

**HORIZON 2025**  
**THE BALDWIN COUNTY COMPREHENSIVE PLAN**  
**CHAPTER 5: COASTAL MANAGEMENT ELEMENT**  
**OCTOBER, 2008**

**CHAPTER INTRODUCTION**

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With its abundance of scenic resources, recreational opportunities, waterways and beaches, and natural habitat, coastal Baldwin County and its municipalities will continue to experience rapid growth from migration and natural increases. The historical development pattern has resulted in the destruction of critical wildlife habitat and native vegetation, the lowering of water quality, and the degradation or removal of beach and dune systems. If these resources are to be conserved in the future, development must be carefully and deliberately orchestrated.

The Coastal Management Element is one of the critical parts of the overall Comprehensive Plan that each municipality and the County should prepare for policy rulemaking consistent with State laws and regulations. The purpose of the Element is to plan for, and where appropriate, restrict development activities where such activities would damage or destroy coastal resources, and protect human life and limit public expenditures in areas that are subject to destruction by natural disaster.

Within the context of the Comprehensive Plan, the Coastal Management Element has a special status. Although it must be integrated into and be consistent with all the other elements of the Plan, the Coastal Management Element not only addresses the protection of coastal resources, it also addresses other related issues of conservation/open space, land use, traffic circulation, public access, and public services, facilities, and infrastructure.

Baldwin County and the coastal municipalities have cooperated in the preparation of this Element. Early on, the County and coastal communities recognized that coastal issues and resources should be coordinated with a systems approach. Environmental systems such as estuaries, watershed, or wildlife habitat, and man-made systems like traffic circulation or drainage structures, do not start or stop at political boundaries.

Although the Coastal Management Element is included in the County's Comprehensive Plan, the inventory, analysis, and the goals, objectives and policies (GOPs) have been structured to be broad based so that each community can choose to adopt all or part of the Element into their individual Comprehensive Plans. Individual municipalities can prepare their goals, objectives, and policies to suit their particular need.

The central concept of the Element is to promote consensus among and between coastal communities so that common problems can be identified and common solutions proposed and implemented. The intent is to emphasize cooperation in implementing and achieving the goals, objectives, and policies. It is not the intent of the County to mandate certain requirements through this element beyond its statutory authority. Rather, the approach taken is to stress intergovernmental coordination and mutual cooperation through the use of interlocal agreements.

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The Coastal Management Element provides an analysis and recommendations for protecting and managing resources within the coastal areas of the County. The element will address natural resource protection, cultural resource protection, shoreline management, hurricane evacuation, public waterway system, natural ecosystem, infrastructure, corridor management, and public involvement.

**GOALS, OBJECTIVES, AND POLICIES**

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**NATURAL RESOURCE PROTECTION**

**GOAL 1: To address the conservation, use, and protection of natural resources in Baldwin County, including water resources, submerged lands, submerged aquatic vegetation, air resources, shoreline resources, beach and dune systems, banks and bluffs, coastal area wetlands, and living resources (wildlife).**

**Objective 1.1: Water resources should be managed to ensure that sufficient quantities of clean, safe water are available for this generation and future generations.**

Policy 1.1.1: Discourage any activity that violates the water quality standards of waters in the coastal area of Baldwin County.

Policy 1.1.2: Discourage the extraction of surface water that impairs the public's use of the water in Baldwin County's watersheds.

**Objective 1.2: Baldwin County should support future groundwater discharge that will not result in saltwater intrusion, significantly lower the existing water table, or decrease the base flow of adjacent surface water resources.**

Policy 1.2.1: Baldwin County should encourage giving higher priority to drinking water consumption uses over non-essential uses.

Policy 1.2.2: Baldwin County should discourage the extraction of groundwater that impairs the public's use of the water supply.

**Objective 1.3: Baldwin County should encourage the protection of submerged lands to maintain or increase the vital role they play in the coastal ecosystem and the coastal quality of life.**

Policy 1.3.1: Baldwin County should encourage the increased control of submerged lands in the coastal zones by all appropriate agencies.

