

Coastal Connection Scenic Byway - Corridor Management Plan**Table of Contents**

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Definitions and Acronyms¹

Alabama Scenic Byway – means any public road on the State Highway System that is so designated by the Alabama Scenic Byway Advisory Council and Designating Committee pursuant to Alabama SB438. These roadways offer travelers views of cultural, historical, archeological, recreational, natural or scenic resources and provide a relaxed recreational and educational experience. The intrinsic resources of the corridor must be considered of significant value by the surrounding communities. The corridor often includes vistas, rest areas and other amenities in harmony with the scenic character of the road.

Corridor Advocacy Group – (CAG) means a group of interested citizens, business interests, civic groups, local government representatives and other corridor advocates formed to seek designation for a roadway as an Alabama Scenic Byway.

Cultural Resources – Cultural qualities are evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to crafts, music, dance, rituals, festivals; speech, food, special events and vernacular architecture are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions (FHWA Policy 5.18.95).

The Alabama Scenic Byway Program further refined the definition to include the distinctive characteristic that expresses or highlights the customs, traditions and learned behaviors of a specific group of people and/or community. It must relate a story of the community and educate travelers about the uniqueness of the State of Alabama (historic and contemporary). Cultural qualities are divided into five main groups, Traditions, Events / Festivals, Stories/Folklore, Regional Economic Patterns and Performing/Visual Arts.

Historical Resources – Historic quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation of the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association. (FHWA Policy 5.18.95)

Intrinsic Resources – means the cultural, historical, archeological, recreational, natural or scenic qualities or values along a roadway that are necessary for designation as an Alabama Scenic Byway. Intrinsic resources are features considered significant, exceptional and distinctive by a community and are recognized and expressed by that community in its comprehensive plan to be of local, regional, statewide or national significance and worthy of preservation and management.

National Scenic Byways – means a scenic highway which is designated by the federal government as satisfying the criteria for a National Scenic Byway pursuant to Section 1047(f) of the Title 23 USC and any federal regulation and/or guidelines. These roadways offer drivers and passengers views of cultural, historical, archeological, recreational, natural or scenic resources and provide a relaxed recreational and educational experience.

Natural Resources – “Natural Quality” means the ecological environment such as water bodies, wetlands, marshes, forests, geologic features, landforms, topography, vegetation,

¹ Source: Alabama Scenic Byways Program Manual

and wildlife that are indigenous and/or characteristic of Alabama.

Recreational Resources – Recreational qualities involve outdoor recreational activities directly associated with and dependant upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonable, but the quality and importance of the recreational activities as seasonal operations must be well recognized. A test of significance for the resource is the degree to which the resource draws visitors from outside the immediate area. (FHWA Policy 5.18.95)

Scenic Resources – Scenic quality is the heightened visual experience derived from the view of natural and man-made elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape - landform, water, vegetation and man-made development – contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares the intrinsic qualities. (FHWA Policy 5.18.95)

1.0 Introduction

The Alabama Scenic Byways Program seeks “to identify, preserve, protect and enhance scenic, historic, natural, recreational, cultural and archaeological resources; enhance recreation; and, promote economic development through tourism and education in the history, culture and natural beauty of Alabama.”² The program was started in the 1990’s in response to the inauguration of the National Scenic Byways Program under the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). The initial State Scenic Byways in Alabama were designated through legislative action. The passage of the ‘Alabama the Beautiful Act’ in 2000 further formalized the process of Scenic Byway designation and management. Most recently, the Alabama Scenic Byways Program developed a Program Manual to provide assistance for the identification of truly outstanding facilities and guidance to interested parties through the Byway process.

The Alabama State Scenic Byway Program is consciously patterned after the National Scenic Byway Program. This approach ensures that Alabama Scenic Byways are eligible to become National Scenic Byways and also provides access to a host of funding opportunities to assist with development of Scenic Byways in Alabama.

The following three corridors in Alabama have been designated as National Scenic Byways:

- Talladega Scenic Drive
- Natchez Trace Scenic Byway
- Selma to Montgomery March Scenic Byway/All American Road/National Historic Trail

The following six corridors in Alabama are actively participating in the State scenic byways program:

- Appalachian Highlands Scenic Byway
- Barbour County Governor's Trail
- Leeds Stagecoach Route
- Lookout Mountain Parkway
- Alabama's Coastal Connection
- Mobile Causeway

1.1 Purpose

The purpose of this project is to develop a Corridor Management Plan for the Coastal Connection Scenic Byway that is consistent with the requirements laid out in the Alabama Scenic Byway Program Manual. The Corridor Management Plan is key to the Designation Phase of the Scenic Byway and it focuses on “protecting, enhancing and managing the resources identified in the Eligibility Application for both present and future conditions.”

At the conclusion of this Phase, the Alabama Scenic Advisory Council will determine whether or not the Corridor Management Plan provides a framework for adequate protection of intrinsic resources; identifies a sustainable Action Plan; and, documents broad based community support for the Byway. If the Plan meets these standards, along with others, it will be recommended for implementation.

² Source: Alabama Scenic Byways Program Manual

1.2 Overview

The Alabama Scenic Byways Program Manual provides the necessary guidance for a corridor to achieve an Alabama Scenic Byway Designation. An overview of the three main phases of the Alabama Scenic Byway Program is provided below:

- **Eligibility:** The Eligibility Phase instructs the applicant on how to initiate the Alabama Scenic Byway process. At the conclusion of this phase, the applicant will have identified and documented all resources along the Corridor and presented this information to the Scenic Byway Advisory Council so that a determination can be made as to whether or not the corridor should move forward with the development of a Corridor Management Plan.
- **Designation:** The Designation Phase instructs the applicant on preparation of the Corridor Management Plan. As part of this phase the applicant will identify an Action Plan for preservation, protection and enhancement of resources identified along the Corridor during the Eligibility Phase.
- **Implementation:** The Implementation Phase carries out the actions identified in the Corridor Management Plan. As part of this phase, monitoring and reporting functions are established for regular evaluation and revision of the Corridor Management Plan to meet changing conditions along the Byway.

The Coastal Connection Byway has previously completed the Eligibility Phase and this Corridor Management Plan document completes the Designation Phase. It is anticipated that the recommendations formulated in the Corridor Management Plan will be implemented in the next phase.

The Alabama Scenic Byway Program encourages a “grass roots” approach to the development as well as implementation of the CMP. This approach facilitates the active participation of the community and stakeholders in the Plan, while in the process empowering them to take ownership for the Byway. The consultant, HNTB Corporation, developed the Plan through a participatory process involving the Byway’s Corridor Advocacy Group.

The goal of the Coastal Connection Scenic Byway Corridor Management Plan is to provide a guide for the preservation and enhancement of this roadway corridor and its intrinsic resources. Following the planning framework recommended by the Alabama Scenic Byways Program Manual, this Corridor Management Plan is organized by the following sections:

- Location and Corridor Description
- Mission Statement, Goals, and Objectives
- Resources – Existing Conditions Identification and Evaluation
- Resource Protection
- Relationship to Planning Documents
- Action Plan
- Funding and Financing
- Coordination
- Organization and Management
- Evaluation and Monitoring

Each of these sections is discussed in detail in the subsequent portions of this document.

2.0 Location and Corridor Description

This section pulls together Census and GIS data to describe the location and context of the Coastal Connection Scenic Byway.

2.1 Byway Location

The Coastal Connection Scenic Byway is located in the southern tip of Alabama along the Gulf Coast (see Figure 2-1). The Byway is located in Baldwin and Mobile counties.

Figure 2-1: Byway Location



Baldwin was first organized as a County in 1809 and takes its name from Abraham Baldwin, who was one of Georgia's earliest progressive leaders. The County was named Baldwin since many of the county's settlers, who migrated from the State of Georgia, suggested that the county be named after Abraham Baldwin to honor his life and accomplishments.³ Prior to

³ Source: Baldwin County Website, http://www.co.baldwin.al.us/PageView.asp?PageType=R&edit_id=156

it naming, Baldwin County's history can be traced back approximately 10,000 years when Pre-Mississippian Native American cultures inhabited the area. Consequent occupations by the Spanish, English and the French made a variety of contributions to the area's rich heritage. Mobile County⁴ was created by the Alabama legislature in 1812 and was named in honor of a Native American tribe - Maubila. The area which is now Mobile County was initially occupied by Native Americans and the first European settlement was established there in 1702.

2.2 Corridor Description

2.2.1 Base Map

The Coastal Connection Byway is approximately 130 miles long and traverses through two Alabama Counties – Mobile and Baldwin (refer to Figure 2-2). For the most part, the Byway is a continuous loop but it does have a few spurs that lead to significant intrinsic resources in the corridor's vicinity. The Byway begins in the west at I-10 in the community of Grand Bay in Mobile County and ends in the east at I-10 in the City of Daphne in Baldwin County. The Byway runs through several coastal towns and provides access to several historically and ecologically significant destinations along Alabama's Gulf Coast.

2.2.2 Municipalities, Jurisdictions and Other Management Entities

The Coastal Connection Byway passes through two counties – Mobile and Baldwin. Furthermore, it passes through the following eleven cities/ towns:

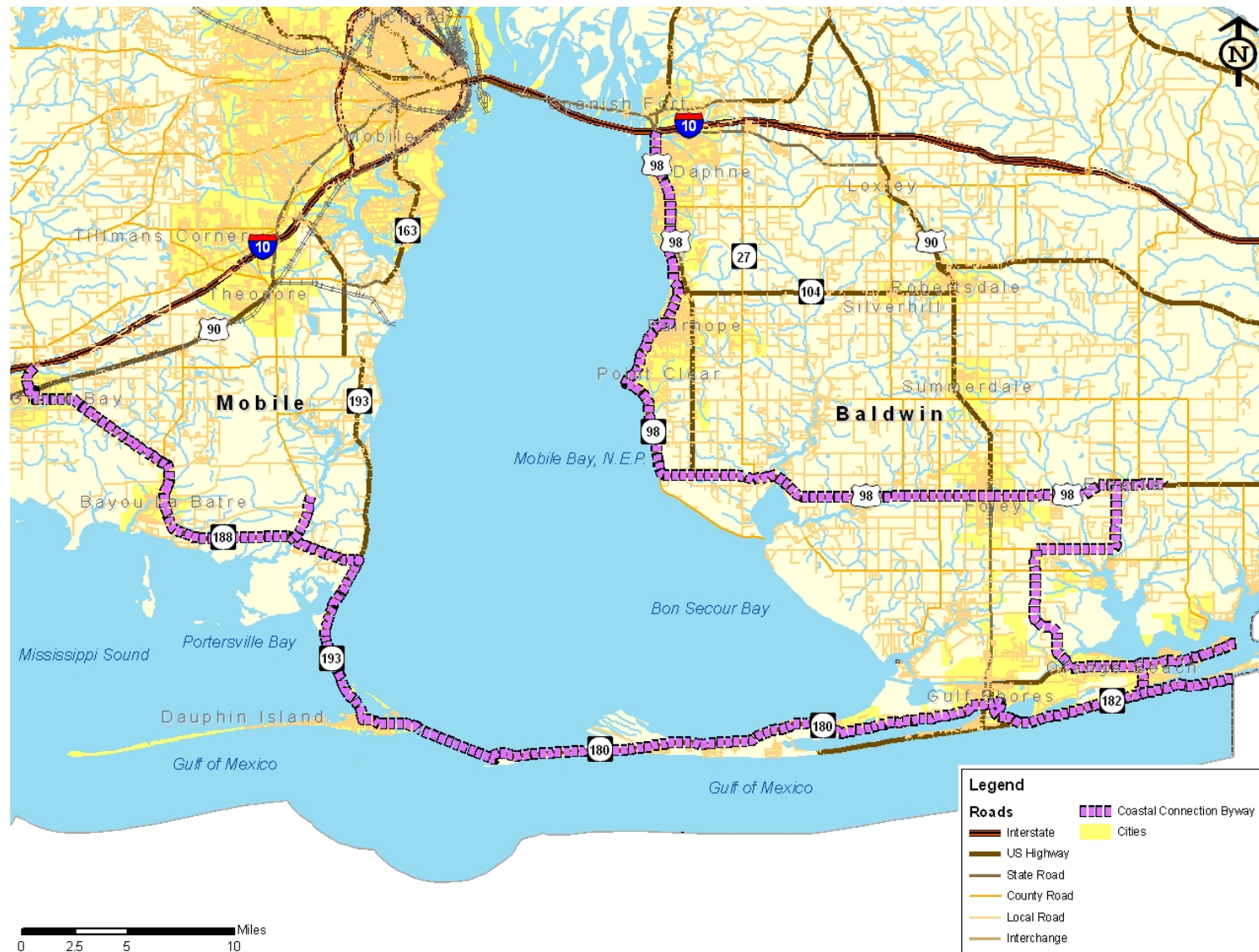
- Grand Bay (unincorporated)
- City of Bayou La Batre
- Town of Dauphin Island
- City of Gulf Shores
- City of Orange Beach
- Town of Elberta
- City of Foley
- City of Magnolia Springs
- City of Point Clear (unincorporated)
- City of Fairhope
- City of Daphne

The public agencies of each city and of the two counties have jurisdiction over the land management functions for their specific areas. Additionally, the following environmental agencies implement preservation and conservation programs on various Federal and State lands adjacent to the Byway:

- Alabama Department of Conservation and Natural Resources
- US Fish and Wildlife Services
- Alabama Department of Environmental Management
- Dauphin Island Park and Beach Board

The Dauphin Island Park and Beach Board owns and operated historic Fort Gaines.

⁴ Source: Mobile County Website, <http://www.mobilecounty.org/overview.htm>

Figure 2-2: Coastal Connection Scenic Byway


Source: Census GIS Data, City of Orange Beach, Corridor Advocacy Group

3.0 Mission Statement, Goals, and Objectives

This section describes the broad vision behind the Coastal Connection Scenic Byway, the 'Corridor Story' which captures the essence of the Byway and places it in the context of coastal Alabama and a set of goals and objectives which facilitate the implementation of the vision.

3.1 Mission Statement

The mission of this project is to identify, promote and enhance the assets of Alabama's Coastal Connection through the development and implementation of a Corridor Management Plan and through obtaining both state and national designation as a Scenic Byway.

3.2 Vision Statement

The vision for the Coastal Connection Scenic Byway is to create a sense of place, a destination, where coastal Alabama's natural, historic and recreational assets are all a part of an enjoyable and educational experience for visitors and where the spirit and importance of coastal stewardship is encouraged.

3.3 Corridor Story

The Coastal Connection Byway's story was drafted by the Corridor Advocacy Group (CAG) and its theme centers around the 'Waters, Ways and Wildlife' of Alabama's Gulf Coast. The narrative of the story as formulated by the Corridor Advocacy Group is listed below:

"Alabama's southern tip is one of those places where even first-time visitors find a connection. Here, they experience the link between the traditions of the Deep South and a more laid back island lifestyle; between the wildlife of thousands of acres of preserved lands and the good life of a beachfront vacation; between the gun ships of past naval battles and the countless recreational opportunities of the present and the dedication to conservation methods for the future.

Visitors make their own connections, too. Poking their toe into the sun-warmed Gulf of Mexico, they feel it. Wandering the halls of a 150-year-old brick fort and imagining the voices of soldiers who inhabited it, they understand it. Standing motionless among the trees to catch a glimpse of a colorful neo-tropical migrant bird, they recognize it. Choosing a charter captain or a seafood retailer because they've 'been around these parts forever,' they've made the connection.

Alabama's Coastal Connection is a treasure to those who have discovered it and a unique asset to the state. The waters of Alabama's Gulf Coast create its strongest connections. Some people are drawn here by the water. Others are held by it. While the natural, recreational and scenic values of the Gulf, bays, lagoons and bayous cannot be disputed, it is their cultural value that started it all. Making a living from the waters is a tradition that is alive and well here. Shell mounds hold the stories of early inhabitants who lived off the bountiful waters. Shrimp and charter boats are captained by those who still make their living that way. And research vessels carry those dedicated to understanding the waters and preserving the ecosystems that are so dependent upon them.

Historic Forts Gaines and Morgan stand united around the mouth of Mobile Bay. In earlier times they stood guard against enemies and housed soldiers prepared for battle. Today, the brick and wooden fortresses tell the stories of those battles and those soldiers to the many visitors who step onto their grounds. Further east in Orange Beach, more history can be found at the Indian and Sea Museum which chronicles the lives and ways of natives and early settlers. In Foley, the original character of the town built by those whose livelihoods were as much related to land as to the sea can still be seen in the preserved buildings and museums.

The Dauphin Island Audubon Sanctuary, Bon Secour National Wildlife Refuge and Gulf State Park provide more than 12,000 acres of protected lands along the coast. Weeks Bay National Estuarine Research Reserve is one of only 25 such reserves nationally and is literally where the soil meets the sea. These vast natural assets are complimented by smaller municipal parks and trails and by the sites along the Alabama Coastal Birding Trail. Indigenous wildlife and seasonal migratory birds are common sites as are varieties of native foliage. Bon Secour Wildlife Refuge alone boasts habitats including beaches and sand dunes, salt and freshwater marshes, scrub forests, fresh water swamps and uplands. Volunteer opportunities and interpretive exhibits at these sites, as well as at the Estuarium on Dauphin Island, are excellent ways for visitors to make a connection and to get involved in good stewardship of our natural resources.

The natural beauty of these and other assets on Alabama's Gulf Coast provide the setting for those who enjoy its scenic aspects, as well as its recreational ones. While enjoying a stroll along the shore at sunset or a quiet sail on the back waters suits some, others may opt for more exciting recreational opportunities. Golf and offshore fishing are popular pastimes. And here, dining is definitely recreation! Seafood is standard fare and can be prepared any way imaginable. A variety of accommodations are available, making the shore accessible to those looking for a campsite, a family-friendly beach house, a luxury hotel or anything in between.

More than six million visitors come to Alabama's Gulf Coast each year, and they come back again and again. Some return to enjoy different activities at different times of year. – Special events offer a wide range of experiences. Music festivals, historic re-enactments, sporting events and celebrations of seafood are just a few. – Others return to the same spot, year after year, starting their own traditions here. Strengthening their connection to this paradise found.

Whether they are families on the annual vacation, couples seeking a secluded getaway, birders searching for that rare sighting, or history buffs combing the forts, they'll find a connection here. And some will build their own. Alabama's Coastal Connection has much to share and it beckons travelers to learn more about The Waters, Ways and Wildlife of Alabama's Gulf Coast.

This highway, and the waterways that connect it, are significant to the state of Alabama for many reasons: National Historic Landmarks of Fort Morgan and Fort Gaines. The protected lands of the Dauphin Island Audubon Sanctuary, Bon Secour National Wildlife Refuge, Weeks Bay National Estuarine Research Reserve and Gulf State Park. Beaches that are the number one tourist destination in the state. A unique coastal culture. Numerous recreational opportunities.

The Byway's story will have several chapters: Connecting with Nature, Connecting with the Past, Connecting the Land and Sea, and Connecting with Each Other. Through these stories and through the preservation, improvement and promotional opportunities this designation affords, more people can learn of Alabama's Coastal Connection and of The Waters, Ways and Wildlife of Alabama's Gulf Coast, ensuring the region's continued connection to the future."

3.4 Goals and Objectives

The Corridor Management Plan's goals and objectives define how the Vision Statement will be translated into actionable items. Goals are broad statements that relate the intended physical action to the Vision Statement. Objectives are specific, measurable statements related to the fulfillment of the goals.

The consultant, in coordination with the Corridor Advocacy Group, has developed six major goals and a set of related objectives for the Coastal Connection Byway. These are listed in Table 3-1. The goals center on the following four major key themes:

- Economic development;
- Resource preservation and enhancement;
- Collaboration with the public; and,
- Corridor enhancement.

