



Town of Hilton Head Island
PUBLIC PLANNING COMMITTEE MEETING
Thursday, December 16, 2021, 3:00 PM
AGENDA

The Public Planning Committee meeting will be conducted virtually and can be viewed on the [Town of Hilton Head Island Public Meetings Facebook Page](#)

1. **Call to Order**
2. **FOIA Compliance** Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
3. **Roll Call**
4. **Approval of the Agenda**
5. **Approval of the Minutes**
 - a. Regular Meeting - November 18, 2021
6. **Appearance by Citizens** Citizens who wish to address the Committee may do so by contacting the Town Clerk at 843.341.4701, no later than 2:00 p.m. the day of the meeting. Citizens may also submit written comments via the [Town's Open Town Hall Portal](#). The portal will also close at 2:00 p.m. the day of the meeting. Comments submitted through the portal will be shared with the Committee and made part of the official record.
7. **Unfinished Business**
 - a. Parking Study Master Plan - Direction on Implementation
 - b. Discussion of Beach Master Planning and Facility Update
 - c. Discussion of E-Bike Regulations
 - d. Monthly Update on the Short-Term Rental Ordinance Initiative
8. **Adjournment**

Please note, a quorum of Town Council may result if four (4) or more of their members attend this meeting.



Town of Hilton Head Island
Public Planning Committee
Thursday, November 18, 2021, 3:00 p.m.
MEETING MINUTES

Present from the Committee: David Ames, *Chairman*; Tamara Becker, Alex Brown, Glenn Stanford

Present from Town Council: Tom Lennox, Bill Harkins

Present from Town Staff: Josh Gruber, *Deputy Town Manager*; Shawn Colin, *Sr. Advisor to the Town Manager*; Chris Yates, *Interim-Director of Community Development*; Anne Cyran, *Interim-Comprehensive Planning Manager*; Missy Luick, *Sr. Planner*; Krista Wiedmeyer, *Town Clerk*

1. Call to Order

The Chairman called the meeting to order at 3:00 p.m.

2. FOIA Compliance

Ms. Wiedmeyer confirmed compliance with the South Carolina Freedom of Information Act.

3. Roll Call

Attendance of all members was confirmed by way of roll call.

4. Approval of the Agenda

Mr. Stanford moved to approve. Mrs. Becker seconded. Motion carried 4-0.

5. Approval of Minutes

a. Regular Meeting – October 28, 2021

Mr. Stanford moved to approve. Mrs. Becker seconded. Motion carried 4-0.

6. Appearance by Citizens

Frank Babel: addressed the Committee on the Resolution to authorize the submission of Town pathway projects into the Beaufort County Connects: Bicycle and Pedestrian Plan 2021.

7. Unfinished Business

a. Monthly Update on the Short-Term Rental Ordinance Initiative

Ms. Cyran made a brief presentation to the Committee, providing an update on the Short-Term Rental Ordinance Initiative. Ms. Cyran reviewed the purpose of the initiative, the current timeline and what has been accomplished to date. The purpose of this initiative is to address the imbalance between residential resort districts. The Town is currently soliciting feedback and input from its stakeholders to develop a balanced program to manage short-term rentals in a fair and predictable manner. Ms. Cyran pointed out that the Town is still in the beginning stages of this initiative and needs to continue to gather feedback to understand all perspectives before moving forward. Ms. Cyran let the committee know that their feedback will be needed on several items, to include the communications plan, public survey, website updates and other materials. She said the items would be sent to the Committee for review and consideration in the coming week. Upon the conclusion of the update, Ms. Cyran answered questions posed to her from members of the Committee.

8. New Business

a. Review and Discussion of a Resolution – Authorize the Submission of Town Pathway Projects into the Beaufort County Connects: Bicycle and Pedestrian Plan 2021

Ms. Luick opened the discussion on this item by describing, in detail the item and the process it went through before coming to the Committee for consideration. She then introduced Ms. Juliana Smith, Long Range Planner with Beaufort County to deliver a brief presentation to the Committee on this item. Ms. Smith reviewed the program by explaining the different partners and municipal partners the County is working with. She explained the importance of this program and why working regionally throughout the County was important to making this program a success. Upon the conclusion of her presentation, she answered questions posed to her from the Committee.

Mr. Stanford made a motion to recommend adoption of the resolution by Town Council at an upcoming meeting. Mrs. Becker seconded. The motion carried unanimously.

9. Adjournment

With no further business, Chairman Ames adjourned the meeting at 4:06 p.m.

Submitted by: Krista M. Wiedmeyer, Town Clerk

Approved: _____

The recording of this meeting can be found on the Town's website at <https://hiltonheadislandsc.gov/towncouncil/pubplan/>.



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: Town Council
FROM: Joshua Gruber, Deputy Town Manager
CC: Marc Orlando, ICMA-CM, Town Manager
DATE: 12-10-2021
SUBJECT: Beach Parking Master Plan Implementation

Recommendation

Staff recommends that the Committee authorize the continued pursuit and implementation of a comprehensive beach parking master plan with next steps consisting of the development and issuance of a public solicitation for beach parking management services.

Background:

In October of 2019, the Town issued a Request for Qualifications (RFQ) soliciting credentials from firms to conduct a parking analysis and develop a comprehensive parking plan that would help to better address the Town's current and future parking needs, particularly with the opening of the new Lowcountry Celebration Park.

On November 4, 2020, Town Council voted 7-0 to accept the report of Walker and Associates with the understanding that specific action items identified within the report would need to be further discussed and acted upon by Town Council prior to being implemented. The Public Planning Committee met on November 19th, February 25th and October 28th to review the report and discuss additional considerations.

At the October 28th meeting, staff identified a need to continue receiving public comment and feedback regarding the Walker report and the corresponding program recommendations. On November 15th at the Low Country Celebration Park and at the Hilton Head Library, staff held public engagement sessions on the Beach Parking Master Plan. That feedback has been summarized into a presentation to the Public Planning Committee along with recommended options for continued review and action in this matter.

Town of Hilton Head Island – Public Planning Committee

Beach Parking Master Plan

December 16, 2021



Town of Hilton Head Island

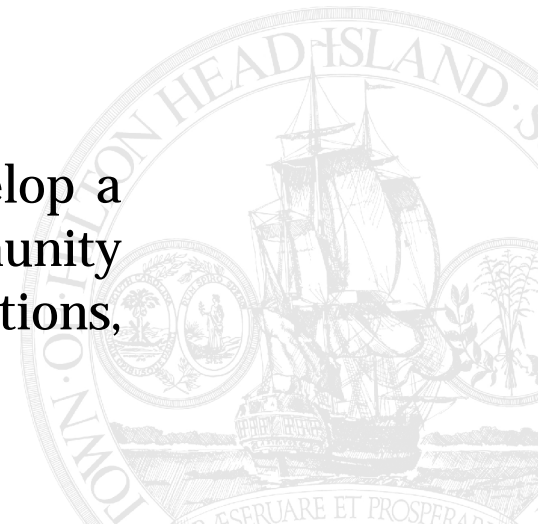
Beach Parking Master Plan

Presentation Overview:

1. Project History
2. Project Timeline
3. Stakeholder Engagement/Feedback
4. Staff Proposed Recommendations

Project Summary:

Town Council identified as priority initiative the need to develop a comprehensive beach parking plan that addresses community concerns regarding parking access, availability, communications, management, and overall experience.



