



SMALL TOWN, BIG BEACH™

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**Gulf Shores to begin \$15 million beachfront revitalization**

Gulf Shores, Ala – August 31, 2016 – The City of Gulf Shores is moving forward with plans to transform Gulf Place, the city’s most iconic stretch of beachfront and main public beach area. The \$15 million Gulf Place Revitalization Project is a linchpin objective of the Small Town, Big Beach Vision 2025 for Sustainability and the result of years of master planning and public input. The project will be completed in phases over the next few years and will employ sustainable, low impact designs to provide a more welcoming, accessible, pedestrian and bike-friendly environment for residents and visitors to enjoy.

“This project will rejuvenate the face of our community and will provide enhanced opportunities to enjoy our entire half-mile of public beachfront year-round,” said Mayor Robert Craft. “We are excited to be able to make such a significant investment into the quality of life of our residents, the experience of our visitors and the future of Gulf Shores.”

Site preparation for Phase I improvements will begin September 6th utilizing City staff and will be concentrated around the West 2nd Street parking lot and surrounding area. Bids for the construction of this \$4.5 million portion of the project are being solicited through September 20 and work is slated for completion by April 2017. Improvements for Phase I will include:

- Enhanced and expanded public parking
- 20 ft. wide beachfront boardwalk
- Seating and shade structures
- Renovated public restroom facilities
- New Beach Safety Headquarters
- Extensive natural/coastal landscape

Visit [www.gulfshoresal.gov/GulfPlaceProject](http://www.gulfshoresal.gov/GulfPlaceProject) for full details on the Gulf Place Revitalization Project.

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