



**SURFSIDE BEACH TOWN COUNCIL
PARKING WORKSHOP MINUTES
OCTOBER 21, 2014 AT 4:00 P.M.
TOWN COUNCIL CHAMBERS**

CALL TO ORDER.

Mayor Samples called the workshop to order at 4:00 P.m. Mayor Samples, Mayor Pro Tempore Pellegrino, and Councilmembers Childs, Johnson, Mabry, Magliette, and Stevens were in attendance. A quorum was present. Others present: Administrator Fellner; Town Clerk Herrmann; Finance Director King; Public Works Director Adair. Parking Committee Chairman Kohlmann and members Dodge and Hunt were also present.

Ms. Fellner gave a brief PowerPoint presentation to remind Town Council and the Parking committee of the actions and concurrences previously made.

1. Remove all (41) meters on east side of Ocean Boulevard. Consensus at September 8th workshop; motion approved at September 23rd regular Town Council meeting, with an amendment to prohibit all parking on the east side of Ocean Boulevard.
2. Remove 24 meters from the west side of Ocean Boulevard on the intersection corners. Passed by consensus and motion with an amendment to remove *all* meters on Ocean Boulevard, except those located between 16th and 17th Avenues North, and to allow parking on the west side of the boulevard, subject to further council action.
3. Nonresident parking passes recommendation for trial 100 passes at \$100 each for one year to be reassessed after completion of the trial period. Passed by consensus and motion.
4. Free beach access areas. The recommendation for Option 2 to charge at the seven premium crossovers failed.
5. No parking signs on Dogwood South between 6th and 7th, and asking SCDOT (South Carolina Department of Transportation) to place addition no parking signs on the south side of Melody Lane between Ocean Boulevard and Hollywood Drive. Passed by consensus and motion.
6. Guy Daniels Surfuff Event recommendation to allow free parking for participants and all other parking rules remain in effect. Passed by consensus and motion.
7. Recommendation by staff to increase only the pier parking rate to \$1.50 per hour. Passed by consensus and motion.

Note: "Passed by consensus and motion" in numbers 2, 3, 4, 5, 6, and 7 refers to same dates set forth in number 1.

Ms. Fellner said that Town Council should also consider whether rates would increase proportionately for pier daily and weekly rates when the proposed ordinance was discussed.

Ms. Mabry wanted council to be aware that land was cleared across the street for 488 high density units. Wicked Stick golf course will be building high density condominiums. Not only will that construction impact water runoff, those new residents will place a burden on the town's resources. She did not oppose removing the meters, but council needed to know that facts. Revenue from the meters on Seaside Drive and Ocean Boulevard equated to \$67,215 gross in five years. If they were taking this

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56 revenue away, she asked what would be given back; free parking concerned her. The town paid a lot for
57 the meters and she would like to see them used somewhere.

58
59 Mayor Samples asked if Town Council wished to continue free parking for residents in town. All
60 members **CONCURRED**.

61
62 Mr. Magliette said the town is a gem and said there were multiple zones to protect its residents.
63 He feels the town has a good balance not found in other places, without density problems experienced in
64 Myrtle Beach or the high rise building problems in Garden City. Visitors come to town, because they like
65 the family beach. Council should protect its town, because too much density will cause tourists to go
66 other places. He asked how many people could the town really accommodate during the peak season,
67 and asked if high density would destroy the quality of life in the town. In his opinion, there was a limit to
68 how many people the beach could handle comfortably. Mr. Magliette fully understood the financial
69 implications, and that people want to come to the beach. His responsibility is to protect the little gem
70 known as Surfside Beach, taking small steps to find the balance point. The town may not recover if
71 things move too quickly.

72
73 Ms. Mabry agreed with Mr. Magliette 100-percent. Allowing free parking everywhere doesn't
74 injure anyone coming to the beach. Visitors will come as long as there is somewhere to park. If meters
75 are removed, which she is fine with doing so, at least save the west side of Ocean Boulevard for resident
76 parking, then maybe the residents would not fill the metered spaces that visitors could use. That would
77 give the residents something in return for taking the revenue away from them.

