

BROOKLEY BY THE BAY

A COLLECTIVE VISION FOR A NEW WATERFRONT PARK

From August 2022 to January 2023, the City of Mobile worked with SCAPE, Volkert, Moffat & Nichol, and Thompson Engineering to create the Master Plan for a new waterfront park on Mobile Bay. The 98-acre park site is located along the western shore of the bay, just east of the Mobile Aeroplex at Brookley. The goal of this master planning process was to develop a vision for a public waterfront park informed by community and stakeholder input. Brookley by the Bay will be an integral part of Mobile's continued growth, providing waterfront access to its residents, and showcasing some of the city's most cherished natural resources.

PROJECT GOALS

BRING PEOPLE TO THE WATER'S EDGE | Re-establish waterfront access to celebrate bayfront culture through a diverse range of water access opportunities.

ESTABLISH A CONNECTED SITE | Provide multiple modes of safe and equitable access for the neighborhood, city, and region.

CREATE A VIBRANT GATHERING PLACE FOR ALL
Respond to community needs by creating flexible and diverse spaces and destination programming for the neighborhood, city, and region.

ENHANCE HABITAT RESILIENCE | Create dynamic landscapes that support biodiversity, respond to changes along the coast, and forge connections between people and the natural environment.

DESIGN AN ADAPTIVE, ENDURING PLACE FOR FUTURE GENERATIONS | Develop a feasible, implementable, and resilient design that draws on the site's rich history, supports Mobile's future growth, and fosters environmental stewardship.

IMPLEMENTATION

GOMESA has provided funding for the purchase of the main park area. NFWF Gulf Environmental Benefit Funds were used to purchase and protect the surrounding wetland areas through a conservation easement. Park design funds are provided by the City of Mobile, and benchmarks for park construction were identified through the design process. Further funding sources will be identified for implementation as the project continues.





ACTIVE SHORELINE



INTERACTIVE HABITAT GET DOWN



AMPHITHEATER



The Brookley by the Bay Master Plan establishes three distinct shoreline experiences: a tranquil beach and amphitheater to the north, an interactive shoreline that provides habitat and get-downs to the east, and an active, programmed shoreline that offers continuous water access to the south. These diverse experiences are stitched together by a meandering shared-use path that reaches out toward the shoreline and connects back to the park's central multi-modal loop. A destination play space, multipurpose center, and bay beach are part of an active southern zone of the park, while small open-air structures dispersed across the site provide smaller, intimate spaces for gathering. Park activities are nested within an undulating landscape, framing views to the bay and buffering the park from the industrial uses to the west. Auto traffic enters the park to the far north of the site and accesses the amphitheater and southern shoreline through two parking loops. Within the park, a central cycle and pedestrian loop, meandering shared-use path, park paths, hiking and walking trails, and boardwalks provide access to each unique area. The path network connects to existing and planned initiatives, including the Broad Street Improvements and Crepe Myrtle Trail.

ENGAGEMENT

The Brookley by the Bay engagement strategy provided opportunities for public and stakeholder input at key points throughout the master planning process. Each public meeting provided an opportunity for members of the community to provide feedback, inform the planning process, and express their vision for the park. Over the course of the process, more than 250 people attended meetings or contributed input on the park's design.



PUBLIC WORKSHOP 1 | GOAL SETTING

Harmon-Thomas Community Center, September 13, 2022

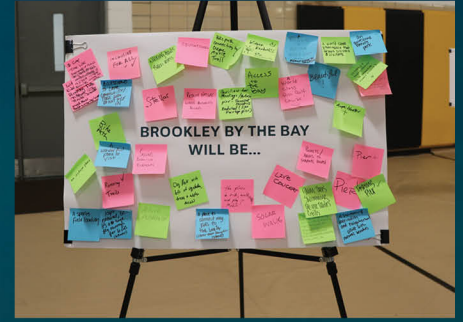
The first public workshop informed the public about the Brookley by the Bay project and invited the Mobile community to engage with the team throughout the life of the project. A key objective of the meeting was to understand the community's priorities as the team began to develop design alternatives. The meeting featured a presentation followed by an open house with stations that focused on major project themes, including programming, connectivity, environment, and history.



PUBLIC WORKSHOP 2 | MASTERPLAN ALTERNATIVES

James Seals Community Center, November 10, 2022

The second public workshop collected feedback on preliminary design alternatives and held facilitated discussions to identify elements of each alternative that should be prioritized as the project moved forward. Following an introductory presentation, participants broke into smaller groups to workshop the two design alternatives. After discussing the alternatives for 45 minutes, the larger group came back together, and each table reported back one key takeaway that had been discussed.



PUBLIC WORKSHOP 3 | MASTER PLAN VISION + SITE TOURS

*Harmon-Thomas Community Center, February 2, 2023
Project Site, February 4, 2023*

The third public workshop presents the draft final masterplan for Brookley by the Bay. A presentation followed by an open house includes plans and images that show the vision for the park and share how the community has helped shape the master plan.

STAKEHOLDER, PARTNER, + COUNCILMEMBER MEETINGS

In addition to larger public workshops, the Brookley by the Bay engagement strategy included focused work sessions with stakeholder organizations, city council members, and commercial and institutional project partners. The project team met with each of these key groups prior to each public workshop, and input from the work sessions informed specific elements of the park design.

DOCUMENT PREPARED FOR:

