



# Bridgeport Downtown Revitalization Plan

Prepared by TARCOG  
March 2017



Top of Alabama Regional Council of Governments

## Bridgeport Downtown Revitalization Plan

**Adopted: March 27, 2017**

This report constitutes the Bridgeport Downtown Revitalization Plan  
for the City of Bridgeport, Alabama

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## About TARCOG

Established by a local initiative in 1968, the Top of Alabama Regional Council of Governments (TARCOG) aims to identify and address common regional issues, opportunities, and challenges of Northeast Alabama’s municipalities and counties. TARCOG serves as Substate Planning District Twelve and the Area Agency on Aging. The governments of five northeast Alabama counties, DeKalb, Jackson, Limestone, Madison, and Marshall, and the municipalities located in these counties make up TARCOG. TARCOG helps local governments by obtaining funding for local government assistance, coordinating local governments’ responses to regional issues, and providing a wide range of services to the region’s governments and residents. This document was prepared and designed by the TARCOG Department of Planning and Economic Development.

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# Introduction

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The city of Bridgeport is the second largest municipality in Jackson County with a total population of 2,300 according to the 2015 U.S. Census. The City is located near the extreme northeast corner of Jackson County and is included in the Chattanooga-Cleveland-Dalton, TN-GA-AL Combined Statistical Area. The city is bisected by U.S. 72, and has been working to develop both industrial and commercial properties along this “gateway” highway corridor for the last decade. On January 22, 1999, tragedy struck the City. While digging a trench behind a building on Alabama Avenue, a backhoe operator damaged a ¾-inch steel natural gas service line and a 1-inch water service line. This resulted in an explosion that destroyed three buildings on Alabama Avenue, all located within the Bridgeport Downtown Commercial District. Other buildings within a two-block area of the explosion sustained significant damage. Three fatalities, five serious injuries, and one minor injury resulted from this accident. The impact of this event is still felt to this day by the residents of Bridgeport as evident by the now vacant lots in the downtown core left in the wake of the explosion.

The need to develop new employment opportunities within Bridgeport is essential due to the lagging regional economy and recently announced downsizing and closures of Tennessee Valley Authority sites within Jackson County. The loss of these high wage positions continues to be felt in the City of Bridgeport and throughout Jackson County. Not only have commercial, housing and retail businesses been impacted, but also local governments due to the stagnated local economy. The Tennessee Valley Authority is the largest property owner in Jackson County. As a federal agency, TVA pays "in-lieu-of-property taxes" to local municipalities and Jackson County. Divestment by TVA in Widow's Creek, Bellefonte and other properties have caused private property values throughout Jackson County to decline. Local government entities within the region have

also received notably less support from TVA via "in-lieu-of-property taxes" due to lessened property values. Over the years Bridgeport downtown has suffered greatly due to lack of businesses and neglect by property owners. Past few years, city leadership is working towards preserving historic buildings and bringing businesses back into downtown.

## Need for Plan

The city of Bridgeport is in a prime location to benefit from increased economic activity due to developments along the U.S. 72 corridor between Huntsville and Chattanooga. In an effort to utilize its existing downtown facilities and to prevent further deterioration and decline, the city of Bridgeport feels the time is right to invest in a downtown revitalization plan. The city of Bridgeport benefits from its strategic location and its rich cultural heritage. Bridgeport's three best chances to attract investment include its downtown, U.S. Highway 72 Corridor and riverfront. The utilization of Bridgeport's unique downtown and historic structures is the key to business development and community investment. This plan will provide a series of workable actions items that will lead to a reduction or complete elimination of downtown commercial district slum and blight, renovation of building facades, streetscaping and a marketing plan. Now is the time for the city of Bridgeport to begin the planning for future revitalization efforts to bolster its future by investing in its historic downtown.

## Urgency

Similar to other American cities, Bridgeport downtown has suffered due to shifting retail and commercial activities from the heart of the community to the automobile oriented fringes. This trend along with the neglect from property owners and lack of comprehensive

planning, have led to blighted conditions in the core of the downtown. The City of Bridgeport anticipates further building deterioration and economic decline within the downtown area if measures are not taken in the immediate future. By investing in the development of a downtown revitalization plan, the City will begin initial steps to prevent further dilapidation/deterioration.

## Purpose

Bridgeport is one of many once robust Alabama cities that have suffered decline, largely because of rural isolation and structural changes in the economy. This has resulted in a community that has declined in opportunities, tax and revenue base and to some extent quality of life. With its strategic location as the “Gateway into Alabama” between the Chattanooga and Huntsville Metropolitan Areas, Bridgeport finds itself in a unique position to benefit from this existing opportunity. By investing in the revitalization of downtown Bridgeport, the City hopes to prevent the further decay of its historic past. Research shows that a healthy and vibrant downtown boosts economic health and quality of life in a community. Specifically, it creates jobs, incubates small businesses, reduces sprawl, protects property values, and increases the community’s options for goods and services. A healthy downtown is a symbol of community pride and history.

The City of Bridgeport Downtown Revitalization Plan includes a set of recommendations in the form of goals, objectives, and specific action items for the City to use in an ongoing program of improvement to the downtown area and its surrounding commercial district. It includes a strategy that identifies timeframes

for the accomplishment of specific action items in the implementation of the plan.

## Plan Usage

The Bridgeport Downtown Revitalization Plan provides the leadership and citizens with short-term direction, builds a shared vision, sets goals and objectives, and improves use of resources by identifying effective implementation strategies. It creates a platform for a wide range of beginnings. It will also promote a commitment to address new issues and opportunities while expecting and absorbing changes. The plan will be a continuous work in progress.

The Downtown Plan is a 10-year plan and it should be reviewed regularly to ensure the compliance of the program goals and objectives. It should be modified periodically for priority changes, budgetary constraints, and planning refinements and will consistently provide an overview of anticipated activities and requirements. General economic conditions and the capability to fund projects will play an essential role in determining the actual time that resources are secured and projects completed.

The Plan is intended to serve as a guide to help city leaders, development community, and local residents plan for the redevelopment of the downtown. As projects, policies, and programs develop over time they may not look exactly like the recommendations in the document, but they should support the intent of the plan.

# Planning Process

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## Legal Foundation

Sections 11-52-8 and 11-52-9 of the Code of Alabama outline the authority and purpose of a city comprehensive planning process. These paragraphs are Sections 6 and 7 of the Standard City Planning Enabling Act published by the U.S. Department of Commerce in 1928 and adopted by the State of Alabama in 1935.

*“It shall be the function and duty of the City Planning Commission to make and adopt a master plan for the physical development of the municipality, including any areas outside of its boundaries which, in the commission's judgment, bear relation to the planning of such municipality. Such plan, with the accompanying maps, plats, charts, and descriptive matter shall show the commission's recommendations for the development of said territory, including, among other things, the general location, character and extent of streets, viaducts, subways, bridges, waterways, waterfronts, boulevards, parkways, playgrounds, squares, parks, aviation fields and other public ways, grounds and open spaces, the general location of public buildings and other public property, the general location and extent of public utilities and terminals, whether publicly or privately owned or operated, for water, light, sanitation, transportation, communication, power and other purposes, the removal, relocation, widening, narrowing, vacating, abandonment, change of use or extension of any of the foregoing ways, grounds, open spaces, buildings, property, utilities or terminals; as well as a zoning plan for the control of the height, area, bulk, location, and use of buildings and premises.”*

*“As the work of making the whole master plan progresses, the commission may from time to time adopt and publish a part or parts thereof, any such part to cover one or more major sections or divisions of the municipality or one or more of the aforesaid or other*

*functional matters to be included in the plan. The commission may from time to time amend, extend, or add to the plan.”*

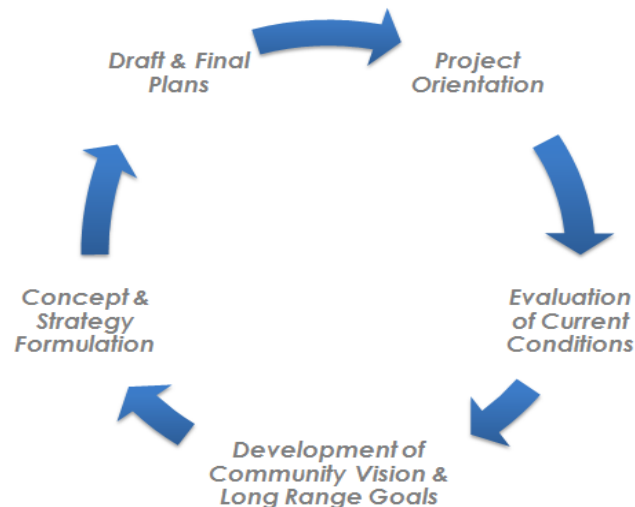
*“In the preparation of such plans the commission shall make careful and comprehensive surveys and studies of present conditions and future growth of the municipality and with due regard to its relation to neighboring territory. The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity, and general welfare as well as efficiency and economy in the process of development, including, among other things, adequate provision for traffic, the promotion of safety from fire and other dangers, adequate provision for light and air, the promotion of the healthful and convenient distribution of population, the promotion of good civic design and arrangement, wise and efficient expenditure of public funds, and the adequate provision of public utilities and other public requirements.”*

## The Planning Process

The Bridgeport Downtown Revitalization Plan provides a framework to guide growth and change in the community. This plan will enable the community leaders to guide the change in downtown rather than simply react to it. Additionally, having this Plan will help increase the tax base and encourage private sector investment, help sustain existing businesses and bring diverse retail opportunities, protect adjacent neighborhoods with well-placed downtown housing options, and identify potential tourism development opportunities and partnerships for implementing change in the downtown.

### Planning Steps

The fundamental premise for developing a comprehensive strategy for downtown Bridgeport lies in the formulation of a well-defined set of planning procedures. Developing a planning process requires a thorough examination of the potential solutions, and how these solutions will transpire into implementation strategy for future development.



To maximize this effort, the planning team defined a seven-step process for the development of the plan. An outline of the process is summarized as follows:

#### 1. *Project Orientation*

The planning team held meetings with city leaders for the purpose of discussing the overall approach to be used in the development plan. This step involved city leaders in setting the direction of the effort, making necessary adjustments to better mold the plan to best serve the city's interests, and reviewing the steps and timeframe necessary for the completion of the project.

#### 2. *Evaluation of Current Conditions – Economic*

The planning staff performed an evaluation of the current conditions of the city regarding economic conditions. This report is contained in this document.

#### 3. *Evaluation of Current Conditions – Physical*

The planning staff evaluated the current conditions of the downtown area and immediate surrounding neighborhoods regarding physical conditions. This involves: 1) an examination of the structures of the area from a functional design standpoint; 2) a study of traffic and parking issues, including vehicular and pedestrian circulation; 3) a visual survey of the area to assess the weakness and opportunities the downtown area presents; and 4) a more specific survey of building façades to determine ways to improve the appearance of downtown buildings; 4) an assessment of infill opportunities to determine areas for redevelopment and revitalization.

#### 4. *Development of Community Vision and Long Range Goals*

A vital part of completing the plan is attaining meaningful public participation in the planning process with the intent to obtain a consensus on a course of action. The public participation

component has the purpose of setting long-range goals and supporting objectives that set forth a vision and direction for the future of the downtown area. Stakeholder meetings, community surveys, and community workshops were conducted to gain intimate local knowledge on community issues and an understanding of community values.

#### 5. *Concept and Strategy Formulation*

Using the evaluation of current conditions, the community vision and long-range goals, and feedback from city leaders, the planning staff developed a concept for the future of Downtown Bridgeport. The concept includes an overall strategy to provide possible solutions to area problems and potential activities to capitalize on Downtown's assets and opportunities.

#### 6. *Draft Plan*

Following the presentation and general acceptance of the plan concept, the planning staff used the comments regarding the concept as guidance for drafting the plan. This includes formulating an action plan that outlines the scheduling of tasks and activities that need to be undertaken.

#### 7. *Final Plan*

In formulating the final plan, the public comments were synthesized regarding the first draft and a final plan was prepared. The final plan document was presented to the City for acceptance and adoption.

### Stakeholders Input

Public participation was an essential component of the Bridgeport Downtown Revitalization Plan. During the entire process, planning staff reached out to local residents



and stakeholders in a variety of ways to gather public input on local preferences, concerns and priorities for the future. A series of workshops and meetings were held with the steering committee, local residents, business community, and other stakeholder groups. A SWOT



(Strengths, Weaknesses, Opportunities, and Threats) Analysis was performed to identify key community assets and opportunities.

An online community survey was conducted during the month of November and December 2016. A printed copy of the



survey was distributed throughout the community including various businesses downtown, library and city hall. A “Big Idea” workshop was held with business and city leaders to develop vision for the downtown. A key

element in preparing for the planning workshops was generating public awareness. City and planning staff spread the word about the downtown plan by placing ads in the local newspapers, posting public notices, placing flyers in city hall, library, and businesses downtown.

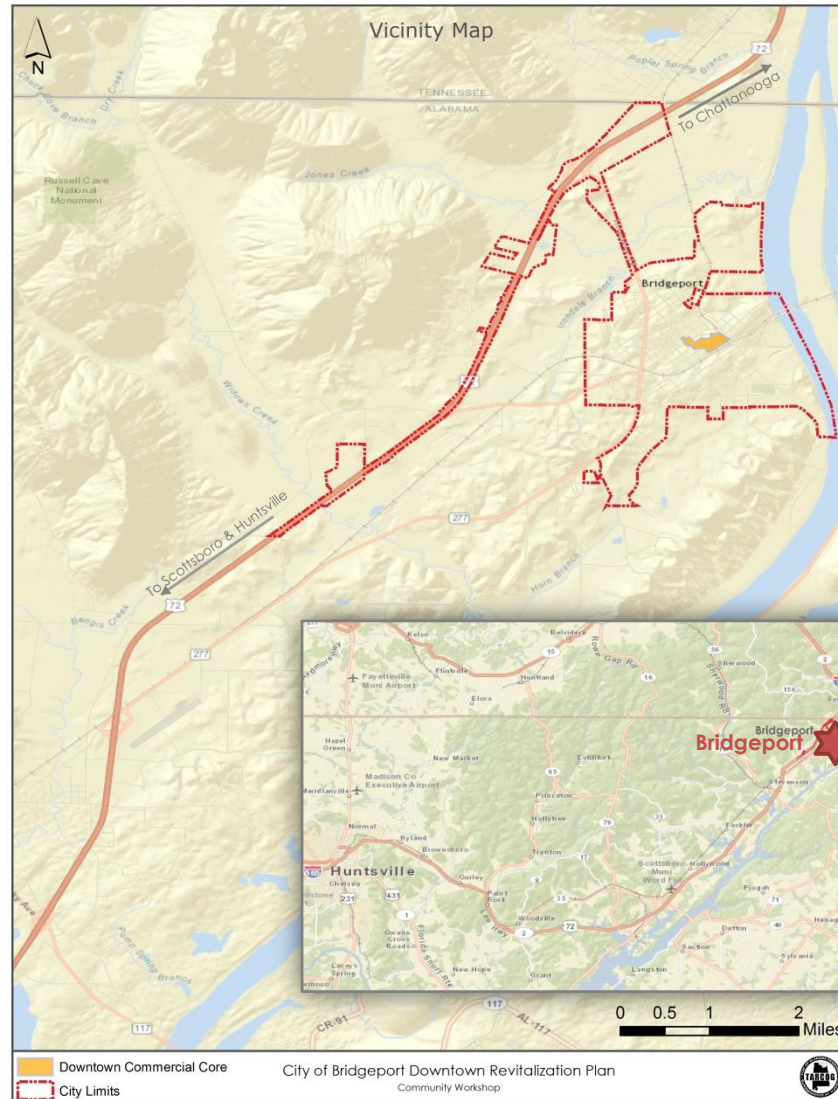
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## Current Conditions Analysis

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# Location and History



The City of Bridgeport, AL is located in northeast Jackson County, adjacent to the Tennessee state border between Huntsville, AL and Chattanooga, TN. It was developed along the Tennessee River and L&N railroad. State Highway 277 passes through the city while U.S. Highway 72 passes northwest of the city core. It is situated in a beautiful setting of the Mountains and the Lakes region of the state with relatively hilly terrains and beautiful views. The area surrounding Bridgeport is rich in Native American history. Russell Cave National Monument, which is an archaeological cave with significant records of prehistoric cultures, is also located within the area. The City of Bridgeport played a key role in Civil War. It is rich in Civil War era historic buildings and articles as well.

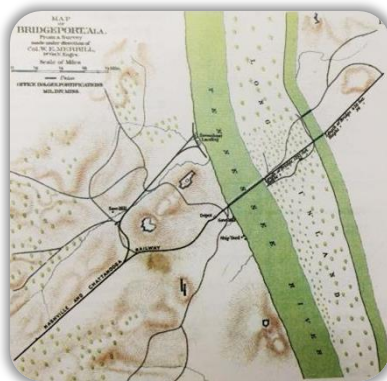
According to 2015 Census data, Bridgeport is the second largest city in the county with population of 2300, only behind City of Scottsboro which is the county seat. Bridgeport is part of the Jackson County School System and is home to Bridgeport Elementary School and Bridgeport Middle School. North Jackson High school located north of Stevenson serves as high school for the city and surrounding rural areas within Jackson County.

Bridgeport is home to some of the largest industrial employers in the county, including U.S. Stove, US Gypsum, and C.T. Transportation, to name a few. Bridgeport has seen a decline in population in recent years, which is reflective of the county losing population as a whole mainly because of various industrial plant closings and realignments. In recent years, TVA has closed Widows Creek Power Plant, which was a coal-fired power station, and suspended the refurbishing of Bellefonte Nuclear Power Plan in the county.

This resulted in not only in loss of jobs but also tax revenue for the county and the cities and towns within it. However, construction of a new Google data center just outside of the Bridgeport city limits has been a new source of energy for the City of Bridgeport as well as the county officials and residents.

## History

Bridgeport was settled on the banks of the Tennessee River as Jonesville in 1848. In 1852, the first railway was constructed to the town by Nashville and Chattanooga Railroad, and was later connected to Chattanooga after building a bridge on Tennessee River in 1854. Around the same time, a new river port was established within the settlement. This new development prompted a name change for the community, and it was changed to Bridgeport.



These new connections through railroad and river resulted in retail growth in the community.

During the Civil War forces led by Union General Ormsby Mitchell seized control of Bridgeport and as a result control of the strategic railroad bridge in the area after defeating Confederate troops under command of General Danville Leadbetter that were camped on the hill at Bridgeport overlooking the river and bridge on April 29, 1862. The area was fought over by the opposing armies until the summer of 1863, when Confederate troops burned the town as they retreated and Union forces took and maintained control of the bridge for the remainder of the conflict. During the war, the railroad bridge over Tennessee River was burned completely multiple times to stop opposite troops from crossing the river.



*N. & C. Railroad Bridge over Tennessee River in 1864*



*Alabama College of Dental Surgery, Bridgeport*

Following the war, Bridgeport was gradually rebuilt by residents. However, major investments from northeastern investors – mainly attracted by mild weather, rail and river transportation and abundance of natural resources – expedited the growth of the town as “New York of the South”. Frank Kilpatrick, an investor from New York, played a key role in the development of the city. This new investment also brought in the first dental college of the state – the Alabama College of Dental Surgery. During this time, new industry located on the riverbanks, retail businesses opened downtown and large Queen Anne houses were constructed. Economic downturn, also known as “the Panic of 1893”, halted many building construction, which in turn affected sudden growth of the city. It sent investors rushing back northward as Bridgeport was left to suffer.



*Aldous Building at the intersection of Alabama and Brummel Avenue in 1893*

The city would settle back into a period of more gradual growth with limited investments at the county level. The residents of Bridgeport witnessed their rural community developed into a small city. Access to the river and rail transportation brought in some new industries in the town,



which have provided employment to Bridgeport residents as well as people commuting from surrounding communities.



*Bridgeport Downtown in 1953*

Downtown Bridgeport was thriving again, when a natural gas explosion reduced part of Bridgeport's tree-lined downtown to rubble on January 24, 1999. According to the National Transportation and Safety Board report, the explosion occurred during the digging of a trench behind 406

Alabama Ave. That building and the two adjoining were destroyed and others sustained significant damage.



*A Bridgeport Downtown city block in 1999 that was destroyed by a gas explosion*



A building used for storage, a vacant building and another undergoing renovation were destroyed. A physician's office, a hardware store, a taxidermy studio

and a post office were seriously damaged. This event was a big setback to the community that was gradually returning to its thriving past. After the blast, Bridgeport lost these businesses forever and they never returned.

The City of Bridgeport today has many reminders of its historic past. From historic buildings, the railroad and the Civil War to the boom period all have touched on the city and still affects the city and the residents today. Bridgeport celebrates its past with various events and festivals throughout the year, which bring visitors from all over the country to the city.

## Historic Assets

### Bridgeport Depot Museum



Bridgeport Depot was built in 1917 on the site of original depot that was burned down by union troops in 1863. It has been restored and used as a museum of local history by

Bridgeport Area Historical Association. It houses a large display of local historic articles, train collection, and Civil War memorabilia. It is located in the heart of the town at the intersection of two railroads with an easy access to the river bridge, and is adjacent to historic Battery Hill.