Town of Hilton Head Island Beach Parking Master Plan

Project History

- March 23, 2020, Town contracted with Walker and Associates to develop a comprehensive beach parking master plan for the Town to consider.
- May – July 2020, Walker and Associates conducted virtual public engagement sessions
 - Included one on one meetings with Town Council members.
 - Utilized Open Town Hall portal to solicit 860 individual comments.
- October 12, 2020, Walker and Associated delivered a unified Beach Parking Master Plan inclusive of a sequential-step action plan to assist the Town with implementing the Plan's recommendations.
- November 4, 2020, Town Council unanimously voted to adopted the Beach Parking Master Plan with implementation to follow further discussions.
 - November 19, 2020 - Public Planning Committee Discussion
 - February 25, 2021 – Public Planning Committee Discussion
 - October 28, 2021 – Public Planning Committee Discussion
 - Public Workshop – November 15, 2021 - Low Country Celebration Park
 - Public Workshop – November 15, 2021 - Hilton Head Library



Town of Hilton Head Island

Beach Parking Master Plan

Project Timeline

	Oct:2020	Nov:2020	Dec:2021	Jan:2022	Feb:2022	Mar:2022	Apr:2022	May:2022	Jun:2022	Beyond
Walker Report Adoption	Completed									
Public Listening		Ongoing								
Public Solicitation of Request for Qualifications			On Deck							
Contractor Selection and Program Scope Development						Future Phase				
Development of Policy Framework							Future Phase			
Contract Execution and Program Implementation								Future Phase		



Town of Hilton Head Island

Beach Parking Master Plan

Plan Implementation – Next Steps

Step 2: Listen and Learn:

Assessment of Walker Report Finding*:

- Virtual Stakeholder Meetings
- 860 Citizen Comments Through Open Town Hall Portal

Public Comments Gathered to Date:

- Town Council Workshop on Beach Parking Master Plan
- Public Planning Committee Meetings
- Community Engagement Workshops
 - Lowcountry Celebration Park
 - Hilton Head Library

Public Feedback Themes:

- Capacity
- Impacts to Surrounding Properties
- Shuttle Transportation
- Communication
- Enforcement
- Beach Parking Pass Criteria

* We are aware of a private sector commissioned assessment of the Walker Report and are awaiting delivery of its results.



Town of Hilton Head Island

Beach Parking Master Plan

Key Feedback Themes:

Capacity

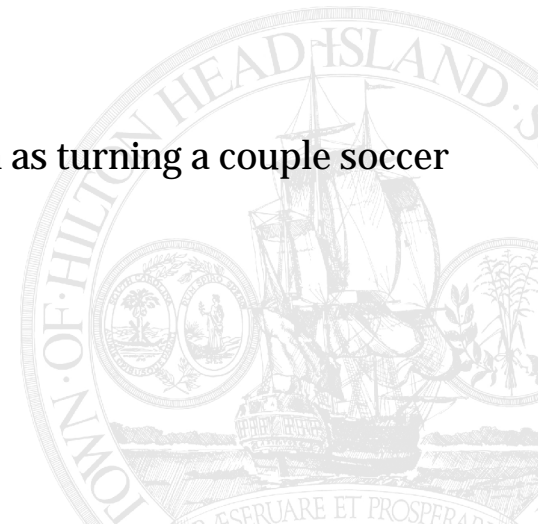
“We need more parking spaces at Coligny, 400 is not enough.”

“We should consider building a structure or acquiring more land to create more parking?”

“We need to tell folks when there is no parking, not to come here.”

“Consider reopening parking along Burkes Beach Road.”

“Coligny should not bear all the parking impact. You need to consider other parks such as turning a couple soccer fields at Chaplin into parking. Barker Field is also underutilized.”



Town of Hilton Head Island

Beach Parking Master Plan

Key Feedback Themes:

Impacts to Adjacent Properties

“Coligny businesses have to hire private security to deal with summer parking issues, will the Town assist us with cost?”

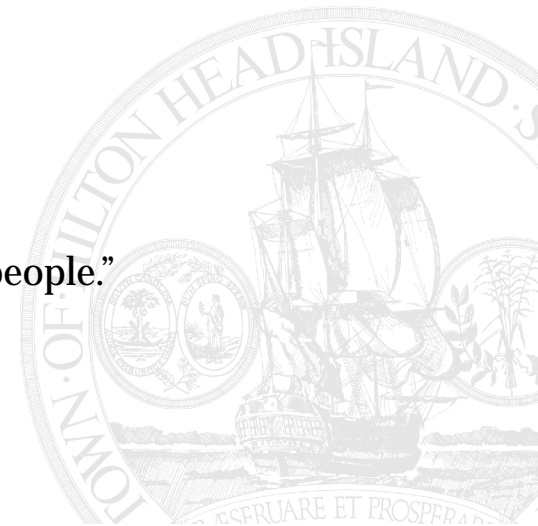
“If we tell people Coligny is full, people will just park elsewhere at businesses or in North and South Forest Beach. If they drove here, they will find a place to park.”

Shuttle Transportation

“People do not want to wait 30 minutes for a shuttle.”

“The beach shuttle needs to be able to carry beach equipment in addition to carrying people.”

“Consider creating remote parking off island and shuttle people to Coligny area.”



Town of Hilton Head Island

Beach Parking Master Plan

Key Feedback Themes:

Communication

“What message do we want to send to visitors?”

“If we tell people Coligny is full, will that lead them to not go to the area which would hurt local businesses?”

Enforcement

“How will Town make sure that the enforcement is actually working?”

“Issuing tickets is a good start, but we need higher penalties.”

“Hotels and short-term rentals park guests overnight at Coligny, there needs to be greater monitoring/regulation of this.”

“How are we going to handle golf carts?”



Town of Hilton Head Island

Beach Parking Master Plan

Key Feedback Themes:

Beach Parking Pass Criteria

“There needs to be an audit of who has or can get a pass.”

“Part-time property owners and timeshares should not get a pass.”

“People are unaware that beach passes can be used to park in all of the beach parks.”

“Even with a pass there is nowhere to park, especially at Islanders.”



