

# 2026 Town Hall



**CITY OF**  
**ORANGE BEACH**  
ALABAMA

Mayor Tony Kennon

May 6, 2026

# City Council

Tony Kennon, Mayor  
Jack Robertson, Place One  
Ginger Harrelson, Place Two  
Jerry Johnson, Place Three /  
Chairman Pro Tem  
Jeff Silvers, Place Four  
Robert Stuart, Place Five

(In the photo, from left, are Stuart, Harrelson,  
Johnson, Kennon, Robertson and Silvers)



# Honoring Coach Savarese

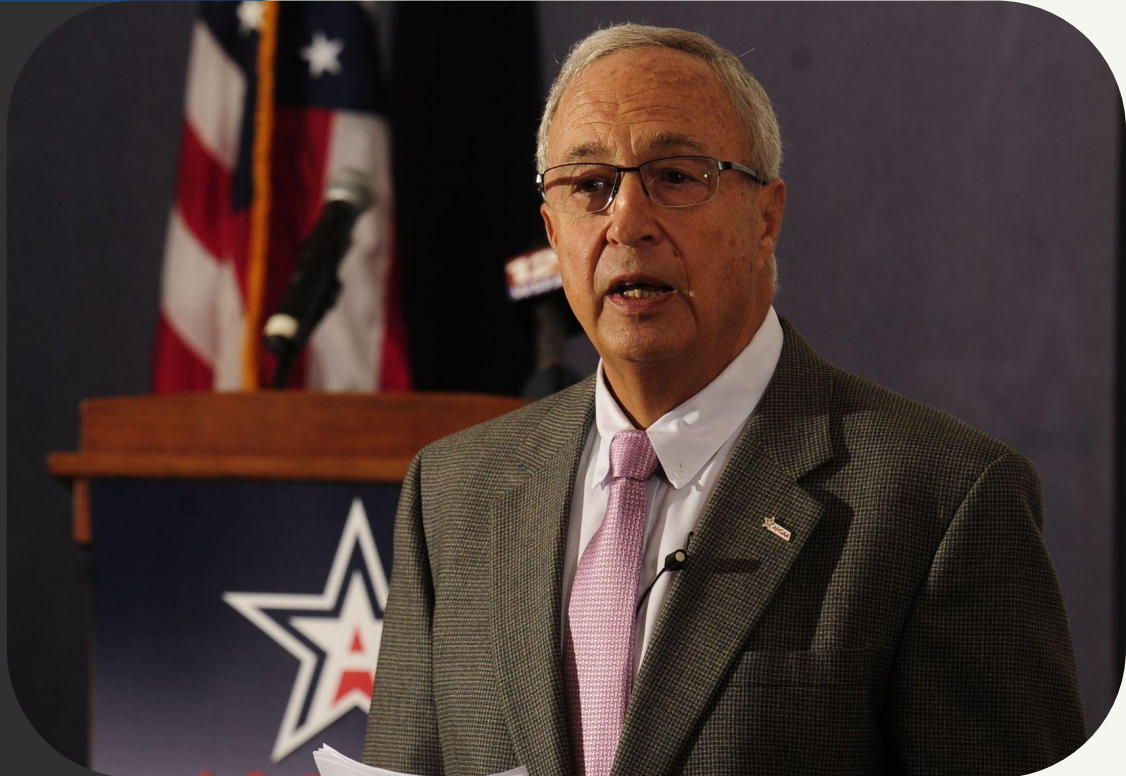
*Former AHSAA Executive Director and Orange Beach resident Steve Savarese inducted into 2026 NFHS National Hall of Fame*

Savarese, who served as the Executive Director of the Alabama High School Athletic Association from 2007-2021, inducted into the Class of 2026 National Federation of State High School Associations Sports Hall of Fame.



# Honoring Coach Savarese

- Former head football coach at Ensley, Benjamin Russell, Daphne and McGill-Toolen.
- In 25 years as head coach, Savarese won 220 games and 2001 Class 6A State Championship at Daphne.
- Served 15 years with AHSAA.
- Successful coach, teacher, athletic director and administrator in high school athletics for more than 47 years.





## 2024–25 Impact Report

Children's Rescue Initiative — global operations

- **GHANA** 30 children rescued Sex & Labor Slavery
- **PAKISTAN** 52 children rescued Sex & Labor Slavery
- **NEPAL** 95 girls rescued · 31 traffickers arrested

**Border Project - 200+ Women & Children recovered before trafficking**

**2,500+ rescued since 2009**



### Local operations · Silent Knight Rescue

- Assisted in the recovery 4 runaways
- Assisted in the recovery 1 kidnapping
- Identified 2 Child Predators





- 2022 - Orange Beach Shooting Team founded
- 2025 - 21 SCTP State Championships, including Team Skeet, Team Sporting Clays
- 2026 Our first Master Class Shooter Rivers Looney



# 2026 Orange Beach First Collegiate Shooter

Auburn University Sporting Clay Team



ELLA FLOYD





## ROUNABOUT RULES

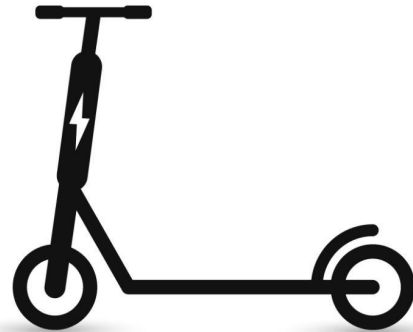
Golf carts must yield to motorists.

Motorists must yield to pedestrians.



**ROUNABOUT RULES:** Golf carts must yield to traffic. Motorists must yield to pedestrians only; a bicyclist walking his or her bike is considered a pedestrian, not if riding bike. Vehicles are not required to yield to golf carts crossing the crosswalk at the roundabout.

# Electric Bikes & Scooters



What can be done and what are we doing?

# No signs in ROW

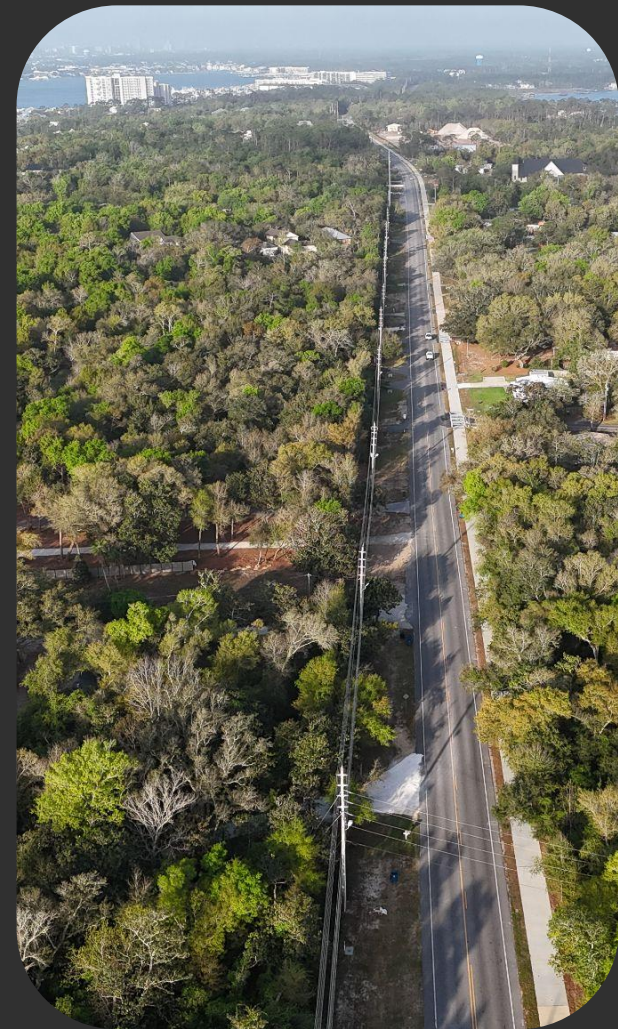
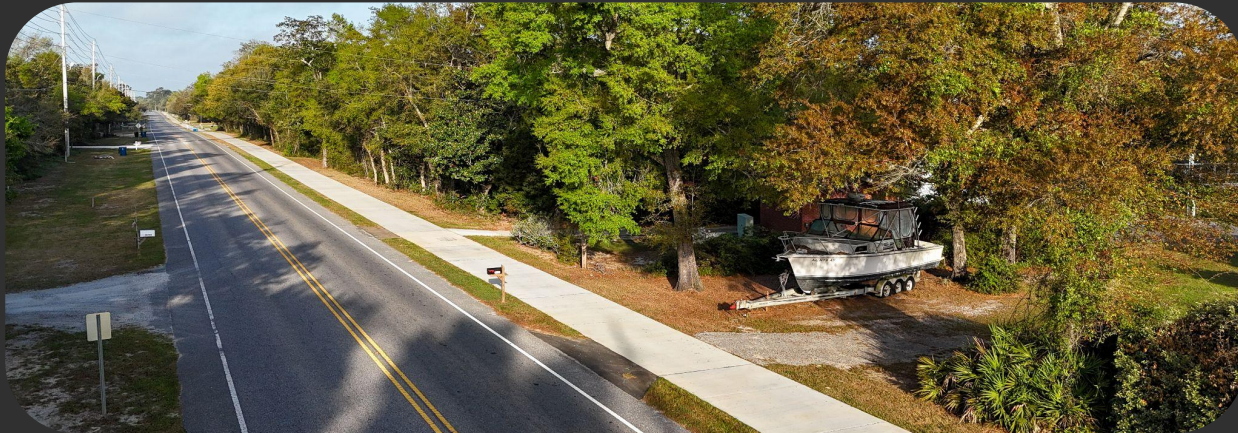
- If you have a sign, please keep it on private property with permission.
- Signs on the right of way will be removed.
- The right of way in neighborhoods is from the water meter to the road and on main streets, such as Canal Road, it's from power poles to the road.



