Special Meeting September 8, 2014

Parking Committee Recommendations

Rights of Way

- Issue: Although there is an ordinance, prohibiting the placement of items in the right of way, numerous residential property owners throughout the town have placed items in the right of way to deter parking adjacent to their property.
  - Even during festivals and fairs that take place along Surfside Drive, property owners in the immediate area place makeshift bollards in the right of way to deter parking.
  - Even though the residential property owners do not own the right of way, they are the custodians of the right of ways and should have the right to decide if they want cars parking in front or in back or on the side of their property or not. They cut and irrigate the grass, pick up trash and debris and maintain the right of way for the town which saves the town from the added expense of doing it themselves.
- Recommendation: Allow residential property owners to place plantings or approved bollards in the right of way throughout town

Stickers for Nonresidential Property Owners

- Issue: Currently the town issues one seasonal parking sticker to non-resident residential property owners and additional stickers can be purchased for $40 each. This policy forces the non-resident residential property owner to choose between putting the sticker on their automobile or on their golf cart.
- Facts:
  - Non-residential residential property owners currently pay as much as 3 to 4 times the property taxes as a full time resident.
  - Non-residential residential property owners bring additional revenue through accommodations taxes, hospitality fees, creation of jobs for locals (e.g., pool maintenance, landscapers, house cleaners, rental agencies, etc.).
- Recommendation: That nonresidential property owners receive two seasonal parking stickers per year and additional stickers thereafter can be purchased for $40 each.

Removal of East Side Meters

- Issue: Very little room with sidewalk and limited spaces
- Recommendation: Remove all 41 meters on the east side of Ocean Blvd. for the following reasons …
  - Right of way is approximately 8 feet wide on the eastside of Ocean Blvd which allows no buffer zone between vehicles parking and pedestrians.
  - A considerable amount of pedestrians use the sidewalk that runs the length of Ocean Blvd on the eastside.
  - There is no curb between the right of way and the sidewalk to protect the pedestrians from vehicles parking at the meters.
  - There is limited line of sight from driveways, beach accesses and parking lots which causes a dangerous condition for drivers, pedestrians and golf cart operators because of the narrow right of way.

Removal of West Side Meters

- Issue: The committee has received numerous complaints about limited sight at intersections on Ocean Blvd. because of vehicles parked at meters located on the corners of intersections.
- Recommendation: Remove meters from the west side of Ocean Blvd at the intersections
  - This will benefit all, including permanent residents, second homeowners, tourists renting homes in the legal weekly rental zone and day trippers, because of increased line of sight when trying to turn onto Ocean Blvd.
  - Since there are numerous other parking meters on Ocean Blvd, along with multiple parking lots, this should have no negative impact on revenue or available parking spaces.

Locations for Meter Removal

NORTH SIDE

- N/W/C of 15th Ave N
- S/W/C of 13th Ave N
- N/W/C of 12th Ave N
- S/W/C of 10th Ave N
- S/W/C of 7th Ave N
- N/W/C of 6th Ave N
- N/W/C of 5th Ave N
- N/W/C of 4th Ave N
- S/W/C of 3rd Ave N

SOUTH SIDE

- N/W/C of Melody Lane
- N/W/C of 16th Ave S
- N/W/C of 15th Ave S
- S/W/C of 13th Ave S
- S/W/C of 9th Ave S
- N/W/C of 9th Ave S
- S/W/C of 8th Ave S
- N/W/C of 8th Ave S
- S/W/C of 7th Ave S
- N/W/C of 7th Ave S
- S/W/C of 6th Ave S
- N/W/C of 6th Ave S
- N/W/C of 5th Ave S
- S/W/C of 4th Ave S
- N/W/C of 3rd Ave S

Relocation of Meters

- Issue: If meters on the eastside of Ocean Blvd and on the west side of Ocean Blvd. at the corners of intersections are removed, where should the 65 meters go?
- Recommendation: Relocate to the following areas …
  - South side of 2nd Ave. N between Ocean Blvd. and Seaside Dr.
  - North side of 7th Ave. N between Ocean Blvd. and Dogwood Dr.
  - North side of 4th Ave. N between Ocean Blvd. and Dogwood Dr.
  - North side of 1st Ave. N between Ocean Blvd. and Yaupon Dr.
  - West side of Yaupon Dr. N between Surfside Dr. and 1st Ave. N
  - West Side of Seaside Dr. S at the Corner of 2nd Ave. S
- If the council agrees to the parking committee's recommendation for premium beach accesses, all golf cart spaces should be metered and the removed meters could also be used there.

Nonresident Parking Passes

- Question: Who would benefit from the passes?
  - Non-residents who lived in close proximity to Surfside Beach would be the greatest benefactors of seasonal passes.
  - Residents and nonresidential property owners along with tourists who rent legally within the town would receive no benefit whatsoever.
  - The Town of Surfside Beach might benefit slightly from the pre-payment of the seasonal passes and the possibility of purchasers not using the passes enough times to get their monies worth.