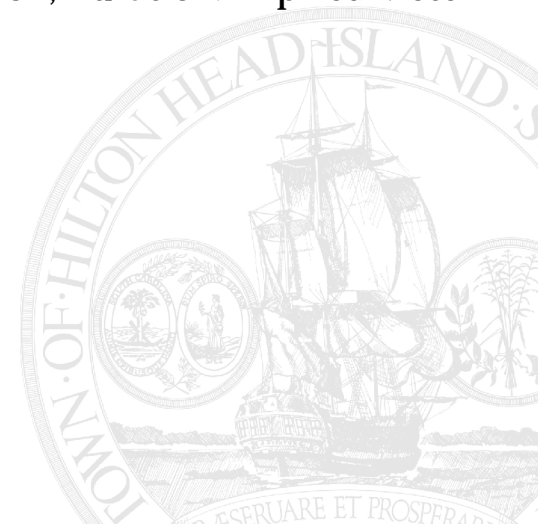
Town of Hilton Head Island

Beach Parking Master Plan

Staff Request – Authorization to Proceed

Step 2(A): Develop and Issue a Request for Qualifications (RFQ)

- Request would require ability to provide services/support in all aspects of the parking program to include, but not be limited to:
 - Wayfinding/Dynamic Parking Information
 - Physical (Digital Message Board, etc.)
 - Virtual (Mobile/Web Platform)
 - Physical Infrastructure Improvements (Gates, Barriers, Signage, Lighting, Personnel Space)
 - Technology (Cameras, Space Availability Tracking/Communication, Duration/Expired Meter Tracking)
- Payment Processing
 - Physical (Kiosk)
 - Virtual (Mobile/Web Platform)
- Program Management
- Parking Enforcement
 - Ticketing
 - Towing/Immobilization
 - Administrative Appeals



Town of Hilton Head Island

Beach Parking Master Plan

Staff Ongoing Efforts

Step 2(B): Development of Operational and Capacity Enhancements

- Beach Shuttle Expansion and Improvement
- Pursuit of Public Private Partnerships for Shared Parking Opportunities
- Mobility Enhancements
- Additional Parking Capacity within Coligny Area Master Plan (on-street, diagonal parking)



Town of Hilton Head Island

Beach Parking Master Plan

Plan Implementation – Future Actions

- Step 3: Review RFQ responses and identify most qualified vendor.
- Step 4: Development of Policy Framework: review and discuss draft Resolutions and draft Ordinances as outlined in the Plan recommendations and as refined by the qualified vendor.
- Step 5: Program implementation.



QUESTIONS?





TOWN OF HILTON HEAD ISLAND

Infrastructure Services Department

TO: Town Council
VIA: Marc Orlando, Town Manager
FROM: Jeff Buckalew, Interim Infrastructure Services Director
COPY: Josh Gruber, Deputy Town Manager
Shawn Colin, Special Advisor to the Town Manager
Marc Robson, Beach Operations Manager
Aaron Black, Facilities Manager
Jennifer Ray, Capital Improvements Program Manager
DATE: December 8, 2021
SUBJECT: Beach Parks Master Planning and Facilities Improvements with special focus on Islanders Beach Park

Recommendation:

The Public Planning Committee endorse staff direction on a policy framework plan and phased implementation related to operations at Islanders Beach Park other beach parks, to include redefined eligibility requirements for beach parking passes, as well as the management of operations at this and the other beach parks.

Summary:

Based on input received by beach pass holders regarding operational issues at Islanders Beach Park, Town Council directed staff to assess these issues and develop solutions for improvements. At their October 25, 2021 meeting, the Community Services and Public Safety Committee endorsed Islanders Beach Park as a resident-only park, to include a clear definition of "resident" for the context of operations and policy management at this designated park, and the removal of the metered parking spaces at Islanders Beach Park, given the concurrence from the state partnering agency. At their November 16, 2021, Town Council further discussed and then remanded this item to the Public Planning Committee for policy items to be further discussed and advanced.

Citizen Input on Islanders

These ideas below were presented to the Town by a citizens group seeking to improve operations at Islanders Beach Park.

Mission: Return Islanders Beach Park parking and facilities to the exclusive use of island residents

1. Re-dedicate Islanders beach parking lot for passenger vehicles with Beach Pass decals only and establish a funded plan for this project by the end of 1Q2022
 - a. Town Council to issue a resolution that establishes Islanders Beach Park as a park for only Hilton Head residents* by 1/25/22
 - b. Remove meters and return those spaces to decal only spaces

- c. Tighten RESIDENT definition for beach decals
 - d. Implement new resident decal requirements, controls and administration
 - e. Admit passenger vehicles only / no commercial vehicles, buses or golf carts
 - f. Configure parking area and institute enhanced controls to eliminate non-resident* use
 - g. Increase severity of consequences (higher fines and increased towing)
 - h. Staff entrance attendant from Memorial Day through Labor Day (8 AM - 5 PM)
 - *To be considered a resident of Hilton Head Island, one must provide one or more of the following
 - Property Tax bill and POA bill with local HHI address
 - Current SC driver's license or car registration with local address
 - A lease of six months or more in durations with local HHI address; lease in car owner's name
 - Evidence of partial deed ownership rights that meet a minimum of 183 days per year
2. Re-Focus on Safety and Infrastructure controls
 - a. Eliminate pedestrian foot traffic entering and transiting through Islanders parking lot from main road through narrow park road entrance w/ limited sight lines (similar safety issues as dealt with at Burkes Beach)
 - Large groups of pedestrians, loaded wagons/carts have significant safety issues for authorized vehicles entering, parking and exiting park.
 - b. Examine methods to ensure Beach Park facilities are not overused or misused.
 - Showers, restrooms and boardwalk are clearly under higher use/stress than designed for
 3. Create a strong message to general public that Islanders is a resident-only park, prior to Memorial Day 2022
 - a. Large visible signage prominently installed at the immediate entrance
 - b. Clear Town Website information on restricted Resident only access to the Islanders Park facilities
 - c. Strong language on new signage (example):
 - BEACH PASS DECAL ONLY.
 - TOWING STRICTLY ENFORCED.
 - NO FOOT TRAFFIC.

The Policy Framework staff recommends be addressed for beach park operations and Islanders Beach Park is as follows:

1. Beach Parking Pass - Eligibility, Processing, and Enforcement
2. Removal of public parking meters at Islanders Beach Park
3. Authorized Access to Islanders Beach Park – Shuttle buses/vans, non-pass holders, pedestrians
4. Public Information – Inform the public of changes with explanations and options for other accommodations

1. Beach Parking Pass - Eligibility, Processing, and Enforcement
 - a. Eligibility - Revise requirements to consider fair and reasonable criteria that honors the nature and intent of the park being devoted to island residents. The criteria should be easily understood and vetted, and tied to a well-maintained, accessible database where possible.
 - i. Currently passes are issued to those applicants who prove Town of Hilton Head Island residency by providing: (1) driver's license and (2) vehicle registration(s). Non-resident (HHI) property owners must also provide proof of property ownership (current property tax receipt, long-term lease, utility bill, or property owner card).
 - ii. Options for refinement of the eligibility requirements may be: (1) driver's license, (2) vehicle registration(s), AND (3) current proof of Hilton Head Island residency via property tax bill (within last 12 months) this may be primary (4%) or secondary (6%) residence, but no time-share ownership will be eligible unless it is 183 days or greater per year), or a long-term residential lease or rental agreement (183-days / 6-months or greater). Up to two (2) passes may be issued to a single property, provided two qualifying vehicle registrations are submitted. Passes may not be issued to commercial motor vehicles per SCDMV definition or golf carts not registered with the SCDMV as complaint with SC laws for public road use. Accommodations should be made to provide passes to multi-passenger commercial vehicles registered to assisted living homes housing island residents.
 - b. Processing - Revise the pass validity period to an annual pass instead of bi-annual. Evaluate the fee as part of the Beach Parking Master Plan. Revise the application form and promote on-line application via the Town website. Process applications primarily on-line, but still allow applications to be mailed in or hand delivered to the Town.
 - c. Enforcement – Town staff and security contractor or parking management contractor shall provide enforcement (seasonal or as warranted) to manage access and address non-compliant parking.
2. Removal of public parking meters at Islanders Beach Park
 - a. The 25 meters for public parking were installed under Town Council resolution and as a requirement of a beach renourishment funding agreement with SCDHEC.
 - b. Town has made a formal request to SCDHEC to remove these meters.
3. Authorized Access at Islanders Beach Park
 - a. Vehicles without valid Beach Passes – buses, vans, cars, etc.
 - i. Prohibit access and redirect shuttle bus and drop-off vehicles without beach passes to Driessen and Coligny Beach Parks.
 - b. Non-motorized - Pedestrians and Bicycles
 - i. If pedestrian and bicycles continue to be allowed access to Islanders Beach Park, then construct proper infrastructure to safely accommodate this traffic (pathway and/or sidewalk)

- ii. If pedestrian and bicycle access is to be restricted to beach pass holders, a form of identification card or QR code via an app could be made available.
 - c. Refining shuttle routes to use other designated parks and providing signage, marketing of this to the public media outlets and directly to shuttle groups and services known to use Islanders Beach Park.
4. Public Information
 - a. The Town must develop and widely disseminate broad, strong, and explanatory messaging for any policy or procedural changes affecting beachgoers and park users. The message shall convey why the changes were made, and all other opportunities for beach access that exist.
 - b. This campaign should be done via the Town web site, social media, print and digital media, and known user groups, as well as clear signage at applicable sites.

Background:

This past spring, the Town received public feedback on the need to improve parking operations Town beach parks. The Town then began initiatives to improve the overall function and user experience at all of the Town's beach parks and has placed special emphasis on Islanders Beach Park. The Town owns and operates seven designated beach parks where people may access the beach. These are Alder Lane Beach Access, Coligny Beach Park, Burkes Beach (at Chaplin Park), Driessen Beach Park, Folly Field Beach Park, Islanders Beach Park, and Fish Haul Beach Park. These parks offer a variety of parking options - free, metered, decal only, ADA accessible and some bus/RV. The Parking Master Plan is intended to provide a far greater consistent and well-managed parking program.

The Strategic Plan includes the beach operation-related priorities of adopting a Beach Operations master plan, implementing a Parking master plan, and enhancing Beach Shuttle services. These are very important and specific initiatives towards improving the user experience. In addition to these, there are four general areas that must be addressed in managing and improving these parks and the user's beach experience, these are: operations, policy, maintenance, and capital improvements.

A Beach Operations team of four full time employees within Facilities Management was created this summer, with the sole function of managing beach and beach park operations for the Town. There are multiple contracts managed under this team, including a security contract to aid with parking lot security and management, maintenance and litter, custodial, Shore Beach Services, night patrol and debris removal. Beach Ambassadors were also hired as seasonal employees this summer to work the busiest beach parks to welcome guests, answer questions and provide assistance. The Town received very positive public feedback on this initiative. The Beach Operations team now provides focused maintenance efforts on the beach parks and contracts for maintenance and trash/debris are being re-evaluated for amendments.

Policy decisions on a parking master plan, redefining eligibility requirements for a beach parking pass, shuttle use, etc. are needed to help provide direction for implementation of improved operations.

Islanders Beach Park - The Town purchased land for this park in 1992 for \$4,050,000. This Park was built in 1998-9 for roughly \$200,000 using bond funds. There are 125 spaces reserved for resident beach parking passes, 25 public metered spaces (\$1/hour), 6 ADA accessible spaces, and 4 spaces reserved for lifeguards.

The metered spaces were added in 2010 under an obligation of the Town as a requirement of a contract with SCDHEC for beach renourishment funds. The Town is actively engaged with SCDHEC officials, seeking to remove or relocate those metered spaces.

Capital improvements designed to enhance, expand, and replace infrastructure and amenities are being assessed for all of the beach parks for inclusion in future CIP. Most of these parks were developed decades ago and can be improved through capital improvements. Islanders is the top priority park and capital improvement ideas for it are listed below.

Policy Issues for Islanders

- Beach Parking Pass - Eligibility, Processing, and Enforcement
- Remove Meters (contingent on state allowance)
- Prohibit Non-decal Drop-off traffic - Re-direct to certain other beach parks
- Pedestrian Traffic

Operational Improvements Proposed for Islanders

- Seasonal Security and Ambassadors
- Implement Parking Master Plan
- Marketing of Park and Intended Use
- Identify and Promote other Beach Parks, including those designated for shuttle and drop-off
- Towing Company rotation (Local/Island pickup and debit/non-cash option)
- Add/Amend Trash and Litter contract
- Address Pedestrian and Bicyclists access to park
- Vehicle Access Restrictions (No-Sticker drop-off, Time-Share, Bus, Golf Cart)
- Redefine Beach Pass Eligibility Requirements and Administration (fee, on-line purchase, etc.)
- Manage parking in designated spaces / Deter parking on shoulders and landscaped areas

Maintenance Improvements Proposed for Islanders

- Improved Landscape Maintenance
- Consistent Site Appurtenances (trash cans, bike racks, signs, bollards, etc.)
- Add Bike Repair Station

Capital Improvement Solutions Proposed for Islanders

- Construct Scenic Overlook Pavilion (Construction Phase)
- Add more Parking Spaces
- Add Security Guard station
- Add Sidewalk or Pathway from Folly Field Road into the park
 - (contingent on pedestrian access continuing to be allowed)
- Relocate Tent (Turtle patrol) and consider permanent structure at Chaplin / Singleton
- Pedestrian connection from Parking area to Boardwalk (bypass building)
- Improved Signage - Wayfinding/Informational

- Playground Overhaul - barrier-free, improved safety surfaces, unique/theme design
- Add Tree House with decks, different levels in Live Oak cluster at playground
- Add Fire Pit and Grilling stations
- Connect Boardwalk to Playground area
- Improved Lighting - upward and downward, LED eco-friendly, auto-timers
- Bathroom upgrades (fixtures and finishes)
- Security Cameras - upgrade to achieve more coverage
- Storm Drainage improvements to mitigate ponding under building
- Landscape Design overhaul