### Historic Battery Hill

Historic Battery Hill played a key role during the Civil War. Easy access to the River Bridge and unrestricted views of surrounding area made that a strategic location for troops. It housed troops from both side of the battle during their control of the area. A cannon marking the site of a Civil War battle is located on the

Battery Hill. Union troops defeated Confederate troops at this location and seized the hill and control of the railroad bridge spanning the Tennessee River. This event is commemorated at the Siege of Bridgeport Reenactment each year.



*A historic home on Battery Hill in Bridgeport*



During the economic boom of the town in 1880s, many elite built their houses on this hill overlooking the river. Some of those houses have been restored and in good condition, which contains several Victorian, Queen Anne, Bungalows, and Vernacular style houses.

### Historic houses of Kilpatrick Row

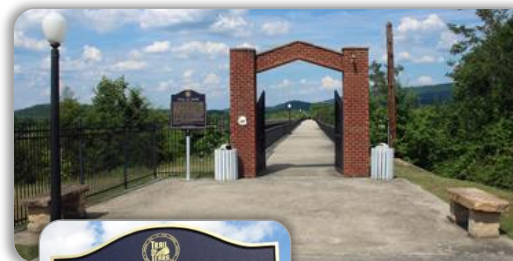
After the end of the Civil War, investors from the northeast started returning to the town, mainly attracted by mild weather, rail and river transportation and plenty of natural resources. Frank Kilpatrick was one these



*Historic Kilpatrick Row Houses in Bridgeport*

investors, who envisioned Bridgeport as the "New York of the South". As part of this growth, northern trend of Queen Ann style homes was brought to the area. These homes are scattered throughout the downtown and on Battery Hill. Kilpatrick ordered a row of homes in downtown across from the railroad on North Hudson Avenue, which is known today as Kilpatrick Row. They were built as duplexes in 1892. Six of the original eight houses are still standing today in varying conditions from deteriorating to fair.

### Railroad Bridge Walking Trail



*Historic Railroad Bridge walking trail in Bridgeport*

The first railroad was constructed to the town by Nashville and Chattanooga Railroad In 1852, and was later connected to Chattanooga after building a bridge on Tennessee River in 1854. This bridge

provided a key connection during the Civil War to southeast as a supply base. Troops on both sides seize the control over the town

and the bridge multiple times during the war. During these change in control, the bridge was burned down twice to stop the other sides from advancing. The bridge was rebuilt each time and had been in use by CSX until recent years. In 1998, CSX built a new Bridge and donated older bridge to the City of Bridgeport for recreational use. It has been in use as a walking bridge by citizens and tourists since then. A walking trail connecting the bridge to downtown was created in recent years.



## Community Character

The City of Bridgeport is filled with the memories and historical character. Throughout the downtown, there are multiple murals on the walls, historic markers, buildings depicting various styles, and a historic church building. These features enhance the character of the community, set it apart from other communities nearby, and should be protected moving forward.



*Some of the Murals in Bridgeport*

Bridgeport also celebrates its history with various festivals that are part of its identity. The Siege of Bridgeport Reenactment every year in March commemorates the siege of the town and the railroad bridge event during American Civil War. Bridgeport is on the Trail of Tears Corridor and played an integral part during removal of the Native American Tribes from southeast because of its location on Tennessee River. Motorists honoring these tribes organize a commemorative



motorcycle ride each year in September. Bridgeport serves as a starting point for this ride in Alabama, and welcomes the motorists for a celebration in downtown every year.

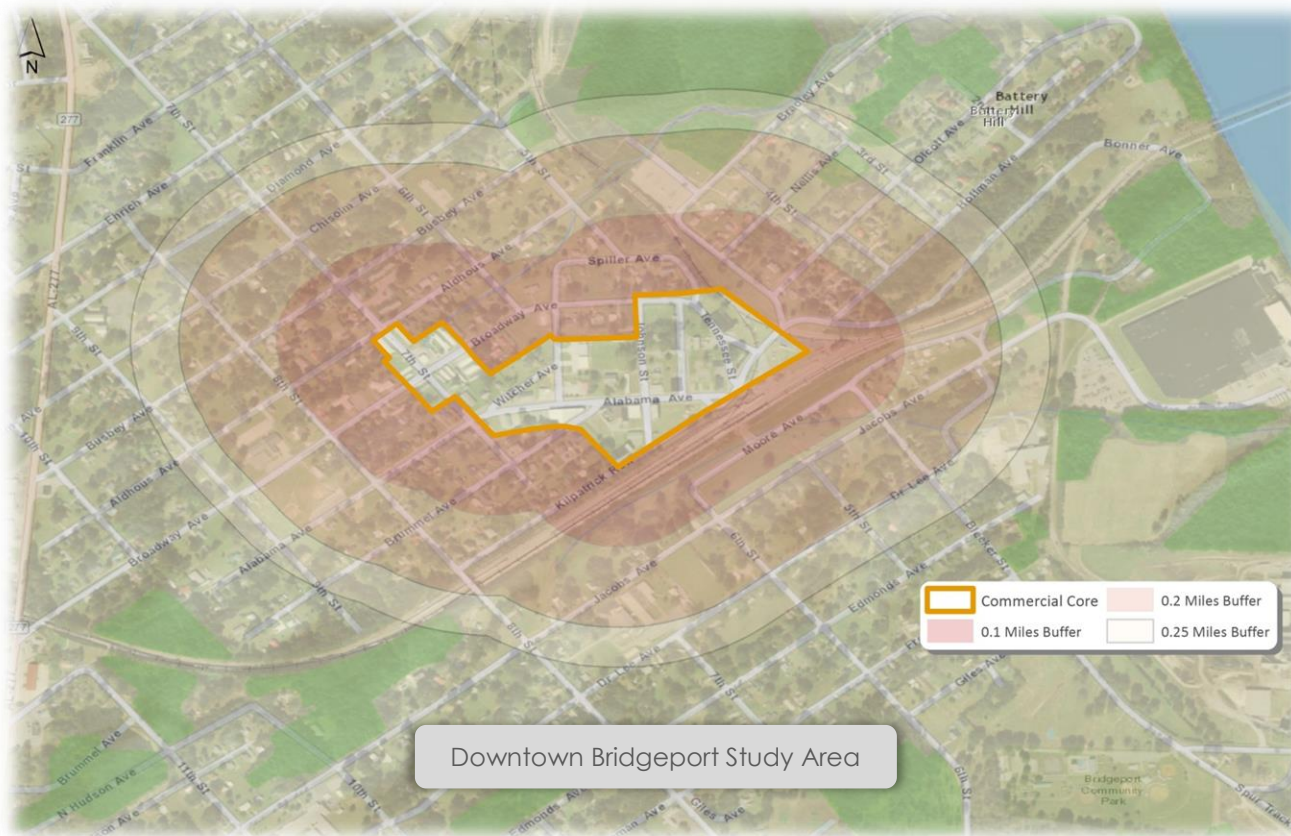


*Trail of Tears Commemorative Motorcycle Ride & Siege of Bridgeport Reenactment in Bridgeport*

# Study Area

Study area for the Bridgeport Downtown Revitalization Plan includes the commercial core and neighborhoods surrounding it within a quarter mile distance. The commercial core is mainly comprised of civic buildings including the city hall, a library, a community center, a senior center, a park, and utility board, a church and a handful of businesses. Downtown Bridgeport is truly

the heart of the community and is located geographically centered to the community. The commercial core is the focus of the plan since it has been in decline from last few decades, and has ample vacant land and multiple historic buildings that are in various degrees of deterioration. This plan will assist city leaders in working towards attracting more businesses downtown.



# Current Economic Condition

As part of the planning process an evaluation of the current conditions was performed. This involved community growth and population, area economic base and employment, and market conditions and potential. A review of organizational issues that may have an effect on the ability of the city to implement any plans for downtown improvement was also conducted.

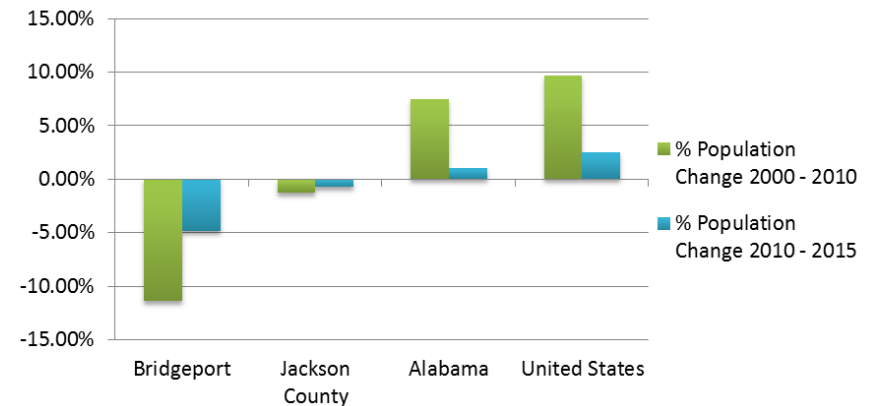
## Demographics

Bridgeport is the second largest municipality in Jackson County after Scottsboro. According to Census data, the population of Jackson County and Bridgeport has been declining since 2000. While population of Alabama increased 7.48% between year 2000 and year 2010, population of Jackson County and Bridgeport decreased 1.30% and 11.36% respectively.

Place	2000	2010		2015	
	Total	Total	% Change	Total	% Change
Bridgeport	2,728	2,418	-11.36%	2,300	-4.88%
Jackson County	53,926	53,227	-1.30%	52,860	-0.69%
Alabama	4,447,100	4,779,736	7.48%	4,830,620	1.06%
United States	281,421,906	308,745,538	9.71%	316,515,021	2.52%

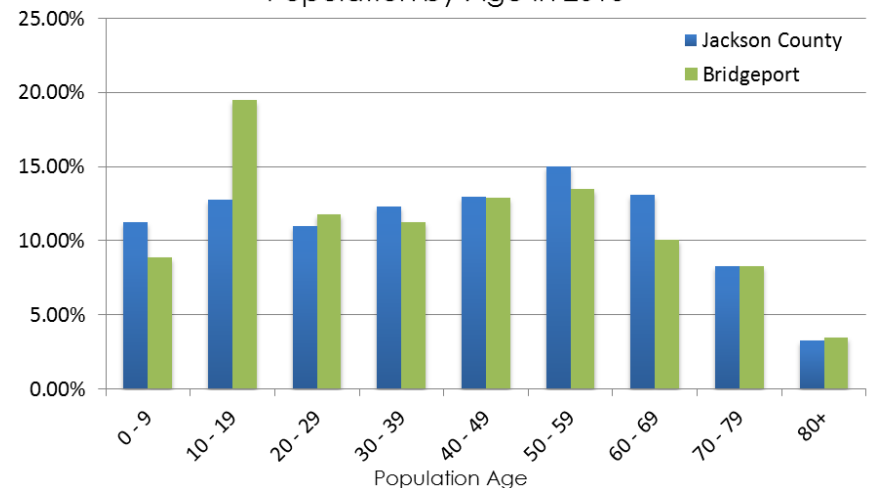
According to the Census 2015 estimates rate of population growth in Alabama has slowed down to 1.06%, while population in Jackson County and Bridgeport are still declining at 0.69% and 4.88% respectively. Looking at the North East Alabama region, Jackson County is the only county that has been experiencing loss of population since the turn of the century.

Population Change



Looking at the age groups in Jackson County and the city, county has significant population that is aged 50 and above. There is also a significant percentage of population that is school aged, but it

Population by Age in 2015





decreases as children grow up and move out of county or city to obtain higher education or better employment. According to the Census 2015 estimates, median age in Jackson County is 42.2 years, while it is 39.4 years in Bridgeport. Bridgeport has a significant portion of population that is either aging or will be above age 60 in next decades. This demographic structure is essential for the planning process in creating places that are accessible for all age groups. It is important to plan for these demographic shifts.

#### HOUSEHOLDS BY TYPE

Type	Estimate	Percent
Total households	940	
Family households (families)	526	56.00%
With own children of the householder under 18 years	216	23.00%
Married-couple family	333	35.40%
With own children of the householder under 18 years	102	10.90%
Male householder, no wife present, family	11	1.20%
With own children of the householder under 18 years	5	0.50%
Female householder, no husband present, family	182	19.40%
With own children of the householder under 18 years	109	11.60%
Nonfamily households	414	44.00%
Householder living alone	339	36.10%
65 years and over	164	17.40%

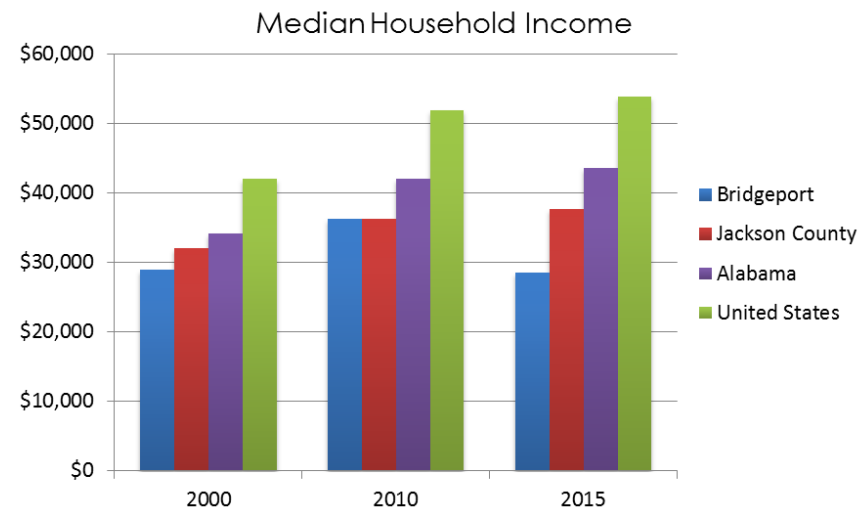
According to the Census 2015 estimates, a little more than half of the households in Bridgeport are families and majority of these families are married and have children under 18 years. One third of

all households have at least one person above 65 years in age. Average household size in Bridgeport is 2.45 people per household, while average family size is 3.23 people per family.

#### Income

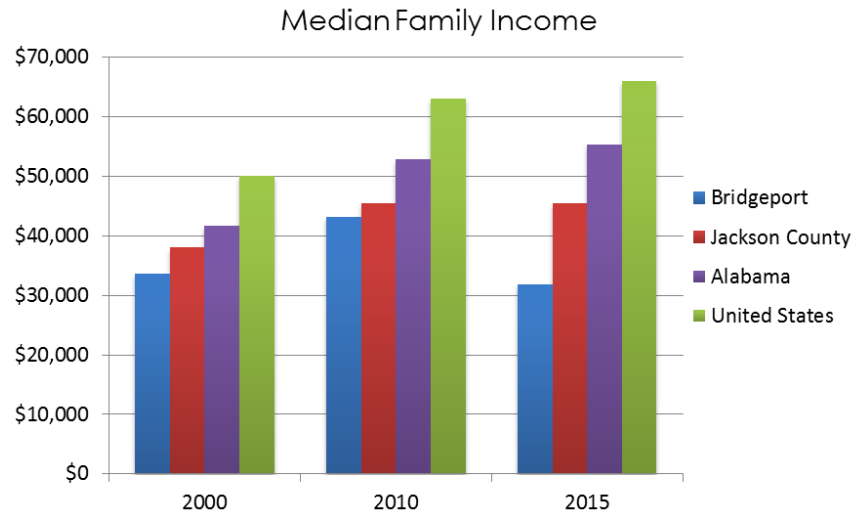
Income Type	2000	2010		2015	
	Total	Total	% Change	Total	% Change
Median Household Income	\$28,981	\$36,282	25.19%	\$28,571	-21.25%
Median Family Income	\$33,712	\$43,239	28.26%	\$31,875	-26.28%
Per Capita Income	\$15,779	\$19,048	20.72%	\$16,321	-14.32%

Median household income in Bridgeport has decreased 1.41% since 2000, while income in Jackson County and Alabama has seen significant growth. Median Household income in Bridgeport significantly increased from \$28,981 in 2000 to \$36,282 in 2010 according to census data. However, Bridgeport has seen a slow and steady decline in income recently. Median Household Income dropped significantly from \$35,379 in 2014 to \$28,571 in 2015.

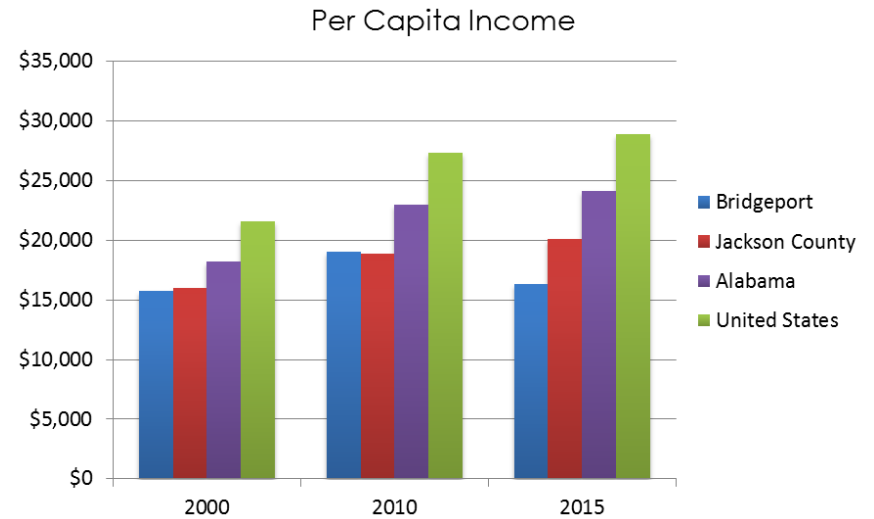




Median Family income in Bridgeport was \$31,875 compared to Jackson County at \$45,473, and State of Alabama at \$55,341. Similar to Median Household income, Median Family income dropped significantly in year 2015. In 2014, it was \$41,078 compared to \$31,875 in 2015, which is about 25% reduction from the year before.



In 2015, Per Capita Income for Bridgeport and Jackson County were \$16,321 and \$20,066 respectively, which is significantly lower than Alabama Per Capita Income of \$24,091 in the same year. Per Capita Income mirrors the trend in both Median Household Income, and Median Family Income. Per Capita Income was slowly increasing until 2014 and then it dropped significantly. This trend in income coincides with the trend in Industrial Development in Jackson County and Bridgeport. During this period, TVA announced a few realigning and closings of the power plants, which were some of the largest employment centers in the county. Widows Creek power plant, located just outside the city limits of Bridgeport, was shut down during this time along with Bellefonte Nuclear Plant near Hollywood.

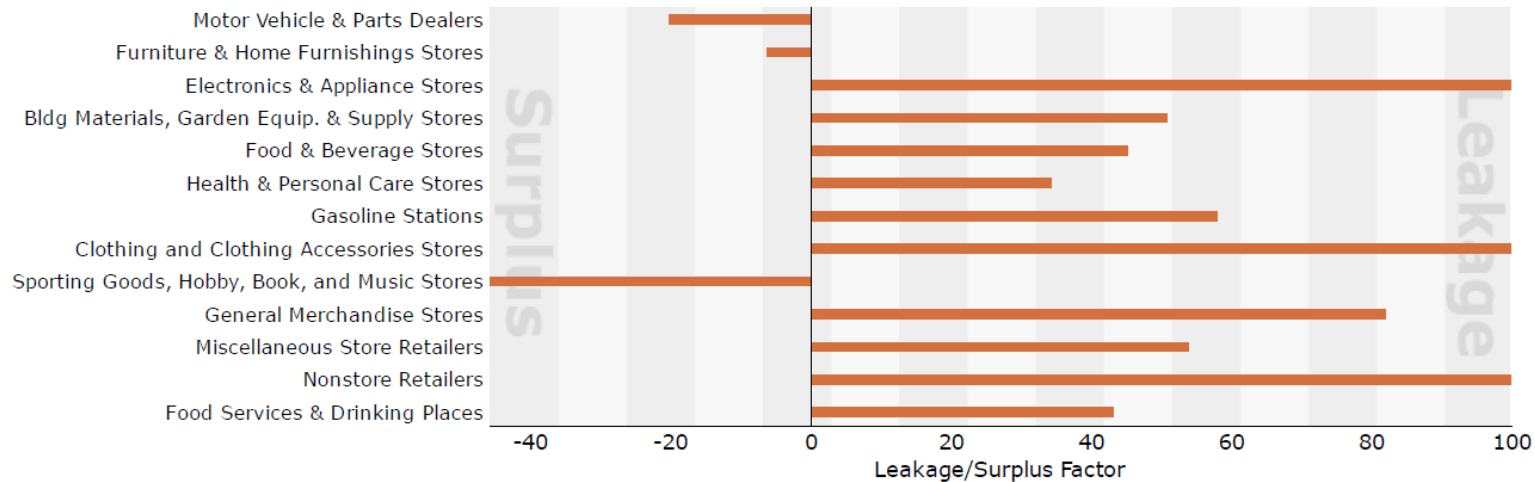


## Market Analysis

An analysis of consumer spending in 2016 by Infogroup and ESRI shows the amount spent on a variety of goods and services by consumers that reside within three miles radius of Bridgeport. The analysis revealed which products and services the residents of Bridgeport spend more money on.