78
79 Mr. Magliette said the east side of Ocean Boulevard has parking prohibited. Why would anyone
80 pay to park in a lot, if parking was available on Ocean Boulevard for free? Ms. Mabry brought that
81 question up prior to his being seated on council, and did not receive a second, and was denied the
82 courtesy of discussing the issue. She has always said meters should be removed from the east side of
83 the boulevard. Mr. Magliette said some of the ideas were very good, but he did not like radical change.
84 The parking should be monitored for a year to collect data and allow time to hear from the public.

85
86 Mr. Johnson asked what Mr. Magliette would recommend. Mr. Magliette thought that most of the
87 parking workshop recommendations he voted for were a good first step. Those were the type things he
88 would endorse, and reiterated waiting to gather data before moving forward. Some of the consensus
89 items presented at the council meeting were completely changed, which caused him confusion. He
90 wanted to reach consensus on these matters and move forward. A long-range goal might be worth
91 considering; it did not all have to be done today. Mr. Johnson totally agreed with Mr. Magliette. He did
92 not want to eliminate parking on Ocean Boulevard. He welcomed suggestions for keeping it, including
93 just allowing parking on the west side. He also supported allowing parking on the east side.

94
95 Mr. Stevens said during the January 22, 2013 Parking Committee Chairman Kohlmann and
96 Member Maruca asked why 136 meters were being placed on the boulevard, because the committee only
97 recommended 30, at most 50 meters. He never discussed that number with anyone, and did not know
98 how it came about, although Town Council approved the number unanimously. In his opinion, several
99 current members campaigned to remove meters from Ocean Boulevard, and others lost their seats,
100 because they were blamed for 136 meters, which they never put on there. The fact is the meters were
101 removed from Ocean Boulevard. He did not believe the parking committee ever wanted meters on
102 Ocean Boulevard. He suggest that Ocean Boulevard become a greenway. Mayor Samples said to clarify
103 that Mr. Stevens was saying remove the meters and make the boulevard a greenway, along which
104 parking would be prohibited. Mr. Stevens said that was right. Mr. Stevens said 12 years ago he was able
105 to find free parking in Charleston, which is like a big Surfside with many towns all around it. The last time
106 he was in Charleston, those same places were now parking by permit only. There was no free parking.
107 He did not support free parking, and predicted that eventually parking meters would be placed throughout
108 the town.

109
110 Mr. Pellegrino, said a key piece of information was still missing. He asked Ms. Fellner for an
111 update on the parking lot cooperative contracts. Ms. Fellner said the matter was turned over to John

112 Jerow. She just completed a revision of the contract drawn up by town attorney Mike Battle. Because it
113 is a contractual matter, she preferred not to state details in public.
114

115 Mayor Samples asked how many potential spaces were possible. Ms. Fellner said 67 parking
116 spaces in the two lots being negotiated. Mayor Samples said those spaces would be limited to paid
117 parking. Ms. Fellner said yes; residents with parking permits decals could not park free in these lots.
118

119 Mr. Childs said there are 45 meters between 16th and 17th Avenues North and 36 meters at 13th
120 Avenue South that are not being used. He thought ways to utilize those parking areas should be
121 developed, which would more than offset the expected loss. Mr. Stevens agreed wholeheartedly and
122 reiterated that the lots were not being used. Mr. Childs thought the parking committee should consider
123 signage.
124

125 Mayor Samples said the town currently has signage as recommended by the committee that he
126 would like to see removed. The only sign that actually directs traffic to parking is the one on Surfside
127 Drive. He was not sure that advertising the beach so prominently was beneficial to the town during some
128 of the annual events along the Grand Strand. As already mentioned, the town cannot handle large
129 crowds, particularly late at night. The council agrees there is a parking problem; why are there signs on
130 Highway 17 pointing people to beach parking. In his opinion, it was inconsistent.
131

132 Mr. Childs asked why the sign on Surfside Drive could not also include information about other
133 parking lots. Mayor Samples said it made sense to him that way finding signs be placed in the existing
134 parking lots showing visitors where other lots were located to redirect them when lots are full.
135

