



AGENDA ITEM COVERSHEET

PREPARED BY: Jeremy Hardison, Community Development Director

DEPARTMENT: Community Development

MEETING: Town Council – October 28, 2025

SUBJECT: **Text Amendment** discussion to amend Beach Services to address safety issues and ATVs on the beach.
Applicant: Town of Carolina Beach

BACKGROUND:

Staff learned at the August 2025 Town Council Retreat that Beach Services was the most dominant concern expressed to Town Council by community members, visitors, staff, and the actual beach service providers. The issues have been present for years but have continued to increase as the level of beachgoers increases. During the Town Council retreat the issues that had been expressed were identified:

1. Concerns about motorized vehicles on the beach. Speed, reckless operation, and operation outside the emergency travel lane.
2. Line of sight and access issues from guards not having clear view of the water due to structures erected on the beach (umbrellas, canopy's, shibumi, etc)
3. Unattended rigid structures on the beach. Umbrellas, canopies etc. Residents have expressed concerns after seeing reports of injuries at other locations during a waterspout or thunder squall.
4. Equitable Access issues. Residents and visitors often arrive to the public trust beach to find unattended umbrellas, canopies "staking out" the ridge in front of the high water mark.
5. Trash left on the beach.

After our staff leadership met with Town Council we met with the staff assigned to work on the beach from Police, Fire, Public Works, and Community Development. At this meeting we asked them to identify the issues they were having.

1. Safety Concerns with ATV's on the beach.
2. Trash from rentals on the beach.
3. Unmonitored/unused chairs
4. Visibility of the beach
5. Constant complaints. Enforcement and permitting staff would like more objective/cleaner regulations.

Our final group meeting was with the actual beach service providers. We gave them the top five issues:

1. ATV's

2. Visibility of lifeguards on the beach
3. Objective Enforcement
4. Trash on the Beach
5. Managing Inventory

While Beach Services provides a great amenity for beachgoers there are issues that are causing more and more user conflicts and safety concerns.

Based on the Council survey results staff incorporated the highest percentage of each category into the draft ordinance. Both are attached.

ACTION REQUESTED:

Give staff direction to bring back an ordinance for adoption at the November 12th Town Council meeting.