

HORIZONS 2020 RECOMMENDATIONS

Environment Component

- Encourage the City Council to maintain, support and adequately finance the administration, monitoring and enforcement of the landscape and tree protection regulations.
 - City Council and the Planning Commission have consistently supported and enforced the landscape and tree protection ordinance. An amendment to the ordinance was made that increased the amount of landscaping along roadway frontages and no variances to the tree and landscape ordinance have been issued.
- Recommend the adoption of a city-wide comprehensive landscape plan to include a "Gateway Corridor" and modern development standards.
 - Gateway signage and landscaping at entrances to the City have been installed and enhanced. A City Council initiative to plant palm trees along the state rights-of-way was submitted to the Alabama Department of Transportation for consideration but not approved due to right-of-way limitations.
 - The City is actively planting over 100 sabal and queen palms along the rights-of-way and on municipal campuses. Plantings should be completed by the end of 2019.
 - The City provided the funds for irrigated green medians on Perdido Beach Boulevard as opposed to the concrete medians proposed by ALDOT. Palm trees within the medians were rejected by ALDOT due to clearance zone restrictions.
- Recommend that beach maintenance efforts be included in the comprehensive planning process to ensure that the City has the ability to regulate activities and administer beach cleaning/litter control programs.
 - The Leave Only Footprints Program was established in 2016 at an initial cost of \$1.3 million. The City currently provides approximately \$500,000 annually to fund the program. The program operation consists of cleaning the beaches daily and Beach Ambassadors are present on the beach communicating beach regulations to our visitors. The program is comprised of the following:
 - * Beach cleaning equipment
 - * Personnel for beach maintenance and the Beach Ambassador component
 - * Police officers for enforcement of beach rules and regulations
 - As part of our efforts to keep shorelines and local waterways clean the City has established the Waterways and Shoreline Enhancement Program that removes marine debris and trash from our over 50 miles of inland waterway shorelines daily. The City was awarded a GOMESA grant to expand this program to nearly twice its current size and establish consistent recycling options for the items collected from the beach and waterways.

- Encourage adoption of policies to require retention of sand during development and to effectively place dredged sand onto the beaches.
 - The City effectively lobbied to have the Perdido Pass dredged sand placed on the beach within the municipal corporate limits; cost \$800,000. The cost to have this work performed is equal to roughly 50% of the cost to dredge and 20% of the cost for a truckload operation. This was performed in partnership with the U.S. Army Corps of Engineers.
- Commit to maintaining an engineered beach status according to FEMA guidelines.
 - The City consistently maintains engineered beach status and monitors annually.
- Implement a water quality plan to systematically test and report water quality in our coastal waters.
 - The City spent over \$250,000 following the BP Oil Spill, to test the water, sediment and air for contaminants in order to ensure that the Unified Command response properly restored our environment to acceptable clean standards. This dataset was shared with Auburn and Dauphin Island scientists for corroboration, evaluation and further research.
 - Waters of the State are regularly monitored by the Alabama Department of Environmental Management to ensure swimmer safety and compliance with the Clean Water Act. There are currently no impaired surface waters located in our area.
- Encourage the City Council to maintain strict stormwater design criteria and keep sufficient staff to assure property installation, protection and maintenance of drainage facilities.
 - Due to strict adherence to the city stormwater management regulations, no developments built since the adoption of Horizons 2020 have exhibited habitable structure flooding except during catastrophic flooding events.
- Develop and implement a Wetland Conservation Plan and pursue delegation for permitting and enforcement of a comprehensive conservation plan administered by the City.
 - The City of Orange Beach wetlands ordinance is applied to all developments that have potential impacts to wetlands. City Council and the Planning Commission have consistently supported the preservation of wetlands within the city limits.
 - The Community Development Department hired a wetland scientist who is performing a comprehensive municipal property wetland assessment. This assessment will be initiated in year 2019.
 - The City acquired an ACAMP grant to expand, enhance and restore wetlands within the State Highway 161 right-of-way resulting in the establishment of approximately two acres of wetlands within a pedestrian-oriented area, providing wetlands public education via interpretive signage.
- Develop and implement a structured and effective wildlife rescue plan.
 - Since the adoption of Horizons 2020, the City of Orange Beach Wildlife Center has been established providing 24/7 responses to wildlife management and injury

