

APPENDIX G

**FUTURE
LAND USE PLAN**

— AND —

**MAJOR STREET
PLAN**

MAY 2017



**Dover, Kohl
& Partners**



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INTRODUCTION



ONE WAY

s Jackson St

RESERVED
PARKING
3 HOUR
LIMIT

HEROES
SPORTS BAR & GRILL

267
25

USA
TODAY

INTRODUCTION

Map for Mobile lays out an exciting vision for the City of Mobile’s long-term preservation, revitalization, and growth. The core values that guide the plan, expressed through a robust public process, include a stronger, mixed-use downtown, supported by diverse and connected neighborhoods, businesses, and open spaces. The Map for Mobile Development Framework Map delineates areas of the City according to the predominant form of development of a specific area, or “Development Area.” The development framework maps and development areas matrix in Map for Mobile describe the form that development should take. Together, these tools lay the foundation for the Future Land Use Plan (FLUP) and for the zoning and regulatory structure.

Mobile’s Major Street Plan (MSP) is part of the City’s Comprehensive Plan and Transportation Plan. It was adopted in 1968 and has been amended over the years, including most recently in 1998. The MSP reflects the City’s long range vision and plan for transportation and should be consistent with Map for Mobile and the Metropolitan Planning Organization (MPO)’s Long Range Transportation Plan.

In 2016, the City retained a consultant team led by White & Smith, LLC to lead the update to the City’s Future Land Use Plan, Major Street Plan, and Zoning and Subdivision Codes to guide the implementation of Map for Mobile. This report includes the updated Future Land Use Plan and Major Street Plan.

RATIONALE FOR THE FUTURE LAND USE PLAN + MAJOR STREET PLAN UPDATES

Map for Mobile sets a strong foundation for the update of the FLUP—previously referred to as General Land Use Plan—and MSP, as it does for the Zoning and Subdivision Regulation Ordinances. The Plan establishes a long-term vision and broad goals and policies for the City’s future, with the Development Framework describing the form that growth and development should take over the next decades to make the long-term vision a reality.

The Map for Mobile Development Framework, consisting of two maps, includes categories for development corridors and centers broken down into four character descriptions: Urban, Traditional, Suburban, and Edge. The framework also classifies the areas that surround the corridors and centers into more traditional land use categories: Waterfront; Downtown; Traditional and Suburban Neighborhoods; Industrial; and Institutional. Wetlands and Parks/Greenspace are shown as overlays on

the Development Framework. Map for Mobile includes policies that describe, in general terms, the type of growth and development that is to occur in each area. For example, there is an emphasis on compact infill and a mix of uses in downtown, while traditional centers and corridors focus on mixed housing types and neighborhood scale retail and services.

While Map for Mobile states that the Development Framework acts “similarly to a more traditional future land-use

Charrette #2
Participants discuss
Future Land Use options
during Charrette #2

map” (Map for Mobile, p. 6), the two maps contained in the Framework are more conceptual than a typical future land use map. This gives the city flexibility to guide growth “...not strictly according to use but according to character” (Map for Mobile, p. 28). However, the framework maps cannot, on their own, be conclusively applied to the determination of consistency in the review of rezoning and development proposals. Similarly, the Plan’s Proposed Street Typologies Map and accompanying policies provide a sensible but high-level policy framework for future citywide mobility.

The new FLUP and MSP strike a balance between the aspirations of Map for Mobile and the reality

of market dynamics and existing development, and between the broad-brush stroke of the Development Framework maps and the detail of a zoning map.

The new FLUP promotes a modern, efficient integration of compatible land uses and strong placemaking qualities (as envisioned by Map for Mobile). Likewise, the MSP policies are oriented toward respecting and enhancing community character and quality of life by helping to create exceptional street environments and viable, accessible transportation options. The updated plans will guide development of the code update and will inform the development review and approval process for the City of Mobile.



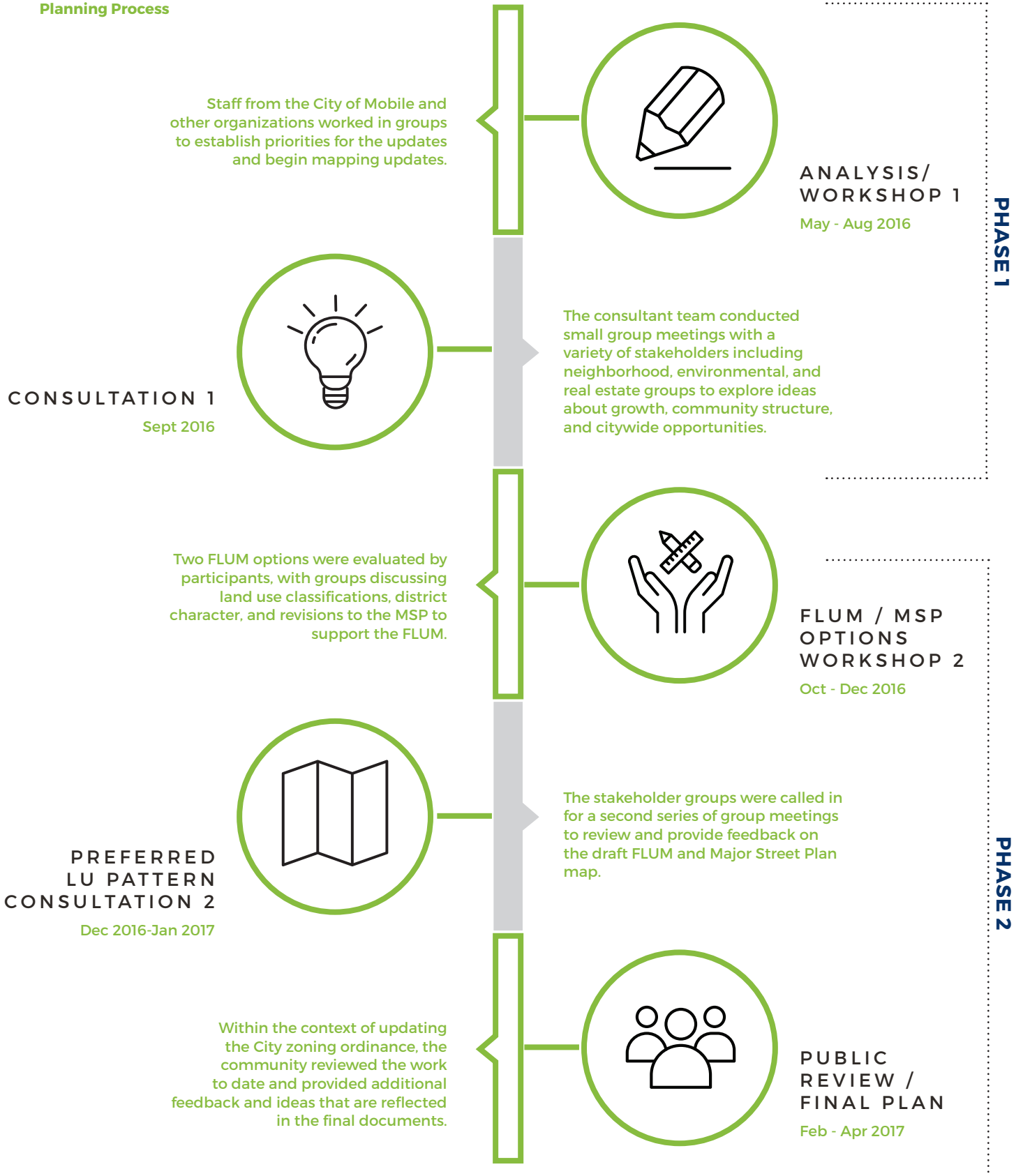
THE PROCESS

The update to the FLUP and MSP occurred over two phases, and served as an initial step in the overall update to the City's zoning and subdivision codes.

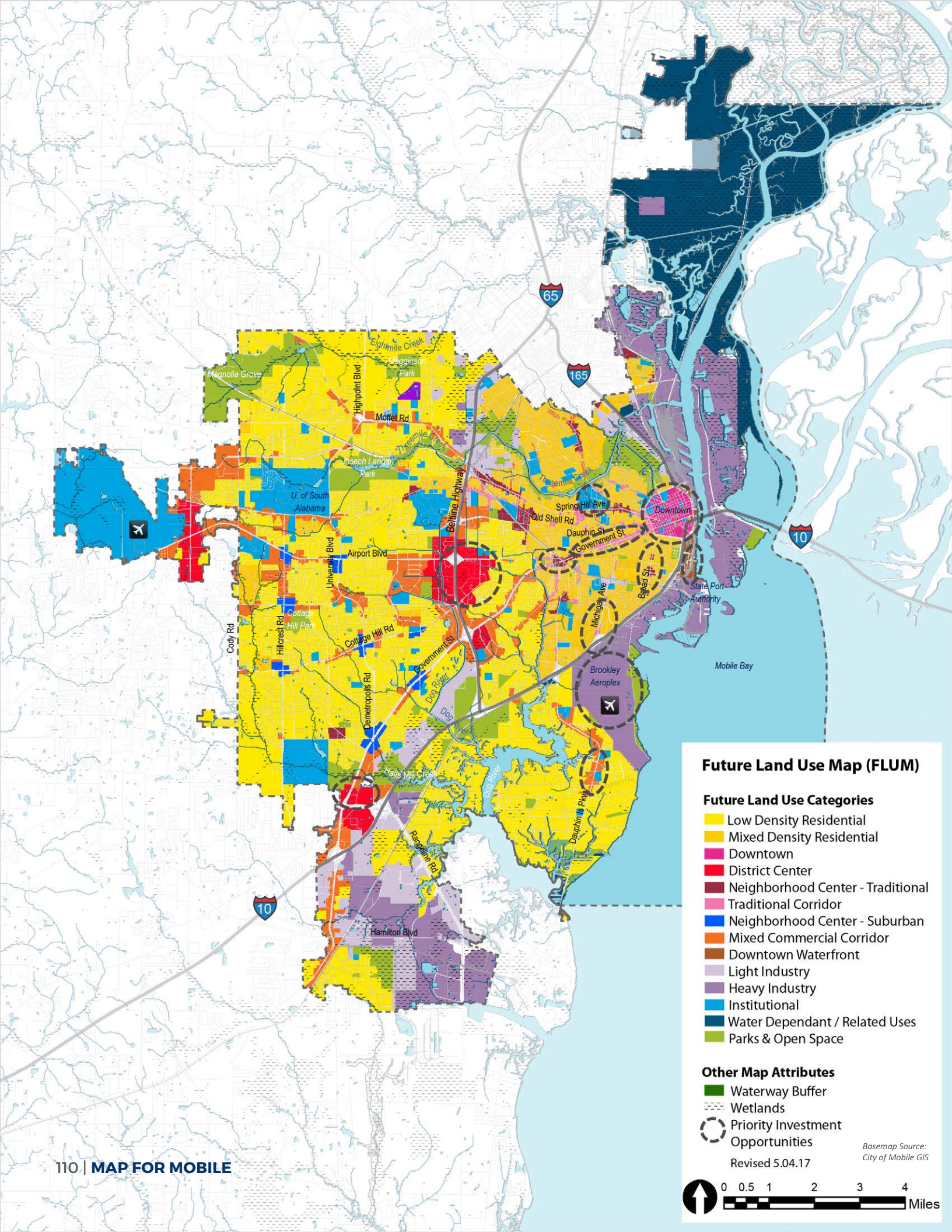
During Phase 1 of the update, the Consultant team worked with City Staff and external agencies to analyze existing opportunities and challenges for growth and development, factors impacting the trends that are occurring in Mobile, and priority areas for investment. (See Supporting Documentation for Analysis Maps)

In Phase 2, the team developed and evaluated two concepts for the new future land use and corresponding street network concepts, which were subsequently reviewed by the public and refined for use in the final plan updates. (See Supporting Documentation for a description of activities)

Figure 1. The Planning Process



THE FUTURE LAND USE PLAN



Future Land Use Map (FLUM)

Future Land Use Categories

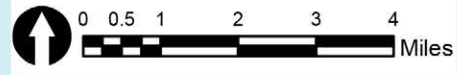
- Low Density Residential
- Mixed Density Residential
- Downtown
- District Center
- Neighborhood Center - Traditional
- Traditional Corridor
- Neighborhood Center - Suburban
- Mixed Commercial Corridor
- Downtown Waterfront
- Light Industry
- Heavy Industry
- Institutional
- Water Dependant / Related Uses
- Parks & Open Space

Other Map Attributes

- Waterway Buffer
- Wetlands
- Priority Investment Opportunities

Revised 5.04.17

Basemap Source:
City of Mobile GIS



THE FUTURE LAND USE MAP (FLUM) + DESIGNATIONS

The FLUM is the primary guide to the future physical development of the City of Mobile. The map and its corresponding land use designations describe the desired types, intensity and spatial arrangement of the City's land uses to achieve the vision described in Map for Mobile.

The map is conceptual. The principles and guidelines provided by the FLUM are implemented through the Zoning Ordinance, specifically the zoning districts and related regulations. The FLUM specifies the desired development pattern for

Mobile through a categorical land use system, which describes the location, type, and intensity of development and redevelopment for each land use district. The Mobile Future Land Use Designations follow.

Figure 2. Future Land Use Map (FLUM)

Residential Land Use

LOW DENSITY RESIDENTIAL (LDR)

This designation applies to existing residential neighborhoods found mostly west of the Beltline or immediately adjacent to the east side of the Beltline.

The primary land use in the LDR districts is residential and the predominant housing type is the single-family housing unit, detached or semi-detached, typically placed within a street grid or a network of meandering suburban streets. The density in these districts ranges between 0 and 6 dwelling units per acre (du/ac).

These neighborhoods may also contain small-scale, low-rise multi-unit structures at appropriate locations, as well as complementary retail, parks and civic institutions such as schools, community centers, neighborhood playgrounds, and churches or other religious uses if those uses are designed and sited in a manner compatible with and connected to the surrounding context. The presence of individual ancillary uses should contribute to the fabric of a complete neighborhood, developed at a walkable, bikeable human scale.

Low Density Residential
This photo represents a low density neighborhood in Mobile.





BEFORE

MIXED DENSITY RESIDENTIAL (MxDR)

This designation applies mostly to residential areas located between Downtown and the Beltline, where the predominant character is that of a traditional neighborhood laid out on an urban street grid.

These residential areas should offer a mix of single family homes, townhouses, 2- to 4- residential unit buildings, accessory dwellings, and low- and mid-rise multifamily apartment buildings. The density varies between 6 and 10 du/ac, depending on the mix, types, and locations of the housing as specified by zoning.

Like LDR areas, MxDR areas may incorporate compatibly scaled and sited complementary uses such as neighborhood retail and office uses, schools, playgrounds and parks, and churches and other amenities that create a complete neighborhood fabric and provide safe and convenient access to daily necessities.



AFTER

Mixed Density Residential
This Before/After illustration shows how moderate density neighborhoods may increase the mix of housing types and densities over time. Dover Kohl

Mixed Land Use

DOWNTOWN (DT)

Downtown is called out as a separate land use designation due to its distinct role, layout and fabric.

As a land use district, Downtown is the ultimate mixed-use environment. Land development and redevelopment will emphasize variety, mixed uses, and unity of form within buildings or complexes.

As the City's and region's center for commercial and service employment, Downtown supports intense development and a dynamic combination of uses: specialty and regional retail shopping and offices; business support services; urban housing at higher densities (starting at 10 du/ac); civic, educational and cultural destinations; entertainment options; and other public amenities including active and passive park space. The successful integration of a mix of housing types and densities will be critical to achieve a vibrant, 24/7, active Downtown Mobile.

Development in the DT district will focus on new, redeveloped and adaptively reused buildings that frame attractive, human-scaled streetscapes, memorable public spaces, bicycle and pedestrian-friendly streets and convenient transit access to jobs, housing and entertainment. Accordingly, certain areas of Downtown will be more intensively developed to facilitate that pedestrian orientation.



BEFORE



AFTER

Downtown
This Before/After illustration shows how density and form in downtown may increase over time. Dover Kohl

DISTRICT CENTER (DC)

This designation applies across the city to larger areas of existing mixed-use character or where such character is encouraged. These areas will include moderate to high-density residential (minimum densities of 6 du/ac) in dynamic, horizontal or vertical mixed use environments, to provide a balance of housing and employment.

District Centers generally serve several surrounding neighborhoods and may even have a city-wide or region-wide reach. As such, they are often anchored by a major commercial or institutional employer such as a shopping mall or a medical center.

Depending on location and assigned zoning, residential areas in District

Centers may incorporate a mix of housing types, ranging from mid-rise multifamily buildings containing apartments and lofts, to townhouses and detached single-family homes. Major civic cultural institutions and public spaces provide regional and neighborhood destinations.

District Centers should be designed to induce pedestrian activity, with high quality streetscapes connecting the different components of a center as well as the center to its surrounding area. DC districts may be served by transit and include development of an intensity and design that supports transit use.

District Center

This Before/After illustration shows how density and building form could change over time. Dover Kohl



BEFORE



AFTER

NEIGHBORHOOD CENTER (NC)

This land use designation applies to smaller hubs of mixed commercial, community, and recreational activity that cater to adjacent residential areas. Many of these centers exist today in some form. Therefore, the following common principles apply not just to the future development of new centers, but also to the redevelopment (wholesale or incremental) of existing centers.

General Principles for Neighborhood Centers:

- › NC should support a limited amount of commercial employment
- › NC should incorporate some residential use, which may vary in type from detached single family, townhouse, accessory and live-work units in mixed use and low-rise multifamily structures.
- › The residential density in NC designations –ranging from 4 to 10 du/ac– must be compatible in character with that of surrounding residential development, providing appropriate transitions in height, massing and other buffering from one land use district to the next.
- › The retail and housing uses should merge around vibrant, compact, accessible nodes, located at key neighborhood intersections or along short road segments.

