History

Arena and Theater Built: **1963-64**
Dedicated Sept 18-20, 1964 (58 yrs ago)

Expo Hall Built: **1973**

Surface Parking: **1,250 spaces**

Auditorium Seating: $6,120 + 4,500$ portable
$= 10,620$ Capacity

Theater Seating: **1,950**

- State of the art facility when built
- Very few upgrades done over time
- No longer meets requirements including ADA
- No longer meets needs to entertainers or public expectations
A New Plan for Mobile 2008
"A recently conducted feasibility study for improvement of the Civic Center facility, prior to this plan, and it was concluded that $40,000,000 in improvements would have to be funded for the Civic Center to be fully functional and marketable in the region as a “state-of-the-art” event and conferencing facility."

Source: A New Map for Mobile pg 2.19, 2007
Many studies and concepts over the years

Common themes:
• Higher and better use of surface parking
• Mixed use development office, residential, commercial, entertainment (Generate Revenue)
• Concepts have include keeping and removing Arena, Theater, Expo Hall
New Development

- 2017 Facilities Assessments
- Jan 2018 Completed Strategic Plan
- Sep 2018 RFP for site development
- July 2019 Presentation to Council

- COVID demonstrated demand and use for Civic Center Arena
- Funding a single development posed a challenge
• Cost effective phased development
• Set conditions private development
• Obtain current cost for Civic Center complex renovation
Populous
**Civic Center Concepts Revitalization Options**

**SHIFT TO THE EAST**
- Preserve Arena + Theater
- Demo Expo Hall
- Focus on Performing Arts
- Frees up Lawrence Street for other development (possibly residential or multi-family)
- New support spaces for Arena + Theater
- New south entry with connection thru to north entry
- Shared Lobby spaces

**Arena, Theater, Expo Renovation 200,000 SF**
- New 200,000 SF
- New Hotel 172,000 SF

**EMBRACE THE DOME**
- Reinforce landmark status of the dome
- Remove all other elements
- New lobby and support spaces that complement the architecture of the dome
- Unique opportunity for new, large scale, public green space surrounding the arena
- Add pavilion, amphitheater plaza and other community spaces to enhance site on daily bases and for Mardi Gras parades and balls
- Frees up space along Claiborne Street for compatible development (hotel, office, etc.)

**Arena Renovation 168,000 SF**
- New 126,000 SF
Site Concepts Shift

Shift to East
Potential Hotel with connector
Additional Residential along Lawrence Street
Site Concepts *Shift*

**Shift to East**
- Potential Hotel with connector
- Additional Residential along Lawrence Street
Site Concepts **Embrace**

**Embrace**

Hotel / Commercial along S. Claiborne Street

Continuity of Green Spaces

Pavilions
Site Concepts **Embrace**

**Embrace**

Hotel / Commercial along S. Claiborne Street

Continuity of Green Spaces

Pavilions
A FRAMEWORK FOR REUSE
Establishing zoning standards for the Civic Center site.
DDD REGULATING PLAN

The civic center is in a special sub-district that currently has no defined standards.
The Proposed Special District SD-CC will establish standards that address land uses, building size, height, and location, parking, materials, landscaping and other details. The intent is to establish standards that accommodate a wide range of redevelopment options while respecting abutting neighborhoods.
THE FUTURE OF THE CIVIC CENTER SITE WILL:

1. **Maintain the Arena as a focal point for the community...**
   To continue the long tradition of hosting Mardi Gras events, concerts, sporting events and other uses needing a large assembly space.

2. **Include new development on other portions of the site...**
   To expand the existing entertainment venue, accommodate additional community spaces, and add office, retail, lodging and related supporting uses to the site.

3. **Relate well to surrounding neighborhoods...**
   With uses, architecture, and site standards such as parking that limit negative impacts to the surrounding area and add to the vitality of Downtown.
PROPOSED SD-CC DISTRICT
Includes six sub districts.
CC.1 AND CC.6 SUBDISTRICTS
Maintains the civic center arena.

- Limits heights to 3 stories at street frontage (CC.6) and 13 stories for the arena (CC.1)
- Expands permitted uses to provide maximum flexibility for modern reuses of the arena and entry
CC.2 SUBDISTRICT
Provides for mixed-use development adjacent to the arena on a highly visible site.

- Allows heights up to 16 stories
- Expands permitted uses to allow hotel, retail, office, and restaurants
CC.3 SUBDISTRICT

Provides for a multi-story parking structure to serve the entire Civic Center site.

- Allows heights up to 10 stories for general uses and 80 ft for a parking structure.
- Accommodates additional mixed-use development.
CC.4 SUBDISTRICT
A high-profile site that will be part of the reimagined I-10 interchange.

- Allows heights up to 8 stories.
- Accommodates mixed-use development as in CC.2 and CC.3.
CC.5 SUBDISTRICT
Provides for appropriate transitions to the adjacent Church Street East Historic District.

- Limits heights to 5 stories
- Permitted uses are similar to the existing T-3 district which composes most of the adjacent neighborhood.
AS ADVERTISED

PROPOSED - AMENDED BOUNDARIES
THREE PARALLEL TIMELINES

1. Overall Planning
   - Site Master Planning
   - Civic Center building reuse planning and design

2. Zoning to Enable Development
   - Prepare draft zoning amendments
     - Public Notice
     - Planning Commission Hearing(s)
     - City Council Hearing(s)

3. Initial New Buildings
   - Building planning and design
     - ARB Concept Review
     - ARB Final Design Review
     - Consolidated Review Committee
     - Permitting