



Town of Hilton Head Island

Community Services and Public Safety Committee Meeting

Monday, August 19, 2024, 10:00 AM

**1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers**

The meeting can be viewed on the [Town's YouTube Channel](#), the [Beaufort County Channel](#), and Spectrum Channel 1304.

- 1. Call to Order**
- 2. Pledge to the Flag**
- 3. Adoption of the Agenda**
- 4. Approval of the Minutes**
 - a. Regular Meeting Minutes of April 8, 2024
 - b. Regular Meeting Minutes of May 20, 2024
 - c. Special Meeting Minutes of June 3, 2024
 - d. Special Meeting Minutes of June 5, 2024
- 5. New Business**
 - a. Consideration of a Resolution Adopting a Beach Parking Fee Schedule - Josh Gruber, Deputy Town Manager
- 6. Public Comment - Non Agenda Items**
- 7. Adjournment**

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individuals with disabilities on the basis of disability in its services, programs, or activities. Auditory accommodations are available. Any person requiring further accommodation should contact the Town of Hilton Head Island ADA Coordinator as soon as possible but no later than 48 hours before the scheduled event.

Municipal Association of South Carolina (MASC) Civility Pledge:

“I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town.”



Town of Hilton Head Island
COMMUNITY SERVICES & PUBLIC SAFETY
REGULAR MEETING
Monday, April 8, 2024 – 10:00 AM
Minutes

Call to Order

Chair Becker called the meeting to order at 10:00 a.m.

Committee Members Present: Chair Tammy Becker, Ward 4; Alex Brown, Ward 1; Patsy Brison, Ward 2, Steve Alfred, Ward 5

Adoption of the Agenda

Ms. Brison moved to remove Item 6.b from the agenda and place it on the upcoming May meeting agenda. She explained she did not feel the resolution, as written, along with supporting documentation were ready to move forward. **Mr. Brown seconded. After discussion Mr. Brown withdrew his second. Ms. Brison stated she was not withdrawing her motion. Chair Becker asked for a second to Ms. Brison's original motion. Motion failed for lack of a second.**

Mr. Alfred moved to approve the agenda as presented. Mr. Brown seconded. Motion carried 3-1 (Brison opposed).

Approval of the Minutes

Special Meeting Minutes of March 19, 2024

Mr. Alfred moved to approve the special meeting minutes of March 19, 2024, as presented. Mr. Brown seconded. Motion carried 4-0.

Appearance by Citizens

Citizens who signed up to speak during this time expressed the need to wait until the agenda item they desired to speak on was discussed by the Committee.

New Business

Consideration of a Resolution Adopting a Beach Parking Fee Schedule – Josh Gruber, Deputy Town Manager

Josh Gruber conducted a presentation. 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 the time, staff has recommended that the Committee review the various policy questions that will need to be addressed within a resolution setting forth a rate schedule and other related matters that will need to be implemented as part of its Beach Parking Master Plan.

Mr. Gruber provided a recap of the December 18th Community Services and Public Safety meeting, the Committee reviewed several policy questions and provided feedback to staff. Additional information was requested to continue these discussions and develop additional policy recommendations. This additional information included defining the overall purpose for the program, recommending a maximum daily rate, evaluating both current and future budget implications to refine potential parking rates, address Coligny Beach area employee parking concerns, and evaluate resident beach parking passes.

During the discussion, Mr. Gruber stated that to commence PCI Municipal Services' (PCI) management of the Town's Beach Parking Program, Town Council approved a Fiscal Year 2024 Budget amendment that included an operational budget of \$366,965 and a Capital budget of \$502,765, for a combined expenditure of \$869,730. A copy of this Ordinance was enclosed as Attachment 1. For the upcoming Fiscal Year 2025 budget, PCI has submitted a proposed operating budget of \$598,789 and a recurring Capital budget of \$25,000, for a total combined expenditure of \$623,789. A copy of that information was enclosed as Attachment 2. In addition to these expenses, staff is recommending that the current \$15.00 fee for Island Resident Beach Parking Passes be made free of charge and the revenue that had previously been generated from this fee be replaced with revenues generated exclusively from beach parking fees. This change will add an additional \$115,000 in yearly expenses to the Beach Parking Management Program. Items of interest during this discussion were staffing levels, which include three full-time, five part-time and three seasonal. Other comments regarding coverage were discussed and the future plan is for the Town Facilities. Mr. Gruber stated that Islanders Beach Park is expected to have full-time manned facilities and the other parks will be more of a patrolled model. Questions were also raised regarding license plate recognition systems, and a representative from PCI was present to explain the status and all locations except for Alder Lane are in place and will be functional with power soon. Lastly, there was discussion of where funding would be sourced from. Mr. Gruber stated that at the time a parking fee was to be utilized from a proposed parking fee however, going forward if a parking fee is not adopted the revenue generated would be sufficient to sustain this program. If revenue is not achieved, then the Town would need to seek alternative ways as services are outweighing revenues currently. Additionally, there were questions regarding the definition of a resident, which was clearly defined by Mr. Gruber.

To financially support these combined expenses, the Town would need to consider adoption and implementation of an updated parking fee rate structure that will generate a sufficient amount of revenue to cover these costs. Staff is therefore recommending two separate options be considered. The first option would charge \$5.00 per hour at all identified beach parking areas that contain publicly available parking spaces except for Chaplin Community Park during the youth recreational sports season, and Coligny Beach Park year-round. The second option would be to charge \$5.00 per hour at all identified beach parking areas that contain publicly available parking spaces except for Chaplin Community Park during the youth recreational sports season, but inclusive of Coligny Beach Park year-round. If this option is preferred, staff would make an additional recommendation that concerns regarding the availability of employee parking within the Coligny Beach area be addressed through the dedication of employee-only restricted parking at the site of the former Wild Wing Café. Discussion regarding concerns of employers providing their employees with parking for

those working in the Coligny Beach area if parking fees were implemented was discussed in length. At the time some members of the Committee were in favor and others were not. Solutions of merchant validation was discussed as a suggested incentive. Other thoughts were to implement a survey to collect efficient data to provide information to alleviate any unintended issues that could arise.

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, to make sure that all issues associated with this program have been addressed at the time of the Ordinance's adoption, the Resolution setting forth the proposed beach parking rates and addressing other ancillary issues should be recommended for adoption as well. This would allow for concurrent adoption of both the Ordinance setting for the framework for the beach parking program and the Resolution setting forth the necessary rate structure to fully implement this program. Staff is therefore requesting that the Community Services and Public Safety Committee consider each of the proposed policy considerations that are identified in this Memorandum.

Chair Becker asked for public comment.

Lee Lucier addressed the Committee stating paid beach parking has been discussed for many years and all the parties involved still cannot decide on what the real goal is that needs to be addressed.

Jack Daly addressed the Committee regarding his involvement in the Circle-to-Circle initiative set forth by the Town previously and that he feels that the Coligny area is not ready for charged parking in that area.

Jay Wendl addressed and shared with the Committee statistics from the Hilton Head Island-Bluffton Chamber of Commerce regarding visitors to Hilton Head Island and how he feels it correlates to the proposed parking resolution.

David Martin addressed the Committee as the owner of Piggly Wiggly regarding the need for an overflow parking lot and getting back to sharing our Island with others.

