



**Town of Hilton Head Island
Planning Commission
Comprehensive Plan Committee Meeting
Monday, August 13, 2018 – 5:00 p.m.
Benjamin M. Racusin Council Chambers
AGENDA**

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

- 1. Call to Order**
- 2. Pledge of Allegiance to the Flag**
- 3. Freedom of Information Act Compliance**
Public notification of this meeting has been posted in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 4. Acceptance of Meeting Notes from July 31, 2018 Meeting**
- 5. Discussion of Developing the Process of Phase 2 of Vision “Reinventing Sustainability Again” and Comprehensive Plan**
- 6. Adjournment**

*Please note that a quorum of Town Council may result if four or more of their members attend this meeting.
A quorum of Planning Commissioners may result if five or more of their members attend this meeting.*

TOWN OF HILTON HEAD ISLAND
Comprehensive Plan Committee of the Planning Commission
Meeting Notes of the July 31, 2018 – 4:00 p.m. Meeting
Community Room, Hilton Head Island Public Service District, 21 Oak Park Drive

Comprehensive Plan Committee Members Present: Judd Carstens (Chairman); Glenn Stanford

Planning Commission Members Present: Chairman Alex Brown; Vice Chairman Peter Kristian; Todd Theodore

Town Council Present: Bill Harkins; Tom Lennox; David Ames

Town Staff Present: Shawn Colin, Deputy Director of Community Development; Anne Cyran, Senior Planner; Carolyn Grant, Communications Director; Teresa Horlbeck, Senior Administrative Assistant; Jennifer McEwen, Director of Cultural Affairs; Jennifer Ray, Planning and Special Projects Manager; Emily Sparks, Project Lead.

- Committee Chairman Carstens called the meeting to order at 4:00 p.m.
- The meeting notes from the May 9, 2017 Comprehensive Plan Committee were accepted by consent.
- Emily Sparks presented the original proposed principles and process, the feedback staff received, and the proposed revisions to the principles and process.
- The Committee and Commission members discussed the revisions to the proposed principles and process, including: how to incorporate the seven pillars of the Vision Report into the nine elements required for the Comprehensive Plan; adding verbiage to ensure everyone feels included; spelling out implementation and measurement tools; defining goals; ultimately voters will accept or reject the plan; and the goals need to be incorporated into the Council's work plan and budget.
- Committee Chairman Carstens opened the floor for public comments and the following were received: we need to refine the zoning on the property on Summit Drive adjacent to the airport; we should embrace the Planning Commission and Town staff's proposal to move forward; we should engage all of the voices that we can in this process; we need to define where the key decision makers are from; the principles should be broken into smaller groups to make them easier to read and communicate; we need to stop the process and re-evaluate it if we're not meeting our goals; we need a strategy to communicate to those who don't regularly attend Town meetings; how are strategies going to be developed; we need to define the decision making process; we should have a neutral consultant involved; this is an opportunity to make sure people understand the importance of the comprehensive planning process; the pillars and communications need to be dumbed down to make it exciting; how citizens can get involved and how those opportunities will be communicated; examples of anchor institutions; and using NextDoor to reach neighborhoods.
- The Committee and Commission members discussed their reactions to the public comments.

- Ms. Sparks introduced the concept of branding Vision Phase 2 and the Comprehensive Plan with the goal of forwarding three or four branding ideas to the Planning Commission.
- The Committee and Commission members discussed branding, including: we could create a contest to open up the branding creation to the community; branding should come from the public; and we need to provide all of the information to the public in as many ways as we logically can, but we can't reach everyone.
- Committee Chairman Carstens opened the floor to public comments and the following were received: asking SCAD and USCB for assistance in creating the brand; the process is missing excitement; we should utilize citizens with experience in advertising, public relations, and marketing; the existing logo and name don't create excitement about this process; we need an elevator speech for this process; and we need to build a process to recognize the change that's coming, especially in technology.
- The Committee and Commission members discussed their reactions to the public comments.
- The Committee and Commission members summarized today's discussion, including: we should have another session like this to give the public as many opportunities to come out as possible; technology needs to be a part of Phase 2 to encourage public participation; we need to reach out further in the community when selecting members of the task teams; we need to have resources from the policy makers to ensure this is done properly; we need to approach this process from the top down and the bottom up simultaneously; we need focus groups such as these and buy-in from everyday citizens; and that everyone who attended this meeting should spread the word about this process.
- Committee Chairman Carstens adjourned the meeting at 5:33 p.m.