# Infrastructure +

## *4.5 MILES OF NEW CANAL ROAD PATHS*

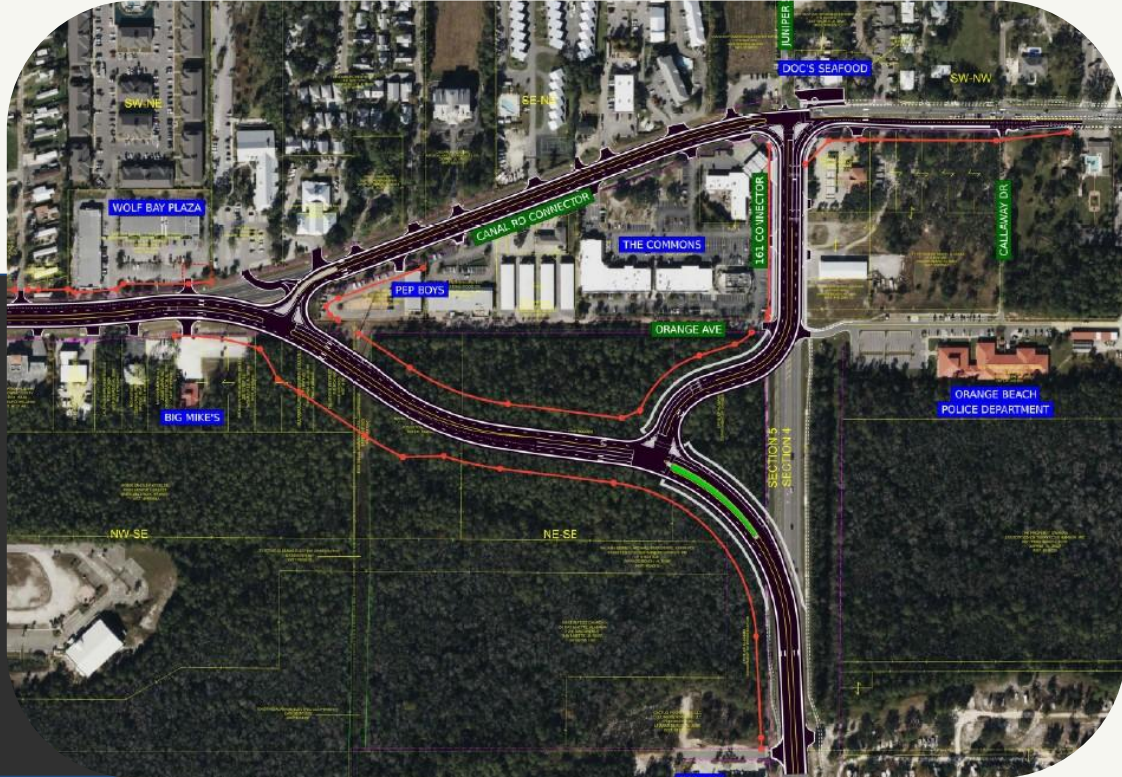
- **Complete:** Canal Road Shared-Use, 10-foot Path from roughly Doc's to Wilson Boulevard (~1.23 miles) and Wilson to Bay La Launch Avenue (~2.15 miles).
- Also, Wharf Parkway East to Gulf Bay Road - 10-foot path, and sidewalks on Commercial Drive (~1.1 miles).



# Infrastructure +

## *Canal Road Bypass - Not an Urban Myth!*

Alternative analysis study is complete and ALDOT is currently working with Fish & Wildlife and US Corps of Engineers for final approval. Final design work will begin once approval is received.



# Infrastructure +

New Intracoastal  
Waterway  
Bridge/Alabama  
Beaches Parkway  
opening this month.



Possible future span  
at The Wharf to  
allow two-way flow.

# Beach Express Detour to Hwy. 59 at CR-8 (ALDOT)

**WHEN:** Sunday, May 10th beginning at 7 a.m., through Tuesday, May 12th and possibly part of Wednesday, May 13th, depending on weather.

**SUNDAY, MAY 10TH:** Motorists will be able to travel from County Road 4 (Cotton Creek Drive) south across the new bridge and onto Canal Road.



**BALDWIN COUNTY**

**161**

**Detour: Southbound traffic on SR-161 (Beach Express) detoured to SR-59 beginning May 10. Message boards will indicate various detour locations. Final detour access point is at CR-8 (Coastal Gateway Blvd.)**



**ALDOT**

# Infrastructure +

Selling Event Center



Building New Civic Center





# Infrastructure +

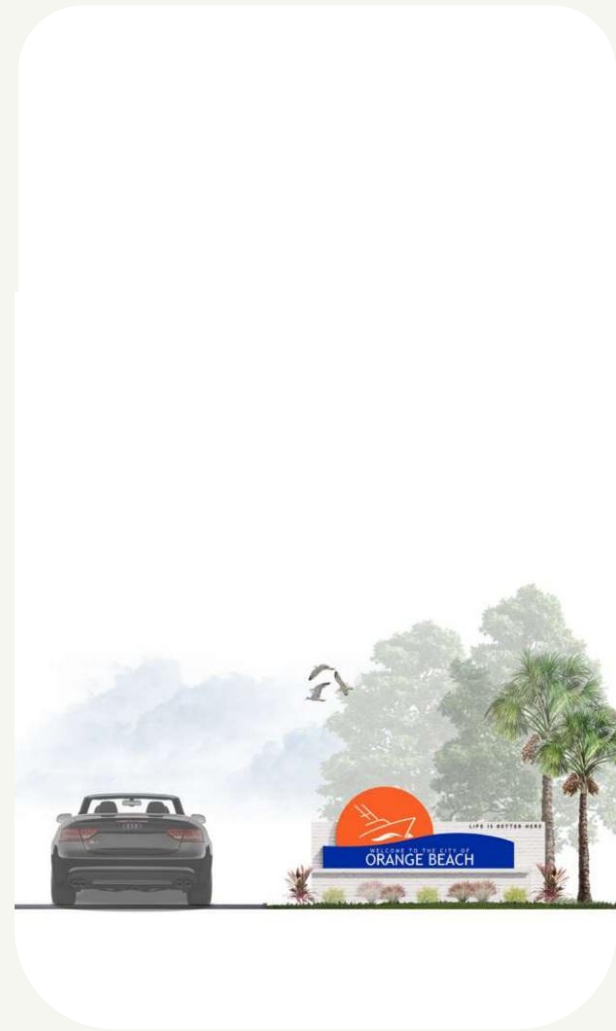
Improved traffic safety on Perdido Beach Boulevard with medians from Cotton Bayou to east of Perdido Pass Bridge



# Infrastructure +

## *NEW WELCOME SIGNS*

New welcome signs will be install on Perdido Beach Boulevard and Canal Road.



