



**The Town of Hilton Head Island
Regular Comprehensive Plan Committee Meeting
Monday, October 11, 2010
2:00 p.m. Conference Room 3
AGENDA**

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

- 1. Call to Order**
- 2. Roll Call**
- 3. Freedom of Information Act Compliance**
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 4. Approval of Agenda**
- 5. Approval of Meeting Notes** - Comprehensive Plan Committee Meeting of September 27, 2010
- 6. Unfinished Business** - None
- 7. New Business**
 - Review and Finalize List of Recommendations for Town Council's – 2011 Targets for Action, from review of the following:
 - Preliminary list of Recommendations from CPC's 9/27/10 meeting
 - Input the from Convergence Workgroup
 - Additional suggestions from Committee
 - Review Path Forward
 - Planning Commission to consider recommendations from CPC on November 3, 2010.
 - Final recommendations will be forwarded from the Planning Commission to Town Council
- 8. Action Items**
- 9. Next Meeting – TBD**
- 10. Adjournment**

Please note that a quorum of the Planning Commission or of Town Council may result if four (4) or more of their members attend this meeting.

Comp Plan Committee Meeting Notes
September 27, 2010
2:00pm
Conference Room Four Town Hall

Comp Plan Committee members present: Tom Crews, Loretta Warden, Terry Leary, Al Vadnais

Planning Commission members present: Thomas Lennox

Community Development Staff present: Shea Farrar, Jayme Lopko, Marcy Benson

- 1 • Chairman Crews called the meeting to order at 2:03pm.
- 2
- 3 • Meeting agenda was approved by general consent.
- 4
- 5 • Meeting notes from the September 13, 2010 meeting were approved by general consent.
- 6
- 7 • Chairman Crews opened discussion on the list of recommendations for Town Council's 2011 Targets
- 8 for Action
- 9
- 10 • Chairman Crews began the discussion by noting that Mr. Ennis was unable to attend the meeting but
- 11 had sent an email proposing that he synthesize the information using a synthesis process to identify
- 12 common threads running throughout the recommendations of the Task Force and the Town's
- 13 Comprehensive Plan that would result in additional input for the Committee to consider. This would
- 14 result in the need to move the Committee's next scheduled meeting on October 6th.
- 15
- 16 • Shea Farrar discussed the October 6th meeting and follow-up meetings that would result in a
- 17 recommendation from the Committee to the Planning Commission at the November 3rd Planning
- 18 Commission meeting.
- 19
- 20 • Mr. Vadnais questioned if the November 3rd date for recommendations being presented to the
- 21 Planning Commission was still firm.
- 22
- 23 • Shea Farrar clarified the meeting schedule noting there would be one more committee meeting prior
- 24 to presenting recommendations to the full Planning Commission.
- 25
- 26 • Mr. Vadnais noted the November 3rd Planning Commission meeting date may not provide enough
- 27 time for the Planning Commission in the event there are any changes to the recommendations.
- 28
- 29 • Shea Farrar noted the Town Council annual workshop dates are December 9, 10, and 11 and that
- 30 information should be provided to Town Council as much time in advance of the workshop as
- 31 possible.
- 32
- 33 • Mr. Vadnais stated he would like to reserve using the November 17th Planning Commission meeting
- 34 date to make the final recommendation if necessary.
- 35
- 36 • Mr. Crews then continued the discussion of priorities for action over the next year that the Committee
- 37 should recommend to the Planning Commission for consideration when making a final
- 38 recommendation to Town Council.
- 39
- 40 • Shea Farrar stated that staff had reviewed the recommendations of the Task Force and the
- 41 Comprehensive Plan for commonalities in order to develop the information provided to the
- 42 Committee and asked if there were any issues not mentioned in staff's recommendation that the
- 43 Committee members would like to add to the discussion.

