About the Survey

The community survey was organized in three parts, followed by an optional demographic section. ***Part 1, Your Gulf Shores,*** asked participants to identify a part of the city where they live or work and to describe it: what they like most about it, what they would like to see improved, and what is most important to preserve as Gulf Shores grows. ***Part 2, Putting Our Community Values Into Action,*** asked how four values from the Vision 2035 should guide future planning. Each value was paired with two prompts: Small Town Culture (growth, housing and character; getting around), Planned Growth (where and how we grow; infrastructure and environment), Health & Wellness (healthy communities; active transportation), and Diverse & Vibrant Economy (jobs and businesses; supporting a year-round economy). ***Part 3 invited any additional comments for the Gulf Shores Plan.***

The final workbook contains 538 submissions, of which 530 include at least one substantive written response. This was an open, voluntary survey. The results document the perspectives of those who chose to participate and should not be read as a statistically representative poll of all Gulf Shores residents.

Who Participated

Years Living in Gulf Shores

About half of respondents have lived in Gulf Shores for ten years or less, while nearly one in five has lived there for more than two decades (Figure 1).

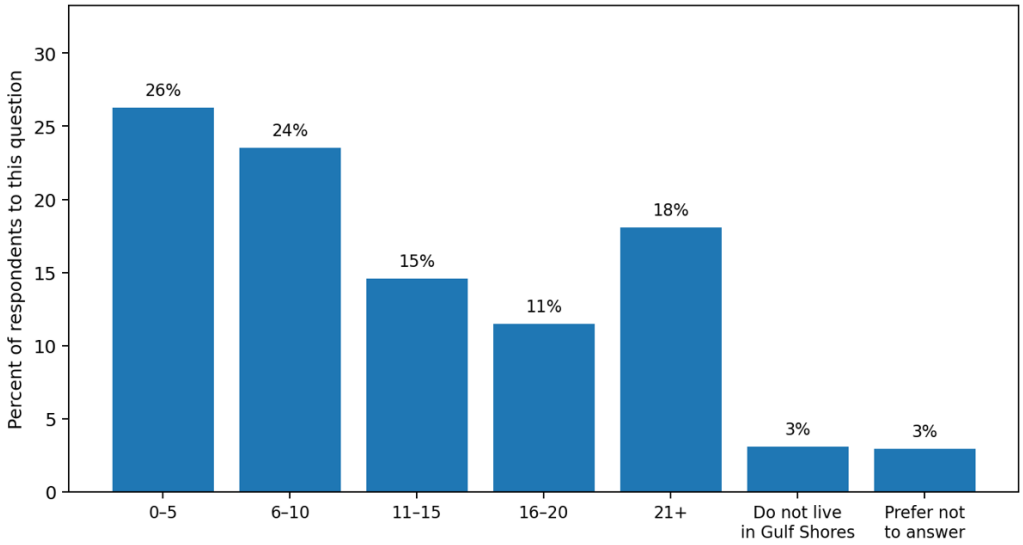


Figure 1. Years living in Gulf Shores (n=514)

Age of Survey Participants

Among survey participants, 69% were 55 or older and about 5% were under 35 (Figure 2). This finding will inform future engagement, which will focus on reaching younger residents and working-age households.

