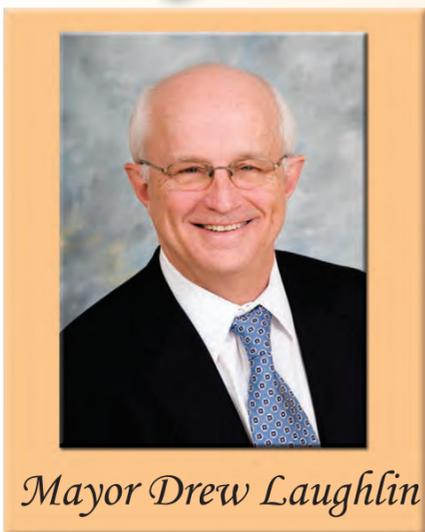


Our Town

A Newsletter of the Town of Hilton Head Island
 Brought to you by the Town of Hilton Head Island, South Carolina
www.hiltonheadislandsc.gov (843)341-4600

Mayor's Note



ment/partnership with USCB. Now is the time to reinvigorate the Coligny area and Town Council has authorized exciting initial concepts that you will be seeing more detail of in the very near future.

As to USCB's presence, let me make the case for this important potential feature. While the Coligny area is a vibrant resident and visitor locale in the summer months, the presence of a university will bring a year-round energy to the area. USCB would include the University's Center for Event Management and Hospitality Training and the Osher Lifelong Learning Institute (OLLI at USCB is devoted to providing quality, intellectually stimulating, not-for-credit, educational opportunities and experiences specifically developed for adults who are age 50 and older). Both elements are uniquely compatible to the Coligny area and the Island. Our Island enjoys a high number of educated, interested, and active persons and OLLI may be right at your door-

As you will see on page 3, Coligny Beach area improvements are on the way, and redevelopment there was one of Town Council's top priorities this year. Our vastly improved and popular Pope Avenue pathways will soon be complimented with gateway features, a "central park," pedestrian enhancements, roadway and streetscape improvements, increased parking, and the potential for the develop-

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step offering opportunities for intellectual stimulation. I believe there will be a return on investment with USCB as well. Just look at the impact of USCB's Gateway Campus. USCB's FY 2012 budget is \$24,742,000. Close to 400 hundred jobs have been created at USCB and those people live, work and spend money in Beaufort County. The total annual economic impact of USCB's Gateway Campus is \$ 74 million dollars, and its existence created over 1,000 jobs. Granted, a smaller footprint on a Pope Avenue location will not have the same impact, but it will have a positive year-round impact and that is Town Council's goal as we redevelop the Island.



Town Manager's Note



pared to the success rate. Specifically, the collection failure rate is only 1 for every 300 collections, or, to put it more positively, the collection success rate is 300:1. Granted, this success rate won't satisfy a missed collection, and we understand that some residents miss their former waste hauler, but the value of the Town granting a franchise to one hauler benefits the Island as a whole. To date, Republic has paid to the Town \$95,000 from the franchise fee and Sonoco (handles recycling material once transported by Republic to Savannah) has paid to the Town \$35,000. We have used some of this money to expand recycling on our beach.

Town Council approved plans for a Rowing and Sailing Center off Squire Pope Road. The construction of a floating dock, boat storage, restrooms, and a community pavilion will start early in 2013. The project will start a year before originally planned because we reduced the scope of the project. Nothing's easy, but we are proceeding through the design, bidding and permitting process as fast as we can. We are going to use Tax Increment Financing to fund construction of the project. The Island Recreation Association will manage the center and

the Town will cover operating costs going forward. This project illustrates the beauty of utilizing Town-owned land to add a water amenity for residents. For years, many have said that for a town surrounded by water there weren't many access points, but this project adds yet another invitation for residents to enjoy a kayak ride or even fish or crab off a dock.

Our Fire and Rescue Department recently demonstrated to Town Council its "Pit Crew" approach to saving cardiac patients. The new method involved up to 9 responders. Each responder is assigned a specific role. As I viewed the demonstration, I likened the role of each responder to that of a musician in a symphony even though the concept is more likened to NASCAR. By himself, a musician is not effective when trying to produce the sound of a symphony, but when paired with other musicians all playing a different instrument or role, a beautiful melody results. From 2005 to 2010, around 1 in 10 cardiac-arrest patients responded to by Fire and Rescue survived, similar to the national average. In 2012, our survival rate is about 4.5 out of 10.

