



PO Box 20336
Charleston, SC 29413-0336
843-414-1040
843-414-0155 fax

MEMORANDUM

TO: Ms. Linda Tucker
FROM: Kirby Marshall
COPY: Mr. Douglas Kerr
DATE: October 27, 2015
RE: Isle of Palms Marina – Comprehensive Redevelopment Master Plan

Below is a summary of comments from the Project Kickoff and Stakeholder meetings held September 10, 2015 on the Isle of Palms. These meetings were facilitated by ATM and included several key groups: City Staff, the Planning Commission, the City Council, Marina Tenants, and Neighbors/Citizens. Subsequent to these meetings we met with the restaurateur and the marina manager and received additional input. We have also developed a website with a portal for visitors to provide additional comments.

The information presented below has been summarized to provide some level of confidentiality to those who have offered comments. Additionally, a summary of comment frequency is provided.

GROUP A

- Upland issues have become critical. The site has grown for fifteen years without any planning. Pedestrians use the site more and more and it's lucky there hasn't been a major accident.
- Consider pedestrian access along southern property line.
- Pedestrian/bike access should be safe and direct to the places pedestrians want to go so they don't inherently want to cross in front of parking/traffic areas.
- Consideration should be given to separate golf-cart access as well.
- Entrance at 41st Avenue is a blind spot and you can't see the "do not enter" sign.
- There is a lot of overall confusion to the site.
- Distance to the restrooms on the site from various points is an issue.
- The marina and other traffic puts a strain on the restaurant's restrooms.
- The marina tenant's restrooms should remain segregated.
- Separate/more public and private (marina tenants, restaurant, etc.) restrooms should be considered.
- A centralized reception/signage area could help to direct traffic (pedestrian and vehicles).
- Consider piping the ditch of 41st up to fire station for improved off-street parking.
- Consider having 41st street past the fire station the responsibility of the marina operator. It is reportedly City-controlled.

- Employees have to park offsite and it's a long walk without any designated walkways.
- The Restaurant has 60-65 employees per day in the high season.
- Watersports has 22 employees plus 3 managers.
- Consideration may be given to using a shuttle.
- Wild Dunes appears to have an under-utilized parking lot. We may consider opportunities to take advantage of this nearby parking.
- Dewees' facilities have fewer available parking spaces.
- Employees are at the site all day taking up a space, customers cycle through.
- Offsite kiosk and scheduled shuttles at other popular areas (with ample parking) could help bring in additional customers and help parking on site.
- It's important to attract residents during the off-season to keep businesses operating/profitable.
- Kids and families need to feel safe when coming to the site.
- Consideration may be given to using parking areas for special events in the off season (car shows, art shows, farmer's markets, etc.).
- The waterfront area is used for parking and trash pickup right now. This valuable waterfront is severely underutilized.
- The layout of the T-dock along ICWW is not efficient.
- A boardwalk connecting all the water frontage was mentioned as a potential element of the redevelopment.
- Consideration should be given to more businesses and restaurants to create "good competition" which will provide more opportunities for culture and a unique atmosphere for locals.
- More people are utilizing non-motorized modes of transportation both on and off the water. It's dangerous to mix them with motored vehicles.
- 30% of Coastal Expedition's business is from Wild Dunes.
- Kids love boats and want to come to the marina.
- Drystack is viewed favorably.
- The Inn idea from the older plan could be a good idea/component of the redevelopment.
- During the winter the no wake zone is not in effect in front of the marina.
- Hilton Head was mentioned several times with regard to "feel/atmosphere".

GROUP B

- Concerns were voiced over potential noise associated with drystack operations.
- Property owner next to Watersports Dock concerned about the noise and impacts to his quality of life and land value.
- Citizens may not necessarily want a drystack.
- Valet parking goes all the way to 30th Avenue during high season. Question whether this is in violation of current ordinances.
- The parking on the street has gotten worse the past few years.
- Concerns were stated over public safety and emergency vehicle access.
- Comments regarding the use of the boat ramp and designation for island residents. Residents often don't even try to put in on weekends because it's too busy with non-residents. Residents should have at least 51% of the usage.
- Residents feel like they can't use the marina and it's "their" marina.

- Residents are worried that a drystack will only increase traffic on both land and water.
- Concerns voiced over occupancy of the restaurant and the required number of parking spaces for customers and employees.
- Launch rates should be much higher to discourage non-residents from using the ramp and offset costs of having fewer users.
- Comment that “Jet Ski docks make \$18k a year” which, some feel, “isn’t worth the impacts they cause.”
- The ferry operation to Dewees is reported to be impacted by the Jet Ski business
- Parking spaces at the marina/store/restaurant shouldn’t be reserved by individuals.
- Greenspace, paddleboarding, waterfront park would be nice.
- Perhaps the focus should be on minimizing usage rather than fitting a certain amount of activity into the site.
- There is an area that floods by the fire station (on 41st Avenue) that should be addressed during site redevelopment.

