

**TOWN OF HILTON HEAD ISLAND**  
**Planning Commission**  
**Minutes of the Wednesday, November 2, 2011 Meeting    APPROVED**  
**9:00a.m. – Benjamin M. Racusin Council Chambers**

Commissioners Present: Chairman Loretta Warden, Vice Chairman Tom Lennox, David Bennett, Terry Ennis, Bryan Hughes, Gail Quick and Charles Young

Commissioners Absent: Jack Docherty, Excused

Town Council Present: None

Town Staff Present: Charles Cousins, Director Community Development Department  
Suzanne Brown, Addressing Technician; Shea Farrar, Senior Planner  
Scott Liggett, Director of Public Projects & Facilities/Chief Engineer  
Shawn Colin, Comprehensive Planning Division Manager  
Jill Foster, Deputy Director Community Development Department  
Jayme Lopko, Senior Planner & Planning Commission Coordinator  
Kathleen Carlin, Secretary & Administrative Assistant

**1. Call to Order**

**2. Pledge of Allegiance to the Flag**

**3. Roll Call**

**4. 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 Town of Hilton Head Island requirements.

**5. Approval of Agenda**

The agenda was **approved** as presented by general consent.

**6. Approval of Minutes**

The Planning Commission **approved** the minutes of the October 19, 2011 meeting as presented by general consent.

Before moving to the next agenda item, Chairman Warden stated that Mr. Charles Cousins would like to address the Planning Commission. Mr. Cousins stated that the developers for the Shelter Cove Mall would like to present their proposed plan to the Planning Commission on November 16<sup>th</sup>. This presentation will be for discussion purposes only, and no action will be taken by the Planning Commission. Presentation materials for the proposed plan will be provided on November 16<sup>th</sup>.

**7. Appearance by Citizens on Items Unrelated to Today's Agenda**

None

**8. Unfinished Business**

None

9. **New Business**

**A. Public Hearing**

**STRNM110002** - Roger Freedman of Broad Creek Marina has requested to modify the street name Broad Creek Way located on Marshland Road. Properties affected by the application are Parcels 6, 183, 379, 380, 381, 382, 383, and 384 on Beaufort County Tax Map 11. The proposed street name is Broad Creek Marina Way. Chairman Warden opened the public hearing for this application. Chairman Warden then requested that the staff make their presentation.

Ms. Suzanne Brown made the presentation on behalf of staff. Staff recommended that the Planning Commission *approve* the application for Broad Creek Marina Way Modified Street Name, STRNM110002, based on the review criteria outlined in the Land Management Ordinance, the Findings of Fact and Conclusions of Law stated in the staff's report. The existing street name, Broad Creek Way, was approved by the Planning Commission on April 6, 2001.

The applicant would like to add the word 'Marina' to the name to help define the location. The street is located adjacent to Broad Creek Marina. When the owner installed the street name sign, it was posted as Broad Creek Marina Way. The owner would like to make Broad Creek Marina Way the official street name.

Ms. Brown stated that a zip line course and other recreational activities will take place on this property. With the increase of tourists and residents, adding marina to the street name will help with locating the business. Currently there is clear signage at the site that will correlate with the proposed street name of Broad Creek Marina Way. Ms. Brown stated that the application complies with required Findings of Fact and Conclusions of Law.

The Planning Commission and staff discussed the application including the location of the zip line. Chairman Warden stated that access to the site and to the marina is not clear. Clarification is needed for reasons of public safety, particularly in the case of an emergency call. The applicant was not present at the meeting for comments or questions from the Planning Commission.

Following staff's presentation and discussion by the Planning Commission, Chairman Warden requested public comments and none were received. Chairman Warden then closed the public hearing for the application. Following final comments by the Planning Commission, Chairman Warden requested that a motion be made.

Commissioner Lennox made a **motion** to **approve** modified street name application, STRNM110002 as presented by staff. Commissioner Ennis **seconded** the motion and the motion **passed** with a vote of 6-1-0. Chairman Warden stated that she is opposed to the motion because access to the site and to the marina is unclear. Clarification is needed for reasons of public safety, particularly in the case of an emergency call.

