



**SURFSIDE BEACH PLANNING & ZONING COMMISSION
TOWN COUNCIL CHAMBERS
PUBLIC HEARING – ENTERTAINMENT DISTRICT
DECEMBER 5, 2017 ♦ 5:00 P.M.**

CALL TO ORDER. Chairman Abrams called the public hearing to order at 5:00 p.m. Commission members present: Chairman Abrams, Vice Chairman Seibold, and members Gambino, Johnson, Lauer, Mastrosante and McKeen. A quorum was present. Others present: Town Administrator Fellner, Deputy Administrator Harrah, and Event Supervisor Debbie Ellis.

Deputy Town Administrator presented the ordinance for the public's edification, including amendments. This matter was discussed by the planning commission and approved a recommendation to Town Council in June 2016. The commission and staff feel this is the right time for action considering the pier reconstruction. The ultimate success or the validity of this district must address the concerns about the commercial properties owners and the town residents. The proposed the E Entertainment District is a small section of the C3 amusement district, which the boundaries of Surfside Drive South to 1st Avenue South and from the Atlantic Ocean to include the Yaupon parking lots. It is critical to understand that there are no new uses being established within this rezoning of a small section. They already exist in the C3 amusement district. The provisions for restaurants and other dining establishments with open outdoor dining is already established under Section 17-395 Use Table. The current zoning is a C3 amusement district, which allows for mixing of certain specific land uses where both the accommodations and limited business uses are competing for the land, and accelerated transition in the evidence of. The E Entertainment District allows for small pedestrian orientated commercial environment where additional dining and entertainment venues will complete the pier area as a destination. The town values its vibrant economy and walkable commercial areas. Through this rezoning the town will ensure that new commercial attractions when allowed will contribute to the pedestrian orientated public route. A properly regulated E Entertainment District would vitalize and enlighten the area; protect the intended C3 as commercial zone, and restrict residential uses in this zone. The creation of the E Entertainment Districts emphasizes a unified destination area that supports the interspersed connectivity among all businesses in the area. More pedestrian oriented pathways are in enhanced by the endorsements of ultimate travel methods. The issues of parking are always a concern for municipality that thrives on hospitality and accommodation industries. Parking may seem to create a problem; parking lot that Yaupon has 69 spaces. The pier is 52, which provides hundred and 21 spaces. The average parking use from 5 p.m. to 7 p.m. for March 2017 was 12 spaces a day; for April 2017 was 28.8 spaces; and for May 2017 was 26.6 spaces; June 2017 was 69; July was 112; August was 52; September was 29, and October was 12. As you can see with 121 spaces on average is not full between five and seven. The C3 district is the only zone that has paid parking. No other commercial district has paid parking. The C2 central district business district provides minimal parking that promotes pedestrian oriented pathways. For those that are close to the pier they would like to have activities to go to in the evening. Promoting and marketing the E Entertainment District as a destination that one can walk adds value to the town. The town is a safe place to walk in the evenings as a result of the police department providing outstanding presence on Ocean Boulevard during the season with dedicated officers' response, as well as during the off-season, with outstanding response times. The rezoning creates a final product that would incorporate the various controls and safeguards for the value in the town entertainment area. I have a letter that was sent in that I want to read to you. Chairman Abrams asked that the letter be read as a public comment.

PUBLIC COMMENTS.

Mr. Harrah reading letter: This is dated November 27, 2017. Dear deputy administrator Harrah. My wife Linda and I purchased a townhouse located at 112-A South Seaside Drive in the Spring of 2003. In the time since then, we feel that we have lived next to an area that offers all the local restaurant, small shops, and hotels, and of course the Surfside Pier could offer while keeping the family beach motto

54 in the Town of Surfside beach intact. Our biggest fear about the E district is that the local flavor will be
55 lost to chain establishments that will create more problems with parking, noise, and crime than it could
56 ever be worth in the Town of Surfside Beach. We are located diagonally across from Scotty's Beach Bar.
57 Live entertainment in the on season is always a pleasure, but the increase in late-night and closing time
58 altercations between loud intoxicated patrons leaving Scotty's seems to be getting out of hand as the
59 years go by. We realize that Scotty's is not in the proposed the E district, but we are sure that we can
60 expect to have the similar establishments throughout the district and that is troubling us. With that said,
61 we oppose the establishment of the E district, but also realize that will more likely happen, given that we
62 have attached a study from Fort Myers Beach, Florida in addressing many of the issues we feel that
63 arises during the discussion of the establishing of the E district in the Town of Surfside Beach. What
64 protections can you expect and what resources will we have when problems arise. Please keep us
65 informed on this matter related to the E district. Yours truly, sincerely, Edwin S. Kotak, Jr. at 112-A South
66 Seaside Drive, Surfside Beach.