- 44 • Mrs. Warden noted she was comfortable with the information provided but did have additional
45 considerations.
- 46
- 47 • Mrs. Leary indicated she was not necessarily in favor of creating new commissions or committees
48 which many of the recommendations of the Task Force include.
- 49
- 50 • Mrs. Warden stated that when she reviewed the information provided by staff, she began by looking
51 for actions recommended by the 2010 Comprehensive Plan Vision Booklet that came together or
52 overlapped with Task Force recommendations. She looked for categories that would frame a priority
53 issue while considering actions that would make a difference in the community that could be
54 accomplished in the next 1-2 years. Her first two recommendations were to improve technology
55 infrastructure and develop an Island Master Plan. The need for improvements in technology
56 infrastructure was identified by both the Planning Commission through the Comprehensive Plan and
57 the Task Force recommendations as a way to make the Island a more desirable place was of critical
58 importance. The Island Master Plan should include the entire Island and identify Town owned
59 properties, undeveloped and underutilized properties, preservation properties, priority/re-development
60 properties. The information resulting from such a plan could assist the Town in making policies
61 decisions related to many of the issues the Town currently faces, such as defining areas for
62 redevelopment. The plan could also be used to help identify areas that workforce housing might be
63 considered. She then noted that there are numerous references in the recommendation of the
64 Comprehensive Plan and the Task Force that address the activities of the Chamber, quality of
65 education on the Island and the formalization of an economic development entity on the Island. The
66 Committee could consider a recommendation that the Town work collaboratively with the Chamber
67 to review the brand image being marketed for the Town to make sure that the Town and the Chamber
68 are on the same page. A discussion of economic development related recommendations began.
- 69
- 70 • Regarding one of the Task Force recommendation to establish an “Angel Fund” to help start up
71 businesses on the Island, Mr. Lennox stated that an “Angel Fund” helps to startup companies by
72 providing the equity needed for financing. He also noted that the Town would have to make locating
73 here more appealing to existing and potential businesses.
- 74
- 75 • Mr. Crews stated that public policy should be aligned with improving the economic base of the Island
76 and specifically for small businesses and opened the discussion to the members of the public
77 attending so the Committee could benefit from their input as well and a discussion began regarding
78 the various recommendations related to improving the Island’s economy. The community already
79 offers a desirable quality of life; however there are issues that must be addressed such as the economy
80 and quality of education, which attracts potential businesses to the Town. The affluence on the Island
81 also creates opportunities for the community that would otherwise typically be found in much larger
82 areas, such as an “Angel Fund”. The brainpower in the retirement community on the Island is also an
83 opportunity. Many retirees on the Island would like to invest in second careers and the Town must
84 create an environment that makes that possible.
- 85
- 86 • Mr. Vadnais stated that we should not forget the gated communities. They should be involved in the
87 overall community.
- 88
- 89 • Mr. Lennox stated that we must address decreased revenues and increasing costs when considering
90 the economy. He discussed an example program called LERTA (Local Economic Revenue Tax
91 Assistance) where the assessed value of improvements made to commercial property is phased in
92 over 10 years rather than immediately when the improvements are made.
- 93
- 94 • Mrs. Warden noted that her recommendation for an Island Master Plan could be of benefit in setting
95 the policies related to many of these efforts. She then pointed out that the Committee should also
96 consider the recommendations of the Parks and Recreation Commission, such as the sailing and
97 rowing center and the bicycle friendly communities, which could also help to improve the desirability
98 of the Island as a place to live and visit.

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- Marcy Benson discussed the Town being designated as a Bicycle Friendly Community and informed the Committee that the Chamber and the Town are working with private citizens to pursue this designation. An application workshop will be held on October 20th.
- Mrs. Leary stated that she would also like to consider Comprehensive Plan Recommendation # 13 on the information staff provided emphasizing multi-modal pathways.
- Mr. Crews stated that we have to leverage our legacy and, when we talk about new things, we should consider what would renew that brand image.
- Mr. Lennox mentioned the benefits financing options that are made available for projects completed through a redevelopment authority.
- Mr. Crews stated that we need to align the public sector and the private sector.
- Mr. Vadnais noted that we should encourage public priorities that are in line with the private sector.
- Mrs. Warden questioned how much of the Town's difficulty in aligning with the private sector resulted from the South Carolina tax structure and a brief discussion was held on the matter.
- Mrs. Leary stated that a Charter School for Island employees could possibly make the Island more desirable.
- Mr. Crews stated that the Town should help create a private sector friendly environment to stimulate investment in the Island and reviewed the recommendations that had been discussed by the Committee thus far.
- The Comprehensive Plan Committee agreed that these were starting points for recommendations to Planning Commission. The recommendations included:
 - Improve Technology Infrastructure.
 - Island Master Plan to include the entire Island with Town owned properties, undeveloped and underutilized properties, preservation properties, priority/re-development properties and use housing data within the master plan to develop a tool for addressing workforce housing.
 - Recommend a Town Council goal to work with the Chamber of Commerce on specific needs.
 - Align or redefine Town goals with an Angel fund/private investment.
 - Stimulate/facilitate private sector investment and Town ordinances and policies.
 - Set priorities of public sector that encourages private sector to invest in redevelopment.
- Shear Farrar noted October 11th will be the next Comprehensive Plan Committee meeting.
- Chairman Crews adjourned the meeting at 3:49pm.