# Infrastructure +

## *FIRST-RESPONDER SAFE ROOM*



First-Responder Safe Room to be built at Orange Beach Shooting Complex, off Russian Road. Grant funded (90% federal - \$5.84 million grant, city match - \$649,000)

The 10,000-square-foot building expected to be complete in 2027.



# Infrastructure +

## *ORANGE BEACH FIRE RESCUE TRAINING CENTER*

10,000-sq.-ft Training Center under construction behind Fire Station No. 1. New HQ for Training and Surf Rescue Divisions.

Will be complete in 2026.



Additional projects underway:

- Flashover Simulator
- Live Fire Training Building

# Clean & Safe



**LEAVE ONLY  
FOOTPRINTS**

Before Leave Only  
Footprints

# Clean & Safe

Waterways & Shoreline  
Enhancement Program removed 48  
tons of marine debris in 2025.



In 2025, Coastal Resources beach crews  
picked up 51,064 lbs of recycle, 18,107  
lbs of trash & 5,923 lbs of Marine Debris



# Clean & Safe

*New crosswalk in front of City Hall.*

A new crosswalk and other improvements will be added in front of City Hall to improve the safety of pedestrians, bicyclists and golf cart crossings.



# Quality of Life

## *PARKS & RECREATION*

### FESTIVALS

- Seafood Festival
- Freedom Fest

### COMMUNITY EVENTS

- Farmer's Markets
- Live! at Waterfront
- Fido Fest
- Summer Soirée
- Pop Up Park & Block Party
- Summer Send Off
- Parks & Rec Scavenger Hunt
- Tennis Open House

### HOLIDAYS

- Christmas Tree Lighting + Drone Show

- Bingo By the Bay (Thanksgiving)
- Adult Egg Dash (Easter)
- Mardi Gras Parade

### COMMUNITY PROGRAMS

- Coastal Table
- Orange Beach History Tour
- Mahjong Society

### FITNESS PROGRAMS

- Spring Wellness Challenge
- 3 Miles Strong Walking Challenge
- State Park Trail Challenge
- Water Activities Challenge
- Community Bike Rides
- Namaste By the Bay



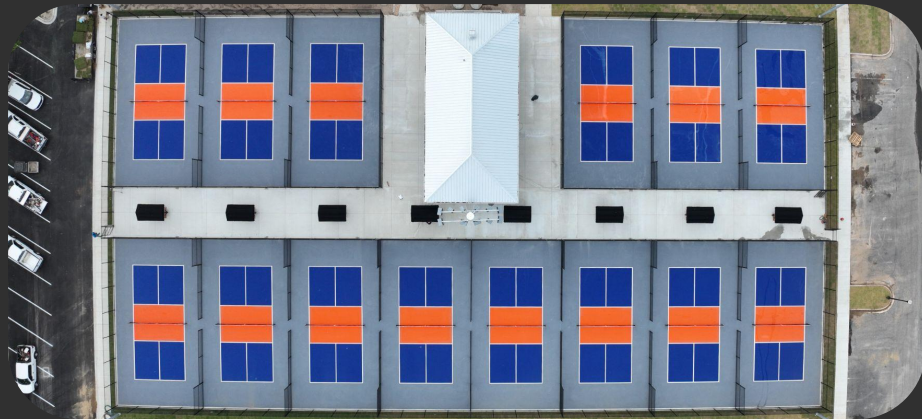
### UPCOMING

- Pickleball Complex Ribbon Cutting - 10 a.m. May 7th
- Veterans Memorial Ribbon Cutting - 9 a.m. May 25th

# Quality of Life

## *PICKLEBALL COMPLEX*

- Grand opening and ribbon-cutting ceremony: 10 a.m. Thursday, May 7th.
- Location: Rec Center Campus, 4869 Wilson Blvd.
- 14 lighted courts, shade cabanas, restrooms, and a pavilion