Let's talk trash! And let's talk recycling! As you will see on page 4, the Island has increased recycling by 360% and that number is expected to grow. Wow! Congratulations are in order to residents for making your Island greener than it already is. This is worthy of a celebratory pat on the back to all residents. Yes, the transition period from several waste haulers to one has experienced failures of service delivery. Town staff has immediately relayed service delivery complaints to Republic Services. The failure rate though is infinitesimal com-

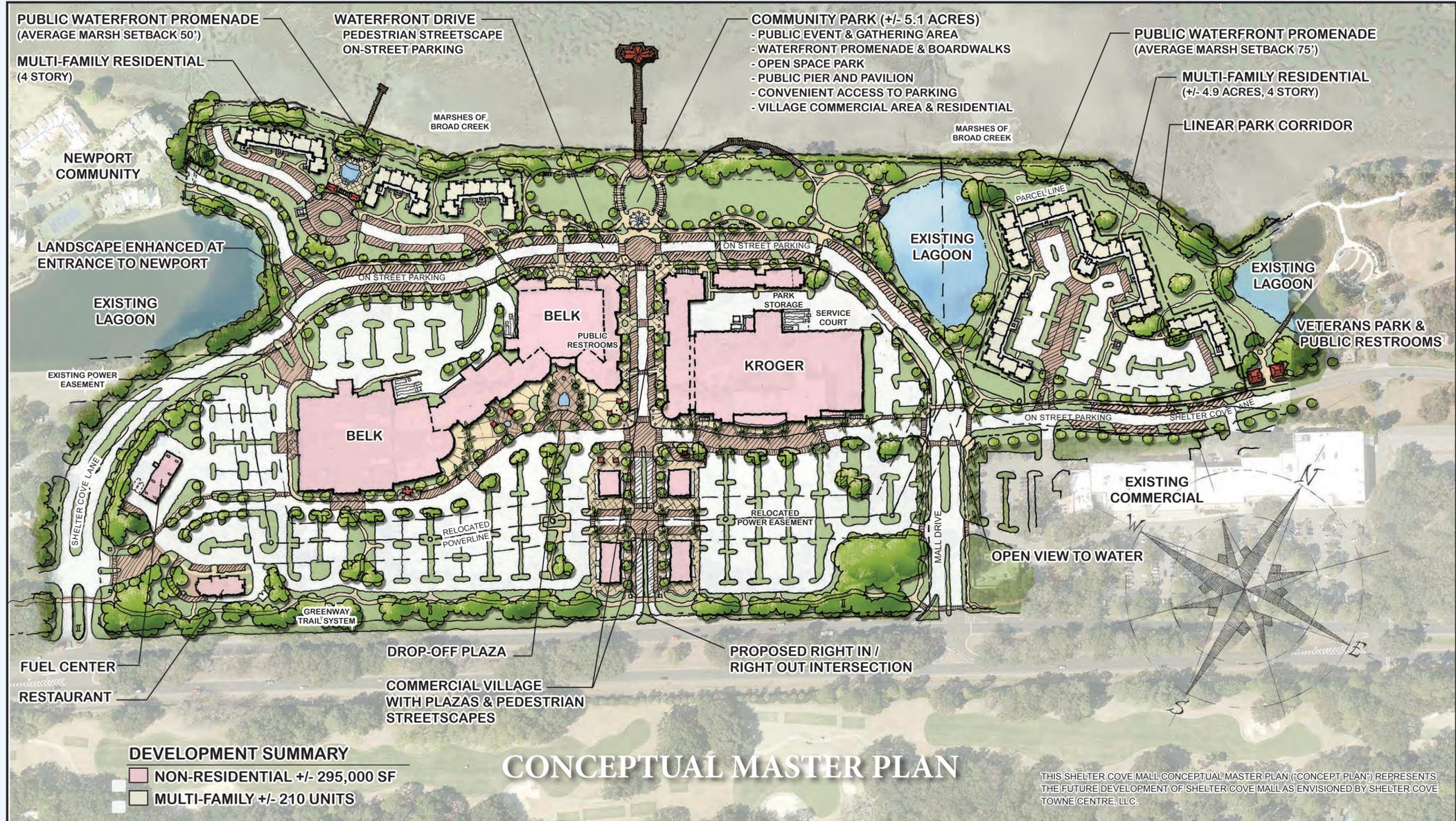
The Mall at Shelter Cove

At 34 years old, the Mall at Shelter Cove is ready for a do-over. The Mall has operated as a typical enclosed shopping center, turning its back on Broad Creek since it first opened its doors in 1988. The current owners of the Mall have plans to redevelop the Mall site with something new and different. The owner and developer (Kroger and Blanchard and Calhoun) have been discussing various plans with the community and Town staff for the past couple of years, thinking outside of the box and creating a mixed-use community that brings the civic spaces, residential living, and commercial uses together in one development, creating a vibrant activity center.

The partnership that has been established between the Town of Hilton Head Island and the Mall owners/developers involves a swap of property that better fits each users' needs. The result will mean a more desirable product for the private property owner/developer and the community. The execution of the partnership and development agreement will result in a community park with improvements for event and festival programming to include bathrooms, event storage areas, playgrounds, a dock or boardwalk, pathways and other features that are not currently included at Shelter Cove Community Park. It will also result in more than 1,000 additional linear feet of frontage along Broad Creek. This will provide continuous public access along land that is adjacent to Broad Creek which is currently owned by a private entity.

Working together and integrating both public and private spaces provides mutual benefits to both public and private interests. Besides the redevelopment of aging structures, the community benefits include pathway connections along William Hilton Parkway, Broad Creek and other internal pathways, streetscape improvements, access improvements to the public spaces, road and traffic modifications, public on-street parking, free public Wi-Fi, bicycle parking, and other environmentally sensitive design, such as pervious pavers.