## **B. Final Draft of the 2012 Goals and Actions suggested for Town Council**

Commissioner Ennis, Chairman of the Comprehensive Plan Committee, presented introductory remarks on behalf of the Committee. Commissioner Ennis then requested that staff present the Final Draft of the 2012 Goals and Actions suggested for Town Council.

Ms. Shea Farrar made the presentation on behalf of staff. Staff requested that the Planning Commission review the recommendations from the Comprehensive Plan Committee for the 2012 Targets for Action and approve a final list of recommendations to forward to Town Council for inclusion in their 2012 Targets for Action.

Ms. Farrar stated that each year Town Council holds an annual retreat for planning the next calendar year's work efforts or "Targets for Action". This year's retreat is scheduled December 1<sup>st</sup> through December 3<sup>rd</sup>. Each year the Planning Commission submits their recommendations to Town Council for their consideration on next year's "Targets for Action".

On September 7, 2011, the Comprehensive Plan Committee identified the process that would be used to develop these recommendations. The Committee started by reviewing last year's recommendations and identifying those efforts that need more work. Additional recommendations could then be added for an updated list.

The Comprehensive Plan Committee wanted this year's recommendations to be specific actions that have measurable results and can be funded and implemented in 2012. The committee also recognized the opportunity for the Town to work with existing committees or groups within the Town that are currently working on similar efforts. Following this meeting, the staff solicited input from various other committees or groups to gain a better understanding of current efforts and long range goals.

The staff then met with Commissioner Ennis (Chairman of the Comprehensive Plan Committee) and reviewed the information that had been received to date and developed a preliminary list of recommendations for the committee to consider and refine at its next meeting.

On October 4, 2011, the committee met and reviewed the Draft recommendations, which included input received from various community groups. The committee worked to further refine these recommendations. Representatives of these groups attended the meeting and continued to be heavily involved in drafting the recommendations.

The committee met again on October 11<sup>th</sup> and on October 25<sup>th</sup> to continue to refine the recommendations with the intent of having the full Planning Commission review the recommendations on November 2<sup>nd</sup>.

Ms. Farrar then presented the Recommendations on Targets for Action, Comprehensive Plan Committee Meeting, DRAFT dated November 1, 2011:

<b>Goal #1: Economic development:</b>	
<b>Key Strategies</b>	<b>Specific Steps for 2012</b>
Charter and create an Economic Development/Redevelopment Authority.	Appoint a citizen based advisory committee to define the work, structure and form of the proposed Authority and recommend to Town Council for action to create within 2012.
Significantly improve Island wide, wireless broadband infrastructure (reference GIC Technology Committee).	Implement an educational program to improve awareness of issues and needs related to telecommunication infrastructure in the community.  Provide location assistance (work with carriers and tower companies.)  Identify targeted areas for Wi-Fi.  Streamline permitting process for approval.
Reduce inventory of vacant and underutilized commercial properties.	Staff verify and 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.  Propose target areas for redevelopment, repositioning, acquisition.  Design and implement incentive program for property owners.  Emphasize on TIF District areas (expires 12/2014).
Define redevelopment programs and initiatives that will motivate property owners to redevelop their and improve their properties focusing on Shelter Cove, Coligny and other potential anchors.	Charge the Planning Commission to direct LMO Rewrite Committee to include such programs and initiatives in their work.  Planning Commission to monitor the status of Generation I of LMO process change and initiate Generation II of LMO process change.
Define the role of USCB/TCL/Community Knowledge Groups has in workforce education for knowledge based economy.	Assign a small work group to define specific objectives and goals for USCB/TCL/Community Knowledge Groups determine viability of workforce education for the knowledge based economy. Present recommendations to Town Council for action.  Focus on healthcare and hospitality (two largest potential growth segments in the State). Develop database consisting of skill elements important to their business.
Develop a marketing plan to tap currently underserved corporate hospitality business for the Island.	Charge a small workgroup to evaluate Chamber of Commerce marketing plan, including the Heritage Classic Foundation.  Work in tandem with local resources to develop a corporate hospitality marketing plan.  Develop a prospect list of key Fortune 500 companies.

