



STATE OF THE CITY

MAYOR TONY KENNON



**City of Orange Beach
&
Community Potluck Group Invites You To The**

NIGHT OF RECOGNITION

When: Monday, August 1st at 6pm

Where: Orange Beach Community Center



A Night for Citizen & Employee Awards for 2016

A Night For Community Fellowship Together

(Bring covered dish to share)



RECENT STAFF RECOGNITIONS

Officer Joey Brown

2016 Alabama Legislative Medal of Honor



Training Coordinator Suzanne Moller

2016 Captain Drake Award
Alabama Fire College



City Administrator Ken Grimes



2016 Alabama City /
County Management
Association's Sam Gaston
"Vocational Excellence
Award"



CITIZEN ACHIEVEMENTS

Peter Rabideau

Qualified to represent AL in two road races
at the National Senior Olympics



CITIZEN ACHIEVEMENTS

Valerie Tyson

Top 150 Digital Marketers In North America



Bailey Kennon

Miss Coastal Alabama
Competed in Miss Alabama



Introduction

- **Welcome**



- **Remember:**

- Post-Katrina
- Housing bubble burst
- Financial/banking crisis
- Significant financial recession
- BP Oil Spill
- Wildfire
- Multiple significant rain events
 - » 500 year event – April 2014
- Record breaking freeze
- Everything but a herd of locusts...

Photo Courtesy of National Geographic



We Are Resilient!



Horizons 2020

HORIZONS 2020 THEN & NOW



What is Horizons 2020?

ORANGE BEACH VISION PLAN 2020



1. Transportation
2. Land Use & Zoning
3. Quality of Life
4. Environment

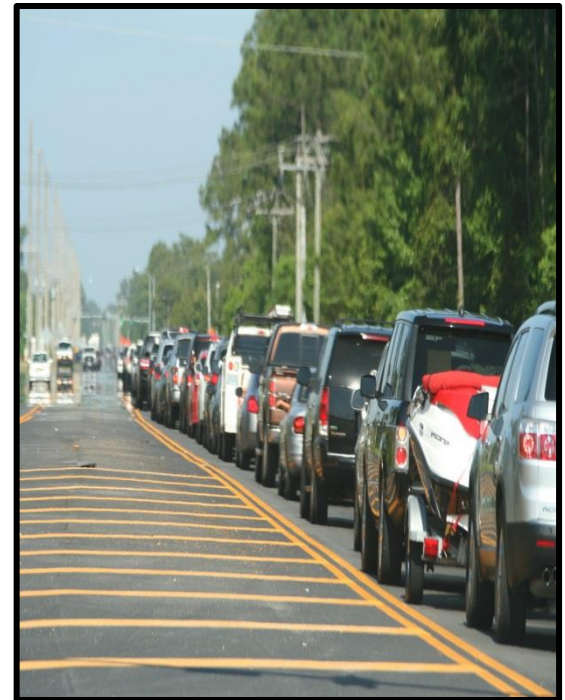
- In 2005, 106 persons participated in 21 meetings over a 3 month period
- Interest groups developed key issues, priorities and short & long term goals



1. Transportation

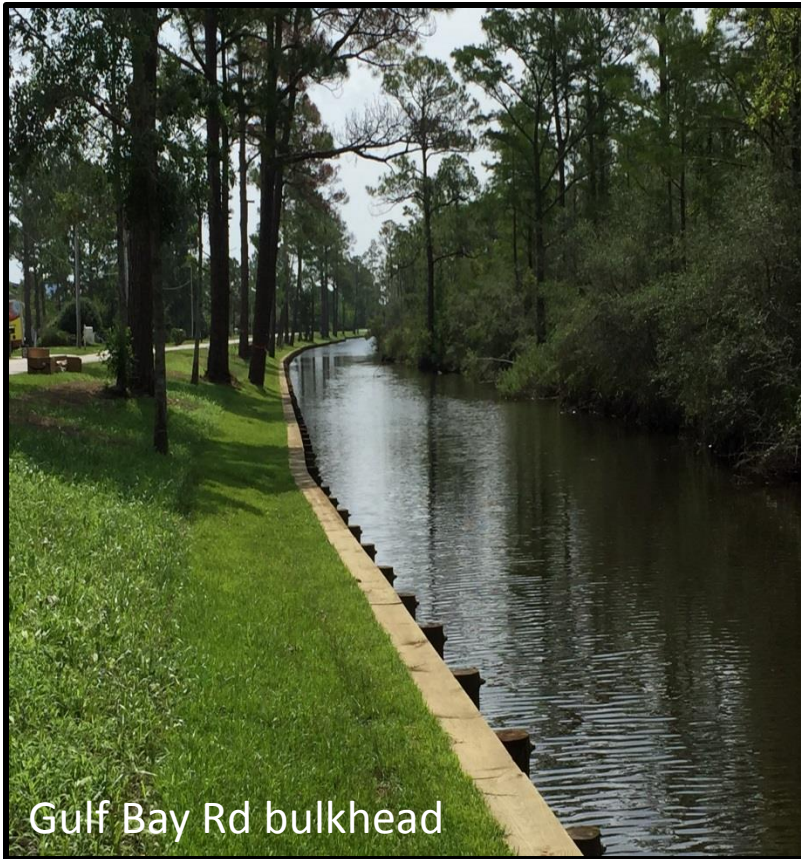
SHORT TERM GOALS (1- 5 years)

