HISTORIC MAIN STREET OXFORD REAL ESTATE REDEVELOPMENT PLAN

LOCAL FLAVORS
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About **The Project**

Main Street Alabama in partnership with Opportunity Alabama and the Business Council of Alabama applied for and received an EDA grant in 2020. Main Street Alabama will use our portion of the grant to provide services to our designated communities in the form of a real estate redevelopment plan, small scale production workshop, and incremental development training.

About **The Process**

This plan was created utilizing the expertise of outside consultants, state and local-level partners, and community input. More specifically, the process included:

Third-Party Data Analysis- Market data provided by Claritas and extrapolated and interpreted by Place + Main Advisors, this data gives a snapshot of the potential opportunities for the district.

Community Tour- Understanding the context of the district and community is critical to developing a plan that takes the community's needs into account.

Individual Property Tours- Representatives from the City of Oxford provided our team access to the properties highlighted in this plan.

In-Person "Walking Visioning Tour"- This open and interactive exercise engaged about a dozen residents and stakeholders in brainstorming uses for the vacant storefronts.

Our thanks to Historic Main Street Oxford, the City of Oxford, and the numerous residents, businesses, and property owners who participated in the creation of this plan.

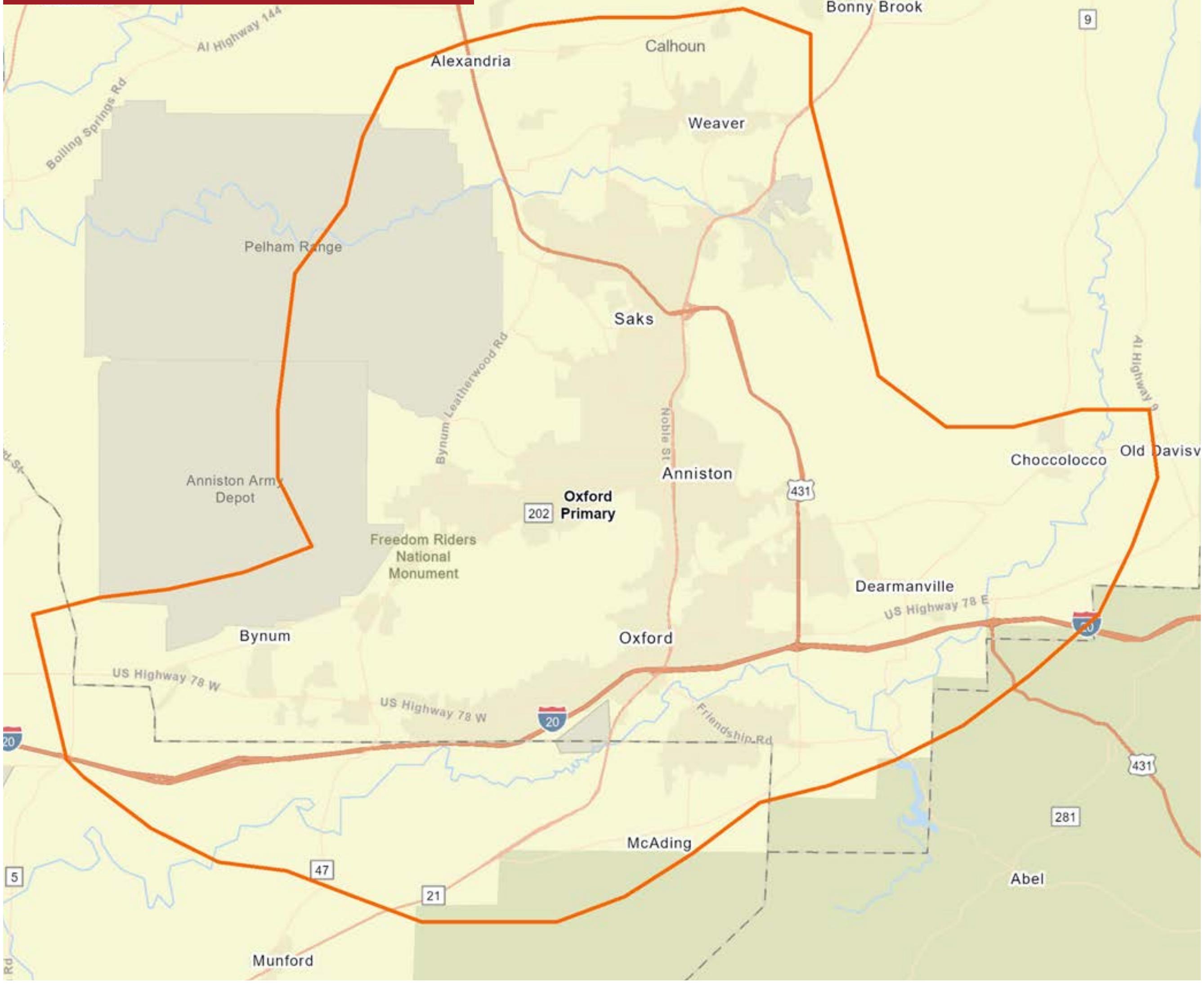
[Market **Data**]

The primary and secondary trade areas for this report were established by using mobility data, or cell phone data, to determine where people are coming from into the Main Street district. Using this GPS-enabled technology called geofencing, Historic Main Street Oxford can understand at the zip code level where current customers in the district are originating. This allows for a better understanding of customer spending, needs, and the types of businesses that would be a best fit for the district.

This data is widely available to national-level retailers and was provided to Historic Main Street Oxford through a partnership with Alabama Power using their resources to pull this data from a third party geofence data provider.