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Policy 1.3.2: Baldwin County should discourage all uses that exclude public access on publicly owned lands and waters bordering the Gulf of Mexico.

Policy 1.3.3: The County shall encourage appropriate agencies to require permits and leases for use of submerged lands within the coastal zone.

Policy 1.3.4: The County shall discourage the activities and structures that diminish the public's use of submerged lands or inhibit navigation, including placement of unattended structures on submerged lands within the coastal zone. Examples of unattended structures include: abandoned vessels, boathouses, fixed or floating docks, dump stations, piers, ramps, seawalls, or wharfs.

Policy 1.3.5: The County should encourage the use of Best Management Practices to manage upland and water-based activities that could result in erosion or increased turbidity that would adversely affect submerged aquatic vegetation.

**Objective 1.4: The quality of the air in Baldwin County affects many aspects of the environment. The air quality should be monitored, so as not to hinder the quality of life along the coastal community.**

Policy 1.4.1: Encourage all sources of air pollution in Baldwin County's coastal area to meet or exceed all applicable emission standards.

**Objective 1.5: Baldwin County should address the issues of shoreline erosion, man-made development, and shoreline public access.**

Policy 1.5.1: Baldwin County should encourage the maintenance and stability of the County's natural shoreline and shoreline resources and minimize erosion by assuring compatibility of shoreline uses.

Policy 1.5.2: Baldwin County should encourage the use of non-structural alternatives to shoreline stabilization and discourage human activities that accelerate the natural erosion process.

Policy 1.5.3: The County should consider increased shoreline public access to the coastal waters for commercial and recreational users.

**Objective 1.6: Protection and preservation of beach and dune systems is vital to the Baldwin County coastline. Measures should be in place to control the loss of beach and dune systems, with special consideration to the Alabama beach mouse habitat.**

Policy 1.6.1: The County should encourage the maintenance of the natural attributes of beach and dune systems in the County coastal area and assure public access.

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Policy 1.6.2: The County shall encourage the protection of the existing natural character of beach and dune systems in a manner that prevents the disruption of long shore and onshore beach processes or the creation of erosion or flooding hazard.

Policy 1.6.3: The County should discourage the use of hard shore protection structures in beach and dune areas having a history of shoreline instability.

Policy 1.6.4: The County shall encourage dune creation and expansion and the removal of fixed structures that contribute to shoreline erosion.

Policy 1.6.5: The County should discourage those activities that influence or affect the displacement of beach quality sands.

Policy 1.6.6: The County should preserve, protect, and enhance the public access to those beaches, such as Orange Beach, Gulf Shores, Perdido Key, Fairhope, Fort Morgan, and Bon Secour that are important for shoreline stability, recreation potential, and tourism.

Policy 1.6.7: The County shall encourage the acquisition of beach and dune areas for additional public access.

Policy 1.6.8: The County shall support a legislative amendment to allow for the regulation of mining/borrow pit operations.

**Objective 1.7: Baldwin County should address the issues of coastal bluff and banks and determine whether development is compatible on these sites.**

Policy 1.7.1: The County should discourage activities that will physically alter the shape of coastal banks and bluffs.

Policy 1.7.2: The County should discourage land development and other practices that will adversely affect the condition of banks and bluffs.

**Objective 1.8: Baldwin County should address the issue of preserving coastal area wetlands for the benefits of habitat preservation, water quality improvement, decomposition, recreational opportunities, and stormwater runoff.**

Policy 1.8.1: Baldwin County should encourage efforts that reduce the rate of loss or function of wetlands in the coastal area and to preserve, restore, enhance, and create wetlands.

Policy 1.8.2: Baldwin County should discourage and prevent activities that directly destroy, disrupt, or lessen the function of coastal wetlands.