- ✓ Canal Road Widening
- ✓ Extend Foley Beach Express to I-10
- ✓ Improve SR161 intersections with Canal Road and Perdido Beach Boulevard
- ✓ Develop Sidewalk/Bike Master Plan
- ✓ Street, Bridge and Gateway Beautification
- ✓ Expand Parking at Public Beach Accesses
- ✓ Roadway Drainage Improvements
 - Cross Island Connector



Transportation

SHORT TERM GOAL ACCOMPLISHMENTS



Gulf Bay Rd bulkhead

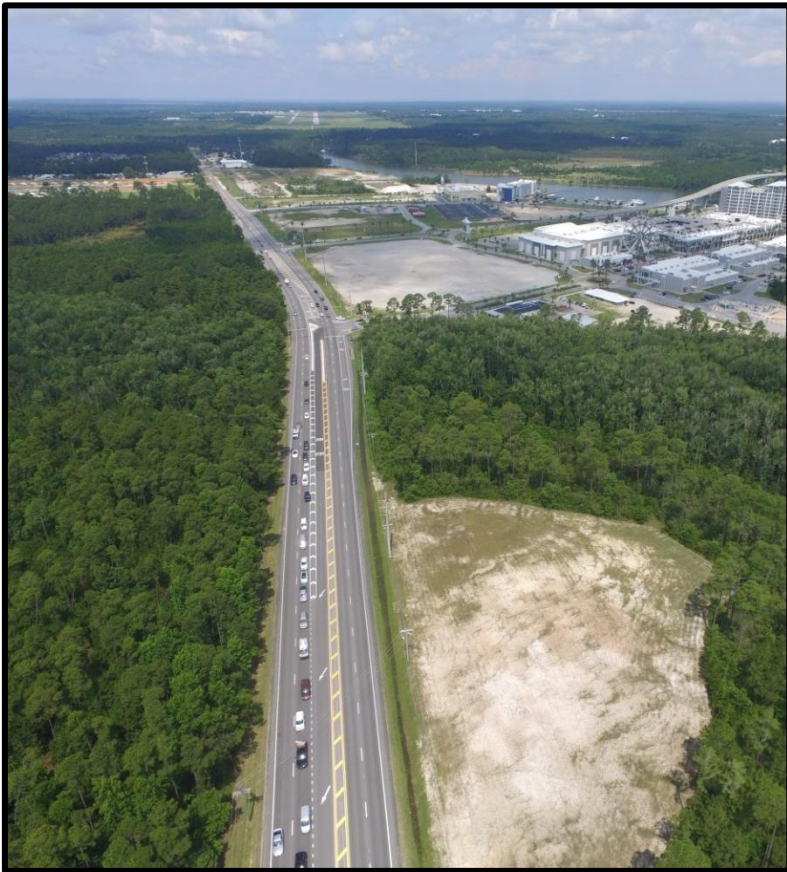
ROADWAY IMPROVEMENTS

- Foley Beach Express extended to I-10
- Sportsplex traffic signal
- SR161 dual left turn lanes
- Repair Gulf Bay Rd bulkhead
- Beaver Creek Capital Improvements



Transportation

SHORT TERM GOAL ACCOMPLISHMENTS



CANAL ROAD WIDENING

- 4-lanes from Foley Beach Express to SR161
- 5-lanes from the Foley Beach Express to Sportsplex Road
- Unrestricted eastbound lane at Main Street

Transportation

SHORT TERM GOAL ACCOMPLISHMENTS

Sportsplex Road widened to improve access, gets vehicles off of Canal Road



Transportation

SHORT TERM GOAL ACCOMPLISHMENTS

SIDEWALKS

- Holder Road
- Cotton Bayou Drive
- Gulf Bay Road
- W Oakridge Drive, Lauder Lane and SR161 (west side) to begin late 2016
- Canal Road sidewalk construction to begin in winter of 2017



Holder Rd



Gulf Bay Rd



Cotton Bayou Dr

Transportation

SHORT TERM GOAL ACCOMPLISHMENTS

DRAINAGE: HIGH PRIORITY

- Cotton Bayou Drive
- East Orange Beach Subdivision
- Lauder Place Subdivision
- Illinois Street lot purchase
- Bear Point pump upgrades
- Wolf Bay Terrace Subdivision
- SR161 Wetlands Restoration Project



