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Bayou La Batre  
Alabama

Advisory  
Services Panel



# Bayou La Batre Alabama

September 17-22, 2006

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# Our Assignment

Develop an overall framework for the rebuilding process

Develop detailed plans and strategies to move forward

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# About ULI

Established in 1936.

Independent nonprofit education and research organization.

Mission: To provide responsible leadership in the use of the land in order to enhance the total environment.

More than 30,000 members worldwide.

Representing the entire spectrum of land use and real estate development disciplines.

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# The Panel

**Smedes York (Chair)**  
President  
York Properties  
Raleigh, North Carolina

**George F. Crozier, B.S., PhD.**  
Executive Director  
Dauphin Island Sea Lab  
Dauphin Island, Alabama

**John Anderson**  
President  
JH Anderson Holdings, Inc.  
Winter Park, Florida

**John Knott, Jr.**  
President, Chief Executive  
Officer  
The Noisette Company, LLC  
North Charleston, South Carolina

**Jon Eisen**  
Managing Principal  
StreetSense  
Bethesda, Maryland

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# The Panel

**Marshall Anderson, AIA**  
Partner  
ArchitectureWorks, LLP.  
Birmingham, Alabama

**Thomas Murphy**  
Senior Resident Fellow  
ULI / Klingbeil Family Chair for  
Urban Development  
Washington, DC

**Jack Luft**  
Principal  
Luft Consulting  
Sanibel, Florida

**Mark Schneider**  
Managing Partner  
Fourth River Development  
Pittsburgh, Pennsylvania

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**Ortrude White**  
Architect and Planner  
Ortrude White & Associates  
Atlanta Georgia

**Jana Freedman**  
Executive Vice President  
Oceancrest Properties, LLC  
Portland, Oregon

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# The Process

## Three Teams

Market/Concept

Planning/Design

Development and  
Implementation

Strategies

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# Special Thanks

Mayor Stan Wright

Laura Davis

Debbie Jones

More than 80  
community  
members we  
interviewed

Tommy Reynoso

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# Market Potential

John Anderson  
George Crozier  
Jon Eisen  
John Knott

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# Economically Durable Communities

Each member is deeply  
aware of their  
history and heritage



Each member holds in  
common a vision  
for the future.



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The community  
understands its  
national  
and regional context.



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# Seven Principles for a Sustainable Working Waterfront Village

Celebrate and teach your rich history and culture.

Weave the regional cultural and environmental assets.

Sustainability becomes a core value.

Build strong regional partnerships.

Aggregate each economic cluster.

Respect your climatic vulnerability.

Build a new identity.



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# Embrace Your Partner...The Bayou

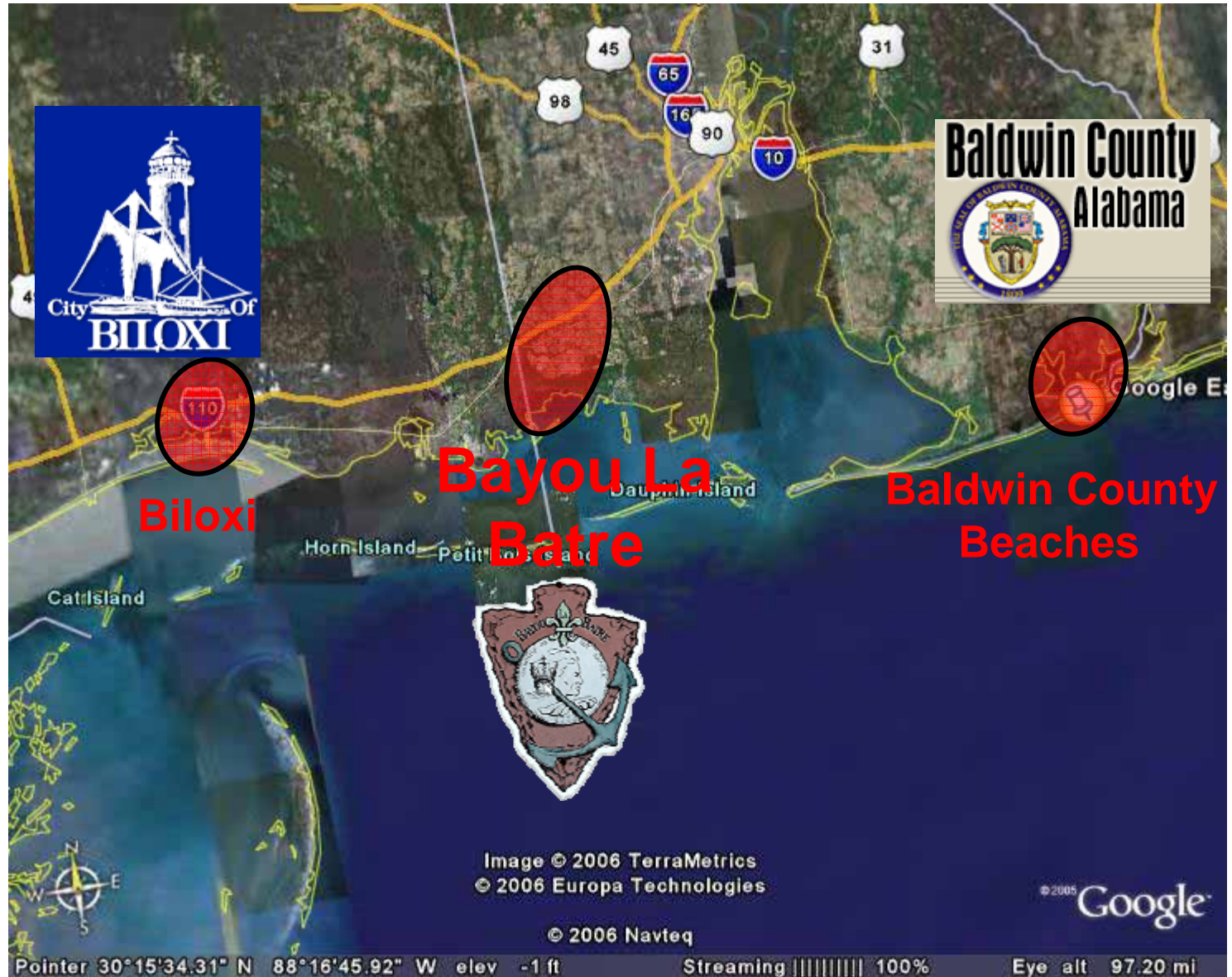
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# Gulf Coast Regional Context

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# Embrace Regional Assets

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# New Industry Rationale

Reverse the -.45% population growth

The average tourist visitor spends \$87/day  
(\$87 x 75,000 visitors x 150days = \$900 million)

20% population increase is required to  
support this new density.

