



**Town of Hilton Head Island
Public Planning Committee
Thursday, September 27, 2018 – 3:00 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. 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.
- 3. Approval of Agenda**
- 4. Approval of Minutes – August 23, 2018 Meeting**
- 5. Unfinished Business**
 - a. Update on Trolley Service – Mary Lou Franzoni
- 6. New Business**
 - a. Vision Phase 2 and Comprehensive Planning
- 7. Committee Business**
- 8. Appearance by Citizens**
- 9. Adjournment**

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

Please note that meetings are now held on the fourth Thursday of each month at 3:00p.m.

TOWN OF HILTON HEAD ISLAND
Public Planning Committee
Minutes of the August 23, 2018 – 3:00 p.m. Regular Meeting
Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman David Ames, Kim Likins, Bill Harkins

Committee Members Absent: None

Town Staff Present: Shawn Colin, Deputy Director of Community Development; Anne Cyran, Senior Planner; Nicole Dixon, Development Review Administrator; Josh Gruber, Assistant Town Manager; Jennifer Ray, Planning & Special Projects Manager; Teresa Haley, Senior Administrative Assistant

1. Call to Order

Chairman Ames called the meeting to order at 3:02 p.m.

2. 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.

3. Approval of Agenda

Chairman Ames requested the agenda be amended to remove the New Business item as it was withdrawn and to add Appearance by Citizens on Items Unrelated to Today's Agenda. The Public Planning Committee approved the agenda as amended by general consent.

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

Eric Esquivel addressed the Committee regarding his issues with the Town's lack of policies and procedures when it comes to putting on events, particularly at Shelter Cove Community Park.

5. Approval of the Minutes – June 28, 2018 Meeting

Ms. Likins moved to approve. Mr. Harkins seconded. The minutes of the June 28, 2018 meeting were approved with a vote of 3-0-0.

6. Unfinished Business

a. Update on Trolley Service

Ms. Cyran indicated Mary Lou Franzoni with Palmetto Breeze plans to attend the Committee's regular September meeting to provide an analysis of the trolley ridership numbers and marketing efforts, and plans for the short and long terms. Ms. Cyran provided a brief update on the trolley ridership numbers and marketing efforts.

The Committee posed questions and made comments for Ms. Franzoni to review and provide answers to upon her next visit as follows: do we see any trends; any bumps in the road and what can we do to mitigate those; do we have enough comprehensive feedback from riders that we understand their expectations getting on the bus; are we providing an

experience, rather than simply public transportation; rethink how we are marketing branding that experience for visitors; what are Palmetto Breeze's expectations for next year; how does Palmetto Breeze evaluate success this year; what kind of statistical information can be provided to corroborate that; what is the cost of the program going forward; provide a comprehensive analysis in order for the Committee to make a recommendation that the Town Council should support this going forward, with the understanding the program is in its first year and developing stages; how can the program be improved; what attempts have been made to connect to Palmetto Dunes shuttle and Sea Pines trolley; and elaborate on the ambassador training provided to the trolley volunteers.

The Committee thanked Ms. Cyran for her update. Chairman Ames asked for public comments on this item and none were received.

b. Update on Affordable Workforce Housing Strategic Plan Consultant

Ms. Ray reported the Town executed a contract with Dr. Lisa Sturtevant & Associates, a Virginia based company specializing in housing policy and planning. Their expertise will partner with the Clemson University Department of City Planning and Real Estate Development, Elora Raymond, Ph.D., Assistant Professor to provide the South Carolina expertise in housing. The project is expected to take 6-9 months and to kick off in September. Staff will coordinate with the Committee on dates for a special meeting for the Consultant to come to Town.

Ms. Ray will provide the Committee with a link to the Consultant's website to view examples of their work, including reports, marketing material, strategic plans, and housing needs assessments. The Consultant will provide context to the information upon their visit. The Committee asked Ms. Ray to share some distinguishing features of the firm that made them a finalist. Ms. Ray indicated it was close, but one thing that stood out about this firm was their impeccable references, not only about their professionalism during the project, but the results produced for that community. The Committee indicated the benefit to having outside communications expertise for this effort.

The Committee thanked Ms. Ray for her update. Chairman Ames asked for public comments on this item and none were received.

Chairman Ames presented comments regarding issues pertaining to the Town's beaches, the up keep of commercial structures, and lighting on the Island. Chairman Ames asked the Committee to think about how the Town can work together with the Chamber and get the business community involved in these issues.

7. New Business – None

8. Committee Business – None

9. Appearance by Citizens – None

10. Adjournment

The meeting was adjourned at 3:35 p.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved:

David Ames, Chairman

DRAFT



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Public Planning Committee
VIA: Charles Cousins, *AICP, Director of Community Development*
VIA: Shawn Colin, *AICP, Deputy Director of Community Development*
FROM: Jennifer B. Ray, *ASLA, Planning and Special Projects Manager*
DATE: September 21, 2018
SUBJECT: Vision Phase 2 and Comprehensive Planning

Recommendations

Staff recommends the Public Planning Committee approve the proposed principles and process to direct Phase 2 of the Vision and align it with the Comprehensive Plan, while continuing to use the *Hilton Head Island – Our Future* brand for Phase 2 of the Vision.

