



DRAFT

Map for Mobile was prepared by:

Goodwyn, Mills, & Cawood  
Planning Next  
Dover, Kohl & Partners  
Kimley-Horn

For questions regarding this plan, contact:

City Planning Department  
(251) 208-5895  
[MapForMobile@cityofmobile.org](mailto:MapForMobile@cityofmobile.org)

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# ACKNOWLEDGMENTS

**Mayor Sandy Stimpson**  
Colby Cooper, Chief of Staff

## Mobile Planning Commission Members:

- › James (Jay) F. Watkins, Chairman
- › Carlos Gant, Vice Chair
- › Jennifer Denson (Supernumerary), Secretary
- › Nick Amberger (Administrative Official)
- › Councilman Joel Daves
- › Thomas Doyle
- › Sujin Kim
- › Shirley Sessions
- › John Vallas
- › Don Hembree (Planning Jurisdiction)
- › Libba Latham (Planning Jurisdiction)
- › Allan Cameron (Supernumerary)

## Mobile City Council Members:

- › Gina Gregory - Council President, District 7
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- › Levon C. Manzie - Council Member, District 2
- › C.J. Small - Council Member, District 3
- › John C. Williams - Council Member, District 4
- › Joel Daves - Council Member, District 5
- › Bess Rich - Council Member, District 6

## The following organizations provided funding to support Map for Mobile:

- › Community Foundation of South Alabama
- › J.L. Bedsole Foundation

**Internal Long-Range Planning Team:**

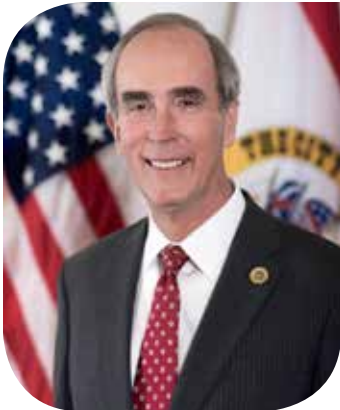
- › **Dianne Irby**  
Executive Director, Planning and Development
- › **Shayla Beaco**  
Senior Director, Community Affairs
- › **Shemika Brown**  
Director, Community Engagement
- › **Jena Berson**  
Director, Local Affairs
- › **P. Nigel Roberts**  
Senior Director, Community and Housing Development
- › **Nick Amberger**  
City Engineer
- › **Keri Coumanis**  
Assistant City Attorney
- › **Kina Andrews**  
Planner II, Planning and Development
- › **Carla Davis**  
Planner II, City Planning
- › **Bert Hoffman**  
Planner II, City Planning
- › **Jennifer Denson**  
Planning Commission
- › **Carlos Gant**  
Planning Commission
- › **Jeremy Milling**  
Board of Adjustment

**Additional Contributors:**

- › **Sherry Lee**  
Executive Assistant, Mayor's Office
- › **Trish Primm**  
Executive Assistant, Planning and Development
- › **George Talbot**  
Senior Director, Communications and External Affairs
- › **Laura Byrne**  
Deputy Director of Communications
- › **RADM Rich Landolt, USN (Ret.)**  
Executive Director, Public Safety
- › **Chief James Barber**  
Mobile Police Department
- › **Assistant Chief Billy Pappas**  
Mobile Fire-Rescue Department
- › **Bill Harkins**  
Executive Director, Public Works
- › **Dan Otto**  
Director, Parks and Recreation
- › **Matthew Capps**  
Deputy Director of Parks
- › **Brad Christensen**  
Director, Real Estate and Asset Management
- › **Cartledge Blackwell**  
Assistant Director & Architectural Historian, Mobile Historic Development Commission
- › **Richard Olsen**  
Director of Planning and Zoning, City Planning Department
- › **Rosemary Sawyer**  
Assistant City Engineer
- › **Janic Terry**  
Assistant City Engineer
- › **Paul Wesch**  
Executive Director, Finance Department
- › **John Olszewski**  
Real Estate Manager
- › **Scott Kearney**  
GIS Manager
- › **Joan Dunlap**  
Executive Director, Mayor's Innovation Team

# MESSAGE FROM MAYOR SANDY STIMPSON

OCTOBER 2015



We cast a vision for Mobile in 2013 to become the safest, most business and family-friendly City in America by 2020. That vision led to primary goals and initiatives in my Administration that focus on financial stewardship, increased effectiveness in all areas of City operations and improving the quality of life for citizens.

In addition to the vision set forth for 2020, we embarked this year on a citywide comprehensive planning process that has not been undertaken for decades. Citizen involvement was the top priority for this plan, and we have developed a framework – a Map for Mobile – that can be used to guide decisions and changes for both the near term and far beyond.

Map for Mobile outlines goals and policies we believe will guide our future planning efforts and the pages in this report outline the methods and approaches the City will follow in 2016 and beyond to implement zoning, land use, code and ordinance changes and capital improvement priorities. Map for Mobile sets up the framework for future decision making and represents months of outreach and citizen input to engage broad perspectives.

Cities rely on leadership to help foster growth and be catalysts for collaboration and cooperation. I assure you that Mobile’s entire City leadership is dedicated to improving the quality of life for our citizens and investing in needed changes and improvements. We will be working together to implement this plan and use it as a “living document” with action plans developed and reviewed on an annual basis.

My sincere thanks to all those who participated in development of Map for Mobile! We appreciate the contributions of everyone involved in the success of Mobile – it is indeed a great time for our City!

With sincere regards,

A handwritten signature in blue ink that reads "W. Stimpson".

William S. Stimpson  
Mayor of Mobile



**CYCLE OF  
POSITIVE  
CHANGE**

## ADVISORY COMMITTEE

- › **Marlon Jones**, 100 Black Men
- › **Mike Saxon**, Alabama Power
- › **Jimmy Lyons**, Alabama State Port Authority
- › **Ulysses McBride**, Bishop State Community College
- › **Wiley Blankenship**, Coastal AL Partnership (CAP)
- › **Elizabeth Stevens**, Downtown Mobile Alliance
- › **Dave Reaney**, Food Bank
- › **Charles Hyland**, MAWSS
- › **Michael Davis**, Mo. Co. Advisory Bd. of the Disabled
- › **Roger Wehner**, Mobile Airport Authority
- › **Bill Sisson**, Mobile Area Chamber of Commerce
- › **Carolyn Akers**, Mobile Area Education Foundation
- › **Roberta Swann**, Mobile Bay National Estuary Program
- › **Gina Gregory**, Mobile City Council President
- › **Al Hutchinson**, Mobile Convention and Visitors Bureau
- › **Jerry Carl**, Mobile County Commission President
- › **Martha Peek**, Mobile County Public School System
- › **Mike Fine**, Mobile Gas
- › **Dwayne Vaughan**, Mobile Housing Board
- › **Sydney Raine**, Mobile Works
- › **James E. Buckalew**, Point Clear Holdings
- › **Gregory F. Lucey**, Spring Hill College
- › **Joseph Snowden**, U.S. Coast Guard
- › **John Chytka**, U.S. Corps of Engineers
- › **Alan H. Turner II**, United Way
- › **Mark Foley**, University of Mobile
- › **Tony Waldrop**, University of South Alabama

## OUTREACH COMMITTEE

- › **Raymond Bell**, Bell Law Firm, PC
- › **Bob Sain**, Centre for the Living Arts
- › **David Jack**, C-Spire
- › **Jeff DeQuattro**, Delta Bike Project/The Nature Conservancy
- › **Kate Carver**, Dumas Wesley Center
- › **Gary Hart**, Hillsdale Neighborhood Association
- › **Leida Javier-Ferrell**, Hispanic American Business Association
- › **Melvin Howard**, Homeland Security
- › **Mahesh Batavia**, Resident
- › **Mary Stevenson**, Lafayette Heights Neighborhood Association
- › **Vicki Lewis**, Maysville Community Action Group
- › **Pratt Thomas, Jr.**, Merrill P. Thomas Co., Inc.
- › **Bragg Van Antwerp**, Mitchell, McLeod, Pugh & Williams Inc
- › **Terrance Smith**, Mobile Area Education Foundation
- › **Casi Callaway**, Mobile Baykeeper
- › **Kelly Warren**, Mobile County Health Department
- › **Tommy Sheffield**, Mobile County Public School System
- › **Kesshia Davis**, Mobile Gas
- › **Marian Clarke**, N. Monterey Street Association President
- › **Ron Ali**, NAACP
- › **Robin Hanes**, Outback Ministry
- › **Tonie Ann Coumanis Torrans**, Penelope House
- › **Brent Barkin**, Regency Oaks Neighborhood Association
- › **Manoj Annyarumbhatla**, Resident
- › **Freddie Peterson**, Reverend
- › **Bryan Lee**, Ridgefield Neighborhood Association
- › **Sam Winter**, Sam Winter & Co. Real Estate
- › **Kevin Harrison**, SARPC Transportation Planning Department
- › **John Cebron Russell, Jr.**, St. John's United Methodist Church
- › **Makeda Nichols**, State Farm Insurance
- › **Rep. Adline Clarke**, State Representative / Elected Official
- › **Debi Foster**, The Peninsula of Mobile
- › **Cameron Weavil**, The Weavil Company
- › **Joel Erdmann, Ph.D.**, University of South Alabama Athletics
- › **Linda St. John**, Village of Spring Hill



Stewartfield - the Stewart-Byrne House on the Campus of Spring Hill College  
Credit: Mobile Bay Convention and Visitors Bureau



# 1 INTRODUCTION

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The Need for a Comprehensive Plan Now

Envisioning the Future

The Planning Process

The Planning Context



Downtown Mobile  
Credit: Mobile Bay Convention and Visitors Bureau

# NEED FOR A COMPREHENSIVE PLAN NOW

Everyone wants Mobile to succeed, lead and grow. As a city rich with natural and cultural resources, Mobile has a responsibility to balance preservation and growth.

While there have been a variety of planning efforts in the recent past, these plans have been limited in their geographic or topical scope. A citywide comprehensive planning process was long overdue. Our citizens need a voice in their future so we opened up the planning process and made participation our key focus. Map for Mobile serves as a guide for long-term preservation, revitalization and growth so the City can achieve the goals and aspirations of its citizens. Map for Mobile uses the City's other planning efforts to shape recommendations for the City's development, ensuring that those plans continue to be valued and implemented. It builds upon these existing plans, reinforces previous ideas and recommendations and sets the stage for future planning efforts.

An important point to make early in this document is that the plan does not propose rigid projects, programs or improvements, but instead sets goals and policies for the City to use in establishing concrete plans and programs in 2016 and beyond.

The City has stunning architecture, streets lined with live oaks, public squares and numerous events and celebrations. Mobile is home to the nation's first Mardi Gras celebration, which remains a huge tourist draw, especially for families. Mobile boasts of a wealth of natural resources, unparalleled in the State: Mobile Bay, Dog River, Mobile River and the coast, not to mention various creeks and waterways that wind through the City. Mobile is nationally recognized for its recent economic development inroads with thousands of new, well-paying jobs created in the last few years. Large, international companies are attracted to Mobile, with the port, America's twelfth largest, acting as a major draw for industry. It also has thriving arts and music scenes, with various festivals throughout the year. Mobile will embrace its future by capitalizing on all these assets and by using its best resource: its people.

The City also faces some real challenges in the future. Mobile has dealt with population decline\*, regional suburban sprawl, stretched resources, traffic congestion, income inequality\*, aging housing stock and deferred infrastructure maintenance that must be addressed. Understanding these challenges will allow us to leverage and build upon our assets to address our problems.

One theme that runs throughout this document is density. Increased

density allows for more efficient service provision and takes advantage of all corridors and areas of our city with room for regeneration. Over the past several decades there has been a significant shift in thinking about planning. Decades ago development was pushing farther from the city center into the suburbs. Now, strategies to rebuild older areas in cities across the country encourages innovative ideas for developing a denser built environment. Many of the goals and policies within this Plan

address this subject.

Map for Mobile examines these and other issues, understanding that they are interrelated. Throughout the public engagement process, citizens and stakeholders identified Mobile's issues and weaknesses and offered their best ideas for addressing solutions.

Mobile has set its aspirations high, and is committed to working together to achieve those goals.

## THE DEVELOPMENT FRAMEWORK

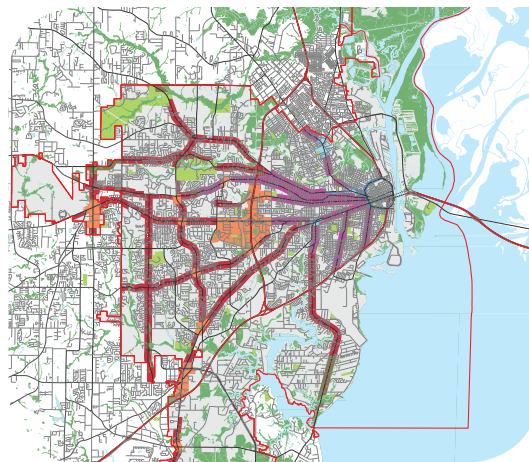
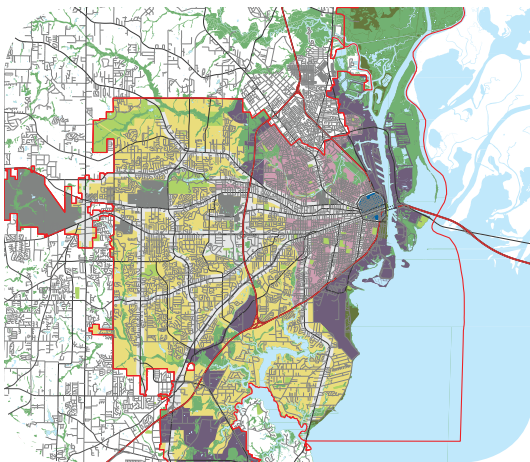
The Development Framework outlines the form that development should occur along the major corridors and in the centers and development areas, acting similarly to a more traditional future land-use map by laying a foundation for future zoning changes and land-use decisions. The development areas are classified as corridors, centers, neighborhoods and areas and follow a continuum from urban to traditional to suburban to almost rural.

## PLAN ELEMENTS

For each of the following topics, Map for Mobile presents goals and policies that provide a foundation for future planning, regulations and decision-making.

- › Built Environment
- › Mobility and Connectivity
- › Neighborhoods
- › City Facilities and Services
- › Economic Development
- › Natural Resources
- › Collaboration and Cooperation

The Development Framework Maps (Chapter 3) identify the desired form of development in corridors, centers and neighborhoods throughout Mobile.



# PRINCIPLES

Now and into the future, seven Principle Statements outline our core values.

We believe in...

## **1 Strong neighborhoods** with:

- › Unique identity and sense of place
- › A mix of housing types that provide for residents' diverse needs
- › Community amenities within walkable distances

## **2 Functional roadway corridors** with:

- › An attractive and welcoming public realm
- › Safe accommodations for people and vehicles
- › A variety of thriving businesses that support a robust economy

## **3 Strategic infill and redevelopment** with:

- › A mix of uses that serve the needs of the community
- › A focus on vacant properties and blighted areas
- › Concentrated activity that creates vibrancy

## **4 A connected community** with:

- › Ease of mobility for pedestrians, automobiles and bicyclists
- › Safe and appealing transportation options
- › Access to businesses, parks and open spaces, cultural amenities and other destinations

## **5 High-quality design of the built environment** with:

- › An attractive and distinctive streetscape and public realm
- › Maintenance of existing private property to minimize degradation and blight
- › New private property development that is distinguishing yet in keeping with City and neighborhood character

## **6 A strong downtown** with:

- › A greater intensity of uses and activities
- › Pedestrian-friendly streets and interesting restaurants and entertainment options
- › Accommodations for tourists as well as those who live and work in Mobile

## **7 Greater opportunities to enjoy natural and recreational assets** with:

- › Quality parks and open spaces
- › Appropriate and inviting development at key waterfront and riverfront locations
- › Proximity and connections to residential and commercial areas

# THE PLANNING PROCESS

The city initiated the planning process for Map for Mobile with the goal of shaping a citywide vision for the community and using it as a guide for future development. The city conducted a robust publicity and outreach campaign to ensure that participation in the process was a choice for as many citizens as possible.

## Advisory Committee

Composed of City officials; representatives from housing, education and economic development authorities; and representatives from other governmental agencies, The Advisory Committee is formed to steer Map for Mobile in the right direction and provide oversight and feedback throughout the process.

## Focus on the Future Workshop

At the Focus on the Future Workshop more than 400 citizens participate in exercises to identify strong and weak places in the City and contribute their best ideas for the future Mobile. An additional 200 people identify strong and weak places and submit ideas at the project website.



2015

Feb.

Mar.

Mar. 30

## Project Website

MapforMobile.org launches to spread awareness about the plan. Throughout the planning process, the website provides a platform for citizens who might not be able to attend the physical workshops.

## Outreach Committee

Composed of non-profit organizations, faith-based communities and neighborhood and community leaders, the Outreach Committee plays a vital role in spreading the word about Map for Mobile and engaging stakeholders and the general public in the process, ensuring widespread and diverse participation.





### **Designing the Future Workshop**

More than 300 citizens provide input on draft principles, review ongoing work and participated in exercises to identify ways to improve various parts of the City. The City also live-streams the presentation from the workshop's last evening, allowing citizens to stay engaged through an online platform.

May 18-20



Jul. 16

### **Open House**

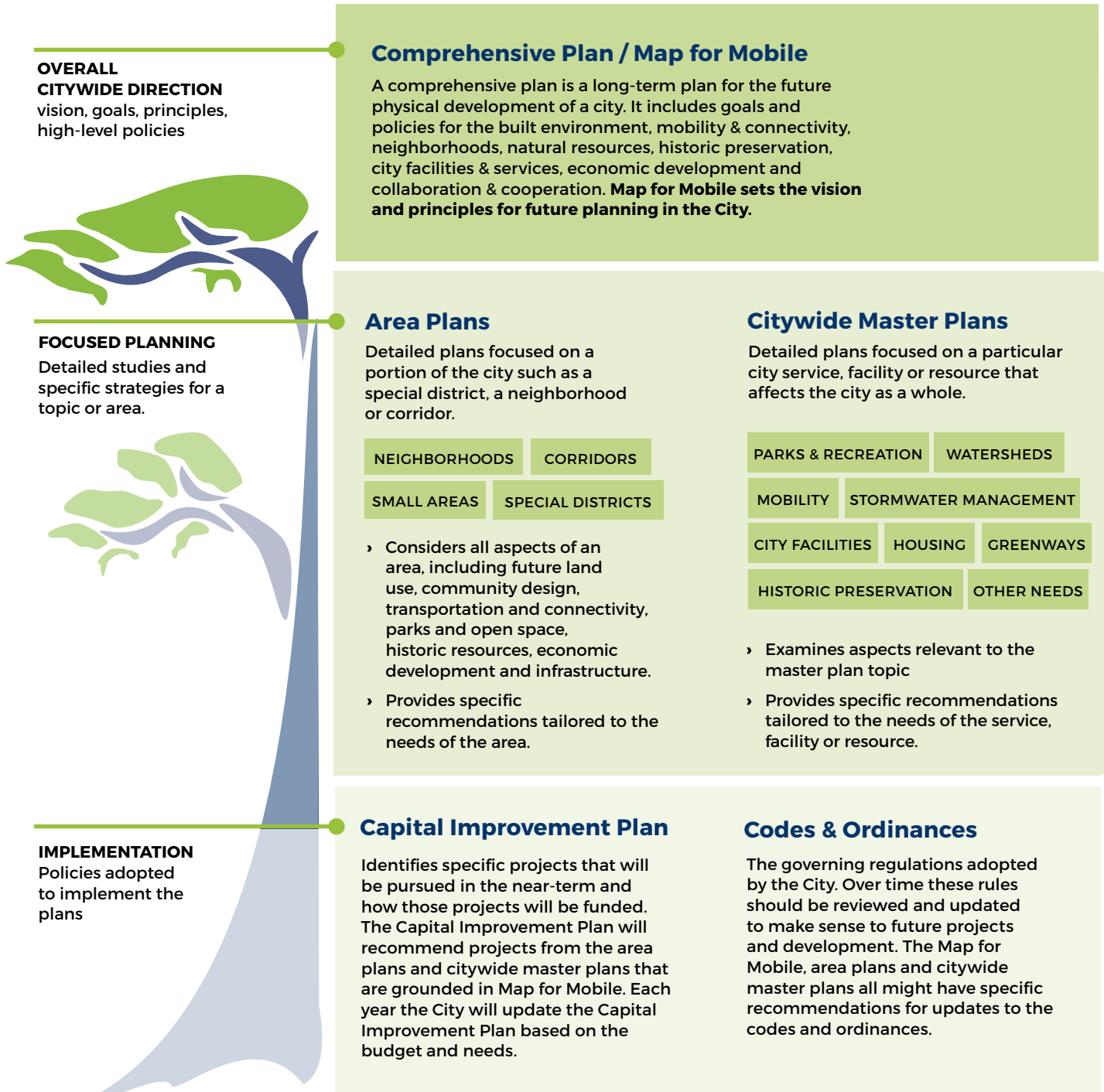
400 citizens review the progress on Map for Mobile and provided feedback and input on the draft plan.



