

The Pier – Past Design and Future Vision

A Presentation to Pier Committee of the Whole

We Purchased a Pier





Some Statistics

- The pier was appraised for \$2,750,000 in August of 2007
- It is 660 feet long
- It's total area is 17,382 square feet
- Currently, a bait, tackle, ice cream and amenities shop comprise 1,610 square feet of the leased space
- Until recently a full-service restaurant comprised 1,811 square feet
- Both buildings are now approximately 45 years old

New Legislation was Passed

- Amending Section 48-39-290, Code of SC Laws
 - Amenity structures (excluding restrooms, handicapped access features and observation decks) may occupy no more than 35% of the total surface area of the fishing pier
 - Pier is 17,382 square feet
 - Amenity square footage increase permitted would be 6,083
 - This excludes restrooms, handicapped access features and observation decks
 - Amenity structures may not be constructed at a location further seaward than one-half of the length of the fishing pier as measured from the baseline
 - Pier is 660 square feet long
 - Construction is not permitted on the seaward 330 square feet

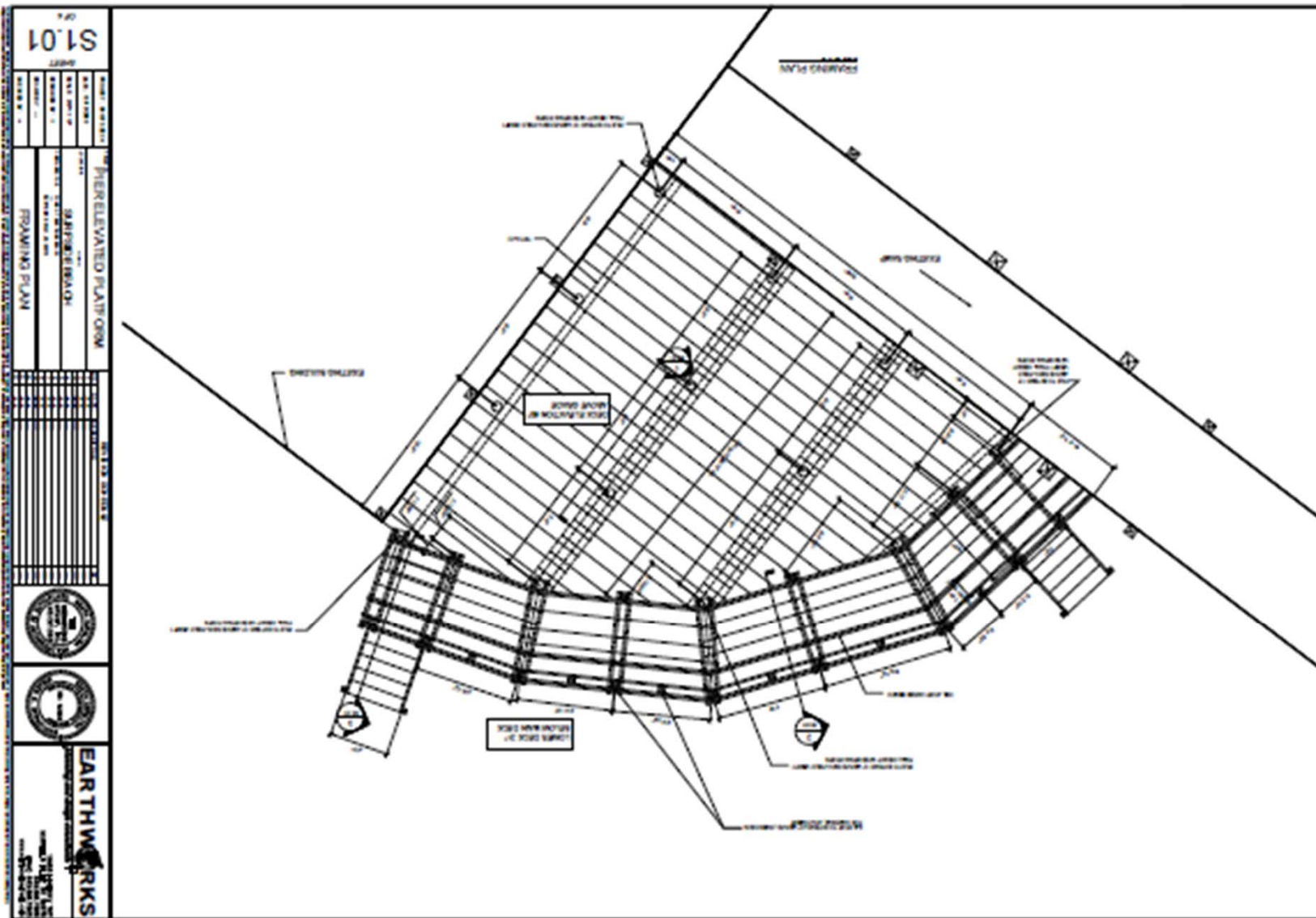
We Are Now Free to Develop This Community Asset as a Focal Point