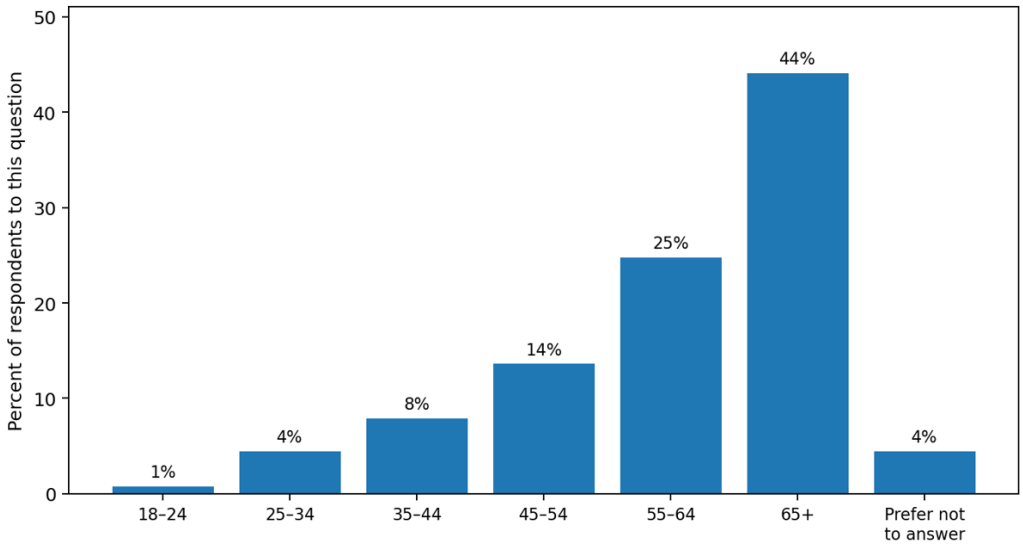


Figure 2. Age of survey participants (n=404)

Housing and Geographic Reach

Among survey participants, 86% own their primary residence and 6% rent (Figure 3), and 16% also own a rental property in Gulf Shores. Participants named places across the city where they live or work; the most frequently named areas are shown in Figure 4. Counts combine common spelling and naming variations.

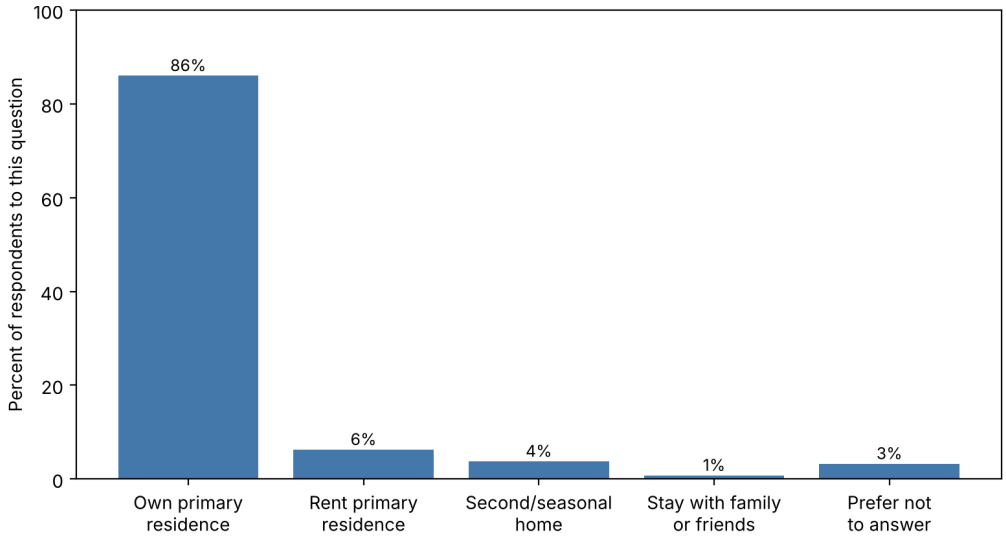


Figure 3. Housing situation of participants (n=404)