Nonresident Parking Passes

- Issue: What is the downside to issuing passes?
  - Increased use of the beach causing it to become crowded, dirty and unsafe.
    - In the last 6 years, construction of rental homes has almost come to a standstill and rentals for a 12 week period have been almost at full capacity for that period. Although the amount of people who rent in Surfside Beach has remained constant, the amount of people who use the beach has increased threefold. The development of residential communities in close proximity to Surfside Beach has caused this.
    - With further development of the area, this situation will only get worse.
  - The issuance of seasonal passes would only increase the amount of people who would use the beach on a daily basis which would cause crowding and also increase the amount of garbage left behind. People who pay a lot of money to rent homes in our town and pay hospitality fees and accommodation taxes might decide to rent homes in less congested areas.
- Recommendation: Considering the above information, it is the opinion of the committee that seasonal passes should not be issued in the near future.

Nonresident Parking Passes

- Issue: Should council decide to issue parking passes, the parking committee has discussed this topic at length for the past two years. The price of the pass, amount of passes issued, who would benefit from the issuance of these passes and the downside of issuing these passes to day trippers were all considered.
- Facts:
  - Currently weekly pass costs $40
  - Daily pass costs $8
  - Hourly rate is $1.25
  - The price for a seasonal pass to park at the beach at SC State parks (i.e., Myrtle Beach and Huntington) is $75
- Recommendation: Charge $75 or $100 preferably the latter because of the close proximity to the beach and access to all the amenities.

Nonresident Parking Passes

- Issue: How many passes should be issued?
- Recommendation: On a trial basis only issue 100 passes the first year and assess the impact at the close of the season.

Free Beach Access Areas

- Issue: Currently golf carts may park for free at any beach access where there is no pay station or parking meter and over the past several years some of these beach accesses have become crowded or filled to capacity at times. This has caused some full time residents to complain that they aren't able to use their favorite beach accesses (i.e., ones that have showers, are in close proximity to restrooms, are near lifeguards or are closest to their homes).
- The issue is mainly due to increased golf cart parking in the beach area which has increased significantly because …
  - Law was changed that a person can drive their golf cart four(4) miles from home instead of just two (2) miles
  - Rental golf cart businesses in SSB has increased threefold
  - The increased amount of parking meters in SSB which eliminated the free parking spaces on the street for automobiles
  - The tent ban in Horry County that SSB did not adopt has drawn many more day trippers with golf carts, especially on the north and south end of town (residents and renters from Ocean Lakes and Oceanside Village as well as others from Garden City Beach)

Free Beach Access Areas

- Recommendation: Two options available to council
  - Option #1 At all beach accesses, where there is no pay station or parking meters, all golf carts must have a SSB seasonal parking sticker.
    - This option would reserve the parking at beach accesses for residents and non-resident residential property owners.
    - All others which are mainly day trippers who live in communities close to SSB, would have to pay to park at a meter or pay station lot.
    - People who rent legally in SSB (within the rental zone which is two blocks wide on the south side and one block wide on the north side) who rent golf carts can drop off their beach gear at the accesses and take a short walk back to the beach or pay to park at a meter.

Free Beach Access Areas

- Option # 2 Designate certain beach accesses as premium. These beach accesses have the amenities that others do not such as showers, close proximity to rest rooms and/ or lifeguards and most of them are paved with bricks. In these beach accesses, meters would be placed at each of the golf cart spaces.
  - Residents and non-resident residential property owners who have seasonal parking stickers and would not have to pay.
  - All others, local day trippers and rental golf carts, would have to pay to park at beach accesses.
  - All other beach accesses would be free to park.
  - With the increased revenue from the premium beach accesses, the town could place more showers and pavers at other accesses which could then be upgraded to premium.
  - If the council selects Option #2, a further recommendation is that the following beach accesses be designated as premium because they already have showers installed and most are paved.
    - 14th Ave N
    - 8th Ave N
    - 2nd Ave N
    - 1st Ave N
    - 2nd Ave S
    - 7th Ave S
    - 10th Ave S

