



B1 District Study Town of Kure Beach

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Prepared for the Town of Kure Beach by
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B&O Design Studio and Hayes Planning Associates

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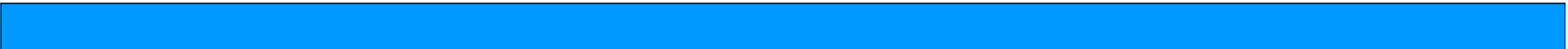
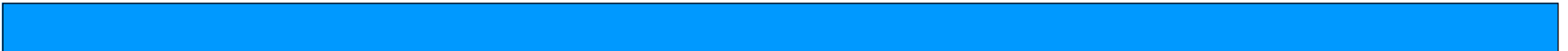


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Executive Summary

Kure Beach's B-1 district is unique in many ways. One of the most beneficial attributes is its elevation above sea level. Because of this, the FEMA flood regulations allow ground-floor occupancy throughout all but the eastern most part of ocean front lots within the B1 district. Kure Beach's opportunity to have ground floor businesses in such close proximity to the ocean is unprecedented in a North Carolina beach community. New development and redevelopment of these street level businesses can capitalize on the "walkability" and accessibility of a pedestrian streetscape. At only four square blocks Kure Beach's B1 district is a limited but vital resource to the whole community that should not be lost to residential development.

Kure Beach is also fortunate to have a traditional commercial area along K Avenue anchored by the Kure Beach Fishing Pier. These adjacencies provide a unique opportunity to create a Town Center as an attractive gathering place that would enhance Kure Beach's appeal for residents and visitors. The proposed streetscape and landscaping improvements would enhance the local business environment and improve the sustainability of the local economy. The challenge is to improve the local mix of retail, eating and lodging establishments while creating an attractive setting with adequate parking that would invite more patrons to support the local businesses. Perhaps no other coastal town in North Carolina has the opportunities that await Kure Beach.

Modify Parking and Height Limits

This study concludes that easing the 35-foot height limit for oceanfront properties is not beneficial because the CAMA setbacks, FEMA Zones, off street parking needs and the depth of the properties all have a greater impact and additional height does not mitigate these other constraints. These properties could however be developed as small "boutique" type hotels or ground floor businesses with residences above. In contrast, properties west of Fort Fisher Boulevard, commonly referred to as the second row, could benefit from easing the height restriction. This block is not affected by CAMA or FEMA and allowing taller structures would improve the feasibility of parking structures and hotels. A multi-level parking structure adjacent to hotels, restaurants, and

business would also help the community by providing a place for day visitors and beachgoers to park. Additionally, the Town and business owners working together could create off-site parking opportunities to allow more vital B1 land for actual commercial use. This is explained further in Chapter III. (See pages 14, 15 for setback maps.)

Develop a Town Center and Enhance the B-1 Streetscape

Another tangible and vital goal is to create a "Town Center" at the eastern end of K Avenue, adjacent to the Fishing Pier. This design as discussed in Chapter IV, would require switching the K Avenue traffic flow to one-way for that block as well as implementing streetscaping and landscaping improvements throughout the B1 District. Suggestions for these improvements include: broader sidewalks, pavement modifications, landscaping with shade trees, seating, putting overhead utilities below ground, street signage replacement and single pole traffic signals.

Promote a Balanced Inventory of Overnight Accommodations

Needless to say, a customer base is vital for any business to thrive. In vacation communities with small year-round populations, such as Kure Beach, successful hotels provide the additional client base required to help businesses flourish. The recent "hot" residential real estate market has brought some changes to Kure Beach, including more condominiums and homes while decreasing the number of hotels, as noted in Chapter I. This recent switch in types of available lodging has impacted the business district of Kure Beach. Vacationers staying in hotel rooms are more reliant on local businesses. Increasing the number of hotel accommodations will result in more patrons for local businesses as well as increase the number and variety of tourists, as discussed in Chapter V.

Increase Marketing and Business Involvement Efforts

Kure Beach needs to promote its community as a place to shop, eat and fish, especially to lure some of the heavy traffic passing to and from the Southport-Fort Fisher Ferry, the North Carolina Aquarium at Fort Fischer, the Fort Fisher State Recreation Area and Fort Fisher Museum and State Historic Site. Businesses and a local merchants association could implement many of

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the marketing suggestions cited in Chapter V, which include package deals and special year-round events. The Cape Fear Coast Convention and Visitors Bureau should supplement these marketing efforts.

Funding and Revenue Sources

Kure Beach can implement these changes from the General Fund, as well as applying for grants with various programs or using various tax policies. Creating a Special Assessment District could provide an opportunity for cost-sharing. Tax Increment Financing is a new type of economic development loan. Tax policies could include tax abatements or tax deferrals. The Town of Kure Beach should support enactment of present use value taxation for the Kure Beach Fishing Pier as recommended by the NC Waterfront Access Study Committee. These funding and tax policies are explained in Chapter V.

Introduction

In November 2006, the Town of Kure Beach hired John Sawyer Architects to prepare a Study for the B-1 Business District, the traditional commercial district surrounding the pier. The goal of the Study is to provide a downtown environment that helps existing businesses expand and prosper and encourages new businesses to invest in the Kure Beach Business District. Initially, the major design guideline specified by the Town Council was that the 35-foot building height limit would not change. This is reinforced by numerous policies stated in the 2006 CAMA Land Use Plan and mandated by specific legislation passed by the NC General Assembly. However, it was recommended by the Town Council at the May 9 workshop that the consultant team should examine whether the 35-foot building height restriction impacts the feasibility of commercial and hotel redevelopment. Consequentially, this took the Study in a direction the consultant team had not anticipated. This additional work was not unwarranted because visitors staying in hotels tend to patronize surrounding establishments more than visitors in rental houses or condominiums where vacations are more independent of the business district and its services. In turn, if the 35-foot building height restriction prevents B-1 district properties from being developed as hotels the whole district will suffer.

The following activities define the process used to develop the B-1 Business District Study:

1. **Business Leader Interviews:** Personal interviews with six individual business owners and leaders were conducted in February 2007.
2. **Survey:** A questionnaire was included in the March 2007 town newsletter. The survey was sent to 1,757 Kure Beach residents, property owners and business owners. The survey was conducted in order to include local residents and out-of-town property owners in the planning process. In order to ensure confidentiality and objectivity, completed questionnaires were returned to John Sawyer Architects who tabulated the survey results. Hayes Planning Associates then analyzed the survey results. All questionnaires postmarked by April 9, 2007, were tabulated. A total of 269 questionnaires were received representing a 15.3 percent response rate. Of those responding

to the survey, 56 percent were full-time residents, 39 percent were part-time residents and 5 percent were business owners and/or business owners who also live in Kure Beach. Nearly 29 percent of the respondents have lived and/or owned businesses in Kure Beach less than five years, 32 percent have lived in this town for the past five to ten years, and 39 percent have been residents and/or business owners for more than ten years.

3. Presentations and Public Discussions were Compiled

4. Current Land Use, Population, Property Value and Business Trends were Documented : An inventory of existing motels and businesses was obtained from the Town of Kure Beach. Accommodation unit and occupancy data were obtained from the Cape Fear Coast Convention and Visitors Bureau. Property tax data was obtained from the New Hanover County Online Tax Records. The population estimates and projections cited in the 2006 Kure Beach Land Use Plan were updated using the latest estimates developed by the NC State Data Center

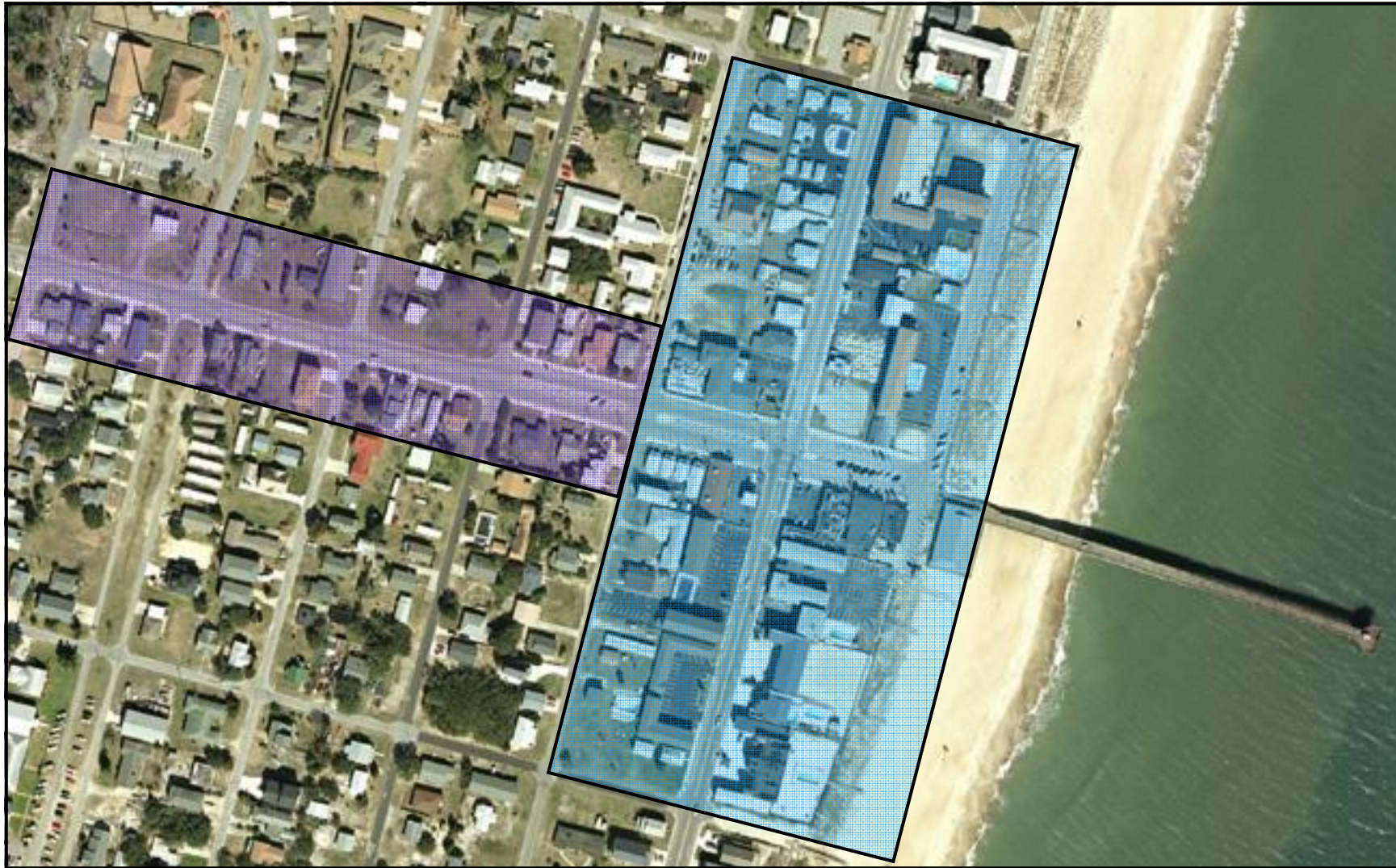
5. The Impact of CAMA and FEMA Regulations were Clarified

6. Review of Existing Land Use Ordinances and Potential Implementation Measures were Presented : The current town land use ordinances were reviewed as to whether these regulations supported the desired B1 land use patterns and policies stipulated by the 2006 Land Use Plan and the March 2007 survey results.

7. A Streetscape Plan for K Avenue was Proposed

8. A Hotel Feasibility Study was Produced

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Kure Beach B1 District

 B1 District  K Avenue Corridor

I. Background Information Concerning the Town of Kure Beach and the B-1 Business District

The B-1 Commercial District Today

The following excerpt from the recently adopted Town of Kure Beach 2006 CAMA Land Use Plan describes the Town's policies concerning this commercial district that provides the guiding principles for the development of the B-1 Business District Study:

The Commercial District is the traditional downtown area for Kure Beach. The Commercial District is shown on the Future Land Use Map as the four blocks bounded by Third Avenue to the west, L Avenue to the north, and J Avenue to the south. K Avenue and the Kure Beach Pier are at the center of the Commercial District. The pier is the traditional centerpiece of the Town's commercial center, and the Town desires to keep it as a functioning public pier. The Commercial District is primarily built-out with a mix of structures built more recently and structures that are thirty to fifty years or more old. The primary commercial activities currently in this area are small-scale (under 35' in height on 5,000 to 30,000ft. lots) hotel/motel, food service and retail. The Town desires that these types of activities continue, and any redevelopment in this area will conform to the small-scale commercial characteristic that currently exists. Mixed-use structures, with commercial on the ground floor and as the dominant use, may be allowed in the future planning period provided the 35' building height limit is not exceeded. The Commercial District will continue to be the center of all Town resident and tourism associated business for Kure Beach. This area provides restaurants and shopping opportunities for both island residents and visitors. Kure Beach wishes to conserve the commercial district and not allow residential uses to become the dominant use in the district. The Town may consider expanding the commercial district in the future to include the area along K Avenue west of Third Avenue to Seventh Avenue. (Pages 123 -125.)

Lodging

Lodging is the major tourist business in Kure Beach and is the major land use located in the B-1 District. Table 1 states the current inventory of hotels and motels located in Kure Beach. As of February 2007, there are nine lodging properties remaining in the B-1 District with a total of 198 units. Overall, there has been a major shift in the type of accommodations offered in Kure Beach as indicated in Tables 2 and Figure 1. Over the past six years, the number of motel units in Kure Beach has declined from 392 units in 2002 to 257 units in 2006 to 229 units as of February 2007. Local business owners report that many of the motels outside of the B-1 District have been redeveloped as residential properties. Given this trend, the five lodging properties with 31 units now zoned as RA-3 or B-2 could be redeveloped in the near future.

On the other hand, the number of real estate vacation rentals has increased from 74 units in 2002 to 272 units in 2006 – a 268 percent increase in five years. (Table 2 and Figure 1) As a result, there has been a 10 percent increase in the total number of accommodation units available in Kure Beach since 2002, even though the number of motel units has decreased by 34 percent. Annual gross accommodation sales have likewise shifted (Table 3 and Figure 2). Between 2002 and 2006, the annual gross accommodation sales increased overall by 8 percent. However, the sales generated from motels decreased by nearly 27 percent while the sales from condos and cottages increased by nearly 58 percent. Table 4 and Figure 3 state the local collection of the gross room occupancy tax since the Town of Kure Beach started collecting the optional second 3 percent tax in July 2004.

