

Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"

Table of Contents

Chapter 1: Introduction

Chapter 2: Process

Chapter 3: Analysis of Existing Conditions

Chapter 4: Design Vision

Chapter 5: Implementation

Introduction

A charrette is an intense effort to solve any design or planning problem within a limited time. There are two main advantages to working in the context of a charrette. The first is that a charrette operates in a highly collaborative atmosphere. A charrette allows for the participation of everyone involved with the project, resulting in a highly charged and creative atmosphere. The inclusion of many points of view results in well-rounded and realistic proposals, with everyone satisfied that they were able to contribute. The second advantage of a charrette is the production of useful results in a very short timeframe, which can be easily translated into physical results or actions.

The South Beach Business District Design Charrette focused on the South Beach Business District. The study area is shown on the study area map. The charrette was held over a three day period from September 15-17, 2004. The draft charrette recommendations were presented in a public open house held on November 11, 2004.

The charrette process included intense sessions to receive input from City staff, the general public and area stakeholders. Input was assimilated into design sketches and implementation strategies during the charrette process. The results of the charrette process are presented in this document and include the following:

- Existing Conditions Inventory
- Issues & Needs
- Opportunities & Constraints
- Vision Statement
- Conceptual Design Vision
- Recommendations
- Implementation Strategies

This document is intended to convey the design concept that was derived for the South Beach Business District through an intensive public visioning process. The design concept should be viewed as a starting point—a big picture idea for future actions. Details will change and adjustments will be made as the vision becomes a reality, however, future decision-making should be made in the spirit of the design concept and its underlying principles.

Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"



Process

The South Beach Business District Design Charrette was conducted over a three day period from September 15-17, 2004. The charrette process included intense sessions to receive input from City staff, the general public and area stakeholders. The draft charrette recommendations were presented in a public open house held on November 11, 2004. The design process is documented below.

Wednesday Sept. 15 Day One: Inventory

Day One – 6:00am - 1:00pm:

HDR Team Travel

Day One – 1:00pm - 2:00pm:

Presentation of Existing Conditions

Attendees: City Staff & HDR

The HDR Team met with City staff to review and confirm base maps and data. City staff presented data and existing conditions including priority issues and needs to HDR. This session served as a kick-off for the charrette process, defining the goals to be accomplished during the charrette.

Result:

- Summary of Existing Conditions
- Summary of Existing Issues/Needs

Day One – 2:00pm - 3:00pm:

Presentation of Traffic Analysis and Parking Study Findings

Attendees: City Staff & HDR

The HDR Team presented findings from the traffic analysis and parking study to City staff. The presentation included a discussion of potential strategies to deal with traffic and parking issues on the island. Primary issues and needs related to traffic and parking were identified. The session included a discussion between the HDR Team and City staff to determine a preferred strategy to deal with the traffic and parking issues. Design decisions during the remainder of the charrette were made with the preferred strategy in mind.

Result:

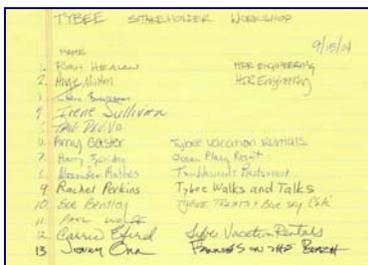
- Expanded Summary of Existing Issues/Needs
- Preferred Strategy for Global Parking/Traffic Issues

Day One – 3:00pm - 4:00pm:

Stakeholder Workshop Preparation

Attendees: HDR

The HDR Team synthesized information gathered from City staff in preparation for the Stakeholder Workshop.



Day One – 4:00pm - 5:30pm:

Stakeholder Workshop – Session 1

Attendees: South Beach Business District Stakeholders & HDR

The HDR Team conducted a workshop with key South Beach Business District Stakeholders including representatives from the City of Tybee Island, the South Beach Business District, and South Beach residents. The workshop highlighted key opportunities and constraints on study area maps and documented key issues/needs on flip charts.

Result:

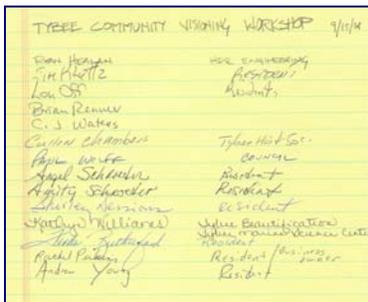
- Expanded Summary of Existing Issues/Needs
- Opportunities and Constraints Map

Day One – 5:30pm - 7:00pm:

Community Visioning Workshop Preparation

Attendees: HDR

The HDR Team synthesized information gathered from city staff and other stakeholders in preparation for the evening's community visioning workshop.



Day One – 7:00pm - 9:00pm:

Community Visioning Workshop

Attendees: The Public & HDR

Participants were asked to individually complete a worksheet by answering the following questions:

Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"



1. What are the things you like most about the South Beach Business District?
2. What things would you change about the South Beach Business District?
3. What would you like the South Beach Business District to be like in 10 years?



Participants shared their answers to the questions with the group; then the group worked together with the HDR Team to draft a Vision Statement for the future of the South Beach Business District. Participants then used the answers to the questions to add to the issues/needs list compiled from previous sessions.

Result:

- Expanded Summary of Existing Issues/Needs
- Draft Vision Statement
- Revised Opportunities and Constraints Map



DRAFT VISION STATEMENT
The South Beach Business District is

- A place for visitors and residents to enjoy the historic flavor of Tybee — quaint, quirky, funky, and eclectic.
- A viable, successful business district with a healthy mix of uses and activities provided for all people and ages in a neat, casual, and relaxing atmosphere. **SAFE**
- The heart, soul, and focal point of the island.

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Thursday Sept. 16
Day Two: Analysis

Day Two – 9:00am - 2:00pm:

Team Work Session

Attendees: HDR



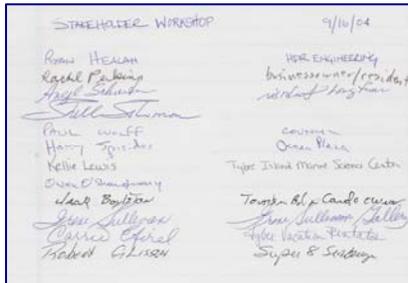
The HDR Team compiled and synthesized the results of Day 1. The HDR Team prepared a list of projects/actions to respond to the issues/needs identified the previous day and revised the Opportunities and Constraints Map. The HDR Team also began formulating a Design Vision for the South Beach Business District. The proposed Design Vision was illustrated through perspective sketches, an overall Concept Plan for the district, and more detailed design plans for the Strand and Tybrisa Street. The Design Vision addressed aesthetics, parking, traffic flow, public amenities, and focal points.



Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"



Day Two – 2:00pm - 4:00pm:

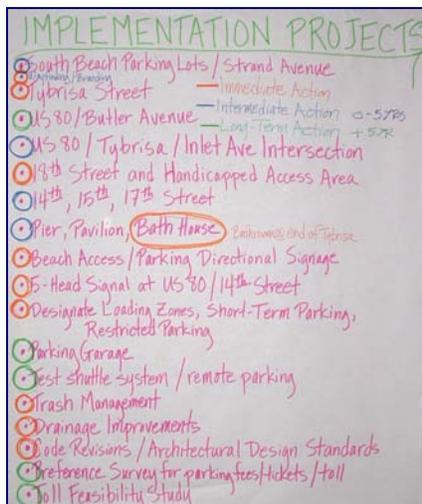
Stakeholder Workshop - Session 2:

Attendees: South Beach Business District Stakeholders & HDR

The HDR Team affirmed the draft issues/needs list, vision statement, and opportunities and constraints map with the stakeholder group. The HDR Team then discussed the Design Vision with the stakeholder group, noting critical modifications needed to assure functionality. The remainder of the session was used to prioritize the list of projects/actions into implementation timeframes ranging from immediate action to intermediate action to long-term action.

Result:

- Final Vision Statement
- Final Issues/Needs List
- Final Opportunities and Constraints Map
- Confirmation of Design Vision
- Prioritized list of Projects/Actions



Day Two – 4:00pm - 7:00pm:

Public Open House Preparation

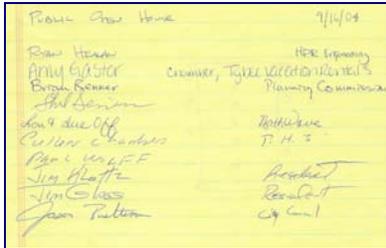
Attendees: HDR

The HDR Team synthesized the information gathered from the Stakeholder Workshop in preparation for the evening's Public Open House.

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South Beach Business District Design Charrette

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Day Two – 7:00pm - 8:30pm:

Public Open House

Attendees: The Public & HDR

The public was invited to review and comment on the design vision and the prioritized projects/actions list for the South Beach Business District.

Result:

- Public Comments



Friday Sept. 17
Day Three:
Recommendations

Day Three – 8:00am – 12:00noon:

Team Work Session

Attendees: HDR

The HDR Team finalized the design vision for the South Beach Business District based on the comments from the Public Open House. The HDR Team compiled draft recommendations to accompany the prioritized projects/actions list.

Day Three – 12:00noon - 2:00pm:

Wrap-up Session & Team Debriefing

Attendees: City Staff and Officials & HDR

The HDR Team presented the vision statement, prioritized issues/needs list, opportunities and constraints map, design vision, recommendations, and prioritized projects/actions list to City staff and officials.

Result:

- Final Vision Statement
- Final Issues/Needs List
- Final Opportunities and Constraints Map
- Final Design Vision
- Final Recommendations and Action Strategy

Day Three – 2:00pm - 8:00pm:

HDR Team Travel

Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"

Thursday Nov. 11 Public Open House

Thursday Nov. 11 – 6:00pm - 7:00pm:

Public Open House

Attendees: The Public & HDR

The HDR Team presented display boards from both the Traffic and Parking Study and the Design Charrette to the general public. The session consisted of 30 minutes in which the public could study the boards and ask questions of HDR staff in an informal setting. The HDR Team then conducted a 20 minute formal presentation followed by 10 minutes of questions and answers.

Result:

- Public Comments

Analysis of Existing Conditions

Land Use and Zoning

The existing land use and zoning classifications for the South Beach Business District are illustrated on the maps in the following pages. The land use map shows that the South Beach Business District currently contains a mix of land uses. These include vacant properties, single-family and multi-family residential, restaurants & bars, inns & hotel/conference center, office, and other commercial uses. The other commercial uses tend to be small shops such as convenience stores, art galleries, bike shops, hair salons, laundry mats, and gift shops. Three large vacant parcels exist located on the north side of Tybrisa Street, at the northeast corner of Butler Avenue and 15th Street, and on the east side of Butler Avenue between Tybrisa Street and 15th Street. Tybrisa Street is the traditional "main street" of the South Beach Business District.

Single-family residential uses, small condominium buildings, inns, and small shops dominate the land use south of Tybrisa Street. The type and scale of uses south of Tybrisa Street can be characterized as a mixed residential district. North of Tybrisa Street, the land uses occupy a larger footprint, whether hotel, conference center, vacant lot, or condominium. The type and scale of uses north of Tybrisa Street can be characterized as a mixed commercial district. The oceanfront in the South Beach Business District, defined as the land to the east of Strand Avenue, is completely dedicated to public uses. The dominate use is public parking lots, but this area is also home to the Marine Sciences Center and the public pier.

The South Beach Business District consists of three zoning classifications. Most of the District is classified as C-1 which is suited for commercial business uses. The C-1 classification also allows uses less intense than commercial including residential. The C-1 classification encompasses the area to the west of Butler Avenue between 14th Street and 18th Street, and the area to the east of Butler Avenue between 14th Street to just north of 18th Street. The properties fronting on the north side of 14th Street east of Butler Avenue are zoned R-T. Currently these properties are occupied by condominiums, apartments, inns, and single-family residences. Eighteenth Street between Butler Avenue and Strand Avenue is zoned R-2 and is currently occupied by condominiums, apartments, inns, and single-family residences. Building heights on Tybee Island are currently limited to 35-feet above the natural ground elevation.

