

# 2010 Town of Surfside Beach Comprehensive Plan

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## **TRANSPORTATION ELEMENT**

### **Introduction:**

Transportation is one of the fundamental public service needs of all members of our community. Roadways, sidewalks, and bikepaths allow us to navigate from our neighborhoods to our places of work and nearby schools, parks, and local businesses. Proper maintenance and long-term investments of this transportation network allow us to easily and conveniently conduct our daily business. Establishing long-term transportation goals and objectives is an important component of a municipality's Comprehensive Plan. It is important to examine the unique geographic, demographic, and economic context of the community of Surfside Beach and establish goals and objectives that meet the specific transportation needs of our residents and visitors.

The Town of Surfside Beach is located in the southern portion of the Grand Strand region of coastal South Carolina. Surfside Beach has a linear physical layout that stretches north and south for approximately 3 miles, parallel to the Atlantic Ocean. The principal arterial roadway that connects Surfside Beach to the neighboring communities of Garden City Beach and Murrells Inlet to the south and Myrtle Beach to the north is US Highway 17 Business. Ocean Boulevard frames the roadway network to the east and provides residents and visitors direct access to the local beaches of Surfside Beach. Melody Lane, Surfside Drive, and 16<sup>th</sup> Avenue North, are the primary minor arterial roadways that provide convenient west to east connections from US Highway 17 Business to Ocean Boulevard. The remainder of the roadway network is laid out primarily as a grid and connects the residential neighborhoods of Surfside Beach to the main roadway corridors mentioned above.

This element represents the first opportunity for the Town of Surfside Beach to incorporate a Transportation Element into the town's Comprehensive Plan since the passing of the 2007 SC Priority Investment Act. This Transportation Element will provide an overview of previous transportation planning efforts in Surfside Beach. This element also examines each of the components of the transportation infrastructure within Surfside Beach, including the sidewalk network, public parking areas, and alternative modes of transportation including, regional bus service and air travel. An assessment of the community transportation needs and future opportunities is also analyzed. The next section of this element outlines the Town's transportation goals and corresponding objectives which will help guide policy decisions over the next decade. The final section of this element discusses various implementation strategies the Town of Surfside Beach should pursue in order to achieve the transportation goals and objectives stated in this element.

### **Previous Planning Efforts:**

In preparation of drafting the Transportation Element for the 2010 Surfside Beach Comprehensive Plan, a review of previous transportation related planning documents pertaining to Surfside Beach was conducted. This analysis allows us to better understand previous transportation concerns of the community and determine the status of recommendations stated in prior planning documents. From there, the Town of Surfside Beach can decide which recommendations still need to be pursued and which recommendations have already been addressed or are no longer relative to the future transportation needs of the Surfside Beach community. The 1999 US Highway 17 Business Corridor Study and the 2005 Town of Surfside Beach Comprehensive Plan Update are two recent planning documents that have

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influenced decisions regarding the transportation system in Surfside Beach over the last 5-10 years. A summary review of each document's recommendations is provided below.

### **1999 South Strand US Highway 17 Business Corridor Study:**

In partnership with the Grand Strand Area Transportation Study (GSATS), the communities of Murrells Inlet, Garden City Beach, Surfside Beach, and Myrtle Beach engaged in a study to assess the transportation improvement needs along the US Highway 17 Business Corridor. The study analyzed the corridor on a regional scale as well as a local scale, examining specific concerns to each of the four study areas. Several transportation improvement recommendations were outlined in the planning process. SCDOT and GSATS have utilized this plan to implement project specific improvements along the corridor. Below are the recommendations that apply to the Town of Surfside Beach:

*Recommendation #1:* Establish a uniform set of arterial design standards along the entire length of the South Strand US Highway 17 Business Corridor.

*Recommendation #2:* Pedestrian facilities should be provided in activity areas along the multi-lane section of US Highway 17 Business. However, emphasis should be placed on minimizing conflicts with vehicles and providing safe crossings of the high speed roadway.

*Recommendation #3:* Redesign frontage road to minimize the number of potential conflict points, reduce congestion and improve safety conditions along the corridor.

*Recommendation #4:* Encourage long trip lengths to use US Highway 17.

*Recommendation #5:* Provide improvements that reflect the arterial function of the roadway yet give importance to accessing adjacent businesses.

### **2005 Town of Surfside Beach Comprehensive Plan:**

2005 was the last time the Town of Surfside Beach conducted a full update of the community's Comprehensive Plan. In that document there is no element that focuses exclusively on transportation related issues in the Town of Surfside Beach. There are however several transportation related goals and objectives outlined throughout the document. The Land Use, and the Community Facilities and Infrastructure elements in particular, addressed concerns related to the Town of Surfside Beach transportation system. A summary of goals and objectives stated in the 2005 Comprehensive Plan Update is listed below:

The only transportation specific goal and corresponding objectives listed in the Goals and Objectives section of the 2005 Comprehensive Plan update is the following:

#### **Goal: To study and improve non-vehicular transportation modes.**

*Objective #1:* Traffic density is a growing concern, especially during the peak tourist season, which continues to expand.

*Objective #2:* Non-vehicular transportation routes must be identified and implemented.

*Objective #3:* Pedestrian, bicycle, and golf-cart transportation should be encouraged and paths created.

*Objective #4:* Construct the town segment of the East Coast Greenway bike path.

*Objective #5:* Implement recommendations of the South Strand Corridor Study regarding sidewalks, intersection enhancements, frontage road elimination, and Business 17 beautification.

Other transportation related objectives were listed under separate goals, within the Goals and Objectives section of the 2005 Comprehensive Plan Update. They are as follows:

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*Objective #1:* Develop a plan for the beautification and aesthetic improvements of business areas along the commercial roadways.

*Objective #2:* Standardize the architectural appearance of the Highway 17 Commercial Business District.

*Objective #3:* Partner with local developers to standardize landscaping along the Highway 17 Commercial Business District.

*Objective #4:* Obtain a SCDOT Highway Enhancement Grant.

*Objective #5:* Pursue flexible mixed-use zoning on Surfside Drive and Business Highway 17.

*Objective #6:* Review the advantages and disadvantages of having the frontage road on Business Highway 17

*Objective #7:* Address traffic congestion problems especially during the summer peak tourist season.

## Existing Conditions:

### Inventory of Streets and Rights of Way:

The street rights of way is a significant designated land use within the Town of Surfside Beach. Approximately 305 acres of total land area, which is 27 percent of all developed land within Surfside Beach, is dedicated to the transportation system. There are 90 roadways within this network. Currently 19 of them are owned by the State of South Carolina. The major roadways in the Surfside Beach study area are US Highway 17 Business, Ocean Boulevard, Surfside Drive, Melody Lane, and 16<sup>th</sup> Avenue North. A brief description of each roadway is listed below. Although they are not located within the town limits of Surfside Beach, Glens Bay Road and SC 544 are also profiled due to their significance as major east to west arterial roadways in the South Strand area. Table 1 provides a summary of the basic characteristics of each of these roadways.

The Federal Highway Administration (FHA) utilizes a Functional Classification System to describe the character of service that a roadway provides within a transportation system. The Functional Classification System is based on a hierarchy of roadway types and is used to define the nature of travel channelization within a road network and to define the role that any particular road or street should play in serving the flow of trips through the road network. The FHA has developed an urban area Functional Classification System and a rural area Functional Classification System. The urban area Functional Classification System is used to describe the road network in Surfside Beach. Table 1 provides the Functional Classification System designation for each of the major roadways within Surfside Beach. Exhibit 1 outlines the Functional Classification System of the Surfside Beach road network.

Below is a brief description of each Functional Classification System designation used by the FHA:

***Principal Arterial** roadways are designed to serve the major centers of activity of a metropolitan area and to facilitate the highest traffic volumes within the system. Principal arterials should also carry the major portion of trips entering and leaving the urban area, as well as the majority of through movements desiring to bypass the central city.*

***Minor Arterial** roadways should interconnect with the local principal arterial system and provide trips of a moderate length. Within the minor arterial system there is a higher emphasis on land access than the principal arterial system, but ideally should not penetrate identifiable neighborhoods.*

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*Collector streets provide both land access and traffic circulation within residential neighborhoods, as well as other areas of ultimate destination. Collector streets should channelize traffic from these lower volumes areas and direct them to the arterial system.*

*Local streets comprise the remaining roadways within a network that are not designated as a higher functional classification. They serve primarily to provide direct access to abutting land. Through traffic movement is usually deliberately discouraged at this level of the road network.*