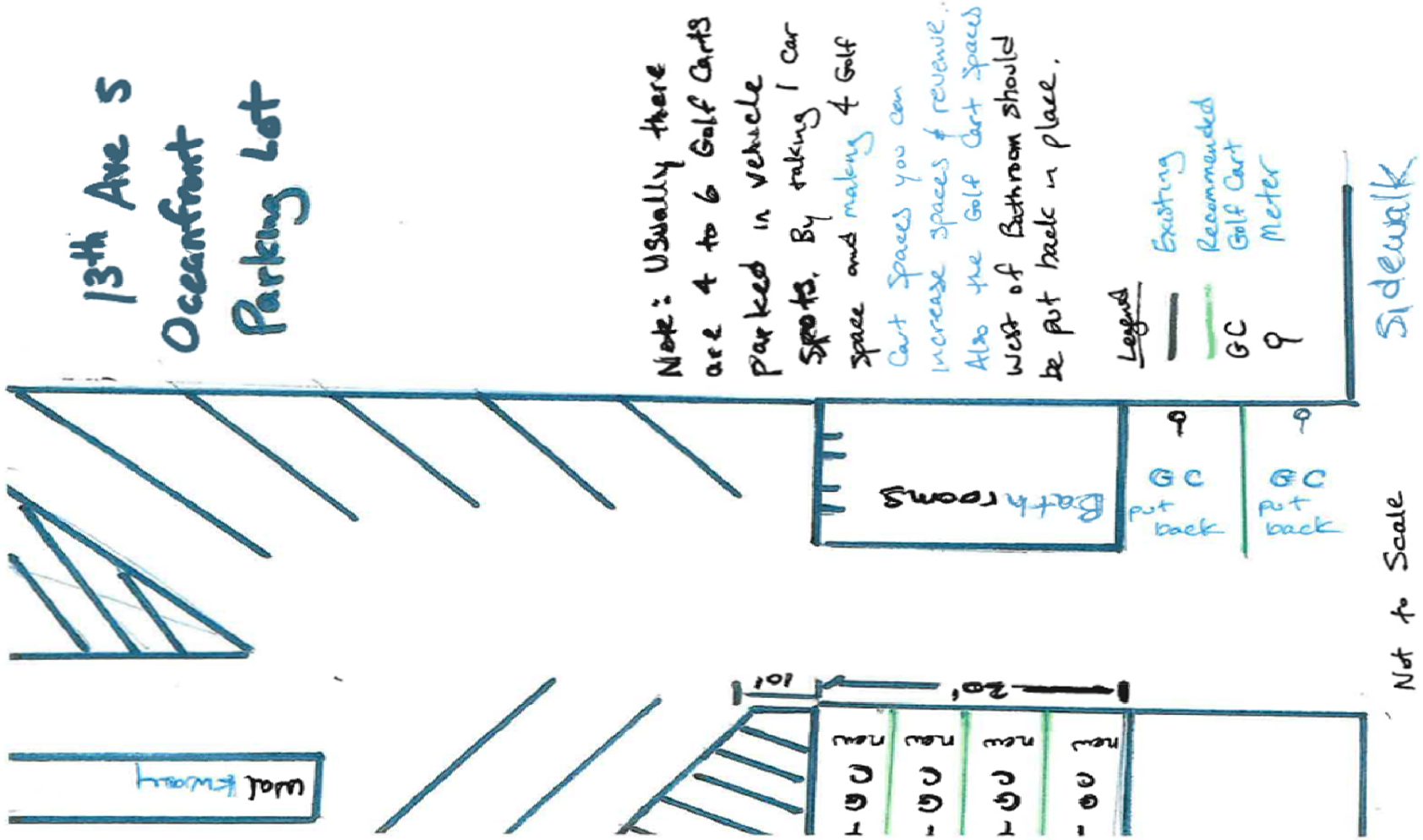
Golf Cart Parking in Pay Lots

- Issue: The amount of golf cart use has increased in the town but the amount of golf cart parking spaces has decreased in the pay to park lots.
- Recommendation: Increase the amount of golf cart parking spaces and revenue in the pay to park lots as follows …
  - Melody Lot: Meter all golf cart spaces.

