



# PLANNING AND ZONING DIRECTOR







# Small Town, Big Beach

## THE COMMUNITY

Imagine a place where the coastal lifestyle truly comes alive. A vibrant community nestled on the stunning shores of the Gulf of Mexico, Gulf Shores offers so much more than your typical beach town experience. With its sugar-white sand beaches, relaxed atmosphere, and strong sense of community, this is a place where you'll feel right at home.

Our residents are dedicated to preserving Gulf Shores' natural beauty and small-town charm. The relaxed pace of life here, combined with our unique beachfront setting, has opened up amazing opportunities for economic growth and development. With over 8 million visitors annually, the tourism industry is thriving, bringing in an average of \$7.3 billion in revenue each year.

But Gulf Shores is more than just a tourist destination – it's a place to put down roots and build a life you'll love. Our city boasts an exceptional school system, a strong emphasis on outdoor recreation, and a welcoming community spirit. With an excellent park system, robust biking trails, quality golf courses, and ample watersport opportunities, you'll have endless ways to enjoy the great outdoors.

Away from the beach, you'll find popular attractions like the Alabama Gulf Coast Zoo, Waterville USA Waterpark & Amusement Park, and the OWA Parks & Resort in nearby Foley. Our community comes together for exciting local events like the Hangout Music Festival and National Shrimp Festival. And with plenty of shopping and dining options, you'll always find something new to explore.

Residents benefit from state-of-the-art care at South Baldwin Medical Center and the convenience of Gulf Shores International Airport. Our schools are among the top in the state, with higher-education options just a short commute away.

So why not make the move to Gulf Shores? Our small town with a big beach is waiting to welcome you home. With a median household income of \$53,048 and average homes priced around \$435,000, now is the perfect time to make your dream a reality. Come see why Gulf Shores is the ideal place to live, work, and play.



# Top Employers

- The Lodge at Gulf State Park
- The Hangout
- City of Gulf Shores
- Wal-Mart
- Gulf Shores City Schools
- Lulus Landing, Inc.
- Waterville
- Rouse's Enterprises
- Publix Alabama
- Gulf State Park







# Mission

The City of Gulf Shores is committed to preserving our family friendly, small town atmosphere for our residents and visitors while providing the infrastructure and services necessary to sustain our big beach economy.

# Vision

A clean, attractive, safe, friendly, family oriented, beachside community, with an excellent quality of life for all residents and visitors, with a protected environment and a year round sustainable economy.

## GOVERNANCE & ORGANIZATION

The City of Gulf Shores operates under a strong mayor-weak council form of government. The administration consists of a mayor and five elected at-large council members who serve concurrent four-year terms without term limits.

Policy-making and legislative authority are vested in the Mayor and City Council. They are responsible for, among other things, considering local resolutions and ordinances, adopting an annual budget, and appointing members to local boards and committees. They also appoint the City Administrator and other key department leadership.

The City Administrator is responsible for daily operations of 391 employees and an annual budget of approximately \$73.65 million based in part on a 33 mills tax rate. Major projects underway or recently completed include the new high school and justice center, Center for Ecotourism, Coastal Gateway Community Park, Fire Training Facility, Walking District Streetscape, Fire Station #4, Waterway East Boulevard, Waterway Village Pedestrian Bridge, State Hwy. 59 widening, Oak Road E extension, and South Alabama Indoor Courts Facility.





## ABOUT THE PLANNING AND ZONING DEPARTMENT

The Planning and Zoning Department develops and implements plans and policies that help the city grow in a manner that is orderly, dynamic, and sustainable.

The department's seven staff members, working with an annual budget of approximately \$1.1 million, develop and administer policies and regulations, strive to achieve a cohesive land development pattern, promote high-quality design, and keep Gulf Shores clean and attractive. In short, the department works to make Gulf Shores an inviting place for everyone and where people and businesses can thrive.