The Planning Commission met on September 5, 2018 and voted unanimously to approve the proposed principles and process and to change the name of the “Our Plan Development Team” to “Public Input Task Force”.

The Comprehensive Plan Committee met on August 23, 2018 and voted unanimously to approve the principles and process and branding as presented by staff.

Summary

The attached proposed principles and process have been revised to reflect the feedback gathered from the Public Planning Committee, the Comprehensive Plan Committee, and the Planning Commission as well as public input. 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*.

Background

Town Council authorized the Public Planning Committee (PPC) to work with staff to develop a process and principles to guide Phase 2 of the Vision. On June 28, 2018 the PPC heard a presentation from staff on the proposed process and principles to guide Phase 2 of the Vision and align it with the Comprehensive Plan.

On July 18, 2018 The Planning Commission heard a presentation from staff on the revised 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 the 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

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brand for Phase 2 of the Vision and the Comprehensive Plan and gathered feedback from the Comprehensive Plan Committee, Planning Commissioners, and the public.

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;
- ensure communication strategies using all available technology continue the conversation about the Vision within all sectors of the community and anchor institutions;
- identify, attract, recruit, and leverage talent and resources to support the process (i.e. staff, experts within the community, external stakeholders, and/or consultants);
- ensure alignment of the Comprehensive Plan with the community Vision; and
- identify and utilize key metrics for decision making as identified in *Vision and Strategic Action Plan* both by the Town and anchor institutions.

Exhibit B



Proposed process:

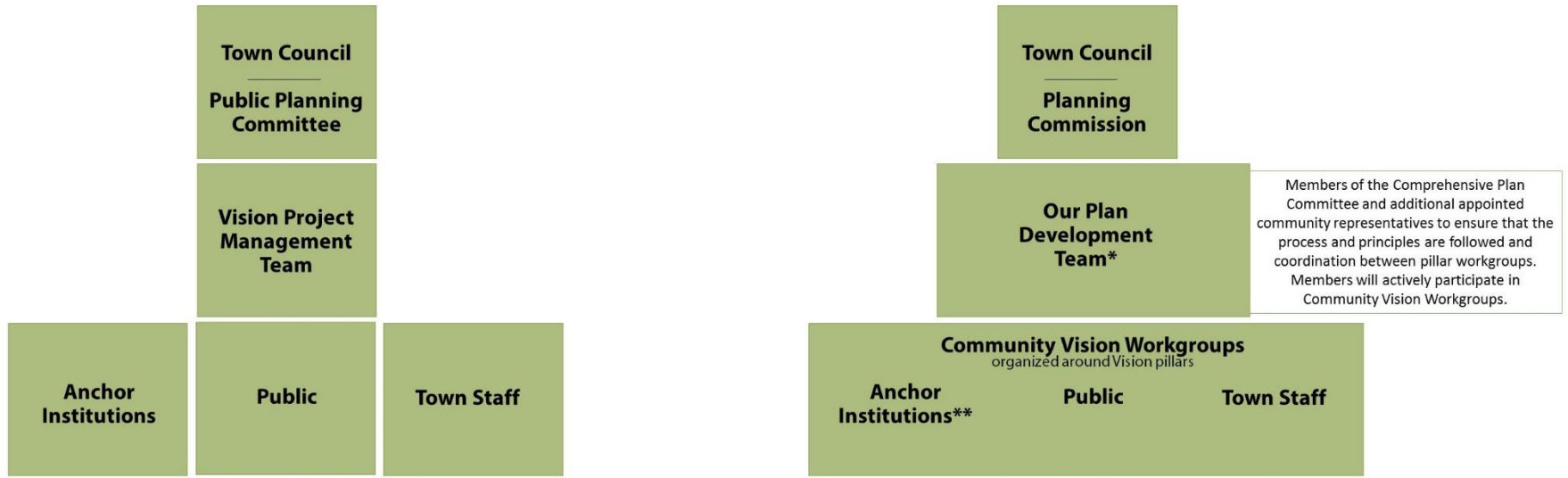
- Immediately begin work with the Planning Commission to launch the rewrite of the Comprehensive Plan;
- Appoint representatives from all sectors of the community who will ensure the process and principles are followed and coordinate between pillar workgroups;
- Identify, attract, recruit and leverage 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;
- Expand the use of the communications tools from Phase 1 to include all available technology;
- Produce educational materials about the Vision, how it aligns with current priorities, and how it is being used to guide the Comprehensive Plan rewrite; 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

08/23/2018

Exhibit C



← Sponsored by the Our Plan Development Team →



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.