

# Sunset Beach Boulevard Visioning

## Purpose



Recent construction of the Sunset Beach overpass bridge, the addition of a public boat ramp, and the newly planned waterfront park has vastly changed the conditions and framework for development along the Sunset Beach Boulevard Corridor leading to the Intracoastal Waterway. Because of these changes to the urban landscape, it is necessary to establish a community backed vision for growth and development in this area. A preliminary study area has been defined and depicted below.

In order to guide future development and provide a unified vision, the Town of Sunset Beach should create a Vision Plan for the proposed study area. The completion of this project will result in a coordinated citizen based vision for the study area. Subsequent to adoption of the Vision Plan, the town's Unified Development Ordinance will be amended in an attempt to dictate outcomes established through the visioning process.

## Study Area

The proposed study area consists of approximately 55 acres. The focus area of the plan is the land located west of the waterfront park and north of the public boat ramp. The north terminus of the study area coincides with the east entrance of Sea Trail Resort.

The area of influence will extend further north along Sunset Beach Boulevard and consider connections to amenities outside the proposed study area.



## Scope

This project, once commenced, will be completed within six months at a maximum; however, the project schedule can be expedited if the Town Council felt it necessary. The process will include a public input charrette and follow-up public meeting with a presentation of findings and concepts. Further items to be addressed as part of the plan are provided below:

1. Strengths, Weaknesses, Opportunities, and Threats Analysis to include the following:
  - a. Transportation Networks
  - b. Land Use
  - c. Natural Systems
2. Visual Preference Survey
3. Purpose, Vision, and Fundamental Principles
  - a. Urban Design
  - b. Transportation
  - c. Parking
  - d. Public Realm
4. Conceptual Design Alternatives (2)
5. Selection and Refinement of Preferred Alternative
6. Final Illustrative Master Plan
7. Implementation Strategy

Throughout the process, the Town of Sunset Beach Planning Board will function as the Steering Committee. Up to five (5) meetings will be held with the Steering Committee. The Final Draft Plan will be presented to the Sunset Beach Town Council for a 45-day review period and adoption.

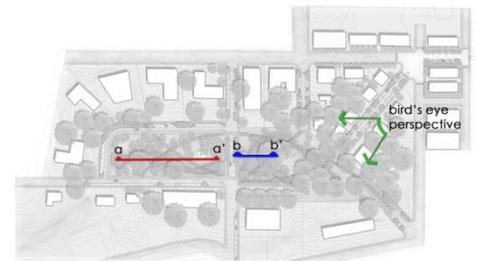
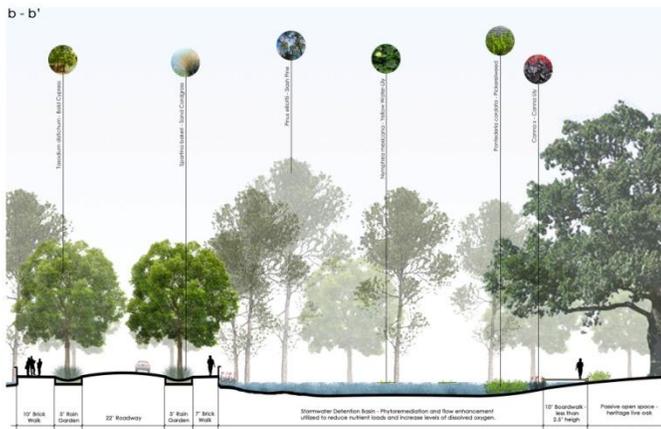
## Deliverables

1. Hard Copy Display Poster (10 hard copies) to include the following:
  - a. Illustrative Master Plan
  - b. Perspective Renderings
  - c. Cross Sections
  - d. Executive Summary
2. Report (digital submission in Microsoft Word format)
3. CD will all materials provided in digital format

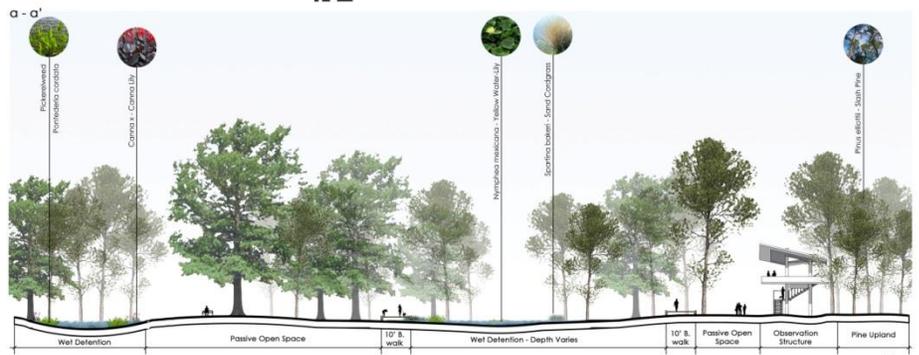
See graphic examples of Illustrative Master Plan and Cross Sections on next page.

# Conceptual Design Illustrative Master Plan

Increased use and human interaction will be achieved through focused improvements at the pedestrian scale, the installation of various public art pieces, and the enhancement of an unsightly detention pond.



Bird's eye perspective looking southwest from SW 8th Lane. Green street enhancement, on-street parking, street trees and brick walk proposed.



## **Project Team**

### **Holland Consulting Planners:**

- Wes MacLeod, ASLA – Urban Designer & Planner
- Landin Holland, AICP – Senior Planner

### **Sage Design:**

- Sara Burroughs, RLA, NCRPA – Landscape Architect

### **Ramey Kemp & Associates:**

- Stephen Greene, PE – Transportation Engineer

## **Estimated Project Cost**

- Not-to-exceed \$18,500