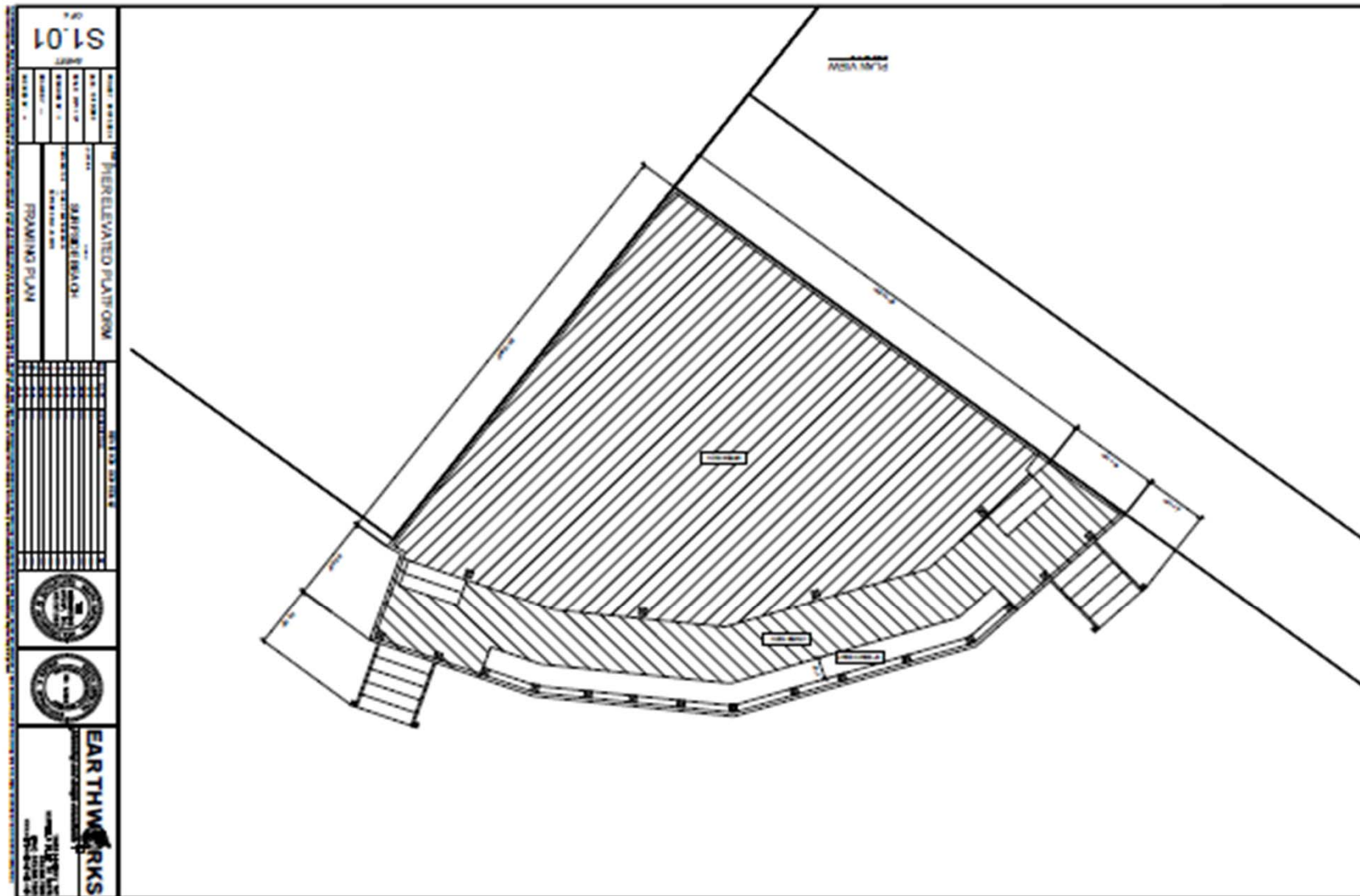
Plans that Exist to Date

Developed and Preliminary

