# VISION PLAN 2022

## PHENIX CITY, ALABAMA

*Guiding document for the re-development & revitalization of downtown Phenix City, Alabama*

# ACKNOWLEDGMENTS

*Orchestra Partners would like to thank The City of Phenix City, property owners, business owners and stakeholders for their participation in the creation of this plan.*

**Downtown Vision Plan**

Prepared for **The City of Phenix City, Alabama**

By **Orchestra Partners**

July 2022

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*Above: Orchestra Partners Team Members Caroline Jenkins, Stone Ray, and Drew Watson and Phenix City representatives Shaun Culligan and Tracie Hadaway*
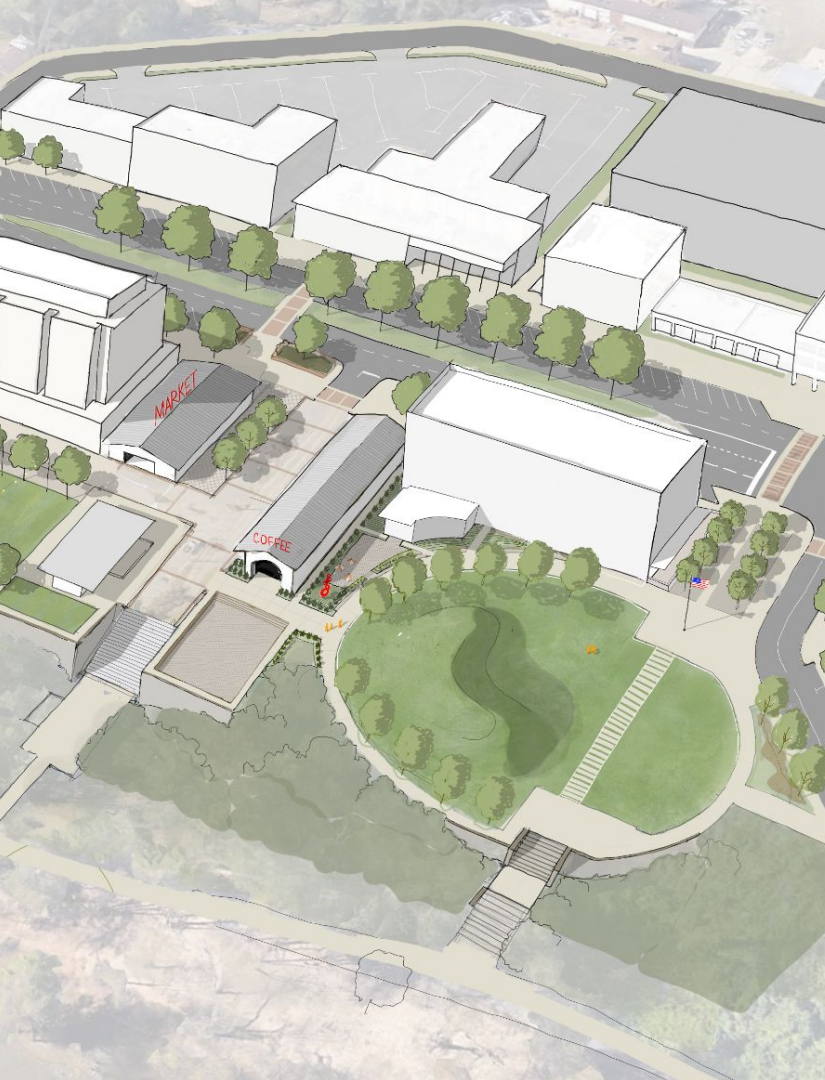
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# SUMMARY

This plan embodies a shared vision for the future of Phenix City. Orchestra proposes an holistic approach to rethinking the early generation properties that make up downtown Phenix City, especially those on the river's bluff. With critique from the client and local stakeholders, the plan improved to meet the needs of all parties.

Orchestra was excited to note that the client and local stakeholders value the importance of proper urban design methods and the urgency to deploy these methods in order to better compete in an economically competitive region.

Overall this Vision Plan is built to be readily implemented. Orchestra encourages Phenix City and its stakeholders to take the next step toward implementation, which is the preparation of a Seed Fund to provide seed capital for the planning and development of the parcels prioritized in the Vision Plan.

# INTRODUCTION

Orchestra Partners was engaged to deliver a quality and implementable plan to revitalize, redevelop and reinvest in downtown Phenix City. Beginning with conversations around potential redevelopment opportunities southeast of the city, Orchestra and the client pivoted to align around a common goal to invest in the city's center first. Though Phenix City had commissioned a number of downtown master plans in the past, little had been effective in spurring the right kind of catalytic projects that would, over time, yield economic development and a more vibrant and walkable urban center.

Inspired by recent major investments in neighboring Uptown Columbus (GA), and pressured by the advantages of a picturesque and attractive riverfront, Phenix City expressed their desire to craft a new vision for their downtown with a strong intent to implement its findings.

There is a tremendous and often unrecognized benefit to being the younger of two siblings, and that is the ability to carve out a unique identity that complements and competes with the older one. It is only in a supportive family unit that this sort of friendly competition can thrive, and the symbiosis between Columbus and Phenix City provides an excellent opportunity to leverage such a long-standing partnership.

Rather than draw stark, negative comparisons between the two cities, progress will only come from identifying opportunities for growth and acting on them quickly. A plan is only as good as its results. In that vein, Orchestra Partners is presenting a vision for downtown Phenix City that matches local goals with market realities, all tempered with an eye on good urban form.
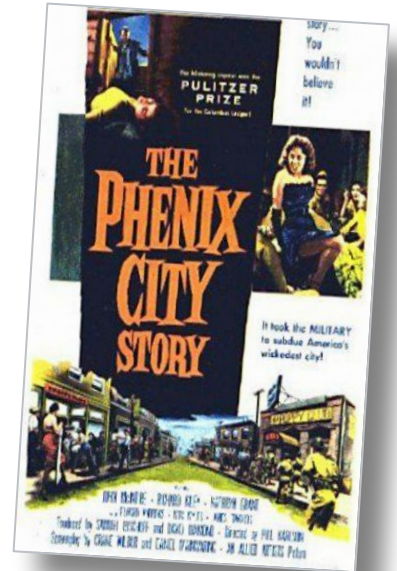
# GENERATIONS OF CHANGE

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Phenix City is no stranger to significant changes in its built environment. This aerial image of downtown prior to suburbanization shows how dense Phenix City was prior to sweeping demolition of the city center.

Back then, Phenix City's reputation was less than desirable. It was criminal; locals know the stories well. However, it's worth noting that the summary destruction of Phenix City's historic urban fabric in the mid-20th Century was so absolute that even the Dixie Mafia couldn't survive there anymore.

The overarching theme here is that the city is no stranger to change, and it is perhaps in the best position in its history for a big step forward. The next generation of Phenix City should be one with an ear to the past, but two eyes on the future.

# PART I: PRINCIPLES IN URBAN DESIGN

The City is the human habitat. Increasingly the Earth's population is urbanizing, and in the United States, over 80% of the population lives in cities. The way cities are designed and developed leaves a lasting impact on present lives and generations to come. This level of social commitment requires alignment around quality of life in the built environment that is translated by the design of public and private spaces to be enjoyed by all.
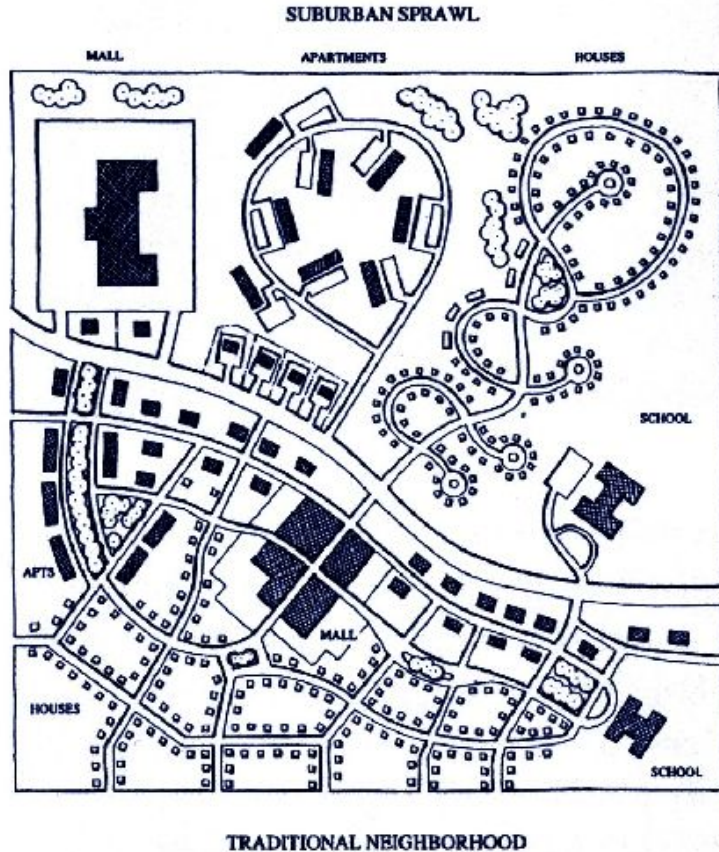
In the Vision Planning process, Orchestra Partners sought to achieve two things. First, to deliver an academic presentation that illustrated to the client and other stakeholders the methods and value of best practices in urban design. Those methods are included in the Vision Plan and will inform design and functionality for redevelopment projects moving forward.

The second deliverable included a high-level analysis of Phenix City's existing properties and suggestions on redevelopment. This plan provides a framework for future land use approvals and an outline for the City, Orchestra Partners, and other stakeholders to use in implementing the plan with the overarching goal of spurring private economic development.

Overall, decades of suburban expansion and automobile-oriented design practices resulted in a disconnected and unwalkable urban environment. This happened across the country, not just in Phenix City. However, Phenix City's untapped potential is unlike any other in the State of Alabama to create a vibrant downtown riverfront district.

*Above: Orchestra Partners' Lead Urban Designer, Stone Ray, delivers a lecture on the principles of urban design and the first draft of the Phenix City Vision plan*
*Right: An early concept sketch of the infill buildings near 14th street and Whitewater Avenue*

SUBURBAN SPRAWL

MALL    APARTMENTS    HOUSES

SCHOOL

AFTS

MALL

HOUSES    SCHOOL

TRADITIONAL NEIGHBORHOOD

*Above: Urban v. Suburban diagram by Duany Plater-Zyberk & Co.*

# URBAN V. SUBURBAN

This diagram illustrates the typical land uses found in American cities. The upper half of the images depicts the suburban pattern of segregated pods of single uses while the lower half of the image demonstrates a connected network with mixed uses create a more complex and walkable environment.

Orchestra's presentation to the client offered a clear explanation of the characteristics of two patterns of development: Urban & Suburban. Orchestra explained the fundamental differences between the two and advocated that Phenix City should redevelop their downtown from an automobile oriented place to a pedestrian friendly destination.
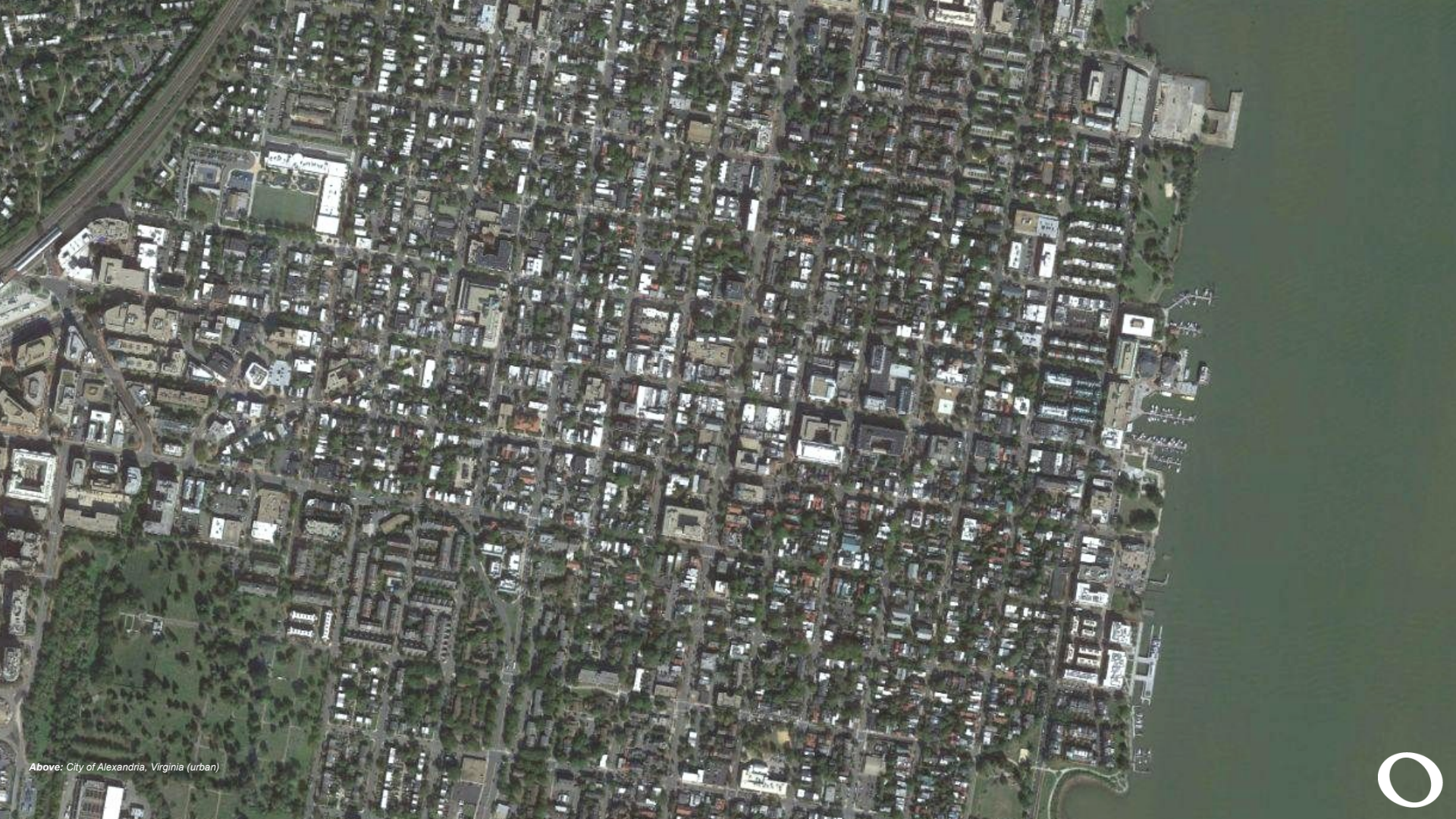
The following slides depict, at the same scale, two examples of redevelopment form. The first is *The City of Hoover, AL,* and it is an example of segregated land uses. The second is *The City of Alexandria, VA,* and it is an example of compact and mixed use real estate.

*Above: City of Hoover, AL (suburban)*

*Above: City of Alexandria, Virginia (urban)*

# THE SCALE OF THE CITY

The site given by the client encompasses approximately 170 acres, which is capable of including a number of distinct districts and yields decades of redevelopment opportunities.

Orchestra finds it helpful to frame the size of this scope against the size of some famous and beloved cities across the globe. This demonstrates the scale of real estate that can be achieved in a compact area. Most well designed urban environments are not very large. The following slide puts this into perspective by comparing the Phenix City site with other cities at the same scale. The findings concur that the boundary informally known as "downtown Phenix City" is comparable to urban areas that exemplify great city planning.
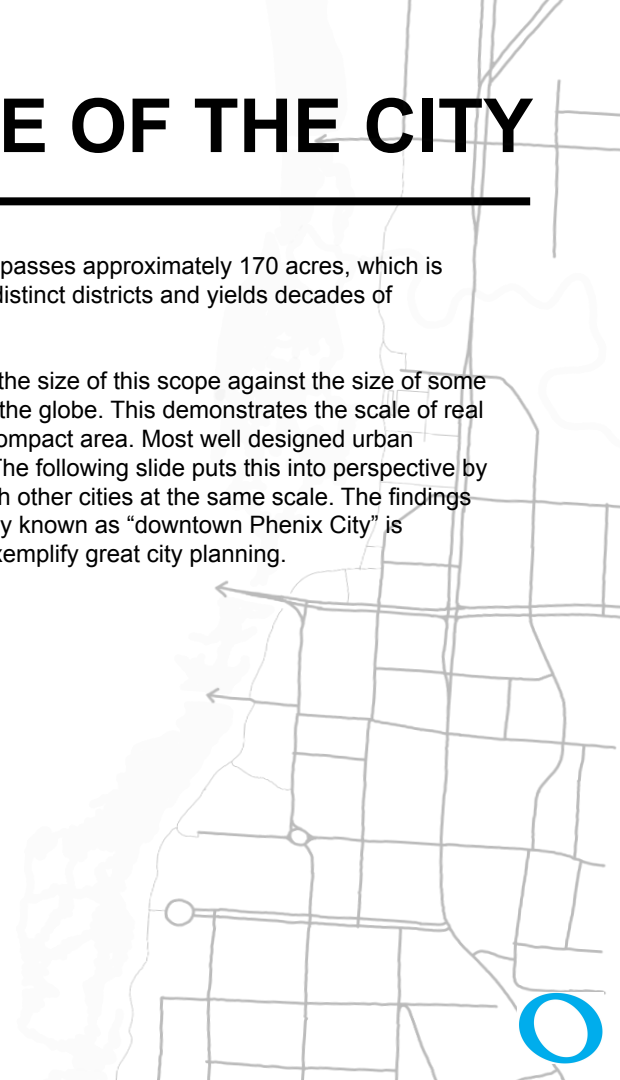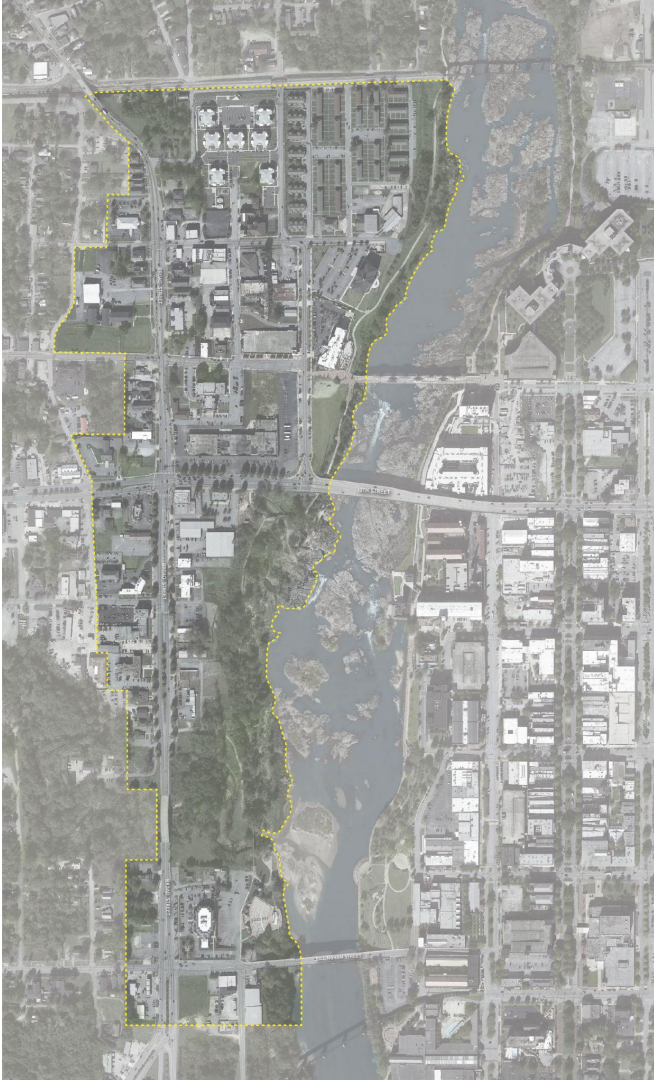
*1:1 Phenix City : Charleston*

