1. CALL TO ORDER.

Chairman Abrams called the Planning & Zoning Commission meeting to order at 6:00 p.m. Commission members present: Chairman Abrams, Vice Chairman Seibold, and members Gambino, Johnson, Lauer, Mastroseante and McKeen. A quorum was present. Others present: Town Administrator Fellner, Town Clerk Herrmann and Deputy Administrator Harrah.

2. PLEDGE OF ALLEGIANCE.

Chairman Abrams led the Pledge of Allegiance.

3. SWEARING IN OF NEW MEMBERS.

Ms. Herrmann administered the oath of office to Ms. Mastroseante and Mr. McKeen. The signed oath is filed in the clerk’s office.

4. AGENDA APPROVAL.

Ms. Johnson moved to approve the agenda as presented. Mr. Lauer second. All voted in favor. MOTION CARRIED.

5. MINUTES APPROVAL.

Ms. Johnson moved to approve the October 3, 2017 meeting minutes as submitted. Ms. Gambino second. All voted in favor. MOTION CARRIED.

6. PUBLIC COMMENTS- Agenda Items.

Ms. Carol Cook, 7th Avenue South, said I have issues with this entertainment district. I don't understand. I’m old school. So I pulled out the dictionary looked up entertainment. I googled entertainment. I even asked Siri what entertainment meant and at no time did Siri list guns, secondhand shops, thrift shops, auction houses, if you're going to rezone the pier area you need to rezone it is a boardwalk area and include things that you would find on a boardwalk. This is the family beach. Nothing about guns and thrift shop says family beach. The pier is supposed to be the jewel of our community. And that's where you want people to go and visit. I don't understand how you can propose putting a gun shop there and think that people are going to want to stroll by with their toddlers on a Sunday afternoon. I think this needs to be rethought and reworked. I think the proposed businesses for this area are totally out of alignment with the family beach and an area where you want people to come and relax. Thank you.

7. DIRECTOR’S REPORT.

Mr. Harrah said staff issued 155 permits during September, including 4 new home permits, 152 inspections, and 5 plan reviews. Code enforcement received 120 complaints. The building official has 6 complaints under investigation, and one stop work order. He announce that Tina Mazzo passed the Certified Floodplain Manager Certification and Scott Henrick was licensed with South Carolina License, Labor, and Regulations as a building officials as of September 19. South Carolina Department of Natural
8. BUSINESS. E Entertainment District June 7, 2016 Minutes (start line #305).

Chairman Abrams said she also read what Ms. Cook was talking about with all the different types of businesses. I thought the word ‘not’ was before those businesses, but that was not the case. Why don't we try to clear that up before we get any farther into this? It seems to me the without a prohibition in there, we are probably maybe allowing uses that we may not want. Mr. Seibold said I totally agree with Ms. Cook's comments. I was also concerned with some of the businesses listed. Ms. Gambino said absolutely. Chairman Abrams asked Mr. Harrah if the list could be edited. Mr. Harrah said the list is the current ordinance for the C3 district. Mr. Seibold said the C3 district is commercial and residential. Mr. Harrah said yes. Mr. Seibold asked if that district was an amusement area at one time. Several members responded yes. He thought C3 was kept because of the amusement, but he did not see that in the code. Chairman Abrams said I am taken aback by the fact that all these things are allowed in C3 as it stands now. Mr. Seibold said I'm surprised that it was. At one time there was an amusement park with rides in those areas, so I thought it was amusement and commercial. Ms. Gambino said in the 70s. Chairman Abrams suggested making changes to the businesses in the C3, because I want a gun shop there. Mr. Seibold said it's not going to happen. We will have this done before somebody puts a gun shop there. Chairman Abrams explained only a piece of the district was being changed. Mr. Harrah presented a PowerPoint and said the planning commission discussed this June 7, 2016 and concurred to move forward. Unfortunately, due to higher priorities of other circumstances the action was never taken. This is particularly appropriate time to move forward with rezoning, since plans are currently underway for rebuilding the pier. Staff drafted the attached amendment to the zoning ordinance, which accommodates the town's desire to ensure that only commercial properties are built in this district to prevent a commercial establishment from being redeveloped as residential property. The planning commission directed staff to schedule a public hearing. These are the recommendations as move forward for a notice to the affected property owners. If the commission concurs, the public hearing will be scheduled December 5th. Mr. Harrah said he came across these minutes as he was doing other research. He presented a map and explained the area that would be included in the E Entertainment District, which would prohibit residential development in the town's pier area. Mr. Seibold asked what would happen with property that was purchased expecting that residential develop was allowed Mr. Harrah said that is the purpose for the hearing is so that discussion with everybody. This will impact not only property owners in the E district, but those within a 150 feet of the E district perimeter, all of whom will receive notification. Chairman Abrams said we are not eliminating C3, but retaking a piece out of it that current does not have any houses in it. Mr. Harrah said correct; there's no residential in this current E zone. Mr. Seibold said we are rezoning a portion of C3 to restrict residential. Mr. Harrah said yes, and explained that the E district was kept as square as possible to prevent confusion.