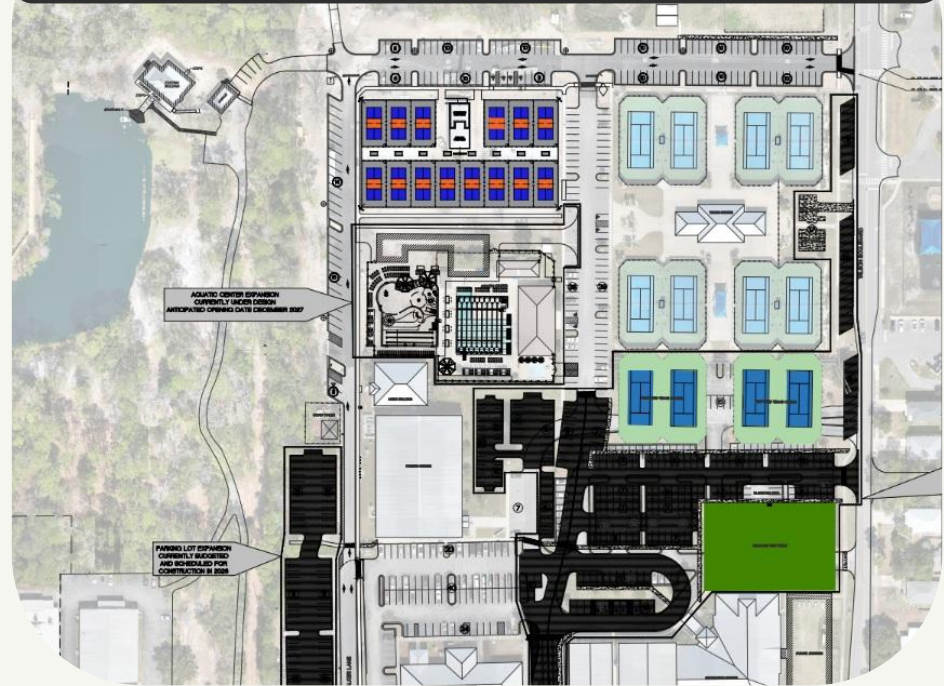


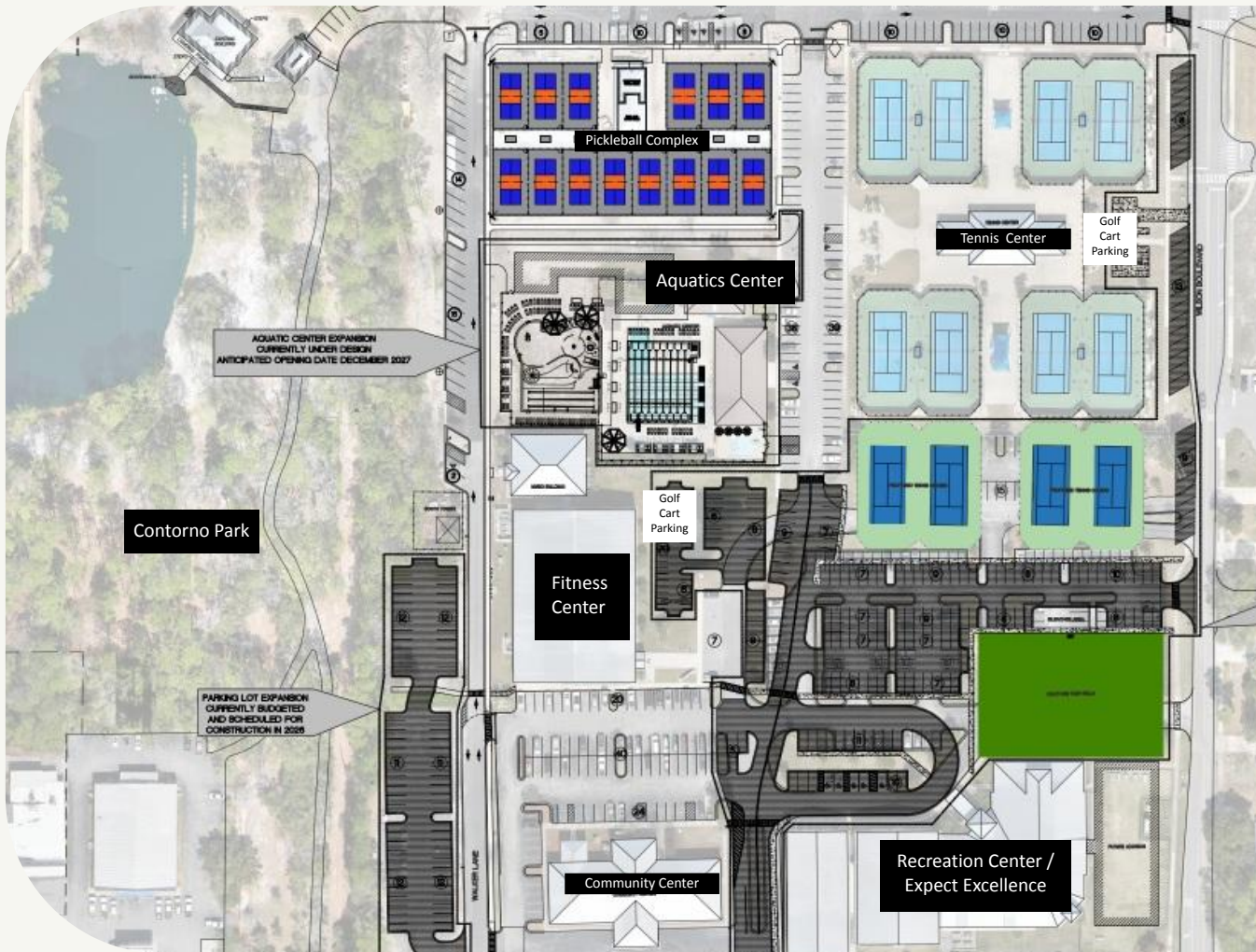
# Quality of Life

## *AQUATICS UPGRADES*



## *REC CAMPUS PLAN*





# REC CENTER CAMPUS

## Conceptual Master Plan:

4 New Tennis Courts, Multi-use Turf Field and Parking Lot Expansion - Bid out by end of 2026, built in 2027.

- Existing parking count - 360 spaces
- Additional pickleball project spaces - 98
- Additional west parking - 70
- Changes in spaces from modifying lot - 8
- Additional parking spaces on Wilson Blvd. - 30
- Total proposed - 566 (Net increase of 206 spaces)
- **Golf Cart Parking:**
  - Fitness Center - 36
  - Tennis Center - 17
  - Total - 58

# Quality of Life

## *CONTORNO PARK*

Contorno Park continues to take shape as a peaceful, passive park space located next to the Rec Campus. An existing home on site now serves as administrative offices for Parks & Recreation.

**OPENING:** Late summer or early fall.



# Quality of Life

*EXPECT EXCELLENCE*

Free after-school childcare

Summer Camp

Athletics (MAAD)

Theatre and Music

458 children in after-school,  
avg. 200 in summer camp,  
107 in MAAD in 2025-26.



# Quality of Life

## *ORANGE BEACH SHOOTING COMPLEX*

Trap & Skeet Open



Rifle Range under  
construction - Target open:  
Fall 2026

Awaiting grant for Clubhouse -  
Estimated construction in 2027

# Quality of Life

Auburn Univ. Gulf Coast Engineering  
Research Station - Fall 2026 opening  
(Adjacent to Coastal Resources office.)



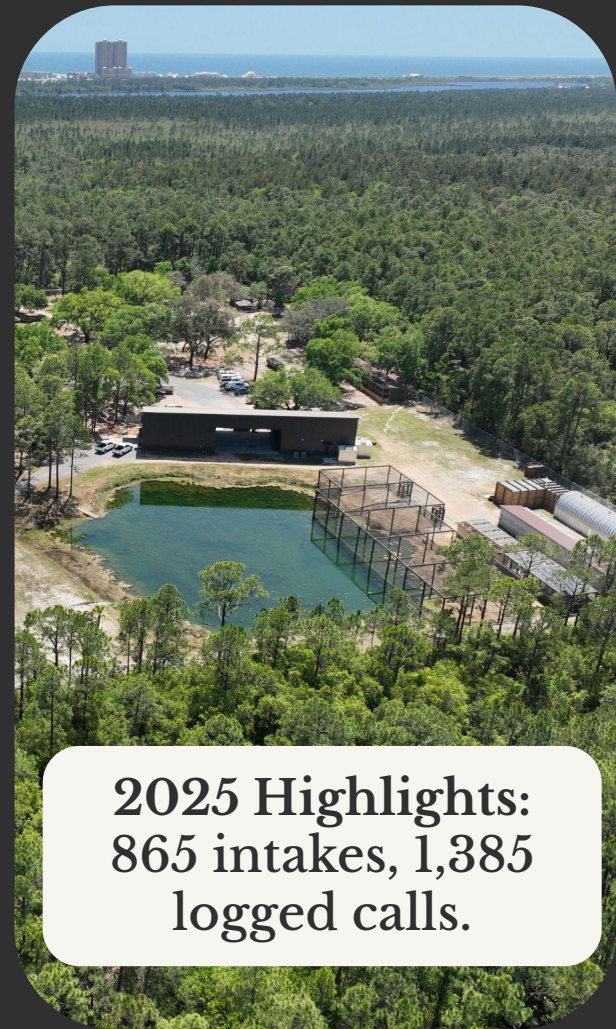
Sea Turtle Triage -  
Mid-July 2026 opening



# Quality of Life

## *WILDLIFE CENTER*

Outdoor classroom, office, triage room, surgery and treatment rooms, flight enclosures, rehab rooms, and storage.



**2025 Highlights:**  
865 intakes, 1,385  
logged calls.

# Quality of Life

## *CHaRM Facility on Russian Road*

Baldwin County partnering with City to open an Orange Beach Center for Hard to Recycle Materials (CHaRM) Facility at 22510 Russian Road.

Opening early Summer 2026.



# Quality of Life

## *KIDS PARK*

Large shade structure will be added to the Kids Park.



# Quality of Life



## *CITY SCHOOLS*

In just under three years, Orange Beach City Schools has soared to the top of Alabama's academic rankings.

- OBES improved to a 99, up from 97.
- OBMHS improved to a 95, up from 94, while earning 100% of possible points in graduation rate.

# Quality of Life

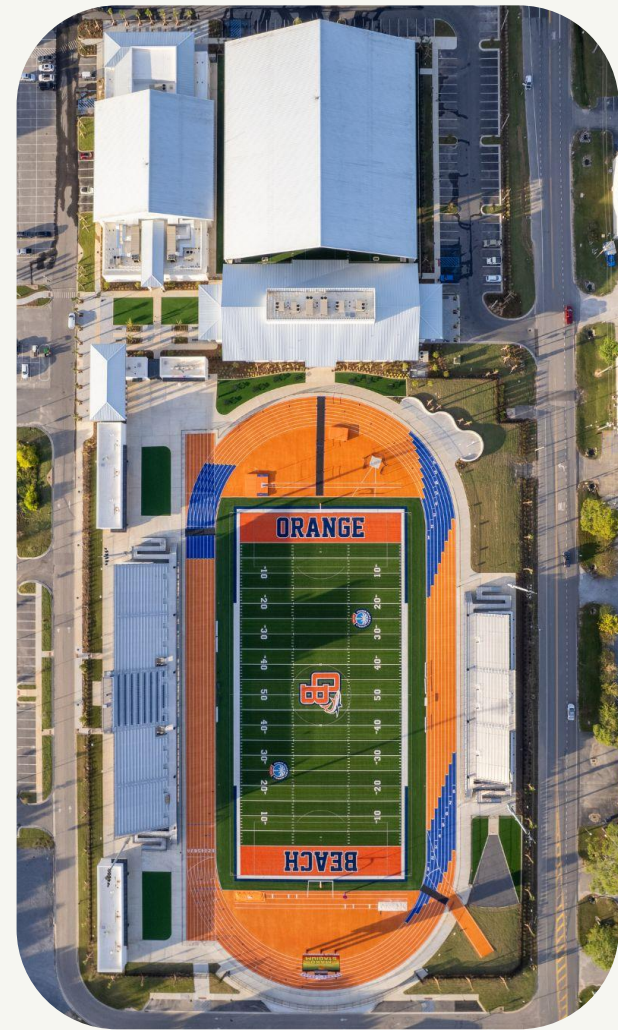


## *ELEMENTARY SCHOOL - 99*

- Orange Beach Elementary School recognized as a Top 25 school in Alabama, scoring 99 on State Report Card, during 2024-2025 school year.