In addition to the City Council, the Planning and Zoning team works closely with the Planning Commission and Board of Zoning Adjustment. Recent significant accomplishments include:

- Preparing and presenting design plans for BUILD Grant, RESTORE Grant, Coastal Gateway Community Park, Waterway Village, Walking District Streets, Waterway West, and ALDOT Spur Road, among others
- Amending key areas of code, including home occupations, neighborhood business zoning district regulations, and special use regulations for mixed-use condominiums
- Earning the Alabama Chapter of the American Planning Association's Outstanding Planning Award for a Project or Implementation Tool for the multiple-family dwelling and townhouse-specific use standards



# ABOUT THE POSITION

Under limited supervision by the Director of Community Development, the Planning and Zoning Director will plan, organize, direct, and review the organization's Community Development activities.

The Planning and Zoning Director is responsible for coordinating and overseeing programs and activities related to current and long-range land use planning and application processing; addressing short-term growth and development issues primarily through review of proposed zoning changes, planned unit developments, subdivisions, and conditional use permits, providing professional support to the Planning Commission; and serving as a liaison to developers, property owners, builders, and the public.

The role also assists the Community Development Director with addressing long-term growth and development issues through updates to the Comprehensive Plan, interprets and updates the Zoning Ordinance, oversees the department's budget, and directs professional and support staff engaged in reviewing and analyzing project proposals, plan drafts, revisions, or additions to land use controls and other factors involved in planning, controlling, and regulating development within the City. Other essential duties include:

- Developing and overseeing the implementation of streamlined development review processes for planning, zoning, subdivision and general development, site/plan review, customer service, and related records and reports.
- Reviewing and processing development applications, ensuring they conform with City ordinances, master plans, planning principles, and the Comprehensive Plan.
- Providing technical advice and administrative support to the Planning Commission, Board of Zoning Adjustment, and other City departments and civic groups on planning, zoning, and related matters.
- Reviewing, analyzing, coordinating, and preparing reports, conducting research and special studies, and coordinating with other City departments involved in the development review process to maintain a high quality of customer service.
- Scheduling and coordinating meetings with developers, builders, council members, and the public.
- Assisting the Director of Community Development in managing the Planning work program by preparing for and facilitating internal technical review committee meetings, managing the concurrent plans review process, conducting related training initiatives for staff, and developing programs to improve operational efficiency.
- Representing the department in an advisory capacity at neighborhood, city department, and outside agency meetings and meetings of boards, committees, and the City Planning Commission.





## OPPORTUNITIES & CHALLENGES

The new Planning and Zoning Director will join a talented team of public servants who are making a difference in Gulf Shores. In addition to developing their local knowledge for working on urban, mixed-use projects, the selected candidate will handle several opportunities and challenges on the horizon, including:

- **Long-term Planning** — City leaders have prioritized the development of a City-wide Mobility Plan during the next fiscal year. The department is also helping finalize an Airport Area Master Plan, working on a Blue Zones Safe Routes to School Plan, and assisting with developing a strategic plan to help implement the Gulf Shores Vision 2035 plan.
- **Continuous Improvement** — Various elements of the Comprehensive Plan would benefit from being reviewed and updated. This role will work with department staff to regularly assess and update plans, policies, and regulations that balance growth with existing and planned infrastructure and protect quality of life.
- **Development Review & Support** — Undeveloped land is limited, which means there will eventually be a transition to more infill development. That will come with its own set of challenges for the Planning Division regarding development review and ensuring the sustainability of the community's quality of life.
- **Developer Relations** — The new hire will work with the development community on a plan for waterfront development that balances community needs with resident desires. They will also be expected to foster a relationship with the development community that yields new site plans, subdivisions, and developments that reinforce the character of our community.

# IDEAL CANDIDATE

Gulf Shores seeks a knowledgeable and experienced leader ready to take the reins of the organization's planning needs.