Mr. McKean believed the parking lots on Yaupon Drive should be included in the E district.

There's only one residence on that block where the parking lot is located. Including those lots would prevent any future residential use, if the town decided to sell that property. If the River City property was included in the E district, they can only rebuild another commercial establishment. Ms. Johnson agreed with Mr. McKean and wanted to include the River City property as well as the parking lots. Mr. Harrah said that certainly can be done. Mr. Seibold said residential property is located right next to River City;
Mr. Harrah said the property lines would be the district division. Chairman Abrams said the district line could be drawn to leave the house by the parking lots in the C3 district. Mr. McKeen said the property would be worth a lot more if it was in the E district. Ms. Johnson said exactly. Mr. Harrah said the owner could always petition to come into the E district later, if they want to change it from residential to the E district. Mr. Lauer asked what would happen if a disaster wiped out the entire area. We have to put back the way it is now. What if we don't want to rebuild the way it is now, for instance, say that they rebuild the River City building, but want to put a residence on the third floor? Mr. Harrah said that could not be done under the E district regulations.

Mr. Lauer said the Surfside Drive business district was recently amended to allow residences about the businesses, and said the commission might want to consider that. Mr. Harrah said not point is the tax base generated by the entertainment district would be more than in a residential district. From the revenue side, two floors of restaurants will bring in more accommodations tax than a mixed use would. The height is still limited to 55 feet, so that height is going to restrict some of those things as far as being able to get a viable piece of real estate that won't cost a lot of money per square foot with residential unit on top. Mr. McKeen said if those were destroyed, and were rebuilt they have to be built at a higher level than now, correct? Mr. Harrah said yes, new construction must be elevated to meet the current Base Flood Elevation (BFE). Chairman Abrams liked the idea of including the River City property, if they're amenable. I don't see how can be good news for the town to have River City turned rental houses. Mr. Harrah said he would make adjustments to include the River City property, and the Yaupon parking lots, as well. Ms. Johnson asked if the Yaupon area would be squared off or leave the house and other parking lot out. Mr. Harrah said we will just leave the house out. Chairman Abrams asked for consensus to ask Mr. Harrah to redraw the draft map to include the River City property, and the Yaupon parking lot, minus the residence. Commission CONCURRED. Chairman Abrams said there is a unanimous consensus.

Mr. Harrah said regulations for the E district include:

- The intent provision is for this division is to allow a small pedestrian oriented commercial environment.
- Dining and entertainment venues
- Complete the pier area as a destination
- Enable property owners to redevelop their lots.
- Minimum lot size and 3500 ft.².
- Building width of 35 feet
- Zero setbacks

There is a small law firm office in front of the pier that is built on a zero setback. But, the C3 district requires a 5 foot setback. If they change that property, they would have to provide a 5 foot setback. We're reverting back to the historical intention for the C district. That gives the owners the maximum footage to do allowed development. Chairman Abrams said we're maximizing the commercial business area in that confined space. Mr. Harrah said yes, and the maximum building height is the same as the C3, which is 55 feet. I know that there's some reservations about the height of that, but there's also been some comments about the pier being rebuilt with the new 25 foot height required by FEMA. If the Surfside wants to rebuild and have a two-story restaurant, that 55 foot will not accommodate it. Because the pier will be 25 foot high, 10 foot walls, 1 foot floor system, another 10 foot wall, and then the roof system, you will be pushing 55 feet and will probably have a very slow pitch on the roof. It's something to think about; maybe giving another 10 feet to make the design look right to accommodate that. Mr. Seibold asked if the height on Highway 17 was 55 feet. Mr. Harrah said the C3 district is 55 height. Mr. Seibold asked what the residential limit was. Mr. Harrah said if it was in a C3 district, it was at a 55 feet maximum actual roof height.