Melinda Tunner addressed the Committee with her thoughts on what problem the parking policy is trying to solve and charging for parking in all areas except one could cause problems down the road.

Rusty Jaquiss addressed the Committee and feels that there is not enough information to implement the parking plan at this time.

Ashley Phillips addressed the Committee that she feels there are too many cars in the area, not enough spaces, and the possibility of using trolly's from Honey Horn to deal with the traffic in the area.

There was much discussion made by the Committee regarding the agenda item and their thoughts on the presented resolution. Discussion included maximum daily charges, resident beach parking passes, employee parking considerations, the fiscal impacts, parking rates and recreations supports/beach parking considerations. After a lengthy discussion, the Committee felt that there was a need for additional information from PCI about parking and data such as financial information regarding the costs of services for PCI to separate the cost for Islanders and Coligny Beach Parks and additional services possibly at Chaplin Park

and receive a copy of the report that Mr. Wendl referenced from the Chamber of Commerce and potential future projections that could assist them in recommending a policy.

Mr. Alfred moved to forward the resolution to Town Council for review and consideration of approval. Mrs. Becker seconded. Motion failed 2-2 (Brison and Brown opposed).

Consideration of a Resolution Adopting Environmentally Friendly Landscaping and Grounds Maintenance Practices/Integrated Pest Management Policy – Bryan McIlwee, Director of Public Projects and Facilities

Bryan McIlwee presented to the Committee a resolution for consideration to recommend adoption by Town Council to adopt an environmentally friendly landscaping and grounds maintenance practices/Integrated Pest Management Policy.

Due to the late hour, Ms. Brison made a motion to continue the agenda item to the next meeting on May 20, 2024. The motion failed by lack of a second.

Chair Becker asked for public comment.

Pamela Martin Ovens addressed the Committee about her thoughts on the use of pesticides and not using chemicals that are poisonous to humans and wildlife. She wants the new IPM to reflect the wishes of the people who live on Hilton Head Island.

Kim Konte addressed the Committee about her overall thoughts on the proposed Integrated Pest Management program and the potential conflict of interest she sees with the third-party contractor hired.

Trevor Konte addressed the Committee about his views on stopping using Round-Up and other known pesticides to protect them and Hilton Head Island.

Bryan McIlwee responded to public comments and to questions from the Committee.

The Committee asked questions and made comments regarding the presentation of the draft Integrated Pest Management Policy. Members of the Committee had concerns about the types of chemicals that were proposed to be used, providing the public with advance notice of when the chemicals were used, and the policy revisions that were presented at today's meeting and hidden comments from one of the Town's contractors on the draft policy. After a lengthy discussion of their concerns with staff, they decided that more information is needed to be able to make an informed decision about the policy.

Mr. Brison moved to continue this matter to the May 20th Committee meeting for further discussion to allow Staff to provide the Committee with additional information. Mr. Alfred seconded. Motion carried 3-1 (Becker opposed).

Adjournment

The meeting was adjourned at 1:22 pm.

Approved: _____

The recording of this Meeting can be found on the Town's website at

www.hiltonheadislandsc.gov



Town of Hilton Head Island
COMMUNITY SERVICES & PUBLIC SAFETY
REGULAR MEETING
Monday, May 20, 2024 – 10:00 AM
Minutes

Call to Order

Chair Becker called the meeting to order at 10:08 a.m.

Committee Members Present: Tamara Becker, Chair, Steve Alfred, Alex Brown, Patsy Brison

Adoption of the Agenda

Ms. Brison made a motion to amend the agenda to add the discussion of the Integrated Pest Management Policy. The motion failed due to a lack of a second.

Ms. Brison asked a procedural question from the Town's Attorney, Curtis Coltrane, regarding the matter. Mr. Coltrane responded that there was no second to the motion to amend the agenda. Based on the previous meeting's video recording there was a request from Ms. Brison that the item be placed on the next meeting agenda, however the Mayor has chosen not to place it on the agenda. It was discussed that under Robert's Rules, her motion would have been treated as a postponement to a certain time and Roberts Rules is a useful guide to Town Council, however, they are not bound by Robert's Rules and the matter will be postponed at a time when it is on an agenda by the Mayor. Mr. Coltrane went on to reference the Town's Municipal Code for the Committee to hear and continue the discussion.

Mr. Brown moved to adopt the agenda. Mr. Alfred seconded. Motion carried 3-1 (Ms. Brison opposed).

Approval of the Minutes

Regular Meeting Minutes of March 18, 2024

Mr. Alfred moved to approve the meeting minutes of March 18, 2024, as presented. Mr. Brown seconded. Motion carried 4-0.

Regular Meeting Minutes of April 8, 2024

Ms. Brison made a motion to postpone the meeting minutes of April 8, 2024, to allow for revisions. By unanimous consent, the motion was carried 4-0.

Appearance by Citizens

Pamela Martin Ovens: addressed the Committee regarding her concern that the highly paid expert staff are so busy that they cannot keep public safety as a top priority. Mrs. Martin Ovens referenced the Town's pest contractor, Brightview, and their support of using pesticides in the Town parks.

Unfinished Business

Presentation of the Town of Hilton Head Island Beaufort County Sheriff's Office Quarterly Crime Statistics - Major Jeff Purdy

Major Purdy presented the Committee with statistics from the quarterly uniform crime report for quarter four and the first quarter of 2024. In this report he highlighted Aggravated Assaults, crimes against persons, traffic issues and vehicle collisions. His report presented can be referenced in detail at www.hiltonheadislandsc.gov. The Committee thanked Mr. Purdy for his time and the efforts of the Beaufort County Sheriff's Office (BCSO). During the question-and-answer period, Ms. Brison referenced extra patrol on the beaches, department assistance with the recent ride of silence, and enforcement of Town Ordinance and if the BCSO is enforcing them and Mjr. Purdy stated they do. Mr. Brown asked if there was a formal process for funeral processions and there is if there are additional deputies available. Funeral directors can reach out to BCSO to assist with traffic. Mr. Brown also asked about the increase in shootings in our area and how best to communicate with the Island residents. Major Purdy felt that communication is key and referenced the utilization of the crime stoppers anonymous line. He said that going forward he would include in his reports to the Committee reports of shootings. Mrs. Becker encouraged the citizens present to enroll in the Citizens Police Academy as it is a great program. She indicated that she would like to see a heat map of where Major Purdy indicated crime is happening, this will allow them to understand where they are occurring most.

Chair Becker asked for public comment.

Pamela Martin Ovens addressed the committee regarding her concerns about safety for the lights at Palmetto Bay Road and Arrow Road.

The overall conversation from the Committee was positive and they felt additional data and maps would be helpful when discussing the quarterly crime reports in the future. Lastly, there was a comment made by Mr. Brown regarding homelessness and the potential need for shelter. Mr. Gruber responded that he would work with the Committee Chair to possibly bring forward an agenda item to provide an update for solutions with Beaufort County.

