



**The Town of Hilton Head Island  
Planning Commission  
Comprehensive Plan Committee Meeting**

**Wednesday, September 19, 2012  
1:00 pm in Conference Room Four**

**AGENDA**

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**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 for August 22, 2012.**
- 6. Old Business**
- 7. New Business**
  - A. Refine preliminary list of recommendations for Town Council's Targets for Action for 2013.
- 8. Action Items**
- 9. Next Meeting - TBD**
- 10. Adjournment**

**Please note that a quorum of Planning Commission or of Town Council may result if a majority of their members attend this meeting.**

Comp Plan Committee Meeting Notes  
August 22, 2012  
1:00 PM  
Conference Room Four Town Hall

Comprehensive Plan Committee Members present: David Bennett, Terry Ennis (Chairman), Tom Lennox, Gail Quick, Bryan Hughes

Planning Commissioners present: Alex Brown, Barry Taylor, Jack Docherty

Community Development Staff present: Shea Farrar, Shawn Colin

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- 1 • Chairman Ennis called the meeting to order at 1:00 pm.  
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3 • Meeting agenda was approved by general consent.  
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5 • Meeting notes from the March 7, 2012 meeting were approved by general consent.  
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7 • Chairman Ennis introduced the first agenda item: A Review of progress updates on last year's  
8 recommendations to Town Council for 2012 Targets for Action. Targets for Action are annual goals  
9 adopted by Town Council for what the Town should accomplish over the course of the next year. In  
10 the process of developing these goals, Town Council considers the recommendations of the Planning  
11 Commission based on the Town's Comprehensive Plan and other relevant sources. The  
12 Comprehensive Plan Committee takes the lead in drafting recommendations for the Planning  
13 Commission to consider. After the recommendations are finalized by the full Planning Commission,  
14 they are provided to Town Council.  
15  
16 • Chairman Ennis also explained the process through which the recommendations have been developed  
17 in the past, including a brief history of the planning process through which the 2010 Comprehensive  
18 Plan was developed. All of these efforts included input from various community groups and  
19 organizations conducting similar efforts to the Town. Today will be a review of the progress made on  
20 last year's recommendations to begin identifying additional actions that are needed on those goals and  
21 any new issues that have arisen.  
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23 • Chairman Ennis requested that Committee members identify any items that are missing from the list  
24 and reminded the Committee that items identified should be actionable and reasonably fit into next  
25 year's work program.  
26  
27 • Shea Farrar began an overview of the updates on last year's goals and Shawn Colin provided  
28 additional input with details on current work efforts.  
29  
30 • Last year, two primary goals were identified: "Economic Development and "Enhance the Island  
31 Brand (emphasis on history, environment, recreation, arts and culture, access and quality of life).  
32 Each included associated Key Strategies and Specific Action Steps for 2012. A number of potential  
33 efforts were identified that needed more work.  
34  
35 • Relative to Economic Development the Committee discussed redevelopment the and the reduction in  
36 the amount of underutilized commercial space on the Island. Approximately 23% of commercial  
37 properties have vacancies on the Island. The redevelopment of the Coligny area followed.  
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39 • It has been proposed that the Town partner with The University of South Carolina at Beaufort to  
40 locate hospitality oriented teaching space on Town property in the Coligny area. TIF funding would  
41 be used. Comments regarding the appropriateness of the location were discussed. Some felt that the  
42 Shelter Cove area might be a better location, but others preferred Coligny.  
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- 44 • Mr. Shawn Colin suggested that this was an example of when a new goal might be identified if the  
45 Committee feels this should be evaluated in a particular manner.  
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- 47 • Chairman Ennis stated that what is missing is an analysis of the market segments driving the  
48 economy of the Coligny area. That could be used to help identify what segments are missing and  
49 allow Town Council to make knowledge based decisions on the type of development that is most  
50 suitable.  
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- 52 • Mr. Hughes suggested that synergy is needed among the uses for the best results.  
53
- 54 • Another Key Strategy identified for future efforts was determining the viability of workforce  
55 education for the knowledge based economy. Chairman Ennis noted that recommended Specific Steps  
56 for 2012 included exploring options for USCB and other knowledge groups by establishing a small  
57 work group to present recommendations to Town Council. This was identified along with creating a  
58 database of organizations and skills in support of the effort had not been completed.  
59
- 60 • Mrs. Quick noted that more information was needed on opportunities for workforce education related  
61 to healthcare, which was included as a focus element along with hospitality in this strategy.  
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- 63 • Developing an affordable housing program was also one identified as a Key Strategy needing more  
64 work. It was noted by Mrs. Quick that last year's recommendation was to task the Comprehensive  
65 Plan Committee with developing options to consider in the LMO rewrite process, but the LMO  
66 rewrite may not be enough. It will provide some opportunities, but cannot fully address the issue.  
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- 68 • Mr. Bennett noted the need for other types of incentives.  
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- 70 • Committee members agreed that there was a need to get more information on concepts and options  
71 related to affordable housing.  
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- 73 • Mr. Lennox expressed the need for more work to be done on the Key Strategy related to make Hilton  
74 Head Island both a superior and desirable place to "age in place". It was noted that the existing Key  
75 Strategy for "aging in place" was not measurable and should be reworded.  
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- 77 • The Committee also identified the need to address transportation alternatives associated with "aging  
78 in place" as well as other opportunities for transit services.  
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- 80 • Chairman Ennis concluded the discussion by asking that any additional input be provided before the  
81 next meeting.  
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- 83 • The Committee scheduled their next meeting for September 19, 2012 at 1:00 PM in conference room  
84 four.  
85
- 86 • Chairman Ennis adjourned the meeting at 2:58 pm.