After months of engaging the public, examining the issues and developing principles, goals and recommendations for the City, the planning team pulls all of this information and input together into Map for Mobile, a comprehensive plan that considers all areas and facets of the city.

# THE PLANNING CONTEXT

Map for Mobile is a statement of the City’s overall vision and policy direction. It will be implemented through various specific actions plans and regulations. The City’s many existing and future plans fit into a clear hierarchy as shown below. As the plan unfolds, it sets the stage for future implementation.





## A FRAMEWORK FOR FOCUSED PLANNING

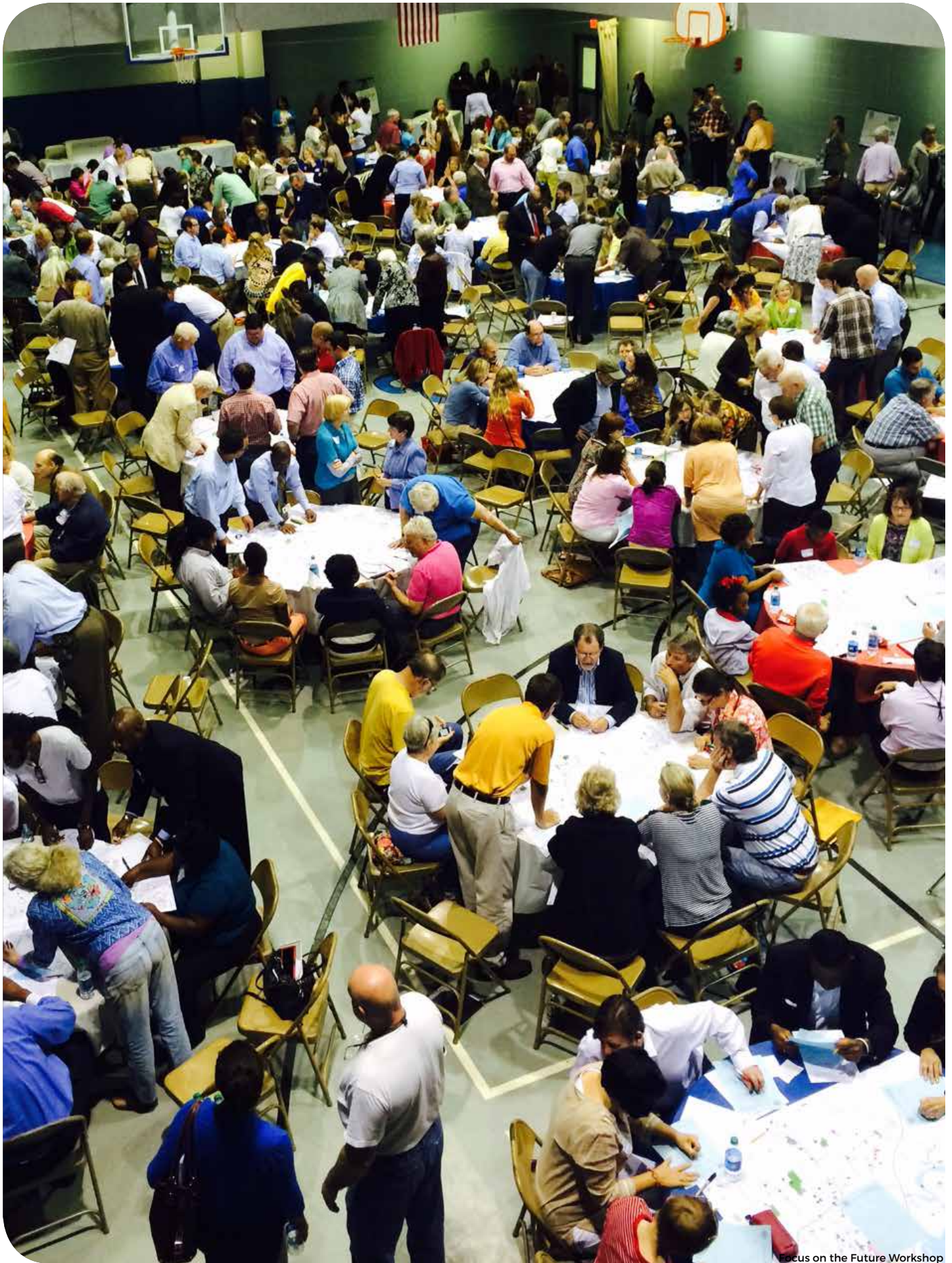
Map for Mobile serves as a foundation for the City's future planning efforts, informing subsequent plans, policies, regulations and budgeting decisions and providing terminology to use throughout those efforts.

Subsequent planning efforts that address areas within the City should be completed in conformance with Map for Mobile. The recommendations of those plans should directly address topics in Map for Mobile and its Principles. These specific plans should use consistent terminology and be organized in a consistent manner. Data collection methods should follow city planning staff recommendations to facilitate data integration.

Each specific plan should contain the following elements:

1. Existing conditions analysis and needs assessments
2. Visioning
3. Plan recommendations
4. Action Plan





Focus on the Future Workshop

# 2 PEOPLE ON THE PATH

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## Input and Background

Ideas and Input

Themes from Public Input

Conditions and Trends

Existing Plans

**First and foremost, Map for Mobile is about people.**

While the majority of proposed goals and principles in Map for Mobile relate specifically to the physical environment of the City, the overarching mission of the plan is to recommend strategies that improve places for people. The best way to create policies that improve people’s lives is to listen to their ideas. Citizens have a wealth of knowledge about the City and have contributed to Map for Mobile throughout the planning process by identifying places they love and places that need attention. They also have provided their best ideas for improving Mobile. Many of these ideas are ambitious, but no less ambitious than the vision and principles established in this plan.



# IDEAS AND INPUT

At the Focus on the Future workshop, held in March 2015, over 400 citizens attended and were asked to share their ideas for Mobile and identify strong and weak places.

Identifying strong and weak places allows Map for Mobile to determine common characteristics of these identified places and define policies and strategies to enhance strengths and improve upon weaknesses.

Primary identified Strong Places included:

1. Downtown
2. Spring Hill
3. Midtown
4. Medal of Honor Park (Cottage Hill)
5. University of South Alabama
6. Oakleigh
7. Dog River

Strong Places identified are primarily mixed-use, historic areas, and “walkable” was cited as a factor in choosing Strong Places. Strong neighborhoods like Oakleigh and Spring Hill were also identified as Strong Places, with safety and stable property values being common factors in these places’ identities. Dog River was the natural resource most identified as a Strong Place, with access to the water mentioned as its primary strength.



Primary identified Weak Places included:

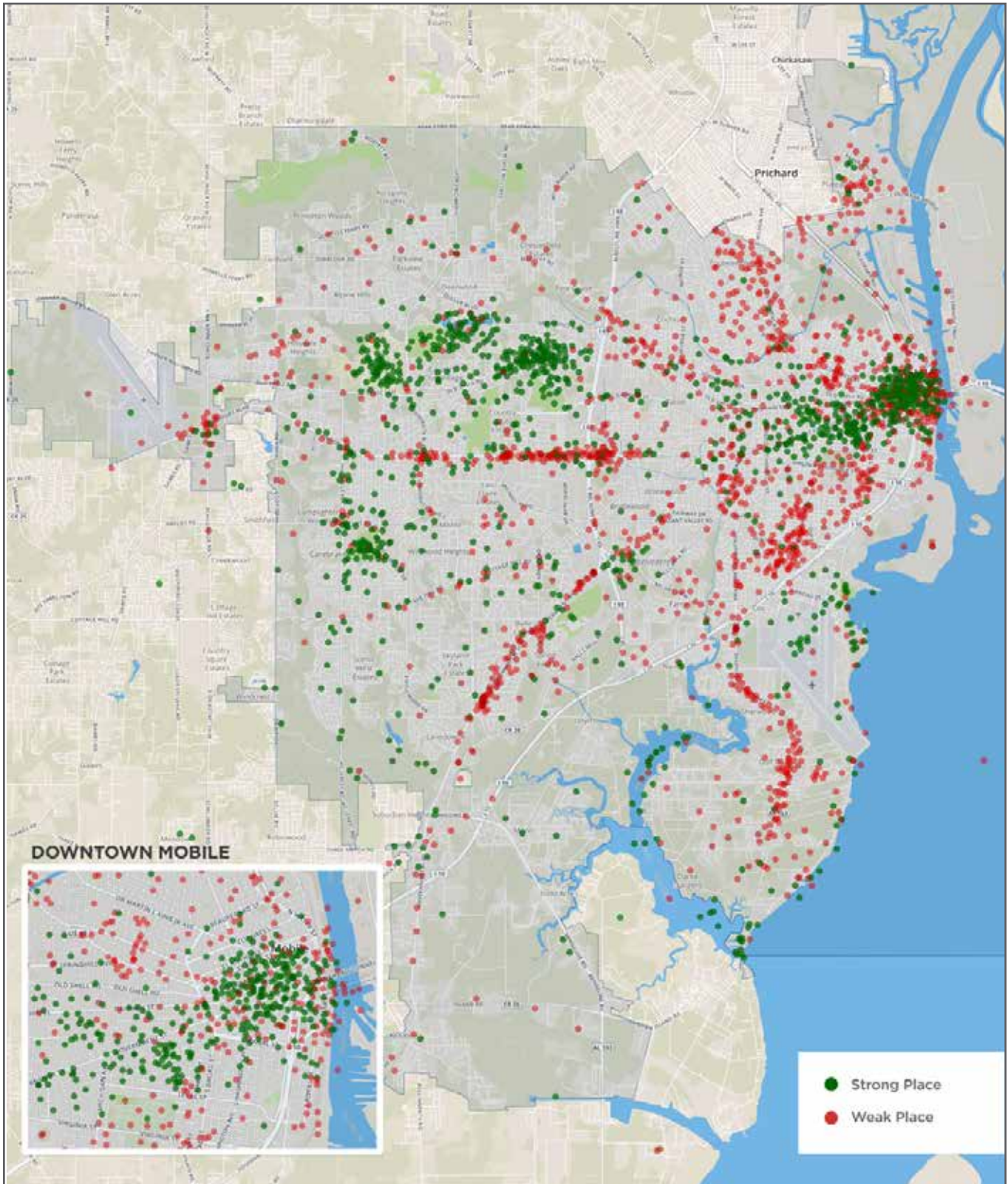
1. Airport Boulevard
2. Dauphin Island Parkway
3. Michigan Avenue
4. Africatown/Plateau
5. St. Stephens Road/Toulminville
6. Waterfront, especially near downtown
7. Government Street Corridor
8. Old Shell Road/Spring Hill Avenue Corridors

Identified Weak Places are primarily transportation corridors characterized by large travelways, little or no pedestrian or bicycle infrastructure and strip developments with large parking lots in front of buildings located a significant distance from the street. Interestingly corridors adjacent to neighborhoods identified as Strong Places (Spring Hill, Oakleigh) were identified as weak. Other Weak Places are low-income neighborhoods where blight is cited as the main problem. The Waterfront was identified as another weak place, with lack of access noted as the primary reason.



# STRONG AND WEAK PLACES MAP

The Strong and Weak Places Composite map shows over 2,000 unique places marked by participants at the Focus on the Future Workshops and Online Map.



# THEMES FROM PUBLIC INPUT

Those same 400 citizens, plus those who participated online, were also asked to provide their best ideas for Mobile, many of which have been incorporated into Map for Mobile. Here are some of those ideas:

- › Physical design must be a priority
- › More upward, vertical expansion instead of taking up so much space
- › Cleaner, greener neighborhoods
- › Town centers throughout the City, centrally themed
- › Core value should be: every child should be able to safely walk to a park, school, library, community center and religious facility
- › Make Mobile a more walkable city
- › Better aesthetics driving to and from the airport
- › Sidewalks to increase accessibility around schools
- › Better access for water activities
- › Attract more retirees
- › Regular street maintenance
- › Develop plan for properties that will be affected by I-10 Bridge
- › Three Mile Creek biking and walking trail
- › Emphasize education
- › Revitalize beautiful/run-down inner city streets
- › Bike lanes incorporated into all street plans
- › Inclusion with surrounding municipalities
- › Improve transportation flow
- › Business friendly permitting process
- › Improve public transportation
- › Invest in marketing our history
- › Safe streets for walking and biking
- › Do a better job of preserving our history
- › Incentives to redo or use already built buildings rather than tear down or build new
- › Tax incentives for economic investment in blighted areas and in small businesses

# CONDITIONS AND TRENDS

As part of the planning process, the team conducted an analysis of existing conditions and trends in Mobile. Here is a snapshot of those conditions and trends.

## POPULATION

The City has seen growth that aligns with national trends. Downtown added residential capacity with the construction and renovation of buildings and apartments, mirroring the national trend of downtown and traditional neighborhoods closer to downtown becoming attractive places to live. The millennial and senior populations are major drivers of these trends toward more urban, denser neighborhood living, and that will most likely continue. These segments of the population make up 22 and 21 percent of the City's population respectively, and are comparable to other large Southern cities. Mobile's population also lives in relatively small households, with 63 percent of residents living in one or two-person households.

These figures, when combined with the growing desirability of downtown and traditional neighborhoods indicate that Mobile has a need for smaller, more diverse housing units. This information shapes some of Map for Mobile's broad recommendations for density and greater housing choice beyond the single-family home.

Mobile's population is also very diverse economically. Mobile's neighborhoods experience varying levels of household income. The wealthiest tracts tend to be outlying areas in West Mobile, and these have poverty rates between zero and 20 percent, while in the poorest tract, between 60 and 80 percent of the population lives in poverty. See the Poverty Percentages Map in Appendix C.

For more detailed population information and charts and figures, see Appendix C.

The information in this section and in Appendix C was obtained from the US Decennial Census and the American Community Survey (2013).



**MOBILE REGION'S  
ECONOMIC GROWTH  
(2005-2015)**

**37**

new businesses  
recruited

**69**

expansions at  
existing businesses

**15,361**

new jobs added

**\$55,959**

average salary of  
new jobs

## INDUSTRY

One of the largest drivers of the region's population growth has been the creation of new jobs. Mobile is the region's economic hub and Alabama's most diverse economy. Many companies have expanded or invested in the area creating thousands of new jobs, primarily in manufacturing and production. The Port of Mobile, five Class 1 railroads, two major interstates and two major airports all contribute to Mobile's desirability as a location for

manufacturing and industry.

Mobile has also seen improvements in the retail sector, with more than 1.3 million square feet of restaurant, retail, and hotel space built or currently under construction since 2010. In that same period, more than 500,000 square feet of existing shopping centers have been significantly renovated. Retail jobs have grown as a portion of the workforce as well.

Information concerning recent job creation was obtained from the Mobile Chamber of Commerce's Report, 2015 and Auburn University Montgomery's Economic Impact Study.

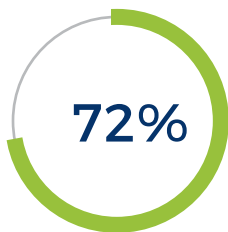
## HOUSING

Mobile's housing stock is aging. One-third of all housing units were constructed before 1960. Of more concern is the fact that 72 percent of all housing units were constructed before 1980, so almost three-quarters of Mobile's housing is over 35 years old. While these figures reflect a place that values its historic neighborhoods, they also indicate a need for new and renovated housing.

A significant portion of the population rents their homes, 43

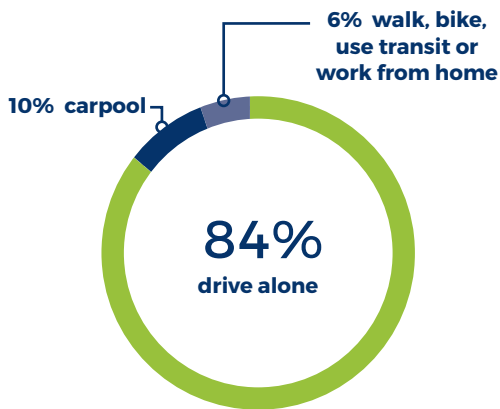
percent, while 57 percent of homes are owner-occupied. 74 percent of all housing units are single-family dwellings, with 25 percent in multi-family structures, including duplexes.

The average household in Mobile spends 57 percent of its income on housing and transportation costs. That means when housing and transportation costs are considered together, most housing is unaffordable because of the associated transportation costs.



housing units that are  
more than 35 years old

### PRIMARY MODE OF TRANSPORTATION TO WORK



## MOBILITY

Like most cities, Mobile's transportation system is heavily dependent on the automobile, a fact that contributes to substantial transportation costs.

- › 84 percent of people drive alone to work
- › 10 percent carpool
- › 6 percent walk, bike, take transit or work from home

While average travel time to work is just under 21 minutes, limited radial corridors and access across the Bay can result in traffic congestion. Mobile's public transit system, WAVE, operates six days a week with primarily east/west routes and many routes are in need of review. These facts and figures inform many of Map

for Mobile's recommendations for transportation and improved mobility and connectivity.

Mobile is already making significant strides in improving the City's transportation options. A non-motorized transportation study is being conducted in the downtown area to assess the feasibility and infrastructure available for alternative modes of transportation. The City is also preparing plans for Water Street to make it more pedestrian and bicycle friendly and provide better access to amenities on the waterfront (Convention Center, Cooper Riverside Park, GulfQuest, etc.). Bring Back Broad is a Complete Streets initiative for Broad Street that will improve functionality for all types of users.



of the City is water

## LAND USE

Land use in Mobile is characterized by mixed-use areas such as downtown and midtown; commercial corridors dominated by strip commercial centers built in the 1960s, 70s and 80s such as Airport Boulevard, Springhill Avenue and Government Boulevard; large areas of industrial use primarily bounded by water; major complexes such as hospitals and universities; and large swaths of single-family residential housing.

Mobile encompasses 178.8 square miles with 138.5 square miles of land:

- › 30 percent is residential;
- › 14 percent is commercial;
- › 8 percent is industrial; and
- › 47 percent is comprised of other uses, including undeveloped land.

Mobile’s large percentage of undeveloped land is partially explainable by significant areas of floodplains and wetlands, as can be seen in the map in Appendix C. Most of this property is undevelopable for anything other than passive recreational purposes, constraining the City’s ability for further growth.

In the past, land-use planning in Mobile has focused on eliminating incompatible land uses and providing housing in previously undeveloped areas connected by main thoroughfares. These notions are outdated, and many of Mobile’s subsequent plans and policies have new ideas such as Smart Growth and Complete Streets. Map for Mobile makes recommendations based on new desires in Mobile for connectivity, more mixing of uses and more desirable places.

### MOBILE’S LAND USE AT A GLANCE

**138.5** SQ MI

8% industrial

14% commercial

30% residential

47% undeveloped and other uses



Credit: Mobile Bay Convention and Visitors Bureau

## EXISTING PLANS

Previous planning efforts provide excellent recommendations, projects, and policies for Mobile. To reinforce this previous work while moving forward with a vision for the City's future, Map for Mobile references these plans and their recommendations.



### A NEW PLAN FOR MOBILE

A New Plan for Mobile, adopted in January 2012, provides a series of initiatives for the Downtown and Midtown area in Urban Design/Public Realm/Land Use, Transportation/Transit/Infrastructure, Economic Development/Commercial Revitalization, Housing/Neighborhoods and Historic/Cultural. As this plan thoroughly covers the Downtown and Midtown area and provides excellent initiatives and detailed projects, Map for Mobile simply reinforces these initiatives and encourages updating them as necessary. Some initiatives have been completed, such as establishing the Neighborhood Renewal Program and developing a form-based code for Downtown. Many others are underway and are supported by Map for Mobile.



### THE BLUEPRINT FOR SPRING HILL

The Blueprint for Spring Hill, adopted August 2008, covers the area known as Spring Hill in western Mobile. It provides first principles for the area: walkable street scenes; connectedness; compact, mixed uses; and street-oriented buildings. It led to the creation of the Traditional Center ordinance, which is optional for the commercial areas of Spring Hill and was adopted at the same time as the Blueprint. Map for Mobile supports and reinforces the principles of the Blueprint, and encourages examination of the possibility of making the Traditional Center District ordinance mandatory.



## **DOWNTOWN MOBILE: KEEPING IT EASY**

A New Plan for Mobile recommended developing a form-based code for Downtown, which was adopted in 2014. Among other requirements, the Downtown Development District code (DDD) requires that buildings be constructed adjacent to the sidewalk, have a certain percentage of transparent windows and doors, and parking be hidden behind structures. The DDD aids in the creation of a pedestrian-friendly, vibrant downtown, ensuring that new construction or redevelopment more closely resembles historic development. Map for Mobile recommends reviewing and revising the DDD as needed.



