ORDINANCE NO. 2201

AN ORDINANCE
TO AMEND ORDINANCE NO. 1584
(ZONING ORDINANCE) ADOPTED JANUARY 1, 2010,
AT ARTICLE 6: SUPPLEMENTARY REGULATIONS BY CHANGING CERTAIN LANGUAGE AND REWRITING AS REQUIRED
(ZTA25-06)

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GULF SHORES, ALABAMA, WHILE IN REGULAR SESSION ON February 23, 2026, as follows:

Section 1. That Ordinance 1584 (Zoning Ordinance) adopted January 1, 2010, be and it is hereby amended by **adding** or changing certain language (and deleting ~~strikethrough~~ text) and rewriting as follows:

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ARTICLE 6: SUPPLEMENTARY REGULATIONS

§6-18. ~~Dwelling Units Licensed for~~ Vacation Rental **Dwelling Units**

A. Purpose. The purpose of this section is to allow **Vacation Rental** Dwelling Units ~~Licensed for Vacation Rental~~ within certain areas of Gulf Shores and establish minimum standards for their use, while minimizing incompatibility with surrounding residential areas.

B. Applicability.

1. **Vacation Rental** Dwelling Units ~~Licensed for Vacation Rental~~ are allowed**, if properly licensed,** in the following areas of the City; the Single Family and Duplex ~~Tourist~~ **Vacation** Rental Overlay District, BN, BG, BT, ICW-N, ICW-S Zoning Districts and multi-family uses that are designated for vacation rentals in Planned Unit Developments (PUD). **A Vacation Rental Dwelling Unit that is not licensed for vacation rental is prohibited in the City.**
2. ~~Dwelling Units Licensed for~~ Vacation Rental **Dwelling Units** are prohibited in the following areas of the City; AG, ATP, ED, IND, OS, R-1, R-2, R-3, R-4, and R-5 Zoning Districts and single family subdivisions in Planned Unit Developments (PUD). The City may approve **Vacation Rental** Dwelling ~~Units Licensed for Vacation Rentals~~ in individual Multi-family developments located in the R-3 and R-4 Zoning Districts by Conditional Use Permit.
3. Nonconforming Uses. Notwithstanding the provisions of §6-18B2 above, a Single Family or Duplex Dwelling that (a) is located outside of the Single Family and Duplex ~~Tourist~~ **Vacation** Rental Overlay District in an R-1 or R-2 district or in an area designated as such in a PUD, (b) was rented as a **licensed Vacation Rental** Dwelling Unit ~~Licensed for Vacation Rental~~ during the calendar year 2009 prior to

August 31, 2009, and (c) was duly licensed for such rental on August 31, 2009 with all rental income having been duly reported for the computation and timely payment of business license fees and lodging taxes in calendar year 2009 shall be ~~permitted and regulated as s~~ **shall be allowed to continue as a Vacation Rental** Dwelling Unit ~~Licensed for Vacation Rental~~.

4. Notwithstanding the provisions of ~~§6-18B3~~ **§6-18B2** above, a Dwelling Unit in a Multi-family Dwelling that ~~is~~ **(a) was** made a nonconforming use by the **February 25, 2019, adoption of the** above provisions**, and (b)** that was licensed as a **Vacation Rental** Dwelling Unit ~~Licensed for Vacation Rental~~ for such rental on August 31, 2018**,** with all rental income having been duly reported for the computation and timely payment of business license fees and lodging taxes in calendar year 2018**,** shall be ~~permitted and regulated~~ **allowed to continue** as a **Vacation Rental** Dwelling Unit ~~Licensed for Vacation Rental~~ **if it complies with applicable licensing and operating regulations**.
5. The continuing use of said **Vacation Rental** Dwelling Unit ~~Licensed for Vacation Rental~~ shall be regulated as legal nonconforming uses pursuant to Article 13 Nonconformities.

C. Permitting and Taxation.

1. As a condition of the issuance of a business license for a **Vacation Rental** Dwelling Unit ~~Licensed for Vacation Rental~~, the owner of a Dwelling shall apply for and receive a business license from the City Revenue Division prior to using the dwelling unit for said purposes.
2. A business license shall be valid for a time period as determined by the Revenue Division but not to exceed one year. A license may be revoked by the Revenue Division for noncompliance with the requirements herein. Decisions of the Revenue Division may be appealed to the Council.
3. A copy of the business license shall be supplied to the rental agency. The property owner and rental agency shall be required to present this license upon request of the City. The property owner shall be responsible for complying with all requirements of this Section.
4. **Vacation Rental** Dwelling Units ~~Licensed for Vacation Rental~~ shall be subject to any applicable lodging and resort taxes normally levied in the City.

D. Occupancy. Occupancy shall comply with the following requirements:

1. Occupancy of a **Vacation Rental** Dwelling Unit ~~Licensed for Vacation Rental~~ by more than one (1) family, as defined in Article 4 Definitions, for longer than thirty (30) consecutive days shall be considered a violation of this Ordinance and prohibited.
2. **Vacation Rental** Dwelling Units ~~Licensed for Vacation Rental~~ shall be limited to a maximum rental of 180 days or it shall be deemed a long term rental and exempt from the regulations of this Overlay District.