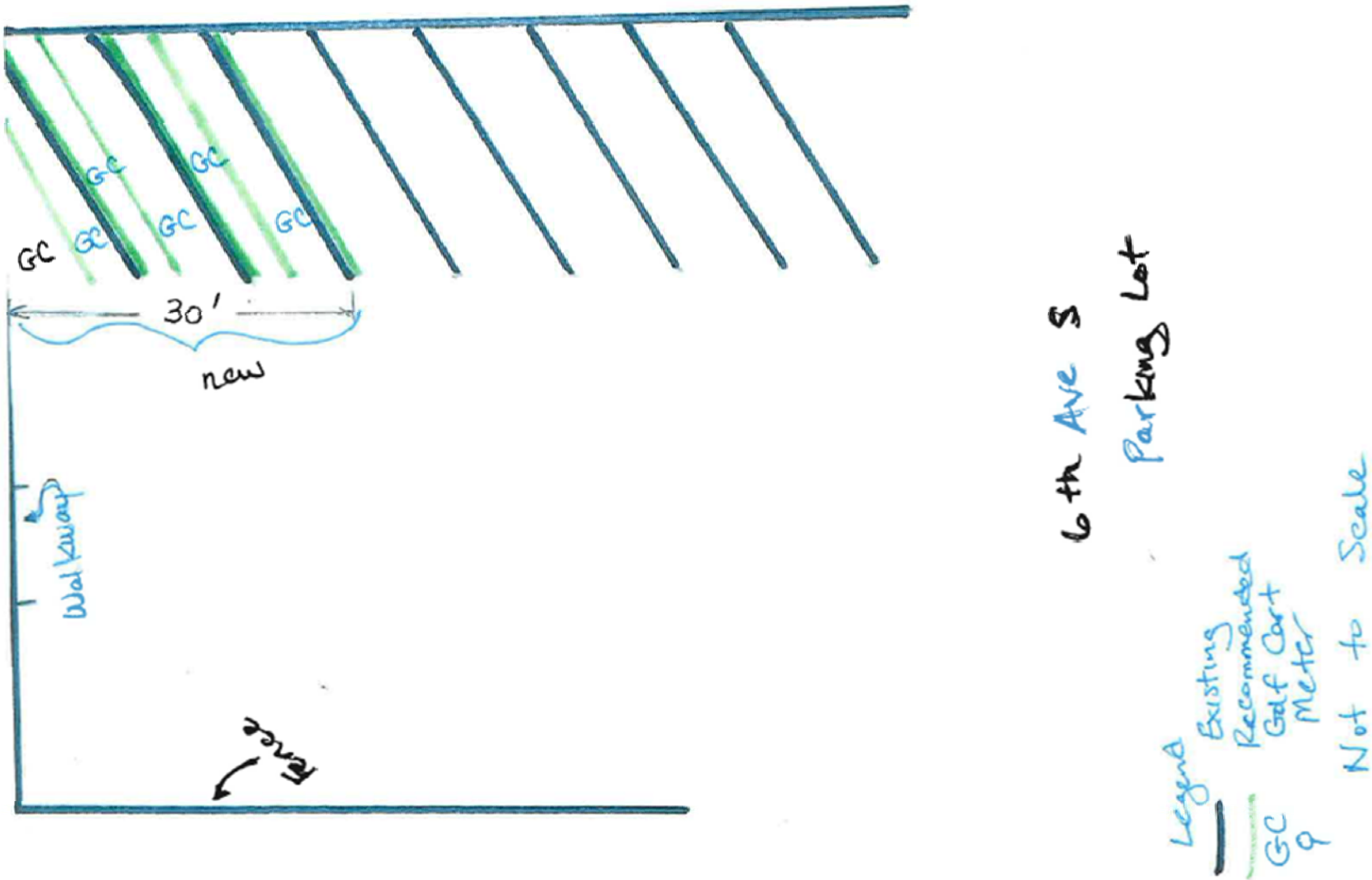
Golf Cart Parking in Pay Lots

- 13th Avenue South: Add 2 spaces by bathroom and replace the 2nd parallel spot on the north side of the lot with 4 golf cart spots.
- 6th Avenue South: Replace 2 spots closest to the ocean with 4 golf cart spots.
- 5th Avenue South: Replace 4 spots closest to ocean with 6 golf cart spots.
- 3rd Avenue South: Add 2 spaces in front of beach access and add one in no parking zone by Seaside Drive light pole.