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Policy 1.8.3: The County shall discourage activities that result in significant or permanent alteration to adjacent wetlands.

Policy 1.8.4: The County shall encourage mitigation of wetlands only in the event that it can be documented that no reasonable alternative exists to avoid impacts to wetlands or if the use is of reasonable benefit.

**Objective 1.9: Baldwin County should make a conscientious effort to preserve the aquatic, bird, land, and vegetative wildlife.**

Policy 1.9.1: The County should encourage the maintenance of the quality and quantity of the wildlife resource base for this generation and future generations.

Policy 1.9.2: The County should discourage activity that would result in adverse impacts to the shellfish and finfish habitats, as well as those that are economically valuable species.

Policy 1.9.3: The County should discourage activities that would be harmful to the habitats that are designated as threatened or endangered.

Policy 1.9.4: The County shall encourage the maintenance of the natural habitat to support wildlife in the coastal areas and to enhance and restore habitat for all coastal living resources.

**CULTURAL RESOURCE PROTECTION**

**GOAL 2: Baldwin County contains cultural resources that have historical, architectural, archaeological, and heritage values along the coastal area.**

**Objective 2.1: Historical, archaeological, cultural, and heritage landmarks and sites need to be examined for preservation and stability within the coastal communities of Baldwin County.**

Policy 2.1.1: Designated sites such as Fort Morgan shall be preserved for historical significance on a national level.

Policy 2.1.2: Baldwin County shall promote the preservation of cultural resources and ensure that the knowledge of the County's history and pre-history is not lost.

Policy 2.1.3: The County shall encourage protection of all cultural resources on or eligible for local, state, and national registers of historic places both on submerged and dry lands.

Policy 2.1.4: Baldwin County shall provide assistance in the preservation, promotion, and documentation of cultural resources in the coastal area.

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**SHORELINE MANAGEMENT**

**GOAL 3: Baldwin County shall encourage the maintenance and development of water-dependent shoreline uses and avoid their displacement by or conversion to non-water-dependent uses.**

**Objective 3.1: The County will continue to monitor and implement a program through land development regulations to enhance and protect commercial water-dependent uses.**

Policy 3.1.1: Commercial water-dependent facilities indicated on the Baldwin County Zoning Map will be reclassified by the County to commercial marine zoning categories to protect their rights to rebuild or expand and to prevent their conversion to non-water-dependent uses without a public hearing.

Policy 3.1.2: When reviewing rezoning or development applications, the County will encourage the maximum use of dry storage by multi-slip docking facilities.

Policy 3.1.3: The County will maintain an inventory of all multi-slip docking facilities, including the name, location, and parcel identification number of the facility, and, as feasible, the number of wet and dry storage spaces, boat ramp lanes, and other services provided. This inventory will be updated as needed.

**Objective 3.2: The County will continue to monitor and implement its program to enhance and protect industrial water-dependent uses.**

Policy 3.2.1: Industrial water-dependent facilities indicated on the Baldwin County Zoning Map will be reclassified by the County to industrial marine zoning categories to protect their rights to rebuild and expand and to prevent their conversion to non-water-dependent uses without a public hearing.

Policy 3.2.2: The County will maintain an inventory of all industrial water-dependent facilities, including the name, location, and parcel identification number of the facility. This inventory will be updated as needed.

**Objective 3.3: The County will give priority to new and substantially expanded shoreline land uses as indicated in the following policies.**

Policy 3.3.1: In all other non-wetland shoreline areas of the County, water-dependent land uses will have priority over water-related uses.

Policy 3.3.2: Water-related land uses of the County that provide some form of water access to the public will be encouraged, particularly when the site has previously provided water access to the public.

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Policy 3.3.3: Baldwin County will develop, adopt, and implement performance standards for all shoreline developments.

**Objective 3.4: The County will consider the following criteria in evaluating requests for new and expanded marinas, other wet-slip facilities, dry-slip facilities with launches, and boat ramps in order to make efficient use of limited shoreline locations and to minimize environmental impacts.**

Policy 3.4.1: In Baldwin County, cumulative effects of several boat access facilities in a small area will be considered in the review of proposed projects.

