

Neighborhood Streetscape Project

Project Overview: The City of Foley is launching a project to revitalize the streetscape of our historic downtown neighborhoods. This initiative will focus on enhancing six key streets covering four city blocks: Alston Street from Jessamine south to Verbena (100' right of way), West Jessamine Avenue (100' right of way), West Orange Avenue (100' right of way), West Myrtle Avenue (100' right of way), and West Verbena Avenue (80' right of way), along with South Chicago Street from West Laurel Avenue to Myrtle Street (refer to exhibit 1). These streets, central to Foley's original 1911 town plan (exhibit 2), are culturally significant to our community. The project aims to preserve downtown heritage while creating inviting public spaces.

Goals of the Project:

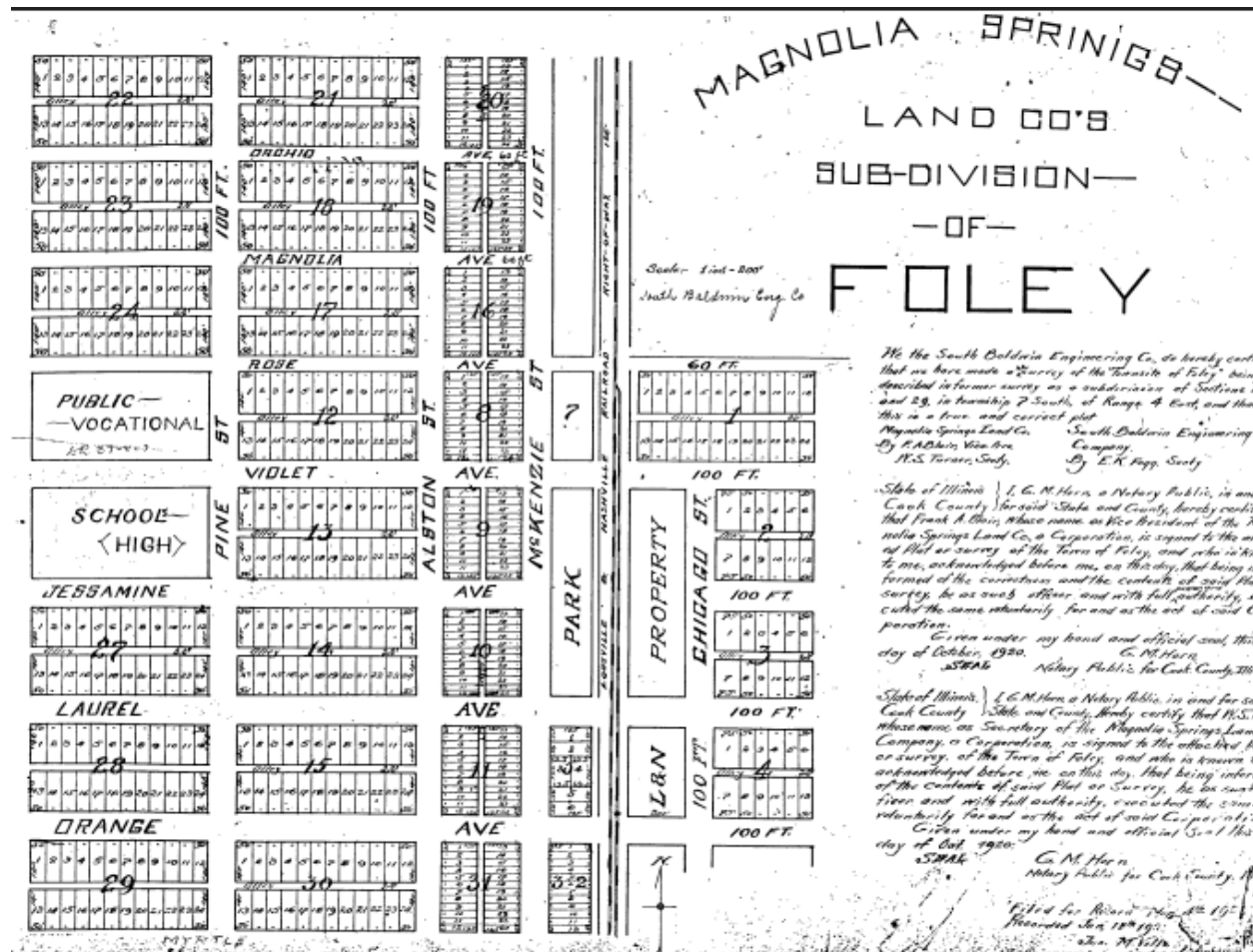
1. **Maximization of Walkable Blocks:** The project aims to capitalize on and optimize the 600'x300' walkable blocks featuring 100' rights-of-way and 20' alleys. This distinctive layout presents an opportunity for the city to craft a unique streetscape that embraces the street as public space, emphasizing placemaking, walkability, and seamless integration with the downtown commercial area.
2. **Promotion of Vibrancy and Connectivity:** Through investment in public space via the reimagining of streets and rights-of-way, the project seeks to foster vibrancy and connectivity within the downtown neighborhoods. This investment will stimulate private reinvestment and render investment in buildings and structures more financially viable.
3. **Prioritization of Pedestrian Safety and Connectivity:** The overarching objective is to infuse vitality into the historic downtown neighborhoods, prioritizing pedestrian safety and connectivity including context sensitive street design and traffic calming measures where appropriate.
4. **Beautification of Wide Rights-of-Way:** The project will enhance the aesthetic appeal of the streetscape by beautifying the wide rights-of-way, leveraging their existing assets to the fullest.
5. **Integration of Residential and Commercial Areas:** Ensuring seamless integration between residential neighborhoods and the downtown commercial area, the project will unify them into a cohesive district with its own distinctive identity and character. This integration will celebrate the area's history and culture through a comprehensive analysis and design.