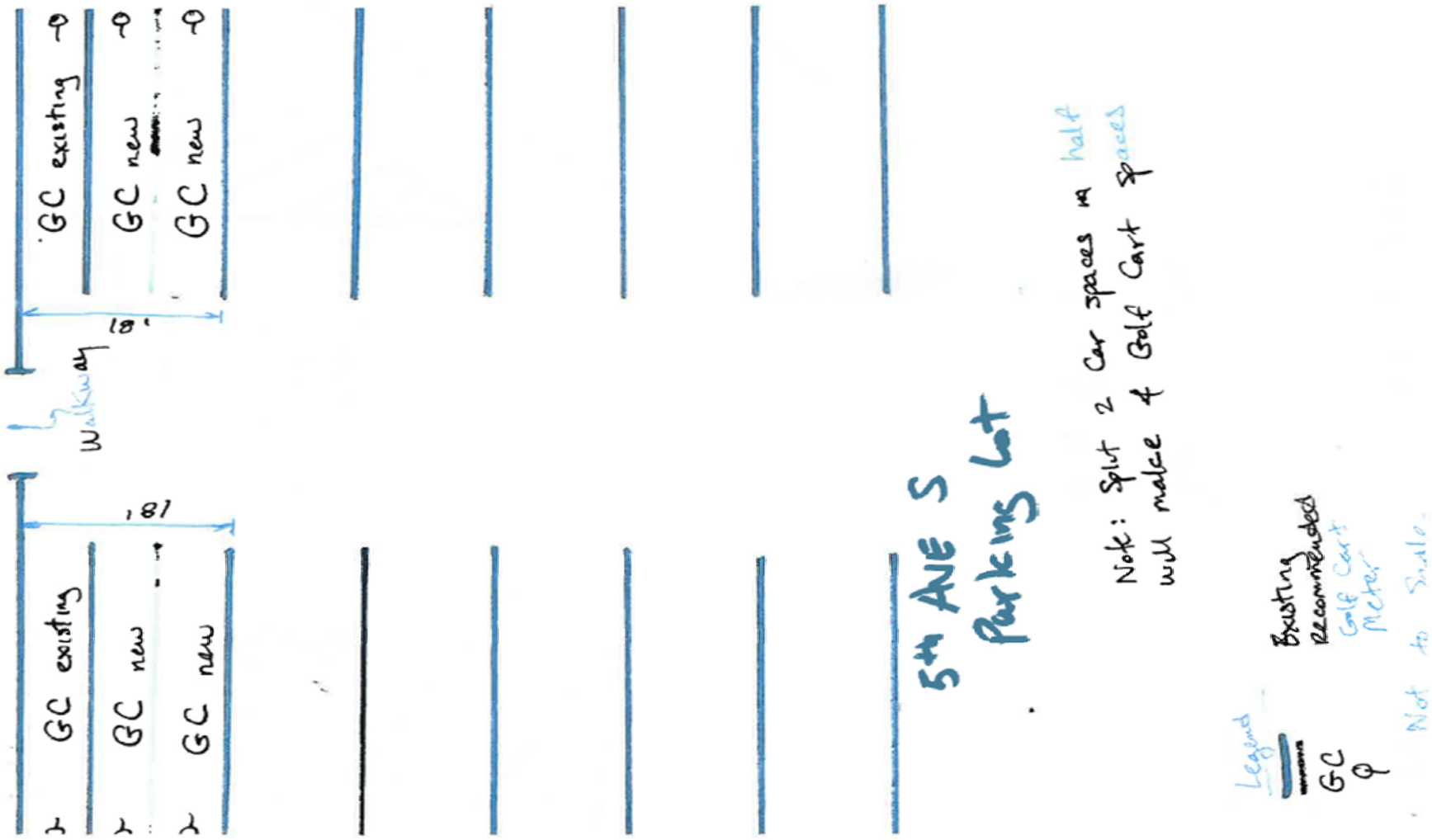
13th Avenue South



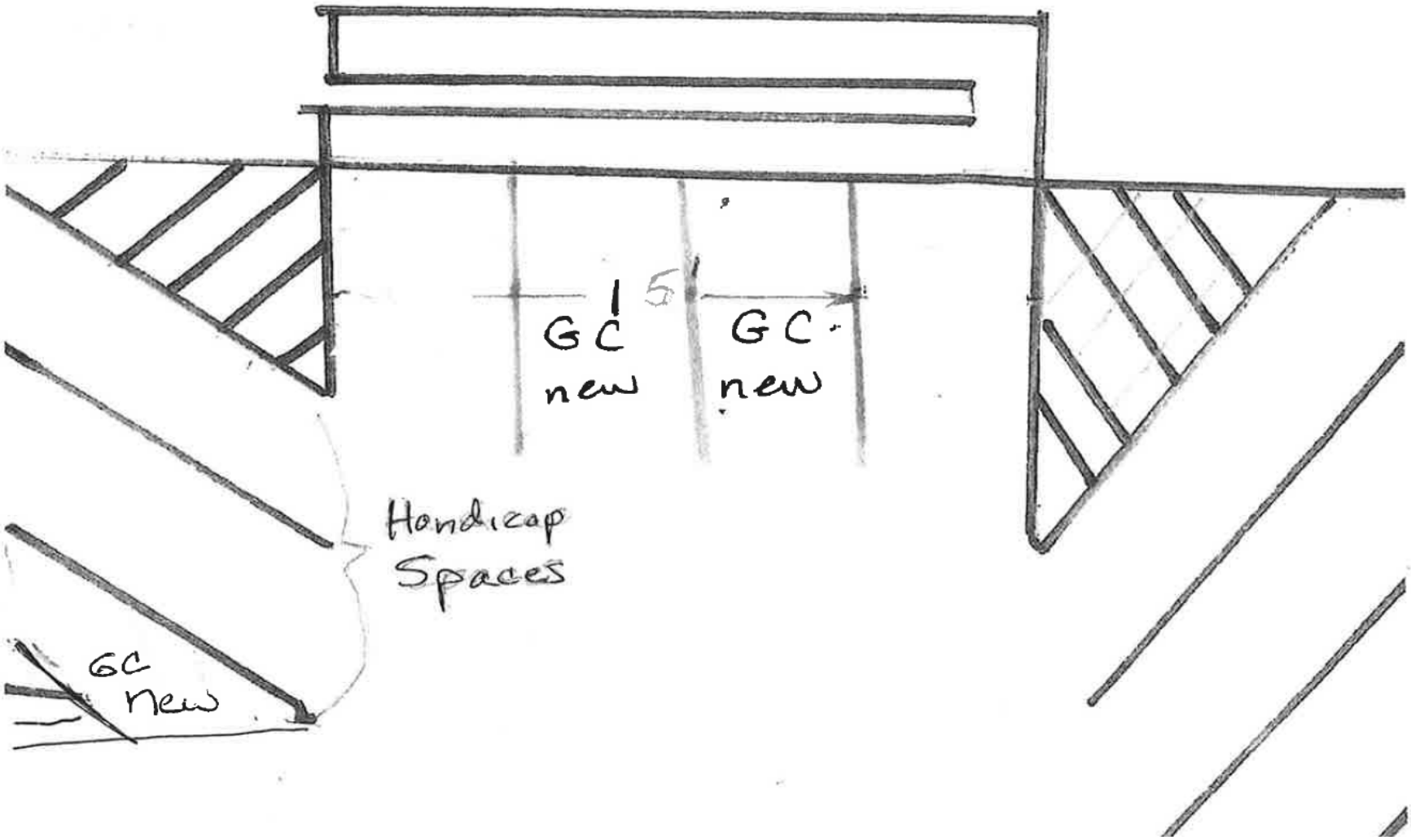
6th Avenue South



5th Avenue South



3rd Avenue South



No Parking Signs

- Issue: No parking signs are needed in areas that have been identified as problem spots.
- Recommendations:
  - Dogwood Drive across from Martin Park between 6th Avenue and 7th Avenue
  - Ask SCDOT to place signs all the way to Hollywood on Melody Lane