The District Use Table will have a column added for the E district. Under the parking requirements in this district is no parking required other than accommodations for the hotel that would
be required to keep the same parking requirements. The reason being is trying to make a walking area around these establishments, we're already currently crunched for parking spaces. The idea is with the reconstruction of the pier, if any business owners decide they want to come in and redevelop the property, they would have more square footage to use on the lot, and then they wouldn't have to designate that area for parking. Entertainment wise, this would be looking mostly at dining and evening entertainment. During the day, parking is used mostly by beach goers. Making efforts to create a pedestrian community with residents, tourists, and guests walking into this district makes any sense. Mr. Seibold said parking would always be a problem, but it would be nice if people walked. Mr. Harrah said currently only the east side of Ocean Boulevard has a sidewalk. If a pedestrian circle could be created in that area it would be encourage walking between those businesses in the area. Chairman Abrams asked if the Yaupon parking lot filled during the evenings. Mr. Seibold said it fills up during the day; he hasn't seen it in the evenings. (**Several speaking at once.) Mr. Harrah said the accommodation use would stay the same. If they ever wanted to add on a wing to the hotel, he would still have to retain his parking requirements for whatever amount of rooms added. The hotel could extend out the zero property line, but any and all parking requirements per square foot per room has to be maintained.

The list of businesses in the C3 district has not been reviewed in a while, and can be amended. Under 17-396.34 restaurants and other dining establishment with outdoor dining, it was added that outdoor entertainment shall be limited to hours from 8:00 p.m. to 12 midnight. The district must comply with the noise ordinances. After a lengthy discussion about the hours for outdoor entertainment, the commission CONCURRED to eliminate the start time, and only cite that the outdoor entertainment shall end by 12 midnight.

Article IV is the supplemental district regulations. In 17-404, the E district was added to the one principal building on a lot requirement as an exemption so the property can be developed upwards up to the maximum height. That is, instead of tearing a building down, they could build another building above the existing building as long as it was within the 48-percent and meet the flood requirements. The cost of raising a building in the commercial side is a lot more expensive than a residential structure. Mr. Harrah continued citing changes, copies of which are on file.

Chairman Abrams suggested the allowed businesses in the C3 and E district be evaluated. The commission concurred to the following:

- One product line including appliances, radios and TVs
- Shopping appropriate to the district (gifts, souvenirs, towels, etc.)
- Arcades, subject to public safety comments*
- Restaurants
- High traffic retail
- Bakery, Coffee Shop
- Jewelry, Books

The commission asked that Chief Hofmann to bring comments on an arcade use at the next meeting. Mr. Seibold asked if the commission could assume that the ordinance has the support of Town Council. I want to ensure that the recommendations the commission considers are in line with Town Council’s thought process. Mr. Harrah said this discussion was based on minutes from a previous meeting. Chairman Abrams said it was brought to the commission a year and a half ago. The commission agreed that it was a good idea, but it was never presented to Town Council. Mr. Harrah said the issue was being reviewed, because of the upcoming pier construction and his review of the planning commission minutes to ensure I understood the commission’s work. There was nothing about this after that June 2016 date.

Mr. Seibold said it makes sense; but I want to make sure we're in line with Town Council. Chairman Abrams said I think what happened was that both the sign ordinance, and the tree ordinance
all of sudden got to be really high priority for Town Council; everything else was put aside. This topic
never came to the surface again. I’ve never had any guarantee that Town Council supports anything.
We’re supposed to recommend to them; not act on their guarantees. We have no guarantee they’re
going to approve the overlay ordinance that they told us to write. Mr. Lauer said we want to do our job
and pass it on. It is somebody else’s decision after that. I’d like to look at what we have now, and say we
want to structure this so that allows the things that are there now to stay? Probably, yes. Then what
other things we want to see added on there. Those would be things that would make the list. Try to keep
it as concise as possible. We don’t want to open it up to a million different things. We look at areas that
are entertainment facilities for families, and what do they have? Those are the things that we want in the
code. Chairman Abrams said I’m only really seeing bicycles and tackle shops that I think are appropriate
in that first paragraph. Mr. Lauer said there is a tackle shop there now. Bicycle rentals are there.
Chairman Abrams said the other businesses do not seem either beach or family oriented. Mr. Lauer
suggest that we think about the walking traffic, but much of it walks along the beach and doubles back to
where they live. They do not actually come off the beach and to the pier area businesses. We’re missing
something there by not getting people to come up into the pier area and utilize the shops there. There
may be nothing there they want. Maybe we’re missing something. Ms. Johnson said that’s why I think an
arcade would draw the kids, because there is nothing really to do there except eat. Mr. Lauer said I think
we’ve always been lacking in that. Is that something we can do? Mr. Harrah said if you opened that box
for them to start seeing this is where the district is going, of this is the vision, you may get potential
property owners to redevelop their property as an arcade or another type restaurant, because of the type
of environment created. Having good signage is a must, because people driving down Surfside Drive
would be drawn in by the signage. Mr. Lauer said we always struggle with do we really want people
here? If we make it too good, they’re going to come.