Table 1: Hotels and Motels in Kure Beach, February 2007

No.	Hotel/Motel Name	Address	Zoning	Units
1	Admiral's Quarters	129 South Fort Fisher Boulevard	B-1	37
2	Dry Dock by the Pier	122 North Fort Fisher Boulevard	B-1	10
3	Hidden Treasure Inn	114 South Fort Fisher Boulevard	B-1	3
4	Moran Motel	118 South Fort Fisher Boulevard	B-1	25
5	Palm Air Cottages	133 North Fort Fisher Boulevard	B-1	8
6	Pier View Cottages & Apts.	209 "K" Avenue	B-1	8
7	Sand Dunes Motel	123 South Fort Fisher Boulevard	B-1	40
8	Seven Seas Inn	130 North Fort Fisher Boulevard	B-1	32
9	South Wind Motel	109 South Fort Fisher Boulevard	B-1	35
			Subtotal	198
10	Audrey's Apartments	K Avenue		2
11	Blue Marlin Apartments	318 Fort Fisher Boulevard	RA-3	10
12	East Wind Cottages	213 North Fort Fisher Boulevard	B-2	3
13	Kure Keys Motel	310 North Fort Fisher Boulevard	RA-3	10
14	Sandi Beach Inn	314 North Fort Fisher Boulevard	RA-3	6
			Subtotal	31
			Total	229

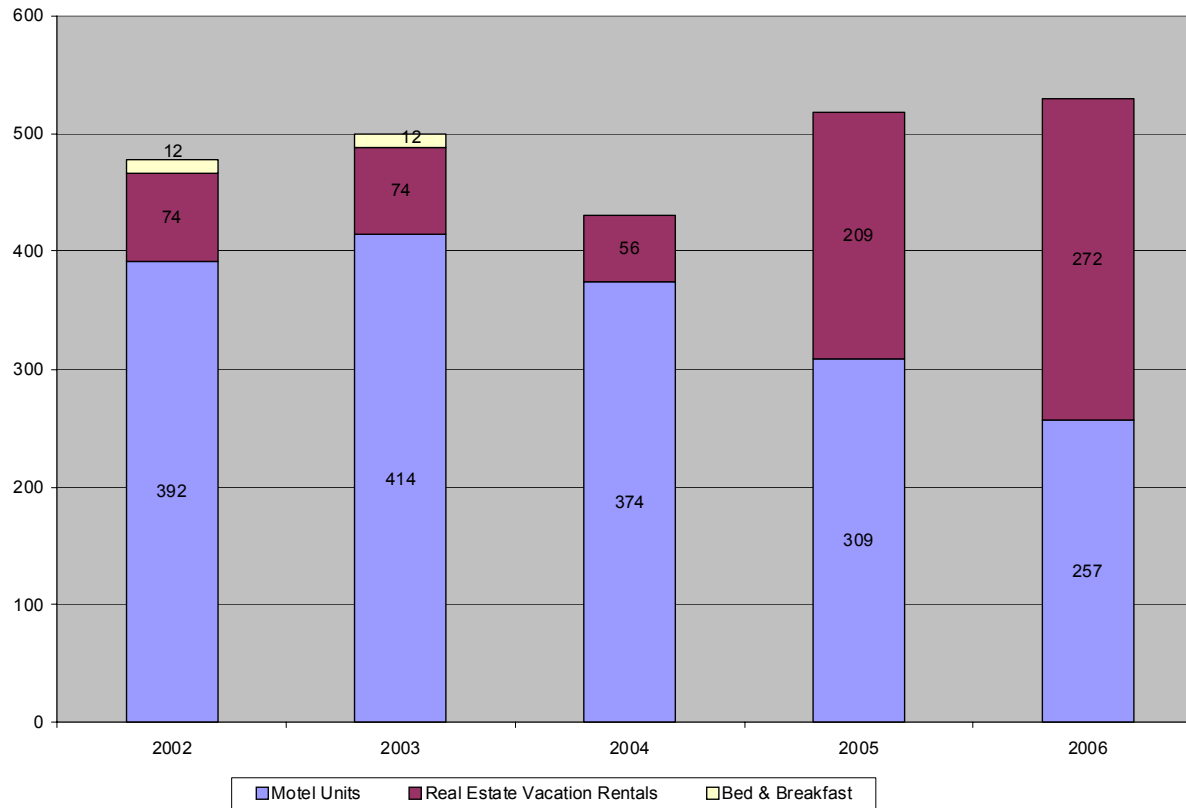
Source: Town of Kure Beach

Table 2: Town of Kure Beach Accommodation Unit Inventory, 2002-2006

Type of Accommodation	2002	2003	2004	2005	2006	2002-2006	
						Net Change	Percent Change
Motel Units	392	414	374	309	257	-135	-34.4%
Bed & Breakfast	12	12	0	0	0	-12	-100.0%
Real Estate Vacation Rentals and Condominiums	74	74	56	209	272	+198	+267.6%
Total	478	500	430	518	529	+51	+10.7%

Source: Cape Fear Coast Convention and Visitors Bureau

Figure 1: Town of Kure Beach Accommodation Unit Inventory, 2002-2006



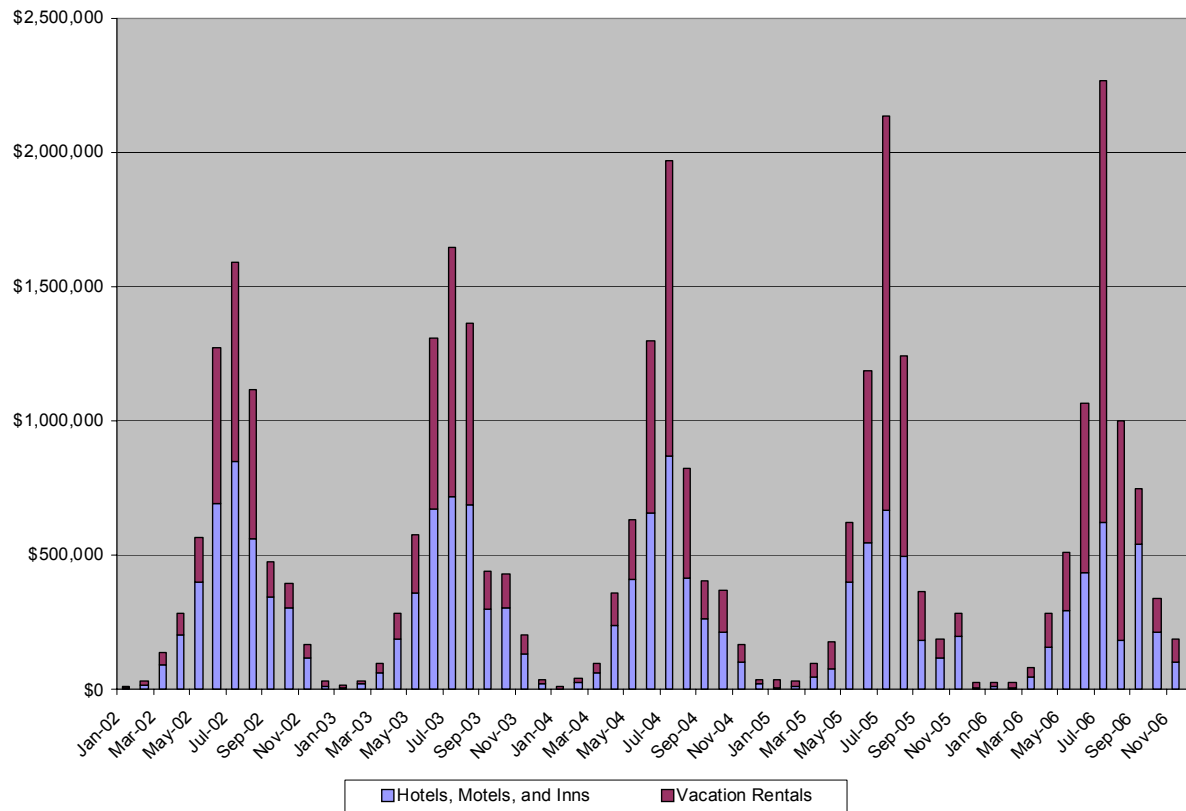
Source: Cape Fear Coast Convention and Visitors Bureau

Table 3: Annual Gross Accommodation Sales in Kure Beach by Type of Unit, 2002-2006

Year	Hotel, Motel and Inns		Condos and Cottages		Total
	Sales	% of Total	Sales	% of Total	
2002	\$3,582,501	59%	\$2,505,439	41%	\$6,087,940
2003	\$3,468,341	54%	\$2,959,535	46%	\$6,427,876
2004	\$3,274,019	53%	\$2,933,669	47%	\$6,207,688
2005	\$2,754,486	43%	\$3,625,927	57%	\$6,380,413
2006	\$2,620,805	40%	\$3,956,800	60%	\$6,577,605
Net change – 2002-2006	-\$961,696	---	\$1,451,361	---	\$489,665
Percent change – 2002-2006	-26.8%	---	57.9%	---	8.0%

Source: As reported to the Cape Fear Coast Convention and Visitors Bureau
by the New Hanover County Finance Department.

Figure 2: Monthly Gross Accommodation Sales in Kure Beach by Month, 2002-2006



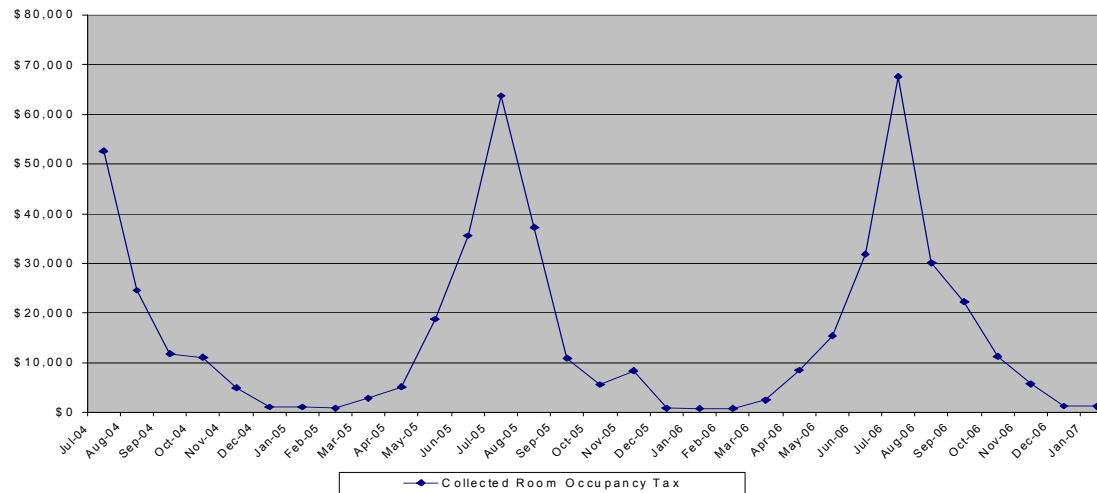
Source: As reported to the Cape Fear Coast Convention and Visitors Bureau by the New Hanover County Finance Department.

**Table 4: Town of Kure Beach Gross Room Occupancy Tax Collected, July 2004 to December 2006
(Second 3 Percent Designated to Town)**

Month	2004	2005	2006
January	—	\$1,085	\$813
February	—	\$858	\$785
March	—	\$2,839	\$2,481
April	—	\$5,114	\$8,465
May	—	\$18,774	\$15,386
June	—	\$35,552	\$31,832
July	\$52,606	\$63,719	\$67,580
August	\$24,586	\$37,268	\$30,090
September	\$11,805	\$10,862	\$22,304
October	\$11,068	\$5,579	\$11,246
November	\$4,938	\$8,366	\$5,740
December	\$1,104	\$831	\$1,281
Total	\$106,107	\$190,847	\$198,003

Source: As reported to the Cape Fear Coast Convention and Visitors Bureau
by the New Hanover County Finance Department.

**Figure 3: Town of Kure Beach Gross Room Occupancy Tax Collected, July 2004 to December 2006
(Second 3 Percent Designated to Town)**



Note: Town of Kure Beach started collecting the optional second 3 percent room occupancy tax in July 2004.

Source: As reported to the Cape Fear Coast Convention and Visitors Bureau by the New Hanover County Finance Department.

Retail, Restaurants and Services

Other businesses now operating in the B-1 Business District area are as follows:

Kure Beach Fishing Pier: The fishing pier has been operating since 1923. Also sells concessions.

Restaurants and Bars:

- Old Pier House Restaurant
- Freddie's Restaurant
- Jack Mackerel's Island Grill
- Big Daddy's
- Bud & Joe's
- Gyro's Place

Retail:

- Islander Kwik Mart and Convenience Store
- The Shoppe
- The Shirt Shack

Services:

- Bowman Realty
- Pleasure Island Photography
- Hi-Tech Arcade

Consumer Market

The Kure Beach businesses primarily serve local residents and vacationers. Consequently, it is important to understand local population trends. Typically in coastal resort communities, the peak summer months account for the best business months and their survival. Merchants are very dependent upon local patronage in order to support their businesses during the slow winter and off-season months.

The population in beach resort communities like Kure Beach is composed of both the permanent population, people who reside in the town year-round, as well as the seasonal population such as second-home property owners and beach vacationers who stay in local motels and rental properties. As indicated in Table 5, the permanent population in Kure Beach increased from 619 residents in 1990 to 1,542 residents in 2000 to 1,964 residents in 2005 – a net increase of 1,345 residents in this 15-year period. The 2005 permanent population estimated by the NC State Data Center has already exceeded the 2010 low range permanent population projected in the 2006 CAMA Land Use Plan. During the 2006 peak summer season, the local beach population could have been about 11,260 people based on the methodology specified in the 2006 CAMA Land Use Plan and using updated building permit and lodging data (Table 6). By 2020, the Kure Beach permanent population could range from 2,157 residents to 2,628 residents with an additional 14,112 seasonal residents (Town of Kure Beach 2006 CAMA Land Use Plan, page 40.)

According to local business leaders, the decline in motels units is affecting the patronage at local businesses. Motel guests are more likely to depend on local restaurants for their meals than the vacationers who rent beach houses or condominiums that have complete kitchen facilities. Moreover, it is customary for several families to rent a beach house and eat fewer meals at restaurants during their stay. The seating capacity of many of the local restaurants is not large enough to accommodate such large groups thereby encouraging these vacationers to dine elsewhere. The fishing pier owner contends that the fishing pier patrons are arriving later in the day and leaving earlier because these customers are now staying at motels in other communities given that the number of motel units has declined in Kure Beach.

Table 5: Town of Kure Beach Population Trends, 1990-2005

PERMANENT POPULATION	1990	2000	2002	2005	1990-2005	2000-2005		
					Net Change	Percent Change	Net Change	Percent Change
Kure Beach	619	1,542	1,629	1,964	+1,345	217.3%	+422	+27.4%

Source: NC State Data Center, April 24, 2007

Table 6: Town of Kure Beach Peak Seasonal Population Estimates, 2006

Type of Housing	Units	Occupancy	Peak Population
Permanent units (includes summer guests)	1,115	3.25	3,624
Seasonal units (including beach rentals)	1,036	6.5	6,737
Motels	257	3.5	900
Total	2,408	---	11,260

Source: Peak seasonal population estimates based on methodology cited in the 2006 Land Use Plan, pages 15 and 16. Number of housing units updated with building permit data obtained from the Town of Kure Beach. Number of motel units obtained from the Cape Fear Visitors and Convention Center.