Consideration of a Resolution Supporting the Rotary Community Center Proposal – Josh Gruber, Deputy Town Manager

Josh Gruber presented the Committee with background information regarding a resolution supporting the Rotary Community Center Proposal. On June 28, 2023, representatives of the Rotary Club of Hilton Head ("Rotary") contacted the Town and proposed discussing a potential partnership with the Town to create a gathering place for individuals, families, and organizations to conduct social and community activities. A copy of this correspondence, along with a Case Statement for a Rotary Community Center, was previously provided to the Committee and is enclosed as Attachment 2 within the staff report. Based upon Rotary's most recent communication (April 16, 2024), a copy of which is enclosed as Attachment 4 of the staff report, they are proposing to utilize a model like what the Town has used with both the Island Recreation Association and The Sandbox Children's Museum in the development of their respective facilities. This model

would envision the Town paying to construct the facility and the ongoing maintenance and operating costs. Rotary would then fundraise and commit to fully furnishing, upfitting, and equipping this facility at an estimated cost of \$750,000. The Rotary Club of Hilton Head would be the main lead on this fundraising effort but would also reach out to the other Rotary clubs located on the Island to allow for their meaningful participation as well. In exchange for this partnership, Rotary is asking that the Town allow the Island's various Rotary Clubs to utilize this building without charge in perpetuity as well as allowing other nonprofit groups to use this space at low to no cost. This programming would be like what is done today at the Rotary Community Center located in Bluffton.

Bruce Siebold spoke to the Committee about the Rotary's efforts to date with the Town. He referenced vacant facilities of interest to repurpose and thoughts of potential space on the Town's Mid Island Track. Mr. Brown was impressed with the idea and was in favor of this space becoming truly a community center and a gathering space for all to use. Ms. Brison stated that she came from a community where there were several community centers available for use. She made mention to the use of the Mid Island Track and that Phase 1 does not include buildings currently. It was later mentioned that it could be identified as a potential area in the future with the support of Town Council if they approved efforts to investigate that. There were additional questions of the Master Plan and the incorporation of what was planned and what is presented today by the Rotary. Shawn Colin responded that this is purely conceptual at this point and only in Phase 1 of these efforts.

Mr. Alfred is in support of the concept and of the resolution. He wanted more information about the potential phases. Mr. Gruber stated that the purpose of today's meeting was to garner general support for the draft resolution at a very high level and that would allow staff to assist the Rotary in identifying a location and how it fits in with the rest of the area. It also allows the Rotary to begin fundraising and there is support for the project while the fine details are ironed out. Mrs. Becker stated that she would be interested in seeing in the future the details of a budget, Town ownership, the building be open for all non-profit use and those that would like to use the space. Mr. Siebold thanked the Committee for their openness and urged that this community center would be available for use by the community for a space that is needed. Mr. Brown asked that the Committee be refreshed in the future on the Master Plan that was previously adopted by Town Council. Mr. Gruber indicated that information would be provided to Town Council if this resolution was approved by the Committee.

Mr. Alfred moved to forward the resolution to Town Council for review and consideration of approval. Mr. Brown seconded. Motion passed 4-0.

Chair Becker asked for public comment.
There was no public comment.

Executive Session

Discussion of Appointment to Boards, Commissions, and Committees [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70(a)(1)] related to:

1. Accommodation Tax Advisory Committee

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2. Board of Zoning Appeals
3. Design Review Board
4. Gullah Geechee Historic Neighborhood Community Development Corporation
5. Parks and Recreation Commission
6. Planning Commission

At 11:14 a.m. Ms. Brison moved to enter into Executive Session for the reasons cited above by Chair Becker. Mr. Alfred seconded. Motion carried 4-0.

At 12:22 p.m. by unanimous consent, the committee voted to end Executive Session and returned to the regular meeting. Motion carried 3-0 (Mr. Alfred was out at the time of the vote).

Action From Executive Session

There was no action as a result of executive session.

Adjournment

The meeting was adjourned at 12:23 p.m. by unanimous consent. Motion carried 3-0 (Mr. Alfred was out at the time of the vote and adjournment).

Approved:_____



Town of Hilton Head Island
COMMUNITY SERVICES & PUBLIC SAFETY
SPECIAL MEETING
Monday, June 3, 2024 – 8:30 AM
Minutes

Call to Order

Chair Becker called the meeting to order at 8:40 a.m.

Committee Members Present: Tamara Becker, Chair, Steve Alfred, Alex Brown, and Patsy Brison

Adoption of the Agenda

Ms. Brison moved to approve. Mr. Alfred seconded. Motion carried 4-0.

Executive Session

Discussion of Appointment Regarding Boards, Commissions, and Committees [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70(a)(1)] related to:

1. Accommodations Tax Advisory Committee
2. Board of Zoning Appeals
3. Design Review Board
4. Gullah Geechee Historic Neighborhoods Community Development Corporation
5. Parks and Recreation Commission
6. Planning Commission

At 8:41 a.m. Ms. Brison moved to enter into Executive Session for the reasons cited above by Chair Becker. Mr. Alfred seconded. Motion carried 4-0.

At 1:01 p.m. Ms. Brison moved to end Executive Session and returned to the regular meeting. Mr. Alfred seconded. Motion carried 4-0.

Action From Executive Session

No action

Adjournment

The meeting was adjourned at 1:02 pm.

Approved: _____

Town of Hilton Head Island
Community Services & Public Safety Committee
Meeting Minutes
06/03/2024



Town of Hilton Head Island
COMMUNITY SERVICES & PUBLIC SAFETY
SPECIAL MEETING
Wednesday, June 5, 2024 – 9:00 AM
Minutes

Call to Order

Chair Becker called the meeting to order at 9:00 a.m.

Committee Members Present: Tamara Becker, Chair, Steve Alfred, Alex Brown, Patsy Brison and David Ames (Alternate)

Adoption of the Agenda

Mr. Alfred moved to approve. Mr. Ames seconded. Motion carried 4-0.

Executive Session

Discussion of Appointment Regarding Boards, Commissions, and Committees [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70(a)(1)] related to:

1. Accommodations Tax Advisory Committee
2. Board of Zoning Appeals
3. Design Review Board
4. Gullah Geechee Historic Neighborhoods Community Development Corporation
5. Parks and Recreation Commission
6. Planning Commission

At 9:03 a.m. Mr. Alfred moved to enter into Executive Session for the reasons cited above by Chair Becker. Mr. Ames seconded. Motion carried 4-0.

At 1:01 p.m. Ms. Brison moved to end Executive Session and returned to the regular meeting. Mr. Alfred seconded. Motion carried 4-0.

Action From Executive Session

No action

Adjournment

The meeting was adjourned at 1:01 pm.

Approved: _____



TOWN OF HILTON HEAD ISLAND

COMMUNITY SERVICES AND PUBLIC SAFETY COMMITTEE

TO: Community Services and Public Safety Committee Members
FROM: Joshua Gruber, *Deputy Town Manager*
CC: Marc Orlando, *Town Manager*
DATE: August 19, 2024
SUBJECT: Consideration of a Resolution Adopting the Town of Hilton Head Island Parking Fee Schedule

RECOMMENDATION:

Staff recommends that the Community Service and Public Safety Committee (CSPSC) evaluate the proposed Paid Parking Program and Parking Rate Schedule. This evaluation should consider various public policy implications and strategic objectives related to beach access, traffic management, and revenue generation.

