



Town of Hilton Head Island
TOWN COUNCIL WORKSHOP
Tuesday, October 22, 2024, 3:00 PM
Minutes

Call to Order

Mayor Perry called the meeting to order at 1:00 p.m.

Council Members present: Alan Perry, Mayor, David Ames, Ward 3, Mayor Pro-Tempore; Alex Brown, Ward 1; Patsy Brison, Ward 2 (arrived at 1:02 p.m.); Tammy Becker, Ward 4; Steve Alfred, Ward 5; Glenn Stanford, Ward 6

Also present: Marc Orlando, Town Manager; Curtis Coltrane, Town Attorney; Kimberly Gammon, Town Clerk

Representatives from MKSK, Toole Design and Kimley Horn

Adoption of the Agenda

Mr. Ames moved to approve. Mr. Stanford seconded. Motion carried 6-0 (Brison was not yet in attendance).

Adaptive Signal System Update - Shawn Colin, Assistant Town Manager

Mr. Colin conducted a detailed presentation updating Council regarding the project. He provided an update overview of the following:

Project Goals and Objectives:

- Improved the reliability of travel along the project corridors at all times of day
- Maintained a consistent level of service along the project corridors during peak hour operations
- Staff can manage and monitor the traffic signal system remotely in real time
- The system enhanced vehicle detection, communication, and alarm notification
- The project formed a foundation to develop an overall Advanced Traffic Management System (ATMS)

Before and After Results

- SCDOT Study states mainline travel times have been reduced by 3%.
- Eastbound AM peak
- 36 second travel time reduction (Squire Pope Road to Beach City Road 2.7 miles / Free flow travel time at 45mph is 216 seconds)
- 15 second travel time reduction (Mathews Drive to Queens Way 4.3 miles / Free flow travel time at 45mph is 344 seconds)
- Westbound PM peak
- 45 second travel time reduction (Queens Way to Mathews Drive 4.3 miles / Free

flow travel time at 45mph is 344 seconds)

- 8 second travel time reduction (Beach City Road to Squire Pope Road 2.7miles/ Free flow travel time at 45mph is 216 seconds)

Improvements to System Functionality

- Overall system functionality has improved dramatically over the last month.
 - Staff has seen a reduction in the number of citizen concerns over the last two months. (Phone calls, emails, MyHHI (SeeClickFix) requests down)10 SeeClickFix requests in July
 - 13 SeeClickFix requests in August
 - 3 SeeClickFix requests in September
- In August, Town staff worked with adaptive system manufacturer and the contractor to improve operational and equipment resiliency, including the following:
 - Installed more reliable grounding to radar equipment
 - Improved signal operations through modifying traffic signal controller settings
 - Improved radar detection reliability by upgrading the radar firmware
 - Improved radar detection by modifying some radar locations
 - The system performed well with recent storm events

Proactive Continuous Improvements

- Staff has been proactively implementing strategies to increase signal performance.
- Focusing on reducing the probability of short green times
- Examining individual intersections and changing actual inputs to the controller from theoretical inputs to actual "real life" inputs
- Modifying signal system timing to assist with traffic flow for community special events
- Addressing unique vehicle characteristics like school buses

Fiber Optics Communication

- Provides more reliable consistent communication with less disruptions
- Fiber lines offer redundancy over radio and cellular communication
- Fiber lines offer a consistent signal
- Fiber lines would reduce maintenance currently required by our radio communication system in terms of line-of-sight tree trimming
- IT department has evaluated the fiber costs to service the signals system
- Estimated Cost to rent dedicated fiber line space from Sparklight (Hargray) is \$30,000 per year and would take approximately 6 months to implement
- Town staff is advancing this effort to connect to fiber 11

Windmill Harbor Signal

- Letter sent to Beaufort County on June 24, 2024, requesting the signal be transferred to Town ownership for inclusion in the Town's traffic signal inventory and ATSM network
- The letter also requested that Beaufort County fund the capital improvements

necessary to upgrade the signal to be compatible with the ATSM network.
(Estimated costs +/- \$70,000)

Mr. Colin concluded with detailed information on how citizens can contact the Town with traffic signal concerns.

