



MOBILE CIVIC CENTER SITE MASTER PLAN

PRELIMINARY PROGRAM WORKSHOPS
NOVEMBER 13-14, 2017

Gensler | **CBRE**

AGENDA

- ➊ Introduction
- ➋ What We Heard & Recurring Themes
- ➌ Planning Themes
- ➍ Preliminary Program Options
- ➎ Next Steps

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INTRODUCTION

BACKGROUND

2013: Critical maintenance needs quantified

2015 - Present: Ongoing feedback from public & stakeholder groups:

- Numerous Meetings & Planning Sessions held to date
- Open & Transparent Process leading to tonight's Open House
- Online Feedback: www.cityofmobile.org/CivicCenter

2017 - Present: Facilities Condition Assessments

GOALS

- Provide a space for our **civic needs**
- **Improve and diversify the amenities and services** this site provides our citizens
- Accommodate **existing uses & events**

WHY ARE WE LOOKING AT THE CIVIC CENTER SITE?

- The City is developing an overall **Facilities Master Plan** for all municipally-owned properties and real estate assets
- Facilities Condition Assessments (FCA's) have been completed for the Civic Center Arena, Theater, and Expo Hall:
 - Facility is carrying approximately \$20 Million in deferred maintenance today, plus \$17.5 Million in ongoing maintenance needs over the next 10 years
 - These numbers DO NOT include upgrades and modernization needed to be competitive
 - Facility's age, condition, indicate that it is nearing the end of its useful life
 - Site comprises 22 acres of underutilized facilities and surface parking lots
 - Site offers more value in its redevelopment potential
- The Civic Center is a **key site within downtown Mobile**, and an opportunity to be transformational

A WORLD-CLASS TEAM



CBRE

- Largest Commercial Real Estate Firm in the world
- Specialized Government Practice
- Global Access to Investors & Developers

Gensler

- Largest Architecture, Interiors, & Planning Firm in the United States
- Specialized Practice in Urban Planning & Community Development
- Long-standing relationship working with CBRE

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WHAT WE HEARD & RECURRING THEMES

WHAT WE HEARD & RECURRING THEMES

1. Existing Facilities & Site

The site is underutilized, but has identity as a key civic site and should be strengthened by introducing additional uses:

Civic Center Arena

- Important venue for Mardi Gras and certain high-attendance events
- Mardi Gras associations like arena seating/floor layout, availability of separate hospitality rooms, ease of cleanup, but recognize problems with current facility
- Mardi Gras uses occupy the arena for only 6 to 10 weeks during the year
- Arena layout not conducive to scalable, multipurpose use
- Back-of-house areas are not comparable with competing venues in Biloxi and Pensacola

WHAT WE HEARD & RECURRING THEMES

Civic Center Theater

- Largest current users are **Ballet** and **Distinguished Young Women**
- Seating layout and backstage capacity are unique and **complement other performing arts spaces** in downtown Mobile

Expo Hall

- Relatively underutilized, even during Mardi Gras
- Used for municipal court

WHAT WE HEARD & RECURRING THEMES

2. Multipurpose Use

There is support for many new uses on the Civic Center site, such as:

- Multifunction **indoor sports/competition venue** for year-round use given Mobile's humid & rainy climate
- Civic venue for continued use of the site for **Mardi Gras** events
- Concert venue with built-in **flexibility** to accommodate large and small events
- Mix of local and national **restaurant/retail offerings**, potentially a grocer
- Multi-family **housing** in line with increasing popularity of living downtown
- New/enhanced **performing arts space**, especially an improved theater, that complement other venues in Mobile
- Build-to-suit **office building**

WHAT WE HEARD & RECURRING THEMES

3. Redevelopment Themes

There is support for redevelopment of the buildings and the site that:

- Realizes the promise of the site to create a **year-round activity hub**
- Reorganizes the site to unlock its potential for a **higher and better mix of uses and activities**
- Provides a **seamless transition to new functions**, with no interruption in use of the site by Mardi Gras associations and other users