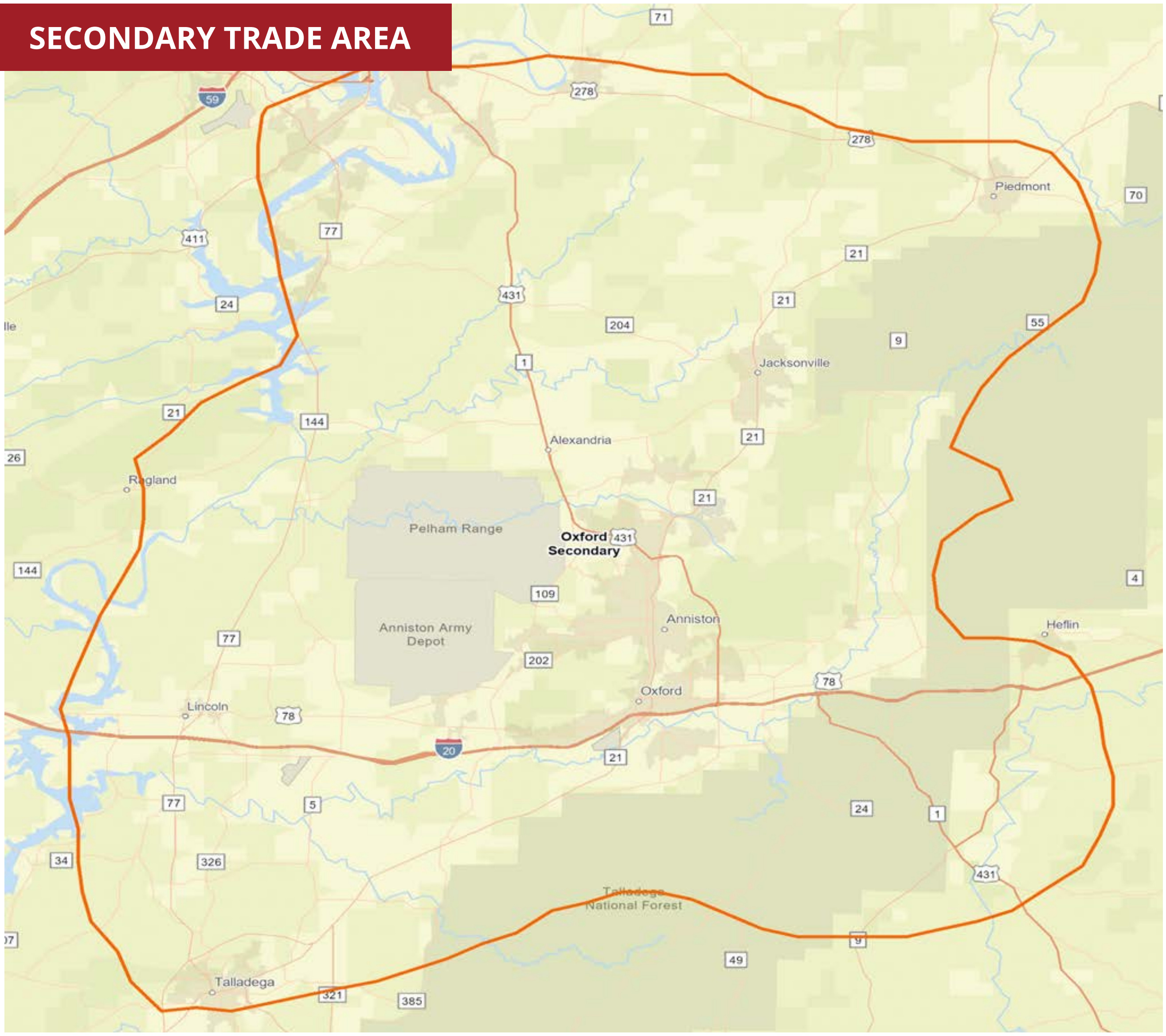
This mobility data allows for the identification of geographic areas that make up the district's primary and secondary areas. Once these areas are identified, Place + Main Advisors, LLC used this map to pull additional market data, including the following demographic and market retail data from data sources including Claritas, the U.S. Census, ESRI, and augmented with their own analysis and extrapolation of data.

PRIMARY TRADE AREA



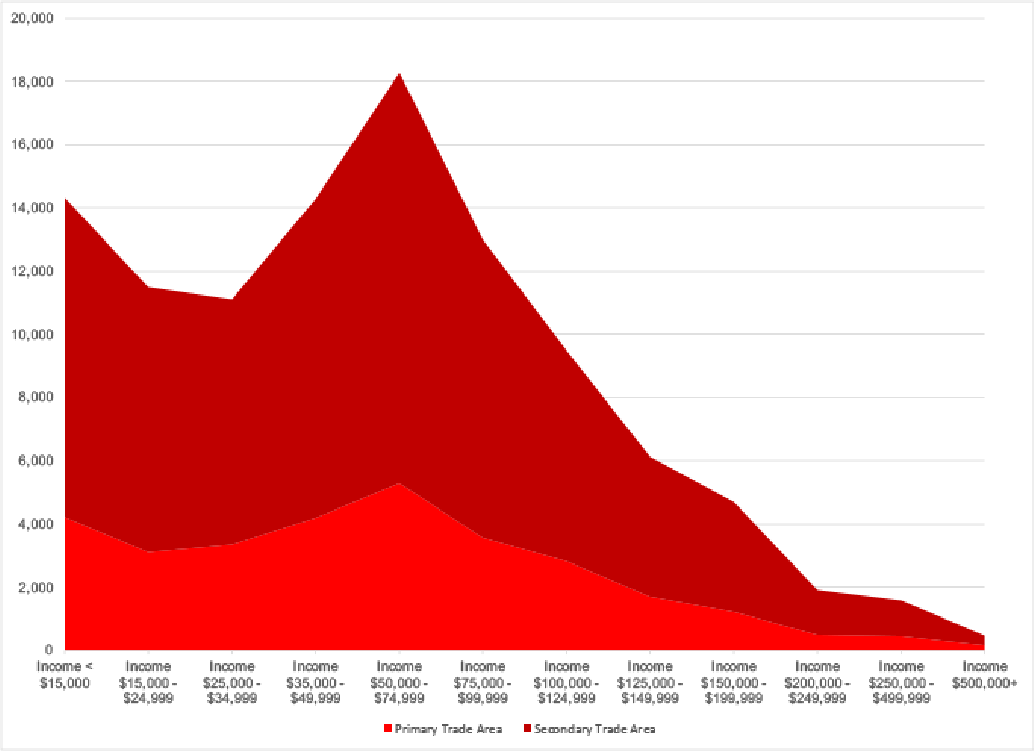
PRIMARY TRADE AREA	POPULATION	HOUSEHOLDS
2010 CENSUS	80,037	32,038
2022 ESTIMATE	77,086	30,612
2027 PROJECTION	78,642	31,160