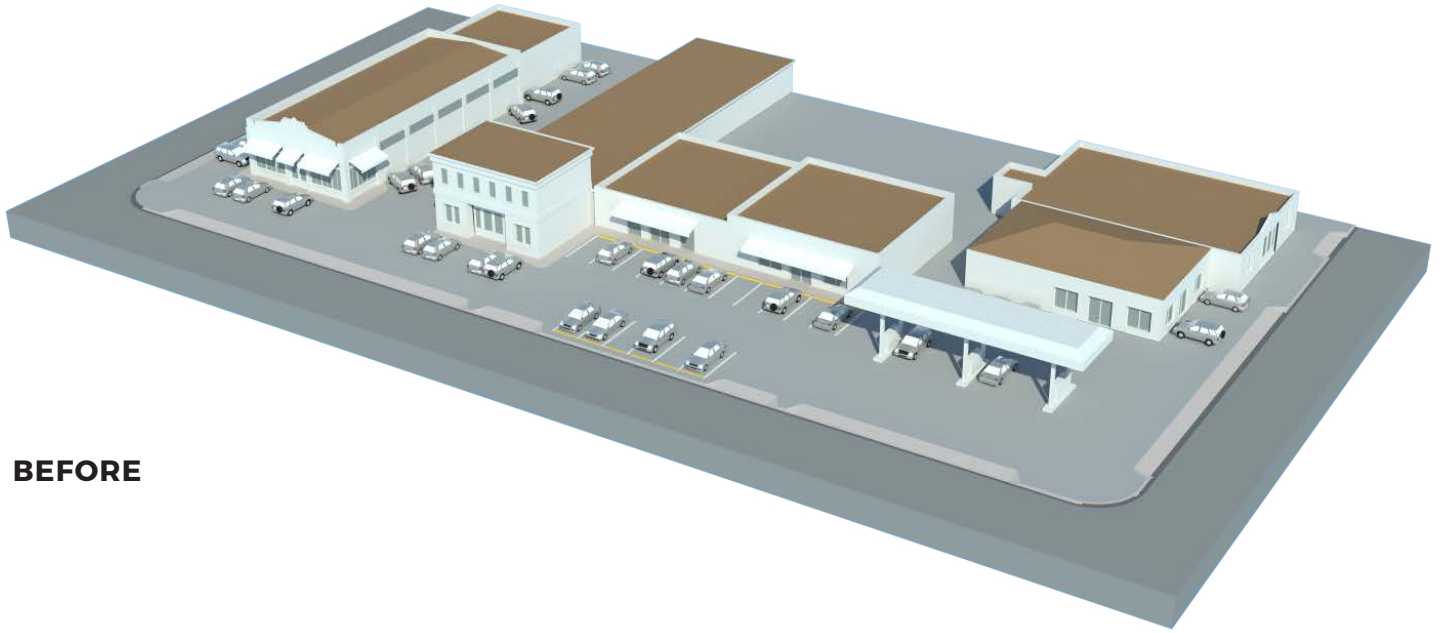
- › The NC nodes should be connected to the surrounding neighborhood and nearby public uses (e.g., schools, parks, etc.) via well-designed sidewalks and complete streets.

While the above-listed principles are common to all NC districts, the design attributes of neighborhood centers generally vary depending on whether a center is in a more “traditional” or more “suburban” context.

Additional Attributes of Neighborhood Centers:

- › **NC in traditional contexts:** These tend to be in those areas east of the Beltline and correspond to MxDR neighborhoods. In these NCs, buildings should orient to the street, with on-site parking typically pushed to the back of the site. The design qualities of the public realm are emphasized, including the provision of continuous sidewalks, tree canopy, pedestrian amenities, on-street parking and bicycle facilities where appropriate.
- › **NC in suburban contexts:** These generally are located among the LDR land use designations in the areas west of the Beltline. Where they exist, these centers currently have a more pronounced vehicular orientation. Therefore, the emphasis is on retrofitting to improve internal walkability (e.g., through the addition of sidewalks, tree canopy, protection from the elements) and external connectivity to the surrounding areas (via sidewalks, paths and trails, street crossings, transit stops, etc.) and to increase the mix and density of uses (e.g., infill of outparcels, addition of housing, etc.).

Neighborhood Center
This Before/After illustration shows how a Neighborhood Center could evolve over time.
Dover Kohl



BEFORE



AFTER

TRADITIONAL CORRIDOR (TC)

This land use designation generally applies to transportation corridors east of I-65, which serve as the primary commercial and mixed-use gateway to Downtown and the City's traditional neighborhoods (equivalent to Map for Mobile's Traditional Neighborhoods).

Depending on their location (and as allowed by specific zoning), TC designations incorporate a range of moderately scaled single-use commercial buildings holding retail or services; buildings that combine housing units with retail and/or office; a mix of housing types including low- or mid-rise multifamily structures ranging in density from 4 to 10 du/ac; and attractive streetscapes and roadway designs that safely accommodate all types of transportation – transit, bicycling, walking, and driving. In these areas, special emphasis is placed on the retention of existing historic structures, compatible infill development, and appropriate access management.





MIXED COMMERCIAL CORRIDOR (MCC)

This land use designation mostly applies to transportation corridors west of I-65 serving primarily the low-density (suburban) residential neighborhoods. MCC includes a wide variety of retail, services and entertainment uses.

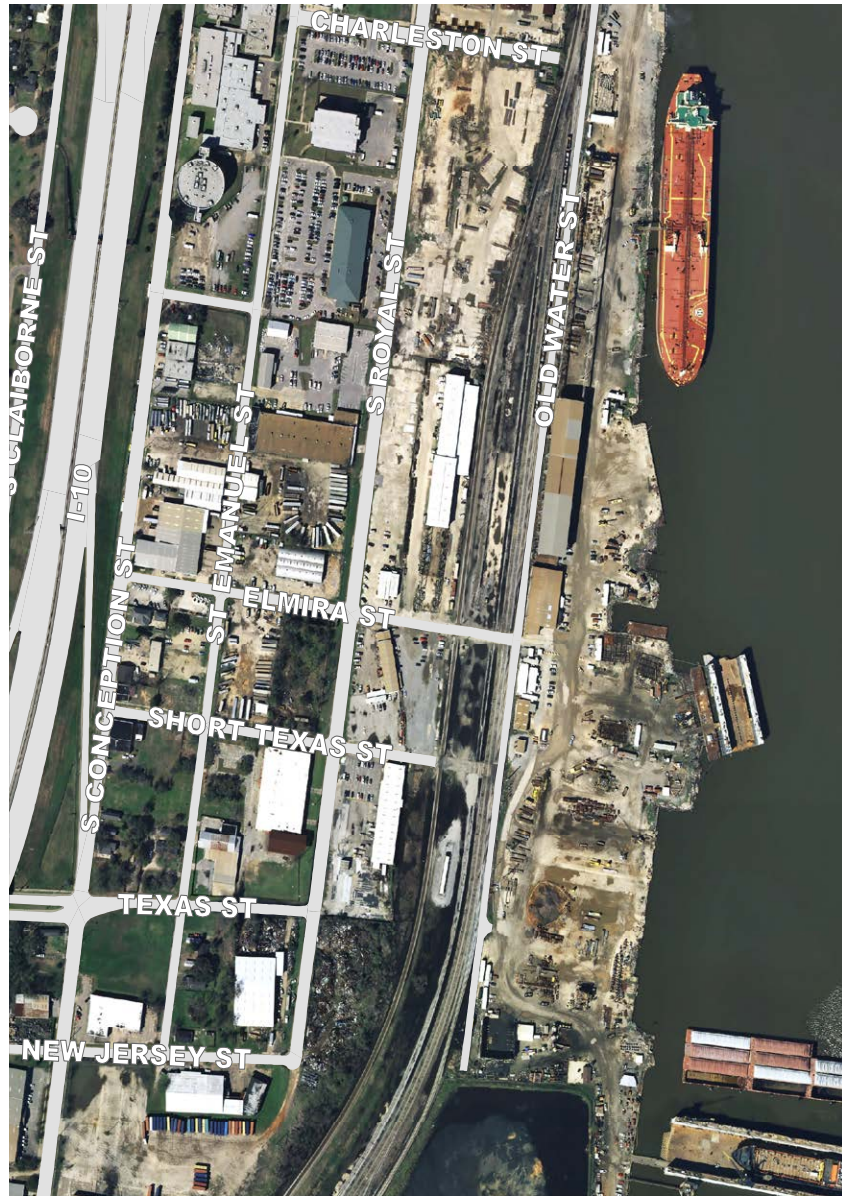
This designation acknowledges existing commercial development that is spread along Mobile's transportation corridors in a conventional strip pattern or concentrated into shorter segments of a corridor.

Over time, new development and redevelopment in Mixed Commercial Corridors is encouraged to raise design quality, improve connectivity to surrounding neighborhoods; improved streetscapes; and improve mobility and accessibility for all users of the corridor.

DOWNTOWN WATERFRONT (DW)

This land use designation applies to an area generally bound by Virginia Street to the south, I-10 to the west, Beauregard Street to the north, and the Mobile River to the east. The primary intent of this designation is to promote opportunities for expanding public waterfront access and the possibility of additional public-oriented activities to make the waterfront more inviting and safe. The area may include incremental public access improvements and amenities that emphasize internal pedestrian and bicycle connections, as well as new linkages to Downtown and the surrounding neighborhoods.

Land uses in areas designated DW include existing industrial and heavy commercial facilities, but may also include complementary businesses and public facilities, as well as open spaces and access points to enhance the enjoyment and appreciation of the natural shoreline environment.



Mobile Downtown Waterfront

Industrial Land Use

LIGHT INDUSTRY (LI)

This land use designation applies to an array of modern, low-impact industrial uses that include assembly and processing, warehousing, distribution and wholesaling facilities. The bulk of the light industrial use must be contained within a building or facility. If a light industrial use requires outside storage, the storage must be limited in area and appropriately screened from view in accordance to specific zoning requirements. This designation may also include uses such as complementary offices and retail.

LI also includes areas that may be regarded as “industrial business”, where the land uses include business administration and logistics operations for industrial concerns, building trade contractors facilities and advanced research facilities, as well as stand-alone educational, scientific and industrial research facilities, or any combination of

those facilities located in light industrial and technology parks. Many parcels used for industrial business are smaller and scattered throughout Mobile. For this reason, these parcels are not singled out in the FLUM, but rather are addressed through zoning.

Light industrial uses are characterized by attractive, accessible and connected development, compatible with the character of surrounding neighborhoods. Development may take the form of planned campuses in park-like settings or unified design corridors, with consideration to factors such as site and building orientation, building design, landscaping and buffering, lighting, continuity of pedestrian networks, access and connectivity to transit and to freight transportation.

Heavy commercial and, in some cases, high-density residential land uses may serve as transitions between LI and other, lower-intensity land use designations. Protection buffers may also be required by zoning.



BEFORE

Heavy / Light Industrial
Before/After illustrations. Dover Kohl



AFTER

HEAVY INDUSTRY (HI)

This designation applies to larger parcels primarily devoted to high-impact industrial activity which is preferably removed from residential and commercial uses. Light industry, industrial business or heavy commercial lands may separate heavy industry from other land uses.

Heavy industrial areas include collection, treatment, and manufacturing processes which use raw materials, are distinguished by the presence of noise, vibration, and/or odors, and benefit from easy access to a multimodal freight transportation network. Certain types of heavy industry are characterized by low building coverage and activities that rely on large areas of outdoor storage of raw material stockpiles and/or waste-product disposal areas, storage tanks, pipelines, and transportation yards to handle the transfer of heavy materials. The outdoor storage

areas should be screened as much as possible by the nature of the stored materials.

Land designated as HI may be underdeveloped due to the presence of wetlands on portions of the parcel. In these cases, the wetlands may serve to buffer surrounding uses from the potential impacts of the heavy industrial use. Undeveloped areas of HI parcels that have tree cover may be used as buffering between the heavy industrial use and other uses. Where buffers do not exist naturally, they should be provided as spelled out in the zoning and subdivision regulations. Open areas reserved for dredge disposal are also designated as HI and may contain wetlands.

In Mobile, port terminal facilities, docks, shipyards, drydocks, etc., are mostly owned by the State of Alabama. Although not subject to local zoning, these facilities are shown as heavy industrial uses in the FLUM.

The Port
Credit: Flickr // James
Willamor



Institutional Land Use (INS)

This designation includes land and buildings occupied by municipal and other governmental agencies for the exercise of their functions, to serve the public or provide a civic use or amenity. These include major libraries, airports, public schools and public safety facilities, but exclude parks and public open space which are identified under a separate land use classification (see below). Semi-public uses such as grammar and high schools, colleges and universities, hospitals, and other major institutions that serve the public and/or operate in a public function are included.

Note: Small-scale properties (less than 2 acres) accommodating subsidiary public and semi-public facilities, such as branch libraries, substations, satellite clinics, etc., may not be specifically called out in the FLUM under this land use designation, but may instead be considered part of the array of integrated complementary uses typically found in a residential neighborhood or a mixed-use center or corridor. The specific location and design of these complementary uses is subject to zoning.

Spring Hill College
Credit: Visit Mobile



Parks and Open Space (POS)

This designation applies to parkland maintained in a natural, semi-natural state, or developed with facilities and set aside for human enjoyment and recreation or for the protection of wildlife or natural habitats. Parks may include squares, playgrounds, playfields, gardens, greens, greenways and blueways, and other recreational areas and facilities that are accessible to the public. Open space may include any open piece of land, publicly or privately held, that is undeveloped (has no buildings or other built structures). This designation is not intended to identify public land acquisition or to prohibit the development potential of individual properties.

The designation applies to all existing and future parks and open space within the City, including both active and passive uses. Open space, including public access to water bodies, is generally consistent with all other land use categories, i.e., a park can be located within any other land use category, either incidental to a development or as part of a publicly-owned or publicly-sponsored local, community or regional park. Therefore, a Parks and Open Space designation is deemed consistent with all land use categories in the Future Land Use Map.

Bienville Square
Credit: Flickr // Jimmy Emerson, DMV



Water-Dependent and Water-Related Uses (WDWRU)

This designation applies to areas within the Mobile-Tensaw River Delta, Mobile Bay, Dog River, and associated tributaries, where potential future uses must, under normal operating conditions, be located on, in, or immediately adjacent to coastal waters in order to be physically and economically practicable, which promote Uses of Regional Benefit. It may also apply to water-related and water-enhanced uses such as marinas, complementary marine businesses, industry and warehousing, housing, restaurants, and other facilities that are open to the public and offer public access to the waters of the state.

Other Map Attributes

WETLANDS

This is an overlay that applies to areas where water covers the soil, or is present either at or near the surface of the soil for most or prolonged parts of the year. The identification of wetlands on the FLUM is consistent within the U.S. Fish and Wildlife Service National Wetlands Inventory (as identified by the City of Mobile GIS), but should be confirmed on a site by site basis for the purposes of preservation or development.

WATERWAY BUFFERS

Vegetative buffers maintained along waterways serve the purpose of stabilizing stream banks to prevent erosion, decreasing the risk of flooding, and improving water quality by reducing pollution and runoff entering waterways. The FLUM depicts a waterway buffer overlay, the width of which is established through the Zoning Code.



Wetlands

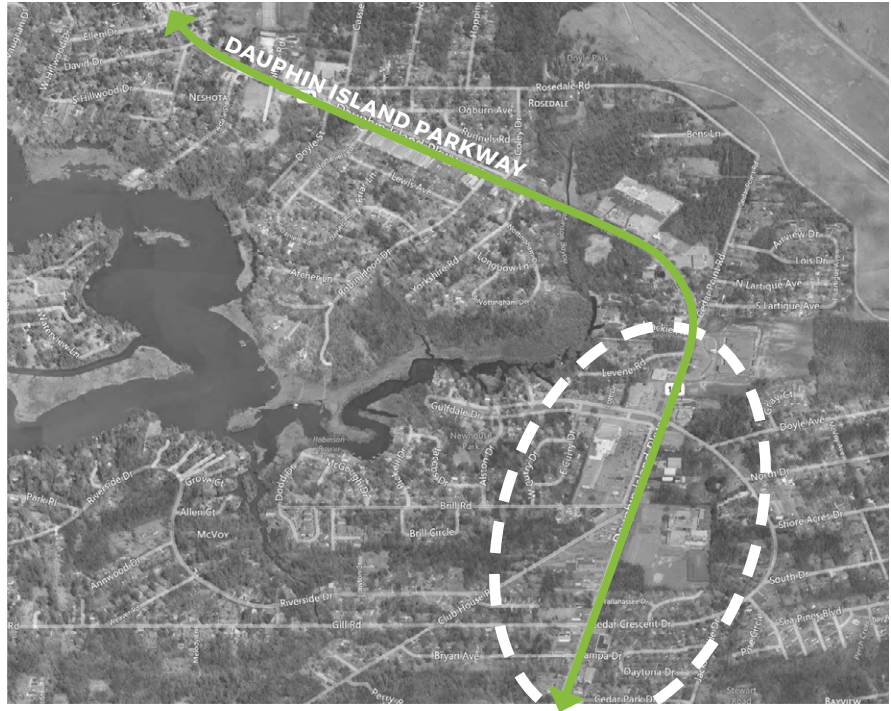
PRIORITY INVESTMENT OPPORTUNITY AREAS (PIOAS)

The FLUM also highlights eleven sectors within the city which represent “Priority Investment Opportunities.” Identification of these areas addresses goals and objectives within the Map for Mobile Framework for Growth. This Comprehensive Plan contains a Principle Statement acknowledging strategic infill and redevelopment as a core value for the City.