The conceptual plan that is being presented to Town Council includes 295,000 square feet of commercial space, 210 apartments and approximately a 5-acre community park. The redevelopment includes the construction of a new Kroger grocery store and gas station, retail stores, restaurants, apartments, a community water front park, pathways, and outdoor plazas. Belk will remain as an integral piece of the final redevelopment plan, with everything else demolished and rebuilt. Phase I of the redevelopment project will be the demolition of the Mall space, with the exception of the Belk side and involves relocating Jos. A. Banks, Regis and GNC closer to Belk. These stores are expected to continue to operate throughout the demolition and reconstruction of the site. The next step involves relocating underground utility lines as well as relocating Shelter Cove Lane behind the existing Mall further away from Broad Creek to create a larger space for a public park. While this is moving forward, construction of the Kroger and other commercial spaces will take place. The final step of the plans will be construction of the new park. Once the park is built, the current Shelter Cove Community Park will be swapped with the newly constructed park to facilitate the construction of approximately 134 apartments. The other 76 apartments will be built to the South side of the new park during one of the earlier phases.



Although the project continues to move forward, the estimated completion date is difficult to assess due to numerous reviews and approvals that are required. Other reviews are also required by the Town and other government agencies and architectural review boards. The Town's Design Review Board will review the architecture and landscaping of the site as well as Shelter Cove Harbor's Architectural Review Board. State agencies and utility companies are responsible to review various elements of the design as well as Town staff.

To find out the latest Mall updates and Town Council action check the Town's website at www.hiltonheadislandsc.gov or contact Heather Colin, the Development Review Administrator and Project Manager for the project at 843-341-4607 for more information.

Town's Recycling and Waste Program

September 30, 2012 marked the end of an 18-month transition period associated with the implementation of the Town's Waste Hauling and Recycling Franchise Agreement. Effective October 1, 2012, all eligible single family and multi-family residential property owners wanting waste hauling and recycling services must do so with the Town's franchisee, Republic Waste Services.