SECONDARY TRADE AREA



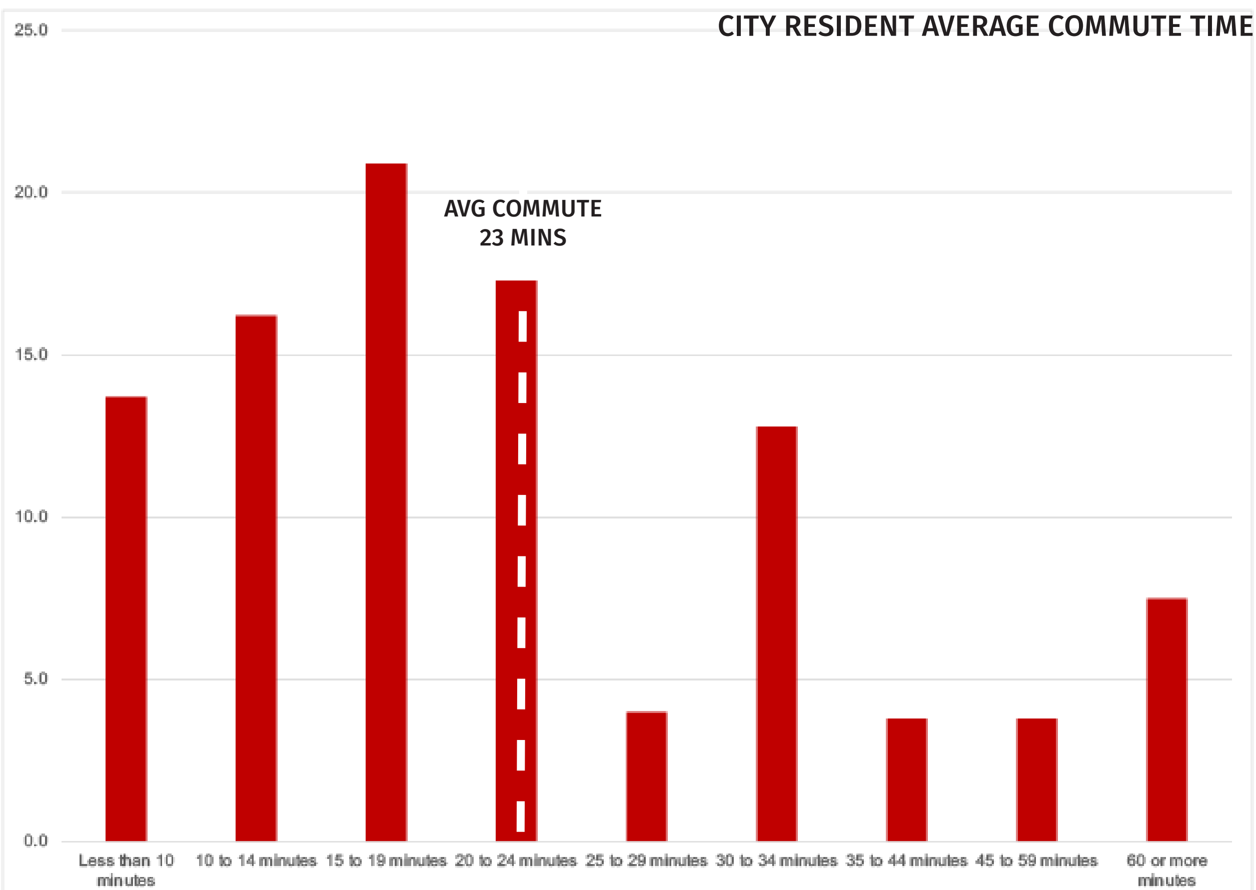
SECONDARY TRADE AREA	POPULATION	HOUSEHOLDS
2010 CENSUS	194,055	77,204
2022 ESTIMATE	192,686	76,170
2027 PROJECTION	198,087	78,198

HOUSEHOLD INCOME	PRIMARY TRADE AREA	SECONDARY TRADE AREA
INCOME < $15,000	4,218	10,116
INCOME $15,000 - $24,999	3,120	8,384
INCOME $25,000 - $34,999	3,347	7,772
INCOME $35,000 - $49,999	4,179	10,093
INCOME $50,000 - $74,999	5,294	12,970
INCOME $75,000 - $99,999	3,579	9,438
INCOME $100,000 - $124,999	2,820	6,666
INCOME $125,000 - $149,999	1,710	4,414
INCOME $150,000 - $199,999	1,228	3,458
INCOME $200,000 - $249,999	513	1,411
INCOME $250,000 - $499,999	447	1,122
INCOME $500,000+	157	325
AVERAGE HOUSEHOLD INCOME	$69,861.00	$70,704.00
MEDIAN HOUSEHOLD INCOME	$51,779.61	$52,882.09



CITY RESIDENT COMMUTE DATA

LEAVING HOME	% OF POPULATION	ARRIVING HOME
12:00 A.M. TO 4:59 A.M.	7.9%	9:00 A.M. TO 1:59 P.M.
5:00 A.M. TO 5:29 A.M.	6.7%	2:00 P.M. TO 2:29 P.M.
5:30 A.M. TO 5:59 A.M.	8.0%	2:30 P.M. TO 2:59 P.M.
6:00 A.M. TO 6:29 A.M.	13.4%	3:00 P.M. TO 3:29 P.M.
6:30 A.M. TO 6:59 A.M.	14.2%	3:30 P.M. TO 3:59 P.M.
7:00 A.M. TO 7:29 A.M.	11.2%	4:00 P.M. TO 4:29 P.M.
7:30 A.M. TO 7:59 A.M.	9.1%	4:30 P.M. TO 4:59 P.M.
8:00 A.M. TO 8:29 A.M.	7.3%	5:00 P.M. TO 5:29 P.M.
8:30 A.M. TO 8:59 A.M.	2.9%	5:30 P.M. TO 5:59 P.M.
9:00 A.M. TO 11:59 P.M.	19.4%	6:00 P.M. TO 8:59 P.M.



Retail **Gap Data**

About Retail Gap Data

When an area's demand for retail goods and services does not match the supply, it creates what is called a Retail Gap. If there is more supply than demand in a geographic area, then one of two things (or a combination of the two) are occurring:

1) There may be a strong enough draw from a specific retailer/service provider or group of them that brings in additional customers from outside the defined area and/or;

2) There is an over-supply of a particular business type. Conversely, if there is more demand for a good or service than what exists in the area's supply, a gap (or leakage) is created.

This leakage is money that leaves the area to spend in another area because the particular good or service is not available within the defined area. This leakage is the best potential source for the types of additional businesses the area may need.

Local Advantages + Challenges

The retail gap data for the Oxford area suggests the retail offerings in the region are very saturated (overbuilt) on the whole, driven by the sprawl retail on the edge of town. However, several key opportunities exist within each of these markets as well.

The following charts show the market demand and highest leakage areas for the primary and secondary trade areas.

The presence of a gap is not a guarantee of success for prospective businesses.