calls. It is a fully functioning and effective wildlife rescue and management facility. A new larger facility is under construction that will accommodate the current volume of requests for service. The program has grown to include both professional and academic resident and non-resident interns gaining experience in wildlife sciences and medicine. In the 2018-2019 school year the program provided grade appropriate, curriculum-based educational programming to every class and grade level in our K-6 school. This will expand to include the future middle and high schools with an outdoor classroom environment at the new facility. Dozens of public education and outreach programs were provided in the community as well as volunteering opportunities for citizens.

- Encourage continued promotion of environmentally responsible public and private development incorporating resource and energy conservation.
 - The City adopted the 2015 Alabama Energy Conservation Code incorporating energy conservation standards applied to all new development in the city.
- Ensure ecotourism programs be maintained and continue to develop program and activities centered around our unique coastal environment.
 - The City continues to provide Backcountry Trail excursions at minimal cost to individuals seeking to experience the Gulf State Park via vehicular transportation. The BackCountry Trail has been expanded to a length of over 27 miles.
 - The City has spent approximately \$800,000 to improve the parking area and boardwalk at the Fishing Wall located on the east side of Perdido Pass. In addition, the City will be acquiring over \$2.6 million of Restore Act Gulf Coast Restoration Trust Fund grant money to improve the bulkhead at this location. The funds should be made available in early 2020.
 - The City has constructed 12 canoe trail sites along the shoreline allowing our canoeing and kayaking community to experience our back bays, bayous and inlets. We are currently working to join this canoe trail with others along the coast to create a regional blueway attraction.
 - The city supported the Alabama Gulf Coast Reef and Restoration Foundation in creating SCUBA diving locations and a new ecotourism industry for diving with the sinking of ships and the creation of near-shore snorkeling reefs.

Quality of Life Component

Education

- Explore an enhanced school system for the children of Orange Beach.
 - The City has partnered with the Baldwin County Board of Education and is currently constructing a \$26 million Orange Beach High School and Middle School in the city limits.
 - The City has been actively engaged with the business community to enhance the arts, academic and athletic programs in an effort to have our schools be considered

“Academies of Excellence”. The City has contributed \$700,000 and our businesses and residents have contributed over \$300,000 to benefit our schools.

- The City donated the \$6 million school property and is providing funding to build an onsite state-of-the-art Performing Arts Center in addition to an athletic facility on the campus.
 - The city funded security upgrades at Orange Beach Elementary School and five times over the last six years since the upgrades, OBES has been awarded the Alabama Safe Schools Award of Excellence by the Alabama Attorney General.
 - OBES has achieved the top state report card out of all 49 schools in the Baldwin County Public School System. It earned a spot in the Top 20 of all public elementary schools (1,060 schools) in the state and Top 26 of all public schools (1,463) in Alabama.
 - The City has been in partnership with Auburn University to establish and maintain an Engineering Research Center on city-owned property. The Center will be constructed with Restore Act funding, and will strive to create connections with area schools to enhance STEM programs and opportunities.
 - The City is participating with the city of Gulf Shores in the development and management of an Ecotourism and Sustainability Center in partnership with the Cousteau Ocean Futures Foundation in order to provide world-class environmental education programs to the area, and to attract school groups, tourists and educators from across the country to the Center for programs and workshops.
 - The Orange Beach Wildlife Center has incorporated elementary education classes for the Orange Beach Elementary School; beginning in 2019, the Center will also provide services to the OB Middle and High Schools.
- Look at ways to retain Baldwin County education tax money for use in the local schools.
 - See previous reference to partnership with the Baldwin County School Board.
 - If an election is held for a local district, look at ways to educate the community about the facts.
 - No longer applicable – See previous section
 - Continue to explore ways to expand adult education opportunities on the island.
 - The following adult classes and educational programs have been or are provided at the Library:
 - * Windows and Apple software and operating systems
 - * Office software
 - * 3D modeling and design systems
 - * Digital image and T-shirt making
 - * Basic email and calendar use
 - * Computers for seniors
 - * Android and iPhone software and hardware
 - * Internet security/Identity theft protection
 - * Facebook
 - * Pinterest
 - * Fiber Crafts (Crochet/Knitting)
 - * Multiple Cultural programs in:

- * Music, history, culinary arts, writing, publishing
- * Resume building
- * Ancestry/Genealogy Research
- * Database use including Census records and medical databases

Health Care

- Continue the partnership between South Baldwin Regional Medical Center (SBRMC) and the City.
 - The City has publicly supported and was influential in SBRMC acquiring the designation as the Free Standing Emergency Department for this region.
 - The City invested in the Southern Rapid Care Urgent Care Clinic, an SBRMC facility, by entering into an agreement with the clinic for city employees to receive healthcare and prescriptions at the facility. The doctors who provide services at this clinic are doctors from SBRMC.
 - Dr. Ryan Forbess is a SBRMC Family Practitioner and the City provides him an office in the city Medical Arts Facility.
 - The City spent over \$800,000 for two new ambulances and associated fire department paramedic staff. The units will utilize SBAR Ambulance Technology Communication allowing communication between the SBRMC medical staff and the paramedics on the ground.
 - In June 2019, the city began partnership with USA Health, in cooperation with SBRMC, to add resident emergency physicians to rotations on the city's new ambulances.
 - Air ambulance services have increased medical protocols for severe cases such as head trauma and stroke, resulting in immediate dispatch through air transport.
- Continue to explore possibilities of more specialized physicians in Orange Beach such as dermatologists.
 - All of the services provided at the city Medical Arts Facility incorporate specialists during their daily operating schedule and incorporate specialists addressing various needs of the community.

Art and the Amenities

- Encourage a variety of development types to include retirement communities, which are rich in amenities for retirement age population.
 - The City has actively promoted the development of active senior and assisted living facility in the city. The Pandion Ridge Planned Unit Development included an assisted living component; however, follow-through by the developer has not occurred as of yet. One of the difficulties with assisted living facilities is the evacuation zone impacts on insurance and liability of these types of facilities.
- Increase the number of indoor and outdoor pavilions for the use of residents and tourists.
 - Pavilions have been added to the sportsplex, the Backcountry Trail and the Coastal Arts Center of Orange Beach sites.

- Increase the size and programs available at the art center.
 - The City has expanded the Coastal Arts Center of Orange Beach to include the Hot Shop (glass-blowing) and Clay Studio free-standing structures in addition to the newly built 10,000 SF, two-story fine art gallery displaying works by Gulf Coast artists. Glass-blowing, clay sculpting, visual arts and other art media classes are available to adults throughout the year and the Center also offers summer camp and after school art programs.
 - The City has established the Expect Excellence Program for our young community, offering free summer and after-school classes in music, performing arts, etiquette, enduring training, robotics and various athletics. The City has provided over \$300,000 in support of this program.
- Increase the number of publicly owned boat launches and picnic areas.
 - The City has been consistently lobbying Montgomery to allow the construction of a public boat launch on state land located directly east of the Caribe condominium development on Perdido Key. Governor Robert Bentley did not support the construction of the boat launch due to concerns raised by certain property owners on Ono Island. The City submitted a request for funding of the Perdido Key boat launch through the Natural Resource Damage Assessment Program; however, this funding was not approved by the Alabama Department of Conservation and Natural Resources. The lack of an additional boat launch in the City is entirely due to lack of support by the State of Alabama. Efforts to construct a new boat launch in the City of Orange Beach are ongoing.
- Increase the number of public beach parking areas.
 - The number of parking spaces at Cotton Bayou Beach Access and East Alabama Point has been doubled. East Alabama Point expansion for additional parking is limited due to Perdido Key Beach Mouse habitat preservation restrictions by the U.S. Fish & Wildlife Service.
- Work with developers to expand landscaping in the community.
 - An amendment to the zoning ordinance was made that increased the amount of landscaping along roadway frontages and no variances to the tree and landscape ordinance have been issued. The City acquired over one hundred sabal and queen palm trees from a local developer and the City is installing the trees throughout the city on municipal properties and rights-of-way.

