



DOWNTOWN HOUSING INTEREST

23%

of those not already living in the downtown area are interested in living in Downtown Montevallo.

Respondents interested in living in or within a short walk of Downtown Montevallo

More Likely to Buy	48%
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Buyers: Preferred Housing Styles

Cottage Home	31%
Live-Work Unit	14%
2 BR Town/Rowhome	14%
Upper Level Open Loft	11%
3 BR Town/Rowhome	11%

Buyers: Preferred Amenities

Pets allowed	50%
Laundry appliances in unit	47%
Off-street parking	38%
Upgraded finishes	32%

Buyers: Likely Purchase Price

Less than \$200K	50%
\$200K to \$299K	32%
\$300K to \$399K	12%
\$300K or more	6%

Buyers: Age

24 or younger	7%
25 to 44	42%
45 to 64	32%
65 or older	19%

Buyers: Household Income

Less than \$50K	19%
\$50K to \$99K	39%
\$100K to \$149K	19%
\$150K or more	23%

More Likely to Rent	52%
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Renters: Preferred Housing Styles

2 Bedroom Apartment	22%
Cottage Home	20%
3 BR Town/Rowhome	15%
Upper Level Open Loft	12%
2 BR Town/Rowhome	12%

Renters: Preferred Amenities

Pets allowed	69%
Laundry appliances in unit	56%
Patio or balcony	51%
Off-street parking	28%

Renters: Monthly Rent Willing to Pay

Less than \$800	10%
\$800 to \$999	49%
\$1,000 to \$1,199	23%
\$1,200 or more	18%

Renters: Age

24 or younger	18%
25 to 44	55%
45 to 64	24%
65 or older	3%

Renters: Household Income

Less than \$50K	59%
\$50K to \$99K	25%
\$100K to \$149K	3%
\$150K or more	13%

SURVEY SAMPLE CHARACTERISTICS

751
Total Survey Respondents

61%
Live in Montevallo

25%
Work Downtown

73%
Female

40%
Age 35 to 54

42%
\$100K+ HH Income

84%
Of current downtown residents are likely to recommend Downtown Montevallo as a good place to live.

Current Downtown Area Residents: Likelihood to Recommend

Very or somewhat likely	84%
Neither likely nor unlikely	8%
Very or somewhat unlikely	8%

Which of the following aspects are most important to you when choosing a place to live?

Respondents interested in living downtown Top 5 Shown	Percent
Affordability of housing	53%
Pet-friendly policies and amenities	40%
Safety of neighborhood	30%
Availability of reserved off-street parking	21%
Walkability of neighborhood	21%

How soon would you be likely to move to the Downtown Montevallo area if suitable housing was available?

Respondents interested in living downtown	Percent
As soon as I can find a place that is suitable for me	25%
Within 1 year	27%
In 1 or 2 years	23%
In 3 years or more	25%



DOWNTOWN TRENDS

49%

Describe recent downtown trends as
Improving or making progress.

Which best describes recent trends in Downtown Montevallo?

Improving or making progress	49%
Steady or holding its own	38%
Declining or losing ground	14%

WANTED IN DOWNTOWN MONTEVALLO

FOR EXPANSION AND RECRUITMENT BASED ON SURVEY RESULTS



Family Restaurant polled highest among eating and drinking places.

Eating & Drinking Places | Top 5

Family Restaurant	45%
Classic American Diner	37%
Italian Restaurant	27%
Healthy Menu Eatery	22%
Mediterranean Restaurant	22%



Antiques Market was the most popular retail establishment option.

Retail Establishments | Top 5

Antiques Market	36%
Bookstore	33%
Consignment Boutique	29%
Vintage Records & Goods	24%
Home Furnishings & Décor	20%



AMUSEMENTS, VENUES AND ACTIVITIES | TOP 5

Q: Which of the following amusements, venues, and activities are you most likely to visit or participate in?

Live music venue	43%
Putt-Putt / Mini-golf	33%
Bowling	28%
Crafting Make-it/Take-it classes/demos	27%
Arcade	22%

ATTRIBUTES AND DIRECTIONS



Downtown Montevallo earned the highest marks for its **historic buildings, character, and vibe**, and for **presenting a positive image to visitors**.

Q: To what extent do you agree or disagree with the following statements about Downtown Montevallo?

I like the downtown's historic buildings, character and vibe.	4.50
Downtown presents a positive image to visitors.	4.13
Downtown Montevallo is an interesting and fun place.	3.89
Downtown Montevallo is a good place to invest.	3.80

Weighted Scale: 1 = Strongly Disagree | 5 = Strongly agree. Maximum weight = 5.



Redeveloping vacant and underutilized downtown buildings and sites ranked highest among priorities for downtown business and real estate development efforts.

Q: On a scale from 1 (Low Priority) to 5 (High Priority), what level of priority would you place on each of the following Downtown Montevallo business and real estate development efforts?

Redevelop vacant and underutilized downtown buildings and sites	4.37
Attract new retail and food establishments to expand options	4.21
Create space for local entrepreneurs and small business start-ups	3.63
Create more housing options in the downtown area	2.78

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High



Expanding the downtown's selection of eating and drinking places ranked highest among efforts to make Downtown Montevallo a more appealing place.

Q: Which features or enhancements would most impact efforts to make Downtown Montevallo a more appealing place to visit, work, and live?

More or wider selection of eating and drinking places	44%
More or wider selection of retail establishments	37%
More outdoor dining and lounging areas	22%
More family-oriented activities and amenities	18%
More arts & culture activities and/or facilities	13%

Up to two selections allowed. Top five shown.