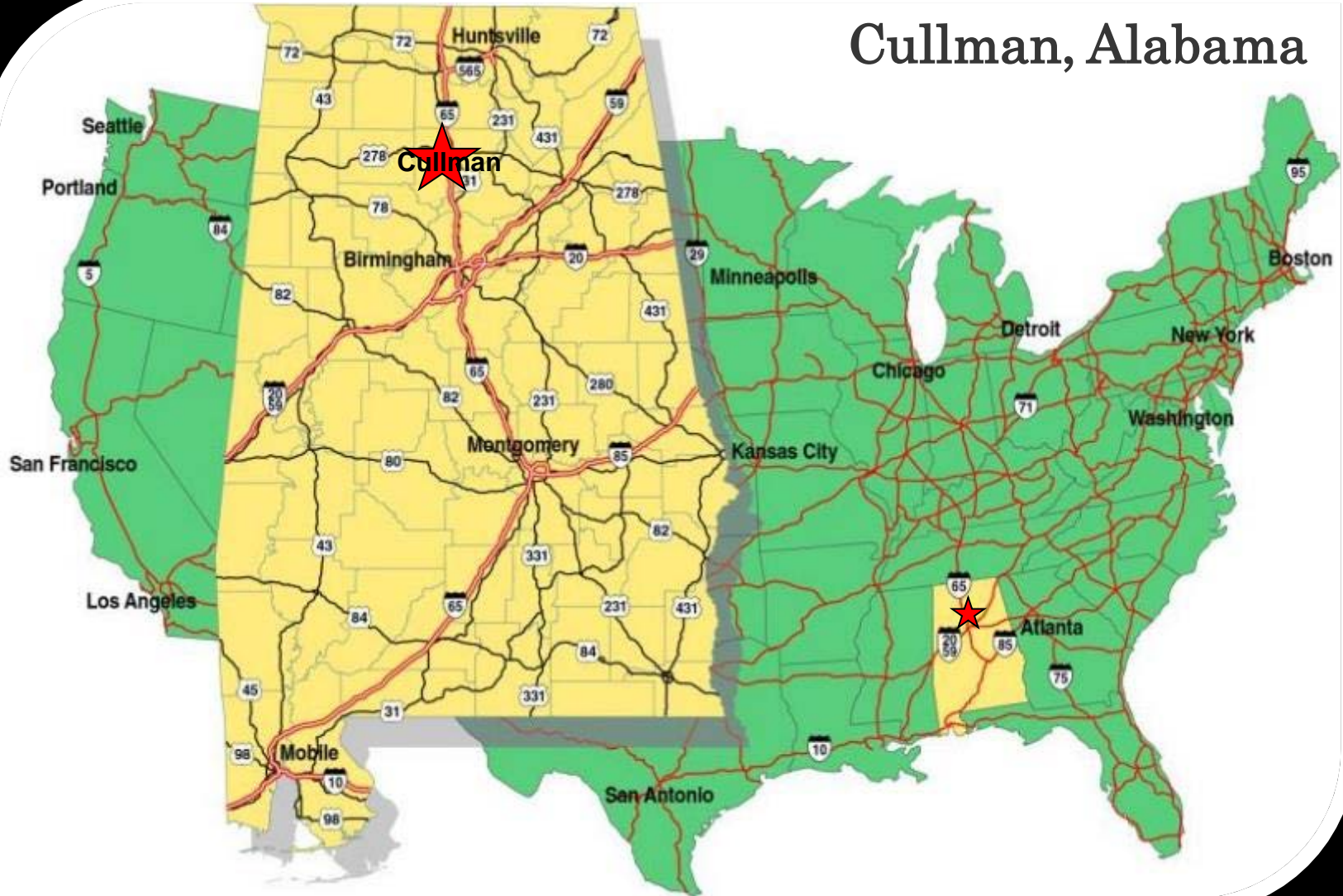

Reinvigorating Downtown Post-Disaster

Cullman, Alabama
April 27, 2011 Tornado

Dale Greer, Director Cullman Economic Development Agency
Peggy Smith, Cullman Area Chamber of Commerce