Supply (retail sales) estimates sales to consumers by establishments excluding sales to businesses. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents leakage of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. The data shows there seems to be an opportunity to build on those areas where the leakage is highest in Bridgeport.

### Leakage/Surplus Factor by Industry Subsector



### Retail Market Place Profile

Bridgeport, AL (3 Mile Radius)

#### Summary Demographics

2016 Population	3,571
2016 Households	1,485
2016 Median Disposable Income	\$30,530
2016 Per Capita Income	\$19,656

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45, 722	\$42,938,970	\$26,731,201	\$16,207,769	23.3	22
Total Retail Trade	44-45	\$39,205,533	\$25,255,089	\$13,950,444	21.6	17
Total Food & Drink	722	\$3,733,437	\$1,476,112	\$2,257,325	43.3	5

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,209,939	\$15,355,083	(\$5,145,144)	(20.1)	2
Automobile Dealers	4411	\$7,725,544	\$13,679,825	(\$5,954,281)	(27.8)	1
Other Motor Vehicle Dealers	4412	\$1,881,374	\$1,641,643	\$239,731	6.8	1
Auto Parts, Accessories & Tire Stores	4413	\$603,021	\$0	\$603,021	100.0	0
Furniture & Home Furnishings Stores	442	\$1,033,569	\$1,174,988	(\$141,419)	(6.4)	3
Furniture Stores	4421	\$633,312	\$498,620	\$134,692	11.9	2
Home Furnishings Stores	4422	\$400,257	\$676,368	(\$276,111)	(25.6)	1
Electronics & Appliance Stores	443	\$1,625,762	\$0	\$1,625,762	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,762,477	\$571,785	\$1,190,692	51.0	2
Bldg Material & Supplies Dealers	4441	\$1,518,686	\$197,731	\$1,320,955	77.0	1
Lawn & Garden Equip & Supply Stores	4442	\$243,791	\$374,054	(\$130,263)	(21.1)	1
Food & Beverage Stores	445	\$5,699,256	\$2,136,409	\$3,562,847	45.5	1
Grocery Stores	4451	\$5,056,252	\$2,126,732	\$2,929,520	40.8	1
Specialty Food Stores	4452	\$322,206	\$0	\$322,206	100.0	0
Beer, Wine & Liquor Stores	4453	\$320,798	\$0	\$320,798	100.0	0
Health & Personal Care Stores	446, 4461	\$2,324,939	\$1,136,410	\$1,188,529	34.3	1
Gasoline Stations	447, 4471	\$3,353,283	\$887,801	\$2,465,482	58.1	1
Clothing & Clothing Accessories Stores	448	\$1,072,808	\$0	\$1,072,808	100.0	0
Clothing Stores	4481	\$702,466	\$0	\$702,466	100.0	0
Shoe Stores	4482	\$132,510	\$0	\$132,510	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$237,832	\$0	\$237,832	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$972,453	\$2,614,195	(\$1,641,742)	(45.8)	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$717,328	\$2,614,195	(\$1,896,867)	(56.9)	2
Book, Periodical & Music Stores	4512	\$255,125	\$0	\$255,125	100.0	0
General Merchandise Stores	452	\$8,811,218	\$867,742	\$7,943,476	82.1	1
Department Stores Excluding Leased Depts	4521	\$6,411,583	\$0	\$6,411,583	100.0	0

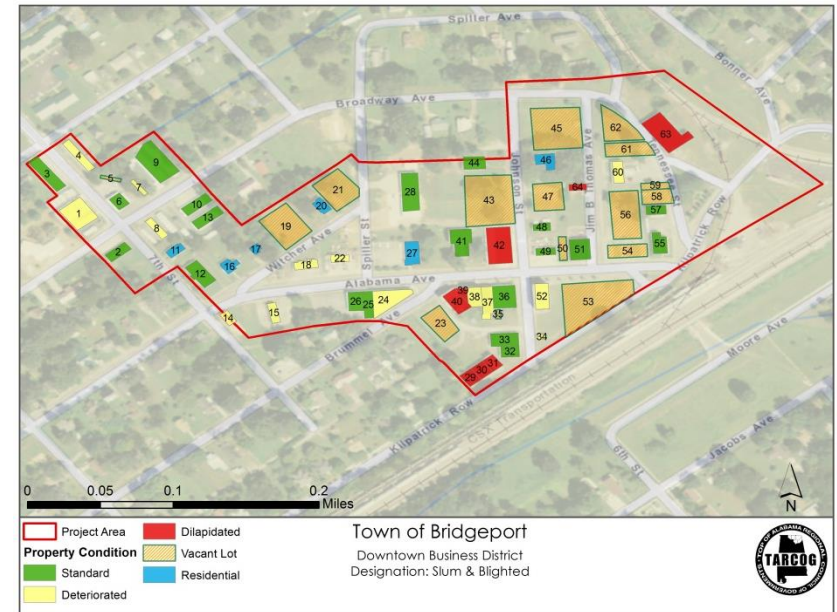
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Other General Merchandise Stores	4529	\$2,399,635	\$823,012	\$1,576,623	48.9	1
Miscellaneous Store Retailers	453	\$1,499,752	\$446,953	\$1,052,799	54.1	3
Florists	4531	\$64,314	\$54,645	\$9,669	8.1	1
Office Supplies, Stationery & Gift Stores	4532	\$406,421	\$50,351	\$356,070	78.0	1
Used Merchandise Stores	4533	\$169,954	\$0	\$169,954	100.0	0
Other Miscellaneous Store Retailers	4539	\$859,063	\$328,681	\$530,382	44.7	1
Nonstore Retailers	454	\$840,078	\$0	\$840,078	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$452,397	\$0	\$452,397	100.0	0
Vending Machine Operators	4542	\$114,615	\$0	\$114,615	100.0	0
Direct Selling Establishments	4543	\$273,066	\$0	\$273,066	100.0	0
Food Services & Drinking Places	722	\$3,733,437	\$1,476,112	\$2,257,325	43.3	5
Full-Service Restaurants	7221	\$1,852,924	\$267,917	\$1,585,007	74.7	1
Limited-Service Eating Places	7222	\$1,759,531	\$1,053,692	\$705,839	25.1	2
Special Food Services	7223	\$49,004	\$80,838	(\$31,834)	(24.5)	1
Drinking Places - Alcoholic Beverages	7224	\$71,978	\$73,665	(\$1,687)	(1.2)	1

# Current Physical Condition

An evaluation of the current conditions of the central business district and the immediate downtown fringe was conducted during the early phase of the planning process. The purpose behind this analysis was to review the overall community design, identify important linkages and the relationship between the downtown and other community amenities, and evaluate if they strengthen the downtown or weaken each other. This analysis involved:

- An examination of the structure of the area from the standpoint of Functional Community Design.
- A study of Traffic and Parking including Pedestrian Ways;
- A study of Infrastructure and Utility Services Availability;
- A General Visual Survey of the area to assess the weaknesses and opportunities of the downtown area and the immediate surrounding neighborhoods; and
- A survey of Building Façades and Structures to determine ways to improve the appearance of downtown.

Looking at overall community design, Bridgeport has grown around railroad and Tennessee River providing water access. The downtown is located away from highway and closer to the river surrounded by existing neighborhoods. U. S. Highway 72 passes through the City Limits, but it is away from the community core. Highway 277 passes through the town closer to the core and acts as highway commercial districts with a gas station, post office, some local businesses, and a few chain restaurants located on the stretch within the city limit. Bridgeport has limited tax base from few industrial plant located along the Tennessee River and retail downtown and on highway 277. Unlike the neighboring cities and town that have greater retail access on U. S. Highway 72, which is a major east-west corridor connecting north Alabama with Memphis on the west and Chattanooga on the east.



Bridgeport has seen a decline in population similar to many rural communities within state and the nation. Buildings in downtown Bridgeport have been largely neglected, and some are in deteriorating condition. An explosion in 1999, leveled one whole block of retail buildings downtown and those businesses were never replaced. There is a large section of downtown that is either vacant land where a building once stood or was never developed. Downtown has some good development opportunities in terms of empty buildings or vacant land.

Majority of landuse within the study area is commercial, mixed with some civic buildings and open spaces, which include city hall, fire station, police department, library, community center, and senior center along with the Bridgeport Utilities office. Historic Battery Hill,



which is a residential neighborhood, is located adjacent to the commercial core in downtown Bridgeport. The historic Bridgeport Train Depot Museum is also located downtown as well. All these community facility including a community park with children's play area are some of the assets that can be beneficial for Downtown Bridgeport revitalization.

#### Gateways:



There are two main exits or access to Bridgeport from U.S. 72. One is the Highway 75 on the west side of the town that connects the town

through mainly rural residential neighborhoods. Second is the Highway 277 exit off highway 72, which is a little wider road that connects to town through some residential neighborhoods, rural areas, and some industrial plants. Both these exits have some Bridgeport signage on it. 7<sup>th</sup> street connects the city to Highway 277 on north and Broadway Avenue connects the city to Highway 277 on the west side. Both these access have defined entrance and some wayfinding signs to the city. However, both these gateways can be further enhanced with additional signage, better building codes, and landscaping.



Entrances to the downtown are not defined and there are some inconsistent wayfinding signs throughout the downtown.

#### Roadways and Streetscape:



Two east-west streets serve as primary connectors and create a loop around the downtown. Alabama Avenue serves as main commercial corridor and Broadway Avenue serves as secondary

corridor that is largely residential with some commercial properties. Alabama avenue has 80 ft right-of-way and it's mainly paved wider street with on street parking and sidewalk within downtown core. Broadway Avenue has 90 ft to 100 ft right-of-way with mainly one lane narrow pavement. Other connecting streets in the study area are mainly narrow one-lane streets with limited or no sidewalks. Most of the street pavement is in fair to deteriorating condition, while there is minimal pedestrian level lighting.



Current sidewalks on Alabama Avenue provide enough space for pedestrian flows in many places but it is not consistent and is failing at



multiple locations. Sidewalks on other streets are either deteriorating or nonexistent. Multiple curb cuts along Alabama and Broadway Avenue increase vehicle and pedestrian conflicts. There is a minimal amount of defined landscape within the study area. There are street furnishings outside a few retail shops but they are deteriorating, and do not support the downtown character. There are inconsistent business and street signs. Overall, there is no cohesive streetscaping that would enhance downtown's appeal.

#### Parking:



There is adequate parking for commercial properties in downtown Bridgeport. Majority of parking in downtown is

on-street parking with varying conditions from marked in front of some retail shops to unmarked or deteriorating in front of town hall and library.



There are some onsite parking lots, which are mainly unscreened along primary downtown streets. On street parking near residential properties are mainly unmarked. Currently there are multiple vacant properties within downtown core, as they are developed, parking should be thoughtfully organized to support the businesses and enhance the quality of life for residence and visitors alike.

#### Utilities:

Our analysis of the downtown revealed that there is adequate water and sewer capacity within the study area. There is also good electrical and traditional telecommunication coverage. However, reliable internet service needs to be improved, which will help immensely with business development in Bridgeport downtown. Unreliable internet and spotty cell phone coverage were identified as few of the weaknesses in the community and business survey. Utilities are mostly overhead and there are some transmission lines crossing the downtown on the east side of the downtown. Despite hilly elevations throughout the town, downtown has good drainage system within the study area, except for one location. The area closer to the ball field on Broadway Avenue has flooding issues during heavy rain events. Inadequate drainage system at that location creates flooding at the intersection of Broadway Avenue and 7<sup>th</sup> Street, which is the main intersection at the entrance to the downtown.



## Architecture:

Bridgeport is a historic town that saw significant growth around the Civil War and sustained that growth over several decades. It has been however declining in population in recent years. Architecture in downtown reflects this growth pattern. Buildings in downtown vary in style from historic buildings to recent commercial buildings with no distinctive style.

The residential district surrounding commercial core is architecturally consistent for the most part but require some maintenance and upgrades. Commercial and civic buildings within downtown are in fair to poor condition. Multiple historic buildings and higher building vacancy rate within the study area provide opportunities for historic preservation.





## Downtown Strategies

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# Plan Framework

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Downtown revitalization is strengthening the social, physical and economic value of a community's commercial center. A commercial center is where businesses have traditionally located. The primary goal of downtown revitalization efforts is to improve the livability and quality of life in a community by expanding and attracting employment, shopping and social activities to the commercial center. It is important to point out that downtown revitalization is not simply retail development. Instead, it is community development, which fosters economic growth and improves the quality of life for residents.

Like Bridgeport, communities looking to revitalize their downtowns often do so for a variety of reasons. Revitalization helps to: improve the image of the downtown; make use of existing buildings; offer residents a more concrete sense of place; provide residents with more retail options and services; provide more employment opportunities, whether in retail, service, government, health care, or other sectors; expand the local tax base; prevent blight and abandonment; increase safety in the community; and keep money circulating within the community. To successfully revitalize its downtown, a community must have a long-term plan, some financial backing, and commitments from property and business owners, local government officials, and residents.

## Goals

Four goals were formed to inform the development of the downtown plan. These are statements of intent that describe the desired outcome/direction of future improvements, growth, and redevelopment in the downtown.

The development of the plan elements and recommendations were guided by four interrelated and mutually supportive principles.

These principles respond to the issues and opportunities that emerged early in the process, and summarize and informed the main objectives of the plan. The principles were developed by analyzing the key findings from the physical and community assessments. The following four goals were developed to inform the development of the downtown plan, and guide and evaluate future projects and programs:

### 1. Physical Design

Enhance the physical appearance of the assets and the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.

### 2. Business Development

Strengthen the district's existing economic base while finding ways to expand and diversifying it to meet new opportunities and challenges from outlying development.

### 3. Policy & Organization

Organize and provide the needed support to implement the Bridgeport Downtown Revitalization Plan. Build consensus and cooperation among the many groups and individuals for ongoing management and implementation of revitalization efforts to ensure efficiency and achievement of goals.

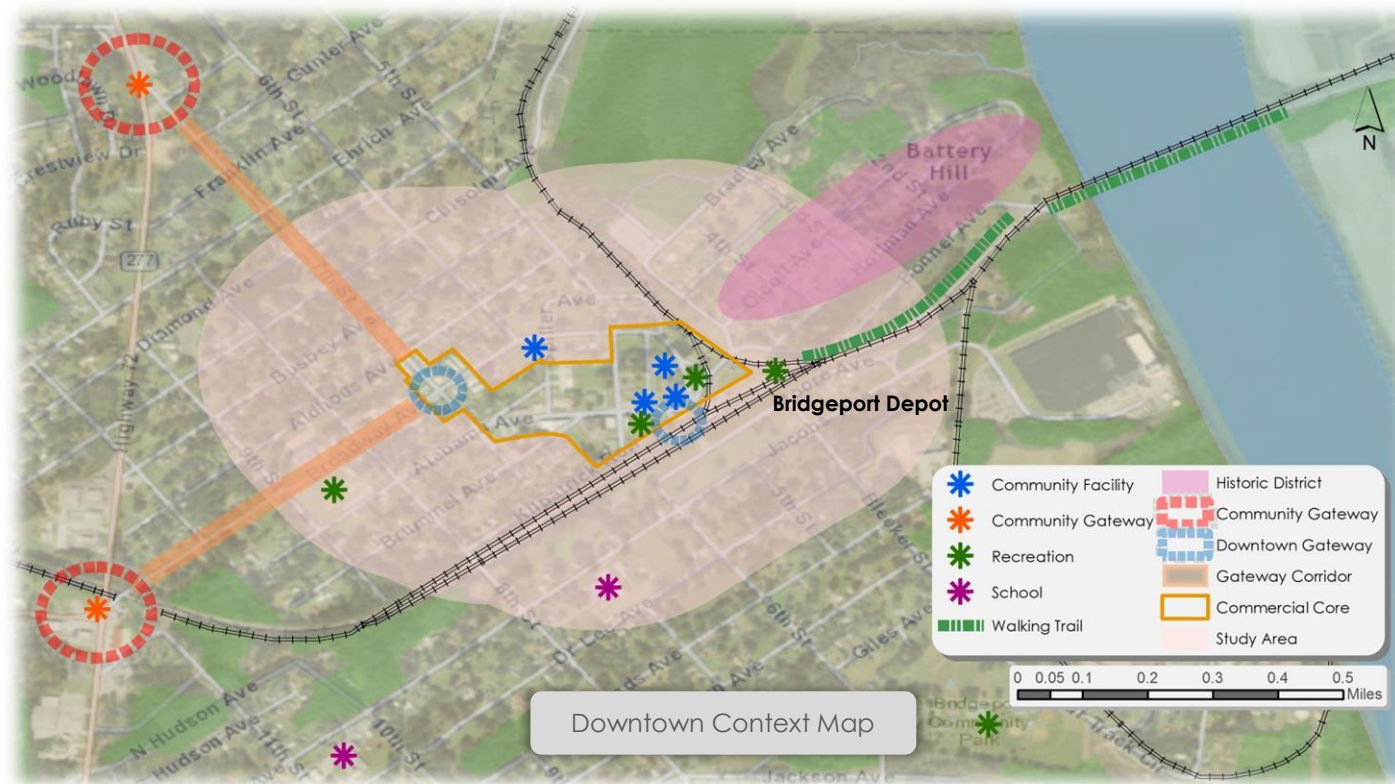
### 4. Promotion

Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors by enhancing its image, providing new activities to bring people downtown.

# Downtown Context

Bridgeport Downtown context map identifies community assets including recreational, civic, historical, educational, as well as other community interests and facilities. Important corridors and gateways into the Downtown were also highlighted. This map provides a glimpse into basic framework of the community design and identifies clusters of community assets and community links connecting them. Identifying these clusters and links are very important in understanding functional aspects of the community. Railroad resides in the heart of the downtown, and dissects the city

into multiple parts. The Commercial core, Historic Bridgeport Depot, as well as historic Battery Hill are all located at the intersection of two railroads. Most of the civic buildings are clustered closer to the railroad in downtown. The close proximity of these important community centers is a significant asset for the revitalization of Downtown, since they support and enhance each other. Connecting these amenities together will enrich the downtown, and provide vibrant community spaces to attract people as well.



# Opportunities Map

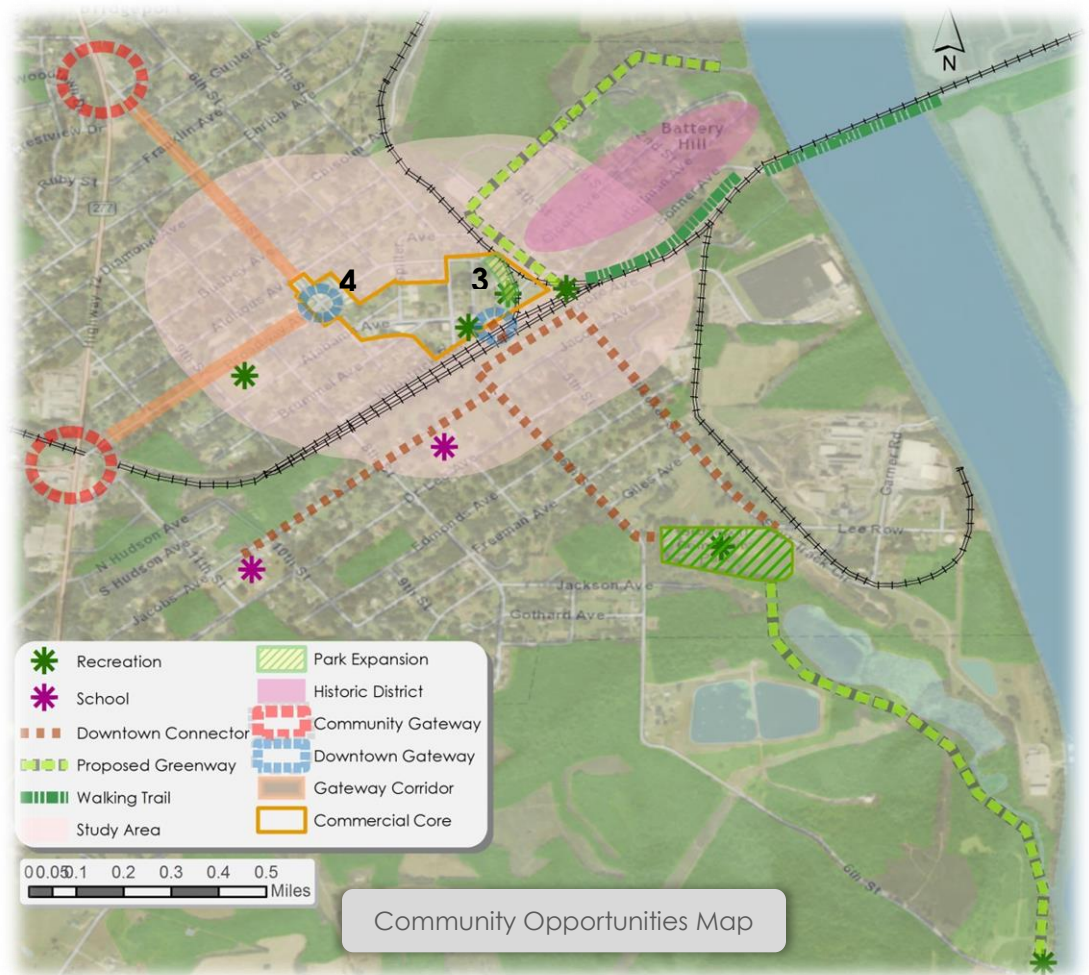
This map represents opportunities for future improvements/projects in the downtown. Four primary opportunities have been identified including gateways, park space, and pedestrian and streetscape elements. These areas are the focus of many of the improvements that have been identified by the steering committee as important to the overall redevelopment strategy for the downtown, and the nature by which they support the vision and development objectives.