Transportation

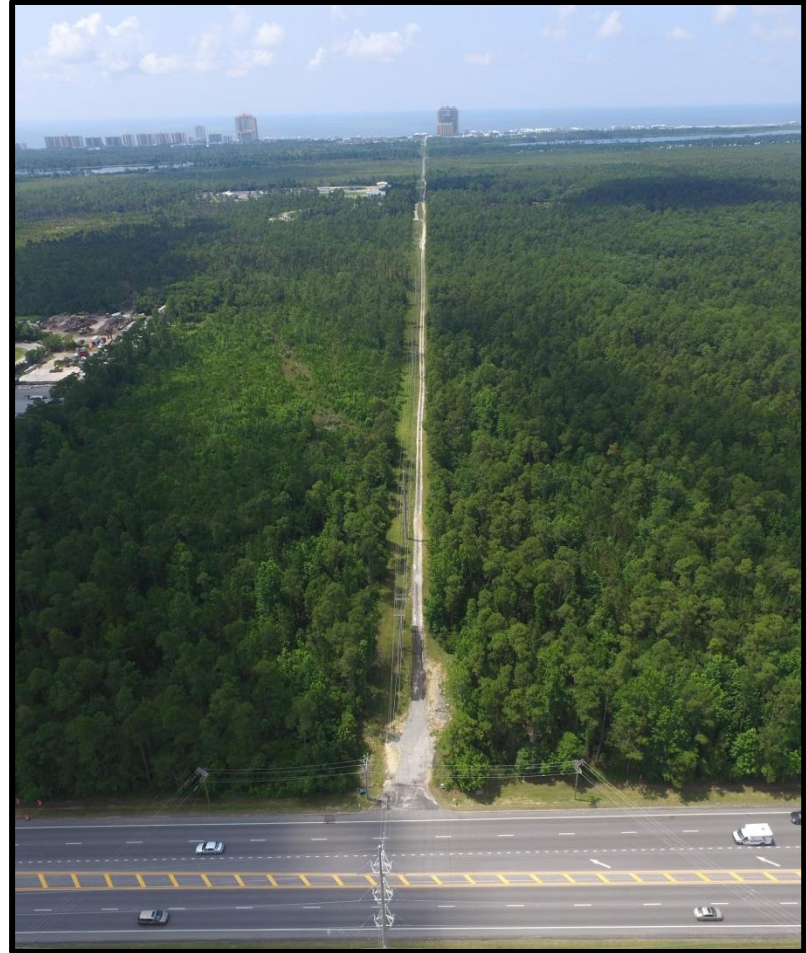
PERDIDO BEACH BLVD MEDIAN & BEAUTIFICATION PROJECT



Transportation

CROSS ISLAND CONNECTOR

In the past, lack of State support for construction of the Cross Island Connector in the Gulf State Park.



Transportation

LONG TERM GOALS (5 – 10 years)

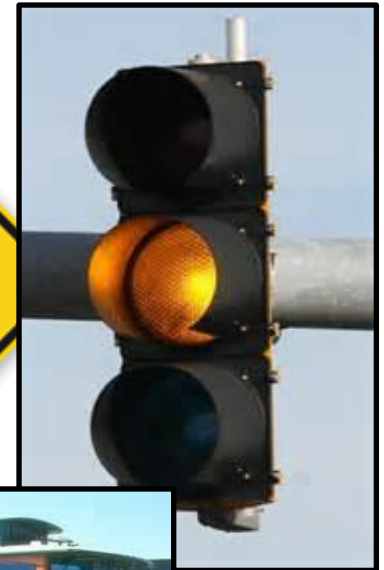
- Wolf Bay Bridge
- Park & Ride System
- Beach Trolley
- Extend Beach Express from I-10 to I-65



Transportation

LONG TERM GOAL ACCOMPLISHMENTS

City and Baldwin County using federal funds to conduct a beach trolley feasibility study for determination of ridership demand and stand up costs



Transportation

WOLF BAY BRIDGE

Funding is the major obstacle.

PARK & RIDE

Lack of ridership due to staggered service industry commute times and tourist desire to have vehicle onsite.