Commercial Property Values

Land values in coastal communities are escalating to such an extent that many of the commercial uses are retreating to the mainland. Former commercial properties are also being converted into residential uses. As noted previously, many of the former motels located outside of the B-1 district have been converted to residential development. This is a growing trend, for example, in nearby Wrightsville Beach, the former Middle of the Island and Pizza Hut restaurants have been converted into residential development.

This trend may further be accelerated by the recent property revaluations conducted in New Hanover County. Table 7 states property values for various commercial properties located in the B-1 Business District. Real property values increased 202 to 651 percent during this 8-year period. The rising price of land values were the major component of the higher property values.

Table 7: Selected Examples of Kure Beach Commercial Real Property Values, 1999 and 2007

Source: New Hanover County Online Tax Records, April 2007.

Business	Jan-99			Jan-07			Net Change 1999-2007	Percent Increase
	Land	Building	Total	Land	Building	Total		
Fishing Pier	\$99,999	\$285,025	\$385,024	\$2,343,150	\$268,150	\$2,611,300	\$2,226,276	578.2%
Restaurant	\$50,000	\$37,081	\$87,081	\$454,150	\$54,412	\$508,562	\$421,481	484.0%
Restaurant	\$75,000	\$40,521	\$115,521	\$476,700	\$71,282	\$547,982	\$432,461	374.4%
Motel	\$120,000	\$168,178	\$288,178	\$720,000	\$151,579	\$871,579	\$583,401	202.4%
Motel	\$164,020	\$156,077	\$320,097	\$1,260,000	\$131,479	\$1,391,479	\$1,071,382	334.7%
Vacant lot used for parking	\$150,000	\$0	\$150,000	\$768,930	\$0	\$768,930	\$618,930	412.6%
Vacant lot used for parking	\$60,000	\$0	\$60,000	\$450,500	\$0	\$450,500	\$390,500	650.8%

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CAMA Static Vegetation Line & Setback Map
Between Points 87 and 88 Static Vegetation Line and Setbacks
follow bulkhead at Atlantic Avenue



FEMA Flood Zones

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Town of Kure Beach



II. MARCH 2007 SURVEY RESULTS

A. SURVEY RESULTS – Final Tabulation

1. What do you now like about the Kure Beach Business District?

72	Small Town Feel, Quaintness, Old-timey atmosphere
47	Restaurants
44	Fishing Pier
24	Easy to walk to, convenient
18	Freddie's
15	Right size now, like it the way it is now
14	Quiet and simple
12	Close to water, nice atmosphere
12	Nothing to like, run-down
10	35-foot roof limit
10	Beach and boardwalk
10	Free parking

2. What do you now dislike about the Kure Beach Business District?

71	Not enough businesses and restaurants, lack of services, no variety, need tourist attractions
61	Looks outdated – could be nice if updated, unattractive buildings, run-down appearance
22	Need quality restaurants including oceanfront restaurants
21	Businesses need to update facades
19	Lack of parking, inadequate parking areas
19	Needs cleaning up, junky, trashy area, bird poop
13	Motels gone, no place for visitors to stay
13	Not enough things for our children to do, no variety of activities
12	Cheap and nasty motels need updating
10	Fine as is
10	No new businesses, need professional and upscale businesses

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3. Imagine the Kure Beach Business District ten years from now in 2017.

a. What type of businesses and land uses do you want to see?

49	Restaurants
46	Upscale shops, dining and lodging
44	Shops, clothing shops
41	Good grocery store
25	Ice cream, candy store, coffee shops
21	Outdoor dining / ocean front if possible
16	Drug store/ pharmacy
16	Motels
15	Quality lodging with condos on upper floors and supportable retail on ground floor. You would need to allow these property owners to build to 65 feet.
13	Upscale retail on first floor with multi-use with 35-foot height limit
12	Mixed use
11	Green space, gazebo over dune line
11	Gifts
11	Parks, including bike path
10	Varied businesses geared to tourists and residents
10	Bank branch
10	Am happy as is - same as now

b. How should the Business District look in terms of community appearance?

62	Adopt architectural controls to achieve a beach theme
50	Updated, but small townish like a beach town should be
32	Quaint, clean, inviting, lots of flowers, low-rise, upscale
24	Plants in front of businesses, landscaping
15	Well maintained in keeping with residential beach community
15	35-foot roof limit is good
14	Restore historic buildings to maintain the character of Kure Beach
13	Old timey fishing town like Southport
13	More modern, upscale, tropical look
13	Clean sidewalks and streets
11	Quiet and simple, nice and inviting
10	Same as now

c. How should parking and traffic be managed?

53	Have parking deck or lot away from ocean, provide trolley for transportation
31	Have parking meters – limit free 24-hour parking, maintain existing parking with meters, add parking meters to generate money for Kure Beach
28	Free parking – no meters on streets
25	Parking and traffic are adequate, keep as is, now is good
13	Need more parking/ more ocean access areas

4. Where do you do most of your shopping?

(Question 4 responses are based on the frequency that a shopping area is mentioned. Many respondents gave multiple answers to this shopping question. Many noted that they do most of their grocery, drug store and hardware store shopping in Carolina Beach, go to the Wal-Mart and Lowes in Monkey Junction and did their clothing shopping in the Wilmington area.)

5	Kure Beach
85	Carolina Beach
163	Monkey Junction area
106	Wilmington area
8	Other

5. How often do you visit the Business District to do any of the following activities in a typical season?

(Question 5 responses are based on the percentage of total respondents who stated that they visited the B-1 Business District to do a particular activity during each season.)

Activity	Winter (Dec.-March)	Spring (April-May)	Summer (June-August)	Fall (Sept.-Nov.)
Shopping	17.5%	27.9%	34.2%	27.9%
Eat at Restaurant	77.0%	84.0%	81.4%	85.1%
Visit Pier	31.6%	63.9%	70.3%	63.2%
Work	5.6%	6.7%	6.3%	6.7%
Pleasure	63.6%	75.8%	75.1%	74.3%

6. How many visitors stay with you in Kure Beach during a typical season?

	Winter (Dec.-March)	Spring (April-May)	Summer (June-August)	Fall (Sept.-Nov.)
Number of Visitors	300	611	1379	671

7. What types of stores or services would you personally use if they were located in the Business District?

133	Restaurant, Outdoor Dining, Café, Sandwich Shop, Deli, family restaurant, cafeteria
82	Large Food Chain/Grocery/Small Grocery Store
57	Gifts, novelty stores, card shops
56	Clothing store/ upscale clothing store/ boutique
54	Coffee Shop/ Doughnuts/ Bagels
34	Specialty Stores including Kure Beach items, bait/tackle shop
32	Drugstore, pharmacy
23	Ice cream, candy store
20	Hardware Store
20	Places with entertainment, small tourist attractions
18	Beauty Shop / Barbershop/ Nail Salon / spa
18	Bakery
17	Branch bank/ ATM location
16	Book Store
16	Crafts/ Art store
12	Live music, club/bar/sports bar
11	Health facility/ community center

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8. How would you rate the following about the Business District?

Characteristic	Good	Fair	Poor
a. Parking	96	122	41
b. Friendliness of salespeople and restaurant staff	219	37	3
c. Price of merchandise and food	142	109	12
d. Variety of goods	22	78	157
e. Quality of goods	63	122	70
f. Variety of restaurants	63	114	86
g. Attractiveness of area	42	121	103
h. Attractiveness of buildings	27	114	125
i. Business hours	107	132	21
j. Safety	196	55	11

9. How important are the following to improving the Business District?

Characteristic	Very Important	Some what	Not Important
a. Retain historic character	159	61	40
c. Improve parking	111	113	39
d. Increase number of local residents who patronize businesses	176	65	22
e. Increase number of day-visitors to help support local businesses	134	91	37
f. Provide more lodging units	74	85	101
g. Promote mixed use development (commercial on ground floor with residential uses such as lodging units, apartments or condominiums on upper floors)	110	74	73
h. Permit residential only development in the Business District	32	44	175
i. Create more jobs for locals	91	115	51
j. Conduct more special events/ festivals	111	106	46
k. Provide better customer service	89	110	39
l. Provide better public improvements such as street lighting, sidewalks and landscaping	188	58	17
m. Conduct more advertising	66	95	94
n. Provide regular and convenient business hours	118	102	35
o. Improve safety	85	116	44
p. Improve cleanliness and maintenance	172	75	14

10. How many years have you owned property and/or operated a business in Kure Beach?

Less than 4 years	77 (29.3%)
5 to 10 years	85 (32.3%)
More than 10 years	101 (38.4%)

11. Which of the following best describes your relationship to Kure Beach?

Permanent resident of the Town	151 (56.1%)
Part-time resident	104 (38.7%)
Business owner and/or Resident	14 (5.2%)

12. If a part-time resident, how many weeks per season do you typically reside in Kure Beach?

	Winter (Dec.- March)	Spring (April-May)	Summer (June- August)	Fall (Sept.-Nov.)
Number of weeks part-time residents stay in Kure Beach	286	343.5	536	385.5

B. ADDITIONAL COMMENTS

Current Perceptions about the Kure Beach Business District

1. What do you now like about the Kure Beach Business District?

I love Kure Beach. I don't like seeing all of the "boxy" condos that have sprung up. This could be a wonderful, quaint community. Downtown could have nice restaurants, a game room (or some activity for kids), outdoor dining, music. The downtown is mostly owned by one (or a group of) people, so things will probably not change.

People like Kure Beach for what it is: not what some people want it to become.

We appreciate this opportunity to give our opinion. We like Kure Beach as it is and rather regret the razing of older historic buildings. Don't think it's advisable to increase parking for day visitors. Love the 35ft height limit!

2. What do you now dislike about the Kure Beach Business District?

Dislike – Bud and Joes, shoddy shops, the smell of people's catch while they fish for their dinner, the foul language, the unimagined buildings, the empty lot next to Bud and Joes, the lack of an upscale breakfast place, people who eat with their cap on their head, obese people eating high carbs....

Sleazy, empty lot – looks vacant. So I guess appearance is just fine.

We need public restroom, maintained by custodial help during the summer. If they come they need to go – provide restrooms.

Lot opposite Big Daddy's is vacant and should be turned into a showcase, simple, yet elegant City Park with benches, water fountain and lighting - - - plenty of shells also.

There are too many signs and posts. The above-ground power lines are unappealing, as is the presence of chain-link fences. There isn't enough room

to walk or ride bicycles during the summer. Traffic and parking on avenue K east of Fort Fisher doesn't make sense – it gets in the way of having a walker-friendly environment. The gas station is too loud looking, worn and unkempt. There is a general lack of effect from the current landscaping and there is too much pavement.

Perceptions About How The Business District Should Be in 2017

3. Imagine the Kure Beach Business District ten years from now in 2017.

a. What type of businesses and land uses do you want to see?

Don't mess with KB!! We didn't come here to shop; we came here for quiet, peaceful surroundings.

Types of stores: Talbots, truly high-level restaurant (haut cuisine, not "upscale"), Lowes – Not that I think they should be located there, but if they were, I would use them....

New basketball hoops yearly, more equipment in tots' playground, only swimming within 100 feet of lifeguard (both sides of stand) with no fishing in this swimming area. Need a controlled hunt for deer and fox – the fox love turtle eggs! Please support our pier.

As a part-time resident with many visiting relatives and friends throughout the year, I would like my guests to be able to come spend a week at Kure Beach and not have to drive out 1-2 times a day for shopping and services. Ideally, Kure Beach would be a full-service vacation destination with 5-6 upscale resorts and upscale business complexes providing a variety of retail and services meeting all needs of residents and vacationers alike. The business complexes should follow a specific community plan in construction with each spanning 3-5 lots so that the town shows some uniformity and careful, intentional planning. Business owners should establish these plans, however, not an elected council. Current direction of the town will be putting enterprises out of business and cluttering town with numerous cookie-cutter houses / duplexes that largely sit empty most of the year. I hope to see a vibrant business district and town in 2017 that will hold the interest of my

children and grandchildren so they will keep coming back. Very rare to find a beach environment where you can go to stay, bike or walk everywhere, and have all you need within walking distance - - but, this has been the appeal of Kure Beach in the past and would be more-so in the future with planning and encouragement of the vibrant, active Business District. A more upscale appearance might draw locals who currently do not patronize commercial enterprises.

Continued decline in B-1 as it exists now, will not require any concern about that. Remove stop light and allow the people to go to the Aquarium, Ocean Dunes condo's and the ferry unobstructed.

Under existing policies, there won't be a business district in 10 years

Want to see everyday services, appealing merchandise, stop trying to appeal to fisherman.

I would prefer to see an increase in tourist-centric land use and businesses such as restaurants and hotels. I would also like to have wider sidewalks and bike trails. Parking along the road should be eliminated except for business deliveries and emergency vehicles. Change should be made to encourage a quieter (road traffic) environment to encourage people to linger in the core of the business district near the pier, site outside and enjoy cool drinks and dinner in front of open-air cafes, etc. Taller buildings should be encouraged in the business district in exchange for agreement to meet mixed-use zoning rules.

Kure Beach is in danger of having a central business district that is sold off to residential developers who fill every crevice of our community with "ugly" boxes with no architectural interest.

Need use development of residential over commercial units is the best use. Move utilities underground. Incorporate "local-type" businesses into updated buildings. Give feeling that you have arrived in a pleasant surrounding.

No further expansion of business. What we have now is fine. We do not want to see a proliferation of bars, restaurants or motels up and down Kure

Beach. We are a residential beach and should be kept that way. That's part of the reason many of us purchased home here. Anything we need can be gotten close by, which makes it unnecessary to locate these businesses here!

Lower level retail with condo rentals above; small grocery hardware, craft, garden home décor, barber / hair / nail salons, coffee shop, etc. See www.townofbethanybeach.com for example of how low height buildings can work.

I see very little sense in diminishing the "business" district size by rezoning current business use property to residential. I would like to see a clean and attractive downtown Kure Beach. The district is currently dirty and very unattractive.

Businesses which encourage or attract "families" not just "teenagers" – Businesses opened at night when "families" are looking for entertainment after a day on the beach!

A community center – where you see your neighbors at the coffee shop or bakery, ice cream shop, a mix of eating establishments, outdoor shaded areas to sit and stroll. Attractive landscaping outdoor structures. Would love to see some high end art & craft galleries

Less concrete – smaller square feet buildings and houses. Would reduce the rainwater run off problems. No buildings over 35'-0"! Local gift shops – local crafts, unique stores, fishing / bait shop. Visitors like and look for the pier still here in 10 years. No chain stores!

b. How should the Business District look in terms of community appearance?

Similar to Pawley's Island.

By increasing heights of buildings in the business district to at least 50'-0" to provide parking on ground level. Increasing property taxes in the business district on businesses only. Residents in the business district should not have tax increase. The higher tax increase would allow the town to not raise taxes somewhat in the residential area

Manage décor and architecture to be consistent with newer local residential architecture such as the Seawatch community. Control color of buildings and the color, size and quantity of signs to maintain some consistency and reduce "neon overload". Eliminate utility poles except those necessary to provide lighting, and if possible integrate the lighting into the buildings to further limit the presence of poles. The roadway of Avenue K east of fort fisher would be converted into a green area to allow gathering of people, hosting events, etc. It would be a beautiful focal point of the town – the first thing people see upon entering it.