Table 3-1: Goals and Objectives

Goals	Objectives	Strategy
1. Develop and promote economic development activities that are compatible with the corridor's character and cultural integrity.	<p>Inform new development and businesses within the corridor of the Corridor Vision and encourage existing businesses to upgrade their frontage to integrate the area character and cultural integrity.</p> <p>Support local businesses through byway programs and promotions.</p>	<ul style="list-style-type: none"> Develop a model Corridor Overlay District to be offered to various jurisdictions for use. Develop and implement a signage plan to mark the byway and offer signage models for businesses. Produce a marketing plan for the byway to include online, print and alternative media and collateral materials.
	<p>Improve existing tourist infrastructure and identify key locations for additional infrastructure.</p>	<ul style="list-style-type: none"> Identify existing tourist infrastructure by corridor segment and evaluate potential for additional infrastructure. Encourage development of eco-tourism businesses and other types of businesses that build on the character and quality of the byway.
2. Develop and implement resource protection, maintenance, preservation and enhancement initiatives.	<p>Enhance and protect vistas and view sheds featuring gulf, bays and vegetation.</p>	<ul style="list-style-type: none"> Develop a model for Compatible Development Guidelines for new development for use by jurisdictions in the review and approval process to discourage the blocking of view sheds. Encourage improvements (burying or other) in utilities, where feasible, to enhance corridor views. Identify land acquisition and conservation easement strategies.

Goals	Objectives	Strategy
	Develop provisions for safe and aesthetically compatible public facilities that protect resources while enhancing the visitor's experience.	<ul style="list-style-type: none"> ▪ Evaluate potential scenic pull-off locations on the corridor. ▪ Identify locations for kiosks, bike-rest stops, water-fountains, trash receptacles and informational signage. ▪ Identify funding sources for public facilities.
	Provide special protection for the scenic highway corridor.	<ul style="list-style-type: none"> ▪ Create a model Corridor Overlay District to be offered to various jurisdictions for use. ▪ Develop a model zoning ordinance to be offered to various jurisdictions ▪ Develop a model sign ordinance to be offered to various jurisdictions in an effort to coordinate public and private signage standards for the corridor.
3. Involve local residents, businesses and local governments in the scenic corridor development program.	<p>Increase efficiency and effectiveness through communicating individual assets/agency planning efforts.</p> <p>Ensure that the corridor and the associated CMP reflect the community vision.</p>	<ul style="list-style-type: none"> ▪ CAG could host 1-2 informational events per year relating to the scenic corridor to reach out to the general public and stakeholders. ▪ Engage public officials and local governments through regular communications efforts. ▪ Engage CAG, business owners and other corridor stakeholders through a newsletter.
4. Promote and increase public knowledge of the unique facets of the corridor.	Increase visitation by targeted markets while at the same time maintaining the sustainability of individual assets.	<ul style="list-style-type: none"> ▪ Produce a marketing plan for the byway to include online, print and alternative media and collateral materials. ▪ Offer "branded" templates for individual business/asset marketing efforts. ▪ Offer cooperative promotional opportunities for byway businesses/assets.

Goals	Objectives	Strategy
	Design appropriate signage theme for commercial and educational information while preserving corridor integrity.	<ul style="list-style-type: none"> ▪ Develop a signage plan to coordinate public and private signage (including commercial as well as stewardship messages) standards for the corridor. ▪ Develop a model sign ordinance to be offered to various jurisdictions.
5. Promote alternative modes of transportation along the corridor and maintain safety for all users.	Accommodate alternative modes along the corridor.	<ul style="list-style-type: none"> ▪ Develop safe pedestrian facilities where appropriate. ▪ Review with transportation officials the implementation of various traffic calming devices at high volume pedestrian crossings and appropriate intersections.
	Coordinate with any multi-modal transit plans underway along the corridor.	<ul style="list-style-type: none"> ▪ Appoint a liaison to the South Baldwin Transit Coalition. ▪ Appoint a liaison to the Baldwin County Trailblazers.
6. Provide context-sensitive transportation enhancements along the corridor.	Develop character-segments for the corridor to make the roadway facility itself a value-added component to the scenic byway.	<ul style="list-style-type: none"> ▪ Initiate a Corridor Sensitive Design (CSD) Master-Plan. ▪ Through the CSD Master-Plan, identify corridor sections with a potential for context-sensitive design implementation. ▪ Develop the CSD Master-Plan to be reflective of corridor identity and the area's regional character while providing a safe and accessible travel route.

4.0 Intrinsic Resources – Existing Conditions Identification and Evaluation

This section documents and evaluates the existing conditions on the Coastal Connection Byway. This section is divided into the following four broad categories:

- The roadway facility;
- Management and regulations;
- Intrinsic resources; and,
- Tourism and economic development.

The Coastal Connection Byway is approximately 130 miles long and runs from City of Grand Bay in the west to the City of Daphne in the east. The Byway runs through several cities as well as through rural areas. The roadway facility consists of SR 188, CR 59, SR 193, SR 180, SR 182, SR 161, Foley Beach Express, US 98, and SR 98. Given the length of the corridor, along with the variation of the characteristics throughout its length, the Byway is broken into five distinct segments (refer to Figure 4-1) for the purposes of this study. Each of the five segments is an integral component of the Byway story. These five segments from west to east are:

- Segment 1 extends from I-10 (north of Grand Bay) to the mainland section of Dauphin Island Parkway and is approximately 29 miles in length. This segment includes sections of SR 188 and SR 193. This segment runs through the following areas and communities:
 - Grand Bay
 - Bayou La Batre
 - Community of Coden
- Segment 2 extends from the mainland section of the Dauphin Island Parkway to the Mobile Bay Ferry Landing on Fort Morgan peninsula and is approximately 10 miles in length. This segment includes sections of SR 193 and Bienville Boulevard. The Mobile Bay Ferry is also a part of this segment. This segment runs through the Town of Dauphin Island.
- Segment 3 extends from the Mobile Bay Ferry Landing on Fort Morgan Peninsula to Mifflin Road/ CR 20 (south of City of Elberta) and is approximately 49 miles in length. This segment includes sections of SR 180, SR 182 and Foley Beach Express. This segment runs through the following municipalities:
 - Gulf Shores
 - Orange Beach
- Segment 4 extends from CR 20/ Mifflin Road to SR 98 and includes sections of Mifflin Road, CR-83 and US 98 and is approximately 27 miles in length. It runs through the following municipalities:
 - Elberta
 - Foley
 - Magnolia Springs
- Segment 5 extends from US 98 to I-10 and includes segments of SR 98 and US 98 and is approximately 18 miles in length. It runs through the following areas and communities:
 - Point Clear
 - Fairhope
 - Daphne

Figure 4-1: Byway Segments



4.1 The Roadway Facility

The roadway facility itself is the pivotal element of the Scenic Byway. While the goal of the Coastal Connection Byway is to showcase the unique resources of the area, this goal should not interfere with the original intent of the road – the safe and efficient movement of people and goods.

The following key elements of the roadway facility are discussed in this section:

- Roadway Description
- Existing Land Use and Zoning
- Signage
- Future Land Use
- Traffic Volumes
- Roadway Improvements
- Management and Regulations

4.1.1 Roadway Description

The Coastal Connection Byway consists primarily of State Routes but also includes County Roads, Local Roads and the Foley Beach Expressway, which includes a toll bridge.

Figure 4-2: SR 193/ Dauphin Island Parkway Connects Mainland to Dauphin Island



The Byway consists of the following roads:

- SR 188
- SR 193/ Dauphin Island Parkway
- SR 180/ Dixie Graves Parkway/ Fort Morgan Road
- CR 59/ Bellingsrath Road
- SR 182/ E Beach Boulevard/ Perdido Beach Boulevard
- SR 161/ Orange Beach Boulevard
- SR 180/ Canal Road
- Foley Beach Expressway
- CR 20/ Mifflin Road
- CR 83
- US 98/ Laurel Ave
- SR 98

The Mobile Bay Ferry that runs between Dauphin Island and Fort Morgan Peninsula is also a part of the Coastal Connection Scenic Byway.

Figure 4-3: Bienville Boulevard on Dauphin Island



While the Byway is largely a loop, it does include spurs that provide access to significant intrinsic resources. These are:

- CR 59 spur providing access to Bellingsrath Gardens
- SR 182 spur providing access to Perdido Bay
- SR 180 spur providing access to Perdido Bay
- US 98 spur providing access to the Baldwin County Heritage Museum

Figure 4-4 illustrates the roadway facilities that form the Coastal Connection Byway.

Figure 4-4: Coastal Connection Byway – Roadway Facility

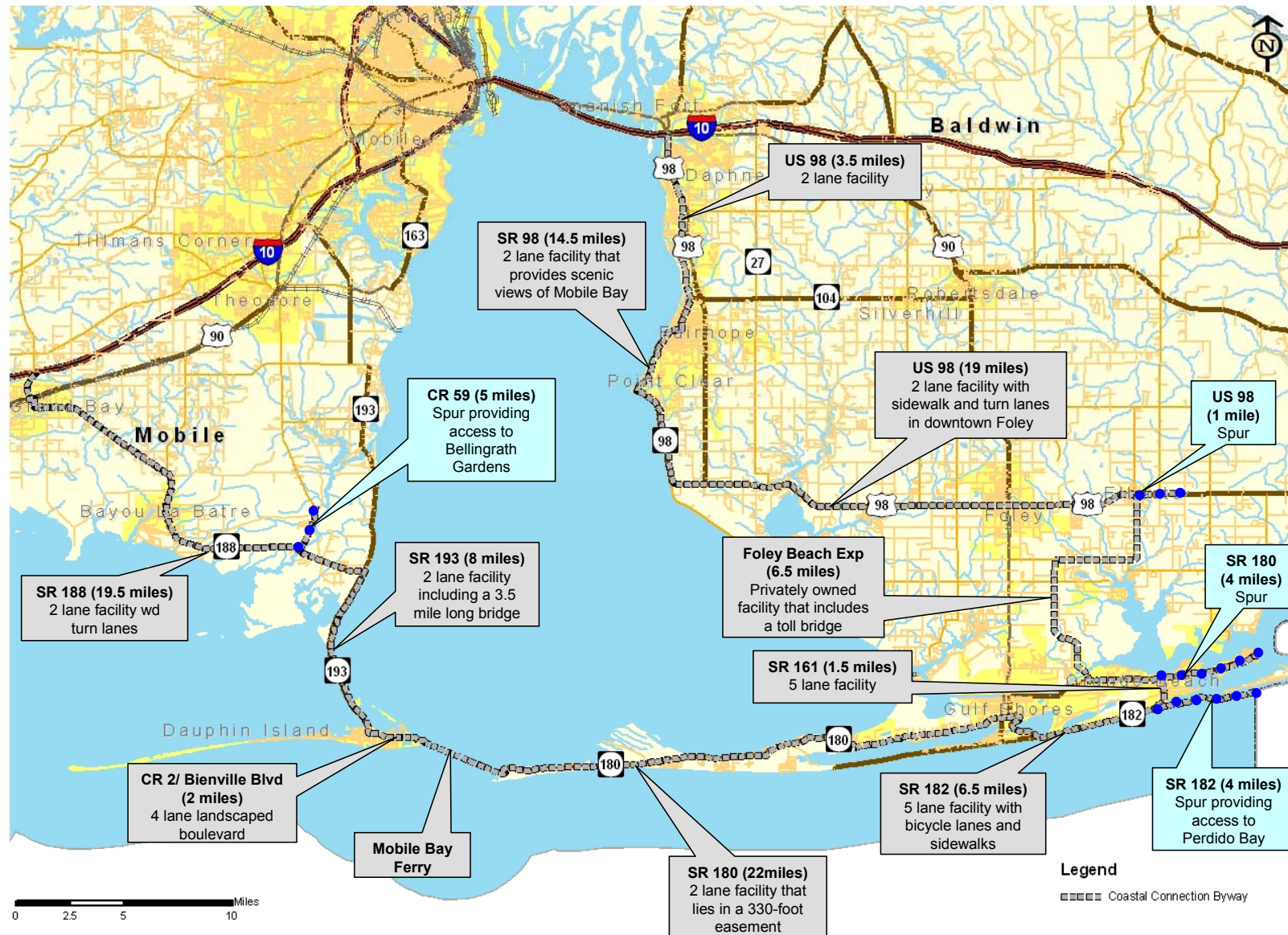


Figure 4-5: Tree Canopy along SR 98

The speed limit on each road is based on the criteria established by the Alabama Department of Transportation. Speed limit is designated based on the functional classification of the road:

- 70 MPH –Interstates (rural)
- 65 MPH –Roadways with four or more lanes
- 55 MPH –Other roadways unless otherwise marked
- 45 MPH –County roadways unless otherwise marked
- 35 MPH – Non-paved County roadways
- 25 MPH – Roadways in residential areas

Refer to Table 4-1 for a detailed description of the Coastal Connection Scenic Byway roadway facilities.

Table 4-1: Roadway Facilities

Name	Additional Name (s)	From	To	Distance (miles)	Classification	Number of Lanes	Description
SR 188	<ul style="list-style-type: none"> N Wintzell Ave S Wintzell Ave 	I-10 at the north end of City of Grand Bay	SR 193	19.5	State Route	Two lanes with left turn lanes and two-way turn lanes in sections.	<ul style="list-style-type: none"> Traverses cities of Grand Bay and Bayou La Batre.
CR 59 (Spur)	<ul style="list-style-type: none"> Bellingrath Road 	SR 188	Bellingrath Gardens Road	5.0	County Road	Two lanes	<ul style="list-style-type: none"> Spur on Byway loop that provides access to Bellingrath Gardens.
SR 193	<ul style="list-style-type: none"> Dauphin Island Parkway 	SR 188	Bienville Blvd	8.0	State Route	Two lanes	<ul style="list-style-type: none"> Connects Mobile County mainland to Dauphin Island Includes a 3.5-mile bridge that provides scenic views of marsh grass areas as well as Mobile Bay and the Mississippi Sound.
CR 2	<ul style="list-style-type: none"> Bienville Boulevard 	SR 193	Mobile Bay Ferry	2.0	County Road	Four lanes	<ul style="list-style-type: none"> Landscaped boulevard with sidewalk.
Mobile Bay Ferry		Dauphin Island	Fort Morgan Peninsula	4.0	-	-	<ul style="list-style-type: none"> Ferry providing passenger and auto ferry service from Dauphin Island across the bay to Fort Morgan. Private enterprise, contracted by the Alabama Department of Transportation.

Name	Additional Name (s)	From	To	Distance (miles)	Classification	Number of Lanes	Description
SR 180	<ul style="list-style-type: none"> Fort Morgan Road Dixie Graves Parkway 	Gate of Fort Morgan	Northeast of Orange Beach city limit	22.0	State Route	Two lanes with sidewalks and bicycle paths along north side of road in the section closer to Gulf Shores	<ul style="list-style-type: none"> This SR lies at the center of a 330-foot easement owned by the Alabama Department of Conservation, which has recently been annexed by the City of Gulf Shores. Roadway weaves through natural vegetation in the area, providing occasional waterfront vistas.
SR 135		SR 180/ Fort Morgan Road	SR 182	2.5	State Route	Two lane facility.	<ul style="list-style-type: none"> Goes through Gulf State Park on the west side of Lake Shelby.
SR 182	<ul style="list-style-type: none"> East Beach Boulevard Perdido Beach Boulevard 	CR 59 at the western end of Gulf State Park	Alabama – Florida line	10.5	State Route	Five lane facility that includes a center two-way turn lane. Bicycle lanes on either side of facility.	<ul style="list-style-type: none"> Includes a 4-mile spur east of SR 161. Traverses through cities of Gulf Shores and Orange Beach. Provides views of dunes and the Gulf of Mexico. Highway lined with condominiums, restaurants, shopping centers and other tourist amenities as it passes through Orange Beach.
SR 161	<ul style="list-style-type: none"> Orange Beach Boulevard 	SR 182	SR 180	1.5	State Route	Five lane facility with a center two-way turn lane. Facility flanked by bicycle lanes and sidewalks.	<ul style="list-style-type: none"> Connects SR 182 to the south with SR 180 to the north.

Name	Additional Name (s)	From	To	Distance (miles)	Classification	Number of Lanes	Description
SR 180	<ul style="list-style-type: none"> Canal Road 	Foley Beach Expressway	E Oak Ridge Drive	7.0	State Route	Three lane facility with a center two-way turn lane.	<ul style="list-style-type: none"> Includes a 4-mile spur east of SR 161. Section west of SR 161 traverses through a commercial business district.
Foley Beach Expressway		SR 180	Mifflin Road south of City of Foley	6.5	Privately owned limited access facility	Four lane divided facility with a limited-access right of way.	<ul style="list-style-type: none"> Privately owned facility with a toll bridge providing access to Orange Beach. Travels through farmland.
Mifflin Road and CR-83	<ul style="list-style-type: none"> CR20 	Foley Beach Expressway	US 98	6.3	Mifflin Road is a local road and CR-83 is a County Route	Two lane facilities.	<ul style="list-style-type: none"> Connects Foley Beach Expressway to downtown Elberta.
US 98	<ul style="list-style-type: none"> State Avenue E Laurel Ave W Laurel Ave 	CR-87 east of City of Elberta	US 98/ SR 98 along Mobile Bay	20.0	US Highway	Two lane facility with dedicated turn lanes, sidewalks and landscaping as it traverses through downtown Foley.	<ul style="list-style-type: none"> This section of the Byway includes a 1 mile spur east of downtown Elberta. Outside of downtown Foley and downtown Elberta, US 98 is flanked by residential and agricultural areas and some light industrial.
SR 98	<ul style="list-style-type: none"> S Mobile St N Section St Main St 	US 98	Scenic Highway 98	14.5	State Route	2 lane facility flanked by the multi-use Eastern Shore Trail.	<ul style="list-style-type: none"> Provides scenic views of Mobile Bay in some sections.
US 98		SR 98/ Main St in Daphne	I-10	3.5	US Highway	2 lane facility flanked by the multi-use Eastern Shore Trail.	

4.1.2 Existing Land Use and Zoning

Some sections of the Coastal Connection Byway do have zoning regulations in place (refer to Table 4-2). Sections that do have regulations are governed by ordinances of the Town of Dauphin Island, the City of Gulf Shores, the City of Orange Beach, the City of Foley and the Baldwin County Commission. In addition to the protected national and state land designation, the major land use classifications along the Byway are single family residential, multi-family residential and commercial zones. Few sections, primarily in Segment 4, are zoned agricultural. The varieties of land uses along the Byway are indicative of its diversity and make a case for developing area specific improvement strategies and overlay districts along the corridor.

Table 4-2: Land Use Controls

Jurisdiction	Zoning Ordinance	Subdivision Controls	Comprehensive Plan
Bayou La Batre	○	○	○
Town of Dauphin Island	●	●	●
City of Gulf Shores	●	●	○
City of Orange Beach	●	●	●
City of Elberta			
City of Foley	●	●	○
City of Magnolia Springs			
City of Fairhope	●	●	●
City of Daphne	●		
Baldwin County	●	●	○
Mobile County			

Legend

- Existing Land Use Control
- Land Use Control under Development

4.1.3 Signage

Current sign ordinances are in place in several jurisdictions of the proposed byway prohibit the construction of billboards. There are a few billboards that have been grandfathered in that are currently in place on the eastern section of the Byway. Standard safety and directional signage is in place in all areas. In addition, directional signage exists to major recreational facilities and business districts.

4.1.4 Future Land Use

The City of Gulf Shores and the City of Orange Beach have developed Future Land Use Plans as part of their Comprehensive Plans. The City of Foley is currently developing a new plan and the Baldwin County Planning and Zoning Department anticipates development of a Future Land Use Map soon.

4.1.5 Traffic Volumes

Figure 4-6 shows the Average Annual Daily Traffic (2005) along the Coastal Connection Byway. The traffic volumes were obtained from the Alabama Department of Transportation. The highest traffic volumes are observed in US 98 in the Daphne area as it approaches I-10. High volumes are also observed on SR 182/ Perdido Beach Boulevard as it traverses through Orange Beach and Gulf Shores. Overall no significant operational issues resulting from traffic volume were observed along the Byway segments.

Figure 4-6: 2005 Average Annual Daily Traffic (AADT)



Source: Alabama Department of Transportation

4.1.6 Roadway Improvements

The City of Gulf Shores has a plan for extending bike paths further west on Highway 180 West. The state DOT has just completed improvements to the Fish River bridge on Highway 98.