2. Land Use & Zoning

GOALS:

- ✓ Remove minimum size requirement for PUD to allow planned residential developments
- ✓ Rehabilitate/remove substandard structures
- ✓ Eliminate nonconforming uses and structures
- ✓ Establish municipal infrastructure impact fees



Land Use & Zoning

LONG TERM GOAL ACCOMPLISHMENTS

- PUD Ordinance revisions to encourage low density residential developments and preservation of natural resources
- Zoning restrictions for accessory structures ensuring compatibility with single-family neighborhoods
- Adopted municipal impact fees



Land Use & Zoning

City Council supports low density residential development

17 acres of beachfront property rezoned from high density to single-family residential:
Verandas (336 units)
& Pearl of the Gulf (485 units)



Land Use & Zoning

LONG TERM GOAL ACCOMPLISHMENTS

- More than 1,900 public nuisance properties brought into compliance since 2008
- Removed 6 dilapidated billboards
- Chain-link fence prohibition on the beach



Land Use & Zoning

BAMA BAYOU ABANDONED CONSTRUCTION SITE



City code
enforcement
initiated process for
public nuisance
compliance

3. Quality of Life



PRIORITIES

- ✓ Explore City school system versus County school system
- ✓ Construct municipal Civic Center
- ✓ Expand the Art Center
- ✓ Expand the City's recreational facilities
- ✓ Plan for increased boat traffic and inform public of boat safety
 - Increase number of public boat launches



Quality of Life

ACCOMPLISHMENTS

Purchased OB Event Center at the Wharf



Quality of Life

ACCOMPLISHMENTS

Premier Art Gallery & Reception Hall under construction



New Gallery & Children's Studio

Quality of Life

ACCOMPLISHMENTS

Wastewater treatment plant demolition

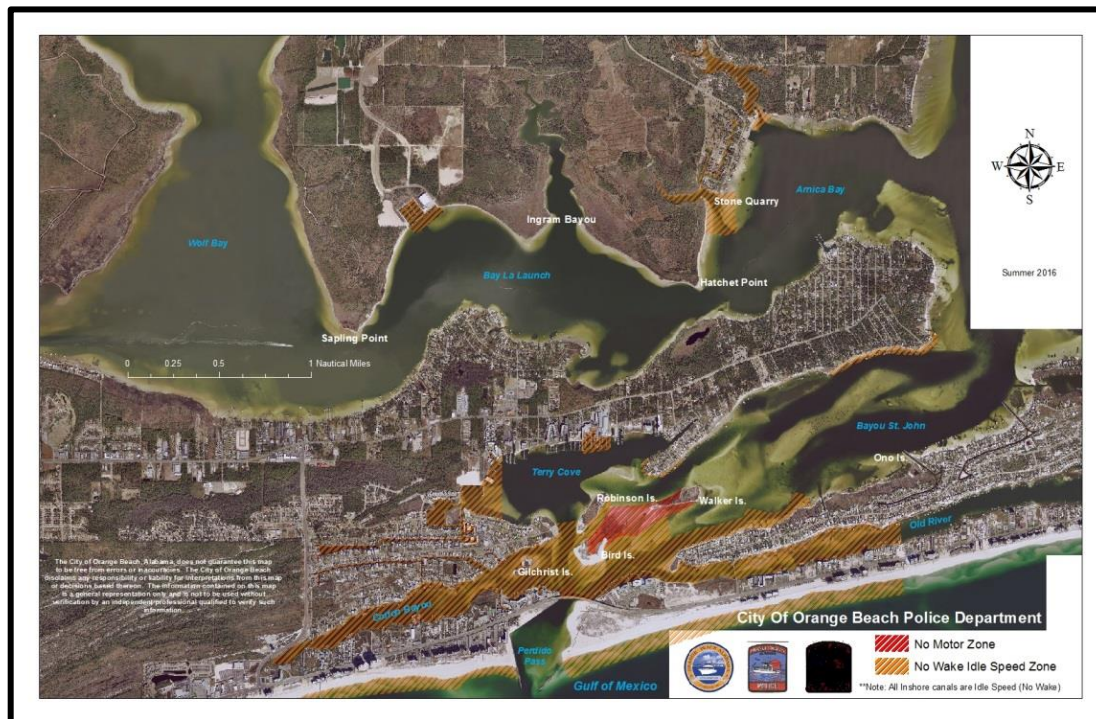


Former WWTP Site

Quality of Life

ACCOMPLISHMENTS

- Cotton Bayou NO WAKE restriction
- Bayou St John NO WAKE restriction



Quality of Life

ACCOMPLISHMENTS - UTILITIES

24" sewer force main connecting SR161 to new WWT Plant with inclusion of shutoff valves



Quality of Life

ACCOMPLISHMENTS - UTILITIES

Underground powerlines:

- East Orange Beach
- Avenue C
- Avenue D
- Mauldin Lane
- South Wilson
- Perdido Beach Blvd



Quality of Life

ACCOMPLISHMENTS

Decorative streetlighting

- East Orange Beach Subdivision
- Terry Cove Harbor Subdivision
- Avenues C & D
- Perdido Gate Subdivision
- South Wilson
- Perdido Beach Blvd



Quality of Life

ACCOMPLISHMENTS

Fiber-optic infrastructure:

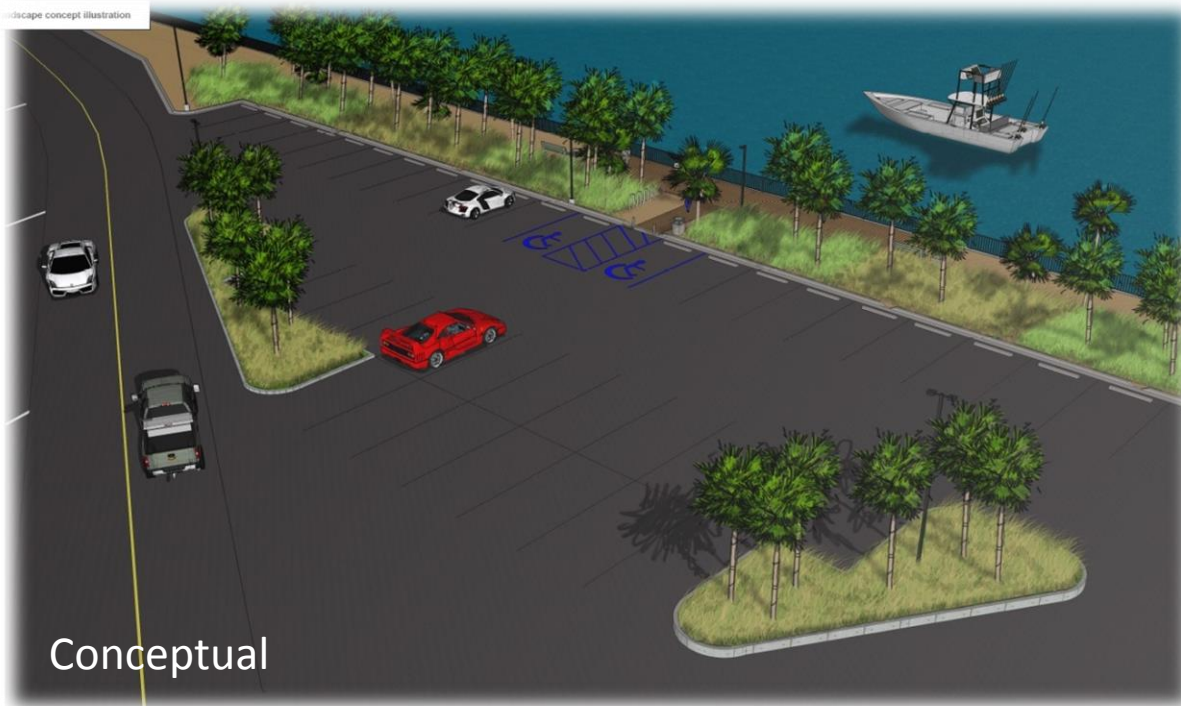
- Increased data security
- Redundancy and backups
- Voice-over-internet phone system
- Free Wi-Fi at all City facilities



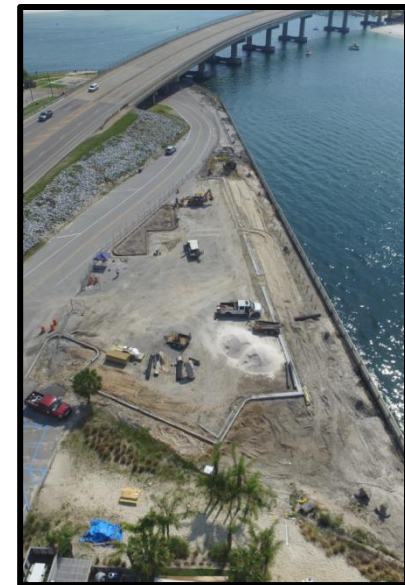
Quality of Life

ACCOMPLISHMENTS

Alabama Point Park – completion late July



Conceptual



Current progress

Quality of Life

ACCOMPLISHMENTS

PUBLIC SAFETY: FIRE DEPARTMENT

- Three to four minute response time
- Firefighter Resident Program
- Two additional manned fire stations:
 - Ono Island
 - The Wharf



Quality of Life

ACCOMPLISHMENTS

PUBLIC SAFETY: FIRE DEPARTMENT

- Molly's Patrol: Lifeguards on the beach since 2008
 - 4 towers and 4 roving patrols
 - As of today- 32 rescues
 - 981-SURF (7873)



Quality of Life



ACCOMPLISHMENTS

PUBLIC SAFETY: POLICE DEPARTMENT

- OBES Attorney General Safe School Initiative Award – 3 years running
- Support Services Technician Program: 4 additional officers
- Future modification of operations:
 - Special Response Team Program expansion
 - Crisis Intervention Officer to assist in mental illness cases
 - Proactive, intelligence driven policing



Quality of Life

ACCOMPLISHMENTS

PUBLIC SAFETY: POLICE DEPARTMENT

- OB Narcotics Task Force
 - Investigated drug trafficking and sales/possession of alcohol by minors
 - 65 arrests and convictions
- All officers received and certified in ALERRT (Active Shooter Rapid Response Training)
- Formed tri-city multi-jurisdictional SRT



Quality of Life

ACCOMPLISHMENTS

PUBLIC SAFETY: POLICE DEPARTMENT

- Orange Beach Police Marine Division expansion for increased waterway traffic management, rescue, beach patrol, and Perdido Islands police enforcement



Quality of Life

Here's Why...