# Memo

TO:	Comprehensive Plan Committee
VIA:	Shawn Colin, AICP, Comprehensive Planning Manager
VIA:	Shea Farrar, Senior Planner
FROM:	Terry Ennis, Chairman , Comprehensive Plan Committee
Date:	September 12, 2012
Re:	Town Council 2013 Targets for Action Recommendations

The following information outlines the process for the Comprehensive Plan Committee to develop recommendations for the Planning Commission to consider for Town Council's 2013 Targets for Action.

## **Review and Recommendation Process:**

*Meeting One:* On August 22, 2012, the CPC met and reviewed the Planning Commission's recommendations from the Town Council's 2012 Targets Action. The Committee also discussed the need for additional work on a number of the recommendations from last year. Chairman Terry Ennis requested that any additional input be provided via email prior to the next meeting. Chairman Ennis and staff will meet to review the information and develop input for the Committee to consider at the September 19<sup>th</sup> meeting.

*Meeting Two:* On September 19, 2012, the CPC will meet a second time to review draft recommendations for Town Council's 2013 Targets for action. Please come prepared to discuss recommendations and develop a list for consideration by the Planning Commission.

*Meeting Three TBD:* If necessary the CPC will meet a third time to finalize this list and forward to the Planning Commission. Prior to this meeting, staff will provide a draft of the Committee's list of recommendations. Please come prepared to finalize these recommendations.

Once a final list has been recommended by the CPC it will be forwarded to the Planning Commission for review and approval at the October 17<sup>th</sup> meeting.

**2012 Targets for Action**  
**Updates on Planning Commission Recommendations**  
**September 12, 2012**

<b>Goal #1: Economic Development:</b>		
<b>Key Strategies</b>	<b>Specific Steps for 2012</b>	<b>Updates on PC Recommendations</b>
<p>A. Charter and create an Economic Development and/or Redevelopment Authority.</p>	<p>1. Appoint an advisory committee, with Town and citizen representation, to define the work, structure and form of the proposed Authority, or Authorities and recommend to Town Council for action to create within 2012.</p>	<p><b>Town Council approved a Charter and resolution to create and direct a Citizen Economic Development Advisory Committee that began meeting on May 10<sup>th</sup>. Staff is working with the Committee to define the desired accomplishments of a potential economic development entity for the Town, the structure of the group, and the skills and capabilities needed. A report from the Committee will be presented to Town Council.</b></p> <p><b>Town staff is reaching out to businesses and investors on issues and opportunities as they arise. Preliminary brochures have been developed to provide business interests with information and outline entry assistance for location, expansion or other needs. A commercial property inventory has been developed to identify existing vacant commercial space that is available.</b></p>
<p>B. Significantly improve Island wide, wireless broadband infrastructure (reference Comprehensive Plan, Mayors Taskforce Report, GIC Technology Committee).</p>	<p>1. Implement an educational program to improve awareness of issues and needs related to telecommunication infrastructure in the community.            2. Provide location assistance (work with carriers and tower companies.)            3. Identify targeted areas for Wi-Fi.            4. Streamline permitting/zoning process for 90 day approval.</p>	<p><b>The Telecommunications Taskforce of the Greater Island Committee continues to meet with representatives of the Island's large gated communities, where many of the most needed improvements are located, to educate residents on issues related to the quality of telecommunication service on the Island and how improvements in services can be made.</b></p> <p><b>The Town identified one point of contact to assist carriers, tower companies and property owners with locating and permitting of potential</b></p>

