



Town of Hilton Head Island
**COMMUNITY SERVICES AND PUBLIC SAFETY
COMMITTEE MEETING**
Monday, May 19, 2025, 10:00 AM
Minutes

Call to Order

Chair Becker called the meeting to order at 10:02 a.m.

Committee Members Present: Tamara Becker, Chair; and Steve DeSimone

Other Members of Town Council Present: Patsy Brison, Alex Brown, Alan Perry; and Melinda Tunner

Adoption of the Agenda

Mr. DeSimone made a motion to adopt. Mrs. Becker seconded. Motion carried 2-0.

Approval of the Minutes

Regular Meeting Minutes of April 21, 2025

Mr. DeSimone made a motion to adopt. Mrs. Becker seconded. Motion carried 2-0.

New Business

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to Amend the Traffic Impact Analysis Plan Requirements and Traffic Analysis Standards in Land Management Ordinance Sections 16-2-103, 16-5-106 and Appendix D, and Providing for Severability and an Effective Date - Missy Luick, Director of Planning

Missy Luick addressed the Committee with the following information.

The Planning Commission held a public hearing on April 16, 2025, and, after consideration of the criteria set forth in Land Management Ordinance (LMO) Section 16-2-103, voted unanimously to recommend that Town Council approve the proposed text amendment.

Revitalize and Modernize the Economy is a focus area in the adopted Town Council 2023-2025 Strategic Action Plan. In this regard, Town Council directed Town Staff to advance amendments to the Land Management Ordinance (LMO) in the 2024 Strategic Action Work Plan. The effort has been divided into two separate projects, the full LMO Overhaul and the priority amendments. The priority amendments include incremental changes to both the LMO and portions of the Municipal Code related to land management that address important and urgent issues in advance of the full LMO Overhaul. These priority amendments address pressing community development issues with the best short-term solution while minimizing unintended outcomes. Issues that require additional analysis and research or are more complex are recommended to be further explored during the full LMO Overhaul.

At the September 24, 2024, Town Council Workshop, Town staff received comments and direction regarding amendments related to Traffic Impact Analysis. Effective transportation planning is essential for managing growth, ensuring mobility, and maintaining a safe and efficient transportation network. As communities develop, new projects introduce additional traffic, impacting roads, intersections, and multimodal infrastructure such as sidewalks, bike lanes, and transit systems. Without proper assessment, development can lead to congestion, safety hazards, and infrastructure strain.

As part of the priority amendments, the Town is proposing to update its current requirements for these studies for a more comprehensive approach that better reflects the transportation needs of everyone, including pedestrians, cyclists, and transit users.

The proposed amendments strengthen the Town's requirements by:

- Expanding the scope of study beyond traffic to include multimodal infrastructure such as sidewalks, bike lanes, and transit services,
- Reducing the threshold for requiring a traffic study from 100 peak-hour trips to 50 peak-hour trips, ensuring that even moderate developments undergo proper transportation impact review,
- Expanding the type of mitigation options that can be used to address transportation impacts,
- Shifting approval authority from the LMO Official to the Town Engineer for consistency with best practices,
- Adding new standards for unsignalized intersections, and
- Eliminating exemptions associated with trips generated by previously existing development.

These updates will make the Town's process more responsive to the community's needs and promote a more balanced, multimodal, and forward-thinking approach to transportation planning, ensuring that growth aligns with the Town's long-term mobility and infrastructure goals. These changes are part of an ongoing effort to update the Town's regulations, with further revisions expected during the full LMO update.

The Town currently requires a "Traffic Impact Analysis Plan." Examples of projects that recently required a TIAP include:

1. 147 Residential Units on Jonesville Road and
2. 132 Residential Units on Office Way

As part of this amendment, the threshold for requiring a TIAP is proposed to be lowered from 100 to 50 peak hour trips, thereby increasing the number of projects subject to analysis, in addition to removing the exemption for trips generated by a previously existing development. For instance, two recent projects that were not required to provide a TIAP but were exempted due to the trips factored in for previously existing development would have been required to provide a TIAP under the proposed language are the following:

1. Timeshare development on Folly Field Road near Islanders Beach Park and
2. Waterfront restaurant on Squire Pope Road near the Rowing and Sailing Center at Squire Pope Community Park

The proposed TIAP amendments would also require the evaluation of multimodal infrastructure, such as bike paths, sidewalks, and public transit options. Transportation impacts can be mitigated by expanded and more flexible mitigation strategies to address transportation impacts, such as replacing a traffic signal or uncontrolled intersection with a roundabout that meets the Town's operational and design standards, changes to locations or design of median crossovers and removal of changes to the number and location, or design of access points. Additionally, new standards for unsignalized intersections have been introduced, requiring mitigation for impacts.