The City of Orange Beach Transportation Master Plan Update recommends widening SR 180/ Canal Road from Orange Beach Boulevard to Foley Beach Expressway to 4 lanes. It also recommends improvements at the intersection of Perdido Beach Boulevard and Orange Beach Boulevard and the intersection of Canal Road and Orange Beach Boulevard. Furthermore, it recommends the addition of a new sidewalk with pedestrian crossings along Perdido Beach Boulevard and on SR 180/ Canal Road west of Orange Beach Boulevard and upgrading the existing sidewalk that connect to a multi-use trail on the section east of Orange Beach Boulevard. Furthermore, the city has proposed Boulevard and Landscape Plan for Highway 161.

These roadway improvements will improve the quality of travel for tourists and provide them with multimodal options through which to enjoy the Byway's resources.

4.1.7 Management and Regulations

Several partnerships and programs are underway to conserve as well as manage the environmental and cultural assets of Alabama's coast. Several of these assets are intrinsic resources related to the Coastal Connection Scenic Byway. The following resource management programs and documents were reviewed for this study:

- Alabama Coastal Area Management Program (ACAMP)
- The Alabama Forever Wild Land Trust
- The Alabama Artificial Reef Program
- Weeks Bay National Estuarine Research Reserve
- Mobile Bay National Estuary Program
- Bon Secour National Wildlife Refuge
- Gulf State Park
- Fort Morgan Master Plan
- City of Orange Beach Community Preservation and Growth Management Plan

Table 4-3 below outlines the management entity responsible for each program/regulation.

Table 4-3: Management Entity by Program

Management Program/ Regulation	Management Entity			
	Federal	State	Local	Non-Profit
Alabama Coastal Area Management Program		X		
The Alabama Forever Wild Land Trust		X		
The Alabama Artificial Reef Program		X		

Management Program/ Regulation	Management Entity			
	Federal	State	Local	Non-Profit
Weeks Bay National Estuarine Research Reserve		X		X
Mobile Bay National Estuary Program	X	X	X	
Bon Secour National Wildlife Refuge	X			
Gulf State Park Designation		X		
Fort Morgan Master Plan		X		
City of Orange Beach Community Preservation and Growth Management Plan			X	

A detailed description of each of these programs and regulations including the management entity and mechanisms is provided in Appendix A. The recommendations developed for the Corridor Management Plan considered these existing controls and developed strategies that were consistent with them.

4.2 Assessment of Intrinsic Resources

The Alabama Scenic Byway Program is based on the framework established by the National Scenic Byway Program which recommends the identification of the following six intrinsic resources: scenic, natural, historical, cultural, archaeological, and recreational. Identification, protection, preservation and enhancement of these resources form the central idea of the Scenic Byway Program.

4.2.1 Intrinsic Resources, Viewsheds and Other Significant Byway Features

The Coastal Connection Scenic Byway has several significant intrinsic resources that are a reflection of its unique natural, cultural and historic characteristics. For the purposes of this Corridor Management Plan, the Byway resources are discussed under the following two distinct categories:

1. Corridor Resources- These represent those intrinsic resources that extend through multiple segments of the Byway or resources that extend beyond the Byway limits. These resources cannot be distinctly tied to a specific segment of the Byway and are thus, designated to a separate category of 'Corridor Resources.' These include:
 - The Alabama Coastal Birding Trail
 - The Mobile Bay Civil War Trail
 - Eastern Shore Trail
 - Scenic Views

2. Segment-Specific Resources - These represent those intrinsic resources that lie in the geographic vicinity of one of the five Byway segments. These represent specific destinations along the Byway and are critical to defining the character of each Byway segment. Each Segment-Specific Resource is further divided into a 'Resource Cluster'. A Resource Cluster is the name assigned to a set of resources along the Byway which are closely related in character and geographic proximity. Each Resource Cluster is an aggregation of Byway destinations. The Segment-Specific Resources and related Resource Clusters are:
- Segment 1 Resources
 - i. Grand Bay Resource Cluster
 - ii. Bayou La Batre Shrimping Port Resource Cluster
 - iii. Mon Louis Island Resource Cluster
 - Segment 2 Resources
 - i. Dauphin Island Resource Cluster
 - ii. Mobile Bay Ferry
 - Segment 3 Resources
 - i. Historic Fort Morgan Resource Cluster
 - ii. Bon Secour Wildlife Refuge Resource Cluster
 - iii. Gulf State Park Resource Cluster
 - iv. Island of Perdido Marine Park Resource Cluster
 - Segment 4 Resources
 - i. Elberta Resource Cluster
 - ii. Foley Resource Cluster
 - iii. Historic Town of Magnolia Springs Resource Cluster
 - iv. Weeks Bay National Estuarine Reserve Resource Cluster
 - Segment 5 Resources
 - i. Mullet Point Resource Cluster
 - ii. Fairhope Resource Cluster
 - iii. Daphne Resource Cluster

These intrinsic resources are discussed in detail in the following sections.

Corridor Resources

- The Alabama Coastal Birding Trail

The Alabama Coastal Birding Trail⁵ consists of a series of loops winding through Mobile and Baldwin Counties that provide several birding spots along the Gulf Coast. The Birding Trail was made possible through the efforts of several local stakeholders and a grant from the Intermodal Surface Transportation Efficiency Act (ISTEA). The Birding Trail sites are identified through directional and interpretive signage (refer to Figure 4-7).

⁵ The Alabama Coastal Birding Trail Website, <http://www.alabamacoastalbirdingtrail.com/default.asp>

Figure 4-7: Alabama Coastal Birding Trail Sign

The following loops are located in the vicinity of the Coastal Connection Scenic Byway (refer to Figure 4-8):

- Dauphin Island – Bayou La Batre Loop
- Fort Morgan Loop
- Gulf Shores-Orange Beach Loop
- Few sites on the South Baldwin County Loop
- Few sites on the Eastern Shore, Mobile Bay Causeway and Blakeley Island Loop

Figure 4-8: The Alabama Coastal Birding Trail



Source: Alabama Bureau of Tourism and Travel

- The Mobile Bay Civil War Trail

The Mobile Bay Civil War Trail⁶ stretches over 90 miles from the Gulf of Mexico to north Mobile County. It traces two major historical events – the Battle of Mobile Bay (1864) and the Overland Campaign (1865). The Battle of Mobile Bay was a naval battle fought during the Civil War that ended in a Union victory over this Confederate port. The Overland Campaign was a series of battles fought during the Civil War.

Figure 4-9: Historic Marker and Cannon at Fort Gaines



The Trail starts at the west-end in Grand Bay and follows the Coastal Connection Byway till Orange Beach, where it loops off the Byway, rejoining it for a stretches along US 98 (refer to Figure 4-10). The sites along the Trail are variable in nature. Some are marked only by signs documenting their role in the Civil War while others have been dedicated to preserving and retelling the stories of the past.

⁶ Civil War Trail Website, <http://www.battleofmobilebay.org/>

Figure 4-10: Civil War Trail



Figure 4-11: Batteries at Fort Morgan

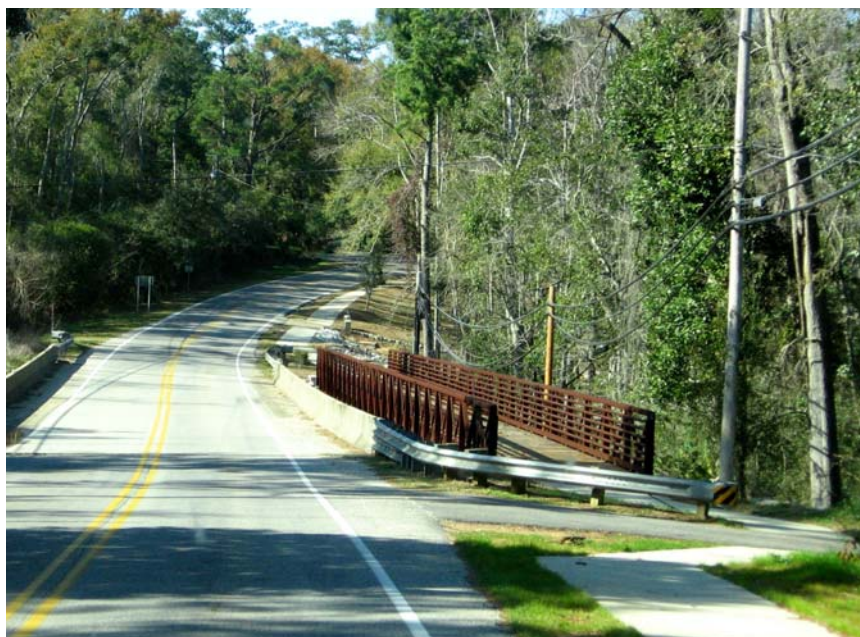
While the entire Trail consists of more than a dozen sites, five of these sites are on the Coastal Connection Byway. These sites, from west to east are:

- Fort Gaines is located on Dauphin Island and played a significant role in the Battle of Mobile Bay.
- Fort Powell stood north of Dauphin Island overlooking Mississippi Sound. It was destroyed during the war and an interpretive sign identifying its historical significance is located at Fort Gaines on Dauphin Island.
- Fort Morgan had been the guardian of Mobile Bay because of its strategic location. It is a National Historic Landmark and in the Civil War (1864), the Fort played a key role in the Battle of Mobile Bay.
- Mouth of Fish River is located along US Highway 98 and has a public boat launch and a park. National forces landed at this site during the Civil War.
- Starke's Landing is now a Daphne City park that overlooks Mobile Bay. It was a Confederate camp during the Civil War.

Figure 4-12: Fort Wall at Fort Morgan

- Eastern Shore Trail

The Eastern Shore Trail (refer to Figure 4-15) is a 32 mile multipurpose byway that runs along the shores of Mobile Bay.

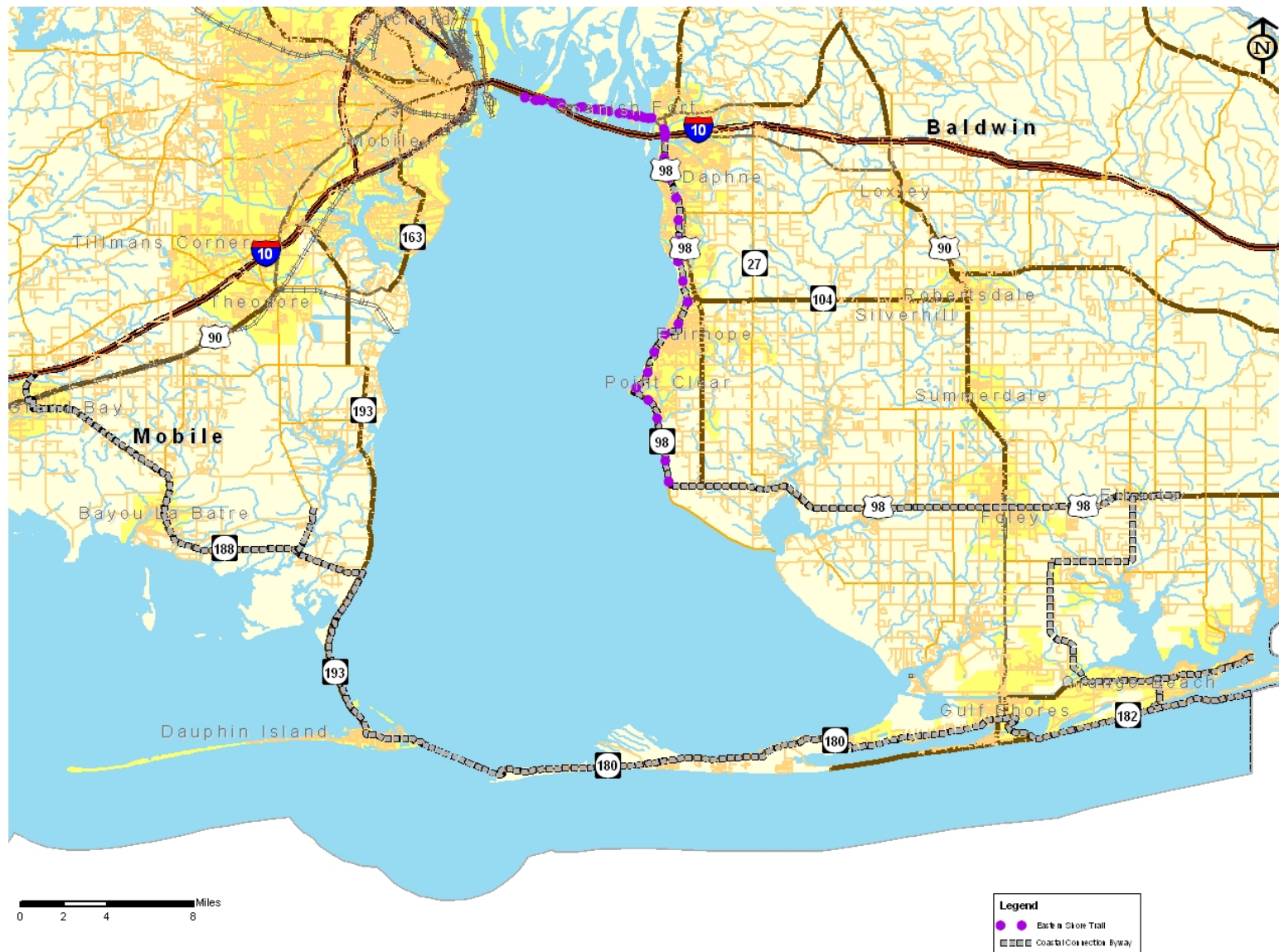
Figure 4-13: Eastern Shore Trail

The Trail connects the following waterfront communities – Point Clear, Fairhope, Daphne and Spanish Fort. Baldwin County Trailblazers, a nonprofit corporation founded in 1996, oversees this Trail.

Figure 4-14: Boardwalk at Gator Alley (Eastern Shore Trail)



Figure 4-15: Eastern Shore Trail



- Scenic Views

The Coastal Connection Byway offers several scenic views of Mobile Bay, Mississippi Sound and the Gulf of Mexico. A visual analysis of the scenic qualities of the Coastal Connection Byway was conducted to identify locations that have a particular scenic value and visual appeal (refer to Figure 4-17). This analysis was conducted through roadside observation and by visiting significant intrinsic resources in the vicinity of the Byway. “View Cone” symbols illustrating the width of the views as expansive, wide or focused are used to describe the nature of the view.

Figure 4-16: View of the Sunset from Mobile Bay Ferry



Figure 4-17: Scenic Views



Segment Resources

Each of the five Byway segments possesses distinct intrinsic resources. Overall, the Byway represents a wide diversity of resources that would appeal to a variety of tourist markets.

This section comprehensively documents the intrinsic resources in each Byway segment and describes their unique characteristics. The intrinsic resources are described through the following information:

- **Resource Cluster** – Each intrinsic resource is part of a Resource Cluster associated with the Byway segment. A Resource Cluster is an aggregation of Byway destinations that are in geographic proximity and relate to a specific Byway story.
- **Resource Type** – Each resource is classified into one of two categories - Primary or Secondary. Since each Byway segment includes several Byway Resources, this categorization serves as a prioritization mechanism. A Primary Resource is one that is integral to the Byway story or is a major tourist destination. A Secondary Resource is one that supports the Byway story and could be a subsidiary destination for tourists visiting the Primary Resource.
- **Type of Resource** – Each resource is grouped into one or more of the following six categories depending on its characteristics:
 - **Archaeological:** Archaeological resources are visual evidence of the unique customs, traditions, folklores, or rituals of a no longer existing human group. Physical evidence of extinct plant and animal species is also included in this resource.
 - **Recreational:** Recreational are used for activities such as biking, jogging, roadside picnics, etc and include recreational sites like campgrounds, lakes, parks, recreational trails, etc.
 - **Historic:** Historic resources are landscapes, buildings, structures or other visual evidence of the past. It has to be something that can still be seen, not just the site of something that used to exist.
 - **Cultural:** Cultural resources are visual evidence of the unique customs, traditions, folk-life, or rituals of a currently existing human group.
 - **Natural:** Natural resources represent opportunities to experience ecological features in the Byway region that are defined by minimal human disturbance.
 - **Scenic:** Scenic resources include both natural and man-made features that constitute the view from the road. Scenic resources include both the ordinary as well as the spectacular.

▪ Byway Segment 1

Byway Segment 1 represents the history and culture of Alabama's Coastal towns and the ecological resources on the Alabama coast. This segment extends from I -10 (north of Grand Bay) to the mainland section of Dauphin Island Parkway. This segment has several intrinsic resources that are classified in the following Resource Clusters:

- Grand Bay Resource Cluster
- Bayou La Batre Shrimping Port Resource Cluster
- Mon Louis Island Resource Cluster

Figure 4-18: Shrimp Boats in Bayou La Batre**Figure 4-19: Historic Marker in Bayou La Batre****Figure 4-20: Marsh and Pines along SR 188**

Bayou La Batre, described as the 'Seafood Capital of Alabama', is a fishing village which is a seafood processing harbor for fishing boats and shrimp boats. Founded in 1786 by Joseph Bosarge on a Spanish land grant, Bayou La Batre was the first permanent settlement on the south Mobile County mainland. According to the 2000 census, the village has about 2,300 people, with nearly 33% of the population being of Asian origin. The large Asian population in Bayou La Batre can be attributed to the large influx of Vietnamese shrimpers following the Vietnam War as well as Cambodian and Laotian refugees. Shipbuilding, commercial fishing and seafood processing are the major industries in the area.

Bellingrath Gardens and Home spread over 65 acres and includes gardens and a mansion located on Fowl River. The Gardens were originally the site of a fishing camp that was purchased by Walter Bellingrath, President of Mobile's Coca Cola Bottling Plant, in 1917. The Gardens were developed with the help of architect George Rogers in the period between 1927 and 1935. The Gardens were first opened to the public in 1932 while the Home opened to public in 1956.

The area of Mon Louis Island has been ruled by France, England and Spain in the past. This area lies between Fowl River to the west and Mobile Bay to the east and consists of approximately 14,600 acres. The area is an environmental asset with swamp areas and maritime forest habitats. Seventy-five percent of the area of Mon Louis Island has been classified as wetland.

The Alabama Natural Heritage Section has recognized this Island as a site of high biological significance. Public oyster reefs surround this island.

Figure 4-21: Oak Trees

Mon Louis Island is located within the Mobile Bay Estuary Program Boundary. The Mobile Bay Estuary Program, one of 28 such Programs that exist nationally, is a partnership of local and state government agencies, the business community and conservation groups and has developed a plan to attain or maintain the water quality of the Mobile Bay Estuary. It is also a designated Gulf Ecosystem Management Site (GEMS).

Table 4-4 documents resources in each of the three resource clusters in Byway Segment 1.