<b>Goal #2: Enhance the Island brand (emphasis on history, environment, recreation, arts and culture, access and quality of life).</b>	
<b>Key Strategies</b>	<b>Specific Steps for 2012</b>
Develop an “Ease of Access to Hilton Head Island Campaign”.	<p>Airport action steps recommendations to be given soon (within 30 days).</p> <p>Provide staff support and review recommendations from joint regional traffic analytical model (LCOG and Beaufort County with interest from Bluffton, Hardeeville, Hampton, Colleton, Jasper). Define 2012 Town schedule for progress report and recommendations.</p>
Create an Island-wide Sustainability Action Plan	<p>Recognize the “<i>Sustainability Advisory Committee</i>” as the citizen based advisory group to research, develop and promote sustainable options, policies and practices that enhance Hilton Head Island’s economic, social, and environmental performance.</p> <p>Conduct a sustainability assessment of the island’s overall environmental impact to establish a baseline for subsequent strategies.</p> <p>Get Step 2 approval for the Audubon Sustainability Program.</p> <p>Develop a commercial recycling program building on the existing residential program.</p>
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.	<p>Complete a feasibility study for an “umbrella” (i.e. study community health, wellness, lifestyle, ecology, planning and design) institute.</p> <p>Evaluate the current Town participation with local arts, cultural, environmental and historical non-profits.</p> <p>Interview/survey leaders in local arts, cultural, environmental and historical non-profits to determine likely participation in such an “umbrella” institute.</p>
Develop an affordable housing plan to include land use, economic development and redevelopment.	Task the Comprehensive Plan Committee to outline pragmatic concepts, options available and incorporate into the LMO Rewrite scope.
Make Hilton Head Island both a superior and desirable place to “age in place”.	<p>Using local sources available, inventory all local resources through public, private and faith based organizations which assist residents to “age in place”.</p> <p>Research potential funding (Lt. Governor’s Office/LCOG Area Agency) to develop and maintain a comprehensive list of resources available to residents.</p>

The Planning Commission discussed a number of recommended changes to the Final Draft of the 2012 Goals and Actions suggested for Town Council. Following final discussion by the Planning Commission, Chairman Warden requested that a motion be made for approval of the Final Draft of the 2012 Goals and Actions suggested for Town Council and to forward this document to Town Council with the modifications made at today's meeting.

Commissioner Ennis made the **motion** to approve and forward the Final Draft of the 2012 Goals and Actions suggested for Town Council with the changes discussed at today's meeting. Commission Quick **seconded** the motion and the motion **passed** with a vote of 7-0-0.

### **C. Capital Improvement Projects (CIP) Fiscal Year 2013 – Proposed Priority Projects**

Commissioner Lennox, Chairman of the CIP Committee, presented introductory statements on behalf of the committee. The Capital Improvements Program (CIP) Committee met on September 22<sup>nd</sup> and October 13<sup>th</sup> to review the proposed Fiscal Year 2013 Capital Improvement Program. Following these opening statements, Commissioner Lennox requested that the staff make their presentation.

Mr. Liggett presented an in-depth review of the following documents which reflect the recommendations of the CIP Committee. Of particular interest was the manner in which projects within the CIP are prioritized. Staff proposed to re-examine the projects within the Pathways and Roadway Improvements categories and apply a ranking system which considers Public Safety, Legal Requirements / Obligations, Economic Benefit, Environmental Enhancements /Impacts and Relativity to other projects and initiatives and provides a score for each project. The results of this methodology are reflected in the FY 13 proposal.

Mr. Liggett stated that the CIP Committee has identified several projects that it believes should be deferred and moved further out in consideration, or de-emphasized and placed on the Capital Needs Assessment Program. These projects are:

**Jonesville Road Pathway** - de-emphasis of this project and removal from the CIP and placement on the Capital Needs Assessment Program List (CNAP).

**Stoney Secondary Road- South, Spanish Wells Road to Kirby Lane** – deferment of this project with funding proposed for FY 2015 (delay 1 year).

**Summit Drive Realignment** - de-emphasis of this project and removal from the CIP and placement on the Capital Needs Assessment Program List (CNAP).

