A NEW PLAN FOR MOBILE
Background

The last master plan update for Mobile was prepared in 1996 and many of the initiatives have been completed or are no longer applicable to current conditions in the City. It is standard planning practice to prepare a Master Plan for Mobile to be reviewed and updated every 10 to 15 years to keep pace with new market, neighborhood and government conditions as well as advances in technology, environmental, transportation and land-use planning.

The New Plan for Mobile (the Plan) is an effort to shape the City’s future by creating a guiding vision for sustainable change that will direct urban growth for the next 20 years. The nine square mile study area encompassing the Downtown Core and its surrounding Midtown Neighborhoods underwent a detailed twelve-month public planning process. Through the input of community residents, business owners and government officials, ideas and aspirations of all the segments of the community were merged into a shared vision for the future.

EDSA, Inc., serving as the project lead urban planner working with representatives, community stakeholders and residents, orchestrated a multidisciplinary team consisting of economists, historians, transportation and housing experts to conduct this effort. The result was an integrated vision and master plan which responded to the unique and diverse physical, cultural, environmental and social composition of the community.

Mobile is well positioned for both physical and economic growth over the next 10 years and as stated in the Mayor’s Transition Task Force Report, “...The City of Mobile should become the leading business and cultural community in the State of Alabama in order to be nationally recognized as the regional center for economic growth and quality lifestyle along the northern Gulf Coast. A vibrant, culturally diverse, residentially and commercially desirable downtown area core is critical to having the City of Mobile achieve this goal. We must build upon the energy and success of our immediate past and stand upon our 300 years of coastal heritage to move forward together.”

To succeed at this goal, the City’s selected officials, professional staff, and, its citizens, businesses, property owners and industries have prepared this new guiding master plan to provide a vision for the future and direction for strategic public and private investments that will foster continued growth in Mobile’s Downtown Core and surrounding neighborhoods.

Vision Statement

One of the most critical components of the New Plan for Mobile was the open and inclusive public participation process that facilitated broad and active community engagement. The Mobile citizenry played a very active role in the identification of community issues and assets, public realm enhancements through to the final plan formulation. The result is the NEW PLAN FOR MOBILE VISION FOR THE YEAR 2020 which reads:

“In the future, the heart of Downtown Mobile will be an attractive, safe and inviting place to live, learn, play and work.

The historic boundaries that once defined the Commercial District will be expanded, with the recognition that Downtown is a collection of urban neighborhoods, each one contributing to the shared stability and health of the others. The Downtown’s established and revitalizing neighborhoods will be recognized throughout the country as fine examples of southern living, and thousands of new households will be attracted to the livability qualities of the City’s most diverse neighborhoods.

In the future, Downtown Mobile will emerge as a vibrant mixed-use district with popular family attractions and a variety of tourist destinations that draw visitors to its eclectic urban riverfront, its fabulous downtown parks, its lively festival and arts scene as well as its 300 years of History.

The expansion of economic, health care, industry and educational opportunities will establish Downtown Mobile as an employment and service hub for the Gulf Region and people of all skills and education levels will be able to find economic opportunity in Mobile.”

Community meetings were held in three different areas of the community to ensure that everyone had a chance to participate and to discuss in more detail the area in which they lived and were most familiar with. Input from all the meetings was incorporated into the final overall plan.

Planning Structure

The New Plan for Mobile targets strategies and initiatives for optimizing:

- Future land use,
- The land-based and water-based visitor experience,
- The transportation networks,
- The community identity,
- Equity in community resources,
- Linked public realm amenities, and
- Leverage between public spending and private investment.

The Plan focuses on four key topic areas:

- Urban design, neighborhood conservation and creation,
- Economic development, market feasibility, business retention and financial implementation,
- Historical resources and cultural heritage, and,
- Transportation, parking and infrastructure.

Managing the planning effort required that the overall geographic area of study be subdivided into “study zones”:

**Zone 1: The Downtown Core and Midtown Commercial Districts** - This study zone includes the Mobile Waterfront Core, DePot Square District, Lower Dauphin District, Church Street East District, as well as three Midtown West Commercial Corridors - Government St, Dauphin St & Springhill Ave, which relate to the Oakleigh District, Leinkauf and Old Dauphin Way District.