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Insert Land Use Map

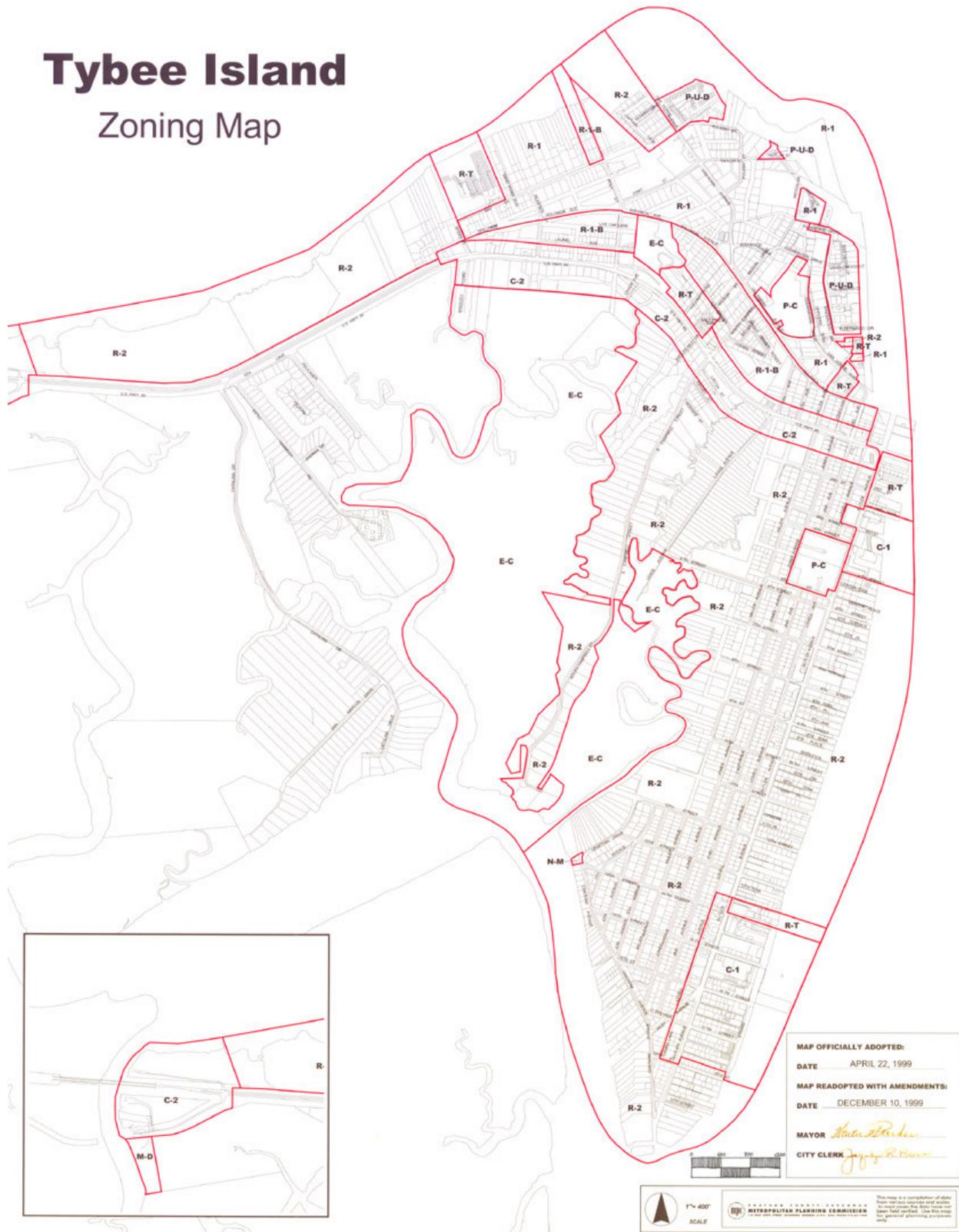
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Zoning Map



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Inventory of Existing Conditions by Street

Tybrisa Street looking west from Strand Avenue.



Tybrisa Street looking east from Butler Avenue.



Tybrisa Street offers bait, tackle, and cold drinks on hot summer days.



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The north side of 14th Street looking east from Butler Avenue.



Vacant land on the south side of 14th Street offers development opportunities.



The south side of 14th Street looking east from Butler Avenue.



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Fifteenth Street looking east from Butler Avenue.



Vacant land on the south side of 15th Street is being developed.



The Breakfast Club, a famous local eatery, is located on the southeast corner of 15th Street and Butler Avenue.



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Strand Avenue looking south past the entrance to 17th Street.



Seventeenth Street looking west from Strand Avenue.



Seventeenth Street looking east from Butler Avenue.



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Eighteenth Street looking west from Strand Avenue.



Eighteenth Street looking east from Butler Avenue.



Pedestrians crossing 18th Street at Butler Avenue.



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Strand Avenue looking north between 15th Street and 14th Street.



View of Strand Avenue and oceanfront parking lots looking south past the intersection of Tybrisa Street.



Strand Avenue looking north between 17th Street and Tybrisa Street.



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Butler Avenue looking north from 18th Street.



East side of Butler Avenue looking north at the intersection of Tybrisa Street.



Butler Avenue looking south toward the intersection of Tybrisa Street.



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Beach access from oceanfront parking lot.



Oceanfront parking lot looking south from the pier.



Oceanfront parking lot at the intersection of Tybrisa Street contains public restrooms, parking services, and lifeguard station.



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The boardwalk separates oceanfront parking from the dunes and leads to the pier and beach access points.



The beach is accessed through the Ocean Plaza Hotel from points between 14th Street and 15th Street.



The Marine Sciences Center is located in the oceanfront parking lot near the pier.



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Tybee Character

The photographs to the right capture some of Tybee Island's famous character: the pier, bench advertisements, bicycles, historic architecture, street markers, residential cottages & condominiums, and quiet lanes between main streets.



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Tybee History

Historic photographs of Tybee Island, provided by Cullen Chambers, provide clues for future urban design elements. The Carbo House, shown to the right, still stands on Tybrisa Street.



The Solms Hotel was once located on Tybrisa Street.



Thousands of day visitors to the island are nothing new.



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South Beach Business District Design Charrette

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The old pier and boardwalk.



Historic view of Tybrisa Street.



T. S. Chu is still located on Tybrisa Street.



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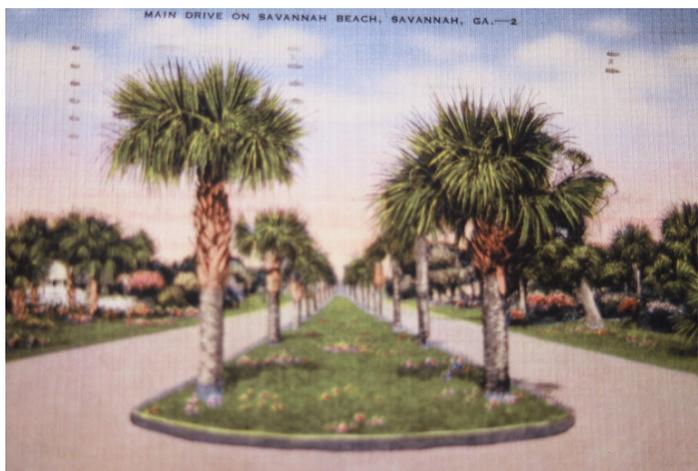
The old amusement park once offered entertainment for visitors of all ages.



The former location of Hotel Tybee is now occupied by the Ocean Plaza Hotel.



Butler Avenue (US 80) used to have a center landscaped median.



Opportunities and Constraints

The South Beach Business District was analyzed for design opportunities and constraints. Opportunities and constraints are displayed graphically on the Opportunities and Constraints Map and described below.