August 24, 2017

Cullman, Alabama





	<u>Cullman County</u>	<u>Cullman City</u>
2016 Population Est.	82,471	15,496
2010 Population	80,406	14,775
Housing Units (2010)	37,054	6,957
Median Household Income	\$38,971	\$38,746
Per Capita Income	\$20,881	\$22,596
High School Grad +	85.3%	81.8%

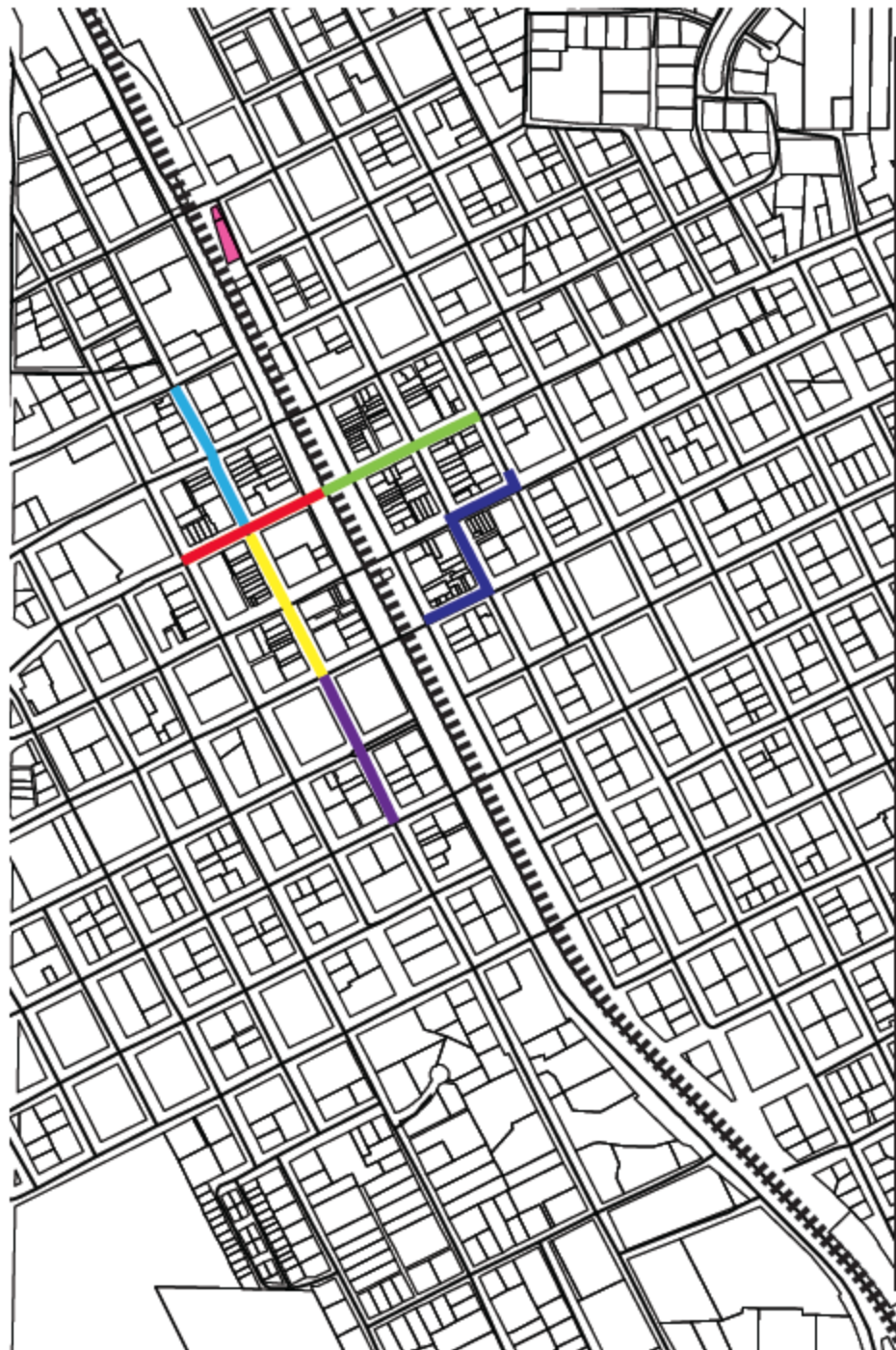
Source: U.S. Census

AWARDS AND RECOGNITIONS

- #1 in the southeast for Overcoming Nature's Adversity (following the April 2011 tornadoes (Southern Business & Development)
- Community Economic Development Award for the "Revitalization and Redevelopment of Downtown Cullman" (2015 Southern Economic Development Council)
- Silver Award for Business Retention & Expansion for the REHAU Technical Center (IEDC- 2014)
- #1 in Alabama "Best Place to Raise Children" (2013 Bloomberg Businessweek)
- #1 in Alabama for new and expanding industry (2012, 2013, 2014 and 2015)
- #2 Micropolitan Area in the U.S. (2017 Site Selection magazine)
- #5 Most Business Friendly City in Alabama (2014 Alabama Policy Institute)
- #6 Community that is a Manufacturing Location No-Brainer (Southern Business & Development)







Legend

Downtown Infrastructure Projects

Phase I:

TAP Funding

Completed in 2009

Phase II:

TAP Funding

Completed in 2010

Phase III:

TAP Funding

Completed in 2011

Phase IV:

TAP Funding

Completed in 2017

Phase V:

In progress

Damaged Street Reconstruction

Duck River Reservoir Project

ARC Grant

Federal Appropriation

3 Recreation Trail Project Grants

Festhalle Farmers Market

Tent Addition

Provided by TVA/Rural Development



April 27, 2011

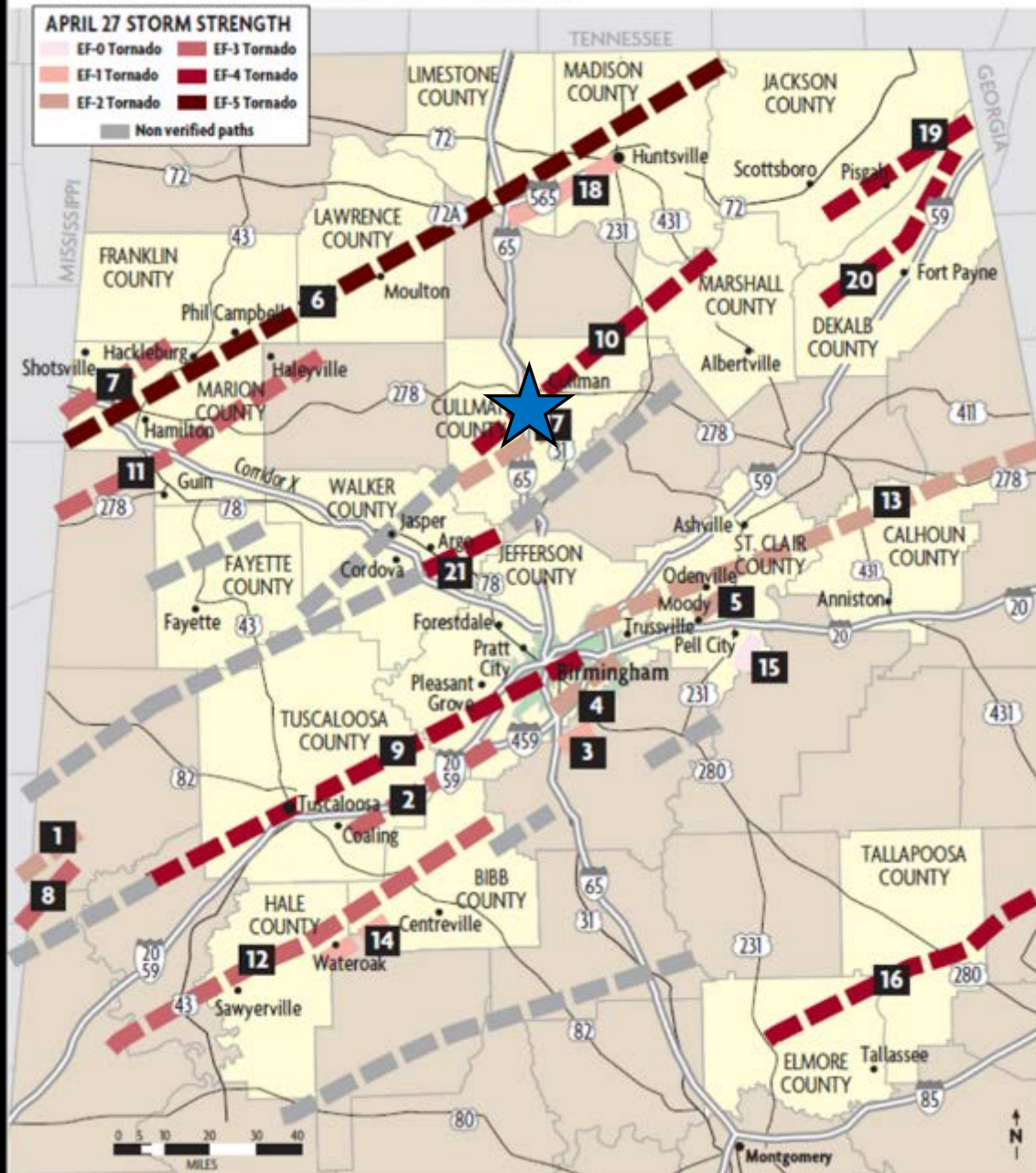
April 27, 2011

Cullman was declared a National Disaster Area by the President, Governor, County Commission Chairman and Mayor on April 29, 2011

- 4 tornados hit Cullman County throughout the day
- 5:40 a.m.; 6:20 a.m.; 2:40 p.m.; 7:09 p.m.
- Highest wind speed = 190 mph
- The one that hit downtown was an EF4 and traveled a total 47 miles.
- Over \$5.6 million damage to Cullman Co. forestry industry
- Zero reports of crime/looting from the National Guard
- Local churches, charities, civic groups and industries provided services/equipment free of charge.
- By May 4, 2011, the city and county governments had hauled 1,272 loads of debris.
- Approx. 700 residences were damaged; 90 businesses

Source: Tornado Recovery Action Council of Ala.
and City of Cullman

TRACKING THE TORNADOES' PATHS







PICKING UP THE PIECES

Following these specific guidelines when hauling hurricane-related debris and household garbage to the curb will make for a speedier removal process

Reprinted with permission from The Times Picayune



CORRECT WAY

Homeowners and businesses are being asked to separate debris into the following categories:

1. HOUSEHOLD GARBAGE

- Bagged trash
- Discarded food
- Packaging, papers
- All garbage should be placed curbside the night before the scheduled weekly pickup.

2. CONSTRUCTION DEBRIS

- Building materials
- Drywall
- Lumber
- Carpet
- Furniture
- Mattresses
- Plumbing

3. VEGETATION DEBRIS

- Tree branches
- Leaves
- Logs

4. HOUSEHOLD HAZARDOUS WASTE

- Oils
- Batteries
- Pesticides
- Paints
- Cleaning supplies
- Compressed gas

5. 'WHITE' GOODS

- Refrigerators
- Washers, dryers
- Freezers
- Air conditioners
- Stoves
- Water heaters
- Dishwashers

6. ELECTRONICS

- Televisions
- Computers
- Radios
- Stereos
- DVD players
- Telephones

NOTE: This graphic was created to give homeowners an understanding of the debris removal process. Though it was not designed to aid Corps of Engineers personnel, QAs may still find it useful in explaining procedures and regulations to contractors.



