

Implementation

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

Immediate Action (< 1 Year)

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

Intermediate Action (1-5 Years)

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

Long-term Action (5+ Years)

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

Immediate Action (<1 Year)

Wayfinding/Branding/Beach Access & Parking Directional Signage

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

Tybrisa Street Improvements

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

18th Street and Handicapped Access Area

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

5-Head Signal at US 80/14th Street

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

Designate Loading Zones, Short-term Parking, Restricted Parking

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

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

Trash Management

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

Drainage Improvements

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

Code Revisions/Architectural Design Standards

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

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

Public Bath House/Bathroom Short-term Improvements

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

Intermediate Action (1-5 Years)

South Beach Parking Lot/Strand Avenue Improvements

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

US 80/Tybrisa/Inlet Avenue Intersection Improvement

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

Tybee Island

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14th, 15th, 17th Street improvements

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

Pier/Pavilion Improvements

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

Long-term Action (5+ Years)

US 80/Butler Avenue Improvements

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

Parking Garage

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

Test shuttle system/remote parking

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

Preference Survey for parking fees/tickets/toll

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

Toll Feasibility Study

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

Underground Utilities

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

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Cost Estimates

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