Opportunities

- Beach access
- The pier and pavilion
- Oceanfront relatively unobstructed by buildings
- Oceanfront boardwalk
- Publicly owned right-of-way ample for streetscape improvements and public amenities
- Surface parking lots and other vacant properties
- Historic Carbo House
- Ocean views
- Handicapped access points
- Restaurants and commercial shops along Tybrisa Street, Stand Avenue between Tybrisa Street and 17th Street, Butler Avenue at Tybrisa Street, and Butler Avenue at 15th Street
- Major intersections, such as 15th Street and Butler Avenue, can have improved pedestrian crossings

Constraints

- Existing buildings
- Condos and hotels limit views to the oceanfront and pedestrian access from the blocks between 14th Street and Tybrisa Street
- Marine Sciences Center, lifeguard trailer, and parking services building obstruct flow through oceanfront parking lots
- One-way street and parking aisle circulations
- Current oceanfront parking lot configuration, parking booths, and parking gates
- Five-point intersection at Butler/Tybrisa/Inlet
- Residential character of 17th Street, 18th Street, and Butler Avenue south of Tybrisa Street
- Dune line
- Thirty-five foot height restriction
- Surface parking
- Poor drainage along oceanfront between 14th Street and 15th Street
- Poor streetscape and lack of sidewalks along 14th Street, 15th Street, 17th Street, and 18th Street
- Width of Butler Avenue (US 80) between 14th Street and Tybrisa Street makes pedestrian crossing difficult
- Some narrow rights-of-way may limit two-way circulation and streetscape improvements

Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"

- Vehicular and pedestrian conflicts at the Butler/Tybrisa Intersection, at the Butler/14th Street Intersection, at various locations along Strand Avenue, and within the oceanfront parking lots
- Narrow right-of-way along Butler Avenue south of Tybrisa Street
- Poor streetscape along Butler Avenue north of Tybrisa Street

Tybee Island

South Beach Business District Design Charrette

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Insert Opportunities & Constraints Map

Issues and Needs

Issues and needs for the South Beach Business District were identified by City staff, the general public, and district stakeholders during the charrette. The issues and needs identified are summarized below.

- Clean up, improve aesthetics, better maintenance
- Maintain historic facades and quaint, quirky, funky, eclectic character
- Encourage outdoor dining
- Remove trash cans
- Remove some parking
- Parking improvements
- Improve traffic flow
- Improve pedestrian friendliness
- Improve pedestrian circulation and access to the beach
- Build boardwalk with vendors
- Want fewer bars and condos
- Want more retail, restaurants, services, and art
- Want more variety of retail in a stronger, more viable/sustainable economic environment
- More landscaping and greenspace, better aesthetics
- Control growth
- Manage redevelopment
- Encourage building renovation/restoration
- Eliminate crime, improve safety, better lighting
- Increase shade
- More entertainment, events, cultural activities, art
- A place to attract visitors and residents
- A place for all people and ages
- More family oriented, fun activities
- Maintain diversity of people and public access to everyone
- Maintain casual, relaxing atmosphere
- Better access to and use of the pier
- Better signage
- Better emergency access and loading zone management
- Better handicapped access
- Better bicycle circulation and parking
- Improve public restrooms/bath houses

Design Vision

The design vision for the South Beach Business District was developed during the design charrette. The design vision is conveyed through the vision statement, concept plan, design details, and sketches.

Vision Statement

A vision statement for the South Beach Business District was established during the design charrette by stakeholders and the general public. The vision statement is intended to serve as overall guidance for future development decisions in the South Beach Business District. The vision statement for the South Beach Business District follows:

South Beach Business District is . . .

- *A place for visitors and residents to enjoy the historic flavor of Tybee--quaint, quirky, funky, and eclectic.*
- *A viable, successful business district with a healthy mix of uses and activities provided for all people and ages in a neat, casual, safe, and relaxing atmosphere.*
- *The heart, soul, and focal point of the island.*

Concept Plan

The concept plan for the South Beach Business District displays proposed physical improvements for the district in a diagrammatic fashion. The concept plan can be seen on the following page. General improvements proposed for the South Beach Business District, shown on the concept plan, are listed below.

- Improvement of left-turn movement from Butler Avenue southbound to 14th Street eastbound
- Intersection improvements at Butler Avenue and 14th Street, 15th Street, 17th Street, and 18th Street
- Intersection improvement at Strand Avenue and Tybrisa Street
- Major intersection improvement and gateway treatment at Butler/Tybrisa/Inlet Intersection
- Emphasis on maintaining and strengthening the commercial core of the District located along Tybrisa Street, Strand Avenue between Tybrisa Street and 17th Street, and along Butler Avenue between 17th Street and 15th Street
- Installation of sidewalks along 14th, 15th, 17th, and 18th Streets
- Streetscape improvements along Tybrisa Street, Strand Avenue, and Butler Avenue
- Celebration and utilization of historic structures in the District such as the Carbo House
- Maintenance of one-way vehicular circulation along Tybrisa Street
- Restoration of two-way vehicular circulation along 14th Street, 15th Street, 17th Street, 18th Street, and Strand Avenue
- Restoration of views, and potentially pedestrian or vehicular access, between Butler Avenue and Strand Avenue at midblock locations (between 14th and 15th Street and between 15th Street and Tybrisa Street)
- Potential for infill residential and a possible public parking deck in the block bounded by Butler, 15th, Strand, and Tybrisa
- Bike route along 14th Street and Strand Avenue
- Raised pedestrian crossings at Strand Avenue and 14th Street, 15th Street, 17th Street, and 18th Street
- Improved beach access locations including handicapped accessibility
- Improved pedestrian access in front of the building facades facing Strand Avenue
- Construction of a promenade along the dune line from which the ocean can be viewed
- Consolidation of Strand Avenue and the oceanfront parking aisles into one two-way street with metered parking (removal of the parking gates)
- Celebration of ocean view from end of Tybrisa Street

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Insert Concept Plan

Design Details & Sketches

The concept plan is further described through design details and sketches. Design details and sketches were developed for Tybrisa Street and Strand Avenue. The overview depicting the Tybrisa Street and Strand Avenue improvements can be seen in the following pages. The physical improvements proposed for Tybrisa Street and Strand Avenue are described below.

Tybrisa Street Proposed Improvements

In the design vision, Tybrisa Street remains the traditional main street of the district. Emphasis is placed on maintaining the existing building setback line, gaining sidewalk area by eliminating parallel parking on one side of the street, maintaining angled parking on one side of the street, and maintaining one-way vehicular traffic flow from Butler Avenue toward the ocean. The proposed improvements reduce the number of parking spaces on Tybrisa Street from 60 to 49. An entry arch is proposed over Tybrisa Street at the entrance from Butler Avenue. Tybrisa Street terminates at a new traffic circle containing a fountain as a focal point to direct views toward the ocean. Palm trees and accent plantings provide some shade and greenery. Raised crosswalks and bump-outs at the entrance to Tybrisa Street from Butler Avenue improve pedestrian circulation and slow traffic entering the street. The wider sidewalks should provide for limited outdoor café seating and merchandising displays, however, clear zones should be defined and enforced to insure unimpeded pedestrian flow along the new sidewalks.

Strand Avenue Proposed Improvements

The key to the proposed Strand Avenue improvements is consolidation of the oceanfront parking lots with Strand Avenue. In the design vision the entire area between the building facade line and the dune line is utilized for public amenities. Sidewalks adjacent to the building facades are widened to accommodate outdoor dining, planters, and street trees. Strand Avenue is combined with the oceanfront parking lots to become a two-way street which is double loaded with ninety-degree metered parking. The sidewalk/boardwalk adjacent to the dunes is widened into a promenade with palm trees, shade trees, and other landscaping, swings, arbors, benches, bike parking, and other amenities. Portions of the promenade could accommodate playground activities or vendors. The proposed improvements reduce the number of oceanfront parking spaces from 382 to 355.

