

# Otto Connect, Inc.

Mobile Solutions for Parking, Communities, Sport

Town of Holden Beach

Paid Parking:  
Preliminary Consulting Report for Parking Committee  
Nov 5<sup>th</sup>, 2021

Disclaimer Notice: Parking Spaces and Financials are estimates and subject to review and approval by both parties.

# Agenda

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- Parking Lots
    - Town owned – number of spaces
    - Town Property – available for parking
    - Property for Purchase – to grow parking
  - Financials
    - Parking Rates
    - Date/Time Range
    - Initial Costs
    - Expenses
    - Estimated Profit
  - Public Engagement Plan
  - Ordinance Update Recommendations
- Overall Approach
    - Recommendations per Otto team –  
Noted per section

# Parking Area Assessment

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- Premise:

1. Evaluate/Assess Existing Parking
2. Town Owned Property for potential parking
3. Add RoW for general parking where available and has public beach access
4. Add RoW near OBW/OBE for Locals – Golf Cart Only
  - Reduce setback from 125' to 25' NC State standard
5. Proposed Purchase for Additional Parking
  - Pier
  - Block Q
  - Misc near the Town Hall
6. On-street Parking: recommend State exemption for handling of revenue

- Measurements used:

- All areas stepped off for approx. yardage
- 20' length for parallel parking
- 12' width for pullin or angled parking (Std = 10') – conservative and to support significant truck usage in NC
  - Depth = 18'
- Trailer – propose pull through spaces at 40' depth and 15' width

# Proposed Groundrules

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- NO PARKING TOWNWIDE
  - Except in Designated Parking Lots and identified spaces
  - No parking on Street
  - No parking in Right of Way
  
- Recommendation:
  - Car Bumpers for each space (\$75 each - installed)
  - Parking Signs specific for each area (\$75 each – installed)
  - Equipment Required:
    - None (although there is an option for the Police Dept to use the SurfCAST system for ticketing. 2 Sets of equipment = cost of 2-3 Android phones + service and 2-3 remote printers (approx. \$500 each).

# #1: Current Lots and Spaces

| Holden Beach - Parking Opportunity |         |                        |                                                                 |                       |
|------------------------------------|---------|------------------------|-----------------------------------------------------------------|-----------------------|
|                                    |         | <u>Street</u>          | <u>Parking</u>                                                  | <u>Beach Access</u>   |
| Existing                           | Trailer |                        |                                                                 |                       |
| 15                                 |         | Pump Station Lot       |                                                                 | Public @ 800 (PW400)  |
| 48                                 |         | Under Bridge           |                                                                 | At Jordan             |
|                                    | 10      | Trailer - Under Bridge |                                                                 |                       |
| 12                                 |         | Jordan                 | Central Town Lot                                                | Public @ 101          |
| 10                                 |         | Quintin + Handicap     | 10 HC spaces in existing lot. RoW oppt'y for std and golf carts | Public @ 112          |
| 12                                 |         | Ranger - Golf Cart     | Golf Cart only                                                  | Public Access (PW120) |
| 8                                  |         | Elizabeth - Golf Cart  |                                                                 |                       |
| 18                                 |         | Mullett (220 lot)      | Lot at 220 (angled)                                             | Public Access (PW100) |
| 62                                 |         | McCray - East end      | Along the RoW                                                   | At East End           |
| 20                                 |         | OBE (deadend lot)      | 20 Spaces at Corner of Ave A/McRae/OBE                          | At Ave A              |
|                                    |         |                        |                                                                 |                       |
| 221                                | 10      |                        |                                                                 |                       |

# Examples

Pump Station Parking



Ferry St. Extension



# #2: Town Owned Property - Opportunity

| Holden Beach - Parking |                      |                                     |                      |
|------------------------|----------------------|-------------------------------------|----------------------|
|                        | <u>Street</u>        | <u>Parking</u>                      | <u>Beach Access</u>  |
| <u>Town Owned</u>      |                      |                                     |                      |
| 31                     | - Big Marsh Area     | Partial avail: per town 810-822 OBW | Public @ 801 (PW400) |
| 31                     | - Marsh Front - West | 210 Yds - Parcourse                 | none                 |
| 12                     | - Marsh Front - East | 200 Yds - Parcourse                 | none                 |
| 25                     | Reserve 12           |                                     | Proposed             |
| 25                     | Reserve 11A          |                                     | Proposed             |
| 50                     |                      |                                     |                      |

- Note: Marsh Front lots may be more suitable for home sites to alleviate pull out on OBW – nor do they have a specific public beach access. If sold - funds could also be used for purchase of other properties such as Block Q (recommended purchase).
- Recommend – only use Reserve 11A and 12 for Parking = 50 spaces