*1:1 Phenix City : Paris*
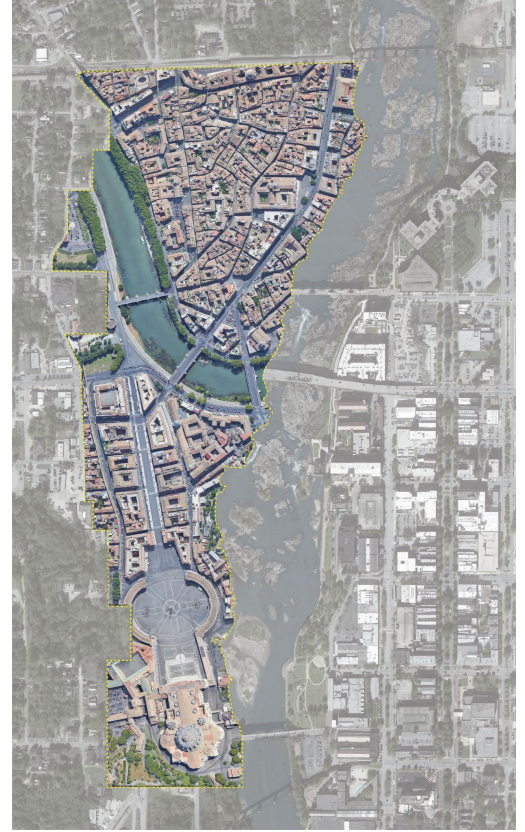
*1:1 Phenix City : Rome*

# PART II: RECOMMENDATIONS

*Above: Recent redevelopment in Uptown Columbus as seen from the Phenix City Riverwalk*

**PLAN ANALYSIS**

- Extended grid of the city
- Proposed Vision Plan
- Existing contributing buildings
- New buildings
- Major parking facilities
- Necklace of parks

**FIVE DOWNTOWN DISTRICTS**

- Urban Core
- Old Town Center
- River North
- River South
- Lively Entertainment District

# THE GRID OF THE CITY

The existing street grid of Downtown Phenix City is coarse and lacks the necessary connectivity and block size to support a walkable and urban environment. Successful urban places have compact street networks that offer multiple ways to get from one place to another.

# THE GRID OF THE CITY

This plan proposes that, as properties redevelop, certain street sections and pedestrian ways are extended in order to create a more granular network of streets and paths. This will cut down on block size and enhance walkability while alleviating traffic congestion by dispersing automobiles onto various routes of choice.
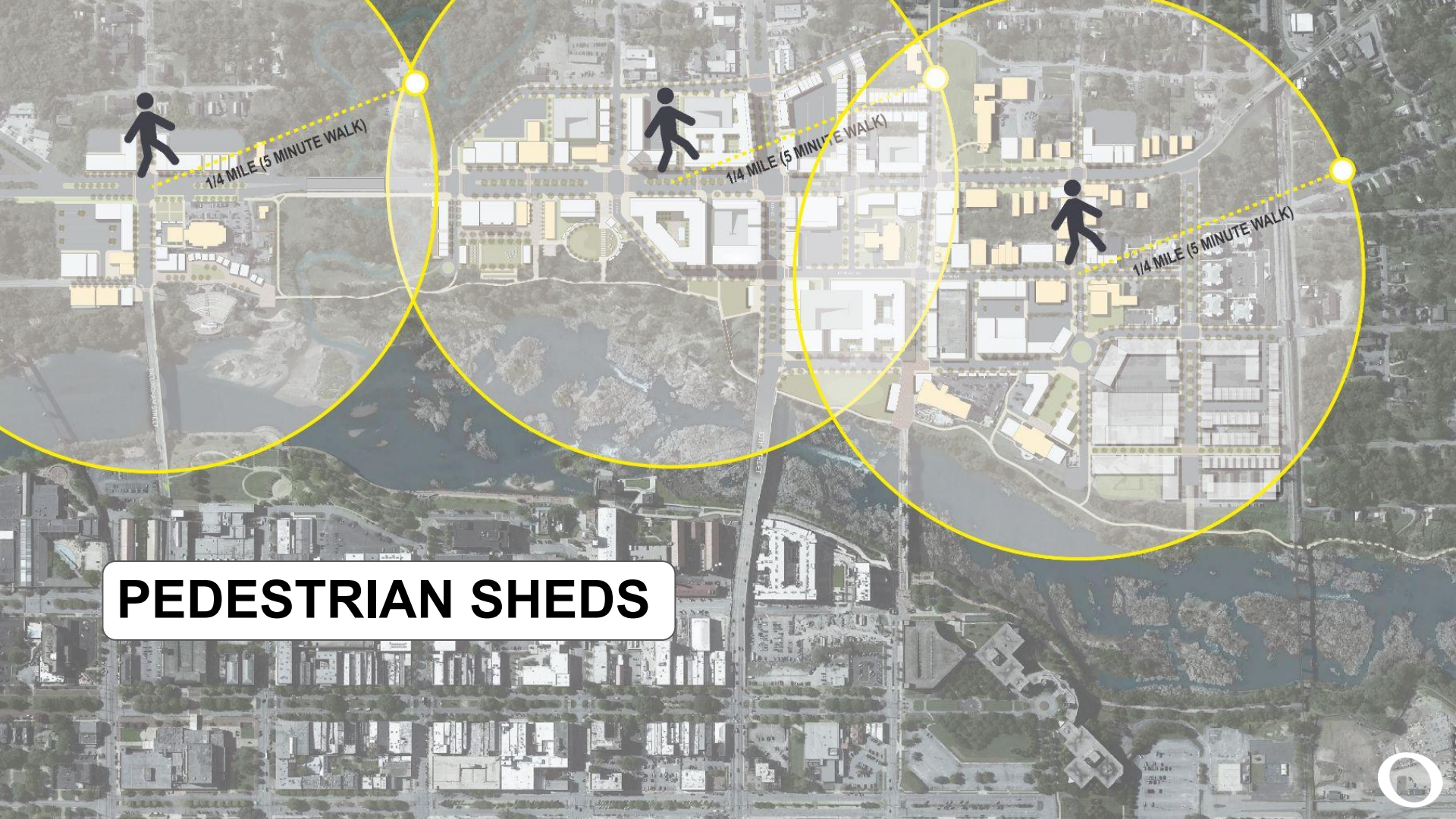
**EXISTING CONDITIONS**

PROPOSED VISION

1/4 MILE (5 MINUTE WALK)

1/4 MILE (5 MINUTE WALK)

1/4 MILE (5 MINUTE WALK)

**PEDESTRIAN SHEDS**

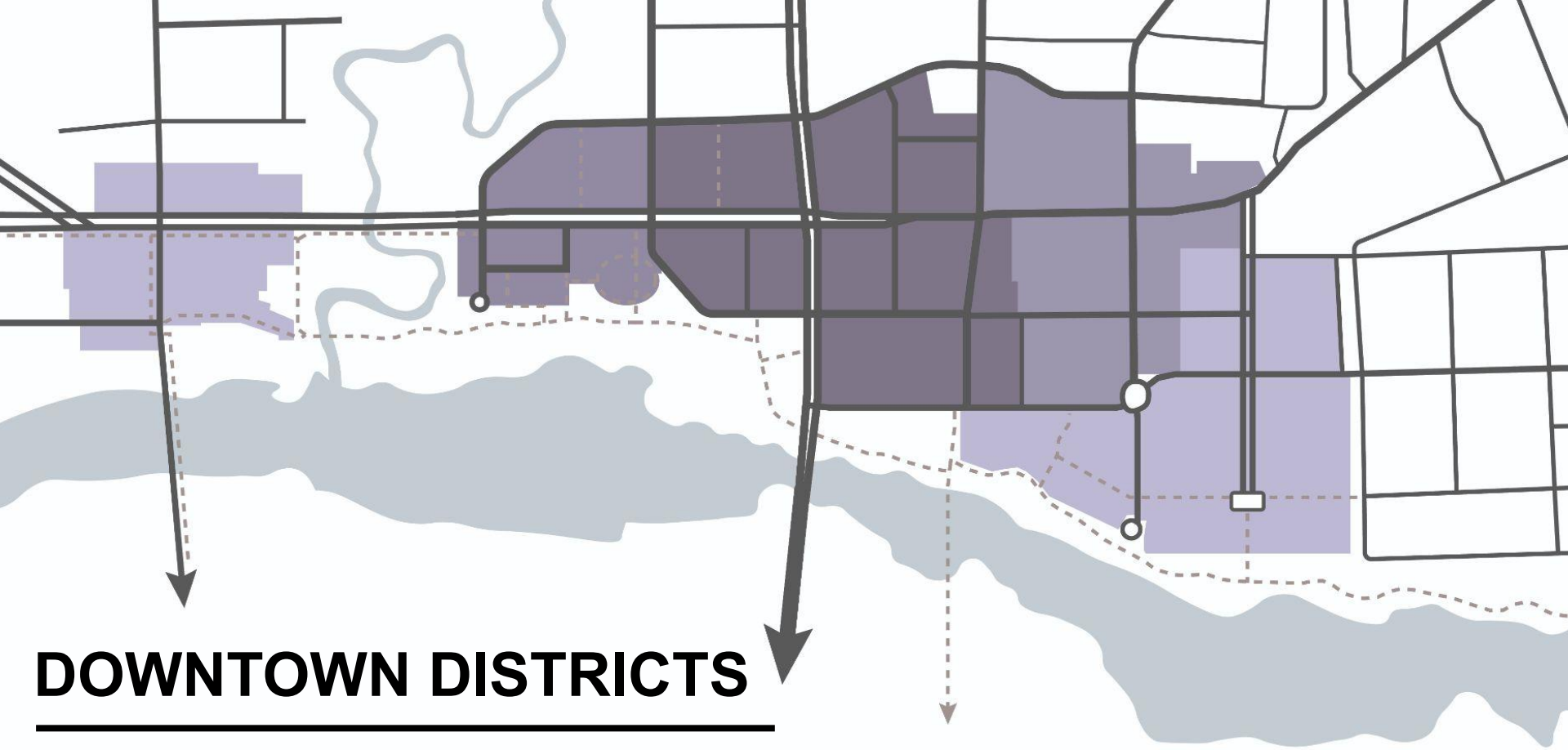**EXISTING & CONTRIBUTING BUILDINGS**

NEW BUILDINGS

MAJOR PARKING FACILITIES

**NECKLACE OF PARKS**

# DOWNTOWN DISTRICTS

This plan organizes downtown into five different districts with their own distinct character and set of uses.

# URBAN CORE

The *urban core* is intended to be the city's commercial, cultural, and residential center. Redevelopment in the urban core is intended to be high-density mixed use. Buildings should front all major streets and shield parking and utility areas from pedestrian view. The building heights should be greater than one story but not exceed eight stories.

Two arterial streets, Broad St. and 13th St., intersect in this district. While these are large and important throughways with regional connections for Phenix City, the streets should be redeveloped to create a safe, interesting, and comfortable experience for pedestrians. Neither Broad St. or 13th St. should exceed four travel lanes with left turning lanes at necessary intervals. The lanes should be narrowed to reduce vehicular speed. The goal of this district is to accommodate a dense array of urban buildings and lower the speed and breadth of automobiles.

Orchestra's plan recommends masking the existing public parking garage on 14th St. with new liner buildings. A liner building is a structure built to camouflage a facade with an active use, like retail. Constructing shallow buildings on 14th St., will revive the historic nature of the streetscape and provide a better pedestrian experience as people enter Phenix City from Columbus. Urban designers would argue that Phenix City's pedestrian gateway should not be greeted by a parking garage.

Additional Considerations for Urban Core:

- Additional building height or density allowance shall be granted in exchange for developer funded additions or improvements to outdoor public space.

- Use regulations should encourage multifamily housing, hotels, high-density fee simple housing, retail, and grocery.

- A redeveloped grocery component is key to making the neighborhood attractive to housing.

# URBAN CORE

| RECOMMENDATIONS | TERM | RESPONSIBLE SECTOR |
|---|---|---|
| 13th Street road diet and pedestrian improvements | Short Term | Public |
| Art Park | Medium Term | Public |
| Courthouse Square renovations | Medium Term | Public |
| Fifth Street extension | Medium Term | Public/Private |
| 14th Street realignment and garage masking | Long Term | Public/Private |
| New residential streets | Long term | Public/Private |
| New Infill Projects | Ongoing | Public/Private |

MIXED-USE DEVELOPMENT

FEE SIMPLE TOWNHOMES

URBAN STREETSCAPES

GROCERY TENANT

RUSSELL COUNTY COURTHOUSE

MULTIFAMILY

HOTEL & DINNING

12TH STREET EXTENSION

FIFTH AVE EXTENSION

URBAN TRAILHEAD

EXISTING PUBLIC PARKING GARAGE

LINER BUILDINGS

MIXED-USE DEVELOPMENT

RIVERFRONT PARK

BROAD ST.

BROAD ST.

BROAD ST.

FIFTH AVE. ext.

FIFTH AVE.

3RD AVE.

3RD AVE.

12TH ST.

12TH ST.

13TH ST.

13TH S.

14TH ST.

15TH ST.

15TH ST.

16TH ST.

16TH ST.

17TH ST.

17TH ST.

# OLD TOWN CENTER

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The *Old Town Center* is where most of the remaining historic commercial buildings exist. This area is intended to organically revitalize over time in the advent of new projects to the south. Existing structures should be rehabilitated and new structures should be infill projects that are similar in the size and scale of the historic structures.

Special attention should be given to streetscape improvements including the resolution of Whitewater Dr. and 3rd Ave. via a new traffic circle.

Parking should only be in block interiors and on the street. Street facing parking lots should be envisioned as a temporary solution rather than long term urban redevelopment.

Additional Considerations for Old Town Center:

- Priority should be given to the reuse of historic buildings.

- Sidewalks and pedestrian walkways should be widened to support the use of sidewalk patios.

- Business and churches should share parking as a tool to limit the quantity of parking lots required in the district.

- parking requirements in the Zoning Ordinance should be eliminated.

# OLD TOWN CENTER

| RECOMMENDATIONS | TERM | RESPONSIBLE SECTOR |
|---|---|---|
| 5th Avenue Pedestrian improvements | Short Term | Public |
| 16th Street Pedestrian improvements | Short Term | Public |
| Courthouse Square renovations | Medium Term | Public |
| Broad Street Pedestrian improvements | Medium Term | Public |
| Whitewater / 16th Street / 4th Avenue Traffic Circle | Long Term | Public |
| New Infill Projects | Ongoing | Public/Private |
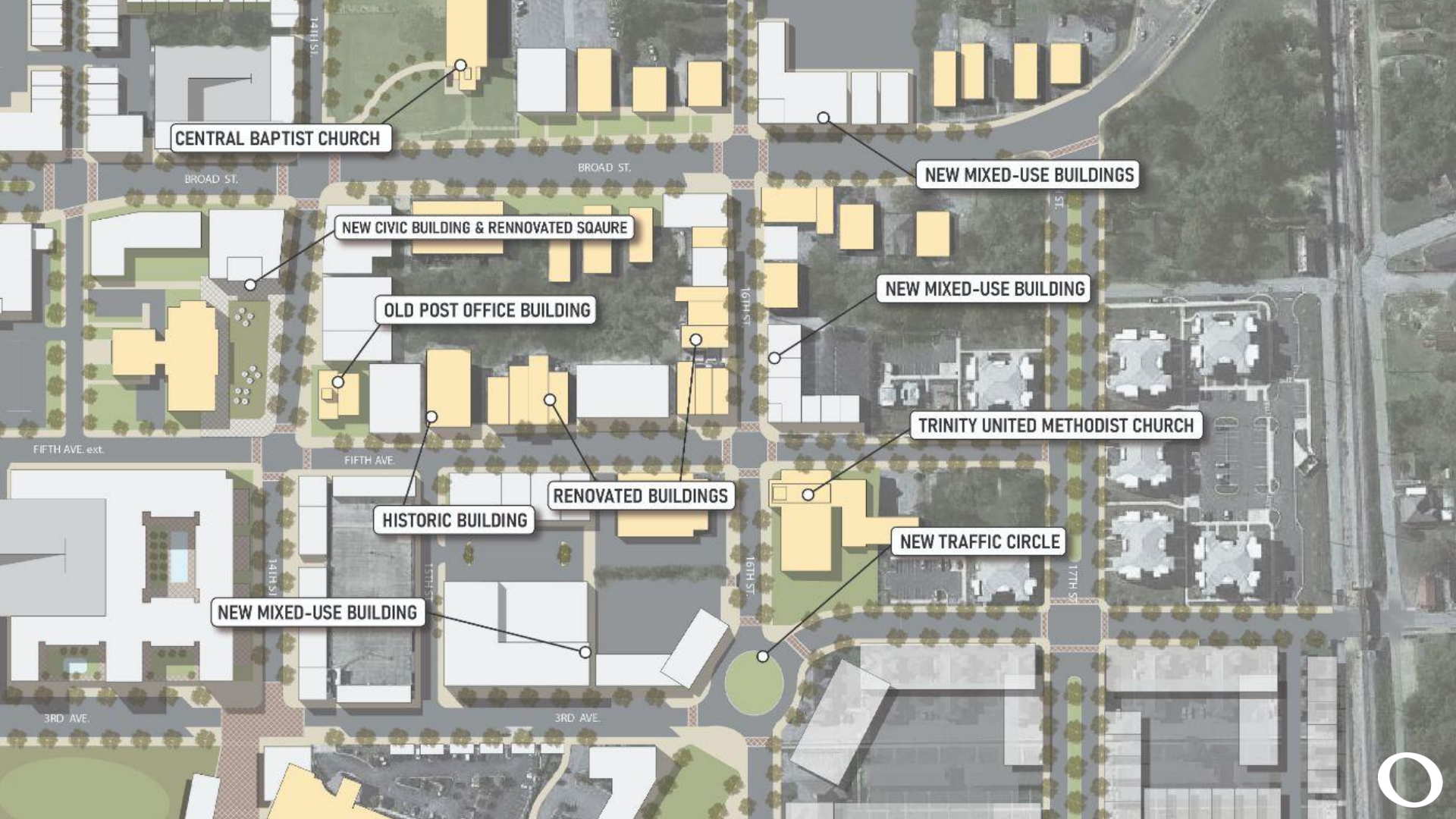
CENTRAL BAPTIST CHURCH

NEW MIXED-USE BUILDINGS

NEW CIVIC BUILDING & RENNOVATED SQAURE

NEW MIXED-USE BUILDING

OLD POST OFFICE BUILDING

TRINITY UNITED METHODIST CHURCH

RENOVATED BUILDINGS

HISTORIC BUILDING

NEW TRAFFIC CIRCLE

NEW MIXED-USE BUILDING

BROAD ST.

