

## Downtown billboard hints at big news for Montgomery using riddles

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A downtown billboard is teasing residents with riddles that a property management company said hold the secret to big news for the city.

The first riddle appeared Friday on the digital billboard near the Union Street exit from Interstate 85. It asks viewers, "What has four lanes but no traffic?"

The second appeared Tuesday and queries, "What can take you back and move you forward?"

There will be a third riddle Thursday and a fourth Saturday.

This is not the first time Foshee Management Co. has teased residents leading up to a big announcement.

In 2013, the company placed a countdown on the same billboard as well as on the Foshee Downtown Montgomery Lofts Facebook page.

That culminated in the announcement of the 40 Four Building, which was the biggest announcement in the company's history. The development is in the former First Alabama Bank building near Court Square.

With 35 apartments, that development remains the largest residential development in downtown Montgomery since the revitalization of the downtown area began, Regional Property Manager Beau Daniel said.

Daniel said he could not disclose what will be announced or when the announcement will be made, but he did say it will have an "enormous impact" on the city.

"I can't wait to be able to share this news with the city, but we like to have fun over here, and this is a fun way to interact with Montgomery and the citizens of Montgomery," he said.

Each riddle will be shared on the Foshee Downtown Montgomery Lofts Facebook page as well as on the billboard.

The 40 Four Building, meanwhile, remains under construction and is set to start receiving its first tenants May 16.

Foshee Management will begin moving its offices into the seventh and eighth floors of the building this week and expects to be in business there Monday, Daniel said.