136 Mr. Kohlmann said the committee did not want any parking on Ocean Boulevard, because of
137 safety, aesthetics and revenue. If parking is prohibited on Ocean Boulevard, the people may use the
138 underutilized lots. It is a fact that if parking is free on Ocean Boulevard, people will park where it is free
139 instead of using the lots. Almost every single recommendation made by the committee is supported. The
140 way-finding signs were not installed properly; they are too close to the intersections.
141

142 (** Several speaking at once.)
143

144 Mayor Samples referred to the information provided by Ms. Fellner saying there was a consensus
145 to go through the items to reaffirm or alter what was discussed before.
146

147 **1. Stickers for nonresidential property owners.** All members **CONCURRED**.
148

149 **2. Removal of 41 east side meters and prohibit all parking on the east side of Ocean**
150 **Boulevard.** Mayor Pro Tempore Pellegrino, and Councilmembers Childs, Johnson, Mabry, Magliette
151 and Stevens **CONCURRED**. Mayor Samples was against.
152

153 **3. Removal of all west side meters, except those between 16th and 17th Avenues North,**
154 **and to allow free parking on the west side of Ocean Boulevard.** Councilmembers Childs, Mabry,
155 Magliette and Stevens were against. Mr. Pellegrino said a decision must be made based on the
156 information available now. Ms. Mabry said offering free parking next door to a pay-to-park lot would
157 probably keep property owners from doing business with the town. Mr. Pellegrino said if the lots are
158 successfully negotiated he did not want free parking. Ms. Mabry asked how that would work if the
159 ordinance allowed free parking. Mr. Kohlmann said this would also damage the town; who would pay
160 when they could park closer to the beach for free. He suggest restricted parking. Mr. Magliette preferred
161 to go back to the original consensus to removal all west side meters, except those between 16th and
162 17th Avenues North and delete the rest. Mr. Pellegrino spoke with many people that wanted to eliminate
163 the meters, but the town needs to be careful, because of the lot negotiations, which would replace the
164 parking places on Ocean Boulevard. But, if the lot negotiations are not successful, people will need
165 somewhere to park. Ms. Mabry suggested using the west side of Ocean Boulevard for residential
166 parking. Mr. Childs agreed. Mayor Samples asked if that would be for vehicles and golf carts. Mr. Childs
167 said yes, any vehicle with a town issued parking permit. Mr. Pellegrino said parking by permit only would

168 be a compromise. He thought that might create a mess, although residents would be happy. He
169 questioned whether businesses would be happy. Mayor Samples was in favor of removing west side
170 meters and allowing free parking like it used to be. Mr. Stevens disagreed, because it created another
171 safety issue, which was one reason there were problems on Ocean Boulevard. Without some type
172 control, people park any and everywhere. Mayor Samples asked for consensus. Mr. Childs said remove
173 the meters and allow resident parking by permit only on the west side. Mr. Pellegrino asked if members
174 could decide on the two parts.
175

176 Mayor Samples asked who supported removing meters on the west side of Ocean Boulevard,
177 except those located between 16th and 17th Avenues North. All **CONCURRED**. Mayor Samples asked
178 who supported parking. Mayor Samples and Councilmembers Johnson and Mabry supported parking.
179 Mayor Samples said there was not a majority to support "wide open" parking.
180

181 Mayor Samples asked who supported permit only parking on the west side of the boulevard. (**)
182 Mr. Stevens asked if permit parking only signs were available. Mr. Adair said they could be delivered in
183 about two weeks. Ms. Mabry said that Mayor Samples and Mr. Pellegrino brought up a good
184 point...what about the businesses and overflow parking. There has to be a way to get temporary permits
185 for tourists that are residents for a week. Mr. Kohlmann asked how many renters used the permits last
186 year. Ms. Fellner said very few. Mayor Samples said realtors were paying the parking tickets for their
187 renters. Mr. Dodge said renters are provided parking at the houses where they rent.
188