The identified Priority Investment Opportunity districts include the following:

› **Dauphin Island Parkway corridor, between Levine Road South and Cedar Park:**

The Dauphin Island Parkway historically served as a major thoroughfare from Mobile to the south end of the County and Dauphin Island. Businesses and residential areas flourished along this corridor during the 1940’s and 1950’s. Historically, many residents within this area found employment at the Brookley Air Field. The closure of the military base in the mid 1960’s contributed to the decline along this corridor. Additionally, in the early 1970’s the Parkway was closed at Hollinger’s Island upon construction of the Theodore Industrial Canal. The resulting lack of through-traffic along the parkway had a negative impact on the businesses located in the area.



Dauphin Island Parkway Corridor
Aerial Photograph



Dauphin Island Parkway Corridor
FLUM



Michigan Avenue Corridor
Aerial Photograph

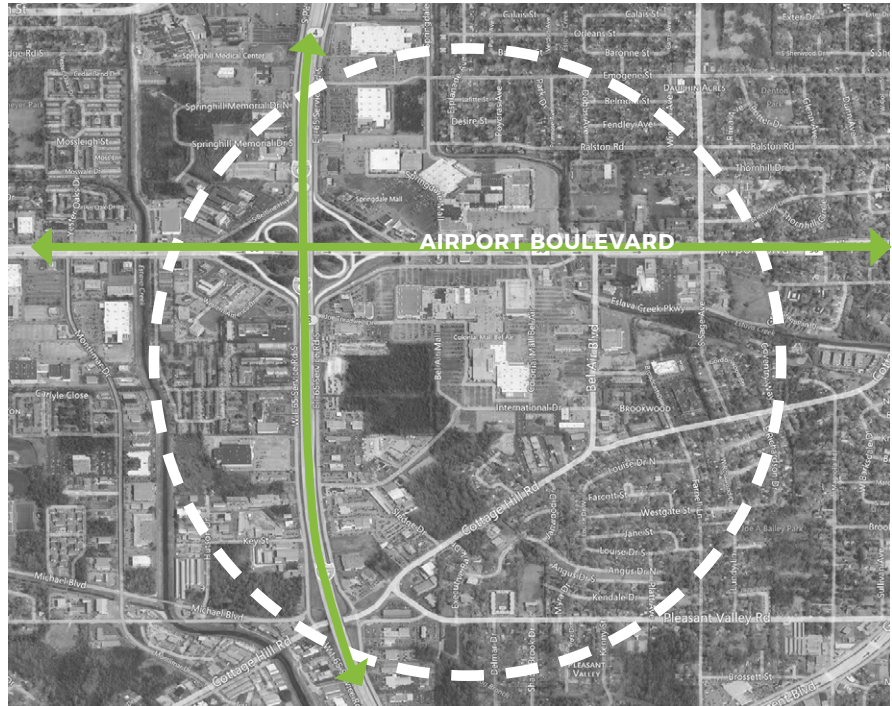
► **Michigan Avenue corridor, between Grove Street and I-10:** Michigan Avenue, one of Mobile's most historic streets, served as a primary artery connecting between downtown Mobile and the Brookley Air Field. The street corridor currently traverses mixed-income residential neighborhoods and public housing developments. The south end of the corridor abuts the RV Taylor Plaza, Boykin Tower, and Thomas James Place, which were recipients of the U.S. Housing and Urban Development's Choice Neighborhoods Initiative grant in 2015. After receiving the grant, planning efforts began for the future redevelopment and revitalization of these communities.



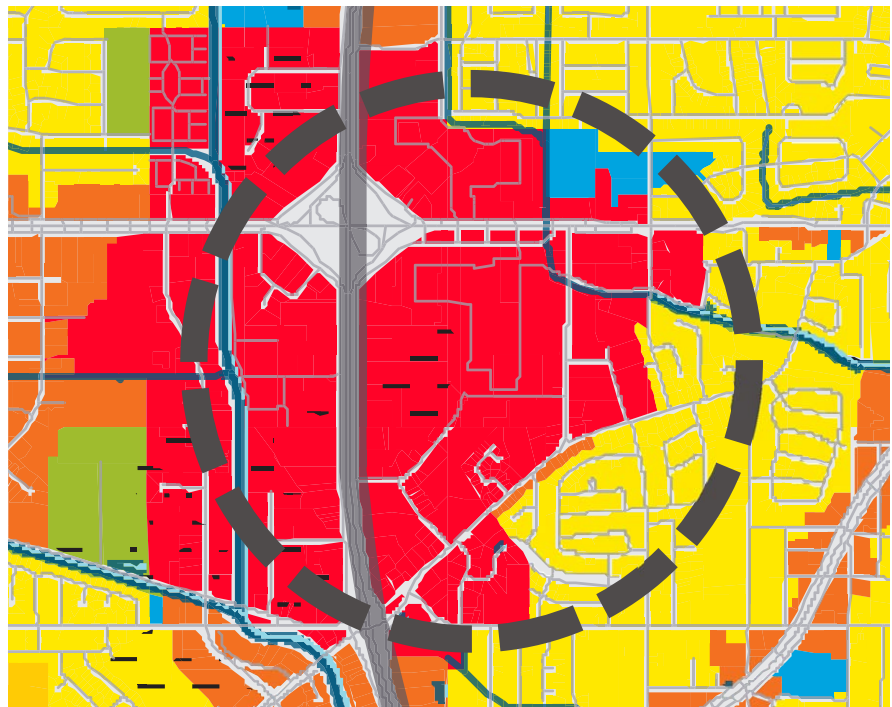
Michigan Avenue Corridor
FLUM

► **Airport Boulevard and I-65 intersection and surrounding areas:**

The areas surrounding the Airport Boulevard and I-65 intersection have developed as a significant commercial district center within the City. During the 1960's and 1970's, two indoor shopping malls flourished at this location, just east of Interstate-65. Anchor tenants historically included large retail department stores such as Sears, J.C. Penney, Gayfer's, and D. H. Holmes. Surrounding commercial development included automobile dealerships, restaurants, gas stations, hotels, mid-rise office buildings, automotive service, repair, and tire businesses, movie theaters, banks, and various retail stores. Since the 1980's, additional retail, home and garden, fast-food restaurants, wholesale club businesses, and automotive dealerships have been developed along the Beltline Highway that extends north and south of Airport Boulevard, along both sides of I-65. In line with current national trends related to indoor shopping malls, several of the large anchor tenants that flourished at these locations have gone out of business.



Airport Boulevard and I-65 Intersection and Surrounding Areas
Aerial Photograph

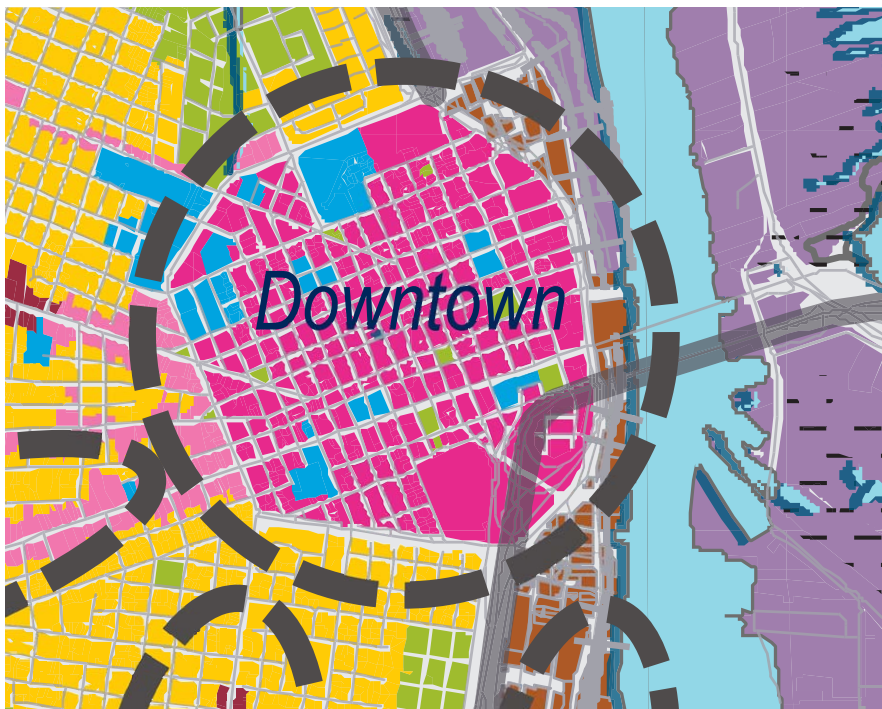


Airport Boulevard and I-65 Intersection and Surrounding Areas
FLUM



► **Downtown Mobile, inside the Hank Aaron Loop:** Downtown Mobile is characterized by a mixture of historic residential structures, traditional structure buildings, warehouses, light industrial businesses, government buildings, financial institutions, entertainment districts, and hotels. Museums, civic uses, and park areas occur along Water Street, adjacent to the Mobile River. Many vacant properties also occur within this area. Redevelopment has begun along several street corridors, including St. Louis Street. A new federal courthouse is also under construction.

Downtown Mobile, inside the Hank Aaron Loop
Aerial Photograph

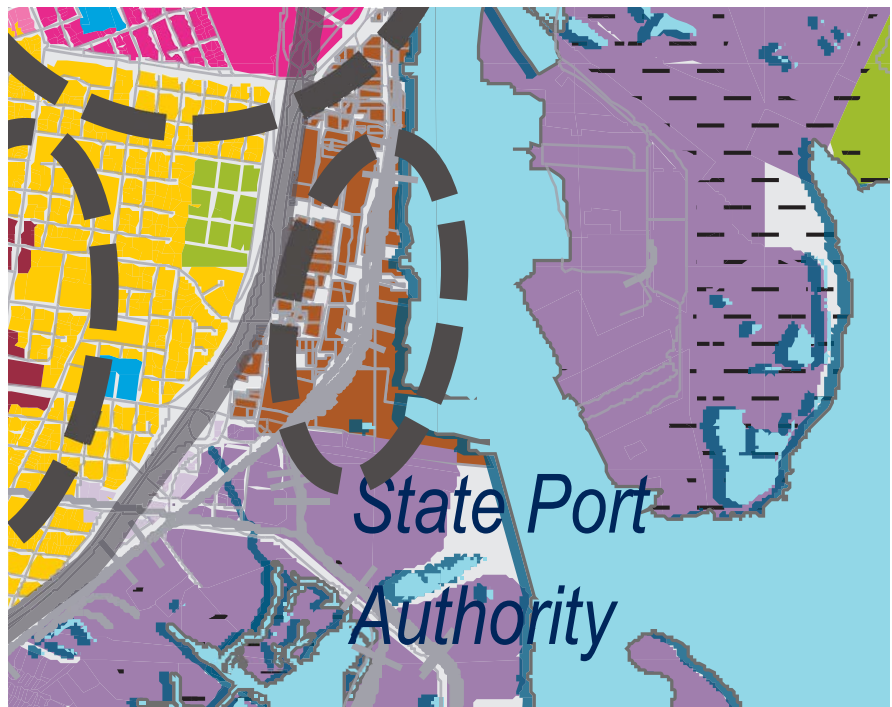


Downtown Mobile, inside the Hank Aaron Loop
FLUM

› **Downtown Waterfront District, from New Jersey Street northward to Eslava Street, east to the Mobile River:** Mobile’s downtown waterfront district is primarily characterized by port, shipyard, and other maritime activities. Additionally, several heavily used railroad lines extend through the area, parallel to the waterfront. Public and civic uses occur immediately to the north of this area, including the Alabama Cruise Terminal, the Exploreum, the Cooper Riverside Park, and the Mobile Convention Center. A planning study is anticipated concerning the re-introduction of a passenger rail terminal within the downtown waterfront.



Downtown Waterfront District
Aerial Photograph

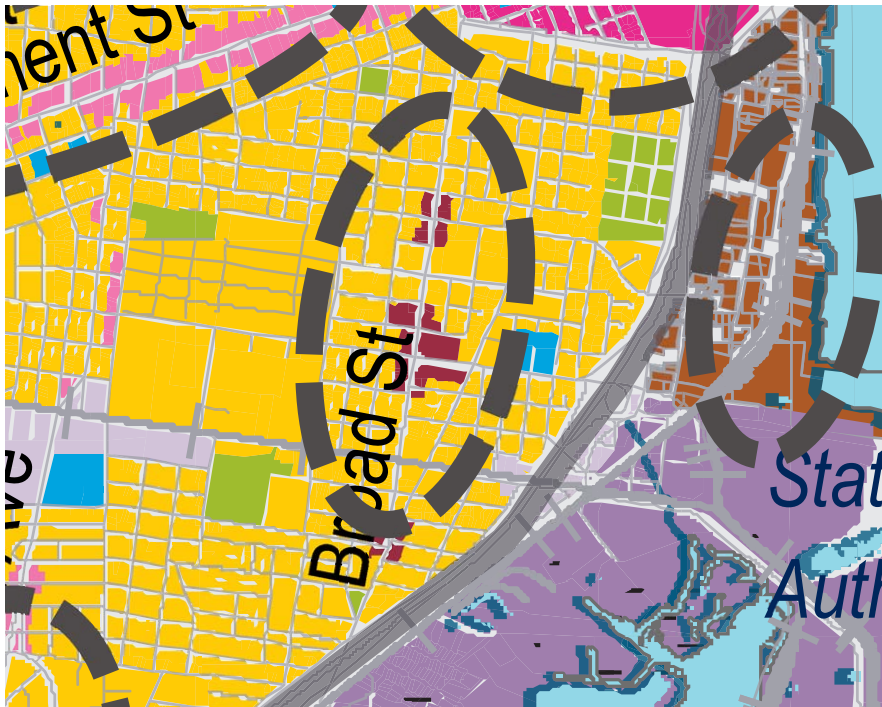


Downtown Waterfront District
FLUM



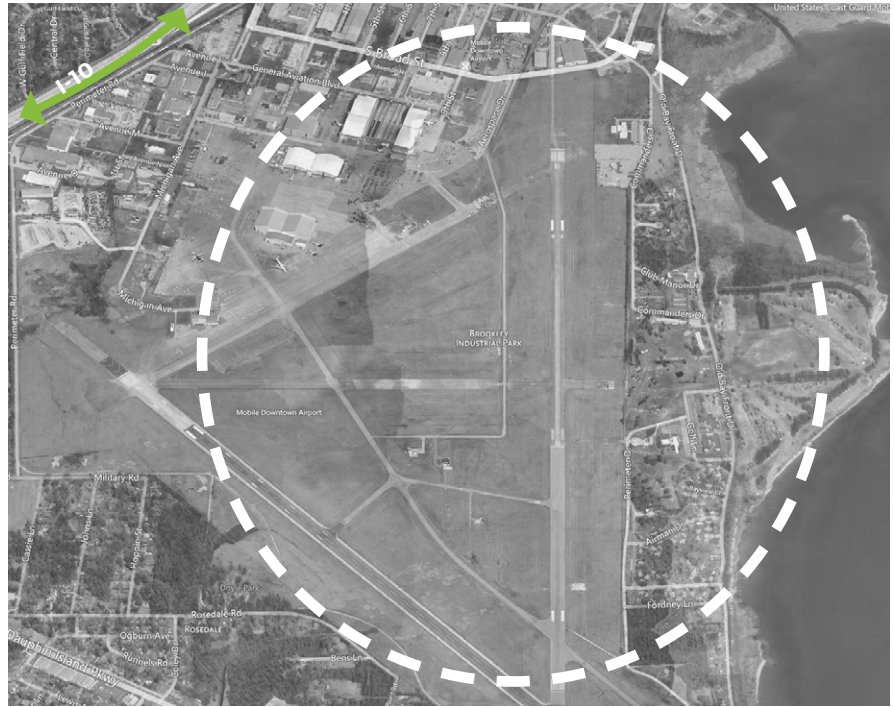
› **Broad Street, south of the Hank Aaron Loop to I-10:** The Broad Street corridor was historically a major transportation route, extending from downtown Mobile to surrounding residential communities. The designated priority investment opportunities area lies within the historic Down the Bay and Oakdale neighborhoods, between the Hank Aaron Loop and I-10. Various commercial uses were common along this corridor. As with other neighborhoods within eastern Mobile, this area experienced decline following the closure of the Brookley Air Field and the construction of I-10.