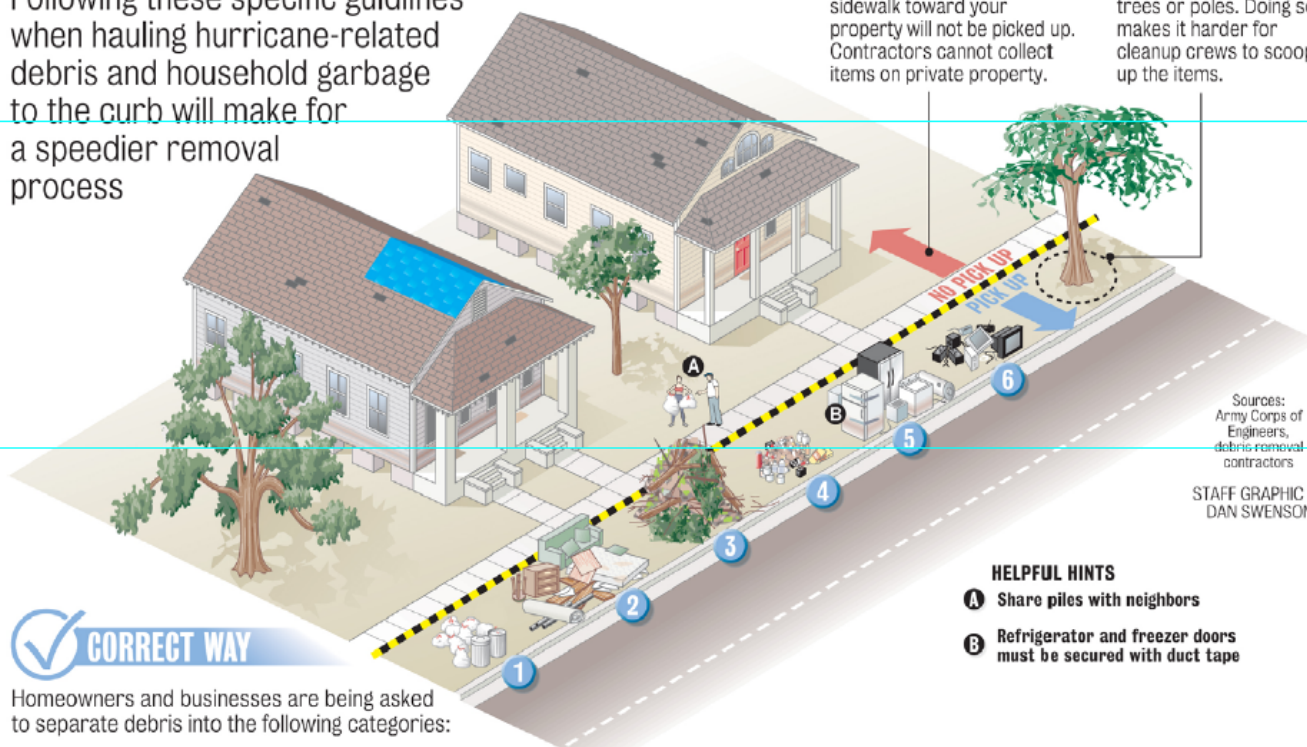
WRONG WAY

CROSSING THE LINE

- Any debris placed from the sidewalk toward your property will not be picked up. Contractors cannot collect items on private property.

PROPPING UP

- Do not set debris against trees or poles. Doing so makes it harder for cleanup crews to scoop up the items.



Sources:
Army Corps of
Engineers,
debris removal
contractors

STAFF GRAPHIC BY
DAN SWENSON

HELPFUL HINTS

- A Share piles with neighbors
- B Refrigerator and freezer doors must be secured with duct tape



Façade Improvement Program

Cullman City Council
formed the Façade
Improvement
Committee

Design guidelines were
adopted

Business owners
submitted an
application for funding
and plans for approval

Businesses could
receive up to a \$5,000
match for each façade
of the building visible
from the street.