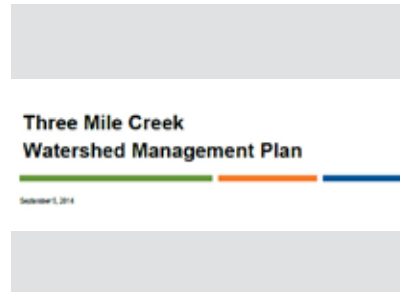
## **TRICENTENNIAL GREENSPACE MASTER PLAN**

The Tricentennial Greenspace Master Plan, adopted in November 2002, is a citywide master plan providing specific projects and plans for green space and connectivity through trails throughout the City. Many of the proposed projects have been implemented or are being implemented, such as the Three Mile Creek Linear Park and the Crepe Myrtle Trail. Map for Mobile utilizes this plan as a guide for proposed green space and trails.



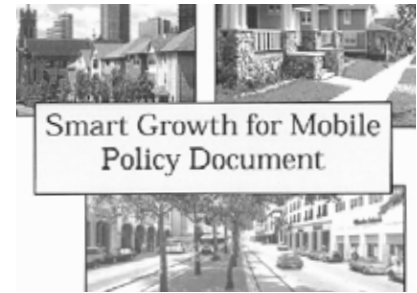
## THE MAJOR STREET PLAN

The Major Street Plan serves as a guide for the Planning Commission as it makes decisions regarding future land use and subdivisions in the City and planning jurisdiction. The Plan dictates the necessary widths of major streets throughout the City, informing City officials and policy makers about the needs for acquiring right-of-way for future street improvements. Map for Mobile builds upon the Major Streets Plan as the basis for policies and goals related to improving mobility across the City. The plan was adopted in October 1968 with the last amendment made in August 2015.



## THREE MILE CREEK WATERSHED PLAN

The Three Mile Creek Watershed Plan is a plan, created by the Mobile Bay National Estuary Program, for managing stormwater, flooding and other issues in the Three Mile Creek Watershed. This plan envisions recreation serving as an interconnecting element linking a number of destinations within Mobile and Prichard, with improved water quality and better public access as main goals. Map for Mobile recognizes the importance of protecting Mobile's watersheds and the value in utilizing these natural resources for recreation and connectivity.



## SMART GROWTH FOR MOBILE

Smart Growth for Mobile is a policy document created by the City in January 2003. It identifies objectives for these broad Smart Growth policies: explore design alternatives, strengthen the existing community, reserve critical environmental areas and open space and invest in multimodal transportation options. Many of the later plans built upon the policies set forth in this document, as does Map for Mobile.



## THE MOBILE AEROPLEX

The Mobile Aeroplex at Brookley Master Plan provides a guide for future industrial and other development at the Aeroplex, creating an aesthetically pleasing, walkable and connected industrial development complex.

## DESTINATION 2040

Destination 2040 is the long-range transportation plan for the Metropolitan Planning Organization (MPO), covering Mobile and surrounding areas. Destination 2040 is a functional plan providing significant amounts of data and recommended projects for highways, transit and bicycle and pedestrian infrastructure. Destination 2040 identifies the multi-modal transportation improvements needed in the Mobile urban area between now and 2040. Map for Mobile reinforces Destination 2040 and provides more general recommendations and policies for mobility and connectivity in Mobile, as a supplement and guide for decision making on transportation in the future.

## BRING BACK BROAD

Bring Back Broad Complete Streets is an initiative of A New Plan for Mobile since 2005. The project envisions Broad Street as a Complete Street, accommodating all users including pedestrians, bikers, drivers and transit users. Broad Street is a major corridor linking downtown and adjacent neighborhoods to the north all the way to the south to Mobile Aeroplex at Brookley and the Peninsula. Map for Mobile reinforces this project and the idea of Complete Streets throughout Mobile.



Mardi Gras Drummer  
Credit: Library of Congress



# 3 PLANNING THE JOURNEY

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## Goals and Policies

### **Development Framework**

Corridors and Centers

Development Areas

### **Plan Elements**

Built Environment

Mobility & Connectivity

Neighborhoods

City Facilities & Services

Economic Development

Natural Resources

Collaboration & Cooperation

# DEVELOPMENT FRAMEWORK

The Development Framework Maps lay the foundation for future land-use decisions and regulations, directing growth to occur not strictly according to use but according to character.

As the Map for Mobile envisions more mixed-use, walkable development, the Development Framework describes the form development will take along the major corridors and in the development areas. Future planning efforts for neighborhoods, corridors, and other sub-areas will

provide more fine-grained detail and recommendations for land use. The development framework map and development area descriptions serve as a guide for future land use and design decisions and also for decisions regarding public improvements and projects.

## CORRIDORS AND CENTERS

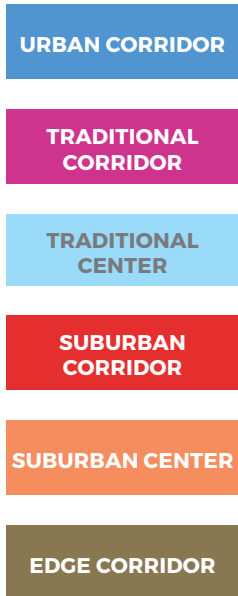
The development framework is built on a strong, interconnected network of corridors (transportation and natural) acting as an interlaced foundation for internal neighborhoods, centers and districts. Circulation and land use in Mobile are largely defined and delineated by strong corridors along the following streets:

- › Airport Boulevard
- › Broad Street
- › Cottage Hill Road
- › Dauphin Island Parkway
- › Dauphin Street
- › Government Street/Boulevard
- › Hillcrest Road
- › Michigan Avenue
- › Moffett Road
- › Old Shell Road
- › Schillinger Road
- › Springhill Avenue/Zeigler Boulevard
- › St. Stephens Road
- › University Boulevard
- › Water Street

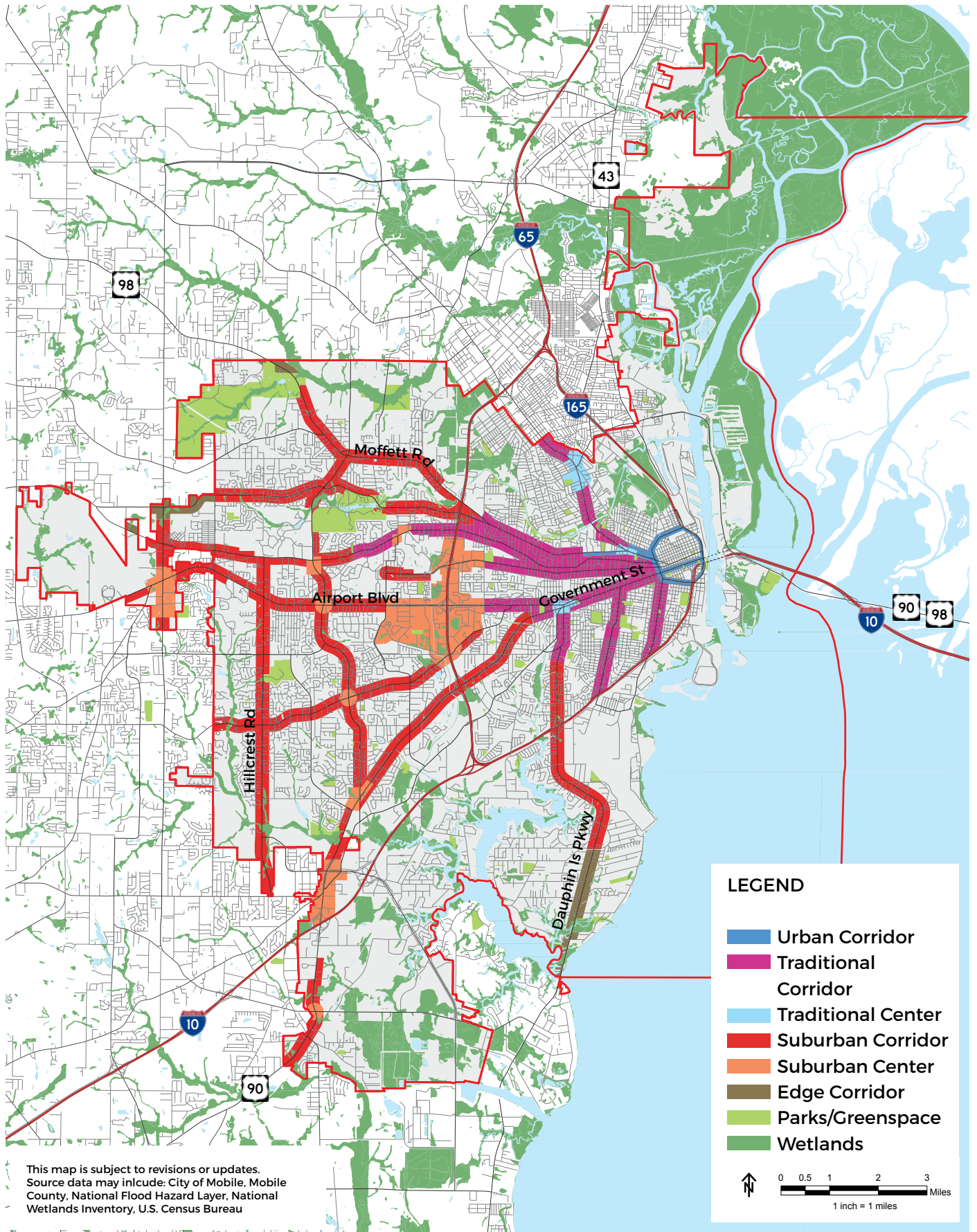
These corridors primarily connect the City along east-west routes with fewer prominent north-south connectors.

The character of the built environment along these corridors follows a fairly consistent and standard formula from urban to suburban to nearly rural. In the development framework, corridors continue to serve as the foundation of development in Mobile, but are envisioned similar to rivers feeding their banks and floodplains. As the principles visualize a better connected, vibrant Mobile, these corridors are the foundational pieces where redevelopment takes a compact, walkable, denser form.

The corridors serve as a latticed foundation for the neighborhoods, industrial areas and centers that they connect. The development framework delineates these areas of the city based on the type, density and form the built environment currently takes and is anticipated to take in the future. Public input throughout this process indicates that the corridors need both aesthetic and functional improvements.



# DEVELOPMENT FRAMEWORK MAP - CORRIDORS & CENTERS



This map is subject to revisions or updates.  
 Source data may include: City of Mobile, Mobile County, National Flood Hazard Layer, National Wetlands Inventory, U.S. Census Bureau

## URBAN CORRIDOR

### Intent

- › Design-driven infill development that helps create pedestrian-friendly urban environment that complements the traditional character
- › Increased streetscaping and improvements to the pedestrian space
- › Protections for historic properties
- › Implement “road diets”
- › Encourage re-connectivity

### Preferred Character



Credit: SARPDC, Non-Motorized Mobility Study

## TRADITIONAL CORRIDOR

### Intent

- › Emphasize retaining historic buildings and creating appropriate, denser infill development
- › Encourage mixed housing types including small multi-family structures along the corridor
- › Retail and neighborhood services at intersections
- › Combine and close driveways to create a continuous pedestrian friendly environment
- › Auto, bicycle, transit and pedestrian traffic are accommodated
- › More dense mixed-use development to include neighborhood services and residential above retail

### Preferred Character



Credit: FHWA

## TRADITIONAL CENTER

### Intent

- › Compatible scale (commercial, mixed-use, residential) development
- › More dense mixed-use development to include neighborhood services and retail under residential
- › Buildings form a continuous street wall along primary streets in the center
- › Parking hidden behind structures
- › Auto, bicycle, transit and pedestrian traffic are accommodated

### Preferred Character



## SUBURBAN CORRIDOR

### Intent

- › Accommodation of all users: automobile, bicycle, pedestrian and transit
- › Greater connectivity to surrounding neighborhoods
- › Development concentrated in centers rather than in strips along the corridor
- › Eventual increase in density with residential above retail and services
- › Increased streetscaping
- › Improve traffic flow

### Preferred Character



## SUBURBAN CENTER

### Intent

- › Greater density including mixed-use with residential above community scale services and retail
- › Accommodation of all users: automobile, bicycle, pedestrian, and transit
- › Connectivity to surrounding neighborhoods through sidewalks, trails, etc.
- › Encourage redevelopment of existing strip centers into mixed-use development or green space
- › Emphasis on adding density, mixing uses and promoting walkability and connectivity to other areas of the City

### Preferred Character



## EDGE CORRIDOR

### Intent

- › Retain natural character to emphasize the transition from the rural to more developed areas
- › Connect to other nearby areas through sidewalks, bike routes, and transit accommodations
- › Minimize leapfrog development that is not connected to other development

### Preferred Character



## DEVELOPMENT AREAS

The development framework map delineates areas of the City according to the predominant form of development found in a specific area, or the “Development Area.”

Development areas are types of neighborhoods, districts or special uses which share similar attributes of their built environment, including form and function. Shared attributes of the built environment include the size and type of buildings and their relationship to the street; the surrounding street and block pattern; parking and access; and typical types of development or mix of development. Development areas are intended to provide a guide for land-use and zoning decisions in the future.

Older parts of the City have a very different character from newer portions. For example, attributes of the built environment found in downtown Mobile include buildings constructed along or near the property line, entrances to the buildings at or near the sidewalk, narrow streets and a distinctive public realm with sidewalks with outdoor seating and

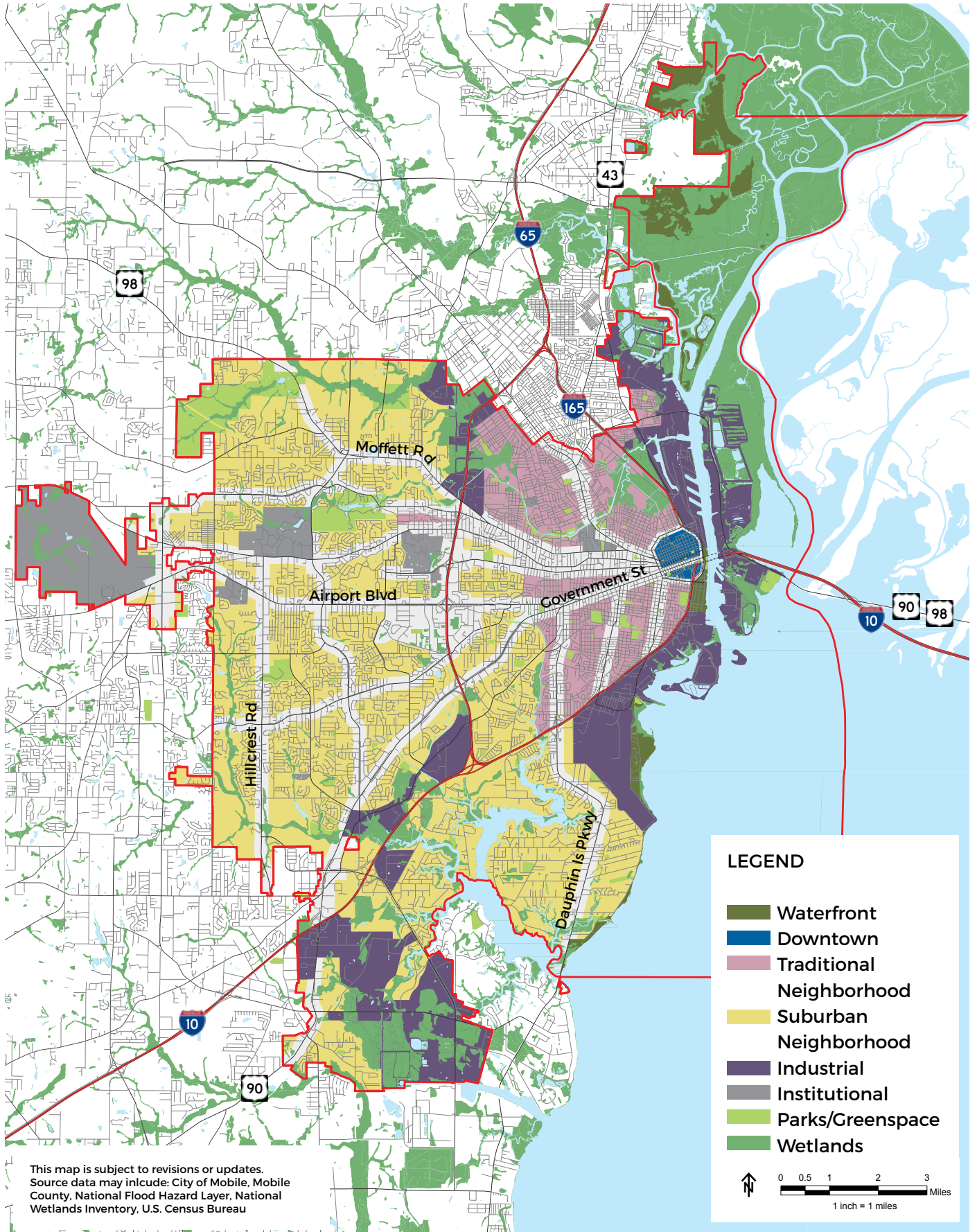
gathering spaces. Uses of buildings and property are extremely diverse, with many buildings containing a mix of uses, such as retail shops, offices and residential units. Street trees exist along most streets, providing shade and natural beauty in a largely man-made environment.

In contrast, the built environment of a suburban corridor, such as Airport Boulevard, has a different set of attributes. Largely, the corridor is characterized by large parcels of developed land, with buildings set back from the street, containing single, primarily commercial uses such as retail or restaurants. Parking lots, containing landscaped islands, are situated in front of the buildings, providing a barrier between the street and the building’s entrance. The public realm consists primarily of a wide, high speed road with few or no sidewalks and a minimally-landscaped median.



The development framework maps are similar to a traditional future land-use map, serving as the basis for future zoning changes and land-use decisions.

# DEVELOPMENT FRAMEWORK MAP - DEVELOPMENT AREAS



This map is subject to revisions or updates.  
 Source data may include: City of Mobile, Mobile County, National Flood Hazard Layer, National Wetlands Inventory, U.S. Census Bureau

## WATERFRONT

### Intent

- › Increased and improved public access to waterfront
- › More passive park space and trails/open space that allows public access but is sensitive to the preservation of the natural shorelines, wetlands, etc.
- › Minimize impacts of development
- › Better streetscaping and aesthetics in waterfront/ industrial areas

### Preferred Character



## DOWNTOWN

### Intent

- › Infill development that complements the existing character and enhances the pedestrian-friendly urban environment
- › Fewer surface parking lots - more structured parking
- › Increased streetscaping, including improved sidewalks, street furniture and lighting along corridors
- › Greater mix of uses - retail, restaurant, office, residential

### Preferred Character



## TRADITIONAL NEIGHBORHOOD

### Intent

- › Better connectivity to neighborhood centers with accessibility to retail and services
- › Appropriately scaled and designed infill development, including housing in a variety of configurations
- › More sidewalks and streetscaping
- › Protections for historic properties
- › Increased protections for existing traditional development

### Preferred Character





## SUBURBAN NEIGHBORHOOD

### Intent

- › Emphasize connectivity to surrounding neighborhoods and close services and retail
- › Accommodation of pedestrian and bicycle traffic in addition to automobiles
- › Appropriate scaled infill development to complement existing character of neighborhoods

### Preferred Character



Credit: Carla Davis



Credit: Ross Bridge

## INDUSTRIAL

### Intent

- › Minimize impacts to adjacent properties
- › Connect to major infrastructure for ease of major industry
- › Better streetscaping and aesthetic improvements
- › Connect to nearby areas through transit accommodation for ease of workers' access

### Preferred Character



Credit: Wikimedia



Credit: idland.com

## INSTITUTIONAL

### Intent

- › Better connectivity to surrounding areas and uses, especially neighborhoods
- › Encourage compatible uses in immediately adjacent areas
- › Minimize impact to existing neighborhoods

### Preferred Character



Credit: southalabama.edu



Credit: South Alabama

# PLAN ELEMENTS

The corridors, centers, and development areas serve as guides for how the City should develop in the future. While the development areas serve as a guide for future development, the plan elements make policy recommendations that will allow the City to grow and develop in ways that abide by both the vision and principles of the Map for Mobile. The plan elements are as follows:



**Built Environment**



**Mobility & Connectivity**



**Neighborhoods**



**City Facilities & Services**



**Economic Development**



**Natural Resources**



**Collaboration & Cooperation**



## BUILT ENVIRONMENT

The built environment consists of the human-made spaces in which citizens live, work and play on a day-to-day basis. It encompasses public and private buildings, parks, transportation systems, streets, sidewalks, etc.

Mobile's built environment encompasses more than 138.5 square miles of land and includes over 1,200 linear miles of roadway. The City's land area has increased by 77% since 1956, mainly through annexation. Land development policies throughout this time have primarily focused on auto-oriented, auto-accommodating development. Inefficient uses of the land taxes the City's ability to maintain existing infrastructure, disperses population and dilutes both public and private economic investment.