Table 4-4: Resource Inventory Classification – Segment 1

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
1	Grand Bay	Grand Bay	Secondary	<ul style="list-style-type: none"> An unincorporated community in Mobile County. 		x				
1.1	Grand Bay	Grand Bay Watermelon Festival	Secondary	<ul style="list-style-type: none"> Held annually on July 4th at the Grand Bay Festival Park. Daylong festival that includes free watermelon, music, games, contests and arts and crafts. 		x			x	
1.2	Grand Bay	Pecan Festival	Secondary	<ul style="list-style-type: none"> Celebrates the Pecan growing industry in Alabama. 		x			x	
1.3	Grand Bay	Pecan Orchards	Secondary	<ul style="list-style-type: none"> Provide scenic views along the corridor. 				x		x
1.4	Grand Bay	Savannah and Islands (Forever Wild Property)	Secondary	<ul style="list-style-type: none"> Scenic views and ecological significance. 				x		x
2	Bayou La Batre	Bayou La Batre Shrimping Port	Primary	<ul style="list-style-type: none"> 'Seafood Capital of Alabama.' Commercial fishing and seafood industry. 		x	x			x
2.1	Bayou La Batre	Blessing of Fleet Seafood Festival	Secondary	<ul style="list-style-type: none"> Annual event that opens the shrimp season. Festive occasion that is both a religious ceremony as well as a local heritage celebration. Based on the Old World Mediterranean custom of fishing villages offering prayers for abundant catches and for protection at sea. Includes decoration of boats, a religious ceremony, a land parade down main street Bayou La Batre and a festival. 		x				
2.2	Bayou La Batre	Lightning Point Park	Secondary	<ul style="list-style-type: none"> At mouth of shipping channel. Offers expansive views of wetlands and of Dauphin Island. 						x

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
2.3	Bayou La Batre	Odd Fellows Cemetery	Secondary	<ul style="list-style-type: none"> This was briefly the resting place of Joe Cain, who revived the Mardi Gars in Mobile at the end of the Civil War. 			x			
2.4	Bayou La Batre	Fowl River District	Secondary	<ul style="list-style-type: none"> Offers scenic vistas. 		x				
3	Mon Louis Island	Mon Louis Island	Primary	<ul style="list-style-type: none"> Area bounded by Fowl River to the west and Mobile Bay to the east. Lies within Mobile Bay National Estuary Program Boundary. 				x		x
3.1	Mon Louis Island	Savannah Swamp Area/Maritime/ Forest Habitats	Primary	<ul style="list-style-type: none"> Mon Louis Island has significant environmental resources like maritime and forest habitats and swamp areas. 				x		x
3.2	Mon Louis Island	Bellingrath Gardens and Home	Primary	<ul style="list-style-type: none"> Privately owned Garden and Home. 		x			x	
3.3	Mon Louis Island	Bayfront Park	Secondary	<ul style="list-style-type: none"> Site on the Alabama Coastal Birding Trail. One mile north of the Dauphin Island Bridge. Provides a good view of the open bay with some marsh habitat. Picnic and play areas 					x	x
3.4	Mon Louis Island	Oyster Fisheries	Primary	<ul style="list-style-type: none"> Oyster reefs located at southern end of Mobile Bay. Oyster reefs listed as a marine resource by DCNR and are a critical component of healthy estuaries. Oysters collected from their beds in oyster reefs with manually operated tongs. Oystermen work the reefs in small boats. 		x		x		

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
3.5	Mon Louis Island	Cedar Point	Secondary	<ul style="list-style-type: none"> Referred to as Pointe aux Huitres (Oyster Point) by French and Spanish explorers. Several acres of oyster reefs exist in its vicinity. Has a fishing pier, which is located just north of the Dauphin Island Bridge. 		x	x		x	x
3.6	Mon Louis Island	Fort Powell	Secondary	<ul style="list-style-type: none"> A Civil War Trail site. Stood on half an acre of land, on a sandbar just north of Dauphin Island. Damaged during the Battle of Mobile Bay. 			x			

Figure 4-22: Resource Map – Segment 1



Note: Please refer to Table 4-4 to find associated description for each resource number.

▪ Byway Segment 2

Byway Segment 2 includes the Town of Dauphin Island and represents the natural resources and historic significance of Coastal Alabama. This segment extends from the mainland in Mobile County to Fort Morgan Peninsula in Baldwin County and includes the ferry connecting the two sides of Mobile Bay. The resources in this area are classified into the following resource clusters:

- Dauphin Island Resource Cluster
- Mobile Bay Ferry Resource Cluster

Figure 4-23: View from Dauphin Island



Dauphin Island is a barrier island approximately fourteen miles in length. It is located nearly three miles south of the mouth of Mobile Bay in the Gulf of Mexico. The eastern seven miles of the Island are inhabited while the western eight miles are undeveloped. Dauphin Island was the center of French colonization of the south-eastern United States and was explored and mapped by the Spanish as early as 1519. It was named Isle Dauphine in 1707 by French occupants in honor of Dauphin, the heir to Louis IX of France.

Figure 4-24: Fort Gaines



The Audubon Bird Sanctuary is located on Dauphin Island. It includes over 160 acres of land preserved in its natural state and is a habitat for migratory birds as well as terrestrial and semi-aquatic species.

Historic Fort Gaines, one of the primary Confederate forts guarding the entrance to Mobile Bay during the Civil War, is located on the eastern end of Dauphin Island. There are several historical exhibits at Historic Fort Gaines including the huge anchor from the USS Hartford and Admiral David Farragut's flagship on which he gave his world famous command, "Damn the Torpedoes—Full Speed Ahead!" The Fort also displays original cannons from the Battle of Mobile Bay and has five pre-Civil War brick buildings in the interior courtyard. The Fort is an important tourist destination and has interpretive facilities like a museum and conducts tours and historical reenactment events.

The Dauphin Island Sea Lab (DISL)

Figure 4-25: Dauphin Island Sea Lab

was founded in 1971 by the State Legislature. It is Alabama's marine science education and research laboratory. The Dauphin Island Sea Lab's mission encompasses marine science education, marine science research, coastal zone management policy and educating the general public through the Estuarium, DISL's public aquarium. Located on the eastern tip of Dauphin Island, a barrier island in the Gulf of Mexico, the DISL is surrounded by Mobile Bay, Mississippi Sound and the waters of the Gulf, making it perfectly situated for a wide range of marine science activity.

The Mobile Bay Ferry is privately run and provides a connection between Dauphin Island and the Fort Morgan Peninsula to the east.

Table 4-5 provides details of resources in Byway Segment 2.

Table 4-5: Resource Inventory Classification – Segment 2

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
1	Dauphin Island	Dauphin Island Flora and Fauna	Primary	<ul style="list-style-type: none"> A barrier island in the Gulf of Mexico, on the western edge of Mobile Bay. 			x	x	x	x
1.1	Dauphin Island	Fish and Wildlife Resource	Secondary	<ul style="list-style-type: none"> Provides a habitat for migratory birds as well as terrestrial and semi-aquatic species. There are oyster reefs in Dauphin Island Bay. 				x		
1.2	Dauphin Island	Dauphin Island Marina	Secondary	<ul style="list-style-type: none"> Full service marina located at the mouth of Mobile Bay and used by yachtsmen and fishermen. 		x		x		
1.3	Dauphin Island	Cadillac Square	Secondary	<ul style="list-style-type: none"> Park named Cadillac Square since it was the site of the home of M. de La Mothe de Cadillac, who founded the city of Detroit in 1701. Public access park with picnic tables. 				x	x	x
1.4	Dauphin Island	Shell Mound Park	Secondary	<ul style="list-style-type: none"> Maintained by the Alabama Marine Resources Division. Contains several unique botanical specimens in its 11 acres spread. 				x	x	x
1.5	Dauphin Island	Bayou Heron Park	Secondary	<ul style="list-style-type: none"> Waterfront park with a pier and picnic tables and benches. Provides opportunities for bird watching. 				x	x	x
1.6	Dauphin Island	Aloe Bay Landing Park	Secondary	<ul style="list-style-type: none"> Waterfront park located in industrial section of the island and provides an interesting view of shrimp and crab boats. Has picnic table and benches. 				x	x	x

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
1.7	Dauphin Island	Little Red School House	Secondary	<ul style="list-style-type: none"> Located near the public beach of Dauphin Island. 		x				
1.8	Dauphin Island	Dauphin Island Beach Park	Secondary	<ul style="list-style-type: none"> Provides scenic beach views. 				x	x	x
1.9	Dauphin Island	Dauphin Island Fishing Pier	Secondary	<ul style="list-style-type: none"> An 850 feet long pier which is a popular tourist spot. 		x			x	
1.10	Dauphin Island	Alabama Deep Sea Fishing Rodeo	Primary	<ul style="list-style-type: none"> Annual competitive fishing tournament. The first rodeo held in 1929. 		x			x	
1.11	Dauphin Island	Audubon Bird Sanctuary	Primary	<ul style="list-style-type: none"> 160 acre bird and wildlife sanctuary. Part of national system of Audubon wildlife sanctuaries. 				x	x	x
1.12	Dauphin Island	Historic Army House	Secondary	<ul style="list-style-type: none"> Built during the Spanish-American War period at the turn of the century. Privately owned. 			x			
1.13	Dauphin Island	Dauphin Island Sea Lab/ Estuarium	Primary	<ul style="list-style-type: none"> Marine science education and research laboratory. Includes a public aquarium. 				x	x	
1.14	Dauphin Island	Magnolia Park	Secondary	<ul style="list-style-type: none"> Pedestrian-access only park. Located between Mobile Bay ferry landing and Historic Fort Gaines. Includes picnic tables and benches. 				x	x	x

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
1.15	Dauphin Island	Historic Fort Gaines	Primary	<ul style="list-style-type: none"> Located on the eastern end of Dauphin Island. Established in 1821. Significant in Civil War history. 	x		x			
1.16	Dauphin Island	Pelican Island	Secondary	<ul style="list-style-type: none"> A low sand bar in the Gulf opposite Dauphin Island. Rearranged by hurricane Katrina in 2005. 				x		x
1.17	Dauphin Island	Sand Island Light House	Secondary	<ul style="list-style-type: none"> Located 3 miles south of Dauphin Island. Established in 1838. 131 feet high. 				x		x
1.18	Dauphin Island	East End	Secondary	<ul style="list-style-type: none"> Recreational facilities such as a 250-foot pier, picnic gazebos with connecting boardwalks and dock, boat launches. 					x	x
2	Mobile Bay Ferry	Mobile Bay Ferry	Primary	<ul style="list-style-type: none"> Connect Dauphin Island with Baldwin County mainland. Provides scenic views of Mobile Bay and the Gulf. 					x	x

Figure 4-26: Resource Map – Segment 2



Note: Please refer to Table 4-5 to find associated description for each resource number.

▪ Segment 3

Byway Segment 3 extends from the Mobile Bay Ferry landing on the western edge of the Fort Morgan Peninsula to Perdido Bay in the east. The longest segment of the Byway, it also includes the largest number of intrinsic resources. The tourist towns of Orange Beach and Gulf Shores lie in this segment which also boasts several significant natural, historic and recreational resources. The resources in this area are classified into the following resource clusters:

- Historic Fort Morgan Resource Cluster
- Bon Secour Wildlife Refuge Resource Cluster
- Gulf State Park Resource Cluster
- Islands of Perdido Marine Park Resource Cluster

Figure 4-27: Scenic Views



The Bon Secour National Wildlife Refuge includes approximately 6,500 acres of land. It was designated as a National Refuge in 1980 by Congress in order to preserve the barrier island habitat. The Refuge is classified as one of the ten natural wonders of Alabama.

The US Fish and Wildlife Service own and manage the Bon Secour Refuge. The Refuge is considered the best remaining undisturbed Gulf Coast beach ecosystem between Pensacola (Florida) and New Orleans (Louisiana). It provides habitats to several animal species, including the endangered Alabama beach mouse and migratory birds. The Refuge beaches serve as nesting sites for loggerheads and green sea turtles.

Figure 4-28: Lake Shelby Day Use Area in Gulf State Park



Gulf State Park includes 6,150 acres of land, including 2.5 miles of white sand beaches.

Table 4-6 provides details of resources in Byway Segment 3.

Table 4-6: Resource Inventory Classification – Segment 3

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
1	Ft Morgan	Historic Fort Morgan (State Historic Site)	Primary	<ul style="list-style-type: none"> State Historic Site related to the Civil War. Includes fort, museum, park and water access. 	x		x	x	x	x
1.1	Ft Morgan	Hummer/ Bird Study Site	Secondary	<ul style="list-style-type: none"> Site of bird banding, a way of promoting environmental conservation, sponsored by the Hummer Bird Study Group. Site located in wooded are of Fort Morgan State Historic Park. 				x	x	
1.2	Ft Morgan	Dixie Graves Parkway	Secondary	<ul style="list-style-type: none"> Located in the center of a 330-foot wide stretch of land owned by the Alabama Department of Conservation & Natural Resources and has recently been annexed by the City of Gulf Shores. Begins at Fort Morgan and runs eastwards through natural vegetation. Provides waterfront vistas. 						x
1.3	Ft Morgan	Gas Rigs	Secondary	<ul style="list-style-type: none"> Part of the landscape of the Gulf of Mexico since the 1940s. 		x				
1.4	Ft Morgan	Pilot Town	Secondary	<ul style="list-style-type: none"> Antebellum village in Navy Cove on St. Andrews Bay, located near the end of the Fort Morgan Peninsula. Was inhabited by Bar Pilots who assisted vessels loaded with cargo across Mobile Bar in Mobile Bay. Destroyed by the deadly hurricane of 1906. Archaeologically significant site that is home to many shell mounds and unmarked graves. 	x	x	x			
1.5	Ft Morgan	The Pines Boat Launch	Secondary	<ul style="list-style-type: none"> Public boat access / boat launching site located east of Fort Morgan. 					x	

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
2	Bon Secour	Bon Secour Wildlife Refuge	Primary	<ul style="list-style-type: none"> Part of the National Wildlife Refuge System. 6000 acres protected lands for endangered species. Includes hiking trails, bird and wildlife observations, fishing sites and public beach access. 				x	x	x
2.1	Bon Secour	Indian Mounds	Secondary	<ul style="list-style-type: none"> Historically and archaeologically significant Indian mounds dating back to the date to the Mississippian period. 			x			
2.2	Bon Secour	Shell Banks Church	Secondary	<ul style="list-style-type: none"> Historic church on Fort Morgan Road. 		x				
2.3	Bon Secour	Gulf Beaches (sea turtle nesting)	Secondary	<ul style="list-style-type: none"> Beaches are prime recreational and sea turtle nesting areas. 				x	x	x
3	Gulf State Park	Gulf State Park	Primary	<ul style="list-style-type: none"> 6,150 acres with 2 miles of beaches. Includes campground, cottages, trails, fishing and other public facilities. 				x	x	x
3.1	Gulf State Park	Johnnie Sims Park	Secondary	<ul style="list-style-type: none"> Largest Gulf Shores City Park. Includes a fitness and recreation center, tennis courts, soccer fields, baseball diamonds and an outdoor pavilion. 				x		x
3.2	Gulf State Park	Gulf Shores Museum	Secondary	<ul style="list-style-type: none"> Established in 1999. Local history museum with general history about museums and specific information about Hurricane Frederic's and Ivan's impacts on the coastal community. Includes a small butterfly garden just behind the museum. 		x				

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
3.3	Gulf State Park	Alabama Gulf Coast Zoo	Secondary	<ul style="list-style-type: none"> Located a mile from the beach on SR 59. Opened in 1989 as Zooland Animal Park. Privately owned zoo run by a non-profit group. In 1989, The Alabama Gulf Coast Zoo opened as. The zoo is located about a mile from the beach on Hwy 59. 		x		x		
3.4	Gulf State Park	Lake Shelby and Day Use Area	Secondary	<ul style="list-style-type: none"> Is the closest fresh water body to a salt water body (Gulf of Mexico) in the world. Lake Shelby is the largest lake in Gulf State Park. Lake Shelby has cabins and campsites to its north and a day use area to its south. 				x		x
3.5	Gulf State Park	State Park Beach Pavilion	Secondary	<ul style="list-style-type: none"> Pavilion offering picnic areas and views of the coast. 					x	
3.6	Gulf State Park	Beach Access-Romar Beach	Secondary	<ul style="list-style-type: none"> Public beach access. 						
3.7	Gulf State Park	Backcountry Trail	Secondary	<ul style="list-style-type: none"> 9.5-mile long bike/pedestrian trail through the Gulf State Park and maritime forest. Ecological attraction. 					x	x
4	Perdido Pass	Islands of Perdido Bay	Primary	<ul style="list-style-type: none"> Group of islands in Terry Cove accessible only by boat. Robinson Island acquired by Orange Beach for preservation purposes. Robinson Island is popular summer spot, with constant boat traffic in its shallow waters. Restoration of underwater shoal grass-beds being undertaken through a grant from the Gulf of Mexico Program. 				x		x
4.1	Perdido Pass	Canoe/ Boat Access	Secondary	<ul style="list-style-type: none"> Boating accesses along the eastern and northern boundary of Orange Beach. 					x	

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
4.2	Perdido Pass	Orange Beach Indian and Sea Museum	Secondary	<ul style="list-style-type: none"> Dedicated to the preservation of Gulf Coast and Indian history as well as local history. Owned by City of Orange Beach. Located in old schoolhouse with original furnishings. 		x	x			
4.3	Perdido Pass	Waterfront Park	Secondary	<ul style="list-style-type: none"> Provides water access to Wolf Bay. Includes fishing pier, kids park, and other public facilities. 					x	
4.4	Perdido Pass	Cotton Bayou Boat Launch Point	Secondary	<ul style="list-style-type: none"> Public boating access. 				x	x	
4.5	Perdido Pass	Beach Access - Cotton Bayou	Secondary	<ul style="list-style-type: none"> Public beach access. 				x		x
4.6	Perdido Pass	Orange Beach Marina	Secondary	<ul style="list-style-type: none"> Public boating access. 				x	x	
4.7	Perdido Pass	Boggy Boat Launch Point	Secondary	<ul style="list-style-type: none"> Public boating access. 				x	x	
4.8	Perdido Pass	Perdido Pass	Primary	<ul style="list-style-type: none"> A federally authorized navigation channel maintained by the U.S. Army Corps of Engineers. The Perdido Pass demonstration/habitat restoration project named America's Top Restored Beaches by the American Shore and Beach Preservation Association (ASBPA). 				x	x	x
4.9	Perdido Pass	Beach Access-Florida Point	Secondary	<ul style="list-style-type: none"> Public beach access with picnic areas and boardwalks. 						

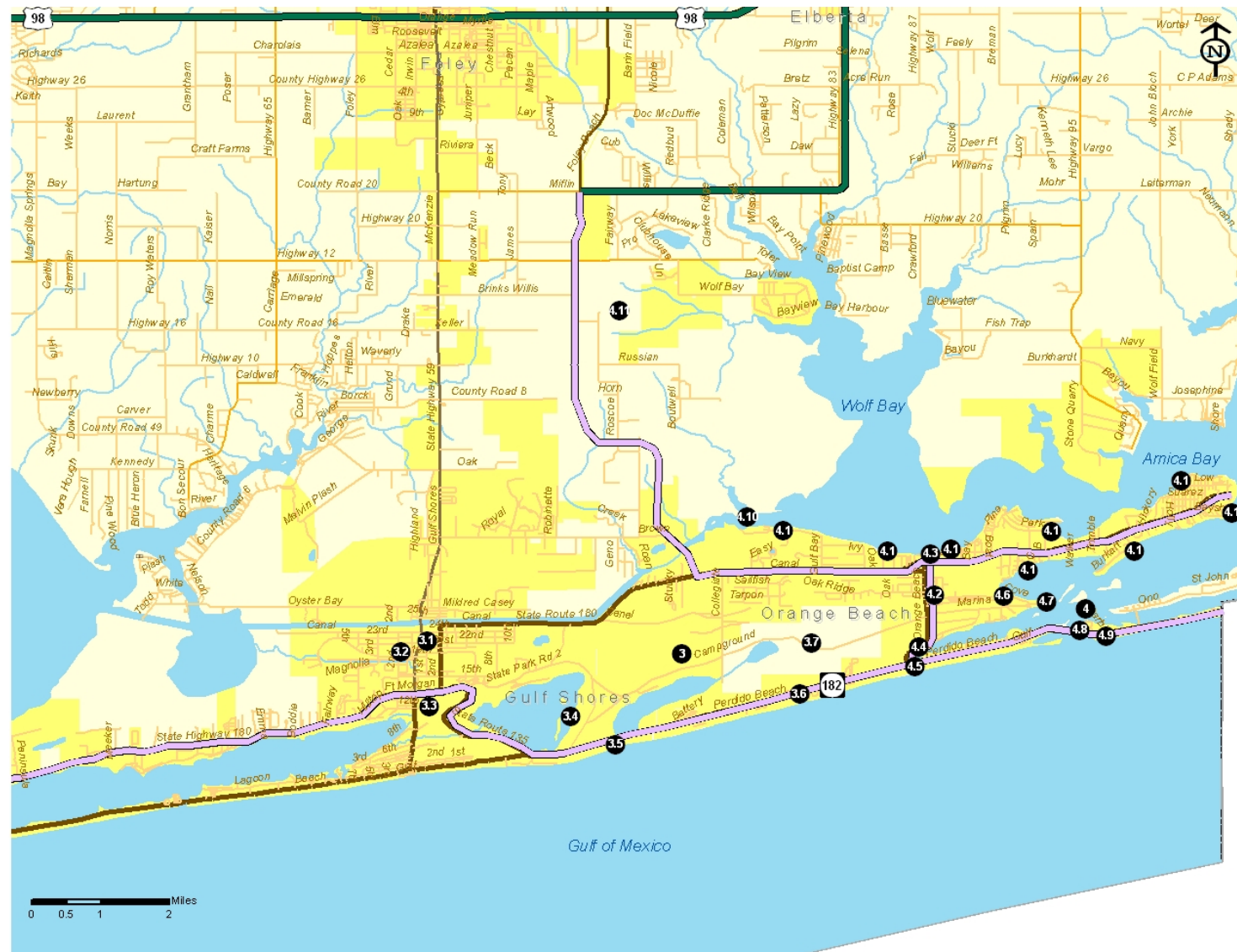
Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
4.10	Perdido Pass	Intracoastal Canal	Secondary	<ul style="list-style-type: none"> A federally authorized navigation channel maintained by the U.S. Army Corps of Engineers. Also known as the "The New Alabama Gulf Coast." Separates parts of the City of Orange Beach from the rest of Baldwin County. Provides scenic views. 				x		x
4.11	Perdido Pass	Graham Creek Nature Park	Secondary	<ul style="list-style-type: none"> Eco park planned by the City of Foley. 				x		x

Figure 4-29: Resource Map – Segment 3 (Western Section)



Note: Please refer to Table 4-6 to find associated description for each resource number.