# #3: RoW Opportunity - General

| Holden Beach - Parking | Street                       | Parking                                                                                                                                                                    | Beach Access            |
|------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| ROW Areas              |                              |                                                                                                                                                                            |                         |
| 45                     | Sailfish                     | 300 Yds along March - easy parallel parking (was 20 - green)                                                                                                               | Public @ Marlin - 917   |
| 30                     | Swordfish                    | 265 Yds along side the Marsh                                                                                                                                               | Public @ 885            |
| 45                     | Sanddollar                   | 300 Yds along March - easy parallel parking (was 20 - green)                                                                                                               | Public @ 801 (PW400)    |
| 40                     | Scotch Bonnet                | 260 Yds = 40 spaces on north side of road by marsh (543) - Open beachfront lot at 545. Significant pull in oppt'y along marsh by exercise town set. No Public Beach Access | Public @ 567            |
| 30                     | Greensboro                   | 200 Yds - along the marsh of RoW parking                                                                                                                                   | Potential License @ 467 |
| 7                      | High Point                   | 50 Yds RoW (used to park today) - 7-8 spaces                                                                                                                               |                         |
| 7                      | Neptune                      | 50 Yds additional = 7-8 spaces                                                                                                                                             | Public @ 301 (PW240)    |
| 7                      | Boyd                         | 50 Yds additional = 7-8 spaces                                                                                                                                             | Public/Private? @ 231   |
| 9                      | Rogers                       | left Side open for 3 spaces, right side RoW for 6 spaces                                                                                                                   | Private at 207          |
| 4                      | Delaney - Dirt               | 25 Yds on West side for RoW - becomes Sailors to the North                                                                                                                 | Private at 173          |
| 8                      | Davis                        | Pullin Parking (across from Town Hall - Police Vehicles also)                                                                                                              |                         |
| 6                      | Brunswick - Across from Park |                                                                                                                                                                            |                         |
| 16                     | Brunswick/Davis Corner       | 38 x 40 Yd space with bridge ramp cutting across                                                                                                                           |                         |
| 10                     | Quintin + Handicap           | 10 HC spaces in existing lot. RoW oppt'y for std and golf carts                                                                                                            | Public @ 112            |
| 15                     | Holden St (Beach side)       | - Makeshift lot, needs to be a formal lot with access                                                                                                                      | At Ferry                |
| 16                     | Bendigo St                   | Makeshift Lot - needs to be a formal lot with access                                                                                                                       | At Mullett              |
| 90                     | McCray - West end            |                                                                                                                                                                            | At McCray               |
| 22                     | Ave A & Corner Zone          |                                                                                                                                                                            |                         |
| 107                    |                              |                                                                                                                                                                            |                         |

- Opportunity measured based on available space
- Not all areas have suitable Public Beach Assess
- Marsh area have limited use potential due to drop-off

Recommendation:

- Use 50% utilization to more accurately represent unknown factors that will limit the implementation of parking:
  - Marsh falloff
  - Public Beach Access

→ 205 Spaces for Parking Assessment



# Examples

Marsh Side at Sailfish



Boyd – length of street



# #3: RoW for Golf Carts

| Holden Beach - Parking Opportunity |                                  |                        |                         |                                             |
|------------------------------------|----------------------------------|------------------------|-------------------------|---------------------------------------------|
| RoW at OBW/E - Golf Cart           | RoW - 25' off OBW/OBE            | Street                 | Beach Access            |                                             |
|                                    | Open - without existing Driveway |                        |                         |                                             |
| 5                                  | Left                             | Shell                  | Private                 |                                             |
| 10                                 | Both                             | Schooner               | Private                 | - no public beach access                    |
| 10                                 | Both                             | Windhammer - Dirt Road | Private @ 1167          |                                             |
| 10                                 | Both                             | Sunshine               | Private                 | - no public beach access                    |
| 4                                  | Left (Short)                     | Clippership            | Private                 |                                             |
| 5                                  | Left                             | Marshwalk              | Private                 |                                             |
| 5                                  | Left                             | ByTheSea               | Private                 |                                             |
| 5                                  | Right                            | Frigate                | Private                 |                                             |
| 5                                  | Left+                            | Seagull - Dirt Road    | No Access               |                                             |
| 8                                  | Both (Short)                     | Deal - Dirt Road       | Public @ 1089 (PW500)   | - requires land purchase                    |
| 5                                  | Right                            | Seaside                |                         | Have picture of car in the NP zone (RoW)    |
| 5                                  | Left                             | Sailfish               | Public @ Marlin - 917   | - issue with beach access from parking area |
| 8                                  | Both Limited                     | Tarpon                 | Public @ Marlin - 917   |                                             |
| 10                                 | Both                             | Marlin                 | Public @ 917 (PW440)    |                                             |
| 10                                 | Both                             | Tuna                   |                         |                                             |
| 5                                  | Right                            | Dolphin                | Public @ 885 (PW420)    |                                             |
| 5                                  | Right                            | Starfish               | Public @ 567            |                                             |
| 4                                  | Right - Partial                  | Lions Paw              |                         |                                             |
| 10                                 | Both                             | Greensboro             | Potential License @ 467 |                                             |
| 10                                 | Both                             | Charlotte              | Public by Trailer Park  |                                             |
| 5                                  | Right                            | Durham                 | Private Business        |                                             |
| 10                                 | Both                             | Burlington             |                         |                                             |
| 10                                 | Both                             | Salisbury              |                         |                                             |
| 10                                 | Both                             | Sanford                |                         |                                             |
| 5                                  | Left                             | Fayetteville           |                         |                                             |
| 10                                 | Both                             | Lumberton              | Public @ 357            |                                             |
| 10                                 | Both                             | High Point             |                         |                                             |
| 5                                  | Right                            | Neptune                | Public @ 301 (PW240)    |                                             |
| 10                                 | Both                             | Boyd                   | Public/Private? @ 231   |                                             |
| 10                                 | Both                             | Rogers                 | Private at 207          |                                             |
| 5                                  | Left                             | Delaney - Dirt         | Private at 173          |                                             |
| 10                                 | Both                             | Quintin + Handicap     | Public @ 112            |                                             |
| 7                                  | Left + Partial R                 | Halstead               |                         |                                             |
| 10                                 | Both                             | Ferry                  | Public Access (PW140)   |                                             |
| 10                                 | Both                             | Ranger - Golf Cart     | Public Access (PW120)   |                                             |
| 10                                 | Both                             | Mullett (220 lot)      | Public Access (PW100)   |                                             |
| 5                                  | Left                             | Blockade Runner        | At Bendigo St           |                                             |
| 5                                  | Right                            | Ave A & Corner Zone    |                         |                                             |
| 10                                 | Both                             | Ave B                  |                         |                                             |
| 8                                  | Right + partial L                | Ave D                  |                         |                                             |
| 304                                |                                  |                        |                         |                                             |