PRIMARY TRADE AREA

	2022 Demand	2022 Supply	2022 Retail Gap	2027 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	$1,267,050,240	$1,847,721,754	($580,671,515)	$1,383,517,857	($464,203,897)
Total Retail Trade	$1,145,759,043	$1,680,572,276	($534,813,233)	$1,246,994,208	($433,578,068)
Total Food + Drink	$121,291,197	$167,149,479	($45,858,282)	$136,523,649	($30,625,830)

SECONDARY TRADE AREA

	2022 Demand	2022 Supply	2022 Retail Gap	2027 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	$3,188,035,034	$3,437,242,038	($249,207,004)	$3,495,882,873	$58,640,835
Total Retail Trade	$2,881,717,846	$3,113,548,818	($231,830,972)	$3,150,194,973	$36,646,155
Total Food + Drink	$306,317,188	$323,693,220	($17,376,032)	$345,687,899	$21,994,679

Retail **Opportunities**

Despite the overall negative retail gap in all three market areas, there are opportunities in specific sectors in the primary and secondary trade areas. This section shows the largest areas of opportunity.

PRIMARY TRADE AREA

HARDWARE STORES (NAICS 44413)

2022 Demand ($)	$6,476,311
2022 Supply ($)	$2,006,384
Opportunity Gap/ Surplus ($)	$4,469,927
2027 Demand	$7,070,011
Projected Opportunity	$5,063,627
Max. Supportable Sq Ft	36,693

SUPERMARKETS AND OTHER GROCERY STORES (NAICS 44511)

2022 Demand ($)	$141,042,819
2022 Supply ($)	$112,263,642
Opportunity Gap/ Surplus ($)	$28,779,176
2027 Demand	$152,146,112
Projected Opportunity	$39,882,470
Max. Supportable Sq Ft	79,765

MEAT MARKETS (NAICS 44521)

2022 Demand ($)	$1,283,104
2022 Supply ($)	$73,973
Opportunity Gap/ Surplus ($)	$1,209,131
2027 Demand	$1,372,685
Projected Opportunity	$1,298,712
Max. Supportable Sq Ft	2,597

PRIMARY TRADE AREA

BEER, WINE, AND LIQUOR STORES (NAICS 4453)

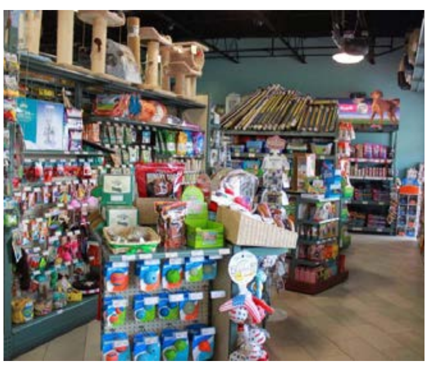
2022 Demand ($)	$11,334,909
2022 Supply ($)	$3,101,860
Opportunity Gap/ Surplus ($)	$8,233,049
2027 Demand	$12,552,446
Projected Opportunity	$9,450,586
Max. Supportable Sq Ft	8,591

WOMEN'S CLOTHING STORES (NAICS 44812)

2022 Demand ($)	$4,545,592
2022 Supply ($)	$2,319,098
Opportunity Gap/ Surplus ($)	$2,226,494
2027 Demand	$4,419,578
Projected Opportunity	$2,100,480
Max. Supportable Sq Ft	7,002

SPORTING GOODS STORES (NAICS 45111)

2022 Demand ($)	$7,867,861
2022 Supply ($)	$6,608,849
Opportunity Gap/ Surplus ($)	$1,259,012
2027 Demand	$8,611,780
Projected Opportunity	$2,002,931
Max. Supportable Sq Ft	10,487



PET AND PET SUPPLIES STORES (NAICS 45391)

2022 Demand ($)	$4,275,187
2022 Supply ($)	$1,061,189
Opportunity Gap/ Surplus ($)	$3,213,998
2027 Demand	$4,568,685
Projected Opportunity	$3,507,496
Max. Supportable Sq Ft	11,315

DRINKING PLACES (ALCOHOLIC BEVERAGES) (NAICS 7224)

2022 Demand ($)	$3,263,581
2022 Supply ($)	$574,757
Opportunity Gap/ Surplus ($)	$2,688,824
2027 Demand	$3,690,878
Projected Opportunity	$3,116,121
Max. Supportable Sq Ft	8,903

SNACK AND NON-ALCOHOLIC BEVERAGE BARS (NAICS 722515)

2022 Demand ($)	$7,185,299
2022 Supply ($)	$5,245,619
Opportunity Gap/ Surplus ($)	$1,939,680
2027 Demand	$8,071,147
Projected Opportunity	$2,825,528
Max. Supportable Sq Ft	6,648

SECONDARY TRADE AREA

HARDWARE STORES (NAICS 44413)

2022 Demand ($)	$16,258,943
2022 Supply ($)	$7,163,696
Opportunity Gap/ Surplus ($)	$9,095,247
2027 Demand	$17,836,591
Projected Opportunity	$10,672,895
Max. Supportable Sq Ft	77,340

SUPERMARKETS AND OTHER GROCERY STORES (NAICS 44511)

2022 Demand ($)	$354,489,074
2022 Supply ($)	$255,450,146
Opportunity Gap/ Surplus ($)	$99,038,927
2027 Demand	$384,611,631
Projected Opportunity	$129,161,485
Max. Supportable Sq Ft	258,323

SPECIALTY FOOD STORES (NAICS 4452)

2022 Demand ($)	$10,646,830
2022 Supply ($)	$904,219
Opportunity Gap/ Surplus ($)	$9,742,611
2027 Demand	$11,456,757
Projected Opportunity	$10,552,538
Max. Supportable Sq Ft	21,105

COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES (NAICS 44612)

2022 Demand ($)	$10,747,716
2022 Supply ($)	$7,088,886
Opportunity Gap/ Surplus ($)	$3,658,830
2027 Demand	$12,231,879
Projected Opportunity	$5,142,993
Max. Supportable Sq Ft	15,825

OPTICAL GOODS STORES (NAICS 44613)

2022 Demand ($)	$4,383,722
2022 Supply ($)	$721,190
Opportunity Gap/ Surplus ($)	$3,662,532
2027 Demand	$4,760,182
Projected Opportunity	$4,038,992
Max. Supportable Sq Ft	10,097

OTHER HEALTH AND PERSONAL CARE STORES (NAICS 44619)

2022 Demand ($)	$8,504,395
2022 Supply ($)	$2,509,464
Opportunity Gap/ Surplus ($)	$5,994,931
2027 Demand	$9,656,892
Projected Opportunity	$7,147,428
Max. Supportable Sq Ft	17,869

SECONDARY TRADE AREA

CLOTHING STORES (NAICS 4481)

2022 Demand ($)	$64,239,546
2022 Supply ($)	$50,311,944
Opportunity Gap/ Surplus ($)	$13,927,602
2027 Demand	$63,280,716
Projected Opportunity	$12,968,772
Max. Supportable Sq Ft	43,229