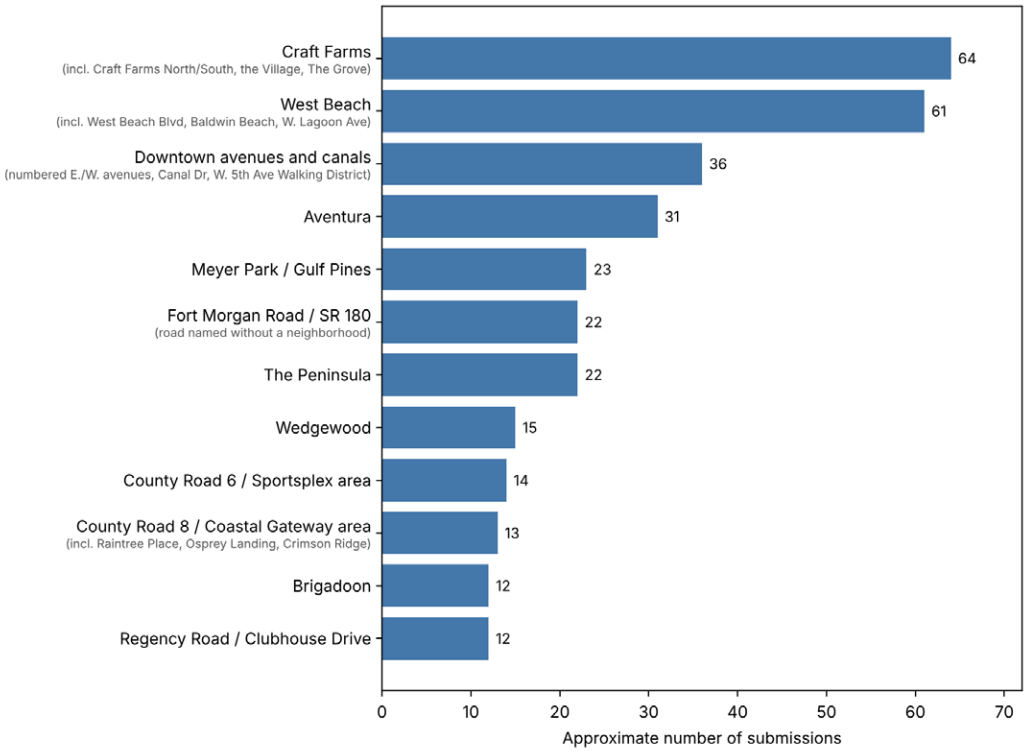


Figure 4. Most frequently named areas (n=523)

Overall Findings

Participants expressed strong attachment to Gulf Shores and agreed on many desired outcomes, while holding differing views on how much the city should grow, what form new development should take, and where it should go. The following ten findings summarize the most frequently recurring themes; they are not listed in order of priority.

1

People value Gulf Shores as a community, not only as a destination
Participants most often described their neighborhoods as quiet, beautiful, peaceful, friendly, and safe. They valued the beach and water, convenient location, neighbors, and a sense of community. Even comments critical of current conditions frequently began from a strong attachment to the place.

2

Growth is the central tension across the survey
Many participants said development is happening too quickly or at a scale that affects neighborhood character and strains public services. A smaller number supported new housing, mixed-use development, and additional services when carefully located and designed. The strongest common ground is that infrastructure, environmental capacity, design quality, and community benefit should guide growth.

3

Traffic remains the most visible day-to-day concern
Participants pointed to Highway 59, Fort Morgan Road, County Roads 6 and 8, bridge approaches, seasonal congestion, signal timing, difficult turns, and cut-through traffic. They called for better intersection operations, alternate routes, turn lanes, enforcement, and closer coordination between development approvals and roadway capacity.

4

Participants want more ways to make local trips without driving
Continuous sidewalks, bicycle routes, crosswalks, trails, golf-cart or LSV connections, and some form of shuttle, trolley, or transit were recurring requests. At the same time, respondents raised concerns about e-bikes, golf carts, speed, shared-path conflicts, and new connections that could introduce traffic into quiet neighborhoods.

5

Beach and water access shape quality of life
Participants discussed resident beach parking, public access points, boat launches, fishing and kayak access, and the difficulty of reaching coastal destinations without a car. Views differ on eligibility, fees, and how access should be prioritized, but the ability to enjoy the water is clearly central to how people evaluate life in Gulf Shores.

6

Parks, trails, and recreation are widely supported
Respondents asked for additional neighborhood parks, better-connected trails, playgrounds, indoor recreation, sports and community facilities, and clearer information about existing amenities. Several comments emphasized unmet needs north of the Intracoastal Waterway and the value of facilities that serve residents during heat, rain, and the off-season.

7

Environmental protection and infrastructure maintenance are inseparable
Trees, wetlands, dunes, wildlife, open space, Little Lagoon, beaches, and waterways were repeatedly identified as defining assets. Participants connected their protection to drainage, flooding, sewer and water systems, tree loss, runoff, and the cumulative effects of development.

8

Housing needs are real, but the preferred forms are contested
Some respondents called for workforce housing, starter homes, senior housing, accessible homes, and long-term rentals. Others opposed apartments, condominiums, high-rises, dense subdivisions, or short-term rentals. The shared concerns are affordability, year-round community stability, design quality, neighborhood fit, and the ability of workers to live near their jobs.

9

Economic development should strengthen year-round community life
Participants expressed interest in local and independent businesses, better restaurants and everyday services, medical care, and higher-paying or more diverse jobs. Some supported more off-season events, while others valued quieter months. Many comments asked that tourism support local livelihoods and amenities without overwhelming residents' quality of life.

10

Implementation, upkeep, and accountability matter as much as new projects
Respondents raised the condition of roads, sidewalks, drainage systems, parks, landscaping, and existing facilities, along with code enforcement, public safety, development standards, and transparent decision-making. A recurring message was to take care of existing assets and follow through on commitments before continually adding new ones.

"Keep the small town feel and slow down on unnecessary growth."