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Increased fulltime residents translates into  
additional fulltime demand. Once it starts  
you will push the marketing...the new base.

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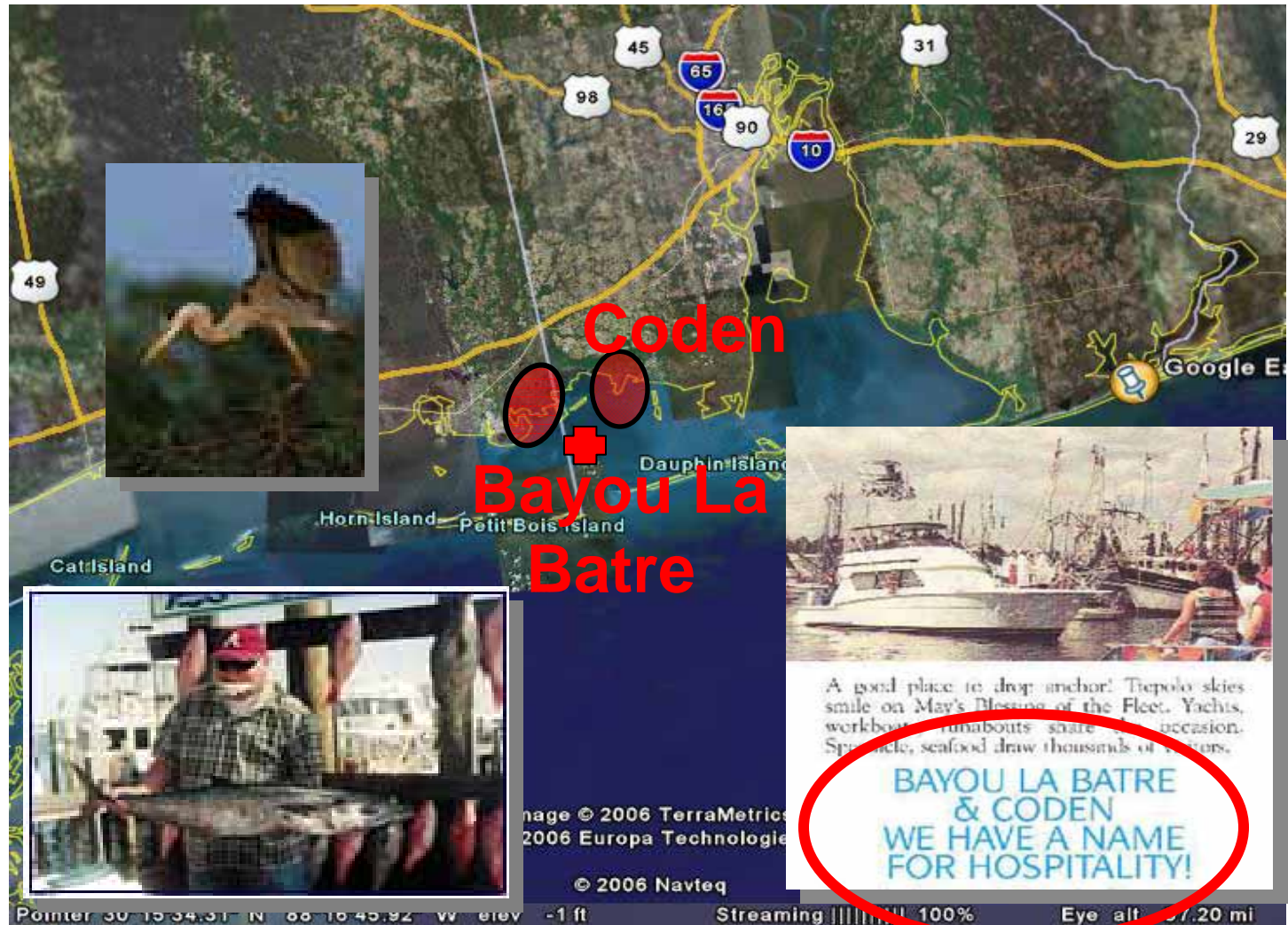
85B ecotourist industry: 1% = \$850mm

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# South Alabama Regional Context

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# Common Core Values

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# A New Identity

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A Sustainable Working  
Waterfront Village

© 2005 Google

# A New Industry

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**Codon**

**Bayou La Batre**

Dauphin Island

Point Bois Island

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Google

Pointer 30°15' 4.31" N 88°16' 45.92" W elev. 111 Streaming 100% alt 97.20 mi

## The Environmental Assets

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# Coexisting With The Current Industry

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# Protect Your Climate

Growing vulnerability to  
climate change

Treat your natural assets  
better...  
restore and repair

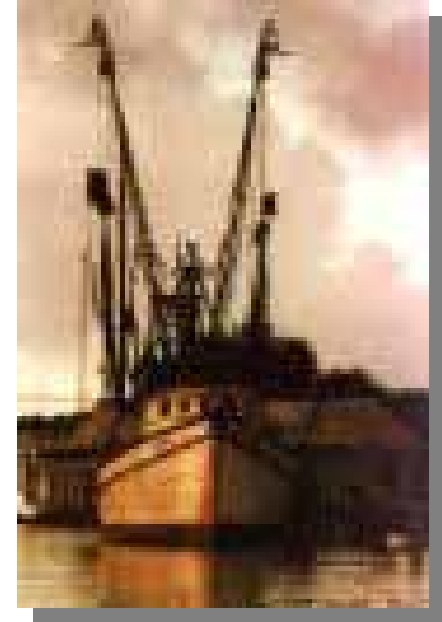
Practice what you preach

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Link to past to have viable  
future