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PLANNING THEMES

PLANNING THEMES

Emphasize Civic Center Site as Gateway to Downtown



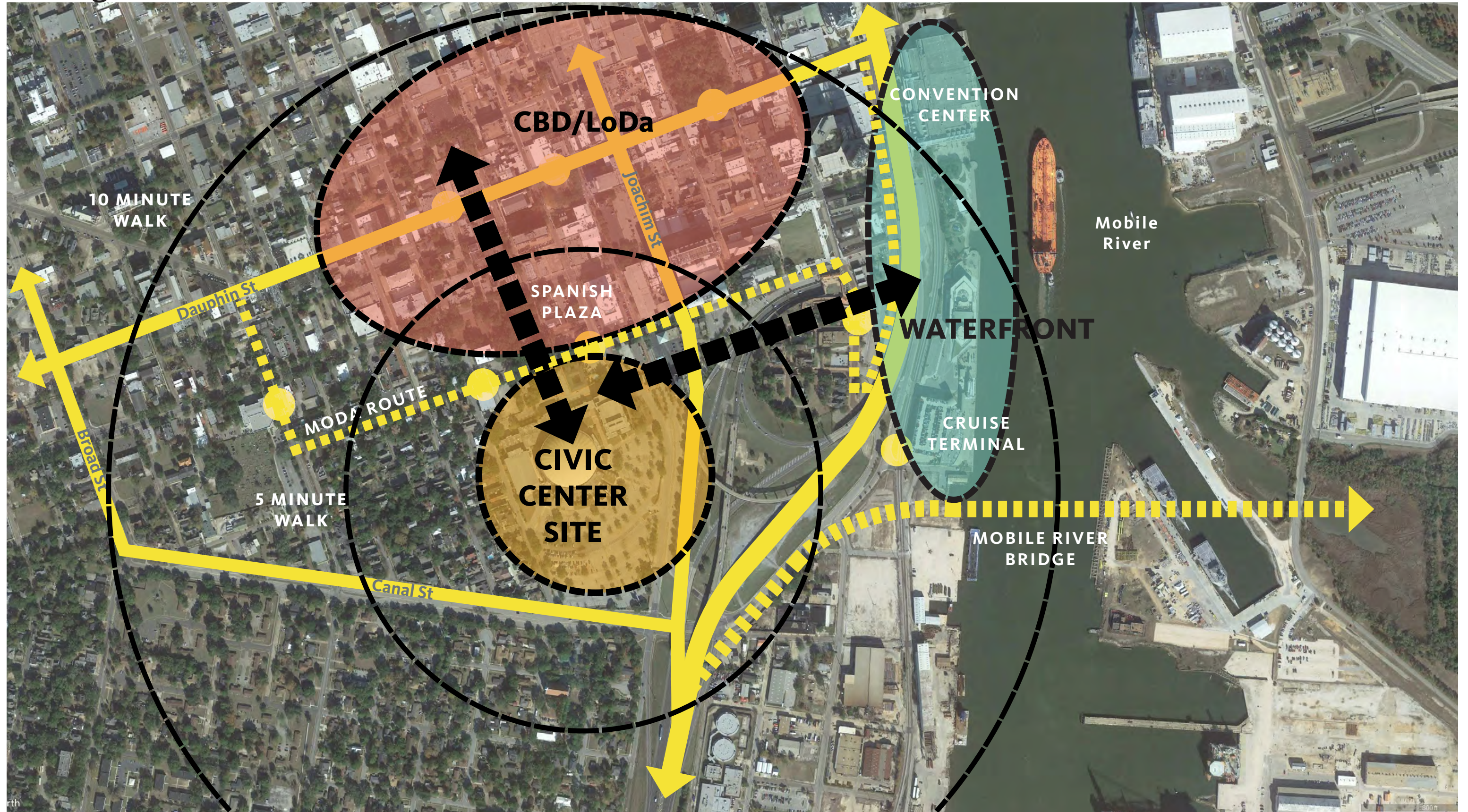
PLANNING THEMES

Capitalize on Location and Existing Connectivity



PLANNING GOALS

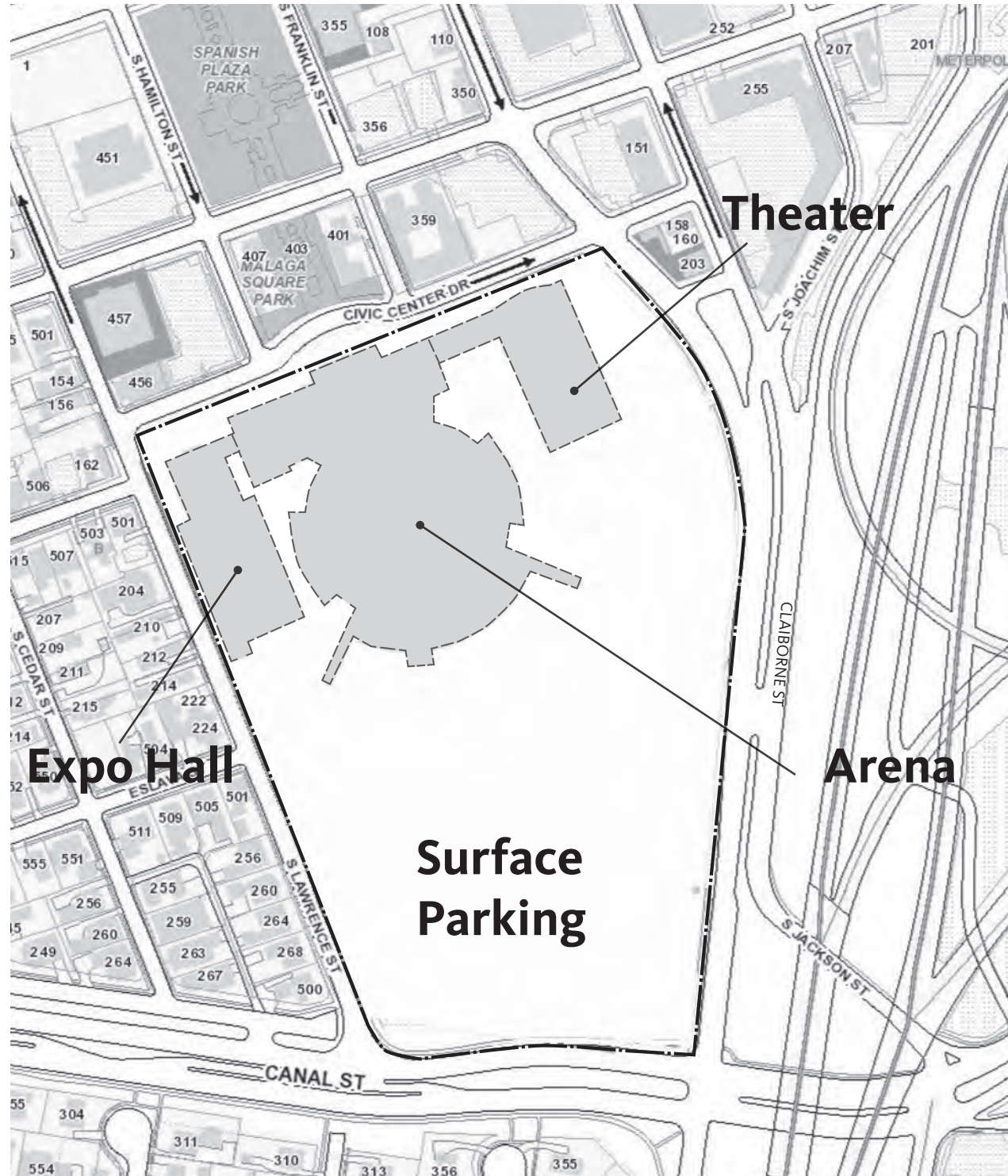
Strengthen Connections to CBD/LoDa & Waterfront