COMMERCIAL TRUCK

Commercial Truck or Commercial Motor Vehicle (CMV)

As defined by the Federal Motor Carrier Safety Administration (FMCSA), a commercial motor vehicle (CMV) is a motor vehicle or combination of motor vehicles used in commerce to transport passengers or property if the motor vehicle:

- a) has a gross combination weight rating or gross combination weight of 26,001 pounds or more, whichever is greater, inclusive of a towed unit(s) with a gross vehicle weight rating or gross vehicle weight of more than 10,000 pounds, whichever is greater;
- b) has a gross vehicle weight rating or gross vehicle weight of 26,001 pounds or more, whichever is greater;
- c) is designed to transport sixteen or more passengers, including the driver; or
- d) is of any size and is used in the transportation of hazardous materials as that term is defined in 49 C.F.R. Section 390.5

To drive a CMV, you must have a commercial driver's license (CDL). If you're interested in learning more about the requirements for getting a CDL, visit [Commercial Licenses](#).

For information on rules and regulations that motor carriers must follow, visit [Motor Carrier Services](#).

VEHICLE OWNERS

Titles and Registration 

Types Of Vehicles 

- Automobile
- All-Terrain Vehicles
- Boats and Jet Skis
- Camper, Trailer, or RV
- **Commercial Truck**
- Fire Truck
- Fleet Vehicle
- Golf Carts
- Mobile Home
- Moped
- Motorcycle

Collision Reports

License Plates 

Permits with Restrictions



Town of Hilton Head Island

Public Planning Committee Beach Park Operations Focus on Islanders Beach Park

Public Planning Committee

December 16, 2021



Islanders Beach Park Operations Presentation Overview

- ▶ Purpose and Need for agenda item
- ▶ Background and History
- ▶ Public Input
- ▶ Benchmarking (other similar communities)
- ▶ Policy Framework
- ▶ Communication and Marketing Strategy
- ▶ Facility Improvements
- ▶ Timeline
- ▶ Committee Action
- ▶ Town Council Action / Path Forward



Islanders Beach Park Operations Purpose and Needs for Change

To improve the overall function and user experience of the Town beach parks, with the #1 priority being Islanders Beach Park.

The Beach Parking Pass program needs to be updated and improved in conjunction with the Beach Parking Master Plan.

Residents have put forth succinct ideas and goals to improve operations at Islanders Beach Park.

The Town proposes to address these issues with policy and procedural recommendations, as well as maintenance and capital improvements to enhance operations and user experience at beach park facilities.



Islanders Beach Park Operations Background and History

- ▶ Islanders Beach Park was built in 1999 intended for island residents and later expanded to create the parking that currently provides 135 parking spaces for Beach Pass holders (including 6 handicapped spaces).
- ▶ 2010 - 25 metered spaces were designated for public parking per the terms of a beach renourishment funding agreement with SCDHEC
- ▶ Spring-Summer 2021 – Citizen input received citing the need for improvements
- ▶ Summer 2021 – Town created Beach Operations Team, Beach Ambassadors program, and executed a new security contract
- ▶ 11-8-21 – CSPSC endorsed staff recommendation to remove metered spaces at Islanders and to endorse Islanders as a resident-only park
- ▶ 11-22-21 – TC further discussed item and directed PPC to address policy items.



Islanders Beach Park Operations Public Input

Residents have put forth succinct ideas and goals requesting the Town improve operations at Islanders Beach Park.

Staff has met with several residents and received input via e-mail and telephone and has heard common themes for operational improvements that resulted in a policy framework to be addressed.



Islanders Beach Park Operations Goals and Themes in Public Input

- ▶ Island residents only beach parking
- ▶ Remove the meters and add more parking spaces for pass holders
- ▶ Prohibit access to shuttle bus and other drop off traffic with no Beach Parking Pass
- ▶ Increase enforcement and stronger penalties for parking violations
- ▶ Safety concerns about pedestrian traffic in the drive aisles, conflicting with vehicular traffic
- ▶ Reinvest in the infrastructure at this park
- ▶ Improve the signage and oversight to better manage the use of the facilities
- ▶ A communication and public outreach campaign will be key to improving operations and management of the beach parks



Beach Park Operations Benchmarking

What works in other communities?

- ▶ Part of the Walker Master Plan Implementation
- ▶ Resident-Only Beach Parking Programs (18 similar beach cities)
 - ▶ 13 of 18 offer a Resident Beach Parking Pass
 - ▶ 5 of the 13 offer the Resident Beach Parking Pass for FREE
 - ▶ 5 of the 13 allow Time-Share eligibility for Resident Beach Parking Pass
 - ▶ Resident Beach Parking Pass fees ranged from \$30/year to \$200/year
 - ▶ Public Beach Parking fees ranged from \$1.50/hour to \$5/hour



Islanders Beach Park Operations Policy Framework

- ▶ Redefine Beach Pass Eligibility and Term conditions
- ▶ Removal of Public Parking Meters at Islanders Beach Park (pending SCDHEC approval)
- ▶ Prohibit access to Shuttle Bus and other Drop-off traffic at Islanders Beach Park*
*(*Those with no Beach Parking Pass, while accommodating assisted living facilities with a pass)*
- ▶ Enhance Education, Security and Enforcement Efforts
- ▶ Consider Options for Pedestrian and Bicycle access to Islanders Beach Park
- ▶ Enhancements at Other beach parks to Accommodate Redistribution of beach goers
- ▶ Establish Public Information campaign for successful implementation



Beach Park Operations - CURRENT Beach Parking Pass Program

- ▶ **Current Process and Data**
- ▶ **Eligibility**: Proof of HHI residency by providing: (1) driver's license and (2) vehicle registration(s). Non-resident (HHI) property owners must also provide proof of property ownership (current property tax receipt, long-term lease, utility bill, or property owner card). Unlimited per resident - based on number of registered vehicles.
- ▶ **Fee**: \$30 for 2-year pass
- ▶ **Term**: 2-year pass (approved by TC resolution administrative efficiencies)
- ▶ **Quantity**: Current Active Passes = 8,025
 - ▶ (20/21 and 21/22 yields \$240,750 revenue)
 - ▶ Annual operating costs approximately \$35,00
- ▶ Can park at spaces designated for Beach Pass AND any metered space without paying



Beach Park Operations - OPTIONS

Beach Parking Pass Program

- ▶ **Potential Options for Improvement**
- ▶ **Eligibility:** Proof of HHI residency by providing: (1) driver's license, (2) vehicle registration(s), AND (3) current proof of Hilton Head Island residency via property tax bill (within last 12 months) this may be primary (4%) or secondary (6%) residence, but no time-share ownership will be eligible unless it is 183 days or greater per year), or a long-term residential lease or rental agreement (183-days / 6-months or greater). Up to two (2) passes may be issued to a single property, provided two qualifying vehicle registrations are submitted. Passes may not be issued to commercial motor vehicles (CMV) per SCDMV definition or golf carts not registered with the SCDMV as compliant with SC laws for public road use. Accommodations should be made to provide passes to multi-passenger commercial vehicles registered to assisted living homes housing island residents.