# Quality of Life

## *Orange Beach Athletic Complex*



# Accurate Indicator of Growth

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
January	1.30	1.42	1.59	1.78	1.69	1.33	1.77	1.84	1.78	1.94	2.05
February	1.46	1.71	1.89	1.83	1.87	1.48	2.06	2.03	2.16	2.28	2.29
March	1.96	2.12	2.15	2.34	1.96	2.29	2.62	2.48	2.55	2.67	2.81
April	1.91	2.30	2.07	2.28	1.36	2.59	2.39	2.49	2.41	2.93	
May	2.24	2.18	2.40	2.54	2.70	2.93	2.84	2.70	3.26	3.36	
June	2.85	3.42	3.31	3.53	3.52	4.11	3.62	3.70	4.06	4.18	
July	3.45	3.71	3.77	3.63	3.76	4.29	4.03	3.97	4.65	4.85	
August	2.23	2.43	2.57	2.48	3.02	3.07	3.06	2.90	3.27	3.80	
September	2.09	2.29	2.32	2.20	2.38	2.77	2.68	2.62	3.26	3.36	
October	1.80	2.17	2.22	2.06	1.94	2.52	2.47	2.52	2.89	3.41	
November	1.33	1.90	1.81	1.59	1.69	1.84	1.85	1.84	2.23	2.13	
December	1.15	1.35	1.60	1.50	1.44	1.52	1.73	1.61	1.77	1.90	
				H. Sally	C-19						
Yearly Avg.	1.98	2.25	2.3	2.31	2.27	2.56	2.59	2.56	2.86	3.07	

Orange Beach population indicator, measured in millions of gallons of wastewater per day processed by the city. Records shown in tan. Record: July 2025 ~ 4.85 mgd.

# Growth - Financial Strength

\$120 Million Cash and Reserves

Assessed Property Value \$2.08B

Current debt is \$125 Million

\$300 million+ is capacity

Expenses continue to rise.

Capital repair, replace and new projects rising  
National economy - Discretionary income

# Mayor's Job - IMO

- Steward: Protect Quality of Life
- CEO - Running a business vs. politician-run city
- Easy to say “no more growth” but revenues are necessary

# 2008 Financial Crisis

- **Bloated Bureaucracy**
- **In the Red**
- **Making payroll by borrowing from sewer reserve**
- **Reduction in Workforce necessary**
- **40-50 employees - 50% of today's numbers**
- **Complete reorganization of the city necessary**
- **Most hated man in town**

# 2009 Results

- In the Black with a Surplus
- More efficient, lean workforce
- Established fiscal discipline going forward
- Good Thing: the next year 2010 we dealt with the BP Oil Spill
- The good times do not always roll

Our Quality of Life is  
Directly Related to  
Tourism Dollars

# Business of Tourism

- Tourism is unique
- Destinations become stale very easily
- Example: Disney World constantly updating and bringing in new attractions
- Innovative
- Creative
- Evolving
- Easily affected by many factors

# Protecting Our Brand

- What have we done to promote and protect our brand - “Life is Better Here” - Clean, Safe and Protected
- Outstanding Police and Fire Department
- Outstanding employees across the board
- Pristine beaches kept pristine
- Serious stewards of our natural resources

# Protecting Our Brand

*FAMILY FRIENDLY, CLEAN & SAFE*



- Vulgarity
  - Ordinance
- Limiting:**
- Body piercing/tattoo parlors
  - Title loan and check cashing
  - Palm readers and mystics
  - Pawn shops

# Protecting Our Brand

- No MTV-style spring breaks
- No “Take-Overs”

# Results of No Tolerance Policy

- No pour-outs
- No do-overs
- No mulligans



## *FAMILY-FRIENDLY SPRING BREAK*

Arrest totals:

2026: 75	2019: 175
2025: 32	2018: 212
2024: 61	2017: 310
2023: 183	2016: 594
2022: 119	
2021: 208	
2020: 209	

We are a  
Sanctuary City

For Families

# Growth or No Growth or Somewhere In Between?

- It *IS* all about the money
- How much money is enough
- Lots of stuff
- Lots of free stuff
- Ain't nothing free
- Low property taxes
- How much growth is too much?
- Legally what can we do?
- Balancing Tourism & Quality of Life
- Keeping Tourism & Community separate

# Planned Unit Development (PUD)

- Zoning designation for out-of-the-box projects
- Never used to increase density
- Always includes a public benefit
- Never a guaranteed approval
- At council's discretion
- Any modification later has to be approved by council

**No upzoning of any  
zoning designation for  
greater density or  
higher use.**

As you can see, management of growth and protection of our quality of life is something we have been doing for close to 20 years.

# Unprecedented growth since COVID and Hurricane Sally.

1. Boomers retiring to 50 miles of coastal areas
2. Ability to work remotely
3. Geopolitical issues with crime and safety in big cities
4. A highly successful school system
5. Unprecedented federal government dollars

In some ways we are victims of our own success.

Everyone wants to be here.

**Going forward: Updating  
Comprehensive Plan  
and Zoning Ordinances**

# Moratorium

- To achieve a goal authorized under statutory authority for the public welfare that cannot be achieved without the moratorium.
- Specific temporary timeframe for its enactment.  
(Expiration date and terms)
- Identification of problems
- Search for solutions
- Enact a plan
- End moratorium

# Moratorium

- Capital improvements needed for growth
- Utilities needs
- Runoff and drainage issues (stormwater management)
- Economics and cost of development
- Tax structure
- Environmental and natural resources impact
- Expires end of September

# Possible Zoning Ordinance Changes

1. Wetlands-calculated density
2. Elimination of residential in GB zoning district
3. Reduction in density in multi-family outside the beach overlay district
4. All zoning ordinances are being reviewed

**Tax structure:  
Residential  
vs. Multi-Use**

# Define By-Right Plan

- Anyone can make application
- Staff reviews for compliance
- Forwarded to Planning Commission
- Planning Commission considers and approves the proposed development if its been determined to comply with the Zoning Ordinance
- Once approval has been granted by Planning Commission the applicant is able to apply for proper permits and start construction. No action for the City Council is required.

By-Right  
Faux Pas

# Blackburn / Oak Shores Property located at Canal Road & Sampson Ave.

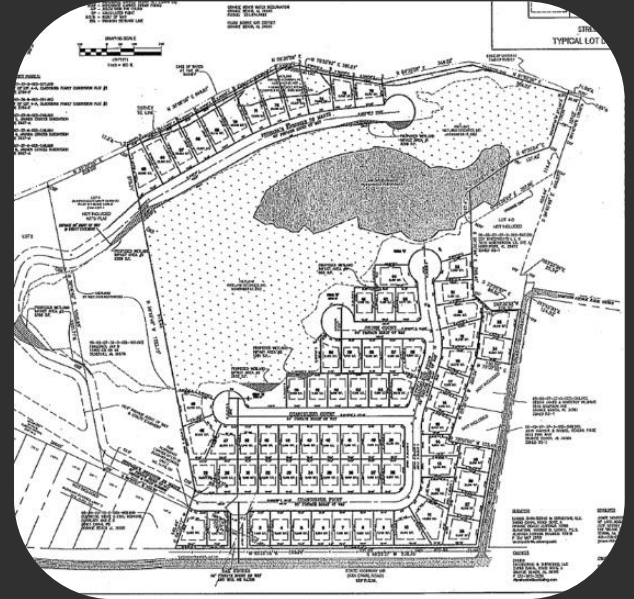
2018 PUD Proposal Denied  
4 Single-Family Homes