A notable quality of life amenity is the establishment of the 24/7 newly expanded and renovated fitness room at the Orange Beach Recreation Center. In addition, the City is constructing a \$1.3 million expansion of the recreation center gymnasium and is in the planning stages of the new indoor adult recreation facility slated for 2020.

Public Safety

- Inform the public about boat and water safety.
 - The City actively utilizes social media to post U.S. Coast Guard boating safety guidelines and regulations such as proper equipment, No-Wake Zone map information, proper life vest usage and required number of safety devices.
 - The Alabama Marine Patrol Division stages regular boat licensing and vessel inspections at the local boat launches throughout the boating season.
- Support the fire and police department in their future facility expansions.
 - The City is currently in the planning stages of the new construction of Fire Stations 1 and 5 and the expansion of the Justice Center for the police department and court facilities. Completion of these facilities is anticipated to be within four years.
- Support staffing in all departments of the City to provide service level expected by the citizens of Orange Beach.
 - Staffing grew extensively due to enhanced beach cleaning programs, shoreline cleaning programs, wildlife, and children's after-school programs from 291 (54 temp and part time) to 501 (178 temp and part time) since the creation of the 2006 Horizons 2020 envisioning plan.

Transportation Component

Short Term Recommendations

- Cross-Island Connector Construction
 - The City pursued the Cross-Island Connector vigorously in the early years of Governor Robert Bentley's Office. State approval is needed due to the elevated roadway spanning the Gulf State Park. ALDOT Director John Cooper and ADCNR Commissioner Gunter Guy were both solicited for support of the roadway; however, the Governor clearly stated that he would not support the roadway due to lack of support from environmental interests and the inability to control toll fees.
 - In 2018, Governor Kay Ivey entered into a settlement agreement tied to litigation stating that the Cross-Island Connector shall not be built within the Gulf State Park for 20 years, eliminating the possibility of the roadway while she is Governor.
- Canal Road Widening (Foley Beach Express to Hwy 161)
 - ALDOT has completed the additional westbound lane from State Highway 161 to the Foley Beach Express and the additional eastbound lane from the Foley Beach Express to William Silvers Parkway. The construction of the remaining portion of the eastbound lane from William Silvers Parkway to State Highway 161 will begin in September of 2019 with completion prior to spring of 2021. ALDOT constructed

these projects in response to repeated requests from Mayor Kennon for road improvements to alleviate traffic congestion during the summer tourist season.

- The City of Orange Beach widened William Silvers Parkway from 2 to 3 lanes in order to move vehicles off Canal Road during summer youth athletics. Project cost over \$500,000.
- Build Roadway Drainage Improvements
 - Projects:
 - * Cotton Bayou Drive Drainage Improvements - Completed in 2010.
 - * East Orange Beach Drainage Improvements - Completed in 2016.
 - * Lauder Place Drainage Improvements - Completed in 2016.
 - * Illinois Street north of Moses Road – In 2015, the City purchased a single family residential lot to be used for neighborhood stormwater retention, alleviating yard flooding.
 - * The City purchased Orange Beach Golf Center in late 2005 creating significantly improved stormwater flow around Mulligan Place, The Pines and Canal Road.
 - * Bear Point – Upgraded (3) lift stations to 3 phase (6) pumps.
 - * Oakridge Subdivision Drainage Improvements – Completed in 2018.
 - * William Silvers Parkway – Canal Road Drainage Improvements – Completed in 2017.
 - * Lauder Place (Barracuda Street and Cobia Avenue) Drainage Improvements – Completed in 2017.
- Develop a Sidewalk/Bike Master Plan
 - The City of Orange Beach has an adopted Sidewalk Master Plan. The following projects have been completed:
 - * Cotton Bayou Drive
 - * Gulf Bay Road
 - * Holder Road
 - * 2015 TAP Grant Award \$400,000:
 - West Oakridge Drive
 - SR161 - Catman Trail to Perdido Beach Blvd
 - Lauder Lane
 - * Sidewalk connecting the West Oakridge Drive and Lauder Lane sidewalk to the sportsplex through the Gulf State Park - This sidewalk provides a multi-modal connection for neighborhoods with connectivity between the State Highway 161 sidewalk and the new Middle and High School being constructed on William Silvers Parkway (sidewalk completion August 2019).