E. Parking, Access, and Circulation.

1. Parking spaces may be provided on driveways or within a parking lot specifically designed for such use.

2. Required parking, maneuvering areas, and driveways shall be covered with a surface suitable for parking as approved by the City Public Works Director or his designee. The use of gravel, rock or any other similar material that is not similar in color to beach sand is prohibited.
3. Parking within public street rights-of-way is prohibited and subject to the enforcement actions and penalties as specified in Chapter 21 of the Code of Ordinances.

F. Signage.

~~1. No signage, other than that permitted in the underlying district, shall be permitted.~~
~~2. All Dwelling Units Licensed for Vacation Rental shall display their address prominently so that it is clearly visible and readable from the right-of-way, and, in the case of a Dwelling Unit Licensed for Vacation Rental located on a gulf front lot, the address shall also be displayed consistent with the requirements of Chapter 20 of the Code of Ordinances and Section 20-4 therein.~~

1. Signs on the premises of a Vacation Rental Dwelling Unit that are visible from the right-of-way are allowed only as described in this section. For the purposes of this section, the signage regulations apply to each dwelling unit unless otherwise stated. Structures or parcels may have multiple dwelling units. Signs as described in this section must be permitted, except for a Real Estate Sign described in (6).

2. A Vacation Rental Dwelling Unit shall display its address number in compliance with the applicable building code and other applicable city codes, and using characters not exceeding eight inches in height, in a line not more than 36 inches long, so that it is clearly visible and readable from the right-of-way. In the case of a Vacation Dwelling Unit more than 50 feet from the front property line, it shall comply with Code of Ordinances Section 20-3 (3) by placing address numbers on either a mailbox or on a 4"x4" post, with contrasting numbers, no more than 4 feet tall. Vacation Rental Dwelling Units located on a gulf front lot, shall display the address number consistent with the Code of Ordinances Sections 20-4 and 7-126. Vacation Dwelling Units with frontage on the Little Lagoon may display address numbers on the lagoon side in similar fashion as required on gulf front lots.

3. One Identification Sign may be posted on a Vacation Rental Dwelling Unit. Such sign shall not exceed six square feet in area exposed to view and must be mounted flat to the front Façade of the Principal Building. Rider signs or auxiliary signs mounted adjacent to the primary sign are allowed but the combined sign area of the primary and rider sign(s) may not exceed six square feet. No such sign shall be Directly Illuminated.
4. One Name Plate Sign not exceeding four square feet in area may be mounted flat to the front Façade of the Vacation Rental Dwelling Unit. No such sign shall be Directly Illuminated.
    a. Name Plate Signs that are architecturally incorporated into or on the façade of the structure, or having individual sign elements such as lettering mounted directly to the façade (i.e. not mounted on a separate board or panel), and are unique to the property, may not exceed eight square feet, and may not be Directly Illuminated.

5. **On the premises of a Vacation Rental Dwelling Unit that is on a gulf front lot, one Fence Sign or Detached Sign may be displayed on each side (west and east) of the Principal Building. Any such sign must not exceed 1.5 square feet in Sign Area, must not be more than 36 inches above the ground, and must be located at least 15 feet from the Street Line and not on over the public right-of-way or a public easement.**

6. **On properties that are actively for sale, a temporary Real Estate Sign may be placed in accordance with § 18-2 (G) (9).**

7. **Other Fence Signs and Detached Signs visible from the right-of-way are prohibited on the premises of a Vacation Rental Dwelling Unit.**

8. **No signage is allowed to be located in or over the public right-of-way or public easements.**

9. **Snipe Signs, and Window Signs that are visible from the right-of-way, are prohibited on the premises of a Vacation Rental Dwelling Unit.**

10. **Violation of this Subsection is a ground to deny, suspend, revoke, or refuse to renew a business license for a Vacation Rental Dwelling Unit.**

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Section 2. That the provisions of this Ordinance are severable and a determination of the invalidity of any portion of this Ordinance shall not affect the validity and enforceability of the remainder of the Ordinance.

Section 3. Signs improperly placed within the public right-of-way shall be removed immediately. Attached signs that were existing as of **December 16, 2025**, shall be considered legal nonconforming. Detached signs that are individually customized, unique to the property, and are complimentary to the principal structure's architectural design and context, and were existing as of **December 16, 2025**, shall be considered legal nonconforming. Legal nonconforming signs may remain, but shall not, after the effective date of this Ordinance, be enlarged, structurally altered, moved, or extended unless such sign shall be made to comply with all the provisions of this Ordinance.

Section 4. That this Ordinance shall become effective immediately after its adoption and publication as required by law.

ADOPTED this 23rd day of February 2026.

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Robert Craft, Mayor

Attest:

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Tobi Waters, MMC
City Clerk

C E R T I F I C A T E

I, Tobi Waters, MMC, City Clerk of the City of Gulf Shores, Alabama, do hereby certify that the foregoing is a true and correct copy of Ordinance No. 2201 (prepared by City Clerk), which Ordinance was duly and legally adopted at a regular meeting of the City Council on February 23, 2026, and published as required by law.

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City Clerk