"We need to make all of Gulf Shores walkable and slow traffic down."

Geographic Insights

Participants were asked to identify where they live or work in Gulf Shores, and 523 submissions named a place. Because the question was open-ended, participants described their locations in many different ways, from subdivisions and intersections to corridors and landmarks. The analysis below groups common spelling variants and, in some cases, adjoining subdivisions that participants described as one broader area. These groupings are analytical and do not represent official neighborhood boundaries.

Hot spots are places that came up repeatedly across the survey's neighborhood and topic questions. **They are locations where comments about mobility, access, growth, infrastructure, public space, or environmental conditions concentrated,** not necessarily the city's most problematic places.

Hot Spots and Corridors

Hot Spot/Corridor	What Participants Said	Planning Questions Raised
Highway 59 and the Intracoastal Bridge Approaches	Congestion, speeding, signal timing, difficult turns, and the bridge's role as the city's principal north-south bottleneck were recurring concerns. Participants also asked for safer bicycle, pedestrian, golf-cart, shuttle, and transit connections across the water. Some respondents said recent improvements are moving in the right direction.	How can operations, safety, development timing, local street connections, and alternatives to driving be coordinated so the bridge and corridor serve residents during both ordinary and peak periods?
Highway 59 at Fort Morgan Road / SR 180	Participants identified long waits, unsafe or uncomfortable crossings, and difficult turning movements at this major gateway between the beach, downtown, and western neighborhoods.	Test signal operations, crossing design, turn movements, and the relationship between the intersection and the emerging downtown and beach-area public realm.
Fort Morgan Road / SR 180 corridor	Residents cited speeding, crashes and near misses, difficult exits from neighborhoods, congestion, faded markings, and growing traffic. Suggestions included turn lanes, roundabouts or signals, trail and golf-cart connections, and widening. Others opposed roadway expansion and emphasized slowing development.	Balance safety and access improvements with the corridor's low-density, natural, and residential character. Evaluate which locations need operational changes and where growth should be limited by capacity.
County Road 6 / Oak Road / Sportsplex	Aventura, Andhurst Walk, Summerwood, River Manor, and other participants described neighborhoods close to the Sportsplex and businesses but poorly connected on foot or bicycle. The 59/Oak Road intersection, event traffic, cut-through traffic, and limited emergency or alternate access were recurring concerns.	Plan a connected walking and bicycling network, improve intersection and event operations, and test additional access without creating harmful neighborhood cut-through traffic.

Hot Spot/Corridor	What Participants Said	Planning Questions Raised
County Road 8 / Coastal Gateway / New High School	Participants asked for turn lanes, speed enforcement, sidewalks and trails, safer crossings, recreation north of the Intracoastal, completion of Coastal Gateway Park, and adequate police, fire, and emergency coverage as the area grows.	Coordinate school access, park delivery, public safety, neighborhood connections, and development with a clear north-of-the-waterway infrastructure plan.
West Beach Boulevard / Lagoon Pass	Comments focused on beach and lagoon access, resident and public parking, safer crossings, buried utilities, road and drainage conditions, and the effects of large short-term-rental or event houses. Many wanted to retain West Beach's quiet, low-density, single-family character and protect dunes, sea oats, turtles, and Little Lagoon.	Clarify the desired residential and lodging pattern, manage large rental impacts, improve multimodal access, and protect coastal systems. Several respondents also suggested studying an emergency or alternate connection toward Fort Morgan Road.
Beach Boulevard / Gulf Place / East Beach	Participants raised pedestrian safety, traffic, parking and beach access, event impacts, lighting, accessible routes, and the need for more walkable local businesses and restaurants. Some sought limits on large hotels and condominiums and stronger protection of dunes and turtle habitat.	Improve the beachfront as a public destination while balancing visitor activity, resident access, business needs, coastal resilience, and the scale of future development.
Cotton Creek Drive / County Road 4 / Pelican Place	Speeding, turn movements, missing sidewalks, golf-cart and bicycle connections, and cut-through traffic were common themes. Participants also called for reinvestment and better landscaping at Pelican Place and easier connections from nearby neighborhoods to shopping and services.	Combine access management and street safety with a reinvestment strategy for the regional commercial area and its connections to Craft Farms and nearby neighborhoods.
Waterway Village / East 22nd-24th / E. Canal	Participants saw potential for local restaurants, businesses, housing, waterfront amenities, and improved boat-ramp or pier access. At the same time, nearby residents raised concerns about traffic routed onto neighborhood streets, noise, drainage, lighting, power reliability, and the ability of bikes and golf carts to use the pedestrian bridge.	Complete the district without sacrificing adjacent residential streets. Clarify circulation, public access, infrastructure, and the balance between local-serving activity and larger entertainment uses.
Meyer Park / Gulf Pines / Clubhouse Area	Comments emphasized Meyer Park, schools, trails, trees, and proximity to daily needs. Requests included park programming, playground improvements, sidewalks, street and ditch maintenance, mowing, speed control, and routing through traffic away from residential streets.	Build on an already walkable neighborhood structure while improving maintenance, drainage, park programming, and safe connections to Waterway Village and other nearby destinations.
Little Lagoon and Lagoon-side Neighborhoods	Participants valued water access, fishing, boating, canals, quiet neighborhoods, and the lagoon's ecological and recreational role. They raised water-quality concerns, boat and crab pressure, speeding on Highway 180, drainage, high-density development, event spillover, and short-term rentals.	Treat lagoon health, shoreline character, development intensity, transportation, and public access as one interconnected planning issue.