GROUP C

- Parking is only bad during the summer/high season.
- Docks on the Intracoastal may be underutilized. Especially at the “T-head” dock.
- The AIWW silts in regularly according to residents.
- There may be an opportunity to bring in more transient boaters but that is counter to improving the area for resident use.
- Consideration may be given to making dry stack available only for land owners on the island.
- The main purpose of purchasing the property was to maintain water access for residents, and that’s getting lost.
- Offering more open space may encourage residents to visit/use the facility.
- There is a need for more, dedicated golf cart parking.
- The upland fueling operation is considered an important asset for the City and residents. It’s the only source of non-ethanol fuel nearby and provides piece of mind that there are two (2) fueling facilities in the event of an emergency.
- The store is a meeting place for residents and is considered beneficial.
- Ramp usage may be controlled through targeted rates/permits.
- Separate human-powered and motorized launches.
- Drystack may be successful but could exacerbate parking issues.
- Phased improvements should be considered.
- More open space would encourage residents to visit and enjoy the site.

GROUP D

- Parking at the store can block through traffic/access for emergency vehicles.
- An in-water slip for fire boat (20’ Pioneer) would be welcomed if it could be secured and protected from wake.
- Docks need to be accessible with stretcher/backboard.
- Possible emergency lane for first responders

- A boathouse (for fire boat) would be ideal.
- Separate human-powered and motorized launch areas are needed for safety
- Signs are too low (Stop, Parking, etc.) and should be per MUTCD (Manual for Uniform Traffic Control Devices, SCDOT).
- Cars often overflow onto the street. These vehicles block the signage further.
- The signage on the site is very confusing.
- The idea of sharing launch facilities with Dewees was mentioned.
- Speed bumps are greatly disliked/discouraged on the Island.
- Cars parked on 41st Avenue can block long truck/trailers that are trying to turn out of the parking lot.
- Question regarding leave or replace buildings was brought up.
- The corner of the property where the restaurant is located is a very important piece of land and should be capitalized upon.
- Underground infrastructure and utilities would be great but it may be expensive.
- The site has evolved over time – it's not planned (i.e. – organic) and is an eyesore.
- The 28th Avenue recreational center has been very successful and was offered as a point of reference.
- The idea of “Bohemian” vs “Resort” experiences were discussed. The general consensus was that residents don't want a resort-type experience.
- Kids love to play in the sand near the ramp which is currently part of the restaurant.
- An opportunity for kids/families to fish would be great. Right now people fish anyway but there is no designated space and it's dangerous for them to wander the property.
- The need for community space was brought up several times.
- A raised wooden deck/pavilion was brought up in reference to community space.
- A previous concept showed an Inn on the property. This idea was never well received and may not be possible through zoning.
- The old plan included a Yacht Club concept which was not well-received by residents.
- The adjacent channel is dredged every 7 years.
- A lot of people ride bikes and bring golf carts to the marina (more golf carts than bikes). There is only one bike rack on the property. LSVs can drive at night but are not as popular as golf carts.

GROUP E

- The marina property is arguably the most valuable piece of property on the island.
- The buildings are commented to be in a state of disrepair.
- There needs to be a balance with regard to the level of activity on the site. The activity that is there currently negatively impacts residents without providing mitigating benefits.
- The number of ramp permits for non-residents vs. residents was discussed.
- The marina is paid for by the tourism fund and lessees on the property. The payment on the note does not come directly from residents/taxes.

- The possibility of “merging” complementing uses between the marina and the adjacent Dewees facilities was discussed.
- The only place for kayaks to launch is at the ramp. This is in a high-traffic area and is in direct conflict with motorized vessel launch.
- Restaurant employees are parking offsite (down 41st, typ.) which negatively impacts residents.
- The potential for additional onsite and nearby/offsite parking was discussed.
- It was mentioned that the marina should be a destination that residents should be able to visit without feeling like they have to buy anything.
- The marina and overall site are thought to be “haphazard” by some.
- Many residents don’t utilize the marina or the boat storage yard. As such, they don’t view the site as a valuable asset or positive contributor to their quality of life.
- Regular vehicle parking does not appear to be as regulated as trailer parking.
- Shuttle for offsite parking was discussed.
- Generally speaking, it was discussed that residents do not like the level of Jet Ski activity in the Waterway.

Comment Summary

The following is general summary of key comment frequency.

- 14 On-site parking concerns
- 10 Street parking concerns
- 9 Provide benefits for residents
- 8 Community/open space
- 7 Pedestrian access/safety
- 5 Unplanned site
- 5 Potential/Interest in sharing facilities with Dewees or Wild Dunes
- 5 Separate launch for non-motorized vessels
- 5 Limit non-resident ramp permits
- 4 Emergency access
- 4 Signage improvements
- 4 Jet Ski/Watersports concerns
- 4 Traffic flow
- 4 Access to restrooms
- 3 Children's play area
- 3 Bikes/golf cart access/parking
- 3 Underutilized Intracoastal Dock
- 3 Drystack (positive)
- 3 Drystack (negative)
- 3 Consider off-season business
- 2 Dredging concerns
- 2 Emergency vessel (boat) storage
- 2 Replace buildings
- 2 Boardwalk/site connectivity
- 1 No speed bumps
- 1 Capitalize on corner of property (restaurant site)
- 1 Bury utilities
- 1 Casual feel (not resort) (positive)
- 1 Resort feel/quality (positive)
- 1 Fishing area
- 1 On-site inn (positive)
- 1 On-site inn (negative)
- 1 Yacht Club (negative)
- 1 Consider the value of the property
- 1 Self-sustaining (financially)
- 1 Transient boating improvements
- 1 Upland fueling (positive)
- 1 Consider project phasing
- 1 Consider positive impacts of Wild Dunes visitation
- 1 Consider impacts of no wake zone (and annual lifting of this zone)
- 1 Consider stormwater