### RECOMMENDATION:

- At the end of each street abutting OBW/OBE there is a 125' setback for parking
- Per NC State Statutes – can reduce this space to 25'
- Use the remaining 100' (if not used for driveways) – for local Golf Cart parking
  - Good for 5+ spaces per side of the road

### NOTES:

- Not all streets can be used due to driveway use
- Some on one side of the street
- Some on both sides of the street

### VALUE:

- This is intended to alleviate local resident/renters using either public or private walkways to the beach and use their golf cart to get there
- Reduced Golf Cart traffic in town and along OBW/OBE
- Not available to cars - to prevent day-trippers in these areas.
- NET: 304 Potential Spaces



# Examples

Shell: from Stop sign to existing No Parking sign



Seaview: No Parking – spaces used for Driveways



Sunshine: Wide-open



Dolphin: Driveway on Left / Open on Right



# #4: Potential Purchase

|         |                   | HB Parking             |                                                                                                                       |
|---------|-------------------|------------------------|-----------------------------------------------------------------------------------------------------------------------|
|         |                   | Street                 | Parking                                                                                                               |
| Trailer | Proposed Purchase |                        |                                                                                                                       |
|         | 80                | Fishing Peir           | Pending Due Diligence Period for Purchase                                                                             |
| 15      | 157               | Block Q                | Proposed for Purchase - should have an greater allocation for trailers - Propose 157 for vehicles and 15 for Trailers |
|         | 50                | Misc - Brunswick/Davis | Open Lots for potential purchase near Town Hall                                                                       |
| 15      | 287               |                        |                                                                                                                       |

Estimated Costs to Purchase:

- Pier Property - Per Contract
- Block Q - \$2.3M
- Open Lots near Town Hall - \$1.0M

Typical Cost to create a parking Space

- Flat, Sand/Gravel \$500/space
- Paved \$1000/space
- If wooded/paved \$1500/space

- Proposal for Block Q – as it has significant value to alleviate parking congestion in the downtown area
  - Can be purchase (~\$2.3M)
  - Can also consider a LEASE – to reduce immediate outlay of funds.
  - Should include Trailer parking to improve ease of use for the boat ramp
- Similar situation for parking areas between the bridge and Town Hall.

# Summary: Where is the Parking Opportunity?

| Holden Beach - Parking Opportunity Assessment by Otto Connect, Inc. |                   |                  |                                 |              |                          |
|---------------------------------------------------------------------|-------------------|------------------|---------------------------------|--------------|--------------------------|
| Existing                                                            | <u>Town Owned</u> | <u>ROW Areas</u> | <u>RoW at OBW/E - Golf Cart</u> | Trailer      | <u>Proposed Purchase</u> |
|                                                                     |                   | 407              |                                 |              |                          |
| 221                                                                 | 50                | 205              | 304                             | 25           | 287                      |
|                                                                     | Limited           | 50%              |                                 | <b>Total</b> | <b>1092</b>              |

# Revenue Opportunity – dependent on scope of Parking

|        |                                    | Gross Revenue | Holden Beach Parking Income |
|--------|------------------------------------|---------------|-----------------------------|
| CASE 1 | Existing = 246<br>(Car + Trailer)  | \$205,940     | \$144,158                   |
| CASE 2 | Existing + Town<br>Owned = 296     | \$247,798     | \$173,459                   |
| CASE 3 | CASE 2 + 50% of ROW<br>areas = 501 | \$419,415     | \$293,591                   |
| CASE 4 | CASE 3 + ROW Golf<br>Cart = 801    | \$670,562     | \$469,393                   |
| CASE 5 | CASE 4 + Purchase<br>= 1092        | \$914,174     | \$639,922                   |

Note: Holden Income dependent on final set of services and parking rates established.  
All Numbers above assume 30% Otto Fees per the RFP response.

