



AGENDA ITEM COVERSHEET

PREPARED BY: Gloria Abbotts, Sr Planner

DEPARTMENT: Community
Development

MEETING: Town Council – August 12, 2025

SUBJECT: Text Amendment to Chapter 28 – Watercraft, Beaches and Coastal Parks,
Article I to allow for power assisted beach carts for beach vending.
Applicant: Uncle Vinny's

BACKGROUND:

The applicant, Uncle Vinny's has applied for a text amendment for power assisted beach carts for vending on the beach strand.

The current ordinance allows for non-motorized carts on the beach strand. Motorized vehicles are only allowed at Freeman Park and must have a valid Freeman Park pass. Only 4x4 vehicles are allowed to vend in Freeman Park. No golf carts, gators, motorcycles, ATVs, trailers shall be utilized for beach services operations.

The proposed amendment allows for power-assisted carts to vend on the municipal beach strand. The power-assisted carts shall be electric powered only; they may not run on gas.

History

In 1996, the Town started to issue vending permits on the beach strand. Three vendors were allowed to rent umbrellas, sell ice cream, and sell frozen lemonade. In 2007, the ordinance was revised to limit the number of permits for the beach strand to 2. In 2011 there was a rewrite to the ordinance that allowed for a maximum of 5 municipal beach strand permits. Six permits were authorized in 2019. In 2023, Council approved a maximum of 10 beach vending permits.

TRC Review

Staff discussed the proposed text amendment at TRC and there were many safety concerns. Both Police and Fire are concerned with the business of the beach strand currently. If power-assisted carts are allowed, all 10 beach vendors will be permitted to use one. There are currently six UTV's permitted for beach services, six four-wheelers and one side by side used by Ocean Rescue. There are concerns about blocking the emergency lane and creating an increased response time in an

emergency. The overall goal of emergency personnel is less injuries on the beach. This creates one more thing for the beach ranger to manage. There are already issues with the speed of e-bikes and navigation through patrons on the beach. Staff are concerned that there could be mechanical issues with the carts and gas or oil that may spill on the wet sand area of the beach. Should the power assisted carts, if approved, be limited to specified accesses? What speed will the power assisted carts be able to travel up and down the beach?

ACTION REQUESTED:

Consider recommending approval or denial of the text amendment.

Staff recommends denial of the text amendment.

Included is a draft ordinance for Town Council's consideration. Town staff are concerned

- Beach strand is busy already
- Etc
- Etc

MOTION:

Motion for approval or denial of text amendment to Chapter 28, Article I.