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Become the catalyst for the  
Gulf



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# Three Core Values

Sustainability

Long term stewardship

Regional cooperation

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# Concepts to Achieve This Vision

Aggregation of processing plants

Create a real solution for rendering plant

Re-circulate and filter processing water

Reuse all by products

Cultural links

Publicly accessible waterfront

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# Environmental Threats

Increasing tropical storm incidence  
Economic negatives to seafood  
industry

Habitat loss

Declining water quality

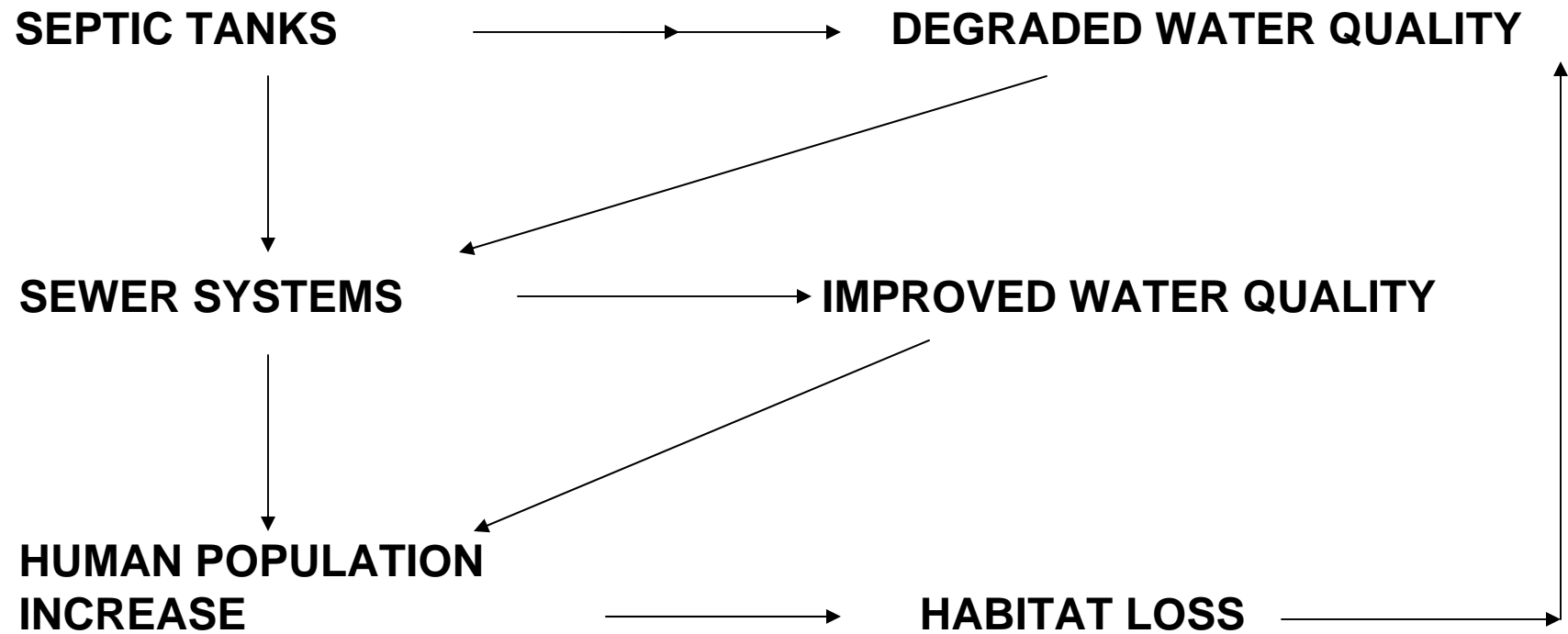
Reduction in ecosystem services

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# HUMAN ACTION

# CONSEQUENCE



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# Environmental Assets