Council members held discussion, asked questions and made comments regarding: inquiry into number of signals and confirmation there are 25 and will be 26 if Windmill Harbor is added; confirmation it will be more interactive when fiber optic is completed; a statement of support for the project and the need for Windmill Harbor to be included; inquiry and suggestion that Moss Creek signal be integrated into the plan; inquiry as to whether additional support staff should be added; a suggestion to look at other ways to measure effectiveness; concern over challenges with fiber optic system and inquiry as to what is the back-up plan; confirmation there is a back-up plan; suggestion to monitor community events and adjust the system for such and create a standard operating procedure; inquiry as to how the Town will keep up with upgrades; inquiry into the need for battery back-ups; confirmation the system is always being assessed by staff as well as citizens; a comment that the environmental impact will be improved as cars movement is improved; suggestion of cross training staff for connectivity; the need to know the number of people traveling in cars as they enter; measurements are needed for effectiveness of the system; and the need to look at redundancy from a system and staff standpoint.

Major Thoroughfares Corridor Plan - Shawn Colin, Assistant Town Manager

William Hilton Parkway - Beach City Road to Dillon Road – Implementation

Mr. Colin conducted a detailed presented regarding the Northridge Area Improvements Project Update with the following:

Overview

Town Council Strategic Action Plan Priority

- William Hilton Parkway Segment 3 from Beach City Road to Dillion Road has historically been the area where the highest frequency of accidents involving bicyclists/pedestrians with motor vehicles.
- Speed limit, inconsistent intersection pavement markings, crossing angles, signage, and lighting along with lack of median plantings to restrict uncontrolled crossings were evaluated to identify opportunities for improvements.

Existing Conditions

- Posted Speed Limit – 45mph
- 3 signalized intersections with differing treatments for striping and crosswalk alignment
- 2 unsignalized intersections with differing treatments
- No pathway lighting
- Inconsistent pathway signage

He conducted a detailed review of the existing conditions which included an

uncontrolled crossing in Northridge Area and an open median with no restriction to uncontrolled crossings.

Scope, Funding and Timeline Scope:

- Reduce posted speed limit to 40mph
- Restripe and realign crosswalks and intersection pavement markings
- Install RRFBs at 2 locations to improve safety and awareness of bike/ped crossings
- Provide consistent signage throughout corridor for roadway and pathway
- Install bollard lighting along pathways and at uplighting of landscaping and corners of intersections
- Repair and deficiencies in roadway and pathways
- Install plantings in existing medians to deter crossings at uncontrolled locations
- Enhance landscaping along pathway edges
- Install ADA compliant treatments throughout corridor
- Improve Pathway Kiosks at Beach City Road, Mathews Drive and Dillon Road
- Improve Special Event Sign located on westbound William Hilton Parkway near Beach City Road

Funding:

- The Town Council authorized the Town to execute an Intergovernmental Agreement with Beaufort County to fund up to \$600,000 toward safety improvements for this project
- The approved Town CIP program includes additional funding for pathway maintenance and improvements, roadway maintenance and improvements, landscape and lighting, as well as island-wide pavement markings that will contribute to the execution at an approximate cost of \$700,000

Timeline:

Permitting: May 2024-October 2024; Construction: September 2024-January 2025; Closeout: February 2025

Council members held discussion, asked questions and made comments regarding: inquiry into the timing of the 40mph speed limit change; the need for all forms of communication with residents regarding speed limit change; concern over the uplighting; importance of communication with the community and have warning signs ahead of the signals in English and Spanish; a suggestion of going out into the community and distributing fliers; a suggestion to communicate with bike shops and ambassadors regarding the changes; request for an update on the request to add Dillon Road; inquiry as to improvements to all intersections; clarification that county funds go to both projects; the need to use social media as we get closer to implementation; a suggestion to ask the Sheriff's office to provide a detailed report after implementation; a suggestion to check out alternative traffic calming features; the need to be cognizant of too much signage; a suggestion to explore the idea of creating place, name and character of the area; and concern over medians that have no landscaping and when they will be addressed.

Major Thoroughfares Corridor Plan Presentation

The items below were addressed through a presentation by Brian Kinzelman of MKSK, Jonathan Guy of Kimberly Horn and Addie Webb of Toole Design.