189 Mr. Magliette hoped that if restricted parking was approved, the public would pay to park in the
190 lots. This would be good data to see if the change induces people to those underutilized lots. Mr.
191 Johnson said the permit only restriction may also promote the sale of permits to nonresidents. Mr.
192 Pellegrino believed this would cause an uproar in the lodging community. (**) Mr. Stevens asked why.
193 Mr. Pellegrino said it limits flexibility on tourist businesses. His vision down the road is that by next
194 summer there is no parking on Ocean Boulevard. He did not know if that was feasible, but believed it
195 was the right action. Council was making decisions that placed "handcuffs" on the tourist business, which
196 was where the bulk of the town's revenue was generated.
197

198 Mayor Samples asked again who supported permit parking only on the west side of Ocean
199 Boulevard. Councilmembers Childs, Mabry, Magliette and Stevens in favor. Mayor Samples, Mayor Pro
200 Tempore Pellegrino and Councilmember Johnson against. **Majority CONCURRED**.
201

202 **4. Nonresident parking permits, 100 passes at \$100 each. Concurrence and motion**
203 **adopted by Town Council. All members CONCURRED.**
204

205 **5. Premium access areas, Option 2 designating seven premium access areas to be**
206 **metered. Motion failed at Town Council Meeting.** Mr. Childs supported metering spaces at the
207 premium beach accesses, which would create a revenue stream. Mr. Pellegrino said a fence was being
208 put around Surfside again. Mr. Kohlmann said rental agencies and tourists pay \$250 or more a week for
209 a golf cart rental. If the agencies buy a \$100 permit, that is less than \$10 a week. The agencies were
210 making a lot of money off the tourists. The recommendation was made because many accesses are over
211 packed that creates wear and tear, and increase water costs, and lifeguard services. This would just
212 create a little more revenue to help the town. He said 50-percent of the beach access use is by day-
213 trippers and they should contribute something towards the amenities. Councilmembers Childs, Mabry
214 support meters in the premium accesses. Mayor Samples, Mayor Pro Tem Pellegrino, and
215 Councilmembers Johnson, Magliette and Stevens were against. **MOTION FAILED STANDS.**
216

217 **6. No parking signs on Dogwood South between 6th and 7th, and asking SCDOT to place**
218 **additional signs on the south side of Melody Lane extending from Hollywood Drive to Ocean**
219 **Boulevard.** Mayor Pro Tempore Pellegrino, and Councilmembers Childs, Mabry, Magliette and Stevens
220 supported. Mayor Samples and Councilmember Johnson were against. **Majority CONCURRED.**
221

222 **7. Guy Daniels event recommendation to issue free parking permits to event participants,**
223 **all other parking rules to remain in effect. Concurred and adopted by Town Council.** All members
224 **CONCURRED.**
225

226 **8. Recommendation to raise parking rate to \$1.50 in pier parking lot only. Concurred and**
227 **adopted by Town Council.** All members **CONCURRED.**

228 Ms. Fellner asked if Town Council wished to adjust the daily and weekly rates at the pier parking
229 lot, since the hourly rate changed. After much discussion, Town Council **CONCURRED** to leave the daily
230 and weekly rates at the current rates of \$8 per day and \$40 per week.
231

232 Mayor Samples said *for the record* "that we consider removing the parking signs on Highway 17.
233 Do you agree or disagree? You know and that way I'll quit talking about it. But, I think the parking signs
234 on 17 (***) unnecessary (***) because when you, we got 'em on Melody. We got 'em on [10th] Avenue
235 South, Surfside Drive, 5th Avenue North, and 16th. If any of 'em, 16th is the only one that probably has
236 merit, but again, I have other concerns associated with those signs along 17." Mr. Kohlmann said the
237 signs were a recommendation to help direct people to the parking lots. If they did not work, they should
238 be removed. He personally just saw the signs a few weeks ago. (** Several speaking at once.) Mayor
239 Samples was not sure that during certain events that the town wanted to advertise where its beach is.
240 Mr. Childs agreed with Mayor Samples. Mr. Pellegrino asked whether the signs would be repositioned to
241 another location where they would have added value. Mayor Samples said Mr. Adair would remove
242 them; if they could be used elsewhere, they would be installed. All members **CONCURRED** to remove
243 the parking way-finding signs along Highway 17.
244

