



**Town of Hilton Head Island
Planning Commission
Comprehensive Plan Committee Meeting
Thursday, August 23, 2018 – 10:00 a.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 August 13, 2018 Meeting**
- 5. Principles and Process of Phase 2 of Vision “Reinventing Sustainability Again” and Comprehensive Plan**
The Comprehensive Plan Committee will review and consider a recommendation to the Planning Commission on the principles and process of Phase 2 of the Vision “Reinventing Sustainability Again” and the 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 August 13, 2018 – 5:00 p.m. Meeting
Benjamin M. Racusin Council Chambers, Town Hall, 1 Town Center Court

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

Planning Commission Members Present: Chairman Alex Brown; Todd Theodore

Town Council Present: Tom Lennox; Kim Likins; John McCann

Town Staff Present: Steve Riley, Town Manager; Shawn Colin, Deputy Director of Community Development; Anne Cyran, Senior Planner; Jennifer Ray, Planning and Special Projects Manager

Media Present: Katherine Kokal, Island Packet

- Committee Chairman Carstens called the meeting to order at 5:00 p.m.
- The meeting notes from the July 31, 2018 Comprehensive Plan Committee were accepted by consent.
- Jennifer Ray presented the original proposed principles and process, the feedback staff received, and the proposed revisions to the principles and process.
- Committee Chairman Carstens opened the floor to public comments and the following were received: we should adopt a 7th Generation philosophy; systematic polling is needed; the island has problems with traffic and over-development; we need to recognize the coming changes in technology; advanced technology must be used in Vision Phase 2; we must consider development in light of climate change; the Vision process will enhance the Comprehensive Plan rewrite; we should endorse what staff proposed; and the Vision must coalesce different communities' interests.
- The Committee and Commission members discussed the revisions to the proposed principles and process and the public comments, including: several public comments are encompassed in the seven pillars, including regionalism; we need milestones in the process to maintain a sense of accomplishment and excitement; communication methods should use the latest technology and should be spelled out; Town Council should consider providing additional resources to accomplish this process; we need to spell out how the various groups and teams are selected; technology infrastructure, such as 5G, is vital; we need to incentivize the development of workforce housing; we need more education for skilled trades; if Future IQ should have some role in Phase 2; we should maintain and build on the Future IQ website for the public's benefit; we can blend the 7 pillars of the Vision into the required elements of the Comprehensive Plan; and how to reach down into the community to bring people in to the process.

- Ms. Ray 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.
- Committee Chairman Carstens opened the floor to public comments and the following were received: the branding is irrelevant if it's not implemented; a public contest should be used; the existing brand is sufficient; there should be a shorter timeline for the completion of the plan; people need to be able to engage with the plan in many ways, not just in-person; and we need reports on the results of the existing Comprehensive Plan.
- The Committee and Commission members discussed branding and the public comments, including: there will be another Comp Plan Committee meeting next week and then a discussion at the Planning Commission meeting on September 5th before a recommendation is made to the Public Planning Committee; whether a 20 page report like the Nashville Next would meet the state requirements for a Comprehensive Plan; the Town has accomplished a lot using the Comprehensive Plan as a guide; where the branding fits into the project timeline; and having local experts create and evaluate the branding early in the process.
- Committee Chairman Carstens adjourned the meeting at 6:25 p.m.

Submitted by: Anne Cyran, Senior Planner

Meeting date: August 13, 2018



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Comprehensive Plan Committee
VIA: Jennifer Ray, ASLA, *Planning and Special Projects Manager*
FROM: Anne Cyran, *Senior Planner*
CC: Shawn Colin, AICP, *Deputy Director of Community Development*
DATE: August 22, 2018
SUBJECT: Vision Phase 2 and Comprehensive Planning

Recommendations

Staff recommends the Comprehensive Plan Committee forward the proposed principles and process to direct Phase 2 of the Vision and align it with the Comprehensive Plan to the full Planning Commission with a recommendation of approval.

Staff recommends the Comprehensive Plan Committee forward to the full Planning Commission with a recommendation of approval a proposal to continue to use the *Hilton Head Island – Our Future* brand for Phase 2 of the Vision.

Background

On July 18, 2018 the Planning Commission heard a presentation from staff on the proposed process and principles. The Commission directed the Comprehensive Plan Committee to consider the proposed process and principles, gather public input, and make a recommendation to the Commission.