Figure 4-30: Resource Map – Segment 3 (Eastern Section)



Note: Please refer to Table 4-6 to find associated description for each resource number.

▪ Segment 4

Segment 4 extends from Foley Beach Express to SR 98 on the eastern shore of Mobile Bay. This Byway Segment passes through the towns of Elberta, Foley and Magnolia Springs which represent the old world charm of inland towns near the Alabama coast. This area is sparsely developed and rich in ecological resources. The resource clusters on this segment are:

- Downtown Elberta Resource Cluster
- Downtown Foley Resource Cluster
- Historic Town of Magnolia Springs Resource Cluster
- Weeks Bay National Estuarine Reserve Resource Cluster

Figure 4-31: Baldwin County Heritage Museum



The Baldwin County Heritage Museum celebrates the rural character of this area. The site of the Museum provides a rural setting that represents the area as it had been a hundred years ago.

Foley originally developed as railroad town in the early 1900s was the center of economic activity in South Baldwin County. The Louisville & Nashville (L&N) Railroad Line was extended to Foley in 1905 to support the logging industry. The Railroad also helped get the crops out from the thriving agricultural community in this area.

Figure 4-32: Foley Depot



Downtown Foley, which boasts several historic buildings placed on a grid plan, was declared as a commercial historic district by the National Park Service in 2004 and a renovation plan for the district will be underway shortly. The Alabama Railroad Museum is located in downtown Foley and consists of two different museums. The restored L&N Railroad Depot displays several artifacts that capture the history and culture of this area. It also includes displays of antique train cars.

Figure 4-33: Sign for Weeks Bay Estuarine Research Reserve



The Weeks Bay Reserve, located to the east of Foley, encompasses over 6,500 acres of protected lands including Weeks Bay, Fish River, Magnolia River and a small portion of Mobile Bay. This Reserve provides a rich habitat for a variety of fish, crustaceans and shellfish, and for several rare plants. The Reserve includes an Interpretive Center that celebrates the rich coastal ecology of the area through exhibits and animal displays.

Table 4-7 provides details of resources in Byway Segment 4.

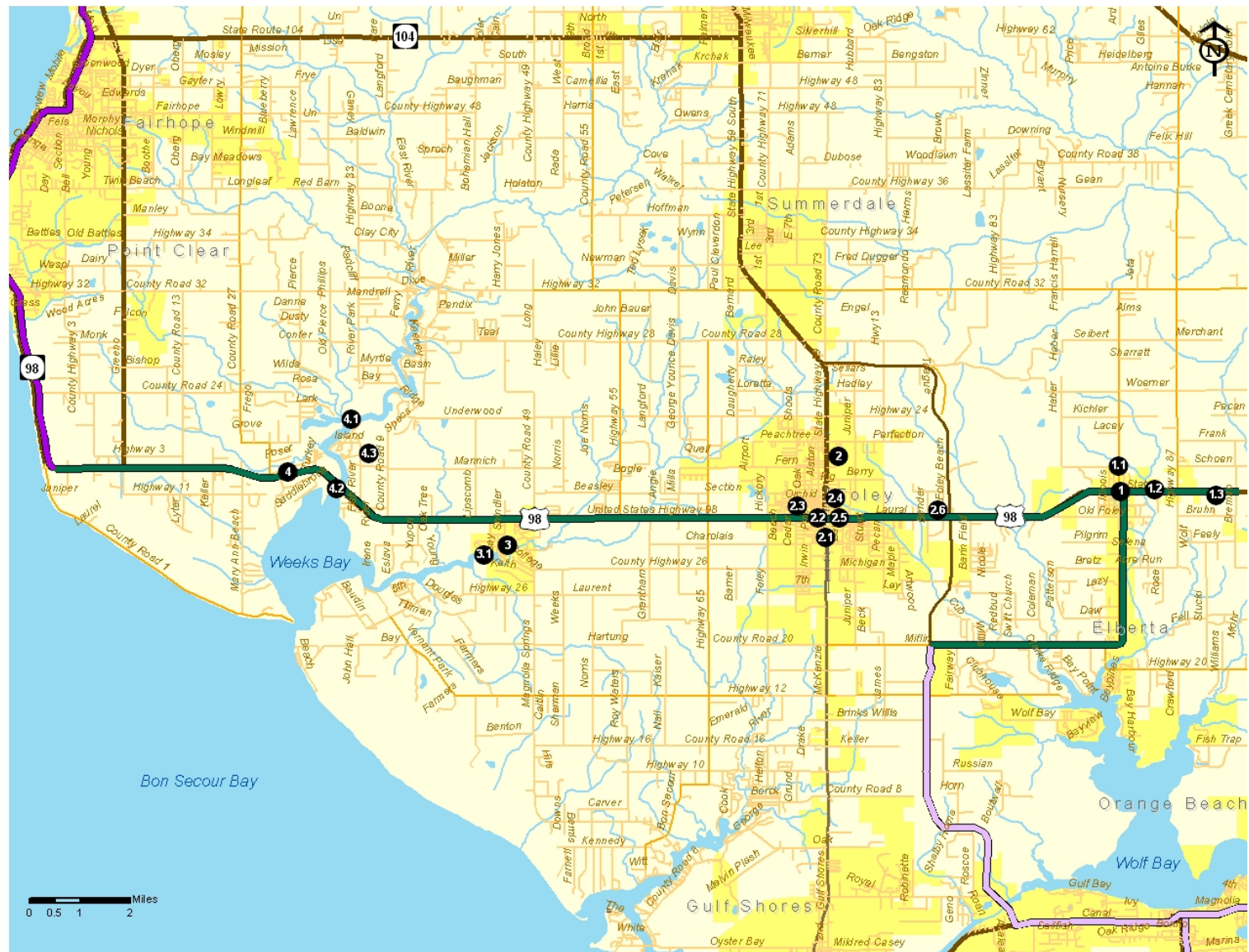
Table 4-7: Resource Inventory Classification – Segment 4

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
1	Elberta	Downtown Elberta	Primary	<ul style="list-style-type: none"> Historic downtown buildings. 		x	x			
1.1	Elberta	German Sausage Festival	Secondary	<ul style="list-style-type: none"> Started in the 1980's. Annual event held the last weekend of March and the last weekend of October to celebrate the town's German heritage. Features polka music, smoked German sausage, and home made baked goods. 		x				
1.2	Elberta	Baldwin County Heritage Museum	Secondary	<ul style="list-style-type: none"> Features exhibits devoted to the development of Baldwin County. Features equipment and interpretation of county's agricultural heritage. 			x			
1.3	Elberta	Sweet Home Cheese Farm	Secondary	<ul style="list-style-type: none"> A working family dairy established in 1985. Produces a variety of cheeses for sale on the farm. 		x				
2	Foley	Downtown Foley Historic District	Primary	<ul style="list-style-type: none"> City of Foley was the early center of this agricultural region of Baldwin County. Large downtown historic district (state designated) with retail, restaurants, and attractions. 			x			
2.1	Foley	Train Depot Museum	Secondary	<ul style="list-style-type: none"> Museum notes the importance of the rail system to the early agricultural industry. 		x	x			

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
2.2	Foley	WC Holmes Medical Museum	Secondary	<ul style="list-style-type: none"> Medical museum located in downtown Foley housed in Baldwin County's first hospital (1936). Actual operating room, patient rooms, X-ray, pharmacy were recreated using period medical antiques. Medical quackery devices featured. 			x			
2.3	Foley	Performing Arts Center	Primary	<ul style="list-style-type: none"> Hosts exhibits and annual events in historic downtown building. 		x				
2.4	Foley	Antique Rose Trail	Secondary	<ul style="list-style-type: none"> Bicycle-pedestrian trail in downtown Foley featuring 330 old historic roses and modern day roses. Officially opened to public in March, 2007. Conceived as a living classroom to enable citizens and visitors to enjoy and learn about roses that naturally flourish in the area's sub-tropic climate. 		x		x		
2.5	Foley	Heritage Harbor Days	Secondary	<ul style="list-style-type: none"> An award winning cultural heritage event where Alabama Gulf Coast heritage of Foley is taken to another US city. Boat builders, net makers, fried green tomatoes, seafood, country music, beach music and Gospel choir represent the varied heritage of the area. 		x				
2.6	Foley	Pecan Farms	Secondary	<ul style="list-style-type: none"> Privately owned orchards. 		x		x		
3	Magnolia Springs	Historic Town of Magnolia Springs	Primary	<ul style="list-style-type: none"> Recently incorporated. Historic, scenic small town. 			x			
3.1	Magnolia Springs	Springs	Secondary	<ul style="list-style-type: none"> Cold water springs. 				x		

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
4	Weeks Bay NERR	Weeks Bay National Estuarine Research Reserve	Primary	<ul style="list-style-type: none"> 6,000+ acres of wetlands, marshes, uplands, waters. Showcases an important habitat for aquatic species and indigenous plants through exhibits, walkways and educational programs. 				x	x	x
4.1	Weeks Bay NERR	Fish River	Secondary	<ul style="list-style-type: none"> Small Spring-fed coastal river that provides fishing opportunities to anglers. 				x	x	x
4.2	Weeks Bay NERR	Interpretive Center	Secondary	<ul style="list-style-type: none"> Education and Public access to Weeks Bay/Fish River. 				x		
4.3	Weeks Bay NERR	Pitcher Plant Bog	Secondary	<ul style="list-style-type: none"> Has rare pitcher plants. 				x		

Figure 4-34: Resource Map – Segment 4



Note: Please refer to Table 4-7 to find associated description for each resource number.

▪ Segment 5

Segment 5 extends from US 98 to I-10 and includes segments of SR 98 and US 98. This Byway Segment passes through three communities that hug the shoreline of Mobile Bay - Point Clear, Fairhope and Daphne. The resource clusters on this segment are:

- Mullet Point Resource Cluster
- Downtown Fairhope Resource Cluster
- Daphne Jubilee Festival Resource Cluster

Figure 4-35: Downtown Fairhope



The city of Fairhope is an art and cultural center with a thriving downtown with shops, boutiques, cafes, and art galleries. Various locations in the city offer panoramic views of Mobile Bay.

By some estimates, the city of Daphne was established in the 16th century. Now home to about 18,000 people, Daphne has experienced the Jubilee phenomenon over the past 50 years where crabs, flounders, and other aquatic animals come to the shallow waters along the shores of Mobile Bay. During Jubilee, it is possible to catch fish and crabs near the water's edge.

Figure 4-36: Park at Daphne



Table 4-8 provides details of resources in Byway Segment 5.

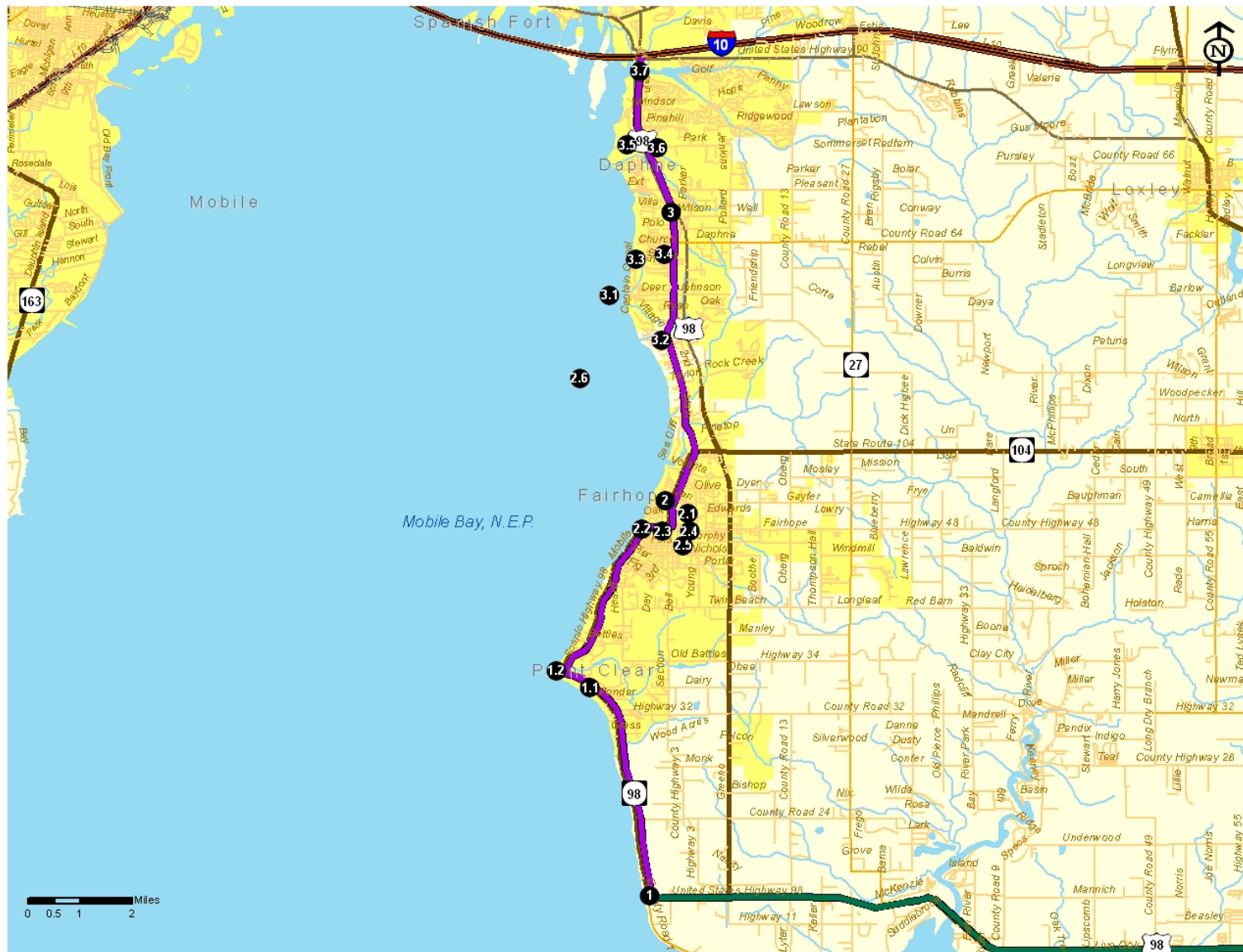
Table 4-8: Resource Inventory Classification – Segment 5

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
1	Mullet Point	Mullet Point	Primary	<ul style="list-style-type: none"> Provides public access to Mobile Bay Includes Pelican Point Grill, a public picnic area. 		x				x
1.1	Mullet Point	Civil War Cemetery – The Confederate Rest	Secondary	<ul style="list-style-type: none"> Historic cemetery. 			x			
1.2	Mullet Point	Grand Hotel	Secondary	<ul style="list-style-type: none"> Historic landmark hotel. 	x		x			
2	Fairhope	Downtown Fairhope	Primary	<ul style="list-style-type: none"> Art and cultural center with a thriving downtown with shops boutiques, cafes and art galleries. 		x	x			
2.1	Fairhope	Eastern Shores Art Center	Secondary	<ul style="list-style-type: none"> Located in downtown Fairhope. Houses five galleries. 		x				
2.2	Fairhope	Fairhope Pier and Park	Secondary	<ul style="list-style-type: none"> Public access to Mobile Bay (pier and beach) at city waterfront. 					x	
2.3	Fairhope	Downtown Fairhope Shopping District	Secondary	<ul style="list-style-type: none"> Shops in walkable community. Historic District registered under the National Register of Historic Places. 		x	x			
2.4	Fairhope	Arts & Craft Festival	Secondary	<ul style="list-style-type: none"> Annual event held in spring. Attracts about 200,000 visitors to the area. 		x				

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
2.5	Fairhope	Fairhope Museum	Secondary	<ul style="list-style-type: none"> Exhibit includes local Native American artifacts, Fairhope Single Tax items and Civil War displays. Currently located with the Marietta Johnson School Museum. Will relocate to the old Fairhope City Hall in April 2008. 		x	x			
2.6	Fairhope	Sailing Area	Secondary	<ul style="list-style-type: none"> Local marinas offer different size and models of sailboats for charter. Fairhope Yacht Club offers sailing lessons. 					x	x
3	Daphne	Daphne Jubilee Festival	Primary	<ul style="list-style-type: none"> Held over a period of two days in Daphne to celebrate the jubilee phenomenon. Features arts, crafts, food and entertainment. 		x				
3.1	Daphne	Echo Rouge Bluffs	Secondary	<ul style="list-style-type: none"> Bluffs along eastern shore of Mobile Bay. 						x
3.2	Daphne	Montrose Historic District (Historic Post Office)	Secondary	<ul style="list-style-type: none"> Historic District registered under the National Register of Historic Places. 			x			
3.3	Daphne	Mayday Park	Secondary	<ul style="list-style-type: none"> City Park offering views of Mobile Bay. 					x	x
3.4	Daphne	Old Methodist Church/ Museum	Secondary	<ul style="list-style-type: none"> Built in 1858, this is the second oldest church in Baldwin County and is listed on the National Register of Historical Places. in 2001, the Church was dedicated as a museum and houses a number of historical artifacts. Union soldiers stopped at the Church the night as they prepared for the assault on Spanish Fort and then Blakeley. 			x			
3.5	Daphne	Daphne Bayfront Park	Secondary	<ul style="list-style-type: none"> City Park offering views of Mobile Bay. Site on the Civil War Trail 			x		x	x

Resource #	Resource Cluster	Resource Name	Resource Type	Resource Description	Type of Resource					
					Archaeological	Cultural	Historic	Natural	Recreation	Scenic
3.6	Daphne	Jackson Oak	Secondary	<ul style="list-style-type: none"> Located in Village Park. In 1814, General Jackson spoke to his troops from the branches of this tree. 				x		
3.7	Daphne	American Sport Art Museum and Archives	Secondary	<ul style="list-style-type: none"> Located on the campus of the United States Sports Academy in Daphne. Dedicated to the preservation of sports history, art and literature. 		x				

Figure 4-37: Resource Map – Segment 5



Note: Please refer to Table 4-8 to find associated description for each resource number.

4.2.2 Benefits to Intrinsic Resources from Corridor Management Plan Development

The development of the Corridor Management Plan will provide a consolidated vision for the protection and enhancement of the various intrinsic resources associated with the Coastal Connection Scenic Byway. Specifically, the Plan will identify measures to protect intrinsic resources whose long term integrity is threatened. The Action Plan, documented in Section 7, outlines various measures for resource protection and enhancement.

4.2.3 Interpretative Facilities

Interpretation means the effective communication of the Byway's natural and historical characteristics in the form of stories and experiences that everyone can understand and enjoy. It is a communication process that involves visitors and piques their curiosity to be part of the Byway experience or learn more about the resource being interpreted. Currently some corridor resources like the Civil War Trail have interpretive signage in place. Additional interpretive facilities are identified in Section 7.