# Financials

# Rate Proposal

- Recommend a Mid-Point in rates to be competitive:
  - Low-end: \$2-3/hour (Oak Island – not implemented, Surf City)
    - Average is \$4-5/hour (Wrightsville - \$5, North Topsail - \$5, Wilmington – several)
  - High-end: \$8/hour (Myrtle Beach)

| Duration                            | Parking Fee Proposed                 |
|-------------------------------------|--------------------------------------|
| 1 hour                              | \$4 (\$4 per hour for up to 4 hours) |
| 2 hours                             | \$8                                  |
| 3 hours                             | \$12                                 |
| 4 hours                             | \$16                                 |
| Day (anything greater than 4 hours) | \$20                                 |
| Week (7 consecutive days)           | \$80                                 |
| Season (per vehicle)                | \$125                                |
| Trailer Parking per Day             | \$30                                 |



# Dates and Times

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- Recommend:
  - March 1<sup>st</sup> through October 31<sup>st</sup> – annually
    - Free November through February
  - 9:00AM to 5:00PM – Enforcement
    - Free before 9:00 and after 5:00
    - No overnight Parking (possible police action/ticket)

# Financial Outlook

- Typically, the 1<sup>st</sup> year is the lowest in revenue
- The 2<sup>nd</sup> year usually sees a 10-20% increase as visitors become used to paying for parking
- By the 3<sup>rd</sup> year – revenue levels off (unless number of parking spaces is increased, or parking rates are increased)

|          |                                                   | 2022 Town Income | 2023 Town Income | 2024 Town Income |
|----------|---------------------------------------------------|------------------|------------------|------------------|
| CASE 3.5 | Existing, Town Owned and part of RoW = 653 spaces | \$382,664        | \$440,063        | \$484,069        |
| CASE 5   | CASE 4 + Purchase = 1092                          | \$639,922        | \$735,910        | \$809,501        |

These numbers represent the Net Profit to Holden Beach based on Otto Fees defined in the RFP response & are subject to change based on final services and parking rates.

Normal Disclaimer – weather, Covid, etc. will affect parking traffic for any given day – but particularly on weekends.  
 - All outlooks are estimates only and should be discounted for budgeting purposes

# Estimated Costs

- Recommend Car Bumpers or pressure treated 4x4s used to designate each parking space:

- \$75 each (installed)
 

|             |          |
|-------------|----------|
| 700 case =  | \$48,975 |
| 1092 case = | \$81,900 |

- Signs – coverage is dependent on the lot (but the more, the better)

- 12” x 18” signs \$50 each
- Post and Installation \$50 each = \$100/sign

- Due to the number of smaller lots = recommend a sign for every 5 spaces

|             |           |          |
|-------------|-----------|----------|
| 653 case =  | 130 signs | \$13,000 |
| 1092 case = | 220 signs | \$22,000 |

**Total Costs: \$103,900**

Note: There is no equipment cost. Additional cost for No Parking Signs on all remaining Streets.

# Public Communication Plan

# Outreach (Action Owner) – starting Dec/Jan

- Per the RFP response, Otto supports the Town with notification to all stakeholders:
  - Residents (we propose a flyer in utility bill, or separate mailings, or email)
    - Town to send, Otto to provide flyer template
  - Business (Restaurants, Shops, etc.)
    - Otto: flyer for patrons with questions, process, Q&A
  - Realtors
    - Otto: flyer for renters – delivered to Realtors (same as Businesses)
  - Outreach – for local day trippers = method is TBD (news, sign coming across bridge, etc.)
    - Town – Otto to assist with messaging
  - Town Website update ... notice, FAQs, Directions on SurfCAST use, Details of parking (rates, spaces, designated spaces, No Parking, etc.):
    - Town: Otto to assist with Information, Town to update website.
  - Town Office
    - Otto to provide flyers

# Ordinance Update Recommendations

- 72.02 – Parking Regulated on Public Streets and Rights-of-Way
  - Add General: There is no parking permitted at any time on public streets or Rights-of-Way except in designated parking spaces.
  - All designed parking spaces require a paid parking permit as follows:
    - From March 1<sup>st</sup> through October 31<sup>st</sup> of each year
    - From 9:00AM to 5:00PM every day
    - No overnight parking
  - Parking Rates are:
    - \$4.00 per hour for up to 4 hours
    - \$20 per day
    - \$80 per week
    - \$125 per calendar season per vehicle
    - \$30 per day for trailer parking – only in designated trailer parking spaces
  - Paid Parking applies to any vehicle as defined by North Carolina G.S. 20-4.01 as restated in 72.01 of the Town of Holden Beach Ordinances and shall include, but not be limited to cars, trucks, and golf carts.
  - Free Parking is available at the following Town Parks and is intended solely for the use of said parts:
    - Holden Beach Park
    - Sailfish Park
    - Sandollar Park
    - Canal Street Park (if established)
  - Vehicles greater than 18 feet in length or towing a trailer must use the designated Trailer parking located at the Dock area under the bridge.

