



**The Town of Hilton Head Island
Regular Comprehensive Plan Committee Meeting
Monday, September 27, 2010
2:00 p.m. Conference Room 4
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 13, 2010
- 6. Unfinished Business** - None
- 7. New Business**
 - Develop/Discuss Preliminary List of Recommendations for Town Council's – 2011 Targets for Action, from review of the following:
 - 2010 Comprehensive Plan and Intro and Vision Booklet
 - Final Task Force Report
 - Parks and Recreation Commission recommendations
 - Other
 - Outline process for selecting strategies
- 8. Action Items**
- 9. Next Meeting – October 6, 2010 at 10:30am**
- 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 13, 2010
2:00pm
Conference Room Three Town Hall

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

Planning Commission members present: Thomas Lennox, Charles Young

Community Development Staff present: Shawn Colin, Shea Farrar, Jayme Lopko

- 1 • Chairman Crews called the meeting to order at 2:00pm.
- 2
- 3 • Meeting agenda was approved by general consent.
- 4
- 5 • Meeting notes from the April 7th meeting were approved by general consent.
- 6
- 7 • Chairman Crews opened discussion on the implementation of the 2010 Comprehensive Plan.
- 8
- 9 • Mr. Vadnais pointed out the implementation of the Plan must be linked to the Capital Improvements
- 10 Program.
- 11
- 12 • Shawn Colin reviewed the existing process for recommendations by the Planning Commission for the
- 13 Town's Capital Improvements Program and for recommendations to Town Council for their annual
- 14 workshop. Since the Plan was just adopted, the method of recommendations is not changing this year
- 15 but the Committee can anticipate a transition the next year to a better coordinated process.
- 16
- 17 • Chairman Crews discussed the importance of the Plan being a living document.
- 18
- 19 • Mr. Vadnais recommended the Commission select issues with immediacy for recommendation to
- 20 Town Council.
- 21
- 22 • Chairman Crews suggested that focus should be on big picture issues, for example obtainable
- 23 housing, form-based codes and the ability to build accessory dwelling units in relationship to Planned
- 24 Unit Developments and restrictive covenants.
- 25
- 26 • Mr. Vadnais affirmed that we must amend the Land Management Ordinance.
- 27
- 28 • Chairman Crews discussed how the existing LMO was developed with the purpose of slowing and
- 29 managing growth. He suggested that, because the issues for the Town are changing, what it is that we
- 30 want to accomplish should be determined first and then followed by a review of the LMO to establish
- 31 what road blocks currently exist and should be addressed. The relationship of the Planned Unit
- 32 Developments was mentioned and the question was posed as to how they would relate to any
- 33 regulatory changes.
- 34
- 35 • Mr. Vadnais questioned if the Planned Unit Development communities would want to participate in
- 36 changes to the Land Management Ordinance.
- 37
- 38 • Chairman Crews suggested that the Committee recommend to the Planning Commission the bigger
- 39 picture issues raised in the 2010 Comprehensive Plan that the Committee feels are doable.
- 40
- 41 • Mr. Vadnais asked if the Committee should assign specific chapters of the Plan to Committee
- 42 members for review and recommendation of what should be considered by the Committee from those
- 43 chapters at the next meeting.