**Zone 2: The Midtown North Neighborhood and Commercial Corridors** - Dr. Martin Luther King Jr. Avenue, St. Stevens Road and Beauregard Street Neighborhood(s).

**Zone 3: The Midtown South Neighborhoods and Commercial Corridors** - Michigan Avenue, Virginia Street, Broad Street and Washington Avenue Neighborhood.

These study zones were established to facilitate a more inclusive public engagement process. The results give the New Plan for Mobile effort a cohesive, unified vision for the Downtown Core, riverfront, and surrounding neighborhoods.

It is important to note that every strategy, initiative, goal and action outlined in the Implementation Matrix can be traced back to issues and concerns raised by Mobile’s community and stakeholders. Every stage of the planning process took into consideration what residents had to say about the historic, social, and economic challenges they want to overcome, and their opportunities for the future. The result is a set of defined initiatives which guide a course to the desired future.

Critical Findings

The following points represent the critical development and market findings and needs that should be addressed to continue Downtown’s revitalization and growth.

- Private sector investment is lacking, with significant stakeholder issues regarding planning and permitting.
- The Retirement Systems of Alabama (RSA) accounts for more than 80% of recent Downtown investment.
- An increase in demand for all types of housing, but especially condominiums and apartments, could result from the new ThyssenKrupp steel mill development.
- Ease of access to the mill makes Downtown (and surrounding neighborhoods) an attractive location.

Currently there is the appropriate housing stock in place to appeal to higher income households.

- New housing opportunities for modest-income households need to be increased throughout the Downtown, particularly in the neighborhoods north and south of the Core Business District (CBD).
- The lack of specialty retailers and sidewalk cafes limits the (Downtown) corridor’s appeal to families, cruise ship passengers, hotel guests and day trip visitors.
- Special events Downtown, and especially the investments in the Saenger Theatre and Crescent Theater, have added pedestrian traffic in the Core Business District (CBD) and entertainment corridor along Dauphin Street.
- Currently, Mobile’s Downtown lacks the synergy of uses and physical connections to make downtown a bigger attraction.

The new maritime museum is scheduled to open on the Mobile Waterfront in 2011 or early 2012 and should draw between 100,000 and 200,000 visitors per year; and, with plans to also house transportation links with a passenger ferry and an electric trolley shuttle service, the project is expected to provide the catalyst for Downtown tourism.

NEW PLAN FOR MOBILE PLAN SUMMARY

...
The additional rooms from the recently completed Battle House and Hampton Inn hotels do not meet the need for Mobile to grow and maintain its image and ability to function as a destination city.

As the employment and tourism base of Mobile continues to grow, the Downtown market may be able to support 200 to 300 additional hotel rooms over the next five to ten years.

The Civic Center functions as an important community asset, but the building is dated and does not have the potential to draw top level performers for concerts that other competitive civic centers are able to attract.

Limited aesthetic quality of public and private building structures in the planning area, diminishing investment appeal.

The City has overly deferred maintenance of public amenities and infrastructure (streetscapes, sidewalks, streets, etc.), diminishing investment appeal.

Gulf Coast storms and hurricanes have historically caused storm surges along the Mobile riverfront and up into the back water areas of Three-mile Creek and the Tennessee Street ditch which have inundated portions of the Bottoms neighborhood, the HOPE VI neighborhood, the Downtown Core and the Down the Bay and Oakdale neighborhoods.

Designated bikeways and pedestrian trails are limited to one route through the Downtown and there is a need for a much expanded pedestrian and bikeway network.

Efficient north-south traffic movement and connections through the Downtown are limited, resulting in greater impacts on the surrounding neighborhoods streets. The initial conversion of one-way streets to two-way streets has helped to calm traffic and increase visibility to key areas of the Downtown Core.

**Critical Recommendations**

The following points represent the critical development and market recommendations that should also be addressed to continue Downtown’s revitalization and growth.