Memorial Day 2016



Quality of Life

ACCOMPLISHMENTS

PARKS & RECREATION

- 24/7 Fitness Center
- Wind and Water Learning Center facility and program expansion



QUALITY OF LIFE

ACCOMPLISHMENTS

PARKS & RECREATION

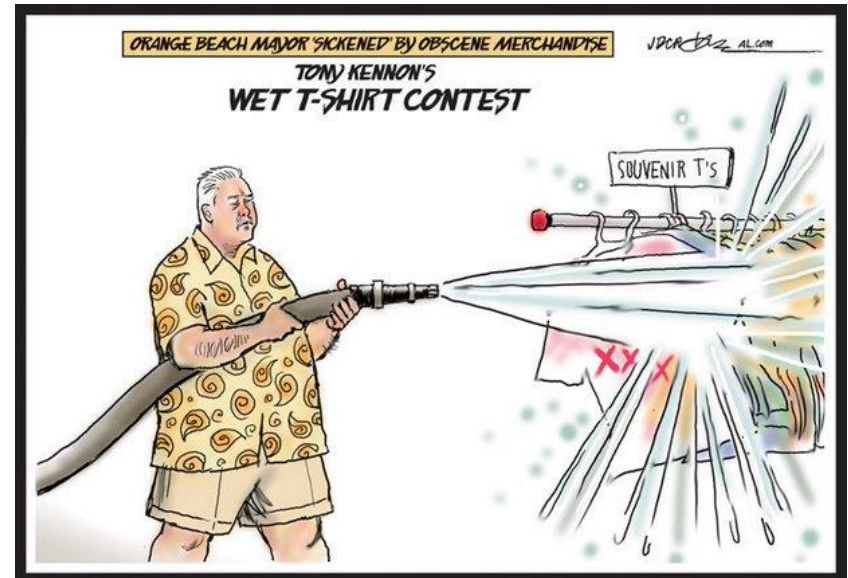
- Senior Center renovation & Patio upgrade
- Camp Sunshine expansion
- Rec center after-school program (>100 children)
- Community Garden
- Canoe Trail
- Dog Park
- Water aerobics/exercise



Quality of Life

MAINTAIN “FAMILY BRAND”

- Mayberry South
 - Vulgar clothing/merchandise
 - Inappropriate concerts
 - Spring Break 2016
 - “It’s Not OK!”
- Disney World Effect
- Zoning restrictions on tattoo parlors, pawn shops, check-cashing establishments and liquor stores



4. Environment

PRIORITIES

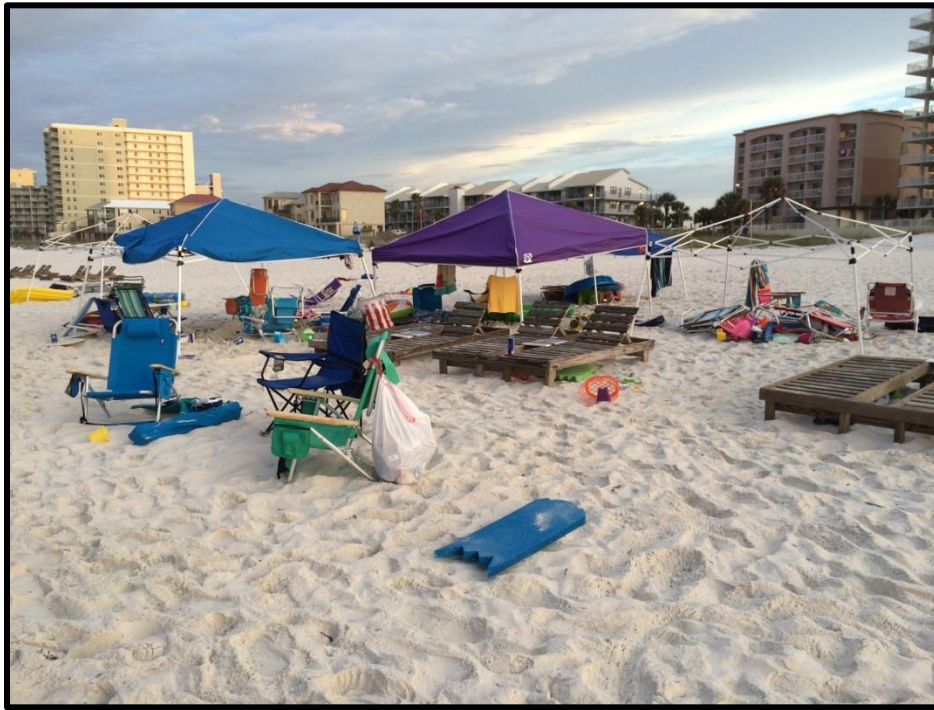
- ✓ Establish beach cleaning and maintenance program
- ✓ Develop a wildlife rescue program
- ✓ Encourage and develop ecotourism programs
- ✓ Strengthen and increase enforcement of landscape & tree protection regulations