- 44 • Mr. Crews expressed the importance in involving the public in the implementation of the Plan.
45
- 46 • Mrs. Warden suggested that developing a recommendation could be accomplished through the review
47 of the 2010 Comprehensive Plan, predominately the Vision Booklet, by comparing it with the
48 recommendations of the Mayor’s Task Force for the Island’s Future’s Final Report to determine what
49 crossover recommendations exist and focus on reviewing those items.
50
- 51 • Mr. Vadnais suggested focusing on the Vision Booklet may be limiting because it does not include all
52 issues addressed in the plan; however, he noted that most are addressed.
53
- 54 • Chairman Crews noted that the recommendations in the Vision Booklet link different elements
55 together.
56
- 57 • Mrs. Leary followed with comments regarding the issue of garage apartments and suggested that if
58 permitted they have the potential of supporting aging in place. She also suggested that from her
59 experience there is an interest from people in Planned Unit Developments to be more active in the
60 larger community.
61
- 62 • Shawn Colin stated that, to assist the Committee, staff will review the Comprehensive Plan and the
63 Task Force Report and provide the Committee with a list of potential recommendations to consider as
64 part of their review. Issues identified should focus on those that can be addressed in a 1-2 year
65 timeframe.
66
- 67 • Mrs. Warden suggested that staff provide a recommendation to the Committee on September 27th
68 with the purpose of formalizing a draft list prior to the next meeting of the Committee, which would
69 be to finalize the list. The Committee’s recommendation should be presented to the Planning
70 Commission by the beginning of November to allow the Planning Commission to forward its
71 recommendations to Town Council a month in advance of their annual workshop.
72
- 73 • Chairman Crews requested that the Committee meet on September 27th and then on October 6th after
74 the Planning Commission meeting. He also questioned staff about involvement in the form-based
75 code efforts of Beaufort County.
76
- 77 • Shawn Colin informed the Committee that Town staff has been involved in the discussion with the
78 County regarding the County’s form-based code efforts.
79
- 80 • Chairman Crews adjourned the meeting at 3:04.

Memo

To:	Comprehensive Plan Committee
VIA:	Shawn Colin, AICP, Comprehensive Planning Manager
FROM:	Shea Farrar, Senior Planner
Date:	September 13, 2010
Re:	Town Council 2010 Targets for Action Recommendations

Staff Recommendation:

Staff reviewed and outlined recommendations from the Mayor’s Task Force Final Report (TF) and 2010 Comprehensive Plan (CP). From this review, six categories were developed. Please see Exhibit “A”, which shows these categories with the supporting recommendations from each document.

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 will meet to review staff’s recommendations for Town Council’s 2011 Action Items. Please come prepared to discuss staff’s recommendations and other review documents to develop a preliminary list of issues and projects for consideration by the Planning Commission in November.

Meeting Three: On October 6, 2010 the CPC will meet to finalize a list of recommendations to forward to the Planning Commission. Prior to this meeting, staff will provide a draft of the Committee’s preliminary list of issues, projects, and recommendations. Please come prepared to finalize recommendations.

Exhibit “A”
Task Force Report and 2010 Comprehensive Plan Vision Booklet
Categories and Supporting Recommendations

A. Develop and formalize economic developments strategy:

TF 5: Establish an Island “Economic Development Leadership Commission” to promote, advocate and facilitate development of new business opportunities. At the outset this may be a task force with the goal of recommending to the Town and County the most effective structure for stimulating economic diversification. In the long term, this effort may include the addition of a permanent Town staff position to collaborate with county, state and regional economic development agencies.

TF 6: Establish a private sector sponsored venture capital fund called “The Hilton Head Island Angel Fund” to kick-start business ventures. The island is fortunate to have the potential of having its own “Angel Fund” and the experience and knowledge to run it. This effort would send a strong message to prospective businesses and entrepreneurs and set the island apart from other communities.

TF 8: Enhance access to technology and improve technology infrastructure. Access to technology has become an essential basic infrastructure requirement of the Island’s resort, residential and business community. All three economic drivers depend on and will benefit from improved access to technology infrastructure.