Upon review, staff advises the Committee to adopt a Resolution for Town Council's consideration, which would:

1. Approve the Rate Schedule: Establish a formal rate schedule that aligns with the objectives of the Beach Parking Master Plan.
2. Direct Programmatic Implementation: Provide clear directives for the implementation of the paid parking program, ensuring consistency with the strategic goals and operational needs identified in the Beach Parking Master Plan.

Staff believes this approach will facilitate an informed decision-making process, supporting the Town's goals of enhancing public access and managing resources effectively.

ANALYSIS:

At its April 8, 2024, meeting, the CSPSC discussed policy considerations related to various parking rate proposals and provided feedback to staff. Information was requested to include evaluating both current and future budget implications and developing a ten-year budget projection considering program revenues and expenses.

To support these continued policy discussions, staff prepared the following information for the CSPSC's consideration:

1. Defining the Beach Parking Program's Purpose and Identified Goals.
2. Review of Prior CSPSC Actions.
3. Discussion of Current and Future Budget Implications.

4. Comparative Beach Parking Rate Data.
5. Ten-Year Revenue and Expense Budget Projections.
6. Employee Parking Considerations.
7. Beach Parking and Recreational Sports Programming.
8. Review of Public Policy Considerations.

1. Beach Parking Program Purpose

In clearly defining the beach parking program's purposes, staff has prepared the following actions based upon discussions with members of the public, the CSPSC, and members of Town Council. Purposes of the beach parking program include the following:

- Control Beach Parking Demand and Influence Parking Decisions.
- Communicate Timely Information on Beach Parking Availability and Alternative Options.
- Provide Beach Parking Areas that are Safe, Secure, and is Reflective of the Quality of Public Infrastructure that Represents Hilton Head Island.
- Provide a Paid Parking Program that is Convenient, User Friendly, and Provides Superior Customer Service.
- Protect Adjoining Neighborhoods and Businesses from Paid Parking/Overflow Impacts.

2. Prior Committee Actions

At its meeting on September 18, 2023, the CSPSC voted to recommend that Town Council consider adoption of an Ordinance that would incorporate certain aspects of the Town's parking management program. The provisions contained within that document included the following:

- Rescinds antiquated and outdated language from the current municipal code.
- Defines a Hilton Head Island Resident as previously directed by Town Council.
- Designates paid parking within all the Town's identified beach parking areas.
- Designates paid parking dates and times as determined by Town Council through the adoption of a separate Paid Parking Fee Schedule Resolution.
- Sets forth the graduated penalties imposed for improper parking or failing to pay required parking fees.
- Sets forth the administrative appeal system associated with the imposition of graduated penalties and outlines the following review process:
 - First level review administered by third-party parking management company.
 - Second level review by the Town Attorney.
 - Third level review to the Circuit Court.

During subsequent discussions of the CSPSC, there appeared to be unanimous support for additional policy provisions that have been incorporated into the previously adopted draft Ordinance. Those provisions will provide that resident beach parking passes will be

provided for free and remain limited to two passes per household. Additionally, there will be no paid parking assessed at the Chaplin Beach Park while seasonal youth recreation programming is taking place.

3. Current and Future Fiscal Impacts

To commence PCI Municipal Services' (PCI) management of the Town's Beach Parking Program, Town Council approved a Fiscal Year 2024 Budget amendment that included an operational budget of \$366,965 and a Capital budget of \$502,765, for a combined expenditure of \$869,730. For the current Fiscal Year 2025 budget, PCI submitted a proposed operating budget of \$598,789 and a recurring Capital budget of \$25,000, for a total combined expenditure of \$623,789. It is anticipated that future operational expenses for this service will remain similar to Fiscal Year 2025 levels unless additional services not currently being provided, or an enhanced level of current services is requested.

In addition to these expenses, the CSPSC's request that the current \$15.00 fee for Island Resident Beach Parking Passes be made free of charge needs to be factored into future budget analysis. It is anticipated that revenues that had previously been generated from this fee will be replaced with revenues generated exclusively from charging beach parking fees. However, for budgeting purposes, this policy directive will impact existing revenues by approximately \$105,000 per year.

To financially support these combined ongoing and future expenses, the CSPSC is being requested to recommend the adoption of an updated parking fee schedule. Based upon several different factors which are discussed in greater detail below, staff is recommending that two options be considered:

1. First, a uniform charge of \$5.00 per hour at all identified beach parking areas that contain publicly available parking spaces with a maximum daily rate of \$30 per day.
2. The second option would be a uniform charge of \$5.00 per hour at all identified beach parking areas that contain publicly available parking spaces with a maximum daily rate of \$30 per day, but these fees would only be collected on a seasonal basis of March 1st until September 30th of each year.

In conjunction with this parking rate consideration, CSPSC has requested that staff assess an employee parking lot to accommodate Pope Avenue and Coligny Plaza employees for free or at a discounted rate. Further assessment is overviewed in Section 6 below.

A financial analysis has been provided in Section 5 below to project the anticipated revenues and expenses over a ten-year period associated with both options.

4. Comparative Beach Parking Rate Data

To support the staff's various recommendations, a survey was conducted of other similar jurisdictions to determine currently prevailing beach parking rates and whether they established a maximum daily charge. A summary of that data, effective as of August 1, 2023, is as follows:

Table 4a. Comparative Beach Parking Rate Data

Location	State	Hourly Rate	Daily Rate/Max	Weekend Rate	Notes:
Folly Beach	South Carolina	\$2.50	\$10.50 - \$15.00	n/a	Prime parking location is daily rate of \$15.00 with no hourly parking. All others are \$2.50 per hour up to a \$10.50 per day cap.
Charleston County	South Carolina	n/a	\$5.00 - \$15.00	\$20.00	Parking is \$5.00 per day out of season, shoulder season at \$10.00 per day, and peak season at \$15.00 per day Mon.-Fri., and \$20.00 per day Sat. and Sun.
Edisto Beach	South Carolina	n/a	n/a	n/a	Parking is included with admission. Admission is \$8.00/adult, \$5.00/senior, and \$4.00/child
Isle of Palms	South Carolina	\$2.00	\$10.00	\$15.00	Paid parking is charged from 8AM–8PM, March 1–October 31. Daily rate is \$10.00 Monday–Friday and \$15.00 on weekends and holidays. After 4 PM is \$2.00 per hour until 8PM.

Location	State	Hourly Rate	Daily Rate/Max	Weekend Rate	Notes:
Myrtle Beach	South Carolina	\$2.00 - \$3.00	\$10.00 - \$15.00	n/a	The direct beach access areas have a rate of \$3.00 per hour and a maximum daily rate of \$15.00. The core business district has an hourly rate of \$2.00 per hour with no daily maximum.
Surfside Beach	South Carolina	\$2.00 - \$4.00	\$10.00 - \$15.00	n/a	Premium parking lots have no daily maximum.
Kiawah Island	South Carolina	n/a	\$5.00 - \$15.00	\$20.00	Parking is \$5.00 per day out of season, shoulder season at \$10.00 per day, and peak season at \$15.00 per day Mon.-Fri., and \$20.00 per day Sat. and Sun.
Wrightsville Beach	North Carolina	\$5.00	\$25.00	n/a	Parking fees are enforced March to October.
Tybee Island	Georgia	\$4.00	n/a	n/a	Enforced 8AM - 8PM, 365 days a year.
Jekyll Island	Georgia	n/a	\$10.00	n/a	Flat rate vehicle entry fee onto the Island.
St. Augustine	Florida	\$2.50	\$5.00 - \$20.00	n/a	7AM – 5PM is \$20.00 per vehicle, 5PM – 9PM is \$5.00 per vehicle. On street parking meters are \$2.50 per hour with maximum parking period of 4 hours.