<p><i>Wireless continued.</i></p>		<p>sites and for other telecommunications related inquiries.</p> <p>The Telecommunications Taskforce is reviewing the potential for additional Town Wi-Fi applications, such as Wi-Fi on the beach. In order to encourage private businesses and other developments to offer Wi-Fi service, the Taskforce is working with the Chamber and Wi-Fi providers to offer information and service packages. Emphasis is being placed on higher density areas and commercial centers.</p> <p>LMO amendments were adopted that reduced the timeframe required to permit towers in the Town's Planned Unit Developments to less than 90 days and also reduced certain setbacks to increase the potential for additional sites.</p>
<p>C. Reduce inventory of vacant and underutilized commercial properties.</p>	<ol style="list-style-type: none"> <li>1. Task staff to refine inventory and assess condition of commercial properties on the Island. Initial indications are that current vacancy rate is around 38% with likely significant dead space.</li> <li>2. Propose target areas for redevelopment, repositioning, acquisition.</li> <li>3. Design and implement incentive program for property owners.</li> <li>4. Emphasize TIF District areas (expires 12/2014).</li> </ol>	<p>A Commercial Property Inventory was developed and revealed that approximately 23% of commercial properties have vacancies on the Island. Currently filtering and mapping functions are in the works to allow quick access to information and reporting. Relationships/partnerships with commercial realtors are being established to allow for efficient updating of the database. This will assist with the identification of target areas for redevelopment, repositioning, acquisition in the future.</p> <p>As part of the LMO rewrite and any future work of the proposed economic development entity, investment zones will be identified with the goal of eliminating barriers and providing incentives for redevelopment. Draft anticipated in spring of 2013.</p> <p>The rezoning and development agreement for the redevelopment of the Mall at Shelter Cove</p>

<p><i>Commercial properties continued.</i></p>		<p><b>will be reviewed on a concurrent track, with final approval anticipated by Town Council on October 16<sup>th</sup>. Prior to that, the Planning Commission will make a recommendation on LMO variations that would be included in the development agreement.</b></p> <p><b>The Town purchased and repositioned underutilized commercial space in the Shelter Cove Area. The Lifespan building is now occupied by the Beaufort County Sherriff's Office and Share Senior Center.</b></p>
<p>D. Define redevelopment programs and initiatives that will motivate property owners to redevelop and improve their properties focusing on Shelter Cove, Coligny and other potential anchors.</p>	<ol style="list-style-type: none"> <li>1. Planning Commission to monitor the work of the LMO Rewrite Committee to include redevelopment programs and initiatives in their work.</li> <li>2. Planning Commission to monitor the status of Generation I of LMO process change and initiate Generation II of LMO process change.</li> </ol>	<p><b>The potential for redevelopment programs and initiatives are being reviewed as part of the LMO rewrite project.</b></p> <p><b>Funding has been approved by the Town to upgrade permitting software to allow for Generation II virtual permitting.</b></p> <p><b>Genesis Consulting Group out of Columbia completed an economic assessment for the Coligny area projects that included stakeholder interviews, assessing development scenario evaluations and determining impacts to local markets. This resulted in the Town pursuing plans to invest TIF monies with other funding to construct a hospitality oriented teaching facility in conjunction with USCB that would be located on Town owned property in the Coligny area and attract year-round activity in the area, helping to support businesses.</b></p> <p><b>Town Council has authorized the design and permitting for Chaplin Linear Park on a collection of Town-owned parcels in the Shelter Cove and Chaplin areas. The park would extend from Shelter Cove and tie into the existing Chaplin Park and Collier Beach Park, creating a</b></p>

<i>Redevelopment continued.</i>		<b>pathway connection between Broad Creek and the Atlantic Ocean, with the intent of building on the impacts of the Shelter Cove Mall redevelopment.</b>
E. Define the role of USCB/TCL/community knowledge groups in workforce education for knowledge based economy.	<ol style="list-style-type: none"> <li>1. Assign a small work group to define specific objectives and goals for USCB/TCL/community knowledge groups and determine viability of workforce education for the knowledge based economy. Present recommendations to Town Council for action.</li> <li>2. Focus on healthcare and hospitality (two largest potential growth segments in the State). Develop database consisting of organizations and skill elements important to businesses within these segments.</li> </ol>	<b>The Center for Service Leadership is a public-private partnership between the organization and TCL. This group was created through collaboration among retired IBM employees to develop this leadership program that will strengthen the region's hospitality-based economy through education and training.</b>
F. Develop a marketing plan to tap currently underserved corporate hospitality business on the Island.	<ol style="list-style-type: none"> <li>1. Charge a small workgroup to evaluate the current Chamber of Commerce marketing plan.</li> <li>2. Work in tandem with local resources to develop a corporate hospitality marketing plan.</li> <li>3. Develop a prospect list of key Fortune 500 companies.</li> </ol>	<b>A Town marketing and public information effort will be explored as part of a Town economic entity.</b>

**Goal #2: Enhance the Island Brand (emphasis on history, environment, recreation, arts and culture, access and quality of life).**