BROAD ST.

FIFTH AVE. ext.

FIFTH AVE.

3RD AVE.

3RD AVE.

14TH ST.

15TH ST.

16TH ST.

16TH ST.

17TH ST.

# RIVER NORTH

*River North* is an institutional area of campus-like development projects. The anchor tenant, Troy University, should use its future expansion plans to begin redeveloping the district towards an urban condition. Troy's property is capable of housing additional educational space, a campus green, and student housing.

The Housing Authority property uses over a third of the district. Based on conversations with local stakeholders, the Housing Authority intends to redevelop it in the future with its own guiding process. Orchestra recommends that the redevelopment of the property includes a mixed-use project adhering to modern guidelines for an urban and walkable area. Housing on the site should include mixed-income options to contribute to the overall vitality of downtown.

Additional Considerations for River North:

- Connections to Riverwalk should be a priority.

- 17th St. should be extended as the main east-west connection from Broad St.

- A pedestrian only connection is recommended to connect 2nd Ave. to Troy's campus. A linear green space would enhance pedestrian connectivity and it should align with the dome of Troy's main building.

# RIVER NORTH

| RECOMMENDATIONS | TERM | RESPONSIBLE SECTOR |
|---|---|---|
| Hotel additions facing the street | Short Term | Private |
| Troy University additions | Medium Term | Public/Private |
| 17th Street extension | Long Term | Public |
| Riverwalk connection improvements | Long Term | Public |
| Housing Authority property redevelopment | Long Term | Public/Private |
| New Infill Projects | Ongoing | Public/Private |

FIFTH AVE. ext.

FIFTH AVE.

REDEVELOPED HOUSING

14TH ST.

15TH ST.

16TH ST.
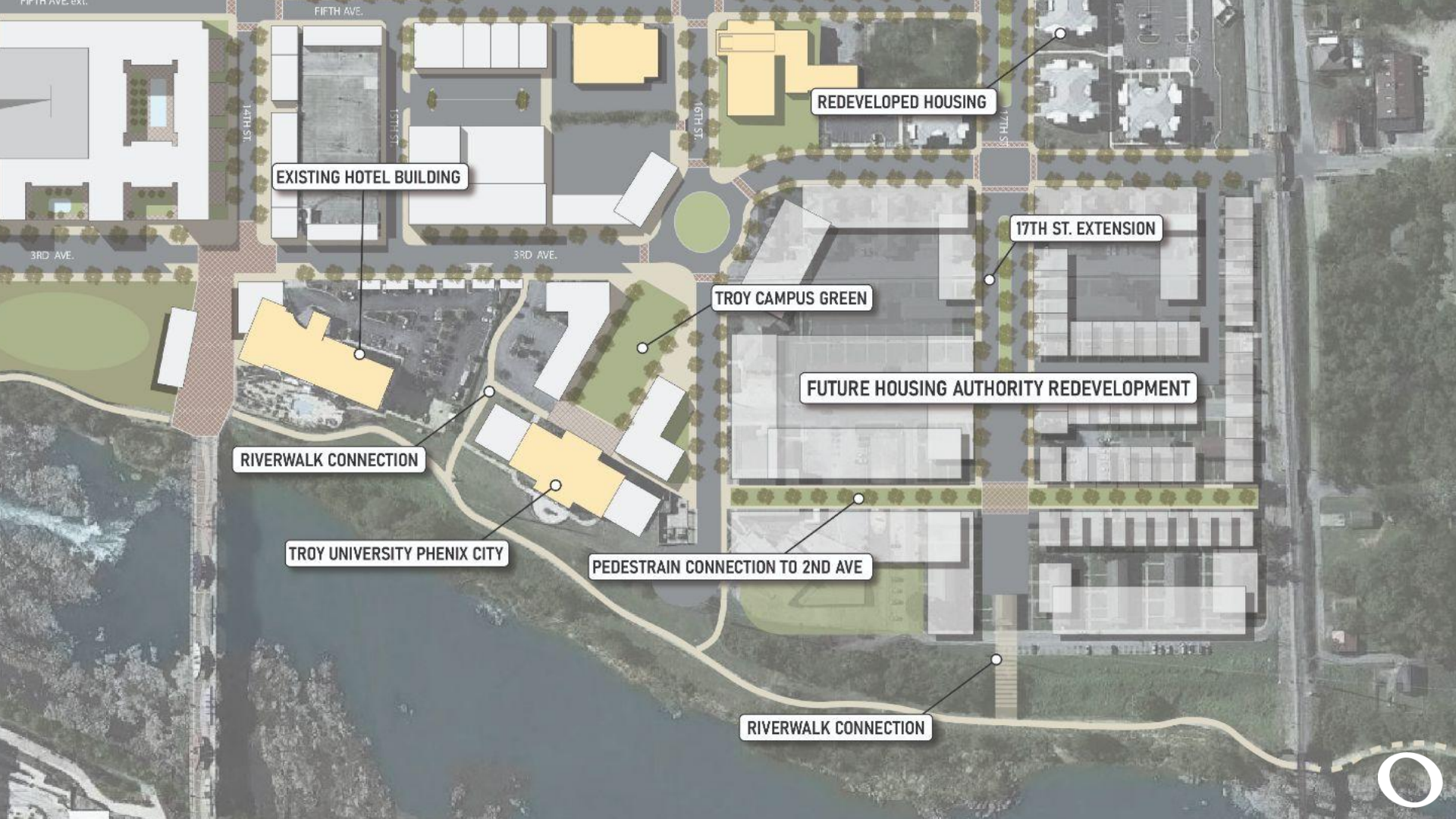
17TH ST.

EXISTING HOTEL BUILDING

3RD AVE.

3RD AVE.

17TH ST. EXTENSION

TROY CAMPUS GREEN

FUTURE HOUSING AUTHORITY REDEVELOPMENT

RIVERWALK CONNECTION

TROY UNIVERSITY PHENIX CITY

PEDESTRAIN CONNECTION TO 2ND AVE

RIVERWALK CONNECTION

# RIVER SOUTH

*River South* is intended to be an extension of the entertainment district that is focused on the existing Phenix City Amphitheater.

The Riverwalk should connect directly to a new, pedestrian only entertainment plaza adjacent to the amphitheater that can house pop-up food and beverage tenants during concert events. Orchestra recommends moving the amphitheater parking to encourage pedestrian activity in the district. Forcing pedestrians to walk one or two blocks will be a positive improvement, because it drives pedestrian traffic improving the viability of retail and food and beverage.

Additional Considerations for River South:

- Near term redevelopment should focus along Brickyard Road.

- Long term redevelopment should consider and resolve issues at the intersection of Dillingham and Broad St.

- Use regulations should encourage multifamily housing, hotels, and retail uses in River South.

- The City should allow low-density retail on private property and vendor stall licenses on public property.

# RIVER SOUTH

| RECOMMENDATIONS | TERM | RESPONSIBLE SECTOR |
|---|---|---|
| Amphitheater Plaza and Riverfront Trail connection | Short Term | Public |
| Brickyard Road improvements | Medium Term | Public |
| New public parking lot and masking buildings | Medium Term | Private |
| Dillingham Street improvements | Medium Term | Public |
| Broad Street improvements | Long Term | Public |
| New Infill Projects | Ongoing | Public/Private |

MIXED-USE BUILDINGS

BIKE LANE CONNECTIONS

MIXED-USE BUILDING

NEW BROAD STREET PEDESTRIAN BRIDGE

BROAD ST

SCREENED PARKING LOT

RUSSELL COUNTY COURTHOUSE ANNEX

ENTERTAINMENT PLAZA

RENOVATED HISTORIC BUILDINGS

CITY AMPHITHEATER

# LIVELY

The **Lively Entertainment District** name is a nod to Phenix City's history. The intent of this district is to become the City's regional attraction to downtown. Daily customer activation will be local customers while weekend and event traffic will be attract suburban commuters and regional visitors. Buildings should front all major streets and shield parking and utility areas from pedestrian view. The building heights should be greater than one story but not exceed five stories.

The first phase of redevelopment is already underway with the reconstruction and additions to some of Phenix City's public buildings on the northwest side of Broad St. The second phase should consist of a redevelopment of the southeastern side into an attractive entertainment district promoting indoor/outdoor food and beverage tenants. The Lively District interacts directly with the City's waterfront.

Orchestra recommends that Lively is the initial investment into redeveloping downtown beginning with a city-led initiative to build new public spaces and urban infrastructure. The commitment can be leveraged by the seed fund to design and develop the new private buildings in the district.

Additional Considerations for Lively:

- Connecting Lively to the Riverwalk should be a priority.

- Utility easements create a constraint for developing new buildings. Orchestra recommends creating open air pavilion that can be programmed with market tenants.

- The parks and open spaces should accommodate programming by licensed users for po-ups and events.

# LIVELY

| RECOMMENDATIONS | TERM | RESPONSIBLE SECTOR |
|---|---|---|
| Riverwalk connections and Brewery Lawn | Short Term | Public |
| ADA riverfront access | Short Term | Public |
| 11th Street / 5th Avenue / 12 Street improvements | Short Term | Public |
| New Town Green | Medium Term | Public |
| Public parking garage | Long Term | Public |
| 12th Street extension | Long Term | Public/Private |
| New Infill Projects | Ongoing | Public/Private |

**NEW PUBLIC PARKING GARGAE**

**NEW CITY EMPLOYEE PARKING LOT**

**CITY HALL BUILDING**

**NEW PUBLIC SAFETY BUILDING**

**MIXED-USE BUILDING**

**MIXED-USE BUILDING**

**FOOD TRUCK CORRAL**

**BREWERY LAWN**

**SHARED STREET PLAZA**

**NEW TOWN GREEN**

**ADA RIVERWALK CONNECTION**

**NEW RIVERWALK CONNECTIONS**

12TH ST.

2TH ST.

13TH ST.

BROAD ST.
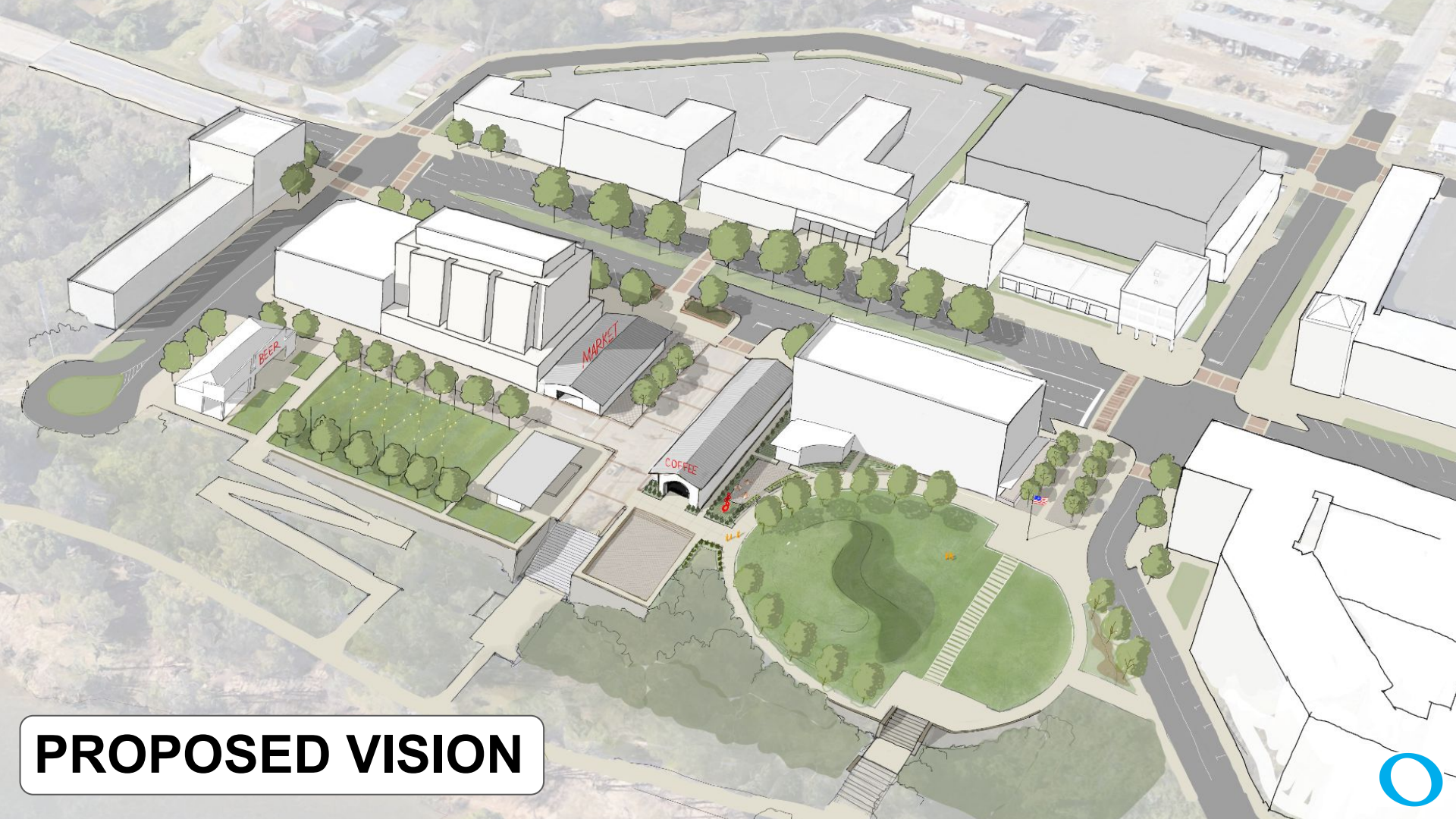
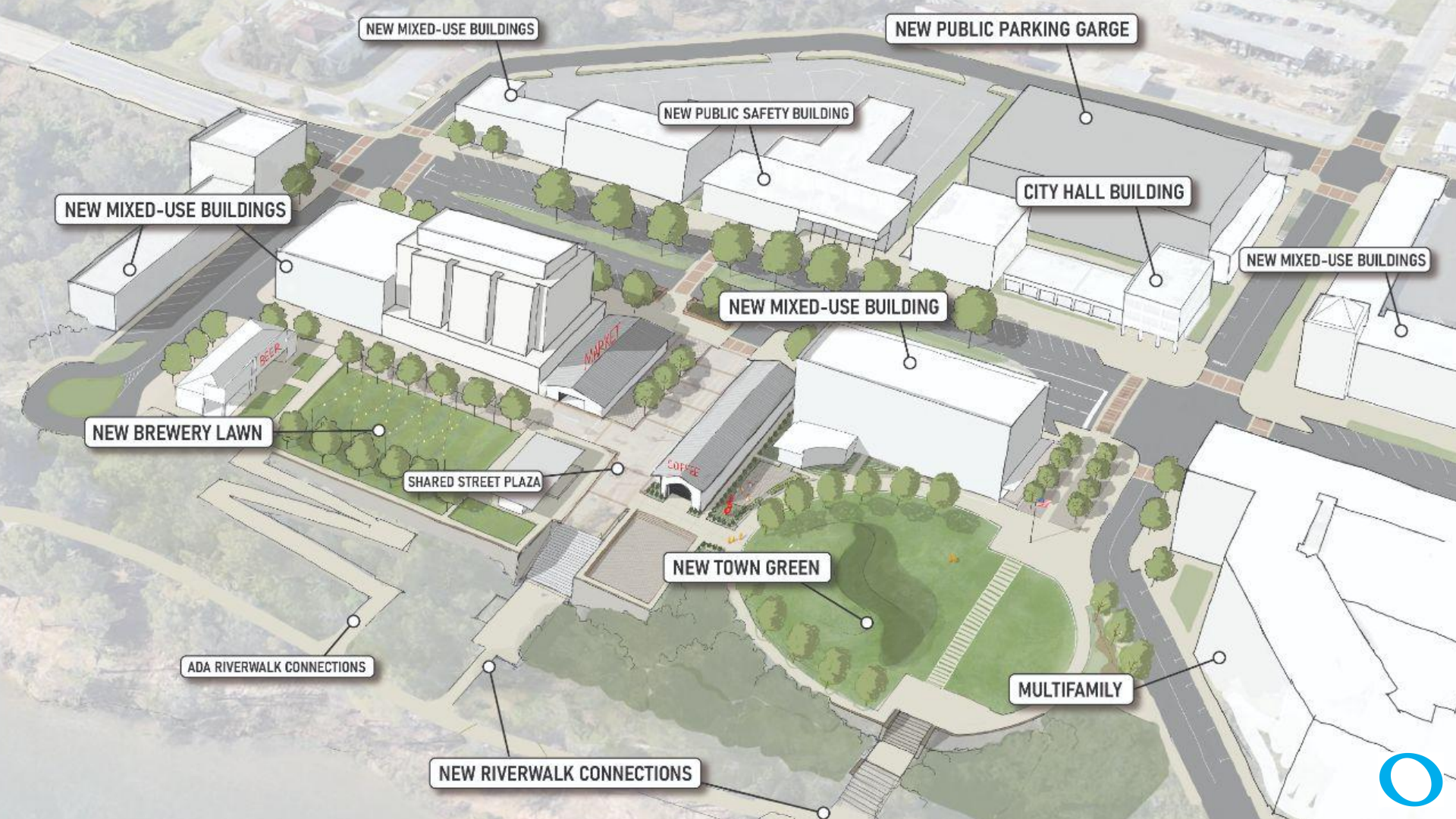**EXISTING CONDITIONS**

**PROPOSED VISION**

NEW MIXED-USE BUILDINGS

NEW PUBLIC PARKING GARGE

NEW PUBLIC SAFETY BUILDING

CITY HALL BUILDING

NEW MIXED-USE BUILDINGS

NEW MIXED-USE BUILDINGS

NEW MIXED-USE BUILDING

BEER

MARKET

NEW BREWERY LAWN

SHARED STREET PLAZA

COFFEE

NEW TOWN GREEN

ADA RIVERWALK CONNECTIONS

MULTIFAMILY

NEW RIVERWALK CONNECTIONS

# PART III:
# MOVING THE VISION FORWARD

## Fund Formation

Step two of Orchestra's process is Fund Formation. This fund is the platform to energizing economic development growth by aligning private investors in Phenix City. The Seed Fund implements private projects proposed in the Vision Plan. Orchestra recommends that Phenix City engages Orchestra in Fund Formation as an economic development expenditure which will provide the necessary framework to begin implementing the Vision Plan.