The City envisions a future where new growth and development reinvests in the existing built

environment, quality design is valued and people are the priority. The following policies capitalize on past public and private investment to achieve a more efficient use of the existing built environment, well-designed public spaces, and greater conservation of land and natural resources.

Existing and previous land-use regulations have exacerbated sprawling conditions, but Map for Mobile lays a framework for reform. While the decisions and development of the past affect current conditions, these issues are not insurmountable with proper planning and effort.

### GOALS

- › Buildings and sites designed to enhance and contribute to surroundings and neighborhoods
- › Well-designed infill development in strategic locations
- › A built environment that focuses more on people to create more desirable, higher quality-of-life places
- › Protected and preserved historic neighborhoods, buildings and sites
- › More mixed-use with less separation of uses – create more activity in given areas
- › Better suburban development – minimize additional sprawl to maximize growth in existing areas
- › More connections among developed areas and neighborhoods
- › Greater access to jobs and employment centers



## POLICIES

### Citywide

- › Ensure regulations that affect the built environment such as zoning ordinances and subdivision regulations align with the vision, principles and policies in Map for Mobile, A New Plan for Mobile, the Blueprint for Spring Hill and the Downtown Development District code.
- › Work to improve buffer conditions for adjacent property owners without disruption to on-going business.

### Design

- › Ensure development on the waterfront is sensitive to the surrounding environment and aesthetically pleasing.
- › Encourage designs that enhance a sense of place.
- › Develop distinctive, compact centers as vibrant, walkable nodes of activity that serve as neighborhood and community focal points.

### Historic Preservation

- › Support preservation efforts of historic neighborhoods, buildings and sites.
- › Continually update existing historic resources and survey additional historic districts in order to provide incentives for their preservation.

### Land Use

- › Create prosperous, healthy communities with a mix of uses and housing types with community gathering places, green space and multiple transportation options.
- › Encourage infill and redevelopment in strategic locations that provide a mix of uses in close proximity through incentives.
- › Focus on abandoned buildings and develop plans for redevelopment. Adaptive re-use of some structures can provide opportunities for additional residential, commercial, mixed-use or civic spaces.
- › Direct housing and employment growth to identified centers in order to facilitate those centers' development as dense nodes of activity.
- › Use mixed-use in strategic locations, such as defined centers and corridors, to ensure that low- and moderate-income neighborhoods have access to employment, neighborhood scale retail and residential uses all within close proximity.
- › Encourage private property owners and developers to find sites on underutilized property with existing infrastructure instead of approving development on greenfield locations.

For more specific land-use regulation reform information, see Chapter 4: Land-Use Regulation Reform, p. 70.



## MOBILITY & CONNECTIVITY

Mobility and connectivity are more than just transportation. These terms encompass all forms of getting from one place to another, including walking, biking, driving, taking transit and even water transport.

The first portion of this section consists of policy recommendations, while the second portion is a summary of the City's Complete Streets policy, a detailed analysis of street types in Mobile and a strategy for a new street classification system.

Mobile faces both physical and operational challenges to creating an environment that fosters mobility and connectivity. The City covers a large land area with a well-established radial road system. As a result, the personal vehicle is the dominate mode of transportation. Mitigation of traffic congestion is a priority, but this is challenging with little access to lasting, technology-based solutions. Additionally, multiple city departments oversee various components of the transportation system, which makes it difficult to create and implement a comprehensive mobility strategy.

Map for Mobile begins to address these challenges by outlining goals and policies that aim to use new and sustainable solutions to decrease traffic congestion, increase transportation options, and create a more walkable, bikeable, accessible and connected city. Mobile's transportation network should accommodate not only the personal vehicle, but also walking, biking and transit. Map for Mobile emphasizes making the City accessible to all people regardless of income or automobile ownership.

### GOALS

- › Decreased traffic congestion, especially on major corridors
- › Accommodations for driving, walking and biking
- › More accessible and utilized transit service
- › Viable transportation alternatives and choices for citizens
- › Transportation infrastructure that is aligned with community character
- › More walkable places with a variety of destinations, services and necessities within close proximity
- › Increased connectivity among neighborhoods and destinations
- › Continued and improved ADA accessibility



## POLICIES

### Land Use and Design

- › Align land-use and transportation decision making to reduce congestion and promote redevelopment in areas with existing transportation infrastructure.
- › Promote designs of transportation infrastructure that reflect community character.
- › Embrace access management tools.
- › Before adding additional lanes, ensure all options for access management have been explored.

### Transit

- › Focus on making transit more efficient, reliable and cost effective.
- › Support efforts to improve transit service and expand transit to more users.
- › Evaluate transit routes and revise if necessary to support housing and workforce needs.
- › Explore demand-driven, technology-based transit options.

### Connectivity, Accessibility and Complete Streets

- › Implement a Complete Streets approach to roadway design, prioritizing corridors that connect to suburban and traditional centers.
- › Implement Complete Streets policies when undertaking road maintenance.
- › Encourage accommodations for walking, biking and driving.
- › Prioritize sidewalk and streetscaping improvements that connect to schools.
- › Support planning efforts and the construction of a system of open spaces, green spaces and trails that connect the entire city for walking and bicycling transportation and recreation.
- › Enhance ADA compliance efforts



## Automobile Network

- › Prioritize deferred maintenance items (pavement, public streetscapes, lighting, etc.)
- › Ensure that the Major Streets Plan aligns with the Map for Mobile Principles.
- › Support the work of the MPO and partner with them to ensure that needed projects, especially the I-10 bridge, are being prioritized and funded.
- › Utilize the priorities chart to determine what to build in limited right-of-way.
- › Align the function of streets in the overall system with the street typologies.

The following 10 pages provide more detailed, technical analyses for mobility and connectivity in Mobile. This section builds on Mobile's desire to implement Complete Streets and proposes a new street typology system for the City, setting the stage for future transportation discussions. The Map for Mobile planning team took advantage of citizen input collected in the beginning stages of the planning process to develop these ideas that challenge the conventional wisdom that has defined the City's transportation system. Street types describe the function of the street but also classify the built environment that occupies and defines the street. Functional street classifications only define the amount and speed of automobile traffic. The proposed typologies also consider provisions for pedestrians, bicycles and streetscaping. A new system of street typologies will align land-use and transportation decisions, and inform land-use policies. Many cities include street types within their zoning ordinances in order to codify those street types and ensure that both public and private development adheres to the preferred design.



## COMPLETE STREETS

The City of Mobile passed a Complete Streets Policy in 2011. The policy states, “The City of Mobile supports the design and construction of streets to enable safe access to all users, including pedestrians, bicyclists, transit riders, motorists, commercial and emergency vehicles, and for people of all ages and abilities; and that the City of Mobile will consider these practices when undertaking construction and reconstruction of our roadways.”



### Implementing Complete Streets

Complete Streets policies are valuable expressions of the desires and commitments of a community as they relate to the transportation system. However, it is rare that there is sufficient space or funding to reconstruct all streets to conform to the vision of a Complete Streets policy. Furthermore, most policies are accompanied by a host of exceptions for constrained rights-of-way, funding limitations or other extenuating circumstances. In response to these challenges, a coordinated strategy is required. Through a framework plan and policy tools, incremental decisions and improvements can be made to create the desired mobility outcomes and quality places.

### Changing how we classify streets

A new street typology is recommended to integrate transportation and placemaking through Complete Streets principles in a way that is understandable, useful and actionable. The new typology should align with the function of streets in the overall system, and the design should be influenced by the character of the areas they serve. The creation of a typology can bring improved consistency for how we design future roadway improvements and offer a framework to balance the competing interests between design features, travel modes and available right-of-way.





## PROPOSED NEW STREET TYPOLOGY

During the Designing the Future workshop, the concept of a new approach to street typology was discussed. The intent was to explore the creation of a roadway hierarchy/classification better suited to inform local policies, codes and programs. This resulted in the identification of the following street types:

- › Freeways/Expressways (Interstates),
- › Parkways, Boulevards,
- › Avenues, and
- › Streets

These street types and other street design considerations are described on the following pages.

### How Streets in Mobile are Classified Today: Functional Classification

The functional classification system is used primarily by FHWA, ALDOT and Mobile MPO to express the hierarchy of roadways at the national, regional and local scale. Sometimes this form of classification is referenced in local codes and policies. While useful for many things, this conventional typology falls short of offering integration between transportation and community initiatives. However, functional classifications will always be necessary for a variety of reasons (federal programs, state and regional planning and coordination) and therefore should be maintained and updated. See the Appendix for a map of current functional class.

#### Functional Class

- Principle Arterials
- Minor Arterials
- Collectors
- Minor Collectors
- Locals

## Design Priority Matrix

To apply the proposed roadway typology, a matrix can be developed to inform design decisions when considering new or reconstructed roadways. The matrix takes the complete streets policies and puts it in context during the design process. It is intended to help technical experts and decision makers understand priorities based on the setting. Below is an example Design Priority Matrix.

	Freeway	Parkway			Boulevard			Avenue			Street		
		Mixed	Com.	Res.	Mixed	Com.	Res.	Mixed	Com.	Res.	Mixed	Com.	Res.
Width of travel lanes													
Vehicle capacity at intersections	n/a												
Design for large vehicles													
Multimodal intersection design	n/a												
On-street parking	n/a												
Landscaping / Street Trees													
Buffer Zone	n/a												
Street Furniture	n/a												
Wide sidewalks	n/a												
Standard sidewalks	n/a												
Medians													
Access management													

Priority Designation	High	Medium	Low



## PROPOSED STREET TYPOLOGIES

### Freeways/Expressways

Controlled access, multi-lane roadway for higher speeds and longer distance travel. Carries traffic through the region. Minimal, if any, provisions for bicyclists and pedestrian.

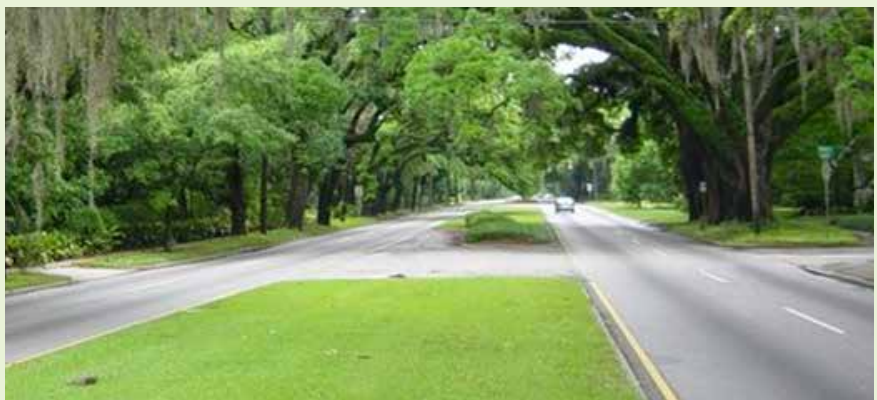
<b>Functional Class</b>	Freeways and Interstate Highways
<b>Local Examples</b>	I-10, I-65, I-165
<b>Typical Section</b>	4+ travel lanes
<b>Speed Limit</b>	50 - 70 mph
<b>Other</b>	Partial or full control of access, exclusive to vehicular travel



### Parkways/Boulevards

Multi-lane thoroughfare that sometimes includes a landscaped center median. Bicycle and pedestrian facilities generally are provided. Because of their higher volumes and travel speeds, they require safe separation between bicyclists/pedestrians and travelway. Accommodates travel into and out of the city with connections to the transportation network.

<b>Functional Class</b>	Principal Arterial/Minor Arterial
<b>Local Examples</b>	Springhill Avenue (Hwy 98), Government Blvd, Airport Blvd
<b>Typical Section</b>	4+ travel lanes
<b>Speed Limit</b>	40 - 50 mph
<b>Other</b>	Design should be responsive to the different context areas they may pass through



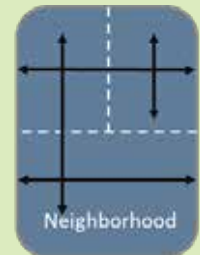


## PROPOSED STREET TYPOLOGIES

### Avenues

Two- to four-lane thoroughfares that connect important places. May function as a “main” street. On-street parking is typically provided. May include center medians. Balance mobility with access by supporting local development at the neighborhood level. Often include slower travel speeds and on-street parking.

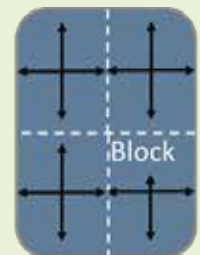
<b>Functional Class</b>	Collector
<b>Local Examples</b>	Dauphin Street, Old Shell Road
<b>Typical Section</b>	Two to four travel lanes
<b>Speed Limit</b>	25 - 35 mph
<b>Other</b>	Primary function is local land access and connecting neighborhoods



### Streets

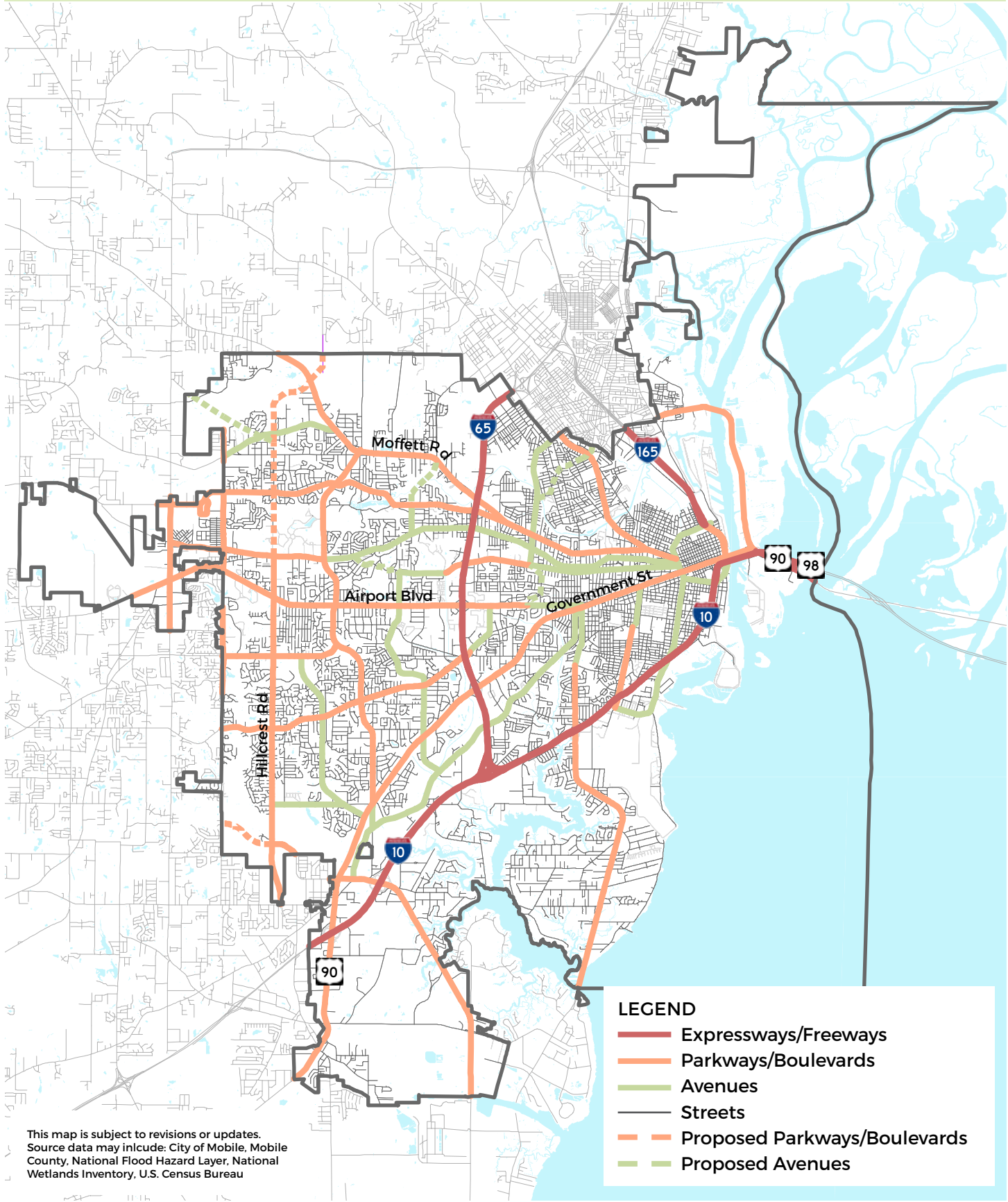
Local, slow-movement street. Can be urban (including alleys) or suburban (including many streets in subdivisions).

<b>Functional Class</b>	Local
<b>Local Examples</b>	Residential neighborhood streets
<b>Typical Section</b>	Two travel lanes
<b>Speed Limit</b>	15 - 25 mph
<b>Other</b>	Sidewalks, on-street parking and street trees contribute to the function and design of the neighborhood





# PROPOSED STREET TYPOLOGIES MAP



This map is subject to revisions or updates.  
 Source data may include: City of Mobile, Mobile County, National Flood Hazard Layer, National Wetlands Inventory, U.S. Census Bureau



## STREET DESIGN IN A DIVERSITY OF SETTINGS

Roadway facilities should attempt to serve a diversity of users in accordance with Complete Streets principles. However, most roadways are designed and improved to respond to functional classification and average daily vehicular traffic projections. While vehicular movement is a component of mobility, it should not be the only consideration when corridor improvements are proposed.

One of the primary considerations should be local context. Different kinds of places require a different set of design priorities to create “place” as well as achieve desired mobility objectives (observed travel speeds,

walkability and transit readiness). The degree of priority for each of these considerations changes depending on where you are in the community.

The Development Framework Map - Corridors and Centers (page 29) is organized around the following forms of development: Urban Corridor, Traditional Corridor, Traditional Center, Suburban Corridor, Suburban Center, Edge Corridor, Waterfront, Downtown, Traditional Neighborhood, Suburban Neighborhood, Industrial and Institutional. In Mobile, the forms can be considered in a consolidated way: mixed-use, commerce/industrial, and residential.

### Mixed-Use

Places where a mixture of uses are present. This may include traditional downtowns, main streets as well as neighborhood centers. These are locations with the greatest opportunities for a balance between travel modes and where on-street parking is most important.

### Commerce/Industrial

Locations including traditional suburban commercial development patterns, single use employment districts and industrial activities. While these locations could accommodate accessibility for walking, biking and transit, the primary mode is by automobile.

### Residential

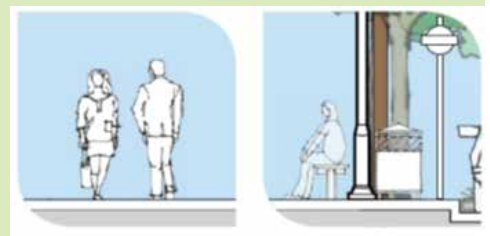
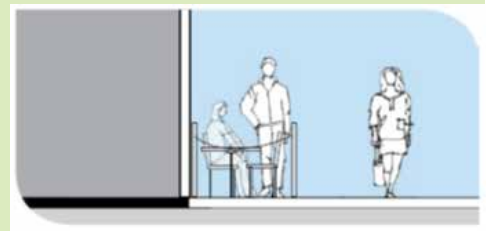
Any single-use residential area. This includes all housing types and styles. Slow streets and on-street parking are important features in these locations as well as a high degree of connectivity.

## Pedestrian Zone

Right-of-way facilities serve needs of multiple users. Complete Streets guidance must be applied to the pedestrian and vehicular travel zones. The recognition that street design should be responsive to the area through which it passes is the cornerstone of context-sensitive solutions as well as the Complete Streets movement.

### Pedestrian Zone Should:

- › Maximize safety
- › Provide a comfortable walking environment
- › Promote active and inviting building frontages
- › Buffer parking areas
- › Encourage a cohesive walking environment
- › Provide for universal access and continuity





## STREET DESIGN IN A DIVERSITY OF SETTINGS

### Travel Zone

The travel zone involves the portion of the street that accommodates vehicular activities. These include buffers, driving and parking as well as green infrastructure. Typical travel zones might include a parking area, a primary automobile travelway and the median, encompassing everything from one curb to the other.

Travel zones should:

- › Promote streets that provide considerations for multiple modes
- › Ensure safety is a priority for all users
- › Design for lower speeds on streets with pedestrian and bicycle facilities
- › Design streets that reinforce adjacent land uses
- › Enhance aesthetics through streetscaping and green buffers



### Intersection Design

Intersections are critical points of focus on a corridor where design needs unique consideration. When considering the multimodal accommodations at intersections, it's important to consider the following:

- › Clearly defined travel realm
- › Clearly defined pedestrian realm
- › Appropriate bicycle accommodations
- › Sidewalks
- › High visibility crosswalks
- › Medians / pedestrian refuges
- › Reduced turning radiuses

### Premium Transit

Mobile currently doesn't have any premium transit service (public transportation with enhanced frequency of service). Airport Boulevard was identified as a corridor where travel times are a priority. Premium transit along Airport Boulevard could manifest itself in a variety of ways (streetcar, light-rail, bus rapid transit (BRT) or a combination).