Guidelines include:

- Paint colors
- Materials
- Window type and tint
- Door type
- Exterior lighting
- Signage
- Set-backs

Success to-date:

- 87 applications
- \$10.9 million invested by building/property owners
- 884 jobs created or retained
- \$422,240 total grants paid to-date

WHY DESIGN GUIDELINES & FAÇADE PROGRAM WERE NEEDED:

- Avoid incompatible development and inappropriate building alterations to protect property value
- Protect and enhance the “downtown brand” and historic character
- Maintain an overall sense of place
- Maintain and preserve the historic character to attract visitors to shop, dine and live downtown
- Offer an attractive and vibrant downtown for economic development purposes
- Encourage downtown property owners to update their façade for a uniform look
- Regulate paint colors ~ were selected from a historical color palette
- Eliminate code deficiencies without penalty

DOWNTOWN CULLMAN

DESIGN GUIDELINES



PREPARED FOR:

THE CITY OF CULLMAN, ALABAMA

APPROVED VERSION: SEPTEMBER 2, 2011

DOWNTOWN HISTORIC DISTRICT

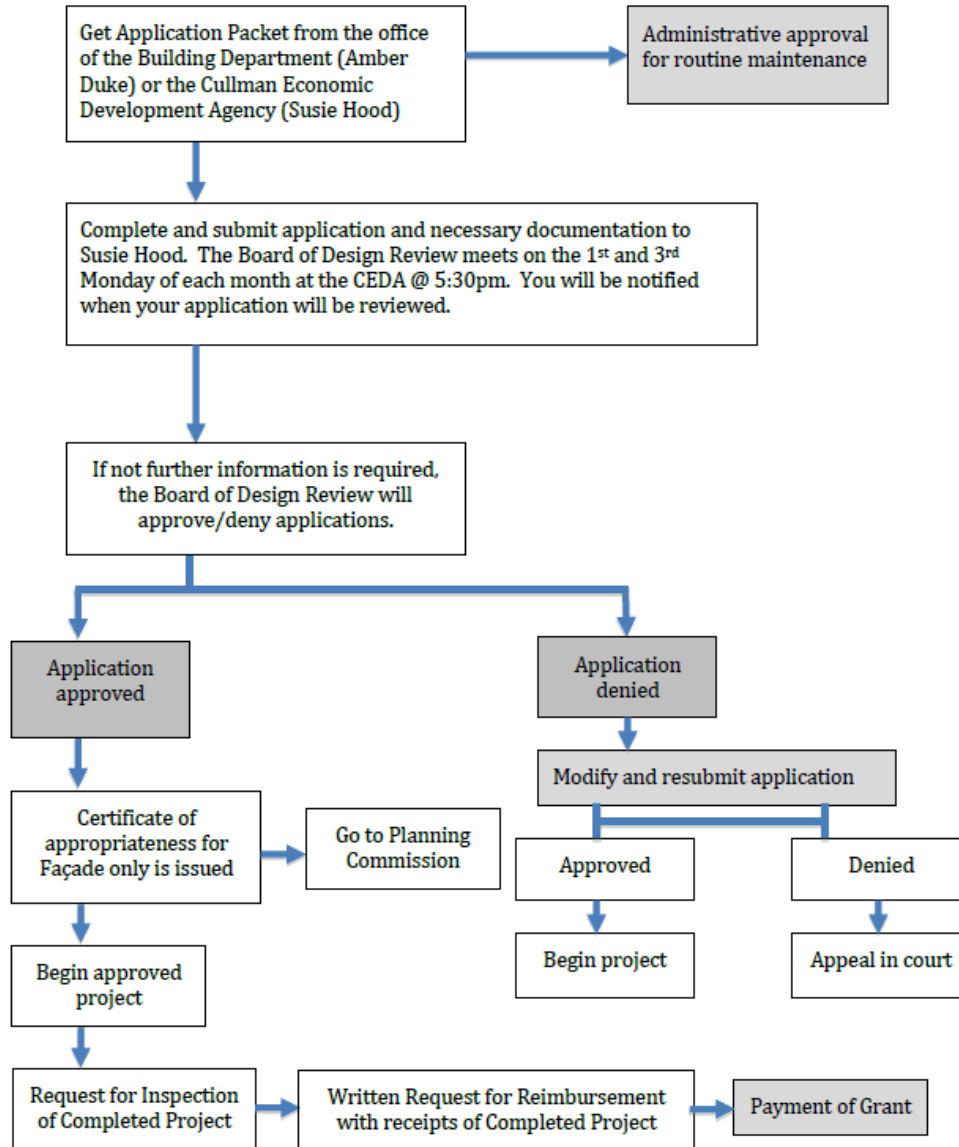


Subdistricts Legend

 Downtown Core

 Downtown Edge

Cullman Historic District Review Process



Definition of Facade:

The principal face of a building which faces a public street or roadway

**Program
Requirements:**

- (a) Private buildings, used for business and commercial purposes (non-residential), as permitted by law**
- (b) Improvements made in accordance with conditions and standards approved by City in advance of work being done**
- (c) Improvements made by licensed/bonded contractor(s) in City**