## 1. Gateway development and enhancements

Two main gateways on Highway 277 into Bridgeport need to be defined and enhanced to protect community image. Details for the gateway protection are included within the physical design section in this plan.

## 2. Connecting Community Facilities to Downtown

Downtown Bridgeport is located closer to the Tennessee River, but elevation constrain does not allow for water access for public use near downtown. It is vital to interconnect the recreational facility south of railroad including schools, and new boat ramp on the river with downtown. Connecting community facilities to the downtown provides opportunity to generate more trips to the downtown and increases downtown visibility within the community. As shown in the map here, these connections can be a greenway, walking trails,



or appropriate sidewalks. More details about these connections are provided in the physical design and promotion section of this plan.



### 3. Park Expansion in Downtown

Downtown Bridgeport has a tremendous opportunity in terms of park development in the heart of the city. Two railroads create a “Y” in the heart of downtown near Bridgeport Depot. There is a railroad switch and a shop to repair railroad cars and other properties adjacent to depot as well. The railroad spur connecting both railroads is partially used for the business south of the Bradley Avenue. This area is in the middle of the town, but not efficiently used in community’s favor. Esthetically, it is not well kept, and feels like industrial site adjacent to the town attractions such as the Depot, Battery Hill, and library. This area can be redeveloped into a community green, as shown in the illustration on the side, with indoor/outdoor community center with collaboration of the railroad company. Following are some of the suggestions for the redevelopment of this area:



*Future Community Green and park expansion along Railroad in*

- Collaborate with railroad to clean up the railroad shop property and screen the property with proper landscaping and tall trees to soften the effect.
- Relocate the engines donated to the city closer to depot with other train displays, rehabilitate and paint these engines to use as train exhibits.
- Remove the railroad spur that is not being used, north of Bradley Avenue and convert the space into community green that can hold larger community events and possibly a farmers market over the summer.
- Convert the city owned building on Tennessee St to a community center with indoor and outdoor spaces, and restrooms to use for community events. Enhance the Souland Square Park by connecting it to new park.
- Work with ALDOT and County officials to close the Souland Square Street and converting it to continuous park.
- Plant trees along railroad throughout the downtown to provide green screen and pedestrian safety.
- Install a “Welcome to Bridgeport Downtown” Sign on Alabama Avenue near Railway underpass, and enhance it with landscaping to define downtown gateway.
- Connect the downtown, depot, and new park with sidewalks to the Walking Trail Bridge over Tennessee River through existing walking trail.

#### 4. Redevelopment of Northwest Downtown Gateway

The intersection of Broadway Avenue and Seventh Street is a natural entrance to the Downtown Bridgeport. These two streets act as gateways to the community from Highway 277. Due to the terrain, this location has some drainage issues and it floods with significant rain event. A location close to the baseball fields on Broadway Avenue west of this intersection has deteriorating storm water system, which cannot accommodate drainage from heavy rainfall. This results in flooding on Broadway Avenue and it all collects at the mentioned intersection because of lower elevation there.

There are multiple businesses related to portable storage units on the three corners of this intersection, which is the main entry to the downtown. These properties are not kept tidy and are not an appropriate landuse for a gateway location as it should be the first impression of the town. As the downtown plan is implemented, a sincere effort should be made to redevelop this intersection. Please see downtown proposal for ideas for the redevelopment. The following are some of the suggestions for the redevelopment of this area:

- Collaborate with the property owners to clean up the area and move storage units away from the area, preferably on higher elevations tucked away from main intersections in the downtown.
- Pursue various grant funding to fix the storm water system in the area to eliminate flooding issues at this location, preferably before the redevelop of this area.
- Install a “Welcome to Bridgeport Downtown” Sign and wayfinding signs at this intersection, and enhance it with landscaping to define downtown gateway.

- Construct infill buildings closer to the streets with proper streetscaping, sidewalks, and screened parking lot on the side or in the rear of the buildings.
- Strategically locate heavy trip generating businesses such as restaurants, banks, grocery store in this area.
- Provide landscaping and defined tree canopy to enhance gateways and entry into the town.

# Land Use

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All successful downtowns offer public spaces for gathering and convenient routes to access businesses, parking and adjoining neighborhoods. Although Downtown Bridgeport offers some of these elements, there isn't a large defined gathering area for citizens to enjoy. In addition, the public is not provided access and visibility to the Shiawassee River, an important asset to Downtown. Downtown Bridgeport currently offers a limited number of businesses. Additional uses and services are needed that serve daily needs of residents living in and near Downtown. There is limited activity in the evening and on the weekend, at times when residents are most available to visit Downtown. Also, buildings are spread out in Downtown with minimal physical connection, creating several areas of inconsistent building facades. Residential use is lacking in Downtown, which is important to supporting businesses.

## Strategies:

- Develop a new park area with an indoor/outdoor event center on Tennessee Street along railroad for public gathering and events.
  - Link the park and downtown with pathways and open space to the river and other community facilities to improve accessibility between them.
  - Protect and enhance existing civic uses such as the City Hall and the Library. Concentrate pedestrian generating uses together.
  - Orient buildings toward each other so there is activity on both sides of the street.
  - Improve access to parking with convenient locations and through-block and through-building connectors.
- Focus commercial activity to the core of Downtown on Alabama Avenue, at the intersection of Broadway Avenue and Seventh Street and at the street level of buildings.
  - Support accessory outdoor dining and sales in appropriate locations to bring activity to the street front.
  - Promote infill construction to create a consistent building line and streetscape along all Downtown streets, especially Alabama Avenue and Tennessee Street.
  - Encourage outdoor pedestrian areas and public spaces throughout downtown providing water features, community art, and public facilities such as drinking fountains and restrooms.
  - Introduce diverse residential uses downtown to create more day, night, and weekend activity. Locate low density residential on the fringe as a transition, and promote townhouse style housing with traditional downtown character.



# Physical Design

## Gateway & Signage

There are two main exits or access to Bridgeport from Highway 72. One is the Highway 75 on the west side of the town, second is the Highway 277 exit off highway 72. Entrances to the downtown are not defined and there are some inconsistent wayfinding signs throughout the downtown. Lack of entry landscape or prominent signage to define the downtown. Locations such as Hwy 277 access from 7th Street and Broadway Avenue can be potential gateways to the City.

The intersection of Broadway and 7th street can be a northeast gateway to the downtown district from northeast, and railroad underpass can be a south gateway to the downtown. Existing buildings and natural features show potential for contributing to the development of the gateways. However, both these gateways can be further enhanced with additional signage, better building codes, and landscaping.

### Strategies:

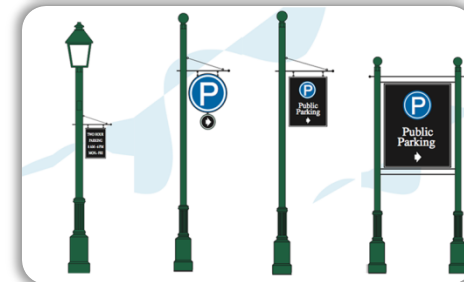
- Enhance a series of gateways at logical entry points, which reflect Bridgeport's identity, history, and character.
- Install new gateway features such as a cannon or an Indian artifact at gateways to help establishing a gateway as a landmark. Elements can serve to attract the attention of visitors while maintaining a pedestrian scale.
- Provide a consistent "Welcome to Downtown Bridgeport" sign at each downtown gateway. See context map for downtown gateway locations.
- Include vertical elements, such as street trees or decorative railings depending on available space, into the streetscape

at the gateway to create a "closed-in" traffic calming atmosphere.

- Improve the appearance of the area surrounding and leading to the gateways to boost the image of the downtown and the community.
- Develop a series of wayfinding signage that are complimentary in style and detail to other decorative streetscape elements and place them at appropriate location throughout the downtown for easy navigation for visitors.
- Create a downtown district logo for use on banners, street furnishings, gateways, business advertising, signage, marketing materials, and event promotions.



*Examples for Gateway and Wayfinding signage for Bridgeport*

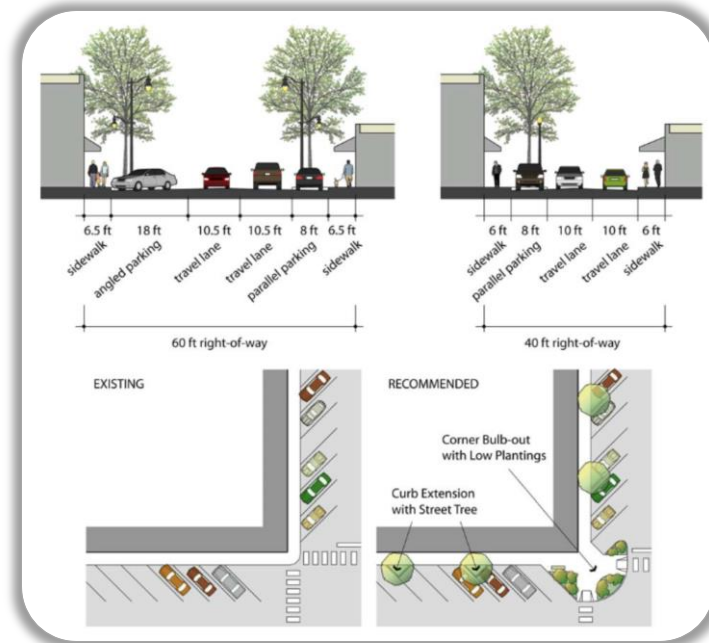


## Roadways and Streetscape:

The section summarizes a series of suggested improvements for a number of streets in the downtown, primarily Broadway Avenue and Alabama Avenue. The section includes an assessment and understanding of the existing conditions, establishing a set of general recommendations for streetscape standards.

It is important to note the recommendations for the streetscape are intended to be implemented over time as appropriate. Many of the improvements recommended in this report can be accomplished by means of public-private partnerships. Enhancements to existing streets can be accomplished in two ways: 1) City-initiated large street/streetscaping improvement projects that should be funded by both city sources and grant funding (examples- Transportation Alternatives Program (TAP), Community Development Block Grant program (CDBG); and 2) Site-based improvements that occur with new development projects on a site-by-site basis. Such improvements can include the provision of new sidewalks and landscaping improvements within the public ROW. These development standards work best where substantial tracts of undeveloped property are available along existing city streets.

Some areas could use improvements where curbs are deteriorating and cracks have appeared in the sidewalk. Although, sidewalks are present, additional enhancements would better allow for pedestrian connectivity throughout most of downtown. In many areas, current sidewalk widths along Broadway Avenue and Alabama Avenue allow for the opportunity to provide pedestrian spaces and outdoor seating. There is a minimal amount of site furnishing, landscape, street trees or shaded spaces within the commercial district. Some of these will be implemented on Alabama Avenue under current TAP grant, but implementation and improvements on the other streets should be continued as much as possible to provide similar facilities on other streets.



*Illustration of Streetscaping Improvements showing Curb Extensions and corner bulb-outs to create space to add landscaping and street furniture, enhancing the walking experience without sacrificing on-street parking space. Showing cross-section of 40, 60, and 80 ft wide streets.*



### Strategies:

- Use bump-outs and curb extensions with landscaping to better define on-street parking and provide safe mid-block crosswalk to shorten the crosswalk distance.
  - Install screening to create a defined edge along streets, and reinforce the same architectural materials or plant palette helping to unify the corridor.
  - Define crosswalks with different pavement type or paint to promote pedestrian safety.
  - Provide uniform Site furnishings such as benches, trashcans, planters, etc. to improve opportunities for pedestrians to interact.
  - Install street trees to soften the streetscape.
- Install decorative pedestrian scale light poles with provision for seasonal plantings and event banners.
  - Promote outdoor dining and seating where possible.
  - Identify and define more on street parking with increased commercial activities downtown.
  - Install curb extensions to define parking and promote traffic calming.
  - Bury or move utilities on the back of the buildings, where possible by eliminating street poles and cables from the main streets to provide cohesive downtown image.



*Illustration of Streetscaping and façade Improvements along Alabama Avenue*

## Pedestrian Improvements

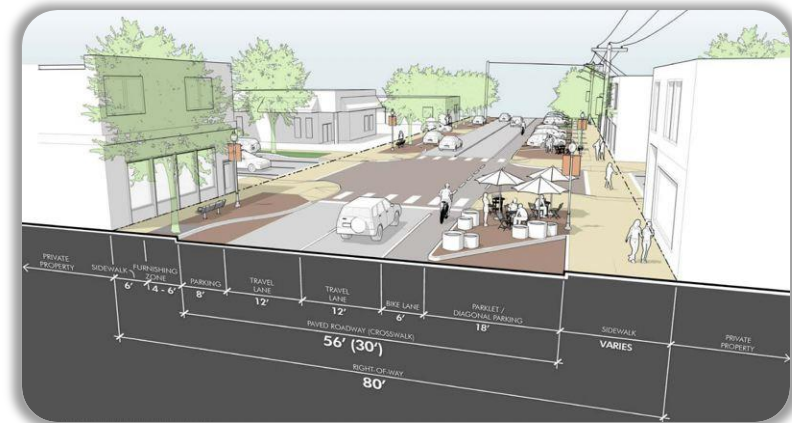
Currently there is a little commercial activities downtown, which brings light vehicular traffic downtown. Most streets and parking areas provide little to encourage pedestrians to walk in downtown. Narrow walks, numerous driveways, and close proximity to vehicular traffic all contribute to pedestrians feeling uncomfortable or unsafe. Gaps between buildings and long distances between crosswalks encourage driving from business to business instead of walking. Streetscape lacks pedestrian scale lighting and building conditions do not relate to the pedestrian. As more businesses return to downtown, pedestrian circulation needs to be carefully planned.

### Strategies:

- Promote pedestrian connectivity throughout the downtown by enhancing the existing walking trail and extending trail/sidewalk to connect the downtown to the river.
- Provide sidewalk or multi use path between City Park, schools, and downtown. Provide site amenities such as trees, lighting, benches, plantings, etc. to attract pedestrians while visually connecting to the commercial and streetscape improvements.
- Strategically integrate traffic calming elements to help slow vehicular traffic and promote pedestrian use.
- Infill wide open parking areas, consolidate and narrow driveways to provide a more unified and less interrupted building line and hide parking and service areas from view to give pedestrians fewer and shorter drives to cross.
- Provide landscaping and downtown streetscape amenities for a pedestrian scale and detail that is best seen while walking.
- Improve the safety of crosswalks by reducing the walking distance with curb bump outs, incorporate signage and

utilize pavement delineation to alert motorists of the pedestrian crossing area.

- Create a safer, more comfortable pedestrian environment through wider sidewalks, landscape buffers and lighting.



*Example of Pedestrian Improvement and streetscaping*



*Example of different pavements at pedestrian crossing*



## Parking:

There is adequate parking for commercial properties in downtown Bridgeport. Majority of parking in downtown is on-street parking with varying conditions from marked in front of some retail shops to unmarked or deteriorating in front of town hall and library. There are some onsite parking lots, which are mainly unscreened along primary downtown streets. On street parking near residential properties are mainly unmarked. Currently there are multiple vacant properties within downtown core, as they are developed, parking should be thoughtfully organized to support the businesses and enhance the quality of life for residence and visitors alike.

### Strategies:

- Promote parking lot screening to improve visual appearance from the pedestrian or vehicular perspective.
- Provide interior landscape for surface parking lots to mitigate vast expanses of pavement. Plant material can also be beneficial for parking lot storm water management.
- Maintain parking areas to the rear of buildings, screened from view along the streetscape while still providing convenient access.
- Accommodate on-street parking, where feasible, and add bump outs with landscaping and mid-block crossing to protect parked cars, provide pedestrian safety, and define travel lanes.



*Illustration of parking on the rear and side of a building with landscaping*



*Example of parking screening*

## Aesthetics and Architecture

The downtown consists of buildings with various architectural styles including a wide mix of design styles from traditional to suburban that conflict with one another. Residential districts are varied in condition from well-maintained to deteriorating. Some commercial buildings are in bad shape and currently require necessary renovations. Various buildings contain historic architectural elements that should be preserved. A general approach was taken to evaluate and make recommendations regarding architecture in the downtown. The focus was to eliminate slum and blight conditions throughout the downtown. This included renovating and construction of infill buildings that create a street wall with cohesive architectural details, including façade variation, materials and window treatment, and preserving and creating appropriate storefronts. In general, buildings should be well detailed with long-lived materials that can be appreciated when viewed as part of the street wall, or at the most intimate level by the pedestrian.

### Strategies:

- Re-use of existing buildings should be oriented and scaled to the street and pedestrian zone creating defined street presence.
- Preserve key architectural elements to help maintain the unique character of the City.
- Ensure windows at the ground floor should be large and transparent to create interest and variation along the street.
- Entry and corner buildings should have prominent architecture to enforce the gateway and first impressions of the City. If possible, they should provide for outdoor pedestrian activity, such as café style seating in front of their building to entice visitors.
- Screen service equipment with materials that complement the architecture or landscaping of the site.

- Buildings should be placed at the zero lot line in front and side yard, and stagger up to 10 feet back to vary the building edge and create pedestrian pockets.
- Building lighting should be shielded and used to highlight architectural features without glare. Lighting for signage should be indirect.
- Primary access to all buildings should be placed along the street. A rear entrance should be provided when the rear of the building is located near parking areas and public spaces.
- Signs and awnings should be compatible with building size, style, materials and graphics. They should be attached in a manner that does not damage or significantly alter the architectural details of a building.



*Example of Architecturally cohesive buildings*



*Various examples of acceptable storefront windows, ownings, business signs, lighting and building materials*



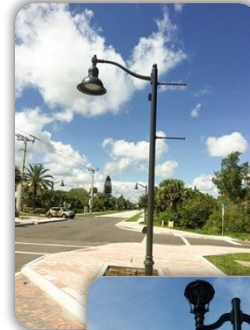
## Street Furnishings

Adding street furniture to a space provides an opportunity for the public to create a better sense of place in the downtown, providing another way for people to interact with built environment and each other as well. It also increases a sense safety by providing a barrier between the street and pedestrians. The streetscape and landscaping around Bridgeport downtown in several areas is minimal or nonexistent. Several sidewalks are paved from building façade to the curb and have little landscaping or streetscape amenities for pedestrian interest and safety.

### Strategies:

- Street furniture to be used in downtown should include benches, trash receptacles, bollards, ground and hanging pots, moveable table and chairs, etc.
- Furniture should be constructed of quality materials and style should be consistent with the architecture of downtown, yet flexible enough to blend to the architectural diversity of all downtown buildings and complement each other.
- Furniture location should be set back from the road and offer landscape and other details for pedestrian comfort.

*Various examples of acceptable street furniture including bench, bollards, lampposts, canopies, and other streetscaping elements*



# Business Development

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Business development is often overlooked as a key strategy of downtown revitalization. This often times is one of the key components to the success of a district. Locally owned businesses have more competition today than ever and are having a harder time keeping up with national chains that have nearly unlimited resources at their disposal. Business assistance is the process of identifying the key weaknesses or opportunities the downtown business face and developing strategies to assist in either overcoming the weaknesses or capitalizing on the opportunities.

## Strategies:

- Identify people in the community that have expertise in various facets of running a business and ask them to volunteer their time by offering their advice or services to downtown businesses. This could be in the form of social networking tutorial, window display ideas, marketing plans and a number of other areas where local business could benefit from specific expertise.
- Look at each building individually to understand the reasons for its current vacancy. Work with the property owners to identify problems, note the reasons that the buildings remain vacant and develop strategies to combat the situation.
- Work with Jackson County Chamber of Commerce and Jackson County Commission to identify all the incentives that are available to help nurture development downtown, including local, state and federal incentives.
- Collaborate with Jackson County Chamber of Commerce and North East Alabama Community College to offer business resource services to entrepreneurs in the town to facilitate starting a business in downtown Bridgeport.

- Identify key business development programs in downtown and communicate them through brochures and on the web.
- Establish a façade improvement program in terms of loan or grant to help business owners improve the properties according to design standards.

# Policy and Organization

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Every successful downtown revitalization effort is led by an organization. This organization assist with following and implementing the Downtown Revitalization Plan, and pulling together all of the resources to accomplish the work.

Ideally, a successful downtown revitalization organization is a not-for-profit made up of public and private sector stakeholders. This could include business owners, property owners, elected city officials, county officials, district residents, chamber of commerce staff, conventions and visitor's bureau staff, district employees and community leaders. Bridgeport currently has no Downtown Committee or merchants association. Considering the limited city resources and the size of the city, it might not be possible to create a separate nonprofit organization for this purpose. However, Bridgeport needs to start organizing for the downtown plan implementation, and should create an informal downtown committee. This group would meet regularly to establish how to address the challenges facing the district and decide on a course of action to combat identified issues.