Stabilizing commercial seafood  
resource base

Adjacent coastal preserves

Proximity to sport fishing assets

Recreational birding growth

Canoe/kayaking opportunities

Habitat restoration activities

Major educational/interpretive  
competence

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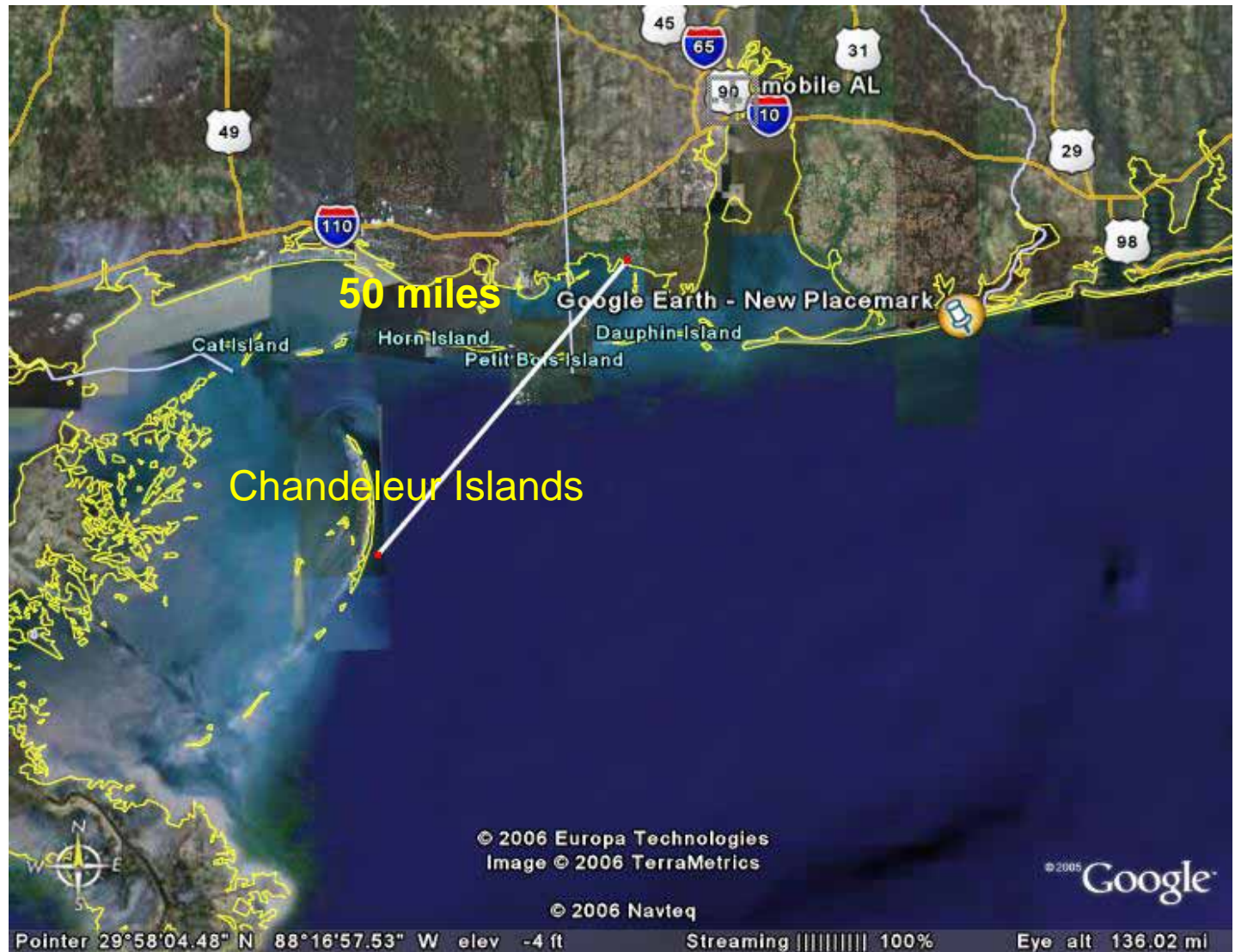
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# Sport Fishing

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# Grand Bay Savanna

## Nature Preserve

2,734 acres

Forever Wild Tract # 4

Mobile County

May 7, 1996



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## Grand Bay Savanna Addition

662 acres

Forever Wild Tract #24

November 18, 2002

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# Canoe / Kayaking



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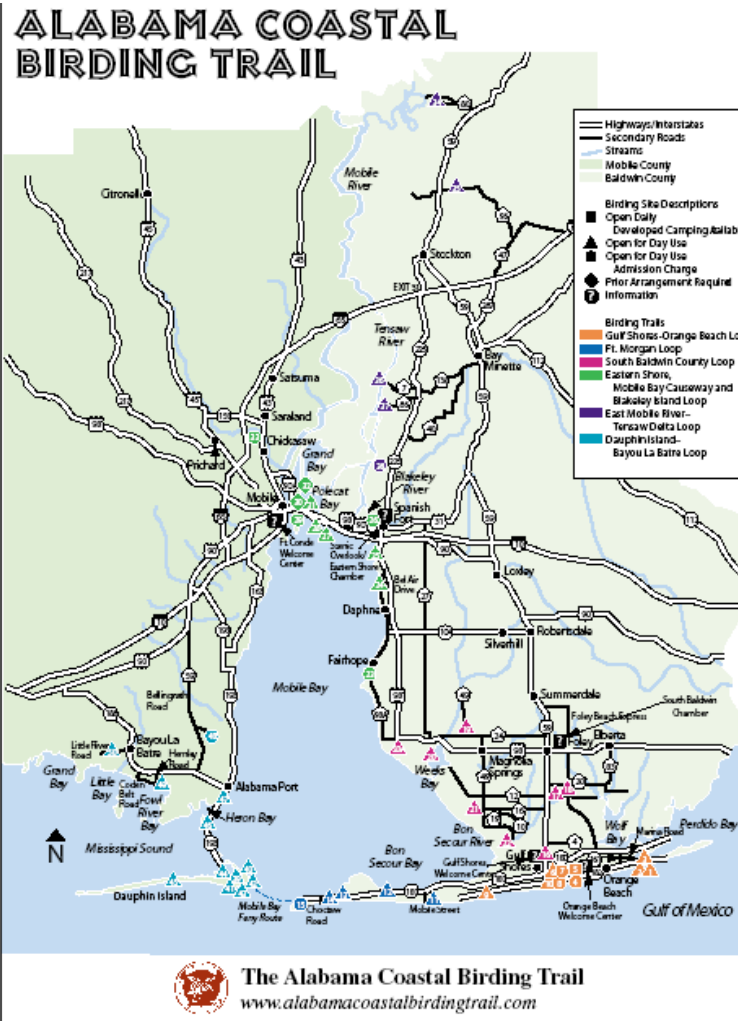
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# Alabama Coastal Birding Trail

