



KURE BEACH PLANNING & ZONING COMMISSION
WORK SESSION ♦ SEPTEMBER 12, 2006

MINUTES

A work session of the Kure Beach Planning and Zoning Commission was held on Tuesday, September 12, 2006 at 7:30 pm. A quorum was present. The meeting was scheduled by vote of the commission at their September 5, 2006 regular meeting. Notice was posted at town hall. Purpose of the meeting was for business owners to hear presentations by architectural firms for the development of a master plan for the B1 business district.

MEMBERS IN ATTENDANCE:

Chair - Alan Votta

Vice Chair - Ken Buchert

Members: Tim Bullard, Janet Foster

MEMBERS ABSENT:

James Schutta

STAFF IN ATTENDANCE:

Town Clerk Nancy Avery

CALL TO ORDER:

Chairman Votta called the meeting to order at 7:32 PM.

PRESENTATIONS:

1) John Sawyer of Sawyer Architects stated:

- that his firm uses a participatory process by sending out surveys to residents and gathering data from town officials.
- Zoning regulations can require private property owners to do visual things the town wants
- His firm would consider things such as whether size of business district needs to be changed, do motels have to be only in business district, what would make town most desirable location on NC coast
- He didn't buy the idea that the 35 ft height limit dooms the B1 area. Kure Beach has the ocean, the beach and physical beauty on the potential side – need to find way to tap that potential.

Approved by P&Z 10/3/06



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Question and Answers:

Q: Is this plan limited to the B1 district or whole town?

A. B1 district only

Q: Can anyone at your firm determine amount of retail/rental/commercial needed?

A: No, my firm doesn't do an economic analysis, but I can find some one to provide one.

Q: Is it feasible to build a 35 ft hotel – can we attract businesses with the new height limit?

A: It is feasible to look at from an economic standpoint

Q: Is the Sunset Beach project completed?

A: Phase I is complete – it was a public/private collaboration that has since been sold which has slowed down development. One difference is the client we worked for owned all the property – town helped with writing ordinances

Q: What was the size of the tract?

A: 87 acres

Chair Votta called a 10 minutes recess at 8:20 pm.

Chair Votta resumed the meeting at 8:30pm

2) Jonathan Wolk with Centrepont Architects stated:

- His firm handles Planning and Design and is associated with Stewart Engineering
- His firm will hold public meetings at varied times and days to get greater input
- 400,000 people come to the aquarium and the first stop after the aquarium is Kure Beach – thinks town should play on that by finding ways to encourage them to stop
- Per New Hanover County Tourism retail/shopping is the biggest draw
- Mixed use provides for commercial on ground floor, enhances pedestrian traffic, and gets residents in to the area. Can be motel over commercial, not just residential
- His firm will consider infrastructure, amenities, uniqueness, what type of businesses make sense, FEMA and CAMA building requirements

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- Town's biggest assets are proximity to beach and aquarium

Question and answer

Q: How does the mixed use you did in Chapel Hill compare?

A: It was different in that the Chapel Hill project had one landowner whereas Kure Beach will involve numerous landowners.

Q: Will you tell us % of retail, commercial and lodging that is needed?

A: Input will come mostly from the public, but an economic study would help to determine how much lodging, etc is needed.

Q: What is your timeframe?

A: If started in October, we would probably finish by end of year.

Q: Will your plan come with an economic feasibility study?

A: No, we don't normally include, but could provide some type of economic impact overview.

Q: What is the cost?

A: Estimate is \$35,000 - \$75,000

Comments from business owners in attendance:

- Need lodging
- CAMA restrictions govern limited building capabilities
- Important to find way to make profit for businesses
- The business district has been this way so long, the beach has changed around it – we are heading to be like Carolina Beach Boardwalk – area is degrading
- Retail is struggling
- Need foot traffic to spend on retail
- Need professional help to make things happen
- Bringing in mixed use makes existing B1 land worth more vacant
- Retail areas have disappeared at other beaches
- No property value in B1 – average \$535,000 for 50x100 foot lot whereas \$700,000+ in other areas

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- Larger build able footprint on other side of K Avenue than ocean side due to CAMA setback requirements
- Concerned about building more retail – businesses are struggling already – we will end up with vacant buildings
- Areas also has Fort Fisher, the ferry to Southport as assets

Consensus of Planning and Zoning Commission: schedule one more interview with each firm on Tuesday, September 26, 2006 at 7:30 pm. Interviews to be 20 minutes each.

Planning and Zoning to be represented by Allan Votta and Jim Schutta.

Town Council to be represented by Dean Lambeth

B1 district to be represented by Jerry Bigley and Tom Sweeney. Anne Brodsky is the alternate if Tom Sweeney is not available.

The commission asked for an informal poll of business owners based on the two presentations and the vote was split 50-50 between the two.

Chair Votta adjourned the meeting 9:15pm.

Allan Votta, Chairman

Attest: _____
Nancy Avery