67
68 Ms. Carol Cook, 7th Avenue South: It's all about the parking. Some of you were on planning and
69 zoning when I was on planning and zoning, and that was the number one complaint from the people in
70 the business district. Mr. Harrah's numbers, I don't know how they were gained. If it was from parking
71 meters, but that can't possibly account for the people with stickers. I know that the big thing is
72 establishing a pedestrian way, but the first thing, no the second thing, the first thing the tourists do is
73 check into their rental. The second thing they do is rent a golf cart. They're not gonna walk. They're
74 gonna want to ride in their golf carts. When he talks about the parking, he didn't include how many cars
75 were parked at Sophia's; how many cars were parked at Bubba's; how many cars were parked at Pam
76 and Neal's [sic]. If you create this district and these businesses lose their parking, where are these
77 people going to go. You know it's not a thing that if you build it they will come. Perhaps they will come.
78 And when they can find a place to park there going to turn around and go someplace else. It's all about
79 parking and you have to think long and hard before you allow the businesses to eliminate their parking
80 places, because if they can't park they're not going to stay, and you want to expand the pier and add
81 another business. Again, where are these people going to park? Thank you.

82
83 Mr. Bill Howard: I'm a tenant on the pier. We have the restaurant, Surf Diner. I can understand
84 that the public might get a little concerned that when it says entertainment, I don't think anything is
85 going to really change in that district. There's really no land for anyone to even build on. I think; the way
86 I read this, it's more for just keeping the pier more accommodating to the tourists. The pier is only so
87 much space on it and it's not going to grow much bigger. It will probably remain the same; maybe a little
88 more if the city gets their way. A little more entertainment on the pier with maybe a banquet facility or
89 arcade or something, that's normal. I don't see anything in here for any outdoor entertainment or any
90 kind of; if any land does come available, I'm sure the city or a private entity would buy to create parking.
91 I think this is a great idea. It's normal for an area that has a pier, three or four restaurants, and hotel. I
92 think it's pretty normal, and needed. I appreciate y'all considering this. Thank you.

93
94 Chairman Abrams pointed out that this change prohibits building residential homes in the E
95 Entertainment District, which keeps the property for commercial use. There is no impact to existing
96 homes around the district.

97
98 Mr. Boyd Sadler, 8th Avenue South: I'm kind of a little against this, also, only because, again, like
99 Ms. Cook said, parking is an issue. Every time I come down the evening for the events, it's, parking a
100 premium. Whether we walked down, or whether we drive the golf cart down, it's a premium. It's just not
101 enough parking to support any more activity there, unless you going to incorporate a bus line in there. I
102 think it's kind of like a futile effort, Council wants and we want to keep it small. It should be small. It's a
103 small town. It's the family beach. Keep it family. I like to sit at a bar once in a while, but I just drink
104 soda, because I had to drive. If I walk, I don't want to get picked up by one of the men in blue, so, but
105 entertainment is great, but we just don't really have the space there. It's just getting; parking numbers
106 look good on paper, and I don't mean any disrespect to you sir, but the reality is there. Any given

107 weekend go down on Ocean Boulevard; down around up here, and it's really busy. A lot of people are
108 close enough to walk. Some people enjoy the loud music, you know, at their homes even though they're
109 a block or two away. I like music. When it's too loud, you gotta break the earplugs. Again, the parking,
110 tough is the biggest thing, unless you have some type of commuter shuttle, if the town can afford it, why
111 not put in all, maybe one of those really massive golf carts and hire somebody to drive around town
112 picking people up at the parking areas away from that area, and that's one way I can see it working,
113 because I hate to look 10 years from now and see a five story parking garage there, where the parking
114 exist now. To me that would be an eyesore for this town. That's all I have to say. Thank you.
115

116 Mr. Perry Gold, 718 Melody Lane: I am also the owner of Sophia's Ice Cream down on the Ocean
117 Boulevard, and I'd like to comment also on the parking issue down there. I don't think, again, no
118 disrespect, five to seven o'clock is not a really good time to take a consensus [sic] of what happens down
119 there at the pier, and if you stop and think about most people in the summertime when they're down
120 there, they get off the beach 5:30 or 6:00 o'clock at night. They go on the shower they come back down
121 to the pier to Surf Diner, to Bubba's, to Neil and Pam's, to Scotty's. We have four parking places behind
122 Sophia's, and I have two in front of Sophia's. In June, July, and August, I have 12 employees working for
123 me, and all 12 of those people cannot even park around my business to come to work. They park blocks
124 away. They have to walk. I have females, youngsters, and we end up having to walk them back to their
125 cars at night that are sometimes parked two or three blocks away. The Yaupon parking lot after eight
126 o'clock at night in the summer time is packed full. I think if you stop and you take a look at it and go
127 down there you can't find a parking place down there. We have golf carts parking on our sidewalk, it's so
128 busy down there. There is no parking down there. During the day the parking lots are full. I get it.
129 Everybody goes to the beach, but again at night after 7:30 or eight o'clock until 11 or 12 o'clock at night
130 that back parking lot is full and the pier parking lot, I'm sure most of the time as well. Again taken a
131 taken a survey from five to seven o'clock at night in March, April and May, I mean if you notice, too, I
132 think it was 112 spaces, I think you said in June or July. I don't remember the exact month but the
133 underlying all part of the summertime and entertainment district, which is where everybody is working to
134 the make their money for the season, and you bring more down there, you're going to have; there is no
135 parking already. I mean there's been nights where I've had my employees parking behind our building
136 and I've parked for five blocks away and had to walk to work. So, I again, if it were to go off that be
137 great but parking is a major issue that has to be addressed. Thank you.
138