SPORTING GOODS STORES (NAICS 45111)

2022 Demand ($)	$19,895,570
2022 Supply ($)	$15,731,574
Opportunity Gap/ Surplus ($)	$4,163,996
2027 Demand	$21,780,088
Projected Opportunity	$6,048,514
Max. Supportable Sq Ft	31,668

HOBBY, TOY, AND GAME STORES (NAICS 45112)

2022 Demand ($)	$6,643,439
2022 Supply ($)	$1,177,421
Opportunity Gap/ Surplus ($)	$5,466,018
2027 Demand	$6,687,712
Projected Opportunity	$5,510,291
Max. Supportable Sq Ft	27,551

GIFT, NOVELTY, AND SOUVENIR STORES (NAICS 45322)

2022 Demand ($)	$6,972,984
2022 Supply ($)	$2,168,065
Opportunity Gap/ Surplus ($)	$4,804,919
2027 Demand	$7,181,823
Projected Opportunity	$5,013,758
Max. Supportable Sq Ft	25,069

FULL-SERVICE RESTAURANTS (NAICS 722511)

2022 Demand ($)	$134,043,930
2022 Supply ($)	$109,215,615
Opportunity Gap/ Surplus ($)	$24,828,314
2027 Demand	$151,336,233
Projected Opportunity	$42,120,618
Max. Supportable Sq Ft	69,050

SNACK AND NON-ALCOHOLIC BEVERAGE BARS (NAICS 722515)

2022 Demand ($)	$18,142,922
2022 Supply ($)	$5,308,054
Opportunity Gap/ Surplus ($)	$12,834,867
2027 Demand	$20,436,365
Projected Opportunity	$15,128,311
Max. Supportable Sq Ft	35,596

Market **Segmentation**

As important as knowing what an area's retail gap is, understanding its market segmentation is equally valuable. What is market segmentation? Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

To define the various market segments for the Historic Main Street Oxford district, the primary trade area is divided into segments using the Tapestry Market Segmentation tool. Tapestry is a tool created by data firm ESRI to provide an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.

The charts on the following pages outline the predominant Tapestry segmentations in the three market areas. Their full profiles are hyperlinked in the chart (right.)

PRIMARY TRADE AREA

Tapestry Segment	% of Households
SOUTHERN SATELLITES (10A)	16.2%
HEARTLAND COMMUNITIES (6F)	10.2%
RURAL BYPASSES (10E)	8.1%
COMFORTABLE EMPTY NESTERS (5A)	7.4%
MODEST INCOME HOMES (12D)	6.7%
GREEN ACRES (6A)	6.1%
MIDDLEBURG (4C)	5.9%
SALT OF THE EARTH (6B)	5.6%
TRADITIONAL LIVING (12B)	5.1%
DOWN THE ROAD (10D)	5.0%
MIDLIFE CONSTANTS (5E)	5.0%
SMALL TOWN SIMPLICITY (12C)	4.6%
SET TO IMPRESS (11D)	4.4%
OLD AND NEWCOMERS (8F)	3.1%
HOMETOWN HERITAGE (8G)	2.7%
SILVER & GOLD (9A)	1.3%
ROOTED RURAL (10B)	1.2%
RUSTBELT TRADITIONS (5D)	0.9%
CITY COMMONS (11E)	0.7%

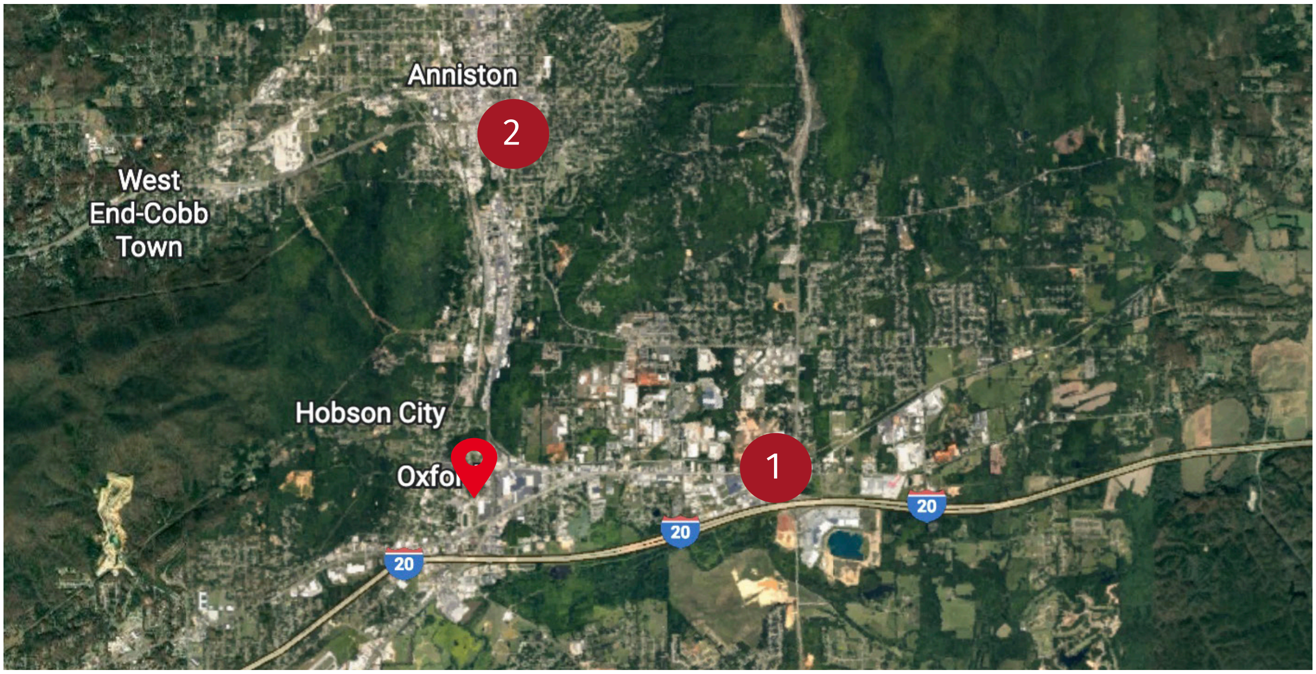
Segmentation	Socioeconomic Traits	Market Profile
Southern Satellites (10A) Average Household Size: 2.67 Median Age: 40.3 Median Household Income: $47,800	• Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73). • Labor force participation rate is 59.1%, slightly lower than the US. • These consumers are more concerned about cost rather than quality or brand loyalty. • They tend to be somewhat late in adapting to technology. • They obtain a disproportionate amount of their information from TV, compared to other media.	• Usually own a truck; likely to service it themselves. • Frequent the convenience store • Work on home improvement projects. • Own a pet, commonly a dog. • Participate in fishing and hunting. • Prefer to listen to country music and watch Country Music Television (CMT). • Read fishing/hunting and home service magazines. • Partial to eating at low-cost family restaurants and drive-ins. • Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).
Heartland Communities (6F) Average Household Size: 2.39 Median Age: 42.3 Median Household Income: $42,400	• Retirees in this market depress the average labor force participation rate to less than 60% (Index 94). More workers are white collar than blue collar; more skilled than unskilled. • The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries. • These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important. • Daily life is busy, but routine. Working on the weekends is not uncommon. • Residents trust TV and newspapers more than any other media. • Skeptical about their financial future, they stick to community banks and low-risk investments.	• Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent. • Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless. • Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common. • To support their local community, residents participate in public activities. • Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards. • They enjoy country music and watch CMT. • Motorcycling, hunting, and fishing are popular; walking is the main form of exercise. • To get around these semirural communities, residents prefer domestic trucks or SUVs.
Rural Bypasses (10E) Average Household Size: 2.55 Median Age: 40.4 Median Household Income: $33,000	• Almost 25% have not finished high school; and 11% have a bachelor's degree or higher. • Labor force participation is low at 47% (Index 76). • Income is primarily derived from wages and supplemented with Social Security and Supplemental Security Incomes. • Religion and faith are central in their lives. • They rely on television to stay informed.	• Typical of their country lifestyle, Rural Bypasses residents prefer trucks over sedans. • To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club. • Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types. • As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, ABC Family, USA Network, and TV Land.