Fund Formation is an iterative process that will require intentional relationships with investors. Orchestra will lead conversations with potential Seed Fund investors to gain support around the Vision Plan. Orchestra will manage the drafting of all legal documents required to form the fund and receive investment commitments necessary to meet the fund's capital goals. Once formed, Orchestra will become the Fund Manager and advise the fund in redevelopment investment opportunities while also performing all work needed to redevelop Phenix City according to the Vision Plan.



| STEP ONE | STEP TWO | STEP THREE |
|---|---|---|
| VISION PLAN | FUND FORMATION | IMPLEMENTATION |
| Orchestra's expertise in urban design unites stakeholders in a shared vision for the city. | Orchestra builds a local fund to ensure timely and reliable action on key properties. | Orchestra optimizes deal strcuture, manages constrcution, and keeps the plan moving forward. |

# PART III:
## PREDEVELOPMENT FOR PUBLIC SPACES

**Diagram text:**

CITY

INVESTORS

1 VISION PLAN
Orchestra

2 SEED FUND FORMATION
Orchestra

3 SEED FUND INVESTMENT
Orchestra

4 PRE DEVELOPMENT
Orchestra
Contract on property
Project Due Diligence
Design & Financial Analysis

5 DEVELOPMENT
Orchestra
Construction Managment
Commercial Leasing or Residential Sales
Completed Project

PREDEVELOPMENT PROJECT END

Orchestra will advise The Fund to either:

1. proceed by closing on the acquisition and construction financing.

2. determine the deal is not feasible and exit the property contract

DEVELOPMENT PROJECT END

Orchestra will advise The Fund to either:

1. Hold the property / developed asset

2. Refinance
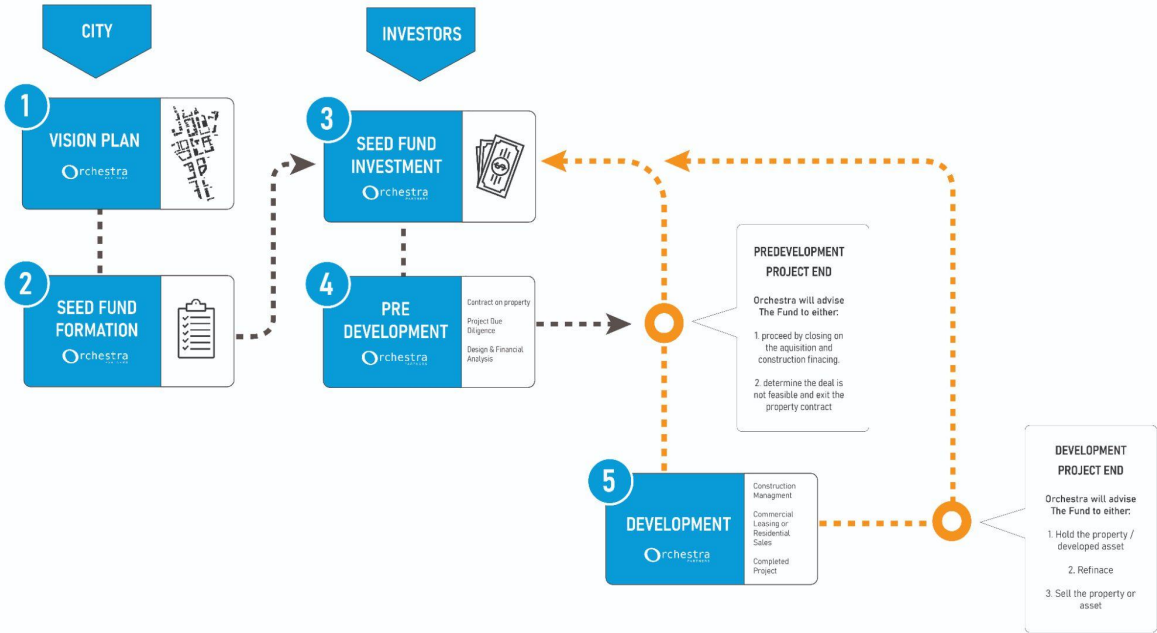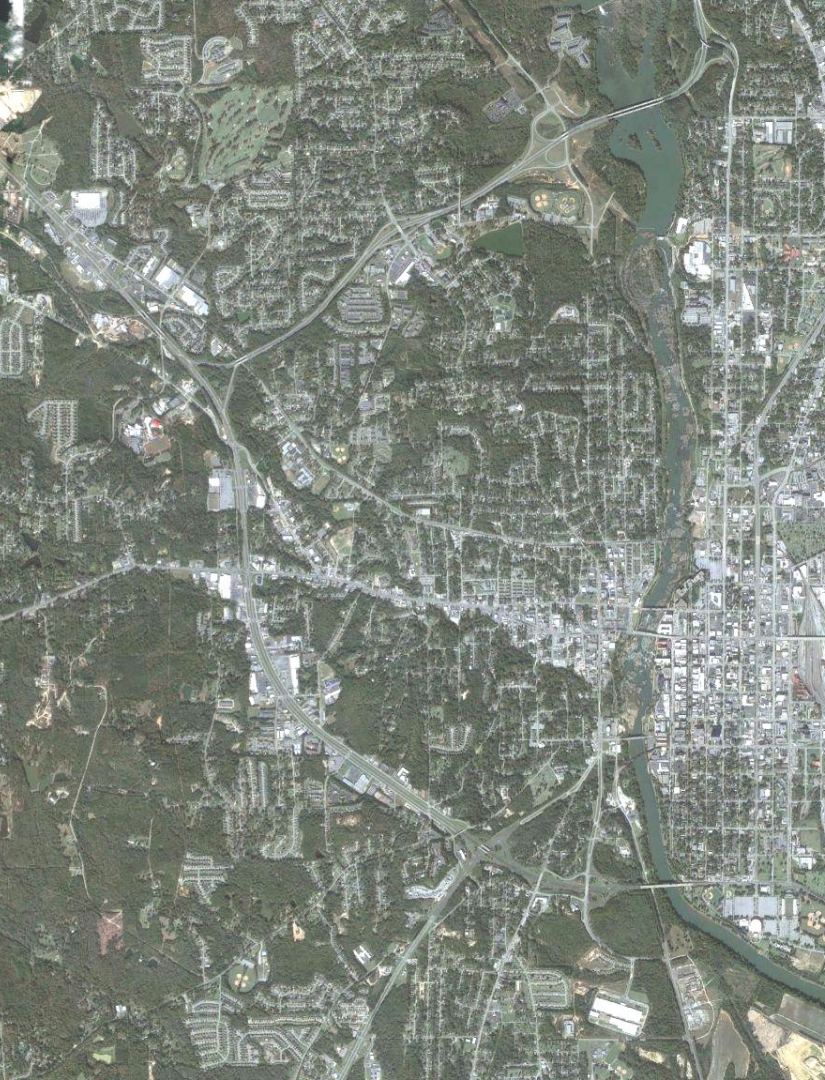
3. Sell the property or asset

### Fund Formation

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# APPENDIX & DATA

**ANALYSIS PROVIDED BY**

# TRAFFIC COUNTS

## Annual Average Daily Traffic (AADT) Counts

Portable counter sites collect short duration vehicle classification and/or volume counts. The traffic counts along Broad Street and 13th Street are comparable to some of the busiest downtown streets in Birmingham, indicating a tremendous opportunity to attract a vast array of credit tenants.

Phenix City's property owners along this stretch of road should feel confident in their options, and should work with the city and other stakeholders downtown on creating site plans for their own properties that beautify the streetscape, optimize the pedestrian experience, and keep property values high.

Public planning should focus primarily on creating policies that encourage property owners to pull vehicles off the road, hide them behind structures, and return the right-of-way to pedestrians who can help improve riverfront commerce if given the agency to do so.

*Source: https://aldotgis.dot.state.al.us/TDMPublic (2020)*
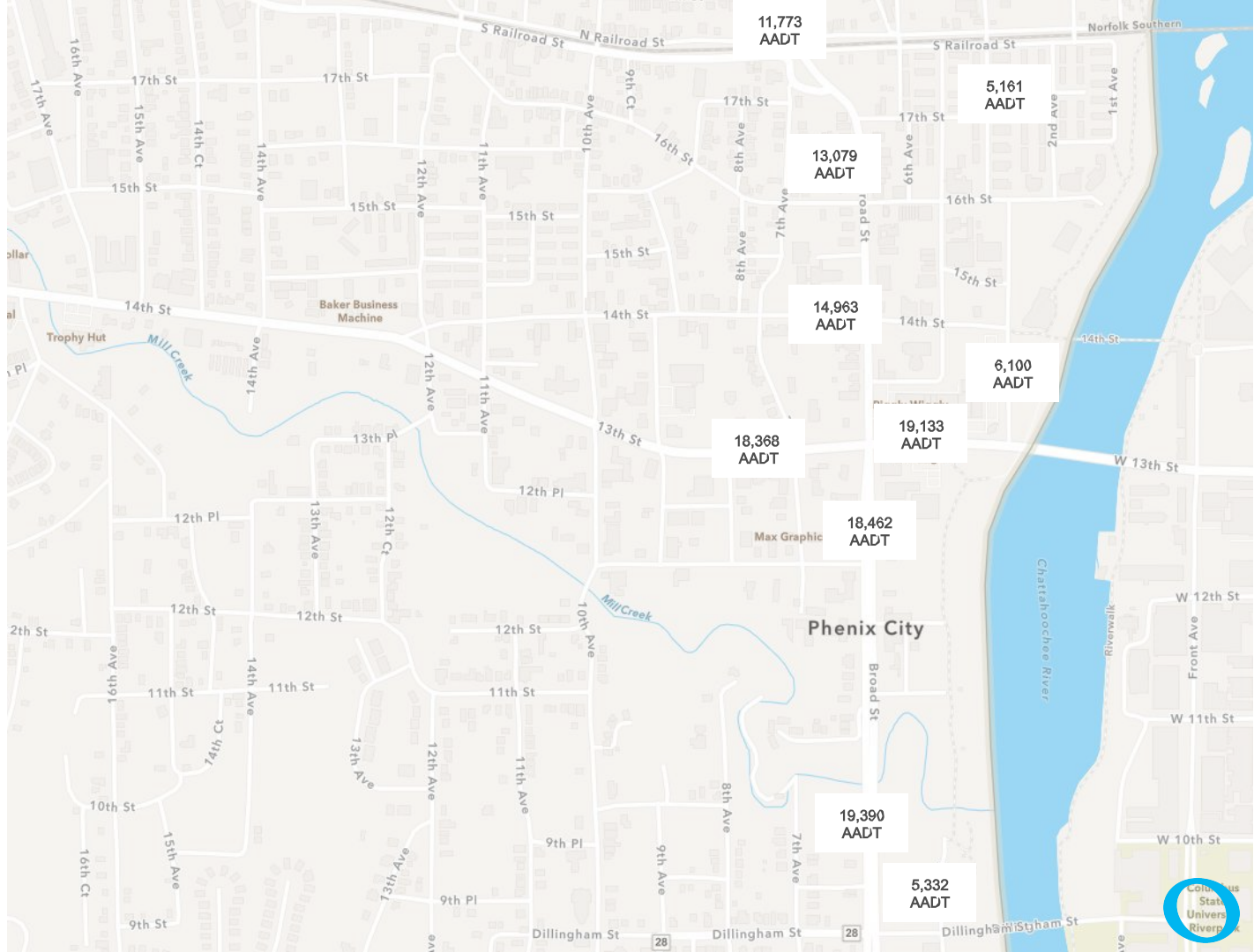
# DEMOGRAPHICS

# DEMOGRAPHICS
DOWNTOWN PHENIX CITY TRADE AREA

**Current**

| | | |
|---|---|---|
| 2021 Population | 747 | --- |
| 2026 Projected Population | 730 | --- |
| Pop Growth (%) | -2.3% | --- |
| 2021 Households | 317 | --- |
| 2026 Projected Households | 310 | --- |
| HH Growth (%) | -2.2% | --- |

**Census Year**

| | | |
|---|---|---|
| 2000 Population | 1,084 | --- |
| 2010 Population | 756 | --- |
| Pop Growth (%) | -30.2% | --- |
| 2000 Households | 462 | --- |
| 2010 Households | 321 | --- |
| HH Growth (%) | -30.5% | --- |

**Businesses**

| | | |
|---|---|---|
| Establishments | 71 | --- |
| Employees (FTEs) | 897 | --- |

**Household Income (2021)**

| | | |
|---|---|---|
| Per Capita Income | $14,355 | --- |
| Average HH Income | $33,870 | --- |
| Median HH Income | $25,190 | --- |
| Less than $25,000 | 157 | 49.6% |
| $25,000 - $34,999 | 53 | 16.9% |
| $35,000 - $49,999 | 29 | 9.2% |
| $50,000 - $74,999 | 71 | 22.5% |
| $75,000 - $99,999 | 5 | 1.4% |
| $100,000 - $149,999 | 0 | 0.1% |
| $150,000 - $199,999 | 1 | 0.2% |
| $200,000+ | 0 | 0.0% |

**Education (2021)**

| | | |
|---|---|---|
| | 378 | |
| Less than 9th Grade | 10 | 2.8% |
| Some High School | 104 | 27.4% |
| High School Grad | 164 | 43.4% |
| Some College | 69 | 18.2% |
| Associate Degree | 24 | 6.3% |
| Bachelors Degree | 6 | 1.6% |
| Graduate Degree | 1 | 0.3% |

Population by Age
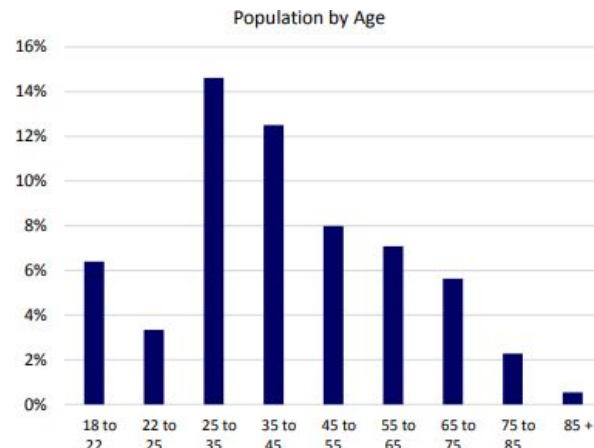
# MOBILE MAPPING

*data from May 2021-April 2022*

Placer.ai collects real-time location data from 20+ million anonymized mobile consumers for businesses such as retailers, hotels and commercial real estate owners.

The mobile mapping process works by placing a "geofence boundary" around a business or an area-of-interest where customer movement data will be collected.

Placer.ai aggregates and anonymizes the data to limit the possibility that identities of people are exposed.

Placer.ai's online tool then allows us to analyze the data to better understand how consumers are interacting with the space – with customized maps, data tables, and travel routes taken by visitors.

## MOBILE MAPPING

Metrics provide key insights about a property or traffic pin based on the panel used to estimate performance during the report's selected date range. The following metrics are provided:

**01 Visits: 1.2 million**

- The extrapolated number of visits (foot-traffic)

**02 Visitors: 229,500**

- The extrapolated number of unique visitors

**03 Visit Frequency: 5.07**

- The number of total visits by these visitors

**04 Average Dwell Time: 156 min**

- The average amount of time a visitor spends downtown

**05 Panel Visits: 41,200**

- The number of visits generated by panel devices (the unique number of mobile devices that visited the location examined)

# MOBILE MAPPING: DOWNTOWN PHENIX CITY

HOME LOCATION OF VISITORS THAT VISITED DOWNTOWN
PHENIX CITY 3+ TIMES BETWEEN MAY 2021 - APRIL 2022

# of Visits

High

Low
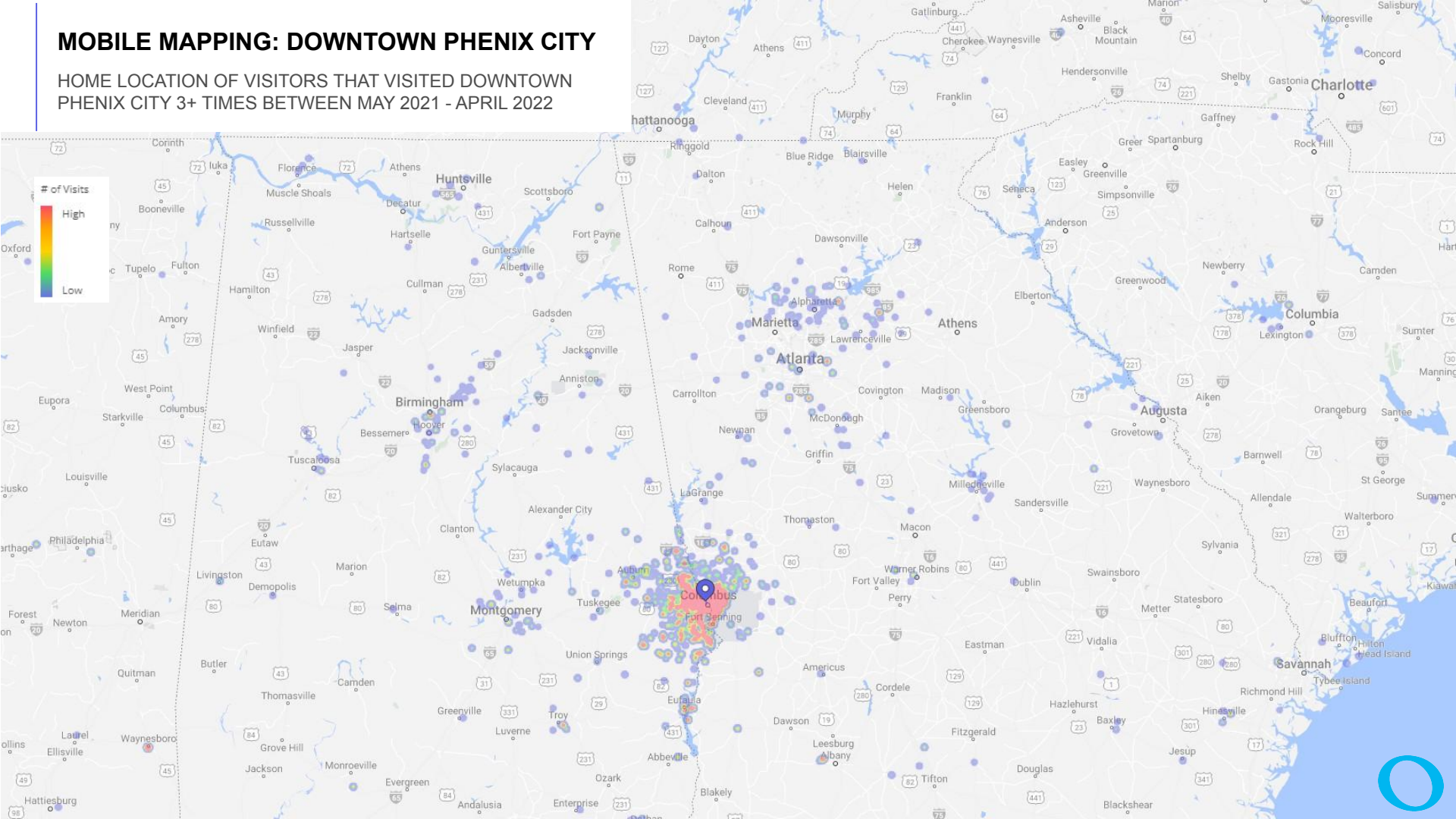
# MOBILE MAPPING
## VISIT TRENDS

### WEEKLY VISIT TRENDS

**Mon, June 28 - Sun, July 04, 2021**

Downtown Phenix City, Alabama...    27.83K

**Mon, February 28 - Sun, March 06, 2022**

Downtown Phenix City, Alabama...    27.87K

**Mon, January 17 - Sun, January 23, 2022**

Downtown Phenix City, Alabama...    17.32K

Visits: 35K, 23.3K, 11.7K, 0

May 03  May 17  May 31  Jun 14  Jun 28  Jul 12  Jul 26  Aug 09  Aug 23  Sep 06  Sep 20  Oct 04  Oct 18  Nov 01  Nov 15  Nov 29  Dec 13  Dec 27  Jan 10  Jan 24  Feb 07  Feb 21  Mar 07  Mar 21  Apr 04  Apr 18