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PRELIMINARY PROGRAM OPTIONS

EXISTING CONDITIONS



- Existing Civic Center Site is comprised of 4 main elements:
 - Arena
 - Theater
 - Expo Hall
 - Surface Parking Lots
- The following options may include demolition or reconfiguration of some or all of these elements

PRELIMINARY PROGRAM OPTIONS



Status Quo

- Renovate existing Civic Center Arena, theater, and/or Expo Hall with **necessary functional improvements**
- Develop surface parking lots as mixed-use neighborhood with parking structures to accommodate Civic Center uses
- This approach would require **significant City investment**, making it a less viable option



Arts District

- Re-use/renovate existing Civic Center theater or build new, orchestra-capable **theater as anchor** of new district
- Provide new **smaller concert venue(s)** to fill unmet demands in Mobile and support a consistent concert scene:
 - 500 -1000 seat popular music venue
 - 5000+ capacity “shed”
 - outdoor performance area
- Accommodate smaller **Mardi Gras balls** in one or more of the new venues



Multipurpose Arena

- New **5,000 -10,000 seat multi-purpose venue** replaces the existing building
- Facility **accommodates variable-sized events**, including Mardi Gras, small/large concerts and entertainment events, indoor athletic events & tournaments
- Potential to **reuse existing Civic Center Theater** as part of new Arena/Entertainment District

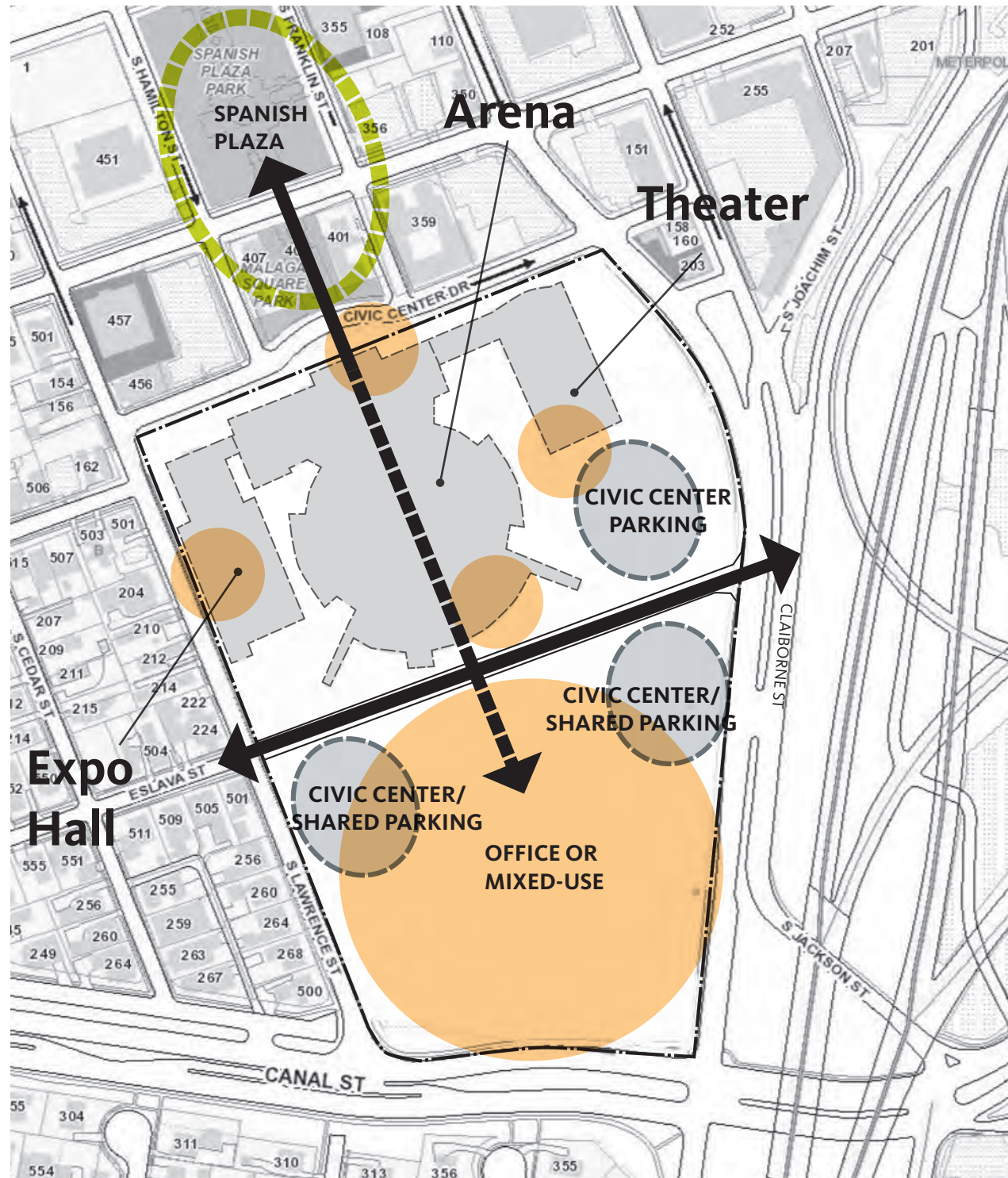
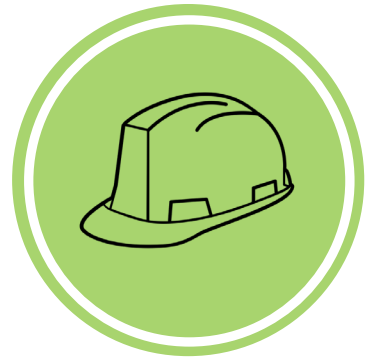