Key Strategies	Specific Steps for 2012	Updates
<p>A. Develop an “Ease of Access to Hilton Head Island Campaign”.</p>	<ol style="list-style-type: none"> <li>1. Airport action steps recommendations to be developed (supplemental information to follow).</li> <li>2. Provide staff support and review recommendations from joint regional traffic analytical model (LCOG and Beaufort County with interest from Bluffton, Hardeeville, Hampton, Colleton and Jasper). Define 2012 Town schedule for progress report and recommendations.</li> </ol>	<p><b>The consultants for the airport have been working on the Environmental Assessment required as part of the airport expansion. Staff is working on a regional traffic model which has been developed and is currently be calibrated to best reflect existing conditions. This model is the first regional model that has been created and will allow for assessments of different development scenarios and potential transportation improvements.</b></p>
<p>B. Create an Island-wide Sustainability Action Plan.</p>	<ol style="list-style-type: none"> <li>1. Research, develop and promote sustainable options, policies and practices that enhance Hilton Head Island’s economic, social, and environmental performance.</li> <li>2. Coordinate with Island knowledge groups that may have a competency in this field.</li> <li>3. Conduct a sustainability assessment of the island’s overall environmental impact to establish a baseline for subsequent strategies.</li> <li>4. Get Step 2 approval for the Audubon Sustainability Program.</li> <li>5. Develop a commercial recycling program building on the existing residential program.</li> </ol>	<p><b>Town staff has developed a Sustainable Practices Action Plan that outlines specific strategies for sustainability related goals related goals that were included in the Town’s 2010 Comprehensive Plan. Working with a variety of groups to review this plan and coordinate efforts on education related to sustainability options for the Town and other organizations.</b></p> <p><b>The Town currently has programs that monitor environmental quality are related to water quality, beach erosion, Piping Plover habitat, sea turtle nesting, residential recycling rates and hazardous household waste.</b></p> <p><b>Step 2 approval for the Audubon Sustainability Program has begun and will continue through next spring.</b></p> <p><b>The Town is working to evaluate the potential for a commercial recycling program. Staff met with waste haulers about how they think commercial recycling would best work on the island. Also met with representatives of five</b></p>

<i>Sustainability continued.</i>		resorts to get their comments on what program features they would need. Meeting with representatives of large restaurant groups on the island. This effort has been placed on hold pending the initial results from the residential program.
C. Take Advantage of options for creating an organization, or set of programs, which positions and promotes HHI as an arts, cultural, environmental and historic destination.	<ol style="list-style-type: none"> <li>1. Complete a feasibility study for an “umbrella” institute (i.e. focused on community health, wellness, lifestyle, ecology, planning and design), including interviews/surveys with leaders in local arts, cultural, environmental and historical non-profits to determine likely participation in such an “umbrella” institute.</li> <li>2. Evaluate the current and potential level of Town participation with local arts, cultural, environmental and historical non-profits.</li> </ol>	<p><b>Worked with the Chamber and Community Foundation and identified Hospitality tax as the funding source for the RBC Heritage. Long-term commitment efforts will be ongoing.</b></p> <p><b>The proposed Aquatic Center location is being assessed. Parker &amp; Lee Consultants are studying the possibility of locating an aquatic center in Chaplin Park or the Shelter Cove area. A final report has been submitted and is currently under review with Town Council review anticipated for October.</b></p> <p><b>The Town supported the Community Foundation of the Lowcountry’s public art program by assisting with the first Public Art Exhibition on Hilton Head Island that was held September through December of 2011. The Town has committed to the execution of the next exhibition to be held in the fall of 2013</b></p> <p><b>The Mitchelville Preservation Project is working with USCB to develop a business plan. A fundraiser will be held October 13<sup>th</sup>.</b></p>
D. Develop an affordable housing program to include land use, economic development and redevelopment	<ol style="list-style-type: none"> <li>1. Task the Comprehensive Plan Committee to outline pragmatic concepts, options available and incorporate into the LMO Rewrite scope.</li> </ol>	<b>Options for this are being considered in the LMO rewrite process.</b>

<p>E. Make Hilton Head Island a superior and desirable place to “age in place”.</p>	<ol style="list-style-type: none"> <li>1. Using local sources available, inventory all local resources through public, private and faith based organizations which assist residents to “age in place”.</li> <li>2. Research potential funding (Lt. Governor’s Office/LCOG Area Agency) to develop and maintain a comprehensive list of resources available to residents.</li> </ol>	<p><b>Town Council has funded the first phase of the expansion of the Island Recreation Center.</b></p> <p><b>A three year police service contract with Beaufort County Sherriff’s office for police services was executed in January. The Town’s Fire and Rescue plan has been reviewed and new recommendations for service improvements will be made.</b></p> <p><b>Efforts are underway to reduce errors in location identification for E-911 calls made from cell phones.</b></p>
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