- (d) Historic palette must be used for color scheme**
- (e) Building permit**

Amount:

(a) (i) Lesser of 50% of cost or \$5,000

**Payment
of Aid:**

(ii) The City may, in its discretion,

**increase the amount paid for
façade improvement in certain
circumstances (such as multiple
tenants of one building) or with
respect to certain buildings (such as
buildings with special historical
significance)**

**(b) Paid upon written request accompanied
by invoices after improvements are
inspected by the city**

Funding Sources:

Appropriations by City

- (a) from general purpose taxes only**
- (b) from any funds made available to the City for such purpose**

Subject to Law-Imposed Requirement:

In accordance with Johnson v. Sheffield, 183 So. 265 (Ala. 1938), the Appropriations are subject to the law-imposed requirement that, if necessary, there must first be paid from all funds and revenues of the City the legitimate and necessary governmental expenses of operating the City.







Local Dentist Office





SOUTHERN ACCENTS







Local Engineering Firm

Cullman County Courthouse



CULLMAN COUNTY COURTHOUSE



Source: Chris Pruitt



MAE'S
— FOOD HALL —





There is always something going on in downtown Cullman...



2012 Event of the Year
by the
Alabama Recreation &
Parks Association

LUKE BRYAN



“2017 Country Music Preview: Most Anticipated Albums, Tours and Festivals” *Rolling Stone*

“Rock The South' Music Festival Founders Reveal Keys To Consistent Growth In An Overcrowded Market” *Forbes*

2017 - \$100,000 donated to local charities

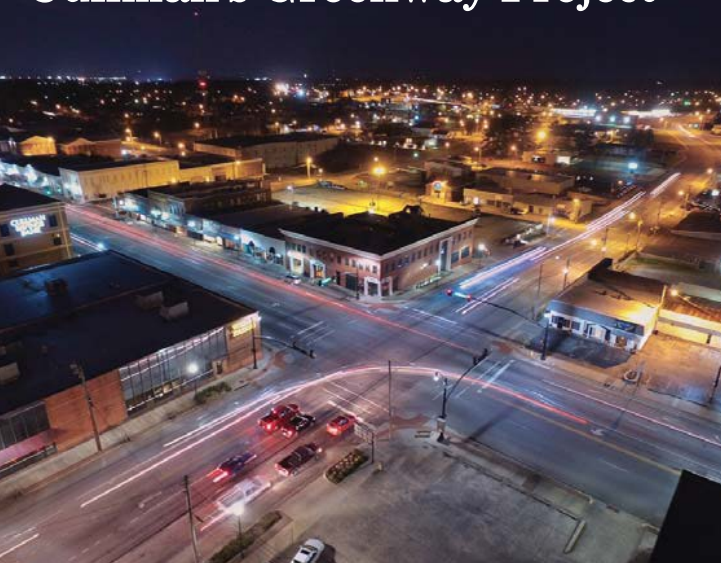
2017 - Approx. 50,000 in attendance – from all 50 states