Neighborhood and Area Profiles

The table summarizes the neighborhood-specific questions: how participants described their place, what they liked, what they wanted improved, and what they most wanted protected. Taken together, the profiles show that **neighborhood identity in Gulf Shores is highly place-specific.** Coastal and lagoon-side areas emphasize water access, low-density character, and environmental protection; northern subdivisions emphasize connections, parks, and infrastructure; established central neighborhoods emphasize trees, walkability, maintenance, and protection from through traffic; and many communities across the city share concern about the pace of development.

Hot Spot/Corridor	What Participants Said	Planning Questions Raised
West Beach & Lagoon Pass	Quiet, low-density, beach- and lagoon-oriented; participants valued views, water, family atmosphere, local businesses, and distance from the busiest tourist areas.	Strong concern about giant rental/event houses, condominium or hotel creep, parking and access disputes, and overbuilding. Preserve single-family scale, dunes, sea oats, turtles, lagoon water quality, quiet, and practical beach access.
Craft Farms	Beautiful, safe, landscaped, golf- and lake-oriented communities with strong neighborhood ties and convenient access to shopping and services.	Improve golf-cart and bicycle connections, reduce cut-through traffic, address airport noise and traffic, and provide more north-side amenities. Preserve green space, trees, low-density character, resident benefits, and the small-town feel.
Aventura	Family-friendly, safe, and conveniently located near shops, schools, recreation, and the beach; respondents valued community amenities and neighborhood life.	Internal paths do not connect to the Sportsplex, Highway 59, or the beach. Participants requested sidewalks, bicycle and golf-cart links, intersection improvements, better street and sidewalk maintenance, tree planting, beach access, and protection from cut-through traffic.
Gulf Pines / Meyer Park	Established, neighborly, treed, walkable, and family-oriented, with strong connections to Meyer Park, schools, trails, and nearby services.	Add or maintain sidewalks, streets, markings, ditches, and mowing; reduce speeding and through traffic; improve park programming and playgrounds. Preserve trees, quiet streets, walking and biking, and the neighborhood's family character.
The Peninsula	Tranquil, landscaped, active, and community-oriented, with golf, trails, water access, and a sense of seclusion from the busiest parts of the city.	Improve Fort Morgan Road safety and neighborhood access, golf-cart and trail connections, beach parking, and medical services. Preserve natural landscaping, trees, outdoor recreation, low-rise form, and quality of life for full-time residents.

