

## Member Hotline

December 2006

Volume 2  
Issue 2



DOWNTOWN MOBILE ALLIANCE

### Downtown Team Studies New Orleans Parks

Bienville Square has served as the premier downtown landmark for centuries, home to major events, school field trips or simply a spot to enjoy a quiet lunch outdoors. It has become downtown's living room, but is now in need of a little sprucing up.

To see first hand how another Gulf Coast city with a marquee square has adapted park maintenance and programming to current demands, members of the Downtown Mobile Alliance Operations Committee, city employees and interested citizens traveled to New Orleans November 10th.



*The Downtown Mobile Alliance meets with Friends of Jackson Square.*

They met with members of *Friends of Jackson Square* and some employees of the New Orleans Parks and Parkways Department and toured Jackson Square in the heart of the French Quarter, Lafayette Square in the Warehouse District and Washington Park just east of the Quarter. The Mobile team explored landscaping options, the appeal of fencing for artists, how programming in the park can bring visitors downtown and enhance the neighborhood.

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### Favorite Downtown Lunch Spot Relocates

Many of you have been wondering what became of Courtney's Café, a popular deli/restaurant on the corner of St. Francis and Jackson Streets. Dore Courtney, owner of the successful eatery says she loved being downtown and hated closing the business here, but the demands of coordinating a busy restaurant with the busy lives of young children necessitated a move closer to her support system...parents Martha and Bob Rutledge. Courtney's is moving next to the Rutledge's catering business on Old Shell Road. We hope she'll become part of the downtown landscape again as soon as family demands allow.

## Downtown Offers Variety of Holiday Shopping Options

If you simply don't have enough time before or after work to tackle your Christmas shopping, consider what you can accomplish during your lunch hour.... and you don't even have to get in your car! Downtown retailers are stocked for all your holiday needs, from specialty food items, fine art, local handmade crafts, to gifts for the home or office. Many downtown merchants offer gift wrapping and some will even deliver. Holiday shopping just doesn't get any easier! For a list of downtown retailers, check out our website, [www.downtownmobile.org](http://www.downtownmobile.org) and click on "Explore Downtown."



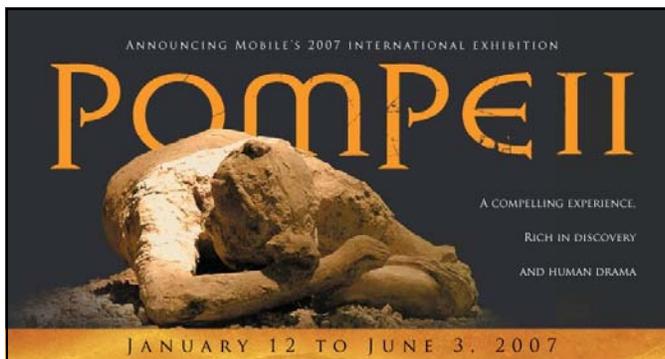
*M&A Stamp, located at 213 St. Michael Street, specialized in engraved and monogrammed gifts for all ages, but also stocks specialty holiday items such as this clever ceramic punch set*

## Residential Market Study Indicates Strong Growth

Downtown Mobile can expect significant residential growth over the next five years, according to a study commissioned by the Downtown Mobile Alliance. Analysts with Zimmerman/Volk Associates spent much of the summer and early fall researching the downtown Mobile market and presented their preliminary findings to Alliance members last month. A draft of the complete report is available on line at [www.downtownmobile.org](http://www.downtownmobile.org) on the "News" page, but following is a summary of some of the findings:

- Downtown should be able to support up to 255 new housing units per year over the next five years
- About 70% of the demand will be for rental lofts and apartments and condominium sales
- Rents are expected to range from \$650-\$1275/month and up to \$2250/month for luxury units
- Sale prices are expected to range from \$115,000 up to \$500,00 for luxury units
- The target market is
  - Younger singles & childless couples (52%)
  - Empty nesters and retirees (32%)
  - A range of urban families (16%)
- The strategy to attract the target should include
  - Creation of a variety of housing types
  - Preservation of the built environment
  - Mixed use development
  - Establishment of neighborhood guidelines

## Preparations for Pompeii Underway



The Gulf Coast Explorium is about a month away from opening its latest blockbuster exhibit, *A Day in Pompeii*, a trip back in time to 79 A.D. Visitors to the exhibit will experience the lives and deaths of the citizens of this cosmopolitan Roman resort city. For a preview of this exciting exhibition, be sure to attend the **Business Briefing** on Tuesday, December 12th at 8:30 a.m. at the Downtown Mobile Alliance office. Please call Angela at 434-8498 if you're able to attend.

## Meet the Regents and Stewards

You see these folks on the sidewalks and streets of downtown every day, and their efforts have already made a tremendous difference in the look and feel of our neighborhood. In each issue of the Alliance Hotline, we'll introduce you to two of people who spend their days keeping downtown clean and safe.

### Daquan Spencer



Daquan joined the Downtown Mobile Alliance soon after Clean and Safe operations began last year. Before that Daquan worked in a nursing home, and he has just recently joined the Air Force Reserves. Daquan says he loves his responsibility of keeping the BID clean and beautiful. "I like being outside, and making the city better."

### Gabe Owens



Gabe was one of the first employees of the BID and initially worked as both a Steward and a Regent. Prior to joining the Alliance, Gabe had worked in a warehouse and lumber yard. He says he enjoys the interaction he now has with people on the streets of downtown. "It's been great getting to know and working with the all the people who live and work downtown."

Christmas and  
Holiday Parade  
Downtown Mobile  
Saturday, Dec 16, 1:30

## Two New Restaurants Open Downtown

Dining options in downtown are on the rise as two new establishments join the best collection of restaurants in the city. The **Hurricane Brewery Beer and Bistro** at 225 Dauphin Street is serving customers a mix of local seafood and pub fare. And don't miss the beer brewed on site, including the *Projected Path*, the *Insurance Adjuster* and the *Storm Surge Stout!*

David Rasp, owner of the popular *Heroes Sports Bar and Grille*, is stretching his restaurant wings with **The Royal Scam**. Located at 72 South Royal Street, this chic eatery looks like a jazz club and eats like a great restaurant. Be sure to try the panini, tapas, and a wonderful concoction from the full service bar.

The Downtown Mobile Alliance is a partnership between the Downtown Mobile District Management Corporation and Main Street Mobile, Inc. For more information contact us at 261 Dauphin Street, Mobile, AL 36602 or P.O. Box 112, Mobile, AL 36601, 251-434-8498 or fax 251-434-8538.