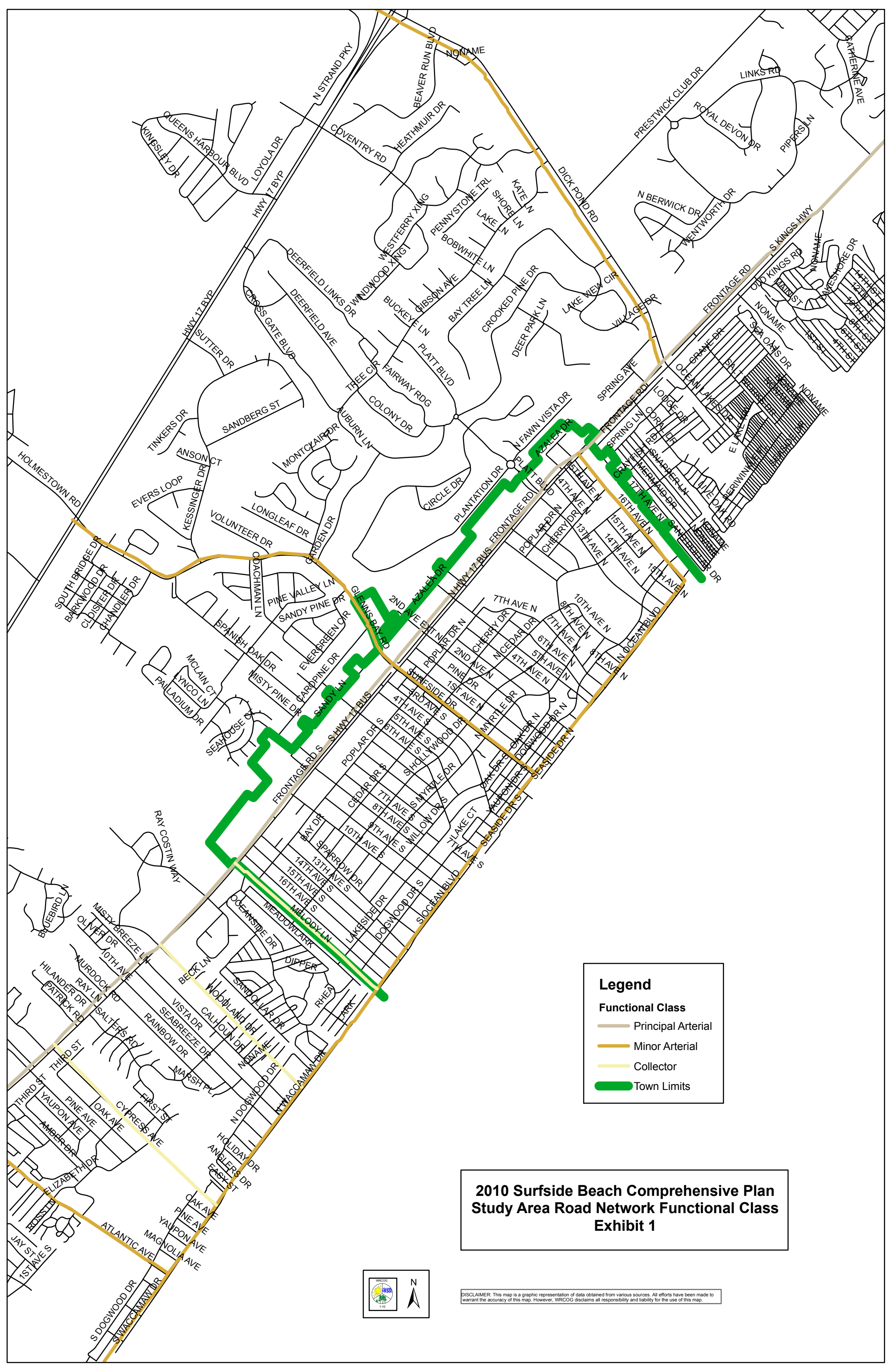
**US Highway 17 Business** is the principal arterial roadway that passes through the entire length of Surfside Beach. US Highway 17 Business is an important regional corridor that connects Surfside Beach to the communities of Garden City Beach and Murrells Inlet to the South and Myrtle Beach to the North. Along the southeast coast, US Highway 17 connects the cities of Virginia Beach, VA, Wilmington, NC, Myrtle Beach, SC, Charleston, SC, Savannah, GA, Jacksonville, FL, Orlando, FL, and Ft. Myers, FL. This route generates significant traffic flow year-round, but also experiences increased traffic volumes during the summer tourist season. Locally, US Highway 17 Business is the primary commercial retail corridor in Surfside Beach. The Surfside Beach Town Government complex is located along US Highway 17 Business as well.



Town Hall Complex on US Hwy 17 Business

The US Highway 17 Business road segment within Surfside Beach consists of a four-lane divided road corridor with a parallel two-lane frontage road along the west side of the roadway. Traffic counts along US Highway 17 Business typically range between 30,000-40,000 vehicles per day.

**Ocean Boulevard** is a two-lane roadway that runs parallel to US Highway 17 Business and stretches north to south through the entire length of Surfside Beach. It is the main roadway corridor that provides residents and visitors with direct access to the local beaches of Surfside Beach. The corridor has a wide range of land uses including oceanfront homes and condominium developments, retail commercial and restaurant establishments, hotels and motels, and the Surfside Pier, a popular community amenity within Surfside Beach. Most of the metered public parking areas in Surfside Beach are located along Ocean Boulevard. There is a continuous sidewalk network along the east side of Ocean Boulevard. The traffic

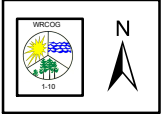


**Legend**

**Functional Class**

- Principal Arterial
- Minor Arterial
- Collector
- Town Limits

**2010 Surfside Beach Comprehensive Plan  
Study Area Road Network Functional Class  
Exhibit 1**



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counts along Ocean Boulevard have averaged approximately 3,000 vehicles per day over the last five years.

**Surfside Drive** is a two-lane roadway that runs west to east and is the main arterial roadway connecting Ocean Boulevard to US Highway 17 Business. Surfside Drive crosses over US Highway 17 Business and connects to Glens Bay Road, which is a major thoroughfare between US Highway 17 Business and US Highway 17. A small commercial district on Surfside Drive with professional offices, retail businesses, and restaurant establishments is located near the US Highway 17 Business intersection. Surfside Drive also provides the community access to the local library and Fuller Park, a popular public place within Surfside Beach. There are a number of residential side streets that intersect with Surfside Drive. There is also a continuous sidewalk network that stretches from US Highway 17 Business to Ocean Boulevard. On average, about 8,000 vehicles travel on Surfside Drive every day.

**Melody Lane** is a collector street that provides visitors access to Ocean Boulevard from US Highway 17 Business. Melody Lane intersects with Poplar Drive, Hollywood Drive, and Dogwood Drive; all residential collector streets of Surfside Beach. Traffic counts on Melody Lane have averaged 3,900 vehicles per day over the last five years.

**16<sup>th</sup> Ave. North** is the northernmost east to west minor arterial roadway in the Town of Surfside Beach. It provides visitors convenient access to Ocean Boulevard from US Highway 17 Business. 16<sup>th</sup> Avenue North intersects Dogwood Drive and Cedar Drive, both important north to south collector streets of the residential neighborhoods in Surfside Beach. There is a sidewalk that extends from Ocean Boulevard to US Highway 17 Business along 16<sup>th</sup> Avenue North. Over the last five years, traffic flow has averaged 2,300 vehicles per day on 16<sup>th</sup> Avenue North.

**Glens Bay Road** is a two-lane minor arterial roadway and an important transportation route that connects the center of Surfside Beach at US Highway 17 Business to US Highway 17 to the west. Glens Bay Road connects with Holmestown Road and continues west from US Highway 17 and intersects Highway 707 in the Burgess Community. There are a number of medium-density residential developments along Glens Bay Road with an increasing number of commercial properties being developed as well. A major long-term priority for this roadway corridor is to design it so that it can continue to handle excess traffic flow from US Highway 17 Business to US Highway 17 for travelers making longer trips in the Grand Strand region. Funding for improvements at the US Highway 17 Business intersection and to widen the roadway corridor has been dedicated for this specific purpose. In 2007, the average traffic volumes on Glens Bay Road between US Highway 17 Business and US Highway 17 were 16,100 vehicles per day.

**SC 544** intersects with US Highway 17 Business just north of the town limits of Surfside Beach in Horry County. It is a major east to west minor arterial roadway for South Strand motorists travelling to and from the western parts of Horry County, including the City of Conway. SC 544 is a five-lane roadway that connects US Highway 17 Business to US Highway 17, Highway 707 near Socastee, and SC 31 (a multilane limited access highway that extends north to SC 9 near the North Carolina state border). Continued growth along Highway 707 and recent improvements along SC 31 have spurred a major increase in traffic flow on SC 544 between US Highway 17 Business and US Highway 17. Average daily traffic counts have risen from 25,700 vehicles per day in 2000 to 38,500 vehicles per day in 2007.

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**Table 1  
Inventory of Major Streets, 2010**

Street Name	Number of Lanes	Road Width (in feet)	Classification	Ownership/Maintenance
US Highway 17 Business	Four (Divided)	50	Principal Arterial	SCDOT
SC 544	Five	50	Minor Arterial	SCDOT
Glenns Bay Road	Two	25	Minor Arterial	SCDOT
Ocean Boulevard	Two	22	Minor Arterial	Town of Surfside Beach
Surfside Drive	Two	18	Minor Arterial	Town of Surfside Beach
Melody Lane	Two	19	Collector	SCDOT
16 <sup>th</sup> Avenue North	Two	18	Minor Arterial	SCDOT

**Source:** *SCDOT and FHA, 2006 (Classification). WRCOG, 2009 (Field Assessment). Town of Surfside Beach, 2009-2014 Street Paving and Sidewalk Plan. (Ownership/Maintenance).*

### **Roadway Maintenance and Repair:**

The majority of roadways within the Town of Surfside Beach are owned by the town and maintained by the Public Works Department. Currently, there are 19 roadways in Surfside Beach that are owned by SCDOT. Progressively, the Town of Surfside Beach has taken over the ownership of many of the state-owned roadways; Ocean Boulevard being a notable example. The town aims to take over most of the remaining state-owned roadways in the next few years. The town has adopted a five year pavement and sidewalk maintenance plan that identifies priority roadways that the town plans to pursue for ownership. The five year maintenance plan also establishes a schedule of repair work needed on each of the roadways within the town. US Highway 17 Business is a major regional roadway corridor that is owned and maintained by SCDOT. This makes it impractical for the Town of Surfside Beach to take over the ownership of US Highway 17 Business. Therefore, it is necessary to continue to work with the state on maintenance needs along this corridor.