Event Parking Fees

- Issue: This year council suspended parking for 5 events …
  - BBQ Festival March 9th between 10 am and 4 pm
  - Memorial Day Cook Out May 25th between 4 pm and 8 pm
  - 4th of July Celebration July 4th between 6 pm and 10 pm
  - Beach Luau August 11th between 6 pm and 10 pm
  - Fall Festival October 4th between 10 am and 4 pm
  - The only events that would really benefit from the paid parking suspension are the one during March and one during October when tourists aren't here.
  - Since residents and second homeowners have parking stickers and do not have to pay to park, the largest group of people who would benefit from the suspension of paid parking is people who reside in nearby communities.
  - The town's citizens pay tens of thousands of dollars to put these events on for not only residents of the town of Surfside Beach but tourists and others who live in nearby communities.
  - There is never a charge for anyone to enjoy the festivities where they can hear live bands, see fireworks displays and Hawaiian hula dancing, unlike for example the Blue Crab Festival in Little River where not only do you need to pay to park but everyone who attends must pay an entrance fee and the Blue Crab Festival is well attended.
- Recommendation: That paid parking fees not be suspended during events so that the town can recoup some of the expenses for the event.

Guy Daniel's Event

- Facts:
  - The town donates upwards of $5,000 to this event each year and until this year had paid parking in effect.
  - This year paid parking was suspended for this event in the area of Ocean Blvd. between 12th Avenue S and 14th Ave S along and in the parking lot on 13th Ave S.
  - This event occurs during the first weekend of August in the height of the season.
  - This year there was many vehicles parked unsafely in that area.
- Recommendation: That parking permits to park free at meters be issued to participants only and that all other parking rules remain in effect and enforced.

Statistics

2014 data is through 08/26/14

Annual Pay Station Revenue

Pay Station Summary by Location	2013	2014*
Surfside Pier	$36,823.00	$41,654.25
Surfside Dr.	$34,565.00	$44,560.00
3rd Ave. N	$24,161.00	$28,779.50
Yaupon 1	$19,259.00	$21,907.50
6th Ave. N	$18,869.00	$23,596.75
3rd Ave. S	$13,231.00	$15,341.75
Yaupon 2	$11,569.00	$17,464.50
5th Ave. S	$11,123.00	$12,859.25
4th Ave. S	$6,622.00	$9,767.50
	$176,222.00	**$215,931.00**
*As of 8/26/2014	Space Count 250	Space Count 253

Annual Meter Revenue

Meter Summary by Location	2013	2014*
13th Ave S - On-Street	$2,099.88	$2,525.60
13th Ave S - Beach Access	$7,521.00	$6,362.95
16th Ave N	$9,039.70	$8,456.40
6th Ave S	$4,105.15	$3,908.65
Seaside Dr.	$3,574.55	$3,541.90
Ocean Blvd	$14,164.52	$12,744.35
Melody Lane	$3,820.40	$3,286.55
Total	$44,325.20	$40,826.40
*As of 8/26/2014	Space Count 255	Space Count 258

Annual ParkMobile Revenue

Street	Spaces	2013	2014*
13th Ave St Beach Access**	10	N/A	$604.50
13th Ave St on Street	36	$255.00	$529.00
6th Ave S	13	$214.50	$470.50
16th Ave N	45	$419.50	$1,034.25
Seaside Dr.	19	$257.50	$503.00
Ocean Blvd	130	$2,143.25	$2,768.50
Melody Lane**	5	N/A	$553.00
TOTAL	258	$3,289.75	$6,462.75

*As of 8/26/2014

**2013 IPS Meters did not have ParkMobile since they took credit cards

2013-14 Pay Station Revenue by Month

Revenue 2013	March	April	May	June	July	August	Sept.	Oct.	Total
Surfside Pier	$1,386.00	$2,819.00	$4,156.00	$6,833.00	$7,409.00	$6,679.00	$4,742.00	$2,799.00	$36,823.00
Surfside Dr.	$1,530.00	$3,227.00	$3,976.00	$5,586.00	$6,811.00	$5,915.00	$4,532.00	$2,988.00	$34,565.00
3rd Ave. N	$512.00	$1,357.00	$2,622.00	$4,881.00	$6,401.00	$4,619.00	$2,663.00	$1,106.00	$24,161.00
Yaupon 1	$354.00	$551.00	$2,305.00	$3,934.00	$6,009.00	$4,027.00	$1,248.00	$831.00	$19,259.00
6th Ave. N	$621.00	$1,078.00	$2,290.00	$3,570.00	$4,784.00	$3,760.00	$1,963.00	$803.00	$18,869.00
3rd Ave. S	$274.00	$635.00	$1,588.00	$2,544.00	$3,799.00	$2,662.00	$1,282.00	$447.00	$13,231.00
Yaupon 2	$331.00	$125.00	$1,001.00	$2,542.00	$4,316.00	$2,473.00	$568.00	$213.00	$11,569.00
5th Ave. S	$160.00	$471.00	$1,341.00	$2,162.00	$3,121.00	$2,439.00	$1,156.00	$273.00	$11,123.00
4th Ave. S	$88.00	$139.00	$700.00	$1,374.00	$2,342.00	$1,485.00	$368.00	$126.00	$6,622.00
TOTAL	$5,256.00	$10,402.00	$19,979.00	$33,426.00	$44,992.00	$34,059.00	$18,522.00	$9,586.00	$176,222.00

