

THE AVENUE

MASTER PLAN

Master Plan Development for Mobile's Civil Rights and Cultural Heritage District

OVERVIEW

WHO	<ul style="list-style-type: none">• Mobile County Representatives<ul style="list-style-type: none">◦ Commissioner Merceria Ludgood◦ Tina Sanchez, Environmental Services Director◦ Sharee Broussard, Director of Public Affairs & Community Services◦ Freddie Stokes, Project Manager• Master Plan Consultants<ul style="list-style-type: none">◦ The Walker Collaborative◦ Common Ground Urban Design + Planning◦ SARCOR◦ Anitra Henderson, Lyvve Strategies◦ Peritus Public Relations◦ Randall Gross / Development Economics◦ Eric Finley
WHAT	Master plan to define the physical and programmatic elements of a special district that will serve as the foundation for providing robust civil rights/cultural heritage tourism opportunities and services to the local community.
WHEN	<ul style="list-style-type: none">• Project kick-off and research phase (January)• Public engagement period (February)• Charrette and concept planning (TBD)• Master plan draft development (TBD)• Master plan presentation and revisions (TBD)
WHERE	Surrounding the historic Dr. Martin Luther King, Jr. Avenue corridor (boundaries to be determined)
WHY	The Avenue has served as the cultural, social and economic hub of Mobile's African American community, and it has a rich history tied to the civil rights movement. This project will preserve historic sites, interpret the district's stories and fuel revitalization through local heritage tourism.