Key features of a service like this can include:

- › Improved passenger experience with well-designed stops and amenities
- › Implementation of Intelligent Transportation System (ITS) at intersections where feasible
- › Design transit priority features including bus pullouts to maintain the flow of vehicular traffic
- › Walkable environments supported by a mix of uses at transit centers

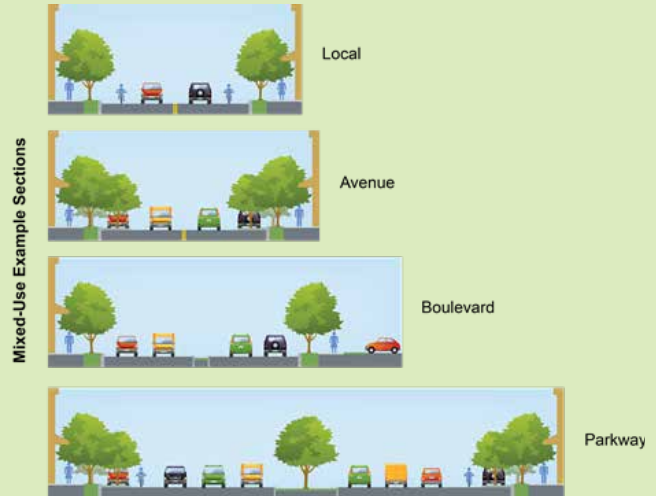




## STREET SECTIONS

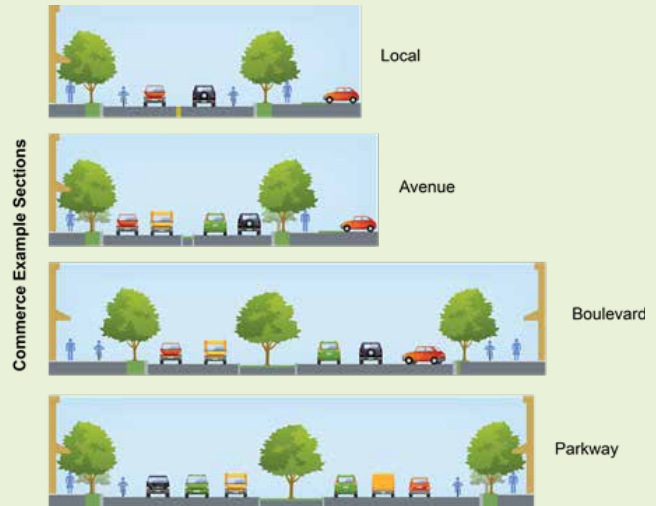
### Mixed-use

- › Accommodate higher levels of pedestrian activity
- › Reduce motor vehicle speeds
- › Provide on-street bike lanes or shared-use facilities
- › Promote pedestrian-oriented development
- › Design streets with on-street parking
- › Limit truck delivery times in high-activity centers



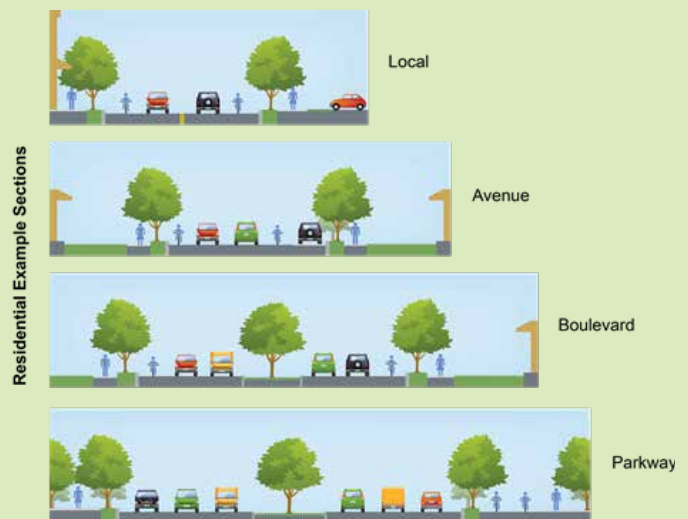
### Commercial/Industrial

- › Emphasize travel lanes and automobile capacity
- › Serve faster moving traffic
- › Utilize landscaped buffers between automobiles and pedestrians
- › Consolidate access with access management



### Residential

- › Prioritize safety for pedestrians and bicyclists
- › Utilize medians on facilities with higher traffic volumes
- › Encourage on-street parking, bicycle lanes, and landscaping





## STREET DESIGN: LOCAL EXAMPLES

### Martin Luther King Ave @ Hamilton Street

#### Existing Section

The roadway generally has two southbound travel lanes and a single northbound lane. Sidewalks flank the road on either side and are buffered by grass and trees.

#### Speed Limit

30 mph

#### Existing Functional Class

Major Collector

#### Future Land-Use Context

The development framework map identified this area as a part of downtown and surrounded by traditional neighborhoods and continuing NW as traditional center designations. This would indicate that this area should have a mixed-use street.

#### Roadway Typology

Taking into consideration the functional classification and future urban environment of this corridor, it is recommended that the characteristics of a mixed-use avenue be applied.

#### Priorities

A mixed-use avenue should place particular importance on multi-modal intersection design, on-street parking, landscaping and street trees, wide sidewalks and medians. Lower priority is assigned to travel lane width and vehicular capacity. This allows for the repurposing of space as shown in the example improvement.

#### Illustrative Improvement

A low-cost adaptation of the street to accommodate a mix of users through the addition of high-visibility crosswalks, street trees and restriping to include a bike lane. These are enhancements that don't require the widening of the roadway or revisions to the existing storm water strategy. These are also improvements that could be phased over time and done in conjunction with incremental improvement projects (resurfacing and smaller sidewalk infill projects).







## STREET DESIGN: LOCAL EXAMPLES

### Springhill-Zeigler @ Three Mile Creek

#### Existing Section

The roadway generally has four travel lanes and a bi-directional center turn-lane. The driveway frequency in this area is low given the presence of the park on the west side and the floodplain on the east side.

#### Speed Limit

35 mph

#### Existing Functional Class

Minor Arterial

#### Future Land-Use Context

The Development Framework Map identified this area as suburban corridor and suburban neighborhood.

#### Roadway Typology

Taking into consideration the functional classification and future urban environment of this corridor, it is recommended that the characteristics of a residential parkway be applied.

#### Priorities

A residential parkway should place importance on maintaining vehicular capacity with the addition of landscaping, street trees, and medians and an emphasis on generous pedestrian accommodations. The low frequency of driveways in the area allows for a repurposing of the center turn-lane as a landscaped median. Also, proximity of the park, future Three Mile Creek Greenway and an abundance of neighborhoods is an opportunity for a mid-block crossing with safe pedestrian accommodations and connected sidewalks.

#### Illustrative Improvement

A low-cost adaptation of the street to accommodate a mix of users through the addition of a high-visibility mid-block crossing, street trees, landscaped median, sidewalks with connection to the greenway and park. These enhancements don't require the widening of the roadway and are improvements that could be phased over time and done in conjunction with incremental improvement projects (resurfacing and smaller sidewalk infill projects and/or construction of the median).





## NEIGHBORHOODS

Neighborhoods are what people call home. A collection of unique, diverse and characterful places, Mobile's neighborhoods are more than just housing. They are havens, playgrounds and places citizens love.

The development of Mobile's neighborhoods, and the many houses therein, span a hundred and ninety years. Mobile experienced a tremendous boom in neighborhood construction following World War II through the 1970s, resulting in 72 percent of existing housing stock being constructed prior to 1980. This long development trajectory contributes to the City's diverse sense of place – its strongest asset – and its aged housing stock – its greatest challenge.

Map for Mobile aims to set in place policies that will both renew, revitalize and reconnect the urban fabric of Mobile's many neighborhoods. The policies below stress connectivity between corridors and neighborhoods while prioritizing the conservation and enhancement of neighborhood character, thereby fostering a stronger sense of place. Map for Mobile envisions the future of Mobile's neighborhoods as healthy and safe places welcoming to all residents.

The following policies and goals define how we best achieve this vision.



housing units that are more than 35 years old

## GOALS

- › Quality, well-designed housing choices
- › Diverse housing choices throughout the City
- › More residential development located in proximity to jobs and services, especially downtown and major employers
- › Identify public and private resources for community and neighborhood development
- › Targeted revitalization of blighted neighborhoods
- › Reinvestment and strategic redevelopment in existing neighborhoods
- › Better connectivity among neighborhoods and destinations
- › Well-designed, pedestrian-oriented neighborhood centers with a mixture of uses



## GOALS (CONT.)

- › Well-maintained infrastructure and recreational amenities
- › Active and engaged neighborhood organizations
- › Vibrant neighborhoods with a strong and diverse sense of place
- › Protected and enhanced neighborhood character

## POLICIES

### Housing

- › Add a variety of housing types throughout the city to provide expanded housing choices.
- › Encourage innovative affordable housing types.
- › Direct new housing development to areas with existing infrastructure rather than building new capacity on the outskirts.
- › Promote suitable locations for student housing near universities (not greenfield sites).

### Community Development and Redevelopment

- › Continue to implement the neighborhood revitalization recommendations in the New Plan
- › Incentivize strategic infill development and redevelopment in targeted neighborhoods close to the City center and near major employers.
- › Support rehabilitation grants for homeowners, especially seniors, who need help maintaining their home.
- › Encourage redevelopment of grayfields (e.g. vacant shopping centers) sites for mixed-use and housing to reduce negative consequences of vacancy.



## Connectivity

- › Add a mix of uses and amenities in both traditional and suburban centers in order to serve surrounding neighborhoods and provide services and needs within walkable distances. (See the Development Framework, page 28.)
- › Connect existing neighborhoods to services, amenities, schools, etc.
- › Facilitate healthy lifestyles and neighborhoods by adding connections between and among neighborhoods.

## Public Interest

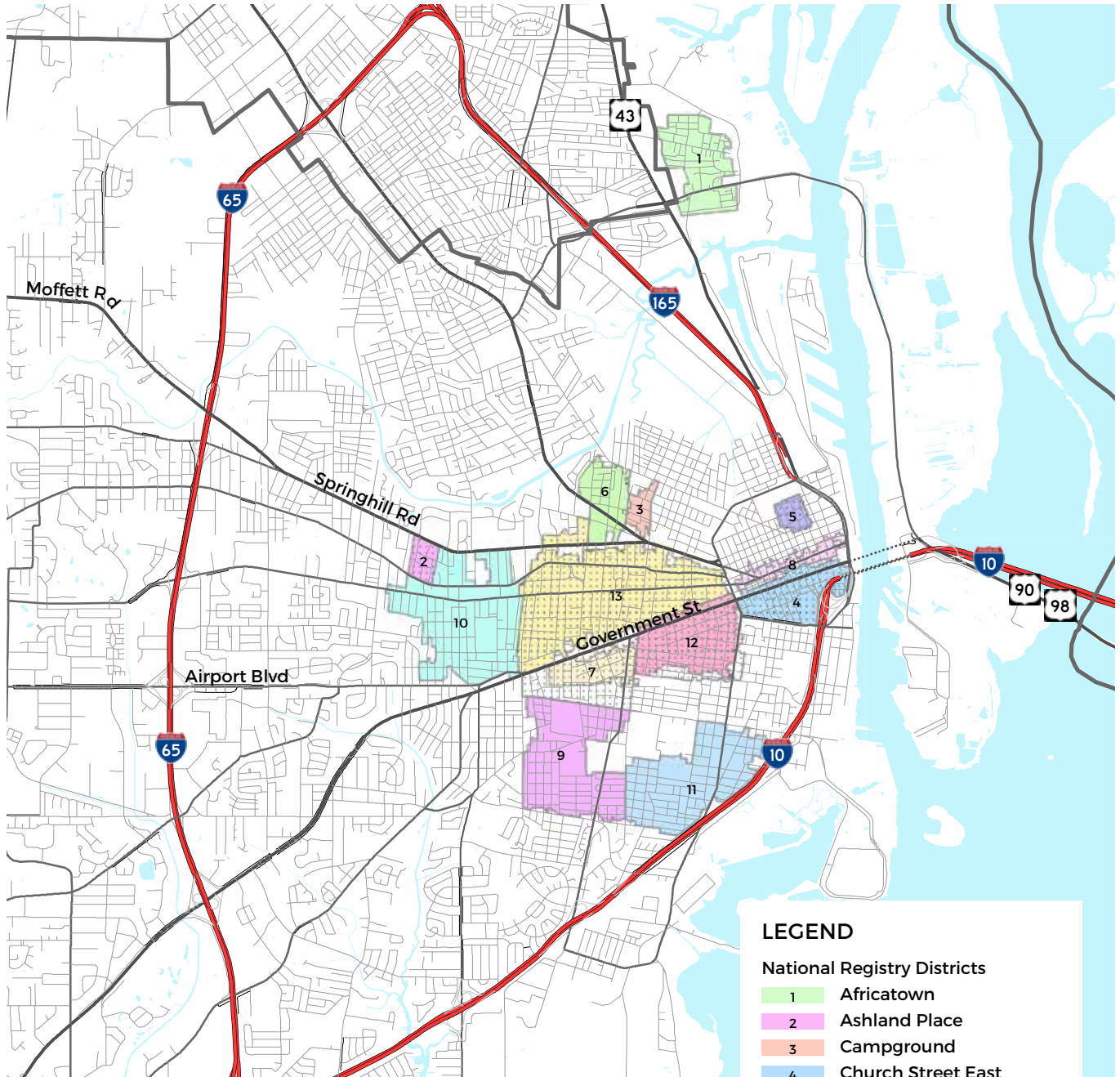
- › Prioritize deferred maintenance items (roads, sidewalks, lighting, etc.).
- › Encourage and aid neighborhood level planning.
- › Encourage and support neighborhood organizations.

## Preservation and Enhancement of Neighborhood Character

- › Value, retain and re-establish neighborhood character
- › Protect existing historic neighborhoods and expand protections to embrace additional historic landscapes
- › Support preservation efforts that highlight the full range of styles and periods of Mobile's distinctive architectural history.
- › Encourage neighborhood-based designs for infill development or redevelopment
- › Ensure the retention of individual neighborhood character through regulations and guidelines tailored to specific neighborhoods
- › Support incentive-based programs for the renovation/rehabilitation of historic properties.



# HISTORIC DISTRICTS MAP



The City of Mobile is celebrated for its historic resources. National Register Districts located throughout the City attest to the importance of the community's architecture and history. Some of those National Register Districts are recognized by the City Council as locally designated landscapes and are under the jurisdiction of the City of Mobile's Architectural Review Board. This map shows both the locally designated historic districts (under the purview of the Architectural Review Board) and the National Register Historic Districts, which are not currently subject to architectural review.

This map is subject to revisions or updates.  
Source data may include: City of Mobile, Mobile County, National Flood Hazard Layer, National Wetlands Inventory, U.S. Census Bureau

## LEGEND

### National Registry Districts

- 1 Africatown
- 2 Ashland Place
- 3 Campground
- 4 Church Street East
- 5 DeTonti Square
- 6 Lafayette Heights
- 7 Leinkauf
- 8 Lower Dauphin
- 9 Maysville
- 10 Midtown
- 11 Oakdale
- 12 Oakleigh Garden
- 13 Old Dauphin Way

Local Historic Districts



## CITY FACILITIES AND SERVICES

City facilities and services are vital to the smooth operation of any city. Public services keep Mobile functioning: police, fire, public works, licensing, permitting and stormwater management. City facilities – parks, libraries and community and recreation centers – make Mobile not just functional, but a great place to live.

Mobile is the rainiest City in the United States. Rainfall, an average of 67 inches a year, presents a challenge to the City's stormwater and drainage system, requiring continuous resource investment. Additionally, Mobile covers a large land area – 178.8 square miles. These factors create challenges to the provision of City services and upkeep of City facilities and infrastructure.

The City's role as both property manager and service-provider cannot be understated. The City is responsible for maintaining more than 200 facilities. Every day, citizens enjoy the benefit of city facilities and services, either for business or recreation. These include offices, libraries, parks, museums, stadiums, civic centers, recreation centers, fire stations, police precincts and service/fleet operating facilities. Many of these facilities have years of deferred maintenance and do not offer the quality or type of service citizens deserve and demand.

Good stewardship of public

facilities and efficient operation of public services are essential to the health of Mobile. The goals and policies outlined below are three-fold: 1) fund the maintenance of existing facilities; 2) develop appropriate strategies for consolidation and disposition of specific properties; and 3) create quality services and facilities where they are lacking.

In the future, the City will continue to provide high-quality services to all residents while exercising fiscal responsibility. Though resources for maintenance and new facilities are limited, existing facilities, especially parks, schools, and libraries, can and will be better connected to neighborhoods. By prioritizing development in areas with existing infrastructure, maintenance becomes more efficient. By taking the steps outlined below, the City can ensure facilities will be available for the next generation.



## GOALS

- › Well-maintained infrastructure and facilities
- › Quality parks and recreation amenities
- › Well-connected, accessible facilities and amenities
- › Enhance public-safety facilities and services
- › Continue to provide high-quality public services while focusing on higher density and compactness which enhances service levels
- › Provide continued services and maintain existing public facilities while planning for new investments to accommodate future growth and demographics changes
- › Provide continued access to a variety of educational opportunities

## POLICIES

### General

- › Continue to focus on improving basic services.
- › Streamline internal city processes such as permitting and inspection services or business licenses as technology investments provide new capability.
- › Prioritize deferred maintenance items (sidewalks, roads, drainage, etc.).
- › Focus on specific funding or budget decisions and capital investment to reduce backlog of public facilities needs through prioritized improvements.
- › Limit expansion of city services into remote areas, and instead concentrate on maintaining existing infrastructure.
- › Improve access to community facilities, both physically (through sidewalk and transit improvements) and virtually (through online portals and informational services).
- › Support services such as libraries, parks and community centers as needed and determined in neighborhood level assessments and plans.



## Public Safety

- › Develop a coordinated, prioritized plan for new public safety facilities and allocate funding accordingly.
- › Incorporate community outreach and involvement in public safety.
- › Continue to assess public safety and capital needs
- › Reduce crime rates with increased and efficient use of police presence, educational and other programs.
- › Continue utilizing Crime Prevention through Environmental Design.
- › Continue technology-based community policing and innovative best practices
- › Improve educational and training opportunities for public safety officials.

## Parks and Recreation

- › Provide access to quality recreational opportunities throughout the city.
- › Develop and implement a citywide parks and recreation master plan.
- › Increase the amount of protected areas and utilize for recreational purposes where appropriate.
- › Promote the use of existing recreational amenities.
- › Continue to support innovative and accessible recreational opportunities, such as the “Fun Mobile.”

## Stormwater

- › Coordinate with all local, state, and federal groups to ensure effective resource sharing and alignment.
- › Coordinate with Mobile Area Water and Sewer System (MAWSS) on concurrent improvement and maintenance projects and on replacing aged infrastructure.
- › Promote low-impact stormwater management strategies.
- › Increase the use of water quality improvement techniques in development activities to reduce pollution entering the City’s storm water system and enhance overall watershed protection.