CP 1: Continue public investment and public policies to maintain a vibrant economy in order to assure that the Town can continue to be a steward and protector of its land, waters and special heritage. (ED, NR, LU, CF, PI, CR)

CP 6: Attract the prosperous and growing telecommuting market by improving mobile telecommunication technology and sensitive development of the local airport. (ED, CF, TR)

CP 7: Develop a “Center for Economic or Small Business Excellence” through collaboration with regional schools (USCB, TCL), Chamber of Commerce, and other organizations to attract and retain potential local successful entrepreneurs in an effort to renew and grow the Island’s retail and service economy. (ED, CF, PI)

CP 20: Evaluate the policies of the Land Acquisition Program in light of the approaching community build out and maturity. (ED, CF, HO, NR)

B. Develop and formalize redevelopment strategy:

TF 2: Create an Island Master Plan to identify priority revitalization and investment zones and areas suitable for “village center” redevelopment. This master plan will clearly communicate public commitments, incentives, priorities and revitalization options available to property owners, business owners and investors who may then choose to redevelop.

TF 3: Institute Town ordinances, policies and procedures that stimulate private sector investment. In the simplest terms, steps should be taken to encourage and facilitate private sector investment consistent with island Core Values.

TF 4: Create a “Redevelopment Authority” or “Community Development Corporation” to devise and promote revitalization programs identified by the Island Master Plan mentioned above. This

autonomous or semi-autonomous body will be created to facilitate effective and timely revitalization of key 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 epicenter qualities.

CP 8: Support development and redevelopment concepts and architectural styles that promote Island and community character while preserving the culture, history and natural environment. (NR, LU, CR)

CP 10: Creating incentives for redevelopment that encourage diversity in housing cost and transportation modes to provide opportunities for the work force to reside on the Island. (HO, TR, POP, ED, LU)

CP 20: Evaluate the policies of the Land Acquisition Program in light of the approaching community build out and maturity. (ED, CF, HO, NR)

C. Reinforce Island's position as leader in environmental sustainability:

TF 7: Appoint a "Sustainability Advisory Committee" to identify, explore and promote environmental and "sustainability" options, policies and practices. The Advisory Committee will consist of representatives from the public and private sectors. The purpose of the committee would be to strengthen the Island's environmental leadership position, enhance long term economic and environmental sustainability and attract "green" businesses and "green oriented" travelers.

CP 11: Preserve wildlife habitat in wetlands, creeks, corridors, buffers, dune systems and forests for aesthetic appeal and for our economy. (NR, ED)

CP 12: Protect the coast for future sustainability, recognizing natural hazards of the coastal environment, with Town actions and advocacy at other levels of government. (NR, LU, CF)

CP15: Educate residents, visitors and businesses about recycling options that provide positive impacts on environment and economy. Provide cost effective and efficient recycling and disposal systems. (NR, ED)

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

CP 3: Acknowledge the rich and significant history of the Island, including the heritage and legacies of the Native Island community which might be capitalized upon by development of a "Center for Gullah Studies". (CR, ED)

CP 5: Encourage the developing and growing arts community in its effort to make the Town a prestigious and nationally known arts destination for visitors and residents alike, possibly through a "Center for the Arts". (ED, CR, CF, PI)

CP 17: Build on the successful events/festival models to promote the Island's economy and increase exposure of the Island's many assets. (ED, PI)

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

TF 1: Enhance the long-term position of the Heritage Classic Golf Tournament with short term public support to help bridge the gap while promoting and supporting PGA efforts to seek long term private sponsor. This is a high priority due to the tournaments estimated \$80 million impact and visibility to the community.

TF 9: Increase funding for and coordinate the messages of resort and retirement marketing. The intent is to reinforce the “island message” while stimulating demand for real estate, accommodations and services. With increased occupancy and stronger balance sheets, private sector reinvestment is more likely.

TF 11: Become the preferred hospitality destination for youth and adult learning by developing great historical and cultural sites and by building a center for the performing arts and intellectual and cultural activities. These endeavors underscore the community’s commitment to its core values and will be most appealing to residents and guests who share those same values.