Mixed-Use Neighborhood

- *Mixed Use is a component of **all options**, and may include some combination of the following:*
- Large grocer, such as Fresh Market, to serve existing and new residents
- “Lifestyle Center”-type retail offerings that complement local LoDa shops & restaurants
- Residential (appropriate mix & density to be determined)
- Commercial and/or creative office/ co-working space

STATUS QUO

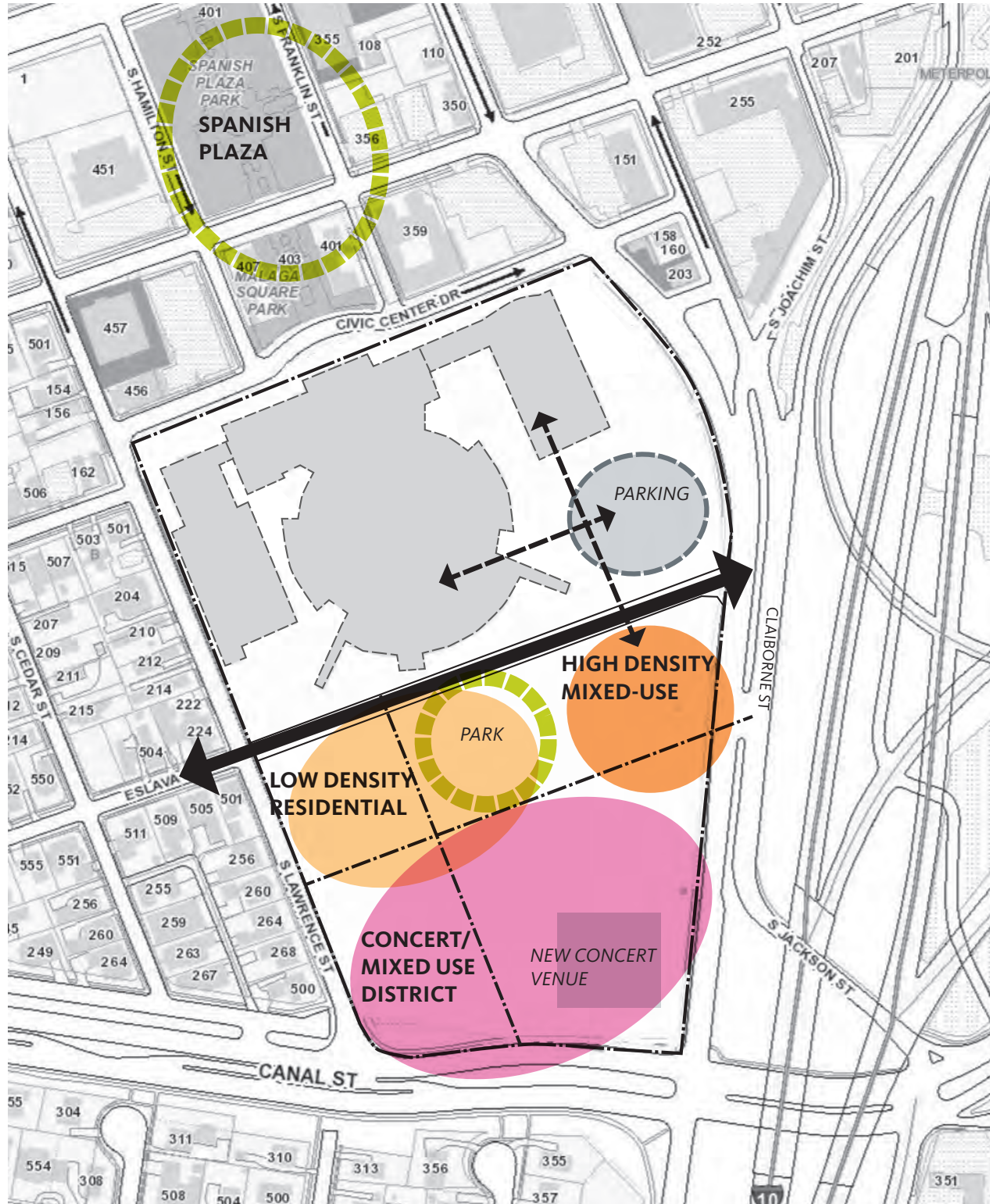
Renovations & New Mixed Use



- Upgrade existing Civic Center buildings to **address deferred maintenance and other potential improvements**, such as:
 - Arena & Theater: improve access & back-of-house
 - Expo Hall: redevelop as community-facing use
 - Provide structured parking for Civic Center uses
- Extend Eslava Street through the site and **develop the southern half of the site** as mixed-use or office.