Policy 3.4.2: Boat access facilities in the County must be consistent with the following recommendations:

1. Priority shall be given to the expansion of existing facilities, if environmentally sound, over new facilities.
2. Marinas will be encouraged to locate in previously disturbed areas and in areas that have historically been used for marina-related activities.
3. Marinas shall be encouraged to locate as close as possible to boating demand.
4. Marinas shall be encouraged where adequate uplands are available to develop related support activities and to allow for possible future expansion.
5. Location of marinas in highly productive marine habitats shall be discouraged.
6. Location of marinas in or near well-flushed, deep-water areas shall be encouraged.

Policy 3.4.3: Boat access facilities in the County, including multi-slip docking facilities and boat ramps which would disturb or destroy wetlands or grassbeds must demonstrate a pressing need for the proposed facility and must provide for continued use by the general public.

Policy 3.4.4: Boat access facilities in the County shall be encouraged to locate in areas of maximum physical advantage (e.g., adequate water depth). Adequate existing water depths between the proposed facility and any navigational channel, inlet, or deep water, are preferred, as new dredging is discouraged.

Policy 3.4.5: Boat access facility locations in the County should minimize natural shoreline disruption.

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Policy 3.4.6: Boat access facility construction in dead-end canals of the County are discouraged due to potential water-quality degradation.

Policy 3.4.7: Proposed boat access facilities in the County must demonstrate that the site has adequate uplands to provide support facilities for all activities proposed on site without damaging or removing wetlands.

Policy 3.4.8: Rezoning and development applications in the County for boat access facilities will be evaluated in the context of cumulative impacts on marine resources.

**Objective 3.5: The County will utilize the following criteria in evaluating the design of new marinas, or the expansion of wet-slip facilities at existing marinas, in order to minimize negative impacts; detailed regulations on these subjects may be contained in the County's land development regulations.**

Policy 3.5.1: Boat maintenance activities in new or expanded marina sites in the County must be located as far as possible from open water bodies in order to reduce contamination of water bodies by toxic substances common to boat maintenance. Runoff from boat maintenance activities must be collected and treated prior to discharge in accordance with state law.

Policy 3.5.2: Open wet slips will be preferred to covered wet slips in marina design to reduce shading of water bodies which results in lowered biological productivity.

Policy 3.5.3: Fuel or oil containment facilities or contingency plans are required at all new marina sites and in marina expansion proposals in the County.

Policy 3.5.4: All marinas in the County serving the general public or live-onboards must provide pump-out facilities if sanitary sewer service is available.

Policy 3.5.5: All parking, dry storage, and non-water-dependent facilities must be built on existing uplands of the County.

Policy 3.5.6: Marinas and multi-slip docking facilities must prepare hurricane plans with the assistance of the County that describes measures to be taken to minimize damage to marina sites, neighboring properties and the environment.

Policy 3.5.7: Fueling facilities associated with marinas in the County must be designed to preclude spills and must be prepared to contain any spills which reach the water.

Policy 3.5.8: To minimize habitat destruction, piling construction and other non-dredge-and-fill techniques shall be utilized where possible in the County.

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Policy 3.5.9: To reduce dredging in the County, docks shall extend to naturally deep waters whenever possible.

Policy 3.5.10: Dry storage of small boats shall be encouraged in the County, with dry storage structures located inland as far as feasible.

Policy 3.5.11: Marina designs in the County must not reduce water quality in adjacent natural water bodies in order to accommodate an increase in water quality in the marina basin itself.

Policy 3.5.12: Where possible in the County, existing navigational channels will be used to access new marina sites.

Policy 3.5.13: To reduce dredging in the County, the expansion of dry storage capabilities will be strongly encouraged.