CP 2: Protect the unparalleled natural assets of pristine beaches, green spaces, parks, trees, and waterways for future generations through sensitive Town governance and by recognizing and rewarding protective measures. (NR, LU, POP, CF, PI, ED)

CP 8: Support development and redevelopment concepts and architectural styles that promote Island and community character while preserving the culture, history and natural environment. (NR, LU, CR)

CP 13: Promote the multi-use pathway system for use by residents, visitors and work force and continue building connections to other pathways, parks, commercial and residential areas and potentially off-Island pathway connections. (TR, ED, REC, CF, PI, LU)

CP 17: Build on the successful events/festival models to promote the Island’s economy and increase exposure of the Island’s many assets. (ED, PI)

CP 18: Cooperate with Chamber of Commerce and others to promote the Island as a premier meeting and event destination for corporations and businesses. (ED, PI)

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

TF 10: Establish a “Hilton Head Island Institute” for the study of community health, wellness, lifestyle, ecology, planning and design where experience, theories and knowledge are shared and leveraged for the benefit of this and other communities. An institute, dedicated to enhancing communities, would, by association, elevate Hilton Head Island’s reputation as an extraordinary and desirable place to live and visit. But, more importantly, it would institutionalize the island’s leadership in community planning and keep “Quality of Life” in the forefront of island thinking.

TF 11: Become the preferred hospitality destination for youth and adult learning by developing great historical and cultural sites and by building a center for the performing arts and intellectual and cultural activities. These endeavors underscore the community’s commitment to its core values and will be most appealing to residents and guests who share those same values.

CP 4: Revitalize the effort to attract both residential and retiree growth with efforts directed to assisting the residential community to “age in place” understanding that as the community ages and needs change, housing and service options must facilitate these needs. Consider the successful “Center for Creative Retirement” model in Asheville, N.C. (ED, HO, LU, POP, CF, REC, PI)

CP 9: Encourage a growing, prosperous and socially integrated middle class by creative and varied solutions to obtainable housing, addressing housing issues through a systemic approach that integrates other elements such as economic development, transportation and land use. (HO, ED, TR, POP, LU, PI)

CP 14: Encourage expansion of private shuttle systems to reduce trips on Island roads and to encourage private enterprise. Consider the potential for coordination with public transportation routes. (TR, CF, PI, ED)

CP 16: Assure higher and continuing education opportunities for citizens with emphasis on opportunities that match the specific needs of our local population and economy (resort services, culinary arts, recreation, hospitality, health care, education). (ED, CF, CR, PI)

CP 19: Maximize the Island’s water geography by considering expansion of water based transportation and recreation. (TR, REC, CF, ED, NR)



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Comprehensive Plan Committee
VIA: Shawn Colin, *Comprehensive Planning Manager*
FROM: Marcy Benson, *Senior Grants Administrator*
DATE: September 14, 2010
SUBJECT: Parks and Recreation Commission Recommendations for Town Council's 2011 Targets for Action

Recommendation:

Staff requests the Comprehensive Plan Committee include recommendations forwarded by the Parks and Recreation Commission in the Comprehensive Plan Committee's recommendation to the Planning Commission for consideration by Town Council when developing its 2011 Targets for Action.

Summary:

Based on the Recreation Element of the 2010 Comprehensive Plan the Parks and Recreation Commission developed a list of nine (9) recommendations related to parks and recreation for Town Council to consider addressing in the "Targets for Action" during the 2011 calendar year

Background:

The Parks and Recreation Commission met on September 9, 2010 to review the Recreation Element of the 2010 Comprehensive Plan. At this meeting a short list of nine (9) recommendations related to parks and recreation was developed and approved for recommendation to Town Council for consideration when developing its 2011 Targets for Action.

The nine (9) recommendations include rolling 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

The remaining four (4) recommendations 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.

This memo lists the nine (9) items the Parks and Recreation Commission has chosen to forward for recommendation to Town Council. This list is presented to the Comprehensive Plan Committee for review and inclusion with its recommendations to the Planning Commission. This list will assist the Planning Commission in developing recommendations to present to Town Council for consideration when developing the 2011 Targets for Action.