Chairman Abrams said my idea for the second paragraph, high traffic retail businesses, is just
that we don’t want anything high traffic retail down there, do we? Mr. Harrah asked the edits to the list
were just for the E district, because this list was the current list for all C districts. Chairman Abrams said
I’m looking at it for E, and possibly for all of C3. Ms. Johnson said she was also thinking along those lines.
Mr. McKeen said I’m a little worried about the restricting the rest of C3. We have enough vacant buildings
as it is. Chairman Abrams said C3 is along Ocean Boulevard. Mr. McKeen said okay, thank you. I don’t
see any of those businesses in C3. Chairman Abrams said it would be like taking a rental house and
turning it into a department store. Mr. Harrah said there is a small portion of the district up Surfside
Drive. Chairman Abrams said I don’t think we need to sell guns or TV sets there either. Several other
members agreed. Mr. McKeen said I don’t think those businesses would come in, because they wouldn’t
be successful. Chairman Abrams said do these paragraphs apply to all of the town? Mr. Harrah said this is
the use table for C3. Chairman Abrams said I would rather develop some new language. There has to be
a better way. Mr. Harrah asked if the E district have some businesses defined. That is we gift shops, the
arcade, the restaurants, the entertainment businesses so we can move along, and then address C3 at our
next meeting with ideas from looking at what this table actually refers. Commission CONCURRED.
Chairman Abrams asked Mr. Harrah if he had an understanding of what businesses the commission wants
in the E district. Mr. Harrah said yes.

Chairman Abrams asked if the commission was prepared to have staff send the notice letters,
and post the property for a public hearing on the E District recommendations at the next planning
commission meeting. Commission CONCURRED.

9. Discussion Item. Continue Review of Design Overlay District (Beginning at
Pedestrian Walkway).

Mr. Harrah discussed the entire section in detail and made the following notations:

Section I, Pedestrian Walkways, was to connect the public walkways to the building
entrances and any amenities, and proceeded to detail the proposed code, a copy of which is on file. The
only lots in town to which this applies are the BILO and Piggly Wiggly parking lots. Paragraph 8,
Pedestrian Zones in front of Commercial Buildings, width was changed to no less than five feet (5').

Paragraph J Lighting, (9) was changed to state canopies are permitted at .8w/per square foot
under any area that is illuminated and drive-thru facilities are permitted maximum 400w per drive thru.
J (10)b. "with wattage equal to or less than one hundred fifty (150) watts" was omitted, and changed to
state The number of fixtures are calculated at .15 w per square foot of illuminated wall surface or 3.75w
per linear foot for each illuminated wall or surface length.

Paragraph K Landscaping, amended to add (1) a. A minimum 5 foot foundation landscape
strip shall be required along the façade and exposed sides of all buildings within a development at 1
shrub per 5 foot. The landscaping shall be composed of mixtures of planting materials. If the building is
taller than 25 foot the foundation landscaping shall incorporate two (2) canopy trees per building.

(2) b. Perimeter adjacent to public right-of-way: A visual clearance area between the height of
two and one-half (2½) feet and ten (10) feet shall be maintained on the corners of all property adjacent
to the intersection of two (2) streets or a driveway providing access to a public or private street within
twenty-five (25) feet of the intersection of the right-of-way of streets or of streets and driveways (see
diagram below.)

The Commission CONCURRED unanimously to allow staff to allow alternate landscaping
plans when it was not technically feasible to have a traditional plan, so long as staff
maintained conformity application of the code.

(7) Alternate designed allowed “Planning, Building and” was inserted before Zoning
Department in three places, and “county” was changed to “town” on the fourth line from the bottom.

(L) Sign Regulations reference Article VI - Signs was eliminated in its entirety.

(8) Illumination was eliminated in its entirety.

(10) Exempted Signs was eliminated in its entirety.

(11) Maintenance was eliminated in its entirety.