**Law Enforcement Center** - de-emphasis of this project and removal from the CIP and placement on the Capital Needs Assessment Program List (CNAP).

Mr. Liggett then reviewed the following document:

**Fiscal Year 2013 – Proposed Priority Projects**  
**(Top priority projects in bold)**

**A. Pathways**

- Pathway Rehabilitation
- **US 278 – B (William Hilton Parkway) Wexford Circle to Fresh Market Shoppes**
- Leg O’Mutton Road - construction
- **US 278 – B (William Hilton Parkway) Fresh Market Shoppes to Shelter Cove/Chaplin - design**
- US 278 – B (William Hilton Parkway) Shelter Cove/Chaplin to Mathews Drive-north - design

**B. Roadway Improvements**

- a. Mainland Transportation Improvement (previous obligation by Town Council)
- b. Leamington / Fresh Market Shoppes Intersection Improvements - construction**
- c. Traffic Signal Mast Arms
  - 1. Leamington / Fresh Market Shoppes
  - 2. WHP @ Pembroke Drive
- d. Fire Rescue Emergency Access Points
  - 1. Palmetto Dunes @ Swing About
- e. Private Dirt Roads Acquisition
- f. Directional / Neighborhood Signage (new post mounted street signs)
- g. Intersection Crosswalk Lighting
- h. US 278 Gateway Improvements at Windmill Harbour**
- i. Stoney Secondary Road – South
- j. Roadway Safety Improvements –
  - 1. WHP Median Turn Lane at Yacht Cove Drive
  - 2. WHP / Jenkins Road right turn lane
- k. Lemoyne Road Reconstruction and Extension - design

**C. Park Development**

- a. Town Parks Upgrades / Island Recreation Association CIP Requests, Annual Park and Equipment Upgrade
  - 1. Chaplin Park Tennis Courts
  - 2. Driessen Beach Park Boardwalk Expansion
  - 3. Chaplin Park – small picnic shelters (4)
- b. Island Recreation Center Enhancements – pending action by Council**
- c. Rowing and Sailing Center
- d. Chaplin Linear Park with Boardwalk**
- e. Seniors’ Center – pending action by Council
- f. Yacht Cove Community Park
- g. Collier Beach Park

**D. Existing Facilities & Infrastructure**

- a. Rehabilitation and Renovation of Fixed Capital Assets

- b. Clean-up, safety and demolition of structures on Town Property /Unsafe structures ordinance demolition
- c. Apparatus and Vehicle Replacement
- d. Fire Station #2 Replacement**
- e. Surveillance Cameras at Town Property
- f. Town Hall Renovations (space needs study implementation)

## **E. New Facilities**

- Sewer Service Projects
  - 1. Jarvis Creek Park Area
  - 2. Islanders Beach Park Area
- Dispatch Center Equipment Upgrade
- Fire / Medical Systems and Equipment Replacement
- Public Safety Systems Equipment Upgrade
- Mobile Computing AVL Upgrade
- **Community Development Permitting Software Replacement**
- **Coligny Area Improvements - Phase II**

## **F. Beach Maintenance**

- a. Beach Management and Monitoring**
- b. Beach Parks Access Rehabilitation
- c. Dune Refurbishment / Maintenance

Following staff's presentation and discussion by the Planning Commission, Chairman Warden requested that a motion be made to approve and forward the CIP presentation to Town Council for their consideration.

Commissioner Lennox made the **motion to approve** and forward the CIP presentation to Town Council for their consideration. Commissioner Hughes **seconded** the motion and the motion **passed** with a vote of 7-0-0.

### **10. Commission Business**

None

### **11. Chairman's Report**

Chairman Warden stated that she attended a Quarterly Meeting with the Mayor.

### **12. Committee Reports**

Commissioner Quick and staff discussed potential plans for the next LMO Committee meeting.

### **13. Staff Reports**

Mrs. Lopko stated that a Webcast will be provided on Friday, November 4<sup>th</sup>.

**14. Adjournment**

The meeting was adjourned at 10:45am.

Submitted By:

Approved By:

November 16, 2011

\_\_\_\_\_  
Kathleen Carlin  
Administrative Assistant

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Loretta Warden  
Chairman