- The City of Mobile should work in close partnership with the RSA in the future to leverage greater private investment in collaboration with public investments.
- In the future, public investments should be designed to leverage private sector investment, by using performance-based public/private partnership agreements with developers to leverage private sector led redevelopment efforts through more strategic use of limited public funds which are targeted towards specific project elements that have a direct public benefit, but also benefit the private development, making it financially feasible.
- A combination of new condominiums and apartments are needed to capture new, higher income households Downtown.
- New housing development and rehabilitation opportunities targeted for more modest income households needs to occur throughout the Downtown submarket, particularly in the neighborhoods located to the north and south of the CBD in order to reverse declining conditions and to attract more economically diverse households, particularly new homeowners.
- It will be imperative for the Downtown to pursue a more balanced and complementary business mix in order to widen its appeal to a greater number of people and market segments.
- Support for completion and continuation of the Downtown waterfront development is vital to the growth of the Downtown area business, tourism, entertainment, and hospitality markets.
- Major renovations to the Civic Center, or a completely new facility, are necessary in order for this operation to remain competitive.
- Investment needs to continue in improving building conditions and the aesthetics of the study area (streetscaping, sidewalk repair, infrastructure, etc.), and in the marketing of Downtown as a place to live, work and play for the area to realize its full economic potential.
- Continued development Downtown and of the North and South Midtown residential areas within the lower elevation storm surge zone will have to employ flood mitigation construction techniques to avoid future damage and neighboring impacts on the Mobile floodplain.
- Depending on economic conditions some flood prone sites within the North and South Midtown residential areas may be better designated for organized open space rather than residential infill development.
New Plan Initiatives

Analyzing and planning for the New Plan for Mobile revealed and documented an overwhelming number of items to be addressed, especially in the areas that have been neglected by deferred planning, design and maintenance. For this reason, the planning approach worked with City leadership and citizens to identify concentrated areas of greatest need and/or opportunity in the Downtown Core and Midtown Neighbhborhoods, and focus on initiatives that would best improve, enhance and revitalize those areas.

The New Plan for Mobile identifies sixty-nine (69) initiatives for the overall planning area:

- Twenty-eight (28) total initiatives were developed for the Downtown Core and Midtown West Corridors, which include:
  - Sixteen (16) initiatives for the Downtown Core and Riverfront (DCR)
  - Twelve (12) initiatives for the Midtown West Corridors (MW), and
  - Five (5) supplemental alternative approaches for the following initiatives:
    1) Alternative “Skyline District Development Initiative”
    2) Alternative “Riverfront Development Initiative”
    3) Alternative “MLK Avenue Neighborhood Initiative”
    4) Alternative “Civic Center Initiative”
    5) Alternative “Ft. Condé Development Initiative”.

- Twenty Nine (29) total initiatives were developed for the neighborhood areas surrounding the downtown core:
  - Fifteen (15) for the Midtown North Neighborhood and Commercial Corridors (MN),
  - Fourteen (14) for the Midtown South Neighborhoods and Commercial Corridors (MS)

Thirteen (13) Community-Wide (CW) policy-based initiatives promote greater neighborhood stewardship, quality-of-life improvements, and add opportunities for responsible growth. Seven (7) of the Community-Wide initiatives specifically focus on the overall Transportation, Parking and Infrastructure support systems that are needed for Mobile to continue see downtown and neighborhood advancement.

To begin implementing these recommended initiatives, a matrix of prioritized goals and actions for
NEW PLAN FOR MOBILE
Plan Summary

PRIORITY INITIATIVES

a. Mobile Riverfront Loop and Dauphin Landing
b. Fort Condé Village Expansion and I-10/Canal Street Interchange Reconfiguration
c. Dauphin Street / St. Francis Street Retail, Arts & Entertainment District
d. Spanish Plaza Mixed Use Event and Entertainment Village
e. Downtown Mobile Medical Technology Corridor
f. Hickory Street Sports Academy and Community Park - Landfill Redevelopment and Reuse
g. MLK Avenue East Gateway Commercial - Mixed-Use District
h. MLK Avenue West Mixed-Use Commercial Neighborhood Center
i. The Bottoms and Campground Neighborhood Revitalization
j. Ladd–Peebles Stadium Surface Parking Expansion and Supporting Mixed-Use Development
k. Increase Low and Moderate Income Homeownership in Neighborhoods with Expanding Historic Districts
l. Create Mixed-Income Neighborhoods
the highest priority initiatives has been developed. For each action, this Implementation Matrix identifies the possible lead public and private organizations, the potential length of time it may take to implement, and a conceptual cost estimate. The number of action projects within each cost and timing category are summarized below.