Clean, organized and well planned. Good signage is essential. Parking away from stores, pier and beach. Perhaps, a mall approach to K Street from Fort Fisher to Atlantic Ave. East to L St. Would give the best, safest and clearest appearance.

The potential for Kure Beach to be something special is huge since the only nice beach area in close proximity is Wrightsville & Southport. We need an appearance of character and class. There are plenty of trashy areas in Carolina Beach = we should build a nicer community.

Put power lines underground. There are Federal grants to help with this – use them!

The overall look should give the impression that Kure Beach is worth spending money to live or visit there. Get rid of the parking – make it an open area – town square. Attractive landscaping, benches, shaded areas. Play up the small town community feeling – that's what we have over Carolina Beach.

c. How should parking and traffic be managed?

If we insisted on expanding business in business area then the business traffic on Atlantic Ave should be diverted back on 421 at the edge of the business district (L-Street) instead of continuing thru the residential area of the Atlantic Ave.

Allow parking decks or have more bicycle lanes or a small trolley to transport people around town; or even experiment with Chinese rickshaws or horse & buggy (something unique) transportation.

Parking – as is. Traffic: extend Dow Rd. to Ferry, Aquarium/Fort Fisher area.

Currently cheapest in area. Important to define peer role/parking. Probable that parking space created in the fringe of BD area – perhaps multi-level.

Safety first. Let's not hassle the tourists and summer people so much that they don't come back. I've had nothing but bad experiences with local law enforcement. Why do we continue to hassle those who are trying to help.

Visitors should be directed to parking outside the business district, and during this season Provide a free or low-cost bus/tram to and from the parking areas, the business district, the most-used public beach access points, and Fort Fisher. Parking areas can be established outside the business district such that curb side parking and parking in the center of Avenue K can be removed. The parking on Avenue K is a safety issue due to people walking between the cars, cars backing out around pedestrians, etc. Perhaps keep just a few spaces for mobility-limited individuals.

Parking should be as current, plus some parking outside business district (less than two blocks), require pier patrons to park outside business district so that pier patrons do not take away from restaurant patrons. Pier patrons park for 12 hours+, restaurant park for 1 hour. Parking along restaurants and nearby should be limited to 2 hours; this keeps restaurant patrons parking near businesses.

Don't have a feel for what things will be like here in 2017, but it seems our parking is being well managed under our present administration, very ample and convenient. Not at all in favor of paid parking!

Remove diagonal parking in center of K Street. Paved, lined and patrolled public parking lots should be provided.

As it is now. There is no need to expand public parking because it meets our needs so if business district doesn't expand additional public parking is unnecessary. Our 1 traffic light does a good job and that's all we need. Our town is built to its limit and should not allow anymore motels or multiple

family dwelling such as townhouses, condos or duplexes. This reserves the necessity of providing additional parking or roads.

Parking is hard to manage with no space.

Parking decks, perhaps across the street. Unobtrusive – could be fronted by businesses like they do in Charleston.

Level the sidewalks on Ft. F. Blvd. – now are difficult to walk on at night for kids and seniors. Possible public parking in area in front of Police Dept. Access to park, community playground and Business district in one parking area.

Current Shopping and B-1 Visitation Patterns

3. Where do you do most of your shopping?

Most of my shopping is as follows: Carolina Beach: Supermarket, drug stores, hardware, bank. Etc: Monkey Junction: Wal-Mart, Lowes, Large order shopping; Wilmington area: Sam's, etc.; Kure Beach: anything small.

For what items? Any answer without such specification is misleading. I shop as follows: Carolina Beach: food / gas / gifts; Monkey Junction area: household items; Wilmington: clothes.

4. How often do you visit the Business District to do any of the following activities in a typical season?

I drive by and take a moment to stop and meditate in a parking space to refresh my day or night. Get rid of those hideous lights – you could do well with only half the amount and place under the benches facing down.

Work or operate a business: if there were space for rent, I would operate a small retail shop. Tax break might help offset high rent. Easier to make money elsewhere. So we do lower expenses, higher exposure everywhere else (except WB).

Future Improvements to the Business District

7. What types of stores or services would you personally use if they were located in the Business District?

Outside experts to be very beneficial – but we don’t want Myrtle Beach either. Look at Cape May, NJ, and Seaside, FL – for typical seaside towns. Cape May kept historic buildings and has lots of great restaurants.

Consideration: The city owned ocean front property south of the pier to J-street – should consider putting a walk-way along there. It would help congestion and give a way to walk for people parked at the parking area (not utilized) on I-Street. A one-way street could also be put in that direction.

Here is the important unasked questions: 1. Do you want a business district in Kure Beach? 2. If “yes” what changes are necessary in order to make it viable? 3. Would you support raising the 35’-0” height limit only in the business district?

None – I use what we have. If I need more goods or services I’ll go to the mainland. Kure Beach is a residential community – let’s keep it that way. Please don’t use the lame excuse that more business means more revenue that is a BIG HOAX. Our tax base is more than adequate to provide us with our governmental services. Now and in the future.

Another restaurant with “local” atmosphere (we love the Pier House!). I try to purchase most gifts locally. (Pier – Aquarium & Fort). Public info Kiosk (like at state parks) with signs concerning the laws and turtles and dunes (Good Eagle Scout project). Public restrooms for day beach users – even if only at the business district area. Possibly “port-a-johns” in summer at few cross-overs – about every third crossover – located in parking lot. More houses in the business district would prevent the development of more businesses and would reduce the number of customers visiting neighboring shops.

9. How important are the following to improving the Business District?

e: small motels – no more duplex or townhouses please; k: more sidewalks

in town would be nice; o: would like see ordinances on dogs on leashes and beach enforced.

f: leave that in New York; h: this is a retirement village / who wants a job ; i: enough; j: provide to whom? City maybe; k: need push button crossings to get to beach; l: don’t need this; m: who cares?

General Comments

Need to partner more with Southport and Carolina Beach and Wilmington.

While the information requested may be interesting, economic viability is the key issue. No matter what people say they like/dislike or want to see in the business district, current businesses cannot remain, and new businesses will not come, if it is not economically feasible to be there. There are two major problems with recruiting to, or retaining businesses in, the current B1 district:

1. The ocean-front section of the B1 district is too valuable to allow any (legal) business to be economically feasible there. Further the CAMA setbacks that are applied to buildings of 5,000 square feet or more render the ocean-front section of the B1 district unusable for business. Rezoning the oceanfront area to the residential use, and rezoning less expensive land further from the water for commercial use, would help address this problem.
2. The 35 ft. height limit exacerbates the “economically feasible” problem. When the high value of the land is coupled with the limited amount of square footage that can be built in a 35-foot building, the economics simply do not work. (For the ocean-front sections add to this the additional CAMA setback and the land has no commercial value).

We need renters to offset expenses. Tax increase 108 will be huge! Notice – no questions about storm warnings / evacuation for renters and residents, nor any emergency shelters: multi-use room.

The survey is interesting – open-ended and difficult to answer by 80+ year old couple that lives within 100 yards of beach and don’t fish. In over 12+ years here we visit the pier and restaurants but have never considered the defined area as a “business district” (with the “business district map” very hard to read with 80 year old eyes).

B1 District Study

Town of Kure Beach



We shall assume that the pier still exists and is operated by a community concerned owner and Dow Road has not been extended in a way that by passes “downtown”. Assume lodging units refers to motel / day rentals rather than condos / apartments etc. (long term rental).

Two recent observations: a) expansion of meters and higher parking rates on other beach areas is brining an increase of “cheap Charlie” drivers to Kure Beach. b) Significant upgrades to Fort Fisher State Park – beach service buildings – aquarium along with Ferry upgrades may create unique potentials from Kure Beach to Fort Fisher area for upgraded customer base. Conclusion: Ground value will require upgraded business plan or a very high cash flow business to prosper. Number of year around dwellers will increase.

Since the powers-that-be have effectively destroyed any broad of a successful commercial area (height limit) and converted some of the land to residential – this is really a waste of time and money!

Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better.

IV. Development Model

Hotel Study:

Hotels are important because their guests are customers for the restaurants and shops that are close by.

Rental houses and condominiums are less dependant on other businesses like restaurants.

Business owners and residents both believe that hotels are important to sustaining the business district.

Business property owners feel strongly that increasing land values, CAMA restrictions and the 35 foot height limit make redevelopment of hotels that offer the amenities customers now expect unfeasible.

Hotels organized as condominiums have been considered and are common in beach communities. If this type of development is allowed the hotel rooms or suites can be taken out of the rental market by the individual property owner with the result being a reduction in hotel guest.

A true resort hotel would support local restaurants and other retail businesses and those businesses would cater to the hotel guest. The B-1 district is small, it is walkable, and that kind of cooperative should be possible.

As part of this study we have tested the hotel redevelopment potential of an Ocean front site and a second row site. The site plans are very preliminary but show a realistic use of the property. The spread sheet used to project annual expenses, income and the return on investment in 5 years was provided by John Van Coutren, General Manager, Hilton Greenville, NC.

The following assumptions are used in the study:

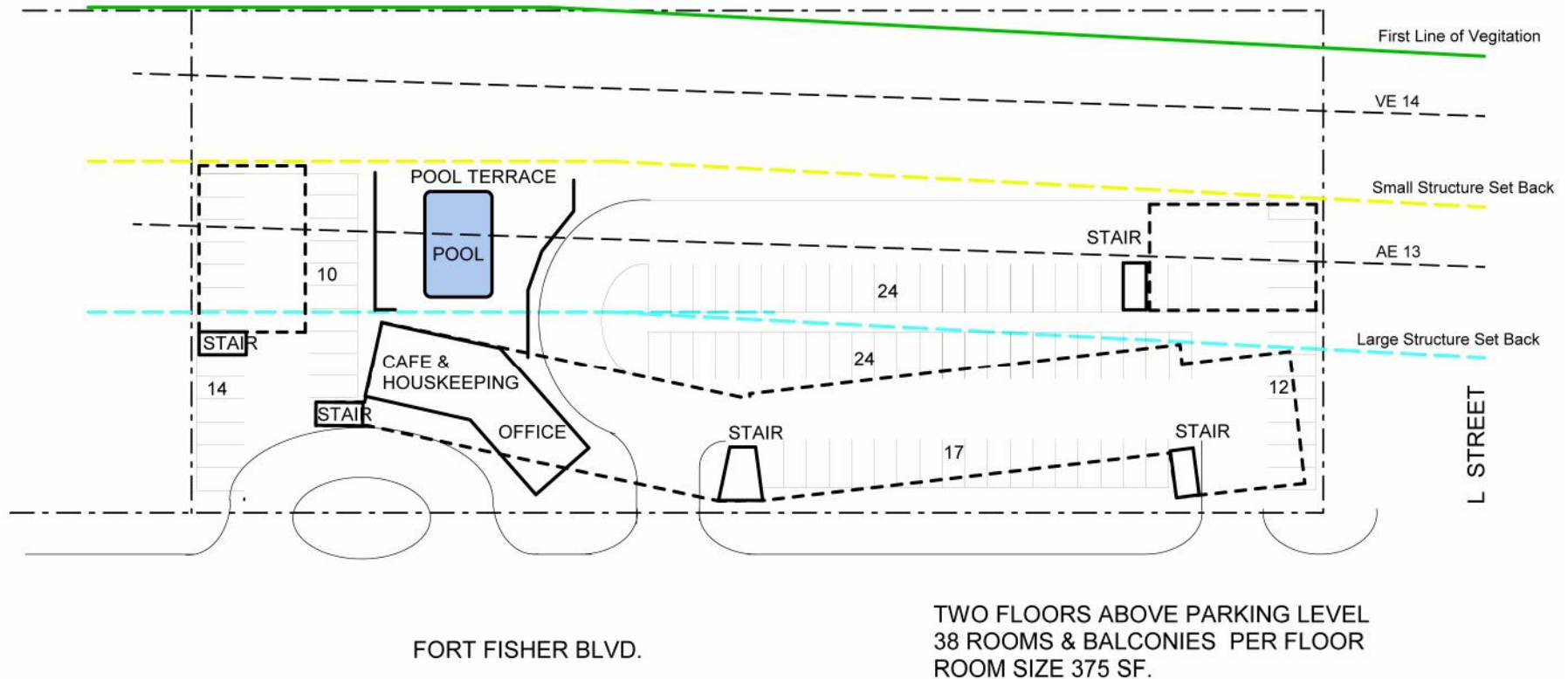
1. Room occupancy averages 60%
2. Room rates average \$150 per night and increase \$5 each year
3. Construction and site development cost are based on similar projects
4. Operating cost are similar to those of a new Hilton Inn
5. All current B-1 Zoning regulations apply, height is limited to 35 feet, all parking must be on site, 1.2 spaces per room, set backs are 3 feet.