### **HURRICANE EVACUATION**

**GOAL 4: Baldwin County shall address the need for hurricane evacuation measures for public safety concerns.**

**Objective 4.1: Baldwin County shall create evacuation zones for the evacuation of residents and occupants in Baldwin County during a state or local hurricane advisory time.**

Policy 4.1.1: By 2010, Baldwin County shall update the Hurricane Evacuation Plan. A Final Report of the Baldwin County Hurricane Evacuation Route Analysis was completed in March of 2008. There are five major new corridors recommended for roadway improvements in Baldwin County by the Hurricane Route Analysis March Report. They are as follows:

1. Southern Evacuation Parkway – An extension of the Foley Beach Express to SR 182 in Orange Beach.
2. Wolf Bay Bridge and connection to US 98 – A new bridge and route extending northward from SR 161 in Orange Beach.
3. Wolf Bay Bridge and extension to I-10 and CR 87-A new bridge and northward route to I-10 in the eastern part of the county.
4. CR 83 extension and tie in to I-10-Improvements to make CR 83 a four lane continuous facility from the Foley Beach Express to I-10.
5. CR 83 extension from I-10 to I-65-An extension of an improved and continuous CR 83 to I-65.

The Hurricane Route Analysis March Report had the following conclusions:

1. Without major roadway improvements, Baldwin County's hurricane evacuation clearance times will deteriorate to unacceptable levels over the next 20 years.
2. The Southern Evacuation Parkway is critical to the loading of traffic into the evacuation network from Orange Beach.

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3. The extension of CR 83 to I-10 will greatly reduce the evacuation traffic through the critical Summerdale to Loxley Alabama 59 bottleneck, resulting in at least 6 hours of clearance time savings overall.
4. The Wolf Bay Bridge Project has a number of positive facets even with the incorporation of probable land use development scenarios on the north side of Wolf Bay. If the Wolf Bay Bridge Project is built and extended up to US 98, this improvement would have modest improvement effects on clearance time. Its real utility would be realized with a Wolf Bay Bridge corridor that extends all the way to I-10. This project would save up to 8 hours of time and by the year 2030, could give over 30,000 residents and tourists the opportunity to evacuate that might not to in a time constraint situation like a Hurricane Opal which doubled in intensity and forward speed overnight.
5. All analysis results are contingent on the State of Alabama implementing the I-65 contraflow scheme in a timely manner early enough in the evacuation to facilitate the movement of Mobile and Baldwin Counties as well as Northwest Florida.

Policy 4.1.2: By 2020, the Baldwin County Emergency Management Agency, through studies and outreach projects, shall validate and support the extension (CR 83) of the evacuation route north of I-10/ I-65 in order to maintain an 18-24 hour staged evacuation, including vulnerable and immobile populations. An inventory of all evacuation routes shall be addressed in the Hurricane Evacuation Plan. The reverse laning of I-65 and the separation of Highway 59 and CR 112 traffic at Bay Minette will have to take place in order to reduce evacuation times.

Policy 4.1.3: Baldwin County shall maintain a multi-agency coordination system that would incorporate evacuation routes, intergovernmental coordination, information dispatching, and agency delegation of duties and responsibilities.

Policy 4.1.4: The County shall maintain a minimum rate of 2% occupancy space for emergency shelters for the residents in the County and at a minimum, a rate of 10% in the most vulnerable areas. This shall be coordinated with the future Hurricane Evacuation Plan.

Policy 4.1.5: The appropriate County departments shall review plans for new residential subdivisions located in storm surge or flood prone areas and coordinate with Baldwin County Emergency Management Agency to ensure access to emergency shelter requirements are met.

Policy 4.1.6: Baldwin County shall ensure the provision of adequate emergency shelter space to serve the general population. Designated shelters shall comply with storm standards and emergency preparedness requirements. The number of emergency shelters shall be increased in relation to the increase in population in order to ensure adequate space.