Location	State	Hourly Rate	Daily Rate/Max	Weekend Rate	Notes:
Gulf Shores Beach	Alabama	n/a	\$5.00 - \$15.00	n/a	Parking fees collected March - November. Two lots offer max four-hour block for \$5.00. All other lots are flat rate \$15.00.

5. Establishing a Daily Paid Parking Rate

Based upon this comparative rate data and the overall goals expressed by the CSPSC of having the beach parking program become self-sustaining, a recommended rate of \$5.00 per hour with a daily cap of \$30.00 per day is being proposed for consideration. As discussed above, one of two options for the CSPSC to consider would be to consider implementing paid parking on a seasonal basis from March 1st to September 30th of each year as compared to being implemented year-round. A full analysis of the projected revenues and expenses over a ten-year period implementing this recommended rate for both the year-round and seasonal options are addressed in below spreadsheets:

Table 5a: Year 1 Revenue Projections - \$5.00 Per Hour/\$30.00 Per Day (Year-Round)

Public Space Available for Payment	Month	Days Per Month	Parking Utilization %	Average Parking Sessions	\$3/hr	\$5/hr	\$7/hr	\$30/day
1101	January	31	10%	2.0	\$20,479	\$34,131	\$47,783	\$45,557
	February	28	10%	2.0	\$18,497	\$30,828	\$43,159	\$42,254
	March	30	20%	2.0	\$39,636	\$66,060	\$92,484	\$77,486
	April	30	25%	3.0	\$74,318	\$123,863	\$173,408	\$135,288
	May	31	65%	3.5	\$232,944	\$388,240	\$543,536	\$399,666
	June	30	90%	3.5	\$312,134	\$520,223	\$728,312	\$531,648
	July	31	90%	3.5	\$322,538	\$537,563	\$752,589	\$548,989
	August	31	90%	3.5	\$322,538	\$537,563	\$752,589	\$548,989
	September	30	65%	3.5	\$225,430	\$375,716	\$526,003	\$387,142
	October	31	20%	2.0	\$40,957	\$68,262	\$95,567	\$79,688
	November	27	10%	2.0	\$17,836	\$29,727	\$41,618	\$41,153
	December	27	10%	2.0	\$17,836	\$29,727	\$41,618	\$41,153
Revenue Totals					\$1,645,142	\$2,741,903	\$3,838,664	\$2,879,009

The 1,101 parking spaces referenced above includes the following properties:

- Alder Lane Beach Park (22)
- Chaplin Beach Park (346)
- Coligny Beach Park (397)
- Driessen Beach Park (168)
- Fish Haul Beach Park (93)
- Folly Field Beach Park (50)
- Islanders Beach Park (25)

Not included within this calculation is parking at the former Wild Wing Café due to it being recommended for dedicated employee parking purposes. These numbers will be revised to incorporate this additional inventory depending upon the CSPSC's policy recommendations.

Table 5b: 10 – Year Revenue & Expense Projections - \$5.00 Per Hour/\$30.00 Per Day (Year-Round)

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Revenue	\$2,741,903	\$2,741,903	\$2,741,903	\$2,741,903	\$2,741,903	\$3,427,379	\$3,427,379	\$3,427,379	\$3,427,379	\$3,427,379	\$30,846,407
Less Expenses	\$452,655	\$457,636	\$475,277	\$493,604	\$512,643	\$532,423	\$552,972	\$574,321	\$596,500	\$619,543	\$5,267,574
Net	\$2,289,248	\$2,284,267	\$2,266,626	\$2,248,299	\$2,229,260	\$2,894,956	\$2,874,407	\$2,853,058	\$2,830,878	\$2,807,835	\$25,578,834

Table 5c: 10 – Year Revenue & Expense Projections - \$5.00 Per Hour/\$30.00 Per Day (Seasonal)

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Revenue	\$2,549,228	\$2,549,228	\$2,549,228	\$2,549,228	\$2,549,228	\$3,186,535	\$3,186,535	\$3,186,535	\$3,186,535	\$3,186,535	\$28,678,815
Less Expenses	\$452,655	\$457,636	\$475,277	\$493,604	\$512,643	\$532,423	\$552,972	\$574,321	\$596,500	\$619,543	\$5,267,574
Net	\$2,096,573	\$2,091,592	\$2,073,951	\$2,055,624	\$2,036,585	\$2,654,112	\$2,633,563	\$2,612,214	\$2,590,035	\$2,566,992	\$23,411,241

Table 5d: Expense Calculations (Year-Round)

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Labor*	\$376,155	\$391,201	\$406,849	\$423,123	\$440,048	\$457,650	\$475,956	\$494,994	\$514,794	\$535,385	\$4,516,154
Other Expenses	\$76,500	\$66,435	\$68,428	\$70,481	\$72,595	\$74,773	\$77,016	\$79,327	\$81,707	\$84,158	\$751,420
Total^	\$452,655	\$457,636	\$475,277	\$493,604	\$512,643	\$532,423	\$552,972	\$574,321	\$596,500	\$619,543	\$5,267,574

* Does not include benefit expenses of appx. 40% or \$150,000/year.

^ PCI FY2025 Contract = \$623,789

Once the goal of creating a self-supporting program has been achieved, staff has also identified various beach park related expenses that could enhance the overall quality of the beach parking program with support from beach parking revenues. This list includes, but is not limited to the following:

- Actions which support the Town's beach park environmental and sustainability initiatives.
- Enhancements to multi-modal transportation including biking and pedestrian infrastructure.
- Enhanced parking enforcement and communication mechanisms.
- Enhanced trash collection and recycling initiatives.
- Energy efficiency infrastructure projects.
- Americans with Disabilities Act (ADA) upgrades and accessibility.
- Expansion of beach related environmental partnerships.

Additionally, there are several current beach park related services and projects that are funded from either the Town's General Fund or Capital Improvement Projects program that could be supported utilizing beach parking revenues. A spreadsheet identifying both FY25 General Fund and CIP beach park related expenses is shown below:

Table 5e. Beach Park Expenses

Expense Type	Description	Cost
Beach Management & Monitoring	Ongoing activities to manage the beach including Island wide beach survey and monitoring, endangered species monitoring, Beach Program Economic Sustainability Analysis, etc.	\$300,000
Beach Renourishment	Activities related to Beach Renourishment Project, including permitting, bidding, and construction. Construction of next cycle of renourishment anticipated to begin in April 2025. Pine Island, Fish Haul Creek, and Heel must be complete by August 2025 to achieve Fish & Wildlife Permit requirements. Renourishment of remaining island beaches in FY26. FEMA funds must be reimbursed by December 2025.	\$16,500,000