Hot Spot/Corridor	What Participants Said	Planning Questions Raised
Central Avenues / Walking District	Long-time homes and mixed full-time, seasonal, and rental occupancy close to the beach, restaurants, and entertainment; history and walkability were important.	Address traffic routed through neighborhood streets, deteriorated pavement, missing sidewalks, rental pressure, resident parking, and Little Lagoon stewardship. Preserve the original community, small-town history, residents, and nearby water resources.
Outer Fort Morgan Corridor	Low-key, nature- and beach-oriented, with fishing, biking, neighborhoods, and quieter resort areas.	Improve road markings, dangerous turns, traffic safety, beach access, and services. Some favored widening or added controls while others opposed expansion and additional development. Preserve natural land, beaches, low-rise neighborhoods, and local character.
Oyster Bay / West Canal / Bon Secour Waterfront	Quiet, safe, and waterfront-oriented, with boating, marshes, open space, and a strong sense of community.	Improve W. 1st Street/Highway 59, road surfaces, sidewalks, boat-ramp and pier access, parking, construction management, and airport-noise impacts. Preserve waterways, marshes, beaches, public access, nature, and quiet.
East Beach / beachfront	Beach-oriented and convenient, with older homes and condominiums, friendly residents, and direct access to coastal amenities.	Improve traffic, parking, public and accessible beach access, turtle-friendly lighting, and walkable restaurants and shops. Preserve the beach and habitat and limit large complexes that overwhelm the area's beach-town character.
Little Lagoon / Lagoon Neighborhoods	Peaceful, family-oriented, and water-focused, with canals, fishing, boating, and proximity to beaches and services.	Address lagoon water quality, boat pressure, traffic and speeding on Highway 180, drainage, event spillover, short-term rentals, and high-density development. Preserve Little Lagoon, serenity, low-rise family character, and walkability.
Regency / Magnolia Regency / The Ridge	Calm, well-maintained, convenient neighborhoods with good walking, bicycling, golf-cart, and service access.	Improve Fort Morgan Road turning and speed conditions, traffic enforcement, drainage maintenance, beach access and parking, and social or library amenities. Preserve paths, neighborhood stability, resident benefits, and control of apartments and condominiums.

Hot Spot/Corridor	What Participants Said	Planning Questions Raised
Wedgewood	Older, eclectic, centrally located, and shaded by mature trees, with access to trails, parks, and year-round town life.	Reduce cut-through traffic and construction impacts; improve sidewalks, bike routes, yard and vehicle-code enforcement, and support for small businesses. Preserve mature trees, privacy, local business, green space, and small-town residential character.
Stonegate / Raintree / Coastal Gateway	Family-friendly, safe, and clean, with mature trees and convenient access to the northern part of the city and the new high school.	Deliver promised parks and recreation, improve streets and emergency access, manage speed and growth, and strengthen public-safety coverage. Preserve green space, community ties, resident beach access, and the small-town feeling.
Brigadoon	Quiet, beautiful, and close to nature and daily needs, with a mix of permanent homes and some rentals.	Address Fort Morgan Road traffic, sidewalks, streetlights, tree and verge maintenance, large-scale development, and neighborhood access. Preserve trees, water, undeveloped space, beach access, and the family atmosphere.
Country Club / Clubhouse / Fairway	Stable, quiet, and convenient to civic facilities, shopping, recreation, and the beach; many valued mature homes and a true neighborhood setting.	Improve safe walking and bicycling routes, sidewalk maintenance, beach access, and context-sensitive infill. Respondents also linked worker housing to the area's services. Preserve open space, low density, stability, and golf-course views.
Waterway Village / East 22nd-24th	Central and water-oriented, seen by some as a promising local destination and by others as a quiet residential area at risk of becoming too busy.	Complete planned improvements, add local restaurants and businesses, and improve lighting, power, drainage, bridge access, and waterfront facilities—while limiting traffic and noise on residential streets and preserving local character.
Cotton Creek Area	Rural-feeling and quiet, with mature trees, acreage, and a close-knit residential setting.	Enforce zoning and low-density expectations, address County Road 4 traffic and walking or golf-cart connections, and limit unwanted commercial or residential encroachment. Preserve trees, quiet, beach access, and the area's distinctive semi-rural character.

Hot Spot/Corridor	What Participants Said	Planning Questions Raised
Gulfwood Highlands	Older, quiet, treed, and conveniently walkable to shops, restaurants, and the beach.	Reduce speeding and cut-through traffic where sidewalks are absent, improve beach access and parking, and consider trolley service. Preserve mature trees, residential safety, small businesses, and remaining green space.
Bear Creek / Martyn Woods / Laurel Woods	Wooded, quiet, and spacious, with large lots, wildlife, and convenient access to the beach and services.	Improve traffic, road, and emergency access without subdividing lots or clear-cutting the landscape. Preserve mature trees, wildlife, large-lot character, wetlands, and ecological balance.
Raley Farms	Safe, family-oriented, and convenient to the beach, shopping, and recreation.	Add a safe County Road 8 crossing, north-side playgrounds and green space, and infrastructure and services for families; address short-term rentals. Preserve family life, community events, outdoor space, and the small-town feel.
Colony Club / Colonial Traditions	Quiet and convenient to shopping, trails, and other amenities.	Provide continuous sidewalks and bicycle routes north of Highway 59, improve turns and traffic operations, and apply rules consistently. Preserve natural areas, green space, beach access, and manageable growth.
Jasmine Trails / River Manor / Sportsplex	Quiet and near recreation, schools, and wildlife, but physically disconnected from nearby destinations.	Improve links to the Sportsplex and County Road 6, address 59/Oak Road congestion, and coordinate new subdivisions with roads and utilities. Preserve wildlife routes and require infrastructure before additional growth.
Andhurst Walk	Quiet, clean, and family-oriented, with outdoor access and limited through traffic.	Address Sportsplex and Oak Road traffic, provide better alternate routes and selective golf-cart access, and consider a neighborhood pool. Preserve wildlife, undeveloped land, quiet, and limited building.
Islandwood	Quiet, homey, and green, with mature vegetation, wildlife, a golf-course setting, and little through traffic.	Improve drainage, road and open-space maintenance, and traffic management; respondents were concerned about development of the golf course. Preserve trees, wildlife, open land, and the small-town feel.