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# Mobile-Tensaw Delta Tract

## Nature Preserve, Recreation & Wildlife Management Area

35,795 Acres

Forever Wild Tract #15

Baldwin/Mobile Counties

June 12, 1999

## Bayou Canot Tract #17

1,933 Acres

## Salco & Middle River Tract #19

1,764 Acres

## Middle River West Tract #21

1,423 Acres

## McMillan 1 Tract #25

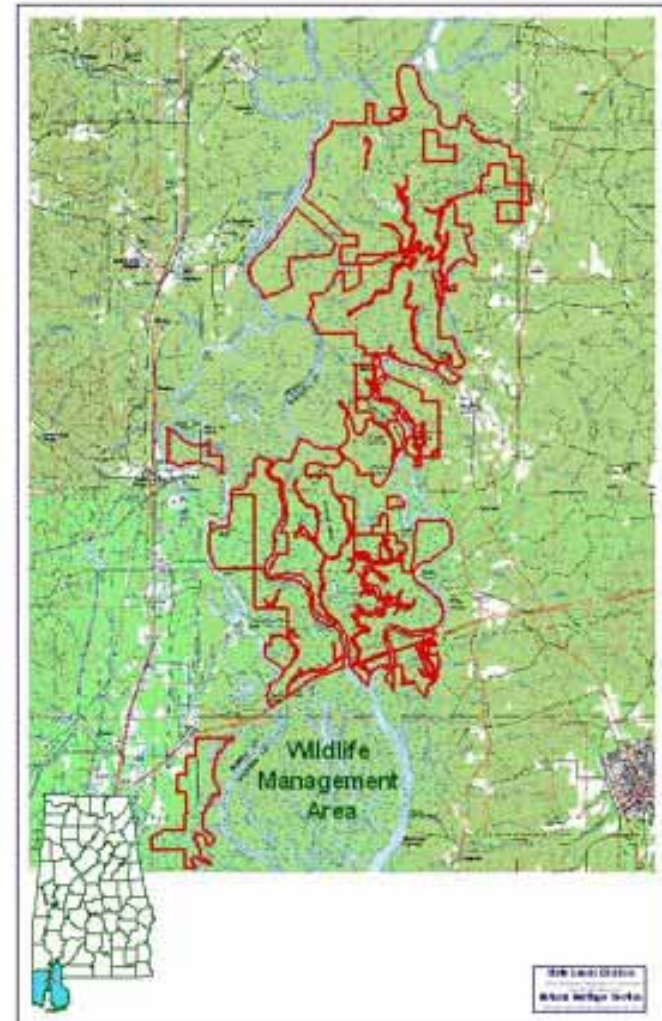
181 Acres

## McMillian 2 & 3 Tract #27

151 Acres

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# The Bayou Learning Center



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# Research Interests

Dauphin Island Sea Lab

Department of Marine Sciences, USA

Weather Research Center, USA

Auburn University Marine Research and  
Extension Center

Mississippi-Alabama Sea Grant Program

The University of Alabama Marine  
Science Program

Mobile Bay National Estuary Program

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# Ecotourism Principles Addressed

- (1) Develop an inclusive stakeholder group;
- (2) Foster education within gateway communities near protected areas;**
- (3) Strengthen the legal and regulatory framework;
- (4) Expand small and medium size enterprises (SMEs) and entrepreneurship opportunities;
- (5) Expand destination management capacity at the community level;**
- (6) Link protected area sites to less visited areas;**
- (7) Implement environmental management and certification programs;**
- (8) Expand financing for protected areas;
- (9) Use the Internet for linking and branding the network;  
and
- (10) Develop indicator or monitoring systems.**

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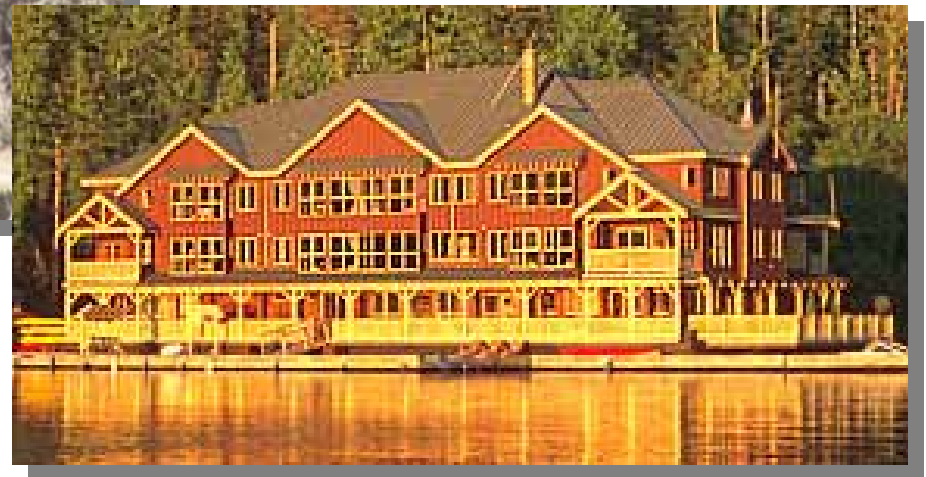
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# The Bayou...Past and Future

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# Demographic and Recreational Factors

Significant disposable wealth of affluent pre-retiree's

Appeal of waterfront locations

Extensive worldwide ranks of water sport's and birding enthusiast

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Increasing popularity of environmentally Oriented non-traditional lodging

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Awareness of environmental and marine conservation among all consumers

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# Ecotourism Principles

- (1) Develop an inclusive stakeholder group;**
- (2) Foster education within gateway communities near protected areas;
- (3) Strengthen the legal and regulatory framework;
- (4) Expand small and medium size enterprises (SMEs) and entrepreneurship opportunities;**
- (5) Expand destination management capacity at the community level;
- (6) Link protected area sites to less visited areas;
- (7) Implement environmental management and certification programs;**
- (8) Expand financing for protected areas;
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and
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# Planning and Design

