



Town of Hilton Head Island
Comprehensive Plan Committee
Special Meeting
August 25, 2020 – 9:00 a.m.
AGENDA

This meeting is being conducted virtually in accordance with Town Council Emergency Ordinance 2020-13 and can be viewed live on the Town's Public Meeting Facebook Page at <https://www.facebook.com/townofhiltonheadislandmeetings/>. Following the meeting, the video record will be made available on the Town's website at <https://www.hiltonheadislandsc.gov/>.

1. **Call to Order**
2. **FOIA Compliance** – Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
3. **Roll Call**
4. **Approval of Agenda**
5. **Citizen Comments**
6. **New Business**
 - a. Review and recommendation of *Our Plan*
7. **Staff Report**
 - a. Our Plan next steps
8. **Adjournment**

Public comments concerning agenda items can be submitted electronically via the Town's Virtual Town Hall public comment portal at <https://hiltonheadislandsc.gov/opentownhall/>. The portal will close at **Noon** the day prior to the scheduled meeting. Citizens may also call (843) 341-4684 to sign up for public comment participation during the meeting by phone. The public comment period will close at **Noon** the day prior to the scheduled meeting. All comments will be provided to the Commission for review and made part of the official record.

Please note that a quorum of Planning Commission may result if five (5) or more of their members attend this meeting.

Please note that a quorum of Town Council may result if four (4) or more of their members attend this meeting.



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Comprehensive Plan Committee
VIA: Shawn Colin, *AICP, Director of Community Development*
VIA: Jennifer Ray, *ASLA, Deputy Director of Community Development*
FROM: Taylor Ladd, *Senior Planner*
CC: Teri Lewis, *AICP, Deputy Director of Community Development*
DATE: August 14, 2020
SUBJECT: Our Plan, Town of Hilton Head Island 2020-2040 Comprehensive Plan

Recommendation: The Development Team recommends that the Comprehensive Plan Committee recommend Our Plan for adoption to the Planning Commission.

The Development Team met on August 12, 2020, and voted 7-0 to recommend the Comprehensive Plan Committee forward *Our Plan* to Planning Commission and consider the attached comments as discussed during the meeting (Exhibit A).

Summary: Adoption of *Our Plan* will meet the State's Comprehensive Plan Enabling Legislation and will provide a foundation for the Island's growth and development.

As the 2020 to 2040 Comprehensive Plan for the Town of Hilton Head Island, *Our Plan* provides a baseline of existing conditions and outlines goals, strategies, and tactics for the future of the Town and Island community. It also serves as a tool for the Town and community leaders to strengthen and preserve the Island culture, image, character, and unique sense of place.

Background: The Town's Our Future community engagement initiative developed the Vision for *Our Plan*. This means the Town's preferred future is to focus on the revitalization and modernization of its economy and infrastructure while building an inclusive and diverse community. A cross section of the environment, society, and the economy defines sustainability for *Our Plan*, where a community balanced in these three things has viable economic development, a resilient built environment, and equitable social conditions. *Our Plan* will help to usher this vision forward by directing the Town's focus and parameters for future policy and decision making.

On September 27, 2018, the Public Planning Committee adopted the Principles and Process to guide development of *Our Plan*.

On April 2, 2019, Town Council approved a Resolution creating the Development Team as an ad hoc committee of the Planning Commission to support the development of *Our Plan*.

The Development Team, which began meeting in May of 2019, met eleven times over the course of the Our Plan initiative, and ensured that the adopted Principles and Process were followed, and that there was meaningful coordination between the Our Plan Work Groups. Staff coordinated the Development Team and Work Groups with comprehensive community engagement activities, and delivered the draft for *Our Plan*.

Attachment:

Exhibit A, *Development Team Comments*

Exhibit A

Development Team Comments

The following items were discussed by the Development Team at their meeting on August 12, 2020. In this exhibit, staff has provided a response and proposed Our Plan revisions per the Development Team comments for the Committee's consideration.