PRELIMINARY PROGRAM OPTIONS

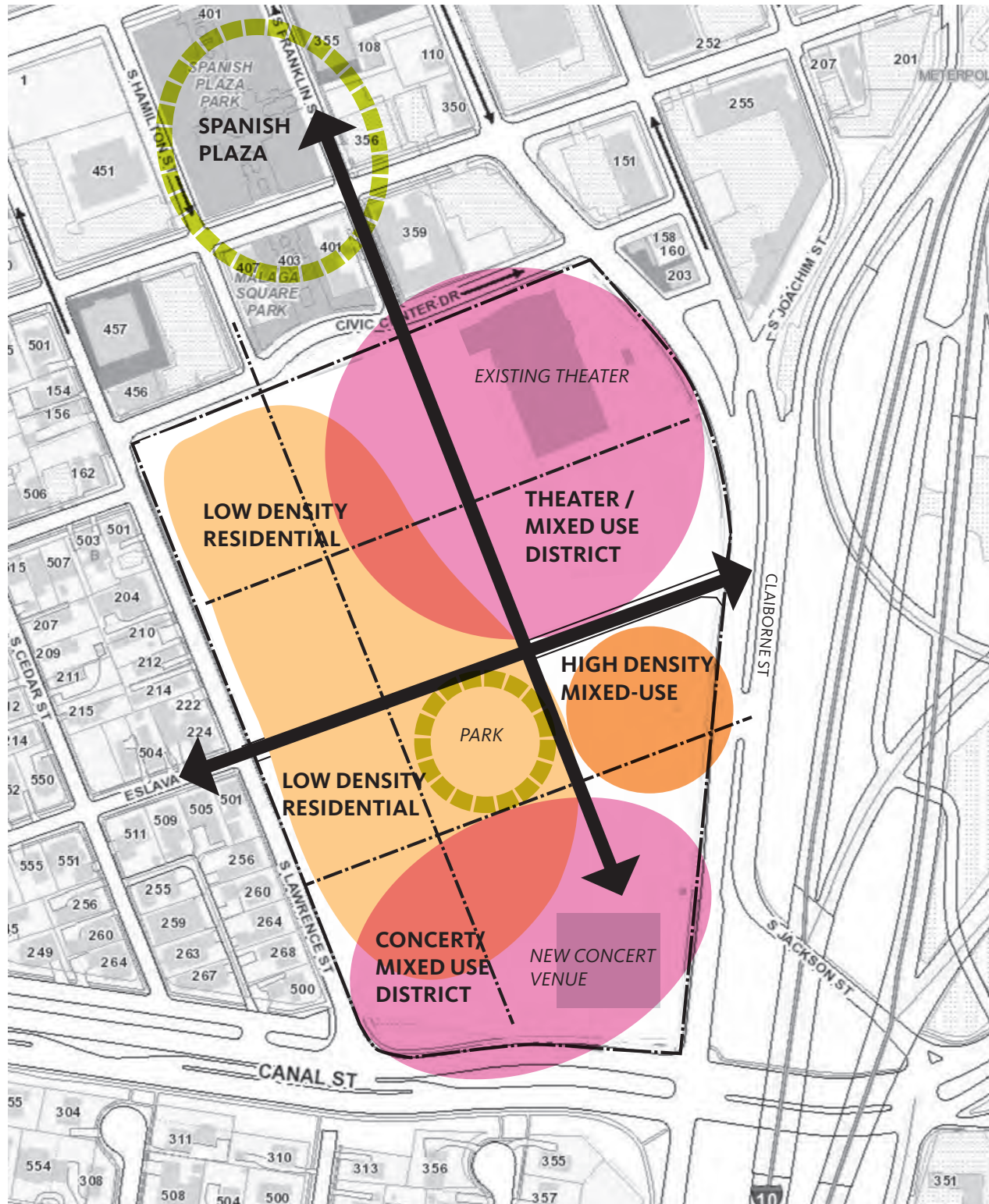
Arts District: Phase 1



- Extend Eslava Street through site and develop southern half of site while **existing buildings stay in use**
- Develop **small concert venue** at high-visibility corner of Canal & Claiborne
- Provide structured parking for ongoing Civic Center uses

