

## **The Country Club Management Committee**

### **South Shore Country Club's Traffic and Parking Management Plan**

May 17, 2022

**Goal:** to execute a safe and efficient traffic and parking management plan for the South Shore Country Club (SSCC) to:

1. Ensure the safety of our guests to the Property, event attendees, neighbors, and the safety of the general public traveling to and into the site.
2. Create efficient flow of traffic and minimize impacts to the community.
3. Formalize the management of traffic and parking at the SSCC for all events.

#### **Available Parking at the South Shore Country Club**

The SSCC has 4 main parking lots:

Lot 1 The Upper Parking area has 43 number of spaces

Lot 2 The Pool Parking area has 74

Lot 3 The Main Golf Parking area has 118 number of spaces

Lot 4 The overflow parking area in the front field.

Additional Parking is available for Town employees and Raffael's in the maintenance yard and cart storage area. This area can be utilized once the maintenance building is completed.

#### **Ongoing Strategies to Manage Visits and Shift the Attendance from Peak to Off-Peak Times:**

The SSCC recognizes that during peak visitation periods (defined to mean 10:00 a.m. to 3:00 p.m. on Fridays, Saturdays, Sundays, and Holidays from Memorial Day through Labor Day, depending on weather) the management of traffic and visitation to the SSCC is critical in order to mitigate impacts on the community and provide a positive guest experience. To promote better mitigation, the SSCC shall utilize the following strategies:

1. SSCC staff at entrance to welcome guests and direct them on where to park.
2. Signage and wayfinding to direct guests to proper parking location. Visitors will be instructed to park based on which venue they are visiting.
3. Encourage use of carpools whenever possible including golf outings, parties and events
4. Stagger Scheduling program offerings to off peak hours whenever possible. Example (swim lessons will be prior to peak hours)
5. SSCC, Hingham Recreation and Raffael's will coordinate employee parking to create additional parking spaces for guests.

6. Weekly meetings to coordinate with Hingham Recreation and Raffael's on a parking strategy in advance of special events.
7. Use social media including the SSCC's website, and local facebook and twitter accounts to message in advance about lot closures, site updates, and challenges with parking availability.

**Tiered Events:**

**Tier One:** These are multiple events like Function events (weddings, bereavements or banquets), Swim meets or Golf Outings scheduled at same time. Weddings are scheduled outside the golf and pool peak hours of operation. There shall not be more than two events scheduled at the same time during peak hours. The parking and management strategies for all Tier One events shall be reviewed and coordinated with the Hingham Recreation and Raffael's.

Tier One Events/Programs		
Name/Description	Scale (maximum)	Frequency
Weddings/Restaurant	100 vehicles	10 to 15 per year, the times are generally outside pool peak hours
Golf Outings and Weekend Golf Operation	100 vehicles	Golf outings start at 1pm or 8am, Fridays or Mondays During Pool Operation 10 tournaments
Pool Operation Swim Meets	100 cars	2 to 3 times a year; these would be scheduled weekend mornings prior to restaurant operation

Notes: 1. There will be no parking outside the designated parking areas. In the event of a wedding SSCC staff will direct all visitors where to park throughout the day.

**Tier Two:** These are normal days of operation with an expected high demand for the services provided by the SSCC. Examples are warmer weather days with a full golf tee sheet, learn to swim programming at pool and a smaller event at function room.

Tier Two Events/Programs		
Name/Description	Scale (maximum)	Frequency
Bereavements	75 people/50 vehicles	2 to 3 per week M-F
Normal operation/ Learn to Swim	200 people/100 vehicles	Monday – Friday 7am-7:30pm
Golf normal operation	144 people/100 vehicles	Normal Daily Operation

1. All parking for Tier Two events shall be in the designated parking areas.

2. All buses will be required to park off site if necessary. Examples Hingham Recreation and High School Golf teams.

3. Tier Two Programs will not be scheduled concurrently or overlapping with Tier One programs.

4. Parking for Tier Two event will be designated in laid out parking areas.

**Staffing:** The South Shore Country Club shall bring on additional on-site staff the day of each event, scaled appropriately to the program needs. In advance of a Tier One the SSCC shall work directly with the Hingham Recreation and Raffael's at least one week prior to the event, to determine the appropriate number of SSCC personnel that are necessary based on the type of event and expected attendance level.

**Prior to all events:**

All notifications and announcements for the event shall include a statement on the prescribed parking arrangements appropriate to each event. This shall include:

1. Postings on the SSCC website and its social media accounts
2. Event listings will be coordinated
3. Postings on the on-site bulletin boards
4. These postings shall encourage carpooling

All notifications and announcements shall include a statement that parking is expressly prohibited outside of the property's parking facilities.

**Protocols for the South Shore Country Club:**

The South Shore Country Club golf course is open to the public from 6am till sunset. The Town of Hingham Pool would be open from 7 am to 7:30 pm, peak hours of operation would be between 11am to 3pm. As both the Golf Course and the Pool are weather dependent activities, communication with SSCC, Hingham Recreation and Raffael's is imperative for the parking plan to be successful. Each week the SSCC, Hingham Recreation (Pool Operator) and Raffael's will meet to review scheduled events and the weather to the develop parking and staffing needs for the following week. Parking protocols for the site shall include an on-duty parking coordinator who ensures that the visiting public has access to all of the four parking areas on the SSCC grounds. A sign shall be posted at the entrance to the property that states where visitors for each activity should park. Accommodations for the installation of security cameras shall be included with the plans for the pool construction.

**Annual Review:**

This traffic and parking management plan will be reviewed on an annual basis with the Hingham Police Chief or his designee and other Town Departments to review parking management procedures. Any proposed changes to the Frequency of Tier One and Tier Two events or modifications to this Traffic and Parking Management Plan shall require approval of the Planning Board and Zoning Board as applicable.

**Notes:**

SSCC will provide public notice through social media that visitors are expected to drive carefully to and around the South Shore Country Club and that parking within posted areas of the neighborhood may result in towing or ticketing. This shall be emphasized in special event notifications and announcements also.