Staff presented a revised process and principles to the Comprehensive Plan Committee at public meetings on July 31 and August 13, 2018. Staff also presented objectives and examples for a new brand for Phase 2 of the Vision and the Comprehensive Plan and gathered feedback from the Comprehensive Plan Committee, Planning Commissioners, and the public.

Summary

The attached proposed principles and process have been revised to reflect the feedback gathered from the Comprehensive Plan Committee meetings. A clear consensus on a new brand didn't emerge from the meetings. The general consensus was to continue to use the *Hilton Head Island – Our Future*.

Attachment

Exhibit A, proposed principles
Exhibit B, proposed process
Exhibit C, proposed diagram

Proposed 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;
- identify and 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 using all available technology continue the conversation about the Vision within all sectors of 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 process:

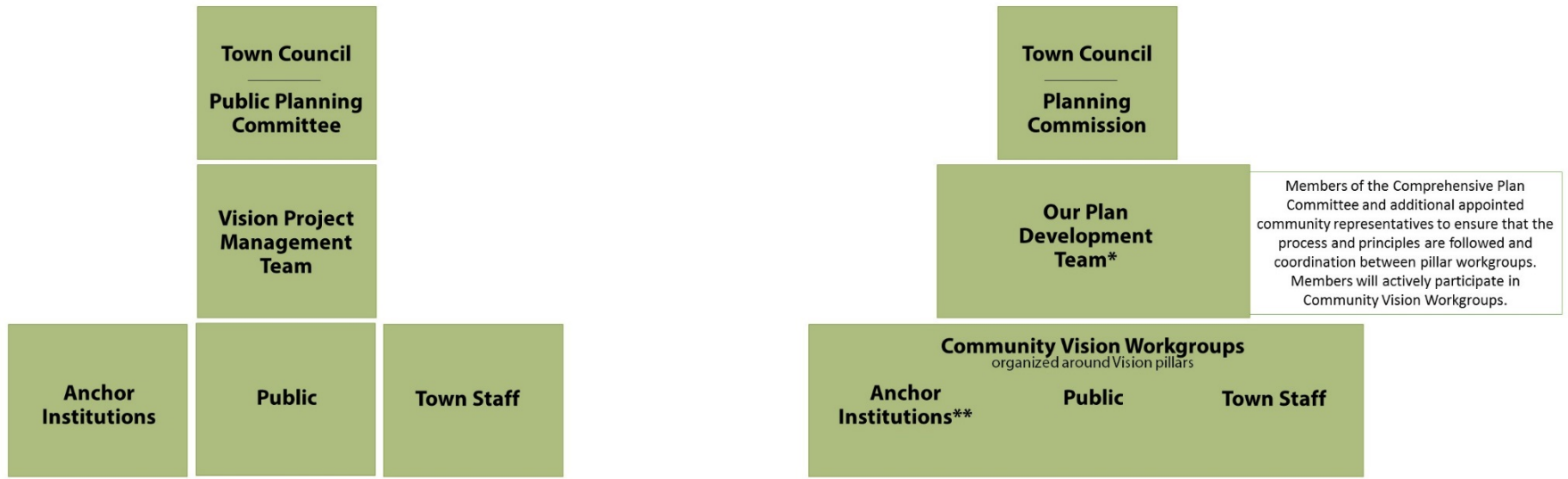
- Immediately begin work with the Planning Commission to launch the rewrite of the Comprehensive Plan;
- Produce educational materials about the Vision, how it aligns with current priorities, and how it is being used to guide the Comprehensive Plan rewrite;
- Expand the use of the communications tools from Phase 1 to include all available technology;
- Appoint representatives from all sectors of the community who will ensure the process and principles are followed and coordinate between pillar workgroups;
- Identify, attract, recruit and leverage the public, experts, and other resources as needed;
- Leverage the extensive community feedback, data and resources from Vision Phase 1 to create the foundation of the Comprehensive Plan;
- Structure the renewed Comprehensive Plan around the Vision pillars, as opposed to the State-required elements that anchored previous plans; and
- Host community celebrations around milestones/accomplishments throughout the process.

2020 Comprehensive Plan Schedule

July 2018	Aug 2018 – Nov 2019 (15 months)	December 2019	Dec 2019 – May 2020
Project Kickoff with Planning Commission	Working Groups; Continued Public Engagement Inventory of Existing Conditions Statement of Needs and Goals Implementation Strategies with Timeframes	Final Draft Plan	Review, Revise & Adopt Final Plan

08/21/2018

Exhibit C



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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.