4.2.4 Negative Elements Along the Corridor

The gulf coast area in the vicinity of the Coastal Connection Byway faces some challenges to its environmental and cultural resources. These negative elements can progressively degrade the quality of the area's resources unless they are effectively dealt with. These challenges are:

- **Development Threats to the Environment** – Coastal habitats that support a variety of plant and animal species are an intrinsic part of the Coastal Connection Byway's corridor story. However, these habitats are being eliminated or fragmented due to impacts of transportation, housing, water supply, electricity and waste disposal. Channel modifications fragment aquatic habitats while agriculture, forest removal, and coastal development fragment terrestrial habitats. Fragmentation impacts several species including migratory songbirds, sea turtles and beach mice, causing either population extinction or limiting the surviving population to small areas such as the Bon Secour Wildlife Refuge. Loss of biodiversity in the coastal ecosystem has resulted in a sharp decline in mussel and oyster populations in the Mobile Bay Estuary, impacting the seafood economy of coastal towns. In all, loss or changes in the coastal ecosystem reduces species and habitat diversity which translates into diminished ecological and economical benefits.
- **Resource Deterioration Threats due to Funding Shortage** – A lack of a sufficient and continuous funding stream negatively impacts the maintenance and upkeep of a resource. One such example is Fort Morgan, a National Historic Site. The Fort routinely attracts between 90,000 and 100,000 visitors annually. However, its annual operating budget is equivalent to \$500,000, 70% of which is covered by site-generated revenue. The Fort Morgan Master Plan concluded this to be insufficient for the maintenance and operation of a site of the scale of Fort Morgan. Fort Gaines also faces a funding shortage for repair and maintenance. Its operating budget is about half the amount used for Fort Morgan and it does not receive any outside assistance for normal operations.
- **Threats due to Hurricanes** – Hurricanes like Katrina cause damage to the physical infrastructure along the Gulf Coast. While the likelihood of continued threats from hurricanes to coastal areas in the United States is unavoidable, sufficient planning can reduce losses to life and property.

Table 4-9 provides details of threats to corridor resources.

Table 4-9: Threats to Corridor Resources

Corridor Segment	Development Issues						Infrastructure Issues			Environment Issues						Economic Issues	
	Loss in Area Character due to Development	Potential Loss of Resource Character due to Fringe Development	Loss in Aesthetic Character due to Signage	Unplanned Development due to Absent/Weak Land Use Controls	Scenic Views Blocked due to Development	Loss of Agricultural Land	Lack of Funding for Infrastructure Maintenance	Driveway and Access Control Issues	Traffic Related Issues	Coastal Erosion	Wetland Loss	Diminished Water Quality	Water Runoff due to Impervious Surfaces	Loss of Natural Habitats	Natural Threats - Coastal Storms	Lack of Economic Drivers	Lack of Economic Investment
1	X		X	X			X	X		X	X		X	X	X		X
2	X	X	X	X	X			X		X	X	X	X	X	X	X	
3	X	X	X		X			X	X	X	X						
4						X											
5	X						X										

4.3 Tourism and Economic Development

Detailed tourist visitation data⁷ is available for the Orange Beach and Gulf Shores area for years 2003-2004. The visitation data indicates that there is seasonal variation in both the number as well as the regional distribution of visitors coming to the Orange Beach-Gulf Shores area. The peak tourist season was in summer (June-August) with about 550,000 visitors in summer 2004 with expenditures of over \$200 million. Nearly 50% of these visitors came from the Southeast, followed by about 30% from other parts of Alabama. Nearly 95% of the visitors in the peak summer season cited the purpose of their trip as vacation. New visitors indicated the internet, recommendations from friends and brochures as the main sources of information about the area. The visitors stayed at a variety of accommodations on the Gulf Coast including hotels, rental condos and beach houses (figure 4-38).

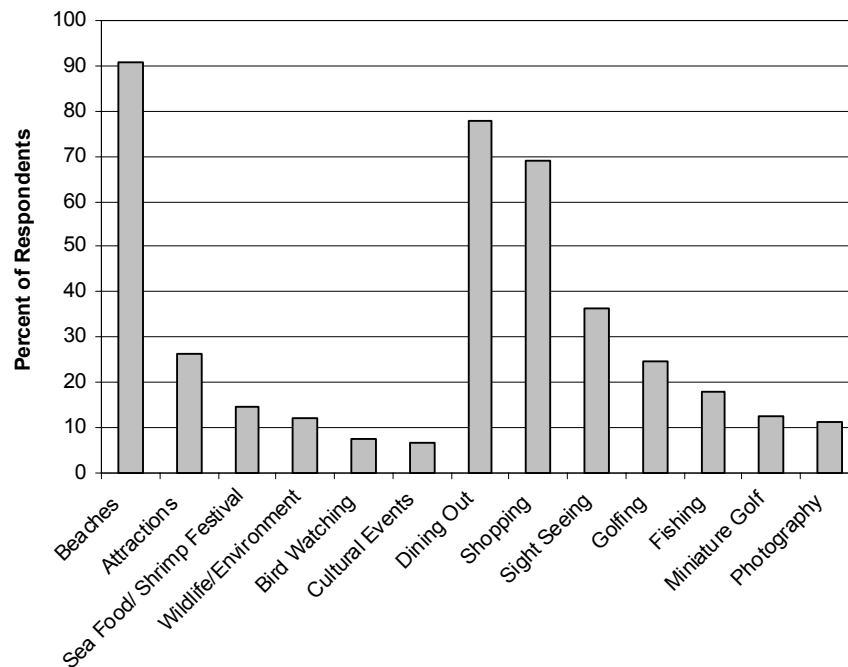
Figure 4-38: Beach Houses along Fort Morgan Road



Figure 4-39 shows the activities enjoyed by visitors to the Orange Beach and Gulf Shores area. The marketing efforts for the Coastal Connection Byway should build upon the popularity of this area and introduce visitors to other attractions available in the vicinity.

⁷ 2004 Visitor Profile – Alabama Gulf Coast Convention and Visitors Bureau, Prepared for Alabama Gulf Coast Convention and Visitors Bureau, Evans – Klages, Inc., November 2004

Figure 4-39: Activities Enjoyed by Tourists in the Gulf Shores-Orange Beach Area (2003-2004)



Note: Multiple responses permitted.

Source: 2004 Visitor Profile – Alabama Gulf Coast Convention and Visitors Bureau, Prepared for Alabama Gulf Coast Convention and Visitors Bureau, Evans – Klages, Inc., November 2004

Besides destinations, a variety of tourist infrastructure, like hotels and restaurants, are necessary to support the tourist industry in the area. Table 4-10 summarizes the tourist infrastructure facilities by each Byway Segment. Segment 3 has the most comprehensive provision of tourist facilities in the area.

Table 4-10: Existing Tourist Services by Byway Segment

Corridor Segment	Informational			Recreational			Accommodations			Restaurants	Shopping
	Chamber of Commerce	Convention and Visitor's Bureau (CVB)/ Welcome Center	Marina	Golf Course	Campground	Yacht Club	Beachfront Accommodations	Hotels	Rental Condos		
1	X									X	
2	X	X	X	X	X		X	X	X	X	X
3	X	X	X	X	X	X	X	X	X	X	X
4	X	X		X				X		X	X
5	X		X	X				X		X	X

The Alabama Gulf Coast Strategic Tourism Plan should also be considered while developing tourism related recommendations for the Coastal Connection Byway. This Plan, commissioned by the Alabama Gulf Coast Convention and Visitor's Bureau, identifies nature-based and adventure tourism as an untapped tourism market for the area. The Coastal Connection Byway should leverage its many ecological resources, like the Dauphin Island Bird Sanctuary and the Gulf State Park, to support this goal. Specifically, the Tourism Plan recommends development of a major museum/visitor center, trails, tours, interpretive exhibits, and audio-visual programs and development of facilities that do not threaten the resources.

Figure 4-40: The Wharf – A Mixed Use Development



4.3.1 Existing Organizations Supporting Tourism

The following organizations currently support and/or promote tourism activities along the various segments of the Coastal Connection Byway:

- Bayou La Batre Chamber of Commerce
- Dauphin Island Chamber of Commerce
- Alabama Gulf Coast Chamber of Commerce
- South Baldwin Chamber of Commerce
- Eastern Shore Chamber of Commerce
- Alabama Gulf Coast Visitors and Convention Bureau
- Foley Convention & Visitors Bureau
- Dauphin Island Park and Beach Board

The marketing and promotion recommendations outlined in Section 7 will be lead through these organizations.

5.0 Resource Protection

One of the major goals of the Scenic Byway Program is the identification and protection of intrinsic resources along the Corridor. It is imperative that the CMP provide protection techniques for the intrinsic resources along the Byway which contribute to the Corridor Story and the Byway experience. If these resources are not adequately protected and if they eventually decline, the long-term viability of the Byway will be affected. Prior to developing protection techniques, it is necessary to sufficiently understand the threats to the stability of the resources.

This section identifies the specific short and long term threats faced by the Byway resources. This analysis provides the baseline information employed in the development of resource protection recommendations that are detailed in the Action Plan in Section 7.

Based on input received by the Corridor Advocacy Group, the Byway resources are classified into one of three categories which are indicative of their level of stability:

- **Stable Resource** - A stable resource does not face any current or foreseeable threats and has mechanisms in place for its protection.
- **Marginal Resource** - A marginal resource could potentially be challenged in the short-term but, with some intervention, it could easily be stabilized.
- **Challenged Resource** - A challenged resource may be facing some threats to its intrinsic qualities and may not have any protection mechanisms in place. A challenged resource would require immediate and significant intervention for its long-term protection.

Table 5-1 lists the Marginal and Challenged resources by corridor segment. The table also summarizes the primary threats to these resources as well as the management agency responsible for each resource. Recommendations have been developed for all of these resources.

Table 5-1: Classification of Intrinsic Resources

Segment	Resource Name	Resource Type	Marginal	Challenged	Negative Elements	Management Agency
1	Pecan Orchards	Secondary	X		Development threats.	Privately Owned
1	Bayou La Batre Shrimping Port	Primary		X	Declining seafood industry. Lack of alternative economic generators.	City of Bayou la Batre
1	Lightning Point Park	Secondary		X	Fragmented ownership. Lack of "master plan."	City of Bayou la Batre
1	Fowl River District	Secondary	X		Environmental degradation due to fragmentation.	Fowl River Civic Association
1	Mon Louis Island	Primary	X		Development Threats. Threats to bog and marsh habitat due to development of gas pipelines, residential communities, roads and silviculture. Loss of specialized ecosystems like the longleaf/wiregrass ecosystem due to silviculture, urban development and fire suppression. Habitat degradation due to fragmentation.	Under jurisdiction of Mobile County. Located within the boundaries of the Mobile Bay National Estuary Program and thus subject to the Program's provisions.
1	Oyster Fisheries	Primary		X	Loss in biodiversity due to human development activities like housing, transportation and waste disposal. Impacts of poor water quality. Loss of oyster reefs.	Oyster reefs of Dauphin Island Bay, Mississippi Sound and Mobile Bay managed by Alabama Department of Conservation and Natural Resources (ADCNR).
1	Cedar Point	Secondary		X	Oyster reefs at Cedar Point threatened due to development activities and poor water quality.	Oyster reefs managed by Alabama Department of Conservation and Natural Resources (ADCNR).

Segment	Resource Name	Resource Type	Marginal	Challenged	Negative Elements	Management Agency
2	Historic Fort Gaines	Primary		X	Funding shortage. Deterioration of buildings.	Dauphin Island Park and Beach Board
3	Historic Fort Morgan	Primary		X	Deterioration of buildings. Inadequate infrastructure and parking. Fort, Beach Access Challenged. Visual clutter. Lack of funding.	Alabama Historical Commission
3	Pilot Town	Secondary		X	Development. Fragmentation.	
3	The Pines Boat Launch	Secondary	X		Needs improvement.	DCNR Marine Resources
3	Indian Mounds	Secondary		X	Endangered.	Protected under National Register of Historic Places.
3	Gulf State Park	Primary	X		Variable among elements. Overall stable. Dead vegetation.	Alabama Department of Conservation and Natural Resources, City of Gulf Shores, City of Orange Beach

Segment	Resource Name	Resource Type	Marginal	Challenged	Negative Elements	Management Agency
3	Bon Secour National Wildlife Refuge	Primary	X		<p>Changes in habitat composition and species diversity due to fire suppression.</p> <p>Fragmentation due to ownership and zoning patterns.</p> <p>Increase in number and density of developments adjacent to the refuge and within the refuge boundary.</p> <p>Unauthorized access through the refuge from adjoining property.</p> <p>Accumulation of contaminant runoff due to increased use of pesticides and herbicides.</p> <p>Increased use of boats and personal water craft in Little Lagoon.</p> <p>Coastal armoring and improper use of sand fence or other dune building materials (e.g., hay bales).</p> <p>Staffing issues like increase in public use of Refuge without adequate staff, maintenance of numerous entrance points and facilities.</p>	U.S. Department of Interior, Fish and Wildlife Service
3	Alabama Gulf Coast Zoo	Secondary	X		Funding issues. Relies solely on admissions, memberships and contributions to remain in business.	Operated by Zoo Foundation, an Alabama non-profit
3	Perdido Pass	Primary	X		<p>Stable but not integrated.</p> <p>Threats from human uses like boats and litter</p>	U.S. Army Corps of Engineers

6.0 Relationship to Planning Documents

This section summarizes the planning documents that were reviewed for the Corridor Management Plan. These planning documents informed the recommendations outlined in the Action Plan (refer to Section 7).

In addition to the regulatory documents reviewed in Section 4 – Management and Regulations, the following planning documents were also reviewed for the development of the CMP:

- The Alabama Statewide Transportation Plan (June 2000) strategically plans transportation investments in the State. The Coastal Connection Byway is located in Alabama Department of Transportation's Ninth Division. The State Transportation Improvement Program includes a roadway widening project on SR 180/ Canal Road.
- The City of Orange Beach Transportation Master Plan Update (passed by the Planning Commission in July 2007) recommends several multimodal improvements for the City. These improvements are referenced in the Action Plan wherever applicable.
- The South Baldwin County Public Transportation Plan outlines a transit plan for the cities of Foley, Gulf Shores and Orange Beach. The Plan recommends two options for transit service. Recognizing the fluctuations in area population caused by tourism, this plan recommends seasonal variations for transit routes. The proposed transit routes overlay with the Coastal Connection Scenic Byway at SR 182/ Perdido Beach Boulevard, Foley Beach Expressway, SR 180/ Canal Road and SR 161/ Orange Beach Boulevard.
- The Baldwin County Zoning Ordinance (updated August 2007) provides zoning guidelines for unincorporated planning districts in Baldwin County. Not all of Baldwin County has zoning regulations. The significant areas along the Coastal Connection Byway that are regulated by Baldwin County's zoning controls include that area along Fort Morgan Road to the west of the City of Gulf Shores, area along the Foley Beach Expressway and area along Scenic 98.
- Additionally, zoning ordinances of the City of Gulf Shores, Orange Beach, Foley and Fairhope were reviewed to ensure consistency with the Action Plan.

7.0 Action Plan

The Action Plan, which was developed in coordination with the Corridor Advocacy Group, includes a set of recommendations for the preservation, protection and enhancement of resources along the Coastal Connection Scenic Byway. Section 7.1 describes all the recommendations of the Action Plan while Section 7.2 specifically outlines the promotion, marketing and community participation element of the Action Plan.

7.1 Action Plan Recommendations

The Action Plan recommendations build upon the broad principles of the Corridor goals and objectives. The recommendations for the Coastal Connection Byway are divided into two categories:

- Corridor-wide recommendations which relate to the entire corridor or to multiple segments (see Table 7-1).
- Segment specific recommendations which apply to each of the five corridor segments individually (see Table 7-2). Recommendations are suggested for all the intrinsic resources identified as 'marginal' or 'challenged' in Table 5-1.

The Action Plan, outlined in Table 7-1 and Table 7-2, provides the following information:

- Action Item – This contains a description of the Action Plan item. The segment-specific Action Items are classified as 'guidelines/ policies' or 'physical improvements'. The 'guidelines/ policies' related recommendations include development of management tools such as subdivision regulations while the 'physical improvements' related recommendations include specific improvements along the corridor such as the addition of pedestrian crossings.
- Implementation Category - The Action Items are classified into three implementation related categories – Corridor Improvements and Interpretation Enhancements; Promotion, Marketing and Community Participation; and Administrative and Management activities. These classifications corresponds to the requirements of the National Scenic Byway legislation.
- Champion Organization(s) – This identifies the organization or group of organization who will lead the Action Item through the implementation phase.
- Supporting Organization(s) – This identifies the organization or group of organizations that will lend support to the champion organization during the implementation phase.
- Priority – This identifies the timeline associated with each Action Item. All Action Items are classified into three priority categories – Short Term (implementation period of 0-5 years), Mid Term (implementation period of 5-10 years) and Long Term (implementation period of 10-20 years).
- Cost Estimate/ Funding – Wherever feasible, an estimated cost is provided for all Action Items. However, these estimates may change as the Action Items develops into detailed projects during subsequent phases. Potential sources of funding are also included for the Action Items.

Table 7-1: Action Plan – Corridor Wide Recommendations

Notes: Short term: 0 - 5years, Mid term: 6 – 10 years, Long term: 10 – 20 years

All cost items are estimates only and final cost will depend on area specific characteristics.

Action Item	Implementation Category	Champion Organization(s)	Supporting Organization(s)	Priority	Cost Estimate/ Funding
Policy/ Planning Related					
<ul style="list-style-type: none"> Develop a signage plan/ model ordinance to coordinate public and private signage standards for the corridor (to include commercial as well as stewardship messages). This would provide a standardized signage model along the entire corridor. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Coastal Connection CAG 	<ul style="list-style-type: none"> ALDOT Local city and county planning-zoning departments 	<ul style="list-style-type: none"> Short term 	Funding opportunities exist through FHWA's National Scenic Byways Discretionary Grants Program and the Transportation Enhancement Grant Program.
<ul style="list-style-type: none"> Add standard Scenic Byway signage to mark the corridor. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Coastal Connection CAG 	<ul style="list-style-type: none"> AL DOT Local city and county planning-zoning departments 	<ul style="list-style-type: none"> Short term 	Estimated cost to be \$50,000. Funding in place through FHWA's National Scenic Byways Program.
<ul style="list-style-type: none"> Encourage jurisdictions to develop model zoning ordinances to regulate uses along the corridor. 	Administrative, Management activities	<ul style="list-style-type: none"> Local city and county planning-zoning departments 	<ul style="list-style-type: none"> Coastal Connection CAG 	<ul style="list-style-type: none"> Short to mid term 	Strategy can be implemented with existing resources.

Action Item	Implementation Category	Champion Organization(s)	Supporting Organization(s)	Priority	Cost Estimate/ Funding
<ul style="list-style-type: none"> Develop a model for Compatible Development Guidelines to guide new development. This would be for use by jurisdictions (during the review and approval processes) to discourage the blocking of view sheds. Given the variability of the character of the corridor, these guidelines would have to be area specific. 	Administrative, Management activities	<ul style="list-style-type: none"> Local city and county planning-zoning departments 	<ul style="list-style-type: none"> Coastal Connection CAG 	<ul style="list-style-type: none"> Short term 	Strategy can be implemented with existing resources if considered in subsequent updates of existing zoning ordinances.
<ul style="list-style-type: none"> Initiate a Context Sensitive Design⁸ (CSD) Master-Plan. Through the CSD Master-Plan, identify corridor sections with a potential for context-sensitive design implementation. Develop the CSD Master-Plan to be reflective of corridor identity and the area's regional character while providing a safe and accessible travel route. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> AL DOT Local city and county planning-zoning departments 	<ul style="list-style-type: none"> Coastal Connection CAG Local city and county planning-zoning departments 	<ul style="list-style-type: none"> Short to mid term 	<p>Cost will vary depending on corridor extent.</p> <p>Funding opportunities exist through FHWA's National Scenic Byways Discretionary Grants Program and the Transportation Enhancement (TE) Grant Program.</p>

⁸ Source: <http://www.contextsensitivesolutions.org/content/gen/state-profiles/AL>

Alabama does not have a CSS program at this time. However, they are working to identify what, if anything is lacking in their current process (or results) to satisfy the label of being Context Sensitive.