Expense Type	Description	Cost
Beach Park Maintenance & Improvements	Maintenance and general improvements to 7 beach parks such as paving, landscaping, lighting, and site furnishings, etc. FY25 - Upgrades to Recycling, Trash, Wayfinding, Rules, Signage, Lighting	\$250,000
Islanders Beach Park Improvements	FY24 - Design of Islanders Park Renovation and construction of pedestrian pathway from Folly Field Road to restroom and playground in FY24. FY25 - Construction of Islanders Park Renovation pending coordination with Beach Renourishment staging area	\$3,750,000
Beach Wheelchair Storage	Permanent storage structure for increased beach wheelchairs stemming from Chamber Leadership Class project; 5 locations (\$19,800 each)	\$99,000
Beach Parks Janitorial	Janitorial	\$106,000
Beach Waste & Recycling	Waste	\$425,000
Beach Parking Shuttle	Shuttle	\$24,000
Land Acquisition	Land Acquisition	\$4,000,000
Total Costs		\$25,454,000

6. Employee Parking Considerations

One of the concerns expressed by the CSPSC has been potential impacts to adjacent businesses in the Coligny area. Specifically, local business owners have expressed a concern about the impact paid parking may have on their workforce. In response, Town 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 addressing database. 146 separate businesses were identified as having active business licenses and being located within this identified boundary.

Additionally, staff surveyed other beachfront communities to identify how these jurisdictions have approached addressing this concern. The results of that survey are as follows:

Table 6a: Comparative Employee Beach Parking Data

Jurisdiction	Local Business/Employee Parking Provisions
Folly Beach	No
Charleston County	No
Edisto Beach State Park	No
Isle of Palms	No
Myrtle Beach	Yes, but limited to specific geographic area and type of parking space that can be occupied, costs \$50.00 per year.
Surfside Beach	Yes* Spaces in certain lots are designated for employee parking.
Kiawah Island	No
Wrightsville Beach	No* Contractor passes are available for \$10/day
Tybee Island	Yes, A discounted parking rate is offered for local businesses to purchase for their employees (\$200 per year)
Jekyll Island	No
St. Augustine, FL	No
Sarasota, FL	Yes, either a \$10/month or \$20/month pass is offered for employee parking depending upon location
Clearwater, FL	Yes, a \$40 monthly pass is offered but parking is limited to certain geographic areas
Gulf Shores, AL	Free parking for all City residents
Beaufort, SC	Yes, a discounted parking pass of \$35 per month

Should the CSPSC decide to endorse a solution towards employee parking concerns, staff would recommend that the option of utilizing the former Wild Wing Café property for dedicated employee parking be considered. This option would require that employees register in a similar manner to the resident beach parking passes and that active proof of employment at a qualifying business would need to be provided. This option would also allow the Town to issue preferential parking to employees on a first-come, first-served basis without substantially impairing the ability of the public to park within the Coligny Beach lot.

Additional options that have been generated by staff for consideration include the issuance of discounted employee parking passes and/or the creation of a remote employee parking lot with dedicated shuttle service. However, there are additional policy considerations that would need to be discussed with implementing a discounted employee parking pass to include cost, timing, and the maximum number of passes that would be issued. In addition, current Coligny business owners have expressed concern at the usage of the Wild Wing Café property and would be increasingly concerned about the utilization of a remote parking lot that may be even further away in distance. The Town's current shuttle provider, Palmetto Breeze has also expressed some concerns with

being able to operate a shuttle service late into the evening.

7. Recreational Sports/Beach Parking Considerations

Prior conversations with the CSPSC have resulted in revisions to the draft Parking Management Ordinance to exempt the collection of parking fees at Chaplin Beach Park during the recreational sports programming season. This would essentially require paid parking at Chaplin Beach Park from Memorial Day until Labor Day but would remain free of charge at all other times due to current recreational sports league schedules. The Town will coordinate directly with the Island Recreation Association in this regard and will prepare appropriate signage to communicate this information if ultimately adopted.

8. Public Policy Considerations

To provide a recommendation to the Town Council, the CSPSC should evaluate the public policy considerations as follows:

- Establish Parking Rate:
 - Parking Rate Collection Option:
 - Year-Round Collection
 - ii. Seasonal Collection
 - Paid Beach Parking Locations:
 - All Beach Parks
 - ii. Selected Beach Parks
 - Hours of Operation:
 - All Park Operating Hours (Proposed 6:00AM – 10:00PM)
 - ii. “Peak” Hours (Proposed 7:00AM – 7:00PM)
 - Paid Parking Rate:
 - \$5.00 Per Hour/\$30.00 Per Day Cap
 - ii. Less/More
- Employee Parking at Coligny Beach Park Area:
 - Dedicated Spaces at Wild Wing Café:
 - Duration (Recertification)
 - ii. Employment Verification
 - Monthly Passes Issued at Discounted Rate:
 - Cost
 - ii. Duration (Recertification)
 - iii. Employment Verification
 - iv. Cap on Number of Passes
 - Remote Parking Lot and Shuttle Service:
 - Location
 - ii. Hours of Operation

CONCLUSION:

The proposed Beach Parking Management Ordinance, previously reviewed and recommended for adoption by the CSPSC has been updated to reflect the Committee's input, including the elimination of resident beach parking pass fees and the exemption of Chaplin Beach Park from paid parking during youth recreation seasons.

The CSPSC is now tasked with considering a Resolution that addresses the critical public policy considerations necessary for the successful implementation of the Beach Parking Program. This Resolution will include the proposed parking rates and other related issues.

By recommending the adoption of this Resolution to Town Council, the CSPSC will facilitate a synchronized approval process for both the Ordinance and the Resolution, ensuring that the Beach Parking Program is effectively structured and adequately supported by an appropriate rate schedule.

Staff requests that the CSPSC review the public policy considerations outlined in this Memorandum and incorporate its recommendations into the Resolution to be forwarded to Town Council for final approval.

ATTACHMENTS:

1. Beach Parking Management Ordinance Draft
2. Beach Parking Resolution Draft

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA
AMENDING TITLE 12, CHAPTER 3, OF THE MUNICIPAL CODE OF HILTON HEAD
ISLAND, ENTITLED: MOTOR VEHICLES AND TRAFFIC CONTROL, PARKING, TO
REVISE REGULATIONS RELATED TO PAID PARKING AND OTHER MATTERS
RELATED THERETO, AND TO PROVIDE FOR SEVERABILITY AND AN
EFFECTIVE DATE**

WHEREAS, the Town Council of the Town of Hilton Head Island has authority to establish paid parking within designated paid parking areas pursuant to Section 12-3-111, et seq. of the Municipal Code of Hilton Head Island; and

WHEREAS, in order to provide for a more comprehensive and effective paid parking program, the Town Council now desires to amend the Municipal Code for the Town of Hilton Head Island, South Carolina as further outlined herein; and

WHEREAS, through the enactment of this Ordinance, the Town Council desires to control demand and influence beach parking decisions, communicate timely information on beach parking availability and alternative parking options, provide paid parking areas that are safe/secure, provide a paid parking program that is convenient, user friendly, and provides superior customer service, and protects adjoining neighborhoods and businesses from paid parking/overflow impacts.

