



**PLANNING & ZONING COMMISSION MEETING MINUTES
TOWN OF SURFSIDE BEACH ♦ TOWN COUNCIL CHAMBERS
August 2, 2011 ♦ 6:30 p.m.**

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5 **1. CALL TO ORDER.** Chairman Seibold called the Planning & Zoning meeting to
6 order at 6:30 p.m. Planning & Zoning Commission members present: Chairman Seibold
7 and members Abrams, Hanson, Lowery, Livesay, Pruitt, and Rhoades. A quorum was
8 present. Staff present: Building Director Donevant, Code Enforcement Official Morris.
9 Others present: Waccamaw Council of Government Representative Tom Britton, Town
10 Clerk Herrmann.

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12 **2. PLEDGE OF ALLEGIANCE.** Chairman Seibold led the Pledge of Allegiance.

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14 **3. AGENDA APPROVAL.** Ms. Abrams moved to approve the agenda. Mr.
15 Rhoades seconded. **All voted in favor. MOTION CARRIED.**

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17 **4. MINUTES APPROVAL.** Mr. Pruitt moved to approve the July 5, 2011 minutes.
18 Mr. Hanson seconded. **All voted in favor. MOTION CARRIED.**

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20 **5. DIRECTOR'S REPORT.** Ms. Donevant reported that no minor or major
21 subdivision requests were submitted and there was nothing further to report.

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23 **6. PUBLIC HEARING.** **Zoning Text Amendment (Signs) Section 17-641 & Chart**
24 **17-622C.** Chairman Seibold opened the public hearing at 6:32 p.m. and asked for public
25 comments.

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27 "I'm Carol Rosselli. I own Palm Plaza located on 520 Highway 17 South. This whole
28 matter with you changing the ordinance regarding the signage has been a huge financial
29 burden on my husband and myself. Times have been hard enough with the economy being
30 the way it is. Since April, I have had three potential renters walk specifically because of the
31 signage. My husband and I, we were never notified that there was going to be an ordinance
32 change regarding the signage, otherwise, we would have presented ourselves when that
33 had occurred. Now I had a tenant that came in in [sic] May and she just left, because she
34 was unable to put up her channel lettering sign, the same type sign that my husband and I
35 required in our lease to be put up as the other tenants, Myrtle Beach Real Estate and
36 Always In-Touch Massage. Their signs are beautiful. They're made to fit that building, and
37 people have been told they can't have that. And that sign that, that they have is the main
38 source of advertisement for them. It's so visible. They're beautiful and this new tenant just
39 could not get ahead financially, because she was invisible; just really blended in into the
40 background amongst the other units. So, I'm quite upset about this, and asking you to
41 please, please change the ordinance back to what it was. When we built our building three
42 years ago, we did special things at the town's request to make our building be a model for
43 future commercial building going on in Surfside, and we had every confidence in the town
44 and I'm hoping, and very confident that you'll re-think this and go ahead and change it back
45 to the way it was. Thank you."

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47 "Ken Harbin, 322 South Willow. I just wanted to encourage the commission to think
48 strongly or look deeply or heavily at loosening some of our sign restrictions rather than
49 tightening them up. We all want a pretty town, and I want a pretty town, y'all do as well. It's
50 certainly a bad economy. We need to be doing anything we can possibly do to help the
51 businesses that are either trying to locate or have located here. We would like to have a
52 pretty boulevard; we allow cars to park. We would like for all of our vacant lots to be pretty,

53 but a lot are overgrown and unsightly. We would like all of our houses to be pretty, but we
54 have some abandoned things that don't necessarily need to be there. While it's good to
55 limit signage and keep things neat, that's possibly not the biggest help to our businesses. I
56 know that the recent thing in the paper about multiple signages [sic] for one building,
57 obviously each building needs to try to promote their business as best they can. I know
58 we've heard before council some of our owners say they couldn't put a temporary sign out,
59 and they couldn't bring their stuff out in the parking lot to try to encourage sales. I don't
60 want everything to look like a yard sale, but if it encouraged business for them, maybe it's
61 kind of a good thing. I know that recently one of the restaurant owners on Surfside Drive
62 wanted to put up a night-lit menu board. If we're trying to encourage traffic, which I think we
63 are, we've done a lot of work on Surfside Drive and it really looks pretty, then that would
64 kind of come along hand-in-hand, but our current sign ordinances prevent that or at least
65 the interpretation of it prevents that. So, anyway I as a business person in town, I'm just
66 urging the commission to look at, try to make things a little easier than harder, particularly in
67 the times that we have today. Thank you."

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69 There were no other public comments. Chairman Seibold closed the public hearing
70 at 6:37 p.m.

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72 **7. OLD BUSINESS.** There was no old business.

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74 **8. NEW BUSINESS**

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76 a. **Zoning Text Amendment (Signs) Section 17-641 & Chart 17-622C.** Ms.
77 Livesay moved to approve the amendments as presented. Mr. Hanson seconded. Ms.
78 Morris explained that in number (3) paragraph two, line two, the words "zoning
79 administrator" were changed to "code enforcement officer," which is consistent with the
80 remainder of Chapter 17. Mr. Pruitt moved to amend the motion to change "zoning
81 administrator" to "code enforcement official." Mr. Rhoades seconded. **All voted in favor to**
82 **amend. Motion to AMEND CARRIED. All voted in favor as amended. MOTION**
83 **CARRIED.** Mr. Britton explained that a resolution was prepared for the commission's
84 approval for presenting the changes to town council, and read the resolution into the record,
85 the original of which is attached hereto and made a part hereof as if fully set forth herein.
86 Mr. Hanson moved to adopt the resolution and send it to town council as soon as possible.
87 Mr. Rhoades seconded. All voted in favor. MOTION CARRIED.

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89 b. **Continue the review of the Surfside Beach Development Regulations.** Mr.
90 Britton explained that a public hearing notice would be advertised and a public hearing held
91 at the next monthly meeting. Staff expected that all amendments would be prepared by
92 August 5th that would be posted on the town's website for public review. To his knowledge,
93 all changes have been incorporated into the draft; the only outstanding changes are format
94 and grammar that do not affect content. He asked for commission concurrence to change
95 the noticing requirement for appeals and design modification on pages 2-3 and 2-5 from
96 "the notice shall be provided to parties of interest by certified mail no less than 15 days prior
97 to the hearing," to "the notice shall be *mailed* to parties..." since there is no guarantee of
98 when parties would actually receive their mail. There was no objection to the change.
99 **Commission CONCURRED.**