- A. Street Intersections: It shall be unlawful for any person to park or leave standing any portion of any vehicle, whether attended or unattended, in any street right-of-way intersection or upon any public street right-of-way within 25 feet of any street intersection.
  - *This should be the general statement without exceptions and changes the current 125' setback from OBW/OBE to facilitate RoW parking in that area.*
- B. Streets. It shall be unlawful for any person to park or leave standing any portion of any vehicle, whether attended or unattended, on any portion of the designated travel lane of any street.
  - *Need to set policy related to people who leave 2 tires on the pavement within 1-2 ft of the edge of the road. Strict interpretation would result in a ticket (or maybe a 1-time warning).*
- C. Crosswalks, sidewalks or access ways. It shall be unlawful for any person to park or leave standing any portion of any vehicle, whether attended or unattended, upon any public right-of-way so as to block any crosswalk, sidewalk or access way designated and set apart for use by pedestrians.
  - *No Change*
- D. Driveways and mailboxes. It shall be unlawful for any person to park or leave standing any portion of any vehicle, whether attended or unattended, upon any public street right-of-way so as to block any driveway or mailbox.
  - *No Change*
- E. Opposing Traffic. It shall be unlawful for any person to park or leave standing any portion of any vehicle, whether attended or unattended, upon any public street right-of-way facing opposing traffic.
  - *Should be amended to include the parallel parking areas within the Right-of-Way as designated for parking.*
- F. Fire Hydrants, Fire Lane. It shall be unlawful for any person to park or leave standing any part of any vehicle, whether attended or unattended, upon any public street right-of-way nearer than 15 feet to any fire hydrant, or in a fire lane or emergency vehicle access.
  - *No Change*



- G. No parking zones or areas. It shall be unlawful for any person to park or leave standing any portion of any vehicle, whether attended or unattended, in any area described in 72.03 of this chapter.
  - *This should be amended to state: It shall be unlawful for any person to park or leave standing any portion of any vehicle, whether attended or unattended, in any area not specifically designated for parking.*
- H. Handicapped.
  - No Change
- I. Signs and Markers.
  - No Change
- J. Exception.
  - No Change
- K. Additional Violation.
  - No Change

# Other Ordinances

## 72.03 Parking Prohibited at all Times

- A. No person shall park a vehicle at any time upon any of the streets or parts thereof described in this chapter.
- B. In accordance with the provisions of division (A) of this section, no person shall park a vehicle at any time upon any of the following described streets or parts of streets. These prohibitions shall not apply to the temporary parking of emergency, governmental, public and private utility and private vehicles being used during the provision of emergency or other bona fide governmental or public or private utility service.
  - *This table should be updated to reflect the common approach and statement of no parking areas.*
    - *General: No parking except in a designated space indicating general, trailer, or golf cart parking.*
    - *No parking with 25 feet of the intersection for any street.*
    - *Brunswick Avenue West – No Parking west of Rothschild Street*
    - *No parking on the following streets:*
      - *Yacht Watch*
      - *Lois*
      - *Gerda*
      - *Sailors*
      - *Golden Dune*
- C. Update for Trailers
  - *No person shall park a boat trailer at any time in any area not designated for boat trailer parking*

## 72.05 Parking for Customers Only

- *Should be updated to state: Parking shall be permitted in private lots directly attached to the business. If parking for business in a Town parking lot, then Parking rates will be enforced.*

## 72.06 Handicapped Parking

- *No Change.*

# Summary

# Recommendation

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- Implement and maximize Paid Parking via:
  - Existing Parking Areas
  - Leverage Town Owned spaces for parking
  - RoW:
    - Leverage open areas where there is public access to the beach (with ¼ mile)
    - Add street end parking (between 25' and 125' of OBW/OBE) for Golf Carts
  - Complete Purchase of the Pier – add to parking
  - Engage owners of Block Q and open lots near Town Hall for Purchase or Lease
    - Consider sale of 800 block properties to fund other purchases
    - Use the Lease approach to avoid significant outlay
      - Shared expense to develop parking lot
      - Shared revenue based on lot usage or fixed fee as determined by the Town
- Net: over 1000 potential Parking Spaces
  - Funds from Parking Fees should be used to develop parking areas, pay for leases, and improve town/beach access and amenities for owners, renters, and visitors alike.
- Update Ordinances as noted

# Consulting Agreement - Requirements

- ✓ Enforcement Policies: Warning, Citation, Multiple Citations, Collection agency, cases for Police involvement or potential towing, construction vehicle allowance
  - ✓ Business Parking – in their private lots, open parking after 5:00
  - ✓ Special Events – can remove or change parking fees, can also help with parking management
- ✓ Dates and Hours of operation
- ✓ On-Street vs. Off-Street: recommend NC State exemption for handling of on-street parking revenue
  - ✓ Town responsibility (based on Wrightsville, Surf City precedent)
- ✓ Golf Carts – treated as any licensed vehicle
- ✓ Ordinance assessment – complete
- ✓ Projected Revenue
- ✓ Signs and Communication plans

Next Step: Based on Parking Committee Feedback – Prep for Board of Commissioners meeting on Nov. 16<sup>th</sup>, 2021.