Ms. Gambino said in (F) Special Design Standards that the chain link security fence enclosure was
omitted from the code. Mr. Harrah said that was an oversight and it would be included next time. He
asked the members to please let him know if there were other omissions.

Chairman Abrams said there is a statement that signs have to be professionally designed and
approved in the overlay ordinance, but not the sign ordinance. She did not want homemade signs on
Highway 17. Mr. Harrah said that question would be sent to the attorney.


Mr. Tom Dodge, 8th Avenue South, said did I understand that there are no parking restrictions in
the new entertainment district? You don’t have to have parking, because there isn’t enough parking down
down there. If you bring in new businesses that means new employees and new cars. I just think that
you just really have to think about this from a parking standpoint. Additions to the pier will require more
parking. At one point the pier parking lot was half owned by the town and half owned by Scalise. Mr.
Harrah said the realty company owns five spaces right beside the law firm at the pier lot.

Ms. Carol Cook 7th Avenue South, said you know that council passed first reading of the revised
home occupation ordinance. Thank you again for that. If you are going to recommend this E district, I would like to see a list of allowable businesses, not just beachy things, because someone could say I can paint a seagull on the side of a gun and that’s a beachy thing. If you are going to look at C3, I think that you need to have staff provide a list of current C3 businesses so that you can see who is there. Again, if you’re going to redo that list, I would also like to see a list of approved businesses; not gun shops, thrift shops that sort of thing. I think we need to start getting very specific. I’m not anti-business. I just want businesses that are good for the town. Businesses that will bring in tourists, and their money. Thank you.

Ms. Patti Magliette, Harbor Lights Drive, said I know that we want beachy businesses in the entertainment area, but first thing that came to my mind was oh, my God, another towel and swimsuit place. I think 17 is inundated with them. I don’t know that we want to waste our valuable real estate on this pier area with another towel and swimsuit place, where you buy a jacket and the zipper never works. You know what I’m saying? I think we want to go for something a little bit different. The fact that y’all are putting a lot of thought into which businesses specifically is something that makes me very happy. Thank you for that. Not needing duplication, but something that will really draw people that’s not already out there. Thank you.

Mr. Boyd Sadler, 8th Avenue South, said I have to agree with Ms. Cook. I don’t want to see gun shops. I like gun shops myself, but I just don’t want to see one down there. Beach shops in this entire region carry beach balls and towels, and they have switch blade knives. They’re not really good quality knives, but kids with knives like that...we don’t need that at the family beach. We have to think about what we’re bringing into town. We do need businesses. We really need ‘em. It should be relevant to the family beach, though. That’s all I have to say about that. Thank you.

Chairman Abrams said some excellent points were made during public comments. We appreciate you staying this long to do it.


Mr. Lauer said we do have to do a lot of thinking about what would best support Surfside Beach. We can’t make those decisions. We’re not buying the property. We just have to set the guidelines for who can come in. It’s all we can do. Thank you very much.

Ms. Gambino said thank y’all for coming out tonight and for staying this late. But I am excited about this overlay, because I do think that it’s gonna bring in possible businesses that will not even entertain Surfside Beach unless there is a stricter overlay. We know that for sure. We know that’s happened. So we absolutely need a stricter overlay so the businesses that do, would even want to come in would absolutely know that something wouldn’t come in next to them that would look trashy, or wouldn’t have standards to it. I would advise all of us to speak to our council people and let’s see if we can’t get this overlay through. Thank you.

Mr. McKeen said I’d just like to say it was interesting this time to hear the public comments from this side of the dais instead of in the audience like I have for the past couple of years. (Laughter.) It’s a lot easier to understand and you get the facial expressions, which help with communication. So, thank you for coming, and thank’s for the comments.

Ms. Johnson said thank you all for coming. We appreciate your comments. I would like to welcome again our two new members.

Ms. Mastrodine said thank you for coming. I’m really honored to be part of the commission, and help plan for the future of Surfside Beach, the Family Beach.

Mr. Seibold said I certainly appreciate your comments. I agree with 99-percent of what you've
Chairman Abrams said I just want to say it’s really nice to have a full commission seated here again. This is going to be great. Tonight’s meeting was great. Thank you, Mr. Harrah. Thank you citizens for sticking with us through all that. We really appreciate your comments tonight.

12. ADJOURNMENT. Mr. Lauer moved to adjourn at 7:51 p.m. Ms. Gambino second. All voted in favor. MOTION CARRIED.