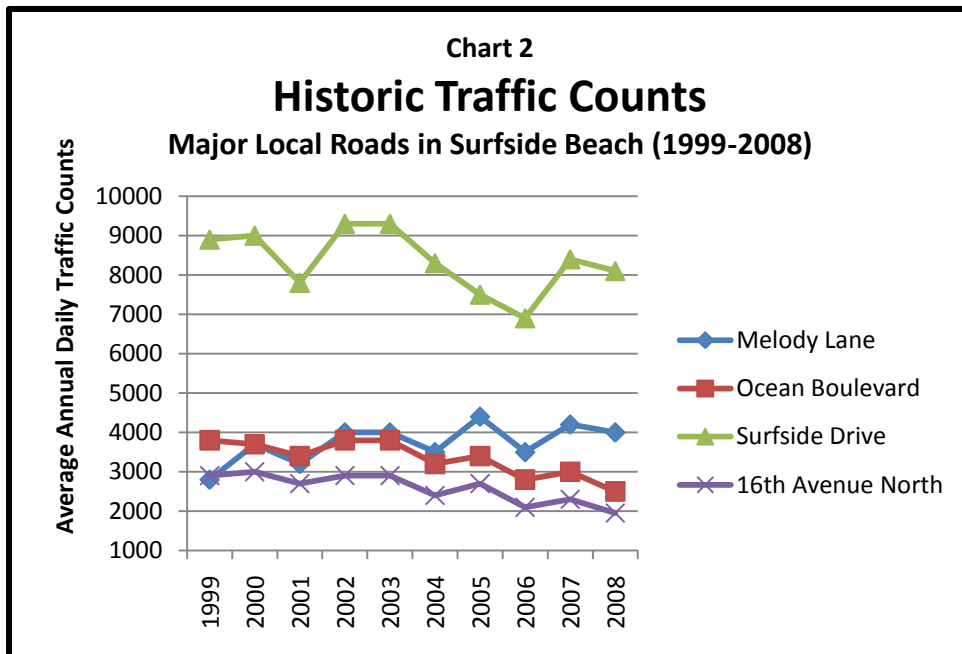
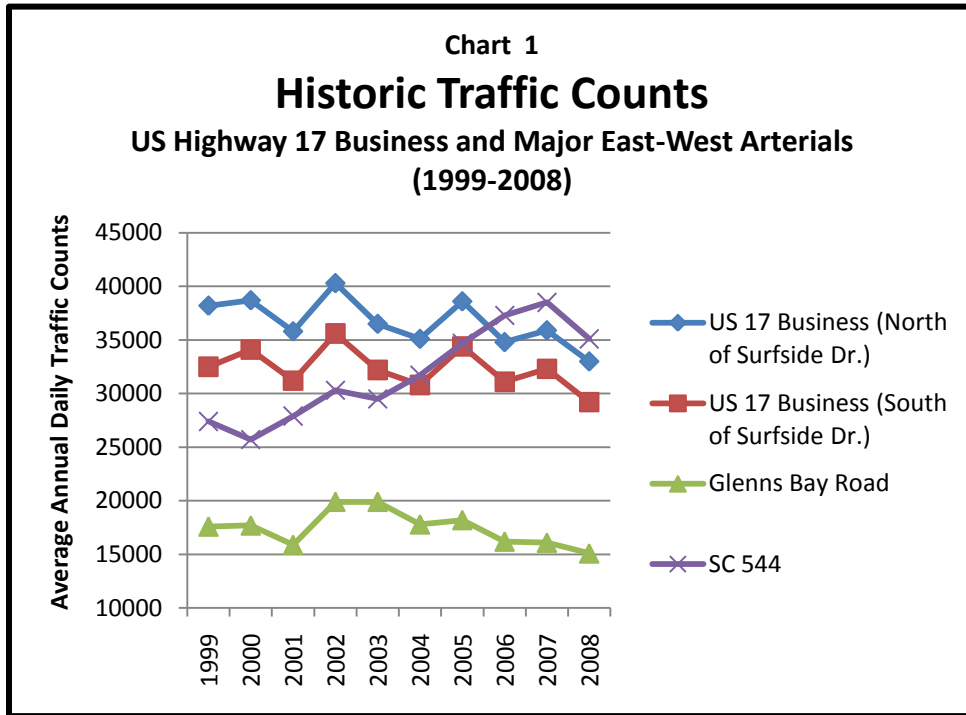
### **Historic Average Daily Traffic Volumes in Surfside Beach:**

The South Carolina Department of Transportation maintains a network of over 15,000 traffic count stations throughout the State of South Carolina. On an annual basis, each traffic count station is summarized and provides an average annual daily traffic count for that particular road segment. There are twelve stations that help transportation planners and project managers assess traffic flow trends in the Surfside Beach area.

The traffic volumes throughout the Surfside Beach road network have shown yearly variability, but overall the traffic volumes have remained relatively constant over the course of time. Traffic volumes have increased significantly on SC 544 over the last 10 years. The 2000 average daily traffic volume on SC 544 was 25,700. In 2007, average daily traffic volumes reached a peak decade high of 38,500 vehicles per day, a 50% increase in traffic volume over that time span. Historical trends indicate that among local roads, Melody Lane has seen the largest percentage increase in traffic volume over the last 10 years. Traffic levels on Melody Lane have increased by 43% since 1999.

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Chart 1 displays the 10-year traffic flow trends on US Highway 17 Business and the two major east-west South Strand arterials, Glenns Bay Road and SC 544. Chart 2 displays the 10-year traffic flow trends on the major streets within the town limits of Surfside Beach.





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Historic traffic count data is utilized to determine the Level of Service of a roadway. The Level of Service (LOS) is a categorical measurement based on the relationship between a roadway's designed motor vehicle capacity and the traffic demand along that roadway. Variables that factor into a roadway's LOS designation include speed and travel time, freedom to maneuver traffic interruptions, comfort, convenience, and roadway safety. The Transportation Research Board *Highway Capacity Manual* has developed LOS rankings that range from A-F. Each LOS ranking is described below:

*Level of Service A represents free flow. Individual users are unaffected by the presence of others in the traffic stream. Freedom to select desired speeds and to maneuver within the traffic stream is high.*

*Level of Service B is in the range of stable flow, but the presence of other users in the traffic stream begins to be noticeable. Freedom to select desired speeds is relatively unaffected, but there is a slight decline in the freedom to maneuver within the traffic stream from LOS A.*

*Level of Service C is in the range of stable flow, but marks the beginning of the range of flow in which the operation of individual users becomes significantly affected by interaction with others in the traffic stream. The selection of speed is now affected by the presence of others, and maneuvering within the traffic stream requires substantial vigilance on the part of the user.*

*Level of Service D represents high-density but stable flow. Speed and freedom to maneuver are severely restricted and the driver or pedestrian experiences a poor level of comfort and convenience.*

*Level of Service E represents operating conditions at or near the capacity level. All speeds are reduced to a low, but relatively uniform value. Freedom to maneuver within the traffic stream is extremely difficult.*

*Level of Service F is used to define forced or breakdown flow. This condition exists wherever the amount of traffic approaches a point that exceeds the amount that can traverse a point. Queues form behind such locations. Operation within the queues is characterized by stop-and-go waves. Vehicles may progress at reasonable speeds for several hundred feet or more, and then be required to stop in cyclic fashion.*

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Table 2 provides a summary of current Level of Service designations for major roadways in the Surfside Beach transportation system. Exhibit 2 displays the 2008 Average Daily Traffic Counts and the 2008 Roadway Level of Service for the transportation system in Surfside Beach.

Table 2				
Level of Service of Surfside Beach Roadways, 2008				
Street Name	Volume/Capacity(V/C) Ratio (2008)	LOS (2008)	2008 Average Daily Traffic Count	Ten Year Daily Traffic Count Range (1999-2008)
US Highway 17 Business (North of Surfside Drive)	0.98	C	33,000	33,000-40,300
US Highway 17 Business (South of Surfside Drive)	0.87	C	29,200	29,200-35,600
SC 544	1.42	F	35,100	25,700-38,500
Glenns Bay Road	1.39	F	15,100	15,100-19,900
Ocean Boulevard	0.23	A	2,500	2,500-3,800
Surfside Drive	0.75	C	8,100	6,900-9,300
Melody Lane	0.47	A	4,000	2,800-4,400
16 <sup>th</sup> Avenue North	0.18	A	1,950	1,950-2,900

**Source:** South Carolina Department of Transportation (*Traffic Counts*) and the *Highway Capacity Manual* (*Level of Service*).

### Transportation System Projections:

Future traffic projections help transportation planners and local officials determine areas within a transportation system that will likely need additional improvements in order to maintain an adequate level of service. There are a number of factors that will influence the actual traffic volumes over the course of a twenty year period. Population growth, economic development, land use patterns, transportation system investments, and transportation mode choice behavior will all impact the future road conditions in Surfside Beach.

Table 3 provides forecasts of future traffic volumes and projected levels of service for each of the major roadways in Surfside Beach. The first model, utilizes a linear regression (LR) trend analysis to project future traffic volumes. A linear regression model is based on observed historic traffic counts within the road network of Surfside Beach. This model utilized SCDOT traffic counts from 1989-2008. A linear regression model indicates future traffic counts if historic trends continue into the future. The second model, utilizes information incorporated into the GSATS Long Range Transportation Model. The GSATS model is in the process of analyzing the potential traffic impacts of the Southern Evacuation Lifeline (SELL) project. Since the date of completion for this highway corridor is uncertain at this point in time,

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the level of traffic volume impact analysis in the Surfside Beach transportation system is limited. Future updates of the Surfside Beach Comprehensive Plan should analyze the traffic volume impacts of the proposed SELL highway project. This is especially important because the preferred corridor alternative identified in the project's Draft Environmental Impact Statement will likely have a significant impact on the South Strand transportation system.

Both models indicate that the minor roads within Surfside Beach will likely be able to accommodate the projected twenty year traffic levels. The major regional roads, particularly the east to west arterials, are likely to experience a diminishing level of service in the future.

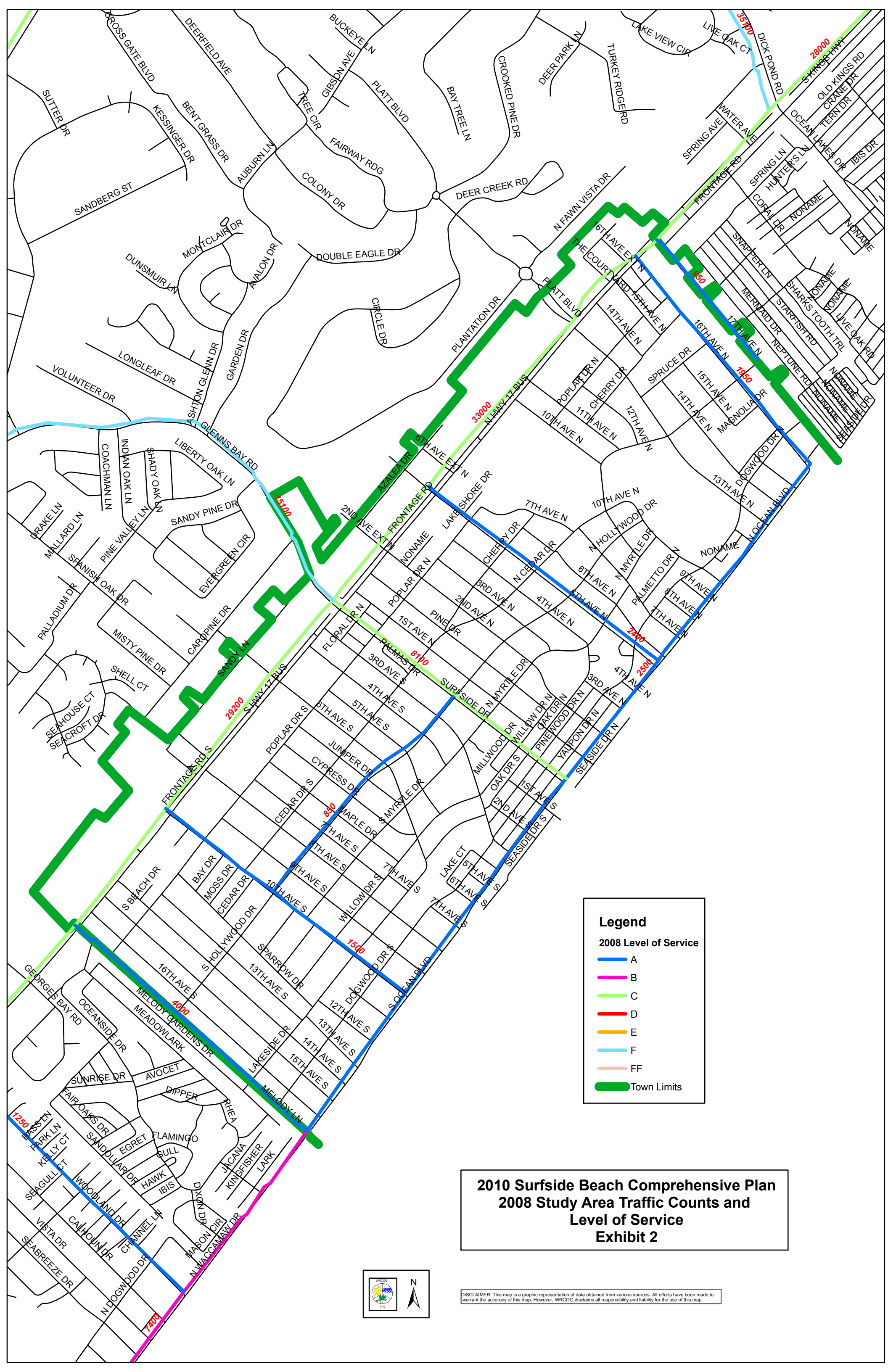
**Table 3  
Traffic Projections, 2010-2030**