Priority Initiatives and Implementation Actions

The following twenty (20) Priority Initiatives represent the highest priority interests which address many of the revitalization priorities and goals identified by the residents and businesses of Mobile. These initiatives contain efforts which are not immediately implementable and could take many years to accomplish. Within the Implementation Matrix, these initiatives are further defined with specific Goals and Actions.

The Priority Initiatives are also supplemented by forty-nine (49) Secondary Initiatives listed below for reference in each of the appropriate geographic areas and further defined in Section 2: New Plan for Mobile Goals, Vision and Implementation Initiatives.

Downtown Core & Riverfront (DCR) Priority Initiatives

DCR Priority Initiative 1: Mobile Riverfront Loop and Dauphin Landing Development - This initiative suggests completing the existing waterfront riverwalk promenade and boat landing at the north side of the Convention Center and linking it with an expanded Downtown Arts & Entertainment District that stretches from the existing Lower Dauphin and Conti Street areas to include a newly rediscovered St. Francis Street/St. Michael Street commercial corridor.

DCR Priority Initiative 2: Ft. Condé Village Expansion and I-10/Canal Street Interchange Reconfiguration - This initiative suggests an expansion of the Ft. Condé Village that stretches beyond the limited number of uses and activities that can occur within the current property footprint. In the future, this area could be redeveloped as a living, working, and tourist destination district linking the south waterfront with the Central Business District and surrounding Church Street and Down the Bay neighborhoods.

DCR Priority Initiative 3: Dauphin Street/St. Francis Street Retail, Arts & Entertainment District - This initiative suggests that the Lower Dauphin (LoDa)
NEW PLAN FOR MOBILE

Plan Summary

URBAN DESIGN POLICIES & INITIATIVES

Goal: To focus on improving deferred maintenance needs for public streetscapes, lighting, parks, and
To expand the Downtown Arts and Entertainment District by Reinforcing and Expanding the Existing
Action 1: Establish maintenance and operational funding source and program to address public
reimbursement for streetscapes, parks and plaza, pop-up landscaping, lighting and site furniture repairs and replacement, i.e. Downtown streetscape funding issues
Action 2: Following the Downtown Streetscape Design/Implementation landscape improvements along Frances Street and key connecting side streets with Downtown Street Art installed in the Market Plan mapping for the Downtown core

Plan Summary

District in
fluence, funding, programs, management
and public realm improvements should be extended one block to the north, encompassing Francis Street, to create a larger Arts & Entertainment District and walking loop that could help to transform the underutilized areas northwest of Bienville and Cathedral Squares.

DCR Priority Initiative 4: Spanish Plaza Mixed Use Event and Entertainment Village – This initiative suggests the future improvement and use of the Mobile Civic Center Theater building and potential redevelopment of the south side Civic Center parking lot. Two development concepts have been included in the New Plan for Mobile; one with and without the Civic Center. Remaining in place, to show the full range of redevelopment potential for this key downtown site.