PRELIMINARY PROGRAM OPTIONS

Arts District: Phase 2

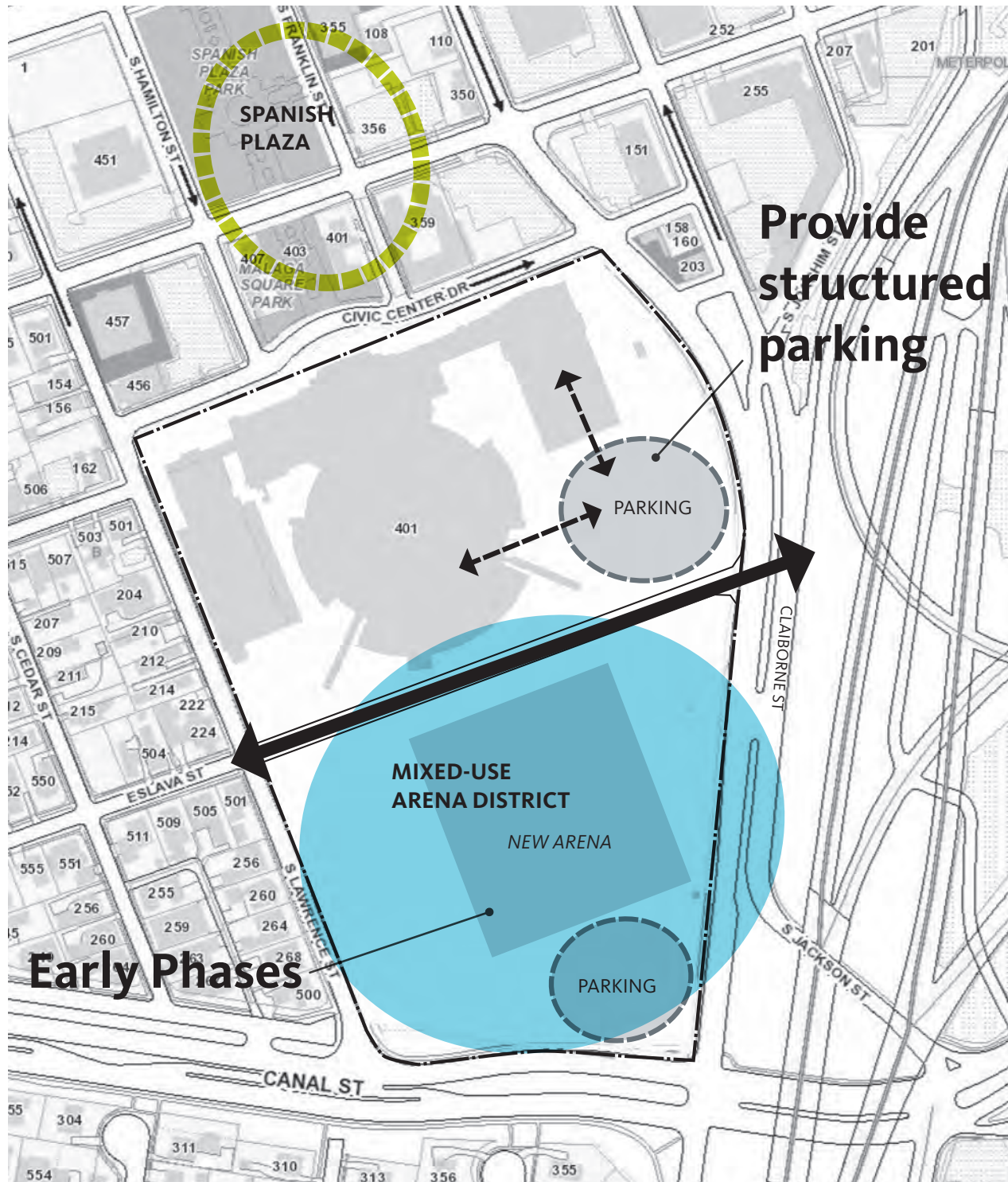


- Existing Theater may be retained, or new orchestra-capable theater may be constructed as anchor of **new Theater/Mixed-Use District**
- Create **pedestrian connection** to Spanish Plaza/LoDa along Franklin Street corridor
- Extend **historic grid** through Civic Center connecting theater & concert venue