Candidates should have verifiable skills and abilities in the practices and techniques of land use planning, urban design, New Urbanism and Smart Growth principles. They should also have experience in daily planning, a strong understanding of planning and zoning laws and the land development process, and a grasp of GIS.

This position works closely with colleagues throughout the organization, City administration, elected and appointed leaders, developers, and the general public. Communication and people skills will be essential, including the ability to solicit feedback, build consensus, convey the City's vision, and appropriately relay the scope, size, and potential solutions to identified problems. The incoming hire will also handle data and information analysis and be asked to manage multiple complex projects simultaneously while providing superior customer service. City leaders want a strategy-minded professional who can be consistent with rules and processes while staying adaptable and working well under pressure.

The ideal candidate has a successful track record of initiative, independent judgment, discretion, problem analysis, and attention to detail. Experience developing master plans, working with boards and commissions, collaborating with the development community, establishing short- and long-term goals to meet community needs, presenting complicated and technical information to diverse audiences, and building sustainable budgets will be particularly valuable.

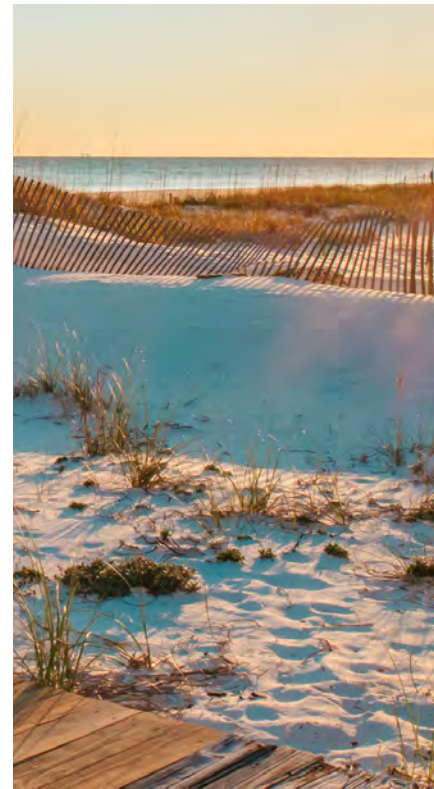
# EDUCATION & EXPERIENCE

This role requires a bachelor's degree from an accredited college or university with major coursework in urban planning, urban design, landscape architecture, architecture, or community development, with a master's degree preferred.

Candidates should also have a minimum of seven years of progressively responsible work experience in urban planning, architecture, urban design development/ redevelopment, public administration, or a related field.

Certification by the American Institute of Certified Planners is preferred, as is local government experience within a tourism-related or high-growth environment. The selected candidate will also be required to maintain a valid Alabama driver's license throughout their tenure.

Any combination of education, training, and experience that provides the required knowledge, skills, and abilities to perform the job's essential functions will be considered.





# COMPENSATION & BENEFITS

Gulf Shores is offering a competitive salary of \$87,000 - \$131,000, for this position commensurate with experience and qualifications, as well as a robust benefits package.

The City's benefits include medical, dental, vision, and long-term disability insurance, paid holidays, and vacation and sick leave. Employees can also access the City's recreation center gym and facilities through a payroll deduction, and they and their families can benefit from an employee clinic through Symbol Health. Additionally, this position will receive a city cell phone and laptop, and have access to a vehicle.

Gulf Shores participates in the Retirement Systems of Alabama, including a 7.25% employee contribution.

# APPLICATION PROCESS

[Please apply online](#)

For more information on this position, contact:

**Marsha Reed, Senior Vice President**

[MarshaReed@GovernmentResource.com](mailto:MarshaReed@GovernmentResource.com)

806-789-9641



*The City of Gulf Shores, Alabama, is an Equal Opportunity Employer and values diversity in its workforce. Applicants selected as finalists will be subject to a comprehensive background check.*

# RESOURCES

City of Gulf Shores  
[gulfshoresal.gov](http://gulfshoresal.gov)