Segmentation	Socioeconomic Traits	Market Profile
Comfortable Empty Nesters (5A) Average Household Size: 2.52 Median Age: 48.0 Median Household Income: $75,000	• Education: 36% college graduates; nearly 68% with some college education. • Average labor force participation at 61%. • Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159). • Comfortable Empty Nesters residents physically and financially active. • Prefer eating at home instead of dining out. • Home maintenance a priority among these homeowners.	• Residents enjoy listening to sports radio or watching sports on television. • Physically active, they play golf, ski, ride bicycles, and work out regularly. • Spending a lot of time online isn't a priority, so most own older home computers. • Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.
Modest Income Homes (12D) Average Household Size: 2.56 Median Age: 37 Median Household Income: $23,900	• Almost a quarter of adults aged 25 or more have no high school diploma. • Labor force participation is 50%. • Income is less than half of the US median income. • Consumers in this market consider traditional gender roles and religious faith very important. • This market lives for today, choosing to save only for a specific purpose. • Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement.	• Consumers shop at warehouse clubs and low-cost retailers. • Unlikely to own a credit card, pay bills in person. • This market supports multigenerational families; are often primary caregivers for elderly family members. • Listen to gospel and R&B music and prefer to watch BET.
Green Acres (6A) Average Household Size: 2.7 Median Age: 43.9 Median Household Income: $76,800	• Education: More than 60% are college educated. • Labor force participation rate is high at 66.8% (Index 107). • Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement. • They are cautious consumers with a focus on quality and durability. • Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment. • Economic outlook is professed as pessimistic,but consumers are comfortable with debt, primarily as home and auto loans, and investments.	• Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. • Homeowners favor DIY home improvement projects and gardening. • Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. • Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. • Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.
Middleburg (4C) Average Household Size: 2.75 Median Age: 36.1 Median Household Income: $59,800	• Education: 65% with a high school diploma or some college. • Labor force participation typical of a younger population at 66.7% (Index 107). • Traditional values are the norm here— faith, country, and family. • Prefer to buy American and for a good price. • Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.	• Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles. • Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants. • Spending priorities also focus on family (children's toys and apparel) or home DIY projects. • Sports include hunting, fishing, bowling, and baseball. • TV and magazines provide entertainment and information. • Media preferences include country and Christian channels.

Segmentation	Socioeconomic Traits	Market Profile
Salt of the Earth (6B) Average Household Size: 2.59 Median Age: 44.1 Median Household Income: $56,300	• Steady employment in construction, manufacturing, and related service industries. • Completed education: 40% with a high school diploma only. • Household income just over the national median, while net worth is nearly double the national median. • Spending time with family is their top priority. • Cost-conscious consumers, loyal to brands they like, with a focus on buying American. • Last to buy the latest and greatest products. • Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.	• Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. • To support their pastimes, truck ownership is high; many also own an ATV. • They own the equipment to maintain their lawns and tend to their vegetable gardens. • Residents often tackle home remodeling and improvement jobs themselves. • Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL. • These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.
Traditional Living (12B) Average Household Size: 2.51 Median Age: 35.5 Median Household Income: $39,300	• Over 70% have completed high school or some college. • Labor force participation is a bit higher than the national rate at 63.4%. • Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152). • Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high. • Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media. • TV is seen as the most trusted media.	• Shop for groceries at discount stores such as Walmart supercenters. • Convenience stores are commonly used for fuel or picking up incidentals. • Tend to carry credit card balances, have personal loans, and pay bills in person. • Half of households have abandoned landlines for cell phones only. • Favorite TV channels include ABC Family, CMT, and Game Show Network. • Fast-food devotees. • Enjoy outdoor activities such as fishing and taking trips to the zoo.
Down the Road (10D) Average Household Size: 2.76 Median Age: 35 Median Household Income: $38,700	• Education completed: 36% with a high school diploma only, 41% with some college education or a degree. • Labor force participation rate is 59.0%, slightly lower than the US. • Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.	• Purchased a used vehicle in the past year, likely maintaining the vehicle themselves. • Routinely stop by the convenience store to purchase gas, groceries, and snacks. • Participate in fishing and hunting. • Use the Internet to stay connected with friends and play online video games. • Listen to the radio, especially at work, with a preference for rap, R&B, and country music. • Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish. • Often prepare quick meals, using packaged or frozen dinner entrees. • Favorite fast food: burgers and pizza. • Frequent Walmart Supercenters, Walgreens, dollar stores, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).

Competing **Areas**

Historic Main Street Oxford shares a primary trade area with two main competing areas, including one within the City of Oxford. Overall, these retail areas are overbuilt for the market. This glut of retail creates cannibalization of certain existing businesses and will be detrimental to the commercial real estate landscape without significant residential growth to accommodate it. The result will be additional vacant and blighted structures. It is important downtown is positioned in the marketplace as a separate, distinct, and special place from strip retail areas.



1) City of Oxford Freeway Exchanges and Strip Retail 2) Downtown Anniston

[District **Strategies**]

Historic Main Street Oxford has several opportunities to create a more dynamic market and have a significantly positive impact on both businesses and real estate in the district.