Marshall Anderson

Jack Luft

Ortrude White

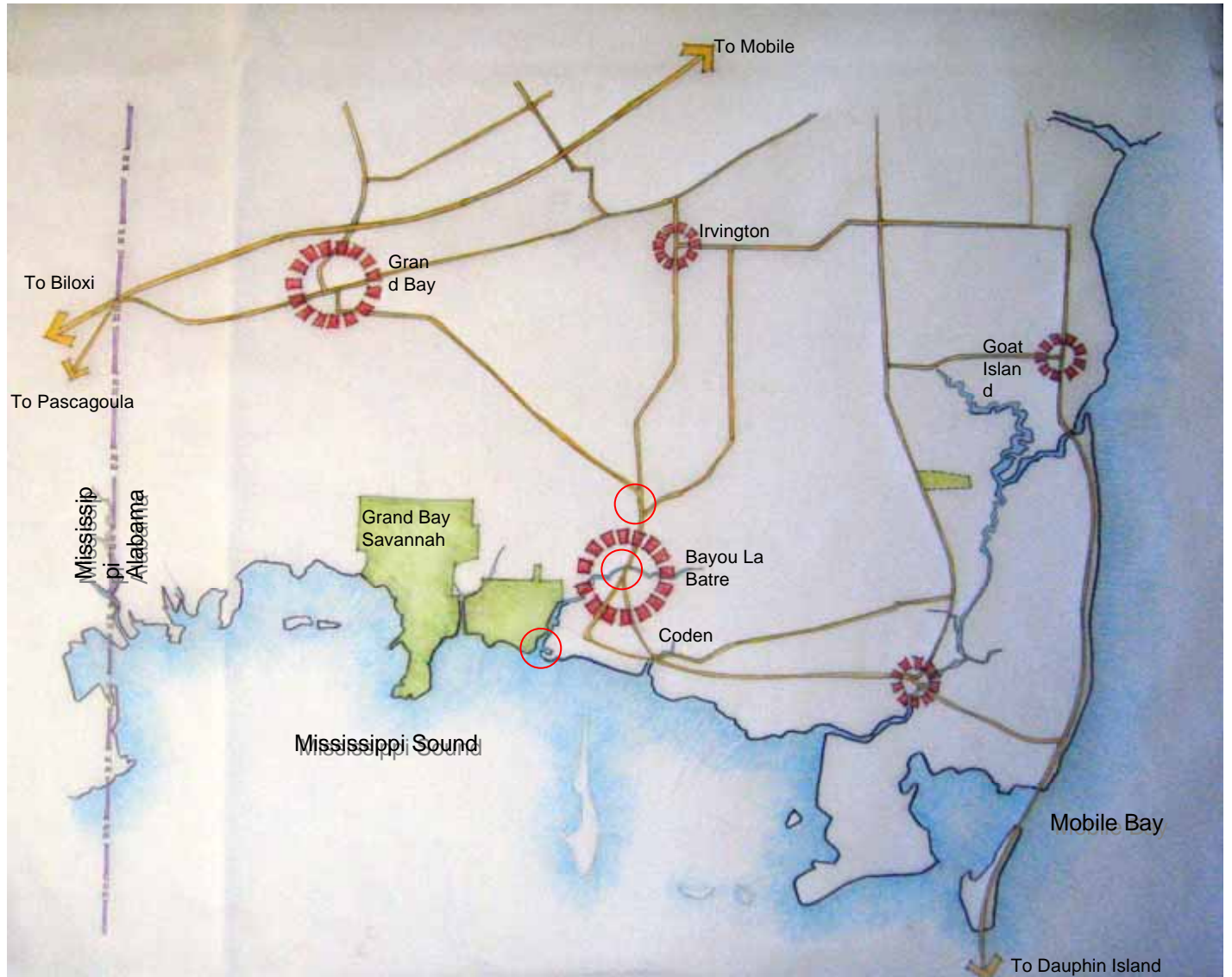
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# Regional Context

## Points of Connection

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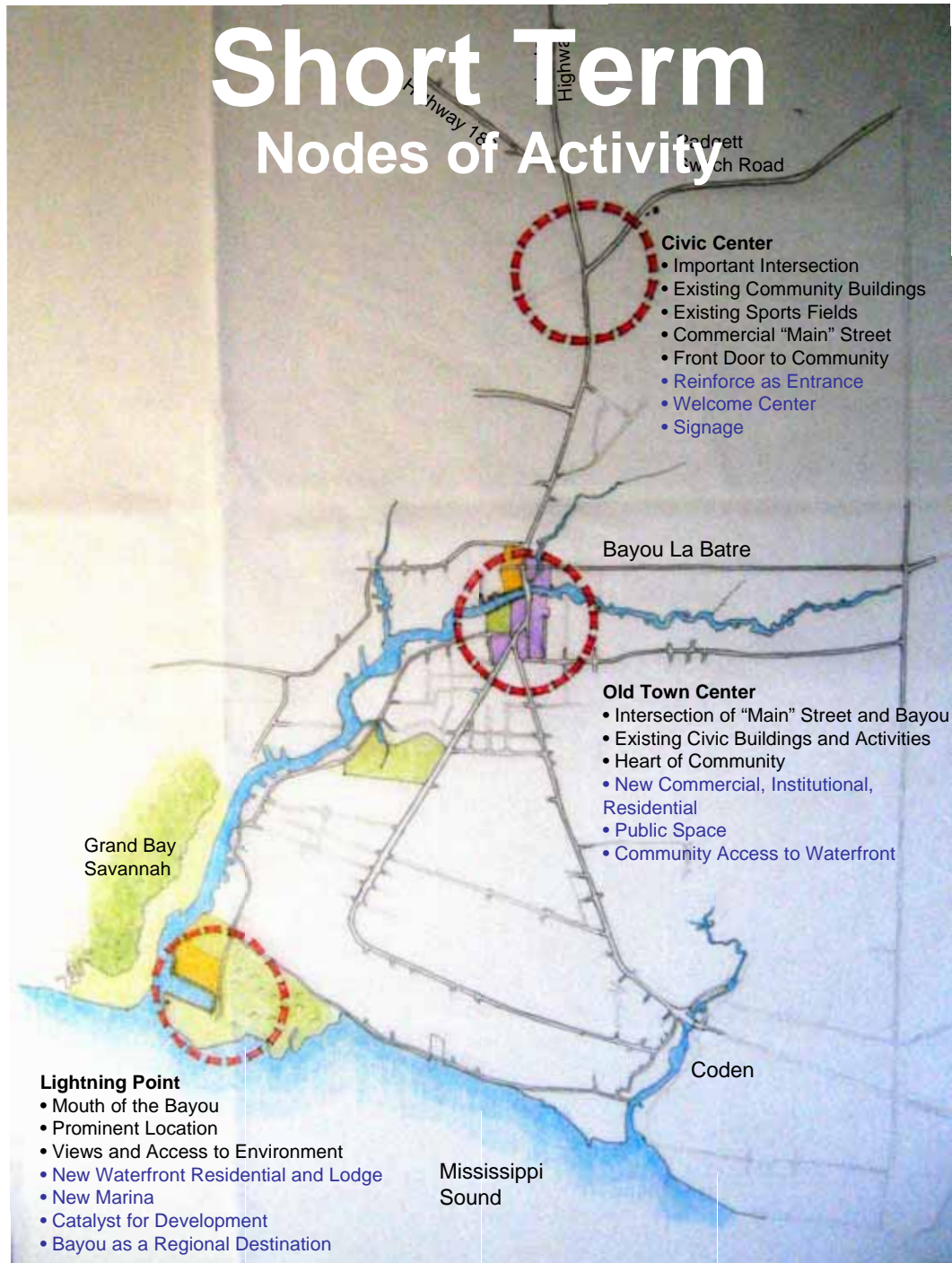