Broad Street
Aerial Photograph

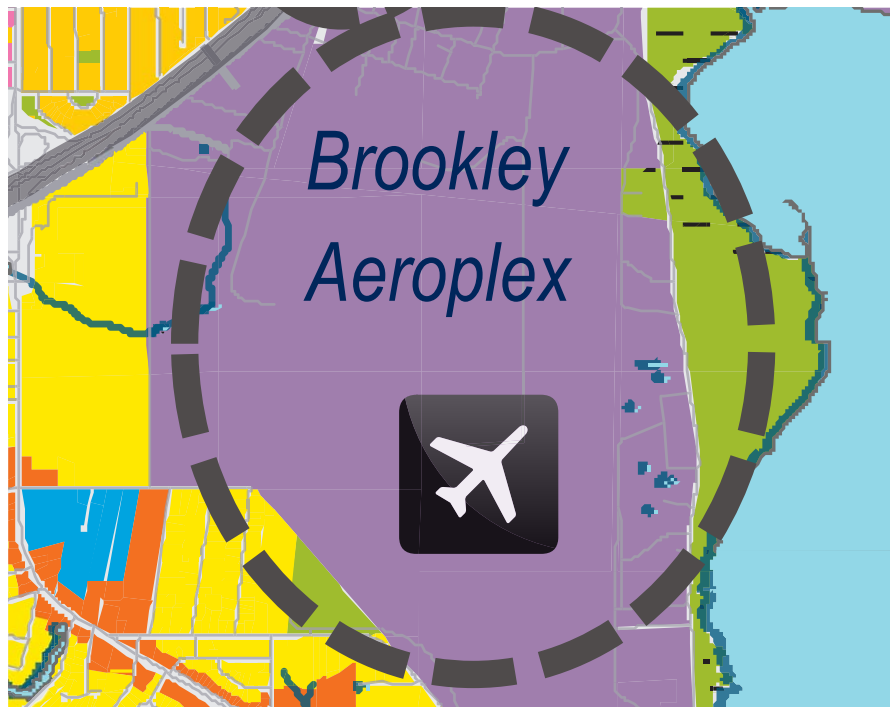


Broad Street
FLUM

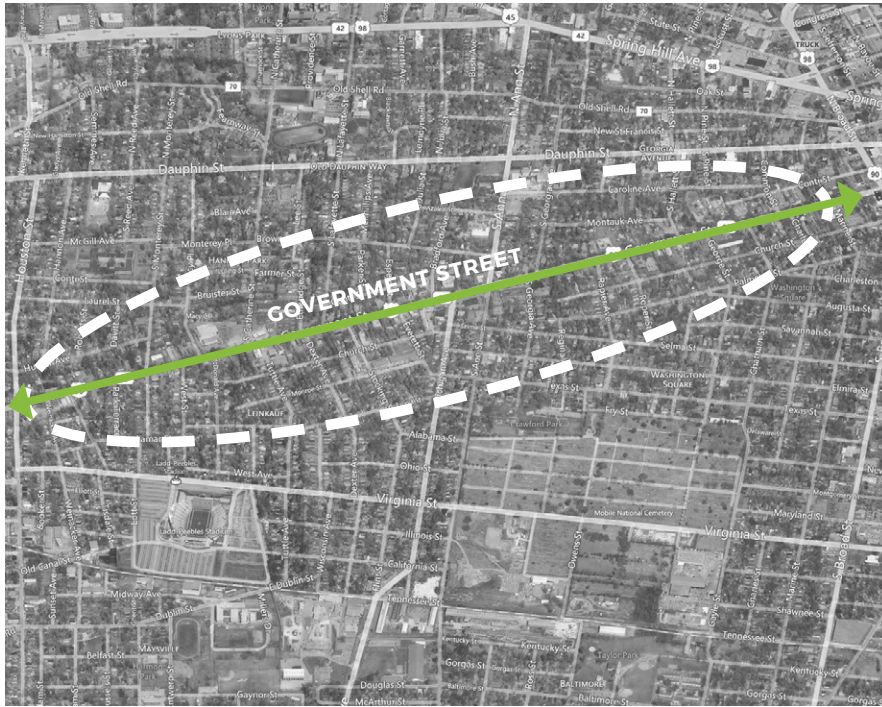
› **Brookley Aeroplex, south of I-10, between Dauphin Island Parkway and Mobile Bay:** The Brookley Aeroplex includes the areas surrounding the historic Brookley Army Air Field. This neighborhood is located east of I-10, adjacent to Mobile Bay. Recently, the Airbus corporation opened an aircraft assembly facility at the Aeroplex. Various infrastructure, including runways and aircraft taxi-ways, remains within the Aeroplex, managed by the Mobile Airport Authority. The U.S. Coast Guard as well as U.S. Army Reserve units maintain facilities within this community. Warehousing, light industrial, and aviation assembly support facilities are also located within the Aeroplex.



Brookley Aeroplex
Existing Conditions

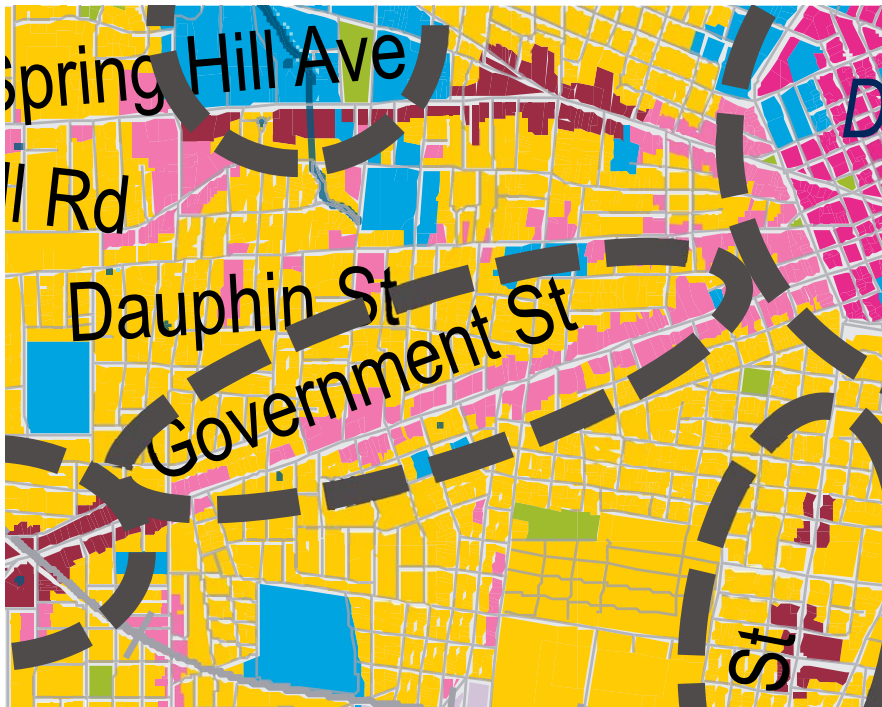


Brookley Aeroplex
FLUM



› **Government Street corridor, west of the Hank Aaron Loop, to the Loop:** Government Street extends westward from the City's downtown. Prior to the construction of I-10, the Government Street / U.S. Highway 90 corridor was a major transportation route. The corridor experienced decline after the completion of I-10 during the early 1970's.

Government Street Corridor
Existing Conditions

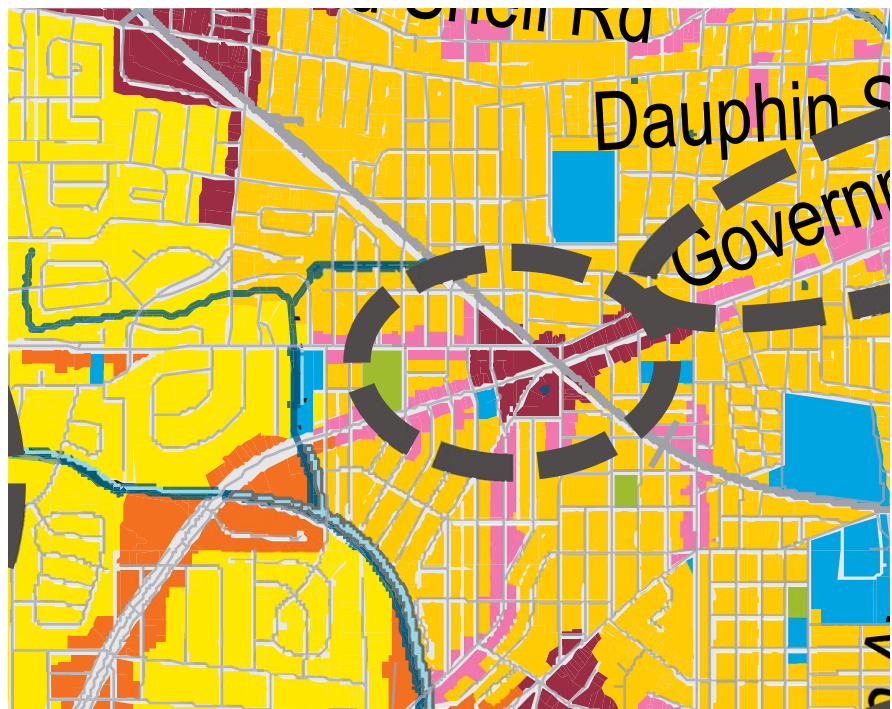


Government Street Corridor
FLUM

- ▶ **The Loop, encompassing the Airport Boulevard, Government Street, and Dauphin Island Parkway intersection:** The Loop neighborhood is characterized by the intersection of several major City streets, including Dauphin Island Parkway, Government Street, Airport Boulevard, and Holcombe Avenue. Various retail businesses historically lined the intersections near these major transportation corridors. Residential neighborhoods are in the periphery, surrounding the commercial centers within this area.



The Loop
Aerial Photograph

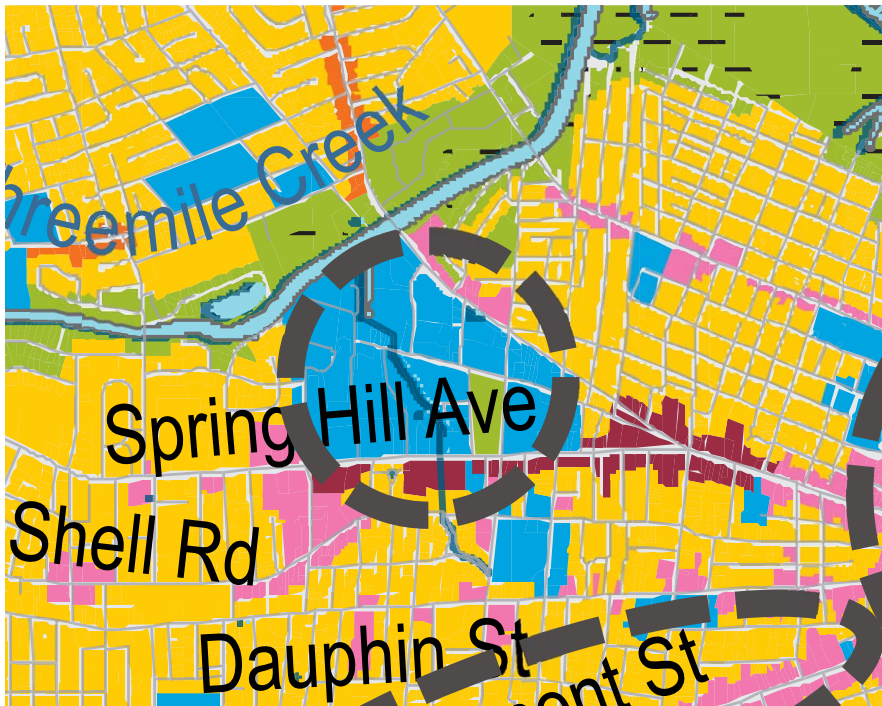


The Loop
FLUM



- St. Stephens Road, areas east and west of Infirmary Drive, including portions of Spring Hill Avenue, north to Three Mile Creek and St. Stephens Road:** The St. Stephens Road priority investment opportunity area includes the lands surrounding the “Medical Triangle.” Occurring east and west of Infirmary Drive, North of Spring Hill Avenue, and South of Three Mile Creek and St. Stephens Road, this community is the location of the University of South Alabama Women’s and Children’s Hospital, Mitchell Cancer Institute, Mobile Infirmary, and the Mobile County Health Department.

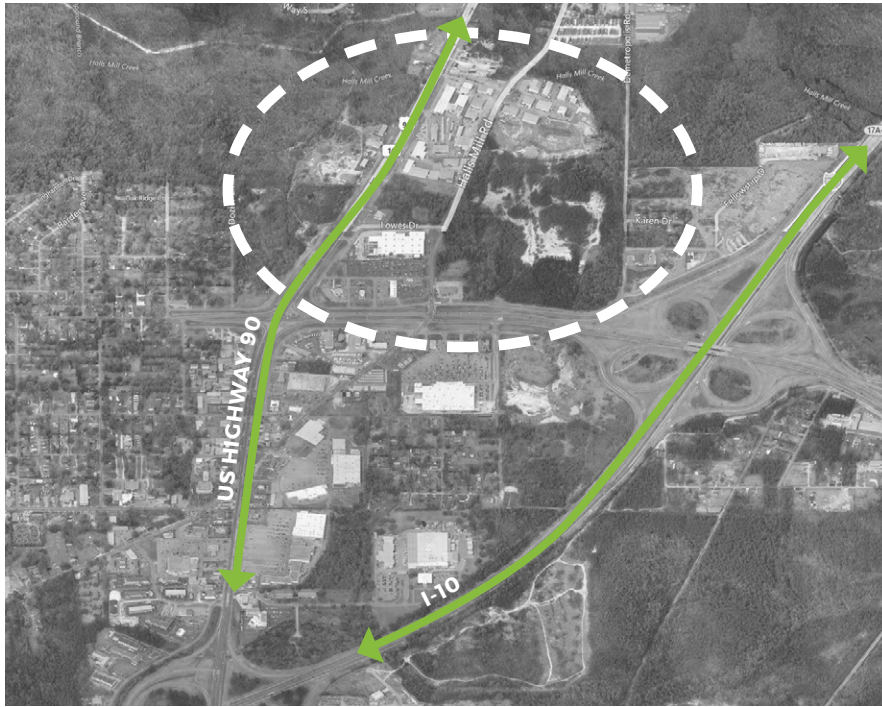
St. Stephens Road
Aerial Photograph



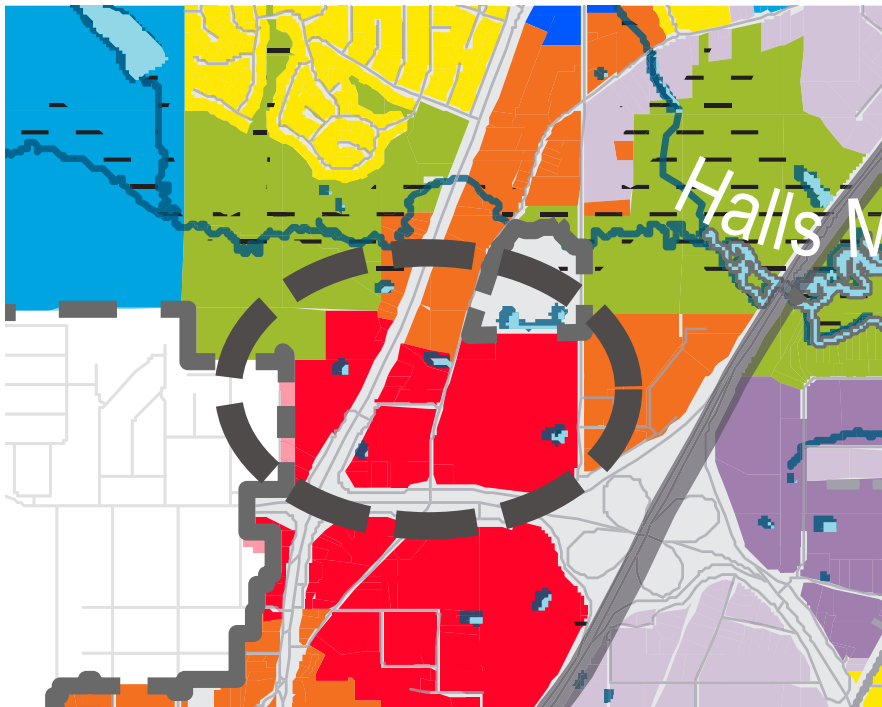
St. Stephens Road
FLUM



Credit: Flickr // Ryan Castillo



Tillman's Corner
Aerial Photograph



Tillman's Corner
FLUM

› **Tillman's Corner, encompassing the Rangeline Road and Government Boulevard intersection:** The Tillman's Corner community is located within the southern portion of the City, proximate to the I-10 interchange at U.S. Highway 90. The area thrived as a site of nurseries and farms. Today the area is characterized by numerous big-box retail establishments, restaurants, and other commercial uses. Suburban in character, this area initially flourished after the completion of I-10 within this area in the early 1970s.

Through detailed area-scale planning, the City will develop recommendations and strategies "tailored to the specific conditions of each area" to fulfill Map for Mobile guidance for a Focused Planning approach. The identification of the current PIOAs relied upon several sets of data and analysis, which are listed in Appendix b, Data and Analysis Supporting the Identification of Priority Investment Opportunity Areas.

THE MAJOR STREET PLAN

MAJOR STREET PLAN PURPOSE

The Major Street Plan (MSP) represents the City's vision for a coordinated land use and transportation strategy in accordance with present and anticipated needs. The MSP recognizes key existing and future street corridors within the City's overall transportation network, based primarily on analyses of traffic volumes and character of traffic movements that could be generated by future development of land according to the FLUM.

The MSP covers major streets within city boundaries as well as those within the City's 5-mile planning jurisdiction.