NOW, THEREFORE, BE IT, AND IT HEREBY IS, ORDAINED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA:

Section 1. Amendment. Revisions to Sections 12-3-111 through 12-5-521 of the Municipal Code of the Town of Hilton Head Island relating to the establishment of paid parking areas, creation of a parking management program, and parking enforcement measures, are hereby adopted as outlined in Attachment 1 attached hereto and incorporated herein by reference. Newly added language is illustrated with double underline and deleted language is illustrated with ~~strikethrough~~.

Section 2. Severability. If any section, phrase, sentence or portion of this Ordinance is for any reason held invalid or unconstitutional by a court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3: Effective Date. This Ordinance shall take effect on January 1, 2025.

MOVED, APPROVED, AND ADOPTED THIS ____ DAY OF _____, 2024.

Alan R. Perry, Mayor

ATTEST:

Kimberely Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis Coltrane, Town Attorney

Introduced by Council Member: _____

ATTACHMENT 1

Chapter 3 - PARKING

Sec. 12-3-111. - Authority to establish ~~parking zones and install meters~~ paid parking areas.

The town council may establish by resolution, from time to time as traffic conditions require, zones to be known as ~~parking meter zones~~ paid parking areas upon such streets or properties of the town as are selected by the town council for the location of such ~~meters~~ designation; and, in such ~~parking meter zones~~ paid parking areas, the town manager shall cause ~~parking meters to be installed and parking meter spaces~~ appropriate signage and notification of paid parking equipment or other similar electronic paid parking capabilities to be designated as hereinafter provided.

Sec. 12-3-112. - Location and operation of ~~meters~~ paid parking areas.

~~Parking meters installed in the parking meter zones established by the provisions of this article shall be placed upon the curb immediately adjacent to the individual parking places hereinafter described. Each parking meter shall be placed or set in such a manner as to show or display by a signal that the parking space adjacent to such meter is or is not legally in use. Each parking meter shall be installed and set to display, upon the deposit of an official coin of the United States of America, which is at the time legal tender, a signal indicating legal parking for a designated time period. Each meter shall also be arranged so that, upon the expiration of the legal parking time, it will indicate by a mechanical operation and the dropping of the proper signal that the lawful parking has expired. The town manager shall be authorized to establish the parking fees.~~

The town manager shall take such actions as may be necessary and appropriate to implement the collection and corresponding enforcement of paid parking areas as designated by the town council. These actions shall include the posting of necessary signage, the installation of paid parking infrastructure, and the implementation of a comprehensive paid parking program either directly or through contracting with appropriate entities as may be required to effectuate the directives of the town council.

Sec. 12-3-114. ~~Depositing coins.~~

~~When any vehicle shall be parked in any space alongside of or next to which a parking meter is located in accordance with the provisions of this article, the operator of such vehicle shall, upon entering the parking space, immediately deposit or cause to be deposited a coin of the United States of America, which is, at the time, legal tender, in such parking meter and the parking space may then be lawfully occupied by such vehicle during the period indicated on the meter. If such vehicle shall remain parked in any such parking space beyond the parking time limit, the parking meter shall display a sign or signal showing illegal parking or expiration of time allotted, and in that event, such vehicle shall be considered as parked overtime. Overtime means beyond the period of legal parking time. The parking of a vehicle overtime in any such part of a street where any such meter is located shall be a violation of this article.~~

Sec. 12-3-117. - Defacing, injuring, etc.

It shall be unlawful for any person to deface, injure, tamper with, open or willfully break, destroy or impair the usefulness of any ~~parking meter signage or devise~~ installed under the provisions of this article.

Sec. 12-3-118. - Violations; parking enforcement personnel to report; notices; penalty.

- (a) It shall be the duty of the ~~enforcement officer of the town~~ town or designated parking authority of the Town to report:
1. The ~~number of each parking meter~~ identity of each paid parking area which indicates that the vehicle occupying the a designed parking space adjacent to such parking meter within such paid parking area is or has been parked in violation of any of the provisions of this ~~article~~ Chapter; and
 2. The state license number of such vehicle; and
 3. Any other facts, knowledge of which is necessary to a thorough understanding of the circumstances surrounding such violation.
- (b) Each such ~~parking enforcement officer~~ community code enforcement officer, designated town staff member, designated parking authority, or member of the Beaufort County Sheriff's Office shall also attach to such vehicle a notice to the owner thereof that such vehicle has been parked in violation of a provision of this article stating ~~the bond set by the town for said violation~~ the administrative penalty associated with such violation. ~~Every person who violates or fails to comply with any of the provisions of this article shall be punished for each such violation as provided for in~~ section 1-5-10 of this Code.
- (c) In any ~~parking meter zone~~ paid parking area, every hour or fraction of an hour of overtime parking shall constitute a separate offense.

Sec. 12-3-121. -- Penalties for delinquent parking fines.

~~The following penalties are hereby established for delinquent parking fines:~~

- (a) ~~Delinquent after 10 days, add\$10.00~~
- (b) ~~After every 30 days add an additional10.00~~
- (c) ~~Maximum penalty40.00~~

ARTICLE 6 - Beach Parking Management

Sec. 12-5-511. - Purpose and Intent.

The purpose of this Article is to establish regulations for the management of paid parking areas for public beach access within the jurisdiction of the Town of Hilton Head Island. The intent of this Article is to promote the effective use of parking resources and ensure the public safety, accessibility, and convenience of beachgoers, while minimizing adverse effects on the neighboring environment.

Sec. 12-5-512. - Definitions.

Paid Parking Area. Any area designated by the town requiring payment to park therein.

Parking Authority. The town or its designee.

Resident. For purposes of this Article, resident shall mean:

- (a) Any person who owns any single or multi-family residence in the municipal limits of the Town, irrespective of whether the person qualifies for the 4% special assessment ratio; except:
 - 1. The owner of a property that is offered for leases of any term of more than 183 days in any calendar year is not deemed a “resident” eligible for a beach parking pass based on the ownership of that property.
- (b) Any person who is a tenant under a lease for a single or multi-family residence for a period of 183 days or more in any calendar year.
- (c) Any person who owns time-share interests totaling more than 183 days per year.

Sec. 12-5-513. – Designation of paid parking areas.

The following areas are designated as paid parking areas:

- (a) Alder Lane Beach Park
- (b) Chaplin Beach Park
- (c) Coligny Beach Park
- (d) Driessen Beach Park
- (e) Fish Haul Beach Park
- (f) Folly Field Beach Park
- (g) Islanders Beach Park

The Town Council shall determine the appropriate rates for the paid parking areas by resolution.

The town manager or designee shall install and maintain appropriate signs indicating the boundaries of the paid parking areas and the parking rates established therefore.

Sec. 12-5-514. – Fees, payment, and enforcement.

- (a) The parking fees for any paid parking area shall be established by a resolution of the town council.
- (b) Any person who parks a vehicle in a paid parking area must pay the appropriate fee as specified by the town or designated parking authority.
- (c) Payment shall be made through the designated payment mechanism installed by the town of designated parking authority or otherwise provided for electronically for the express purpose of paying for a designated parking space.
- (d) The town or designated parking authority shall enforce the payment of parking fees and may issue administrative citations or take other appropriate measures to ensure compliance, including but not limited to vehicle immobilization and/or towing.

Sec. 12-5-515. - Exemptions.