245 Ms. Fellner said during these discussions Seaside Drive needs to be addressed. Mr. Childs and
246 Ms. Mabry thought Seaside Drive was addressed. (**several speaking at once.) Mr. Childs said there
247 would be no meters and anybody can park there for free. Ms. Mabry said not many people could park
248 there, except for the homeowners. Mayor Samples said according to the information council received,
249 there were 19 meters on the north end... (**) Mr. Childs said residents and visitors along Seaside Drive
250 do not have any overflow parking. Usually when there is a six bedroom house, there are six cars there.
251 Seaside should be left alone; there have not been any complaints from the residents in the area. Mr.
252 Kohlmann said the town would lose at least \$4,000 by this action, and from the nearby parking lots.
253 When people find out there is free parking on Seaside, they will park there instead of the pay for parking
254 lots. Mr. Childs said the renters would take spaces as soon as they were available.
255

256 Ms. Mabry said these houses rent for a lot of money. As a general rule, the better rental
257 companies will say how many parking spaces are available. If additional cars are brought, there is a \$40
258 week charge. Realty companies offer linens, grills, golf carts, etc. and extra parking is easy to add to the
259 bill. She supported removing meters from Seaside. Plaques could be offered for tenants on Seaside.
260 Mr. Magliette liked Ms. Mabry's suggestion. Premium spaces should be protected so tenants can enjoy
261 their vacations and their cars will be protected.
262

263 Mayor Samples called for concurrence to eliminate the meters on Seaside Drive and restrict
264 parking to tenants and/or homeowners. Ms. Mabry believed extra cars should purchase parking. She
265 suggested contacting all the rental agencies to hear their opinions. Mayor Samples said he, Mr. Smith
266 and Ms. Fellner met with large realty companies without much success. Ms. Fellner said that was when
267 the service companies list was developed. This matter has not been discussed with them. Mr. Johnson
268 and Mr. Pellegrino did not agree with any additional charges on Seaside, although Mr. Pellegrino agreed
269 with removing the meters. Mayor Samples agreed with the general idea, but wanted to make it available
270 in a general sense of adequate parking for the businesses that pay the bills in town; not just parking for
271 Seaside housing.
272

273 Mr. Pellegrino said 84-percent of the town's revenue is generated by tourist traffic, which pays for
274 the services like fire and police. Of the people he fires in his business, 99-percent have committed
275 egregious customer service. The town should make sure its tourists are pleased and want to return next
276 year. Ms. Mabry said the town has more lifeguards per square foot than any other area in Grand Strand;
277 more bathrooms; more showers; the nicest crossovers, and you are one minute away from police and fire

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278 protection. The town has every amenity that every other beach will fight for any day. Garden City
279 businesses hate the town, because they have parking everywhere, people do what they want...Garden
280 City gets the people that do not want to pay. The town gets tourists that appreciate its amenities. We
281 take some of that money to maintain the facilities and make the town a place you want to come. The
282 town is head and shoulders above other places.

283
284 Mayor Samples asked again for concurrence that Seaside Drive would have meters removed and
285 free parking. Mayor Samples, Mayor Pro Tempore Pellegrino and Councilmembers Childs, Johnson,
286 and Stevens in favor. Councilmembers Mabry and Magliette were against. **Majority CONCURRED.**

287
288 Ms. Fellner said the draft ordinance was presented so councilmembers could discuss it, if
289 necessary. There are not too many things effected. Mr. Johnson said the ordinance was cut and dry.
290 Mr. Stevens asked how vehicles could be directed to meters during special events, and to consider
291 placing meters on certain side streets. Mr. Pellegrino and Mr. Johnson totally disagreed. Ms. Mabry said
292 that was brought up about six months ago, and no second was offered. Mr. Magliette reiterated that the
293 town should take small steps and revisit later; he opposed making too many radical changes at once.

294
295 Mayor Samples said to sum up that meters are going to be removed from Ocean Boulevard,
296 except for those located between 16th and 17th Avenues North by the Holiday Inn. Ms. Fellner said the
297 ordinance would be presented at the next meeting, and a list of concurrences made at this workshop for
298 confirmation at the regular meeting. Mayor Samples said that anytime parking was prohibited, it should
299 be clearly stated in the record. Mr. Kohlmann asked if the lines of sight at corners on Ocean Boulevard
300 would be addressed, because of the safety concerns. Mr. Johnson and Ms. Mabry said that council had
301 already agreed to eliminate those 24 spaces. Mayor Samples wanted to be certain signage was clear to
302 avoid writing tickets when the public had not been informed.