PRELIMINARY PROGRAM OPTIONS

Arena District - Option 1

Phase 1



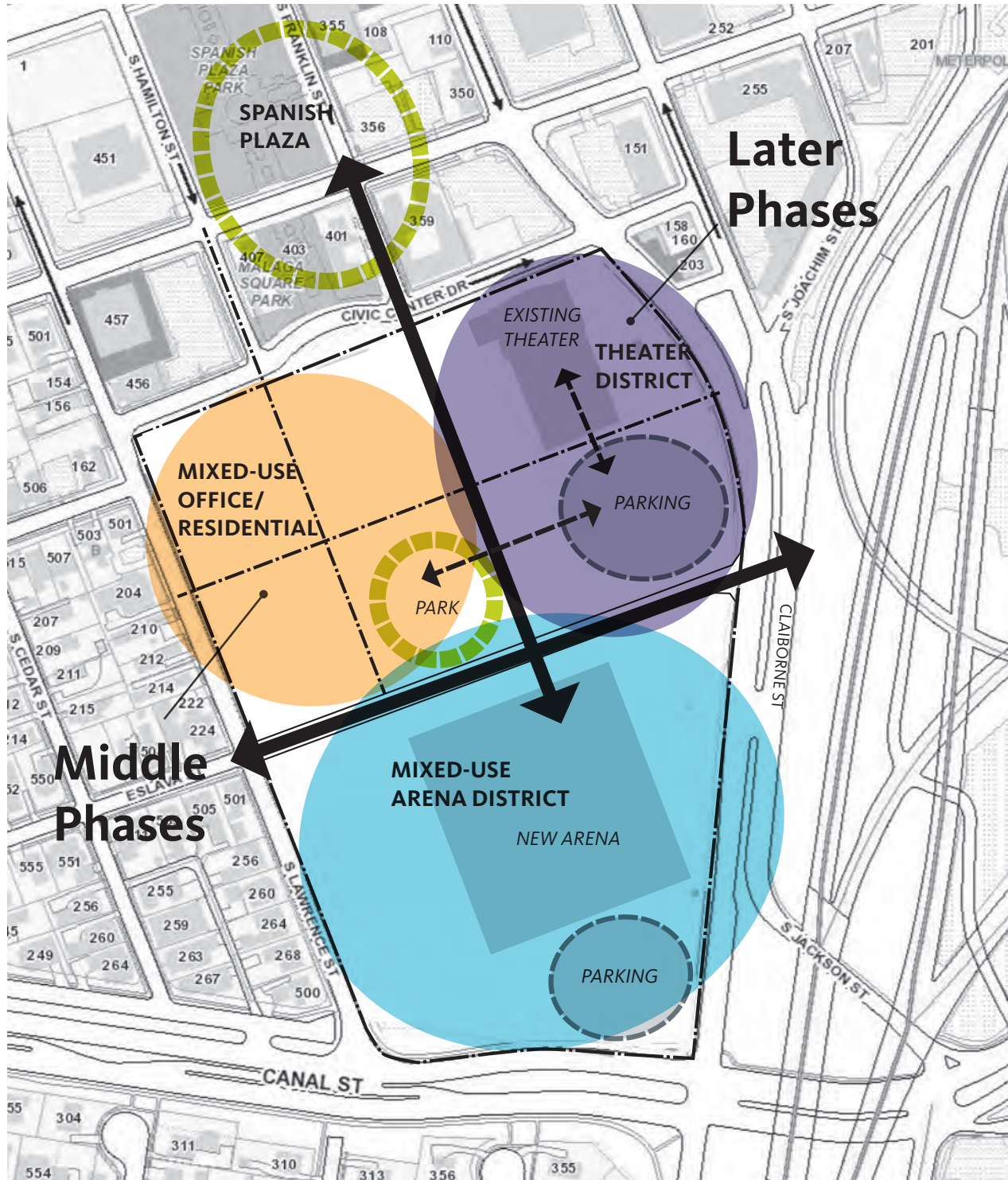
- Extend Eslava Street through site and develop Multipurpose Arena on surface parking lots while **existing buildings stay in use**
- Provide structured parking for ongoing Civic Center uses