Beach Park Operations - OPTIONS

Beach Parking Pass Program

- ▶ **Potential Options for Improvement:**
- ▶ **Fee:** Free (or annual fee contingent on the Parking Master Plan)
- ▶ **Term:** 1-year pass
- ▶ **Quantity:** Consider a maximum number of passes per property/residence (with ultimate space availability contingent on Parking Master Plan)



Beach Park Operations Communications and Marketing Strategy

Key Elements

- ▶ Town Web Site
- ▶ Social Media
- ▶ Print and Digital News Media
- ▶ Updates through news releases, e-mail, social media
- ▶ Direct contact with Short-Term Rental / Time Share groups
- ▶ Direct contact with Shuttle Bus services



Capital Facilities Improvement Options at Islanders Beach Park

- ▶ Construct Scenic Overlook Pavilion (Construction Phase)
- ▶ Add More Parking Spaces
- ▶ Add Security Guard station
- ▶ Add Sidewalk or Pathway from Folly Field Road into park
- ▶ Relocate Tent (Turtle patrol) and build permanent structure at Chaplin / Burkes
- ▶ Pedestrian connection from Parking area to Boardwalk (bypass building)
- ▶ Improved Signage - Wayfinding/Informational
- ▶ Playground Overhaul - barrier-free, improved safety surfaces, unique/theme design
- ▶ Add Tree House with decks, different levels in Live Oak cluster at playground
- ▶ Add Fire Pit and Grilling stations
- ▶ Connect Boardwalk to Playground area
- ▶ Improved Lighting - upward and downward, LED eco-friendly, auto-timers
- ▶ Bathroom upgrades (fixtures and finishes)
- ▶ Security Cameras - upgrade to achieve more coverage
- ▶ Storm Drainage improvements to mitigate ponding under building
- ▶ Landscape Design overhaul



Options for Motion

- ▶ Removal of Parking Meters at Islanders
 - ▶ Contingent on SCDHEC approval
- ▶ Eligibility for a Beach Parking Pass
 - ▶ HHI Residential Property Owners (4% and 6%) (*this shall not include time-share ownership of <183 days*) and Rental/Lease Agreements of ≥ 183 days
- ▶ Fee for a Beach Parking Pass
 - ▶ Free or at a cost derived from the Beach Parking Master Plan
- ▶ Limit Shuttle Access to Islanders Beach Park
 - ▶ To only assisted living facilities with eligible residents
- ▶ Pedestrian/Bicycle Access to Islanders Beach Park
 - ▶ Require a special (identification) pass or not



Beach Park Operations Path Forward / Next Steps

- ▶ Town Council action and direction based on Committee recommendation
- ▶ Implement changes upon Town Council approval
- ▶ Staff conduct a public information campaign to convey the changes to the general public and affected groups



Town of Hilton Head Island

Public Planning Committee Beach Park Operations Focus on Islanders Beach Park

Public Planning Committee

December 16, 2021

	CITY / TOWN	OFFER RESIDENT BEACH PARKING PASS	RESIDENT BEACH PARKING PASS FEE	ELIGIBILITY REQUIREMENTS for RESIDENT BEACH PARKING PASS	TIME-SHARES ELIGIBLE	SHUTTLE SERVICE PROVIDED TO BEACH PARKS	GENERAL PUBLIC BEACH PARKING FEE
		(Y/N)	(\$ / YR)		(Y/N)		(\$ / HR)
1	Boca Raton	Yes	\$65/yr	Florida Driver's License/Florida vehicle registration/Tax Bill or Utility Bill	Yes	No	\$16-\$62/Day
2	Clearwater	Yes	\$75/yr	Florida Driver's License/Florida vehicle registration/Tax Bill or Utility Bill	No	No	\$3/hour or \$30 Day Max
3	Delray Beach	Yes	\$96.30/Yr	Driver's License with Delray address/Vehicle Registration with Delray Beach address	Yes	No	\$1.5/hour
4	Destin	Yes	Free	Florida Driver's License/Florida vehicle registration/Tax Bill or Utility Bill	No	No	\$5/hr. for 5 hrs. max
5	Fernandina	No	N/A	N/A	N/A	No	Free
6	Ft. Lauderdale	Yes	\$30/Yr.	Proof of Ft. Lauderdale Address/FL Driver's License/Vehicle Registration	No	No	\$3/Hour
7	Isle Of Palms	Yes	Free	Current Driver's License/vehicle Registration	No	No	
8	Key West	Yes	\$39/Yr.	Florida Driver's License/Florida vehicle registration/Tax Bill or Utility Bill	No	No	\$3-\$4/Hr.
9	Kiawah Island	No	N/A	N/A	N/A	N/A	
10	Marco Island	Yes (photo ID not)	\$140/yr.	Driver's License Proof of Ownership	Yes	No	\$8/day Public or Private \$15-\$30/day
11	Miami	No	N/A	N/A	N/A	N/A	
12	Myrtle Beach	Yes	Free if vehicle registered in City Limits	Horry County Vehicle Tax bill/SC Vehicle Registration card	No	No	
13	N. Myrtle Beach	Yes	2 passes free	Proof of N. Myrtle Beach Address required	Yes	No	\$2/Hr.
14	Naples/Collier	Yes	Free	Driver's License/Vehicle Registration	No	No	\$3/hour
15	Sanibel Island	Yes	\$14/\$113(beach and boat ramp)	Driver's License/Vehicle Registration/proof of residence	Yes if Pay Taxes	No	\$5/hour
16	Sarasota	No	N/A	N/A	N/A	N/A	
17	Sullivans island	No	N/A	N/A	N/A	N/A	
18	Tybee Island	Yes	\$200/yr. or \$350 all vehicles	Current Driver's License/vehicle Registration	No	No	\$3.5/Hr.



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: David Ames, Chair, PPC Committee
FROM: Marc Orlando, ICMA-CM, Town Manager
VIA: Diane Busch, Staff Attorney/Prosecutor
CC: Joshua Gruber, Deputy Town Manager
DATE: December 7, 2021
SUBJECT: Pedal Assisted Bicycles (E-Bikes)

Recommendation: Staff recommends that consistent with South Carolina Code of Laws 56-1-10(29), Town Council adopt an ordinance defining the various classes of Pedal Assisted Bicycles (E-Bikes) and permit the operation of Class 1 and Class 2 bicycles only on the Town's multi-use pathways. Further, staff recommends Town Council consider the adoption of certain regulations for all bicycle related activities to include maximum speed limits and mandatory educational/safety training materials that must be provided with any bicycle rental activity occurring on the Island. Such information could include education of Town Code restrictions, general safety practices supported by local and/or national bike advocacy groups, such as when and how to yield to other bikes, pedestrians, and motor vehicles while on Hilton Head Island pathways.