# Backup Implementation Plan

# Implementation Project Plan – Page 1

- Parking Lot/Space Assessment (2<sup>nd</sup> round – will need finalization)
  - Broken out into 6 segments:
    - Existing
    - Town Owned – potential parking
    - Otto Proposed RoW
    - Otto Proposed RoW – 25’ setback
    - Trailer Spaces
    - Town Purchase opportunity
- Recommendation:
  - Leverage RoW parking – limited (see table)
    - Focus on OBW/OBE end of street parking for Golf Carts within 125’ setback (with allowance for 25’ setback from OBW/OBE)
    - Add misc. RoW where practical
    - Add Town Owned / Purchase
      - Pier
      - Block Q
      - Marsh
      - Marsh Front – 800 block (Park or sell for \$\$ for other purchase/lease)
      - Reserve 12
      - Reserve 11A
      - McCray – East end
    - Net: go for the 1092 count of spaces for planning
      - Can implement in stages based on closure of plans
      - Can implement RoW immediately
  - Eliminate all other RoW parking (see Ordinance recommendation)
- Parking Area Preparation (Town)
  - Bumpers – to clearly designate parking spaces
  - Car vs. Golf Cart spaces / Allocation
  - Truck/Trailer space allocation – near launch ramp – add a part of Block Q
  - Signs – to clearly notify (can subcontract to Otto)
    - Otto to provide a template
  - Parking for Customers only – will be limited to private parking lots associated with the business (Ref: 72.05 – that allows for customers in areas immediately abutting business location)
  - NO PARKING signs for all streets
  - NO PARKING except in Designated Spaces – Town-wide
- Otto Implementation
  - Add Holden Beach to SurfCAST – specifics
  - Permit Purchase – we recommend March 1<sup>st</sup> through Oct 31<sup>st</sup>.
    - App
    - Web (direct or via QRcode)
    - Phone – includes account setup for Seasonal Permits
  - Proposed Parking Rates / duration options / extensions / limitations
    - Apply to All parties (Residents, Visitors, etc.)
 

|                                                             |                               |
|-------------------------------------------------------------|-------------------------------|
| • Hourly                                                    | \$4/hour for up to 4 hours    |
| • Day                                                       | \$20 – for today              |
| • Week                                                      | \$80 – for 7 consecutive days |
| • Season (March 1 <sup>st</sup> –October 31 <sup>st</sup> ) | \$125 per vehicle             |
| • Trailer                                                   | \$30 per day                  |
| • NOTE: no advanced purchase                                |                               |
| • Parking is First come, First Served                       |                               |

# Implementation Project Plan – Page 2

- Number of Vehicles per Account
  - Base for above fees: 1
    - Can be car, truck, golf cart, truck and trailer
  - Add a 2<sup>nd</sup> or 3<sup>rd</sup> to Season permits only (extra \$125 each)
- Changes to the license plate:
  - Hour/Day permit – allowed each time they park
  - Week – No change
  - Season – No change
- Proposed Zone Identification
  - General Parking Lots HB01-HBxx
  - On-street parking HBS30-HBSxx
  - Trailer Parking HBT50-HBTxx
  - Rules for Movement
    - Allowed to move within the timeframe of the paid permit or extension to any other lot in Holden Beach.
    - Does not include Trailer Parking
- Dashboard Implementation for Town Personnel (identified by Mr. Hewett)
  - Financials
    - Month to Date
    - Year to Date (Calendar or Fiscal)
    - Break out the following permits for each period (quantity and \$\$\$) with Total and % allocation for the Town
      - 1 hour permit
      - 2 hour “
      - 3 hour “
      - 4 hour “
      - Day permit
      - Weekly permit
      - Season permit
  - Statistics
    - Weekly View
      - Group 1 – Permits sold by type/day
      - Group 2 – Zone Utilization by Zone
        - Based on enforcement scans
          - Each LPN counted once in a zone
        - Each zone type recorded separately and totaled



# Implementation Project Plan – Page 3

- Enforcement Planning
  - Hire Manager
  - Hire roaming personnel
  - Acquire transportation specific to HB
    - Arrange for storage and charging when not in use
  - Training and Education
  - Enforcement Periods:
    - 9:00AM – 5:00PM (free before and after)
    - Customer Support / Citation payment
      - Via the App
      - Via email
      - Via Phone
  - Option: Police Dept use of SurfCAST for Citations
  - Option: Towing for selected issues – to be referred to Police Dept
  - Option: Referral of unpaid citations to collection Agency
- Notification plans – to all stakeholders
  - Residents (propose a flyer in utility bill, or separate mailings, or email) – Town
  - Business (Restaurants, Shops, etc.) – flyer for patrons with questions
  - Realtors – flyer for renters
  - Outreach – for local day trippers = method is TBD (news, sign coming across bridge, etc.)
  - Town Website update ... notice, FAQs, Directions on SurfCAST use, Details of parking (rates, spaces, designated spaces, No Parking, etc.)