Long Term Recommendations

- Wolf Bay Bridge
 - The City has hired a transportation consultant to provide design engineering and permit services for the Wolf Bay Bridge and associated roadway improvements. The

City is currently in negotiations with the property owners to acquire the necessary property for the construction of the bridge and roadways. Funds for the design and construction of the bridge are to be provided by a recently adopted 2% municipal lodging tax and the establishment of a cooperative district over the property located to the east of Wolf Bay and north of the Gulf Intracoastal Waterway. The City plans to have the Wolf Bay Bridge and associated roadways completed within five years.

- **Park and Ride System**

- Staff studied the feasibility of a Park and Ride System on the north side of the Intracoastal Waterway with the anticipated location being Commerce Park. The primary industry in the City is tourism and, unlike other municipalities, the City does not exhibit labor-related rush hours. The tourism service industry comes and goes at all hours of the day and night; park and ride facilities generally do not work unless there are specific times of the day that the workers commute in and out of the city. This results in insufficient ridership demand and minimal improvement to traffic flow to support the investment.
- Staff considered the establishment of a Park and Ride System for our weekend visitors coming onto and off of the island. This was problematic since families coming to the condominiums normally have a good deal of luggage, beach gear and other supplies they do not want to shuttle from the parking lot to the condominium. If tourists were required to pay for parking, the park and ride service would have a greater demand for our summer visitors.

- **Beach Trolley**

- In 2016, the City partnered with Baldwin County to conduct a \$280,000 beach trolley feasibility study utilizing Federal Transit Administration 5307 Funds. The scope of the study was to determine the costs of operating a beach trolley from the Florida State Line to Highway 59 in Gulf Shores in the summer tourist season and whether there is sufficient ridership demand to invest in the program. The study results showed that the City would need to invest close to \$2 million to properly stand up the beach trolley service and, while there was some demand for ridership in the evenings to travel the beach road, the trolley would not alleviate the primary traffic problems associated with tourists coming onto and off of the island. Therefore, the minimal benefits would not justify the cost of the establishment of the beach trolley program.

- **Completion of Baldwin Express Extension to Interstate 65**

- Mayor Kennon is currently appointed to the Alabama Gulf Coast Recovery Council, a panel of 10 elected officials who are designated to select projects that will be funded by Restore Act Gulf Coast Restoration Trust Fund grant money. The Mayor was instrumental in securing over \$11 million of Restore Act funds to acquire the right-of-way for the extension of the Baldwin Beach Express from I-10 to I-65.

Growth Management and Zoning Policies Component

- Develop a series of growth management policies for development and redevelopment in Orange Beach which considers smart growth designs, transportation, utilities, economic development and housing.
 - The City has launched an initiative to bring high-speed broadband fiber into the neighborhoods. The City is entering into an agreement with Island Fiber to construct fiber optic facilities in neighborhoods, encouraging development and redevelopment of our single-family residential areas.
 - In 2006, the City amended the zoning ordinance prohibiting two-family dwellings in single-family neighborhoods without City Council conditional use approval.
 - In 2011, City Council established minimum single-family footprint and gross floor area square footages in single-family zoning districts.
 - In 2013, the City adopted an ordinance requiring sprinkler systems for single-family residences 3-stories or greater.
 - In 2017, the zoning ordinance was amended to require aesthetically pleasing fence requirements from the rights-of-way and neighboring properties.
 - The City entered into a partnership with the Baldwin County School Board to build the new middle and high schools on Canal Road. The new schools and the Expect Excellence initiative will result in greater permanent residency, an increase of young families, and a surge of single-family residential development in the city.
 - Through investments in the Orange Beach Sportsplex, the city helped expand sports tourism to over 114,000 room nights annually on Pleasure Island with an economic impact of \$118 million.
- Rewrite the PUD portion of the zoning code to allow planned residential developments with a required minimum size of less than five acres.
 - City Council revised the zoning ordinance in 2007 to eliminate the minimum parcel size requirement for planned unit developments.
- Establish a wide range of residential standards to provide more diverse housing opportunities. Look at work force housing options.
 - The tourism nature and property values on the island are not conducive to the establishment of workforce housing developments. The City continues to explore and support workforce housing opportunities to the north of the Gulf Intracoastal Waterway and in Baldwin County.
- Encourage mixed uses of commercial and residential in large tract developments which would decrease the dependency on the automobile.
 - The City removed the requirement for a development to secure a Planned Unit Development rezoning in order to allow for a mixed use development in 2007. This encourages mixed use developments by greatly lowering the cost of the plan review process and reducing the Planning Commission review time by more than