Midtown West Corridors (MW) Priority Initiatives

MW Priority Initiative 1: Create a “Downtown Mobile Medical Technology Corridor” – This initiative suggests that the City seek a partnership

Downtown Core & Riverfront (DCR) Secondary Initiatives

DCR Secondary Initiative 1: Skyline Gateway Office District - Preferred & Alternative Development Plans
DCR Secondary Initiative 2: Royal Street, St. Joseph Street, Emanuel Street Hospitality & Attractions Mixed-use Loop
DCR Secondary Initiative 3: St. Louis Street Business Corridor
DCR Secondary Initiative 4: Northeast Intown Research & Development, Employment Campus
DCR Secondary Initiative 5: Northwest MLK Avenue Gateway Neighborhood
DCR Secondary Initiative 6: Broad Street Intown Commercial Corridor
DCR Secondary Initiative 7: Bienville Square Commercial Mixed-use Center
DCR Secondary Initiative 8: Downtown Transit Transfer Center & North-South Shuttle Loop
DCR Secondary Initiative 9: Government Street Infill Development with Barton Academy Cultural Arts Center
DCR Secondary Initiative 10: Proposed Courts Complex Expansion
DCR Secondary Initiative 11: Church Street East Infill Residential
DCR Secondary Initiative 12: HOPE VI Commercial Redevelopment
of interests to create a Downtown Mobile Medical Technology Corridor for the purpose of capitalizing on and expanding the presence of the current medical cluster, anchored by the University of South Alabama, College of Medicine along Spring Hill Avenue.

Midtown West Corridors (MW) Secondary Initiatives

- MW Secondary Initiative 5: Consider Medium-Density Residential Infill and Redevelopment of Isolated and/or Vacant Commercial Parcels on the Corridors, i.e., Senior Living and Retirement Communities.
- MW Secondary Initiative 6: Reinforce Clustered Commercial/Office Areas Along the Corridors through Controlled Zoning and Land Use.
- MW Secondary Initiative 7: Increase the Connectivity and Walkability of Commercial Serving Areas with Surrounding Residential Walkway and Bikeway Improvements along Key North-South and East-West Streets Linking Parks, Schools, Churches and Key Commercial Destinations.

Midtown North Neighborhood and Corridors (MN) Priority Initiatives

- MN Priority Initiative 1: Hickory Street Sports Academy and Community Park - Landfill Redevelopment and Reuse – This initiative suggests an opportunity to correct this environmental injustice and help provide new open space recreation facilities through the transformation of the landfill site into the Mobile Sports Academy complex (or equally programmed initiative), designed to foster sports education, physical fitness and personal accomplishment in the Downtown neighborhood.
- MN Priority Initiative 2: MLK Avenue East Gateway Commercial-Mixed-use District – This initiative suggests actions to reverse the negative perceptions and once again establish the MLK Avenue corridor as a successful, vibrant, commercial mixed-use street that evokes community pride in residents and business people, a new “full-time” focus on re-establishing community leadership, marketing, repair and redevelopment must be undertaken.

Midtown North Neighborhood and Corridors (MN) Secondary Initiatives

- MN Secondary Initiative 2: Spring Hill Avenue Intown East Gateway Village Commercial.
- MN Secondary Initiative 5: St. Stephens Road West Gateway Commercial Relocation & Midway Shopping Center Redevelopment.
- MN Secondary Initiative 8: Relinking Dead End Streets to Promote Connectivity and Security.
- MN Secondary Initiative 10: Broad Street Intown Commercial Corridor.
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<thead>
<tr>
<th>Priority Initiative 1 - Implementation Matrix</th>
<th>Implementation Lead</th>
<th>Implementation Timing</th>
<th>Estimated Cost</th>
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<td>Midtown North Neighborhoods</td>
<td>Public</td>
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<td>3-10 Years</td>
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<tr>
<td>1. <strong>Urban Design/Public Realm Land Use Initiatives</strong></td>
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<tr>
<td>Goal: To develop the “Mamie Street” Public Arena and Associated Community Park in the Old Sets of Midtown North</td>
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<tr>
<td>Action 1: Conduct feasibility study and prepare for land acquisition to secure the area of the old dump.</td>
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<td>Action 2: Create a gateway entry to the park between the Old Sets and Mamie Street with an associated community center.</td>
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<td>Action 3: Provide for Tennis, Basketball, Baseball, Softball and Soccer / Portfolio Fields.</td>
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<td>Action 4: Provide for an Aquatic Center with possible future pool programs.</td>
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<th>Priority Initiative 2</th>
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<tr>
<td>Midtown North Neighborhoods</td>
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<tr>
<td>Goal: To develop Nodes along MLK Avenue</td>
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<tr>
<td>Action 1: Develop commercial community businesses that are tenanting on the street with associated surface parking in the back along MLK Ave, in front of the new WOFT 1st development.</td>
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<td>Action 2: Develop a commercial business rezoning program to secure occupancy of vacancies in existing businesses.</td>
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<th>Priority Initiative 3</th>
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<tr>
<td>Midtown North Neighborhoods</td>
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<tr>
<td>Goal: To develop potential sites along MLK Boulevard, Spring Road, and St. Stephens Road that can be rezoned for development</td>
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<tr>
<td>Action 1: Identify targeted development properties for acquisition</td>
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<td>Action 2: Work with residents/potential owners to acquire properties to allow for greater lot depth to accommodate larger development</td>
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<td>Action 3: Seek development partners and provide development assistance and incentives</td>
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<td>Action 4: Relocate existing businesses impacted by the redevelopment</td>
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<th>Priority Initiative 4 &amp; 5</th>
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<tr>
<td>Action 1: Redevelop existing single family homes &amp; create new markets for homeownership in the Campground Historic District</td>
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<td>Action 2: Create a 10-year plan for infill development in the Campground Historic District</td>
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<td>Action 3: Create Neighborhood Conservation District Plan</td>
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<td>Action 4: Develop revitalization plans for urban neighborhoods with overlay districts</td>
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<tr>
<td>Action 5: Build capacity of neighborhood leadership to support three in-person counseling &amp; community improvement initiatives</td>
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<th>Priority Initiative 6</th>
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Plan Summary