Action Item	Implementation Category	Champion Organization(s)	Supporting Organization(s)	Priority	Cost Estimate/ Funding
Public Participation/ Marketing					
<ul style="list-style-type: none"> Produce a marketing plan for the byway that includes a website and printed brochure. Distribute brochures through key venues throughout the State including Alabama Bureau of Travel and Tourism and the Alabama Travel Council. 	Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Coastal Connection CAG Alabama Gulf Coast CVB 	<ul style="list-style-type: none"> Chambers of Commerce 	<ul style="list-style-type: none"> Short term 	<p>Estimated cost for marketing material is \$74,000. Funding is in place through FHWA's National Scenic Byways Program.</p> <p>Informational events could be included in the Convention and Visitor Bureau's annual budget.</p>
<ul style="list-style-type: none"> CAG will host 1-2 informational events per year relating to the scenic corridor. Create a uniform set of public information materials to support these meetings. The meetings could be held at a Byway segment level by local stakeholders. 	Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Coastal Connection CAG Local CVBs 	<ul style="list-style-type: none"> Chambers of Commerce ADCNR 	<ul style="list-style-type: none"> Short term but ongoing 	
<ul style="list-style-type: none"> Engage public officials and local governments through regular communications efforts. CAG should send out an annual request to be part of the planning sessions of municipalities. 	Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Coastal Connection CAG 	<ul style="list-style-type: none"> ADCNR 	<ul style="list-style-type: none"> Short term 	Strategy can be implemented with existing resources.

Action Item	Implementation Category	Champion Organization(s)	Supporting Organization(s)	Priority	Cost Estimate/ Funding
<ul style="list-style-type: none"> Engage CAG through a newsletter. 	Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Coastal Connection CAG 	<ul style="list-style-type: none"> Local CVBs Chambers of Commerce ADCNR 	<ul style="list-style-type: none"> Short term 	<p>Cost varies depending on whether it is an electronic (production costs only) or print newsletter (production and printing costs).</p> <p>Funding could be included in Convention and Visitor Bureau's annual budget.</p> <p>Additional funding opportunity exists through the National Scenic Byways Discretionary Grants Program.</p>
<ul style="list-style-type: none"> Offer "branded" templates for individual business/asset marketing efforts. 	Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Coastal Connection CAG Local CVBs 	<ul style="list-style-type: none"> Chambers of Commerce 	<ul style="list-style-type: none"> Short to mid term 	<p>Strategy can be implemented with existing resources.</p>
<ul style="list-style-type: none"> Offer cooperative promotional opportunities for byway businesses/assets. 	Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Chambers of Commerce CVBs 		<ul style="list-style-type: none"> Short term 	<p>Strategy can be implemented with existing resources.</p>
<ul style="list-style-type: none"> Appoint a liaison to the South Baldwin Transit Coalition. 	Administrative, Management activities	<ul style="list-style-type: none"> Coastal Connection CAG 	<ul style="list-style-type: none"> AGCCVB South Baldwin Municipalities 	<ul style="list-style-type: none"> Short term 	

Action Item	Implementation Category	Champion Organization(s)	Supporting Organization(s)	Priority	Cost Estimate/ Funding
<ul style="list-style-type: none">Appoint a liaison to the Baldwin County Trailblazers.	Administrative, Management activities	<ul style="list-style-type: none">Coastal Connection CAG	<ul style="list-style-type: none">Municipalities	<ul style="list-style-type: none">Short term	

Table 7-2: Action Plan – Segment Specific Recommendations

Notes: Short term: 0 - 5years, Mid term: 6 – 10 years, Long term: 10 – 20 years

All cost items are estimates only and final cost will depend on area specific characteristics.

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Segment 1						
Segment 1	<ul style="list-style-type: none"> Develop subdivision regulations with an emphasis on preserving the area's intrinsic natural resources. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Town of Bayou La Batre Mobile County 	Long term	Municipalities will need to establish a 'Planning and Zoning' Department for implementation.
Segment 1	<ul style="list-style-type: none"> Protect the area's environmental resources. 		Administrative, Management activities	<ul style="list-style-type: none"> ADEM ADCNR Town of Bayou La Batre Mobile County 	Short term but ongoing	Funding opportunities exist through Sea Grant and Coastal Impact Assistance programs.

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Bayou La Batre Shrimping Port	<ul style="list-style-type: none"> Work with the development community to promote working waterfronts, seafood facilities, and docks similar to Fisherman's Wharf in San Francisco which are destinations for fresh seafood. 		Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Alabama Working Waterfronts Coalition and Mississippi-Alabama Sea Grant Consortium Chamber of Commerce Town of Bayou La Batre Coden community ADCNR 	Short to mid term	Funding opportunities exist through Working Waterfronts program and Coastal Impact Assistance Plan (CIAP).
	<ul style="list-style-type: none"> Develop a design-guidebook that outlines regulations/ guidelines for buildings to maintain aesthetic character. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Town of Bayou La Batre 	Short term	Cost may vary.

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
	<ul style="list-style-type: none"> Install sewer system. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Town of Bayou La Batre Mobile County 	Mid to long term	<p>Will require substantial capital investment. A detailed preliminary study will be required prior to implementation.</p> <p>Funding opportunities exist through the Community Development Block Grant administered by the Alabama Department of Economic and Community Affairs.</p>
Pecan Orchards	<ul style="list-style-type: none"> Develop conservation measures for open areas like pecan orchards. Develop incentives for land owners to retain pecan orchards. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Town of Bayou La Batre Mobile County 	Mid to long term	
Lightning Point Park		<ul style="list-style-type: none"> Develop Master Plan for Park 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Town of Bayou La Batre ADCNR 	Mid to long term	Costs will vary.

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Fowl River District	<ul style="list-style-type: none"> Implement conservation measures to protect natural habitats as identified in Community Master Plan 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> ADCNR Mobile County Fowl River Civic Association 	Mid to long term	Strategy can be implemented through existing programs such as the Alabama Coastal Area Management Program.
Mon Louis Island	<ul style="list-style-type: none"> Develop conservation measures to protect natural habitats. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> ADCNR Mobile County 	Mid to long term	Strategy can be implemented through existing programs such as the Alabama Coastal Area Management Program. The South Mon Louis Island Salt Marsh is identified as a Gulf Ecological Management Site by this program.

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Oyster Fisheries	<ul style="list-style-type: none"> Support mechanisms to protect water quality. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> ADCNR Town of Bayou La Batre Coden community Mobile County NEP ADEM Gulf of Mexico Alliance 	Short to mid term	Strategy can be implemented through existing programs such as the Comprehensive Conservation Management Plan developed by the Mobile Bay National Estuary Program.
Bayfront Park		<ul style="list-style-type: none"> Implement public access improvements at the park and along the causeway leading to the island. Plans being considered include boat launches, bird observation opportunities and water sports like wind surfing and kayaking. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Mobile County 	Short to mid term	Access improvements, benches, trash receptacles and signage costs estimated at \$175,000. Cost will vary from this number depending on specific requirements.
Cedar Point	<ul style="list-style-type: none"> Support habitat restoration plans being considered for this area. 	<ul style="list-style-type: none"> Implement Living Shoreline Project along Cedar Point and Causeway. 	Administrative, Management activities	<ul style="list-style-type: none"> Mobile County ADCNR NEP Sea Grant Corps of Engineers 	Short to mid term	Funding opportunities exist through the Sea Grant Program.

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Segment 2						
Dauphin Island	<ul style="list-style-type: none"> Help to stop erosion and habitat loss by partnering with Federal, State, and local agencies. Beaches that separate salt and fresh water are under threat as sea cuts channel into Lake Area. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Dauphin Island Park & Beach Board ADCNR Friends of Dauphin Island Audubon Sanctuary Town of Dauphin Island 	Short to mid term	This project has been submitted for Coastal Impact Assistance Plan (CIAP) funding and the proposal is under consideration by ADCNR.
	<ul style="list-style-type: none"> Support zoning that creates working water fronts, shops, restaurants, and mixed-use developments in coordination with the new Strategic Plan. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Town of Dauphin Island Dauphin Island Park and Beach Board Alabama Working Waterfronts Coalition and Mississippi-Alabama Sea Grant Consortium ADCNR 	Short term	<p>Strategy can be implemented alongside the Dauphin Island Strategic Implementation Plan.</p> <p>Funding opportunity exists through the Working Waterfront grant.</p>

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
	<ul style="list-style-type: none"> Coordinate with the Dauphin Island Strategic Implementation Plan. 		Administrative, Management activities	<ul style="list-style-type: none"> Coastal Connection CAG 	Long term	Strategy can be implemented with existing resources.
	<ul style="list-style-type: none"> Enhance public access beach signage for west end pedestrian easements. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Town of Dauphin Island Dauphin Island Park and Beach Board ADCNR 	Mid term	<p>Per unit cost of directional signage estimated to be \$500 - \$1,000.</p> <p>Per unit costs of informational signage estimated to be \$1,000-\$5,000.</p>
	<ul style="list-style-type: none"> Preserve and enhance public beach accesses throughout the island. Provide parking at public access points. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Town of Dauphin Island Dauphin Island Park and Beach Board ADCNR 	Mid term	Costs will vary.

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
	<ul style="list-style-type: none"> Coordinate with Federal, State and Local agencies to restore/re-nourish beaches on the east and west ends of Dauphin Island. 	<ul style="list-style-type: none"> Support the Corps of Engineers in implementing Regional Sediment Management Practices. 	<p>Administrative, Management activities</p> <p>Corridor Improvements and Interpretation Enhancements</p>	<ul style="list-style-type: none"> ADCNR Town of Dauphin Island Dauphin Island Park and Beach Board Corps of Engineers 	Mid to long term	Strategy can be implemented with existing programs such as the Alabama Coastal Area Management Plan.
	<ul style="list-style-type: none"> Implement applicable recommendations of Dauphin Island Strategic Plan. 	<ul style="list-style-type: none"> Develop mixed-use centers focused on waterfront activity and character of the area. One location could be in the area where the fishing rodeo takes place. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Town of Dauphin Island 	Mid term	

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Historic Fort Gaines	<ul style="list-style-type: none"> Identify funding sources to stop deterioration of buildings and brickwork at Fort Gaines historic sites. Obtain National Historic Land mark listing for the Fort. 	<ul style="list-style-type: none"> Restore and Repair Fort Gaines. 	<p>Administrative, Management activities</p> <p>Corridor Improvements and Interpretation Enhancements</p>	<ul style="list-style-type: none"> Dauphin Island Park and Beach Board Town of Dauphin Island AL Historical Commission 	Short to mid term	<p>Funding opportunities exist through the Coastal Impact Assistance Plan (CIAP).</p> <p>Achieving National Historic Landmark status will open up additional funding opportunities including federal formula and project grants.</p>
Dauphin Island Estuarium		<ul style="list-style-type: none"> Add traveling exhibit space and a theater (patterned after the Five Rivers Center) to the Estuarium to enhance interpretive infrastructure. 	Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Dauphin Island Sea Lab Town of Dauphin Island 	Mid to long term	
Mobile Bay Ferry	<ul style="list-style-type: none"> Ferry operations serve as a critical link in the Scenic Byway and must provide a consistent experience and maintain a reliable schedule. 		Administrative, Management activities	<ul style="list-style-type: none"> Hornblower Marine ALDOT 	Short to long term	

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
		<ul style="list-style-type: none"> Evaluate operations contract and existing ferry capacity, size, and frequency. Proactively assess future demand and respond with appropriate action to enhance ferry experience. 	Administrative, Management activities	<ul style="list-style-type: none"> Town of Dauphin Island AL Historical Commission AL DOT 	Long term	Strategy can be implemented with existing resources.
Segment 3						
Segment 3	<ul style="list-style-type: none"> Support recreational bike trail activity and experience. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> City of Gulf Shores Baldwin County Trailblazers 	Short term	<p>Per mile cost of a 12 foot wide multi-purpose trail varies from \$500,000 to \$700,000.</p> <p>Funding opportunities exist through the Transportation Enhancement (TE) Grant Program and the Recreational Trails Program.</p>
Segment 3	<ul style="list-style-type: none"> Consider recommendations of the South Baldwin County Transit Plan. 		Administrative, Management activities	<ul style="list-style-type: none"> South Baldwin Transit Authority ALDOT 	Long term	

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Segment 3		<ul style="list-style-type: none"> ▪ Pedestrian crossings on Perdido Beach Boulevard recommended. Consider at-grade crosswalks with a landscaped median in the corridor ROW. ▪ The Orange Beach Transportation Master Plan recommends upgrading 5 existing pedestrian crossings and adding 4-6 additional crossings. The recommended design is an at-grade crossing with a short median section to serve as a pedestrian refuge area. ▪ Support development of pedestrian bridges across Perdido Beach Boulevard. Three pedestrian bridges have been approved by Orange Beach at Village of Tannin PUD, Perdido Beach Resort and Phoenix West II. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> ▪ ALDOT ▪ City of Orange Beach/ Gulf Shores 	Mid to long term	<p>Per unit cost for a pedestrian only signal is estimated to be \$40,000 to \$75,000 and for a high visibility crosswalk is \$1,000 to \$5,000. A raised crosswalk is estimated to be \$5,000 to \$10,000.</p> <p>The Orange Beach Transportation Master Plan recommends state and federal sources for funding along with potential local funding sources like accommodations tax, roadway impact fees, self-imposed taxes by defined commercial districts, general city funds and county funds.</p>

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Historic Fort Morgan (State Historic Site)	<ul style="list-style-type: none"> Pursue funding and seek out Historical commission support to fund improvement to historic sites. 	<ul style="list-style-type: none"> Restore and repair Fort Morgan. 	Administrative, Management activities	<ul style="list-style-type: none"> Alabama Historical Commission Baldwin County Historical Development Commission Baldwin County Commission 	Mid to long term	<p>Funding opportunities exist through the Coastal Impact Assistance Plan (CIAP).</p> <p>Over the short term, the restoration of the brick fort itself is estimated to cost \$200,000. The complete long term cost of restoration of the brick fort is estimated at \$8,950,000.</p> <p>The overall short term cost estimate for restoration of the Fort is \$1,622,000 and the total estimate is \$37,952,400.</p> <p>These costs are estimated by the Fort Morgan Master Plan.</p>

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
The Pines Boat Launch		<ul style="list-style-type: none"> Develop a boat ramp, observation deck, and interpretive information to enhance the site. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> ADCNR Marine Resources Division National Fish and Wildlife Service 		Funding opportunities exist through the Coastal Impact Assistance Plan (CIAP) and federal aid funds in Sport Fish Restoration administered through the U.S. Fish and Wildlife Service.
Pilot Town		<ul style="list-style-type: none"> Advance purchase of areas like Pilot Town will protect them from development which threatens their natural beauty and biological significance. 	Administrative, Management activities	<ul style="list-style-type: none"> ADCNR State Lands The Nature Conservancy Baldwin County, City of Gulf Shores 	Long term	<p>Cost will vary.</p> <p>Purchase could be financed through city/ county funds.</p>

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Dixie Graves Parkway		<ul style="list-style-type: none"> Extend bike trail with landscape separation from vehicle traffic. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> City of Gulf Shores ALDOT ADCNR Parks Division 	Short term	<p>Per mile cost of a 12 foot wide multi-purpose trail varies from \$500,000 to \$700,000.</p> <p>Funding opportunities exist through the Transportation Enhancement (TE) Grant Program and the Recreational Trails Program.</p>
Indian Mounds	<ul style="list-style-type: none"> Identify measures to preserve the mounds. 	<ul style="list-style-type: none"> Signage to communicate their historical significance. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Alabama Historical Commission City of Gulf Shores Friends of Bon Secour National Wildlife Refuge (BSNWR) 	Short to mid term	<p>Per unit costs of informational signage illustrating historic significance is estimated at \$1500.</p> <p>Funding opportunities exist through the Transportation Enhancement (TE) Grant Program.</p>

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Bon Secour Wildlife Refuge	<ul style="list-style-type: none"> Promote Bon Secour Wildlife Refuge through marketing documents. Support its improvement activities. 	<ul style="list-style-type: none"> Enhance trail system 	Promotion, Marketing and Community Participation Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> National Fish and Wildlife Service Friends of BSNWR Alabama Gulf Coast CVB 	Short term	Strategy can be implemented along with the marketing plan for the entire Byway corridor.
		<ul style="list-style-type: none"> Develop new Visitor Information Center. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> National Fish and Wildlife Service Friends of BSNWR 	Long term	
Gulf State Park	<ul style="list-style-type: none"> Support completion of Backcountry Trail. 	<ul style="list-style-type: none"> Support DCNR/ Gulf State Park in development of Nature Center and Pier. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> ADCNR City of Gulf Shores City of Orange Beach 	Short term	\$3 million in funding in place for the Nature Center and Pier through the Coastal Impact Assistance Plan (CIAP).

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Perdido Pass/ Robinson Island	<ul style="list-style-type: none"> Acquire Environmentally Sensitive Areas (ESAs) and partner with towns and existing agencies such as the Robinson Island Foundation to proactively purchase ESAs and other important natural and ecological assets. 	<ul style="list-style-type: none"> Support the implementation of the Corps of Engineer's Regional Sedimentation Plan to ecologically safeguard Robinson Island. 	Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Robinson Island Foundation City of Orange Beach Corps of Engineers ALDCNR 	Long term	Costs will vary.
Perdido Pass	<ul style="list-style-type: none"> Supplement litter control and cleanup activities. 		Administrative, Management activities	<ul style="list-style-type: none"> City of Orange Beach 	Short term but ongoing	
Segment 4						
	<ul style="list-style-type: none"> Develop Corridor Overlay District for this segment to preserve its rural character. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> AL DOT Baldwin County Planning & Zoning City of Foley City of Elberta Town of Magnolia Springs 	Short to mid term	Cost will vary depending on area specifics.

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Weeks Bay National Estuarine Research Reserve	<ul style="list-style-type: none"> Promote a new multi-use educational resource to be built in close proximity to Weeks Bay National Estuarine Research Reserve's Interpretive Center. 	<ul style="list-style-type: none"> Enhance trails, restore habitat areas and bulkheads. 	Promotion, Marketing and Community Participation Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Weeks Bay NERR Alabama Gulf Coast CVB Foley CVB 	Short term	ALDCNR has submitted a funding proposal for \$350,000 to NOAA.
Historic Magnolia Springs	<ul style="list-style-type: none"> Promote Downtown Magnolia Springs and its National Register of Historic Places (NRPH) designation. 		Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Town of Magnolia Springs Foley CVB Alabama Gulf Coast CVB Alabama Historical Commission 	Short term	Strategy can be implemented through existing resources.
Downtown Foley Historic District	<ul style="list-style-type: none"> Promote Downtown Foley and its National Register of Historic Places (NRPH) designation. 		Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> City of Foley Foley CVB Alabama Gulf Coast CVB Alabama Historical Commission 	Short term	Strategy can be implemented through existing resources.

Byway Resource	Guidelines/ Policies	Physical Improvements	Implementation Category	Champion/ Supporting Organizations	Priority	Cost Estimate/ Funding
Pecan Orchards	<ul style="list-style-type: none"> Develop conservation/ farmland preservation measures for open areas like pecan orchards. Develop incentives for land owners to retain pecan orchards. 		Corridor Improvements and Interpretation Enhancements	<ul style="list-style-type: none"> Baldwin County The Nature Conservancy 	Mid to long term	Strategy can be implemented through existing planning and zoning departments.
Baldwin County Heritage Museum	<ul style="list-style-type: none"> Support Baldwin Heritage Museum and its development of historic Civil War exhibits. 		Administrative, Management activities Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Baldwin Heritage Museum City of Elberta Foley CVB Alabama Gulf Coast CVB 	Short to long term	
Foley's Eco Park (Faust Property)	<ul style="list-style-type: none"> Support the development of a Master Plan for the 400-acre Foley eco-park. 		Administrative, Management activities	<ul style="list-style-type: none"> City of Foley ADCNR 	Long term	Estimated Master Plan cost is \$50,000.
Segment 5						
	<ul style="list-style-type: none"> Market the area's historic places, churches, cemeteries, landing, and bluffs along the Scenic Byway corridor. 		Promotion, Marketing and Community Participation	<ul style="list-style-type: none"> Baldwin County Archives Local CVBs Chamber of Commerce 	Short term	Strategy can be implemented along with the marketing plan for the entire Byway corridor.