Memo

To:	Comprehensive Plan Committee
VIA:	Shawn Colin, AICP, Comprehensive Planning Manager
FROM:	Shea Farrar, Senior Planner
Date:	October 6, 2010
Re:	Town Council 2011 Targets for Action Recommendations

Staff Recommendation

Staff requests the Comprehensive Plan Committee forward a list of recommendations based on review of the Comprehensive Plan, Task Force Report, recommendations from the Parks and Recreation Commission, and other sources to the Planning Commission, outlined in Attachment “A”. Upon review and acceptance by the Planning Commission, a final list of recommendations should be forwarded to Town Council to consider including in the 2011 Targets for Action.

Review and Recommendation Process

Meeting One: On September 13, 2010, the CPC met and developed the process for review and recommendation to the Planning Commission regarding Town Council’s 2011 Targets for Action.

Meeting Two: On September 27, 2010 the CPC met to review staff’s recommendations for Town Council’s 2011 Targets for Action and developed the following list of preliminary recommendations in addition to staff’s recommendations:

1. Improve Technology Infrastructure.
2. Island Master Plan to include the entire Island with Town owned properties, undeveloped land, underutilized properties, preservation properties, priority/re-development properties and use housing data within the master plan to develop a tool for addressing workforce housing.
3. Recommend a Town Council goal to work with the Chamber of Commerce on specific needs.
4. Align or redefine Town goals with an Angel fund/private investment.
5. Stimulate/facilitate private sector investment and Town ordinances and policies.
6. Priorities of public sector that encourages private sector to invest in redevelopment.

Following this meeting, staff met with CPC Chairman, Mr. Tom Crews and CPC member, Mr. Terry Ennis, to conduct a meeting through which the converging themes from the 2010 Comprehensive Plan and Task Force planning efforts were identified. These themes were then combined with the preliminary recommendations from the CPC at the September 27th meeting. This exercise resulted in the recommendations contained in Attachment “A”.

Meeting Three: On October 11, 2010 the CPC will meet to review and approve final recommendations to forward to the Planning Commission for consideration during their November 3rd meeting. Upon review and acceptance by the Planning Commission, a final list of recommendations should be forwarded to Town Council to consider including in the 2011 Targets for Action.

Attachment “A”

Comprehensive Plan Committee Recommended 2011 Targets for Action

A. Develop and formalize economic development strategy to regenerate the local economy:

The Town should establish an official economic development program that fosters a spirit of cooperation between the public and private sector to promote, advocate and facilitate development of business opportunities. This could involve the establishment of a Town economic development entity or an integrated approach with existing economic development groups. The strategy for calendar year 2011 should focus on (1) enhancing access to technology infrastructure to include latest generation, Island wide, high speed broad band capability, as it has become an essential basic infrastructure requirement of the Island’s resort, residential and business community. Work with providers to wrap the island with the highest possible speed wireless services. Work now with local providers to install highest possible speed wired fiber network and expand Wi-Fi hotspots to all town parks. (2) establishing public private partnerships, and (3) considering expansion of the Land Acquisition program to advance economic development initiatives.

B. Develop and formalize redevelopment strategy:

The Town should outline a program for redevelopment that includes targeting investment within the current TIF (Tax Increment Finance) Districts, but also consider expansion of priority areas beyond the TIF Districts as they are due to expire at the end of 2014. The program should include clear objectives for redevelopment and communicate public commitments, incentives, priorities and revitalization options available to property owners, business owners and investors who may then choose to reinvest in these areas. Although several areas on the Island could benefit from these efforts, reinvestment in the Coligny Area should be prioritized, due to its potential for greatest leverage, its popularity and current location within a TIF District. Create a pedestrian focused entertainment, beach access, shopping, dining and festival center. Apply concepts and lessons learned to other targeted areas – create more centers. In order to improve the relationship with the business community, Town ordinances, policies and procedures should be crafted to stimulate private sector investment. In the simplest terms, steps should be taken to encourage and facilitate private sector investment consistent with island Core Values. Use this vehicle to focus revitalization efforts. Find a new source of funds to buy land for reassignment of density or to attract the right developer to a key site. Be about continuous improvement: always be improving our amenities and our resort properties. Find ways to facilitate this.