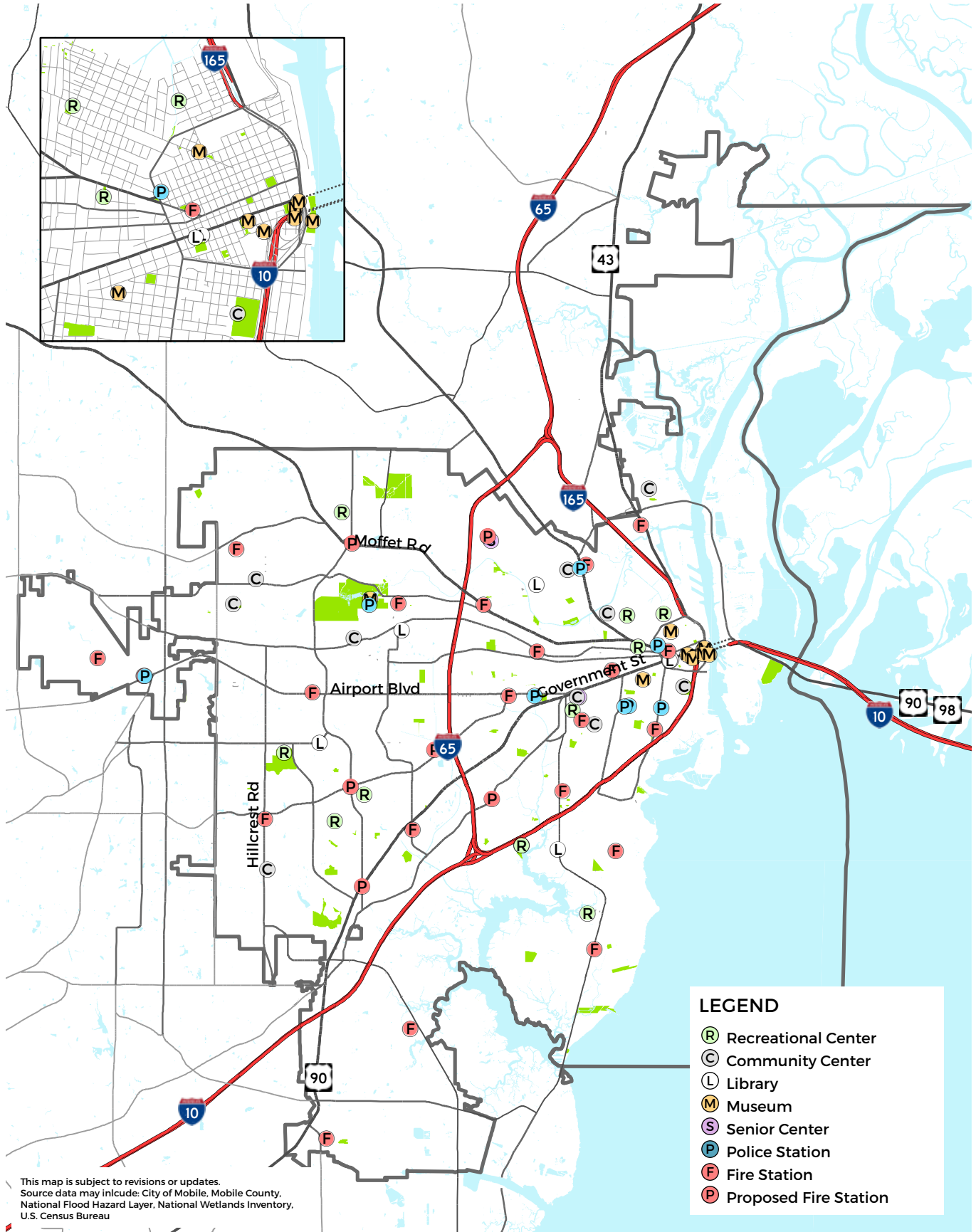
## Education

- › Seek ways to use community centers as community education hubs.
- › Look for opportunities to reinvest in physical places around schools that need improvement.
- › Consider educational purposes when reprogramming, upgrading or constructing parks and other facilities.
- › Work with community partners to enhance publically-available educational resources.





# CITY FACILITIES AND SERVICES MAP





## ECONOMIC DEVELOPMENT

Mobile is the regional hub for business, industry and trade and is home to the 12th largest U.S. port. The City and the region have seen nearly \$8.5 billion in capital investments and 15,361 new jobs in the past decade.

Economic development refers to the actions the City takes to foster, sustain, and create economic opportunity. Economic opportunities result in job opportunities. Job opportunities lead to a strong and competitive quality of life for its citizens.

Mobile boasts Alabama's most diverse economy including sectors such as manufacturing, healthcare, education and hospitality, among others. However, the City increasingly struggles with escalating poverty rates indicating that economic opportunities are not equally enjoyed by all residents.

The City will continue to work closely with the Mobile Area Chamber of Commerce and other economic development organizations to foster current economic opportunities, while striving to provide access to economic opportunities for all its citizens. Equalizing and diversifying access to economic development is essential to the economic health of both the region and the City.

The following goals and policies rely on incentives to small businesses, strategic approaches to economic development and better coordination of workforce development efforts to achieve these goals.

### GOALS

- › Diversify the economic base, particularly in the areas of tourism and technology
- › Retain existing businesses and attract new businesses
- › Expand and develop industries that capitalize on Mobile's rich natural resources and history
- › Increase employment in small businesses
- › Cultivate a robust pool of skilled workers
- › Coordinate long-range planning efforts amongst industry clusters



## **POLICIES**

### **Strategic Economic Development**

- › Promote business and industrial development that coordinates with growing sectors such as healthcare, manufacturing, tourism, hospitality and maritime industries.
- › Target specific industry sectors that capitalize on our natural resources, core industries, growth opportunities and infrastructure.
- › Support targeted economic development plans for commercial areas ripe for revitalization, such as major commercial corridors
- › Support efforts to develop “technology corridors”
- › Promote continued development and redevelopment of downtown as an economic engine.
- › Promote regional planning and the implementation of strategies that are in the long-term best interest of the region and Gulf Coast resiliency.

### **Small Business Development**

- › Support current and future small businesses and entrepreneurs to locate in underserved areas.

- › Use incentives for development of small, locally grown businesses.
- › Promote initiatives that strategically increase the growth and success of minority- and women-owned businesses.

### **Workforce Development**

- › Foster partnerships and collaborate with public and private entities to promote and encourage job creation and workforce development.
- › Work with community partners to support a coordinated and dynamic workforce development network.
- › Promote access to economic and educational opportunities for all area citizens.
- › Encourage public and private sector organizations to support internship programs for local university students to help retain young talent.
- › Partner with local industry leaders to coordinate long-range planning efforts, leveraging resources where feasible (Mobile County, ADECA, SAWDC, AIDT, Mobile Works, etc.).



## NATURAL RESOURCES

Mobile's natural resources are unparalleled in the state and the region. The City of Mobile sits at the southern terminus of the second largest intact river delta in the country and in the midst of the Mobile Bay Watershed, which encompasses four states, draining 43,662 square miles.

Mobile's natural resources start with the City's location on a navigable waterway that cuts through the Mobile Bay watershed. Water defines Mobile and is a source of direct and indirect wealth through products, transportation and abundant recreational and scenic amenities.

Mobile's future success hinges on its ability to balance the economic benefit the region derives from its many natural resources with conservation and protection of these same resources. The City's variety of natural resources and systems should be protected and utilized in sensitive, productive ways. For example, 40 square miles of the City are located in floodplains and wetlands, thereby limiting development possibilities. This presents a tremendous opportunity for the enjoyment and recreational use of these water-based landscapes.

Mobile Bay, the Gulf of Mexico and multiple rivers are also essential to preserve and respect for both their natural beauty and contributions to Mobile's economy. In an effort to make Mobile more resilient, both environmentally and economically, the City will pursue funding opportunities to preserve these assets. National funding opportunities such as the National Fish and Wildlife Foundation (NFWF) and the RESTORE Act will become important resources in this endeavor.



The Mobile Bay Watershed encompasses portions of four states.



## GOALS

- › Protection of watersheds and conservation of sensitive habitat areas
- › Strategic utilization of the waterfront as an economic engine while respecting its natural beauty and sensitivity
- › Creation of trails and passive recreation spaces along streams, creeks and other flood prone areas
- › Better connectivity to parks and recreational areas from neighborhoods
- › Accessibility at multiple locations to the rivers and Mobile Bay
- › Development of a waterfront accessible to the public along the western side of Mobile Bay
- › A resilient and sustainable coastal community
- › Improved water quality through better stormwater management

## POLICIES

### Conservation

- › Maintain and protect open space and natural areas.
- › Sustain partnerships with land trust and conservation organizations.
- › Support efforts surrounding creek stabilization and restoration.
- › Minimize effects of development on our environmentally sensitive areas, including wetlands, shore lines and waterways.
- › Strategically plan for the mitigation of environmental issues.

### Accessibility

- › Better connect various parts of the City to the water, both physically and visually.
- › Provide greater access to the water through improved parks, boat ramps, kayak/canoe inlets, fishing piers or shores and other access points.
- › Utilize green spaces along streams and creeks for passive recreational opportunities.
- › Emphasize the usability and desirability of a working waterfront.

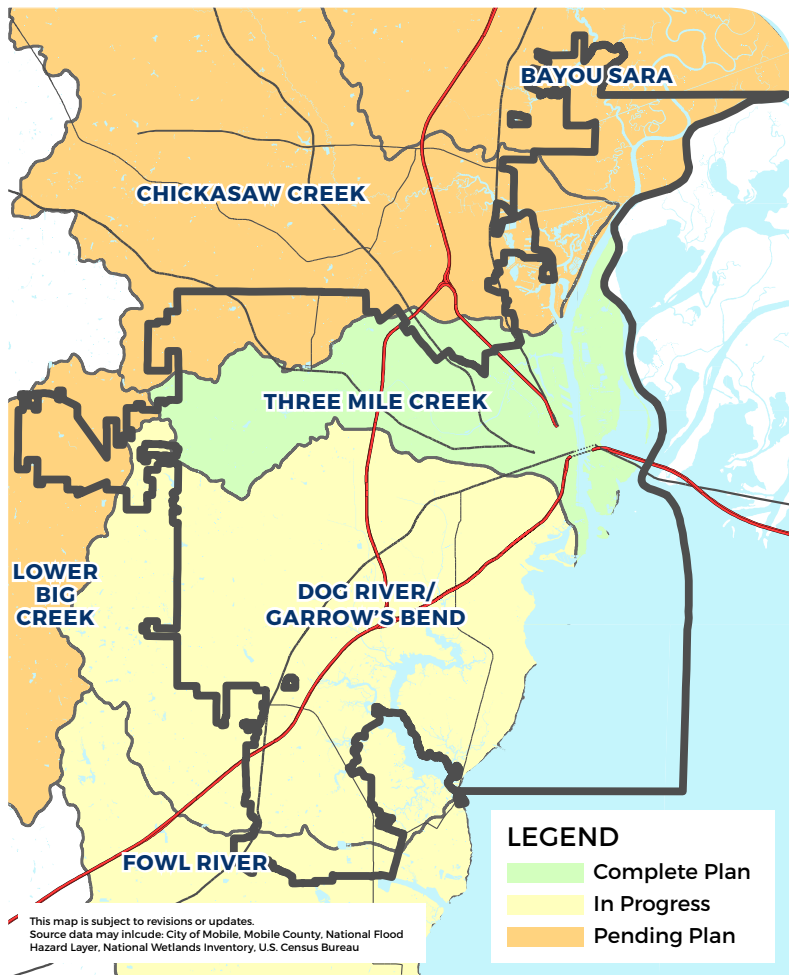


## Resiliency and Sustainability

- › Plan for and adapt to increased severe weather and potential impacts of climate change through the development of disaster preparedness plans and strategies.
- › Mitigate and reduce the effects of environmental hazards on public safety.
- › Promote higher energy and environmental standards such as Leadership in Energy & Environmental Design (LEED) or Green Building Initiative (GBI) for new construction and renovation projects.

## Improved Water Quality

- › Embrace low-impact development design standards
- › Expand comprehensive litter reduction plan and enforcement mechanisms
- › Continue to develop a robust and diverse stormwater management program



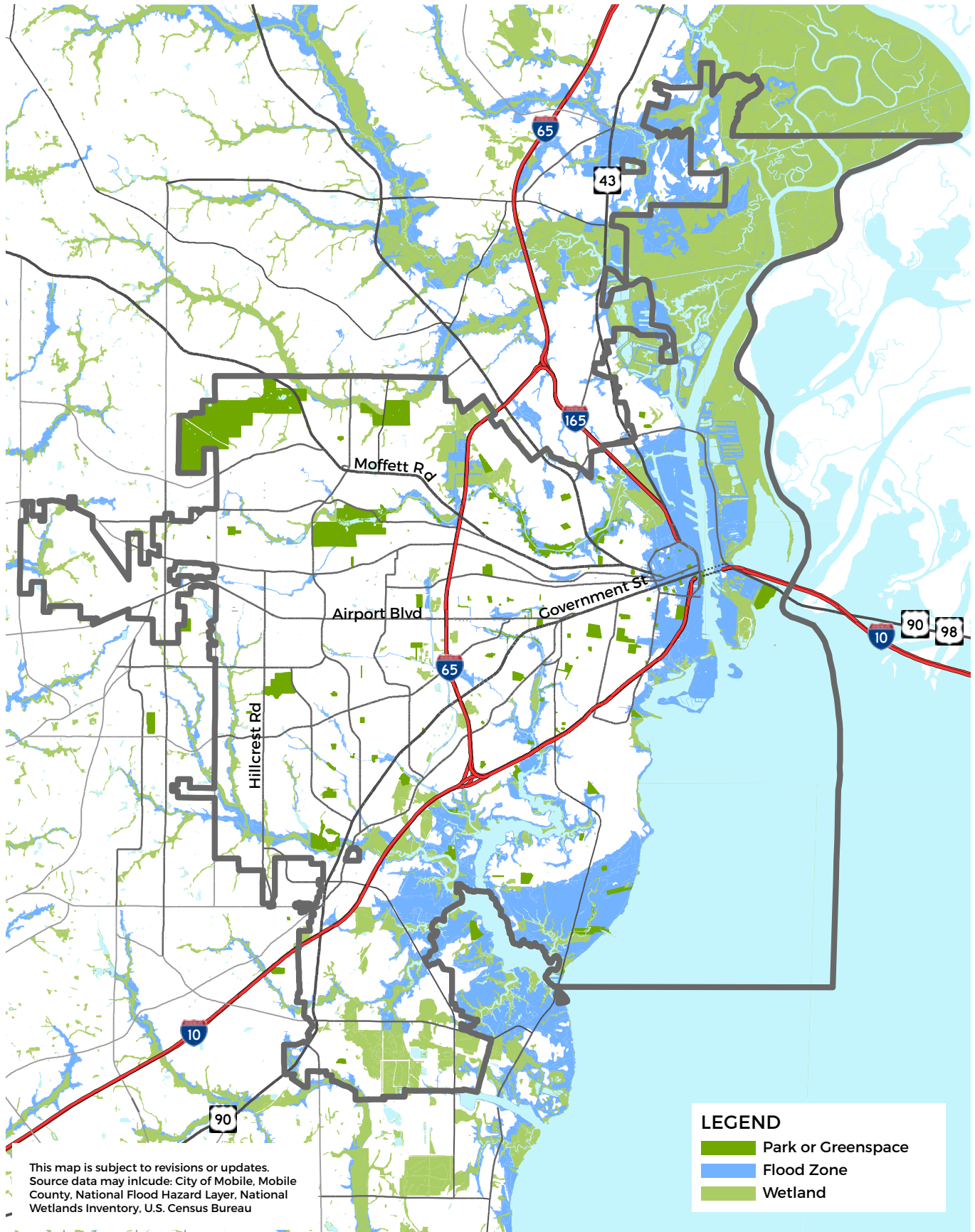
The City of Mobile is composed of the watersheds illustrated on the adjacent map. The Mobile Bay National Estuary Program has been undertaking Watershed Management Plans for each of these watersheds. The watersheds highlighted in green have completed plans, those in yellow are underway, and those in orange are pending completion.



Credit: Mobile Bay National Estuary Program



# NATURAL RESOURCES MAP





## COLLABORATION & COOPERATION

Collaboration and Cooperation refer to the partnerships and alliances that work together, leveraging knowledge and resources, for the betterment of the Mobile area.

Some community services are not within the City's control, but constant and on-going communication is part of the City's charter.

- › Mobile Area Water and Sewer System (MAWSS), South Alabama Utilities and Mobile County Water, Sewer, and Fire Protection Authority handle provision of water and waste water services for the city.
- › The Mobile County Public Health Department handles restaurant inspections and other health-related goals.
- › The Mobile County Public School System (MCPSS) has K-12 educational responsibilities, and they work with the City, workforce development groups, business and post-secondary institutions to assure strong educational foundations and a prepared workforce.

- › Public safety professionals in the City coordinate with all local municipalities and in particular the Mobile County Sherriff's department and Emergency Management Agency for inter-agency cooperation, along with the other local, county, state and federal law enforcement and judicial branches.

Cities rely on leadership to help foster effective growth and be catalysts for regional collaboration and cooperation. With limited resources, public and private-sector leaders must deliver the level of partnership required to make successful, forward-thinking decisions. Promoting efficiencies and best practices are imperative, and citizens expect officials to articulate such goals.

### GOALS

- › Encourage and foster public-private partnerships
- › Greater access to educational opportunities of all types for all ages
- › A healthy and safe community
- › Greater resiliency to natural and man-made disasters
- › High-quality water, sewer and energy services
- › Well-maintained arts, cultural and attraction amenities





## POLICIES

- › Continue partnership with MCPSS and workforce development groups for a strong education system.
- › Continue partnerships with local, state and regional post-secondary higher-education institutions.
- › Work with community partners to address public health challenges.
- › Support development of the arts throughout the community.
- › Continue to cultivate hazard mitigation and resiliency partnerships (County EMA, State EMA, US Coast Guard, Red Cross).
- › Secure and sustain partnerships with local environmental groups to help address conservation and preservation needs.

We will foster a culture of collaboration and cooperation, working within our boundaries and with other municipalities in the region for the good of all. These entities can serve as strategic and mutually beneficial partners in the implementation of Map for Mobile and other planning efforts. This list is by no means exhaustive, but represents a sampling of the entities with which we intend to partner, cooperate, and collaborate to implement the Vision and guiding principles of Map for Mobile.

### Governmental and Public Agencies

- › MAWSS
- › South Alabama Regional Planning Commission (SARPC) and the Mobile (MPO)
- › Mobile County Public School System (MCPSS)
- › Mobile Airport Authority (MAA)
- › Mobile County Commission
- › Baldwin County Commission
- › Municipal Governments
- › Mobile Area Chamber of Commerce
- › Alabama Power
- › Mobile Gas
- › Alabama State Port Authority
- › Army Corps of Engineers
- › US Coast Guard
- › Alabama Department of Conservation and Natural Resources (ADCNR)
- › Mobile Works
- › Area Agency on Aging
- › Mobile Housing Board (MHB)

- › Mobile County Health Department (MCHD)
- › State and County Emergency Management Agencies
- › Coastal Alabama Partnership (CAP)
- › State of Alabama
- › Mobile Bay National Estuary Program
- › South Alabama Workforce Development Council (SAWDC)
- › USS Alabama Battleship Commission
- › Alabama Industrial Development Training (AIDT)

### Non-Profit Organizations

- › Community Foundation of South Alabama
- › Downtown Mobile Alliance
- › Dog River Clearwater Revival
- › Mobile Arts Council
- › Mobile United
- › United Way of Southwest Alabama
- › Mobile Area Education Foundation (MAEF)

- › Mobile Baykeeper
- › Alabama Coastal Foundation
- › The Nature Conservancy
- › Bicycle Mobile
- › Faith-based organizations
- › Mobile Bay Convention and Visitors Bureau
- › 100 Black Men
- › MLK Avenue Redevelopment Corporation
- › Various neighborhood associations

### Institutions

- › University of South Alabama
- › Spring Hill College
- › University of Mobile
- › University of South Alabama Hospital
- › Providence Hospital
- › Springhill Medical Center
- › Infirmary Health System
- › Bishop State Community College



USS Alabama, Battleship Memorial Park  
Credit: Mobile Bay Convention and Visitors Bureau

# 4 GETTING THERE

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## Implementation

Land-Use Regulation and Reform

Long-Range Planning Team

Roles of the Stakeholders

# LAND-USE REGULATION REFORM

One of the first steps necessary to implement the vision and principles of Map for Mobile is to reform land-use regulations. Future land-use reforms will most likely take a hybrid approach, meaning that the regulations will have elements of both form-based codes and more conventional use-based codes. While form-based codes work especially well in areas that are being newly developed, hybrid codes tend to be more effective for places that are largely already developed, because they can easily adapt to that existing development and provide regulations that ensure development is compatible with or improves upon the area's existing pattern.

Currently the City's land-use regulations are primarily use-based, meaning that they regulate the use of property above all other considerations. This type of zoning became popular in the middle of

the last century and has dominated zoning practice since, resulting in the strict separation of land uses evident in most cities, including Mobile.

However, many cities have begun to recognize the limitations of this type of zoning and are seeking different solutions for controlling development. Form-based codes have become a popular method of regulating growth and development. Form-based codes regulate the form development takes, requiring buildings to be placed in certain locations, parking to be hidden, landscaping to be significant, etc. Mobile has a form-based code for downtown, the Downtown Development District. The Traditional Center District ordinance is also form-based, but these are optional regulations meant to incentivize developers to build in a more walkable form.