Buildings are provided along the promenade at 14th, 15th, 17th, and 18th Street to accommodate the parking services, bathroom/bath house, and lifeguard services that will be relocated from their current position in the middle of the oceanfront parking lots. The design vision is also dependent on the relocation of the Marine Sciences Center to a new location. Raised crosswalks are proposed at 14th, 15th, 17th, and 18th Streets to provide better pedestrian access across Strand Avenue to the beach and to slow traffic. Each major beach access point within the district (14th, 15th, 17th, 18th Streets) should be designed with handicapped access, including parking, in mind.

Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"

Centralized trash compactor locations are shown between Tybrisa Street and 17th Street; however, these locations can be adjusted. It would be preferable to accommodate compactors in back alleys or on the lanes, however, if necessary, they can be accommodated in an attractive manner within the public streetscape. Likewise, where possible, driveway access to Tybrisa Street and the Strand should be limited to maximize the space that can be use for public amenities such as outdoor dining, benches, and landscaping. Designated emergency access zones and loading zones should also be established in centralized locations.

Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"

Insert Design Vision

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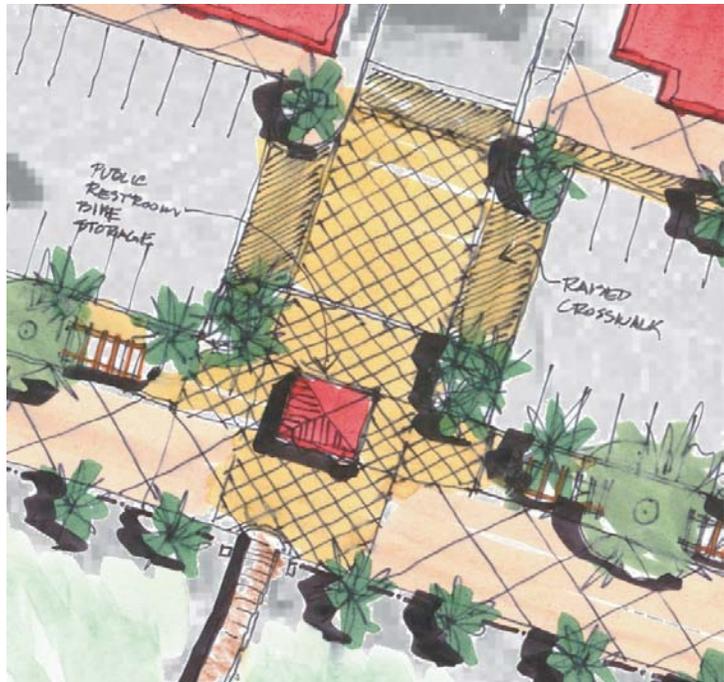
South Beach Business District Design Charrette

"The Strand Is Back!"

The detail to the right shows a typical driveway treatment. Driveway cuts onto Tybrisa and Strand should be avoided where possible. Where necessary, however, the driveway cut should be flanked by landscape planting.



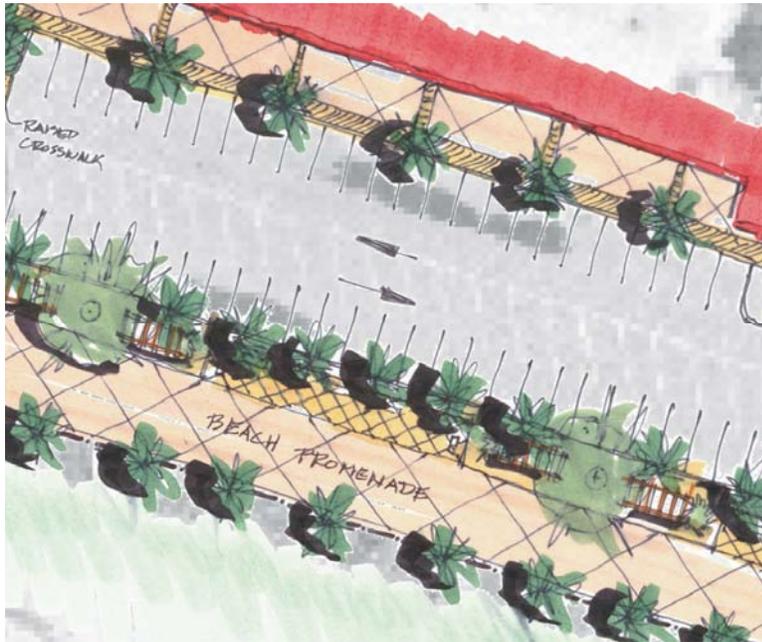
The detail to the right shows the typical design of the Strand at 15th and 17th Streets. The entire intersection is raised and covered with special pavers, both to improve pedestrian circulation and to slow traffic. Pavilions contain public restrooms and other services.



Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"



The detail to the left shows the promenade between 14th Street and 15th Street. A wide "boardwalk" allows views to the ocean while an amenity zone offers shade and seating.



The detail to the left shows the streetscape treatment between Tybrisa Street and 17th Street. The wide sidewalk accommodates planters and outdoor dining. Locations for communal compactors have also been designated if alternate locations cannot be identified behind the buildings.

Tybee Island

South Beach Business District Design Charrette

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View of proposed improvements along Strand Avenue between Tybrisa Street and 17th Street. The photograph to the right shows existing conditions.