(A table included in the original agenda packet demonstrates how the proposed amendments address demonstrated issues).

The proposed text amendment aligns with the review criteria, as it:

1. Supports the Comprehensive Plan, which includes the following strategy and tactic: "Maintain, evaluate, and update as needed traffic analysis standards to guide development in accordance with the existing and future needs of the Town."
2. Is required due to increased traffic and congestion.
3. Addresses a demonstrated community need to mitigate traffic impact and includes consideration of essential multimodal transportation options.
4. Ensure that overall transportation impacts and mitigation efforts are consistent with the intent of the LMO.
5. Results in safer and less congested streets and intersections ensuring orderly development and transportation networks.
6. Minimizes the overall impact of Town-wide development and resulting traffic.

Committee Members had questions, comments and discussion regarding: clarify the term multimodal and the use in regards to transportation; if analysis was done on the two examples mentioned that would require a traffic impact analysis plan; look into the blighted areas on Hilton Head Island to attract redevelopment; redevelopment in residential areas affects the quality of life and the surrounding areas; have a traffic impact analysis plan done on some of the areas of interest to see what the impact on the developer would have been prior to this item being brought to Town Council; a request was made for the term "blighted" should be carefully defined; clarify how large of an area is analyzed when the traffic impact is studied; how does this plan being to be implemented moving forward; language included on downstream traffic impacts should be included in the plan; concerns that the level of service "F" is too low; consider what multimodal means to Hilton Head now and in the future; does this plan moving forward impact the Town if they do not own the road;

Mrs. Becker made a motion to forward the ordinance amending Chapter 16 of the Municipal Code, the Land Management Ordinance, to amend the Traffic Impact Analysis Plan Requirements and Traffic Analysis Standards in Land Management

Ordinance 16-2-103, 16-5-106, and Appendix D to the Full Town Council for approval with conditions including the comments of the Committee and other Town Council Members present but not limited to allow for improvements. Mr. DeSimone seconded.

Chair Becker asked for public comment.

Chester Williams addressed the Committee regarding legal issues and his concerns of the text of the ordinance that need to be addressed.

Motion carried 2-0.

Consideration of a Resolution Adopting the Program for Public Information 5-Year Update and Federal Emergency Management Agency (FEMA) Community Rating System Updates - Missy Luick, Director of Planning

Missy Luick addressed the Committee with the following information.

The Town of Hilton Head Island has actively participated in the Federal Emergency Management Agency's (FEMA's) Community Rating System (CRS) program since October 1, 1991. The Town is currently a Class 5 Community, which gives its residents in the Special Flood Hazard Area (SFHA) a 25% discount on their flood insurance premiums.

The Lowcountry Council of Governments, on behalf of Beaufort, Colleton, Hampton and Jasper Counties and municipalities within each county, prepared the 2020 Lowcountry Natural Hazard Mitigation Plan. The 2020 Lowcountry Natural Hazard Mitigation Plan, adopted by Town Council in October 2021, replaced the Beaufort County Hazard Mitigation Plan as an appendix to the Town of Hilton Head Island Comprehensive Plan. This Plan assesses the communities' vulnerabilities to natural hazards and includes long-term strategies to address these hazards and to prevent future damage and loss of life. The adoption of the Plan fulfills the continuing requirements that qualify the Town of Hilton Head Island for FEMA pre-disaster mitigation grants, post-disaster reconstruction assistance and continued participation in the Community Rating System (CRS). The Annual Evaluation Report of the 2020 Lowcountry Natural Hazard Mitigation Plan is prepared by Town staff to ensure there is a continuing and responsive planning process.