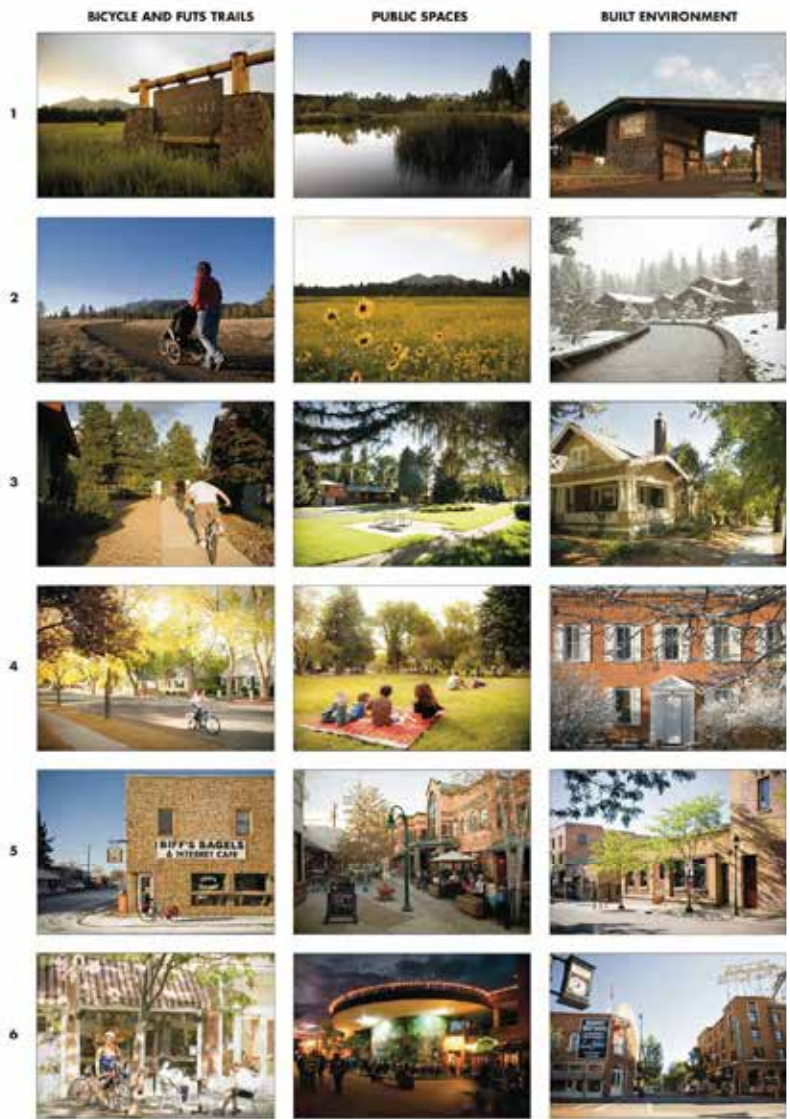
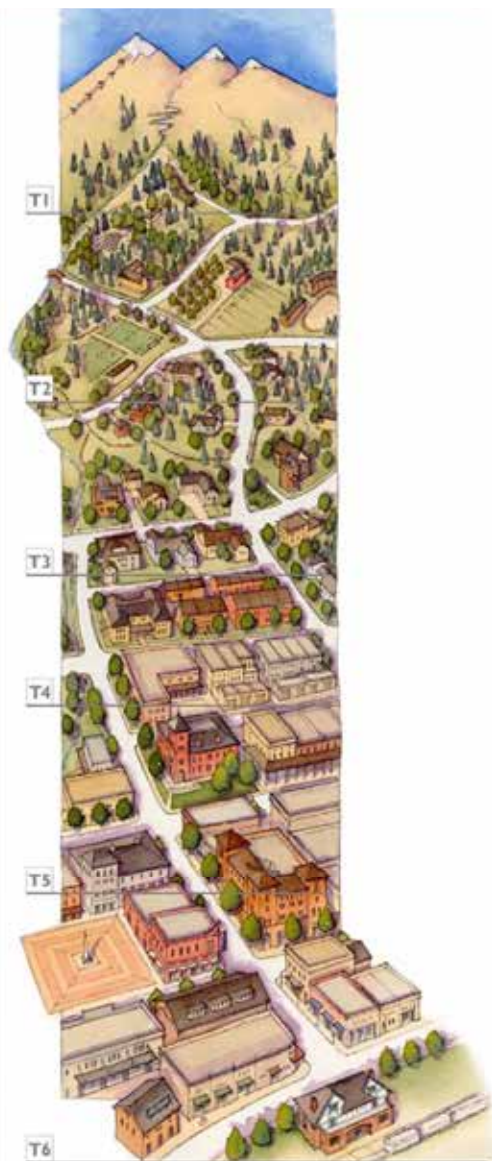
## GOALS FOR LAND-USE REGULATION REFORM

- › Broad community buy-in and input in the process
- › Regulations that are simple to understand for property and business owners
- › Regulations that are straightforward to administer
- › Regulations that meet the City's goals for one-stop, efficient permitting

Map for Mobile recommends initiating reform of land-use regulations as a **FIRST YEAR ACTION ITEM**, but this process will not be a quick one, nor should it be. To ensure that new or revised regulations align with the principles and achieve the goals in Map for Mobile, the process should be detailed and thorough, with an in-depth analysis of the City's form and land use, using the Development Framework as a foundation. Any zoning changes, whether to the zoning map or to the zoning ordinance, will need approval from both the Planning Commission and City Council in order to take effect, and there will be a broad public engagement effort in order to ensure community support for any proposed revisions.

## LAND-USE REGULATION BEST PRACTICES

Flagstaff, Arizona created a new zoning ordinance that combines elements of form-based codes with more conventional zoning codes because the city's existing zoning ordinance was not context-based and out of sync with neighborhoods. The city examined its existing zoning ordinance by simulating worst-case scenarios on a variety of properties to determine what could be built. The public was involved early and often, and Flagstaff determined that certain areas were not expected to experience change in the near future, and did not rezone those areas.



# IMPLEMENTATION PIECES

## LONG-RANGE PLANNING TEAM

The primary responsibility for Map for Mobile's implementation lies with the City's Long-Range Planning Team, who will ensure that City officials and staff are knowledgeable about Map for Mobile and its goals, policies, and action items.

This team will also ensure that the various ongoing and recommended planning efforts are carried to fruition, aiding neighborhoods and other groups that want to create plans to better their communities.

## ANNUAL PLAN UPDATES

The Long-Range Planning Team will work with City Departments to update Map for Mobile annually, with policies and action items accomplished as implementation progresses. A Long-Range Planning Committee, led by the City's Long-Range Planner and consisting of department heads and key staff, should meet regularly in planning roundtables to review progress made on implementation.

## COMMUNITY PLANNING RESOURCES

The City's Long-Range Planning Team will be able to provide citizens, groups and organizations with a variety of community planning resources.

## CAPITAL IMPROVEMENT PLANNING

The City's Finance Department has developed a multi-year Capital Improvement Plan to foster long term thinking and investing for the city. The Map for Mobile process and specific action items will be reviewed and updated annually, and will inform the City's Capital Improvement Planning as illustrated in the graphic on page 10. The Action Plan in Appendix A can provide a guide for how to incorporate many of the recommendations in Map for Mobile into the City's Capital Improvement Planning Process. This linkage from planning to budgeting keeps the City focused on budgeting for priorities while maintaining strong financial stewardship of resources.

# ROLES OF THE STAKEHOLDERS

The entire community has a role in helping to realize the vision in Map for Mobile. Here's what you can do to help implement the plan.

---

## Stay Involved

(everyone should...)

**Let your local representatives know that you support Map for Mobile.**

**Get involved in future planning efforts.**

**Stay informed on what is being done to implement Map for Mobile.**

### INDIVIDUALS

- › Attend public meetings where decisions are being made to help ensure City officials are making decisions based on policies in Map for Mobile.

### BUSINESSES

- › Join the local merchants association, Chamber of Commerce, Downtown Mobile Alliance or other economic development organizations to stay abreast of current events.
- › Donate services, goods, money or time to planning efforts or projects as they are implemented.

### NON-PROFITS

- › Continue to work as an advocate for your cause, and volunteer your services and time to projects that align with that and other causes.

---

## Stick to the Plan

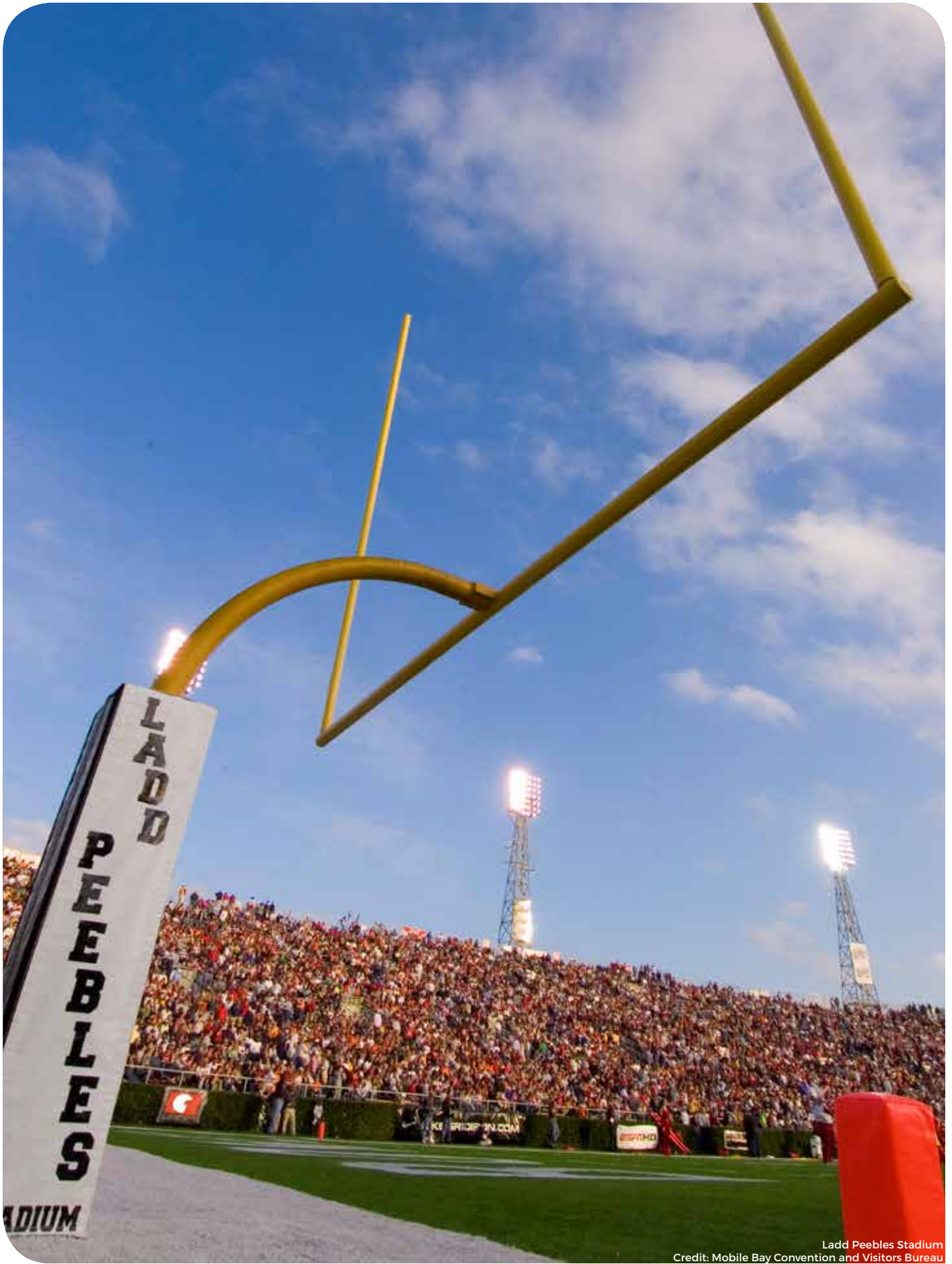
(The City should...)

### CITY OFFICIALS

- › Familiarize yourself with Map for Mobile. Understand its implications and consult it when making decisions.
- › Allocate funding for projects based on determined priority and community needs.
- › Implement the policies set forth in the Plan.
- › Continue to engage citizens when implementing Map for Mobile to ensure that you are on the right path.
- › Support the community's future planning efforts with financing,

### CITY STAFF

- › Familiarize yourself with Map for Mobile.
- › Budget for and allocate funding and resources to recommended projects.
- › Educate the public and City officials on the Plan and its implications. Implement the policies set forth in the Plan.
- › Support future planning efforts by aiding communities and neighborhoods with expertise, time and services.



Ladd Peebles Stadium  
Credit: Mobile Bay Convention and Visitors Bureau



# APPENDICES

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A: Action Plan

B: Links to Other Plans

C: Existing Conditions

D: Additional Funding Resources

E: Glossary of Terms

# APPENDIX A: ACTION PLAN

Each year, the Administration will task the Long-Range Planning team to coordinate all departments to review and update actions and strategies for implementation of Map for Mobile.

## ONGOING ACTION ITEMS

---

### Mobility, Transportation and Infrastructure

- › Invest in infrastructure to support a connected community through a planning-driven capital improvement plan.
- › Maintain and repair sidewalks.
- › Identify strategies for low-cost, high-impact solutions to transportation issues.
- › Utilize access management tools such as closing driveways, synchronizing lights and other methods to ease traffic congestion before adding lane capacity.
- › Continue Americans with Disabilities Act (ADA) Compliance Initiatives.
- › Identify needed bus routes/stops in areas identified as centers and along corridors to coordinate with potential denser development (a multi-year effort.)
- › Collaborate with public and private partners to encourage citizens to utilize alternative forms of transportation.
- › Create complete streets when undertaking maintenance of the existing infrastructure.
- › Support the recommendations in Destination 2040 and work closely with the MPO to prioritize access management, signal coordination, flow projects and alternative transportation projects over capacity projects.

### Land Use, Housing and Redevelopment

- › Direct development into areas with existing roads, sidewalks and other infrastructure.
- › Coordinate with partners to support affordable housing efforts.

# ACTION PLAN

## ONGOING ACTION ITEMS (CONTINUED)

### Downtown and Other Special Districts

- › Continue the focus on Bring Back Broad to improve this corridor in the downtown area and south toward the Mobile Aeroplex at Brookley.
- › Work to enhance linkages throughout the Central Business District with emphasis on connecting people with amenities.
- › Continue to refine long-range plans for Downtown Mobile.

### Parks, Recreation, and Natural Resources

- › Continue the education throughout the City on stormwater management issues and the overlap with litter and floatables that enter our waterways.
- › Work with and support partner agencies in implementation of watershed plans.
- › Utilize parks studies to determine priorities for parks investments.
- › Work to enhance forested buffers along streams.
- › Continue to acquire properties in floodplains and develop plans for parks and open space/natural areas on these properties.
- › Develop and implement a sponsorship program for parks and recreation.

- › Continue efforts to reduce litter.
- › Identify and prioritize projects that will improve water quality and stormwater function.

### Historic Preservation

- › Promote the use of tax credits for the rehabilitation and reuse of historic properties as multi-family housing developments.

# ACTION PLAN

## ONGOING ACTION ITEMS (CONTINUED)

---

### City Facilities and Services

- › Improve basic services throughout departments.
- › Utilize neighborhood-level planning data in community-service decision making (ex. expand services such as libraries, parks, and community centers as needed).
- › Improve access to community facilities both physically and virtually.

### Public Safety

- › Continue to educate on the use of “Nextdoor” as a neighborhood safety and connectivity tool.
- › Continue to collaborate with all public safety agencies.

### Economic Development

- › Continue to look at citywide attributes and work with local, regional and state officials to market our City to investors and businesses.
- › Expand workforce development partnerships to improve training opportunities in needed fields to support growing industries.
- › Scale partnerships for workforce development as recommended by the Manufacturing Communities Partnership.
- › Continue to work with the Coastal Alabama Partnership on regional planning efforts.
- › Continue to work with public and private partners to develop the St. Louis Street Technology Corridor.
- › Continue to implement the Mayor’s Tourism Initiative.

### Other

- › Work with multiple agencies and other public institutions to accomplish mutual goals.
- › Continue to implement the recommendations in former plans that still align with the City’s priorities and principles and refine as needed.
- › Install public art in various, strategic locations throughout the City.

# ACTION PLAN

## NEAR-TERM ACTION ITEMS (YEAR 1)

---

### Mobility, Transportation and Infrastructure

- › Begin work on a master plan for mobility that includes the elements addressed in this comprehensive plan.
- › Conduct a review of the current Wave Bus/Transit system to address unmet needs, provide more accessibility to basic services, and develop a longer term plan for improved and cost effective services.
- › Develop a Complete Streets Task Force that includes representatives from appropriate city departments – look for and monitor low-cost, incremental improvements to existing corridors as longer-range planning occurs.
- › Consider incentives to direct development to areas with existing infrastructure.

### Land Use, Housing and Redevelopment

- › Begin land-use & design-use re-zoning discussions.
- › Develop a RFQ for zoning consultant to assist with overhaul of zoning as required to shape growth more efficiently.
- › Develop a Housing Master Plan to provide further analysis and detailed housing recommendations.
- › Utilize existing blight data to develop a blight removal and abatement program.
- › Begin implementation of focused planning efforts.
- › Seize the redevelopment opportunity in areas where HUD Choice Planning is underway in order to rebuild areas of the city that have old housing stock, high blight, and high vacancy but are within proximity to jobs

- › Implement a comprehensive approach to blight abatement, including changes to code enforcement processes that lead to accelerated blighted property resolutions

# ACTION PLAN

## NEAR-TERM ACTION ITEMS (YEAR 1) (CONTINUED)

### Downtown and Other Special Districts

- › Implement phase I of the design provided by MIG for Water Street improvement and accessibility design.
- › Begin preparations for the west-tunnel interchange.
- › Develop a parking plan for downtown, emphasizing structured parking and address fee structures.
- › Adopt and begin to implement the Downtown Mobile Motorized Mobility Study (a 2015 study by the Toole Design Group, sponsored by SARPC).

### Parks, Recreation and Natural Resources

- › Complete “Parks Standards and Design Guidelines” study.
- › Conduct an inventory and create a map of water access points to share with visitors and citizens. Include boat ramps, kayak inlets, parks, fishing piers or shores, etc.
- › Develop a strategic approach to implement the Mobile Greenway Initiative and other trail initiatives (real estate, etc.).
- › Establish computer labs at all city recreation centers.

### Stormwater Management

- › Apply for entry into the Community Rating System (CRS) as soon as eligible.

# ACTION PLAN

## NEAR-TERM ACTION ITEMS (YEAR 1) (CONTINUED)

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### Historic Preservation

- › Complete the re-write and adoption of the Historic District Design Guidelines.
- › Host the National Association of Preservation Commissions National Conference Summer of 2016.
- › Identify and document newer neighborhoods and areas that now meet the 50-year requirement for historic designation for local designation and protection; consider designating these areas as local historic districts.
- › Identify and document historic neighborhoods that are not locally designated but could benefit from National Register nomination in order to qualify for tax incentives and other benefits related to listing.

### City Facilities and Services

- › Re-establish Long-Range Planning department.
- › Streamline the permitting and inspection processes utilizing new technology provided by Tyler Technologies.
- › Develop a full assessment of the condition of facilities
  - City-owned for employees and City-owned for public use.
- › Develop a comprehensive plan for recycling in conjunction with partners such as the county and MAWSS.

### Public Safety

- › Evaluate, for future planning, all public safety facilities and locations.
- › Increase promotion of environmental design as a crime prevention strategy, especially in new public facilities.

# ACTION PLAN

## MID-TERM ACTION ITEMS (YEARS 2-5)

---

### Mobility, Transportation and Infrastructure

- › Modify the City’s Major Streets Plan so it aligns with Complete Streets and not just right-of-way width plans.
- › Examine the existing road network to identify important or additional north/south corridors in order to better distribute traffic.
- › Develop a priorities list for adding shelters and street furniture at the most utilized transit stops; determine an achievable goal for constructing them per year.
- › When modifying zoning regulations, work to direct industry and other major employers near interstates and transit so as not to add traffic to local roads.
- › Begin to implement strategic traffic mitigation efforts along major corridors, including Airport Boulevard.
- › Develop an integrated mobility plan that includes framework plans for bike, pedestrian, transit and vehicular mobility including truck freight.
- › Refine and endorse the Street Design Priority Matrix into relevant codes, policies and programs. Use this as a decision tool in locations with constraints.
- › Align design standards and policies for traffic studies, parking and mobility to ensure coordination.
- › Align city functions to create synergy for transportation-related activities.

### Land Use, Housing and Redevelopment

- › Integrate the new street typology into the City’s development ordinance.
- › Implement and use any new land-use ordinances to shape growth more effectively and create a better sense of place.
- › Develop design guidelines for areas ripe for redevelopment.
- › Evaluate regulations and revise to allow and encourage innovative affordable housing types.
- › Create strategies for mixed-rate housing that ensures quality-of-life amenities are in place or planned for to draw market-rate renters and owners to the area.
- › Identify and target properties for redevelopment through a Redevelopment Authority.



# ACTION PLAN

## MID-TERM ACTION ITEMS (YEARS 2-5) (CONTINUED)

### Land Use, Housing and Redevelopment (cont.)

- › Consider making the Traditional Center District ordinance, created based on the Blueprint for Spring Hill recommendations, mandatory.
- › Expand the Neighborhood Renewal Program to other neighborhoods and create a priority list for neighborhoods to be targeted.
- › Continue to work with the Mobile Housing Board to coordinate efforts regarding the HUD Choice Neighborhoods program.
- › Develop policies, regulations and incentives for developing affordable housing units, particularly within close proximity to employment and commerce centers, but not in remote locations.
- › Develop incentives for private development to build to higher energy standards such as Leadership in Energy & Environmental Design (LEED) or Green Building Initiative (GBI).