Tybee Island

South Beach Business District Design Charrette

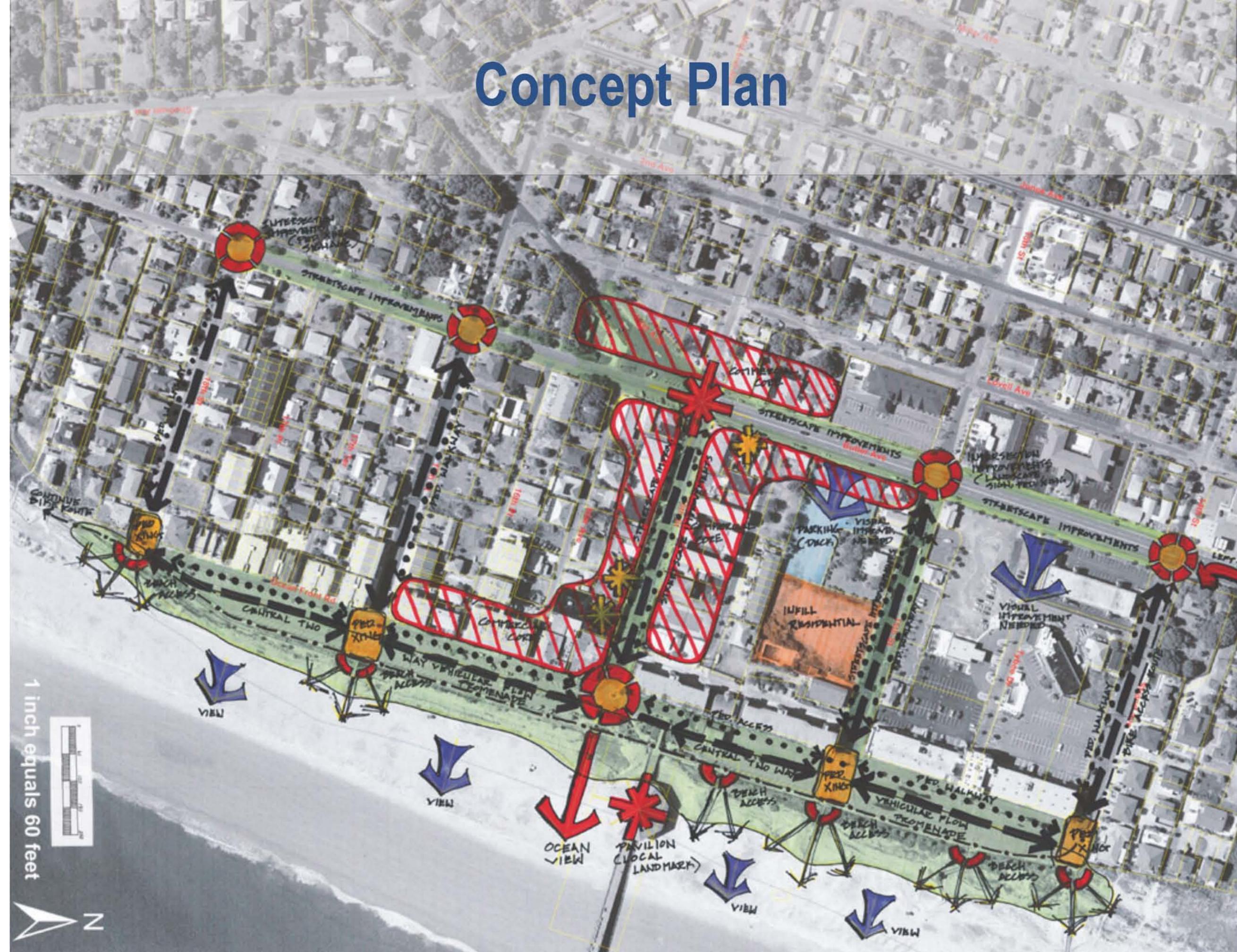
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View of oceanfront promenade south of Tybrisa Street. The proposed promenade provides seating, shade arbors, and lighting. The photograph to the left shows existing conditions.



Concept Plan



Tybee Island

South Beach Business District Design Charrette

"The Strand Is Back!"

Concept Plan

Implementation

The projects and actions to implement the design vision were prioritized into implementation timeframes during the design charrette. These include three categories: immediate action (< 1 year), intermediate action (1-5 years), and long-term action (5+ years). The various implementation projects and actions needed to implement the design vision are listed below and described in the following pages.

Immediate Action (< 1 Year)

- Wayfinding/Branding/Beach Access & Parking Directional Signage
- Tybrisa Street Improvements
- 18th Street and Handicapped Access Area
- 5-Head Signal at US 80/14th Street
- Designate Loading Zones, Short-term Parking, Restricted Parking
- Trash Management
- Drainage Improvements
- Code Revisions/Architectural Design Standards
- Public Bath House/Bathroom Short-term Improvements

Intermediate Action (1-5 Years)

- South Beach Parking Lot/Strand Avenue Improvements
- US 80/Tybrisa/Inlet Avenue Intersection Improvement
- 14th, 15th, 17th Street improvements
- Pier/Pavilion Improvements

Long-term Action (5+ Years)

- US 80/Butler Avenue Improvements
- Parking Garage
- Test shuttle system/remote parking
- Preference Survey for parking fees/tickets/toll
- Toll Feasibility Study
- Underground Utilities

Immediate Action (<1 Year)

Wayfinding/Branding/Beach Access & Parking Directional Signage

This project involves many relatively inexpensive signage solutions, many of which are detailed in the accompanying Traffic & Parking Study. First, parking directional signage should be installed beginning at the entry to the island in an effort to distribute visitor parking to all available beach access points on the island. A directional sign to each beach access point should be posted on US 80. Second, public amenities to be utilized in the South Beach Business District should be standardized. This involves specifying signature light fixtures, paving patterns, street furniture, banners, etc. to establish design continuity in the district. This process, known as branding, could involve the development of a signature street sign to be used in the district or design of the entry arch to Tybrisa Street. Third, branding can be coupled with wayfinding. Wayfinding is the installation of specialized directional signage within and to the South Beach Business District. Utilizing signature signage associated with the district, signs would be posted beginning at the entrance to the island directing visitors to specific attractions within the South Beach Business District. Within the district, similar signage would be used to direct pedestrians to attractions within the district. Wayfinding can be restricted to public and quasi-public attractions, or can be expanded to include directions to shops and other private businesses.

Tybrisa Street Improvements

Proposed improvements to Tybrisa Street are described in Chapter 4, Design Vision. Improvements include the installation of an entry arch, widened sidewalks, lighting, landscaping, and other improvements. The Tybrisa Street improvements can be used as a pilot project for other proposed improvements within the district. Through this project, the branding for the district and the design vision can be established in physical form, and can serve as an example for future improvements. Cost estimates for the Tybrisa Street improvements are included later in this chapter.

18th Street and Handicapped Access Area

Improvements proposed for 18th Street include the installation of a sidewalk on one side of the street, restoration of two-way vehicular circulation, improvements to the existing handicapped public beach access, and the designation of additional handicapped parking spaces and a handicapped loading/unloading zone.

5-Head Signal at US 80/14th Street

A 5-head signal is proposed at the intersection of US 80 and 14th Street to facilitate left turn movements from southbound US 80 to eastbound 14th Street. This project is further described in the accompanying Traffic & Parking Study.

Designate Loading Zones, Short-term Parking, Restricted Parking

Many short-term parking management solutions for the district were generated during the design charrette. Some of these are further detailed in the accompanying Traffic & Parking Study. These solutions are designed to maximize the use of available parking areas in order to free space for other public improvements.

- Designate and enforce emergency access locations within the district. Wide sidewalks can be designed to accommodate emergency vehicle access.
- Designate and enforce consolidated loading zones. Consolidated loading zones should be strategically located to serve many businesses. Many alternatives exist: dedicated loading zones, closing Tybrisa Street for deliveries during designated hours, blocking a lane of Butler Avenue or 17th Street during certain hours, utilizing a bank of parking spaces for loading zones during certain hours, identifying a location for a common loading dock behind the buildings to be accessed via alleys or lanes.
- Designate all parking on Tybrisa Street to one-hour to encourage turn-over.
- Restrict inappropriate use of designated parking spaces (such as advertising or storage of merchandise in parking spaces).