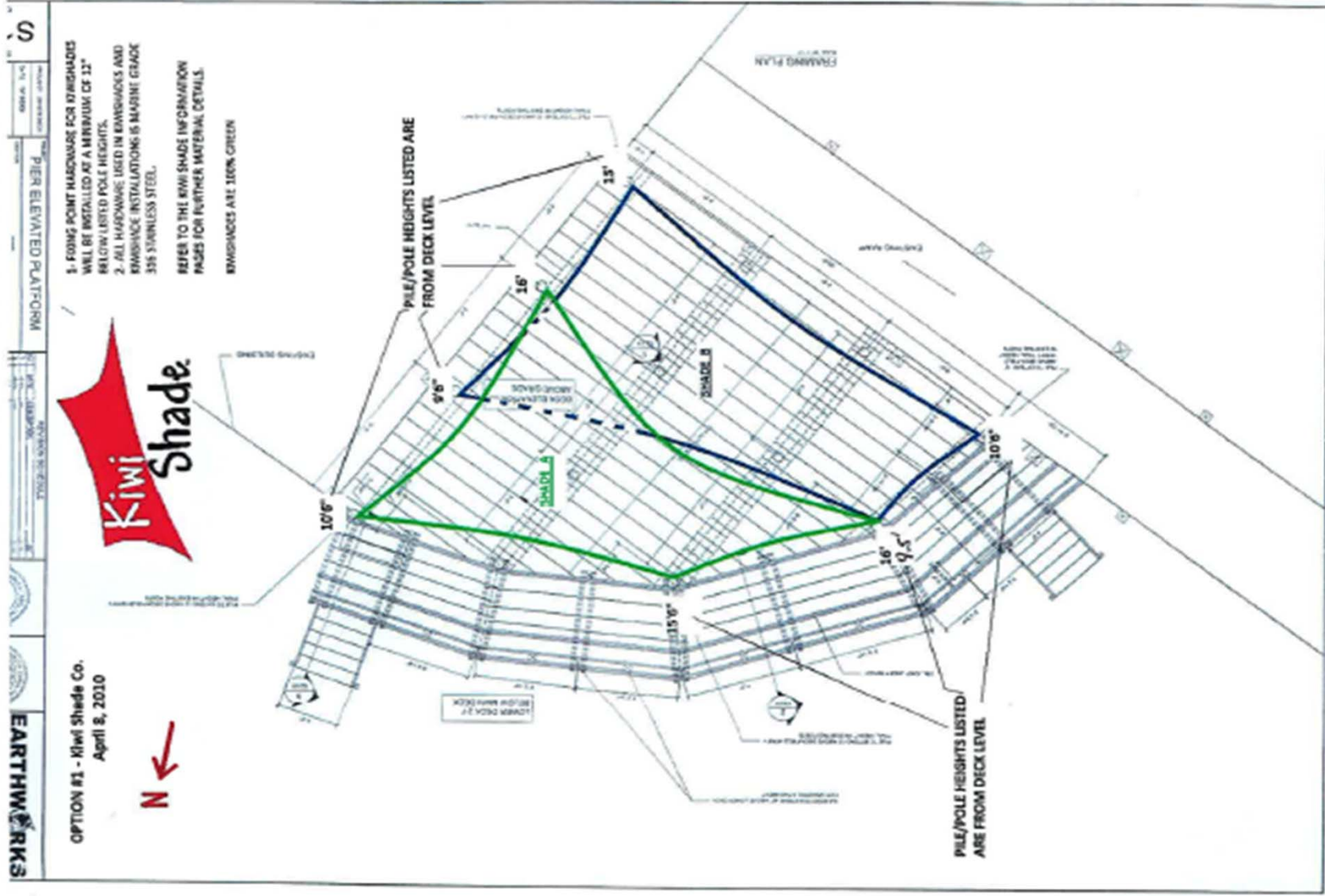
Small Deck Plan (Facing West)