Town Council adopted the Repetitive Loss Area Analysis (RLAA) in 2024 as a credited activity in CRS program. The purpose of the RLAA is to assess the potential causes of flooding in areas that have historically flooded and properties with repeated flood losses and maintain reduced FEMA flood insurance premium costs to residents. To maintain CRS credit for the RLAA, the RLAA document must be evaluated annually to maintain site-specific detail for each property, such as structure's finish floor height, exterior a/c units, grades, plus nearby storm water inlets, catch basins and drainage waterway features. The results of the assessment are used to update recommendations for appropriate mitigation strategies to reduce or eliminate future flood losses.

Town Council adopted the original Program for Public Information (PPI) in 2015 and the required five-year update in 2020 as a credited activity in the CRS program. The purpose of the PPI is to maintain reduced FEMA flood insurance premium costs to residents and to

provide flood-related information to property owners through a robust outreach program. To maintain CRS credit for the PPI, the PPI Committee must meet annually to monitor, evaluate and revise, as needed, the outreach projects and flood insurance coverage assessment that are included in the program. The PPI Committee consists of eleven (11) members of the members including four (4) members of Town staff and seven (7) volunteers from the community that together have a wealth of knowledge regarding flood hazards and flood risk.

Mr. DeSimone made a motion to forward to Town Council for consideration approval of the Lowcountry Natural Hazard Mitigation Plan, 2025 Program for Public Information, annual evaluation report of Repetitive Loss Area Analysis, and a resolution approving the community rating system updates. Mrs. Becker seconded.

Chair Becker asked for public comment.
There was no public comment at this time.

There were no comments from the Committee Members.

Motion carried 2-0.

Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island, Amending Municipal Code Section 12-6-111, Definitions, and Section 12-6-115, Resident Beach Parking Pass Parking, to Authorize Beach Parking Permits for Qualified Residents in Beaufort County, South Carolina, South Carolina - Shawn Colin, Assistant Town Manager

Shawn Colin addressed the Committee with the following information.

The Town of Hilton Head Island has long sought to balance providing beach access to residents, visitors, and the broader region while managing limited parking resources at public beach parks. Town Council has expressed interest in exploring mechanisms that recognize and support the beach access needs of local Beaufort County residents, while ensuring the sustainable management of beach parking facilities.

Currently, the Town manages its beach resources primarily through revenues collected from the Beach Preservation Fee. Local ad valorem (property) taxes are not used to fund beach management efforts. The Beach Preservation Fee supports essential initiatives such as beach renourishment, park maintenance, and capital improvements to beach-related infrastructure.

The proposed ordinance authorizes the establishment of an annual beach parking pass program exclusively available to qualified Beaufort County residents. Elements of the proposed program include:

- Eligibility
- Pass Limits
- Pass Fee
- Pass Usage

The program is designed to:

- Improve Accessibility
- Support Resource Management
- Generate Revenue
- Strengthen Regional Collaboration

The exclusion of Islanders Beach Park from the pass program is consistent with the Town's longstanding policy to prioritize parking access at that facility exclusively for Hilton Head Island residents.

The fiscal impact will vary based on annual program participation. Staff will track the number of passes issued and report annually as part of the Town's budget process to ensure effective oversight and management.

Mr. DeSimone made a motion to forward to Town Council for consideration for denial the Ordinance of the Town Council of the Town of Hilton Head Island, amending Municipal Code Section 12-6-111, Definitions, and Section 12-6-115, resident beach parking pass, to authorize beach parking permits for qualified residents in Beaufort County, South Carolina. Mrs. Becker seconded.

Chair Becker asked for public comment.

Janice Grier addressed the Committee regarding her concerns of property owners, paying for parking in general and why this should not be open to Beaufort County Residents. She also stated the Islanders Beach Park is beginning to look like the parking on Coney Island.

Richard Bisi addressed the Committee regarding the Committee discussing parking just before Memorial Day Weekend. He also believes that Town Council making a decision to offer 14,000 beach passes to Beaufort County Residents poses ramifications and is possibly illegal.

Dee Anthony addressed the Committee of her of allowing Beaufort County Residents to have beach passes and if so they should not be for Islanders Beach Park.