Trash Management

This project involves creative solutions to trash management. The goal is to eliminate garbage cans from the sidewalks and public right-of-way in the district. Compactors for common use should be placed in strategic locations. Ideally, these locations would be in back alleys or on the lanes; however, they can be located in public areas if appropriately disguised and enclosed. Restrict trash cans from the sidewalk and streetside within the district. Work with trash and recycling companies to arrange more frequent pick-ups within the district.

Drainage Improvements

SPLOST funds are currently allocated to resolve the drainage problems that exist along Strand Avenue between 14th and 15th Streets.

Code Revisions/Architectural Design Standards

Many of the issues and needs identified during the charrette deal with aesthetics, land use mix, and redevelopment within the district. These issues and needs tend to deal with private rather than public property and are best addressed through codes and guidelines. Codes are legally enforceable while guidelines tend to be advisory. Codes and guidelines can also be structured in a variety of ways to achieve the desired result. Listed below are some items that should be addressed through codes or guidelines.

- The appropriate mix of uses within the district would be established through a market study, and then codified through a special zoning district or an overlay district.
- Zoning amendments within the district should allow outdoor dining and should also specify a street furniture zone and a clear pedestrian zone to insure unimpeded pedestrian circulation along the sidewalks. Zoning amendments can also specify arbors, a percentage of facades to be dedicated to windows, front doors on the primary street, ground floor retail, massing, and dedicated open space.
- Given market pressures, the conversion of one- and two-story retail buildings within the district is likely. Without proper codes in place, the replacement structures are likely to bear little resemblance to historic Tybee architecture. To insure a certain architectural character for new buildings, provisions can be included in a special zoning district or overlay district to require materials, features (such as porches or balconies), roof style, ground-floor retail, window styles, and facade massing. Architectural styles can be further informed by architectural design guidelines which tend to be advisory in nature.
- Incentives can also be added to the zoning code or to an independent code section specifying the treatment of historic structures. Incentives can encourage renovation, relocation, and adaptive reuse. One method used to encourage reuse on-site is transfer-of-development rights, or density bonuses. The Carbo House could serve as a model for the treatment of historic structures within the district.

Public Bath House/Bathroom Short-term Improvements

Funds are currently designated for short-term improvements to the public bathrooms and bath house within the district.

Intermediate Action (1-5 Years)

South Beach Parking Lot/Strand Avenue Improvements

Proposed improvements to the South Beach Parking Lot/Strand Avenue are described in Chapter 4, Design Vision. Improvements include widened sidewalks adjacent to the buildings, a beachfront promenade, and the consolidation of Strand Avenue with oceanfront parking. Cost estimates for the South Beach Parking Lot/Strand Avenue Improvements are included later in this chapter.

US 80/Tybrisa/Inlet Avenue Intersection Improvement

Improvements are needed to the US 80/Tybrisa/Inlet Avenue Intersection to slow traffic, to organize vehicular turning movements, and to improve safety for pedestrians. Traffic counts and other recommendations for this intersection are included in the accompanying Traffic & Parking Study. A conceptual design for this intersection would need to be developed before moving forward with implementation.

Tybee Island

South Beach Business District Design Charrette

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14th, 15th, 17th Street improvements

Proposed improvements along 14th, 15th, and 17th Streets are limited to the installation of sidewalks, the restoration of two-way vehicular traffic flow, and minor streetscape improvements.

Pier/Pavilion Improvements

Many suggested improvements to the pier and the pavilion were voiced during the design charrette. These include the installation of pedestrian lighting for safety, improved pedestrian and handicapped access, the installation of public restrooms/bath house, and retrofit of the pavilion to accommodate year-round events.

Long-term Action (5+ Years)

US 80/Butler Avenue Improvements

Proposed improvements to US 80/Butler Avenue include the installation of textured crosswalks at the intersection of 14th, 15th, Tybrisa, 17th, and 18th Streets to improve pedestrian safety and to slow traffic; streetscape improvements including wider sidewalks and landscaping; and the installation of a central landscaped median, reminiscent of historic Butler Avenue.

Parking Garage

A parking garage to provide public parking for the South Beach Business District is part of the long-term parking solution for Tybee Island. The key to successful implementation of a future parking garage is securing the property today before prices are further inflated. The property can be used for public surface parking or special events in the interim. The future parking garage should be a multi-functional building that could accommodate ground-floor retail, special events, and potentially other uses. The future parking garage is further discussed in the accompanying Traffic & Parking Study.

Test shuttle system/remote parking

The shuttle system operated in concert with remote parking is also a potential solution to the island's long term parking supply issues. This alternative is further discussed in the accompanying Traffic & Parking Study. It is suggested that the system be tested before the City invests significant funding in the solution. The shuttle system would have several designated stops in the South Beach Business District.

Preference Survey for parking fees/tickets/toll

Pricing can be used successfully to influence parking decisions. Pricing structures can be implemented even with existing surface parking supply to distribute parking around the island. For example, oceanfront parking can be priced at a premium to encourage use of lower priced on-street or remote parking. One key to successful pricing is the adjustment of fees for parking violations and aggressive enforcement. The preference survey to determine pricing structures for parking is discussed further in the accompanying Traffic & Parking Study.

Toll Feasibility Study

Implementation of a toll at the entrance to Tybee Island to pay for public improvements including long-term parking solutions is further discussed in the accompanying Traffic & Parking Study. Implementation of a toll could eliminate the need for parking meters and other surface parking controls. The toll could also be used to pay for capital improvements and public safety services to name a few. Implementation of a toll booth is probably not feasible until US 80 is widened, however, the feasibility study can be pursued before that time.

Underground Utilities

As improvements are made in the South Beach Business District, utilities should be placed underground or behind buildings in alleys or lanes. The conversion from above-ground to underground utilities should be coordinated with the designers and utility providers well in advance of improvements to insure successful implementation.