Submitted by: Anne Cyran, Senior Planner

Meeting date: July 31, 2018



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning Commission
VIA: Charles Cousins, *AICP, Director of Community Development*
VIA: Jennifer Ray, *ASLA, Planning and Special Projects Manager*
FROM: Emily Sparks, *Project Lead*
CC: Shawn Colin, *AICP, Deputy Director of Community Development*
DATE: July 27, 2018
SUBJECT: Vision Phase 2 and Comprehensive Planning

On July 18, 2018 staff presented to Planning Commission a proposed process and principles to direct Phase 2 of the Vision and align it with the Comprehensive Plan. Enclosed are proposed revisions to the process and principles based on feedback from the Public Planning Committee, Planning Commission and the public, as well as a diagram demonstrating the proposed process.

Attachment:

Exhibit A, *proposed revised principles*

Exhibit B, *proposed revised process*

Exhibit C, *proposed diagram*

Proposed *REVISED* principles:

- continue to be open, inclusive, and transparent;
- continue to include public *leadership*, involvement and input;
- encourage and foster anchor institution *leadership*, support and participation to advance the community Vision;
- utilize key metrics for decision making as identified in *Vision and Strategic Action Plan* both by the Town and anchor institutions
- ensure alignment of the Comprehensive Plan with the community Vision;
- ensure communication strategies continue the conversation about the Vision within the community and anchor institutions; and
- *identify*, attract, recruit and leverage talent and resources to support the process (i.e. Staff, experts within the community, external stakeholders, and/or consultants).



Exhibit B

Proposed *REVISED* process:

- ~~Staff to immediately~~ Immediately begin work with the Planning Commission to launch the rewrite of the Comprehensive Plan.
- ~~Staff will produce~~ Produce educational materials about the Vision, how it aligns with current priorities, and how it is being used to guide the Comprehensive Plan rewrite.
- ~~Staff will continue~~ Continue the use of the communications tools from Phase 1.
 - *Appoint community representatives to ensure that the process and principles are followed and coordination between pillar workgroups.*
- ~~Staff will lead the effort and attract~~ *Identify*, attract, recruit and leverage the public, experts, and other resources as needed.
- ~~Staff will leverage~~ Leverage the extensive community feedback, data and resources from Vision Phase 1 to create the foundation of the Comprehensive Plan.
- The renewed Comprehensive Plan will be structured around the Vision pillars, as opposed to the State required elements that anchored previous plans.

2020 Proposed Comp Plan Schedule (22 Months)	
Project Kickoff with Planning Commission	July 2018
Working Groups Continued Public Engagement Inventory of Existing Conditions Statement of Needs and Goals Implementation Strategies with Timeframes	August 2018-November 2019 (15 months)
Final Draft Plan	December 2019
Review, Revision and Adoption of Final Plan	December 2019 – May 2020



Exhibit C



March – December 2017	February 2018	May 2018
<p>4,500 HOURS of Community Engagement</p>	<p>Vision Report + Roadmap published</p>	<p>Community Vision Adopted</p>

September 2018	12 Months	3 Months	December 2019	February 2020	May 2020
<p>Our Plan* Orientation + Kickoff</p>	<p>Our People Workgroup Meetings + Think Tanks</p>	<p>Our Plan* Draft Strategies</p>	<p>Draft Plan from Comprehensive Plan Committee</p>	<p>Planning Commission Recommends to Town Council</p>	<p>Town Council</p>

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PHASE 1 Established a dynamic community engagement process and developed a Community Vision.



PHASE 2 Establishing implementation strategies to advance the Community Vision by aligning policy changes and public and private action in a new Comprehensive Plan.

* Draft group and activity names pending branding of new Comprehensive Plan effort.

** Anchor Institutions include representatives from the fields of economic development, education, healthcare, non-profit/foundation, culture/arts, transportation, housing, environment, tourism/hospitality, public health, utility, etc.