Environment

ACCOMPLISHMENTS

Clean Beach Initiative



84 tons of metal recycled from the beach in 2015





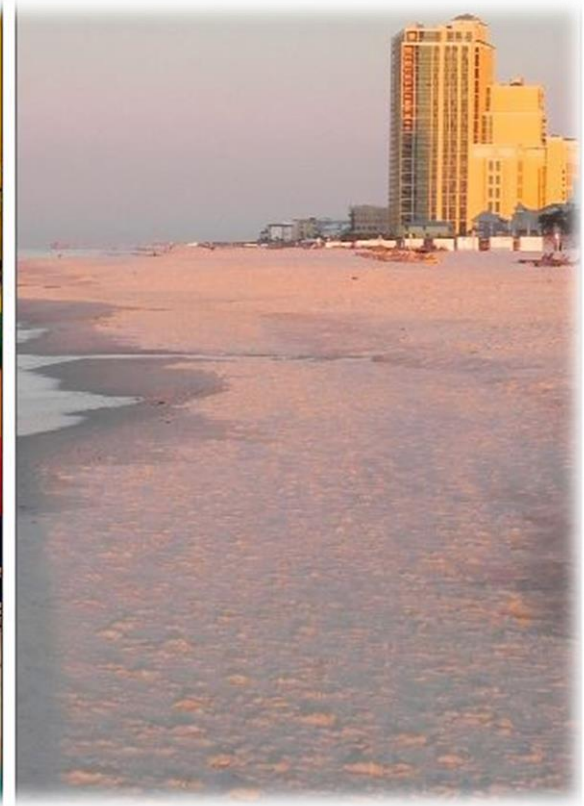
LEAVE ONLY
FOOTPRINTS

Environment

ACCOMPLISHMENTS

Clean Beach Initiative:

- Made possible through public/private partnerships
- Beach Ambassadors
- Increased police enforcement
- Nightly beach-cleaning



Environment

ACCOMPLISHMENTS

Islands of Perdido

- Purchased Walker Island
- Shoreline habitat/seagrass
- Tree planting
- Shorebird nesting areas fenced
- Nesting platforms



Environment

ACCOMPLISHMENTS

Waterways & Shoreline Cleanup Initiative



In summer 2015:

- 845 bags, average 32 lbs per bag
- 62,320 lbs of debris that would not fit into a bag



Environment

ACCOMPLISHMENTS



“Lucretia”

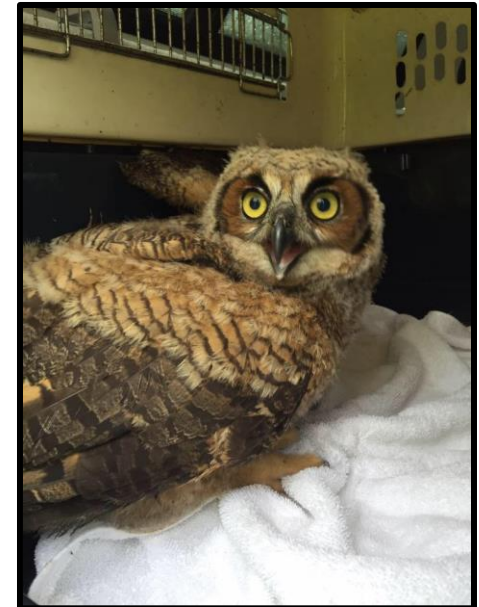
- City purchased 10 acres with 100+ year old tree on the National Tree Registry
- Tree & landscape ordinance rewritten to preserve trees

Environment

ACCOMPLISHMENTS

Orange Beach Wildlife Center

- Federally permitted to handle migratory birds including:
 - » Shorebirds
 - » Waterfowl
 - » Raptors- hawks, eagles, falcons
 - » Song birds
- State permitted for mammals and reptiles
- Active Nuisance Management and Education Program



Environment

ACCOMPLISHMENTS

Wolf Bay Osprey Camera



www.wolfbaycamera.com
www.ospreycamera.com

Environment

ACCOMPLISHMENTS

Backcountry Trail

- 8 miles added to Trail system since 2005
- Over 2,000 Eco-Tour riders since 2008
- Cotton Bayou Trailhead enhancement - **Thank You OB Garden Club!**
- Restroom facility on Gulf Oak Ridge
- Primitive campsites with Gulf State Park
- Crew of full time staff to maintain 14 miles of trail daily



Revenue

- 2015/16 Winter Season Major Revenues Up 9.12% over Previous Year
- Building up Capital Reserve Fund, Maintaining other Reserves



Debt Management/Reduction

General Fund Substantially Debt Free in 4 Years!