## Strategies:

- Create a downtown Merchants Association that is made up of downtown business owners, property owners, and city elected officials to start a dialogue for downtown redevelopment.
- Create a Downtown Redevelopment Committee made up of Merchant Association members, chamber of commerce staff, and Jackson County Convention and Visitor's Bureau staff to help implement the plan and strategically invest in downtown.
- Create a special district for downtown redevelopment to facilitate implementation of the design recommendations from this plan and strategically invest in downtown.
- Start the process of developing citywide zoning regulations to help guide anticipated future development.
- Strategically annex properties that provide more landuse options and help in achieving developmental goals of the city, start by annexing newly created boat ramp and park spaces along the Tennessee River into the city.

# Promotion

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The main purpose behind promotion is to increase visibility of the downtown by bringing people in and generating interest among citizens. This is primarily done through three activities; developing a community brand, hosting events and promoting the downtown. Currently there is no consistent character for downtown Bridgeport and people are left to develop their own perceptions. An effective branding initiative would help to shape the perception people have of downtown Bridgeport. Helping shape the image of downtown Bridgeport for local residents and regional visitors will be critical to the success of the community in the future. By creating and marketing a brand, the community has a chance to help shape people's perceptions and present a more favorable option.

Tourism is a large revenue generating industry in Alabama. In 2015, travelers have estimated to spend over \$12.6 billion in Alabama. For small towns, tourism can be an additional source of revenue. While tourism dollars alone may not be sufficient to maintain a business, they can provide enough additional revenue to allow a business to remain profitable in a small town like Bridgeport.

## Strategies:

- Create a well thought out and strategic marketing plan to ensure success for the downtown. If necessary, work with Northeast Alabama Community College marketing class to help start the process.
- Identify the current marketing strategies, including existing events, social media strategies, advertising, and any other efforts that are being put forward to attract people downtown by other cities in the region, i.e. South Pittsburg Tennessee.
- Promote the downtown throughout the year to attract more visitors to benefit merchants and make the downtown

more attractive to business looking to start up or relocate. This can be done by using Facebook, Twitter, a website, a newsletter, newspaper ads, walking maps, banners, posters, signage, press releases as well as numerous other media outlets.

- Create a community event calendar and analyze it for a few seasons to identify what events are missing and what events are working. Efforts should focus on developing community pride and heightening awareness of what is distinctive about the community and its downtown.
- Work with Russell Cave National Monument to promote Historic Bridgeport Train Depot and possibly start a tour between the two attractions.
- Connect the downtown to various community interests to promote visibility and activities downtown. Work with regional economic development partners to promote Downtown Bridgeport businesses.
- Develop a useful website that can be utilized to inform citizens and tourists about various activities in the town to generate interest.
- Place advertisements at strategic locations to inform residents and visitors about city events and increase participation.
- Collaborate with Jackson County Schools to involve kids and families in to the community events by organizing competitions and scholarships comprising local art and history during various events.
- Strengthen the Bridgeport Depot by increasing quality displays, and incorporating special events and traveling exhibits.

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# Implementation Plan

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# Action Plan

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The action plan lays the groundwork for implementation by describing how the strategies will be incorporated into existing mechanisms and how the major actions will be prioritized and implemented by the city. An action plan describes the way an organization will meet its objectives through detailed action steps including how and when these steps will be taken. It describes the way an organization will use its strategies to meet its objectives.

The following chart outlines the strategy developed to achieve the community's vision established in the Bridgeport Downtown Revitalization Plan. These goals and objectives are intended to be used as a guide for both the public and private sectors in their efforts to physically and economically enhance and sustain downtown Bridgeport. Throughout the planning process, TARCOG staff worked closely with the Bridgeport Steering Committee to develop these action items for implementation. This strategy lays out the paths the community will follow in achieving their vision within the framework of four essential components of revitalization: Physical Design, Business Development, Policy & Organization, and Promotion.

Using this framework, the development objective of the Bridgeport Downtown Revitalization plan is to:

- 1) enhance the physical design of Downtown Bridgeport
- 2) expand the economy of Downtown Bridgeport
- 3) provide for the organization and capacity necessary to carry out the Plan for revitalization
- 4) promote Downtown Bridgeport through effective marketing

Identifying timeframe and priorities in the action plan provides a framework and benchmarking for the successful implementation. Action plans also steers the participants to think about the

implementation process, and required personnel and resources from the beginning, which results in savings of time and money in long run. The implementation action plan for this downtown plan identifies implementation timeframe and priority level for each major action in the plan.

## Timeframe

The journey from start to achieving a vision needs to be carefully planned. Short-term actions serve as measurable tools to help assure that the plan is headed in the right direction and that the energy is channeled toward achieving the long-term goal. Each major action in this strategic plan has been assigned a timeframe for evaluation and achievement. Following are the description and expectations of each timeframe:

Short term actions should be completed within a year or less time. They are simple and easy to accomplish, and do not require long-term commitment. They are a great way to create momentum. They allow you to stay on track, and provide instant feedback to measure the performance and progress.

Medium term actions should be completed within less than three years. They are larger in nature and serve as stepping stones to achieve ultimate goals in long run. They help in evaluating the performance and the techniques used, resulting in improvement.

Long term actions may require three to five or more years to achieve. A long term goal provides a clear plan for future, building upon successfully implemented smaller short and long term goals. They could be a larger infrastructure project or a countywide economic development policy that requires greater collaboration or additional financial resources for implantation. Long term actions

might be hard to achieve in short term, but they are essential for progress. Ongoing actions are those that are of a policy nature rather than project specific. These actions should be started early in the planning period and on a regular continual basis in order to achieve the stated goals.

### Prioritization Scale

Each major action is further assigned a prioritization scale based on the sub-committee input, survey results, impact analysis, as well as other county data. It is assigned three levels – High, Moderate, and Low – based on the importance of the action in the implementation of the downtown plan.

While the major actions needed to fulfill each strategy are provided, additional work will be needed to identify more specific steps, assignments, and timeline for accomplishment. The action plan will serve as a mechanism to monitor progress and identify challenges or necessary changes to the downtown plan. Successful implementation also requires that the goals and strategies should now become the focus of the efforts of the city.

The cost of each action item is one of the key in determining whether an action is possible. An action may have a high priority, but because of the cost associated, it may not be possible to perform. Many times, local funding for an action will not be sufficient unless it is combined with funding from other sources or other financial mechanisms. The funding sources and financial mechanisms are listed in the funding guide accompanying this document.

### Eight Principles for Success

According to the Pennsylvania Downtown Center, downtown revitalization has eight guiding principles that set it apart from other redevelopment strategies, and should be kept in mind during the implementation of a small town downtown plan:

1. Comprehensive: Downtown revitalization is a complex process requiring a comprehensive strategy. No single project such as lavish public improvement, “name-brand” business recruitment, or endless promotional events can revitalize the downtown.
2. Incremental: Basic, simple activities lead to a more sophisticated understanding of the revitalization process and help members of the community develop skills to tackle more complex problems and ambitious projects.
3. Self-Help: Local leaders must have the will and desire to mobilize local resources. That means convincing residents and business owners alike of the rewards for their investment of time and money in the downtown as the heart of the community.
4. Partnership: Both the public and private sectors have a vital interest in the downtown. Partnership means that all stakeholders are contributing time, money, and expertise—often individually, but sometimes sitting as a group around the same table.
5. Assets: To give people a sense of belonging and pride, downtown revitalization must capitalize on the unique assets it already has – distinctive buildings, neighborly shop owners, and human scale that cannot be copied at a strip or shopping mall.
6. Quality: A high standard of quality must be set for every aspect of the downtown district, from window displays to marketing brochures, and from public improvements to storefront renovations.
7. Change: Changes in attitude and practice are slow but definite and essential.
8. Action-Oriented: The downtown focus is to simultaneously plan for the future while creating visible change and activities now.

## Goal 1. Physical Design

Enhance the physical appearance of the assets and the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.

Action	Timeframe	Priority Level
Establish Design Standards for Downtown incorporating building form, materials, density, color palate, landscaping, streetscaping, signs, and other elements included in the Physical Design section of this plan.	Medium Term	High Priority
Explore the feasibility of establishing a downtown development ordinances. Adopting a city-wide zoning would be essential moving forward, but meantime establish downtown ordinances to guide development.	Medium Term	High Priority
Explore infill construction opportunities to create a consistent building line and streetscape along all Downtown streets, especially Alabama Avenue and Tennessee Street	Continuous	Medium Priority
Develop a new park area with an indoor/outdoor event center on Tennessee Street along railroad for public gathering and events.	Medium to Long Term	Medium Priority
Improve traffic flow and circulation with recommendations made in this plan. Current TAP grant will fulfill some of the requirements on Alabama Ave, but continue to work on other streets in next phases.	Continuous	High Priority

Action	Timeframe	Priority Level
Establish Downtown Streetscaping and Infrastructure Improvement Program as part of Capital Improvement Plan.	Medium Term	Medium Priority
Enhance and Strengthen Gateways by installing monuments, landscaping and stricter property esthetics standard.	Medium to Long Term	High Priority
Collaborate with railroad to provide a green screen around railroad in downtown area.	Short Term, Continuous	High Priority
Develop downtown wayfinding and street signage program	Medium to Long Term	Medium Priority
Improve connections between downtown assets, city park, and boat ramp.	Continuous	Medium Priority

## Goal 2. Business Development

Strengthen the district's existing economic base while finding ways to expand and diversifying it to meet new opportunities and challenges from outlying development.

Action	Timeframe	Priority Level
Identify people in the community that have expertise in various facets of running a business and ask them to volunteer their time by offering their advice or services to downtown businesses. This could be in the form of social networking tutorial, window display ideas, marketing plans and a number of other areas where local business could benefit from specific expertise.	Medium Term	Medium Priority
Look at each building individually to understand the reasons for its current vacancy. Work with the property owners to identify problems, note the reasons that the buildings remain vacant and develop strategies to combat the situation.	Continuous	Low Priority
Work with Jackson County Chamber of Commerce and Jackson County Commission to identify all the incentives that are available to help nurture development downtown, including local, state and federal incentives.	Short Term	High Priority
Collaborate with Jackson County Chamber of Commerce and North East Alabama Community College to offer business resource services to entrepreneurs in the town to facilitate starting a business in downtown Bridgeport.	Medium Term	Medium Priority



Action	Timeframe	Priority Level
Identify key business development programs in downtown and communicate them through Brochures and on the web.	Medium to Long Term	High Priority
Establish a façade improvement program in terms of loan, grant, or volunteer labor to help business owners improve the properties according to design standards.	Short Term	High Priority

### Goal 3. Policy & Organization

Organize and provide the needed support to implement the Bridgeport Downtown Revitalization Plan. Build consensus and cooperation among the many groups and individuals for ongoing management and implementation of revitalization efforts to ensure efficiency and achievement of goals.

Action	Timeframe	Priority Level
Create a downtown Merchants Association that is made up of downtown business owners, property owners, and city elected officials to start a dialogue for downtown redevelopment.	Short Term	High Priority
Create a Downtown Redevelopment Committee made up of Merchant Association members, chamber of commerce staff, and Jackson County Convention and Visitor's Bureau staff to help implement the plan and strategically invest in downtown.	Medium to Long Term	Medium Priority
Create a special district for downtown redevelopment to facilitate implementation of the design recommendations from this plan and strategically invest in downtown.	Medium to Long Term	High Priority
Start the process of developing citywide zoning regulations to help guide anticipated future development.	Medium to Long Term	Medium Priority
Strategically annex properties that provide more landuse options and help in achieving developmental goals of the city, start by annexing newly created boat ramp and park spaces along the Tennessee River into the city.	Continuous	High Priority

## Goal 4. Promotion

Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors by enhancing its image, providing new activities to bring people downtown.

Action	Timeframe	Priority Level
Create a well thought out and strategic marketing plan to ensure success for the downtown. If necessary, work with Northeast Alabama Community College marketing class to help start the process.	Medium to Long Term	Low Priority
Identify the current marketing strategies, including existing events, social media strategies, advertising, and any other efforts that are being put forward to attract people downtown by other cities in the region, i.e. South Pittsburg Tennessee.	Short Term	High Priority
Promote the downtown throughout the year to attract more visitors to benefit merchants and make the downtown more attractive to business looking to start up or relocate. This can be done by using Facebook, Twitter, a website, a newsletter, newspaper ads, walking maps, banners, posters, signage, press releases as well as numerous other media outlets.	Continuous	High Priority
Create a community event calendar and analyze it for a few seasons to identify what events are missing and what events are working. Efforts should focus on developing community pride and heightening awareness of what is distinctive about the community and its downtown.	Medium Term	Medium Priority

Action	Timeframe	Priority Level
Work with Russell Cave National Monument to promote Historic Bridgeport Train Depot and possibly start a tour between the two attractions.	Medium Term	Medium Priority
Connect the downtown to various community interests to promote visibility and activities downtown. Work with regional economic development partners to promote Downtown Bridgeport businesses.	Medium to Long Term	Medium Priority
Develop a useful website that can be utilized to inform citizens and tourists about various activities in the town to generate interest.	Short Term	High Priority
Place advertisements at strategic locations to inform residents and visitors about city events and increase participation.	Short Term, Continuous	Medium Priority
Collaborate with Jackson County Schools to involve kids and families in to the community events by organizing competitions and scholarships comprising local art and history during various events.	Short Term	High Priority
Strengthen the Bridgeport Depot by increasing quality displays, and incorporating special events and traveling exhibits.	Medium to Long Term	Medium Priority

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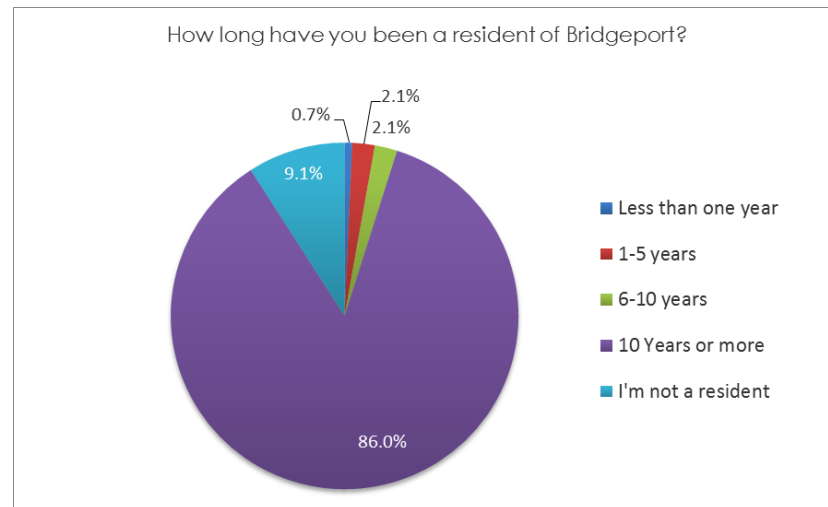
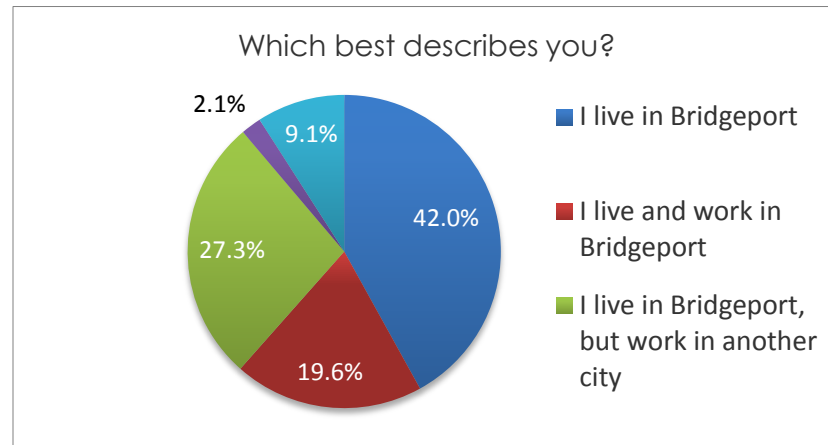


# Appendices

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# Community Survey Results

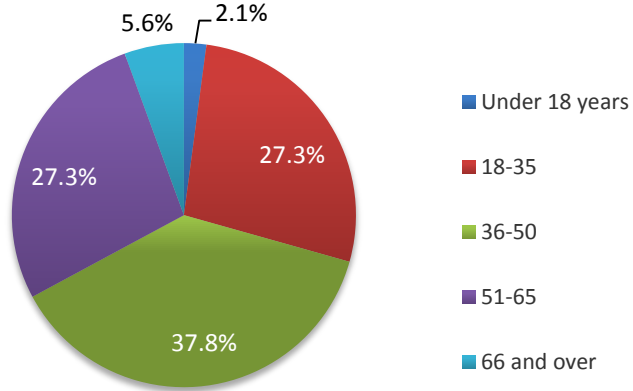
A community wide survey was conducted online during the month of November and December 2016. Printed copies of the survey were also distributed at various downtown businesses, library, and city hall. Following are the results of the survey.



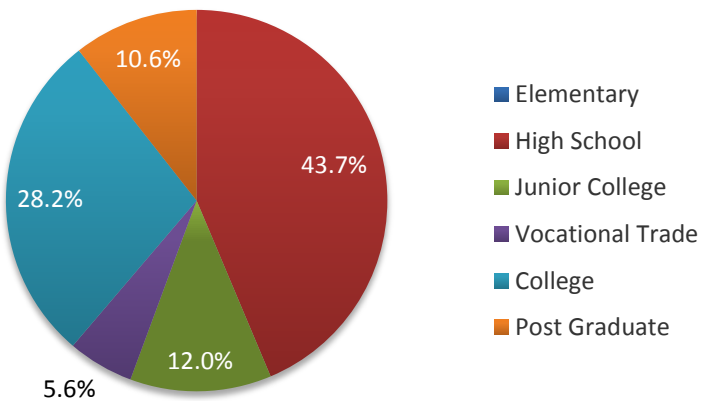
Please indicate your gender.		
Answer Options	Response	
	Percent	Count
Male	36.2%	51
Female	63.8%	90
Answered Question		141
Skipped Question		4

Do you or does your family own property in Bridgeport?		
Answer Options	Response	
	Percent	Count
Yes	94.4%	134
No	5.6%	8
Answered Question		142
Skipped Question		3

Which age group do you belong to?



What is the highest level of education you have completed?



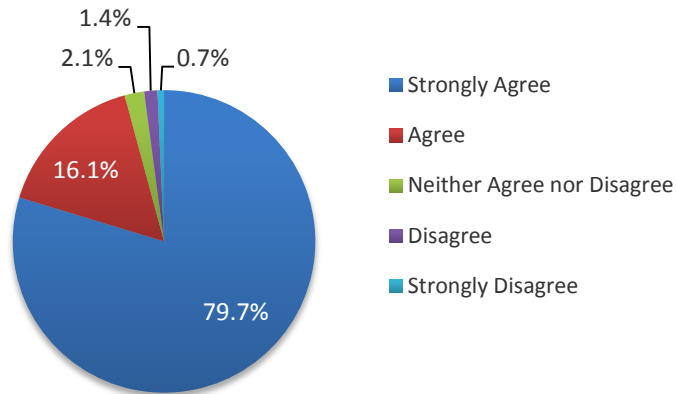
Do you rent or own your own home?

Answer Options	Response	
	Percent	Count
Own	89.5%	128
Rent	10.5%	15
<b>Answered Question</b>		<b>143</b>
<b>Skipped Question</b>		<b>2</b>

What type of residence do you reside in?

Answer Options	Response	
	Percent	Count
Apartment	4.3%	6
Townhouse	1.4%	2
Single Family Home	90.0%	126
Mobile Home	4.3%	6
Other (Please Specify)	0.0%	0
<b>Answered Question</b>		<b>140</b>
<b>Skipped Question</b>		<b>5</b>

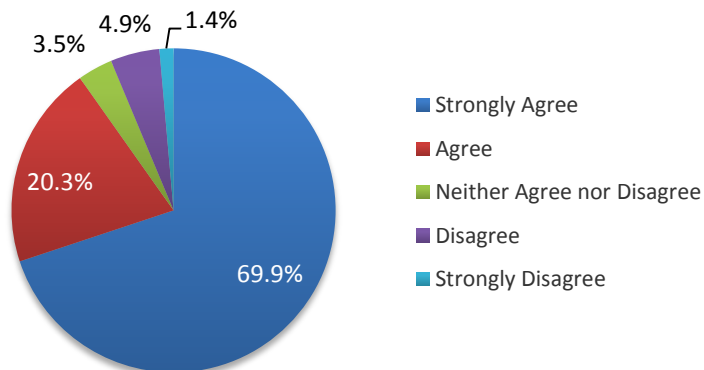
Would you like things to improve in downtown area? Visually, economically, infrastructure-wise (roads, sidewalks, drainage, safety)?



#### Do you live in or near the downtown area?

Answer Options	Response	
	Percent	Count
Yes	65.5%	93
No	34.5%	49
<b>Answered Question</b>		<b>142</b>
<b>Skipped Question</b>		<b>3</b>

Do you feel an economically viable downtown is important to the overall success and prosperity of the city?