2019 plan never formally  
submitted: 18 vacation  
rental cottages and 2 SF

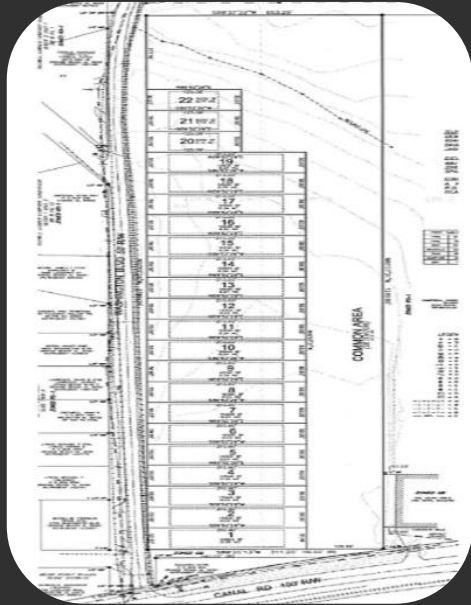


2024 RS1 Subdivision By-Right  
76 Single Family Lots -  
Currently Under Construction



# Port Washington Subdivision located on Canal Road and Washington Ave.

2016 PUD Request Denied  
- 22 Single Family Lots



2021 PUD Request Denied  
- 24 Single Family Lots

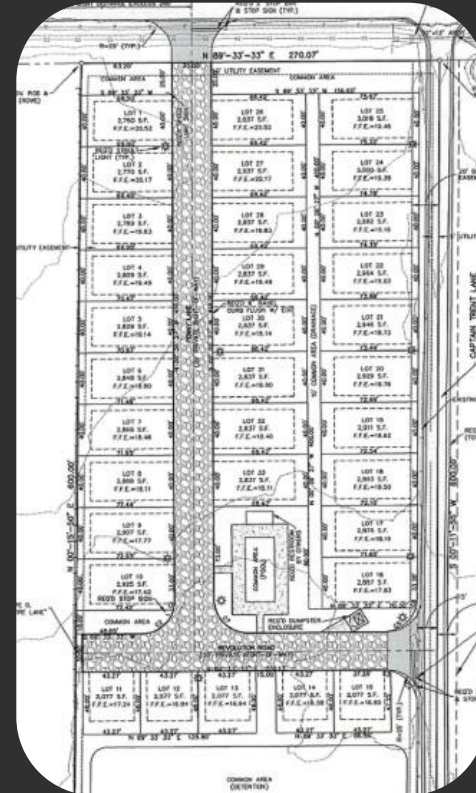
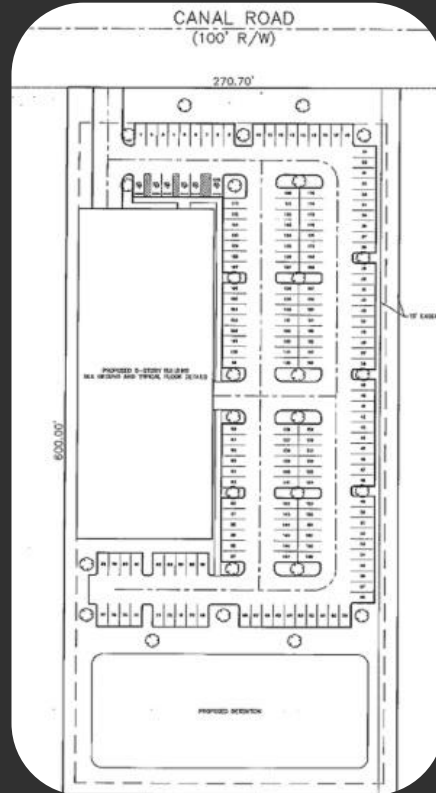


Built By-Right Plan - 15  
RS1 lots and 18  
townhomes (33 total) in  
the GB zoned area



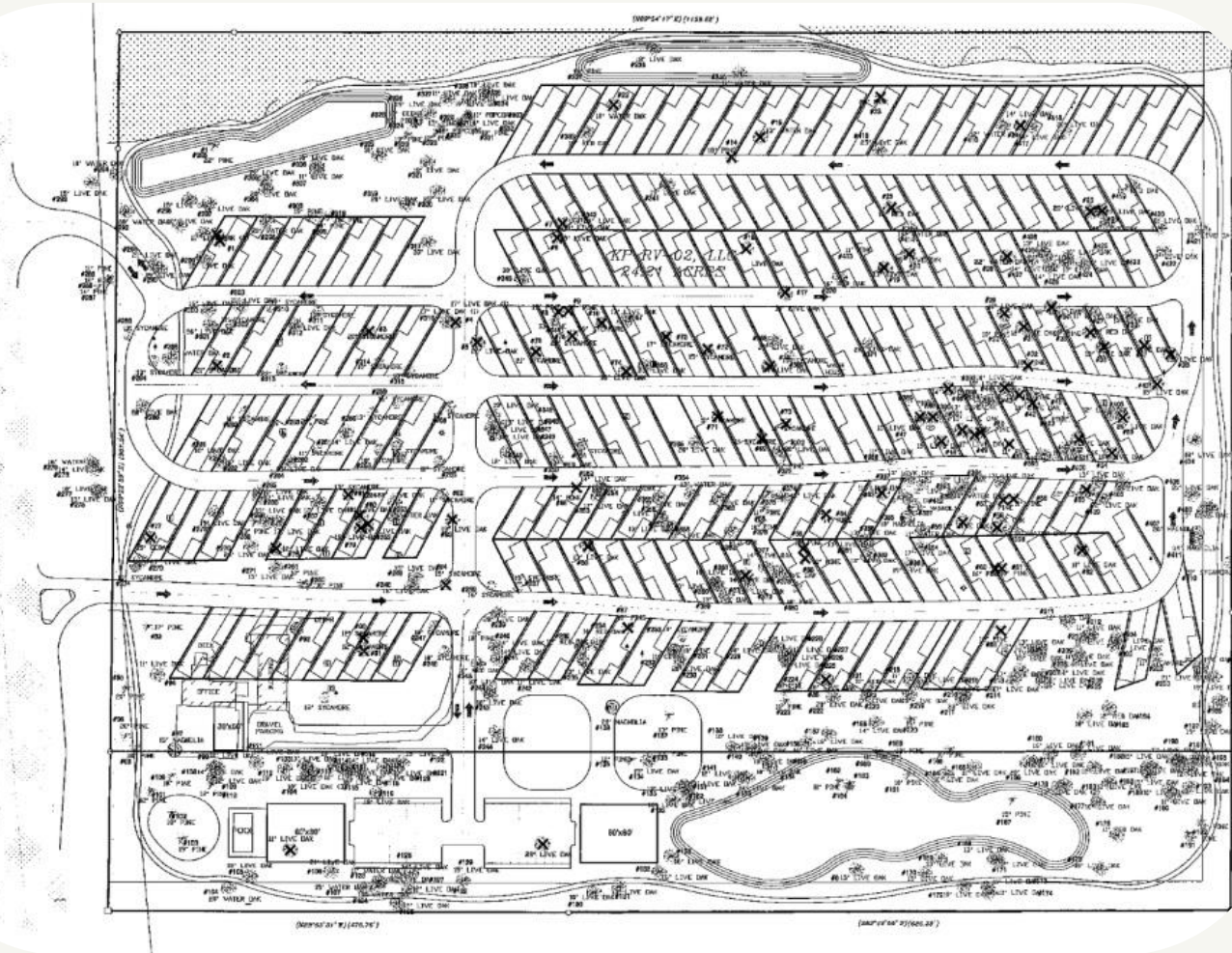
# Abbey Road Development on Canal Rd.

By-Right Plan  
was 100 Multi  
Family Units, 4  
Stories was  
Zoned Marine  
Resort



2024 PUD  
Approved  
with 33  
Single  
Family Lot  
Subdivision

ALSO SHOWN BEING ALLOCATED TO STATE HWY 181 R-O-W VARIES



Beech's  
RV - 2022  
2022 by-right  
plan - The  
KOA project  
submitted to  
Planning  
Commission  
encompassed  
24.21 acres with  
171 proposed  
RV spaces (342  
vehicles).  
Approved by  
Planning  
Commission.



# By-Right RV development

By-right development of this property, per ordinance:

**198 RV spots on the MHP zone parcels and 16 units of vacation rentals (8 duplex buildings 50' max height).**

For the duplexes, 3 living floors w/8-10 bedrooms over parking. Total vehicular counts include 198 x 2 for the RV portion of the plan (396) plus 16 x 10 for the vacation duplexes (160). Majority of trees likely to be removed.