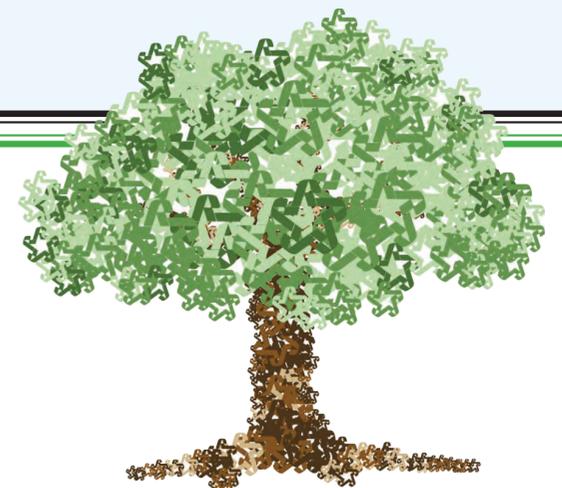
Over the past 18 months, we have recycled an average of 143 tons per month. This represents a 360% increase in our residential recycling rate! This will likely grow throughout the next year as new customers begin service with Republic. If you have not started your service with Republic and would like to do so, you may contact them at 843-681-6330 or go to their website at www.republicserviceshiltonhead.com

Where does my Recycling go?

The recycling material collected by Republic is transported to Sonoco Recycling in Savannah, GA. Recycling creates a closed-loop system where unwanted products are returned back to manufacturers for use in new products. Sonoco Recycling uses recycled cardboard/fiber internally to manufacture consumer and industrial containers and tubes. Some of the market segments that they cover are nut and chip cans, adhesive/sealant tubes, and cores. A good example of this is the composite Fiber Pringles can.

What's next?

The Town started a pilot program for recycling on the beach in June of 2008 with Shore Beach Services by placing 14 recycling containers on the beach. As of September 17, 2012, we have increased the total number of recycling containers to seventy. Thirty-two gallon recycling containers have been placed in high traffic areas along the beach and will be emptied daily as needed year round by Shore Beach Service.



To initiate service please visit www.republicserviceshiltonhead.com, or contact Republic Services by phone at 843-681-6330, or email hiltonhead@republicservices.com.

Coligny Area Improvements

Redevelopment of the Coligny area has been targeted since the Bridge to the Beach Charettes in the late 1990s. Those planning and design efforts led to the formulation of a redevelopment plan used to support the creation of the Town's Tax Increment Financing (TIF) District. Funds are available to implement many public sector infrastructure improvements in the Town's TIF District, including the Coligny area. These improvements will enhance the experience of residents and visitors, as well as serve as a catalyst to spur private sector redevelopment and investment in the District. In August 2012, Town Council authorized moving forward with the design, permitting, and construction of initial Coligny District improvements.

The initial concepts include elements that will not only enhance public experience, but will also provide the foundation needed to generate activity that will support private sector development. These elements include:

- Creation of a gateway feature such as a new roundabout and other iconic features to signify entry to the district and create a sense of arrival;
- Development of a central park that may include such features as a two-acre flexible use open space for daily use as well as special events; a playground; restrooms and picnic shelters; a band shell; water features; pedestrian plazas; and leisure trails;
- Creation of an activity area at Coligny Circle that will transition between the redeveloped Coligny Beach Park, the planned central park, and the existing commercial areas;
- Pedestrian enhancements through an integrated crossing system with delineated crossing locations and signage;
- Roadway improvements including the development of additional roadway capacity and the creation of alternative routes for connectivity into and around the district;
- Streetscape improvements such as pathway, landscaping, signage, and lighting improvements to reinforce the unique nature of the Coligny District;
- Increased parking capacity within the district through upgrades to existing parking areas and the establishment of additional parking opportunities such as on-street parking; and
- Development of facilities in partnership with USCB to establish a university presence that will include the university's hospitality program as well as the Osher Lifelong Learning Institute to add activity in the area, primarily in the off-season.



Absentee Voting and Voter Registration Services for Beaufort County

Absentee voting and voter registration services are no longer provided by the Town of Hilton Head Island. Beaufort County is responsible for providing these services. To obtain information regarding these issues please contact the Beaufort County Voter Registration Office at (843)255-6900 or (843)255-6901 or visit www.bcgov.net/vote.

Beaufort County Office Locations

Main Office in Beaufort
15 Galt Road, Beaufort, SC 29906
(843)255-6900
Hours: Monday - Friday, 8 am to 5 pm

Satellite Office in Bluffton
Bluffton Recreation Center
61-B Ulmer Road, Bluffton, SC
(843)255-6940
Hours: Monday - Friday, 9 am to 1 and 2:30 pm to 4 pm