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# Short Term Nodes of Activity

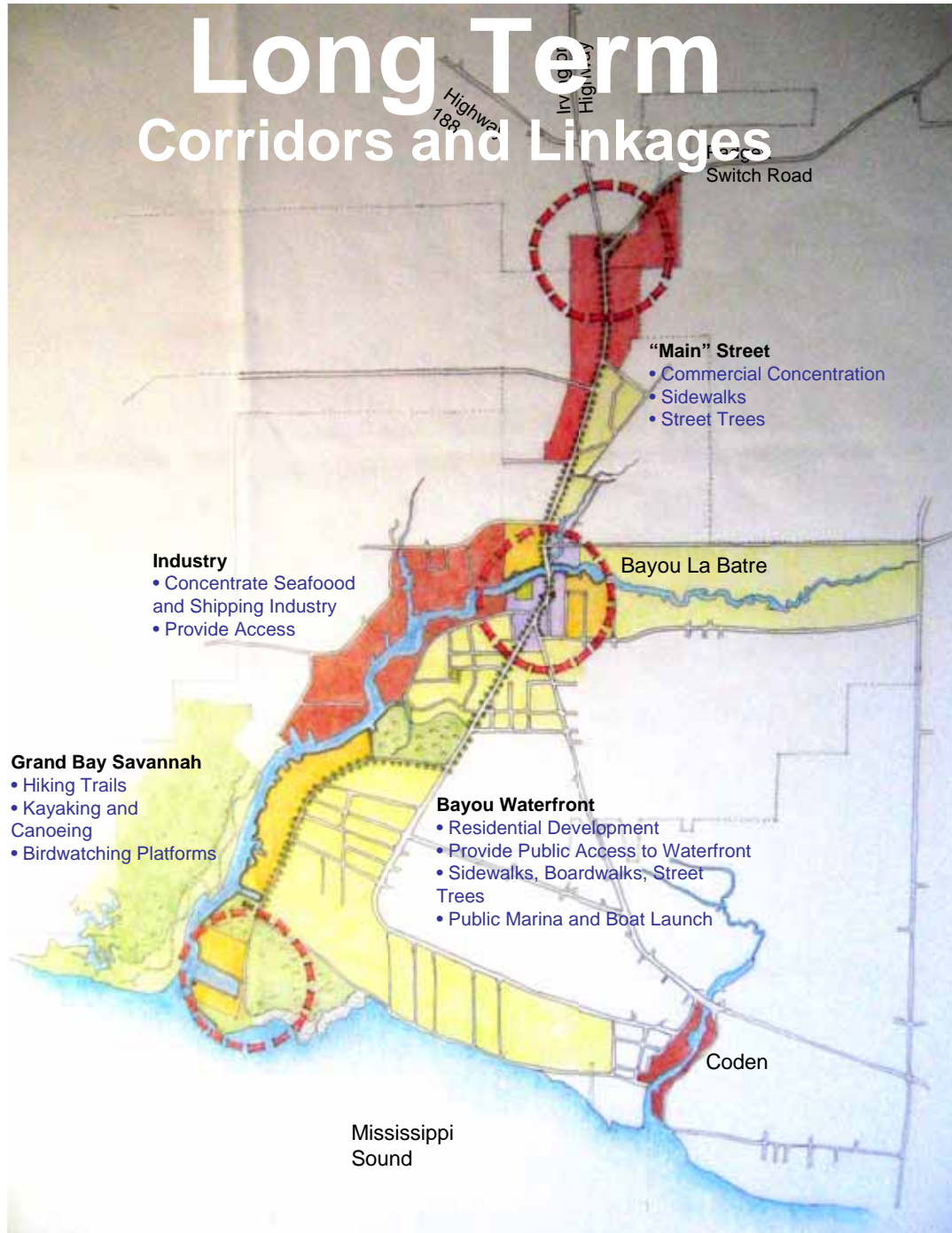


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# Long Term Corridors and Linkages



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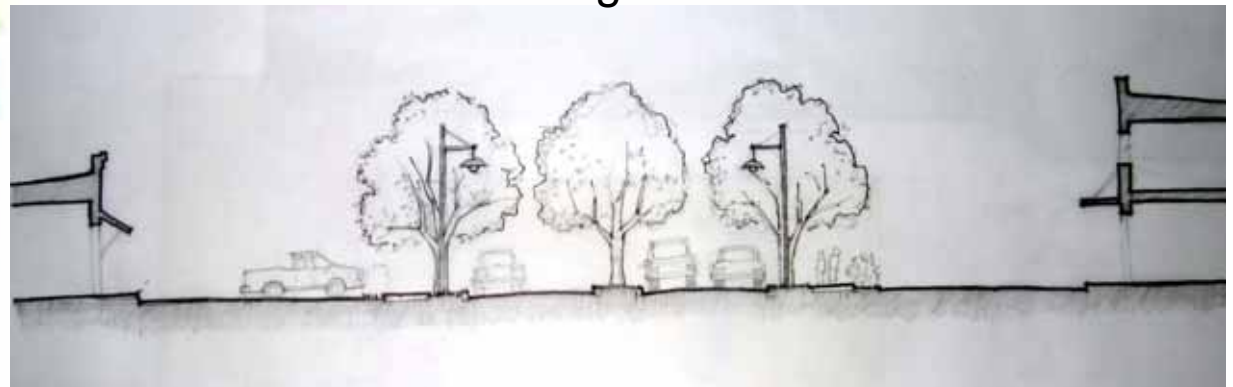
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Medical Center  
Community Center  
Sports Plex  
YMCA  
Welcome Center  
Cultural Heritage  
Museum  
Municipal Buildings  
“Main” Street