### MONTHLY VISIT TRENDS

**July, 2021**

Downtown Phenix City, Alabama...    110.88K

**March, 2022**

Downtown Phenix City, Alabama...    106.97K

**September, 2021**

Downtown Phenix City, Alabama...    92.31K

**January, 2022**

Downtown Phenix City, Alabama...    78.98K

Visits: 140K, 93.3K, 46.7K, 0

May, 2021  Jun, 2021  Jul, 2021  Aug, 2021  Sep, 2021  Oct, 2021  Nov, 2021  Dec, 2021  Jan, 2022  Feb, 2022  Mar, 2022  Apr, 2022

# MOBILE MAPPING
VISIT TRENDS

VISIT VARIANCE COMPARED TO 1 YEAR AGO
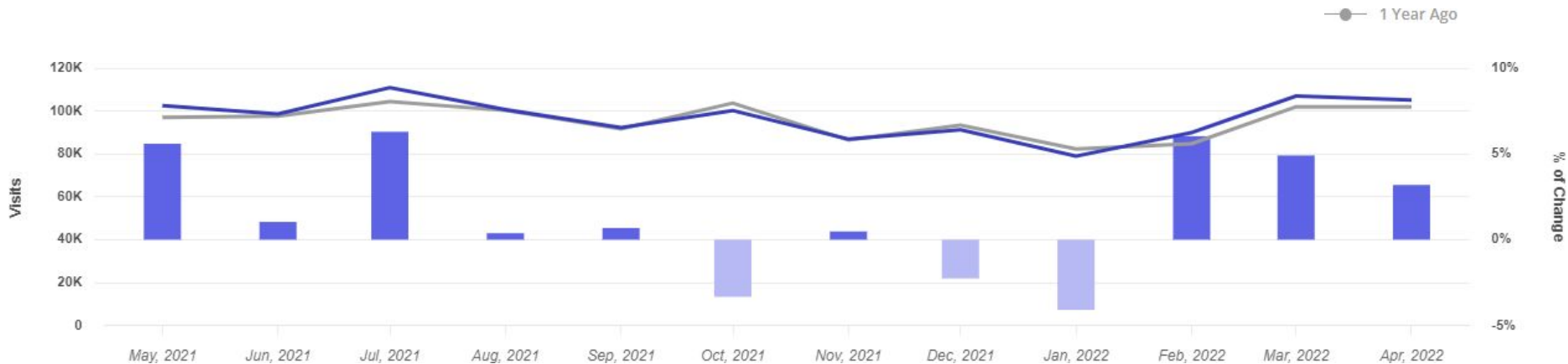


**+5.59% Visits**

| | | |
|---|---|---|
| ▌▌ | May, 2021 | 102.46K |
| ▌▌ | May, 2020 | 97.03K |

**+6.29% Visits**

| | | |
|---|---|---|
| ▌▌ | July, 2021 | 110.88K |
| ▌▌ | July, 2020 | 104.32K |

**-3.33% Visits**

| | | |
|---|---|---|
| ▌▌ | October, 2021 | 100.17K |
| ▌▌ | October, 2020 | 103.62K |

**-4.09% Visits**

| | | |
|---|---|---|
| ▌▌ | January, 2022 | 78.98K |
| ▌▌ | January, 2021 | 82.35K |

**+3.19% Visits**

| | | |
|---|---|---|
| ▌▌ | April, 2022 | 105.15K |
| ▌▌ | April, 2021 | 101.9K |

# MOBILE MAPPING
## VISIT TRENDS

### % VISITS BY DAY OF THE WEEK

| Day | % of Visits |
|-----------|------|
| Monday | 13.5% |
| Tuesday | 14.7% |
| Wednesday | 14.4% |
| Thursday | 15.1% |
| Friday | 16.8% |
| Saturday | 14.5% |
| Sunday | 11.0% |

### % VISITS BY TIME OF DAY

(Chart showing % of Visits by time of day from 12:00 am to 10:00 pm, with peak of 5.8% around 12:00 pm)

# MOBILE MAPPING
## VISIT TRENDS

LENGTH OF
STAY
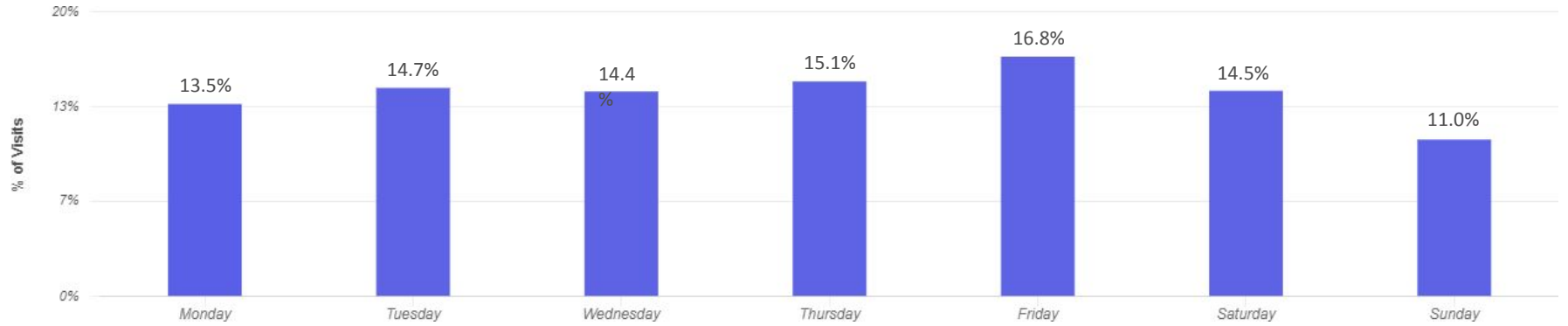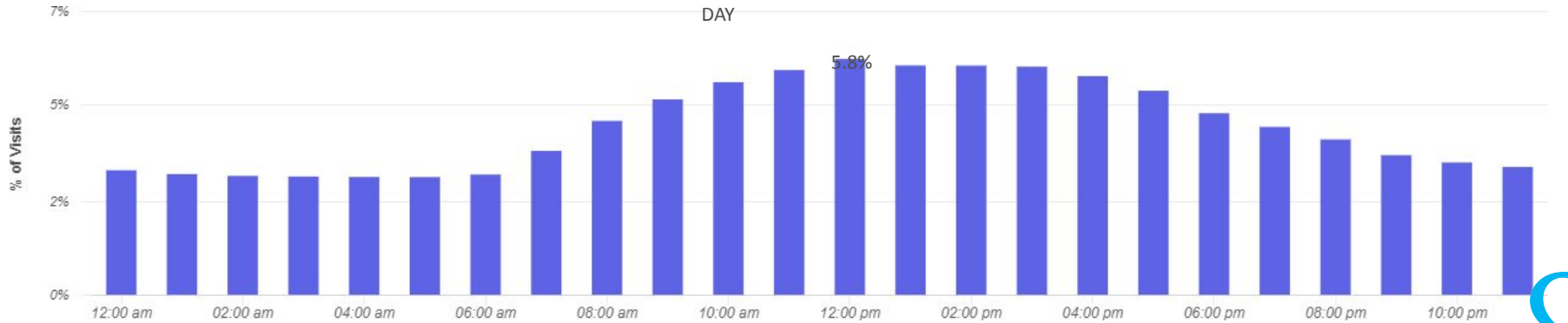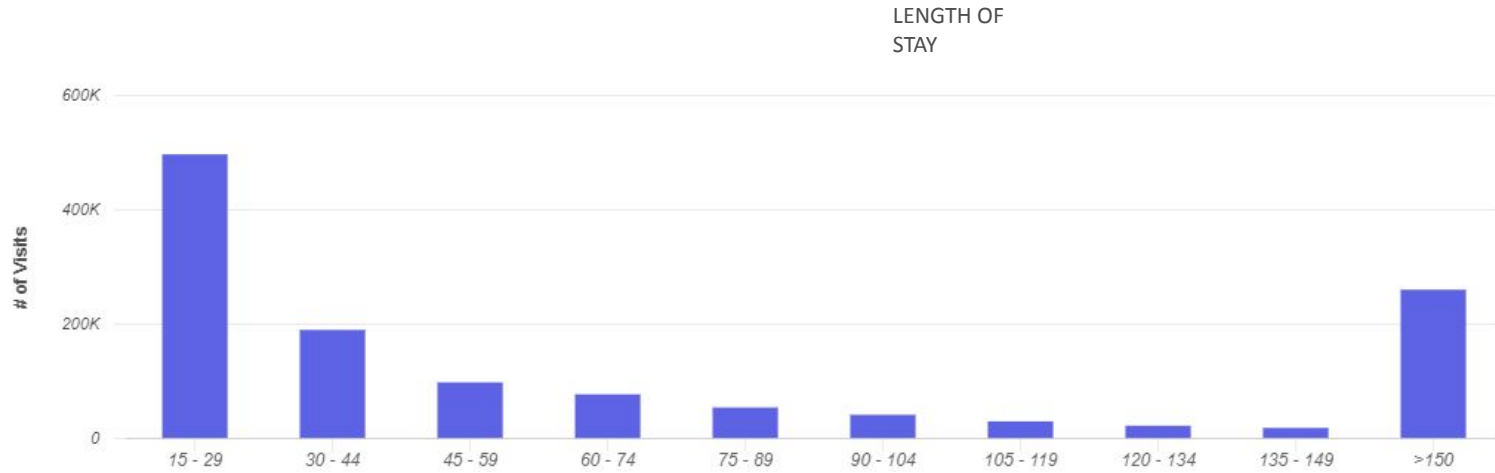


| | |
|---|---|
| **Average Stay** | 156 min |
| **Median Stay** | 41 min |

# MOBILE MAPPING
## VISITOR DEMOGRAPHICS

| Average HHI ▼ |
| --- |
| **$60.8K** |

| Median HHI ▼ |
| --- |
| **$44.1K** |



% of Visitors

15%, 10%, 5%, 0%

<10K, 10K - 15K, 15K - 20K, 20K - 25K, 25K - 30K, 30K - 35K, 35K - 40K, 40K - 45K, 45K - 50K, 50K - 60K, 60K - 75K, 75K - 100K, 100K - 125K, 125K - 150K, 150K - 200K, >200K



62.3%  White

30.7%  African American

5.5%  Hispanic

1.5%  Asian
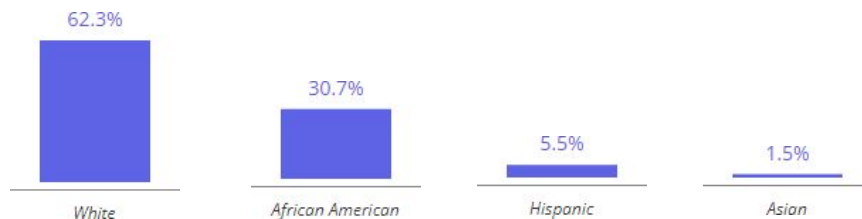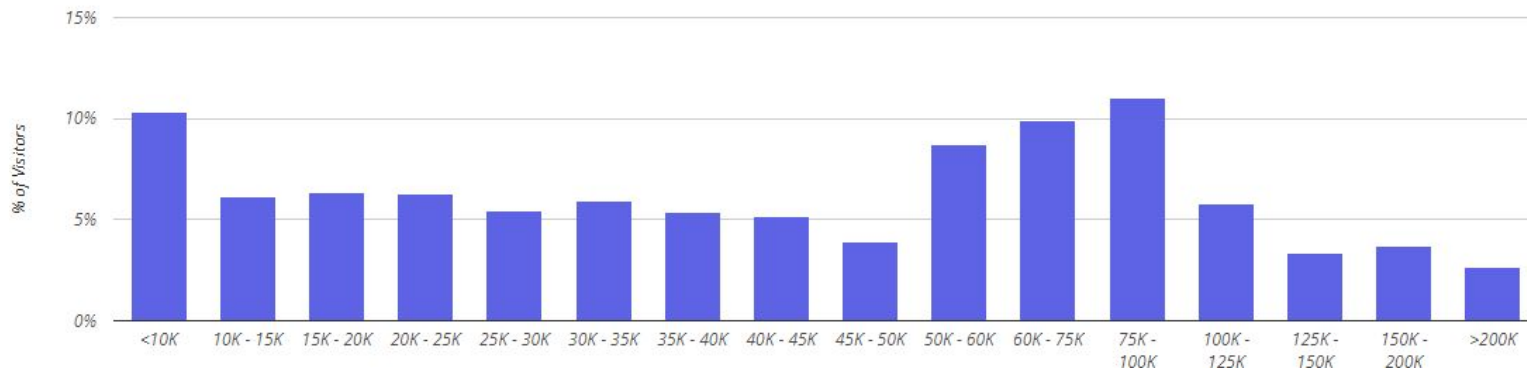
# MOBILE MAPPING
VISITOR DEMOGRAPHICS

The top zip codes where the highest volume of foot traffic is originating, by % of visitors/home location.

| | **Downtown Phenix City, Alabama** | | |
|---|---|---|---|
| | Zip Code | City, State | % of Visitors |
| 1 | 36867 | Phenix City, AL | 9.55% |
| 2 | 36869 | Phenix City, AL | 8.76% |
| 3 | 31907 | Columbus, GA | 6.41% |
| 4 | 36870 | Phenix City, AL | 6.09% |
| 5 | 31904 | Columbus, GA | 4.23% |
| 6 | 31903 | Columbus, GA | 4.11% |
| 7 | 36877 | Smiths Station, AL | 3.60% |

# MOBILE MAPPING
## VISITOR DEMOGRAPHICS



VISITOR
LOYALTY

3+ VISITS TO
DOWNTOWN PHENIX
CITY
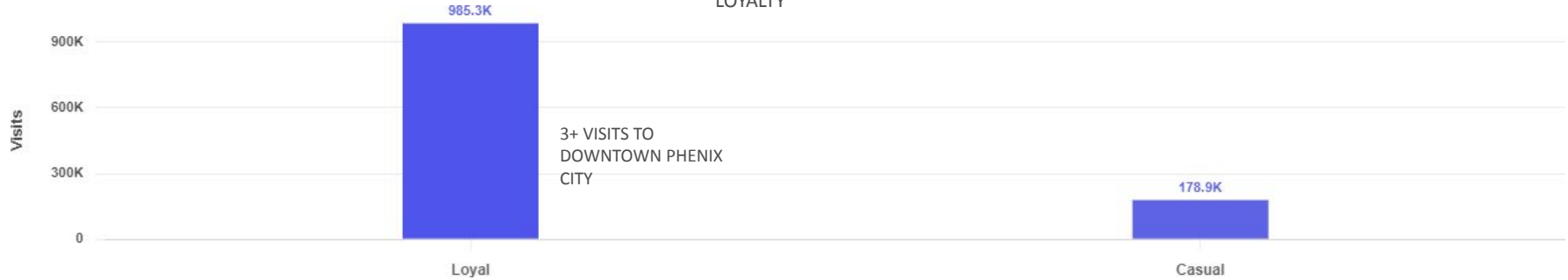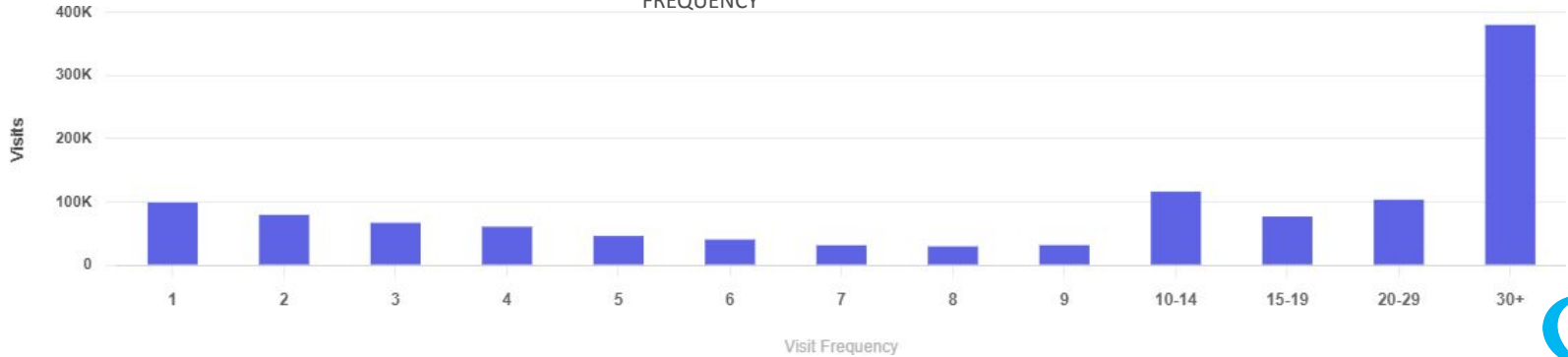
VISIT
FREQUENCY

**MOBILE MAPPING**
VISIT JOURNEY

LOCATIONS VISITED IMMEDIATELY BEFORE OR AFTER VISITING DOWNTOWN PHENIX CITY

Prior

47.2% Home

8.1% Work

1.4% Walmart
3700 US Highway 431 N, Phenix City, AL 36867

1.3% Courtyard Columbus Phenix City/Riverfront
1400 3rd Ave, Phenix City, AL 36867