Hotel Study Results

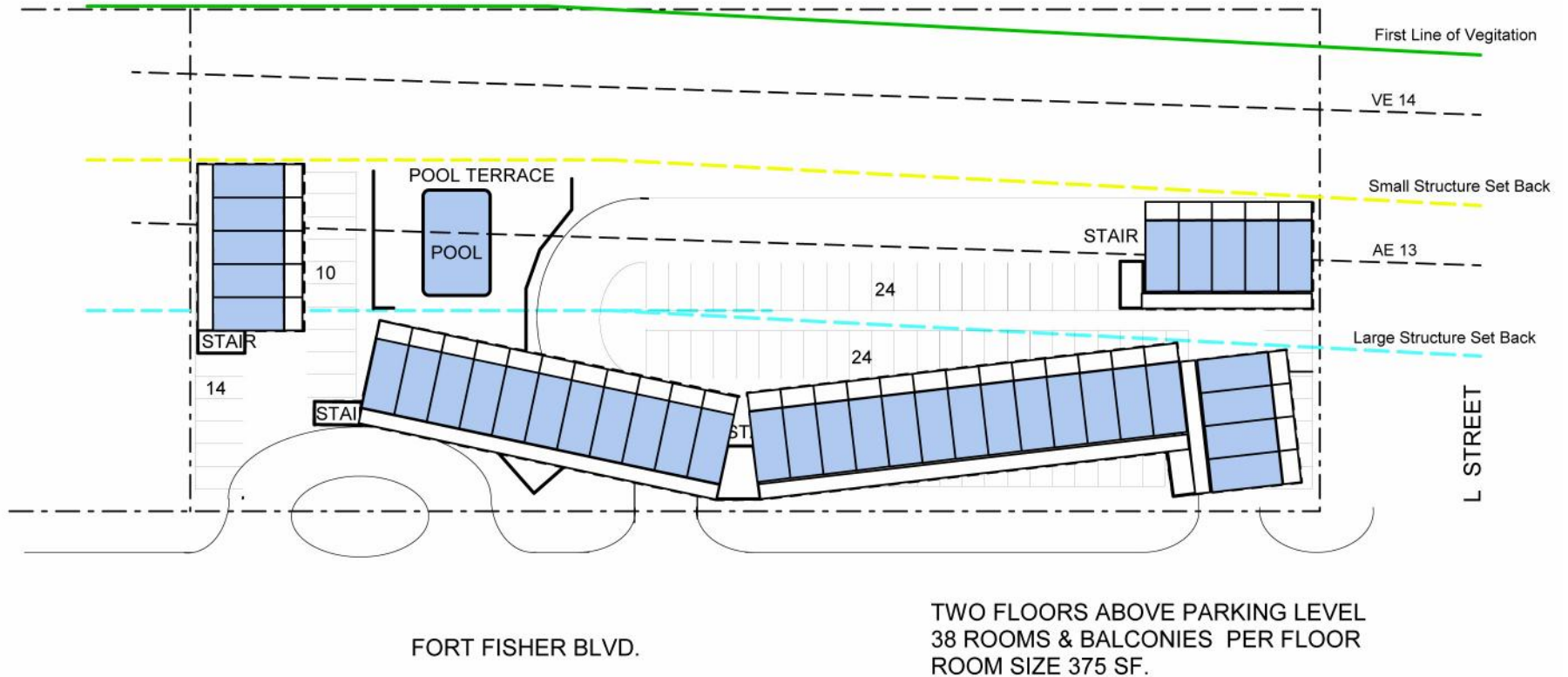
Ocean Front Sites:

1. The design work illustrates to us that the oceanfront properties are more difficult to re develop.
2. CAMA set backs force the buildings toward Fort Fisher Blvd. and also limit the type of paved surfaces that may be used seaward of the large building setback line.
3. Limits on the surface parking that can be constructed on these sites controls the number of hotel rooms possible. The 35 foot height limit and the CAMA set backs and a developers desire to maximize the number of rooms and provide resort hotel services will produce long wall like buildings close to and parallel to Fort Fisher Blvd.
4. Parking decks are not feasible because the buildable site is too narrow and long to accommodate drive aisles and parking space layouts that are efficient. This means that the cost per vehicle will be very high.
5. Based on the property records for the site we tested, complying with the regulations, as any redevelopment will be required to do, produces fewer hotel rooms.
6. Storm hardiness and hotel amenities could be improved.
7. The return on investment after five years is 14.6%. There are risk such as hurricanes that could make that return too low for some investors.
8. Ocean front hotel development could benefit from zoning that allowed off site parking for some of the parking require for hotels, off site parking would also allow a more pedestrian friendly design for these beach front properties.
9. Regarding the impact of increasing the height limit, parking on site is actually having a greater impact on the number of rooms and CAMA is limiting the build able site such that parking decks are not practical. Allowing a height increase without addressing the parking need will only allow a taller building with a smaller foot print and fewer rooms per floor. The taller building concept will not increase the income side of the development and so is probably not a smart business plan.

B1 District Study Town of Kure Beach



Site Plan



Upper Floor Plans

B1 District Study Town of Kure Beach



Kure Beach B-1 Plan Ocean Front Hotel Test

Land Acquisition, 2007 NHC appraised value	8,400,000
Building Construction	7,984,800
Other Fees	500,000
Closing Costs	125,000
Total Funds	17,009,800

First Mortgage Amount	12,757,350
Interest Rate	7.00%
Amortization Period	25 Years

Equity	4,252,450	25%
First Mortgage	12,757,350	75%
Total Funds	17,009,800	100%

Monthly Payment	90,166
Annual Payment	1,081,996

Cash Flow after debt service

Yr 1	\$909,178	(\$172,818)	-4.06%
Yr 2	\$1,099,811	\$17,815	0.42%
Yr 3	\$1,291,240	\$209,244	4.92%
Yr 4	\$1,352,443	\$270,448	6.36%
Yr 5	\$1,410,855	\$328,860	7.73%
	Cap Rate	9.0%	
	Hotel Value	\$15,676,168	

Leveraged Return (Cash flow)

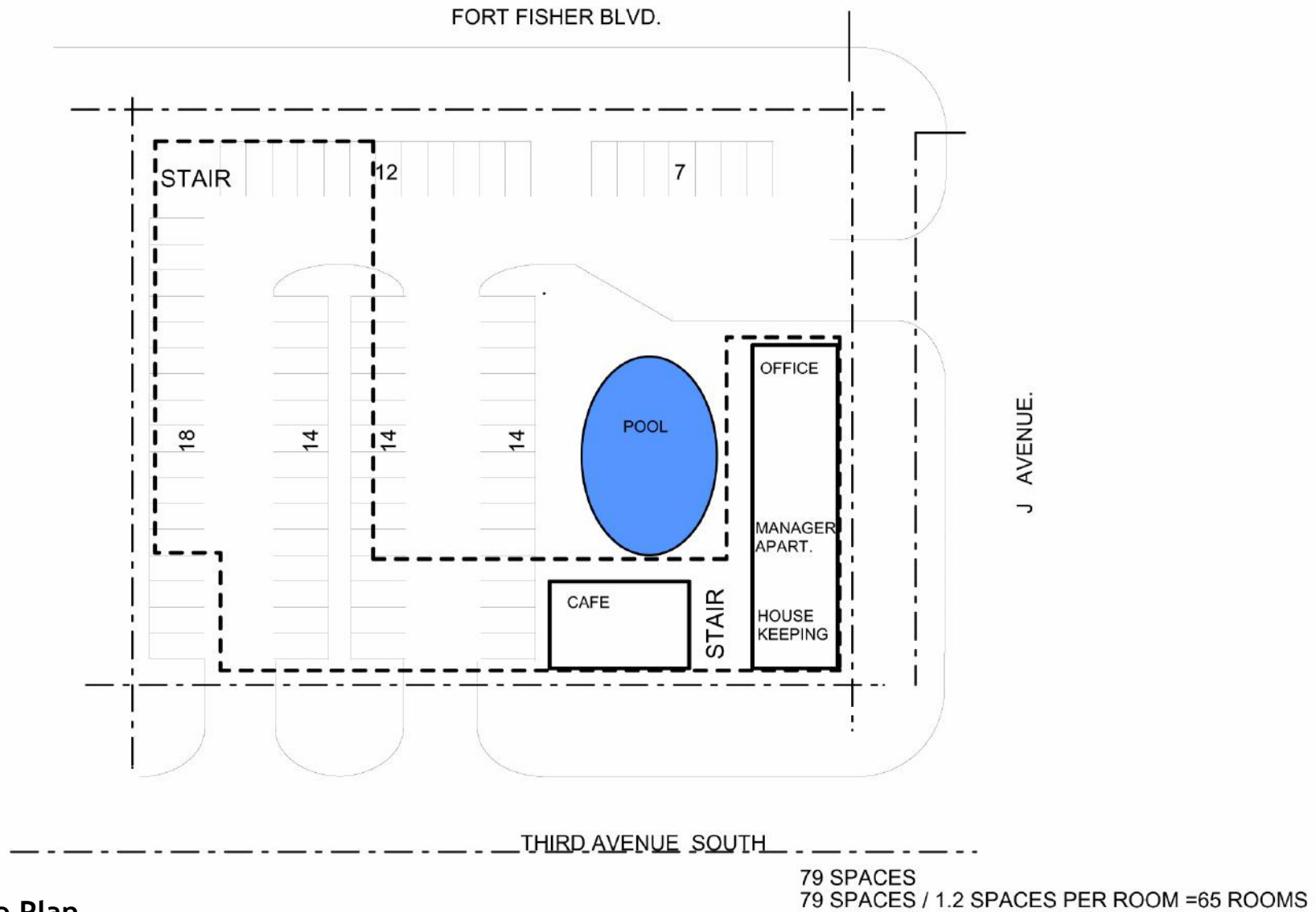
-4,252,450	Yr 0
-172,818	Yr 1
17,815	Yr 2
209,244	Yr 3
270,448	Yr 4
328,860	Yr 5
15,676,168	Hotel Value
-12,565,990	Sub 1st
3,110,178	Net Value

14.6% ROI - annul.

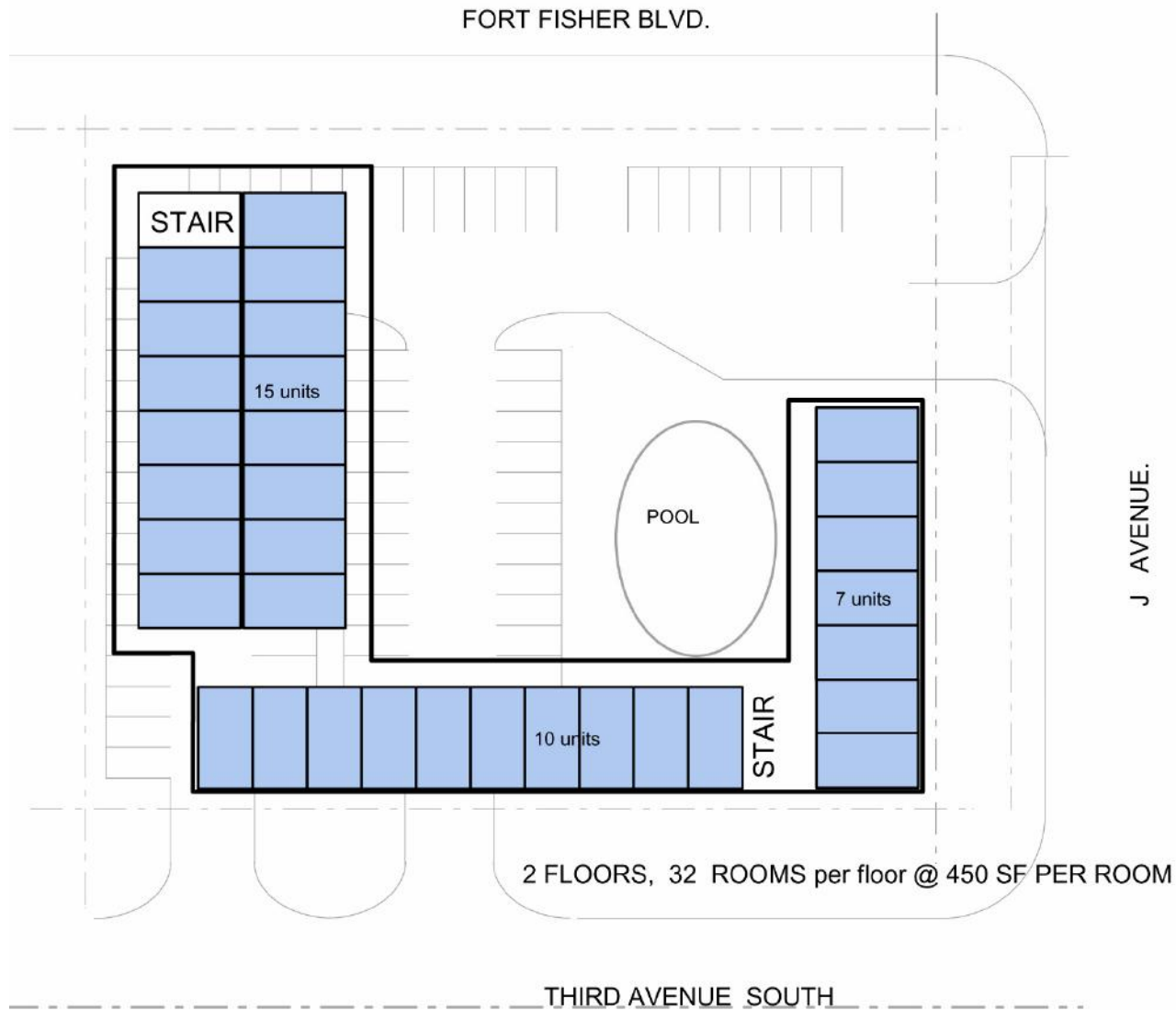
Second Row Sites:

1. The design work illustrates to us that the second row properties are less difficult to re-develop because CAMA set backs are not involved.
2. On grade surface parking that can be constructed on these sites exceeds the number of hotel rooms possible within the 35 foot height limit.
3. Parking decks are possible and could provide four levels of parking within the 35 foot height limit, however the height limit also controls the number of hotel floors. The resulting affect of a parking structure to serve a hotel is that the project footprint is larger which increases the land acquisition cost.
4. On balance the concept of surface parking with two hotel room floors above is one practical approach, and fits within the 35 foot height limit. Our study uses that concept.
5. The return on investment after five years is 24.2 %. There are risk such as hurricanes that could make that return too low for some investors.
6. Second row hotel development could benefit from zoning that allowed off site parking for some of the parking require for hotels, off site parking would also allow a more pedestrian friendly design.
7. Regarding the impact of increasing the height limit, any increase in allowable height will improve the parking deck / hotel combination.