# Implementation Project Plan – Page 4

- Citation Management
  - Option: Warnings
    - One time per LPN
    - Only in March
  - Fees Proposed
    - Same Day Violation Payment (same as the day rate) \$25
    - Next Day Payment (Max per NC statute) \$50
    - Past 30 days – additional \$25 fee \$75
  - Payment Methods: Credit Card, PayPal (other if requested – including cash or check)
    - App
    - Web Service
    - Phone
- Customer Service: Inquiries, Contested Tickets, Permits, etc.
  - [customerservice@ottoconnect.us](mailto:customerservice@ottoconnect.us)
  - Phone Number (TBD – specific to Holden Beach)
- Emergency / Police Action
  - General Support: Non-emergency Police Number
  - Emergency: 911
- Violation List – based on proposed Ordinances (to be approved by Town)
  - Parking without a valid Permit in a designated space
  - No Parking Zone: on street in any portion of the designated travel lane or Right-of-Way (parking in a non-designated space)
    - Question: Contractors with 2 tires on the road within 1 foot of the edge)?
  - No Parking within 25 feet of intersection
  - No Parking with 15 feet of Fire Hydrant
  - No Parking on Sidewalk or in Crosswalk
  - No Double Parking (taking 2 spaces, back-to-back, side-to-side)
  - No Parking Opposing Traffic
  - No Parking blocking Driveway or Mailbox
  - Handicap parking without required handicap permit
    - Will need Police action for this misdemeanor
    - NOTE: Handicap vehicles in a standard parking space – will need to pay for parking?

# Street Parking Assessment Summary Charts

# Holden Beach – Parking Assessment



| Existing | Town Owned | ROW Areas                           | RoW at OBW/E - Golf Cart | Trailer | Proposed Purchase | Street                   | Beach Access          |
|----------|------------|-------------------------------------|--------------------------|---------|-------------------|--------------------------|-----------------------|
|          |            | OBW - Starting at the Southwest end |                          |         |                   |                          |                       |
|          |            |                                     | 5                        |         |                   | Shell                    | Private               |
|          |            |                                     | 10                       |         |                   | Schooner                 | Private               |
|          |            |                                     | 10                       |         |                   | Windhammer - Dirt Road   | Private @ 1167        |
|          |            |                                     |                          |         |                   | Seaview                  | Private               |
|          |            |                                     | 10                       |         |                   | Sunshine                 | Private               |
|          |            |                                     | 4                        |         |                   | Clippership              | Private               |
|          |            |                                     | 5                        |         |                   | Marshwalk                | Private               |
|          |            |                                     | 5                        |         |                   | ByTheSea                 | Private               |
|          |            |                                     | 5                        |         |                   | Frigate                  | Private               |
|          |            |                                     | 5                        |         |                   | Seagull - Dirt Road      | No Access             |
|          |            |                                     | 8                        |         |                   | Deal - Dirt Road         | Public @ 1089 (PW500) |
|          |            |                                     | 5                        |         |                   | Seaside                  |                       |
|          |            |                                     |                          |         |                   | Captain Villas           | Private               |
|          |            |                                     |                          |         |                   | Point West Drive         | Private               |
|          |            | 45                                  | 5                        |         |                   | Sailfish                 | Public @ Marlin - 917 |
|          |            |                                     |                          |         |                   | Sailfish Park - 7 spaces |                       |
|          |            |                                     | 8                        |         |                   | Tarpon                   | Public @ Marlin - 917 |
|          |            |                                     | 10                       |         |                   | Marlin                   | Public @ 917 (PW440)  |
|          |            |                                     | 10                       |         |                   | Tuna                     |                       |
|          |            |                                     | 5                        |         |                   | Dolphin                  | Public @ 885 (PW420)  |
|          |            | 30                                  |                          |         |                   | Swordfish                | Public @ 885          |
|          |            |                                     |                          |         |                   | - Swordfish Park - NA    |                       |
|          |            |                                     |                          |         |                   | - Big Marsh Area         | Public @ 801 (PW400)  |
| 15       |            |                                     |                          |         |                   | Pump Station Lot         | Public @ 801 (PW400)  |
|          |            | 45                                  |                          |         |                   | Sanddollar               | Public @ 801 (PW400)  |