Susan Maynard addressed the Committee regarding the current number of parking spaces and crime at the Town beach parking lots.

Committee Members had questions, comments and discussion regarding: the time frame of the fees; allowing for the flexibility to adjust the fees; if the fees were higher this could potentially deter and minimize traffic; the feed back received is that there should not be a charge for Beaufort County Residents, hourly rates on the weekends, and an annual pass should be offered to Beaufort County Residents; what is the overall capacity at our beaches; could this be considered an unintended consequence; text concerns of the definition of a "Beaufort County Resident"; and the true impact cannot be measured until paid parking is

charged in Coligny.

Motion carried 2-0.

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, Establishing the Fee for a County Resident Beach Parking Pass in Accordance with Section 12-6-115(B)(2) of the Municipal Code of the Town of Hilton Head Island and Modify Fees for Saturday and Sundays Beach Parking - Shawn Colin, Assistant Town Manager

Shawn Colin addressed the Committee with the following information.

Town Council is currently considering adoption of amendments to Sections 12-6-111 and 12-6-115 of the Municipal Code, which would authorize the creation of a Beaufort County Resident Beach Parking Pass program. This program would provide eligible Beaufort County residents, living outside of the municipal limits of Hilton Head Island, with an annual pass option for parking in designated paid public beach parking areas (excluding Islanders Beach Park).

The amendments, if adopted, specify that the fee for the Beaufort County Resident Beach Parking Pass will be established by Resolution of Town Council. In parallel, Town Council has expressed interest in adjusting weekend parking rates to align with weekday rates, providing more flexibility for users and improving consistency in rate structure. This includes a revision to Section 2 of the Resolution, adopted by Town Council on September 17, 2024, which established the Daily Maximum Fees for Paid Parking Areas.

The proposed resolution includes the following:

- Beaufort County Resident Beach Parking Pass Fees
- Weekend Paid Parking Rate Adjustment

Financial Impact

- County Resident Pass: Potential to generate modest revenues depending on program participation; revenues will support operations and maintenance of beach parking facilities.
- Weekend Rate Adjustment: Expected to have a neutral to positive impact on parking revenues, contingent on visitor parking patterns.

Mrs. Becker made a motion to forward to Town Council, for consideration of approval, a resolution of the Town Council of the Town of Hilton Head Island establishing the fee for a County resident beach parking pass, in accordance with Section 12-6-115(B)(2) of the Municipal Code of the Town of Hilton Head Island, and to modify beach parking fees for Saturdays and Sundays with the following conditions to be included: implementation of a flat \$5 per hour fee, 7 days a week; elimination of the daily maximum fee; and initiation of the revised fee structure at the Coligny Beach parking lot. Mr. DeSimone seconded.

Chair Becker asked for public comment.

Richard Bisi addressed the Committee that Coligny Beach Park should not be free parking as it
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is the biggest lot on the Island and \$5 is more than reasonable.

Pamela Martin Ovens addressed the Committee that charging in the Coligny area would hurt local business especially Piggly Wiggly as he would not have any business.

Committee Members had questions, comments and discussion regarding: there is no paid parking at Coligny Beach Park and that data is needed; turnover of parking is what is needed, not cars there all day as others need to enjoy the beach; \$3 is not enough for parking; how does the current price for parking impact the projection and budget; clarification of Beaufort County Taxes and Beach Fee Taxes; our beaches are already crowded enough and parking should be charged at Coligny; Tybee Island charges \$4 for parking and Hilton Head should be no lower than that there needs to be a way for anyone looking for parking can tell where parking is available on Hilton Head Island; charging on the weekends should be tested for one year; and charging for parking on Saturday and Sundays is a better option to allow for more turnover.

Motion carried 2-0.

Consideration of a Resolution Amending the Adopted Integrated Pest Management Policy - Shawn Leininger, Assistant Town Manager

Shawn Leniniger addressed the Committee with the following information.

Environmental Sustainability is identified as a focus area in the Town Council approved 2023-2025 Strategic Action Plan and includes the Assessment and Implementation of an Environmentally Friendly Landscape and Grounds Maintenance Best Practices Program as an additional strategy.