B1 District Study Town of Kure Beach



Site Plan



Upper Floor Plans

B1 District Study Town of Kure Beach



Kure Beach B-1 Plan Second Row Hotel

Land Acquisition	3,470,000
Building Construction	8,578,720
Other Fees	500,000
Closing Costs	125,000
Total Funds	12,673,720

First Mortgage Amount	9,505,290
Interest Rate	7.00%
Amortization Period	25 Years

Equity	3,168,430	25%
First Mortgage	9,505,290	75%
Total Funds	12,673,720	100%

Monthly Payment	67,181
Annual Payment	806,177

Cash Flow after debt service

Yr 1	\$765,623	(\$40,554)	-1.28%
Yr 2	\$926,156	\$119,979	3.79%
Yr 3	\$1,087,360	\$281,183	8.87%
Yr 4	\$1,138,900	\$332,723	10.50%
Yr 5	\$1,188,089	\$381,912	12.05%

Cash on
Cash

Cap Rate	9.0%
Hotel Value	\$13,200,984

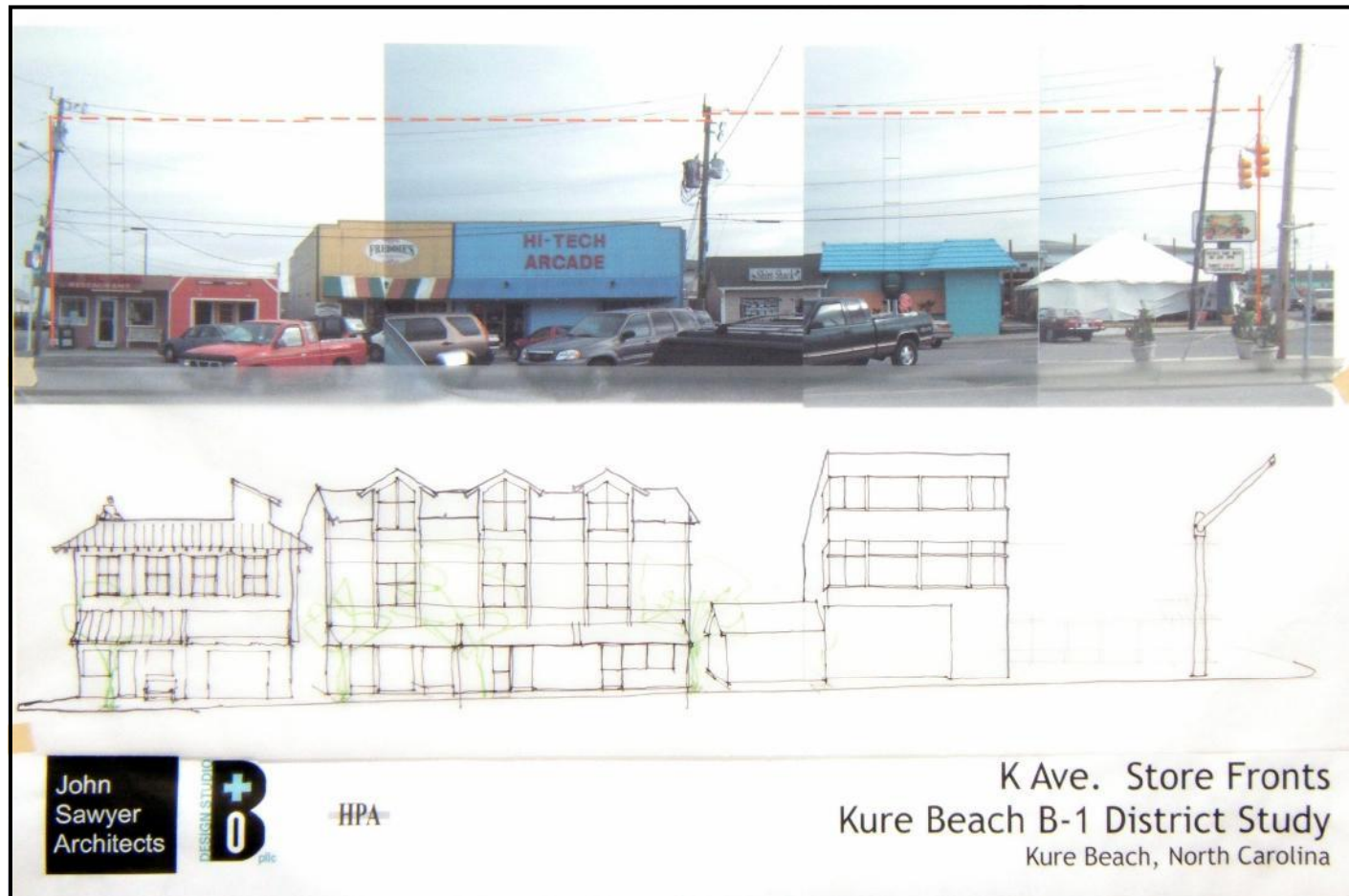
Leveraged Return (Cash flow)

-3,168,430	Yr 0
-40,554	Yr 1
119,979	Yr 2
281,183	Yr 3
332,723	Yr 4
381,912	Yr 5
13,200,984	Hotel Value
-9,362,711	Sub 1st
3,838,273	Net Value

24.2% ROI - annul.

V. Streetscape Recommendations

General Intent



Kure Beach's B-1 district is designed as a commercial area with respect to the CAMA land use plan. Its four blocks contain buildings with potentially no setbacks, which can adversely create a strong street 'wall'. The streetscape recommendations encourage appropriate design conformance of development along those streets. The standards aid the town, land owners, and development teams in understanding the design relationship between the street and their building lot. These recommendations promote pedestrian activity at the street level by requiring buildings to have a front entrance orientation along the primary street(s). More specifically, the streetscape recommendations are intended:

Potential for mix use development within the existing 35 ft. height limit

To create a consistent building street wall and inviting streetscape along commercial B-1 use streets and a strong visual appearance along adjacent neighborhood residential streets.

To enhance the commercial identity of the B-1 district within adjacent residential neighborhoods and extend this identity to other hospitality and mixed-use areas.

To provide more off-street parking, and safe pedestrian access along all streets and to the beach access nodes.

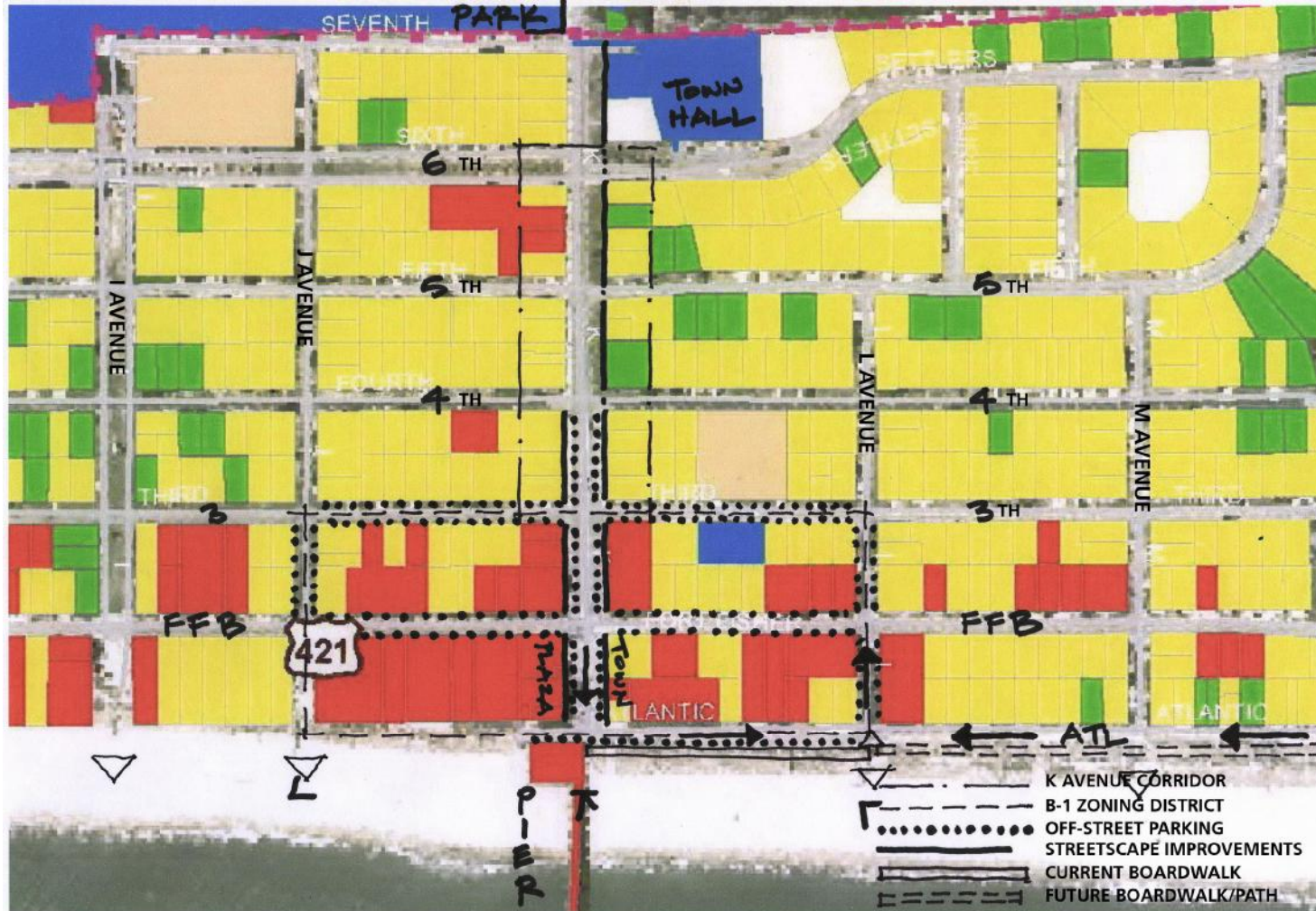
To develop a walkable town center connected to the pier for festivals & civic events.

To develop linkages that supports residential interaction, and commercial activity, as well as the potential use of alternative modes of transportation (tram, town loop- shuttle to Aquarium, etc.).

1. **Street Trees:** Street trees should be provided along all streets to enhance and soften building façades, create street character, and provide shade for pedestrian street level activity. Street trees should be single-trunk indigenous broadleaf species with broad canopies that do not require heavy maintenance. Street trees should be planted at the time of development and spaced 30 feet apart on center. Where necessary, spacing allowances may be made to accommodate fire hydrants, utilities, and other infrastructure elements.
2. **Street Lights:** Street lighting should provide the optimum level of lighting for public safety while minimizing adverse environmental impacts such as glare and light pollution. Street lighting should be fully 'Dark Sky' compliant with full cut off and no exposed or dropped lenses. Street lights should be installed on both sides of streets along the street tree alignment line and, unless otherwise designated, at no more than 60-foot intervals measured parallel to the street. Building façade lighting should be integrated with streetscape lighting. Pedestrian walkway lighting should be required along all courtyard lanes, alleys, and off-street bike and pedestrian walkways.
3. **Sidewalks:** When a property is developed, the developer should be required to install sidewalks at the time of development. All sidewalks and primary walkways shall be constructed using concrete.

Other paving materials could be considered with the submission of safety, installation, and maintenance data for approval by town planning staff. All sidewalks should be constructed to meet ADA federal and North Carolina state standards to comply with accessible design.

4. **Building Orientation:** The street and building façade shall be the primary focus of the development. All buildings shall front the primary street(s) and dual frontage shall be maintained along all corner lots.
5. **Consistency of Design Elements:** Streetscape elements, such as paving, street furniture, and street trees shall be consistent within a development project and shall be consistent along the street wall.
6. **Public Art:** Integration of public art should be explored to enhance the pedestrian street life activity and to provide interest along the streetscape.
7. **Landscaping of Building Fronts:** Landscaping with indigenous species should enhance the appearance of structures, and increase the appeal of common spaces. Landscape plants should not impose a safety problem for pedestrians. Building fronts (public), along the streetscape should provide planters and/or window boxes with flowering or ornamental plants in close proximity to the building face.
8. **Screening of Service/Loading Areas From Public View:** Building service areas should provide for commercial operator working environments unseen by the public to allow residents to enjoy private open space areas. If these service areas are at grade, buffer plantings (and/or screen walls) should be used to screen equipment.
9. **Screening of Mechanical Equipment:** The following mechanical equipment should be screened from view of the street: air compressors, mechanical pumps, exterior water heaters, water softeners, utility and telephone company transformers, meters, garbage cans, storage tanks, or any other similar equipment.



Specific B-1 Streets/Blocks

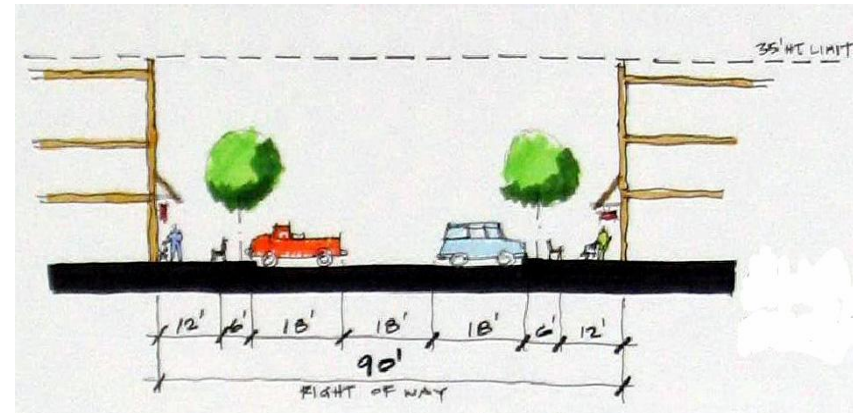
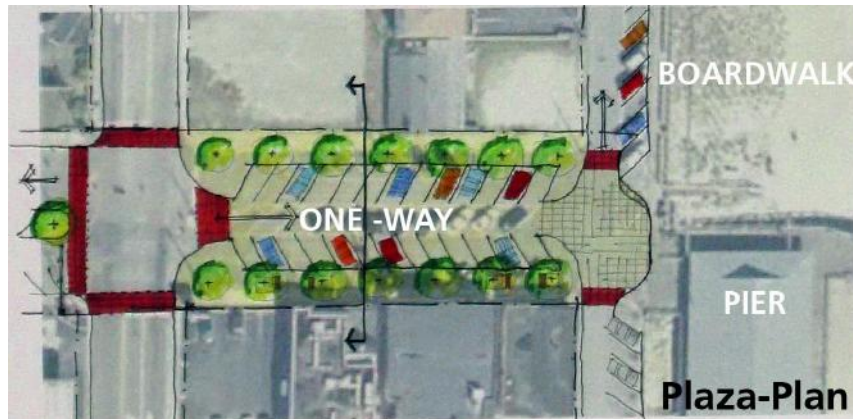
1. **K Avenue (pier to Fort Fisher Blvd.):** This area is envisioned as a seasonal town plaza/square for festivals and civic events (fairs, concerts, etc.) The center parking would be omitted with the north and south sidewalk areas enlarged for benches, landscaping, lighting/bollards, artwork, and other site fur-

nishings. Traffic would be altered from the current two-way which encourages turnarounds and heavy loop traffic- to one-way only, heading east to the pier and then north up Atlantic Ave. See the conceptual Plaza plan for a possible layout.

2. **K Avenue (Ft. Fisher to 3rd Ave.):** Currently mostly asphalt, with median parking, this block is prime for some streetscape improvements via sidewalks, street trees, crosswalks (with accent/traffic calming pavers), and street lighting.
3. **K Avenue (3rd Ave. to 7th Ave.):** As suggested by the CAMA Land Use Plan, this 4-block streetscape could become the spine of a potential mixed-use corridor. A visual extension of the pier, this stretch of K Avenue offers the chance to link the town hall, park and future fire station to the B-1/Pier area with sidewalks, more parking and an enhanced streetscape. A regular pattern of street trees, street lighting, possible trolley/bus shelters, and enhanced signage helps distinguish this main thoroughfare from adjacent residential areas to the north & south.
4. **Atlantic Ave.:** This pedestrian- and bicycle-friendly one-way street is the Central Business District's handshake with the beach. Vehicles and pedestrians will have the unusual opportunity to drive, cycle, or walk 3 continuous blocks of public beach views & access. New walkways, benches, recycling/waste receptacle enclosures, and signage enhance this beachfront corridor. A key revision would be a reverse one-way traffic flow with a traffic controlling landscape island @ L Avenue (traffic southbound from N to L, currently northbound from K to L).
5. **Fort Fisher Blvd.:** Street character along this busy thoroughfare should be enhanced to slow traffic between Carolina Beach and the Fort Fisher Aquarium. To create a 'threshold' like effect, Fort Fisher Boulevard's new amenities should include street trees, landscaping, lighting, shelters, and signage to distinguish the B-1 District from adjacent residential areas.
6. **Third Street:** Expand and accessorize existing off-street parking north of K Street with sidewalks, landscaping & lighting. Add sidewalks,

landscaping, streetscape & off-street parking south of K Avenue.