Summary: As a result of multiple stakeholder meetings and comprehensive legal research, staff created a presentation for the Public Planning Commission on potential amendments to the Code of the Town of Hilton Head Island to address e-bike usage.

Background: As e-bikes have gained in popularity across the country, they have begun to appear on the pathways and beaches of Hilton Head Island in ever greater numbers. In 2019, the SC legislature classified certain electric bicycles, that at least from a regulatory standpoint, are to be considered the same as pedal powered bicycles. Through research, public input and feedback, staff has concluded that certain electric bicycles should be allowed for use on public property. However, there was significant community feedback regarding safety concerns associated with their use. To effectively address these concerns, it is being recommended that electric bicycles, along with all other pedal powered bicycles, be subject to certain reasonable regulations to ensure their safe and appropriate usage while on our beaches and pathways. Additionally, due to the unique nature of Hilton Head Island, the varying landscape of bicycle regulations in other states/communities, and the desire to keep our guests and visitors safe, it is recommended that mandatory educational/safety information be developed cooperatively with external stakeholder groups to be included with bicycle rentals that occurs on the Island.



Town of Hilton Head Island

Electric Bikes Presentation

December 16, 2021

Diane M. Busch, JD
Staff Attorney/Prosecutor

Presentation Overview

1. Introduction – Defining the Issues
2. Stakeholder Engagement Process
3. Feedback Received
4. South Carolina Code of Laws
5. Staff Proposed Recommendations
6. Town Council Action Request



Introduction – Defining the Issues

The Town was contacted by a number of residents expressing their concerns regarding the proliferation and use of electric bicycles on the public pathway network.

Staff was tasked with researching this subject and on August 10, 2021, met with the Public Planning Committee to discuss both the state and federal actions that have taken place that have a direct impact on the Town's ability to regulate the usage of electric bikes.

At the Public Planning Committee meeting, many different stakeholders expressed questions and concerns regarding these actions and stated a desire to work cooperatively with the Town in developing recommendations.

The Public Planning Committee charged staff with sitting down with these various groups to discuss these issues and to try and develop an understanding of what regulatory actions may make sense to address the public's concerns.



Stakeholder Engagement Process

Based on the direction of the Public Planning Committee, staff gathered information from a wide range of sources and conducted extensive discussions with many different people and organizations.

Various stakeholder included in these discussions consisted of the following:

- Members of Bike Walk Hilton Head
- Bike Rental Business Owners
- Community/POA Managers
- Interested Members of the Public
- Other Community Leaders

Additionally, staff surveyed the practices of other bicycle friendly communities including Boulder, Colorado, Greenville, South Carolina, and Portland, Oregon. Staff also reviewed policies established by the Federal government to regulate biking activities in federal parks.



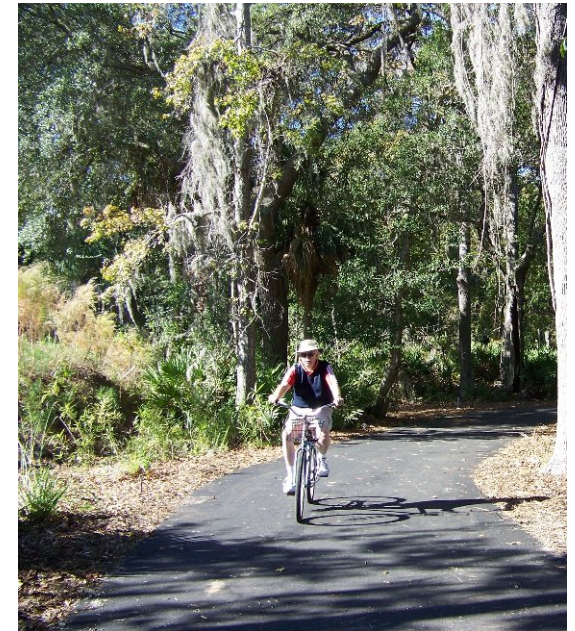
Stakeholder Feedback

Why are electric bikes popular on Hilton Head Island and why?

“We are seeing older folks who have difficulty riding ‘regular’ bikes want to ride electric bikes. They allow riders to ride longer distances with the same amount of energy thus opening their experience to our Island through the eyes of the young.”

“Riders who want to cruise as though they are ‘biking’ love them because its easier. Once exposed to biking as a form of riding, it is not unusual for one to move from riding to cruise to biking to exercise.”

“Active people with young children appreciate the opportunity to shop and tote their kids without a great amount of exertion.”



Stakeholder Feedback Continued

“They are becoming popular with commuters who look towards completion of the US 278 bridge gateway corridor project to allow work commuting to the Island from Bluffton and beyond, and vice versa.”

“Prices of electric bikes are decreasing; they are readily available for rent in and around Hilton Head Island and they are available for purchase, online, with home delivery.”

“This is not a fashion trend; electric bikes are part of the new now and are here to stay.”



Stakeholder Feedback

What are some of the problems with having electric bikes on Hilton Head Island?

“Our pathways are not designed to accommodate bikes that ride at the speeds e-bikes can travel.”

“Our roadways, arguably except for Pope Ave, cannot safely accommodate e-bikes as an alternative to cars.

“Class III bikes can travel at speeds up to 28mph, with pedal assistance, and are far too dangerous for our narrow, winding pathways.”

“Some pathways have root intrusion, debris, wind, and in general are risky for any fast-riding bike, electric or not.”

“Young adults, unsupervised, may ride with reckless abandon”



Stakeholder Feedback Continued

“Electric bikes are more complicated to operate than pedal bikes. Many riders are inexperienced, especially those who rent e-bikes rather than own them. Inexperience combined with heavy, fast riding e-bikes is a dangerous combination.”

“We need rules governing how electric bikes are used on our beaches.”

“Bike etiquette eludes many. Simply courtesies such as hand signals and verbal warnings are often ignored.”

“Some know the rules and ignore them anyway.”

“Visitors make things more complicated as they may know their home state rules and apply those, or they may adopt a vacation mentality – there are no rules.”

“Some riders speed. SPEED KILLS.”



South Caroline Code of Laws

SC Code Section 56-1-10(29) reads: "Electric-assist bicycles" and "bicycles with helper motors" means low-speed electrically assisted bicycles with two or three wheels, each having fully operable pedals and an electric motor of no more than 750 watts, or one horsepower, and a top motor-powered speed of less than twenty miles an hour when operated by a rider weighing one hundred seventy pounds on a paved level surface, that meet the requirements of the Federal Consumer Product Code provided in 16 C.F.R., Part 1512, and that operate in a manner such that the electric motor disengages or ceases to function when their brakes are applied or the rider stops pedaling.