Policy 4.1.7: By 2016, the County shall identify all mobile home/RV communities and multi-family developments, and seek to provide shelter and/or evacuation information to assist with the evacuation of mobile home/RV communities and multi-family developments.

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Policy 4.1.8: By 2016, the County shall amend its zoning regulations to require that all new or the expansion of existing mobile home/RV communities and multi-family developments in excess of 15 dwelling units have on-site emergency shelters. In no case shall a shelter be constructed within a flood hazard area.

Policy 4.1.9: On-site shelters will be required to meet standards established by the county, including provision of adequate shelter space, elevation above Category 3 hurricane storm surge flooding levels, adequate wind proofing, glass protection, emergency power where needed, water supplies and other basic needs.

Policy 4.1.10: On-site shelters for the general public must not be built in coastal areas.

Policy 4.1.11: The County will not permit new or expanding mobile home or recreational vehicle development in V-Zones as defined by the Federal Emergency Management Agency.

Policy 4.1.12: Critical roadway links causing congestion on evacuation routes for Category 1 through 3 hurricanes will receive high priority for capital improvement expenditures.

Policy 4.1.13: New or replacement bridges on evacuation routes spanning major or marked navigable waterways will be designed, constructed and operated to adequately accommodate the safe and timely evacuation needs of both motor vehicle and marine traffic.

**PUBLIC WATERWAY SYSTEM**

**GOAL 5: To develop and implement a public water access program in Baldwin County.**

**Objective 5.1: Baldwin County will develop and implement a Scenic Waterways Program in order to enhance the opportunities for physical and visual access to the water.**

Policy 5.1.1: Baldwin County will establish and implement marine development guidelines to prevent erosion of natural shoreline; establish additional wetland habitat; and, enhance the coastal scenery by the establishment of vegetated buffer zones along designated waterways instead of indiscriminate clearing of vegetation. These buffer zones will be evaluated during all phases of the development review and approval process.

**Objective 5.2: Baldwin County will encourage new development to maintain existing public waterway access.**

Policy 5.2.1: Existing waterway access for the public shall be maintained by new development in Baldwin County. The existing access shall be shown on the site plans for the new developments

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and the proposed development shall either continue the existing access way, relocate it on the site, or donate it to the County.

Policy 5.2.2: Developments that provide public access to beaches, shores, or waterways may be eligible for credit for required open space or toward any recreation and open space impact fees adopted by the Baldwin County Commission.

Policy 5.2.3: All public boat launch and park facilities in the County shall include parking facilities and sufficient roadway access for egress and ingress traffic movements.

Policy 5.2.4: The County shall accept donations of shoreline lands suitable for use as public access facilities.

Policy 5.2.5: The County shall coordinate with state and federal agencies regarding use of and access to federal and state-owned properties in the coastal area for public use.

**Objective 5.3: Develop techniques to encourage development and expansion of water-dependent recreational uses on Baldwin County waterways and discourage any displacement or conversion of existing water-dependent uses to non-water-dependent uses.**

Policy 5.3.1: The County shall identify areas suitable for water-dependent or water-related recreational uses and activities, such as canoe launch areas, boardwalks, jogging paths, fishing platforms, and waterside parks.

## **NATURAL ECOSYSTEM**

**GOAL 6: Baldwin County should address issues of the natural ecosystem along the Baldwin County coastline.**

**Objective 6.1: The County shall look at measures to protect the fisheries in the area.**

Policy 6.1.1: Development along the coastline shall be examined so as to protect the fishery population from negative intrusion by foreign hosts.

Policy 6.1.2: The County shall promote public awareness of the issues dealing with mercury and other potential contaminants to the fishery population.

Policy 6.1.3: The County shall coordinate with the Environmental Advisory Board and other affected agencies to minimize the detrimental impacts that development may place on the fishery population.

Policy 6.1.4: The County should have at least 1 commercial fishery representative sitting on the Baldwin County Environmental Advisory Board.