7. **J and L Avenues:** Expand and accessorize existing off-street parking. Add sidewalks, streetscape & off-street parking south of K Avenue. The intersection of L Ave. and Fort Fisher becomes a bigger node-with added traffic from Atlantic Avenue & pedestrian linkages to the expanded boardwalk. North Carolina Department of Transportation (NCDOT) should be engaged to discuss possibilities for traffic lights, pedestrian crossing controls, directional signage, etc. at this intersection. Integrate accent paving (cobble, pavers, etc.) into crosswalks for traffic calming/deceleration as vehicular traffic approaches the K Avenue crossing (both north- & south-bound).
8. **Additional considerations:**
 - a. The boulevard streets at Sixth Avenue and I Avenue offer potential for more off-street parking, as well as a 'tram loop' for heavy summer traffic/special events. Overall consideration of these key right-of-ways should be looked at for additional parking capacity with integrated landscaping as other areas increase in density.
 - b. Overhead electrical lines should be placed underground in the B-1 district. Eliminating power poles, as well as having cantilever style traffic signs at major intersections should tidy up the appearance of the district and allow better views/light at multi-story structures.
 - c. Slowing traffic in the two blocks of Fort Fisher Boulevard through the B-1 should be of crucial importance to the district. As a gateway to the fort & the aquarium, the town should be able to take more advantage of the flow of visitors through town for short and long-term visitation.



Plaza/Town Square

Intent To create a sense of place and visually interesting town square by incorporating a variety of level paving materials, planting types, permanent & temporary seating areas, and outdoor furnishings as appropriate in relationship to the size and setting of the terminus of K Avenue with the pier.

- Town Square Extents:** The height/level of the plaza shall not be more than 6" above or three feet below the curb level of the nearest adjoining street in order to promote pedestrian visibility and security. Accent paving (cobble, pavers, etc.) should provide a texture for visitors as well as traffic calming for all adjacent crosswalks to the intersection at Fort Fisher Blvd. & K Avenue. A drop-off point will be planned at the terminus by the pier for pedestrian & supply drop-offs.
- Plaza Amenities:** Plazas shall provide a variety of activities for pedestrian use and shall provide a variety of functions, such as:
 - Potential entertainment/festival area
 - Wider sidewalks/café seating
 - Trees/lighting
 - Seating walls/benches.
 - Bike racks/site furniture

- Town Square Design:** The plaza should be designed to provide a relationship between the town architecture and the streetscape, elements such as lighting, seating areas, and patterns in pavement banding that are compatible with lot lines and the scale of the block from Fort Fisher Blvd. to the Pier. Planning should easily accommodate café seating & other hospitality program functions.
- Parking Lots/Structures:** Parking that abuts the town square area (but not in the right of way) should not be allowed unless it (lot or structure) contains ground floor retail or has landscape screening facing the Town Square.
- Town Square Shade Trees:** Plaza shade trees shall be a minimum size of 3.5-inch caliper at the time of installation. Trees shall be planted in at least 700 cubic feet of soil per tree with a depth of soil three to four feet and be planted either with gratings flush to grade, or in a planting bed with a continuous area of at least 75 square feet.
- Town Square Entertainment Outlets:** The plaza shall be equipped with 115- and 220-volt outlets as appropriate for entertainment use. Coordinate with desired special events layout(s).
- Site Furniture:** Sidewalk & plaza areas shall provide one trash receptacle per every bench seating area. Trash receptacle detail, quantity, and locations and shall be delineated on more detailed plans.

8. **Town Square/Plaza Lighting:** the area shall be illuminated to a minimum 1.25 foot-candles and a maximum of 2.0 foot-candles in accordance with the ADA & NC state requirements for parks & recreation spaces.
9. **Town Square/Plaza Safety:** the area shall be able to be made free of automobile traffic and shall provide breakaway or retractable bollards along adjoining roadways to protect pedestrians and provide emergency vehicle access. Bollard type(s) and locations shall be delineated on detailed site plans.
10. **Town Square/Plaza Accessibility:** the area shall be barrier-free and accessible to persons with disabilities, the elderly, and people with strollers, vendors with pushcarts, and shall be in accordance with ADA & NC state requirements for parks and recreation spaces.



Plaza-sidewalk examples (site furniture, café seating, bike racks, paving, etc.)

VI. Issues & Improvements

Marketing

Businesses need customers to succeed. Approximately 2,000 year-round residents now live in Kure Beach. The 2006 Town of Kure Beach Land Use Plan projects that by 2020 the year-round population will range from 2,157 to 2,628 residents with a peak seasonal population of 14,112. The March survey indicated that few Kure Beach residents actually shop in local businesses, but are more likely to patronize local restaurants. A viable business district needs better patronage by local residents and the expansion of the seasonal visitor market. In essence, Kure Beach needs to become more of a tourist destination and “import” consumers and customers in order to maintain a viable B-1 Business District.

The Town of Kure Beach needs to attract more visitors - both daytime and overnight visitors. Here are some marketing strategies:

- Develop a destination branding program to achieve sustainable tourism by building on the area’s natural beauty, historic and recreational assets including the fishing pier.
- Promote Kure Beach as a place to stop for visitors passing through the Town. There are four large generators of visitor traffic – the NC Aquarium at Fort Fisher, the Fort Fisher Museum and Historic site, the Southport-Fort Fisher Ferry and the Fort Fisher State Recreation Area. A key question is how many of these visitors now driving through the town currently stop to eat, shop or visit the fishing pier? Adequate parking and developing the B-1 District as an attractive “town center” would stimulate such visitation.
- Market the Kure Beach B-1 District to the Southport-Oak Island area. Traveling by ferry and shopping in Southport is a popular day trip for many New Hanover County residents and its visitors. However, the reverse visitation pattern does not occur, even though many Southport area residents now use the ferry to visit the Aquarium or Fort Fisher Museum. Special marketing to the Southport-Oak Island area should be conducted in order to encourage these Brunswick County visitors to shop and eat in Kure Beach.
- Promote special events year-round with emphasis on producing multi-day events with particular attention to mid-week and shoulder seasons.

- Develop special package deals oriented to the mid-week and shoulder season overnight visitors. The packages would include special discounts on hotel accommodations, meals, fishing, and other recreational activities.
- Develop a Local Merchants Association to assist in implementing many of these marketing activities.

At the same time, the Town needs to promote a balanced inventory of accommodations in Kure Beach in order to enhance its appeal to the full spectrum of overnight visitors. The trend towards increasing beach vacation rentals coupled with a decreasing number of hotel rooms has the following impacts:

- Decrease in local business: The population density of potential customers within walking distance to the B-1 District is decreasing significantly as local motels are being converted into residential units. Motel occupants spend more money in resort communities because they are dependent upon local restaurants and businesses for their meals and services. Local business owners have already noted decreasing sales and cite the decreasing number of motel rooms as a major factor.
- Limited choice in overnight accommodations: Beach vacation rentals cater to families financially able to spend at least one to two weeks at the beach during the summer – just one segment of the vacationing public. Motels, on the other hand, offer greater flexibility in terms of price and length-of-stay. An adequate supply of motel rooms would facilitate higher occupancy rates during the mid-week and shoulder seasons as well as cater to the trend towards shorter vacations. Consequently, the growing dependence upon beach vacation rentals with typically a week-long commitment eliminates an important segment of the tourist industry. Viable resort communities need diversity of accommodations in order to sustain their tourist economy.

Funding for Implementing the Land Use Plan and Development Strategies for the B-1 Business District

In order to implement many of the development strategies in the Town Center, specific funds need to be designated for that purpose from existing revenue sources. These could come from several existing line-items or a newly created expenditure item in the General Fund.

Grants and programs can then be sought to supplement this local commitment. These would include the Main Street Program, CAMA, HUD's CDBG program and other funding sources from the NC Division of Community Assistance.

When improvements are targeted for one area, a *Special Assessment District* could be created that would help share the costs over a number of years.

Tax Increment Financing is a newly authorized economic development tool in NC. In essence the Town would borrow money to use for infrastructure or property improvements and then repay the money with increased tax revenue generated from the improvements.

Other preferential tax policies such as *tax abatements* or *tax deferrals* are used by some jurisdictions to assist businesses with expansion or relocation. These usually run for a short period of time to help businesses in their early stages to improve their chances of survival.

Another form of preferential taxation recently recommended by the NC Waterfront Access Study Committee is pertinent to Kure Beach. *The Committee recommends that private fishing piers providing public access be given present use value taxation classification as working waterfronts.* This would provide the same benefits that are now available to agricultural land in North Carolina which is taxed at its present use value instead of its fair market value. As long as the pier provides access to the public and the waterfront the property would be insulated from increasing property tax assessments. This should be pursued by Kure Beach as Special Legislation if the State fails to act on the Waterfront Access Committee's recommendations.

Rules and Regulations for Implementing the Land Use Plan And Development Strategies for the B-1 Business District

Kure Beach is blessed with a unique topographic feature, higher elevations of land adjacent to the oceanfront. That coupled with the oldest fishing pier in North Carolina as the centerpiece of the Town's Commercial District provides an enviable opportunity to create a Town Center on the waterfront. These higher elevations above the regulated storm surge allow new commercial development to be constructed on the ground-floor.

Several modifications and amendments to the B-1 Business District are needed to ensure that the Town's Commercial Center remains a viable economic component of the small town character and atmosphere desired by the residents. These changes reflect the Desired Land Use Patterns stated in the adopted CAMA Land Use Plan as well as the survey results obtained as part of this Study. They are summarized again as follows:

- PIER IS THE CENTERPIECE OF THE TOWN'S COMMERCIAL DISTRICT
- SMALL SCALE WITH HOTEL/MOTEL, FOOD SERVICES AND RETAIL
- COMMERCIAL USES SHOULD BE MAINTAINED ON THE GROUND-FLOOR AND AS THE DOMINANT USE, MIXED USES MAY BE ALLOWED IN THE FUTURE
- CENTER FOR TOWN RESIDENTS AND TOURISM BUSINESS
- COMMERCIAL USES TO BE PROTECTED WITH RESIDENTIAL USES NOT ALLOWED TO DOMINATE
- HISTORIC SMALL TOWN CHARACTER AND ATMOSPHERE, LOW DENSITY
- BIG-BOX RESIDENTIAL AND HIGH-RISE DEVELOPMENT AVOIDED
- SPECIALTY SHOPS AND STORES ENCOURAGED TO SERVE EXISTING RESIDENTS AND VISITORS
- PROVIDE SOLUTIONS FOR PARKING SHORTAGES
- IMPROVE OVERALL APPEARANCE OF THE AREA

To implement these Desired Land Use Patterns the B-1 District purpose statement should be re-written to eliminate its *regional* focus and instead emphasize its small-scale *neighborhood* focus with food services, specialty shops and stores serving existing residents and visitors.

The List of uses within the B-1 District needs to be purged of all uses with a regional focus, (i.e. auto sales, wholesale business, etc)

Since Dwellings are already permitted as integral part of the main building of a commercial use, the Town may want to have more discretionary review of these mixed-use projects and only allow them as a Special or Conditional Use.

Existing regulations do not allow residential uses in the B-1 District. Land Use policies state that commercial uses should be protected with residential uses not allowed to dominate. Many residents fear that high land values will force commercial property owners to sell their land for residential and condominium developments. If this happens and the Ordinance is amended to allow residential uses in the B-1 District, then additional dimensional requirements would need to be added to prevent the walling-off of the waterfront. Permitting this use by Special Permit only would also allow the opportunity for site specific review with the ability to add specific conditions to any proposed plan.

Several design alternatives for a large hotel facility along the oceanfront are proving not to be economically viable with the CAMA Setbacks, parking requirements and height limit. However, smaller scale boutique type hotels that may be operated by a resident owner are still promising possibilities. One alternative solution to allow the larger hotels would be to modify the height limitations to allow a five-story hotel on the west side of Ft. Fisher Blvd. (US 421) and perhaps along the road frontage on K Avenue in the second or third block. Any exception to the height limit would only apply to hotel structures in those specific locations and then only by Special Use Permit.

The Building Height as defined in the Zoning Ordinance is very restrictive since it measures to the highest point of the roof. Many jurisdictions meas-

ure to the mid-point of the roof or to the top of the finished story. This would allow more variations in the roof design as well as provide some relief to the height limit.

Many Beach communities are experiencing a loss in hotel rooms. Some are being converted into Hotel-Condominiums. These conversions usually result in a decline in the number of rooms available for rent on a regular basis. In order to maintain the convenience of nearby room rentals for the Kure Beach visitors and fishermen, the Town may want to eliminate Condominium Hotels and Motels from the list of permitted uses.

Parking is always an issue within commercial districts. Kure Beach has a convenient small-grid design with block depths of only 200 ft. from the ocean, an easy walk for most customers and visitors. Kure Beach should amend its parking requirements to allow for remote parking off-site and provide for shared parking when the uses do not conflict. Parking improvements along the public right-of-way can also accommodate additional spaces.

Sign regulations need to reflect the ambience and pedestrian scale of the town square. Rules for portable signs need to be improved.

Another Approach

While the recommendations above deal with amendments to the current Zoning Ordinance, another regulatory approach being utilized by some jurisdictions to obtain a desired character and design for their Community is *Form Based Zoning*. This is a relatively new zoning technique that emphasizes the look and style of the finished buildings rather than a particular land use. Regulations focus on the scale and size of buildings and how they relate to each other. They can replace conventional requirements for a specific area or district or can be used to augment existing rules. The Form Based codes are usually presented in drawings and diagrams along with the supporting text that provides the overall vision for development in the district. While providing a great deal of predictability and certainty for the development community additional administrative oversight is usually needed to ensure that the agreed upon public design goals are achieved.

Appendix

B1 District Study
Town of Kure Beach



May 9 Workshop Presentation

SUMMARY OF SURVEY RESULTS

CURRENT PERCEPTIONS ABOUT THE KURE BEACH BUSINESS DISTRICT

1. What do you now like about the Kure Beach Business District?

72	Small Town Feel, Quaintness, Old-timey atmosphere
47	Restaurants
44	Fishing Pier
24	Easy to walk to, convenient

2. What do you now dislike about the Kure Beach Business District?

71	Not enough businesses and restaurants, lack of services, no variety, need tourist attractions
61	Looks outdated – could be nice if updated, unattractive buildings, run-down appearance

8. How would you rate the following about the Business District?

Good to Fair

Friendliness of Salespeople and Restaurant Staff	99%
Safety	96%
Price of Merchandise and Goods	95%
Business Hours	92%
Parking	84%

Fair

Variety of Restaurants	47%
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Fair to Poor

Variety of Goods	91%
Attractiveness of Area	84%
Attractiveness of Buildings	90%
Quality of Goods	75%

CURRENT SHOPPING AND B-1 VISITATION PATTERNS

4. Where do you do most of your shopping?

- Monkey Junction area- 163
- Wilmington area – 106
- Carolina Beach – 85
- Other- 8
- Kure Beach – 5

5. How often do you visit the Business District to do any of the following activities in a typical season?

- 1 Restaurants had highest patronage (77 to 85 percent went throughout the year)
- 2 64 to 76 percent went to beach or walked to B-1 throughout the year
- 3 63 to 70 percent went to fishing pier spring through the fall
- 4 Only 34 percent shopped in B-1 during the summer, 28 percent shopped in the spring and the fall, and 18 percent shopped during the winter

TYPES OF BUSINESSES DESIRED

3. Imagine the Kure Beach Business District ten years from now in 2017.

a. What type of businesses and land uses do you want to see?

