

TOWN OF HILTON HEAD ISLAND
Circle to Circle Ad Hoc Committee Meeting Minutes
September 12, 2016 – 2:00p.m.
Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman Jim Gant, David Ames, Tom Lennox, Caroline McVitty, Judd Carstens

Committee Members Absent: Paul Crunkleton

Town Council Present: Bill Harkins

Town Staff Present: Charles Cousins, Director of Community Development; Shawn Colin, Deputy Director of Community Development; Scott Liggett, Director of Public Projects and Facilities/Chief Engineer; Julian Walls, Facilities Manager; Darrin Shoemaker, Traffic & Transportation Engineer; Eileen Wilson, Sr. Administrative Assistant

1. Call to Order

Chairman Gant called the meeting to order at 2:00p.m.

2. Freedom of Information Act

Public notification of this meeting has been published and posted in compliance with the Freedom of Information Act and Town of Hilton Head Island requirements.

3. Approval of the Agenda

The agenda was **approved** as presented by general consent.

4. Approval of the Minutes

The minutes of August 25, 2016 were approved as presented.

5. New Business

a. Short Term Recommendations from CTC Report: Beach Parking, Marketing and Shuttles

Chairman Gant stated the purpose of today's session is to look at the results of three staff work sessions that were conducted since our last meeting. At the last meeting, the Committee asked staff to identify any action items that could be implemented between now and next spring prior to the start of the tourist season.

At the last meeting, the Committee identified four areas: marketing or redistribute beach parking demand, shuttle system, parking fees at Coligny and short term actions to take at the circle to alleviate traffic.

Redistribute Beach Parking Demand

The Committee agreed that signage is a priority as well as communicating with the community through social media outlets and enable food trucks to set up on mid-island beaches only. The following bullet points were discussed.

- Need to engage a PR firm to design a general awareness campaign of other beaches.
- How to target current beach goers vs encouraging substantial additional visitors.
- In 2017 feature Driessen, Castnet and Chaplin as having available parking and basic facilities.
- The key is going to be in a social media based marketing effort.
- Shore Services would need to be engaged to provide life guard coverage and chair/umbrella rentals.
- Castnet and Chaplin are located a few hundred yards from the beach so free golf cart shuttle would be required. This could be expanded into the Shore Services contract or go out to bid.
- Will beach mobi mats be needed?
- What is impact of traffic – will a traffic signal be needed at Burke’s Beach Road? May need to conduct traffic counts in that area in 2017.
- Develop franchise agreement with food trucks; how broad of a franchise agreement; start with 2-3 food trucks? Restrict food trucks to mid-island beaches; do not allow at Coligny.
- Larger signage and wayfinding on US 278 directing to mid-island beaches or a permanent monument sign.
- Allocation by Town Council of PR firm budget for this project.
- Staffing resources to develop franchising agreement for food trucks and to work with SCDOT on signage implementation.

Shuttle System to Remote Parking Lot – pilot with employee parking

The Committee debated the following topics regarding shuttle service and parking:

- At Crossings Park the parking availability today is 267 spaces plus 30 on street parking on Helmsman Way. The parking lot is lighted. Allocate approximately 100 spaces for shuttle parking.
- Employee parking will need a great deal of discussion and partnership with business owners to find out what they need to make it work. A close working relationship with businesses to understand employee parking needs and to enforce parking at a remote lot.
- What are the shifts, need to consider late night workers.

Ms. Mary Lou Franzoni, Executive Director at Palmetto Breeze stated Palmetto Breeze will be getting urban funding that will make shuttle system more possible. Ms. Franzoni suggested starting an island shuttle service separate from the shuttle parking system. Ms. Franzoni mapped out a preliminary first route from the Coligny area to Park Plaza to Shelter Cove and then back.

Parking Fees at Coligny

The Committee considered the following issues:

- A seasonal fee structure from mid-May to Labor Day.
- Enforcement of parking violations – increase the fines.
- Increasing the fee structure for other beaches.
- Metered parking:
 - Start-up cost, easy to implement
 - Enforcement required
 - Backlog impact to Court of unpaid tickets
- Manned gate:
 - Enforcement costs
 - May require two entry lanes for ticket machines
 - Stacking issue – backing vehicles onto Pope Avenue
- Automated control access system:
 - Credit/debit card required to exit
 - More costly to implement
 - Short stacking space causing back up onto Pope Avenue
- Economic incentive to go to other beaches
- Can a non-resident buy a beach pass
- Eliminate meters and move toward a daily fee at Coligny using credit cards only; keep it simple.
- Should we eliminate parking fees at other beaches

6. Appearance by Citizens

Mr. Walter Nester: eliminating fees at other beaches and charging a fee to park at Coligny will not modify behavior. Creating pay for parking will drive people to park in free parking. Business owners pay a lot of money to have existing parking for their customers and also pay a lot of funds to get people towed.

Mr. Jack Daly: it is hard to change human nature. People will park on Dune Lane, South Forest Beach, etc. We need a longer term solution and suggest waiting until 2018 to allow time to create the right solution.

Mr. J.R. Richardson stated he spends a good part of the summer policing the parking and having people towed. This time and effort is expensive. Pay for parking will be putting a burden on Coligny and the neighboring side roads. The Town is taking business from our community; we are in business for people. Ultimately Coligny is where the action is and creates a sense of arrival. Structured parking will resolve much of problems we have.

Ms. Heather Rath: The Parks and Recreation Commission has asked Town Council to create a task force similar to the Circle to Circle and the Venue Committee to look at recreation for current and future needs and evaluate what we have and what we need in the future. Ms. Rath stated she wants to be sure that we are talking to our citizens and community that are utilizing these beaches. A lot more discussion should take place with the Parks & Recreation Commission and with our citizens.

Ms. Leslie Richardson stated the fees should be removed from our beaches and find creative ways to make all the beaches exciting with amenities and serve the people in our community.

A resident of Forest Beach Villas stated the owners battle with people parking in our parking lot and that he has spent many Saturdays and Sundays directing people that they cannot park in the Forest Beach Villa lot. This constant overflow of vehicles trying to park there will cause Forest Beach Villas to increase their security which will increase the cost to live in these units.

7. Meeting Summary and Topics for Next Meeting.

The next meeting will be on Monday, September 19 at 2:00 p.m. Topics for the next meeting will include Short Term Sea Pines Circle Area Improvements and Final Short Term Recommendations from Circle to Circle Report to consider for FY2017 Implementation.

8. Adjournment

The meeting was adjourned at 3:30p.m.

Submitted By:

Approved By:

Eileen Wilson
Sr. Administrative Assistant

9/19/2016
Jim Gant, Chairman