**Midtown South Neighborhood and Corridors (MS)**

**Priority Initiatives**

**MS Priority Initiative 1: Ladd-Peebles Stadium**

*Surface Parking Expansion and Supporting Mixed Use Development* - This initiative suggests that a large cluster of under-utilized and vacant properties, south of Ladd-Peebles Stadium in the Maysville Neighborhood, should be redeveloped for either new clean industry employment, skilled training facilities and/or mixed-use development near the Stadium and High School. Support parking facilities for Stadium events were also suggested as part of the future site redevelopment.

**MS Priority Initiative 2: Incentives to Increase Low and Moderate Income Homeownership**

- **MS Priority Initiative 2:** Incentives to Increase Low and Moderate Income Homeownership in Neighborhoods with Expanding Historic Districts - This initiative suggests a Conservation District be established using the expanded Leinfauf Historic District revitalization as a model that includes a newly adopted design features regulations considering the socioeconomic make-up of the Maysville Neighborhood. It is also important to build up the capacity of neighborhood organizations as part of the overall redevelopment.

**MS Priority Initiative 3: Encourage Creation of Mixed-Income Neighborhoods - Target Areas**

- **MS Priority Initiative 3:** Encourage Creation of Mixed-Income Neighborhoods - Target Areas Maysville Neighborhood & Oakdale - Baltimore - Taylor Park Residential Neighborhood - This initiative suggests the development of new infill single-family homes and the renovation of vacant houses providing workforce housing for employees being generated by new industry locating in the greater Mobile area. It is also recommended that the neighborhood establish design standards for both new construction and renovated houses, and building a community support group to ensure long-term sustainability of this new neighborhood.

This initiative also suggests the residential redevelopement of the area around Taylor Park for new low-rise apartment building frontage on the park and new single-family detached homes located along Goros, and Kentucky Streets. The Taylor Park Residential project would be a catalyst project to an overall Oakeadale/Baltimore Neighborhood Revitalization Initiative, like that described for Maysville above.

**Midtown South Neighborhoods**

**ECONOMIC DEVELOPMENT & COMMERCIAL REVITALIZATION**

**Goal:** To increase employment opportunities along Broad, Virginia, and Michigan corridors that would accommodate neighborhood-serving retail and service businesses and also serve the needs of people attending events at Ladd-Peebles Stadium.

- **Action 1:** Provide for additional commercial development in the vacant or underutilized sites adjacent to Ladd-Peebles Stadium.
- **Action 2:** Create a targeted enhancement program to reinforce the existing commercial base and create a unified business corridor image and quality.
- **Action 3:** Identify and recruit targeted businesses for major corridors.