49	Restaurants
46	Upscale shops, dining and lodging
44	Shops, clothing shops
41	Good grocery store

7. What types of stores or services would you personally use if they were located in the Business District?

133	Restaurant, Outdoor Dining, Café, Sandwich Shop, Deli, family restaurant, cafeteria
82	Large Food Chain/Grocery/Small Grocery Store
57	Gifts, novelty stores, card shops
56	Clothing store/ upscale clothing store/ boutique
54	Coffee Shop/ Doughnuts/ Bagels

FUTURE IMPROVEMENTS TO THE BUSINESS DISTRICT

3 b. Imagine the Kure Beach Business District ten years from now in 2017.

How should the Business District look in terms of community appearance?

62	Adopt architectural controls to achieve a beach theme
50	Updated, but small townish like a beach town should
32	Quaint, clean, inviting, lots of flowers, low-rise, upscale

9. How important are the following to improving the Business District?

Very Important

Provide Better Public Improvements (sidewalks, landscaping, sidewalks)	71%
Increasing Local Patronage of B-1 businesses	67%
Improve cleanliness and maintenance	66%
Retain Historic Character	61%
Increasing Day Visitors	51%
Promote Mixed Use Development in B-1	43%

Very Important – Somewhat Important (Combination)

Improve Parking	85%
Conduct more special events/festivals	83%
Provide better Customer Service	84%
Business Hours	86%
Safety	82%
Provide More Lodging Units	61%

Somewhat

Create More Jobs	45%
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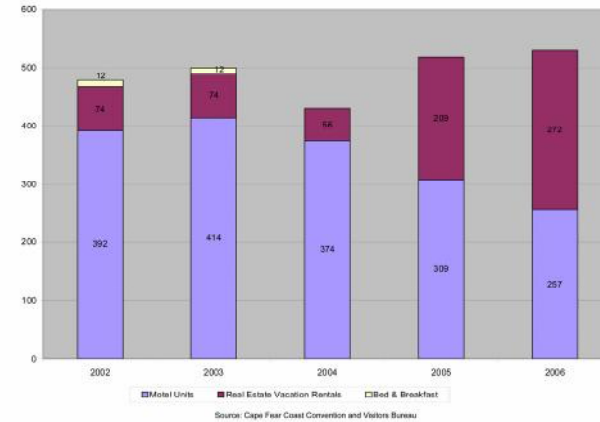
Not Important

Permit Residential only development in B-1	70%
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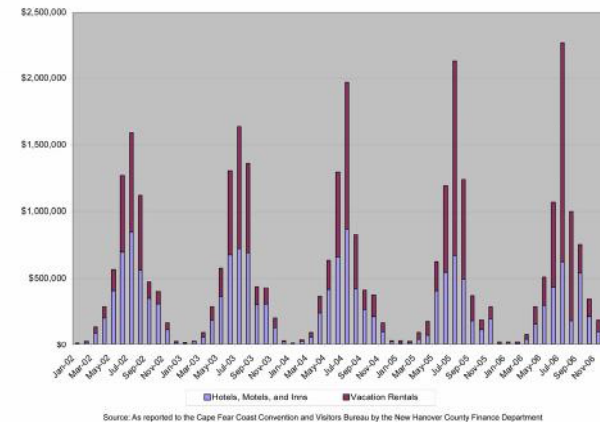
**3.c. Imagine the Kure Beach Business District ten years from now in 2017.
How should parking and traffic be managed?**

53	Have parking deck or lot away from ocean, provide trolley for transportation
31	Have parking meters – limit free 24-hour parking, maintain existing parking with meters, add parking meters to generate money for Kure Beach
28	Free parking – no meters on streets
25	Parking and traffic are adequate, keep as is, now is good

Accommodation Unit Inventory 2002-2006

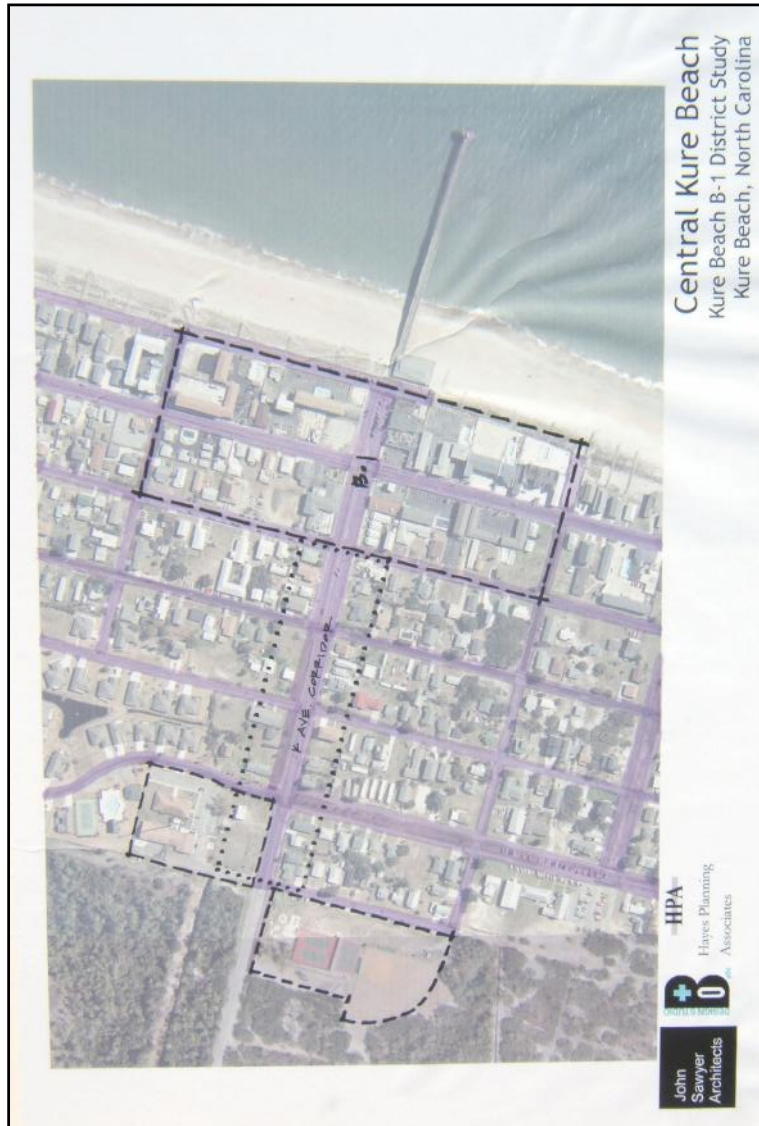


Monthly Gross Accommodation Sales



B1 District Study Town of Kure Beach





1. We need to **be an advocate for business** and make the district a healthy environment for business.
2. Paraphrasing Murphrey. If the business environment is not **profitable** then it dies off.
3. The Businesses district environment needs to provide;

Sidewalks and streets that are **attractive and safe**.

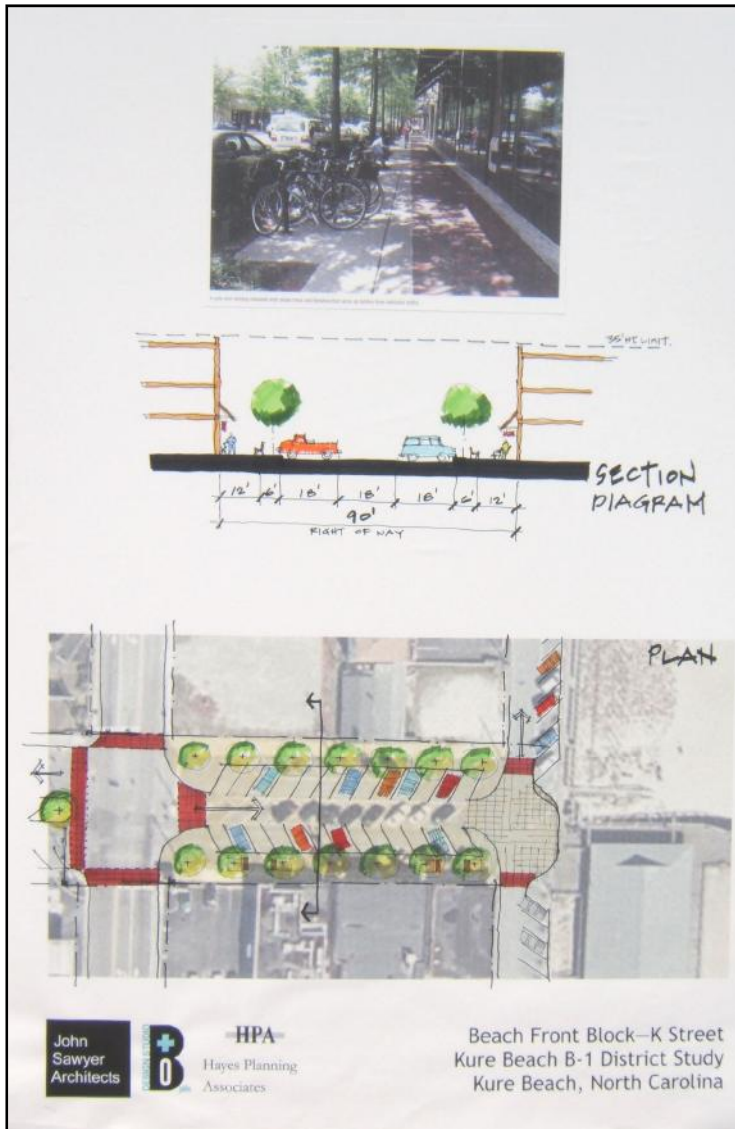
Sidewalks that are wide enough to support **outdoor commerce**.

Parking spaces open to business **patrons**

Signs that **assist visitors**

Sustainable landscaping that will provide long term value.

B1 District Study Town of Kure Beach



DESIRED LAND USE PATTERNS

- PIER IS THE CENTERPIECE OF THE TOWN'S COMMERCIAL DISTRICT
- SMALL SCALE WITH HOTEL/MOTEL, FOOD SERVICES AND RETAIL
- COMMERCIAL USES SHOULD BE MAINTAINED ON THE GROUND-FLOOR AND AS THE DOMINANT USE, MIXED USES MAY BE ALLOWED IN THE FUTURE
- CENTER FOR TOWN RESIDENTS AND TOURISM BUSINESS
- COMMERCIAL USES TO BE PROTECTED WITH RESIDENTIAL USES NOT ALLOWED TO DOMINATE
- HISTORIC SMALL TOWN CHARACTER AND ATMOSPHERE, LOW DENSITY
- BIG-BOX RESIDENTIAL AND HIGH-RISE DEVELOPMENT AVOIDED
- SPECIALTY SHOPS AND STORES ENCOURAGED TO SERVE EXISTING RESIDENTS AND VISITORS, NOT A DESTINATION FOR SHOPPERS
- PROVIDE SOLUTIONS FOR PARKING SHORTAGES
- IMPROVE OVERALL APPEARANCE OF THE AREA

RULES AND REGULATIONS FOR IMPLEMENTING THE LAND USE PLAN

- B-I DISTRICT PURPOSE – “TRADE AND COMMERCIAL SERVICE AREA FOR THE COMMUNITY AND REGION... TO ENCOURAGE REGIONAL TRADE AND COMMERCIAL SERVICES”
- REVAMP LIST OF USES TO REMOVE ALL WITH A REGIONAL FOCUS (i.e. auto sales)
- DWELLINGS AS AN INTEGRAL PART OF THE MAIN BUILDING OF A COMMERCIAL USE ARE ALREADY PERMITTED
- INTENSE SITE COVERAGE WITH 3' SETBACKS, EXCEPT ION IN FIRE DISTRICT
- PARKING REGULATIONS NEED TO ALLOW REMOTE AND SHARED PARKING
- SIGN REGULATIONS RELATING TO PORTABLE SIGNS CAN BE IMPROVED
- CAMA PLAN RECOMMENDS ADDING A MIXED-USE PROVISION FOR THE TOWN BUSINESS DISTRICT; ESTABLISHING F A R STANDARDS TO LIMIT INTENSITY OF DEVELOPMENT;AND,REVISING THE PARKING STANDARDS
- ADDITIONAL TOOLS TO ACCOMMODATE MIXED-USE PROJECTS MIGHT ALSO INCLUDE: SPECIAL USE PERMITS
CONDITIONAL ZONING
OVERLAY DISTRICTS

\$\$ WAYS AND MEANS \$\$

- EXISTING REVENUE SOURCES – DESIGNATE SPECIFIC FUNDS FOR IMPROVEMENTS IN THE TOWN CENTER
- GRANT PROGRAMS SUCH AS: MAIN STREET, HUD'S CDBG, CAMA AND OTHER PROGRAMS FROM THE NC DIVISION OF COMMUNITY ASSISTANCE
- SPECIAL ASSESSMENT DISTRICTS
- PUBLIC – PRIVATE PARTNERSHIPS
- TAX INCREMENT FINANCING
- PREFERENTIAL TAXATION SUCH AS: PRESENT USE VALUE, TAX ABATEMENTS OR TAX DEFERRALS

2007 Waterfront Access Study Committee Recommendations Concerning Fishing Piers

The April 2007 Waterfront Access Study Committee Final Report prepared by the NC Sea Grant and NC Coastal Resources Law, Planning and Policy Center discusses the plight of fishing piers in North Carolina. The number of fishing piers in North Carolina has declined from 36 in 1980 to 25 in 2000 to 20 piers as of 2007. This report attributes the decline to hurricane damage, beach erosion, and rising waterfront land values where it becomes more profitable for the pier owners to sell. For example, the real property value of the Kure Beach Fishing Pier increased from \$385,024 in 1999 to over \$2.611 million dollars in 2007 – a net increase of more than \$2.2 million dollars (Table 7). Copies of the this 2007 Waterfront Access Report are available online at: www.ncseagrant.org/waterfronts

The Waterfront Access Study Committee made the following recommendations:

- 5. Private fishing piers providing public access should be given present use tax valuation as working waterfronts, with all the attendant advantages.*
- 6. The State explore with all due speed sources of funding mechanisms to be used in assisting owners of private fishing piers providing public access with storm damage repair, including the possibility of tapping the proposed working waterfront trust or set-aside fund to finance a low-interest program.*
- 7. The Committee recommends that the North Carolina Aquariums be authorized and funded to pilot the design, development, and operation of three public fishing piers that now only would provide angling access, but also would offer public educational opportunities. (page 27)*

Needless to say, the Kure Beach Fishing Pier would be the most likely candidate to develop a relationship with the Fort Fisher NC Aquarium.