Revenue Funds

**2015 Gross General Fund Revenue:
\$36 Million**

**2015 General Fund Operation Surplus:
\$6.8 Million**

- Extremely conservative fiscal budget in 2015 and 2016

**General and Sewer Fund Reserves:
\$40 Million**



Customer Service

**251-981-6979 or 251-981-6810 or
Online Contact Us Form**



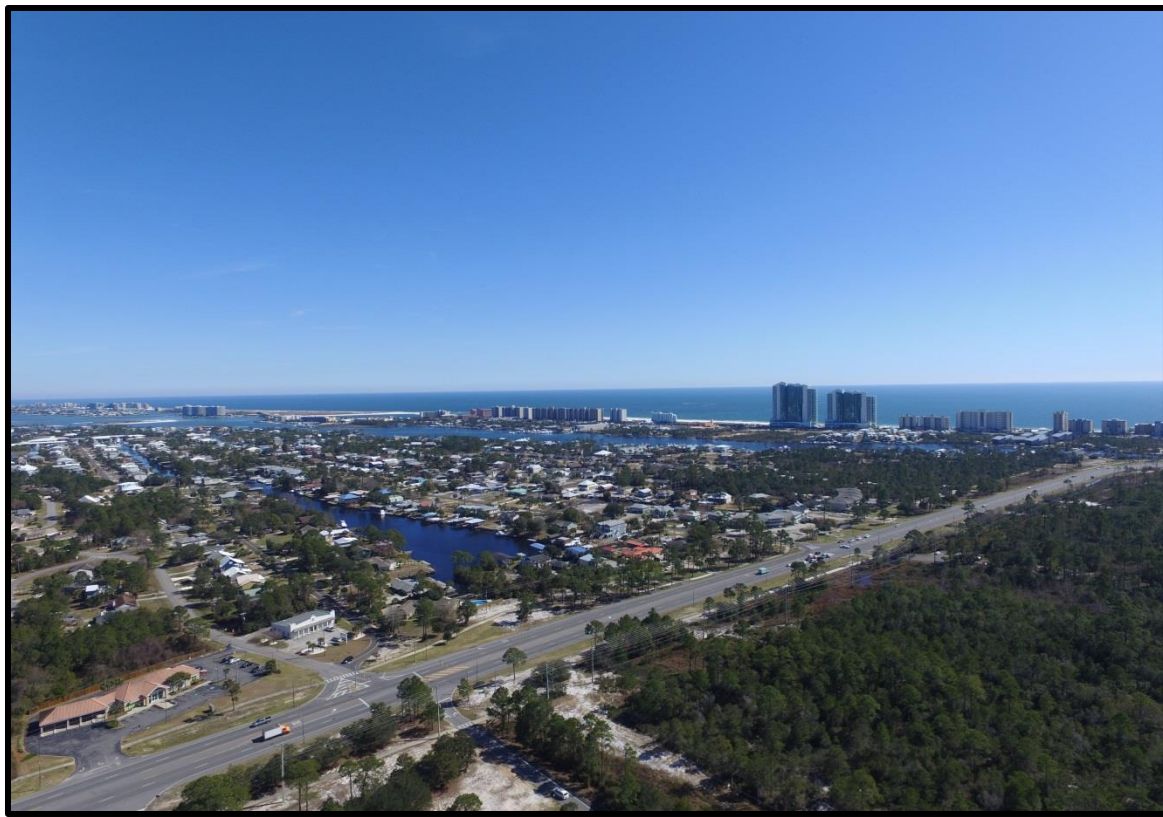
- Response within 24 hours
- Follow-up procedure until resolved
- Additional follow-up on animal/wildlife calls



Transparency/ Public Input

- City Council meetings always have “Public Comment” sessions
- Town Hall Meetings are commonly used to present important topics – approximately 40
- Citizen involvement
 - City Council Meetings averaging 60 per meeting
 - Town Hall Meetings have seen over 1,100 in attendance
 - Citizen Advisory Committees
- 2015 Citizen Survey & Town Hall Discussion
 - 1,400+ responses
- Social Media





QUESTIONS/COMMENTS

TEXT QUESTIONS TO 251-747-4386