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**Objective 6.2: The County shall address the need for protection of the environment by development and adjacent local governments.**

Policy 6.2.1: The County shall work with developers to ensure that coastal areas are paved to the minimum right-of-way and roadway width standards set by the Alabama DOT and the County to allow for protection of the coastal habitats within the County.

Policy 6.2.2: The County shall encourage its municipalities to adopt and implement consistent regulations for environmental and natural resource protection to ensure consistency in protection and enforcement.

### **INFRASTRUCTURE**

**GOAL 7: Infrastructure is ever present and ever changing in our world today. Baldwin County needs to examine the levels of service standards for roadways, potable water, sanitary sewer, solid waste, stormwater, parks and recreation, and emergency services in the coastal areas of the County.**

**Objective 7.1: Because of the insurgence of new populations, new access to waterways should be examined.**

Policy 7.1.1: By 2012, a new set of public boat ramps should be targeted to ensure that there are adequate access points for boating needs based on the established level of service standards to be set by Baldwin County.

### **CORRIDOR MANAGEMENT**

**GOAL 8: Baldwin County shall develop and implement resource protection, maintenance, preservation, and enhancement initiatives within the Coastal Connection Scenic Byway as identified in the Coastal Scenic Byway Corridor Management Plan produced by the Alabama Association of Regional Councils.**

**Objective 8.1: The County shall enhance and protect vistas and viewsheds featuring the Gulf of Mexico, Mobile Bay, other significant waterbodies, and notable vegetation areas.**

Policy 8.1.1: The County will help develop a model for Compatible Development Guidelines of new development for use by jurisdictions in the review and approval process to discourage the blocking of view sheds.

Policy 8.1.2: The County will encourage underground infrastructure improvements, where feasible, to enhance corridor views.

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Policy 8.1.3: The County will identify land acquisition and conservation easement strategies.

**Objective 8.2: The County will develop provisions for safe and aesthetically compatible public facilities that protect resources while enhancing the visitor's experience.**

Policy 8.2.1: The County will evaluate potential scenic pull-off locations on the Coastal Scenic Byway Corridor.

Policy 8.2.2: The County will identify potential locations for kiosks, bike rest stops, water fountains, trash receptacles, and informational signage along the Coastal Scenic Byway Corridor.

**PUBLIC INVOLVEMENT**

**GOAL 9: Baldwin County shall the address the issues of coastal management by promotion and education to the general public and volunteer action groups.**

**Objective 9.1: Baldwin County shall coordinate with environmental preservation groups to promote citizen involvement and consistency with information dissemination.**

Policy 9.1.1: The County shall work with the Alabama Coastal Foundation, Mobile Bay National Estuary Program (MBNEP), and other local watershed groups in order to ensure coordination and consistency with environmental preservation.

Policy 9.1.2: The County shall promote water quality and coastal cleanup volunteer activities to preserve the aesthetics of the Baldwin County coastline.

Policy 9.1.3: The County shall make a concerted effort to coordinate findings from the County Environmental Advisory Board with all affected state and federal agencies in order to promote consistency and accuracy among all levels of government.

**Objective 9.2: The County will support and participate in the Alabama Scenic Byway's efforts to promote and increase public knowledge of the unique facets of the Coastal Scenic Byway Corridor.**

Policy 9.2.1: The County will increase visitation by targeted markets while at the same time maintaining the sustainability of individual assets.

Policy 9.2.2: The County will produce marketing plan for the byway to include online, print, and alternative media and collateral materials.

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Policy 9.2.3: The County will offer branded templates for individual business/asset marketing efforts.

Policy 9.2.4: The County will offer cooperative promotional opportunities for byway businesses/assets.

Policy 9.2.5: The County shall assist in hosting 1-2 informational events per year relating to the scenic corridor to reach out to the general public and stakeholders.

Policy 9.2.6: The County should engage in regular communication efforts of the Coastal Scenic Byway Corridor between public officials and surrounding local governments.