Section Through Main Street



# Old Town Center

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# Housing Initiatives

## First

Replacement housing  
for displaced people  
and new workers

Located near activity  
centers

## Second

Vacation and  
retirement housing  
Located near water

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# Zoning Regulations

Higher density

Mix of uses

2-3 story buildings

1+1 zoning

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# Stilt Housing

Beach house model

Elevated above  
flood line

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Small business  
space below

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# Townhouses

Good for investors

Problematic with  
current zoning

Good village scale

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# 41-Acre Tract

## Affordable Housing

Create a shared equity program

## Plan Suggestions

Design for community

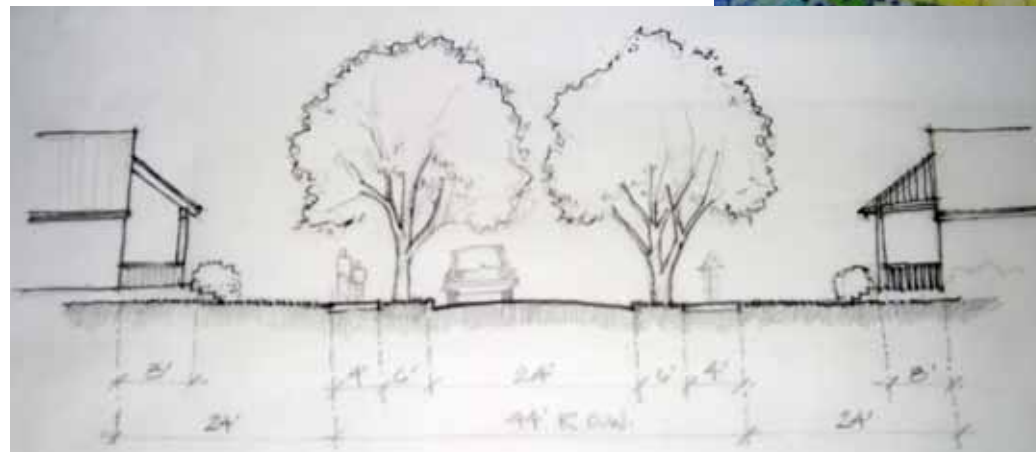
Usable open space and tree  
planting

Gathering spaces



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# Development and Implementation Strategies

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Jana Freedman  
Tom Murphy  
Mark Schneider

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# Monday Morning

## Twelve Issues

Five in Governance

Two in Capacity

Five in Development

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# Tuesday After Lunch

Long Term Issues

Sewer and water

Insurance

Tax Structure

Zoning

Communication

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- Core Values
- Rich History
- A Working Port
- Model for Gulf Coast Environmental Stewardship

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# Sewer and Water

1. Build the Best
2. Build it as a Regional System
3. Build for the Future

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# Insurance

1. Get help now
2. Start talking with your neighbors, states, insurance companies and regulators



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# Tax Structure

1. Create a Bayou 21st century tax commission
2. Develop a tax structure that is fair, equitable and supports the financial stability of the city
3. Get it done, even if it means the changing state law

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# Zoning

Adopt a revised zoning map as soon  
as possible

Retain an attorney to assist in the  
process

Work with SARPC

Commit to update every 3-5 years

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# Communication

1. Engage your residents - Web site and newsletter
2. Market the Bayou to yourselves, tourists, potential new businesses and residents

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# Capacity Building

New Institutions

Community Development  
Board (CDB)

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# Community Development

## Broaden Mission

Land acquisition

Developer recruitment

Financing assistance

insurance

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# Broaden Board Membership



Public sector

Private sector

Outside stakeholders



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# Staffing

Fund and retain  
core staff

Partner with non-  
profit and for-profit  
entities

DASH and VOA

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# Seaport Industrial Taskforce

Owners and  
tenants

Local and Mobile  
Chamber

Development and  
brokerage  
community

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# Old Town Center

Its where you  
gather

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# Old Town Center Implementation

City needs to:

- Identify boundaries of park and commercial development

City & CDB need to:

- acquire property

CDB needs to:

- write RFP for commercial development
- write RFP for park design
- implement financial plan (public/private funding source identification)

Create entrance to Bayou La Batre

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# Lightning Point Marina

A Compatible Combination

Public dock

Townhouses

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# Lightning Point Marina Implementation

City & CDB to:

- develop architectural plan
- consider ownership options

CDB to:

- write RFP for developer response
- negotiate site plan implementing mixed use of property between marina requirements, public access, and housing

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# Affordable Housing Implementation

Employ Highest and Best Use Development  
Practices

Complete Inventory of Funded, Approved for  
Funding, Under Construction and Built  
Housing Developments and Individual Units

Identify Additional Development Opportunities

Implement Your Goals

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# Civic Center Implementation

Implement landscaping plan

Engage in Padgett Switch  
Road development

Create Bayou Cultural and  
Industry Heritage  
Museum

Make your sports complex  
the best

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# Old Town Village Implementation

CDB needs to:

- Confirm availability and ownership of properties
- Work with existing owners to market property
- Develop and issue RFP for planned development in cooperation with land owners
- Develop compatible zoning to accommodate this project

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# Long Term

Safe Harbor  
Tourist Trail  
Research Center  
Branding the Bayou

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# Today's Vision for Tomorrow's Future

Preserve the area's rich heritage- the "Soul of the city" is the seafood industry. Create an attraction by allowing visitor's who know nothing about the industry to tour the businesses and unload their catch.

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Maintain BLB as a quaint village allowing for condominium development - where appropriate and at an appropriate scale to maintain the character of the community.

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Create lots of gathering places.

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# Today's Vision for Tomorrow's Future

Re-establish the core of the city with shops and a theater - all in walking distance.

Connect the city with sidewalks and trails

Create a mega sports complex at Zirlott Park

Preserve the Mose Hudson Tapia log cabin library and utilize as a welcome center for the city

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# Today's Vision for Tomorrow's Future

Demolish decaying buildings, but  
preserve historic structures where  
possible.

Create a welcoming entrance to the city  
with attractive landscaping and clean  
streets throughout.

Embrace the multi-cultural make up of the  
community.

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# **Bayou La Batre, Alabama**

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**September 17-22, 2006**

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