First adopted in 1968, the MSP is intended to meet a variety of objectives, including:

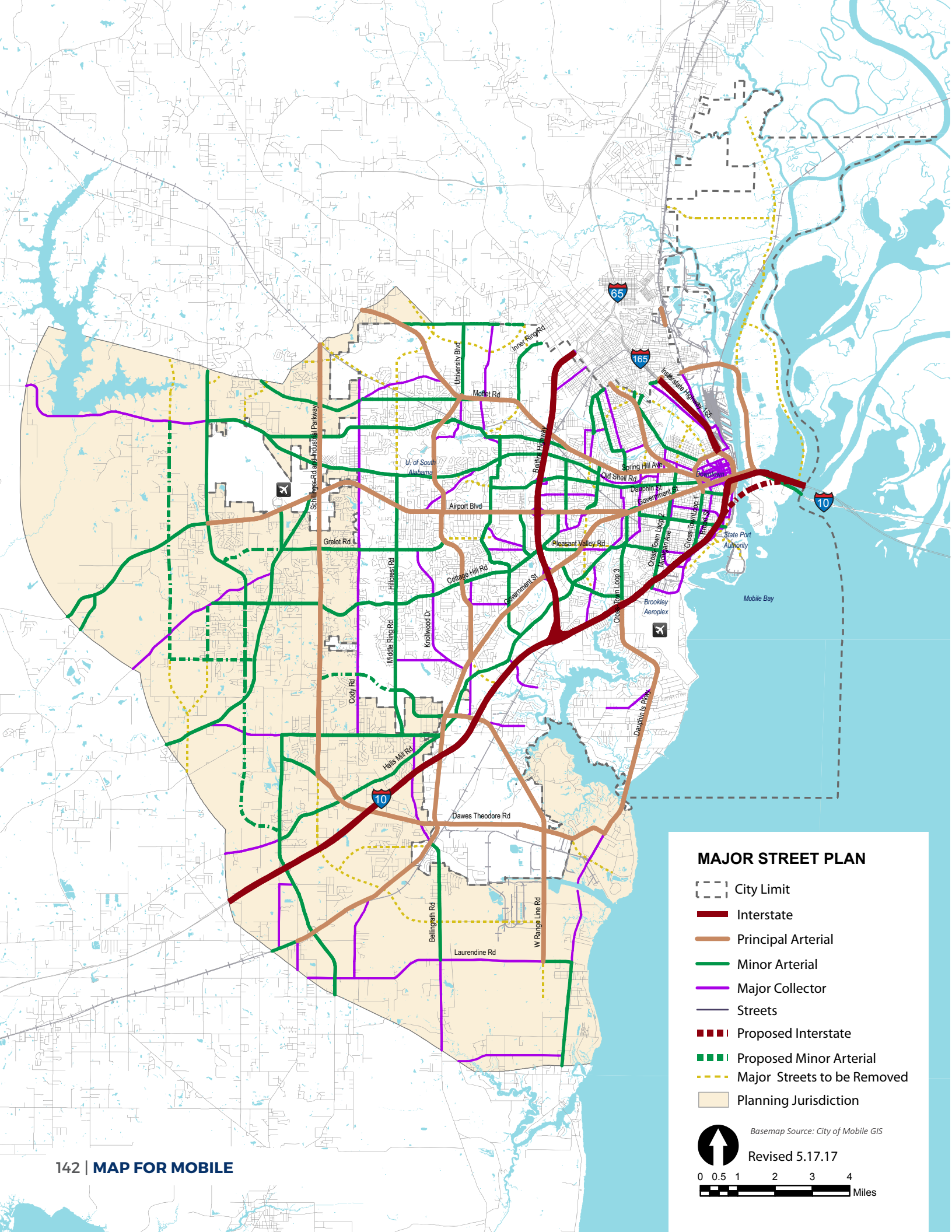
- › Safe and efficient movement of people, goods, and services in and around Mobile;
- › Minimize conflicts between local and through traffic;
- › Coordinate local and through streets with the local and national highway system;
- › Integrate the major street system with other transportation systems;
- › Limit non-residential traffic from travel on residential streets;
- › Promote planned clustering of development in locations that will minimize trip length;

- › Prohibit scattered or strip development along major streets;
- › Plan for continuous and connected major streets; and
- › Promote and provide adequate off-street parking.











In addition, Map for Mobile includes policies to be integrated into the Major Street Plan, establishing Mobile as a better-connected community with ease of mobility for pedestrians, automobiles and bicyclists; safe and appealing transportation options; and access to businesses, parks and open spaces, cultural amenities and other destinations.


The MSP update reflects the vision and direction set by Map for Mobile and provides guidance for developers and property owners within the City and its planning jurisdiction.





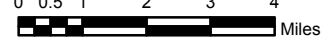
MAJOR STREET PLAN

-  City Limit
-  Interstate
-  Principal Arterial
-  Minor Arterial
-  Major Collector
-  Streets
-  Proposed Interstate
-  Proposed Minor Arterial
-  Major Streets to be Removed
-  Planning Jurisdiction

 Basemap Source: City of Mobile GIS

Revised 5.17.17

0 0.5 1 2 3 4 Miles



MAJOR STREET PLAN

The MSP is also a working document for City staff and elected officials to assist with planning, development review, CIP funding allocations and coordination with the MPO and ALDOT. Through this planning process, staff and other stakeholders confirmed that the streets illustrated on the Major Street Plan should represent and promote the City's vision to invest in centers and corridors and begin to influence the growth patterns that will occur in the future and support projected economic growth.

This update to the MSP declassifies several streets that are either no longer necessary as Major Streets or no longer priority connections for the City of Mobile. The removed street segments include:

- › Silver Pine Road
- › McCrary Road
- › Magee Road
- › Lott Road
- › Bayou Sara Industrial Expressway
- › Red Creek / Eight Mile Creek Parkway
- › Three Mile Parkway
- › Shelton Beach Road - Wolf Ridge Connector
- › Crawford Connection
- › Wulff Road (new connection)
- › Belmont Drive
- › Argyle Road
- › Airport Road
- › Meadows Branch Road
- › Cochrane Bridge Causeway Road
- › Royal Street
- › Yeend Street

Figure 3.
Major Street Plan
(MSP)

FUNCTIONAL CLASSIFICATIONS + TYPOLOGY CORRESPONDENCE

The update to the MSP includes the functional classification for each of the Major Streets. Previous versions of the MSP did not include a classification system on the map.

This classification is the same system used by the MPO and defined by FHWA, which is broken down between rural and urban areas. The functional classification system is based on the grouping of streets and highways into classes, or systems, according to the character of the service they are intended to provide. The definitions below provide the functional classification with FHWA definitions. General characteristics of each roadway typology are included. However, given the distinct character of each of the Major Streets, they should be treated on an individual basis with recommendations for specific design criteria and improvements made on a case by case basis.

Major Streets need to serve the needs of different users and complete street principles should be applied to the vehicle, transit, bicyclist, and pedestrian travel zones. Map for Mobile and other City of Mobile planning documents and studies recognize that street design must be responsive to the character of the surrounding area and the needs of all types of users. In addition, improved roadway design can reduce congestion, offer safe and comfortable travel options for all users, and support surrounding businesses and other land uses.

As illustrated in Figure 4, many of the Major Streets change in character from one area to another based on their location and surrounding character



Interstate 10 (I-10)
I-10 is the primary east-west highway.



Arterial Road
Typical parkway / boulevard in Mobile.

even though their functional class remains consistent. Access control is a key consideration in the functional classification system as defined by the FHWA:

› **Interstate:** This is a controlled access, multi-lane roadway designed for higher speeds and longer distance travel. It carries traffic through the region. Roadways in this functional classification category are officially designated as Interstates by the U.S. Secretary of Transportation. Expressways can look like interstates but are not part of the Interstate system. There are no provisions for bicyclists and pedestrians on Interstates. The Map for Mobile recommended typology for Interstates is Expressways / Freeways.

› **Principal Arterial:** These roadways serve major centers of metropolitan areas, provide a high degree of mobility for through traffic and can also provide mobility through rural areas. The Map for Mobile recommended typologies for Principal Arterials include Parkways/Boulevards (i.e., multi-lane thoroughfares that may include a landscaped center median) and Avenues (i.e., “two- to four-lane thoroughfares that connect important places”). Map for Mobile recommends that bicycle and pedestrian facilities be provided on these roads. Given higher traffic volumes and travel speeds, safe separation between the travel-way and bicycle/pedestrian facilities is likely required.





Minor Arterial
Typical avenue in Mobile.



Collector
Typical street in Mobile.

› **Minor Arterial:** These roadways provide service for moderate length trips and serve areas that are smaller than the principal arterials. They help to provide connectivity to the principal arterials and in an urban context may carry bus and other transit routes. The Map for Mobile recommended typologies for Minor Arterials include Parkways/Boulevards, Avenues, and Streets (i.e., local, slow moving roadways), all depending on the specific context of the roadway. Minor Arterials may consist of divided or undivided roadways and should include safe and connected facilities for bicycles and pedestrians.

› **Collector:** These roadways serve a critical role in the roadway network by gathering traffic from local roads and transporting it to the Arterial network. Collectors can be broken down into major and minor categories depending on their design and how they function. In Map for Mobile, Collectors include multiple typologies: Parkways/Boulevards, Avenues, and Streets. They may function as main streets with on-streets parking and may include center landscape medians. They typically have slower travel speeds and should accommodate bicyclists and pedestrians with bicycle facilities, sidewalks, and safe and visible crossings.

Figure 4. Major Street Plan: Classification Summary Table

MAJOR STREET PLAN: CLASSIFICATION SUMMARY				
MAJOR STREET	BRIEF DESCRIPTION	ROW (APPROX.)	FUNCTIONAL CLASSIFICATION	MAP FOR MOBILE STREET TYPOLOGY
AVENUE G (Broad Street)	A divided roadway connector through the Brookley Complex .	100 feet	Minor Arterial	Avenue
BELLINGRATH ROAD	Divided roadway traversing the city and planning jurisdiction.	100 feet	Major Collector	Street
BELTLTNE HIGHWAY (Interstate 65)	A section of interstate Highway 65 and limited access route. Access permitted by interchanges only at principal points.	300 feet	Interstate	Expressway / Freeway
CODY ROAD	A thoroughfare made up of Cody Road and Sollie Road with a divided roadway.	100 feet	Major Collector	Parkway / Boulevard
CONCEPTION STREET / CONCEPTION STREET ROAD	Conception Street Road runs parallel to I-165 north of Downtown and parallel to I-10 south of Downtown.	80 - 100 feet	Major Collector	Street
COTTAGE HILL ROAD-DUVAL STREET	Includes Duval Street, a portion of Halls Mill Road - Fairway Drive, Cottage Hill Road, and Jeff Hamilton Road originating at Broad Street and extending west.	80 - 100 feet	Minor Arterial; Minor Arterial; Major Collector	Street; Parkway / Boulevard
CROSS-TOWN LOOP 1 (BROAD STREET- BAY FRONT ROAD)	Is made up of Broad Street from its connection with the Henry Aaron Loop at Canal Street and then extends southward to the Brookley Complex where Broad Street turns west to become Avenue "G."	70 - 100 feet	Major Collector; Minor Arterial	Street; Parkway / Boulevard; Avenue
CROSS-TOWN LOOP 2	Made up of Michigan Avenue, a new connection, Ann Street, a new connection to Live Oak Street, and an extension of Live Oak Street from Juniper Street northeast to Telegraph Road.	80 - 120 feet	Minor Arterial	Avenue; Parkway / Boulevard
CROSS-TOWN LOOP 3	Made up of Dauphin Island Parkway, Halls Mill Road, Houston Street and an extension of Houston Street to Three Mile Creek Parkway.	100 feet	Principal Arterial; Minor Arterial; Major Collector	Avenue; Parkway / Boulevard
CROSS-TOWN LOOP 4	Made up of a part of Navco Road, McRae Avenue Extension, McRae Avenue, Florida Street, a new connection, Mobile Street, a new connection, Jones Avenue, a new connection, and Wilson Avenue.	100 feet	Minor Arterial	Avenue; Parkway / Boulevard; Street
DAUPHIN STREET-OLD SHELL ROAD-TANNER WILLIAMS ROAD	Consists of Dauphin Street and St. Francis Street, Dauphin Street Extension, Wimbledon Drive, New Connector, Westminster Way, Old Shell Road, and Tanner Williams Road.	80 - 100 feet	Minor Arterial; Major Collector	Avenue; Parkway / Boulevard; Street
DAWES / THEODORE ROAD / HAMILTON BOULEVARD / MIDDLE ROAD	A thoroughfare made up of Dawes-Theodore Road, a new connection, Hamilton Boulevard, a new connection and Middle Road.	100 feet	Principal Arterial; Minor Arterial	Street
DAWES ROAD	Consists of the existing Dawes Road with an improved section between Grelot Road and Cottage Hill Road.	100 feet	Minor Arterial	Street
ELIZA JORDAN ROAD	A north-south connection located in the planning jurisdiction.	100 feet	Street	Street
GIRBY ROAD-GIRBY ROAD EXTENSION	An east-west divided roadway.	100 feet	Major Collector; Street	Street; Avenue
GOVERNMENT STREET- GOVERNMENT BOULEVARD-US HIGHWAY 90	Thoroughfare that originates at the Tensaw River on Battleship Parkway and extends west and southwest through the metro area.	100 feet (undivided) 250 feet (divided)	Principal Arterial; Minor Arterial	Parkway / Boulevard; Street
GRELOT ROAD-GRELOT ROAD EXTENSION-MICHAEL BOULEVARD-MONTLIMAR DRIVE	A divided roadway.	100 feet	Minor Arterial; Street	Parkway / Boulevard; Street
HENRY AARON LOOP (Canal Street-Broad Street-Beauregard Street-Water Street)	A continuous loop encircling the Central Business District of the City.	120 feet 164 feet (Water St)	Principal Arterial; Minor Arterial	Parkway / Boulevard; Avenue
INNER RING ROAD	Made up of Azalea Road, McGregor Avenue, a new connection, Wolf Ridge Road, and a new connection to Wasson Avenue at U. S. Highway 45 and Wasson Avenue and Commanche Street.	80-100 feet	Minor Arterial	Avenue; Street

MAJOR STREET PLAN: CLASSIFICATION SUMMARY

MAJOR STREET	BRIEF DESCRIPTION	ROW (APPROX.)	FUNCTIONAL CLASSIFICATION	MAP FOR MOBILE STREET TYPOLOGY
INTERSTATE HIGHWAY 165	A limited access route with access permitted by interchanges at principal points.	350 feet	Interstate	Expressway / Freeway
KNOLLWOOD DRIVE	A divided thoroughfare connecting Mobile Heights and the Campground Communities.	100 feet	Major Collector	Avenue
LAURENDINE ROAD-HALF MILE ROAD -MARCH ROAD EXTENSION	A north-south connection located in the planning jurisdiction.	100 feet	Major Collector	Street
MCDONALD ROAD - MCFARLAND ROAD CONNECTOR	An existing divided roadway with improved sections.	120 feet	Major Collector; Minor Collector	Street
MIDDLE RING ROAD	A divided roadway that originates at Three Notch Road and is made up of Hillcrest Road and a new connection to Jarrell Road.	100 feet	Minor Arterial	Parkway / Boulevard
MOBILE THROUGHWAY SOUTH (Interstate Highway 10)	A section of Interstate Highway 10 and a limited access route with access permitted by interchanges at principal points only.	350 feet	Interstate	Expressway / Freeway
MOFFETT ROAD	A thoroughfare connecting the city and planning jurisdiction in the northwestern area.	100 feet	Principal Arterial	Street; Parkway / Boulevard
OLD PASCAGOULA ROAD	Located in the southwest area of the planning jurisdiction and a divided roadway.	100 feet	Minor Arterial; Major Collector	Street
PADGETT SWITCH ROAD	Located in the planning jurisdiction, divided roadway.	100 feet	Minor Arterial; Major Collector	Street
PRICHARD AVENUE / US 90 CONNECTION	Originates at Three Mile Creek Parkway near Crosstown Loop 1 and a divided roadway.	100 feet	Principal Arterial; Minor Arterial	Avenue; Street; Parkway / Boulevard
RANGELINE ROAD	A limited access thoroughfare crossing through the city and planning jurisdiction.	100 feet	Principal Arterial	Street; Parkway / Boulevard
SAINT STEPHENS ROAD ADDITION	A divided roadway.	100 feet	Principal Arterial	Street
SCHILLINGER ROAD AND INDUSTRIAL PARKWAY	A restricted access thoroughfare.	100 feet (Schillinger Road) 250 feet (Parkway)	Principal Arterial; Minor Arterial	Street; Parkway / Boulevard
SNOW ROAD	A divided thoroughfare that connects the Town of Creola with the Semmes, Bates, and Grelot communities.	100 feet	Minor Arterial	Street
SPRING HILL AVENUE - ZEIGLER BOULEVARD	Consists of St. Anthony and St. Louis Streets, Spring Hill Avenue and Spring Hill Avenue extension, Zeigler Boulevard and Zeigler Boulevard Extension, Howells Ferry Road and new connection to Moffet Road.	100 feet	Principal Arterial; Minor Arterial	Street; Parkway / Boulevard
TELEGRAPH ROAD (US HIGHWAY 43)	A divided and undivided thoroughfare that originates at the intersection of Telegraph Road and the Henry Aaron Loop extending north.	80 - 100 feet	Major Collector; Principal Arterial	Street
THREE NOTCH ROAD	Consists of existing and to be improved sections and an undivided roadway.	100 feet	Minor Arterial; Major Collector	Street
UNIVERSITY BOULEVARD	Consists of University Boulevard, Highpoint, Demetropolis Road	100 feet	Principal Arterial; Minor Arterial	Parkway / Boulevard; Avenue;
VIRGINIA STREET-AIRPORT BOULEVARD	Consists of Virginia Street, a New- Connection, La Salle Street and Airport Boulevard.	80 feet (undivided) 100 feet (divided)	Principal Arterial; Minor Arterial	Parkway / Boulevard Avenue; Street

NOTE: Numbered Key to be added to MSP



STANDARDS

The street design standards for major streets, including minimum right-of-way dimensions, horizontal curves, gradients and miscellaneous widths are established in the City's Engineering Right-of-way Standards and Subdivision Regulations. These standards will distinguish between conventional street designs and multi-modal (complete) street designs for each of the classifications provided in the MSP.

RELATIONSHIP TO OTHER PLANS

RELATIONSHIP TO MAP FOR MOBILE, ZONING ORDINANCE AND SUBDIVISION REGULATIONS

The FLUP complements and provides additional detail to the Development Framework Maps in Map for Mobile. Likewise, the MSP details and implements the Street Typologies adopted as part of Map for Mobile. The update incorporates the Map for Mobile vision by supporting the land use pattern and building on the City’s commitment to Complete Streets and context-sensitive streets.

The FLUM is closely aligned to the Development Framework Maps in Map for Mobile. The FLUM is **not** the same as the Zoning Map, but it will guide zoning decisions.

In many cases the designation on the new FLUM may match the existing use of land, but in others the designated land use may differ from what is on the ground today. For example, a parcel that is in commercial use today but designated as “mixed use” on the map could redevelop with a mix of

residential and commercial uses (such as retail, office, entertainment, etc., depending on the location).

Each future land use designation on the FLUM will have at least one corresponding zoning district, allowing a more precise application of the FLUM based on specific local conditions. In most cases, there are multiple combinations or types of zoning techniques that can accomplish the future land use designation’s objectives.

Figure 5. Zoning District Correspondence Matrix (right)

- Directly related
- Elements of the zoning category are related to the future LU category, but with qualifications (such as a development plan with conditions)
- Land use category is appropriate, but the district does not directly implement the category (e.g., open space in an industrial district)

ZONING DISTRICT CORRESPONDENCE MATRIX

		LOW DENSITY RESIDENTIAL (LDR)	MIXED DENSITY RESIDENTIAL (MXDR)	DOWNTOWN (DT)	DISTRICT CENTER (DC)	NEIGHBORHOOD CENTER (NC) - TRADITIONAL	NEIGHBORHOOD CENTER (NC) - SUBURBAN	TRADITIONAL CORRIDOR (TC)	MIXED COMMERCIAL CORRIDOR (MCC)	LIGHT INDUSTRIAL (LI)	HEAVY INDUSTRY (HI)	INSTITUTIONAL LAND USE (INS)	PARKS & OPEN SPACE (POS)	DOWNTOWN WATERFRONT (DW)	WATER DEPENDENT USES (WDWRU)
RESIDENTIAL - AG	R-A														
ONE-FAMILY RESIDENCE	R-1	■			■	■							□		
TWO-FAMILY RESIDENCE	R-2	■			■	■							□	○	
MULTIPLE-FAMILY	R-3	○	■		■	■							□	○	
RESIDENTIAL-BUSINESS	R-B	○			■	■							□	○	
TRANSITIONAL-BUSINESS	T-B	○		■	■	■	■						□		
HISTORIC BUSINESS	H-B			■	■	■							□		
VILLAGE CENTER	TCD				■	■							□		
NEIGH. CENTER	TCD				■	■							□		
NEIGHB. GENERAL	TCD				■								□		
DOWNTOWN DEV. DDD	T-6			■									□		
DOWNTOWN DEV. DDD	T-5.1			■	■		□						□		
DOWNTOWN DEV. DDD	T-5.2			■	■								□		
DOWNTOWN DEV. DDD	T-4			■	■		□						□		
DOWNTOWN DEV. DDD	T-3			■	■								□		
DOWNTOWN DEV. DDD	SD-WH									○	○		□		
DOWNTOWN DEV. DD	SD	○	○	○	○	○	○	○		○	○		□		
BUFFER BUSINESS	B-1	□			□	■	■	■					□	○	
NEIGH. BUSINESS	B-2	○			□	■	■	■					□	○	
LIMITED BUSINESS	LB-2	○			□	■	■	■					□	○	
COMMUNITY BUSINESS	B-3			■				■				○	□	○	
GEN. BUSINESS	B-4			■				■				○	□	○	
OFFICE-DISTRIBUTION	B-5							■	■				□	□	
LIGHT INDUSTRY	I-1								■				□	□	□
HEAVY INDUSTRY	I-2									■			□	□	

The correspondence between the FLUM and the zoning district structure is described in the adjacent matrix. This gives the City the flexibility to adapt its zoning districts and regulations to the FLUM to changes in Council policy, state law, market conditions, and other factors.

The designation of an area with a FLUM land use category does not mean that the most intense zoning district consistent with that category is “automatically” assigned to a property. Instead, an area retains its existing zoning category until it is changed. This change can occur through a landowner-initiated rezoning application, or a rezoning that follows an area plan. This is because the FLUM is a long-term designation, while a change in zoning considers current conditions – such as market demands, availability of infrastructure, or impacts on the immediate neighborhood.

While the FLUM categories are focused on patterns of land use and general character, the zoning designations address more prescriptive development qualities such as lot sizes, allowable densities and floor area ratios, setbacks, frontage types, building heights, lot coverage, site configuration, and parking requirements.

Both the FLUP and the MSP were adopted as Appendix G of Map for Mobile by Resolution of the Mobile City Planning Commission, on May 18, 2017. The FLUM and accompanying narrative will be largely implemented through the City’s Zoning Ordinance, while the MSP will be implemented both through the City’s Subdivision Regulations and Engineering Right-of-way Standards.

CONCLUSIONS + RECOMMENDATIONS



CONCLUSIONS + ADDITIONAL RECOMMENDATIONS

Public review of the maps and accompanying narratives in this report began in April 2017 as part of the second round of public input into the overall Zoning Ordinance Update. Feedback received from staff and the public was addressed in a final version submitted to the Mobile City Planning Commission for adoption.

The FLUP, MSP and the Zoning District Correspondence Matrix (Table 2) was adopted via resolution of the Mobile City Planning Commission on May 18, 2017.

The intent is to integrate the FLUM and MSP, along with relevant portions of this report (e.g., land use designation descriptions, summary of the MSP, etc.) into Map for Mobile as an amendment or an addendum to that plan. This will maintain a unified policy foundation for the City's implementing regulations, allowing plan users to find relevant information pertaining to land use policy and strategies all in the same place, as well as to better understand how land use and transportation elements of the comprehensive plan interface.

The Zoning District Correspondence Matrix gives the Planning Commission clear guidance for reviewing development proposals for consistency with the FLUM.

The data analysis and public input processes undertaken as part of the FLUP and MSP updates yielded the following additional recommendations to promote the development patterns and investment prioritization envisioned in the FLUM:

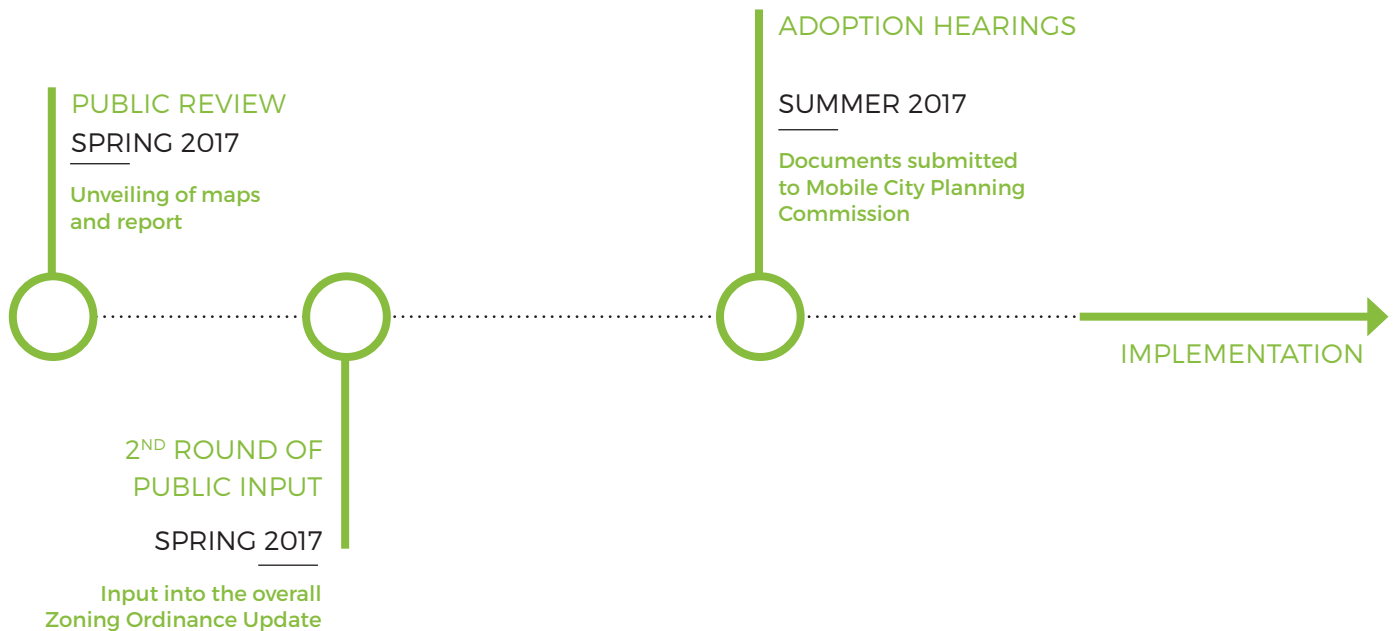
- › Continue to strengthen coordination with Mobile County Public Schools on efforts to improve the quality of urban core schools.
- › Continue to explore ways to improve the self-image of the City (as well as impressions to outsiders); e.g. informational campaigns for realtors, partnerships with organizations, etc.



Credit: Flickr / James Willamor

- › Seek funding sources for detailed planning of individual PIOAs, to set the stage for future public and private investment.
- › Exert the City's Capital Improvement Plan (CIP) process to coordinate water/sewer, transportation and stormwater planning and projects in PIOAs.
- › Continue city-wide and targeted efforts to fight and reduce blight.
- › Prioritize the functional and intuitive linkages between the many assets and destinations (e.g., through corridor improvements, etc.).
- › Step up efforts to improve the resilience of key City assets in areas vulnerable to major weather events and flooding (e.g., the port, waterfront, Downtown, airports, major streets, etc.).
- › Continue to focus on developing a citywide interconnected network of trails, blueways, greenways, and parks.

Figure 6. Timeline



SUPPORTING DOCUMENTATION

ANALYSIS MAPS

The consultant team worked with City staff to collect and analyze GIS data on a range of factors that impact how the City will develop and change over time. The factors impacting how change occurs include:

1. Housing and employment projections;
2. Environmental features and areas with constraints such as floodplains and wetlands;
3. Areas most vulnerable to severe flooding;
4. School enrollment and facility planning;
5. Water and sewer improvement projects;
6. Access to transit;
7. Biking and walking amenities;
8. Transportation planning and improvements; and
9. Capital and other planned public investments.

The analysis considered where and how growth and investment has been or is planned to occur, and then compared the trends with the direction set by Map for Mobile.

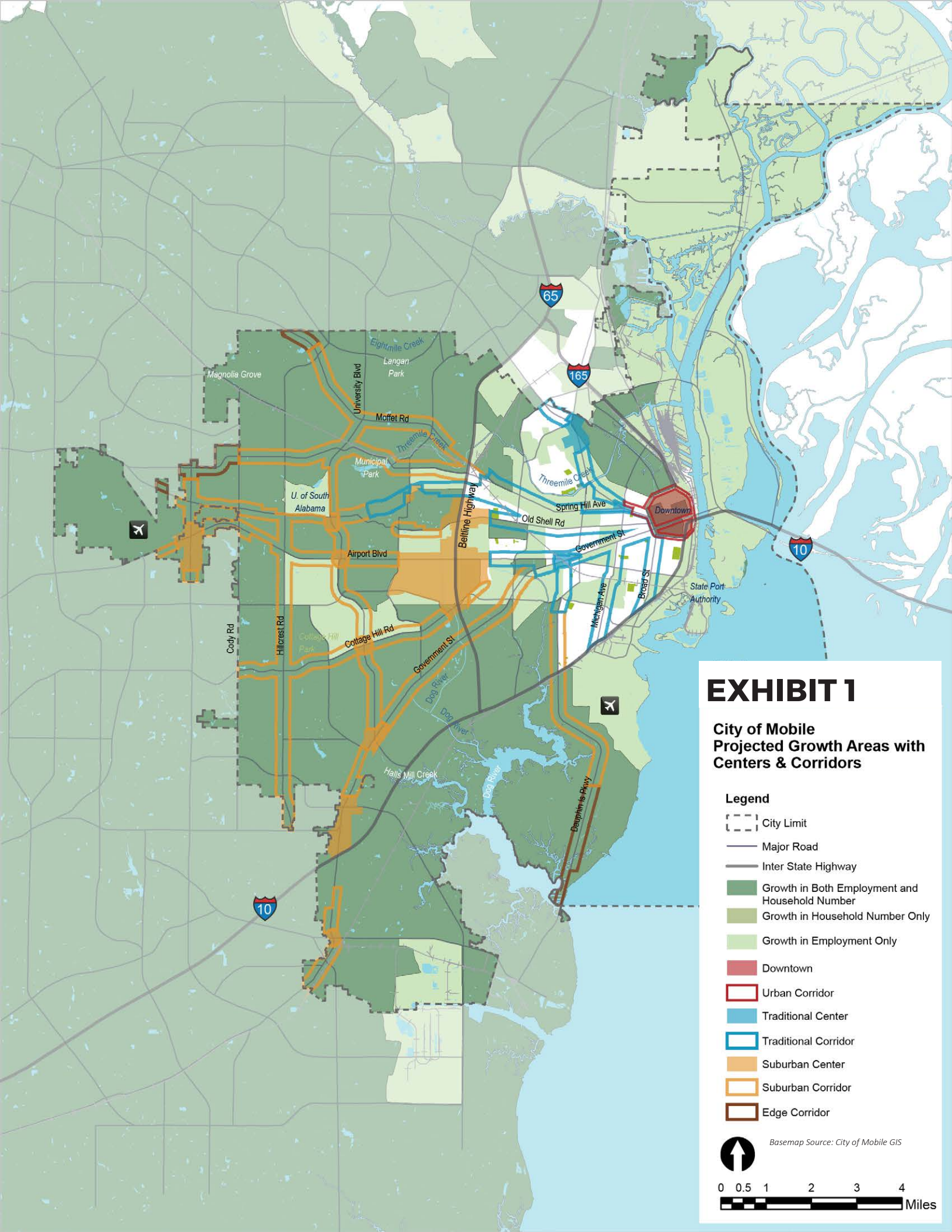


EXHIBIT 1

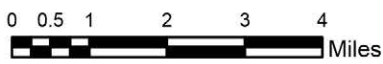
City of Mobile Projected Growth Areas with Centers & Corridors

Legend

-  City Limit
-  Major Road
-  Inter State Highway
-  Growth in Both Employment and Household Number
-  Growth in Household Number Only
-  Growth in Employment Only
-  Downtown
-  Urban Corridor
-  Traditional Center
-  Traditional Corridor
-  Suburban Center
-  Suburban Corridor
-  Edge Corridor