half.

- Manage future growth and development using the City's Comprehensive Plan, Zoning Ordinance and Future Land Use Plan Map as guides for future development.
 - The City Comprehensive Plan, Zoning Ordinance and Land Use Plan are applied to every proposed development considered by the Planning Commission. Community Development staff provides a staff report for all developments outlining compliance with both plans and the zoning ordinance at each and every Planning Commission meeting.
- Encourage rehabilitation or removal of substandard structures.
 - The City employs a Code Enforcement Officer and an aggressive Code Enforcement Program actively engaged in city-wide sweeps for the determination and removal of substandard structures and public nuisances. Since 2006, the following nonconformities have been removed:
 - * Nonconforming mobile homes 131
 - * Nonconforming structures 42
- Continue to eliminate non-conforming uses and structures where possible.
 - When allowed by the zoning ordinance, the City actively pursues nonconforming structures and land uses. The zoning ordinance allows for the removal of nonconformities following 180 days of vacancy of a structure or absence of the nonconforming land use. See previous section.
- Develop water-base resources such as a City Marina, Robinson Island, boat launches, and estuaries.
 - The City has acquired Walker Island to ensure preservation of the natural resource. Annually, volunteers plant pine trees, install sand fencing, install bird nesting platforms, install signage and remove trash and debris from Bird and Robinson Islands in order to allow for proper tourism interface with bird nesting areas. The City prohibited dogs on Bird and Robinson Islands to protect bird nesting areas and improve public safety.
 - The City is preparing to spend \$65,000 to stabilize the north end and restore the south end of Robinson Island. The City is teaming with the Nature Conservancy to perform a comprehensive tree reforestation project on Robinson Island in 2020.
 - The City lobbied to establish a no-motor zone along the shoreline of Bird Island in order to restore vital seagrass beds and fish nurseries.
 - The City lobbied to support Alabama Marine Police in expanding idle-speed zones in Terry Cove, Cotton Bayou and the islands area north of Perdido Pass in order to reduce island shoreline erosion and improve life safety in the popular boating destination.
 - The City established the Shoreline Cleanup Program comprised of staff and marine vessels to remove tons of debris and trash from the coastline and waterways annually.

- The Coastal Resources Department is currently in the early phases of construction of a new office and marina facility on Terry Cove to house many of its vessels and coastal programs.
- Encourage development that will make Orange Beach a vital, attractive place to live, work, and visit.
 - This is the highest priority of the Mayor’s Office and City Council, along with maintaining Orange Beach as a family-oriented community, and is a message repeated in Council meetings.
 - Additionally, the city continues to maintain low taxes for residents by keeping local ad valorem at 4 mils (5 mils is allowed by law for Alabama municipalities).
- Continue to explore State enabling legislation giving Alabama cities the option of infrastructure impact fees.
 - The City adopted the impact fee ordinance in September of 2006, requiring new developments to provide funds to offset impacts to transportation, police, fire, library and parks & recreation infrastructure.
- Complete a rewrite of the zoning ordinance to include narrowing of uses and allowable densities in some of the districts.
 - In 2008, the Table of Permitted Uses in article 4 of the zoning ordinance was evaluated and completely rewritten to narrow the allowable land uses in zoning districts. Certain land uses were eliminated from zoning districts and others were changed from “by right” status to conditional use, requiring City Council approval in certain circumstances.
 - In 2013, City Council passed a zoning amendment restricting the locations of liquor package stores, tattoo parlors, pawn shops, palm readers and check cashing establishments.
 - In 2013, the City Council restricted the open sale of obscene merchandise (such as T-shirts) at local souvenir shops to preserve the family-friendly atmosphere throughout the city.
 - In 2018, the City passed the vacation rental ordinance, prohibiting vacation rentals in single-family zoning districts.