1. Housing

1.1. **Comment:** Clarify what is meant by "vacancy" in terms of its meaning and use in Section 2.0, Housing Element.

1.1.1. Add definition and description for "vacancy" on page 62 and in Section 6.1, Definitions: In the context of housing demographic data and for municipal statistical analysis purposes, vacancy means a housing unit that is not occupied full time. Vacant housing units are either occupied part time as a second home or short term rental unit.

1.2. **Comment:** Suggest addition of a graphic about the 4% and 6% tax designations for properties on the Island that can be used as a baseline for the community.

1.2.1. Add to Section 2.0, Housing Element, information about the property tax designations with a graphic or map depicting how it is distributed on the Island. This could be added

2. Healthcare

2.1. **Comment:** Data from Table 2.7 on page 71 suggest healthcare is one of the top 5 employment industry sectors on the Island. Healthcare should be better represented in Our Plan.

Where Healthcare is addressed in Our Plan:

- a. Section 2.0, Community Facilities and Economic Development Elements
 - b. Section 3.0, Chapter 1, Excellence: Key Ideas Shaping Excellence
 - c. Section 3.0, Chapter 2, Economy: Overview, Strategy 5.3 (healthy aging), Strategy 5.4
 - d. Section 3.0, Chapter 4, Inclusive: Key Ideas Shaping Our Inclusive Community, Opportunities for our Inclusive community, Goal 7 Keyword is Healthcare
 - e. Section 3.0, Chapter 5, Connected: Strategy 4.2 (aging in place)
 - f. Section 3.0, Chapter 6, Regional: Key Ideas Shaping Our Regional Focus
 - g. Definition for Housing, page 184.
- 2.1.1. Add a definition for healthcare as a reference in Section 3.0, Chapter 4, Inclusive, and in Section 6.1, Definitions: Healthcare for Our Plan encompasses the land use, economic development, and community facility components of the healthcare industry for the Island and region. While the Town's jurisdictional duties do not fall within the realm of healthcare, actions can be taken by the Town to bolster future development through Land Use

regulations and economic development engagement to promote private sector investment.

- 2.1.2. Add Excellence Strategy 2.12: Recognize the importance of the private healthcare sector to the Island's economy and quality of life through continued consideration for ways to bolster advancements and private investment.
- 2.1.3. Add Economy Strategy 6.5: Continue to advance opportunities where possible for the Town to have a role in the workforce development and private sector investment in the healthcare industry.
- 2.1.4. Revise Inclusive Strategy 7.3: Foster an environment that will promote innovation and private sector investment in the local healthcare industry ~~that can facilitate advancements such as telemedicine.~~ to attract a qualified and talented work force and provide opportunities for expanding the industry through land use regulations.
- 2.1.5. Revise Regional Strategy 1.4: Develop programs and policies to encourage the private sector to become involved in addressing issues such as housing, climate change, environmental protection, ~~and education,~~ and healthcare across the region.
- 2.1.6. Cross reference Excellence 2.12, Economy 5.4, Economy 6.5, Inclusive Goal 7, and Regional 1.4.

3. Workforce Development

- 3.1. **Comment:** There is a lot of discussion about workforce housing, but Our Plan does not appear to address workforce development.

Where Workforce Development is addressed in Our Plan:

- a. Section 3.0, Chapter 2, Economy: Goal 6 Keyword is Workforce.
- 3.1.1. Revise Regional Goal 2 Keyword: Workforce ~~Housing~~
- 3.1.2. Revise Regional Goal 2: ~~To increase supply of workforce housing~~ improve and expand opportunities for workforce development and housing on Hilton Head Island and in the region.
- 3.1.3. Revise Regional Strategy 2.1: Pursue regional cooperation of public, private, and nonprofit agencies in meeting area housing and workforce needs.
- 3.1.4. Add Regional Strategy 2.5: Look for ways to coordinate with regional and local economic development partners to strengthen avenues for workforce development on the Island.
- 3.1.5. Cross reference Economy Goal 6 and Regional Goal 2.