PRELIMINARY PROGRAM OPTIONS

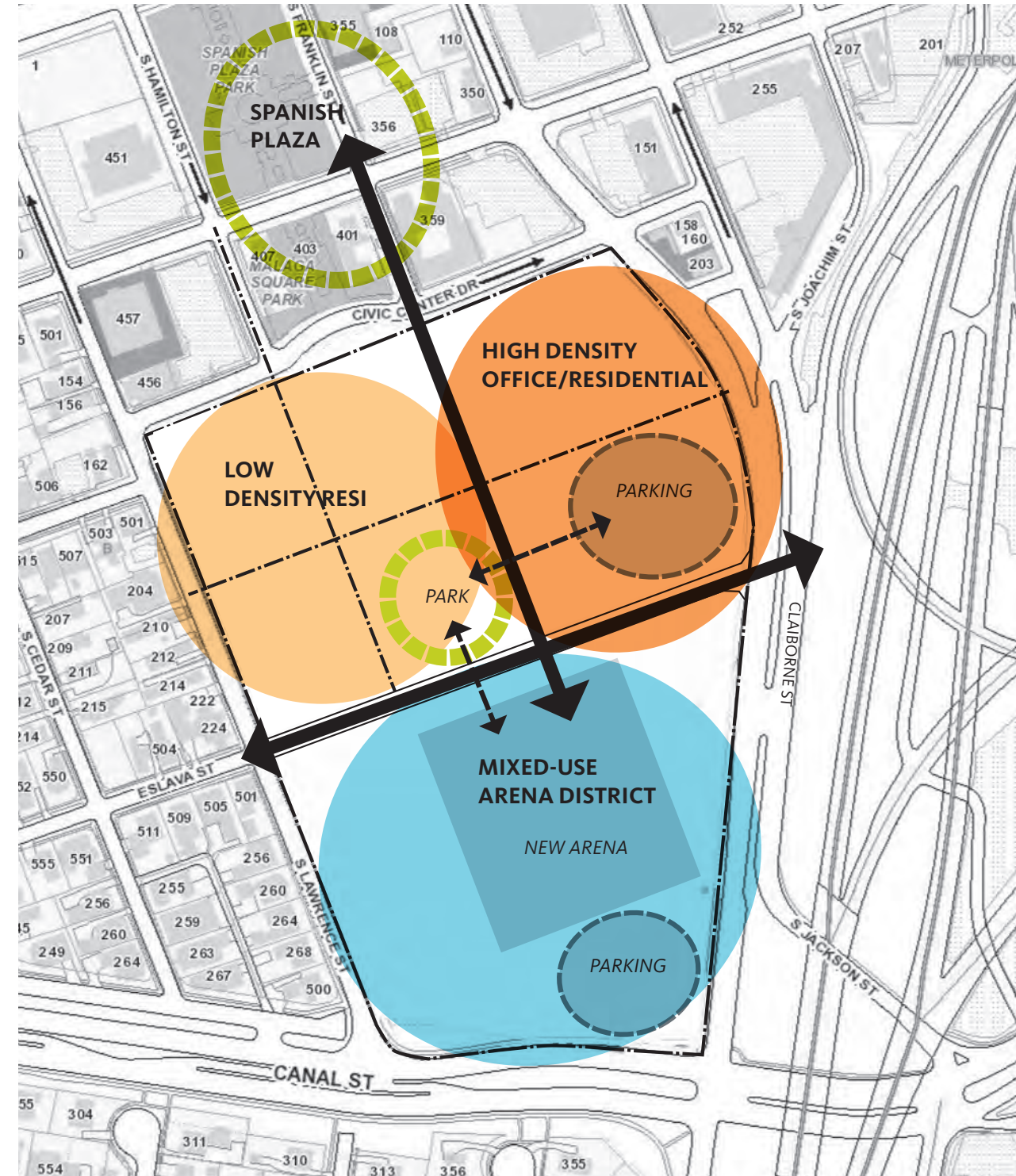
Arena District - Option 1



Phase 2 - Reuse existing theater

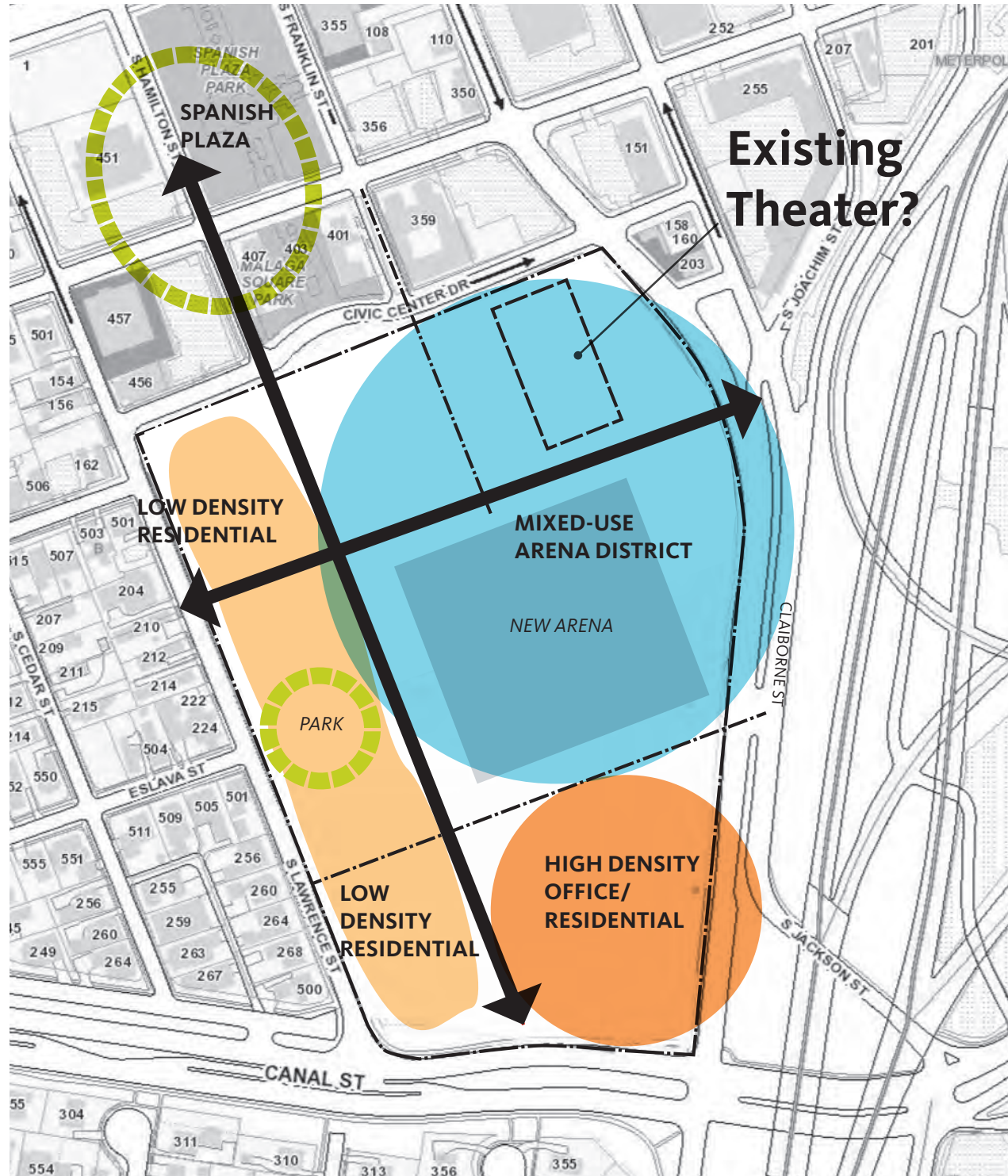


Phase 2 (alternate) - Redevelop existing theater



PRELIMINARY PROGRAM OPTIONS

Arena District - Option 2



- New Arena is **located partially or entirely on site of existing buildings**, existing theater may or may not be retained as part of Mixed-Use Arena District
- Opens up high-visibility corner of Canal & Claiborne for office/residential use, but does not allow continuous use of existing buildings
- Develop Lower density residential “buffer” between new arena & existing neighborhood

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NEXT STEPS

NEXT STEPS