1 **SMALL SCALE MANUFACTURING**

2 **USE DEMISING WALLS TO REDUCE RETAIL SQUARE FOOTAGE**

3 **ACTIVATE CHURCH PARKING LOT**

4 **SMALL SCALE DEVELOPMENT**

1 ENCOURAGE SMALL SCALE MANUFACTURING + "MADE IN OXFORD" BRAND

WHY?
Historic Main Street Oxford is already home to two "maker" businesses. Southern Girl Coffee has a roasting facility and Sarah Cavendar Metal Works creates custom jewelry. Entrepreneurs in downtown manufacture things. In the economic development world, the term that's most often applied is "small scale manufacturing." As the name implies, it is a term used to describe small manufacturing operations and not the large-scale factories one tends to envision hearing the word, "manufacturing." By creating a unifying brand, this gives local businesses the opportunity to stamp themselves as "local." It also helps tell Historic Main Street Oxford's story to other prospective "makers," who may be looking for somewhere to set up shop.

Southern Girl Coffee's roasting facility (top); Sarah Cavendar Metalworks (bottom,photo courtesy of The Anniston Star)

THE IMPORTANCE OF "MAKERS" AND ADDED VALUE
Makers create added value to a product. Meaning, they don't just resell the same item they buy at wholesale. They take parts or ingredients and make something new. This new thing now has additional value because of what was done to it. Roasting coffee beans, turning hops, water, grain, and yeast into beer, or taking pieces of leather and creating purses and wallets are all examples of makers creating more value in an end product than just their individual components. These businesses also give a community something uniquely its own. Leveraging the collective efforts of these businesses to help create and attract more makers will help fill vacant spaces with unique and distinctive businesses. Giving them a brand to share can help promote them and Oxford.

SHARED BRAND
A "Made in Oxford" brand would be a shared brand that any maker in the community would be encouraged to use. This brand should be a brand extension of the Historic Main Street Oxford brand and feel a part of the overall Opelika branding as well. Making the branding easily accessible by use of a common shared folder would be preferable.

1 ENCOURAGE SMALL SCALE MANUFACTURING + “MADE IN OXFORD” BRAND

NEXT STEPS

1. IDENTIFY MAKER BUSINESSES IN OXFORD

2. SOLICIT THESES BUSINESSES OPINIONS ABOUT A “MADE IN OXFORD” BRAND

3. WORK WITH A PROFESSIONAL GRAPHIC ARTIST TO DEVELOP THE BRAND TO BE CONSISTENT WITH OTHER ORGANIZATIONAL AND COMMUNITY BRANDS

4. UNVEIL AND DISTRIBUTE BRANDING TO MAKERS FOR USE

5. INCLUDE BRANDING IN MARKETING PIECES FOR THE DISTRICT AND CITY

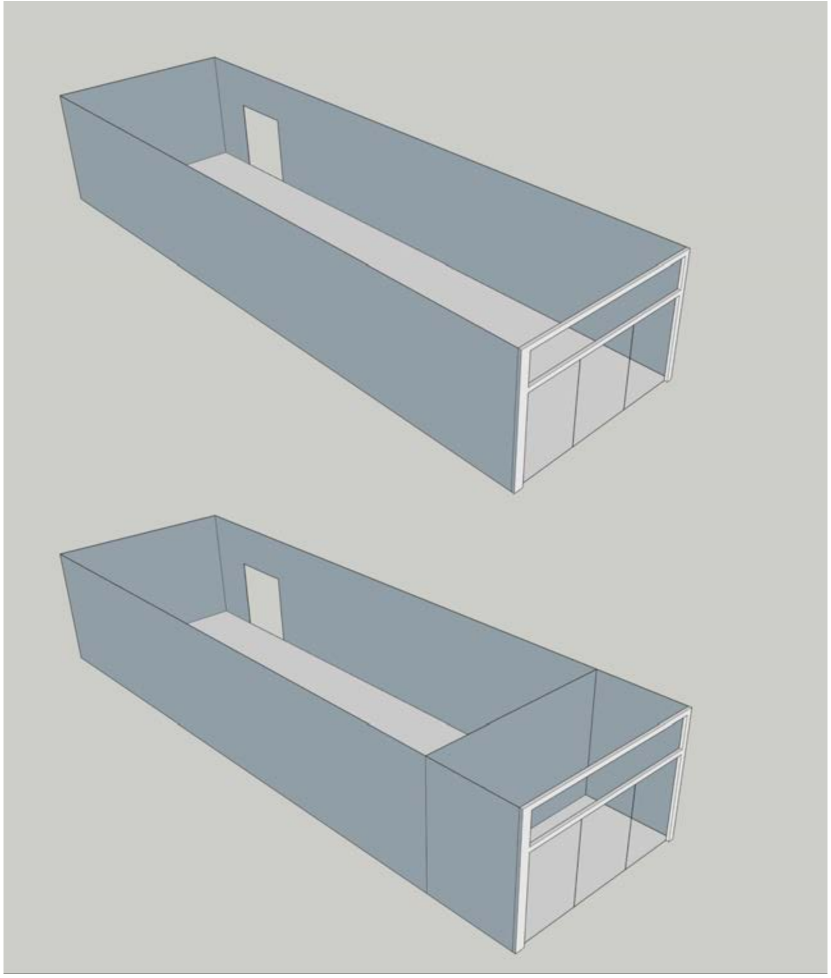
6. IDENTIFY POTENTIAL SITES DOWNTOWN FOR ADDITIONAL MAKER SPACES

7. MARKET IDENTIFIED PROPERTIES AS POTENTIAL MAKER SPACE

2 USE DEMISING WALLS TO REDUCE RETAIL SQUARE FOOTAGE

WHY?
As noted earlier, retail supply far out matches demand in numerous categories. While there is opportunity in several sectors despite the overall imbalance, creating more nimble retail spaces will be advantageous for property owners and the community overall in attracting unique start-up businesses.

WHAT IS A DEMISING WALL?
A demising wall is a specially constructed wall or partition that separates two different uses or occupancies. These are most often seen in strip retail separating spaces but do so in way that is only semi-permanent. This allows for the property owner to remove the wall later for a different tenant, if needed.



A demising wall can take a 1,500 square foot first floor retail space (top, left) and shorten the retail space to 300 square feet (bottom, left.) This then allows the back half of the first floor to be used for other, non-retail uses like office or small scale manufacturing.