It was explained the following were the objectives and guiding principles:

- Improve safety for all modes of travel
- Reduce conflict points for all modes of travel
- Increase mobility for all modes of travel
- Establish a contiguous corridor aesthetic

There was a review of existing conditions and an assessment of needed improvements regarding each of the areas which can be found in detail on the presentation on our website:

https://hiltonheadislandsc.gov/corridor/presentations/MajorThoroughfaresCorridorPlan_10-22-2024.pdf

William Hilton Parkway - Folly Field Road to Shelter Cove Lane

What was heard:

- Inconsistent signalized intersection treatments
- Minimal separation between northern sidewalk and roadway
- Lack of landscaped medians
- Numerous driveways and conflict-prone left turn movements
- Bike and pedestrian crossing conflict points
- Safety must be a priority in the Chaplin historic neighborhood

The presentation continued with a review of existing conditions, and suggestions for general improvements, pedestrian improvements, vehicular improvements.

Council members held discussion, asked questions and made comments regarding: the large number of curb cuts and turns through the area; discussion regarding shifting 278 to some town-owned property and creating a frontage road or shared drive for property owners to access 278; a confirmation that town-owned land will assist in reconfiguring the roadway and pathways; a concern for stakeholders reaction to curb cuts being eliminated and a need for options; a need to revisit signalization for turns in that area; a comment that by using town-owned land a parkway feel will be implemented; the need to standardize signage; clarification regarding the shift in the roadway to assist in relocating access to and from 278; concern over an additional traffic signal in the area of Burkes Beach Road; the need to address the pavement between Folly Field Road and Shelter Cove with landscaping; the need to improve safety and traffic at Burkes Beach Road; support for the elimination of the slip lane at Mathews Drive; the need for clear direction for pedestrian and bicycle crossings in the area; inquiry regarding the right turn lane from 278 on to Folly Field Road and the need to allow pedestrians and bicyclist to cross safely; a suggestion to eliminate right turn on red in that area; a need to increase pathway sizes throughout the corridor; a consensus that Council is willing to review suggestions as long as stakeholders are considered throughout the process; clarification of the width needed to shift the roadway; and inquiry as to whether a

request for reduction in the speed limit will be considered.

Due to a prior commitment, Ms. Brison had to leave the meeting at 3:05 p.m.

Sea Pines Circle

What was heard:

- Backups occur at AM, PM, and Mid-day peak hours
- Area experiences high crash volumes
- Asymmetric alignment of approaches causes congestion on Greenwood Drive
- Significant traffic backups exiting Sea Pines
- Vehicles move through the circle at higher speeds
- Many conflict points in approaches to Sea Pines Circle
- Lack of clear signage to indicate circle navigation
- Pedestrian/bicycle safety and interconnectivity needs improvement
- Not enough capacity in the circle

The presentation continued with a review of the approach to analysis, background on crash patterns and type, background on SCDOT historical count data, background on peak hour counts, background on feeder road peak hour counts, background on 2024 peak hour counts, existing queue observations, and existing circle findings and observations, suggestions for short term Sea Pines Circle vehicular improvements, long term Sea Pines Circle vehicular improvements; operational analysis alternatives, other options to be considered, and long term pedestrian improvements.

Council members held discussion, asked questions and made comments regarding: the need to look at short term options that will drive the long term ones; concern over the dual lane suggestion within the circle; a suggestion to utilize the adaptive signal system to assist; inquiry and confirmation regarding the ability of Fire/Rescue vehicle moving over the speed tables without hesitation; and inquiry regarding shifting the circle by 25 feet to assist and the need to look at that option.

Due to time constraints as a result of the lengthy agenda, it was the consensus of Council, to hold off on the discussion of the suggested long-term solutions by keeping the short-term ones in the forefront. It was decided many of the short-term recommendations will be advanced and feedback will be brought back to Council. It was agreed they would discuss all long-term solutions at another time.

Palmetto Bay Road

What was heard:

- Current design leads to high speed roadway similar to Cross Island Parkway
- Minimal pedestrian buffer make pathways uncomfortable
- Lack of landscaped medians
- Numerous driveways and unsignalized intersections create conflict points
- Limited bike and pedestrian crossings

The presentation continued with a review of existing conditions, pathways and crossings, intersection safety, drive access and connectivity, roadway layout, and an option for consideration.