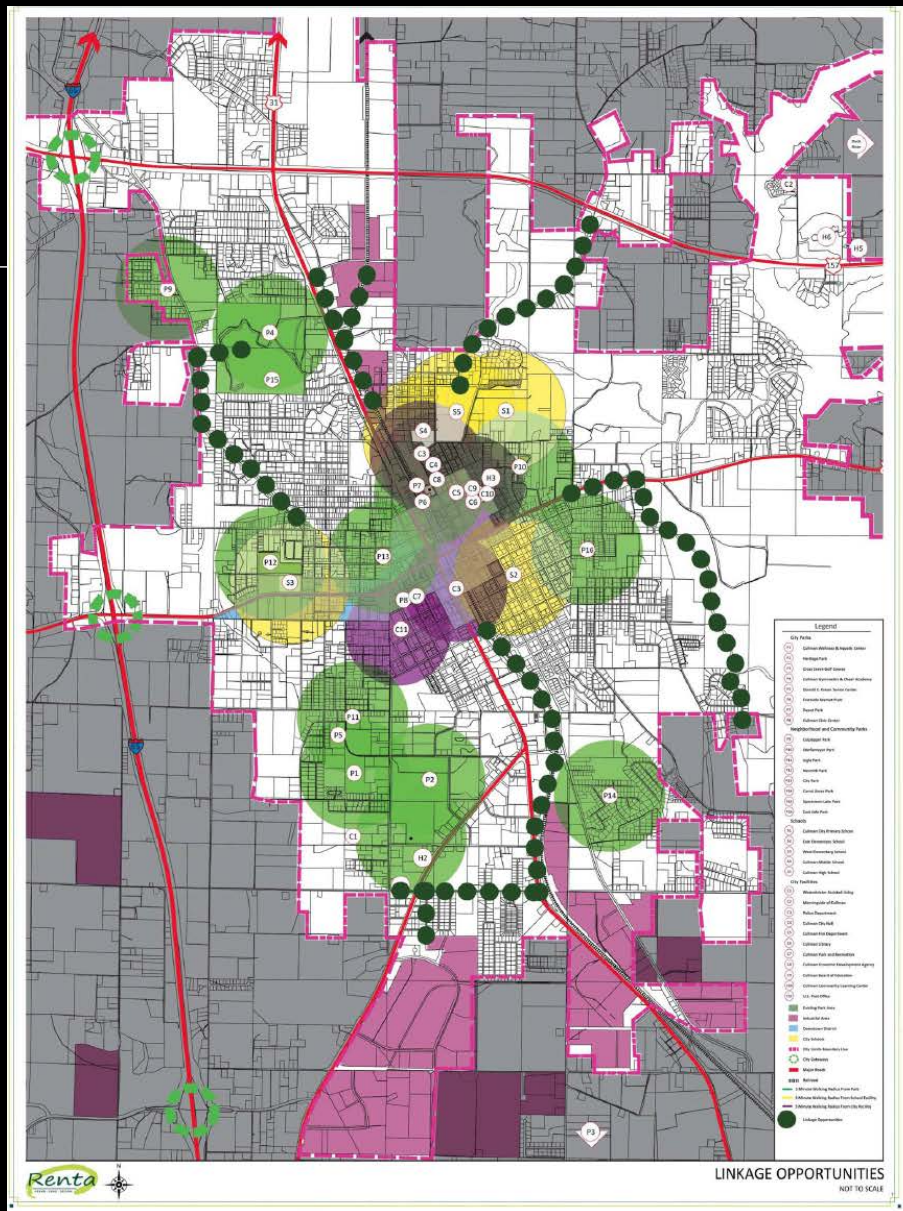
Sam Hunt



Cullman's Greenway Project



David Warren



Thank You

We hope to see you in Cullman!