



Town of Hilton Head Island
COMMUNITY SERVICES & PUBLIC SAFETY
REGULAR MEETING
Monday, August 19, 2024 – 10:00 AM
Minutes

Call to Order

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

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

Adoption of the Agenda

Mr. Brown moved to adopt the agenda. Ms. Brison seconded. Motion carried 4-0.

Approval of the Minutes

Regular Meeting Minutes of April 8, 2024

Regular Meeting Minutes of May 20, 2024

Special Meeting Minutes of June 3, 2024

Special Meeting Minutes of June 5, 2024

Mr. Alfred moved to approve the minutes of April 8, May 20, June 3 and June 5. Ms. Brison seconded. Motion carried 4-0.

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

Josh Gruber provided a presentation and the following information:

At its April 8, 2024, meeting, the Community Services & Public Safety Committee (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: Establishing the objectives of the program
2. Review of Prior CSPSC Actions: A summary of previous CSPSC actions.
3. Budget Implications: Discussions on current and future budget impacts, including a ten-year projection of revenues.
4. Comparative Beach Parking Rate Data: Analysis of beach parking rates.

5. Employee Parking Considerations: Addressing the need for potential employee parking solutions.
6. Beach Parking and Recreational Sports: Discussion on the interaction between parking and youth sports programming.
7. Review of Public Policy Considerations: A review of the public policy issues surrounding beach parking.

In order to provide a recommendation to Town Council, the CSPSC was asked to 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

The proposed Beach Parking Management Ordinance was updated based on CSPSC’s feedback, including eliminating resident beach parking pass fees and exempting 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. It was requested by Staff 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.

The Committee had a detailed question and comment period with Mr. Gruber about the proposed resolution, proposed parking rates and comparative rate data, employee parking in the Coligny area, how to address special event parking, and other details regarding the topic.

Chair Becker asked for public comment.

Amie Baima addressed the Committee regarding her concerns that charging for parking at Coligny Beach Park. She stated that this would force people to look for parking in Coligny Plaza and the surrounding neighborhoods where parking is already an issue.

Carolyn Baltz addressed the Committee on the insufficient parking during events at Lowcountry Celebration Park, which affects local businesses and the surrounding neighborhoods.

Jay Wiendl addressed the Committee with five areas that he feels should be considered when reviewing the resolution adopting a beach parking fee schedule. He also shared statistics from the Hilton Head Island-Bluffton Chamber of Commerce regarding visitors and day trippers.

Lee Lucier addressed thanked the Committee for undertaking the complex island wide issue, parking. He spoke to them about 2024 data for South Caorlian that included the price of groceries, gas, property taxes, property insurance, retail sales and restaurant tax and now potentially a parking tax to name a few. He feels that voting yes is a clear no for local businesses who are their constituents.

Jack Daly addressed the Committee that the parking discussion has been before them a few times now and he does not feel that the Town is ready to charge for parking at Coligny Beach Park because he does not feel that the inventory is not available and explored all the things that can go wrong, and a study needs to be done.

David Peck addressed the Committee about there not being enough parking and the suggested solution is more parking in the Coligny Area. There was an increase of business during covid however, there has been a decrease in recent years. He feels that \$5/hr is too much and he believes that it will push people into the free parking of businesses in the surrounding areas.

At the conclusion of public comments, Mr. Gruber and the Committee discussed the public policy considerations before them at today's meeting. The Committee discussed collectively the items Mr. Gruber outlined and set forth the following details:

1. Resident Beach Parking Passes would be free of charge for qualifying residents.
2. Resident Beach Parking Passes should remain limited at 2 per household.
3. Paid beach parking would be implemented at all Town beach parking facilities.
4. Paid beach parking would not be collected at Chaplin Beach Park during youth recreational sports programming.
5. Paid beach parking should be implemented seasonally from March 1st to September 30th of each year.
6. The Town's beach parking lots should be open from 6:00AM – 10:00PM daily and that paid parking be collected from 7:00AM – 7:00PM.
7. That Town Council consider several possible options in terms of setting a paid parking rate. Those options include:
 - a. \$3.00/hr with a maximum daily rate of \$15.00 from Monday – Friday, and a flat rate of \$20.00 per day on Saturdays and Sundays.
 - b. \$3.00/hr with a maximum daily rate of \$15.00 from Monday – Friday and a flat rate of \$20.00 per day on Saturdays and Sundays during the months of June, July, and August.
 - c. \$5.00/hr with a maximum daily rate of \$30.00 from Monday – Friday, and a flat fee of \$25.00 on Saturdays and Sundays.
8. That employee parking for employees of business located in the Coligny Beach/Pope Avenue area be provided through the establishment of a park and ride program at either the University of South Carolina Beaufort (Hilton Head Campus), Crossings Park, or some other Town-owned property that does not include areas directly around the Coligny Beach Park. Additionally, a corresponding shuttle service will need to be contracted to meet the transportation needs of these employees.

At the conclusion of the discussion by the Committee, Ms. Brison moved to forward the resolution inclusive of items 1-8 as listed above to Town Council for review and consideration of approval. Mr. Alfred seconded. Motion passed 3-1 (Mr. Brown opposed).

Adjournment

The meeting was adjourned at 12:47 p.m.

Approved: September 16, 2024

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