

TOWN OF HILTON HEAD ISLAND
Public Planning Committee
Minutes of the March 22, 2018 – 3:00 p.m. Regular Meeting
Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman David Ames, Kim Likins

Committee Members Absent: Bill Harkins

Town Council Present: None

Town Staff Present: Marcy Benson, Senior Grants Administrator; Shawn Colin, Deputy Director of Community Development; Charles Cousins, Director of Community Development; Anne Cyran, Senior Planner; Brian Hulbert, Staff Attorney; Teri Lewis, LMO Official; Jennifer Ray, Planning & Special Projects Manager; Teresa Haley, Senior Administrative Assistant

1. Call to Order

Chairman Ames called the meeting to order at 3:07 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

The Public Planning Committee approved the agenda by general consent.

4. Approval of the Minutes – February 22, 2018 Meeting and February 28, 2018 Workshop

Ms. Likins moved to approve the minutes of the February 22, 2018 meeting. Chairman Ames seconded. The motion passed with a vote of 2-0-0.

Ms. Likins moved to approve the minutes of the February 28, 2018 workshop by general consent. Chairman Ames seconded. The motion passed with a vote of 2-0-0.

5. Unfinished Business

a. Update on Trolley Service

Ms. Cyran presented the update. The Town is continuing to work with Palmetto Breeze and the private property owners where the trolley stops will be located and on the route. Shelter Cove Towne Centre and Shelter Cove Harbour are excited to have stop locations. There are two owners at Park Plaza. One owner is local. The other owner is Harris Teeter which requires a corporate review process to receive approval. Palmetto Breeze has issued an RFP for marketing services and responses are due April 13, 2018. The trolleys are scheduled to be built starting June 1 and completed by June 20. Trolley service is planned to begin mid-July.

The Committee then asked Ms. Cyran some questions. Regarding the Shelter Cove and Park Plaza stops, one stop will be located by the King Neptune statue and the other near the area of Kroger to the turnaround by Jane Bistro and Belk. There will be one stop at Park Plaza, but it requires approval from two property owners. The Committee asked about the route. The route is proposed to go down Pope Avenue towards Coligny, right on Cordillo, left of Deallyon, left on South Forest Beach to go to Cordillo, then back that same way. This route is a State owned right-of-way and

staff is working on these stops as well. There is no requirement to provide sheltered areas. However, if there are popular stops that would become permanent, then staff would want to look at this in the future. Staff will work together with the marketing consultant on the stop signs. Each stop will have a stop sign with a trolley map of the service. The Committee asked who makes the evaluation of effectiveness of locations of stops and service overall. Palmetto Breeze along with input from Town staff. The Committee asked what relationship Town staff will have with the marketing consultant. The RFP expresses the Town will be a partner, but decisions will be made by Palmetto Breeze. The Committee expressed the desire to have the marketing brand relate to island character. The Committee asked whether there will be an app to see the trolley route, times, etc. There will be a published schedule and an app. Each trolley has GPS, so you can track the trolley location. There will be a separate app to make a payment. The marketing strategy will include this information. Design examples can be found on the Hometown Trolley website. The “street car” is the model that will be built, but with two doors. There will be a bike rack on the front of the trolley. The Committee thanked Ms. Cyran for the update.

b. Staff recommendation on two-month schedule for Affordable Housing Initiative

Responses for the Affordable Workforce Housing RFP are due April 17, 2018. In the meantime, Staff is looking into the conversion of existing, underperforming commercial properties. Currently, the LMO does not provide a conversion rate for commercial to residential. Staff will identify underperforming commercial properties, then review and analyze traffic impacts and other measures to determine an appropriate conversion rate. In the past, staff has talked to realtors to gather information regarding the properties. Staff is in the process of identifying those potential properties and updating map information.

Staff will continue internal discussion regarding an expedited permitting process. There are four groups involved in the permitting process and staff is looking at opportunities to expedite those.

Staff and the consultant will review the County Needs Assessment once it is completed. Its completion date is unknown at this time. Staff will continue to piece together information for the consultant to assist in their work. Staff plans to have a consultant hired in May or June. The Committee made inquiries regarding tiny homes. The State Building Code, which the Town has adopted, has restrictions and regulations pertaining to tiny homes and RVs. The consultant may be able to help the Town review and analyze these challenges and provide potential options. Also, there may be ways to inform potential developers of specific requirements in order to be able to do affordable housing.

Chairman Ames indicated the RFP is critical to making progress, but the Town can make progress with the items discussed today. Performing a site analysis, and putting together development unit packages that meet Town Code and Design Review Board expectations that are site specific will be beneficial to developers. Expediting the permitting process will help demonstrate the Town’s commitment to affordable housing. The Committee thanked Mr. Cousins for the update.

6. New Business

a. Discussion on State’s proposed Inclusionary Zoning Ordinance

Ms. Cyran presented a copy of three bills, a summary of the status for each, and a fiscal impact analysis. Ms. Cyran announced she received a call that the House bill just passed through the committee in South Carolina. The bill provide the authority of the county or municipality to adopt

inclusive zoning practices. This would be an option, not a requirement. This would allow the Town to provide incentives for affordable housing. Under the bill, Affordable Housing is defined as 80% of the median income for the area. It limits the requirement to 30% of the development for affordable units. It only applies to the developments of five or more housing units. It allows developers to pay a fee in lieu. An expedited review process is required for the affordable units. Municipalities can require deed or covenant restrictions. It is subject to aesthetic review. It does not restrict the authority of the municipality to offer additional incentives for households with income between 60-80%. It does not apply to existing developments and is not retroactive. Staff recommends for Town Council to send a letter of support for inclusionary zoning.

Chairman Ames opened the meeting for public comment. One member of the public asked for clarification on a House bill, and added that Town Council consider asking the County, Bluffton, and other groups to advocate for inclusionary zoning.

Chairman Ames expressed support for allowing the Town the opportunity and flexibility to consider inclusionary zoning.

Ms. Likins made a motion to recommend that Town Council advocate for the Inclusionary Zoning Act and contact the appropriate State Legislation. Chairman Ames seconded. The motion passed with a vote of 2-0-0.

b. GIS mapping of underutilized commercial structures

Mr. Colin shared information regarding the previous efforts to identify underutilized commercial structures. Staff has started updating that information, contacted commercial realtors for information to update the database, and mapped properties to display the underutilized commercial structures and target areas. Staff will continue working on the database over the next few weeks, analyze candidate sites, and create tiers of vacancy. There was discussion on the conversion rate of square footage of commercial to residential properties; what role the Town will play in converting underutilized commercial structures; and review Town owned land that might be available for affordable housing and communicate that information to the public.

7. Committee Business – None

8. Appearance by Citizens – None

9. Adjournment

The meeting was adjourned at 3:46 p.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved: April 26, 2018

David Ames, Chairman