

## **Bon Secour Village Planned Unit Development**

PUD Modification request by Legendary Marine Center

### **INTRODUCTION**

The proposal contained herein seeks an amendment to the easternmost 22.65 acres of the Bon Secour Village Residential Planned Community (PUD 2006-09, Ordinance No. 1316). The PUD was originally adopted April 25, 2005 and amended August 31, 2006 with Resolution No. 4134-06.

Article 15 of the Zoning Ordinance for the City of Gulf Shores contains regulations for Planned Unit Developments (PUD). The stated purpose of the PUD is to,

...encourage flexibility in the design and development of land in order to promote its most appropriate use; to implement the goals of the Land Use Plan; to encourage Mixed-use developments; to facilitate the adequate and economical provision of streets, utilities and public spaces; and to preserve the natural and scenic qualities of open areas.

The Legendary Marine Center proposal meets the above stated purposes by continuing the intended mixed-use development within the PUD and reactivating the vacant marina previously built, but never opened.

The central feature of the proposed PUD amendment is a marine facility for dry storage of approximately 750 boats that can accommodate those very large vessels that most marinas cannot. The number of boats in storage is difficult to estimate as there may be times, for example, when large numbers of jet skis are stored with fewer large boats (or vice versa), producing a variable mix that greatly affects the total number of vessels in dry storage. The marine center will work in tandem with the rebuilt marina containing approximately 45 wet slips, fuel docks, and a new clubhouse. A unique feature of Legendary Marine Center is its “concierge” model that will afford members a full-service experience for their boating adventures. Boats under the Legendary umbrella will be serviced, maintained, fueled, and readied for motoring by experienced Marina staff—setting owners free to focus on the pleasures of the boating lifestyle without being tied down by servicing needs. Members will also enjoy access to the clubhouse and pool located on site adjacent to the Marina.

Other features of the site open to the public include a boat sales center and a 10,000 square foot restaurant with indoor and outdoor dining located near the clubhouse. The restaurant and clubhouse are connected to the marina by an open beach area and paved walkways. Mixed-use development adjacent to Waterway West Boulevard is planned for future phases and represented conceptually within this amendment but is to be detailed in subsequent proposals along with future development on a 5.64-acre parcel to the west encompassing the remainder of the Bon Secour Village PUD.

The proposed marine center, restaurant, and mixed-use development are fully consistent with the most appropriate use of the site given its highly desirable location on the north side of the Intracoastal Waterway. The PUD amendment will benefit the Gulf Shores community immensely by bringing dynamic, active uses to a site that, despite an auspicious beginning, has sat vacant and underutilized for more than a decade. The uses proposed are also consistent with the intent of the original PUD and will help fulfill its vision. Careful attention to architectural and landscape design will ensure pleasant views for those traveling along the Intracoastal or residents of homes located on its south side. The sales center will create an attractive front to the storage facility and visual screening from Waterway West Boulevard.

## **CHARACTER AND INTENDED USE**

Legendary Marine Center will perform a functional value to the community and raise the bar to set a new “Club” standard for the boating community of Gulf Shores. The availability of services and boats—which normally require owning a waterfront home for dockage, a high maintenance wet slip, and in many cases hired captains—will draw more boaters to Gulf Shores to live and recreate while also benefiting current and future residents.

The proposed marina complex is designed to handle both smaller and medium size boats similar to other existing dry storage facilities in the market. However, no existing facility in the region offers the variety of services, amenities, and lift capabilities to store and service the new larger boats popular with many of today’s boaters. This capability sets Legendary Marine Center apart and will enhance Gulf Shores’ draw as a destination.

At the heart of Legendary Marine Center’s business model is the offering of additional services, capabilities and concierge services that take the hassle and work out of boating. These services will allow members of Legendary Marine Center to spend their time on the water and not in repair shops or preparing for or cleaning their boat after use. This means their valuable time can be spent on the water, dining at restaurants, and enjoying the Gulf Shores local scene.

In addition, radical changes to pleasure boating made over the past few years through technology drive systems have paved the way for owners to captain their own larger boats. This saves owners the expense and loss of privacy that comes with a hired captain. However, most marina storage facilities cannot lift these longer and heavier boats, but Legendary Marine Center can, and we will.

Communities that cater to the boating lifestyle have seen significant increases in occupancy for existing and newly built marinas in recent years. Dry boat storage is at near capacity and in many instances, not available at all. This situation is consistent throughout Florida and particularly true on the Gulf Coast. The shortage of boat storage is even more acute for large boat lift capacity marinas, of which there are currently only three in Florida, one being Legendary Marina in nearby Destin.

In addition, the availability of quality marine service and dockage is driving housing demand in surrounding neighborhoods like that experienced in the 1980s with golf course-oriented development. The quality of the course, the designer's reputation, and services offered by the Club determined the price of lots and resultant value of the homes built. The same can be said for quality marinas. Currently, Destin's Legendary Marina has over 250 boats in storage valued up to \$250,000; over 150 valued at more than \$400,000; and many more boats valued in excess of \$750,000. These boat owners can afford to, and do, buy expensive homes near the marina where prices are now at an all-time high.

The proposed Gulf Shores' Legendary Marine Center will offer many of the same amenities and services that have brought the Destin Marina national acclaim. This sister marine center has been repeatedly awarded as the number one dry stack marina in the nation by the industry. We believe Legendary's Marine Center will attract affluent boaters to the Gulf Shores area and add a whole new dimension and focus to the Intracoastal Waterway, increase property values, and drive demand for properties along the Waterway and northern parts of the City even higher.