

TOWN OF HILTON HEAD ISLAND
Public Planning Committee
Minutes of the November 29, 2018 – 3:00 p.m. Special Meeting
Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman David Ames, Kim Likins

Committee Members Absent: Bill Harkins

Town Council Present: Mayor David Bennett, Tom Lennox, John McCann

Town Staff Present: Marcy Benson, Senior Grants Administrator; Shawn Colin, Deputy Director of Community Development; Carolyn Grant, Communications Director; Josh Gruber, Assistant Town Manager; Teri Lewis, LMO Official; Jennifer Ray, Planning & Special Projects Manager; Steve Riley, Town Manager; Emily Sparks, Project Lead

1. Call to Order

Chairman Ames called the meeting to order at 3:00 p.m.

2. Freedom of Information Act Compliance

Public notification of this meeting has been published, posted, and distributed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of Agenda

The Public Planning Committee approved the agenda by general consent.

4. Workforce Housing

Chairman Ames welcomed all in attendance and introduced Lisa Sturtevant, PhD, President and Founder of Lisa Sturtevant & Associates, LLC (LSA).

Presentation by Lisa Sturtevant and Team:

Dr. Sturtevant introduced herself and Team members, Ryan Price, Senior Associate of LSA, and Elora Raymond, PhD, Clemson University Department of City Planning & Real Estate Development. Dr. Sturtevant reviewed the project schedule and noted being ahead of schedule. Dr. Sturtevant and Team presented key findings from the Housing Needs Assessment, and Communication and Public Outreach completed so far.

General Discussion and Questions:

The general discussion and questions from Town Council members to Dr. Sturtevant and Team pertained to: the private sector alone cannot provide homes at the assessed monetary levels; the public sector can be involved in various ways; the focus groups consistently expressed support to resolve the affordable housing issue; the returns that a developer could achieve are not commensurate with possible risks; how to incentivize the private sector; “hollowing out” is a powerful challenge; affordable housing is a component of quality of life and a sustainable community; housing needs to fit into the broader context of the physical plan for the community; large beach house rentals which have various impacts are allowed, but on the other hand developers are not allowed to provide something similar for affordable housing;

transportation is an important component to solving the affordable housing issue; the importance of creating a sense of community; provide education and address misperceptions of affordable housing; having a range of households is important in communities; and there's a challenge to find the right area to build with enough land and near necessary amenities and transportation.

Public Comments:

The public comments received related to: how much of the population is part of the workforce; talk to residents specifically behind the gated communities about what they want, as they make up a majority of the population and the land on the Island; consider inclusionary zoning and put units near employers; identify and provide tools to handle affordable housing; what portion of the population fits into certain income ranges; filling the gap in rental prices will be difficult; obtaining support from residents for increased density will be challenging; establish dedicated workforce communities; how to improve quality of life for workforce employees and their children; the barriers to building workforce housing on the Island; move beyond misperceptions of affordable housing; need year-round stable workforce for a sustainable community; the use of Town owned property; support for tiny homes; take care of the people who take care of you; examine what other islands with a tourist driven economy have done; employers in other communities provide housing for their employees; the community has many components that need to fit together – housing, healthcare, transportation, parks and recreation; and pay the workforce a wage that is comparable to living on the Island.

Closing Remarks:

Chairman Ames thanked Dr. Sturtevant, Dr. Raymond, and Mr. Price for their presentation.

5. Adjournment

The meeting was adjourned at 4:26 p.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved: January 24, 2019

David Ames, Chairman