Hot Spot/Corridor	What Participants Said	Planning Questions Raised
Lakewood	Quiet, secluded, well managed, and within walking distance of many services.	Address drainage and property appearance while avoiding development of surrounding natural land. Preserve privacy, seclusion, natural surroundings, beach access, and limits on tall beachfront development.
Kelsey Place	Small, quiet, and centrally located, with no through street and convenient access to Gulf Shores and Orange Beach.	Add sidewalks or golf-cart access along Cotton Creek Drive and address airport noise and flight hours. Preserve wetlands, peace and quiet, and the neighborhood's small scale.
Stonehaven	Quiet, convenient, and relatively insulated from crowds.	Add County Road 8 turn lanes, sidewalks, trails or golf-cart connections, and address HOA and parking issues. Preserve beaches, invest in existing neighborhoods, and keep growth within infrastructure capacity.
Cotton Bay	Small, quiet, clean, convenient, and friendly.	Address County Road 4 traffic and road expansion, improve common areas, and consider airport and civic-facility impacts. Preserve the small family atmosphere and neighborhood stability.
Enclave at Oak Hill	Clean, safe, and convenient condominium living, though some noted high fees or a temporary sense of place.	Add sidewalks, improve traffic flow and enforcement, reduce loud vehicles, and address illegal dumping. Preserve open land and natural resources.
Crimson Ridge	Peaceful and close to the water, with residents valuing the area's location and quiet.	Complete the promised north-side park and create a safe, accessible bicycle route toward the beach and pedestrian bridge. Preserve straightforward resident beach access.
Osprey Landing	Quiet, safe, well maintained, and relatively affordable, with a single-family residential character.	Add a community park or pool and improve bicycle or golf-cart connections toward the beach. Preserve trees, open space, cleanliness, and the neighborhood's small scale.
Summerwood	Secluded, friendly, and shaded by large trees, with frequent use of the nearby Sportsplex.	Improve sidewalks and routes to Aventura and the Sportsplex, turning lanes, intersection control, and the nature trail as nearby development proceeds. Preserve trees, forest, varied housing, and small-scale neighborhood character.

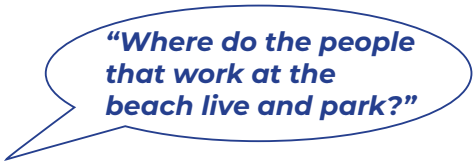
Small Town Culture

Growth, Housing, and Character

The survey does not reveal one unified position on growth. It does reveal strong expectations about how growth should be managed.

- Protect small-town and neighborhood character, including quiet streets, trees, open space, and appropriate scale.
- Coordinate development with roads, drainage, utilities, schools, emergency services, parks, and other public facilities.
- Improve development quality through stronger design, landscaping, construction, and maintenance standards.
- Provide homes that year-round residents and workers can afford, while addressing concerns about density, building scale, and neighborhood fit.
- Use existing developed areas, vacant or underused sites, and suitable inland locations strategically rather than treating all land as equally appropriate for growth.
- Manage short-term rentals and large group-rental or event homes where they undermine neighborhood stability.