Basemap Source: City of Mobile GIS



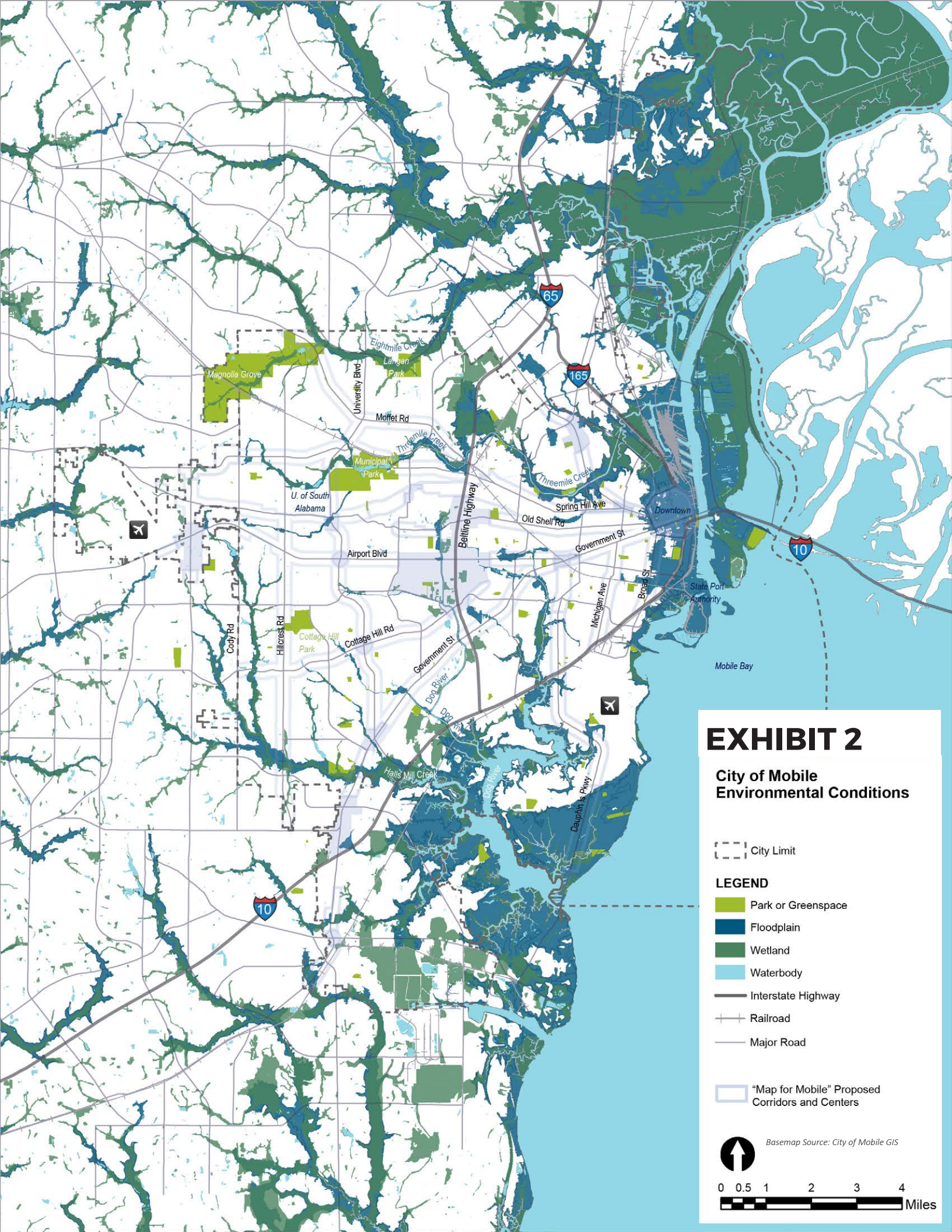


EXHIBIT 2

City of Mobile Environmental Conditions

City Limit

LEGEND

Park or Greenspace

Floodplain

Wetland

Waterbody

Interstate Highway

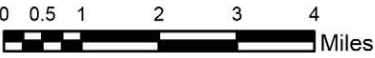
Railroad

Major Road

"Map for Mobile" Proposed Corridors and Centers



Basemap Source: City of Mobile GIS



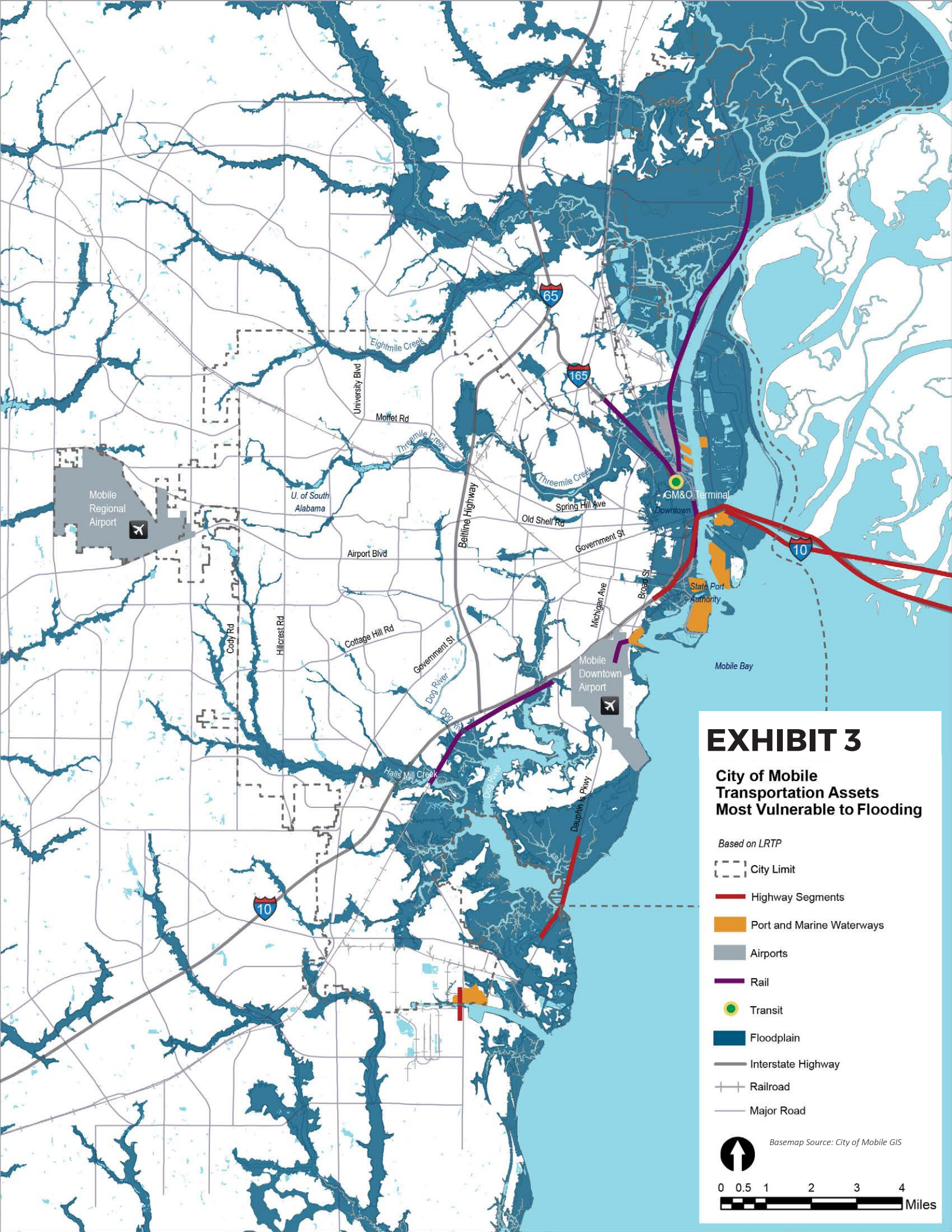


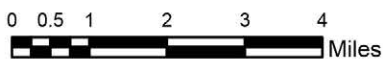
EXHIBIT 3

City of Mobile Transportation Assets Most Vulnerable to Flooding

Based on LRTP

- City Limit
- Highway Segments
- Port and Marine Waterways
- Airports
- Rail
- Transit
- Floodplain
- Interstate Highway
- Railroad
- Major Road

Basemap Source: City of Mobile GIS



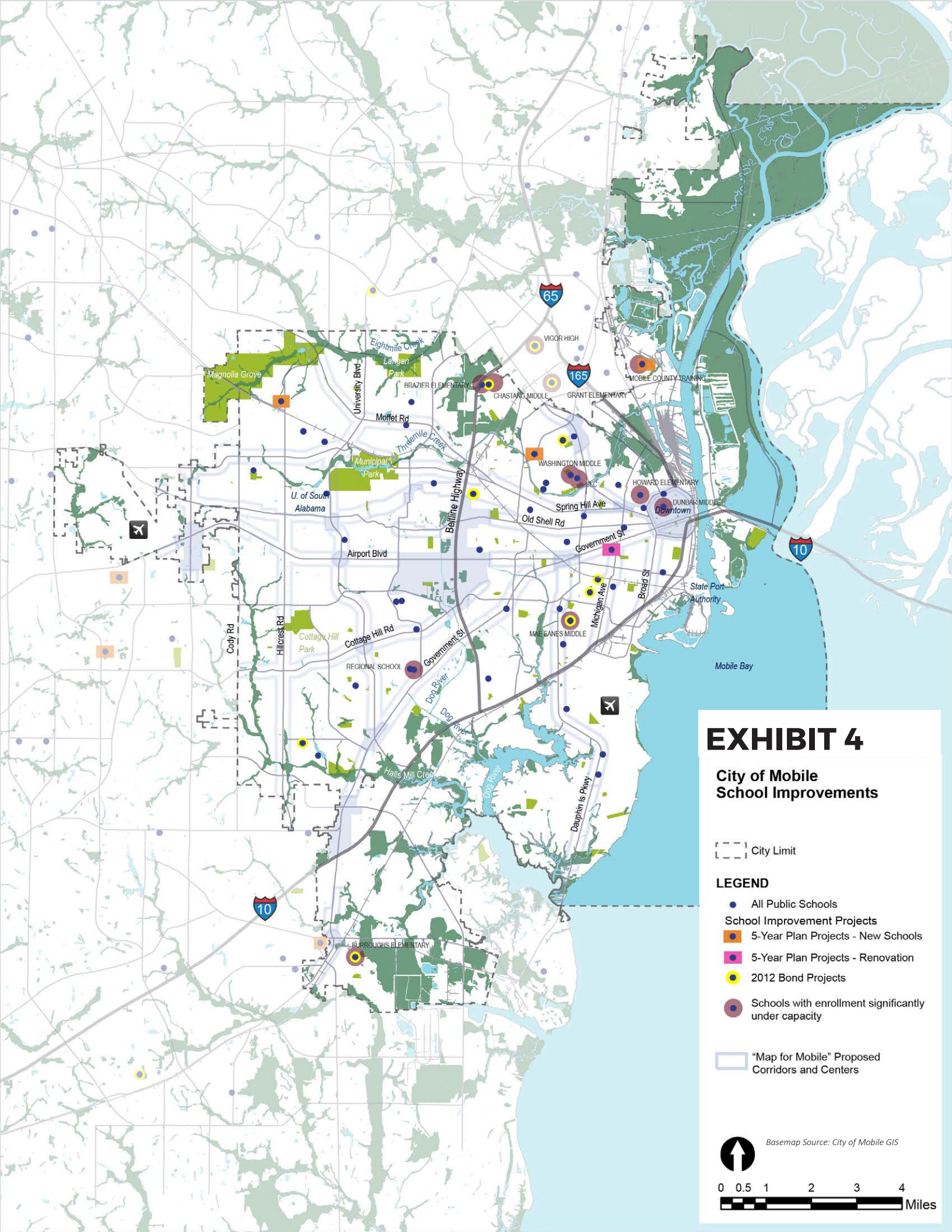


EXHIBIT 4

City of Mobile School Improvements

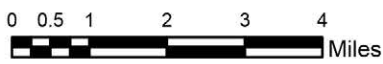
City Limit

LEGEND

- All Public Schools
- School Improvement Projects**
- 5-Year Plan Projects - New Schools
- 5-Year Plan Projects - Renovation
- 2012 Bond Projects
- Schools with enrollment significantly under capacity
- "Map for Mobile" Proposed Corridors and Centers



Basemap Source: City of Mobile GIS



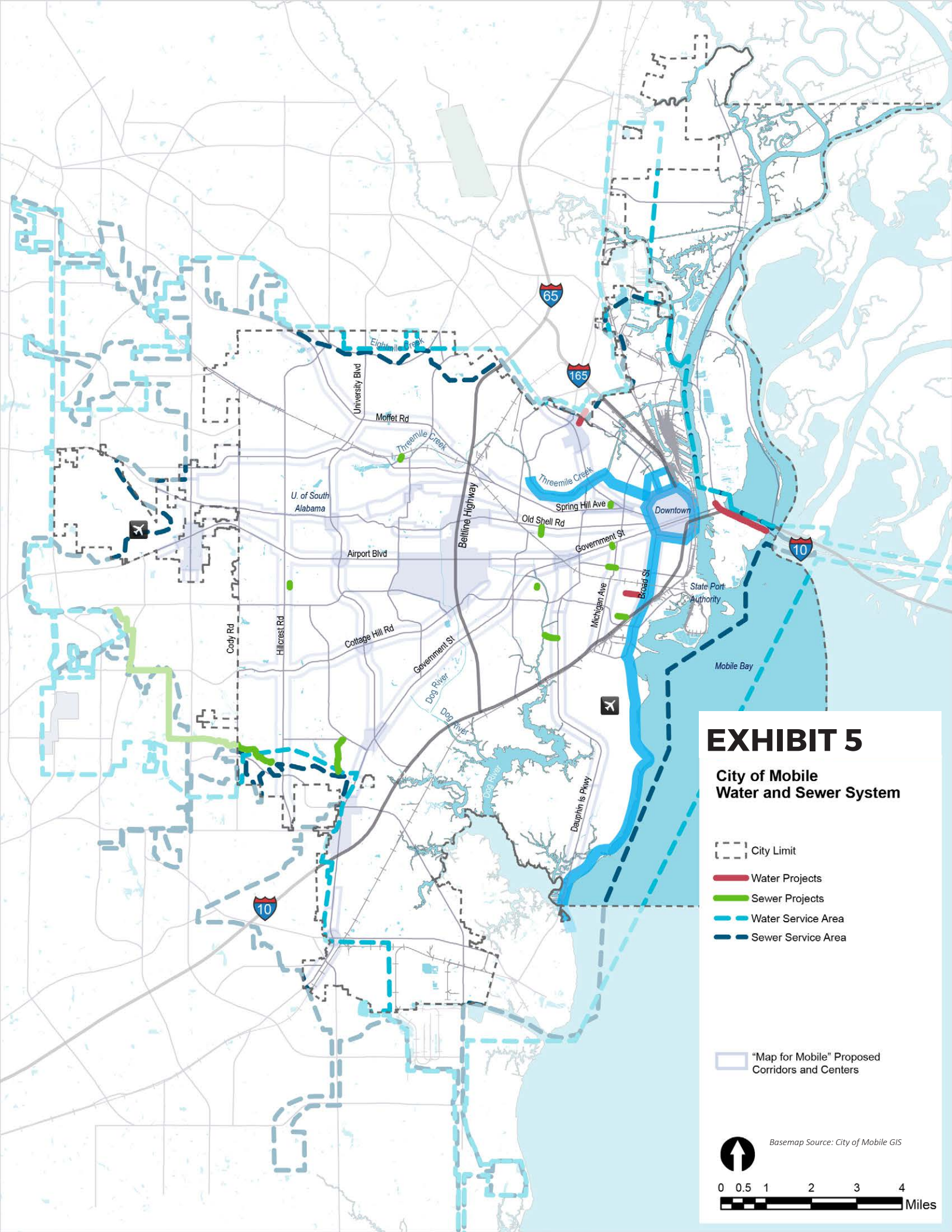



EXHIBIT 5

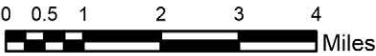
City of Mobile Water and Sewer System

-  City Limit
-  Water Projects
-  Sewer Projects
-  Water Service Area
-  Sewer Service Area

 "Map for Mobile" Proposed Corridors and Centers



Basemap Source: City of Mobile GIS



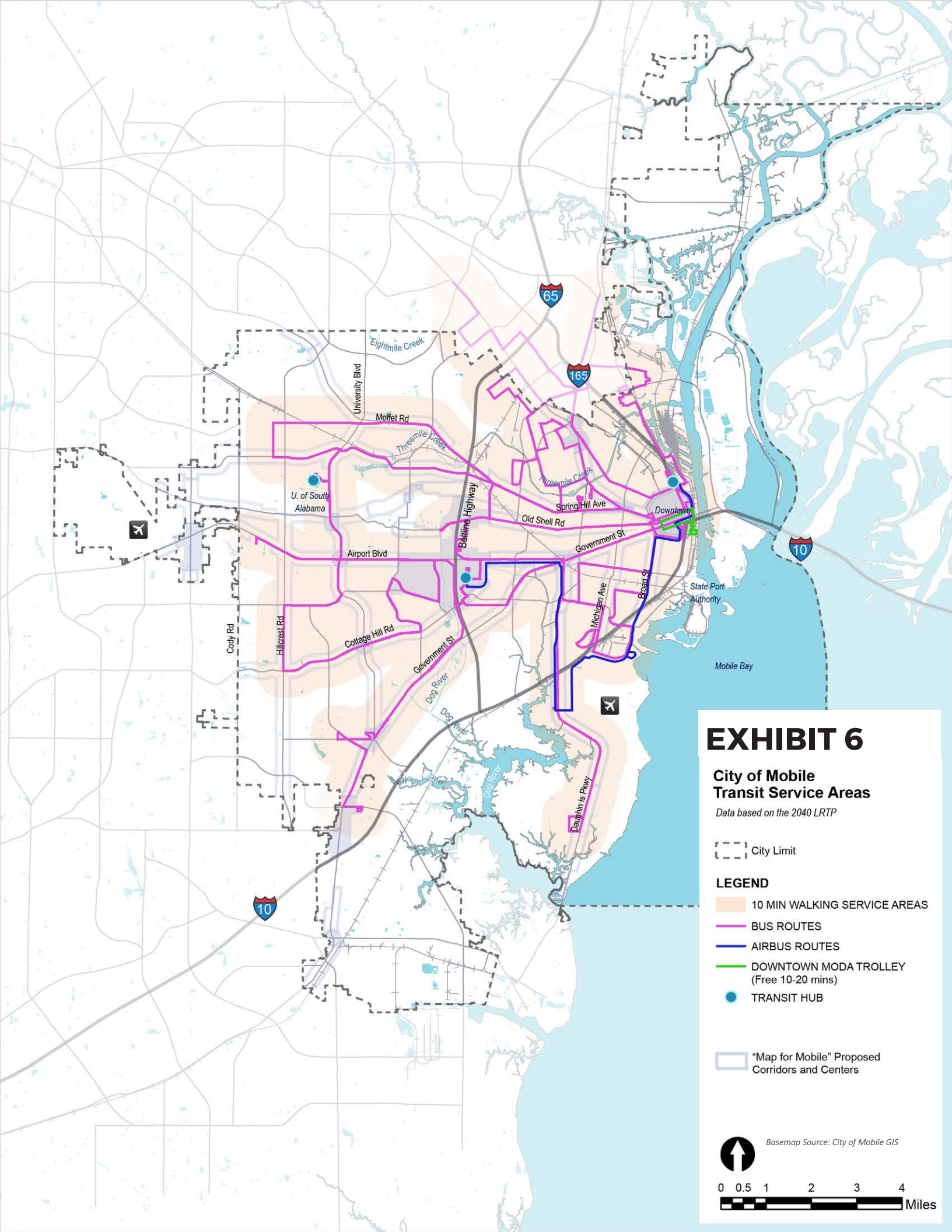









EXHIBIT 6

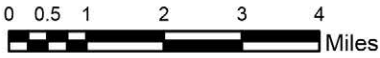
City of Mobile Transit Service Areas

Data based on the 2040 LRTP

-  City Limit
- LEGEND**
-  10 MIN WALKING SERVICE AREAS
-  BUS ROUTES
-  AIRBUS ROUTES
-  DOWNTOWN MODA TROLLEY (Free 10-20 mins)
-  TRANSIT HUB
-  "Map for Mobile" Proposed Corridors and Centers