303
304 Mr. Pellegrino asked if Ms. Fellner could schedule another workshop once the lot negotiations
305 were done, because that would change a lot of what was decided at this meeting. Mayor Samples said
306 absolutely. (**several speaking at once.)

307
308 Mayor Samples asked if there was general agreement that in the parking lots themselves would
309 be a good point of departure for signage that states additional parking was located at various addresses.
310 All members **CONCURRED.** Mayor Samples said visitors at Fuller Park yesterday had no idea that All
311 Children's Park was in town, which supports the need for public education and way finding signs.

312
313 Mr. Adair said other towns have acknowledged premium parking by having lower rates at the
314 meters farther back from the beach. He recommended lowering the rate at the meters at the Holiday Inn
315 and the 13th Avenue South lot to \$1.00 or 75-cents per hour with appropriate signage so tourist will know
316 where to park for less, if they don't mind walking. The lower rate creates a better chance that the lots
317 would be used. Mayor Samples said that was a good suggestion. Ms. Mabry suggested trying it for the
318 next season. Mr. Magliette said the town needs to find ways to fill the lots; this might work. Mr. Pellegrino
319 said it would also spread people along the beach.

320
321 Mr. Hunt believed over-sized golf carts should be redirected to regular parking lots, because they take
322 up multiple spaces and create hazards when they are in golf cart parking spots. Mr. Pellegrino had seen
323 the same problems, but did not have a solution. Mr. Child suggested an area designated for over-sized
324 golf carts. Mayor Samples said in the Yaupon lot and asked if golf cart parking filled up in the Yaupon lot.
325 Mr. Kohlmann said only during events. Mayor Samples asked if the lot continue being used as it is. Mr.
326 Kohlmann said it should be changed, but cars would not fit. Mr. Stevens suggested compact cars. Mayor
327 Samples asked staff to bring options to council to optimize the spaces.

328
329 Mr. Kohlmann said the price adjustment had not been considered, but in his opinion, the town
330 should wait one more year. With the loss of paid parking on Ocean Boulevard, people may go into the
331 paid lots first. If not, the council could act. Several members agreed with Mr. Kohlmann's suggestion.
332 After additional discussion, council **CONCURRED to wait until after next season before lowering the**
333 **rates.**

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Mayor Samples asked if trailer parking was provided during bike week events. Mr. Kohlmann said it wasn't advertised enough. (**several speaking at once.) Mr. Magliette said the Surfside United Methodist Church offered free bike parking last year. He would find out if the church would offer it again this year. Mr. Kohlmann said the goal was to get the trailers off the road, because they block line of site.

Mayor Samples asked if everyone was happy with the one-way street. Mr. Kohlmann spoke with the resident on that street who actually suggested it be made one-way and thought it was working well. The streets by Scotty's and Surfside Realty did not have too much impact. (**) Mayor Samples asked if the one-way streets should be left as they are. There was no consensus on one-way streets.

ADJOURNMENT.

Mayor Samples declared the meeting adjourned at 5:44 p.m.

Prepared and submitted by,

Debra E. Herrmann, CMC, Town Clerk

Approved:

Douglas F. Samples, Mayor

David L. Pellegrino, Mayor Pro Tempore

Robert F. Childs, Town Council

Mark L. Johnson, Town Council

Mary Beth Mabry, Town Council

Ralph J. Magliette, Town Council

Randle M. Stevens, Town Council

Clerk's Note: This document constitutes summary minutes of the workshop that was digitally recorded. Appointments to hear recordings may be scheduled with the town clerk, or you may bring a flash drive to obtain a copy of the audio recording. In accordance with FOIA, meeting notice was distributed to local media and interested parties. Workshop notice was posted at the entry door at Town Council Chambers, and in the Town Hall reception area and on the Town marquee.