Council members held discussion, asked questions and made comments regarding: the need to provide safer access to areas; the need to enhance it as the entrance to the South end of the Island and Sea Pines Circle; the need to address speed; the need for landscaping in the median, discussion of a on-street bike lane in the area; the need to address no left turns and access points and a suggestion to plan the roadway as they are planning the district.

Pope Ave/Coligny Circle

What was heard:

- Inconsistent signalized intersection treatment
- Sea Pines Circle to Cordillo Parkway section is efficient
- Cordillo Parkway to Coligny Circle should prioritize non-motorized travel
- High volume of bike and pedestrian crossings introduces significant conflict points
- Congestion at Lagoon Road intersection

The presentation continued with a review of existing conditions, an assessment of pathways and crossings, drive access and connectivity, roadway layout, and options for consideration

Council members held discussion, asked questions and made comments regarding: the need for an on-street bike lane; the need to address and pursue multimodal forms of transportation and the need to implement; a concern of traffic increase going west from Coligny to Sea Pines Circle; consideration of an opportunity to consider using some of the median to increase the roadway; confirmation there is room for adjustment on Pope Avenue due to width; a suggestion the bike lane be incorporated within the pathway and separating bikes from walkers on the pathway; concern that the casual biker will utilize the on-road bike lane and a concern for safety issues; the need to consider a request for a 25mph speed limit; a suggestion that the on street bike lane should be more than 7 feet wide; the need to consider the on street bike lane for e-bikes; the need to consider the commercial businesses in the area when making changes; a suggestion to concentrate on improvements to crosswalks and pedestrian access; the need to keep the small town feel; a suggestion for an all stop at the Lagoon Road intersection to allow pedestrian movement all at the same time; and a suggestion for lighting in the area.

North and South Forest Beach Drive

What was heard:

- Unsignalized pedestrian crossings
- Wide crossing distance on South Forest Beach Drive
- Lack of beach-side pathway
- High volume bike and pedestrian crossings
- Bike and pedestrian conflict points

The presentation continued with a review of existing conditions, assessment of pathways and crossings, roadway layout, and options for consideration.

Council members held discussion, asked questions and made comments regarding: an

observation the north Forest Beach is a pure beach environment; an expression of concern for safety; clarification of the on-street bike lanes; the need to discuss the drainage issues at the back gate of Sea Pines; clarification of the proposed bike paths on the beach side of the road; concern for tree removal if the bike paths are widened; the need to create a beautiful roadway in the area making it more of a parkway; the need to maintain the aesthetic, ambiance and character of who we are; support for the cross system at North Forest Beach; support for lighting in the area; and a suggestion of some type of median landscaping on the roads.

Mayor Perry asked if anyone signed up for public comment. Those that signed up for public comment and their comments are listed below:

Frank Babel addressed Council thanking Town Council and Staff for all the work done for the local bike businesses and riders. He made comments regarding safety on North Forest and South Forest Beach, Coligny, Pope Avenue.

Due to a prior commitment, Mr. Brown had to leave the meeting at 5:28 p.m.

Deborah Urato addressed Council inquired if there would be resident input before decisions are made. She added that the bike path needs to be extended to go past Ibis Street. She pointed out the following issues: the light at Lagoon Road needs checked for safety; bike stop signs are confusing; the HAWK signal at South Forest Beach Drive needs audio to assist in knowing when to cross and stop; inquiry as to the longest wait time to enter Sea Pines Circle; a request to increase the speed limit beyond Cordillo to Sea Pines Circle from 35mph to 36 mph for the purpose of eliminating golf carts; and a comment that Pope Avenue is going to become parking central if Wil Wings and the Aunt Chiladas sites are turned into parking lots.

Karl Braden signed up to speak but was not present when called on.

Leslie Ford addressed Council regarding Cedar Woods regarding assistance with drainage and with a path forward in obtaining a drainage agreement with the Town.

Adjournment

The meeting was adjourned at 5:36 p.m.

Approved: November 12, 2024


Kimberly Gammon, Town Clerk
Alan R. Perry, Mayor

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