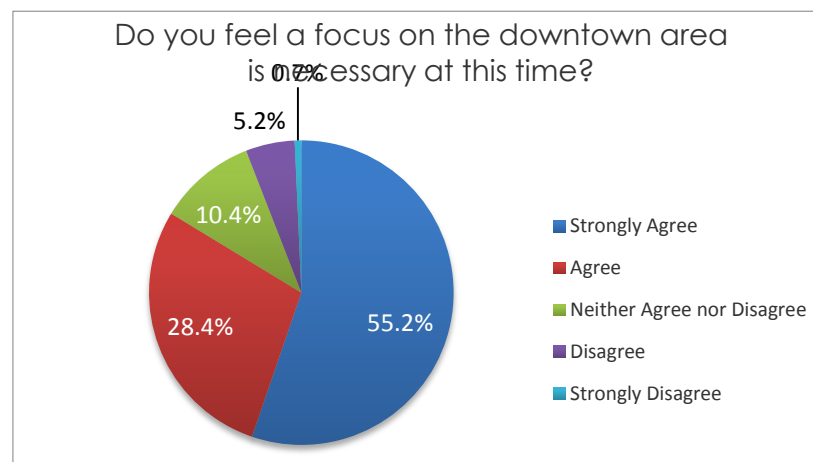




Do you travel out of town to shop?		
Answer Options	Response	
	Percent	Count
No or rarely / mostly local	0.0%	0
Yes, occasionally	59.2%	84
Yes, always / never shop in Bridgeport	40.8%	58
<b>Answered Question</b>		<b>142</b>
<b>Skipped Question</b>		<b>3</b>

If you answered “yes” to the previous question, where do you travel to shop? Please select all that apply.		
Answer Options	Response	
	Percent	Count
Stevenson	37.3%	53
Scottsboro	66.2%	94
Huntsville	29.6%	42
Chattanooga, TN	73.9%	105
Kimball, TN	92.3%	131
South Pittsburg, TN	54.9%	78
Other (Please Specify)	2.1%	3
<b>Answered Question</b>		<b>142</b>
<b>Skipped Question</b>		<b>3</b>

Number	Other (Please Specify)
1	Online
2	Nashville, TN

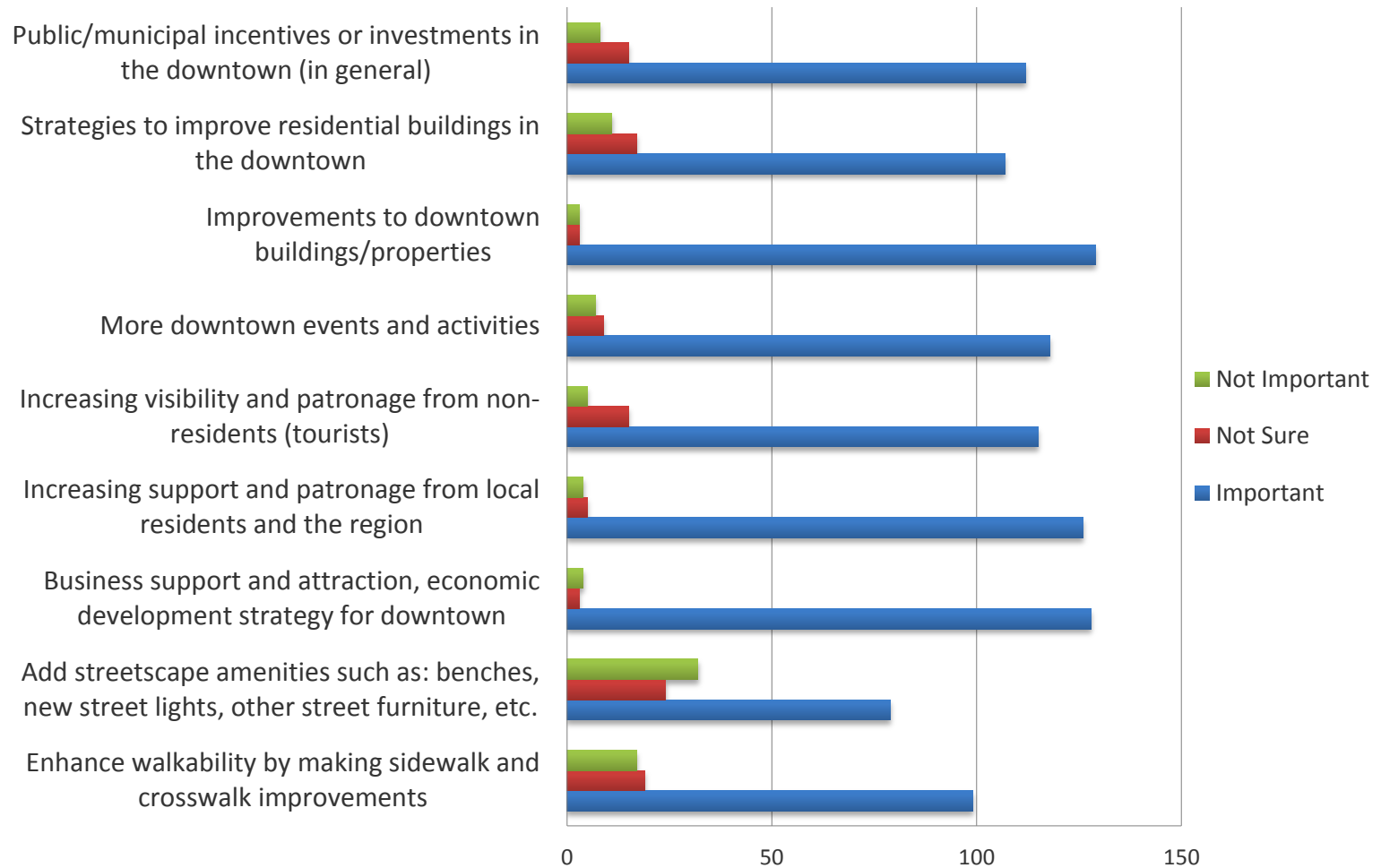


**How important do you think the following are to revitalizing the downtown? Please select level of importance for each of the following.**

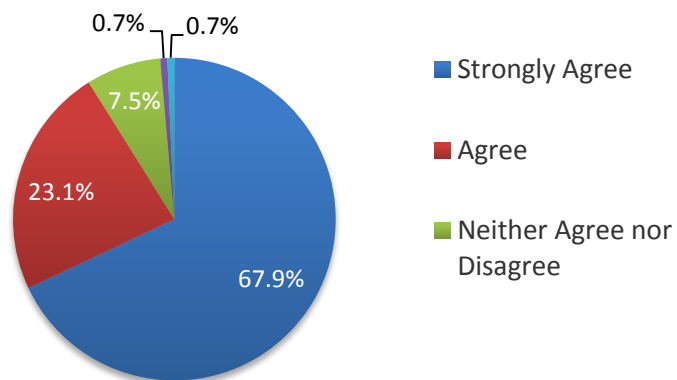
Answer Options		Important	Not Sure	Not Important	Rating Average	Response Count
Enhance walkability by making sidewalk and crosswalk improvements		99	19	17	1.39	135
Add streetscape amenities such as: benches, new street lights, other street furniture, etc.		79	24	32	1.65	135
Business support and attraction, economic development strategy for downtown		128	3	4	1.08	135
Increasing support and patronage from local residents and the region		126	5	4	1.10	135
Increasing visibility and patronage from non-residents (tourists)		115	15	5	1.19	135
More downtown events and activities		118	9	7	1.17	134
Improvements to downtown buildings/properties		129	3	3	1.07	135
Strategies to improve residential buildings in the downtown		107	17	11	1.29	135
Public/municipal incentives or investments in the downtown (in general)		112	15	8	1.23	135
Other (Please Specify)						7
<b>Answered Question</b>						<b>135</b>
<b>Skipped Question</b>						<b>10</b>
Number	Other (Please Specify)					
1	We need more to do. We have friends from 22-30, and if we do things together, we have to leave town or do things at home. We have multiple bars and nothing else to do					
2	I think the city needs more things to attract its youth and young adults. Anytime we do anything recreationally, it's either at home or out of town. I'd love to be able to make plans in town that my friends and I (age range of 22-30) can do, and I don't mean drinking at the bars. We have, what, 3 bars in town and nothing else to do? I'd love to see this town flourish. I was raised here.					
3	More businesses and activities for young age groups.					
4	More business downtown					

<b>5</b>	Many things could be accomplished. There should be a civil war reenactment festival week. Include games and many family based activities. Bridgeport is rich in heritage and history that we should be proud of.
<b>6</b>	We need more a activities for kids and more businesses to bring more people in.
<b>7</b>	Pave the roads

How important do you think the following are to revitalizing the downtown? Please select level of importance for each of the following.



Do you feel it is important to protect the history of Bridgeport that is encapsulated in the downtown?



Please rate Downtown Bridgeport on each of the following:

Answer Options	Excellent	Average	Poor	Rating Average	Response Count
The character	23	67	35	2.10	125
Library/Church/Senior Center (social/cultural reasons)	41	76	10	1.76	127
The People	53	65	10	1.66	128
Walkability	27	78	22	1.96	127
The Stores	2	22	104	2.80	128
Convenience	18	43	66	2.38	127
Small-town Feel	70	43	13	1.55	126
Downtown Events/Activities	11	56	61	2.39	128
Parks/Public Spaces	20	68	40	2.16	128
<b>Answered Question</b>					<b>128</b>
<b>Skipped Question</b>					<b>17</b>

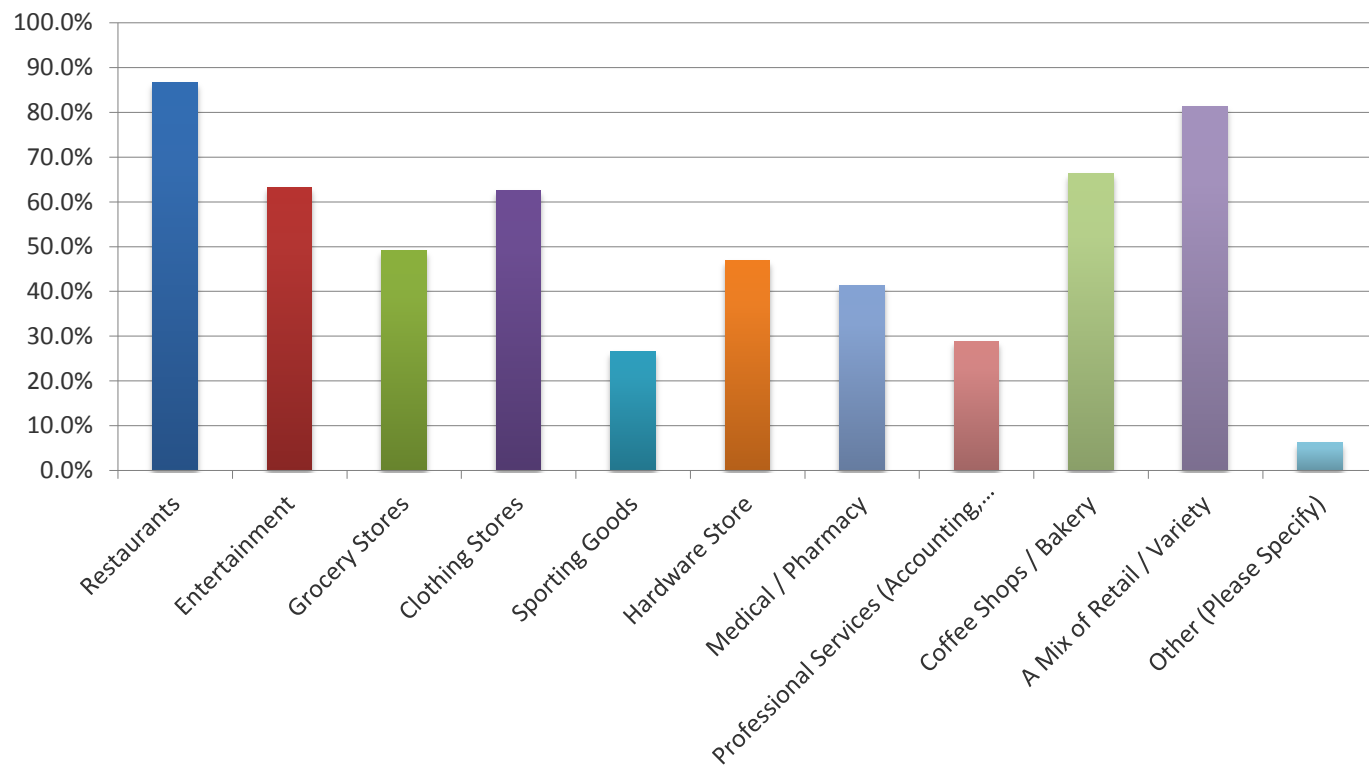


**What types of stores and businesses would you like to see in downtown Bridgeport? Please select all that apply.**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Restaurants	86.7%	111
Entertainment	63.3%	81
Grocery Stores	49.2%	63
Clothing Stores	62.5%	80
Sporting Goods	26.6%	34
Hardware Store	46.9%	60
Medical / Pharmacy	41.4%	53
Professional Services (Accounting, Insurance, Legal services, etc.)	28.9%	37
Coffee Shops / Bakery	66.4%	85
A Mix of Retail / Variety	81.3%	104
Other (Please Specify)	6.3%	8
<b>Answered Question</b>		<b>128</b>
<b>Skipped Question</b>		<b>17</b>

<b>Number</b>	<b>Other (Please Specify)</b>
<b>1</b>	I'd love to see a drive-in or movie theater in Bridgeport. I'd also love to see more community groups spring up. I've been fortunate to see some things happening in Chattanooga. They have organized meetups for people with young children, for singles, job networking events, etc. They also have organized events like a Wellness/Health fair where they bring representatives from various resources (health department, educational agencies, employment agencies, etc.) so that people can come and find out what kinds of things they may qualify for.
<b>2</b>	Auto part store
<b>3</b>	Doctors office
<b>4</b>	Something attractive to teens with wifi
<b>5</b>	Children's art/activity/learning center like Stevenson & South Pitts have.
<b>6</b>	Something for kids like a jump park, chuck E cheese
<b>7</b>	Rec center
<b>8</b>	Gas

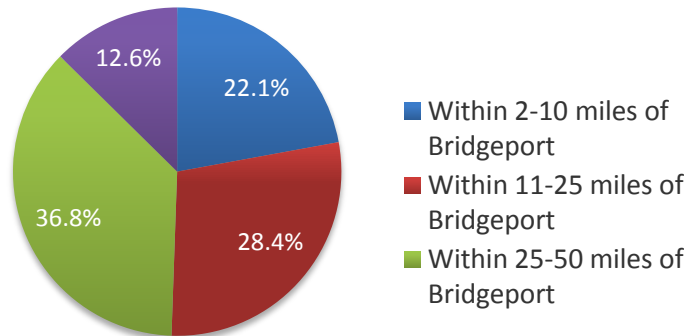
What types of stores and businesses would you like to see in downtown Bridgeport? Please select all that apply.



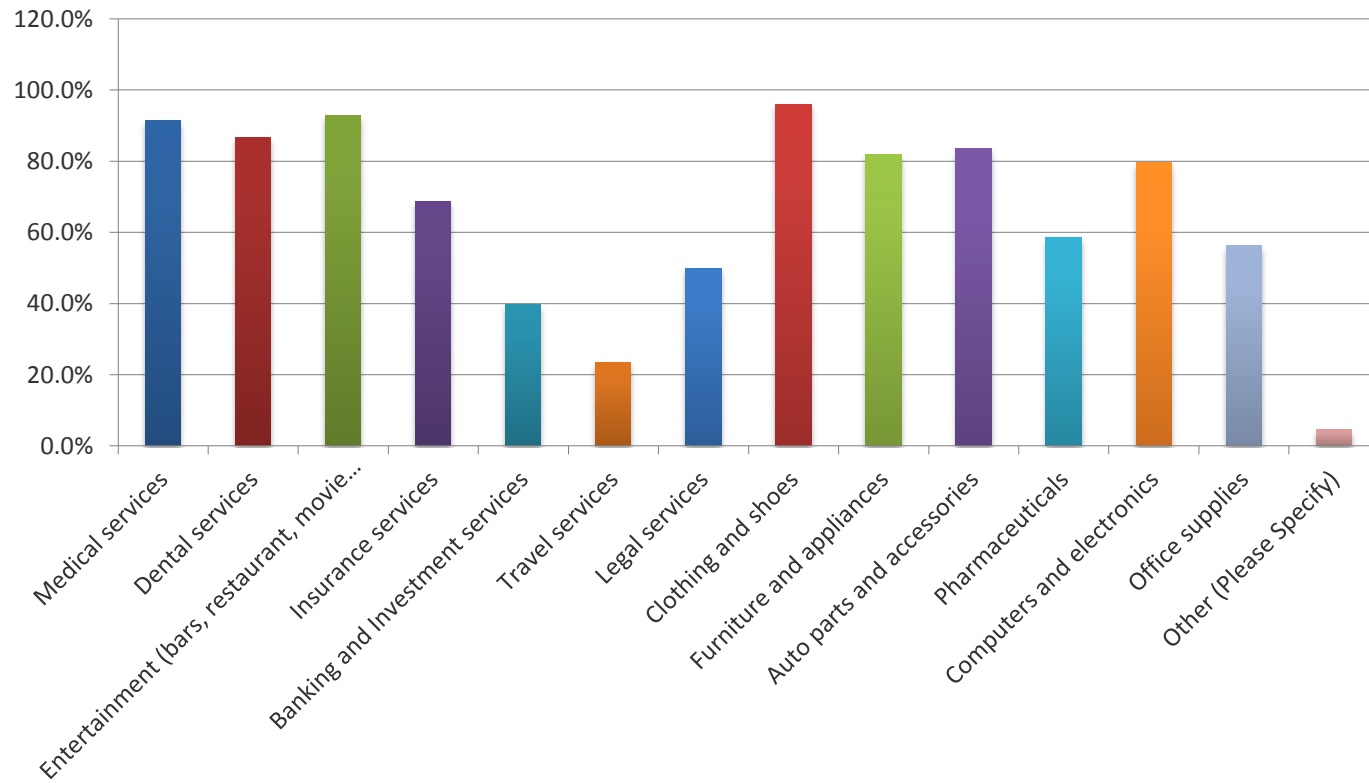
**Do you or does someone in your family commute to another city for work?**

Answer Options	Response Percent	Response Count
Yes	73.4%	94
No	26.6%	34
		<b>Answered Question 128</b>
		<b>Skipped Question 17</b>

If you answered "yes" to the previous question, where and how long is your/their approximate driving distance?



Do you or does your family travel out of the city for shopping, eating, or entertainment regularly? If so, what types of businesses are you/they visiting?



Please indicate your answer to the following:

A horizontal bar chart with three categories on the y-axis: 'How often do use services (Post office, Library, Pay Utility Bills, Etc.) downtown?', 'How often do you make purchases downtown?', and 'How often do you go downtown?'. The x-axis represents frequency from 0 to 90. A legend on the right indicates four frequency levels: Daily (blue), Weekly (red), Monthly (green), and an unlabeled category (purple). The bars are grouped by category, with the unlabeled purple bar at the bottom of each group.