Tybee Island

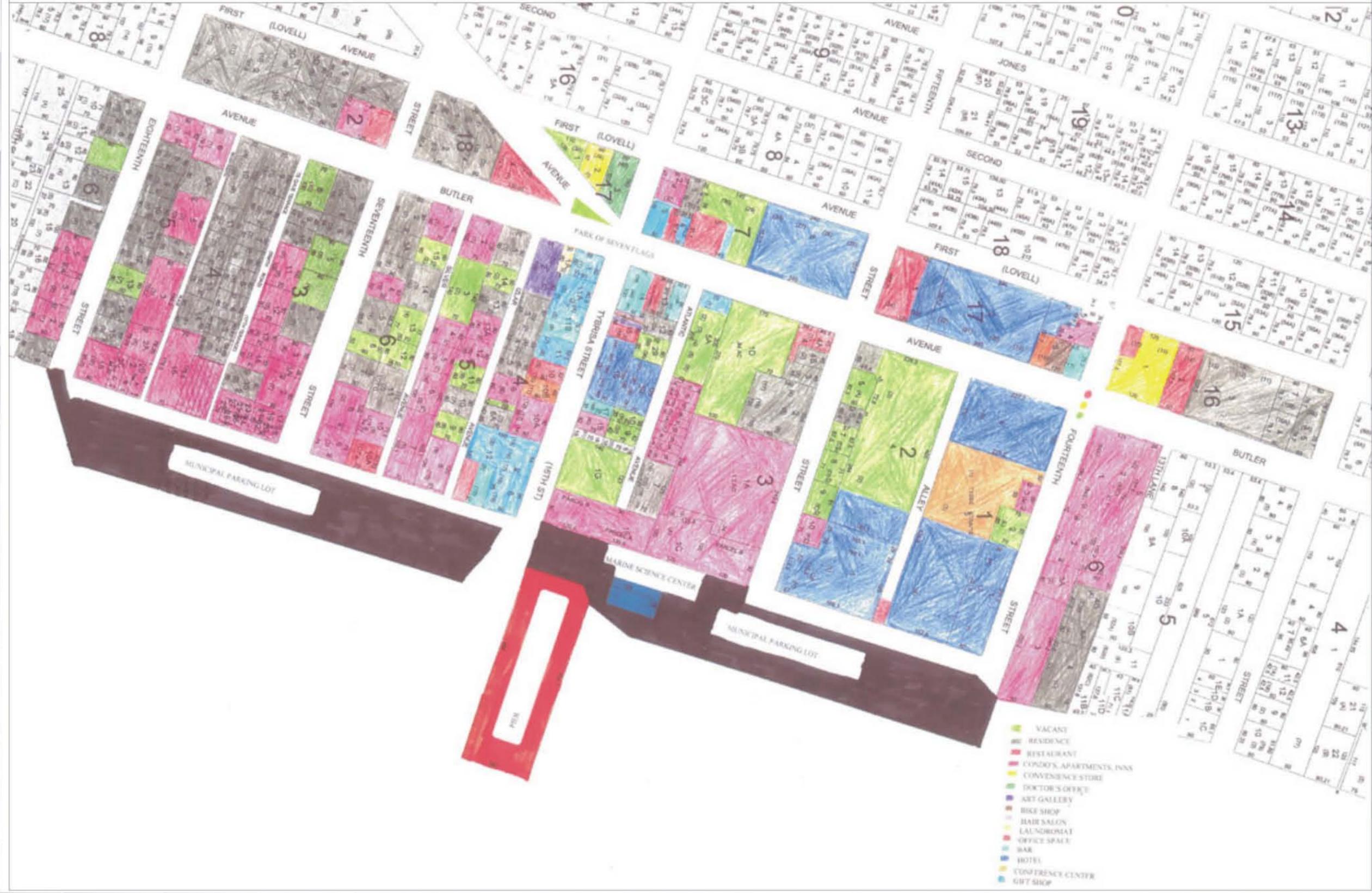
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Cost Estimates

Detailed order of magnitude cost estimates for both the proposed Tybrisa Street improvements and the South Beach Parking Lot/Strand Avenue improvements are provided on the following pages.

Land Use



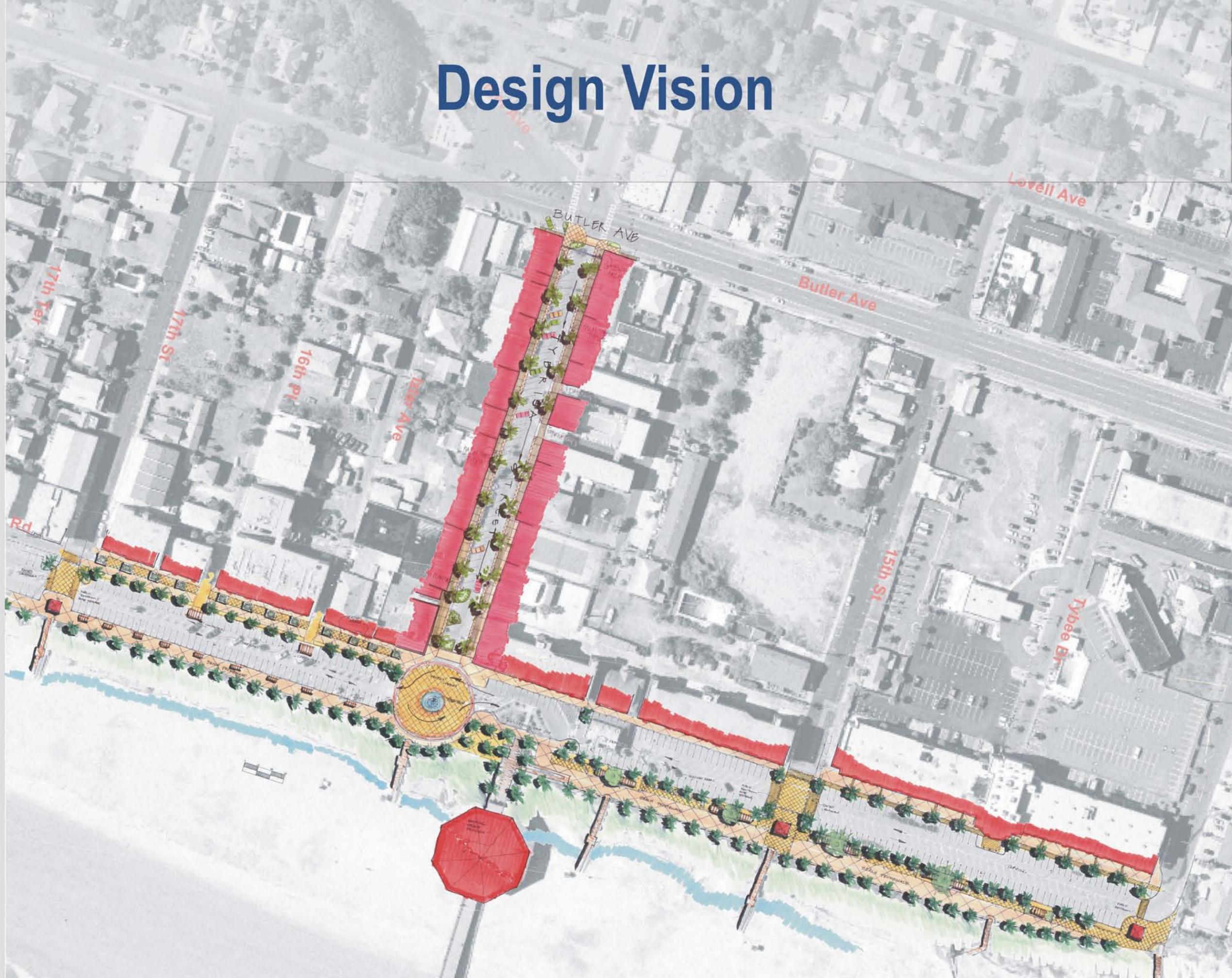
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Land Use

Design Vision



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Design Vision

Opportunities & Constraints



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