



Town of Hilton Head Island COMMUNITY SERVICES AND PUBLIC SAFETY COMMITTEE MEETING Monday, December 18, 2023, 10:00 AM Minutes

Chair Becker called the meeting to order at 10 a.m. All committee members were present, with Ms. Patsy Brison attending remotely. The pledge to the flag was given.

Adoption of the Agenda

It was the consensus of the Committee to approve the agenda as presented.

Approval of the Minutes

Mr. Steve Alfred made a motion to approve the Regular Meeting Minutes of November 13, 2023. Mr. Alex Brown seconded the motion. The motion carried unanimously.

Appearance by Citizens

There were none.

New Business

Consideration of a Resolution Adopting the Town of Hilton Head Island Beach Parking Fee Schedule - Josh Gruber, Deputy Town Manager

Mr. Josh Gruber, Deputy Town Manager, presented. Mr. Gruber stated that the Community Services and Public Safety Committee has been discussing the establishment of paid parking for many of the Town's publicly accessible beach parks. At this time, staff is recommending that the Committee review the various policy questions that will need to be addressed in a Resolution setting forth a rate schedule to be implemented as part of its beach parking master plan Mr. Gruber stated as a reminder that the following steps have been taken thus far:

- October 27, 2020 - Walker Consultants unveiled their proposed Beach Parking Master Plan at a Town Council Workshop.
- November 4, 2020 - Town Council unanimously approved Walker Consultant's Master Plan.
- November 15, 2021 – The Town facilitated multiple public engagement sessions to discuss the Beach Parking Master Plan.
- November 19, 2020, and February 25, 2021 – The Public Planning Committee

convened to dissect the Beach Parking Master Plan from Walker Consultants. These discussions were pivotal in determining the subsequent steps in the plans' implementation.

- August 4, 2022 – PCI presented their proposed parking management services to the Public Planning Committee. The Committee recommended that Town Council authorize a contractual partnership with PCI for Beach Parking Management Service.
- September 20, 2022 – Town Council ratified a Resolution delineating the Scope of Work concerning the contract with PCI for Beach Parking Management Services.
- February 21, 2023 – Town Council approved a budget amendment to fund the contract with PCI, enveloping both operational and capital expenditure dimensions for the 2023 fiscal year.
- March 20, 2023 – Staff introduced policy and operational facets for an initial discourse on the Beach Parking Management Program to the Community Services and Public Safety Committee.
- April 17, 2023 – Staff and the Committee continued discussions regarding the Beach Parking Management Ordinance.
- September 18, 2023 – The Community Services and Public Safety Committee voted to move forward a draft Ordinance Amending the Municipal Code to the Town of Hilton Head Island to implement a Beach Parking Management Ordinance. Additionally, the Committee requested that staff develop a Resolution setting forth proposed beach parking rates. Address questions of employee access/availability and address potential conflicts with recreational programming that occurs at Chaplin Park.

Mr. Gruber went on to state that the following were items for the Committee to consider:

- Adopt an hourly rate for paid beach parking at select Town beach facilities.
- Establish corresponding maximum daily rates for these facilities.
- Discuss various ways to address/provide for employee parking at Coligny Beach Park.
- Discuss various ways to address recreational sports/beach parking at Chaplin Park.

Beach Parking Rates:

The Community Services and Public Safety Committee requested that staff develop a beach parking rate that would be reflective of generating only revenue that would be needed to pay for the costs associated with providing this public service. In order to fully recoup these expenses, a projected break-even rate of \$1.30 per hour would need to be adopted. Mr. Gruber proceeded to review anticipated monthly revenues with the

break-even rate. He also reviewed a potential parking rate schedule developed by Walker Consultants based upon a survey of other similarly situated peer communities. It was clarified that if recreational sports parking was implemented at Chaplin Park, it would have an impact on the break-even rate.

Mr. Gruber stated staff initiated a survey of all businesses that are believed to be located within a radius of 300 feet (100 yards) of the Coligny Beach Parking lot based upon information contained in the Town's emergency address database. A copy of this information has been enclosed as attachment 5. Based upon this information, 146 separate businesses were identified as having active business licenses and being located within this area. It is difficult to utilize this information to develop an understanding of exactly how many employees may be employed in total by these businesses. However, we are aware that these numbers could vary significantly as some of these businesses may only have one or two employees while others may have substantially more than that. He proceeded to review how other beachfront communities approached this type of issue. Based upon this information, staff would recommend that the Town Council implement one of two possible options to provide employee-specific parking.