0.9% Columbus State University
900 Broadway, Columbus, GA 31901

Post

45.1% Home

5.4% Work

2.6% Walmart
3700 US Highway 431 N, Phenix City, AL 36867

1.1% Columbus State University
900 Broadway, Columbus, GA 31901

0.8% Whitewater Express, Columbus GA
1000 Bay Ave, Columbus, GA 31901

# MOBILE MAPPING
VISIT JOURNEY

## FAVORITE PLACES VISITED 3+ TIMES BY VISITORS TO DOWNTOWN PHENIX CITY

ALL CATEGORIES

| | Downtown Phenix City, Alabama / Phenix City, AL | | |
|---|---|---|---|
| Rank | Name | Distance | Visitors |
| 1 | Columbus Park Crossing / 5555 Whittlesey Blvd, Columbus, GA 31909 | 6 mi | 103.6K (45.1%) |
| 2 | Walmart / 3700 US Highway 431 N, Phenix City, AL 36867 | 3.3 mi | 70.6K (30.8%) |
| 3 | Bradley Park Crossing / 1591 Bradley Park Dr, Columbus, GA 31904 | 4.6 mi | 67.1K (29.2%) |
| 4 | Peachtree Mall / 3131 Manchester Expwy, Columbus, GA 31909 | 4.2 mi | 59.8K (26%) |
| 5 | Cross Country Plaza / 2010 Auburn Ave, Columbus, GA 31906 | 3.3 mi | 52.7K (23%) |

**MOBILE MAPPING**
VISITOR JOURNEY ROUTES TO THE
PROPERTY

Visits
- 172.8K - 428.6K
- 76.2K - 172.8K
- 43.8K - 76.2K
- 30.5K - 43.8K
- < 30.5K
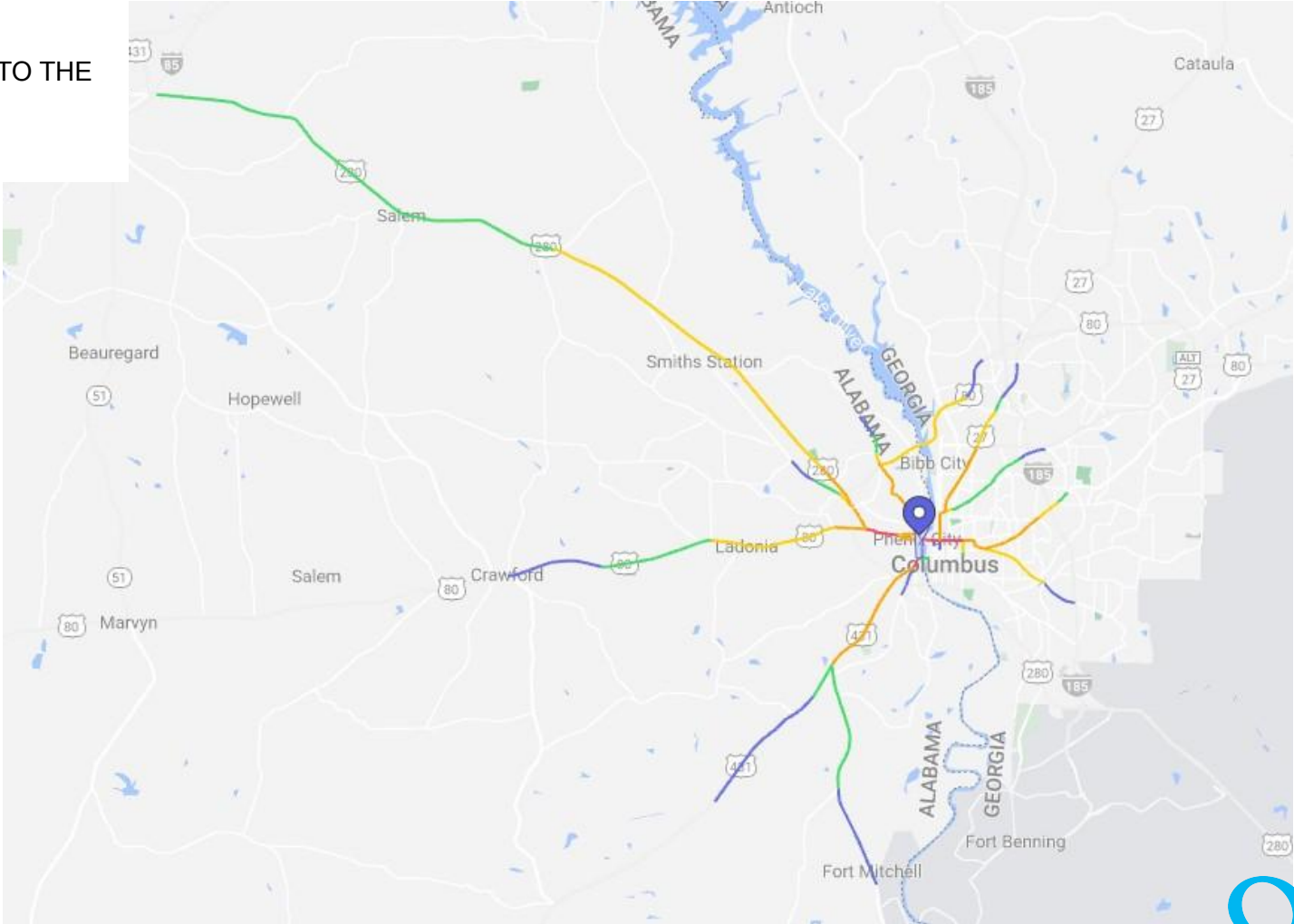
# MOBILE MAPPING

HOTEL DATA OVERVIEW

# MOBILE MAPPING
SUMMARY METRICS: JUNE 2021 - MAY
2022

| Metric Name | Marriott Hotels & Resorts 800 Front Ave, Columbus, GA 31901 | Hotel Indigo 21 14th St, Columbus, GA 31901 | AC Hotels by Marriott 1225 Broadway, Columbus, GA 31901 |
|---|---|---|---|
| Visits | 276K | 161K | 92.7K |
| Visits / sq ft | 7.82 | 10.15 | 2.42 |
| Visitors | 111.6K | 73.5K | 35.8K |
| Visit Frequency | 2.47 | 2.19 | 2.59 |
| Avg. Dwell Time | 351 min | 363 min | 422 min |
| Panel Visits | 13.8K | 6.4K | 4.2K |

**MOBILE MAPPING: MARRIOTT**

HOME LOCATION OF VISITORS THAT VISITED MARRIOTT
3+ TIMES IN BETWEEN JUNE 2021 - MAY 2022

# of Visits

High

Low
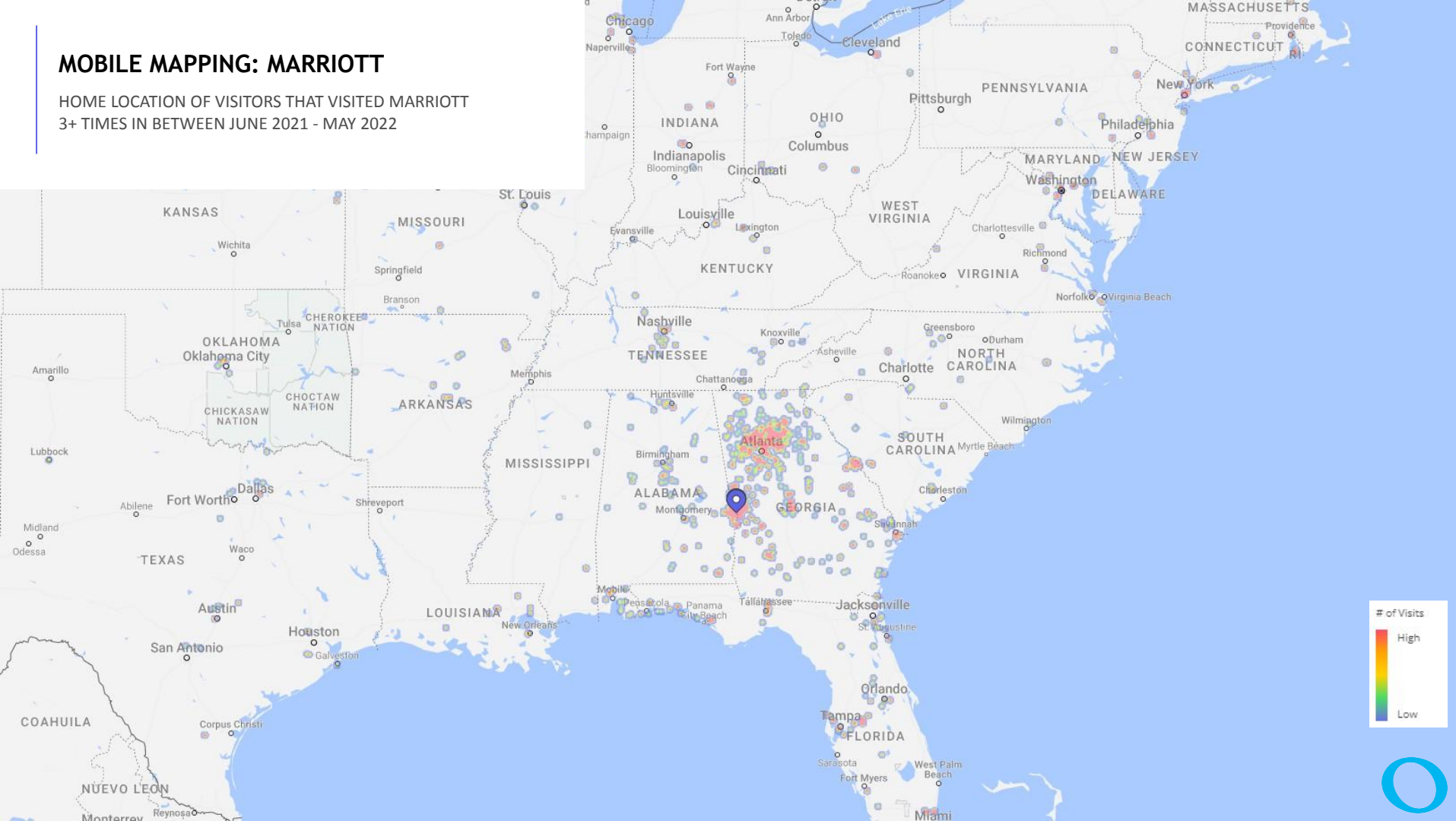
# MOBILE MAPPING: MARRIOTT
## VISIT TRENDS: JUNE 2021 - MAY 2022

The top zip codes where the highest volume of foot traffic is originating, by % of visitors/home location.

| Marriott Hotels & Resorts | | | |
|---|---|---|---|
| | Zip Code | City, State | % of Visitors |
| 1 | 31909 | Columbus, GA | 5.54% |
| 2 | 31904 | Columbus, GA | 5.09% |
| 3 | 31907 | Columbus, GA | 5.00% |
| 4 | 36867 | Phenix City, AL | 3.10% |
| 5 | 36870 | Phenix City, AL | 2.61% |
| 6 | 31906 | Columbus, GA | 2.44% |
| 7 | 36869 | Phenix City, AL | 2.42% |

**MOBILE MAPPING: HOTEL INDIGO**

HOME LOCATION OF VISITORS THAT VISITED HOTEL INDIGO
3+ TIMES IN BETWEEN JUNE 2021 - MAY 2022

# of Visits

High

Low

# MOBILE MAPPING: HOTEL INDIGO
## VISIT TRENDS: JUNE 2021 - MAY 2022

The top zip codes where the highest volume of foot traffic is originating, by % of visitors/home location.

| Hotel Indigo | | | |
|---|---|---|---|
| | Zip Code | City, State | % of Visitors |
| 1 | 31907 | Columbus, GA | 7.33% |
| 2 | 31904 | Columbus, GA | 7.06% |
| 3 | 31909 | Columbus, GA | 6.07% |
| 4 | 31906 | Columbus, GA | 5.80% |
| 5 | 36867 | Phenix City, AL | 3.22% |
| 6 | 36870 | Phenix City, AL | 2.38% |
| 7 | 36869 | Phenix City, AL | 1.82% |



