, Alabama | 2026



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?"**

Exploring Possibilities







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.

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Exploring the Market

Current area population growth and housing trends track with previous housing-related studies and plans that, 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

Today, growing segments of the market are choosing to live in a downtown setting. Housing of choice suggests a market that is not monolithic. Survey findings showed interest among a range of age groups and income levels for a variety of housing styles.

Group Traits: Those Interested in Living Downtown

Age Group	Pct
24 or younger	13%
25 to 34	19%
35 to 44	30%
45 to 54	14%
55 to 64	14%
65 or older	11%

Annual HH Income	Pct
Less than $25,000	19%
$25,000 to $49,999	21%
$50,000 to $99,999	32%
$100,000 to $149,999	11%
$150,000 to $199,999	8%
$200,000 and greater	10%

Preferred Style—Buy	Pct
Cottage Home	31%
Live-Work Unit	14%
2 BR Town/Rowhome	14%
Upper Level Open Loft	11%
3 BR Town/Rowhome	11%

Preferred Style-Rent	Pct
2 Bedroom Apartment	22%
Cottage Home	20%
3 BR Town/Rowhome	15%
Upper Level Open Loft	12%
2 BR Town/Rowhome	12%

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.**

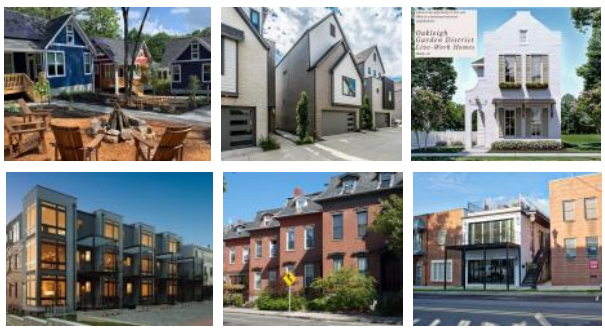
Imagining Possibilities



Demonstrations begin the process of exploring and illustrating paths to growing the downtown population and building vibrancy. As concepts, they may be best viewed as tools to support the necessary and ongoing conversation about downtown housing to ensure public support for initiatives requiring city or other participation, and to encourage the private development community to be active in pursuing projects aligned with a vision for Downtown Montevallo.

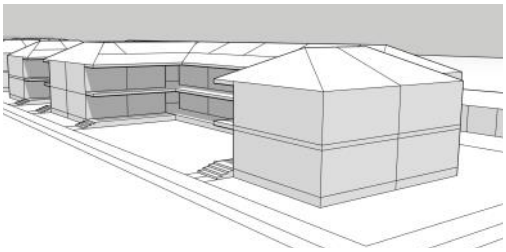
The demonstrations focus on **goals** linking a key relationship between housing and downtown vitality, including:

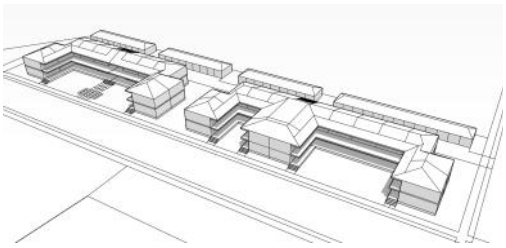
- Identifying sites where housing could occur in or near downtown;
- Describing housing opportunities based on data, trends, and housing study findings;
- Creating housing aligned with Downtown Montevallo's character;
- Increasing the population of downtown residents; and
- Establishing paths for implementation.



Demonstrations draw on trends and local insights to consider locations for a variety of downtown housing options.

Demonstrations

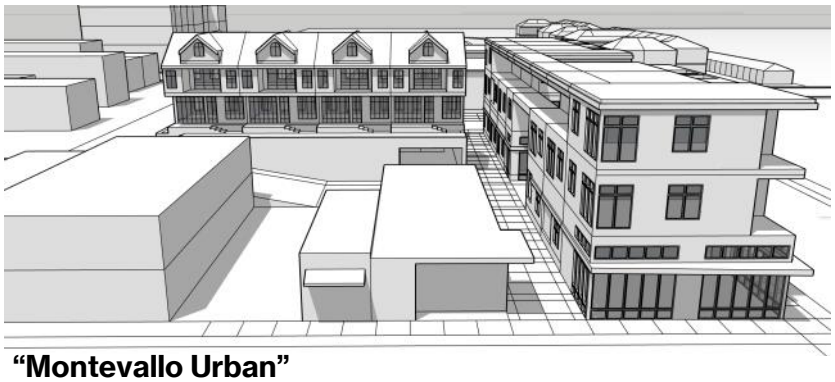




West End Apartments

By combining several small parcels in a part of Valley Street currently occupied by small single-family homes and a small, single story apartment building, 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.





"Montevallo Urban"

The Montevallo Urban 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.





Frost Lumber Venue

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 goals of enhancing livability and vitality, and increasing the population of Downtown Montevallo.



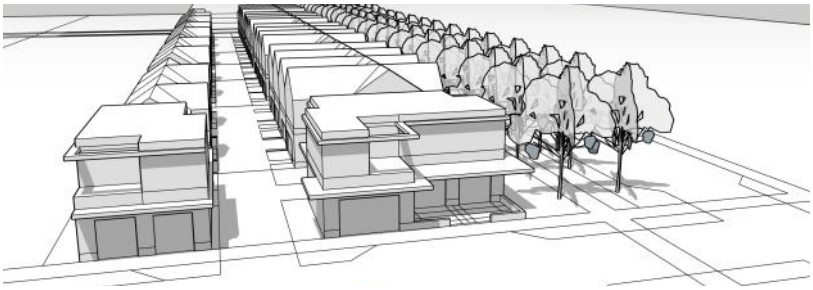


Cottage Homes

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.

Demonstrations

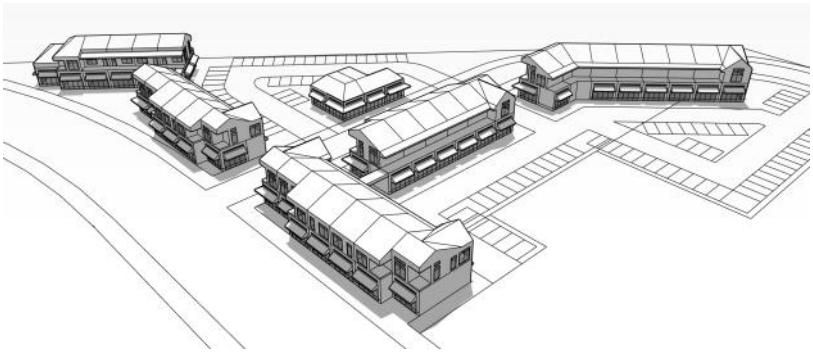




Parkside Homes

The Parkside Homes 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.





East End Mixed-Use

The 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.

Policy Initiatives

Downtown Overlay

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.

Sketch Plan Review

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.

The Downtown Montevallo Alive! initiative relied on insights and inspiration shared by downtown and community stakeholders to explore opportunities and form initial directions to increase downtown housing.

Those conversations are important but they're not an end in themselves. The goal is implementation of projects supporting the livability and vibrancy of Downtown Montevallo. The report offers guidance on the early steps, including the continued conversations that lead to the refinement of ideas, and the realization of supportive change and new introductions.

Learn more. Join the conversation.

Montevallo
MAIN STREET

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Montevallo is a Main Street Alabama community.