The first option would entail identifying a specific number of parking spaces that would be strictly reserved for qualified employee parking and would be offered on a daily first-come, first-served, basis. The location and number of spaces to be provided as well as the costs of such parking would need to be determined.

The second option would be to allow a fixed number of individuals to purchase a qualified employee parking pass for use within the Coligny Beach Park. If this option were to be considered, the number of passes to be issued and the associated cost of such passes, if any, would need to be determined by the Town Council.

Recreational Sports/Beach Parking Considerations:

Based on conversations with staff from Island Recreation Association and PCI Municipal Services, staff has developed the following options to address potential conflicts arising from the recreational sports programming that is offered at Chaplin Park.

The first option would be for all paid beach parking at Chaplin Park be suspended until the conclusion of the recreational sports program season. This would essentially mean that parking at Chaplin Park would require payment from Memorial Day until Labor Day but would be free of charge at any other time due to recreational sports leagues utilizing the property.

A second option would be to incorporate the registration of all household vehicle license plates as part of the recreational sports league registration process. This would allow those with registered vehicles free parking access at Chaplin anytime during the course

of the sports league season but would still require payment from anyone using the park for beach access purposes.

Proposed Next Steps:

The draft Beach Parking Management Ordinance has previously been considered by the Committee and was forwarded to the Town Council with a recommendation that it be adopted. However, in order to make sure that all issues associated with this program have been addressed at the time of its adoption, the Resolution setting forth the adopted beach parking rates and addressing other related issues should ultimately be recommended for adoption. This would allow for contemporaneous adoption of both the Ordinance setting for the framework for the beach parking program and the details necessary to commence its operation. Staff is therefore anticipating facilitating several rounds of discussions with the Community Services and Public Safety Committee to review each of the proposed policy considerations that will be recommended to Town Council.

Members of the Committee had questions, comments and discussion regarding: the need to define the purpose of developing a rate; a recognition the rate can be adjusted as needed; the need to define a maximum daily rate; the need to anticipate future expenses; should there be different rates for the various locations and for different times of the year; the need to recover all expenses with the rates which would include depreciation and non-cash flow items; acknowledgement that day-trippers should contribute financially for the costs; clarification requested concerning anticipated depreciation; inquiry as to what additional funds would be needed for public safety in the upcoming budget; the need to alleviate an expense for Island residents by establishing a beach parking pass rate; clarification regarding access to the beach parking during hours of operation; the need to develop hours of operation for all beach parking; clarification of no overnight parking and enforcement regarding such; a suggestion that employers pay for customers parking; inquiry as to the input from employers in the area; confirmation that employers would prefer no charge for parking in the area; concern regarding cost incurred for utilizing the Wild Wings property for parking; inquiry as to where spaces would be reserved for employee parking; concern over first come-first serve employee parking; the need to protect the neighborhood; the need to welcome visitors; and the need to value local businesses; the need for a shuttle from the USCB parking lot; opposition to the use of Wild Wings parking lot for employees of local businesses; a suggestion residents have parking passes with no costs; the need to develop a budget including all projected costs regarding the rate that will be implemented; acknowledgement that if all residents have to be registered for parking passes, it will increase costs; and the need to consider the costs regarding a shuttle to the Coligny area.

Concluding discussion, it was the consensus of the Committee that all paid beach

parking at Chaplin Park be suspended until the conclusion of the recreational sports program season. This would essentially mean, that parking at Chaplin Park would require payment from Memorial Day through Labor Day, but would be free of charge at any other time, due to recreational sports leagues utilizing the property, and the need for staff to review costs and adjust the numbers and rates due to the suspension of paid beach parking at Chaplin Park during that time and then provide the information to the Committee for review.

The consensus of the Committee was that staff provide the revenue for resident passes for the past two years to the Committee for review.

Ms. Brison suggested a limited number of parking places be provided at the existing parking lot at Coligny Beach Park with the businesses operating an annual lottery to see which employees receive a parking place.

Chair Becker inquired about the timeline for the project. Mr. Gruber stated that with the Committee agreeing on not charging at Chaplin Park during the recreational sports season and the information staff will gather regarding costs and the projected budget for rate consideration, staff can come back to the Committee with updated information for review, which will result in the full Council consideration of adoption of the ordinance and the resolution in March. He stated the timeframe would permit preparation for implementation prior to the start of the busy season. He emphasized the need for the Committee to move the policy questions out at the January meeting.

Chair Becker noted there may be a need for a special meeting during that time. All members of the Committee were in agreement to schedule the special meeting if needed.

Adjournment

The meeting adjourned at 11:07 a.m.

Approved: January 8, 2024

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