The development of an Integrated Pest Management (IPM) policy is a best practice for management of grounds and facilities. In general terms, an IPM policy is a decision-making strategy that combines biological, cultural, physical, and chemical tools aimed on the long-term prevention of pests (plants and animals) or their damage. Following this strategy, pest control materials are selected and applied in a manner that minimizes risks to human health and nontarget organisms, is beneficial, and helps protect the environment.

On October 15, 2024, Town Council adopted an IPM Policy. This Policy was developed through the assessment of current Town practices along with other environmentally conscious landscaping practices relating to pest and weed control management practices and products. Additionally, Town Staff met with certified professionals; other municipalities; local, state and national leaders in this field; representatives of the Non- Toxic Neighborhoods organization; as well as Town landscaping contractors to review these strategies and best practices. This resulted in the following three goals guiding the adoption of the Policy:

1. Reduce / eliminate pesticide use.
2. Provide notice to the public when pesticides are used in public spaces.
3. Ensure the Town is responsible for making pest management decisions.

The IPM Policy further establishes the following:

1. Makes clear that existing service contracts that are not compliant with the IPM Policy will

either be amended or terminated, and a new contract will be issued within twelve (12) months following adoption of the IPM Policy.

2. Prioritizes pest prevention beginning at the design stage and continues with the use of non-pesticide controls first.
3. Establishes that the Town is the approval authority of all pest control measures and institutes a written approval process.
4. Prohibits the use of any pesticide containing a substance known to be a human carcinogen as listed on the United States Department of Health and Human Services, Public Health Service, Report on Carcinogens Section.
5. Prohibits the use of Glyphosate products (Roundup, Ranger Pro, etc.).
6. Prohibits the use of EPA Level I (danger) pesticides unless it is deemed necessary to protect public health and prevent economic loss when other methods do not adequately control the pest.
7. Requires pesticide applications to be appropriate for the target pest and must be applied by those persons possessing a valid South Carolina commercial applicator license; or supervised by a person possessing such license.
8. When pesticide controls are necessary, identifies which pesticides, following the defined organic first, least toxic approach, can be applied on Town properties (park, field, playground, dog park, right-of-way, facilities/ buildings, and other Town property).
9. Requires notice be posted forty-eight (48) hours prior to pesticide application and the notice remain in place for at least twenty-four (24) hours after the application, unless the product label requires a longer re-entry period.
10. Requires all pesticide application records be provided to the Town by the contractor.

Since the adoption of the Integrated Pest Management Policy the Town has implemented processes and procedures to ensure the effective delivery of the policy and have identified policy amendments that support its continued effective implementation.

The following amendments that must be approved by Town Council:

1. Remove the phrase "least toxic" in describing the organic first policy.
2. Emphasize non-pesticide controls, an organic first approach, and establish when EPA level pesticides are permitted.
3. Modified the approval authority for determining when EPA level pesticides are permitted.
4. Provided for third-party annual review of any use of EPA level pesticides.
5. Amended the pesticide control requirements to provide consistent pesticide applications to all Town owned and managed properties.
6. Recognized that the State of South Carolina offers multiple licenses that are appropriate for the application of pesticides on Town owned and managed properties.
7. Swapped the use of the EPA signal word (level) with the EPA registration number on required notifications regarding the application of pesticides.
8. In recognition of the annual third-party review of any EPA level pesticide use, an annual report required is posted on the Town website.

Mr. DeSimone made a motion to forward to Town Council for consideration of approval a resolution amending the adopted Integrated Pest Management Policy. Mrs. Becker

seconded.

Chair Becker asked for public comment.

Kim Konte addressed the Committee with her thankfulness to the Town for taking this issue seriously and now when her son has practice on one of our fields she no longer has to worry about his health and safety.

Pamela Martin Ovens thanked Council Member Patsy Brison, Shawn Lenninger, and Town Manager Marc Orlando.

Committee Members had questions, comments and discussion regarding: this is a great effort and the contractor should be able to choose if a treatment plan is not working.

Motion carried 2-0.

Public Comment - Non Agenda Items

There was no public comment at this time.

Adjournment

Chair Becker adjourned the meeting at 12:17 p.m.

Approved: June 16, 2025f

The recording of this Meeting can be found on the Town's website at www.hiltonheadislandsc.gov