4. Transportation

- 4.1. **Comment:** Transportation element is missing from Excellence, which should encompass all the elements. For example, our multi-use pathway network is exceptional and unique and it should be acknowledged through Transportation in Excellence.
- 4.1.1. Cross reference Excellence Strategy 1.6 to Infrastructure Goal 1.
- 4.1.2. Cross reference Excellence Tactic 1.6.1 to Infrastructure Strategy 1.3.

5. Technology

- 5.1. **Comment:** Does Our Plan address or provide direction for the increased reliance on remote services for Town operations, or for continuing to pursue online municipal services?

Where this is addressed in Our Plan:

- a. Section 3.0, Chapter 1, Excellence: Strategy 3.5 and Tactic 3.5.3
 - b. Section 3.0, Chapter 5, Connected: Strategy 1.1
 - c. Section 3.0, Chapter 7, Infrastructure Goal 7
 - d. Section 5.6, Priority Investment Strategy 5.1
- 5.2. **Comment:** Is there a plan for developing Island-wide internet infrastructure?
- a. The Town works with public and private service providers when necessary and feasible in the development of internet access and cellular infrastructure for the Island.

6. Education

- 6.1. **Comment:** Things that make real communities include having a good education and recreation system and good healthcare.
- a. **Staff Comment:** The discussion about education should be expanded in concert with additional information being added about healthcare.
- 6.1.1. Add a definition for education as a reference in Section 3.0, Chapter 4, Inclusive, and in Section 6.1, Definitions: Education for Our Plan encompasses the land use, economic development, and community facility components of the education sector for the Island and region. While the Town's jurisdictional duties do not fall within the realm of education, actions can be taken by the Town to bolster future development through Land Use regulations and economic development engagement to promote private sector investment and to partner with the Beaufort County School District, USCB, and other private education facilities and programs.

6.1.2. Add Excellence Strategy 2.13: Recognize the importance of the public and private education sector to the Island's economy and quality of life through continued consideration for ways to bolster education opportunities, partnerships, and private investment.

6.1.3. Cross reference Excellence Strategy 2.13 and Inclusive Goal 1.

7. Disaster Mitigation (Resilience)

7.1. **Comment:** Disaster mitigation needs to be a part of the futuristic thinking as far as the plan is concerned.

Where this is addressed in Our Plan:

- a. Section 3.0, Chapter 2, Environment: Goal 6
- b. Section 3.0, Chapter 7, Infrastructure: Goal 3
- c. Section 5.6, Priority Investment Goal 3

8. Marketing/ Branding

8.1. **Comment:** Is there potential for Town investment in advertising to attract more residential homebuyers?

How the Town's scope on this topic is addressed in Our Plan:

- a. Section 3.0, Chapter 1, Excellence: Opportunities for Excellence, Our Ideals of Excellence, Strategies 1.1, 1.3, 2.10
- b. Section 3.0, Chapter 3, Economy: Goal 3, Strategies 3.2, 4.1, 4.2, 4.3 and Tactic 4.1.1

9. Our Plan Language

9.1. **Comment:** Suggest the use of more proactive or stronger language in the goals, strategies, and tactics to propel the Town or community to do more and take action. This will cause the Town to take a leadership role and ensure we get things done. The use of "encourage" does not seem to be strong enough.

- a. **Staff Comment:** As Our Plan progresses through the adoption process, Planning Commission and Town Council can address if they concur, align with, or want to change language and wording in the plan.

View and/or download the

Draft

**Hilton Head Island
Our Plan
2020-2040**

in pdf format at

<https://hiltonheadislandsc.gov/projects/CompPlanUpdate/documents/OurPlan2020-2040-Draft.pdf>