- (a) The following vehicles shall be exempt from payment of parking fees:
 - 1. Vehicles of emergency responders while engaged in official duties;
 - 2. Vehicles of disabled persons displaying appropriate placards or license plates; and
 - 3. Vehicles of authorized Town employees engaged in official duties.
- (b) The town manager may establish additional exemptions during permitted special events.
- (c) Vehicles which have been registered pursuant to the Town's Resident Beach Parking Pass program shall be exempt from the payment of parking fees.

Sec. 12-5-516. – Resident beach pass.

- (a) The town shall issue resident beach parking passes to individuals who can prove primary residency within the Town of Hilton Head Island. Resident beach parking passes will allow residents to park within the paid parking areas during the established hours of operation without paying the daily parking fees as designated by the town council.
- (b) Qualified residents of Hilton Head Island shall be entitled to receive a maximum of two beach parking passes per household. Beginning in calendar year 2025, the beach parking passes provided for in this section shall be issued without charge. However, the town council shall have the right to assess a fee for these passes in the future and shall be

authorized to set such fee by the adoption of a corresponding resolution setting forth this amount.

- (c) Residents who receive a beach parking pass are subject to the parking regulations of this Article.
- (d) The town may revoke or refuse to issue resident beach passes for individuals who violate this Article.

Sec. 12-5-517. – Defrauding, opening, impairing, or damaging paid parking devices.

It shall be unlawful for any person to defraud, open, impair, or damage a paid parking device or related equipment. Violations of this section shall be punishable as set forth in Section 1-5-10 of the Municipal Code of the Town of Hilton Head Island.

Sec. 12-5-518. – Rules and regulations.

- (a) The following rules and regulations are applicable in the paid parking area and shall be enforced by the designated parking authority, community code enforcement officers or the Beaufort County Sheriff's Office:
 - 1. No parking outside of the hours of operation of the paid parking area;
 - 2. No parking in areas designated as no parking zones;
 - 3. No parking in areas marked for emergency vehicles;
 - 4. No parking in areas reserved for handicapped individuals unless a valid handicapped placard is visibly displayed; and
 - 5. No parking in any area within a designated paid parking area that is not specifically identified as a parking space.

Sec. 12-5-519. – Dates and Hours of operation, Chaplin Beach Park exception.

- (a) Paid parking areas shall be open for public use during the dates and hours designated by the town council, which shall be formalized through either through the adoption of an ordinance or corresponding paid parking area resolution setting forth such dates and/or hours.
- (b) The dates and hours of operation adopted by the town council and the corresponding paid parking requirements therein shall be posted on appropriate signs and may be adjusted from time to time as deemed necessary by subsequent action of the town council.
- (c) Paid parking requirements at the Chaplin Beach Park shall be suspended during any youth recreational sports programming season facilitated by the Island Recreation Association.

The Town will coordinate with the Island Recreation Association on the dates that this exemption will be in place and will cause appropriate signage to be installed notifying individuals when paid parking will be required at this location.

Sec. 12-5-520. – Penalties and fines.

- (a) Unless otherwise stated in this Article, any person who violates any provision of this Article shall be subject to fines and vehicle tow or immobilization. The fine schedule shall be on a graduated basis based on the number of violations issued within a 12-month period as follows:
 - 1. First violation: a written warning and/or a fine of \$50, reminder of parking regulations and notification of potential vehicle tow or immobilization for future violations.
 - 2. Second violation: a fine of \$100 and possible towing or immobilization of vehicle at owner's expense.
 - 3. Third and subsequent violations: a fine of \$250 and mandatory towing or immobilization of vehicle at owner's expense.
 - 4. Fourth and subsequent violations: a fine of \$500 and mandatory towing or immobilization of vehicle at owner's expense.
- (b) A \$25 late fee shall be applied to any original fine not paid within 30 days of being issued.
- (c) The town, parking authority, or the Beaufort County Sheriff's Office may also immobilize, tow, or impound any vehicle parked in violation of this Chapter if, in its sole discretion, deems it necessary for public safety purposes.

Sec. 12-5-521. – Appeals of administrative citation.

- (a) Any person who receives an administrative citation related to paid parking may appeal the citation by submitting a written appeal to the designated parking authority within 30 days of the citation.
- (b) The parking authority shall review the appeal and issue a written decision within 30 days of receiving the appeal.
- (c) If the person appealing the citation disagrees with the decision of the parking authority, he or she may appeal to the town attorney or his or her designee within 30 days of receiving the decision of the parking authority. An appeal to the town attorney or his or her designee shall include statements of fact and conclusions of law to support the appeal.

- (d) The decision of the town attorney or his or her designee shall be final. Any subsequent appeals may be made to a court of competent jurisdiction within 30 days of receiving the town attorney's final decision.
- (e) This section does not apply to violations issued in accordance with Section 12-5-517 of this Article.

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA ESTABLISHING PARKING FEES IN ACCORDANCE WITH SECTION 12-5-511 et seq., OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND

WHEREAS, the Town Council of the Town of Hilton Head Island has authority to establish parking fees within paid parking areas pursuant to Section 12-5-514 of the Beach Parking Management Ordinance; and

WHEREAS, the Town Council now desires to establish such fees in accordance with this Resolution.

NOW, THEREFORE, BE IT, AND IT HEREBY IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT:

Section 1: Parking Fees. The fee for parking within the paid parking areas shall be \$5.00 per hour.

Section 2: Daily Maximum Fee. Regardless of the hourly rate charged, any individual parking a vehicle shall be given the option to pay a maximum daily rate of \$30.00 for all-day parking within any individually designated paid space on any single calendar day.

Section 3: Resident Beach Parking Passes. Residents of the Town of Hilton Head Island as identified in Section 12-5-516 of the Town's Municipal Code shall be authorized to register two (2) vehicles per household free of charge upon the submission of appropriate documentation to the Town's parking management authority demonstrating compliance the required residency qualifications. The registration of such vehicle will entitle such vehicle to park for free within any publicly available beach parking space that is not otherwise reserved for handicapped individuals (unless also displaying an approved handicapped placard) or are otherwise restricted by posted signage.

Section 4: Hours of Operations. The Town's Beach Parks designated in Municipal Code of the Town of Hilton Head Island as consisting of Alder Lane Beach Park, Chaplin Beach Park, Coligny Beach Park, Driessen Beach Park, Fish Haul Beach Park, Folly Field Beach Park, and Islanders Beach Park shall be open from 6:00AM to 10:00PM daily unless otherwise modified or closed by action of the Town Council.

Section 5: Hours for Collection of Parking Fees. Paid parking will be collected within the Town's Beach Parks from 7:00AM to 7:00PM daily unless otherwise directed by the Town council.

Section 6: Dates for Collection of Parking Fees. The collection of paid parking fees shall occur from May 1st until September 30th of each year unless otherwise modified or amended by the Town Council.

ALT. Section 6: Dates for Collection of Parking Fees. The collection of paid parking fees shall occur year-round unless otherwise modified or amended by the Town Council.

Section 7: Implementation and Collection. The Town Manager, or their designee, shall take all necessary steps to implement and collect the fees as provided for in this Resolution, consistent with the procedures and provisions of the Town's Municipal Code.

Section 8: Effective Date. This Resolution shall take effect on January 1, 2025.

MOVED, APPROVED, AND ADOPTED THIS ____ DAY OF _____, 2024.

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____