6. **Establishment of a Unique District:** The revitalized downtown neighborhoods will serve as the historic and cultural nucleus of the City of Foley, offering a distinctive environment to reside in and explore.
7. **Anticipated Future Project Phases:** It is anticipated that this project will lead into additional phases not included in this initial project, further enhancing the downtown streetscape and fostering continued growth and re-development within the area.

Exhibit 1:



Exhibit 2:



Scope of Work:

The selected firm will undertake the following tasks with a focus on collaboration and detailed conceptual planning, aiming to incorporate feedback from all stakeholders to create a comprehensive conceptual plan that aligns with the project's overarching goals:

1. **Historical Context Analysis:** Conduct an in-depth analysis of the historical significance of Alston Street, West Jessamine Avenue, West Orange Avenue, West Myrtle Avenue, West Verbena Avenue, and South Chicago Street within the context of Foley's original 1911 town plan. This analysis will guide the design process to ensure that revitalization efforts honor and celebrate the heritage of the downtown neighborhoods.
2. **Streetscape Design and Conceptualization:** Develop comprehensive streetscape designs that transform streets into vibrant public spaces, emphasizing placemaking, walkability, and integration with the commercial areas. This includes:

- Designing conceptual street sections for each street, incorporating elements such as on-street parking where appropriate, sidewalks, strategically placed pedestrian-friendly crossings, and green spaces to enhance the pedestrian experience and promote community connectivity.
 - Creating conceptual planting designs that enhance the aesthetic appeal of the streetscape, using vegetation types that reflect the area's historical and cultural context.
 - Designing gateways as entry points into downtown neighborhoods, incorporating architectural elements, landscaping, signage, and lighting to create a welcoming atmosphere.
 - Developing streetscape details such as benches, signage, pedestrian-scale lighting, and other amenities to enhance functionality and character.
3. **Detailed Conceptual Plan:** Prepare detailed conceptual plans for each street, including typical right-of-way and street cross-sections, and specific design details derived from the overarching streetscape design. These plans will serve as the blueprint for implementation and include:
- Typical right-of-way sections illustrating street layout, sidewalks, landscaping zones, and other relevant features.
 - Street cross-sections detailing vehicular lanes, bike lanes (if applicable), pedestrian pathways, and green spaces.
 - Design details for streetscape elements ensuring consistency with the overall aesthetic.
4. **Community Engagement and Charrette Process:** Facilitate a charrette process involving key community stakeholders to gather input and feedback on proposed designs. This collaborative approach ensures that revitalization efforts are responsive to local needs, fostering community ownership and pride.
5. **Cost Estimation and Phasing Plan:** Provide cost estimates for the Conceptualization and Design of the project including a phasing plan for construction.
6. **Documentation and Deliverables:**
- Prepare comprehensive documentation of conceptual designs, including drawings, illustrations, renderings, and specifications (short of full construction plans)
 - Provide a report summarizing historical context, community engagement, design rationale, cost estimation, and phasing plan.

- Deliver all final documents in digital and hard copy formats.
7. **Future Planning Considerations:** Identify potential future phases and opportunities for additional revitalization efforts. Provide recommendations for long-term maintenance and management strategies to ensure sustainability.

Through engaging in this collaborative process and developing a comprehensive conceptual plan for this project, our aim is to establish the foundation for forming construction budgets for a phased implementation within the City Capital plan.