Graphics Courtesy Community Design Solutions

BENEFITS

Using demising walls for buildings in a downtown has several key benefits. These include:

Encourages Retail Entrepreneurship- Over the last ten years, the national retail landscape has shifted drastically. This has resulted in major changes in basic retail operations. For generations, retailers had to operate with large amounts of retail product on hand. For smaller retailers, this was an expensive proposition. In addition to inventory, on-site storage was also needed. Today's independent retailers generally operate as lean as possible, with a very limited amount of inventory. By reducing the amount of retail square footage, it allows retailers to not have to rent as much space and allows them to decrease their inventory.

Makes Larger Footprints Easier to Fill- Many historic buildings, including several in downtown oxford, have very large footprints. These large spaces can be difficult to fill. Using demising walls could help fill larger spaces with several smaller businesses instead of needing one larger tenant.

Diversifies Tenant Mix- By subdividing larger spaces, this creates a more diversified tenant mix for property owners. This creates more resiliency for owners should a tenant move out. This also creates the added benefit of potentially more workers in the area as well, with back of buildings being utilized for office functions or other non-retail ventures.

Maintaining Retail Frontage- By making retail easier to operate, getting more retailers into the downtown will create stronger retail frontage in the district. Having a strong retail presence is good not just for the local economy, but creates a critical mass that makes the district an interesting destination for shoppers and non-shoppers alike.

2 USE DEMISING WALLS TO REDUCE RETAIL SQUARE FOOTAGE

NEXT STEPS

1. IDENTIFY VACANT OR UNDERUTILIZED PROPERTY THAT COULD USE DEMISING WALLS

2. IDENTIFY OWNERS OF PROPERTIES ABOVE AND DETERMINE DESIRE TO USE DEMISING WALLS AS A WAY TO ACTIVATE VACANT OR UNDERUTILIZED SPACE

3. WORK WITH CITY, IDENTIFY POTENTIAL INCENTIVES TO ASSIST IN CREATING DEMISING WALLS

4. CREATE A PROGRAM TO ASSIST PROPERTY OWNERS USING DEMISING WALLS

3 ACTIVATING CHURCH PARKING LOT

WHY?

The parking lot owned by the First Baptist Church of Oxford provides a tremendous amount of parking that is utilized by the church for its services and the public at large when attending events at the Oxford Performing Arts Center. However, when those activities are not taking place, the nearly 2.5-acre lot sits mostly empty, creating a vast open space in the heart of downtown.

The photo above shows the size of the church parking lot in relation to the rest of the downtown.

ACTIVATING THE SPACE

Creating activity in such a large space is not necessarily difficult to do. Being a large flat lot opens the possibility of using it for a number of activities. Using the space to host large outdoor events like a drive-in movie, concert, or classic car show are possibilities.

FILL SPACE, BUILD COMMUNITY

The key to successful activation in continued programming that can attract different users. Encouraging different uses diversifies who experiences downtown and influences their opinion of the district. By hosting successful events, not only is a largely underutilized space used more frequently, it builds a sense of community as well.

Examples above illustrate activation ideas for a flat lot such as a drive-in movie night or a car show.

3 ACTIVATE CHURCH PARKING LOT

NEXT STEPS

1. CONTACT CHURCH ABOUT WILLINGNESS TO ACTIVATE LOT IN UNDERUSED TIMES
2. IDENTIFY BEST TIMES/DAYS FOR POTENTIAL ACTIVATION
3. WORK WITH CHURCH TO DETERMINE APPROPRIATE EVENTS/ACTIVITIES
4. ORGANIZE EVENTS
5. PROMOTE EVENTS

4 SMALL SCALE DEVELOPMENT

WHY?
There are approximately 14 parcels of property along Choccolocco Street that could add more housing and mixed-use buildings to the district. Adding small scale development to these parcels would increase density and the number of housing units in the downtown district. These units would add additional residents to the city and create a new source of customers for downtown businesses. In addition, the retail market in the region is overbuilt, meaning there is far more supply than there is demand. As it exists today, much of any new retail would need to cannibalize existing businesses without more customers.

FINANCIAL IMPACT OF NEW HOUSING UNITS
The chart below shows the impact of what kind of additional spending could be captured based on the number of the aggregate number of new units. These projections are based on the estimated demand per household in 2027.

	2027 HH Demand	25 New Units	50 New Units	100 New Units
Total Retail Trade and Food + Drink	$44,400.44	$1,110,011.12	$2,220,022.24	$4,440,044.47
Total Retail Trade	$40,019.07	$1,000,476.74	$2,000,953.48	$4,001,906.96
Total Food + Drink	$4,381.38	$109,534.38	$219,068.76	$438,137.51
Max. Add'l Annual City Sales Tax	$2,220.02	$55,500.56	$111,001.11	$222,002.22
Max. Add'l Annual County Sales Tax	$400.19	$10,004.77	$20,009.53	$40,019.07

HOUSING TYPES

There are several types of housing that could be used in the downtown and near neighborhoods of the Main Street district. A few examples are:

UPPER FLOOR RESIDENTIAL
Most, if not all, upper floor units available in the downtown are currently occupied. Those buildings with the ability to support housing units in the upper floors should be encouraged to do so. One project is currently underway that would add several new units downtown.

MID-RISE
New construction should do its best to fit into the context of the community. New construction should use the district's topography to help introduce "gentle density," which allows for more units without compromising the character of the downtown.

DUPLEXES, TRIPLEXES, AND QUADPLEXES
For those areas in residential neighborhoods near downtown, increasing density by encouraging multi-unit designs such as duplexes, triplexes, and quadplexes.

TOWNHOUSES AND ROW HOUSES
These are some additional types of housing for near neighborhoods that could gently increase density while maintaining the character of the community.

4 SMALL SCALE DEVELOPMENT

NEXT STEPS

1. WORK WITH THE CITY TO IDENTIFY VACANT OR UNDERUTILIZED PROPERTY THAT COULD SUPPORT HOUSING:

Main Street District
- Upper Floors
- Underutilized Parking Lots
- Underutilized Buildings

Near Neighborhood
- Vacant Lots
- Vacant Single Story Commercial
- Underutilized Parking Lots
- Underutilized Buildings

2. IDENTIFY OWNERS OF PROPERTIES ABOVE AND DETERMINE DESIRE TO DEVELOP OR SELL FOR REDEVELOPMENT PURPOSES

3. IDENTIFY CHALLENGES FOR REDEVELOPMENT OF EACH SITE AND PRIORITIZE PROPERTIES BASED ON:
- Owner Willingness to Redevelop or Sell
- Challenges of Each Property
- Number of Units Each Property Can Support

4. WORK WITH CITY, IDENTIFY POTENTIAL INCENTIVES TO ASSIST IN REDEVELOPMENT

5. SOLICIT INTEREST OF DEVELOPERS

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