| Existing | Town Owned | ROW Areas | RoW at OBW/E - Golf Cart | Trailer | Proposed Purchase | Street                      | Beach Access            |
|----------|------------|-----------|--------------------------|---------|-------------------|-----------------------------|-------------------------|
|          |            |           | 5                        |         |                   | Starfish                    | Public @ 567            |
|          |            |           | 4                        |         |                   | Lions Paw                   |                         |
|          |            | 40        |                          |         |                   | Scotch Bonnet               | Public @ 567            |
|          |            |           |                          |         |                   | - Marsh Front - West        | none                    |
|          |            |           |                          |         |                   | - Marsh Front - East        | none                    |
|          |            | 30        | 10                       |         |                   | Greensboro                  | Potential License @ 467 |
|          |            |           |                          |         |                   | -- Ice Cream/ General Store | Public @ 437            |
|          |            |           | 10                       |         |                   | Charlotte                   | Public by Trailer Park  |
|          |            |           | 5                        |         |                   | Durham                      | Private Business        |
|          |            |           |                          |         | 80                | Fishing Peir                |                         |
|          |            |           | 10                       |         |                   | Burlington                  |                         |
|          |            |           | 10                       |         |                   | Salisbury                   |                         |
|          |            |           | 10                       |         |                   | Sanford                     |                         |
|          |            |           |                          |         |                   | Raleigh                     | Public @ 389 (PW320)    |
|          |            |           | 5                        |         |                   | Fayetteville                |                         |
|          |            |           | 10                       |         |                   | Lumberton                   | Public @ 357            |
|          |            | 7         | 10                       |         |                   | High Point                  |                         |
|          |            |           |                          |         |                   | Brunswick                   |                         |
|          |            |           |                          | 25      |                   | Reserve 12                  | Proposed                |
|          |            |           |                          | 25      |                   | Reserve 11A                 | Proposed                |
|          |            |           |                          |         |                   | - no street                 | Public @ 329 (PW260)    |
|          |            | 7         | 5                        |         |                   | Neptune                     | Public @ 301 (PW240)    |
|          |            | 7         | 10                       |         |                   | Boyd                        | Public/Private? @ 231   |
|          |            |           |                          |         |                   |                             | Public/Private? @ 213   |
|          |            |           |                          |         |                   | Yacht Watch                 |                         |
|          |            |           |                          |         |                   | Lois                        |                         |
|          |            |           |                          |         |                   | Genda                       |                         |
|          |            |           |                          |         |                   | Sailors                     |                         |
|          |            | 9         | 10                       |         |                   | Rogers                      | Private at 207          |
|          |            | 4         | 5                        |         |                   | Delaney - Dirt              | Private at 173          |

# Parking Table - Continued

| Existing | Town Owned | ROW Areas | RoW at OBW/E - Golf Cart | Trailer      | Proposed Purchase | Street                       | Beach Access          |
|----------|------------|-----------|--------------------------|--------------|-------------------|------------------------------|-----------------------|
|          |            |           |                          |              |                   | Rechtschild                  |                       |
|          |            | 8         |                          |              |                   | Davis                        |                       |
|          |            |           |                          |              |                   | --- Holden Beach Park        |                       |
|          |            | 6         |                          |              |                   | Brunswick - Across from Park |                       |
|          |            | 16        |                          |              | 50                | Brunswick/Davis Corner       |                       |
| 48       |            |           |                          |              |                   | Under Bridge                 | At Jordan             |
|          |            |           |                          | 10           |                   | Trailer - Under Bridge       |                       |
| 12       |            |           |                          |              |                   | Jordan                       | Public @ 101          |
| 10       |            | 10        | 10                       |              |                   | Quintin + Handicap           | Public @ 112          |
|          |            |           | 7                        |              |                   | Halstead                     |                       |
|          |            |           |                          | 15           | 157               | Block Q                      | Quintin @ 112         |
|          |            |           |                          |              |                   | Canal Street                 |                       |
|          |            |           |                          |              |                   | Golden Dune                  |                       |
| 16       |            |           | 10                       |              |                   | Ferry                        | Public Access (PW140) |
|          |            | 15        |                          |              |                   | Holden St (Beach side)       | At Ferry              |
|          |            |           |                          |              |                   | Shrimp St                    | none                  |
| 12       |            |           | 10                       |              |                   | Ranger - Golf Cart           | Public Access (PW120) |
|          |            |           |                          |              |                   | Conch                        |                       |
| 8        |            |           |                          |              |                   | Elizabeth - Golf Cart        |                       |
| 18       |            |           | 10                       |              |                   | Mullett (220 lot)            | Public Access (PW100) |
|          |            | 16        |                          |              |                   | Bendigo St                   | At Mullett            |
|          |            |           | 5                        |              |                   | Blockade Runner              | At Bendigo St         |
| 62       |            |           |                          |              |                   | McCray - Ease end            | At East End           |
|          |            | 90        |                          |              |                   | McCray - West end            | At McCray             |
| 20       |            |           |                          |              |                   | OBE (deadend lot)            | At Ave A              |
|          |            | 22        | 5                        |              |                   | Ave A & Corner Zone          |                       |
|          |            |           | 10                       |              |                   | Ave B                        |                       |
|          |            |           | 8                        |              |                   | Ave D                        |                       |
|          |            | 407       |                          |              |                   |                              |                       |
| 221      | 50         | 205       | 304                      | 25           | 287               |                              |                       |
|          | Limited    | 50%       |                          | <b>Total</b> | <b>1092</b>       |                              |                       |