**Total = 556 vehicles using the by-right plan with 198 of those being large RVs.**

ORANGE BEACH BOULEVARD  
(PUBLIC R/W VARIES)



SITE DATA TABLE	
STATE OF FLORIDA CITY OF ORANGE BEACH	
PROPOSED USE	URBAN TOWNHOMES
DTL AREA	40,271 AC
PLANNING JURISDICTION	CITY OF ORANGE BEACH (TOP SCALE FROM PLANS AND UNINCORPORATED NEIGHBORHOODS)
GENERAL	
RIGHT OF WAY SETBACK	NO
SIDE YARD SETBACK	NO
FRONT YARD SETBACK	NO
TOTAL LOT	80
TOTAL PARKING	90

LEGEND	
	STANDARD DUTY ASPHALT PAVING
	PARKING COURT



PIRATES VOYAGE

TAK

# By-right Mobile Home Park

By-right development of this property, per ordinance:

- 99 double-wide mobile homes
- Vacation rentals
- 32,000 square feet of commercial space - 8 retail spaces (4,000 square feet each)
- 560 vehicles
- Majority of trees likely to be removed

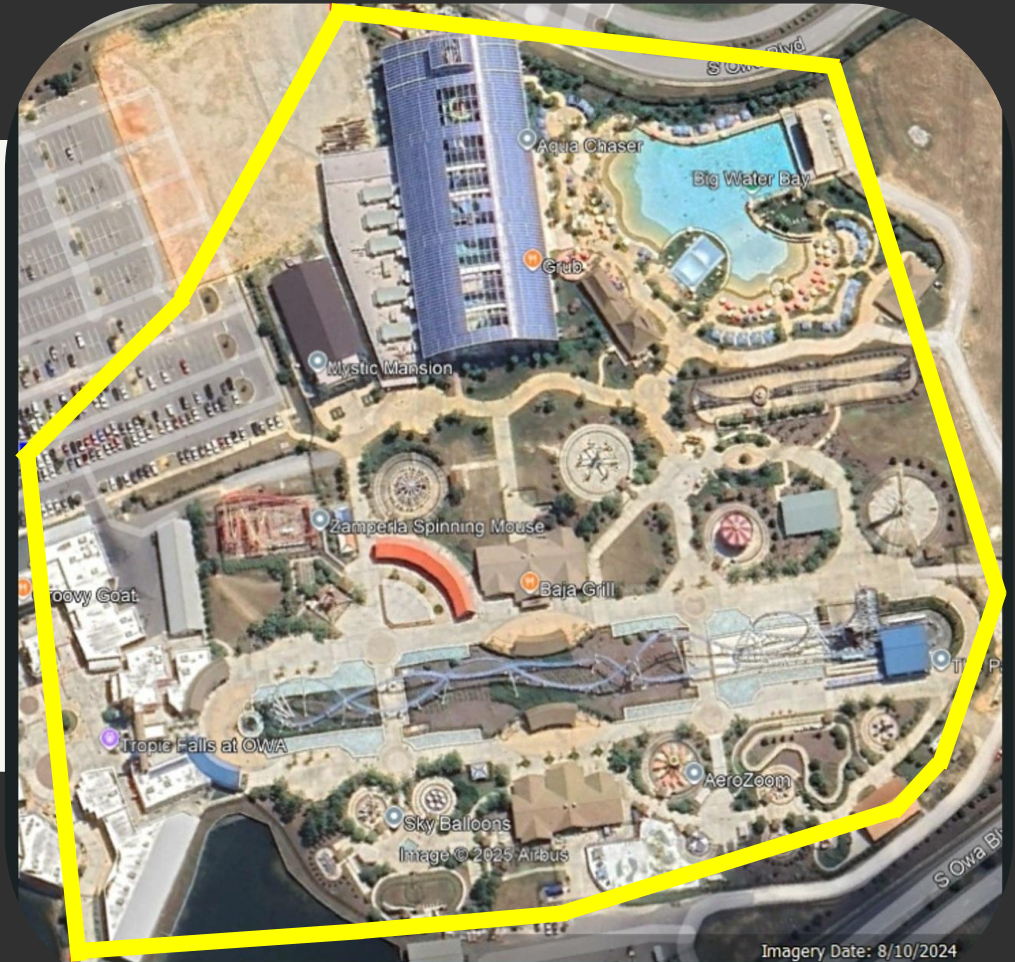
# Retail Traffic



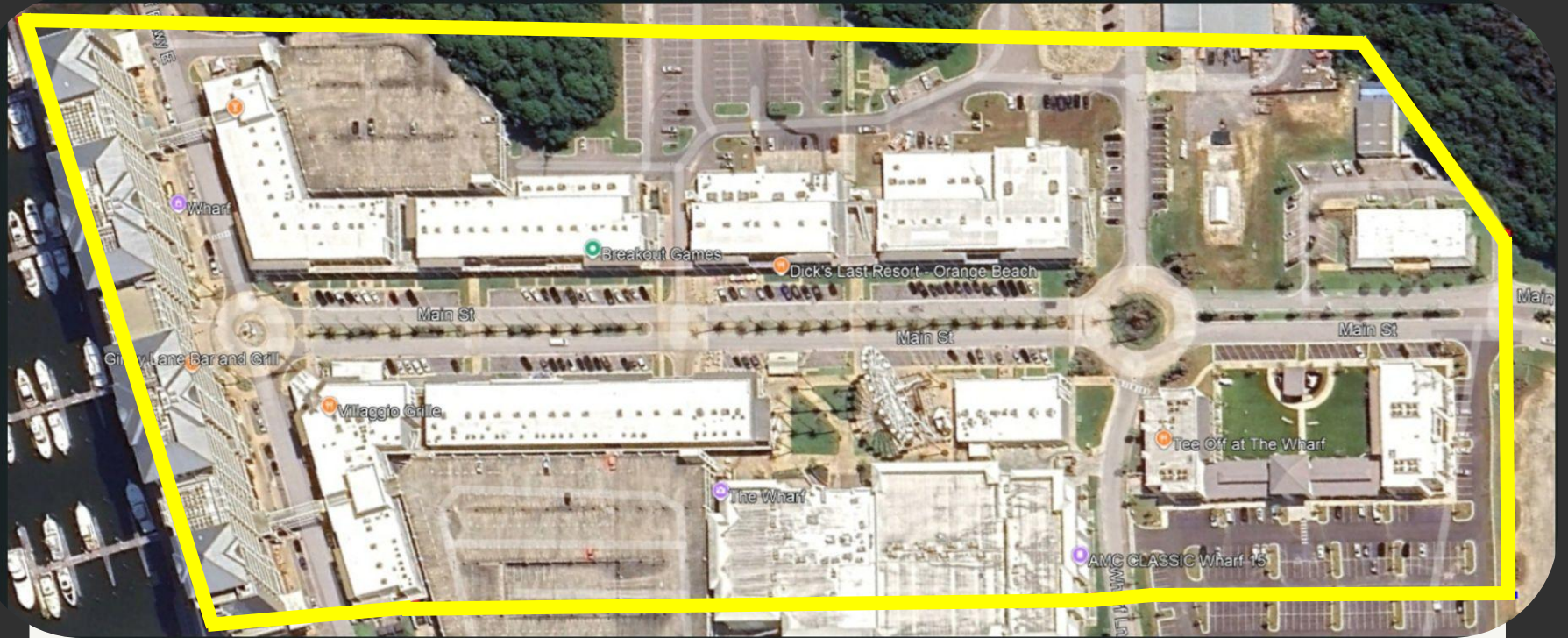
- Tanger - 24.5 acres within the yellow lined area
- Beech's - 24.5 acres
- With half of Tanger sitting on this property and half the traffic going into Tanger. Quadruple on rainy day. Worst-case scenario traffic wise.

