

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 8, 2024

Agenda Item: 7F	Prepared for: Mike Mahaney, City Manager
Agenda Section: New Business: Ordinance. First Reading	Date: January 4, 2024
Subject: Parking fee adjustment in city-owned public parking lots and rights-of-way	Division: Administration

Background:

To offset rising operational costs and remain competitive with surrounding municipalities, staff respectfully recommends the City Council authorize an adjustment to the hourly parking rates in city-owned lots and public rights-of-way.

Specifically, staff proposes establishing a tiered parking system that designates each lot as Value, Standard, or Premium based on current demand and usage.

The proposed rate adjustments are as follows:

- Value Lots: Remain at \$2 per hour (no change).
- Standard Lots: Increase from \$3 per hour to \$4 per hour.
- Premium Lots: Set at \$5 per hour.

This tiered rate structure will help align parking prices with demand while generating crucial revenue for parking upkeep and enforcement.

The City Manager recommends the following to be designated as Value Lots (Second/Third Row):

1. 20th Avenue South
2. 21st Avenue South
3. 28th Avenue South
4. 16th Avenue South
5. 4th Avenue South
6. 3rd Avenue North
7. 4th Avenue North
8. Seaview Street
9. Prince Resort Garage
10. Spring Street

The City Manager recommends the following to be designated as Premium Lots:

1. 46th Avenue South
2. 39th Avenue South
3. 17th Avenue South
4. 1st Avenue South
5. Main Street/Horseshoe

- 6. 15th Avenue North
- 7. 17th Avenue North
- 8. Sea Mountain Highway
- 9. 50th Avenue North
- 10. Cherry Grove Point

Recommended Action:

Approve or deny the ordinance on first reading

Reviewed by Department Head

Reviewed by City Manager

Reviewed by City Attorney

Council Action:

Motion By _____ 2nd By _____ To _____

ORDINANCE

**AN ORDINANCE TO ADJUST PARKING FEES IN
CITY-OWNED PUBLIC PARKING LOTS AND RIGHTS-OF-WAY.**

**BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF NORTH
MYRTLE BEACH, SOUTH CAROLINA, IN COUNCIL DULY ASSEMBLED, THAT:**

Section 1. There is authorized and adopted an adjustment to the parking fees in city-owned lots and rights-of-way to better align rates with demand and usage. City-owned public parking shall be designated by the City Manager as Value, Standard, or Premium based on current usage and demand patterns.

Parking rates shall be adjusted as follows:

- (a) Value Lots: Remain at \$2 per hour (no change).
- (b) Standard Lots: Increase from \$3 per hour to \$4 per hour.
- (c) Premium Lots: Set at \$5 per hour.

The differential pricing structure aims to encourage use of underutilized Value lots, better optimize usage across the parking system, and generate revenue to support parking infrastructure and maintenance. The City Manager shall review and adjust lot designations as needed to maintain alignment with demand.

Section 2. The above allocation shall be effective in accordance with accounting practices utilized by the City in the administration of General Fund monies.

Section 3. This ordinance becomes effective on the date of passage and supersedes any inconsistent ordinance(s).

DONE, RATIFIED AND PASSED, THIS _____ DAY OF _____, 2024.

ATTEST:

Mayor Marilyn Hatley

City Clerk

APPROVED AS TO FORM:

City Attorney

FIRST READING: 1.8.2024
SECOND READING: _____

REVIEWED:

City Manager

ORDINANCE: _____