Revenue 2014*	March	April	May	June	July	August	Sept.	Oct.	Total
Surfside Pier	$2,188.50	$4,869.00	$6,304.50	$9,928.25	$10,579.75	$7,784.25			$41,654.25
Surfside Dr.	$2,930.00	$6,011.50	$6,654.75	$10,035.00	$10,707.50	$8,221.25			$44,560.00
3rd Ave. N	$687.25	$2,582.25	$4,009.25	$7,516.75	$8,457.75	$5,526.25			$28,779.50
Yaupon 1	$340.75	$1,524.25	$2,857.00	$5,523.50	$7,740.50	$3,921.50			$21,907.50
6th Ave. N	$766.75	$2,129.50	$3,315.00	$5,916.50	$6,914.25	$4,554.75			$23,596.75
3rd Ave. S	$347.75	$1,238.75	$2,238.00	$3,679.75	$4,963.75	$2,873.75			$15,341.75
Yaupon 2	$168.00	$898.25	$1,657.00	$4,192.25	$7,321.75	$3,227.25			$17,464.50
5th Ave. S	$189.00	$1,101.50	$2,098.00	$3,086.75	$4,208.00	$2,176.00			$12,859.25
4th Ave. S	$126.00	$520.25	$988.75	$2,442.25	$3,549.00	$2,141.25			$9,767.50
TOTAL	$7,744.00	$20,875.25	$30,122.25	$52,321.00	$64,442.25	$40,426.25	$0.00	$0.00	$215,931.00
*As of 8/26/2014									

2013-14 Meter Revenue by Month

Revenue 2013	March	April	May	June	July	August	September	October	Total
13th Ave S - On-Street	$0.00	$75.85	$203.80	$195.00	$794.13	$528.75	$247.10	$55.25	$2,099.88
13th Ave S - Beach Access	$237.00	$667.00	$1,029.00	$1,287.00	$1,574.00	$1,280.00	$905.00	$542.00	$7,521.00
16th Ave N	$0.00	$222.35	$626.55	$1,158.50	$1,731.60	$983.85	$368.40	$107.45	$5,198.70
16th Ave N	$73.00	$169.00	$551.00	$682.00	$1,157.00	$776.00	$298.00	$135.00	$3,841.00
6th Ave S	$97.20	$238.00	$454.30	$729.10	$1,176.30	$845.05	$298.05	$267.15	$4,105.15
Seaside Dr.	$25.10	$100.00	$233.75	$799.80	$1,187.60	$793.55	$336.80	$97.95	$3,574.55
Ocean Blvd	$0.00	$392.20	$671.45	$2,994.60	$5,097.65	$2,865.20	$1,098.05	$813.37	$13,932.52
Ocean Blvd	$2.00	$0.00	$34.00	$15.00	$122.00	$35.00	$24.00	$0.00	$232.00
Melody Lane	$74.00	$158.40							$232.40
Melody Lane		$88.00	$620.00	$742.00	$898.00	$728.00	$344.00	$168.00	$3,588.00
TOTAL	$508.30	$2,110.80	$4,423.85	$8,603.00	$13,738.28	$8,835.40	$3,919.40	$2,186.17	$44,325.20

Revenue 2014*	March	April	May	June	July	August	September	October	Total
13th Ave S - On-Street	$0.00	$135.90	$369.10	$420.85	$1,081.00	$518.75			$2,525.60
13th Ave S - Beach Access	$315.00	$765.35	$1,092.10	$1,348.80	$1,672.00	$1,169.70			$6,362.95
16th Ave N	$104.35	$578.05	$1,180.60	$1,778.65	$2,871.25	$1,943.50			$8,456.40
6th Ave S	$122.40	$386.15	$554.65	$703.70	$1,231.25	$910.50			$3,908.65
Seaside Dr.	$39.45	$171.00	$568.70	$555.15	$1,320.30	$887.30			$3,541.90
Ocean Blvd	$80.60	$715.70	$1,889.60	$2,298.30	$4,964.90	$2,795.25			$12,744.35
Melody Lane	$123.30	$359.25	$507.45	$737.40	$879.60	$679.55			$3,286.55
TOTAL	$785.10	$3,111.40	$6,162.20	$7,842.85	$14,020.30	$8,904.55	$0.00	$0.00	$40,826.40