- › Develop density bonuses as incentives for mixed-use developments in areas identified as centers.

### Downtown and Other Special Districts

- › Continue implementation of Water Street improvement and accessibility design.
- › Develop and implement a Special District plan for the Medical Corridor.
- › Develop plan for conversion of Civic Center into mixed use and use prior plan ideas for best use of this property as it connects to property to the east toward the river.
- › Market and engage the private sector (investors / developers) to implement downtown plans.
- › Focus on residential development downtown.

### Parks, Recreation, and Natural Resources

- › Develop master plan for Parks and Recreation that includes prioritized upgrades, new facilities and connections to neighborhoods.
- › Identify property with waterfront access that is available for public access/use.
- › Create a map of particularly sensitive areas, including those that may not necessarily be designated flood hazard areas, and develop regulations that limit development in these areas.
- › Limit development near vulnerable areas, improving shorelines for recreational space and revising regulations to ensure minimal erosion occurs with development.
- › Develop a strategic brownfields plan and seek funding for implementation.

# ACTION PLAN

## MID-TERM ACTION ITEMS (YEARS 2-5) (CONTINUED)

---

### Historic Preservation

- › Continue research and development of conservation districts with important but less stringent design guidelines than historic districts.
- › Create guidelines to preserve vulnerable properties in historic neighborhoods.

### City Facilities and Services

- › Develop educational tools for the development community to help communicate preferred design options that are consistent with City regulations.
- › Identify repetitive loss areas for acquisition.
- › Develop a coordinated approach to access management.
- › Require business licensing for rental properties, ensuring that properties are well-maintained.

### Economic Development

- › Identify grayfield sites and market to developers.
- › Develop incentives for small business such as revolving loan programs, property tax rebates and revenue sharing.
- › Establish a City coordinator for workforce development to work with the Chamber of Commerce, Southwest Alabama Workforce Development Council and post-secondary education institutions on citywide workforce development goals.
- › Seek additional community/economic development designations to attract more industry and skilled workers.
- › Develop a waterfront access plan that identifies existing access that needs improvement, areas to be reserved for industry needing waterfront access and new access points to be developed.

### Other

- › Work with partners to create a public art master plan.

# ACTION PLAN

## **LONG-TERM ACTION ITEMS (YEARS 5-10)**

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- › Create an interconnected system of trails, green space, parks, waterways (blueways), stream corridors and paths throughout Mobile, providing access and recreational opportunity.
- › Develop an online, interactive map that displays current City projects and allows citizens to follow the progress of those projects.
- › Additional residential development Downtown.

Map for Mobile is a living, working document. The Action Plan will be updated annually.

## **APPENDIX B: LINKS TO OTHER PLANS**

### **A New Plan for Mobile**

[www.cityofmobile.org/announcement\\_files/01\\_new\\_plan\\_plan\\_summary\\_from\\_mainreport.pdf](http://www.cityofmobile.org/announcement_files/01_new_plan_plan_summary_from_mainreport.pdf)

### **Blueprint for Spring Hill**

[http://thevillageofspringhill.com/charrette/Blueprint\\_SpringHill\\_0108\\_sm.pdf](http://thevillageofspringhill.com/charrette/Blueprint_SpringHill_0108_sm.pdf)

### **Destination 2040**

[www.destination2040.org](http://www.destination2040.org)

### **Downtown Development District**

[https://www.cityofmobile.org/announcement\\_files/ddd\\_document\\_\\_in\\_entirityb.pdf](https://www.cityofmobile.org/announcement_files/ddd_document__in_entirityb.pdf)

### **Major Streets Plan**

<http://www.cityofmobile.org/pdf/MAJORSTREETPLAN.PDF>

### **Three Mile Creek Watershed Management Plan**

[http://www.mobilebaynep.com/images/uploads/library/TMCWMP\\_Final\\_20140905\\_Web.pdf](http://www.mobilebaynep.com/images/uploads/library/TMCWMP_Final_20140905_Web.pdf)

### **Comprehensive Conservation & Management Plan for Alabama's Estuaries and Coast**

[http://www.mobilebaynep.com/images/uploads/library/CCMP\\_Handout\\_9-25.pdf](http://www.mobilebaynep.com/images/uploads/library/CCMP_Handout_9-25.pdf)

# APPENDIX C: EXISTING CONDITIONS

## PEOPLE

The population of Mobile, according to the 2010 U.S. Census, is 195,111, while Mobile County’s population is 412,992. Although the City of Mobile has seen a slightly less than two percent decrease in its population over the past 10 years, it has maintained a fairly consistent population over the past several decades. Mobile County’s population grew by 3.2 percent during the same time period. Compared to the state of Alabama, however, Mobile’s growth rate since 1990 is significantly lower, near zero compared to Alabama’s 18.2 percent growth rate.

MOBILE POPULATION GROWTH	TOTAL POPULATION	POPULATION CHANGE	PERCENT CHANGE
2013	195,116	+5	--
2010	195,111	-3804	-1.9%
2000	198,915	+644	+0.3%
1990	198,271	--	--

MOBILE COUNTY POPULATION GROWTH	TOTAL POPULATION	POPULATION CHANGE	PERCENT CHANGE
2010	412,992	+13,149	+3.3%
2000	399,843	+20,676	+5.5%
1990	379,167	--	--

## Poverty

Poverty rates in Mobile increased from 2000 to 2010, from 21 percent of the population to 25 percent. These rates are higher than those of the state (17 percent poverty in 2010) and the county (20 percent poverty in 2010).

Mobile’s census tract data indicate varying levels of household income. The wealthiest tracts tend to be outlying areas in West Mobile, and these have poverty rates between 0 and 20 percent, while in the poorest tract between 60 and 80 percent of the population lives in poverty.

Mobile is also a designated Manufacturing Community by the US Department of Commerce, meaning that it is eligible for federal economic development assistance and coordinated support from a myriad of federal agencies. The initiative supports the development of long-term economic development strategies.

The information in this section was obtained from the US Decennial Census and the American Community Survey (2013).

## Income

Incomes in Mobile have somewhat kept pace with incomes in the county and state. In 2000, households in Mobile earned 93.3 percent of the median income for the county, and 92 percent of the state's median income. In 2010, households earned 93.5 percent of the county's median income, but only 89 percent of the state's. Incomes in Mobile have grown fairly consistently with the county's, but have lagged slightly behind the state's. However, households in Mobile remain poorer than both the county and the state.

Median Household Income	Mobile	Mobile County	Alabama
2013	\$38,644	\$43,028	\$43,253
2010	\$37,438	\$39,998	\$42,081
2000	\$31,445	\$33,710	\$34,135

## Age

Like most other cities, Mobile's population is aging due to the ascendance of the massive Baby Boomer generation into the ranks of senior citizens. However, while its percentage is slightly higher, Mobile does not have a significantly larger proportion of senior citizens than other similarly sized cities in the state. Twenty-one percent of Mobile's population is over the age of 60. Huntsville, Birmingham, and Montgomery all have similar percentages of senior populations, with 20, 19, and 18 percent respectively. Mobile also has a similar percentage of millennials (people ages 20 to 34) as these other cities with 22 percent of the population in this age range. Millennials consist of 23 percent of the population in Huntsville and Montgomery, and 26 percent in Birmingham. Compared to other cities in the South, Mobile's percentages of seniors and millennials are higher and lower respectively.

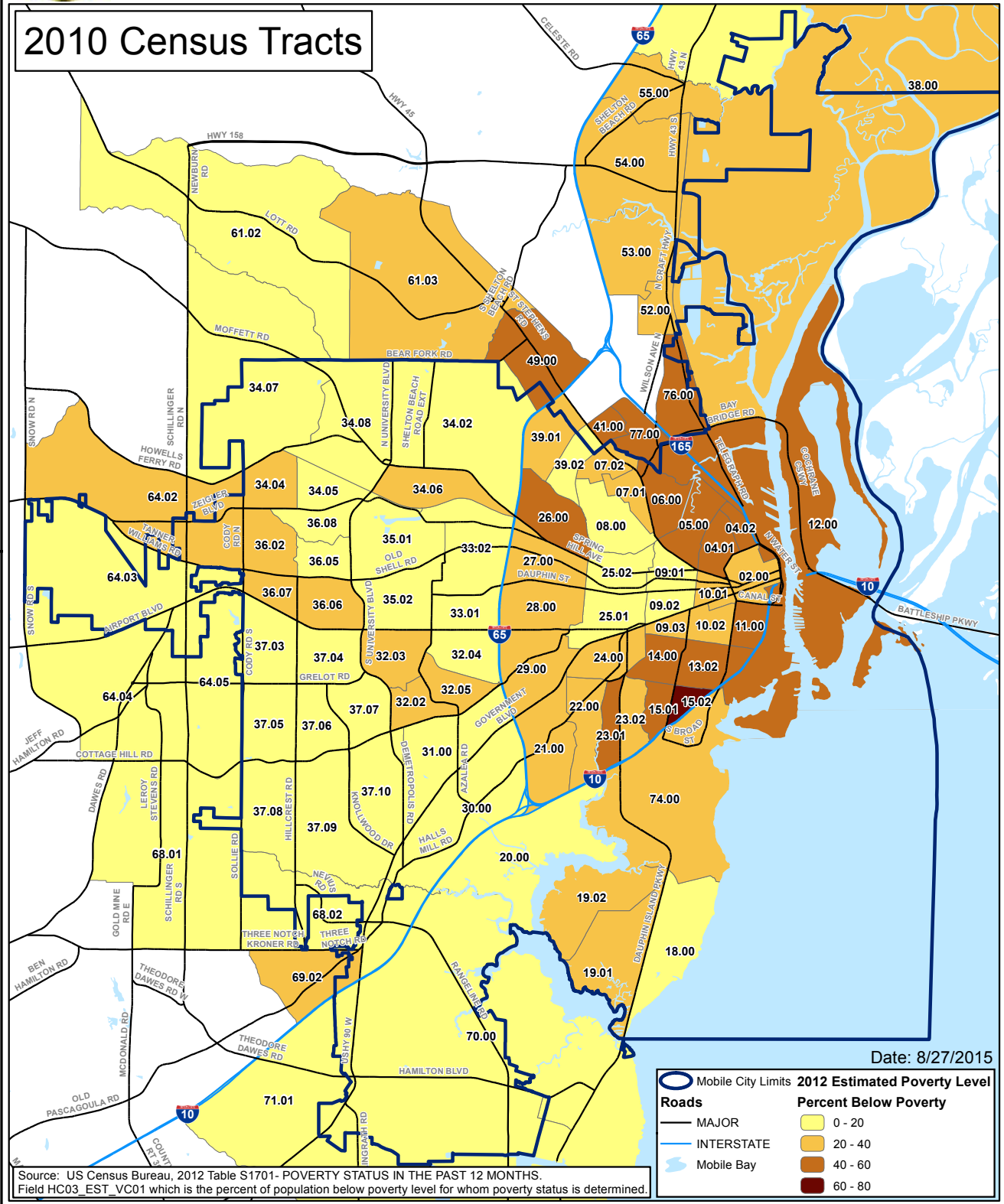


# PERCENTAGE OF POPULATION BELOW POVERTY



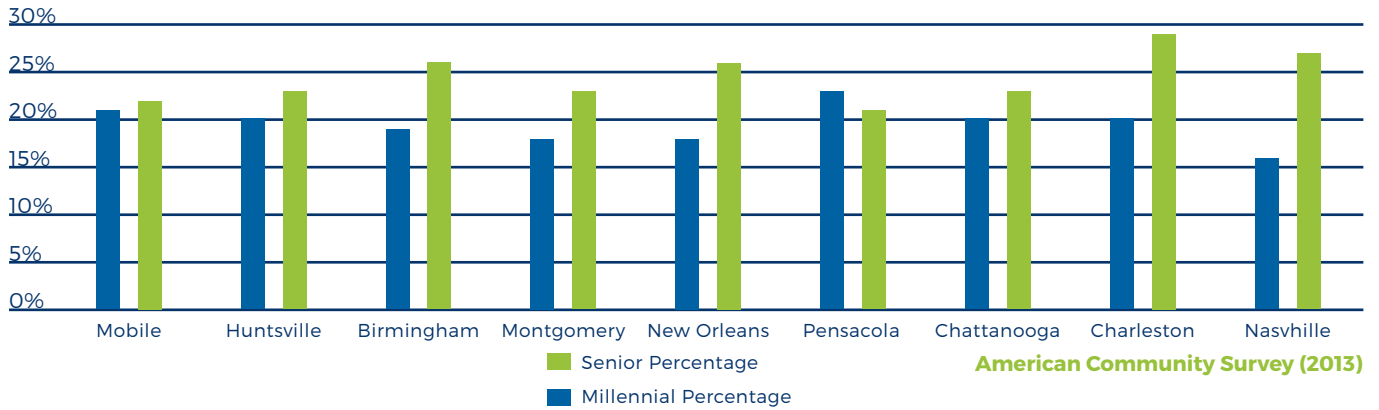
City of Mobile  
Geographic Information Systems  
205 Government Street, 4th Fl South  
P.O. Box 1827 (36633-1827)  
Mobile, Alabama 36644  
(251) 208-7943  
<http://maps.cityofmobile.org>

2010 Census Tracts



Date: 8/27/2015

## SENIORS AND MILLENNIALS



## RAINFALL

Mobile is the rainiest city in America based on total annual rainfall. Because of the high amount of rainfall in a relatively few number of rain days, flash flooding can occur during rain events.

City Ranking 2013	Annual Rainfall (inches)	Annual Rain Days
1. Mobile	67	59 (2013)
2. Pensacola	65	56 (2013)
3. New Orleans	64	59 (2013)
41. Seattle	33	149 (avg.)
42. Portland	26	154 (avg.)

Source: al.com and weatherbill.com



# APPENDIX D: ADDITIONAL FUNDING SOURCES

There are a variety of funding sources available for further planning and implementation. This list is by no means exhaustive, but is meant to serve as a starting point for seeking funding sources.

## Transportation

- › US Department of Transportation
- › Alabama Department of Transportation
- › Federal Highway Administration
- › Community Development Block Grants (CDBG)
- › Transportation Enhancement Grants (TE)
- › Safe Routes to School Program
- › TIGER Grants
- › Congestion Mitigation and Air Quality Improvement (CMAQ) Program

## Tax Mechanisms And Credits

- › Tax Increment Financing Districts (TIF)
- › Business Improvement Districts (BID)
- › Low Income Housing Tax Credits (LIHTC)
- › New Markets Tax Credits
- › Historic Rehabilitation Tax Credits

## Housing

- › US Department of Housing and Urban Development (HUD)
- › The City's Community and Housing Development Department's entitlement programs .

## Environmental

- › US Environmental Protection Agency (EPA)
- › Brownfields Program
- › RESTORE Act
- › National Estuary Program
- › Alabama Department of Conservation and Natural Resources

## Other

- › Public-Private Partnerships
- › Alabama Historical Commission Grants Program
- › Alabama State Council on the Arts
- › Alabama Department of Economic and Community Affairs

## APPENDIX E: GLOSSARY OF TERMS

**Access management** – set of techniques used to control access to highways, major arterials and other roadways in order to improve movement of traffic, reduce crashes and lessen vehicle conflicts through controlling entry and exit points along the roadway

**ALDOT** – Alabama Department of Transportation

**Alternative transportation** – refers to any type of transportation that is not the personal automobile. Walking, bicycling and taking transit are all alternative forms of transportation.

**Architectural Review Board (ARB)** - oversees the work within Mobile’s seven locally protected historic districts. Any exterior work done within the City’s locally designated districted must be pre-approved by the Board. Its 11 volunteer members are appointed by the Mobile City Council with input from the Mobile Historic Development Commission, the local chapter of the American Institute of Architects and the Historic Mobile Preservation Society.

**Board of Adjustment** - sits as a quasi-judicial body to hear applications for variance(s) from the requirements of the Zoning Ordinance and/or the interpretation of the Ordinance by the Planning Division staff. The Board consists of seven members.

**Complete Streets** – streets for everyone which are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.

**Crime Prevention through Environmental Design** – implementing design techniques in urban environments to have an influence on preventing criminal acts.

**Development framework** – the process aids to define the form that development should occur along the corridors, activity centers, neighborhoods or other special districts in the City which follows a continuum from urban to traditional to suburban to almost rural.

**Disinvestment** – lack of investment in a neighborhood or area that leads to decline, deterioration and abandonment

**FHWA** – Federal Highway Administration

**Form-based code** – a land development regulation that fosters predictable built results by using physical form (rather than separation of uses) as the organizing principle.

**Grayfield** - Economically distressed, obsolete, or underused real estate assets or land. “Gray” refers to the large areas of asphalt usually surrounding these sites.

**Green Industry** - Industries with sustainably produced inputs; minimal use of raw virgin materials; production processes that minimize the use of water, energy and materials; reuse and recycling of solid waste streams; substantial reductions in emissions or effluents; and products that are built for longevity and durability.

**Greenfield** – a site that has never before been developed, usually outside of existing development.

**Hybrid code** – a land development regulation that incorporates principles from other codes, such as aspects of conventional zoning and form-based codes.

**Infill** – new development on vacant or underutilized parcels within areas that are otherwise developed. Most communities have significant vacant land within their city limits that has been passed over in the normal course of urbanization.

**Intelligent Transportation System (ITS)** - advanced applications which aim to provide innovative services relating to different modes of transport and traffic management and enable various users to be better informed and make safer, more coordinated and “smarter” use of transport networks.

**Leapfrog development** – development that passes over undeveloped land to be built in an area far and disconnected from existing development.

**Locally designated historic district** – a geographical area which has been deemed of historical significance by the local government. A locally designated historic district often has specific local regulations which might protect the contained property more so than a National Register Historic District.

**Mixed Use** – any development, or even a single building, that blends a combination of residential, commercial, cultural, institutional or industrial uses, where those functions are physically and functionally integrated, and that provides pedestrian connections.

**Metropolitan Planning Organization (MPO)** – a federally mandated transportation policy-making organization for an urban area with a population of greater than 50,000 people which is composed of representatives from local government and governmental transportation authorities.

**Multimodal transportation** – using multiple modes of transportation, for example, taking the bus and then walking the last few blocks to a destination. Multimodal is also often used to describe the shipment of goods, many of which are transported via train or ship and then by truck to their final destinations.

**National Register Historic District** – a geographical area which has been deemed of historical significance based upon National Register criteria and administered by the National Park Service.

**Passive recreation** – spaces that are generally undeveloped or environmentally sensitive areas that require minimal development and maintenance but may be utilized for trails, fishing, water access for non-motorized craft, birdwatching and other passive recreational pursuits. These are contrasted with active recreational spaces like ball fields.

**Placemaking** – reimagining and reinventing public spaces as the heart of every community and strengthening the connection between people and the places they share through a collaborative process to shape the public realm in order to maximize shared value.

**Planning Commission** - comprised of a 13-member board of volunteers. Twelve members are appointed by the Mayor and one member is a City Council member, appointed by the City Council. The Planning Commission meets regularly to recommend amendments to the zoning ordinance as well as review applications for rezoning, planned unit development, planning approval and subdivisions of land. The commission also hears appeals of the denial of tree removal/trim permits and sidewalk waiver requests.

**Premium transit** – transit that provides excellent services and reliability.

**Redevelopment** – the action to change the appearance of an area or building, by improving or adding new buildings, stores, roads, etc. for new activity.

**Revitalization** – the action to assist an existing area or building to become active again by improving or redeveloping.

**Road diet** – technique to reduce the number of travel lanes and/or effective width of the road to achieve systemic improvements. Other additions or improvements such as for pedestrians, bicyclist or transit are often reasons for consideration.

**Runoff** – flow of water that occurs when excess stormwater or other water flows over the earth's surface. Runoff usually refers to water flowing over impervious surfaces, carrying with it pollutants and particulate matter that can end up in surface or ground water.

**Special district** – a geographical area which has unique characteristics, development patterns or needs that are different from other districts of a city and require special considerations (ex. Downtown Development District).

**Sprawl** – the physical growth of the city away from central urban areas into low-density, monofunctional areas which are either outside existing city boundaries or previously undeveloped areas of the city.

**Stormwater** – water that originates during precipitation events and can either soak into the ground, remain on the surface and evaporate or end up in nearby streams, rivers or other bodies of water.

**Streetscape** – describes the natural and built fabric of the street, the design quality of the street and its visual effect. Usually refers to plantings, street furniture and other accoutrements.





For questions regarding this document, contact:

City Planning Department  
(251) 208-5895  
[MapForMobile@cityofmobile.org](mailto:MapForMobile@cityofmobile.org)