139 Mr. Matt Scalise, Scalise Realty: We own several properties in the affected area, and I just
140 wanted trying to get up speed as far as what the ordinance includes, and what everything would entail,
141 and everything I've heard and learned, I was just going to say I feel like staff and town officials that have
142 tried to put this together, to me, should be commended for trying to put something together that makes
143 sense for the long-term of the well-being from an economic standpoint from the well-being of the town.
144 Based on the fact that, I don't know the exact percentage, but as I understand roughly 85-percent of the
145 tax revenue comes from the C1 and C3 or R3 districts along the beach, and the in the absence of finding
146 ways to generate more revenue either services are going to have to suffer or taxes are going to go up
147 significantly to maintain the same level of services, and if everybody wants to pay at the same level
148 services and not pay significantly more taxes, things like this just makes common sense based on the
149 geographics of Surfside. Surfside Beach is more or less boxed in as far as growth, as far as increasing
150 their tax base, and if you look at the; we are all familiar with the town's as far as the existing buildings
151 that are there, because as you know, a lot of the C3 is already developed in single-family homes, some of
152 which can accommodate six or seven or as many as eight or nine cars and there's no; even though
153 there's a building code that dictates how many car parking spaces that are supposed to have. There's
154 nothing that says they can have bring additional cars above and beyond that and in this affected area,
155 the entertainment district being proposed and you got the get the River City parking lot; the pier parking
156 lot, and the parking on Yaupon, and all the other buildings. It's not like; it's not a situation where there's
157 vast amounts of raw land yet to be developed in the wild, wild West. The lands already there. Most of the
158 buildings are already established, and one thing about thing to remember about, business are going to be
159 patronized for commercial purposes. The ones that are down there now that are grandfathered status.

160 Most people are wise enough to not want to change that change that status and tear those buildings
161 down and go up, because if they do, it can be less accessible and have accessibility issues, and less
162 patronage as a results of that. So as Mr. Howard mentioned, I don't perceive drastic changes in the area,
163 because most of what's there is already established, and I don't see the opportunity for significant
164 change. We've got the hotel there. That's going to happen as understand the hotel is going to have to
165 maintain their parking requirements based on the fact they're providing accommodations. Others are
166 providing existing or potential new businesses that would be patronized by people that can drive up or
167 walk up. There is a tremendous amount of density between the hotel and other condominiums,
168 condominiums and townhomes and single-family homes in such close proximity that when people talk
169 about having to park three or four or five blocks away to get there, there is a tremendous amount of
170 density that's within that same three or four block radius, they can just as easily walk there from
171 wherever they are staying. So there's a lot of walk-up business and patronage between the ice cream
172 place or the ice cream place or hotdog place or if there's a coffee shop or some other type of the
173 restaurant type business that can be patronized by people who don't necessarily need additional parking
174 because they're staying in such close proximity. So I think the town is to be commended. And as it shows
175 a lot of foresight and I think that by the time the hopefully the pier, the pier redevelopment comes
176 together and everything else that hopefully will come to pass over time as a result of some of these some
177 the standards that are being modified. All it's doing is just bringing more businesses in the Town of
178 Surfside Beach to join more revenue to basically maintain or enhance the levels, the standard of services.
179

180 Chairman Abrams called for any other comments and said she would wait just in case someone
181 changed their mind. After several minutes, there were no others wishing to speak.
182

183 **ADJOURNMENT.** Chairman Abrams explained the regular meeting would begin at 6:00 p.m.
184 and declared the public hearing adjourned at 5:24 p.m.
185

186 Prepared and submitted by,
187

188 _____
189 Debra E. Herrmann, CMC, Town Clerk

190 Approved: February 15, 2017.
191

192 _____
193 Mary Ellen Abrams, Chairman
194

195 Clerk's Note: This document constitutes minutes of the meeting that was digitally recorded, and is not
196 intended to be a complete transcript. Appointments to hear recordings may be made with the town
197 clerk; a free copy of the audio will be given to you provided you bring a flash drive. In accordance with
198 FOIA §30-4-80(E), meeting notice and the agenda were distributed to local media and interested parties
199 via the town's email subscription list. The agenda was posted on the entry door at Town Council
200 Chambers. Meeting notice was also posted on the town website at www.surfsidebeach.org and the
201 marquee.