Key tension: *Calls for affordable or varied housing coexist with resistance to apartments, condominiums, high-rises, and dense subdivisions. Future engagement should test specific building forms, locations, and design standards rather than treating "more housing" or "less density" as self-explanatory positions.*



Getting Around

- Address congestion and recurring bottlenecks on Highway 59, Fort Morgan Road, the bridge approaches, and major intersections.
- Complete missing sidewalks, bicycle routes, crossings, and trail connections so networks function as continuous systems.
- Explore golf-cart and LSV connections where they can operate safely and appropriately.
- Evaluate shuttles, trolleys, or transit for residents, workers, and visitors, especially between inland neighborhoods and major destinations.
- Manage speed, e-bike and shared-path conflicts, traffic enforcement, and neighborhood cut-through effects.
- Improve emergency access and route redundancy without assuming every new street connection will benefit every neighborhood.

Planned Growth

Infrastructure and Environmental Resilience

- Plan transportation, water, sewer, drainage, emergency services, and other infrastructure alongside—not after—new development.
- Protect trees, wetlands, dunes, habitat, beaches, and waterways as functional systems, not only as scenery.
- Address neighborhood drainage, flooding, culverts, ditches, runoff, and sewer or water concerns.
- Protect and improve water quality, with particular attention to Little Lagoon and other sensitive waterways.
- Maintain existing roads, sidewalks, parks, landscaping, and utilities as a core resilience strategy.
- Retain and restore tree canopy to reduce heat, improve neighborhood character, and support habitat and stormwater management.

Health & Wellness

Healthy Communities

- Expand neighborhood parks, trail connections, and recreation opportunities for different ages and abilities.
- Address recreation and community-facility gaps north of the Intracoastal Waterway.
- Provide indoor options for heat, rain, and year-round use, including recreation and family activities.
- Improve access to healthcare, emergency care, wellness services, and age-friendly amenities.
- Make existing parks and trails easier to find, understand, and reach.
- Protect beach, waterfront, boating, fishing, and nature access as part of community health.

Active Transportation

- Bicycling, walking, sidewalks, crossings, and trails dominated this section of the survey. Participants generally want a safer, more continuous network, but they also want clearer rules and designs for different users. The Plan should distinguish among pedestrian routes, bicycle facilities, e-bike routes, golf-cart connections, and higher-speed streets rather than assuming every mode can share the same space.

Diverse & Vibrant Economy

"Focus more on those who currently live here. Make life easier for the current residents."

Jobs, Businesses, and the Year-Round Economy

- Support local and independent businesses and simplify processes that create unnecessary barriers for small operators.
- Strengthen restaurants, specialty retail, grocery choices, healthcare, professional services, and other businesses serving year-round residents.
- Pursue higher-paying and more diverse employment, including opportunities connected to healthcare, marine industries, aviation, technology, education, and entrepreneurship.
- Connect economic development to attainable housing, transportation, childcare, and workforce development.
- Use events and visitor activity strategically to support off-season business without eliminating the quieter periods that residents value.
- Ensure that tourism investment contributes to public amenities, local businesses, and resident quality of life.

Planning Implication *A stronger year-round economy does not necessarily mean maximizing visitor activity in every season. The survey points toward a more balanced objective: dependable local jobs and businesses, practical support for workers, and visitor activity that reinforces rather than displaces the community's everyday life.*

How to Interpret and Use These Results

Important Limitations

- The survey was voluntary and open to participation; it is not a statistically representative sample.
- Questions were optional, so response totals vary across the survey.
- The demographic profile is weighted toward older adults, homeowners, and White / Caucasian respondents.
- Open-ended answers often contain several ideas. Theme summaries are interpretive and are intended to identify recurring directions, not to reduce every comment to one category.
- Some issues raised by participants—such as specific project, infrastructure, enforcement, or environmental claims—require verification through technical analysis and City review.

How the Input Will Be Used

The final survey results should be considered together with the July open house, subsequent workshops and tours, meetings with the Advisory Committee and working groups, and the technical Existing Conditions analysis. Together, these inputs will inform:

- the overall vision and goals for the Gulf Shores Plan;
- the citywide Character Areas and Growth Framework;
- recommendations for Land Use, Housing, Urban Design, Mobility, Resilience, and Economic Development;
- priorities for public investment, implementation, and further study; and
- the issues that require additional targeted engagement or technical verification.

Questions for the Next Phase

- Where can growth or reinvestment provide clear community benefits—and where should conservation or stability be the priority?
- Which housing forms and locations can address affordability without undermining neighborhood character?
- Which transportation improvements will most effectively address everyday travel, seasonal demand, safety, and emergency access?
- How should Gulf Shores protect and expand practical access to beaches, waterways, parks, and trails?
- What infrastructure and service thresholds should guide development decisions?
- How can tourism and economic development produce more durable benefits for year-round residents and workers?