Activity	Daily	Weekly	Monthly	Other
How often do use services (Post office, Library, Pay Utility Bills, Etc.) downtown?	8	10	80	17
How often do you make purchases downtown?	2	4	7	58
How often do you go downtown?	32	26	16	40

### Top Three Strengths/Assets for the Downtown Bridgeport



### Top Three Challenges for the Downtown Bridgeport



# Community Workshop SWOT Results

Collected October 2016 – November 2016

## Infrastructure

Strengths	Weaknesses		
<ul style="list-style-type: none"> <li>• Great Utilities</li> <li>• Great Mayor &amp; Council willing to focus on downtown improvements</li> <li>• Shelter Downtown</li> <li>• Utilities</li> <li>• Plenty of room for improvement</li> <li>• Storm shelters</li> <li>• Plenty of history in town</li> <li>• Utilities</li> <li>• Library</li> <li>• Community Center</li> <li>• Senior Center</li> <li>• Storm Shelters</li> <li>• Utilities</li> <li>• Nice community center</li> <li>• Four storm shelters</li> <li>• Depot museum</li> <li>• Sewer – Water – Utilities</li> <li>• Google – Better Service</li> <li>• Nice community Center – Senior Center building</li> <li>• Storm Shelters</li> <li>• Good pavement</li> <li>• Good drainage even at</li> </ul>	<ul style="list-style-type: none"> <li>• Many roads in the downtown area are in bad shape</li> <li>• Sidewalks have cracks</li> <li>• Buildings in bad shape</li> <li>• Not much left to build on</li> <li>• Would have to start from ground up</li> <li>• Not enough business downtown</li> <li>• Need new sidewalks</li> <li>• Not enough businesses in downtown</li> <li>• Need new business</li> <li>• More sidewalks</li> <li>• Renewed interest from more people</li> <li>• Money, need more people to help</li> <li>• Lack of parking when big events (i.e. Trail of Tears event, Christmas Parade)</li> <li>• Cell phone signal spotty</li> <li>• No way of letting people know of events</li> </ul>	<ul style="list-style-type: none"> <li>• underpass</li> <li>• Good sidewalks</li> <li>• Water treatment plant sell water to other cities</li> <li>• Opportunities for new business</li> <li>• Grant for sidewalks to be replaced or repaired</li> <li>• Area for children</li> <li>• Historic Depot</li> <li>• Sewer</li> <li>• Water</li> <li>• Sewer</li> <li>• Water</li> <li>• Water</li> <li>• Sewer</li> </ul>	<p>(Electronic Sign Board)</p> <ul style="list-style-type: none"> <li>• No daily news, semiweekly newspaper coverage spotty</li> <li>• Streets need repaving, sidewalks need repair</li> <li>• Streets</li> <li>• Need cell tower</li> <li>• Drainage</li> <li>• Streets</li> <li>• Cell Tower</li> <li>• Drainage</li> <li>• Streets</li> <li>• Cell Tower</li> <li>• Drainage</li> </ul>
		Opportunities	Threats
		<ul style="list-style-type: none"> <li>• Better service will be available once new tower is built</li> <li>• Google will bring opportunities for funding many improvement projects</li> <li>• Plenty of space to build upon</li> </ul>	<ul style="list-style-type: none"> <li>• Tornadoes</li> <li>• Buildings are old</li> <li>• Weather</li> <li>• Need pride from some citizens</li> <li>• Utility need be moved</li> </ul>



<ul style="list-style-type: none"> <li>• Buildings for retail downtown</li> <li>• Google</li> <li>• Vacant structures</li> <li>• Put up a “What’s Happening” Board</li> <li>• City purchased area for stage for events in town</li> <li>• New business coming to city</li> <li>• More new sidewalks</li> </ul>	
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## Recreation

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Great deal of interest in sports in this area</li> <li>• The people here would support any project that brought more recreational opportunities to the area</li> <li>• Nice Walking Bridge</li> <li>• Playground</li> <li>• New Boat Ramp</li> <li>• Depot</li> <li>• Russell Cave within minutes' drive</li> <li>• Boat Dock</li> <li>• National Park</li> <li>• Historic walking bridge across Tennessee River</li> <li>• Park</li> <li>• Great walking trail &amp; Bridge</li> <li>• Beautiful Community Center</li> <li>• Parks</li> <li>• Walking Bridge</li> <li>• Community building</li> <li>• New boat dock</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of funding</li> <li>• Not much space to create / build facilities</li> <li>• Money for upkeep</li> <li>• Not enough for the youth</li> <li>• Lack of Bicycle Lane</li> <li>• No Bandshell / Arena</li> <li>• Sidewalks</li> <li>• Need roads paved</li> <li>• More places to shop</li> <li>• Need more event space</li> <li>• Roads paved</li> </ul>

<ul style="list-style-type: none"> <li>• Depot for history</li> <li>• Parks</li> <li>• Community Building</li> <li>• New Boat Docks</li> <li>• Walking bridge</li> <li>• Park</li> <li>• Walking bridge</li> <li>• Community Center</li> <li>• Boat Docks</li> <li>• Depot</li> </ul>	
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Google will offer grants to the are hopefully to assist with creating more recreational opportunities</li> <li>• Getting the word out of what we have to offer</li> <li>• To have more events for community</li> <li>• To have google help our town</li> <li>• More community events</li> <li>• More industries</li> </ul>	<ul style="list-style-type: none"> <li>• Vandalism in the area is frequent</li> <li>• Vandalism</li> </ul>

## Economic Development

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• A Mayor &amp; Council willing to put in the work that it takes to seek out funding for better economic development</li> <li>• River and railroad are big strengths to any business here</li> <li>• Kind of isolated, if we had something to offer people would spend locally</li> <li>• Beaulieu of America</li> <li>• USG</li> <li>• Tennessee Alloy</li> <li>• US Stove</li> <li>• USG Plant</li> <li>• Beaulieu Plant</li> <li>• Google</li> <li>• USG Plant</li> <li>• Beaulieu</li> <li>• Several Industrial Plants</li> <li>• Save A Lot</li> <li>• Dollar General</li> <li>• BP</li> <li>• Antique Store</li> <li>• Beauty Shop</li> <li>• Three eating places</li> <li>• Industries</li> </ul>	<ul style="list-style-type: none"> <li>• It is hard to get people here to support new local businesses</li> <li>• Finding funds to start new businesses</li> <li>• Need more business in city</li> <li>• Not enough retail stores for people to shop</li> <li>• Need Business</li> <li>• Need more retail</li> <li>• Need more food choices</li> <li>• Retail</li> <li>• Need more places to shop</li> <li>• Need more restaurants</li> </ul>

<ul style="list-style-type: none"> <li>• Dollar Store</li> <li>• Save-A-Lot</li> <li>• BP Gas station</li> <li>• Antiques Store</li> <li>• Hardees</li> <li>• Bar Grill</li> </ul>	
Opportunities	Threats
<ul style="list-style-type: none"> <li>• We have google coming which will hopefully bring in other businesses</li> <li>• Google, Beaulieu, USG – plenty of jobs, if someone is willing to work</li> <li>• Google</li> <li>• Google</li> <li>• No “Draw Businesses” (One that brings people for a period of time, i.e. Theater)</li> <li>• To bring other people to our town to shop &amp; eat</li> <li>• New Industries</li> <li>• New businesses would allow our city to bring more industrials into town</li> </ul>	<ul style="list-style-type: none"> <li>• Poverty stricken area</li> <li>• Apathy</li> <li>• Not enough jobs for youth</li> <li>• Not enough youth to stay in community</li> <li>• Losing money because we need more retail, people are shopping in other towns</li> <li>• We are losing income</li> <li>• Money going to other towns</li> <li>• Losing money by people having to go out of town to purchase goods and items needed for everyday living</li> </ul>

## Visual Conditions

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• A great Mayor &amp; Council that takes pride in their town</li> <li>• Mountains</li> <li>• Old historic buildings</li> <li>• Depot Museum</li> <li>• Clean Town</li> <li>• Clean Town</li> <li>• Small &amp; Quaint</li> </ul>	<ul style="list-style-type: none"> <li>• Explosion damaged many downtown buildings</li> <li>• Still remnants of explosion</li> <li>• Some historic buildings have run down</li> <li>• Sidewalks</li> <li>• Some buildings in disrepair</li> <li>• Some areas need people to clean their land up</li> <li>• Business owner to help by cleaning their buildings up</li> <li>• Old buildings downtown</li> <li>• Need to repair buildings</li> <li>• Need citizens to clean their property &amp; get rid of rundown unlive in houses &amp; trailers</li> </ul>	<ul style="list-style-type: none"> <li>• Grants</li> <li>• Upgrade what we have</li> <li>• Push – River Access</li> <li>• To draw more people to our town to live, shop, eat, visit</li> <li>• To clean up old housing</li> <li>• To draw more people into town to live in Bridgeport with our small town appeal</li> </ul>	<ul style="list-style-type: none"> <li>• Frequent Tornadoes</li> <li>• Apathy</li> <li>• Push Depot</li> <li>• If we don't get ideas for our downtown, we may lose people by moving or we are losing money to other towns by not having enough to make you want to come to Bridgeport we need to draw people in</li> <li>• We have a great town we just need help making it better.</li> <li>• Draw people into our town by making it look and have a feel good aspect</li> <li>• Losing money to town nearby</li> </ul>

# IDEAS Workshop – December 15, 2016

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## Bridgeport State of the City Address at Chamber of Commerce Breakfast

- Partner with Stevenson Depot and Scottsboro Depot to create a Railroad History Road Trip – that equals 32 miles of railroad history. Promote Civil War History with Siege of Bridgeport.
- Create Signage to get travelers off Hwy 72.
- Make Bridgeport an interesting place – Create Uniqueness.
- Work with National Park Service to commemorate Native American Month/Weekend/Day.
- Spruce up store and building fronts – Make it look “Old School”.
- Bring a Theater and Taxi/Cab service to Downtown Bridgeport.
- Downtown Craft Show: Example – Bell Buckle, TN.
- Small shops and antique shops downtown.
- We need a youth program (afternoon and summer) for middle & High School aged children.
- Improve pedestrian foot traffic.
- We need something for the youth to do or go to.
- Preserve downtown buildings in hopes of businesses wanting to open.
- Free movies at Sould Square for youth.
- Fix Loyd’s Building
- This town needs a large electronic message board with events, deaths, sports news.
- Redo our buildings, new use of the old buildings, businesses & recreational projects.
- Popular local restaurant - A strong anchor is needed to bring more downtown.
- Large big name department store; coffee shop; and Big restaurant are needed downtown.
- Pre-K Program
- This town needs to preserve the historic buildings, more eating places and small businesses.
- Cultural Museum with primary focus on First Settlers (American Indians) but also our black Americans and all people that helped settle B’Port. The AL-TN Trail of Tears Corridor Association, Alabama Indian Affairs Commission will partner. – Jerry Davis
- Better building for library, a walk-in clinic, and clothing stores
- Cellphone and internet connectivity, so people will not avoid doing business here.
- Building Facelifts
- Movie Theater & Bowling Lanes
- Street Department, new city trucks, and dump trucks (Twice)
- To revitalize
  1. Bring all government offices to downtown
  2. Bring businesses after that
  3. Make it attractive for small businesses
  4. Finish cleanup of old business fronts, etc.
  5. Remove collapsed buildings.

# Grant and Loan Guide for the City of Bridgeport 2017

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**INTRODUCTION:** This guide was prepared by TARCOG staff to assist the City of Bridgeport with information about the most commonly used federal and state grant and loan programs for counties and municipalities. While there are many other types of funding that may, from time to time, be available to local governments and other entities through a combination of public and private funds, these are the programs that, to date, have been the most reliable and useful to our members on a regular basis.

Of course, everything is subject to change and a particular program may not be allocated funding in a given fiscal year, or may see its allocation reduced from what it had been in previous years. These realities will always be a factor in seeking funding assistance, so it is always best to contact the funding source or TARCOG staff to confirm that the program will be offered during the year in which you intend to apply, get the pertinent details about how much you can request, and verify that your project activity is eligible.

**SEARCHING FOR GRANTS ONLINE:** A number of web sites are available to find grant announcements. Some of the most useful are listed below. Additionally, you can sign up for email grant alert services; however, visiting the funding agency's current web site is the best way to ensure the information is timely and accurate. A word of caution, simply searching by a topic or something as general as "Grants" when looking for grants online can yield some very outdated information and may even lead you to believe a program is available when it hasn't existed for many years. Always try to confirm the details of the program before you get too far along in the development of your project.

- Catalog of Federal Domestic Assistance [www.cfda.gov](http://www.cfda.gov)
- Grants.gov [www.grants.gov](http://www.grants.gov)
- USA.gov [www.usa.gov](http://www.usa.gov)
- Americantrails.org [www.americantrails.org](http://www.americantrails.org)
- Alabama Historical Commission [http://preserveala.org/pdfs/OTHER/GRANTS\\_PAGES/ALABAMA\\_FUNDING\\_SOURCES.pdf](http://preserveala.org/pdfs/OTHER/GRANTS_PAGES/ALABAMA_FUNDING_SOURCES.pdf)

**PREPARING TO APPLY FOR GRANTS:** Many agencies are now requiring that applicants register with SAM, the System for Award Management [www.sam.gov/portal/public/SAM/](http://www.sam.gov/portal/public/SAM/). SAM is a Federal Government owned and operated free web site that consolidates the former CCR/Fed Reg, ORCA, and EPLS functions into one site. You must register your entity in order to do business with the federal government or use federal grant funds, including federal funds that come to you from the state. If you were previously registered with CCR, the Central Contractor's Registry, you will need to update your registration in SAM. Registration must be updated annually to remain ACTIVE in the system. In addition, you must maintain your username and password by changing it at the prescribed intervals. For assistance contact the SAM help desk 1-877-771-9512.



## IMPORTANT ITEMS YOU WILL NEED FOR SAM REGISTRATION

- Data Universal Numbering System (DUNS) [www.dnb.com](http://www.dnb.com)
- Federal Tax Identification Number (TIN or EIN) [www.irs.gov/Business/Small-businesses-&-Selfemployed/Employer-ID-Numbers-\(EINs\)](http://www.irs.gov/Business/Small-businesses-&-Selfemployed/Employer-ID-Numbers-(EINs)).
- North American Industry Classification System code (NAICS) [www.census.gov/eos/www/naics/](http://www.census.gov/eos/www/naics/)

The 2012 NAICS code and description for units of local government is: 921140 Executive and Legislative Offices, Combined. Some agencies request that applications be made online. This, too, means your entity and a designated/authorized individual will need to register with that agency's system and create a username and password, and then make sure these stay updated. Maintaining multiple registrations and updating passwords can be a daunting task. It is recommended that all departments be aware of the different registrations that your local government may have. It is not uncommon for the Police or Fire Department, for example, to have a separate DUNS number that is different than the DUNS number issued to the city or county. Keep track of all the numbers so that when registrations or applications are made the correct identification numbers will be used and they will match up with the SAM registration if it is required.

**CONFIRM YOUR ELIGIBILITY:** It is always good to know where to find some of the basic information used to determine your eligibility for programs that have such requirements. To assist you, population figures, county distress designations for ARC and HUD CDBG, and several items used with the State's CDBG program are provided as references via TARCOCG. Please let us know if we can assist you in any way with your project. Your regional planning commission serves as the designated planning agency for the following programs:

- Affiliate State Data Center
- Appalachian Regional Commission: Local Development District (LDD)
- Economic Development Administration: Economic Development District (EDD)
- Rural Planning Organization (RPO)

As the LDD and EDD, TARCOCG provides complimentary grant writing and technical assistance to our member governments for these and other programs to support your community and economic development efforts.

## GRANT PROGRAMS:

ALABAMA DEPARTMENT OF ECONOMIC AND COMMUNITY AFFAIRS  
[www.adeca.alabama.gov](http://www.adeca.alabama.gov)

CONTACT: COMMUNITY AND ECONOMIC DEVELOPMENT DIVISION

Mr. Shabbir Olia,  
CED Programs Manager  
(334) 2468  
shabbir.olia@adeca.alabama.gov

- PROGRAM COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

Note: “Proposed FY17 funding levels” are listed. Levels may change after federal budget appropriation.

I. FUND TITLE: Competitive Fund, Single purpose or multi-purpose activities

GRANT CYCLE: Application workshop held in February, application due date between May - June. Award announcements are typically in the fall with a mandatory compliance workshop to follow.

ELIGIBILITY: Applicants: Non-entitlement cities (excludes members of the Jefferson or Mobile consortium), counties (excludes Jefferson and Mobile). Applicants must maintain active registration with SAM. Activities: Water, Sewer, Streets, Drainage, Housing Rehabilitation, Neighborhood and Downtown Revitalization, Professional Services e.g., engineering, administration within fee scale limits. Requirements: Benefit at least 51% low and moderate-income beneficiaries, or eliminate slum and blight, or address an urgent need resulting from an immediate health threat. See current program year thresholds. No open Competitive or Enhancement grant. Annual close-out deadline is March 30.

FUNDING LEVELS: Maximum Request: County \$350,000; Large City (2010 Census population 3,000 +) \$450,000; Small City \$350,000. Match Requirement: 10% Source: Cash/In-kind, Eligible In-Kind Contribution: Labor, Equipment, Materials. Disbursement Method: Grant  
Note: Waiver of match available for applicants with 2010 Census population of 1,000 or less.

II. FUND TITLE: Community Enhancement Fund

GRANT CYCLE: Application workshop held in February, application due dates between May – June. Award announcements are typically in the fall with mandatory compliance workshop to follow.

ELIGIBILITY: Applicants: Non-entitlement Local Governments. Applicants must maintain active registration with SAM. Activities: Water, Sewer, Streets, Drainage, Housing Rehab, Senior or Community Center, Demolition, Recreation, Boys & Girls Clubs, Fire Protection, Misc. Requirements: Benefit 51% low and moderate-income beneficiaries, or eliminate slum and blight, or address an urgent need resulting from an immediate health threat. See current program year thresholds. No open Competitive or Enhancement grant. Annual closeout deadline is March 30.

FUNDING LEVELS (Proposed for FY14) Maximum Request: \$250,000. Minimum Request: \$50,000; Match Requirement: 10% Source: Cash/In-kind Eligible In-Kind Contribution: Labor, Equipment, Materials. Disbursement Method: Grant

Note: Waiver of match available for applicants with 2010 Census population of 1,000 or less.

### III. FUND TITLE : Economic Development Fund

GRANT CYCLE: Continuous - applications are taken throughout the year. Award upon approval and as funding is available. Application workshop held in February and compliance workshop held in the fall.

ELIGIBILITY: Applicants: Non-entitlement local governments. Applicants must maintain active registration with SAM. Activities: Land, facilities and infrastructure to benefit industry that will create jobs. Requirements: Create minimum of 15 permanent jobs to benefit 51% low and moderate-income beneficiaries. See current program year thresholds. May have open Competitive, Enhancement or Planning grant.

FUNDING LEVELS: Maximum Request: \$200,000. Minimum Request: \$50,000, Match Requirement: 20% Source: Cash/In-kind Eligible In-Kind Contribution: Labor, Equipment, Materials Disbursement Method: Grant

Note: Waiver of match available for Applicants with 2010 Census population of 1,000 or less. State may also waive the grant ceiling for projects that demonstrate significant long-term economic benefit to the State.

### IV. FUND TITLE: Economic Development Incubator projects

GRANT CYCLE: Continuous - applications are taken throughout the year. Award upon approval and as funding is available. Application workshop held in February and compliance workshop held in the fall.

ELIGIBILITY Applicants: Units of local government. Applicants must maintain active registration with SAM. Activities: Facility, infrastructure or program support. Requirements: Program must benefit at least 51% low and moderate-income beneficiaries. These type projects must commit to create jobs. See current program year thresholds.

FUNDING LEVELS: Maximum Request: \$250,000. Match Requirement: 20% Source: Cash/In-kind Eligible In-Kind Contribution: Labor, Equipment, Materials, Disbursement Method: Grant Note: Waiver of match available for Applicants with 2010 Census population of 1,000 or less. State may also waive the grant ceiling for projects that demonstrate significant long-term economic benefit to the State.

ALABAMA DEPARTMENT OF TRANSPORTATION

<http://www.dot.state.al.us>

CONTACT ALABAMA DEPARTMENT OF TRANSPORTATION  
Ed Austin, Innovative Programs Bureau Chief (334)242-6751  
austine@dot.state.al.us

CONTACT ALDOT MULTI-MODAL DIVISION  
Cecil Colson (334)353-6403 or Bob Kratzer (334)353-6442  
colsonc@dot.state.al.us or kratzerr@dot.state.al.us

- PROGRAM SPECIAL PROGRAMS:

FUND TITLE: Transportation Alternatives Program (TAP)

GRANT CYCLE: Applications due in April (this is second year of two-year funding cycle under Map-21)

ELIGIBILITY: Applicants: Units of local government. Activities: Construction of on-road and off-road facilities for pedestrian, cycling and non-motorized transportation (includes streetscaping of combined lighting, sidewalks and landscaping), infrastructure for safe routes; conversion of abandoned railroad corridors; construction of turnouts, overlooks; community improvement activities (removal of outdoor advertising, historic transportation facilities preservation and rehab, vegetation management and erosion control, archaeological activities); and environmental mitigation activities; construction engineering and inspection for infrastructure projects.

Requirements: Project must be for public use. Public involvement meeting required, plans must meet ALDOT Local Public Agency (LAP) Manual, environmental review and Davis Bacon reporting must be included.

FUNDING LEVELS: Maximum Request: \$400,000, Match Requirement: 20% Source: Cash, Disbursement Method: Reimbursement.

ALABAMA STATE COUNCIL ON THE ARTS [www.arts.state.al.us](http://www.arts.state.al.us)

CONTACT: Albert B. Head, Executive Director,  
Cultural Facilities (334)242-4076, ext. 245, Al.Head@arts.alabama.gov

PROGRAM: For list of programs and fund titles, <http://arts.state.al.us/grants>,

GRANT CYCLE: As announced for various programs

ELIGIBILITY: Applicants: Units of local government, school boards, Private educational institutions and Nonprofits with 501 (c)(3) status, Colleges and Universities.

Activities: Visual Arts, Arts Education, Performing Arts, Literary Arts, Community Arts, Cultural Facilities, Folklife projects. Requirements: See agency guidelines and seek assistance from a program manager prior to submitting an application.

APPALACHIAN REGIONAL COMMISSION (ARC) [www.arc.gov](http://www.arc.gov)

CONTACT STATE ADMINISTERING AGENCY: ADECA  
Jimmy Lester, ARC Program Manager (334) 353-4490  
[jimmy.lester@adeca.alabama.gov](mailto:jimmy.lester@adeca.alabama.gov)

GRANT CYCLE: Pre-application due date in August. Applicant notified in October if a full application is requested. Award announcements typically made in May.