Staff Proposed Recommendations

(1) Define electric bikes according to state/federal classifications:

Class 1 electric bicycle means an electric bicycle equipped with a motor that provides assistance only when the rider is pedaling, and that ceases to aid when the bicycle reaches the speed of 20 miles per hour.

Class 2 electric bicycle means an electric bicycle equipped with a motor that may be used either exclusively to propel the bicycle or when the rider pedals, and is not capable of providing assistance when the bicycle reaches the speed of 20 miles per hour.

Class 3 electric bicycle means an electric bicycle equipped with a motor that provides assistance only when the rider is pedaling, and that ceases to aid when the bicycle reaches the speed of 28 miles per hour.

*all three classes are able to have speedometers and most do.



Staff Proposed Recommendations Continued

(2) Develop reasonable bicycle usage regulations in order to provide a safe pathway experience.

A. Educate.

- Mandate/require safety education materials be distributed with all bike rental activities.
- Use existing bike ambassadors to develop messaging.
- Coordinated messaging.

B. Regulate speed, especially in high density/trafficked areas.

- Set speed limits to be posted on public pathways.
- Mandate governor usage for electric bicycle operation.
- Evaluate and potentially establish speed limits on the beach.

C. Enforcement.

- Communicate Speed Limit information.
- Install traffic calming signage.
- Pathway usage enforcement.
- Bike ambassadors report to Code/See Click Fix?
- Citizens report to Code/See Click Fix?



Town Council Action Request

- Acknowledge that with the actions taken by the State e-bikes are likely here to stay and should therefore be allowed on the Town's pathways. But, they should be regulated along with other bicycle usage to ensure a positive and safe pathway experience.

- Direct staff to pursue changes to the Town Code to accomplish the following:
 - Mandate safety education and usage regulations be included as part of all bicycle rental activities occurring within the Town.
 - Establish maximum speed limits to be observed on Town pathways.
 - Mandate the usage of electronic governors when equipped on electric bicycles so as to not exceed the maximum posted speed limits through the use of motorized power.

- If adopted, staff will develop a coordinated messaging campaign to inform the public of the new regulations, determine appropriate locations to install speed limit signs, evaluate the ability to use electronic traffic calming signage, and pursue pathway usage enforcement when necessary/practical.





Thank you.

Diane M. Busch, JD
Staff Attorney/Prosecutor
diane@hiltonheadislandsc.gov



Town of Hilton Head Island Short-Term Rental Initiative

Public Planning Committee

December 16, 2021



Short-Term Rental Initiative Purpose Statement

As a resort area, Hilton Head Island has numerous short-term rental units.

The lack of a Short-Term Rental ordinance has led to an imbalance between residential and resort districts and the elimination of some long-term single-family neighborhoods.

The Town proposes to craft a Short-Term Rental ordinance to develop a fair, predictable, and balanced approach to manage short-term rental impacts on our neighborhoods, economy, housing stock, public facilities, and the quality of life of our residents and experiences of our visitors.



Short-Term Rental Initiative Project Timeline

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Public & Stakeholder Outreach and Data Development & Research	10/1/2021 - 1/31/2022									
Program Alternatives and Community Facilitation					2/1/2022 - 3/31/2022					
Program Development							4/1/2022 - 5/31/2022			
Program Finalization									6/1/2022 - 6/30/2022	
Program Adoption										7/1/2022 - TBD

November 17, 2021



Short-Term Rental Initiative Stakeholder Meetings To-Date

Stakeholder Meetings To-Date		Date
1	Planned Unit Development General Managers, including Sea Pines, Palmetto Dunes, and Hilton Head Plantation	10/01/2021
2	Hilton Head Area Association of Realtors - Government Affairs Director and Realtors	10/07/2021
3	Hilton Head Island-Bluffton Chamber of Commerce - VP of the Visitor & Convention Bureau	10/07/2021
4	Rental Property Management Companies - Multiple Representatives	10/07/2021
5	Neighborhood Representatives, including Forest Beach, Folly Field, Bradley Circle, Palmetto Dunes, Sea Pines, and Coalition of Island Neighbors	10/12/2021 10/15/2021
6	Town of Hilton Head Island Planning Commission	10/20/2021
7	Hilton Head Area Homebuilders Association - Executive Officer	10/20/2021
8	Beaufort County Sheriff's Office	**



Short-Term Rental Initiative Future Stakeholder Meetings

Future Stakeholder Meetings		Target Date
9	Short-Term Rental Owners	01/2022
10	Vacation Rental Industry Experts, including Island Time HHI, Smart City Policy Group, Inhabit IQ, Vacation Rental Management Association, Coletta Consulting, Coastal Home and Villa, Beach Property, Hilton Head Island-Bluffton Chamber of Commerce - President & CEO, Hilton Head Area Association of Realtors - Chief Executive Officer, and Island Time HHI	12/2021
11	Native Island Business and Community Affairs Association - Executive Director & Gullah Community Leaders, including Gullah Task Force members	01/2022
12	Neighborhood Residents, including Sea Pines, Shipyard, Palmetto Dunes, Forest Beach, and Folly Field	01/2022
13	Utility Companies, including Hilton Head, Broad Creek, and South Island Public Service Districts,	01/2022
14	Sea Pines Resort - President and Director of Resort Development	12/2021



Short-Term Rental Initiative Public Open Houses

Two In-Person Open Houses

- ▶ Both open houses will be held in January

One Virtual Open House

- ▶ Will also be held in January

Staff will inform the public of the initiative and request feedback.



Short-Term Rental Initiative Open Town Hall Survey

- ▶ The survey will open in December.
- ▶ The survey will remain open until January 31, 2022.
- ▶ Staff will promote the survey in many different venues: in news releases; in social media posts; in the Town's short-term rental initiative newsletter; during stakeholder meetings and open houses; in emails to neighborhood groups and industry stakeholders; and during media appearances.
- ▶ The results will be provided to the Committee in February.



Short-Term Rental Initiative Data Development & Research

- ▶ Staff is pursuing a limited contract with a short-term rental monitoring company for a snapshot of the number and location of short- and long-term residential rental properties at two points in time: 2019 and 2021.
- ▶ This will provide a baseline to better understand the current situation and recent trends.
- ▶ Staff anticipates receiving the numbers and maps in January 2022.



Short-Term Rental Initiative Data Development & Research

Short-Term Rental Monitoring Process

- ▶ The companies routinely scan short-term rental websites and capture all listings in a jurisdiction. The number of websites scanned depends on contract.
- ▶ They use Artificial Intelligence to match the listings to addresses, using the listing description, reviews, and photos.
- ▶ Human analysts then verify each listing on three data points using data from property records, real estate listings, etc.



Short-Term Rental Initiative Next Steps

- ▶ Continue listening to stakeholders
- ▶ Hold more stakeholder meetings
- ▶ Host Open House meetings
- ▶ Promote Open Town Hall survey
- ▶ Pursue a contract for short- and long-term rental data



Town of Hilton Head Island Short-Term Rental Initiative

Public Planning Committee

November 18, 2021