E-District: 12 & 14 S. Ocean Blvd

Presentation to Surfside Beach Planning & Zoning Commission

Presented by:
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AERIAL VIEW OF PIER 1960S
FACING PIER 1960S
THE PIER IS THE HEART OF THE TOWN

- It attracts residents, visitors & business.
- It is a mixed commercial & residential area.
- It is where people:
  - Enjoy the beach
  - Seek entertainment
  - Spend time with their families
  - Work & Support their families
  - Generate Tax Dollars
TAX BASE

- Currently, 82% of the Town’s tax base comes from businesses in the C-3 and R-3 district.

- The Town does not need to lose businesses in the existing C-3 (and proposed E) to non-revenue sources.
WHAT THE E DISTRICT WILL DO

- The proposed E-District would help preserve the Pier as the Heart of the Town
- Restrict residential structures in the current C-3 District and proposed E-District (preserves mixed-use/preserves tax base)
- Promote Walkability around the Pier
- Attract desirable commercial projects that enhance the area & preserve the legacy of the Town
  - No building taller than 55 feet
  - Keep up with competition
  - More dining options
WALKABILITY INCREASES VALUE

- Nationwide data demonstrates that both baby boomers and millennials favor the increased walkability of neighborhoods and communities.
  - Walkable communities command rent premiums of 66% higher for multi-family & 71% higher for retail.
  - Sales prices for commercial properties are up to 43% in highly walkable areas versus 21% for car-dependent areas.
12 & 14 S. OCEAN BLVD NOW
12 & 14 S. OCEAN BLVD. FUTURE (IF APPROVED)
12 & 14 S. OCEAN BLVD. FUTURE (IF APPROVED)
12 & 14 S. OCEAN BLVD FUTURE (IF APPROVED)

- Will feature 3 restaurants:
  - Coffee Shop/Bakery
  - Ice Cream
  - Taco Bar/Mexican

- Foot print no bigger than the existing structures on the lots.

- Buildings will be connected by concrete structure across lot line.

- No loss of parking places with proposal.
IMPEDEMENTS TO PROPOSAL (PARKING)

- Proposed development cannot take place with parking regulations.

- Finite space around the Pier and in the proposed E district.

- If we do not want to erect parking garages (and no one wants that), no new business in the E district is going to be able to comply with parking requirements.

- The grandfathered businesses will remain but for how long, and then what will take their place.
THE AVAILABLE PARKING

- 115 public parking places behind 12 & 14 S. Ocean Blvd.
  - This parking lot is empty 40 weeks a year
  - 10 weeks per year it gets to capacity
  - Only 10% full this past Saturday.

- Approximately 45 parking places surrounding the Pier.
EMPTY PARKING SPACES

(MAY 2017)
PARKING

- Parking is an issue for all businesses around the Pier.

- In the April 23, 2018 P&Z minutes, it was acknowledged that after reconstruction, the Town’s ordinances require more parking than is currently available at the Pier.

- Parking regulations for proposed E district need to be re-examined.
OTHER WAYS OF GETTING TO E DISTRICT

- People will get to the E district in multiple ways, not all of which will involve driving.

- Certainly, some people will walk off the beach or walk from a hotel or beach house where they are staying.

- Ride sharing (Uber and Lyft) continue to increase in popularity. People are currently using Uber and Lyft to get to this area, and they will continue to do so at increasing rates in the future.
  - Goldman Sachs estimates that the ride sharing industry will grow eightfold by 2030, and increase ballon to $285 billion in 2030.
IMPEDEMENTS TO PROPOSAL
PROHIBITION AGAINST 1 STRUCTURE ON 2 LOTS

- Sec. 17-404 allows only one building on any lot. (excepts R-3 district)

- When the E district was initially proposed, it was proposed that Sec. 17-404 be amended to exclude the E district from its provisions.

- 12 & 14 S. Ocean Blvd are the only parcels that would be affected by Sec. 17-404.

- This is no different than what is currently going on at the Pier.
SETBACKS

- When initially proposed, there were no setback requirements in the E district.

- Subsequently, P&Z recommended a 10 ft. front setback and 5 ft. setbacks on each side.

- We would like to see a return to 0 setbacks in the E district.

- Normally, in central business districts or historic districts, we see Zero lot line construction.
FOR PROPOSED PROJECT

- Remove parking requirements from E district
- Except E district from Sec. 17-404
- Return to Zero Setback
QUESTIONS?
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