ELIGIBILITY: Applicants: State and local units of governments, public bodies, and non-profit entities. Eligible counties in West Alabama: Bibb, Fayette, Hale, Lamar, Pickens, and Tuscaloosa. Activities: Water and wastewater facilities, telecommunications, health care, planning activities, leadership development, education and training programs, business development, and entrepreneurship. Requirements: Project must meet one of ARC's goals: increase job opportunities and per capita income, strengthen the capacity of people to compete in the global economy or develop and improve infrastructure to make the Region economically competitive. Construction projects funded by ARC must have an "Administering Agency" such as ADECA, USDA Rural Development or TVA. The project will be administered by and take on the requirements of that agency.

FUNDING LEVELS: Maximum Request: \$200,000, Match Requirement: 50% cash/in-kind. FY14 Marshall County noted as "Transitional" Source: Cash/In-kind. Eligible In-Kind Contribution: Labor, Equipment, Materials. Disbursement Method: Grant

ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) [www.eda.gov](http://www.eda.gov)

CONTACT STATE ECONOMIC DEVELOPMENT REPRESENTATIVE:  
Ms. Stacey Webb,  
U.S. Department of Commerce, Economic Development Administration,  
401 West Peachtree Street, NW, Suite 1820,  
Atlanta, Georgia 30308  
Telephone: 404-730-3020,  
[swebb@eda.gov](mailto:swebb@eda.gov)

PROGRAM ECONOMIC DEVELOPMENT ADMINISTRATION PROGRAMS:

- I. Investments for Public Works and Economic Development Facilities
- II. Economic Adjustment Assistance

GRANT CYCLE: Applications are taken throughout the year at quarterly deadlines; March, June, September and December. Award upon approval and as funding is available.

ELIGIBILITY: Applicants: Units of State and Local Governments, Public and State controlled institutions of Higher Education, Federally recognized Native American tribal governments, others (see FFO).

Activities: Construction, Non-construction, Revolving loan funds, Technical Assistance projects. Requirements: Project must commit to create or retain jobs and leverage private investment.

FUNDING LEVELS: Maximum Request: Based on average of \$10,000 per job Minimum Request: Match Requirement: Varies based on level of distress Source: Cash/In-kind

Eligible In-Kind Contribution: Labor, Equipment, Materials. Disbursement Method: Grant

FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) [www.fema.gov](http://www.fema.gov)

CONTACT STATE ADMINISTERING AGENCY:

Alabama Emergency Management Agency (AEMA)

Kelli Alexander (205) 280-2269

[kelli.alexander@aema.alabama.gov](mailto:kelli.alexander@aema.alabama.gov)

PROGRAM PREPAREDNESS AND NON-DISASTER FUND TITLE:

- A. Assistance to Firefighters Grant (AFG) <http://www.fema.gov/firegrants> (Due in December)
- B. Staffing for Adequate Fire and Emergency Response (SAFER) <http://www.fema.gov/staffing-adequatefire-emergency-response-grants>
- C. Fire Prevention and Safety (FP&S) <http://www.fema.gov/fire-prevention-safety-grants>

PROGRAM HAZARD MITIGATION <http://www.fema.gov/hazard-mitigation-assistance>

FUND TITLE:

- A. Hazard Mitigation Grant Program (HMGP) Grants to states and local governments to implement long term hazard mitigation measures after a major disaster declaration. The purpose of the HMGP is to reduce the loss of life and property due to natural disasters and to enable mitigation measures to be implemented during the immediate recovery from a disaster.



- B. Pre-Disaster Mitigation (PDM) Funds to states, territories, Indian tribal governments, communities, and universities for hazard mitigation planning and the implementation of mitigation projects prior to a disaster event. Funding these plans and projects reduces overall risks to the population and structures, while also reducing reliance on funding from actual disaster declarations. PDM grants are to be awarded on a competitive basis and without reference to state allocations, quotas, or other formula-based allocation of funds.
- C. Flood Mitigation Assistance (FMA) Funds to assist States and communities implement measures that reduce or eliminate the long-term risk of flood damage to buildings, manufactured homes, and others structures insured under the National Flood Insurance Program.
- D. Repetitive Flood Claims (RFC) Funds to assist states and communities to reduce flood damages to insured properties that have had one or more claims to the National Flood Insurance Program (NFIP).
- E. Severe Repetitive Loss (SRL) Funds to reduce or eliminate the long-term risk of flood damage to severe repetitive loss structures insured under the National Flood Insurance Program.

GRANT CYCLE: As announced for individual programs

ELIGIBILITY: Applicants: States and units of local government. Activities: As noted for individual programs. Requirements: See online individual program information and/or most recent HMGP Unified Guidance.

FUNDING LEVELS: Maximum Request: \$ (may vary with announcement)

Match Requirement: 25% Source: Cash/In-kind, Eligible In-Kind Contribution: Labor, equipment, materials. Disbursement Method: Reimbursement

USDA RURAL DEVELOPMENT [www.rurdev.usda.gov/al](http://www.rurdev.usda.gov/al)

CONTACT: HUNTSVILLE AREA OFFICE, Area Director: Mr. Woodrow Williams, 1300 Meridian Street, Suite 23-C, Huntsville, AL 35801-4616, 256-532-1677 ext 5

PROGRAM BUSINESS AND COOPERATIVE PROGRAMS:

- FUND TITLE: Rural Business Enterprise Grants (RBEG)

GRANT CYCLE: Applications are taken on a continuous basis.

ELIGIBILITY: Applicants: Public bodies, private non-profit corporations, and federally recognized Native American tribal groups in all areas except cities of more than 50,000 and their adjacent and contiguous urbanized areas. Activities: Purchase and develop land, establish a revolving loan fund, construct buildings, plants, equipment, access streets and roads, parking areas, utility and service extensions, technical assistance, rural distance learning networks. Requirements: Must be used for rural projects that finance and facilitate development of small and emerging rural businesses, help fund distance learning networks, and help fund employment related adult education programs.

FUNDING LEVELS: Maximum request: No maximum, however, grants generally range from \$10,000 up to \$500,000. Match Requirement: N/A  
Disbursement Method: Grant

- FUND TITLE: FUND TITLE B. Rural Business Opportunity Grants (RBOG)

GRANT CYCLE: Applications are taken on a continuous basis.

ELIGIBILITY: Applicants: Public bodies, private non-profit corporations, and federally recognized Native American tribal groups in all areas except cities of more than 50,000 and their adjacent and contiguous urbanized areas.

Activities: Technical assistance, leadership training, establishment of business support centers, economic development plans. Requirements: Must be used to promote sustainable economic development in rural communities with exceptional needs. Project period limited to two years.

FUNDING LEVELS: Maximum request: \$50,000, Match Requirement: None, Disbursement Method: Grant

- RURAL ECONOMIC DEVELOPMENT LOAN AND GRANT (REDLG)

The REDLG program provides funding to rural projects through local utility organizations. Under the RED Loan program, USDA provides zero interest loans to local utilities which they, in turn, pass through to local businesses (ultimate recipients) for projects that will create and retain employment in rural areas. The ultimate recipients repay the lending utility directly. The utility is responsible for repayment to the Agency. Under the RED Grant program, USDA provides grant funds to local utility organizations which use the funding to establish revolving loan funds. Loans are made from the revolving loan fund to projects that will create or retain rural jobs. When the revolving loan fund is terminated, the grant is repaid to the Agency.

Who is eligible? To receive funding under the REDLG program (which will be forwarded to selected eligible projects) an entity must: Have borrowed and repaid or pre-paid an insured, direct, or guaranteed loan received under the Rural Electrification Act or, Be a not-for-profit utility that is eligible to receive assistance from the Rural Development Electric or Telecommunication Program Be a current Rural Development Electric or Telecommunication Programs Borrower.

What types of projects are eligible? REDLG grantees and borrowers pass the funding on to eligible projects. Examples of eligible projects include: Capitalization of revolving loan funds, Technical assistance in conjunction with projects funded under a zero interest RED Loan, Business Incubators Community Development Assistance to non-profits and public bodies (particularly job creation or enhancement) Facilities and equipment for education and training for rural residents to facilitate economic development, Facilities and equipment for medical care to rural residents, Telecommunications/computer networks for distance learning or long distance medical care.

- FUND TITLE: Community Facility Grants

Objectives: Community Programs provides grants to assist in the development of essential community facilities in rural areas and towns of up to 20,000 in population. Grants are authorized on a graduated scale. Applicants located in small communities with low populations and low incomes will receive a higher percentage of grants. Grants are available to public entities such as municipalities, counties, and special-purpose districts, as well as non-profit corporations and tribal governments. In addition, applicants must have the legal authority necessary for construction, operation, and maintenance of the proposed facility and also be unable to obtain needed funds from commercial sources at reasonable rates and terms.

Fund Uses: Grant funds may be used to assist in the development of essential community facilities. Grant funds can be used to construct, enlarge, or improve community facilities for health care, public safety, and community and public services. This can include the purchase of equipment required for a facility's operation. A grant may be made in combination with other CF financial assistance such as a direct or guaranteed loan, applicant contributions, or loans and grants from other sources.

The Community Facilities Grant Program is typically used to fund projects under special initiatives, such as Native American community development efforts; child care centers linked with the Federal government's Welfare-to-Work initiative; Federally-designated Enterprise and Champion Communities.

Maximum Grant: The amount of grant assistance for project costs depends upon the median household income and the population in the community where the project is located and the availability of grant funds. In most instances, projects which receive grant assistance have a high priority and are highly leveraged with other loan and grant awards. Grant assistance may be available for up to 75% of project costs. Grant funding limitations are based on population and income, economic feasibility, and availability of funds.

Projects will be selected based on a priority point system. Projects that will receive priority are those that: Serve small communities - with the highest priority going to projects located in a community with a population of 5,000 or less. Serve low-income communities with the highest priority going to projects serving communities with median household incomes below the higher of the poverty line or 60% of the State non-metropolitan median household income.

Provide healthcare, public safety, or public and community services

Limitations: Grant funds cannot be used to pay any annual recurring costs, including purchases or rentals that are generally considered to be operating and maintenance expenses construct or repair electric generating plants, electric transmission lines, or gas distribution lines to provide services for commercial sale, pay costs to construct facilities to be used for commercial rental where the applicant has no control over tenants and services offered construct facilities primarily for the purpose of housing State, Federal or quasi-Federal agencies or finance recreational facilities or community antenna television services or facilities.

- FUNDING TITLE: Predevelopment Planning Grants

Purpose: Predevelopment planning grants may be available, if needed, to assist in paying costs associated with developing a complete application for a proposed project

Eligibility: The applicant must meet the eligibility requirements of Part 1780.7 of RUS Instruction 1780. The median household income of the proposed area to be served by the project must be either below the poverty line or below 80 percent of the statewide non-metropolitan median household income. The eligible predevelopment items funded with these grant funds must be agreed to and accepted by the Agency prior to disbursement of the predevelopment planning grant. Applicant must provide financial information to document that they do not have the resources to pay predevelopment expenses on their own. Grants are limited to projects the Agency expects to fund soon after the application is submitted. PPG costs are those necessary expenses to be incurred to develop a complete application and are limited to eligible grant purposes.

Requirements: State Directors are authorized to make PPG up to \$30,000 or 75 percent of the project costs, whichever is less. Funding for the balance of the eligible project costs not funded by the PPG must be from applicant resources or funds from other sources. PPG funds advanced will be considered when calculating the amount of loan and grant funding needed, and will be subtracted from the total grant eligibility, if the Agency provides additional funds for a portion of the project. PPG funds cannot be used to pay for work already completed. If the Agency does not provided additional funds for any portion of the project, the grant will not require repayment.

#### Alabama Historical Commission 2017 Capital Enhancement Grants Program

The Alabama Historical Commission is accepting grant applications for capital enhancements to non-state owned or operated historical properties and sites. Grants will be awarded for the coming fiscal year 2015. Local historical sites and parks operated by, non-profit or tax exempt organizations, county or municipal governments are eligible. The grants will be awarded so that grant recipients reflect the geographical diversity of the State. Only applicants that did not receive historical grants in fiscal year 2013 are eligible. Religious institutions/organizations are not eligible.

Applications must be postmarked or emailed by August 15, 2017.  
Hand-delivered applications must arrive by 5:00 pm on August 15, 2017.

The AHC will award grants in amounts not to exceed \$10,000 for any one historical site or park. Nonprofit groups and government entities interested in applying for a grant should review the application and contact John Powell at [john.powell@preserveala.org](mailto:john.powell@preserveala.org) or 334 230-2654.

These grants are made possible by Act 2014-284 passed by the Alabama Legislature in April 2014.

#### The Daniel Foundation of Alabama

**Community Needs:** The Daniel Foundation supports programs that provide for basic human needs and promote the development of life skills in an effort to improve the quality of life for Alabama's individuals and families. Another path towards improving the quality of life in our communities is the stimulation of business growth and entrepreneurship. All of the work we support hinges on the availability and development of leaders who have the vision and capacity to address these challenges.

Alabama has an estimated 400,000 total veterans, representing 8 percent of the state's population. We believe that, given the sacrifices made by our military personnel, they deserve access to services and opportunities that enable them to lead productive and fulfilling lives.

#### Funding Priorities:

- Programs that offer an effective approach to job training, readiness and placement
- Programs that encourage and support the growth of entrepreneurship in Alabama
- Community revitalization initiatives
- Projects that meet the needs of Alabama's veterans
- Leadership programs that demonstrate success in training leaders for the Nonprofit, government and business sectors

Maximum Grant Amount: Variable

Application Deadline: Variable

Contact Information: the Daniel Foundation, 510 Office Park Dr. Suite 210  
Birmingham, AL 35223, telephone: (205) 874-3523, fax: (205) 874-3526

<http://danielfoundationofalabama.com/community-needs/?grant-category=community-needs>

Gwyn Turner Endowed Fund

This fund is administered by the National Trust for Historic Preservation, in partnership with Alabama Trust for Historic Preservation. Nonprofits and governmental agencies can obtain funding for preservation planning, heritage education, workshops, conferences and special interventions. Grants range from \$1,000 to \$5,000 and require a 1:1 cash match.

Applicants are encouraged to discuss their project with the National Trust Southern Office before submitting an application.

Contact the Southern Office at 843.722.8552, or e-mail [soro@nthp.org](mailto:soro@nthp.org).  
[www.PreservationNation.org/resources/find-funding](http://www.PreservationNation.org/resources/find-funding)

#### National Trust for Historic Preservation (NTHP)

The National Trust Preservation Fund of the NTHP offers several types of financial assistance to nonprofit organizations, public agencies, for-profit companies, and individuals involved in preservation-related projects. In 2005, the National Trust Preservation Fund provided almost \$17 million in assistance and direct investment to support preservation in cities, towns, and rural areas all over the United States.  
<http://www.preservationnation.org/resources/find-funding>

NTHP Preservation Services Fund This fund provides up to \$5,000 for rehab plans and specs, feasibility studies or historic structures reports; heritage education, and conferences.

For more information on NTHP grants, contact the Southern Regional Office at 843.722.8552.

#### LOAN PROGRAMS:

ALABAMA DEPARTMENT OF ECONOMIC AND COMMUNITY AFFAIRS (ADECA)  
[www.adeca.alabama.gov](http://www.adeca.alabama.gov)

CONTACT - COMMUNITY AND ECONOMIC DEVELOPMENT (CED Division)  
Mr. Shabbir Olia, CED Programs Manager  
(334) 242-5468  
[shabbir.olia@adeca.alabama.gov](mailto:shabbir.olia@adeca.alabama.gov)

#### PROGRAM: COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

- FUND TITLE: Economic Development Loans



LENDING CYCLE: Continuous - applications are taken throughout the year. Award upon approval and as funding is available. Application workshop held in Feb with compliance workshop held in the fall.

ELIGIBILITY: Applicants: Non-entitlement units of local government. Activities: Land, building, site improvements, facility construction or renovations, operating capital, administration, or any CDBG-eligible activity. Requirements: Benefit at least 51% low and moderate-income beneficiaries. Project must commit to create or retain permanent jobs. See current program year thresholds.

LENDING LEVELS: Maximum Request: \$250,000 Minimum: \$50,000  
Disbursement Method: Loan

- FUND TITLE: Economic Development Float Loans

LENDING CYCLE: Continuous - applications are taken throughout the year. Award upon approval and as funding is available. Application workshop held in Feb with compliance workshop held in the fall.

ELIGIBILITY: Applicants: Units of local government. Activities: Acquisition, site preparation, facility construction or renovations, operating capital, machinery and equipment, refinancing, or any CDBG-eligible activity. Requirements: Benefit at least 51% low and moderate-income beneficiaries. Project must commit to create or retain permanent jobs. See current program year thresholds.

LENDING LEVELS: Maximum Request: \$10,000,000 Minimum: \$100,000  
Disbursement Method: Loan

Term: One year with optional one-year extension

- FUND TITLE: Section 108 Loan guarantees

LENDING CYCLE: Continuous - applications are taken throughout the year. Award upon approval and as funding is available. Application workshop held in Feb with compliance workshop held in the fall.

ELIGIBILITY: Applicants: Non-entitlement units of local government. Activities: Economic development activities. Requirements: Benefit at least 51% low and moderate-income beneficiaries. Project must commit to create or retain permanent jobs. See current program year thresholds.

LENDING LEVELS: Maximum Request: \$10,000,000 with waiver provision  
Disbursement Method: Loan guarantee

FUNDING TITLE: LOCAL GOVERNMENT ENERGY LOAN PROGRAM LENDING CYCLE

CONTACT: ADECA ENERGY DIVISION

Jennifer Young, Program Manager (334) 353-3006, [jennifer.young@adeca.alabama.gov](mailto:jennifer.young@adeca.alabama.gov)

LENDING CYCLE: Continuous

ELIGIBILITY: Applicants: Municipal and county governments, K-12 boards of education, and universities.

Activities: Energy assessments and energy conservation improvements of buildings, water treatment plants, street and sports field lighting and traffic signals.

Requirements: The facility must be owned by the applicant, recipients must agree to repay the loan within 10 years, the energy conservation measure must demonstrate a simple payback period of 10 years or less, and each energy conservation measure must have a useful life at least equal to the estimated payback.

LENDING LEVELS: Maximum Request: \$350,000 Minimum: \$50,000

Disbursement Method: Loan, Term: 10 years

ALABAMA DEPARTMENT OF ENVIRONMENTAL MANAGEMENT (ADEM)

[www.adem.state.al.us](http://www.adem.state.al.us)

CONTACT: Mr. James Dailey

(334)271-7805, [jwd@adem.state.al.us](mailto:jwd@adem.state.al.us)

- PROGRAM STATE REVOLVING FUND (SRF) FUNDING TITLES:

- Clean Water State Revolving Fund (CWSRF)
- Drinking Water State Revolving Fund (DWSRF)

LENDING CYCLE: Pre-applications due by December 31. Applicants selected for funding must submit a full application by May 1. Loans are typically made available for disbursement in December.

ELIGIBILITY: Applicants: Units of local government, water boards and authorities

Activities: Engineering, inspection and construction costs, water or wastewater treatment works, sewer rehabilitation, drinking water storage facilities, rehabilitation or new construction of water source wells, transmission/distribution mains. Drinking water projects primarily intended to serve future growth are not eligible. Requirements: Facilities must be publicly owned. Applicant must show ability to repay the loan and meet other specified standards. Project must comply with Davis Bacon and the Buy American Act.

LENDING LEVELS: Maximum Request: \$10,000,000 Minimum: \$100,000

Disbursement Method: Loan

Term: 20 years, fixed rate, typically 1.5% -2.0% less than the municipal bond rate.

ALABAMA LEAGUE OF MUNICIPALITIES <http://www.amfund.com>

CONTACT: Mr. Greg Cochran

(334)386-8130, gregc@amfund.com

- PROGRAM AMFUND LOAN

LENDING CYCLE: Continuous - applications are taken throughout the year.

ELIGIBILITY: Applicants: Any authorized representative of an Alabama municipality

Activities: Debt refinancing, infrastructure, fire and police vehicles, capital improvement projects, equipment leasing, City halls, local match for grants. Requirements: Last three years' financials.

LENDING LEVELS: Maximum Request: \$ Based on Municipal debt limit Minimum: \$150,000. Disbursement Method: Loan

Term: Up to 30 years

ALABAMA RURAL WATER ASSOCIATION <http://www.alruralwater.com>

CONTACT: Kathy Horne, Executive Director (334)396-5511 khorne@alruralwater.com

- PROGRAM: ARWA Revolving Loan Fund (established with funds from USDA Rural Business Service)

LENDING CYCLE: Continuous - applications are taken throughout the year. Applications may be submitted on-line at web address above.

ELIGIBILITY: Applicants: Municipalities, authorities, non-profit corporations and cooperatives with up to 25,000 population for incorporated areas, no limit for unincorporated areas. Activities: Equipment and small capital improvement projects, local match for grants. Requirements: Promissory note or equivalent authorized by the governing body. Most recent annual audit or year-end financial statement, names of officers

including addresses, contact numbers and terms of office. Borrower is responsible for closing costs and is required to pay a onetime processing fee of 1.5% of the loan amount.

LENDING LEVELS: Maximum Request: \$100,000. RLF loan can finance up to 75% of total project cost. Disbursement Method: Loan Rates: Based on current USDA Rural Utility Service quarterly interest rate. Rates are fixed for the life of the loan.

Term: Up to 7 years