Neighborhood-Based Land Use Plans

- Design neighborhood plans to preserve and enhance the unique qualities, charm and potential of each individual neighborhood. Plans should be both short-term (1-5 years) and long-term (5-10 years) in nature.
- Involve neighborhood input in formulating the neighborhood base plans.
- Develop architectural and site design guidelines for the neighborhood-based plans and use development tools such as PUD and Overlays to implement the guidelines.
 - The City has imposed enhanced coastal architectural design elements for new business establishments in the city, e.g. Dollar General on Orange Beach

Boulevard and Grander Marine on Canal Road, in addition to municipal buildings such as the Coastal Arts Center of Orange Beach.

- Establish residential densities for low, moderate and high-density developments. These densities will be the guides for creative residential options identified in neighborhood plans through examples like a pattern book.
- Preserve the character of residential neighborhoods by encouraging new or renovated structures to be compatible with the neighborhood and adjacent structures.
 - In 2011, City Council established minimum single-family footprint and gross floor area square footages in single-family zoning districts.
 - In 2015, the City adopted stricter residential accessory structure requirements, increasing setbacks and limiting the size and height of these structures.
- Establish pedestrian-oriented designs of developments that encourage features that enliven the street. Examples include period street lights, brick crosswalks, brick sidewalks, boulevards, street trees and neighborhood banners.
 - The City is actively working with Baldwin EMC to install decorative period streetlighting in neighborhoods at the time of powerline placement underground. Narrow rights-of-way and the abundance of underground and overhead utilities in the City have limited the ability for the City to plant trees within the rights-of-way. However, the City zoning ordinance includes requirements for trees and hedges to be planted along the rights-of-way (on private property) for new developments.
 - In 2010, the City adopted the Beach Overlay District guidelines, requiring pedestrian oriented areas comprised of sidewalks, benches and pedestrian amenities along the fronts of all new developments within the Beach Overlay District.
- Explore the possibilities of "Urban Villages" in the newly annexed and developing areas of Orange Beach.
 - The City is actively engaged with discussions with the property owners to the north of the Gulf Intracoastal Waterway about applying new urbanism mixed use design components to the development of the area.

Insurance Premiums

City staff continues to serve on the Executive Board of Directors for Smart Home America, a non-profit that promotes resilient communities through risk reduction, mitigation and stronger building practices. The Orange Beach Building Official authored, and Orange Beach was the first community to adopt, a Coastal Code Supplement to mandate construction to the Fortified Home® standards. Now every community in Baldwin County has followed our lead and adopted a Code Supplement. Orange Beach remains the only jurisdiction with monetary incentives for homeowners. Orange Beach has been recognized nationally for taking the lead on this initiative; today Baldwin County, Alabama leads the Nation in the number of Fortified buildings. The resulting premium discount for new construction is as much as 60%, and for the first time in Alabama's history there is a mitigation grant program that assists homeowners with retrofits to

existing properties. All of these factors have caused premiums and deductibles to drop and competition to increase among insurance carriers.

Orange Beach has maintained its Community Rating System rating of Class 7 for 12 consecutive years as is working to move to a Class 6 very soon as a result of some new and innovative resilience planning initiatives. This accomplishment saves Orange Beach citizens over \$500,000 annually on flood insurance through the National Flood Insurance Program.

The city supported and lobbied for incentive-based programs such as Strengthen Alabama Homes grants for Baldwin / Mobile counties providing grants up to \$10,000 for Bronze fortified roofs on residential properties.

The city has also been recognized in many National publications for our dedication to reducing risk with higher building standards and our commitment to resilience. Recent articles include *The Wall Street Journal*, *Bloomberg Report*, *NBC National*, *The Insurance Journal*, *NextCity*, and the *American Society of Civil Engineers*.