Street Name	Model	2010	2010 LOS	2020	2020 LOS	2030	2030 LOS
US Highway 17 Business (North of Surfside Drive)	LR	35250	D	33750	D	32000	C
	GSATS			48818	F	54592	F
US Highway 17 Business (South of Surfside Drive)	LR	32750	C	33300	C	33850	D
	GSATS			48184	F	54448	F
SC 544	LR	40900	E	54000	F	67800	FFF
	GSATS			48658	F	51089	F
Glenns Bay Road	LR	16950	F	16815	F	16675	F
	GSATS			25906	FFF	27090	FFF
Ocean Boulevard	LR	2900	A	2310	A	1720	A
Surfside Drive	LR	8450	C	8460	C	8470	C
Melody Lane	LR	4450	B	5650	B	6750	C
16 <sup>th</sup> Avenue North	LR	2325	A	2000	A	1700	A

**Note on models:** *The projected counts for the linear regression (LR) model are based on historic SCDOT traffic counts, from 1989-2008. The GSATS model projects traffic counts for the main regional road corridors in Surfside Beach. It does not project traffic counts for the local roadways within the network.*

### **Pedestrian Facilities:**

The sidewalk system in Surfside Beach is concentrated along the Ocean Boulevard and Surfside Drive corridors. Sidewalk extensions off of Ocean Boulevard include, 16<sup>th</sup> Avenue North and 10<sup>th</sup> Avenue South. There are also long stretches of sidewalk that branch off of Surfside Drive, on Hollywood Drive and Poplar Drive, in both the North and South directions. There are sidewalks on both sides of the road along Surfside Drive from Poplar Drive to Seaside Drive. There are also double sidewalks along Ocean Boulevard from 2<sup>nd</sup> Avenue South to 1<sup>st</sup> Avenue North and from 10<sup>th</sup> Avenue South to Melody Lane. The network continues to expand through investments made by the Town of Surfside Beach and from funding received through the Grand Strand Area Transportation Study Transportation Improvement Program. The majority of the sidewalks within the Town of Surfside Beach are five to six feet wide. For the most part, the sidewalk infrastructure is in good condition. The sidewalks along Ocean Boulevard are heavily used, resulting in significant wear and tear over the course of time. The current sidewalk network has adequate connectivity and can be accessed fairly easily. The town has a good layout to continue to expand upon its



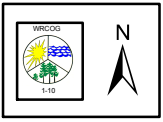
**Legend**

**2008 Level of Service**

- A
- B
- C
- D
- E
- F
- FF
- Town Limits

**2010 Surside Beach Comprehensive Plan  
2008 Study Area Traffic Counts and  
Level of Service  
Exhibit 2**

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current sidewalk infrastructure. Specific sidewalk needs will be discussed in the Transportation System Needs section of this element.

### **Public Parking Facilities:**

Parking demand within Surfside Beach is highest in the downtown area on Surfside Drive and along Ocean Boulevard, particularly in the vicinity of the Surfside Pier. There are twelve metered public parking areas along the Ocean Boulevard corridor, providing a total of 342 parking spaces. Of these, 15 spaces are dedicated to handicapped parking. The four largest parking areas are located at Yaupon Drive (64 spaces), Surfside Pier (46 spaces), 16<sup>th</sup> Avenue North/17<sup>th</sup> Avenue North (45 spaces), and 3<sup>rd</sup> Avenue North (36 spaces). During the peak tourist season of 2002, the four parking areas with the largest utilization rates were Surfside Pier (89%), 13<sup>th</sup> Avenue South/ Ocean Boulevard (63%), 3<sup>rd</sup> Avenue North (55%), and 6<sup>th</sup> Avenue North (53%). Total public parking space utilization for the peak season of 2002 was 40%.

Golf cart use has grown in popularity in Surfside Beach. It is estimated that approximately 13 percent of all households own a golf cart. A total of 138 golf cart parking spaces are available at all but nine of the 33 beach access points in Surfside Beach. An inventory of bike racks in Surfside Beach is not available. Bike rack installation should be encouraged at known activity centers in Surfside Beach. Providing bike storage in Surfside Beach can minimize the need for an automobile when making short in-town trips to local activity centers.

The downtown area of Surfside Beach on Surfside Drive has a total of 162 public and private parking spaces for the 27 businesses located in this district. Some parking problems identified in the downtown area include improper design, potential safety concerns, lack of pedestrian consideration, and a shortage of parking supply.

The future public parking needs in Surfside Beach is dependent on a number of factors. The permanent resident and tourist populations are expected to grow over the next 15-25 years. Ways to minimize the need to construct new parking areas include, to utilize existing parking areas more effectively, and to encourage the use of alternative modes of transportation such as golf carts and bicycles.

The Town of Surfside Beach recently conducted a Comprehensive Parking Plan to assess ways to best manage the current parking facilities within the community. The plan suggests ways to improve the enforcement of parking violations and methods to discourage parking in areas where parking is prohibited. The plan also looks at future parking needs by suggesting road design and parking configuration improvements in the downtown Surfside Beach area near Surfside Drive and Poplar Drive. In addition, the plan proposes that the town reach an agreement with the owner of Legends in Concert to utilize this commercial parking lot as a future shuttle bus service location during summer peak parking demand. The plan also outlines long range parking enhancements including the construction of a parking garage near the Surfside Pier.

Exhibit 3 provides a map indicating metered public parking area locations and the sidewalk network in Surfside Beach.

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## **Alternate Regional Transportation Facilities:**

There are several other transportation facilities that exist throughout the Grand Strand region that provide additional transportation services such as shipping, recreational travel, and other modes of transportation. A profile of each these amenities is provided below:

**Bus and Shuttle Service:** Coastal Regional Transportation Authority (Coast RTA) is the main bus and shuttle service provider for the Grand Strand region. Currently, Coast RTA owns and maintains a fleet of fifty vehicles and operates fifteen fixed bus routes, that provide riders access to the communities of Myrtle Beach, Surfside Beach, Garden City Beach, Murrells Inlet, Pawleys Island, Georgetown, Andrews, Conway, and North Myrtle Beach. Service is provided seven days a week and special discounts are available to senior citizens, students, and riders with disabilities.

Route #16 provides service to Surfside Beach and extends south to the City of Georgetown and north to the Myrtle Beach transfer station at 10<sup>th</sup> Avenue and Oak Street.

Greyhound Bus Lines is the largest intercity bus service provider in North America with 2,300 destinations. Although there is no bus terminal located in Surfside Beach, there are stations in Myrtle Beach and Georgetown.

**Airports:** The Myrtle Beach International Airport (MYR) is the closest commercial air terminal to Surfside Beach. Two smaller general aviation facilities are also located nearby. A profile of each of these facilities is provided below:

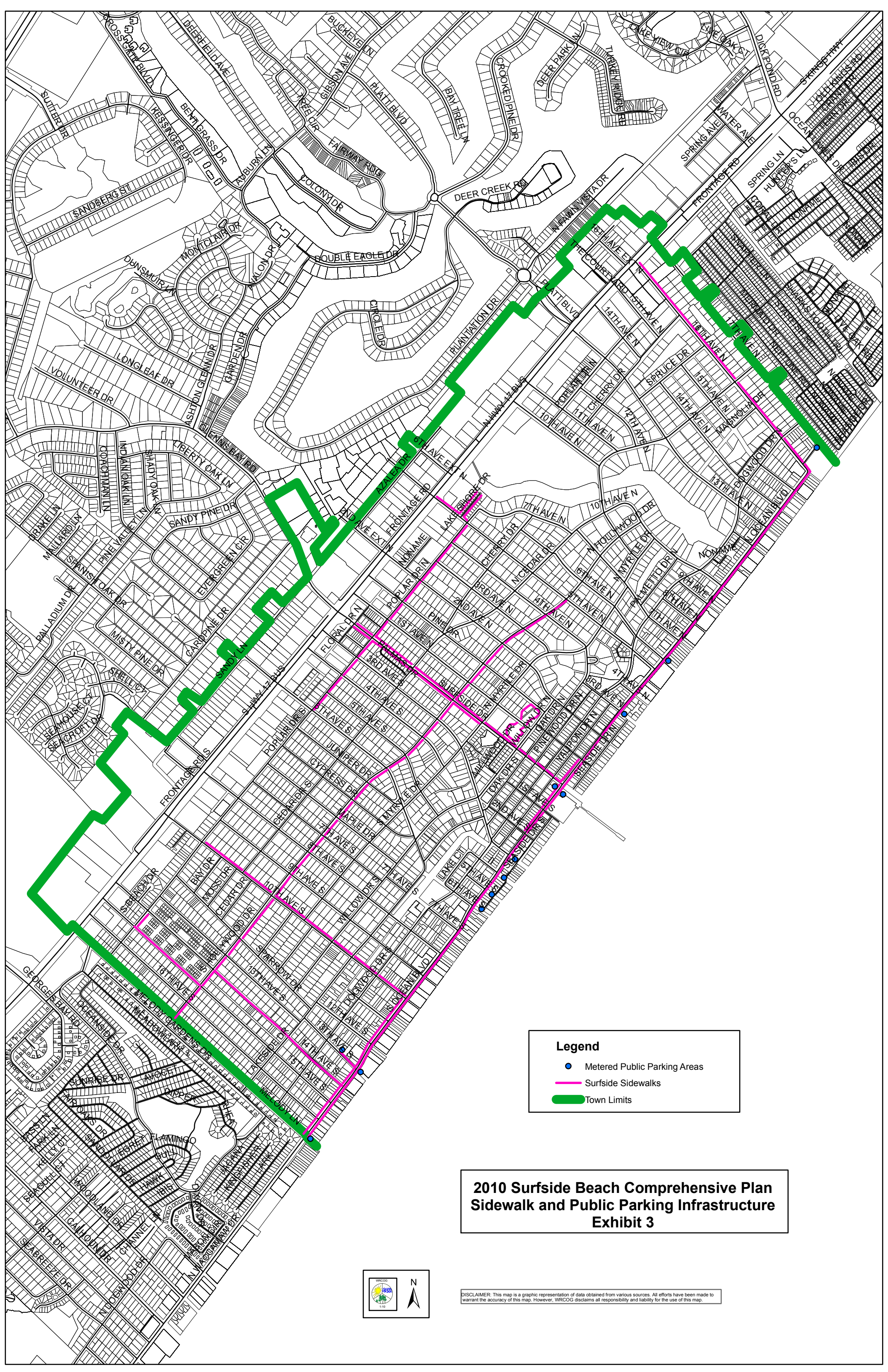
**Myrtle Beach International Airport (MYR):** The Myrtle Beach International Airport is conveniently located 9 miles north of the Town of Surfside Beach. MYR is owned by Horry County and is located on the former Myrtle Beach Air Force Base and consists of one 9,053' by 150' runway. The airport provides general aviation service and is also served by six commercial airlines with flights to twenty destinations throughout the country. Over 750,000 passengers utilize this airport annually. Shuttle and taxi service can easily accommodate residents and visitors to and from Surfside Beach.