*Through August 26th, 2014

Ocean Blvd. by Block – North Side

Location	# of meters	2013 Revenue	2013 Avg. Revenue per Meter	2014 Revenue*	2014 Avg. Revenue per Meter*
1st Ave. N - 2nd Ave. N	5	$381.93	$76.39	$224.35	$44.87
2nd Ave. N - 3rd Ave. N	10	$585.95	$58.60	$625.60	$62.56
3rd Ave. N - 4th Ave. N	4	$434.25	$108.56	$398.65	$99.66
4th Ave. N - 5th Ave. N	7	$386.55	$55.22	$375.15	$53.59
5th Ave. N - 6th Ave. N	5	$715.55	$143.11	$662.25	$132.45
6th Ave. N - 7th Ave. N	3	$334.95	$111.65	$270.30	$90.10
7th Ave. N - 8th Ave. N	5	$704.10	$140.82	$610.35	$122.07
8th Ave. N - 9th Ave. N	3	$379.85	$126.62	$296.00	$98.67
9th Ave. N - 10th Ave. N	2	$183.85	$91.93	$173.25	$86.63
10th Ave. N - 11th Ave. N	9	$888.00	$98.67	$743.40	$82.60
11th Ave. N - 12th Ave. N	3	$469.60	$156.53	$640.65	$213.55
12th Ave. N - 13th Ave. N	4	$920.75	$230.19	$806.65	$201.66
14th Ave. N - 15th Ave. N	4	$1,992.30	$498.08	$1,538.15	$384.54
15th Ave. N - 16th Ave. N	2	$415.65	$207.83	$229.85	$114.93
North Side Subtotal	66	$8,793.28	$2,104.17	$7,594.60	$1,787.87
TOTAL – All Meters	130	$14,164.52	$122.66	$12,744.35	$107.74

Ocean Blvd. by Block – South Side

Location	# of meters	2013 Revenue	2013 Avg. Revenue per Meter	2014 Revenue*	2014 Avg. Revenue per Meter*
Surside Dr - 2nd Ave S	6	$200.00	$33.33	$334.00	$55.67
3rd Ave S - 4th Ave S	1	$32.00	$32.00	$26.00	$26.00
4th Ave. S - 5th Ave S	8	$428.80	$53.60	$376.00	$47.00
5th Ave. S - 6th Ave S	5	$240.30	$48.06	$219.45	$43.89
6th Ave. S - 7th Ave S	7	$438.10	$62.59	$337.40	$48.20
7th Ave. S - 8th Ave S	3	$255.55	$85.18	$181.80	$60.60
8th Ave. S - 9th Ave S	11	$757.20	$68.84	$637.45	$57.95
9th Ave. S - 10th Ave S	4	$256.40	$64.10	$330.50	$82.63
10th Ave. S - 11th Ave S	1	$143.60	$143.60	$81.10	$81.10
12th Ave. S - 13th Ave S	3	$536.78	$178.93	$431.65	$143.88
13th Ave. S - 14th Ave S	5	$931.70	$186.34	$834.60	$166.92
14th Ave. S - 15th Ave S	2	$344.30	$172.15	$300.75	$150.38
15th Ave. S - 16th Ave S	4	$474.51	$118.63	$667.05	$166.76
16th Ave. S - Melody	4	$332.00	$83.00	$392.00	$98.00
South Side Subtotal	64	$5,371.24	$1,330.34	$5,149.75	$1,228.97
TOTAL – All Meters	130	$14,164.52	$122.66	$12,744.35	$107.74

ParkMobile Total on Ocean Blvd.

Park Mobile on Ocean Blvd.	March	April	May	June	July	August	Sept.	Oct.	Total
Total by Month	$7.50	$77.75	$272.50	$550.25	$1,155.50	$705.00			$2,768.50

Seaside Drive Meters

Location	# of Meters	2013 Revenue	2013 Average Revenue per Meter	2014* Revenue	2014* Average Revenue per Meter
Pier-1st Ave N	5	$1,644.15	$328.83	$1,666.40	$333.28
1st N - 2nd N	5	$321.85	$64.37	$419.75	$83.95
2nd N - 3rd N	9	$1,608.55	$178.73	$1,455.75	$161.75
TOTAL	19	$3,574.55	$188.13	$3,541.90	$186.42
*As of 8/26/14					

Seaside Drive Meters by Month

Location	# of Meters	March	April	May	June	July	August	Sept.	Oct.	Total
Pier-1st Ave N	5	$18.95	$82.15	$185.45	$266.20	$663.90	$449.75			$1,666.40
1st N - 2nd N	5	$2.00	$31.20	$89.75	$56.05	$146.30	$94.45			$419.75
2nd N - 3rd N	9	$18.50	$57.65	$293.50	$232.90	$510.10	$343.10			$1,455.75
TOTAL	19	$39.45	$171.00	$568.70	$555.15	$1,320.30	$887.30	$0.00	$0.00	$3,541.90
ParkMobile on Seaside Dr.		March	April	May	June	July	August	Sept.	Oct.	Total
*As of 8/26/14		$0.00	$38.25	$67.75	$128.50	$176.00	$92.50			$503.00