DEVELOPMENT AND DESIGN
OF THE ENTERTAINMENT
DISTRICT

PLANNING COMMISSION MEETING  APRIL 23, 2018  6:00PM
EXISTING C3 DISTRICT – AMUSEMENT COMMERCIAL
PROPOSED ENTERTAINMENT DISTRICT
CREATING AN E-DISTRICT

• Creating an entertainment district that incorporates the town pier has the potential to increase economic opportunities by providing a unique experience for property owners and tourist alike.

• The district could potentially create an active streetscape, enhance social vitality of the area and promote pedestrian friendly activities.

• The district should encourage people to walk instead of drive, to linger, socialize and patronize businesses in the district.
Desirable features of streetscape should include landscaping, benches and art. Features that encourage pedestrian movement and socialization for long periods of time.

- Right of way from Surfside Drive to 1st Ave. South is 50’ (per town maps)
- Right of way from Surfside Drive past the River City parking lot is 40’ (per town maps)

This could potentially allow for the expansion of the sidewalk in district to allow for a more pedestrian friendly area.
BY EXPANDING THE WIDTH OF THE SIDEWALKS (IF FEASIBLE) IT COULD ALLOW FOR BENCHES AND LANDSCAPING TO BE INCORPORATED IN THE STREETSCAPE.
SETBACKS

Zero lot line construction is usually found in towns with a Central business district or historic district. Generally fire Departments and building officials frown upon such construction because of the safety concerns these buildings bring.

Safety is the number one concern, but there are others:
- Stormwater management – where will the run-off go?
- Parking (for those properties not elevated)
  (Elevated properties should supply parking below)
- Lack of landscape makes a sea of hardscape
- Not only does landscape soften an area and make it more welcoming it also helps with stormwater management

Staff request consideration of a 5 ft. (or more) minimum setback on all sides.
Density concerns go hand and hand with setback requirements.

Currently only 15 parcels are being proposed for the Entertainment District. The current C3 district requires 5000 sq. ft. per lot. Out of the 15 parcels only 1 parcel fails to meet those requirements (lot is 4650 sq. ft.). This parcel is and would remain a non-conforming lot of record and would be allowed to build on the lot as long as the setbacks are met. Over crowding, small lots leave little square footage to build. When you include stormwater requirements and landscaping, the lot may become too small for any structure.

The proposed ordinance called for a lot area of 3500 sq. ft. Staff recommends leaving the density as it currently is at 5000 sq. ft. per lot to allow for all required infrastructure.
Currently there are 115 public parking spaces within the proposed Entertainment District and 255 private parking spaces. Keeping in mind the structures located within the proposed district are all located within a Special Flood Hazard Area (SFHA). These buildings can only renovate/repair/replace or add to each building up to 48% of the assessed or appraised value of the structure (Not to include land values). The 48% rule is a 5 year cumulative total of any work performed on each structure (this is a FEMA requirements not Town of Surfside Beach). If the work exceeds 48% in the 5 year period the structure must be removed or elevated to meet the town’s flood damage prevention code. When this happens parking can be required below the new construction.
PARKING: NOW AND LOOKING TOWARDS THE FUTURE

The follow are totals from areas around the proposed E-district:

Library (Private parking) 42 spaces
Surfside Drive 62 spaces
Tennis Courts (Myrtle Drive N.) 13 spaces
1st Ave. N. (Dog Park side) 16 spaces
Dog Park on Willow Dr. N. - Possibly 20 spaces
Willow Dr. N. (Passive Park) Possibly 21 spaces
Current Parking Requirements:

| S | Number of spaces shall be at least 80% of the potential spaces for each parcel/business. Any lot(s) containing parking areas for existing businesses relinquish the right to develop the area devoted to parking until such time as parking is provided elsewhere by the business/property owner meeting the requirements of this chapter. |

Parking requirements should be reviewed on a regular basis. As older buildings are removed and replaced with buildings meeting the flood requirements additional parking will be available below the elevated building.
Signage
The recently updated sign ordinance addresses signage in the C3 district. Staff does not recommend changing those existing requirements.

E-District Design Overlay
To preserve an aesthetically pleasing area that reflects the town’s goals to promote economic development, enhance the image of the proposed Entertainment District and the uniqueness of the pier area a design overlay might be the answer. An ordinance that is developed to encourage architecture and landscaping that is unique to the pier area. The ordinance would support the qualities of the town pier and provide a outline for architectural design standards, landscaping and colors for a cohesive design.
Stormwater Management

Polluted run-off is the #1 water quality problem in the State and the country.

The town must comply with NPDES (National Pollutant Discharge Elimination System) requirements as well as the Town's Stormwater Management Ordinance. A development permit must be approved and issued from DHEC before development begins as well as all town requirements for stormwater retention.
Permitted Uses:
Compatibility among uses envisioned for the district is a key objective to ensure success. Keeping in mind what the town’s goals are for the area and the potential to draw visitors, serve residents and support vibrant development. It is my understanding the following uses have been recommended for the district:

- Resort Accommodations 25 or more units
- Amusement Arcades
- Pier
- Restaurants and other dining establishments without lounges (indoor only)
- Restaurants and other dining establishments with open or outdoor dining **Does this include rooftop dining?**
- Restaurants, taverns, bars, nightclubs or other places where alcohol is consumed* (Indoor except as noted*)
- Gift shops, Beach shops, bicycles rentals, tackle shops, retail bakeries where products are consumed on-site, jewelry store
- On premise entertainment (what kind of entertainment?)
- Establishments selling commodities in small quantities to the consumer – Commission may want to be more specific in regards to these allowed uses.
- Parking lots
ROOFTOP DINING

Coconut Joe's, Isle of Palms

Six Pence Pub, Fort Mills, SC

The Boathouse, Isle of Palms

Buzz's Roost - Georgetown, SC

THE ROOFTOP BAR AT THE VENUE CHARLESTON, SC

Carolina Ale House Rooftop Bar, Columbia
QUESTIONS?

COMMENTS

DISCUSSION