**Conway-Horry County Airport (KHYW):** The Conway-Horry County Airport is located 23 miles west of Surfside Beach off of Highway 378 near Conway, SC. This general aviation airport is owned by Horry County and consists of one 4400' by 75' runway.

**Grand Strand Airport (KCRE):** The Grand Strand Airport is located 23 miles north of Surfside Beach in North Myrtle Beach, SC. KCRE is an unattended general aviation airport owned by Horry County with one 5996' by 100' runway.

**Rail Service:** There are no freight or passenger rail lines that provide direct service to the Town of Surfside Beach. Amtrak does provide passenger rail service to the coastal regions of South Carolina. The closest rail stations to Surfside Beach are located in Florence, SC (75 miles west), Kingstree, SC (70 miles southwest), and Charleston, SC (88 miles south). The primary routes that pass through the State of South Carolina are the Auto Train line, which extends from Washington, DC to Orlando, FL, and the Silver Service/Palmetto Line, which extends from New York City, NY to Miami, FL.

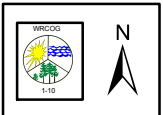
**Water Ports:** Two large commercial ports are located in the Coastal Carolina region. The Port of Wilmington, NC is located approximately 85 miles north of Surfside Beach and the Port of Charleston, SC is located approximately 88 miles south of Surfside Beach. A smaller port facility is located in



**Legend**

- Metered Public Parking Areas
- Surfside Sidewalks
- Town Limits

**2010 Surfside Beach Comprehensive Plan  
Sidewalk and Public Parking Infrastructure  
Exhibit 3**



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## 2010 Town of Surfside Beach Comprehensive Plan

Georgetown, SC, approximately 27 miles south of Surfside Beach. The Port of Georgetown is a dedicated breakbulk and bulk cargo facility, handling commodities such as steel, cement, aggregates, and forest products. The Port of Georgetown has convenient highway access to US Highway 17 and also has terminal access to a freight rail line owned by CSX. In addition to these commercial shipping ports, a popular recreation and commercial fishing boat port is located in Murrells Inlet, SC, only 6.5 miles from Surfside Beach.

### Planned Transportation Improvements:

Table 4 provides a list of transportation improvement projects that have been approved and will be under construction over the next few years.

<b>Table 4 Planned Transportation Improvements in Surfside Beach, SC</b>	
<b>Project Description</b>	<b>Timeframe/Status</b>
Glenns Bay Road improvements. Widen section between US 17 Business and US 17 Bypass. Extension of turn lanes at US 17 Business intersection also part of the project proposal.	Expected completion date: 2013
Glenns Bay Road/ Surfside Drive intersection sidewalk improvements.	Expected completion date: 2013
US Highway 17 Business/ 5 <sup>th</sup> Avenue North intersection improvements	Scope of project work has not yet been determined. 2010 (Funding is available to begin planning stage of improvements)
US Highway 17 Business intersection improvements between 13 <sup>th</sup> Avenue North and 16 <sup>th</sup> Avenue North	Exact location of project has not been determined. 2011-2015 (Dependent on GSATS TIP funding priorities)
US Highway 17 Business/ 10 <sup>th</sup> Avenue South intersection improvements	Determination of a signal warrant part of improvement assessment. 2011-2015(Dependent on GSATS TIP funding priorities)
US Highway 17 Business Landscaping	2011 GSATS
Hollywood Drive sidewalks from 3 <sup>rd</sup> Avenue North to 10 <sup>th</sup> Avenue North	2010 GSATS
Bus shelter installation at Town Hall complex on US 17 Business	2010 Coast RTA initiative
Poplar Drive sidewalks from 5 <sup>th</sup> Avenue North to 10 <sup>th</sup> Avenue South	Recent project in 2009
14 <sup>th</sup> Avenue South sidewalks from Poplar Drive to Ocean Boulevard.	Recent project in 2009
Melody Lane/ US 17 Business intersection signal improvements	Recently completed project through GSATS.
14 <sup>th</sup> Avenue South underground utilities project.	Recent project in 2009
Yaupon Drive parking lot	Recent project in 2009



## 2010 Town of Surfside Beach Comprehensive Plan

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Each of these projects will help improve some aspect of the transportation system in Surfside Beach. Future transportation improvement projects should complement the benefits that are expected from these investments so that the town can continue to fulfill the goals and objectives stated in this plan. Exhibit 4 displays the locations of these current planned improvements within the Surfside Beach transportation system.

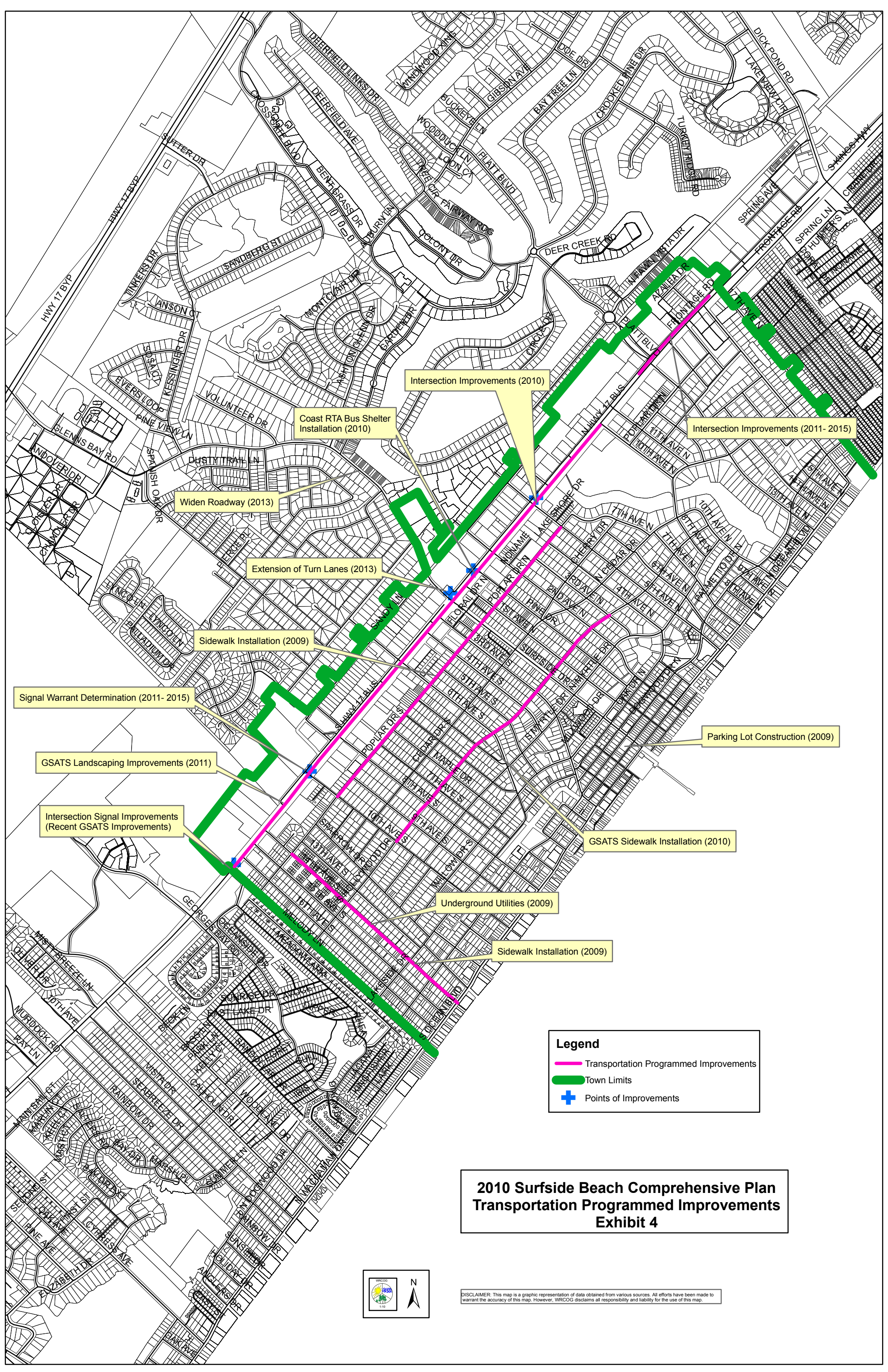


Yaupon Drive Parking Lot

### **Transportation System Needs:**

The transportation network is a dynamic system that requires a regular assessment of improvement needs and an ongoing maintenance program to keep the system operating at a functional level. Changes in transportation mode choice behavior can also lead to greater demands for alternative modes of transportation, shifting investment priorities in the transportation system. The analysis of existing conditions and public input helps to determine the future transportation needs for the Surfside Beach community. Below is a list of needs that have been identified:

- **US Highway 17 Business Corridor Improvements:** This well traveled roadway is the most important component of the Surfside Beach transportation system. Intersection improvements are scheduled for the Glens Bay Road/Surfside Drive intersection, 5<sup>th</sup> Avenue North intersection, 10<sup>th</sup> Avenue North intersection, and at the northern end of this road segment. There are several safety and traffic flow concerns along the frontage road that need to be considered during the planning phase of these intersection improvement projects.. Alternative designs for the frontage road should be explored. The US Highway 17 Business corridor aesthetics have been an ongoing concern for each of the communities in the South Strand for a long period of time. A new set of design standards should be implemented throughout the corridor.
- **Public Transportation:** The town needs to explore the feasibility of providing enhanced public transportation services for all segments of the population. A tourist bus shuttle service provided during the summer months could relieve traffic congestion along US Highway 17 Business and



Intersection Improvements (2010)

Coast RTA Bus Shelter Installation (2010)

Intersection Improvements (2011-2015)

Widen Roadway (2013)

Extension of Turn Lanes (2013)

Sidewalk Installation (2009)

Signal Warrant Determination (2011-2015)

GSATS Landscaping Improvements (2011)

Intersection Signal Improvements (Recent GSATS Improvements)

Parking Lot Construction (2009)

GSATS Sidewalk Installation (2010)

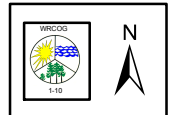
Underground Utilities (2009)

Sidewalk Installation (2009)

**Legend**

- Transportation Programmed Improvements
- Town Limits
- + Points of Improvements

**2010 Surfside Beach Comprehensive Plan  
Transportation Programmed Improvements  
Exhibit 4**



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## 2010 Town of Surfside Beach Comprehensive Plan

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minimize public parking limitations. Improved public transportation service could also increase access to employment opportunities for residents of Surfside Beach. Local businesses could also access larger labor pools in Horry and Georgetown counties. Senior residents could benefit greatly from transportation services that would assist them with their daily and weekly activities. Surfside Beach should allow Coast RTA to construct a bus shelter on US Highway 17 Business.

- **Roadway Aesthetics:** Aesthetics helps define the character of Surfside Beach. As mentioned above, aesthetic improvements along US Highway 17 Business should be coordinated with SCDOT and our neighboring communities. Public places such as Town Hall, Surfside Pier, neighborhood parks, and public parking areas should be furnished with attractive landscaping and signage.
- **2009-2014 Streets Paving and Sidewalks Plan Implementation:** The town needs to follow the schedule set forth in this document. As state maintained roads are transferred over to the Town of Surfside Beach, it will be necessary to ensure that the road conditions are properly maintained to increase the longevity of these roadways. Also assess other aspects of the transportation system as part of this maintenance plan, including landscaping needs, and bike and golf cart facility needs.
- **Ocean Boulevard Sidewalk Maintenance:** The sidewalks along Ocean Boulevard are a great amenity for the Surfside Beach community. The infrastructure is showing signs of wear and tear. There are several conflict points between pedestrians and motor vehicles pulling into driveways and parking lots. Future maintenance work and sidewalk upgrades should provide more protected space for pedestrians and address ADA accessibility issues.
- **Alternative Modes of Transportation:** Projects such as the East Coast Greenway could provide an impetus for a greater demand for alternative modes of transportation such as walking, biking, and golf cart use. Other investments should focus on the pedestrian and bike connectivity between the west side of US Highway 17 Business and Surfside Drive. This would greatly reduce the need for people to use a vehicle for short trips to the beach and to commercial areas on US Highway 17 Business. Bike rack installation at popular activity centers would encourage bike use and ensure security for bike owners. Establishing golf cart parking areas would greatly enhance the transportation system needs of golf cart users in Surfside Beach.

### **Long- Range Transportation Planning Opportunities:**

There are a number of long-term planning programs and projects that will influence the future characteristics of the transportation system in Surfside Beach. Each of these efforts will provide substantial benefits to the community of Surfside Beach. It is important for Surfside Beach to be aware of these activities and stay involved in the planning and implementation phases of these projects. A profile of some of these ongoing initiatives is provided below:

#### **Grand Strand Area Transportation Study (GSATS):**

The federal government has designated the Grand Strand Area Transportation Study as the Metropolitan Planning Organization for the Myrtle Beach Urbanized Area. GSATS conducts transportation and land use studies and works with SCDOT to help determine the long-term transportation improvement needs along the Grand Strand area. GSATS actively maintains a 25-year Long Range Transportation Plan for the metropolitan area and drafts an annual Unified Planning Work Program which identifies the transportation planning activities that are to be undertaken in support of the goals, objectives, and actions established in the 25-year Long Range Transportation Plan. GSATS works collaboratively with elected

# 2010 Town of Surfside Beach Comprehensive Plan

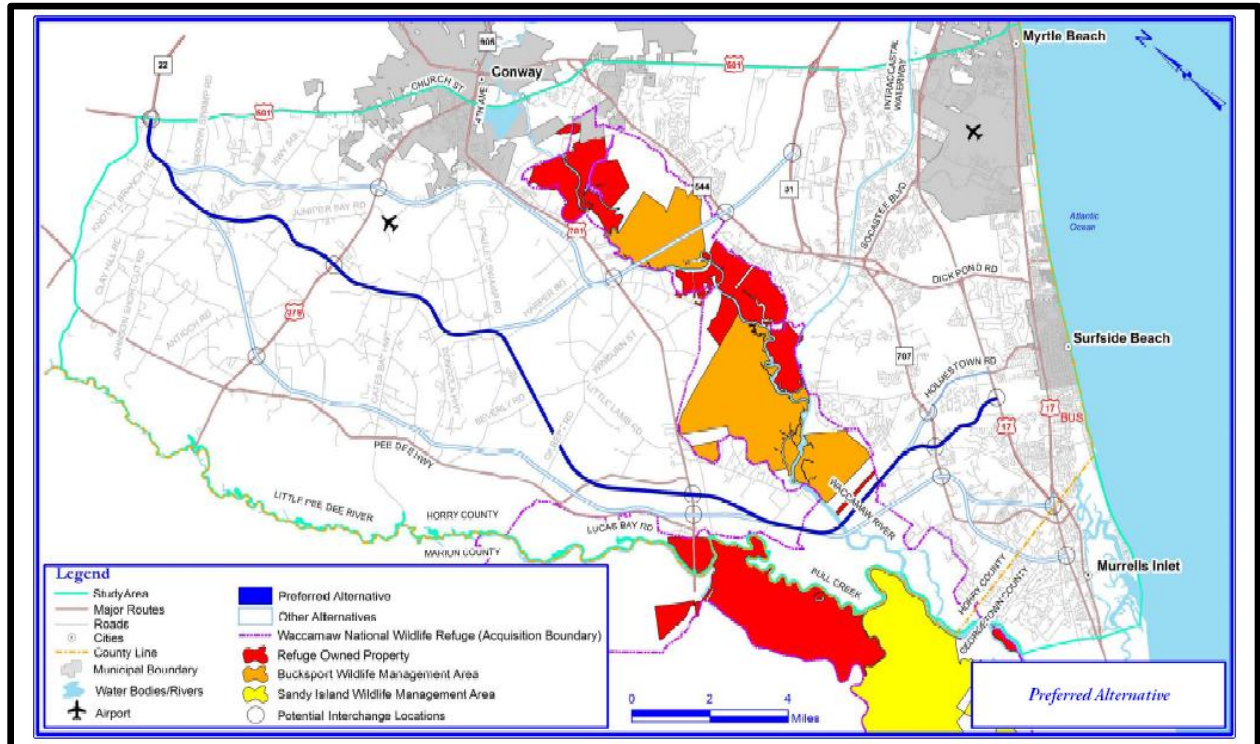
and appointed officials representing local, state, and federal governments in both short-term and long-term planning initiatives. GSATS also administers the Transportation Improvement Program (TIP), which allocates anticipated federal funding to local municipalities for identified needed projects. The Town of Surfside Beach is a recipient of TIP funding.

## Southern Evacuation Lifeline (SELL):

In 2006, SCDOT initiated the Southern Evacuation Lifeline planning project to study and recommend a new evacuation route specifically for the southern portion of the Grand Strand region. Previous hurricane evacuation studies have concluded that the southern Grand Strand area could be evacuated more effectively with an additional highway route that crosses the Waccamaw River. The SELL process investigated several alternative highway routes across the Waccamaw River between US Highway 501 and the City of Georgetown. A Draft Environmental Impact Statement was developed to analyze the impacts of constructing a new roadway corridor across the Waccamaw River. This process resulted in the identification of a preferred alternative route corridor

The proposed SELL route will benefit the Town of Surfside Beach in many ways. Of utmost importance, the SELL route will provide a faster and safer route inland during evacuation events. In addition, the SELL route will decrease traffic congestion during the summer peak tourist season. This project will also provide residents on both sides of the Waccamaw River increased accessibility to employment opportunities, emergency services, and many other community amenities.

A map of the preferred alternative route corridor is provided below:



A Final Environmental Impact Statement (FEIS) is required in order to proceed to the next stage of this transportation project. The FEIS will include a wetland delineation, an archaeological survey, and a threatened and endangered species survey along the proposed evacuation route corridor. SCDOT is

# 2010 Town of Surfside Beach Comprehensive Plan

awaiting funding to conduct the FEIS. This process is expected to occur within the ten year time horizon of the 2010 Town of Surfside Beach Comprehensive Plan.