Basemap Source: City of Mobile GIS



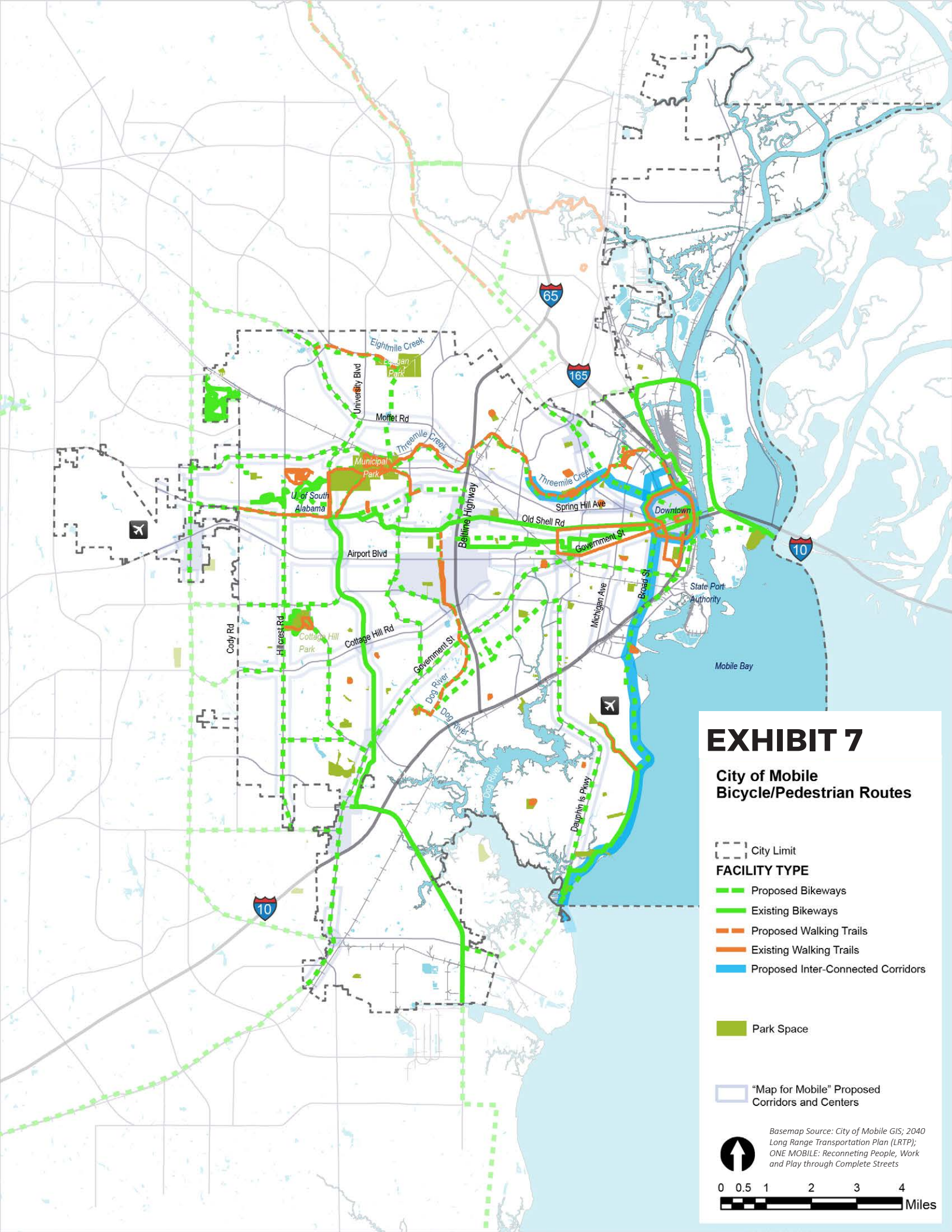
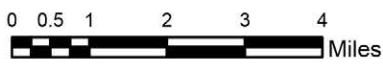


EXHIBIT 7

City of Mobile Bicycle/Pedestrian Routes

- City Limit
- FACILITY TYPE**
- Proposed Bikeways
- Existing Bikeways
- Proposed Walking Trails
- Existing Walking Trails
- Proposed Inter-Connected Corridors
- Park Space
- "Map for Mobile" Proposed Corridors and Centers

Basemap Source: City of Mobile GIS; 2040 Long Range Transportation Plan (LRTP); ONE MOBILE: Reconnecting People, Work and Play through Complete Streets



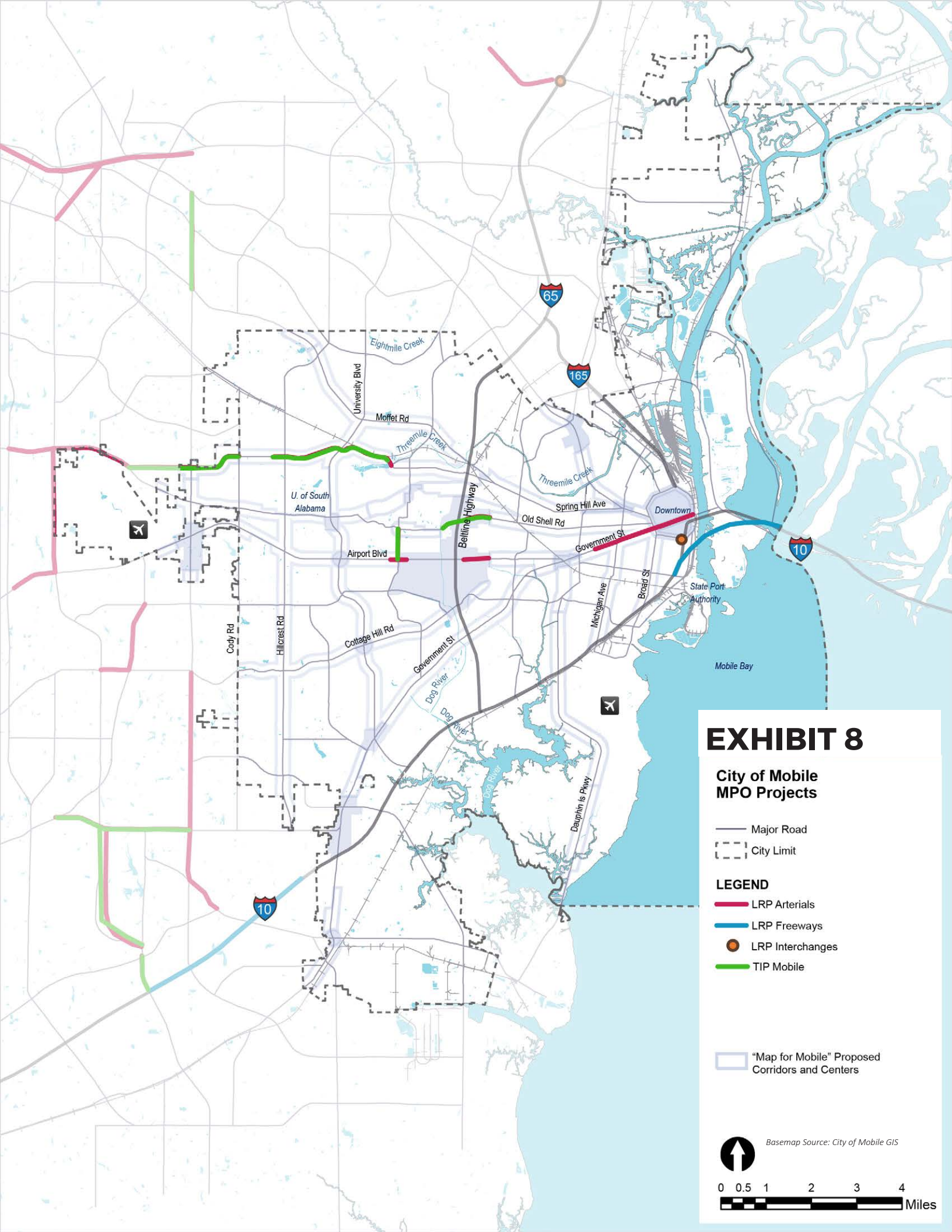


EXHIBIT 8

City of Mobile MPO Projects

- Major Road
- City Limit

LEGEND

- LRP Arterials
- LRP Freeways
- LRP Interchanges
- TIP Mobile

"Map for Mobile" Proposed Corridors and Centers



Basemap Source: City of Mobile GIS



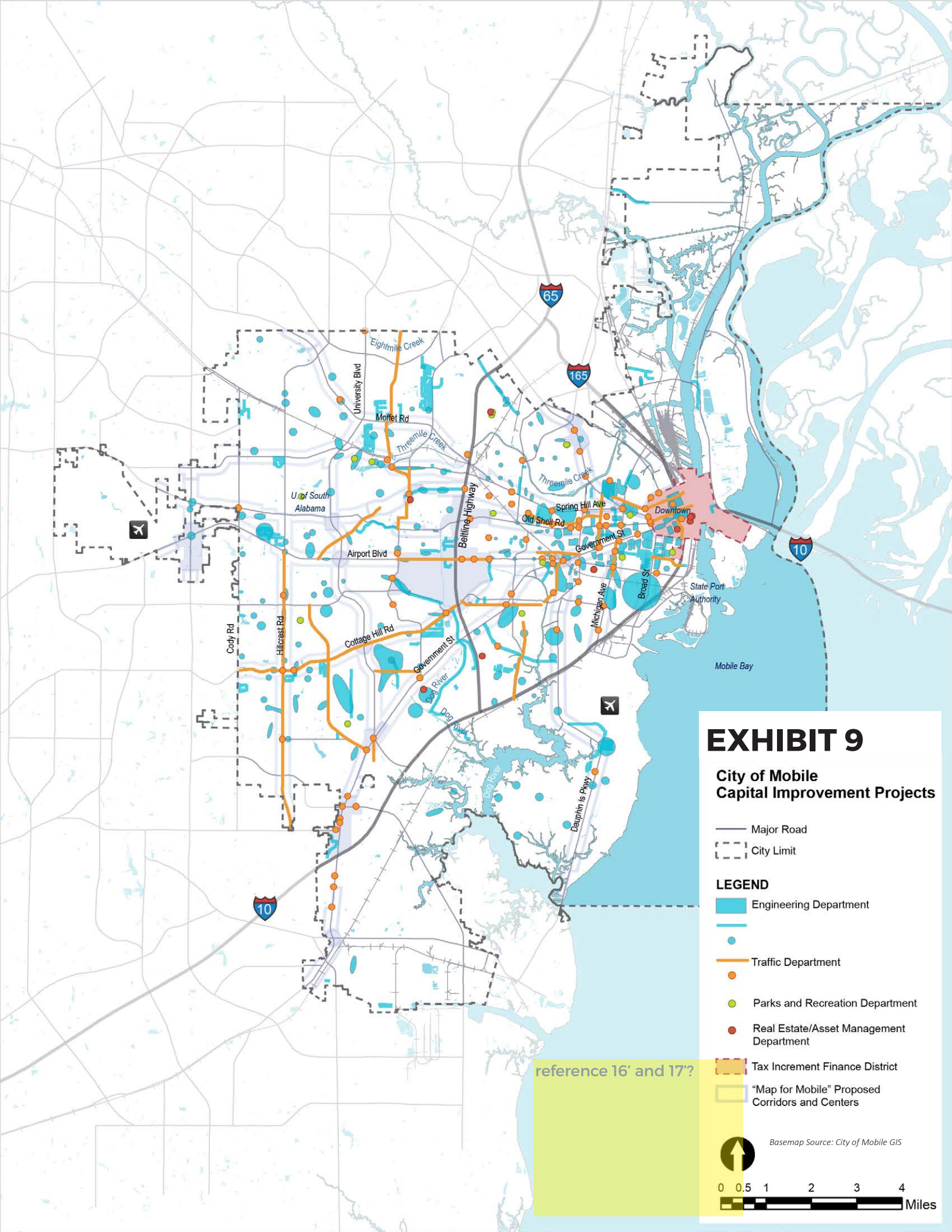


EXHIBIT 9

City of Mobile Capital Improvement Projects

- Major Road
 - City Limit
- LEGEND**
- Engineering Department
 - Traffic Department
 - Traffic Department
 - Parks and Recreation Department
 - Real Estate/Asset Management Department
 - Tax Increment Finance District
 - "Map for Mobile" Proposed Corridors and Centers

reference 16' and 17'

Basemap Source: City of Mobile GIS

0 0.5 1 2 3 4 Miles

PROCESS DOCUMENTATION

The following describes steps taken and input solicited as part of the process for developing the FLUP and MSP.

Workshop #1

The consultant team facilitated a full-day workshop with City Staff and other external agencies on August 17, 2016 to review existing conditions and factors impacting change related to Mobile's land use and transportation patterns. The workshop consisted of several group and small group activities including:

- › Presentation of analysis and findings related to updating the Future Land Use Map and Major Street Plan
- › Special topic presentations by City Staff and other regional agencies covering:
 - › Current city projects and major initiatives;
 - › The Capital Improvement Plan (CIP) and the new FixMobile.org website;
 - › Mobile County Public School System (MCPSS) planning;
 - › Mobile Area Education Foundation (MAEF) initiatives;
 - › Complete streets planning and status of projects;
 - › Public safety including police and fire initiatives;
 - › Stormwater management projects and opportunities for funding; and
 - › City Parks and Recreation planning.



Workshop #1
Special topic presentations

- › Small group activity to review, augment and refine analysis maps and identify a group consensus map illustrating priority areas of opportunity and investment that more closely matches the vision of Map for Mobile
- › Large group discussion of Future Land Use Map (FLUM) types and categories and what is most appropriate for Mobile (i.e., generalized land use categories, detailed, hybrid)
- › Large group discussion of appropriate densities and street typologies that will correspond to the Major Street Map (MSP)

The workshop was attended by representatives from Mobile MPO, Mobile Gas Corporation, ALDOT, Wave Transit System, the Downtown Mobile Alliance, MCPSS, Mobile Area Water and Sewer System (MAWSS), and Mobile Area Education Foundation. A wide range of City Departments participated including: Planning & Zoning, Traffic Engineering, Environmental Engineering, Engineering, Finance, Legal, Community Housing and Development, GIS, Parks and Recreation, and Historic Development.



Workshop #1
Small group activities

Consultation #1

Following Workshop #1, the consultant team conducted small group meetings with stakeholders to discuss and confirm the assumptions about growth, community structure, and citywide opportunities and challenges that emerged from Internal Charrette #1. The meetings were held September 28th and 29th, 2016 with representatives from environmental groups, real estate, the University of South Alabama, economic development, Downtown, and the Planning Commission. The comments and discussion items from Consultation #1 and the Workshop #1 findings are enclosed.

Workshop #2 and Consultation #2

Together with the Factors for Change analysis, the feedback from staff and the public stakeholders was used to develop Future Land Use options. The options were evaluated during Workshop #2, held on November 14, 2016, with participants seeking to define what each land use classification means and what the development character is in each land use district. The discussion topics included location, mix, and description of the character of land uses across Mobile, consistency with Map for Mobile, cost/benefits in terms to the fiscal health, capital budget, changes to the current MSP, and correspondence between various roadway classifications.

The input resulting from that activity served as the basis for the development of a preferred Future Land Use Map (FLUM) and Major Street Map (MSP). The stakeholder groups were called in for a second series of group meetings (Consultation #2) on January 11, 2017, where they reviewed and provided feedback on the draft FLUM and MSP.



Public Review and Open House

An open house and public presentation was held on April 6, 2017 for the FLUM, MSP, and in-progress code updates. Participants were invited to view and provide comments on the draft FLUM and MSP, as well as review the progress and input received for the Code update. The public open house was part of a week-long series of events including stakeholder meetings and Planning Commission and City Council briefings.

Workshop #2
Participants work on adjusting the Future Land Use Map draft



Public Open House (Zoning, FLUM, MSP)
Residents review and provide comments on the draft FLUM and MSP

DATA AND ANALYSIS SUPPORTING THE IDENTIFICATION OF PRIORITY INVESTMENT OPPORTUNITY AREAS

A Principle Statement within the Map for Mobile recommends that strategic infill and redevelopment should “focus on vacant properties and blighted areas.” Additionally, reinvestment in the targeted areas should achieve “a mix of uses that serve the needs of the community,” and should support “activity that creates vibrancy.”

Further, the Built Environment Plan Element of the Map for Mobile references a vision for growth and development to occur through reinvestment “in the existing built environment.” This Element also states a goal of achieving “well-designed infill development in strategic locations.”

Similarly, the Neighborhoods Plan Element articulates goals for “targeted revitalization of blighted neighborhoods,” and “reinvestment and strategic redevelopment in existing neighborhoods.”

Land use policies of the Built Environment Element direct the City to “encourage private property owners and developers to find sites on underutilized property with existing infrastructure...” To ensure support of this and related objectives, data and analysis were relied upon for designation of the Priority Investment Opportunity areas. Specific factors include the following:

- › Multiple Listing Service (MLS) database of monthly residential sales. This data, extending between 2011 and 2015, highlighted geographic areas with strong real estate market activity, and positive investment in residential neighborhoods. Areas with weak market activity were evaluated further for potential district designation.

- › Citywide building permit issuance data extending between January 2011 and September 2016. This data resulted in a 'hot-spot' map showing area of high building permit issuance within the City, and the associated cumulative financial investment. Areas outside of the "hot-spots" were considered as being subject to disinvestment trends.
- › Feedback from community and civic leaders expressed during charrettes conducted in support of the draft FLUM.
- › Tax delinquent properties data.
- › The Mayor's Innovation-team blight inventory mapping.
- › The Map for Mobile planning team's Focus on the Future workshop. Over 400 citizens participated in this session, at which time various 'strong' and 'weak' places within the City were identified through a mapping exercise. Many of the areas currently listed as Priority Investment Opportunity districts on the FLUM correlate to the 'weak' places noted during the March 2015 workshop.

Through integration of the described data and analysis, sectors within the City exhibiting evidence of disinvestment were identified as Priority Investment Opportunities. Each of these areas is depicted on the FLUM.

While these areas collectively reflect signs of disinvestment, each district exhibits its own inherent characteristics, offering diverse opportunities for revitalization and redevelopment, across the City of Mobile. As stated, designation of the special districts conforms to policy guidance within the Map for Mobile, Framework for Growth.

Credit: Flickr // Grauke O