**MS Priority Initiative 1: Ladd-Peebles Stadium**

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**ECONOMIC DEVELOPMENT & COMMERCIAL REVITALIZATION**

**Goal:** To increase opportunities for homeownership.

- **Goal:** To increase opportunities for homeownership.

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**ECONOMIC DEVELOPMENT & COMMERCIAL REVITALIZATION**

**Goal:** To attract and retain employment opportunities.

- **Goal:** To attract and retain employment opportunities.

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NEW PLAN FOR MOBILE

Midtown South Neighborhoods

REDEVELOPMENT INITIATIVES

Goal: To increase opportunities for homeownership.
Goal: To introduce new housing types/choices with park amenities for all age groups.
Goal: To encourage the construction and renovation of workforce housing to meet the needs of new households.

Redevelop and Create Additional Housing Opportunities Around Taylor Park

• Action 1: Extend Kentucky Street through Taylor Park to alleviate the gap in the city grid and connect an additional neighborhood on the east side of Taylor Park to create forage opportunities in the park.
  - Implementation Lead: PW
  - Implementation Timing: 1-3 Years
  - Cost: D

• Action 2: Provide for the relocation of the existing apartment complex located on the east side of Taylor Park.
  - Implementation Lead: MIB
  - Implementation Timing: 1-3 Years
  - Cost: A

• Action 3: Incorporate community building provisions among community leaders to support housing.
  - Implementation Lead: MIB, NA, CDC
  - Implementation Timing: 10+ Years
  - Cost: A

• Action 4: Construct high-rise density housing overlooking the park and additional single-family housing on the east side of it.
  - Implementation Lead: MIB, NA, CDC
  - Implementation Timing: 10+ Years
  - Cost: A

• Action 5: Create homeownership training and lending incentives to encourage centers to become homeowners.
  - Implementation Lead: MIB, NA, CDC
  - Implementation Timing: 10+ Years
  - Cost: A

Create the Bay Multi-Family Residential Revitalization Initiative

• Action 1: Prepare a detailed plan for replacing down the bay high density apartments with lower density.
  - Implementation Lead: MDRP
  - Implementation Timing: 1-3 Years
  - Cost: B

• Action 2: Work with existing property owners of multi-family developments to determine interest in selling or redeveloping.
  - Implementation Lead: MDRP
  - Implementation Timing: 1-3 Years
  - Cost: A

• Action 3: Prepare solicitation for Development Partners to build lower density developments.
  - Implementation Lead: MDRP, D
  - Implementation Timing: 1-3 Years
  - Cost: B

• Action 4: Include provisions for community building as part of detailed lower density development plan.
  - Implementation Lead: MDRP, UDD, NA, CDC
  - Implementation Timing: 10+ Years
  - Cost: A

Create a Neighborhood Revitalization Initiative for the Mayville Neighborhood

• Action 1: Construct additional single-family residential homes in character with the existing neighborhood to fill the existing neighborhood void area.
  - Implementation Lead: MDRP, MDRP, UDD, NA, CDC
  - Implementation Timing: 10+ Years
  - Cost: A

Community Wide (CW) Priority Initiatives:

• CW Priority Initiative 1: Public Realm Improvements
  - This initiative is specifically intended to address deferred maintenance of public spaces in the Downtown by reconnecting the existing open spaces and neighborhood destinations with proposed new neighborhood amenities through a clear network of improved tree-lined streets, bikeways and walkways.

• CW Priority Initiative 2: Seek Creation of a New Mobile Bay Applied Learning Center
  - This initiative suggests the creation of a Mobile Bay Learning Center, centrally located in the region to allow workers to gain the skills and retraining they need, in a variety of occupational categories, on a schedule they can maintain. Organizational flexibility, training efficiency and expedience are key components of this initiative whether it be pursuit of a general degree, certificate or specific training needs of individual companies in the Mobile area.