C. Reinforce the Island’s legacy of environmental stewardship:

The Town should establish a comprehensive strategy for environmental initiatives to help reinforce the Island’s position as a leader in environmental stewardship. Continuing to evaluate and institute environmental sustainability options, policies and practices will help strengthen the Island’s position as a leader in environmental stewardship, enhance long term economic and environmental sustainability and attract “green” businesses and “green oriented” travelers to the Island. This could involve establishing a “Sustainability Advisory Committee” or an integrated approach to reviewing and instituting sustainability within the community. Efforts in 2011 should focus on pursuing a designation from the Audubon International Society as a “Sustainable Community” and Island-wide recycling.

D. Position Hilton Head Island as an arts, cultural and historic destination:

The Town should continue to pursue advancement and expansion of arts, historic and cultural programs and experiences on the Island though acknowledging the rich and significant history of the Island, investing in the growing arts community and increasing the exposure of the Island's many assets. Strides should be made to expand cultural opportunities through performing arts, recognition of historical and cultural sites and through supporting intellectual and cultural learning for all ages. Tap the potential of Mitchelville and the Gullah Culture. Start small at Fish Haul Park. Link to the Gullah/Geechee Corridor. Pursue the ideas of Community Vision. Target Shelter Cove as an arts and culture center. Support the Arts Center, the Coastal Discovery Museum, and the Gullah Museum concept. In addition, projects such as the Mitchellville Museum, Cancer Survivor's Park and Public Art Expo should have continued support over the next year.

E. Reinforce and promote our heritage and what makes Hilton Head Island unique: (beach, pathways, recreation, golf, tennis, road, air, and water access, environmental stewardship, Heritage golf tournament and other special events.)

The Town should continue to strengthen its core values and build on the heritage that makes the Island such a unique place to live and visit and work. The extraordinary natural beauty found along the Island's waterways and beaches, the diversity of wildlife, development that blends with nature and abundant recreational amenities are the foundation upon which a very active and caring citizenry has been built. This was not by chance, it was by vision. The continuation and enhancement of the vision for the Island's is necessary. Embrace tourism by recognizing that it is our life blood and that it feeds our real estate market. Boost the marketing budget. Encourage not just visitation but living and working here. Create a hospitality culture: from toddler to octogenarian, everyone should be an ambassador for the Island. Securing funding for beach renourishment projects as well as the Heritage golf tournament must take priority in the coming year. These are critical to the Island's appeal. Along with these efforts, the Town should also strengthen marketing efforts in conjunction with the Chamber of Commerce and advocate for improved access to Hilton Head Island by supporting the extension of Bluffton Parkway to I-95, advocate for widening I-95 and I-26 throughout the State and to improve traffic flows on US278. Have a viable local airport and always be able to accomplish a timely evacuation.

F. Continue to develop new and unique experiences for Island residents and visitors:

Hilton Head Island should continue to reinforce its position as a Town that offers exceptional community health and wellness, outstanding recreational facilities and programs, unmatched environmental sensitivity, and planning and design focused on developing unique experiences and sense of discovery. Community support should include a growing, prosperous and socially integrated middle class through innovative solutions to obtainable housing, addressing housing issues through a systemic approach that integrates other elements such as economic development, transportation and land use. Assure that housing and service options meet the needs of a diverse residential population and document current public and private services and identify future needs for residents "aging in place". Use redevelopment as a tool for increasing workforce housing units in number and in quality.

G. Support the nine (9) recommendations of the Parks and Recreation Commission for consideration in the 2011 Targets for Action:

Roll forward five (5) items from the 2010 work program listed below:

- Plan for Coligny Area including expansion of Beach Park
- Port Royal Beach Restoration
- Recreation Center and Aquatic Facilities Direction
- Chaplin Linear Park and Boardwalk Funding
- Prioritize Pathway Links along William Hilton Parkway

Include two (2) items currently being worked on by town staff and will have implications on the 2011 work program:

- Bicycle Friendly Community Designation
- Rowing and Sailing Center Development

The final two (2) recommendations, related to parks and recreation from the Recreation Element of the Comprehensive Plan, are:

- Formalize a Parks Maintenance Agreement with Beaufort County
- Prioritize pathway links to activity areas including parks and recreation areas.