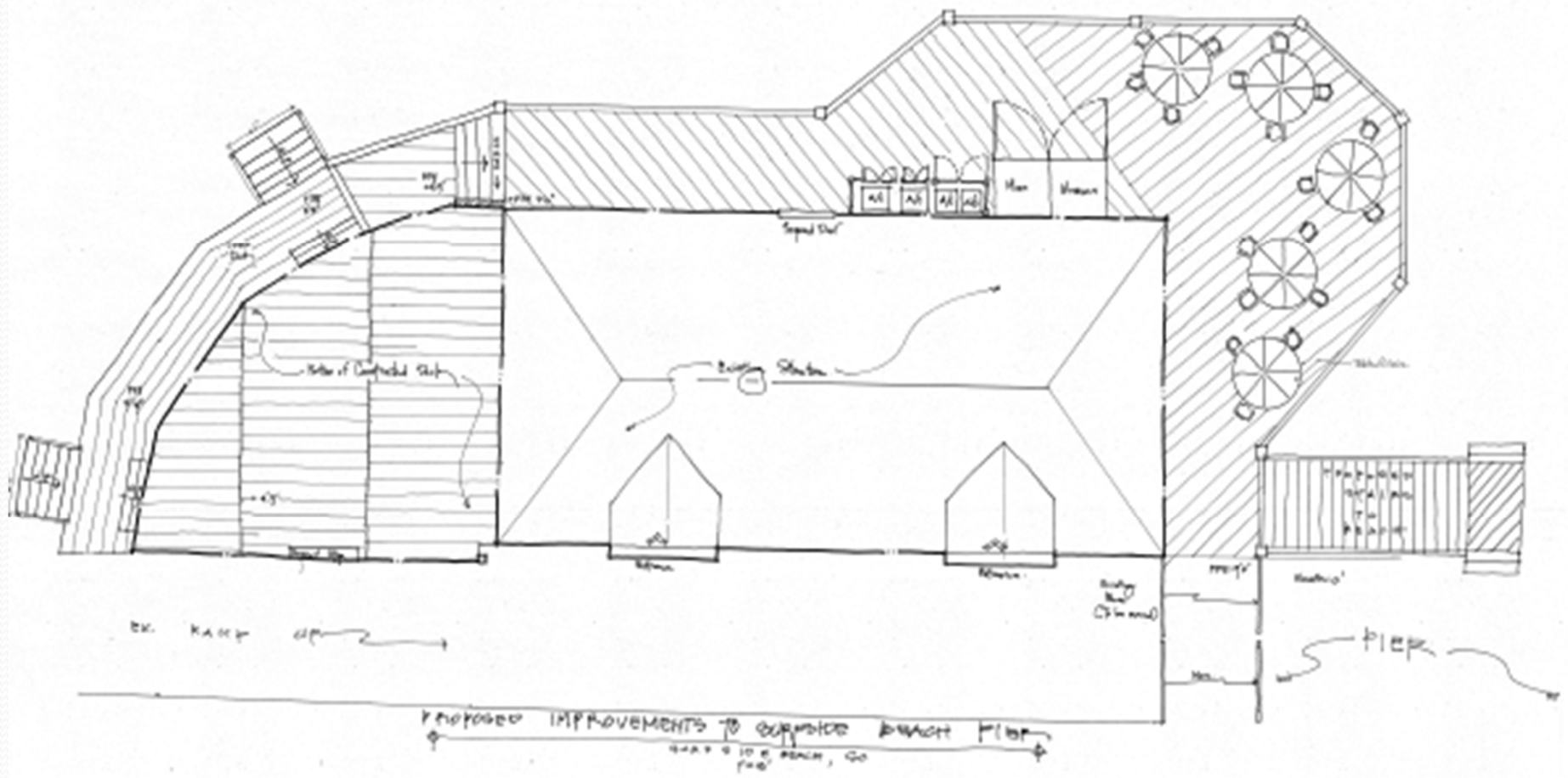
Deck Details



Small Deck Shade Plan



DDC Phase II Vision





Mandated Plans and Future Possibilities

What Must Be on the Pier By 2012

- ADA Compliant Access
 - Main access via lift
 - Store access with compliant aisle width
- ADA Compliant Restrooms

We Have a Preliminary Vision

Have's

- Pier and tackle shop
 - High-end beachware
 - Beach-related necessities
 - Limited collectibles and jewelry
 - Beverages, candy and snacks
 - Seasonal snow-cones
- Ice cream and hot dog shop

Could Have's

- Two-story facility
- Full service restaurant
- Games and arcade
- All accompanying amenities
 - Place from which to view ocean
 - Place to enjoy takeout food and beverages
 - Modernized, ADA compliant restrooms
 - Easy access to the beach
 - Place for ocean-related educational opportunities
 - A community gathering point



Not Everything Has to Cost a Fortune

- Message Boards
 - Large flat screen TV's that loop from a DVR
 - Produced by local high school or college broadcast classes
 - What's under the pier
 - Indigenous aquatic life
 - The life cycle of sea turtles
 - The stormwater cycle
- Discovery Cove Crafts
 - Two mornings per week summer camp with beach-themed crafts for kids
 - Produced by local high school or college art clubs
- Fairytale Theater
 - One night per week a special performance for children and their families
 - Produced by local high school or college drama clubs



We Are Limited Only by Our Imagination

*Imagination is more important
than knowledge, for knowledge
is limited while imagination
embraces the entire world. –
Albert Einstein*

- This could be a showplace of the Grand Strand
- A “must see” for every visitor
- Which in a practical sense translates into repeat business
 - Tourists who visit us for a few hours and like what they see
 - Are more likely to return or even stay in Town on their next visit
- In turn, this helps us generate additional dollars for ongoing pier plans and maintenance
- Allows the Enterprise Fund to pay back the General Fund so tax dollars are NOT used to fund projects



The Big Picture

- We need to think big
- We need to get it right the first time
- We need to implement our vision ...
even if we have to do it in phases