• CW Priority Initiative 3: Roadway Condition Improvements Through Pavement Management System
  - This initiative suggests efficiently improving the condition of Mobile’s roadways through the development of a Paving Management System (PMS) to manage and prioritize pavement maintenance and rehabilitation actions for long-term implementation based on need and potential economic spin-off gain.

• CW Priority Initiative 4: Drainage Improvements
  - This initiative suggests the preparation of a new comprehensive drainage strategy for the downtown area with a goal of providing adequate drainage to facilitate future development without danger of localized flooding.

• CW Priority Initiative 5: Parking Improvements
  - This initiative suggests long- and short-term parking improvements for the downtown parking areas inside of the Hank Aaron loop which are required to sustain current development and to accommodate future development. Recommendations include, but are not limited to: Parking Authority creation and funding, new design criteria/code amendments, adjusted parking management techniques and restriping of on-street parking resources.

• CW Priority Initiative 6: Transit Service Improvements
  - This initiative suggests providing more frequent and direct transit service to the downtown area by establishing smaller transit loop linkages from the Downtown Core to the immediate surrounding neighborhoods. Bus stop locations throughout the downtown area could also be improved by adding...
benches, shade structures, trash receptacles, and posting route information.  

CW Priority Initiative 7: Transportation Network Improvements – This initiative suggests a series of improvements for the downtown roadways including; improved north-south traffic corridors, reconfiguration of the I-10 interchange, intersection realignments, road narrowing with parking, access management and traffic redistribution efforts.

Midtown South Neighborhood and Corridors (CW) Priority Initiatives:

- CW Secondary Initiative 1: Establishing Neighborhood Conservation Zones and Guidelines
- CW Secondary Initiative 2: Green Building Principles and LEED Certification Building Incentives
- CW Secondary Initiative 3: Secondary Pedestrian and Bike Facilities Initiatives

Moving Forward

Implementation of the New Plan for Mobile will require significant organization and resources. Priority “first steps” are recommended to start the process of bringing the New Plan to life.

Step 1 – Formal Adoption of the New Plan for Mobile. The first step of implementation requires formal adoption of the New Plan for Mobile as the master plan document guiding policies, economic development efforts, redevelopment and growth for the defined geographic planning area. This will require presentation and approval of all involved Commission and adoption by the City Council.

Step 2 – Establish Implementation Organization Structure. Commensurate with the formal adoption process, it is necessary to establish an organizational framework and to focus management resources adequate to address funding and project planning.

Step 3 – Initiate Activities Related to Marketing, Recruitment and Coordination. Recommended “First Step” Goals

1. Create an Organization with the Powers and Authorities Required to Implement Complex Projects.
2. Undertake Key Site Redevelopment Projects Important to the Renewal of Downtown Mobile.

Implementation Management Structure:

The public operations of the City do not currently possess the organizational capacity or necessary expertise to carry out some of the more complex real estate development initiatives. Additionally, the cost and possible controversial and/or political nature of some recommended redevelopment projects may make it difficult for elected officials to implement. To successfully implement the more complex elements recommended by the New Plan for Mobile, the City will need to create an organization that has the power and authority to implement large-scale redevelopment projects.

It is recommended that a Mobile Downtown Redevelopment Partnership (MDRP) be created in accordance with Section 11-54A-9 of the Code of Alabama. This “MDRP” shall be governed by a board of directors and managed by a full-time redevelopment executive director and staff.

The MDRP shall be governed by a board of directors and managed by a full-time redevelopment executive director and staff. Other operating overhead expenses would be in addition to these costs (e.g., rent, insurance, supplies, etc.). In the short-term, however, the MDRP may be able to operate on a reduced staff with shared administrative staff from the Downtown Alliance.

If followed, the New Plan for Mobile implementation strategy and implementing structure will make this a dynamic plan which truly guides change and advancement in the Mobile Community. All of the good work, input and ideas gleaned from the Mobile community through the public planning process and incorporated herein have made for a great New Plan for Mobile; however, the Plan is only going to be successful if it is substantially implemented over the next 10 to 15 years. Mobile is now better equipped and positioned to compete with urban centers throughout the US for positive growth and sustainability in an ever changing marketplace.