7.2 Promotion, Marketing and Community Participation

The marketing plan for the Coastal Connection Scenic Byway should consist of several interrelated mechanisms that target both existing as well as potential target markets. A discretionary grant awarded under the FHWA National Scenic Byway Program will fund the following marketing related activities for the Coastal Connection Byway:

- **Logo Development** – A unique logo will be developed for the Coastal Connection Byway. This logo will be a visual representation of the Byway theme of “The Water, Ways and Wildlife of Alabama’s Gulf Coast” and will be featured on the signage and all collateral material. The logo will be a unifying message on all Byway related marketing efforts and will establish the Byway as a unique destination.
- **Directional Signage** – The signage will mark the Byway route as well as flag out major attractions for travelers. The location of the signage, especially along State Routes, will require input and approval from the Alabama Department of Transportation.
- **Production of Collateral Materials (Website and Brochure)** – These materials will provide descriptive and interpretive information to assist Byway travelers in determining their interest in the Byway and its attractions by describing attractions and suggesting themes, itineraries and scheduling information. They will also include maps and contact information. The collateral materials will be based on the Byway’s main theme of “Waters, Ways and Wildlife” of Alabama’s Gulf Coast. The four main sub-themes – connecting with the past, connecting with nature, connecting with the land and the sea, and connecting with each other, will allow visitors to tailor their unique experience on the Coastal Connection Byway.
- **Distribution of Collateral Materials** – The collateral material will be collaboratively distributed and promoted through every entity along the Byway. Additionally, the Alabama Gulf Coast CVB will coordinate brochure distribution through key venues throughout the state, including the Alabama Bureau of Tourism & Travel and the Alabama Travel Council.

In addition to these marketing activities, the following actions are also recommended for promoting the Byway:

- **Informational Signage** – Apart from directional signage, the Byway resources should be promoted using appropriate informational signage. The informational signage could capitalize on the diversity of the Byway and mark out each Resource Cluster (see Section 4) as a distinct community. Additionally, the informational signage could use four different colors to clearly distinguish resources as they relate to the four major themes of the Byway - connecting with the past, connecting with nature, connecting with the land and the sea, and connecting with each other.
- **Corridor Advocacy Group Outreach** – The Corridor Advocacy Group should ensure that there is a continuing and meaningful conversation between the members. One means to accomplish this is to launch an electronic newsletter to be distributed to members on a monthly or quarterly basis.
- **Jurisdictional Outreach** – Public officials and local governments should be engaged in the Byway marketing and enhancement efforts through regular communication. The Corridor Advocacy Group should send out an annual request to be part of the planning sessions of

various municipalities along the Coastal Connection Byway.

- Public Outreach – It is recommended that the Corridor Advocacy Group promote the Byway by organizing annual or seasonal informational events along different segments of the Scenic Byway. These informational events should utilize the collateral materials developed for the Byway to convey a unified message to the public. It is anticipated that these informational events will be undertaken at a local level by the Chamber of Commerce or Visitor's Bureau, with some oversight provided by the Corridor Advocacy Group.

8.0 Funding and Financing

This section identifies funding sources that the Coastal Connection Byway Corridor Advocacy Group can pursue for implementation of the CMP recommendations detailed in the Byway Action Plan. Details on the grant applications and grant administrators are included in Appendix B.

8.1 Transportation Enhancement Funds

Currently, the Transportation Enhancement (TE) Grant Program provides federal transportation funds through state transportation departments to local governments through a competitive process for non-highway projects. The Alabama Department of Transportation's Bureau of Multimodal Transportation administers these funds in Alabama.

TE Grants are a sub-set of the Surface Transportation Program (STP) and consequently, are subject to the procedural requirements of the STP program. However, the new federal re-authorization bill, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), has increased the flexibility of the TE funding standards by stating that TE funded projects must have a "relationship" to surface transportation facilities and not necessarily a "direct link" as the previous legislation required. For the purposes of TE eligibility, surface transportation includes all transportation facilities (excluding aviation) and related features such as canals, lighthouses, and docks or piers connecting to ferry operations.

Eligible projects for TE Grants must include at least one of the following twelve eligible activities:

1. Pedestrian and bicycle facilities
2. Safety and educational activities for pedestrians and bicyclists
3. Acquisition of scenic easements and scenic or historic sites (including historic battlefields)
4. Scenic or historic highway programs including provision of tourist and welcome center facilities
5. Landscaping and other scenic beautification
6. Historic preservation
7. Rehabilitation and operation of historic transportation buildings, structures, or facilities that include historic railroad facilities and canals
8. Preservation of abandoned railway corridors including programs like rails-to-trails which involve conversion of rail corridors to pedestrian or bicycle trails
9. Inventory, control, and removal of outdoor advertising
10. Archaeological planning and research
11. Environmental mitigation as related to water pollution caused by highway runoff or habitat connectivity
12. Establishment of transportation museums

If a given project contains any other items that do not relate to any one of these twelve categories, those additional items cannot be funded through a TE Grant.

Projects submitted for TE funding must be sponsored by a local government agency. The Federal share of the project will be 80% of the project cost with a 20% local or State match. The local government agency should identify eligible projects for TE funds and submit their

application to ALDOT. The ALDOT staff screen applications for eligibility and score them using ranking criteria. TE funds are awarded on a competitive basis. ALDOT dedicates nearly 10% of their federal funding apportionment to TE projects.

8.2 Recreational Trails Program

The Recreational Trails Program (RTP), created in 1998, assists organizations in acquiring, developing and/or improving recreational trails and related resources. This program is administered at the State level by the Alabama Department of Economic and Community Affairs.

Applicants may include federal and state agencies, local governments and private sector organizations. However, each jurisdiction is allowed only one grant. The estimated amount available for the 2008 cycle is \$ 1.6 million and the maximum individual grant cap is \$100,000. The RTP funds 80% of project cost and the grant applicant must provide a 20% match.

The following projects are eligible for RTP funds:

- Development of urban trail linkages near homes and workplaces, including trail linkages to schools, parks, and existing trails.
- Maintenance of existing recreational trails.
- Restoration of areas damaged by usage of recreational trails and back country terrain.
- Development of trail-side and trail-head facilities that meet goals identified by the National Recreational Trails Advisory Committee. This includes trail components or associated facilities which serve the purpose and safe use of the recreational trail and may include but are not limited to the following: 1) Drainage, 2) Crossings, 3) Stabilization, 4) Parking, 5) Signage, 6) Controls, 7) Shelters, and 8) Water, Sanitary, and Access Facilities.
- The provision of features which facilitate the access and use of trails by persons with disabilities.
- The acquisition of easements for trails, or for corridors identified in a state trail plan.
- The acquisition of fee simple title to property from a willing seller. The objective of the acquisition cannot be accomplished by acquisition of an easement or by other means.
- The construction of new trails on state, county, municipal, or private lands, where a recreational need for such construction is shown.
- Construction of new trails crossing federal lands, only when otherwise permissible and where necessary and required by a State Comprehensive Outdoor Recreation Plan. Such construction must be approved by the administering agency of the state, and the federal agency or agencies charged with management of all impacted lands.

8.3 National Scenic Byways Discretionary Grants Program

This Program provides funding for byway-related projects on an annual basis. It is administered under the Federal Highway Administrations Discretionary Grants Program. Eligible projects should support and enhance National Scenic Byways, All-American Roads

and State-designated byways. The new transportation re-authorization bill – SAFETEA-LU authorized \$35 million in FY 2007 for the National Scenic Byways Program.

These Federal funds are available for up to 80% of the project cost, matched by at least 20% funding from the project sponsor. The project can be sponsored by a state, county or municipal government, a tribal government, a private non-profit agency, or a community group.

The eight categories of available grants are:

1. Planning, design, or development of a State or Indian tribe scenic byway program.
2. Development and implementation of a corridor management plan to maintain the scenic, historical, recreational, cultural, natural, and archaeological characteristics of a byway corridor while providing for accommodation of increased tourism and development of related amenities.
3. Safety improvements to a State scenic byway, Indian tribe scenic byway, National Scenic Byway, or All-American Road to the extent that the improvements are necessary to accommodate increased traffic and changes in the types of vehicles using the highway as a result of the designation as a State scenic byway, Indian tribe scenic byway, National Scenic Byway, or All-American Road designation.
4. Construction along a scenic byway of a facility for pedestrians and bicyclists, rest area, turnout, highway shoulder improvement, overlook, or interpretive facility.
5. An improvement to a scenic byway that will enhance access to an area for the purpose of recreation, including water-related recreation.
6. Protection of scenic, historical, recreational, cultural, natural, and archaeological resources in an area adjacent to a scenic byway.
7. Development and provision of tourist information to the public, including interpretive information about a scenic byway.
8. Development and implementation of a scenic byway marketing program.

The application for this Grant is electronic and can be accessed online through this link: <http://www.bywaysonline.org/grants/application>. The application itself should be submitted both electronically and as a hard copy through ALDOT.

8.4 Coastal Impact Assistance Funding

The Coastal Impact Assistance Program (CIAP), established under the Energy Policy Act of 2005, is administered by the Department of Conservation and Natural Resources (ADCNR) in Alabama. The State of Alabama will receive \$33 million in funding for years 2007 and 2008.

The CIAP funds can only be used for the following five activities:

1. Projects and activities for the conservation, protection, or restoration of coastal areas, including wetlands
2. Mitigation of damage to fish, wildlife, or natural resources
3. Planning assistance and the administrative costs of complying with CIAP
4. Implementation of a federally approved marine, coastal, or comprehensive conservation management plan
5. Mitigation of the impact of OCS activities through funding of onshore infrastructure projects and public service needs

8.5 Sea Grant Funding

The Mississippi-Alabama Sea Grant Consortium (MASGC) administers the National Sea Grant Funding in Alabama. It is one of thirty national Sea Grant programs administered by the National Oceanic and Atmospheric Administration (NOAA). MASGC funding is applied to enhance the sustainable use and conservation of ocean and coastal resources that benefit the economy and the environment of the area.

The MASGC currently supports research in the following areas:

1. Health and Restoration of Coastal Habitats
2. Coastal Community Resiliency and Resource Management
3. Seafood Safety and Processing Technology
4. Education and Outreach

8.6 Working Waterfronts Funding

The Mississippi-Alabama Sea Grant Consortium (MASGC) had facilitated the creation of the Alabama Working Waterfront Coalition. The Sea Grant is also funding an economic inventory of water-dependent businesses in coastal Alabama.

A Working Waterfront includes lands that are either used for or support commercial fishing or other functions of the aquaculture industry. The Working Waterfronts funding can support various water-dependent uses and businesses such as:

- Commercial marinas
- Docking and mooring areas
- Boat yards
- Commercial and recreational fishing operations
- Ship building
- Ferry landings
- Seafood unloading
- Various support facilities for waterborne commerce and recreation

MASGC is currently commissioning an inventory of water-dependent businesses and associated public and private infrastructure. The Project – Southwest Alabama Working Waterfront inventory, is targeted specifically towards towns of Bayou La Batre and Dauphin Island and the Dog River and the Mobile-Tensaw Causeway, Coden and East and West Fowl River areas.

MASGC will provide \$60,000 in federal funds for a project. This funding allocation requires a 50% non-federal match.

8.7 Community Development Block Grant Program

The Community Development Block Grant (CDBG) Program is administered in Alabama by the Alabama Department of Economic and Community Affairs (ADECA). ADECA annually awards a portion of the CDBG funds to cities and counties based on several competitive

factors including community need, cost effectiveness, appropriateness and impact. Typical activities that are funded are water and sewer extensions and rehabilitation, housing rehabilitation, neighborhood and downtown revitalization and street and drainage improvements.

Application deadlines are announced during an annual workshop in the first quarter of every year. These funds may be pursued for limited needs along the Byway, primarily relating to community development.

8.8 Federal Funds for Transportation

Improvements to the State Routes that are part of the Scenic Byway are eligible for federal funds administered by the Alabama Department of Transportation as part of their State Transportation Improvement Program (STIP).

9.0 Coordination

9.1 Stakeholders

There has been continuous participation of the Coastal Connection Scenic Byway Corridor Advocacy Group (CAG) members in the development of this Plan. The CAG members are listed below:

- L. G. Adams, Manager, Weeks Bay Nat'l Estuarine Research Reserve
- Joyce Allen, Town of Dauphin Island
- Andy Bauer, Planner, City of Gulf Shores
- Blanton Blankenship, Operations Manager, Fort Morgan
- Colette Boehm, Director of Special Projects, Alabama Gulf Coast CVB
- Shonda Borden, Asst. Manager, Five Rivers Delta Resource Center
- Miriam Boutwell, City Planner, City of Foley
- Hugh Branyon, Park Superintendent, Gulf State Park
- Diane Burnett, Senior Planner, South Alabama Regional Planning Commission
- Jeff Collier, Mayor, Town of Dauphin Island
- Mary Lou Crenshaw, Scenic Byways Coordinator, Alabama Department of Transportation
- Cecil Colson, Alabama Department of Transportation
- Dr. George Crozier, Executive Director, The Estuarium at The Dauphin Island Sea Lab
- John Dindo, Education Chair, The Estuarium at The Dauphin Island Sea Lab
- Brett Dungan, President, Master Marine, Inc.
- Steve Foote, Director of Community Development, City of Gulf Shores
- David Graves, Dauphin Island Chamber of Commerce
- Shirley Gunnels, Bayou La Batre Chamber of Commerce
- Jim Hall, Dauphin Island Chamber of Commerce
- Mike Henderson, Executive Director, Dauphin Island Park & Beach Board
- Phillip Hinesley, Section Chief, AL Dept. Conservation & Natural Resources, State Lands Division, Coastal Programs
- Dewayne Hood, Asst Div Engineer/Special Projects Ninth Division, AL Department of Transportation
- John Jackson, Archivist, Baldwin County Department of Archives
- Lisa Jones, Alabama Historical Commission
- Amy King, Public Outreach/Education Coordinator, Alabama Department of Conservation & Natural Resources, State Lands Division, Coastal Programs
- Herb Malone, President/CEO, Alabama Gulf Coast CVB
- Joanne McDonough, Nature Tourism, Alabama Gulf Coast CVB
- Kenneth McIlwain, Resource Analyst, Baldwin County Commission
- Gregg Mims, City Planner, City of Fairhope
- Jereme Phillips, Manager, Bon Secour National Wildlife Refuge
- John Porter, Dauphin Island Bird Sanctuaries
- Penny Postlethwait, Dauphin Island
- Griffin Powell, Director of Community Development, City of Orange Beach
- Kelly Reetz, Naturalist, Gulf State Park
- H.F. Bud Robertson, President, Bayou La Batre Chamber of Commerce
- Mary Scarcliff, Dauphin Island
- La Don Swann, Director, MS-AL Sea Grant
- Jody Thompson, Program Assistant, Alabama Mississippi Sea Grant AUMERC
- Joe Watts, Alabama Association of Regional Councils
- Phillip West, Coastal Resource Manager, City of Orange Beach
- Caryn Woerner, Planner, Town of Elberta

9.2 Public Involvement Activities

The purpose of the public involvement activities was to inform the stakeholders and include them in the decision-making process. It ensures that each municipality's concerns were brought to the forefront so that they can be addressed in the CMP.

The consultant – HNTB Corporation – worked closely with the Corridor Advocacy Group, led by Colette Boehm of the Alabama Gulf Coast Convention and Visitor's Bureau, to develop this Corridor Management Plan for the Coastal Connection Scenic Byway. The public involvement activities for this plan were based on the recognition that the development of the Corridor Management Plan is a participatory process and the Plan itself is a synthesis of the community's vision for the corridor.

Apart from communicating with individual CAG members, HNTB has conducted the following four stakeholder involvement meetings for the Coastal Connection Byway:

- Kick-off meeting at the Convention and Visitor's Bureau in Orange Beach on 23rd February, 2007 – At this meeting, HNTB provided the Corridor Advocacy Group with an overview of the Alabama Scenic Byways Program, the components of a Corridor Management Plan and the distinguishing characteristics of the Coastal Connection Scenic Byway. The Corridor Advocacy Group members shared their insights on the intrinsic resources along the Byway through a facilitated discussion.

Figure 9-1: Corridor Advocacy Group Meeting



- Work session at the Convention and Visitor's Bureau in Orange Beach on 4th May, 2007 – HNTB worked with members of the Corridor Advocacy Group to populate a resource identification framework developed for this project.
- Stakeholder meeting at the Convention and Visitor's Bureau in Orange Beach on 28th August, 2007 – HNTB presented the major findings of the study to the Corridor Advocacy

Group. Stakeholders participated in the meeting and provided comments on the Action Plan through a facilitated discussion.

- Public Meetings at Weeks Bay and Bayou La Batre on 29th and 30th January, 2008
Information to be included after the meeting.

Comments received at these meetings are summarized in Appendix C.

9.3 Public Participation Plan

The public participation process of the Scenic Byway development should follow the recommendations listed below to ensure continuing stakeholder involvement:

- Take an inclusive approach to the Byway development process.
 - Identify umbrella organizations that can help distribute information about the Byway and involve the community and businesses in the process.
 - Maintain contact with individuals who have expressed an interest in the project by maintaining a mailing list.
 - Employ different outlets to make sure that stakeholders remain involved in the process. Consider reaching them through local newspapers, local and state web sites, community newsletters, and others.
- Maintain communication between the different entities involved in the process.
 - Establish guidelines to maintain continuing communication between members of the Corridor Advocacy Group. Consider monthly meetings and/or monthly electronic correspondence.
 - Involve public officials and local jurisdictions in the Byways implementation plans.
 - Involve communities in the process through annual or seasonal informational events along different segments of the Scenic Byway.

10.0 Organization and Management

The Alabama Scenic Byways Program Manual recommends that the implementation of the CMP recommendations should be undertaken by an entity named the Byway Management Team (BMT). The BMT is not the same as the Corridor Advocacy Group even though the two organizations may have some common members.

The Manual advises that the BMT should be comprised of the following:

- Representatives of the jurisdictions traversed by the Byway;
- Agencies and entities responsible for implementing the CMP; and,
- Interested individuals with special skills or knowledge that will facilitate implementation of the Byway.

The Coastal Connection BMT will comprise an active member from each byway segment, along with members with expertise in several areas of interest, such as Marketing, Planning & Zoning, Environmental Issues, etc. The following is a proposed list of BMT members:

- Colette Boehm, AL Gulf Coast CVB
- Herb Malone, AL Gulf Coast CVB
- Phillip Hinesley, AL DCNR, State Lands Division
- Bud Robertson, Alabama Power & Bayou la Batre Chamber
- Shirley Gunnels, Mary's Place & Bayou la Batre Chamber
- Mike Henderson, Dauphin Island Parks & Beach Board
- Mary Scarcliff, Dauphin Island Chamber of Commerce
- Griffin Powell, City of Orange Beach
- Miriam Boutwell, City of Foley
- Gregg Mims, City of Fairhope

11.0 Evaluation and Monitoring

This section outlines a plan to monitor the Byway performance and accomplishments of the Byway enhancement and marketing efforts. The Byway Management Team should continuously review the performance of the Byway and monitor the implementation of the Corridor Management Plan recommendations through the following techniques:

11.1 Performance Measurement

The performance of the roadway facility as well as that of the resources should be measured through monitoring indicators available through the Alabama Department of Transportation and the local, state and federal agencies that manage the resources along the Byway. This includes:

- Monitoring changes as indicated by annual traffic counts collected by ALDOT
- Monitoring changes in tourist volumes using data collected by the Convention and Visitor's Bureau
- Tracking significant ecological changes through coordination with the ADCNR

11.2 Annual Byway Assessment

The Byway Management Team should prepare an annual assessment on the implementation of the Corridor Management Plan. Since the Action Plan element of the Corridor Management Plan is a living document, it should be modified to address any problems that occur along the Byway as a result of implementation or other changes. The assessment should recognize the achievement of local entities in supporting the Corridor Management Plan recommendations and share any best practices that emerge with other Byway stakeholders.

11.3 Tourism and Marketing Assessment

The Byway marketing plan should be re-visited and refined every two years. The Byway Management Team should update the tourism infrastructure inventory and identify areas that may require additional amenities. Assessment of successes and challenges of the marketing efforts should be solicited from all tourism related agencies in the area.

11.4 Survey Instruments

The Byway Management Team should implement a visitor survey every two or three years, either as an independent exercise or as a sub-set of data collection undertaken by the Convention and Visitor's Bureau. This evaluation should focus on:

- Identifying a profile of the Byway visitors
- Identifying the resources visited
- Evaluating visitor's level of satisfaction with way finding signage, amenities and available tourist infrastructure

This survey could be electronically implemented through the Coastal Connection Byway website that will be produced as part of the marketing plan.