High

Low
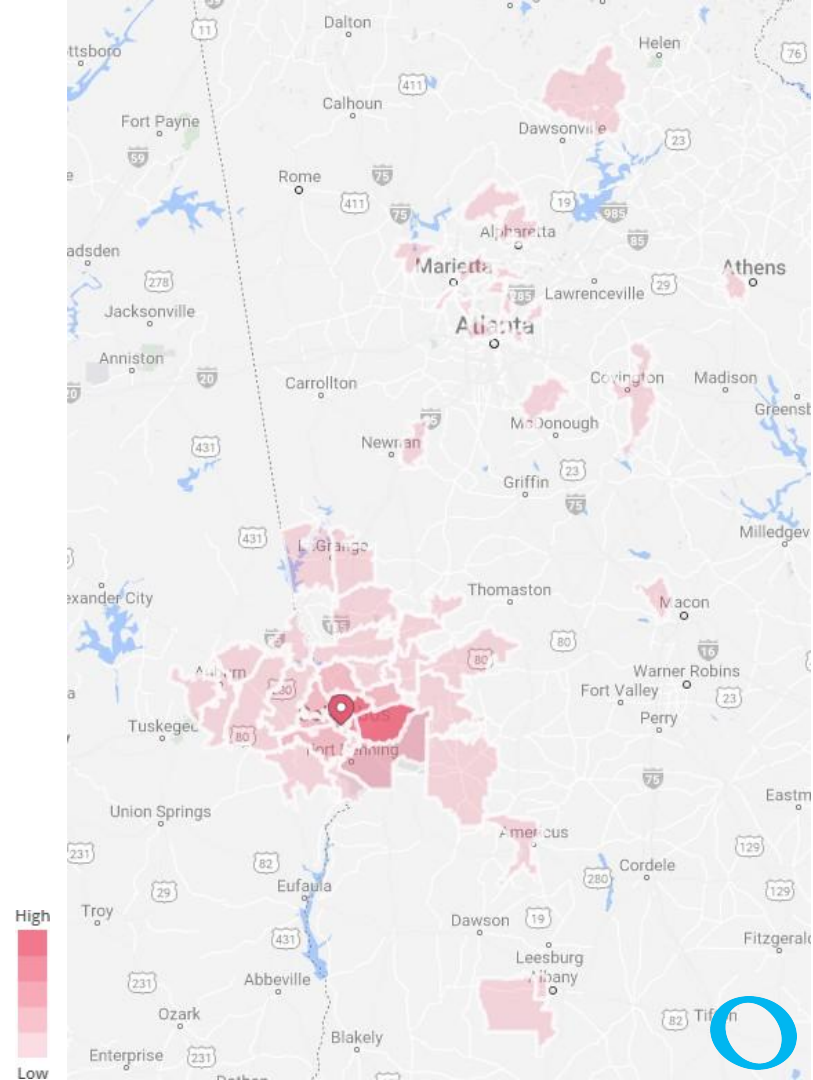
# MOBILE MAPPING: AC HOTELS

HOME LOCATION OF VISITORS THAT VISITED AC HOTELS
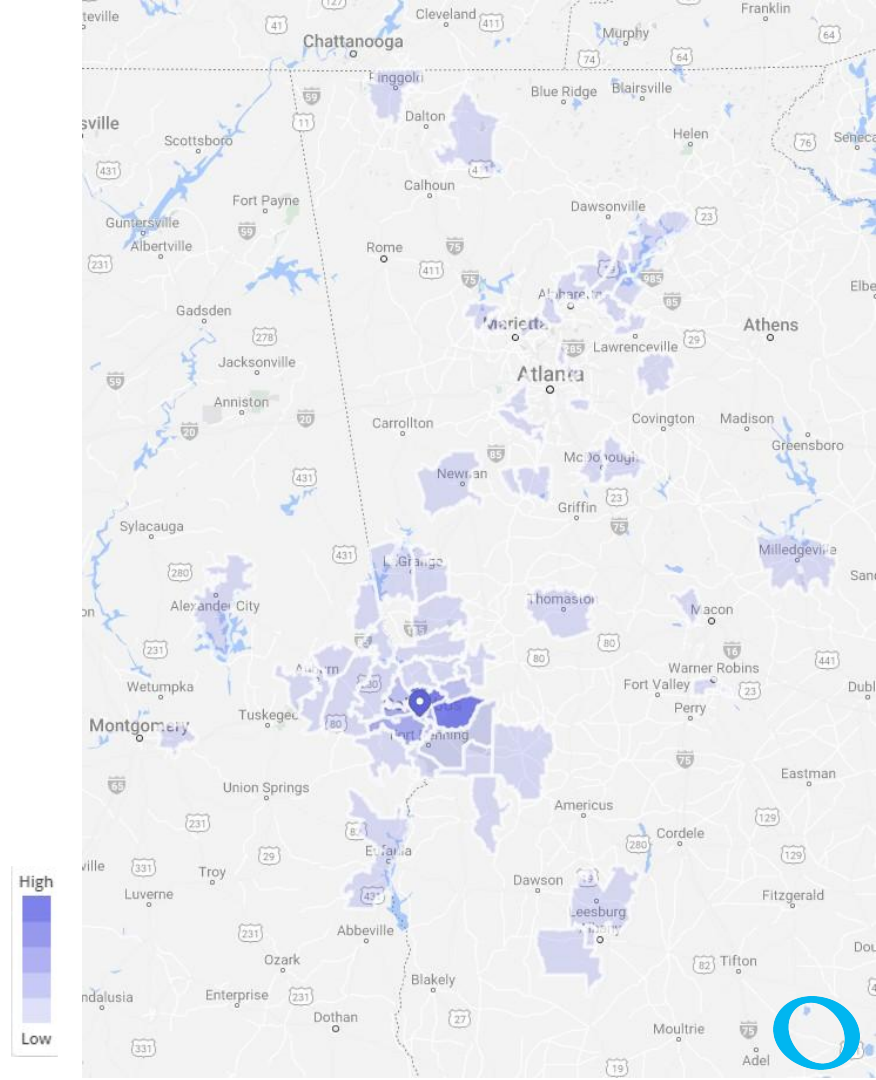3+ TIMES IN BETWEEN JUNE 2021 - MAY 2022
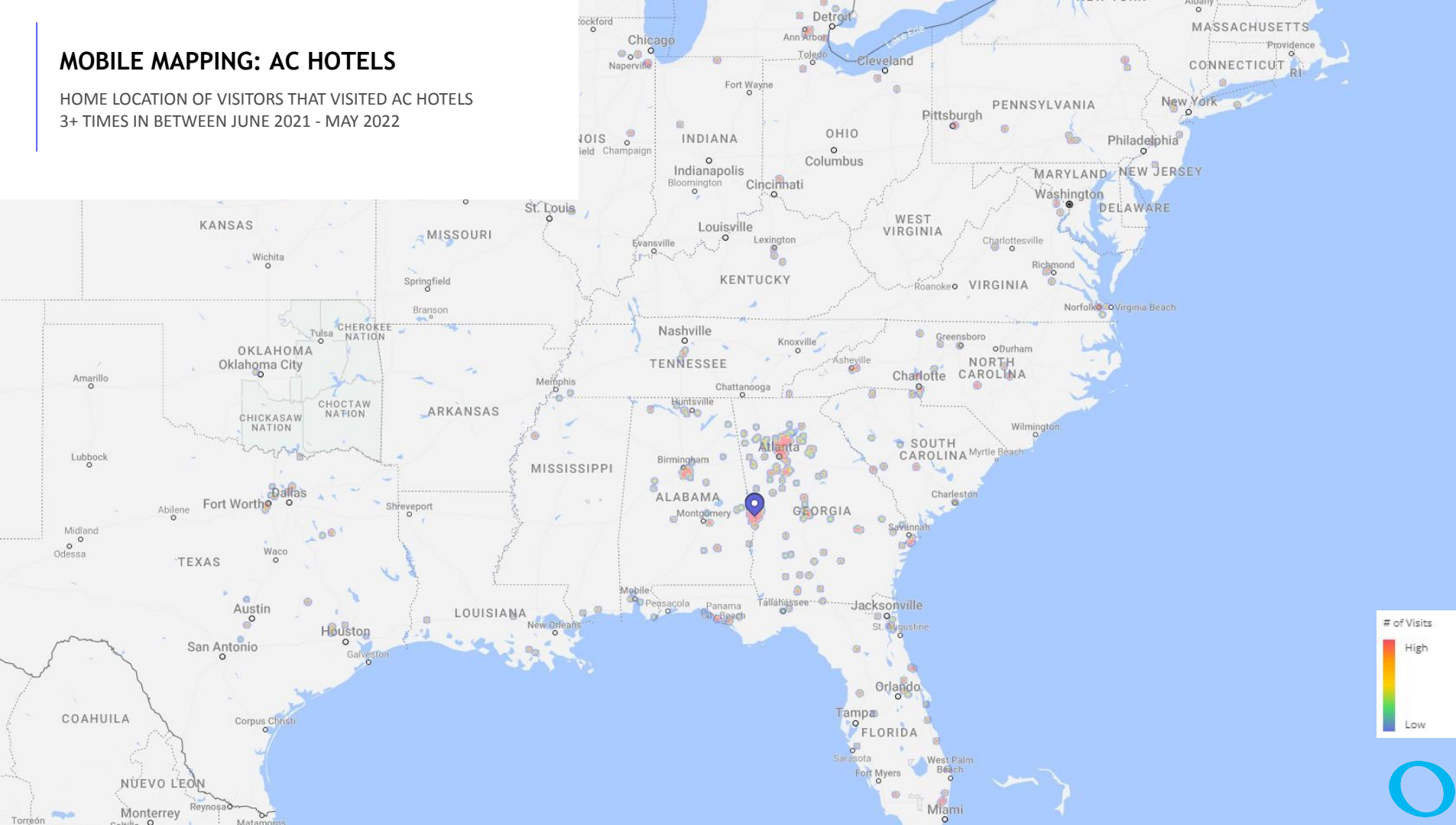
# MOBILE MAPPING: AC HOTELS
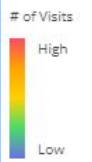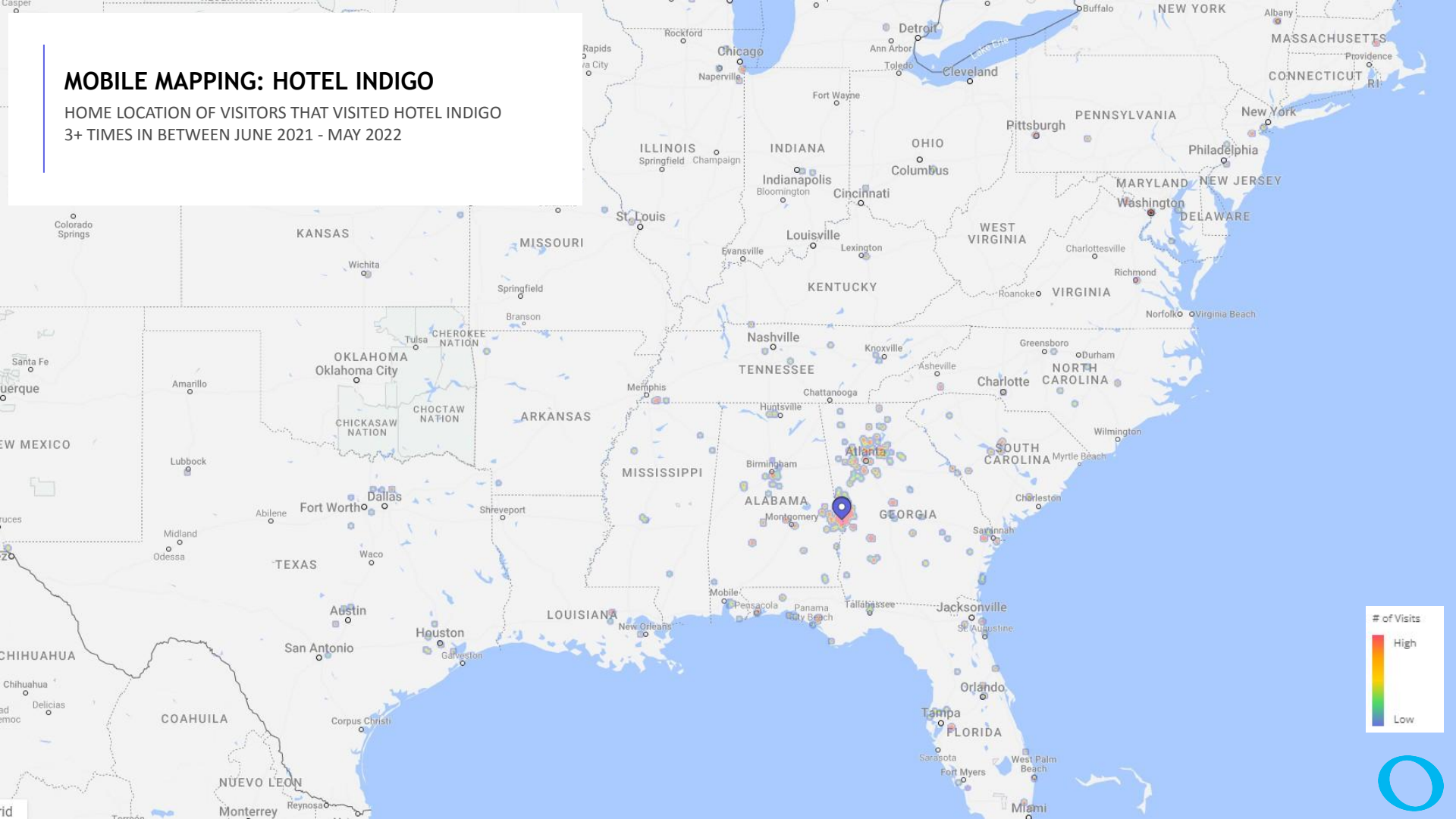## VISIT TRENDS: JUNE 2021 - MAY 2022

The top zip codes where the highest volume of foot traffic is originating, by % of visitors/home location.

| AC Hotels by Marriott | | | |
|---|---|---|---|
| | Zip Code | City, State | % of Visitors |
| 1 | 31907 | Columbus, GA | 4.95% |
| 2 | 31904 | Columbus, GA | 4.33% |
| 3 | 31909 | Columbus, GA | 4.29% |
| 4 | 36867 | Phenix City, AL | 2.88% |
| 5 | 31901 | Columbus, GA | 2.73% |
| 6 | 36869 | Phenix City, AL | 2.64% |
| 7 | 31906 | Columbus, GA | 2.58% |

High

Low

MONTHLY VISIT TRENDS



**June, 2021**

| | |
|---|---|
| Marriott Hotels & Resorts / 800 F... | 24.04K |
| Hotel Indigo / 21 14th St, Columb... | 16K |
| AC Hotels by Marriott / 1225 Bro... | 10.88K |

**January, 2022**

| | |
|---|---|
| Marriott Hotels & Resorts / 800 F... | 12.8K |
| Hotel Indigo / 21 14th St, Columb... | 8.13K |
| AC Hotels by Marriott / 1225 Bro... | 3.79K |

**February, 2022**

| | |
|---|---|
| Marriott Hotels & Resorts / 800 F... | 42.75K |
| Hotel Indigo / 21 14th St, Columb... | 11.14K |
| AC Hotels by Marriott / 1225 Bro... | 6.48K |
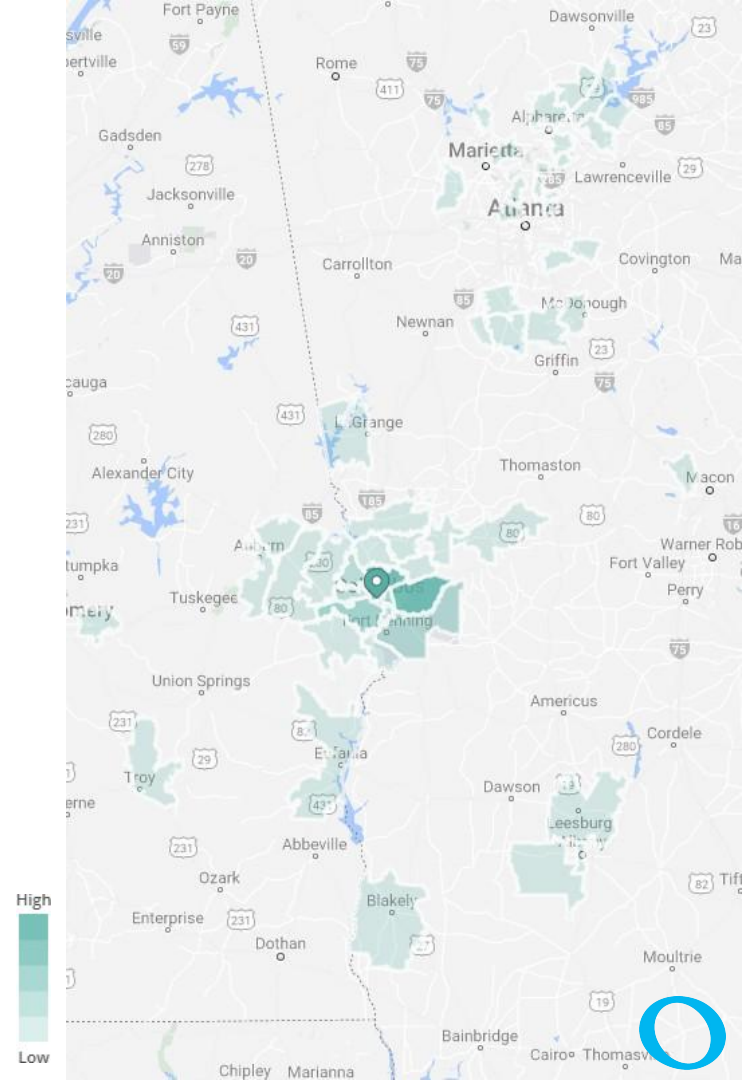
**October, 2021**

| | |
|---|---|
| Marriott Hotels & Resorts / 800 F... | 33.67K |
| Hotel Indigo / 21 14th St, Columb... | 14.88K |
| AC Hotels by Marriott / 1225 Bro... | 9.2K |

**May, 2022**

| | |
|---|---|
| Marriott Hotels & Resorts / 800 F... | 30.25K |
| Hotel Indigo / 21 14th St, Columb... | 15.35K |
| AC Hotels by Marriott / 1225 Bro... | 8.19K |

# MOBILE MAPPING
## CHAIN RANKING OVERVIEW JUNE 2021 - MAY 2022

● **Marriott Hotels & Resorts**
800 Front Ave, Columbus, GA 31901

● **Hotel Indigo**
21 14th St, Columbus, GA 31901

● **AC Hotels by Marriott**
1225 Broadway, Columbus, GA 31901

---

**United States**

**33** / 75
View List

57%

**22** / 48
View List

56%

**10** / 10
View List

10%

---
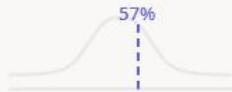
**Georgia** ▾

**2** / 3
View List

66%

**5** / 6
View List

33%

**3** / 3
View List

33%

---

**Local: 50mi** ▾

**1** / 1
View List

100%

**1** / 1
View List

100%

**1** / 1
View List

100%

# MOBILE MAPPING
## VISIT TRENDS: JUNE 2021 - MAY 2022

% VISITS BY DAY OF THE WEEK



**Marriott Hotels & Resorts**
800 Front Ave, Columbus, GA 31901

**Hotel Indigo**
21 14th St, Columbus, GA 31901

**AC Hotels by Marriott**
1225 Broadway, Columbus, GA 31901

# MOBILE MAPPING
## VISIT TRENDS: JUNE 2021 - MAY 2022

% VISITS BY TIME OF DAY
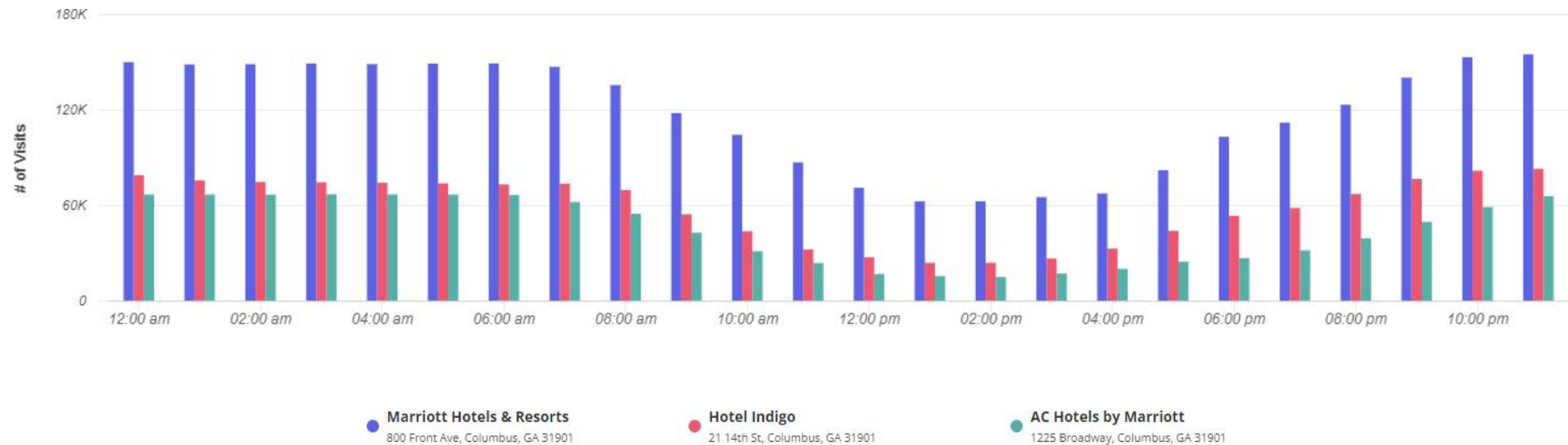


**Marriott Hotels & Resorts**
800 Front Ave, Columbus, GA 31901

**Hotel Indigo**
21 14th St, Columbus, GA 31901

**AC Hotels by Marriott**
1225 Broadway, Columbus, GA 31901

LENGTH OF
STAY



| | Average | Median |
|---|---|---|
| ● | 351 min | 202 min |
| ● | 363 min | 155 min |
| ● | 422 min | 489 min |

**Marriott Hotels & Resorts**
800 Front Ave, Columbus, GA 31901
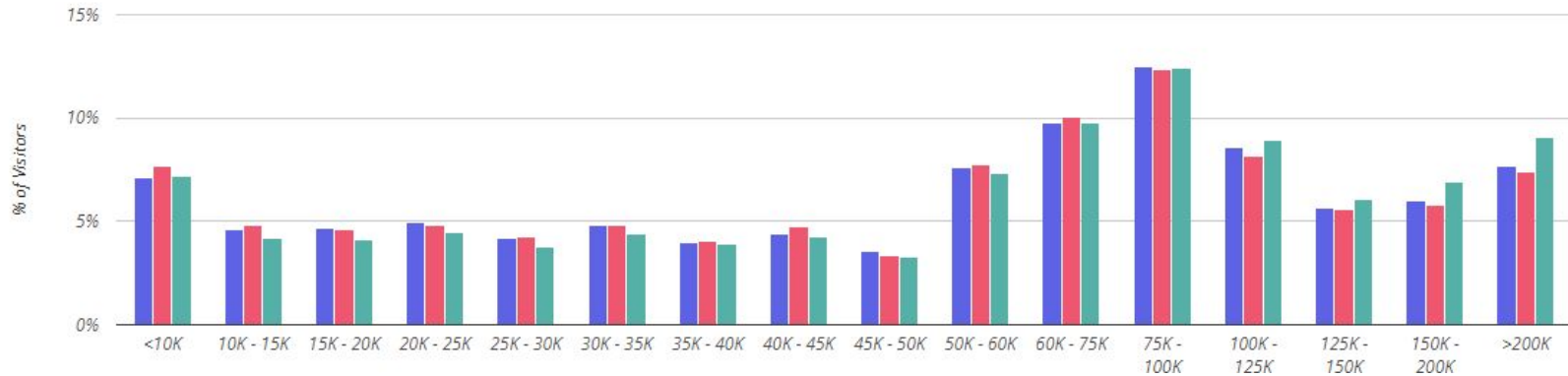
**Hotel Indigo**
21 14th St, Columbus, GA 31901

**AC Hotels by Marriott**
1225 Broadway, Columbus, GA 31901

**MOBILE MAPPING**
VISITOR DEMOGRAPHICS: JUNE 2021 -
MAY 2022

# MOBILE MAPPING
VISITOR DEMOGRAPHICS: JUNE 2021 - MAY 2022

### Marriott Hotels & Resorts

| | |
|---|---|
| Ethnicity | **White** |
| Income | **$75K - $100K** |

### Hotel Indigo

| | |
|---|---|
| Ethnicity | **White** |
| Income | **$75K - $100K** |

### AC Hotels by Marriott

| | |
|---|---|
| Ethnicity | **White** |
| Income | **$75K - $100K** |

| | White | African Americans | Hispanic | Asian |
|---|---|---|---|---|
| **Marriott Hotels & Resorts** / Front Ave | 69.75% | 21.23% | 6.11% | 2.91% |
| **Hotel Indigo** / 14th St | 67.94% | 22.72% | 6.42% | 2.92% |
| **AC Hotels by Marriott** / Broadway | 70.33% | 19.87% | 6.54% | 3.26% |

# MOBILE MAPPING
## VISITOR DEMOGRAPHICS: JUNE 2021 - MAY 2022

VISITOR LOYALTY (3+ VISITS TO THE RESPECTIVE HOTEL)