## East Coast Greenway:

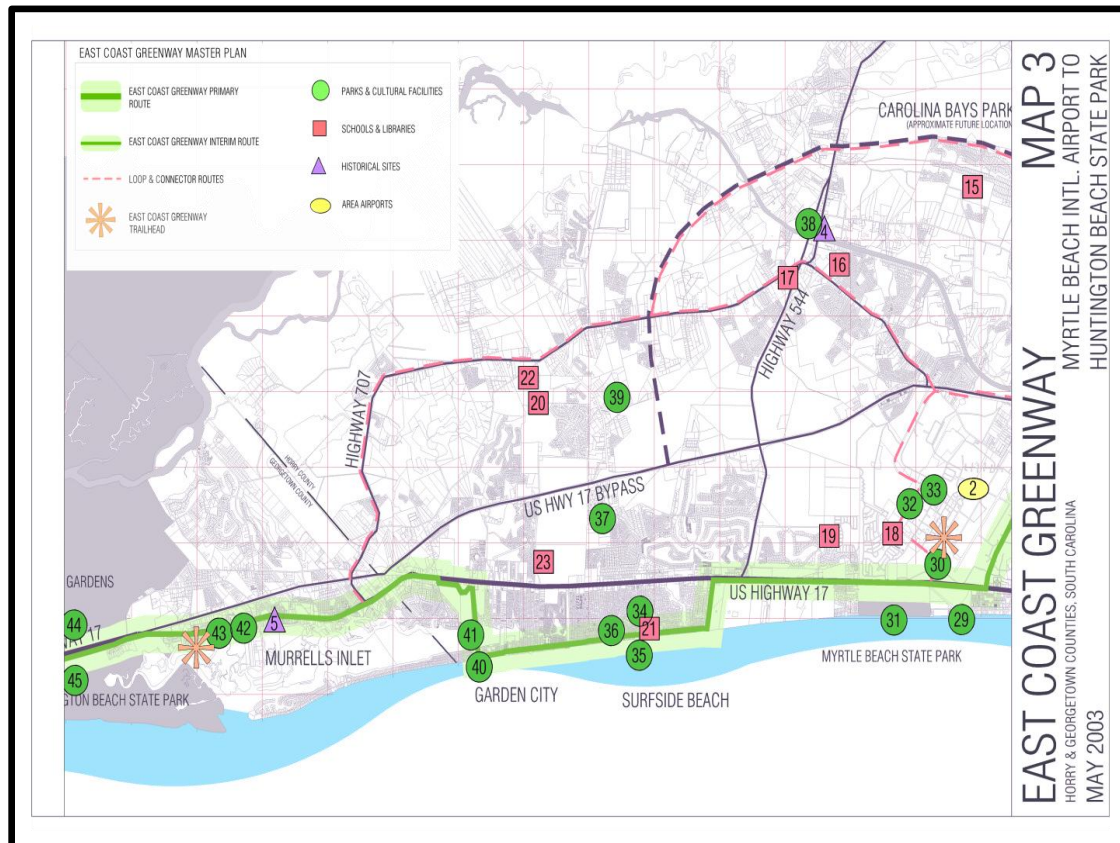
The East Coast Greenway is a national transportation project aimed at providing a 3,000 mile long traffic free transportation corridor along the east coast of the United States from the Florida Keys to Northern Maine. The East Coast Greenway will link communities all along the east coast and provide trail users with access to cultural sites and historic sites of interest throughout the trail network.

This alternative transportation route is intended to:

- Expand transportation choices and reduce roadway congestion.
- Improve air and water quality.
- Promote fitness by facilitating healthful activity and exercise.
- Improve quality of life for greenway users.
- Boost local economies as a new tourism amenity.

The design width of the East Coast Greenway corridor through Surfside Beach has already been approved and finalized. The final step to officially recognize the East Coast Greenway segment through Surfside Beach is to install signage and formally designate the trail route. Once this has been achieved, the Town of Surfside Beach can begin to promote the use of the East Coast Greenway and install greenway enhancements to suit the interest and needs of local users. The current proposed route of the East Coast Greenway passes through the Town of Surfside Beach along Ocean Boulevard.

Below is a map that displays the East Coast Greenway route through the South Grand Strand area:



# 2010 Town of Surfside Beach Comprehensive Plan

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## **Coastal Regional Transportation Authority:**

Coast RTA is a regional public transportation service company that provides bus service to communities throughout the Grand Strand region. Upcoming Coast RTA initiatives include a campaign to increase regional visibility by installing improved signage along bus routes and by expanding the distribution of Coast RTA literature. A new route has recently been launched that provides bus service from the Grand Strand area to the city of Charleston, SC. Coast RTA has also secured funding to construct new bus shelters, one of which will be placed at the Surfside Beach bus stop. Coast RTA has become an increasingly more attractive and comfortable mode of transportation for residents and visitors in the Grand Strand area.

## **Goals and Objectives:**

The 2010 Surfside Beach Comprehensive Plan will serve as a guide for local, regional, and state decision makers over the next ten years. This section outlines a vision of the future transportation system in Surfside Beach. Each goal and corresponding objectives address particular transportation system needs of the Surfside Beach community.

### **Goal #1: Coordinate the goals and objectives stated in the Transportation Element with other state and regional transportation plans.**

The Town of Surfside Beach is an interconnected transportation system that ties into the road networks of adjacent communities and into the regional transportation system as a whole. Many of the roadways in the Town of Surfside Beach are owned by SCDOT and the regional road network is highly dependent on federal highway funding. Therefore, it is important that the Town of Surfside Beach understands the context of the regional and state transportation systems. Staying actively involved in regional and state transportation planning processes will allow the Town of Surfside Beach to be an active stakeholder in projects that affect the community. Staying engaged in these partnerships will also help the town pursue the goals and objectives outlined in this element.

*Objective #1A:* Review all relative transportation studies and plans and provide a summary status report on accomplishments that have already been achieved by previous planning efforts.

*Objective #1B:* Partner with the Grand Strand Area Transportation Study and SCDOT to incorporate the goals and objectives of the Surfside Beach Transportation Element into regional and statewide transportation projects.

### **Goal #2: Improve the functionality, safety, and appearance of the US Highway 17 Business Corridor.**

US Highway 17 Business is the main arterial thoroughfare that passes through the Town of Surfside Beach. This roadway connects the Town of Surfside Beach to its neighboring communities and to the Grand Strand regional road network. US Highway 17 Business also serves as the main commercial corridor for the Town of Surfside Beach. There are specific issues that pertain to this important roadway that need to be addressed directly.

*Objective #2A:* Develop projects recommended in the 1999 South Strand US Highway 17 Business Corridor Study that complement the goals and objectives outlined in the 2010 Comprehensive Plan-Transportation Element.

## 2010 Town of Surfside Beach Comprehensive Plan

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*Objective #2B:* Survey business owners along the corridor to assess their transportation related concerns and partner with them in implementing strategies to improve the existing conditions along the corridor.

*Objective #2C:* Work with SCDOT on developing frontage road design alternatives to address aesthetic and safety concerns on the west side of US Highway 17 Business.

*Objective #2D:* Develop zoning standards that compliment pending corridor improvements in areas such as building setback, driveway separation and alignment, lighting, signage, and landscaping.

*Objective#2E:* Coordinate with Coast RTA to ensure the final desired location of the proposed bus shelter installation that is part of a regional initiative scheduled for 2010. Install proper signage and a bus route schedule to provide passengers adequate public transit information.



US 17 Business frontage road looking north from Glens Bay Road.



US 17 Business frontage road looking south towards Glens Bay Road.

### **Goal #3: Utilize land development regulations and the Surfside Beach Zoning Ordinance to guide the future roadway design and the functional characteristics of the transportation system.**

The zoning ordinance and the land development regulations are tools that help the Town of Surfside Beach guide the future development of the built environment within the community. Land use patterns strongly influence traffic flow and parking capacities within the transportation system. Well designed regulations can complement other strategies to manage the local transportation system. Proper construction material standards can also help reduce the long-term life cycle costs of transportation infrastructure investments.

*Objective #3A:* Develop zoning regulations that provide adequate driveway and curb-cut spacing in commercial and residential zoning districts to facilitate efficient traffic flow.

*Objective #3B:* Develop parking standards that meet the intended needs of each zoning district. Institute both minimum and maximum parking requirements for each type of land use.

*Objective#3C:* If mixed-use zoning districts are pursued in the future, include provisions for transportation facilities to meet the demands of residents, business owners, and retail consumers within these districts.

*Objective #3D:* Review the future land use plan to determine high development growth corridors. Identify proper transportation needs based on the predicted growth patterns.

## 2010 Town of Surfside Beach Comprehensive Plan

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*Objective #3E:* Develop roadway and paving material standards for new development to help reduce impervious surface coverage as a stormwater management strategy.

*Objective #3F:* Adopt development standards that aim to increase the durability and longevity of the transportation infrastructure.

### **Goal #4: Make community aesthetics a priority in all transportation improvement projects and initiatives.**

The transportation system is a major component of public space in Surfside Beach. The aesthetics of a roadway corridor or a parking lot strongly influence the experience of a visitor and the quality of life for local residents. Coordinating attractive roadway designs with other community aesthetic initiatives can help maintain a positive identity for the Town of Surfside Beach.

*Objective #4A:* Include citizen committees and other stakeholder groups in all transportation project visioning processes.

*Objective #4B:* Work with adjacent communities to establish region wide context sensitive design standards for major roadway corridors such as US Highway 17 Business.

*Objective #4C:* Continue to promote the façade grant program in the Town of Surfside Beach.

*Objective #4D:* Develop landscaping standards that help improve aesthetics along roadways and provide an adequate buffer between motor vehicle and pedestrian traffic.

*Objective #4E:* Develop sign regulations to ensure that new sign placements do not detract from the overall aesthetics of the community.



Beach access point- 1<sup>st</sup> Avenue  
North



## 2010 Town of Surfside Beach Comprehensive Plan

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### **Goal #5: Develop and update a long-term transportation system maintenance plan.**

Like any other public infrastructure investment, operation and maintenance costs need to be analyzed along with the initial capital costs of transportation improvement projects. Developing a 5-10 year maintenance plan will allow Surfside Beach to prioritize improvement projects and draft a corresponding budget that adequately funds both routine and long-term projects. It is imperative that the town update the maintenance plan annually to account for newly discovered improvement needs and current budget realities.

*Objective #5A:* Pursue, as funding and resources become available, the transfer of local streets and sidewalks' ownership from SCDOT to the Town of Surfside Beach.

*Objective #5B:* Annually rate and assess the town's streets and prioritize needed repairs and resurfacing projects.

*Objective #5C:* Coordinate with the Finance Department to develop a plan to fund projected transportation improvement needs.

*Objective #5D:* Seek innovative grant opportunities on the state and federal level. Partner with adjacent communities, as necessary, to become eligible for transportation projects.

*Objective #5E:* Implement the five year paving and roadway improvement schedule drafted by the Town Administrator and the Public Works Department.



Corner of Surfside Drive and Ocean Boulevard.

# 2010 Town of Surfside Beach Comprehensive Plan

## **Goal #6: Actively address existing and potential transportation related safety concerns.**

There are inherent safety concerns associated with all transportation systems. It is important to evaluate the local context of the Surfside Beach transportation system and incorporate safety measures that protect the safety of all transportation system users. The Town of Surfside Beach has a relatively high senior citizen resident population and a significant summer season visitor population. These factors along with all of the other demographic and geographic attributes of Surfside Beach should be an integral part of this analysis. There are specific safety mitigation strategies for each mode of transportation as well. Analyzing the interactions between pedestrians, bicyclists, motorcyclists, motorists, and golf cart users within the transportation system is also an important aspect of implementing an effective transportation safety program.