# Retail Traffic

OWA Tropic Falls area:  
24.5 Acres



Imagery Date: 8/10/2024



## The Wharf - Main Street

This is 24.5 acres of the Wharf Retail Space

# The Wharf Traffic Volume June 2025

Main Street:  
118,415 vehicles

Entire Month Total:  
272,003 vehicles

Date	FBE East	Main St	East	FBE West	West	Total
6/15	195	2,862	885	1,534	582	6,058
6/16	362	3,726	1,618	2,381	932	9,019
6/17	316	3,680	1,175	2,157	1,045	8,373
6/18	291	3,369	1,367	2,034	948	8,009
6/19	274	3,731	1,429	2,209	974	8,617
6/20	386	5,385	2,871	3,241	1,118	13,001
6/21	233	4,004	1,253	2,065	876	8,431
6/22	181	2,848	996	1,493	984	6,502
6/23	308	3,496	1,404	1,856	844	7,908
6/24	171	3,366	1,328	2,375	528	7,768
6/25	159	3,508	1,308	2,356	573	7,904
6/26	231	3,614	1,456	2,290	640	8,231
6/27	248	4,157	1,514	2,049	1,230	9,198
6/28	353	6,128	3,239	2,857	1,776	14,353
6/29	403	4,213	1,513	1,654	1,264	9,047
6/30	354	4,179	621	1,618	359	7,131
<b>TOTAL</b>	<b>7,767</b>	<b>118,415</b>	<b>41,590</b>	<b>66,691</b>	<b>37,540</b>	<b>272,003</b>

# The Wharf Traffic Volume July 2025

Main Street:  
126,489 vehicles

Entire Month Total:  
275,625 vehicles

Date	FBE East	Main St	East	FBE West	West	Total
7/16	474	4,229	1,191	2,665	1,860	10,419
7/17	435	4,100	1,317	1,374	1,495	8,721
7/18	420	4,114	1,135	1,342	1,638	8,649
7/19	369	3,462	1,048	1,124	1,306	7,309
7/20	229	2,634	1,474	905	987	6,229
7/21	334	2,901	1,429	986	1,173	6,823
7/22	321	3,203	1,183	1,129	1,176	7,012
7/23	303	3,411	1,233	1,137	1,136	7,220
7/24	394	4,000	1,366	1,277	1,221	8,258
7/25	333	3,978	1,431	1,428	1,465	8,635
7/26	402	5,737	3,223	1,985	1,896	13,243
7/27	203	3,120	1,187	927	1,139	6,576
7/28	317	3,198	1,078	1,062	1,110	6,765
7/29	301	3,170	1,055	1,284	1,045	6,855
7/30	297	3,318	992	1,350	938	6,895
7/31	321	3,318	1,181	1,513	1,175	7,508
<b>TOTAL</b>	<b>12,292</b>	<b>126,489</b>	<b>48,302</b>	<b>46,926</b>	<b>41,416</b>	<b>275,625</b>

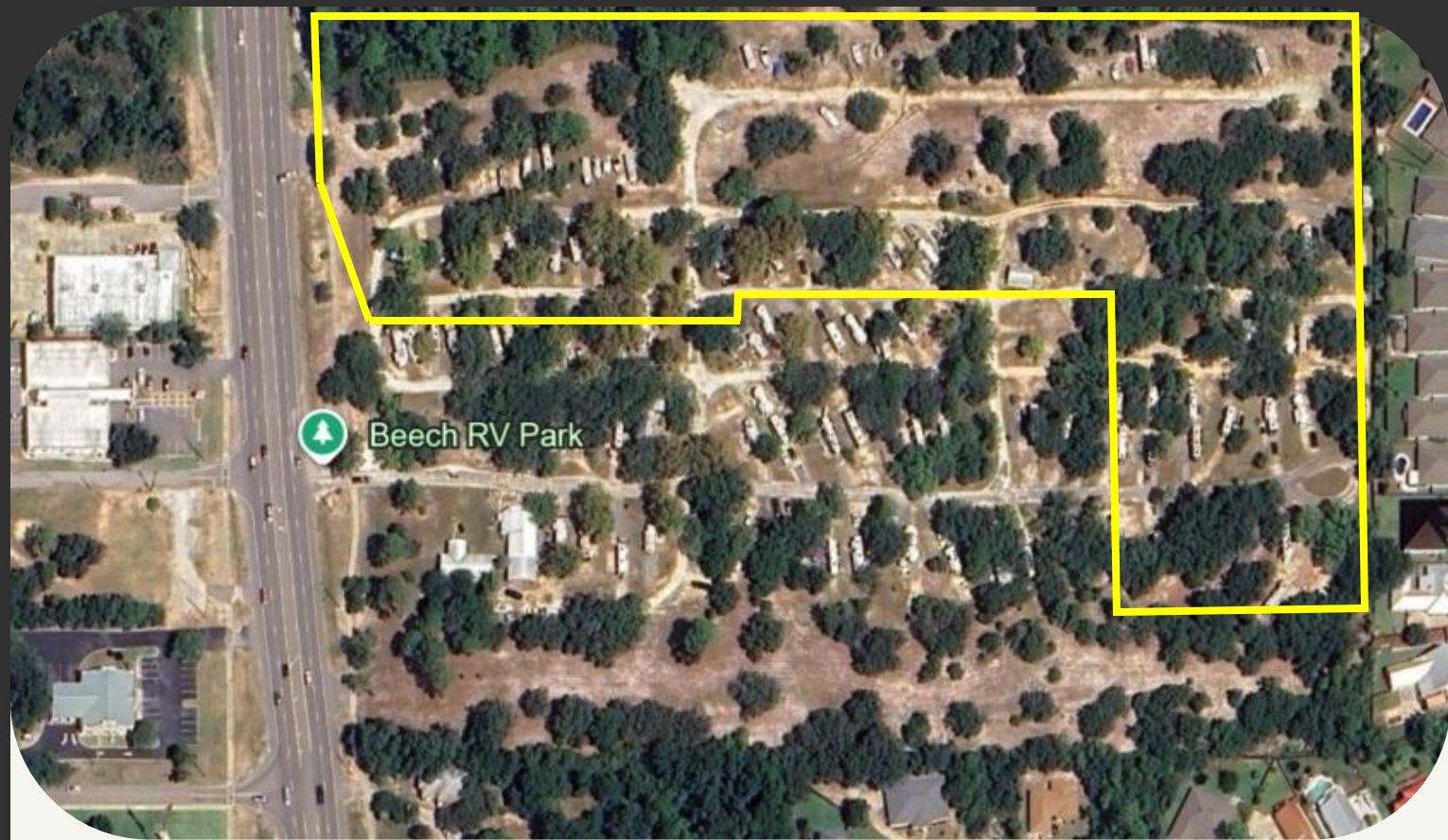
# Pirates Voyage



PANAMA CITY BEACH LOCATION



City pursuing Lot B purchase



Existing Beech Camper & Mobile Home Park

# Pirates Voyage - OB

Current  
Drainage  
Conditions



# Pirates Voyage - OB

Proposed  
Drainage Plan -  
discharge to north



# Traffic Concerns for Any Development

## **Question 1: What is the grade (A-F) of HWY 161 in front of the proposed Pirates Voyage Location?**

- All intersections operate at acceptable Level of Service (LOS) (Grade: A–B)
- Capacity: No locations are operating near capacity; Intersection Capacity Utilization (ICU) values remain below 70%.
- System Performance: AL 161 functions effectively as the dominant arterial with prioritized progression, and existing signal timing strategies are appropriate for current traffic demands.

## **Question 2: What is the traffic count on HWY 161?**

- According to ALDOT the AADT (average annual daily traffic) – 28,401 vpd.

### **Question 3: Can ALDOT stop development?**

- With application process a traffic study is required and has to be approved by ALDOT. This traffic study will dictate the type of ingress and egress to the property.
- However, ALDOT cannot deny access to property on Hwy. 161.

### **Question 4: What is the car count expected per show? If completely sold out?**

- 285 vehicles for a sold-out show.

# Pirates Voyage - OB

## Showtimes

- Three shows a day in summer - 200-300 cars per show
- Traffic pattern will be predictable
- Controlled egress on certain days and times (Re: Island Church)
- Two shows off-season and closed part of winter
- Entertainment for tourist that are already on vacation
- This project does not bring more people to town, thus the true amount of cars in Orange Beach will not increase. With other projects, it would.



# Pirates Voyage - PCB

Photometric plan with the goal of designing a lighting system that provides adequate site lighting for safety but also limits footcandles to within the property boundaries. Same system implemented in Panama City (shown) to address concerns by neighboring properties.



# Life is Better here...



**CITY OF  
ORANGE BEACH**  
ALABAMA

Mayor Tony Kennon  
251-747-8282  
[www.orangebeachal.gov](http://www.orangebeachal.gov)