180K

120K

60K

0

Visits

169.2K

87.9K

58.4K

106.8K

73.1K

34.3K

Loyal

Casual

**Marriott Hotels & Resorts**
800 Front Ave, Columbus, GA 31901

**Hotel Indigo**
21 14th St, Columbus, GA 31901

**AC Hotels by Marriott**
1225 Broadway, Columbus, GA 31901

VISIT
FREQUENCY



Average Visits ˅

2.47 Visits

2.19 Visits

2.59 Visits

**Marriott Hotels & Resorts**
800 Front Ave, Columbus, GA 31901

**Hotel Indigo**
21 14th St, Columbus, GA 31901

**AC Hotels by Marriott**
1225 Broadway, Columbus, GA 31901

Prior

Home — 20.9%

**Columbus State University**
900 Broadway, Columbus, GA 31901 — 9.7%

**Columbus Georgia Convention & Trade Center**
801 Front Ave, Columbus, GA 31901 — 6.5%

**Rivercenter for the Performing Arts**
900 Broadway, Columbus, GA 31901 — 3.5%

Houlihan's
800 Front Ave. Columbus. GA 31901 — 2.6%

Post

17.9% — Home

9% — **Columbus Georgia Convention & Trade Center**
801 Front Ave, Columbus, GA 31901

5.5% — **Columbus State University**
900 Broadway, Columbus, GA 31901

3.2% — **Rivercenter for the Performing Arts**
900 Broadway, Columbus, GA 31901

2.6% — Work

Prior

Post

**Home** — 22% ... 25% — **Home**

**The Rapids** — 6% ... 5.4% — **The Rapids**
1329 Front Ave, Columbus, GA 31901 ... 1329 Front Ave, Columbus, GA 31901

**Work** — 3.3% ... 3.5% — **Work**

**Nonic Beer Bar & Kitchen** — 3% ... 2.6% — **Columbus State University**
1239 Broadway, Columbus, GA 31901 ... 900 Broadway, Columbus, GA 31901

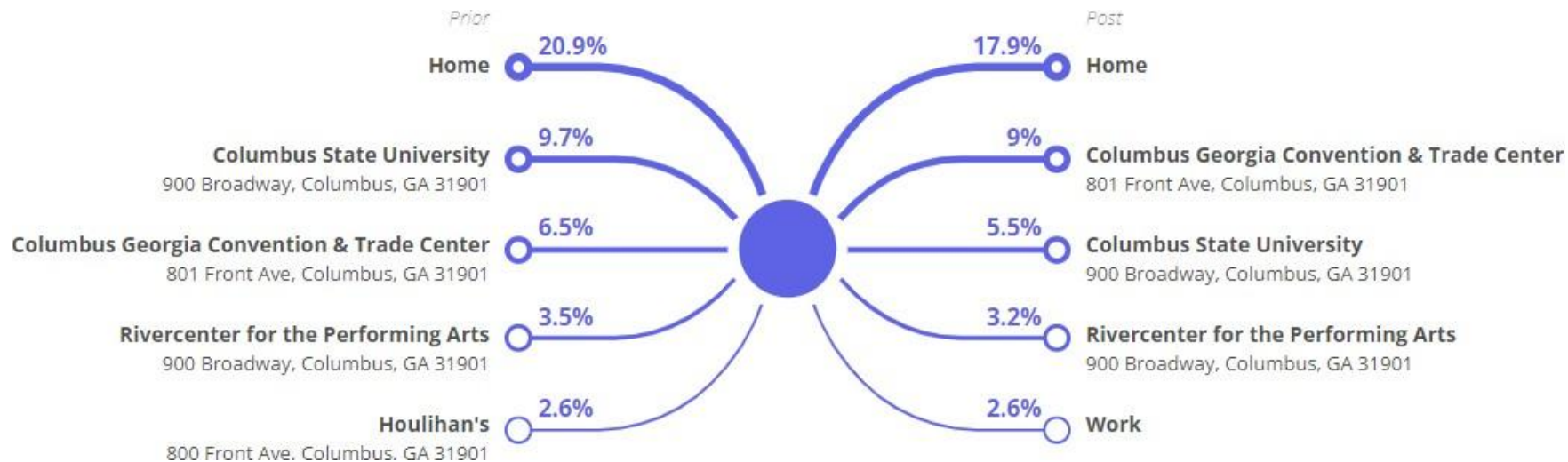**Mott House** — 1.8% ... 1.8% — **Iron Bank Coffee Company**
2100 Comer Ave, Columbus, GA 31901 ... 6 W 11th St, Columbus, GA 31901

# MOBILE MAPPING
VISIT JOURNEY: JUNE 2021 - MAY 2022
LOCATIONS VISISTED IMMEDIATELY BEFORE OR AFTER VISITING
AC HOTELS
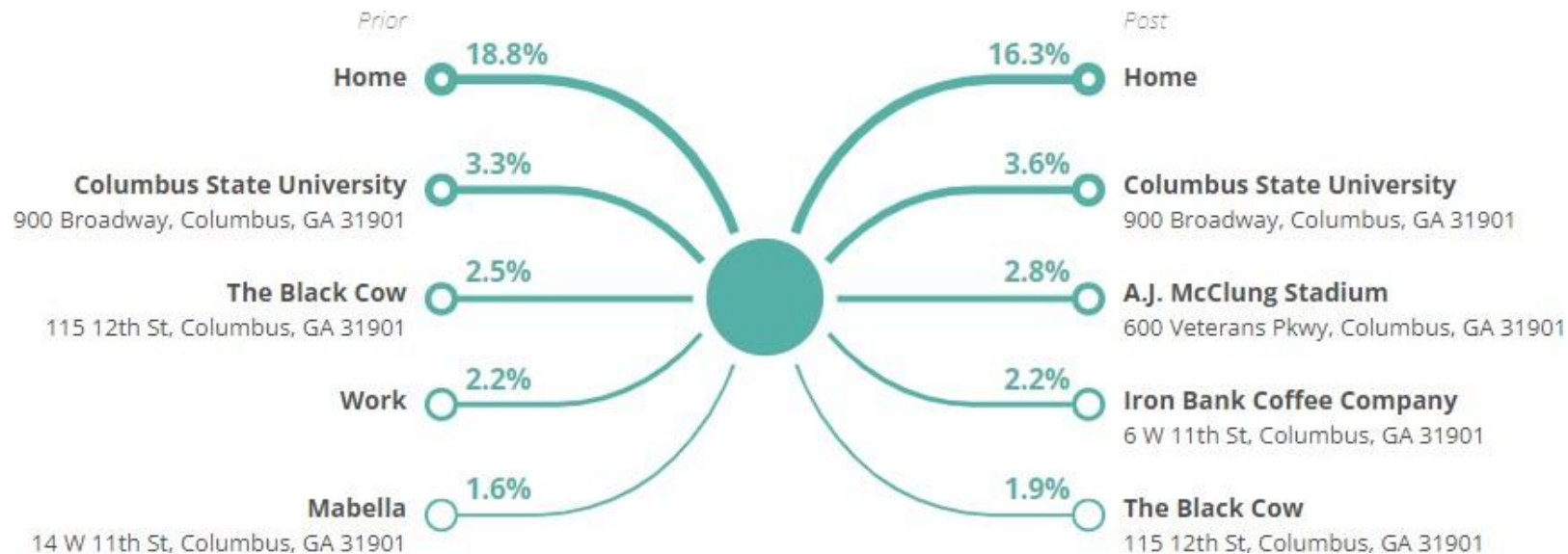
Prior

| | | Post |
|---|---|---|
| 18.8% | Home | 16.3% Home |

**Home** — 18.8%

**Columbus State University** — 3.3%
900 Broadway, Columbus, GA 31901

**The Black Cow** — 2.5%
115 12th St, Columbus, GA 31901

**Work** — 2.2%

**Mabella** — 1.6%
14 W 11th St, Columbus, GA 31901

**Home** — 16.3%

**Columbus State University** — 3.6%
900 Broadway, Columbus, GA 31901

**A.J. McClung Stadium** — 2.8%
600 Veterans Pkwy, Columbus, GA 31901

**Iron Bank Coffee Company** — 2.2%
6 W 11th St, Columbus, GA 31901

**The Black Cow** — 1.9%
115 12th St, Columbus, GA 31901

## MOBILE MAPPING
### VISIT JOURNEY: JUNE 2021 - MAY 2022
### FAVORITE PLACES VISTED 3+ TIMES BY VISITORS TO MARRIOTT

ALL CATEGORIES

| Marriott Hotels & Resorts / Front Ave, Columbus, GA | | | | ⌄ |
|---|---|---|---|---|
| Rank | Name | | Distance | Visitors |
| 1 | Columbus Park Crossing / 5555 Whittlesey Blvd, Columbus... | | 6.4 mi | 40.7K (36.5%) |
| 2 | Bradley Park Crossing / 1591 Bradley Park Dr, Columbus, ... | | 5.1 mi | 27.9K (25%) |
| 3 | Peachtree Mall / 3131 Manchester Expwy, Columbus, GA 3... | | 4.4 mi | 25.4K (22.8%) |
| 4 | The Landings / 2900 Warm Springs Rd, Columbus, GA 31904 | | 4.6 mi | 22K (19.7%) |
| 5 | Columbus State University / 900 Broadway, Columbus, GA... | | 0.1 mi | 20.5K (18.3%) |
| 6 | Cross Country Plaza / 2010 Auburn Ave, Columbus, GA 319... | | 3.2 mi | 18.8K (16.9%) |
| 7 | Target / 1591 Bradley Park Dr, Columbus, GA 31904-3071 | | 5.2 mi | 17.1K (15.3%) |
| 8 | Walmart / 5448 Whittlesey Blvd Ste B, Columbus, GA 31909 | | 6.1 mi | 16.8K (15.1%) |
| 9 | Hartsfield-Jackson Atlanta International Airport / 6000 N ... | | 87.8 mi | 16.3K (14.6%) |
| 10 | Columbus Georgia Convention & Trade Center / 801 Front... | | 0.1 mi | 14.8K (13.3%) |

# MOBILE MAPPING
## VISIT JOURNEY: JUNE 2021 - MAY 2022
### FAVORITE PLACES VISTED 3+ TIMES BY VISITORS TO HOTEL INDIGO

ALL CATEGORIES

**Hotel Indigo / 14th St, Columbus, GA**

| Rank | Name | Distance | Visitors |
|------|------|----------|----------|
| 1 | Columbus Park Crossing / 5555 Whittlesey Blvd, Columbus... | 5.8 mi | 32.8K (44.6%) |
| 2 | Bradley Park Crossing / 1591 Bradley Park Dr, Columbus, ... | 4.5 mi | 24.7K (33.7%) |
| 3 | The Landings / 2900 Warm Springs Rd, Columbus, GA 31904 | 4 mi | 21.5K (29.3%) |
| 4 | Peachtree Mall / 3131 Manchester Expwy, Columbus, GA 3... | 4 mi | 20.8K (28.3%) |
| 5 | Cross Country Plaza / 2010 Auburn Ave, Columbus, GA 31... | 3 mi | 17.1K (23.2%) |
| 6 | Hartsfield-Jackson Atlanta International Airport / 6000 N ... | 87.2 mi | 15.4K (20.9%) |
| 7 | North Columbus Crossing / 6770 Veterans Pkwy, Columbu... | 5.4 mi | 14.5K (19.7%) |
| 8 | Target / 1591 Bradley Park Dr, Columbus, GA 31904-3071 | 4.6 mi | 13.8K (18.8%) |
| 9 | Walmart / 5448 Whittlesey Blvd Ste B, Columbus, GA 31909 | 5.5 mi | 13.5K (18.3%) |
| 10 | Bradley Park Square / 1639 Bradley Park Dr, Columbus, G... | 4.5 mi | 13K (17.8%) |

# MOBILE MAPPING
## VISIT JOURNEY: JUNE 2021 - MAY 2022
### FAVORITE PLACES VISTED 3+ TIMES BY VISITORS TO AC HOTELS

ALL CATEGORIES

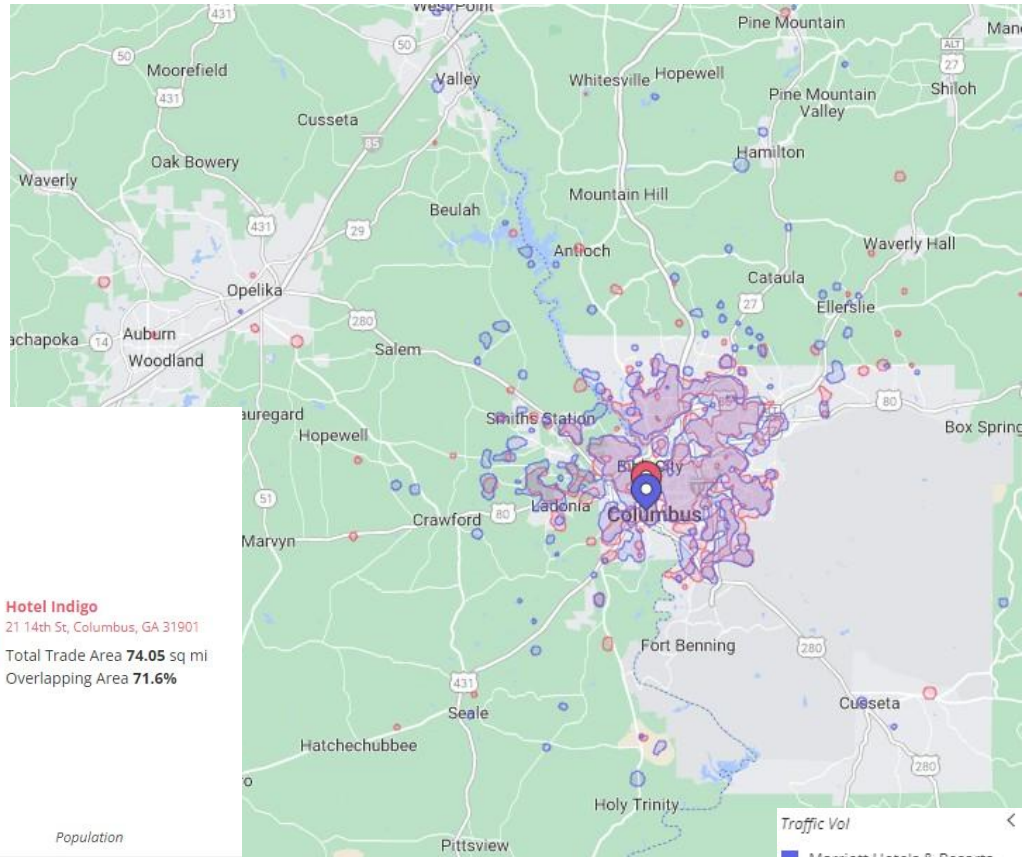| | AC Hotels by Marriott / Broadway, Columbus, GA | | ⌄ |
|---|---|---|---|
| **Rank** | **Name** | **Distance** | **Visitors** |
| 1 | Columbus Park Crossing / 5555 Whittlesey Blvd, Columbus... | 6 mi | 11.3K (31.7%) |
| 2 | Bradley Park Crossing / 1591 Bradley Park Dr, Columbus, ... | 4.7 mi | 8.5K (23.8%) |
| 3 | Hartsfield-Jackson Atlanta International Airport / 6000 N ... | 87.4 mi | 7.9K (22%) |
| 4 | Peachtree Mall / 3131 Manchester Expwy, Columbus, GA 3... | 4.1 mi | 7.4K (20.7%) |
| 5 | The Landings / 2900 Warm Springs Rd, Columbus, GA 31904 | 4.1 mi | 6.9K (19.3%) |
| 6 | Cross Country Plaza / 2010 Auburn Ave, Columbus, GA 31... | 3 mi | 5.9K (16.5%) |
| 7 | Columbus State University / 900 Broadway, Columbus, GA... | 0.4 mi | 5.6K (15.7%) |
| 8 | Target / 1591 Bradley Park Dr, Columbus, GA 31904-3071 | 4.7 mi | 4.9K (13.8%) |
| 9 | Bradley Park Square / 1639 Bradley Park Dr, Columbus, G... | 4.7 mi | 4.2K (11.6%) |
| 10 | Walmart / 5448 Whittlesey Blvd Ste B, Columbus, GA 31909 | 5.7 mi | 4.1K (11.6%) |

# MOBILE MAPPING
TRADE AREA
OVERLAP JUNE
2021 - MAY 2022

**36.95** sq mi

**Marriott Hotels & Resorts**
800 Front Ave, Columbus, GA 31901

Total Trade Area **93.99** sq mi
Overlapping Area **39.3%**

**AC Hotels by Marriott**
1225 Broadway, Columbus, GA 31901

Total Trade Area **48.7** sq mi
Overlapping Area **75.9%**
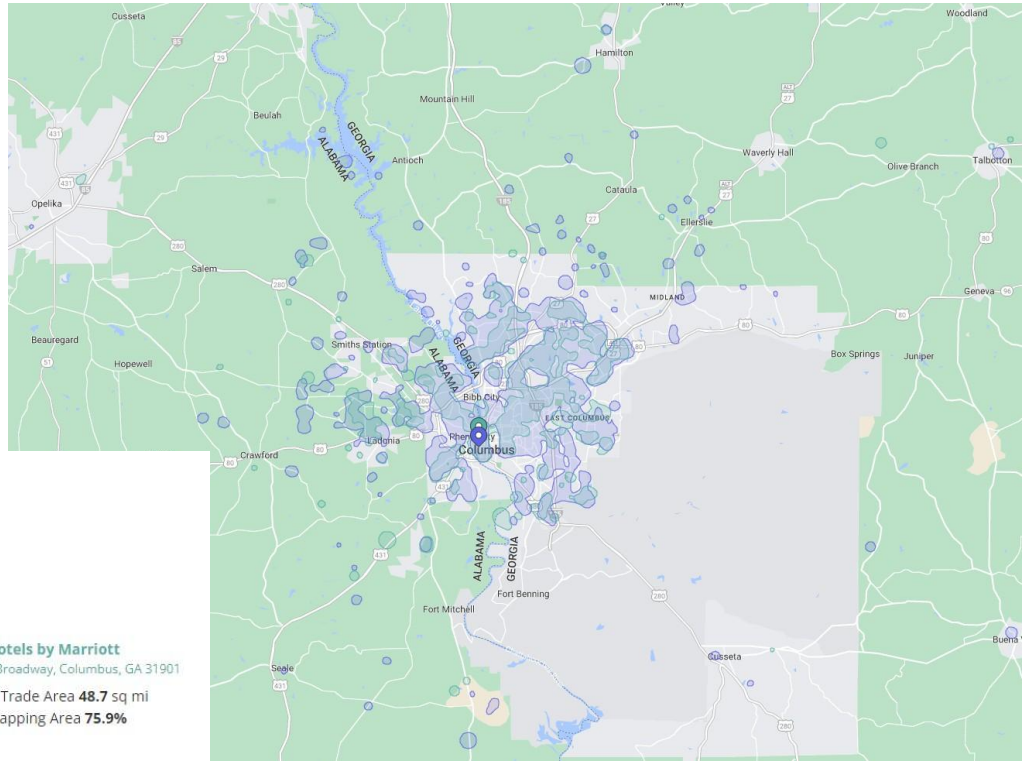
*Traffic Vol*

■ Marriott Hotels & Resorts
■ AC Hotels by Marriott

| Entities Overlap | Trade Area Size - Traffic Vol 70% (sq mi) | Population |
|---|---|---|
| ● | 93.99 | 192,401 |
| ● | 48.7 | 107,576 |
| ◑ | 36.95 | 99,653 |

Orches
PA