*Objective #6A:* On an annual basis, review all traffic accidents within the Town Limits and categorize them based on location, time of day, type of accident, etc.

*Objective #6B:* Incorporate traffic calming measures in locations of known safety concern. Explore all feasible traffic calming techniques including the installation of additional stop signs, speed tables, and raised crosswalks.

*Objective #6C:* At intersections identified as having safety concerns, explore roadway design reconfigurations such as sight triangle modifications and turn lane radius improvements.



Example of an intersection with well-defined crosswalks. This traffic calming technique signals to motorists that they are approaching an area with regular pedestrian traffic.



Example of a roadway that has been narrowed to discourage speeding.

## **Goal #7: Incorporate transportation system best management practices and design standards into major activity centers and transportation corridors.**

Within the Town of Surfside Beach, there are several locations that are major focal points of activity in the community. The Surfside Pier, City Hall, and the Fuller Park/Horry County library complex are areas owned by the town that serve valuable purposes for the community of Surfside Beach. The Town of Surfside Beach should incorporate transportation system best management practices within these areas to help encourage similar development practices in other activity centers within the community.

# 2010 Town of Surfside Beach Comprehensive Plan

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*Objective #7A:* Accommodate all modes of transportation at the Surfside Pier and other beach access areas.

*Objective #7B:* Provide adequate sidewalk infrastructure to residential neighborhoods and off-site parking lots adjacent to major activity centers.

*Objective #7C:* Install attractive wayfinding signage and street front landscaping at the Surfside Pier to serve as an example of high quality aesthetic enhancements to other development projects in the future.

*Objective #7D:* Incorporate ADA standards into the design of commercial development projects and all public buildings and places.



Surfside Pier



Fuller Park

**Goal #8: Work with all applicable municipal departments, neighboring communities, and the state government to effectively coordinate a mass evacuation plan.**

The proximity of Surfside Beach to the Atlantic Ocean provides the community with a natural setting that enhances the quality of life for residents and attracts visitors every year from around the country. The number of people that are drawn to the coast continues to grow at a significant pace. During the summer hurricane season, people are exposed to potentially serious risks in the event of an approaching tropical storm. Since the summer visitor population trends and natural disaster threats are similar in communities all along the Grand Strand region, a coordinated effort to safely evacuate people out of harm's way is absolutely necessary. The regional transportation system must be able to effectively handle the increased and sudden traffic flow buildup during an evacuation event. It is imperative that Surfside Beach participate in these regional efforts and ensure that the entire community is prepared in the event of an emergency.

*Objective #8A:* Stay actively involved in the Southern Evacuation Lifeline planning process.

*Objective #8B:* Create a system to identify all residents and workers in the Town of Surfside Beach that may need transportation assistance during an evacuation event.

*Objective #8C:* Develop a strategy to provide sufficient information to residents and tourists prior to, during, and after an evacuation event.

**Goal #9: Assess the long-term transportation needs of the growing senior population.**

The Town of Surfside Beach has always been a popular retirement destination for several obvious reasons. The natural beauty of the region and the year round warm weather allows senior residents to live an active and fulfilling retirement life. About 19.5 percent of the Surfside Beach population is 65 years or

## 2010 Town of Surfside Beach Comprehensive Plan

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older, well above the national average of 12.4 percent. Transportation services and initiatives aimed at the specific needs of seniors can significantly enhance the quality of life for this segment of the population.

*Objective #9A:* Solicit input from residents and specific stakeholder groups to generate ideas on meeting the transportation service needs and demands of the senior population.

*Objective #9B:* Invest in the sidewalk and bike lane infrastructure to make Surfside Beach an attractive, healthy, and active retirement community.

*Objective #9C:* Conduct an inventory survey of handicap accessible parking spaces and other related community amenities and draft a community-wide needs assessment.

### **Goal #10: Develop projects that encourage the use of alternative modes of transportation such as walking, biking, golf carts, and public transit.**

Exploring alternative modes of transportation has been an emerging area of research and program development in the transportation field over the last few years throughout the country. Studies have shown the correlation between the loss of economic productivity due to traffic congestion and long commuting patterns. Researchers also believe that sole reliance on automobile transportation has contributed to public health concerns such as obesity. Finally, there is also a growing societal debate about the possible impacts our transportation mode choice behavior has on the local and global environment. For most citizens, their basic desire is to have multiple choices on how to get around. Accommodating the demands for all transportation mode choices allows residents to determine what the best mode of transportation is for each particular activity they engage in.

*Objective #10A:* Incorporate bike parking rack installation requirements as part of the Town's Development Regulations, for major developments.

*Objective #10B:* Utilize the pedestrian and bicycle level of service standardized system developed in the forthcoming Long Range Transportation Plan update drafted by GSATS. Utilize this information to prioritize sidewalk and bike lane investments and determine the best corridors for the safe and efficient flow of sidewalk and bike lane users.

*Objective #10C:* Improve major intersections along Highway 17 Business to increase pedestrian and bicycle accessibility to residential and commercial areas west of Highway 17 Business.

*Objective #10D:* Investigate the potential for a public transportation system (i.e. shuttle service), specifically geared towards the seasonal tourist population to help minimize problems related to parking availability and beach related traffic congestion. Partner with Coast RTA and other nearby municipalities to determine the feasibility of this type of program.

*Objective #10E:* Install signs and designate the East Coast Greenway, and actively promote its use.

*Objective #10F:* Install proper signage to ensure that golf cart users are fully aware of regulations such as parking restrictions, sidewalk restrictions, night time use restrictions, etc.

*Objective #10G:* Regularly enforce all SC golf cart regulations and actively inform tourists of the regulations that exist in Surfside Beach.

*Objectives #10H:* Draft a long-term golf cart management plan. The plan should address the infrastructure needs, safety concerns, parking needs, and proper ordinances to effectively manage a golf cart transportation system.

### **Implementation Strategy:**

Designing a specific course of action is critical to achieving the goals and objectives stated in this element. The following is an implementation guide that provides a suggested timeframe and a designated

## 2010 Town of Surfside Beach Comprehensive Plan

entity that is responsible for implementing activities to achieve these goals. Where possible, the activities associated with achieving the goals and objectives stated in this element should be coordinated with the activities aimed at meeting the goals and objectives in the other elements of this comprehensive plan.

<b>Goals and Objectives Implementation Strategies</b>	
<b>Focus Area</b>	<b>Activities</b>
System Maintenance and Functionality	<p>A. The Town of Surfside Beach will be reviewing and updating the Zoning Ordinance and Land Development Regulations in the next year. Coordinating regulations such as pavement material standards, setback requirements, parking requirements, curbcut spacing, and sign regulations with the goals and objectives stated in the Comprehensive Plan will provide the Town with the ability to guide the appropriate land use patterns and roadway design criteria in the future.  <b>Duration:</b> Implement Zoning Ordinance and Land Development Regulations immediately upon final adoption.  <b>Initiator:</b> Planning Commission and Town Council.</p> <p>B. Implement recommendations outlined in the 2009-2014 Street Paving and Sidewalk Plan. Incorporate additional information into an annual update of this plan, including a pedestrian and bicycle Level of Service analysis.  <b>Duration:</b> Update Annually.  <b>Initiator:</b> Town Administrator, Public Works Department, Town Council. Consult with Finance Department as necessary.</p>
Roadway Aesthetics	<p>A. There are a number of stakeholders and potential funding sources for developing an aesthetics improvement initiative. Solicit input from the business community and citizen interest groups.  <b>Duration:</b> Within one year and continually thereafter.  <b>Initiator:</b> Both private and government entities.</p> <p>B. Incorporate landscaping projects funded by GSATS into the 2009-2014 Street Paving and Sidewalks Plan. Make sure that the long-term maintenance of landscape improvements is scheduled into this document.  <b>Duration:</b> As needed  <b>Initiator:</b> Town Administrator and Public Works Department.</p> <p>C. Implement Zoning Ordinance and Land Development Regulations that focus on landscaping standards and sign regulations.  <b>Duration:</b> Continually  <b>Initiator:</b> Planning Commission, Town Council, Code Enforcement.</p>

## 2010 Town of Surfside Beach Comprehensive Plan

	<p>D. Pursue a GSATS Enhancement Grant to improve aesthetics on US Highway 17 Business.  <b>Duration:</b> Within one year.  <b>Initiator:</b> Town Administrator</p>
<p>Safety</p>	<p>A. Incorporate a traffic calming needs assessment into the 2009-2014 Street Paving and Sidewalks Plan.  <b>Duration:</b> Conduct assessment within the next two years and incorporate into the regular five year maintenance plan thereafter.  <b>Initiator:</b> Town Administrator and Public Works Department.</p> <p>B. Include crosswalks and other safety features in the upcoming intersection improvement projects scheduled along US Highway 17 Business.  <b>Duration:</b> During project design phase.  <b>Initiator:</b> Town Administrator and Public Works Department in coordination with SCDOT and GSATS.</p> <p>C. Conduct a handicap parking needs assessment in Surfside Beach. Incorporate this assessment into the 2009-2014 Streets Paving and Sidewalks Plan.  <b>Duration:</b> Conduct assessment within the next two years and incorporate into regular five year maintenance plan thereafter.  <b>Initiator:</b> Town Administrator and Public Works Department.</p>
<p>Alternative Modes of Transportation</p>	<p>A. Dedicate the East Coast Greenway and install signs to designate its route in Surfside Beach.  <b>Duration:</b> Within the next two years.  <b>Initiator:</b> Town Administrator and Town Council</p> <p>B. Incorporate bike rack installations for major developments in the update of the Zoning Ordinance and Land Development Regulations.  <b>Duration:</b> Within the next twelve to eighteen months. Implement continually thereafter.  <b>Initiator:</b> Planning Commission and Town Council.</p> <p>C. Conduct a survey to assess demand for public bus transportation service amongst students, seniors, employees, tourists, and local residents. Work with Coast RTA to assess feasibility of providing summer shuttle service for tourists and bus route service to the Surfside Pier.  <b>Duration:</b> Within the next two-three years. Make final conclusions on feasibility of public transportation projects shortly thereafter.</p>

## 2010 Town of Surfside Beach Comprehensive Plan

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	<p><b>Initiator:</b> Town Administrator in cooperation with Coast RTA.</p> <p>D. Assess new opportunities for expanding the sidewalk network in Surfside Beach. Continue to use the 2009-2014 Streets Paving and Sidewalks Plan as a guiding document.</p> <p><b>Duration:</b> Update annually. Seek funding sources continually.</p> <p><b>Initiator:</b> Town Administrator and Public Works Department.</p>
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