

**TOWN OF HILTON HEAD ISLAND**  
**Public Planning Committee**  
**Minutes of the September 27, 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; Charles Cousins, Director of Community Development; Anne Cyran, Senior Planner; Josh Gruber, Assistant Town Manager; Teri Lewis, LMO Official; Jennifer Ray, Planning & Special Projects Manager; Teresa Haley, Senior Administrative Assistant

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**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 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 Minutes – August 23, 2018 Meeting**

Mr. Harkins moved to approve. Ms. Likins seconded. The minutes of the August 23, 2018 meeting were approved with a vote of 3-0-0.

**5. Unfinished Business**

a. Update on Trolley Service – Mary Lou Franzoni

Mary Lou Franzoni presented the update with information regarding: trolley ridership numbers by week; participation in public events; funding sources, Urban Grants and local matches, and amounts contributed and owed.

The Committee made inquiries and comments regarding: the breakdown of the Town's funding contribution; who are the potential customers; how to quantify potential demand first then determine the resources required and begin to develop a business plan over a three year period; other locations that may be beneficial to have the trolley route; recent feedback from riders; demand for service is highest during evening hours; demand to route the whole Island; the Urban Studies Plan will be provided with the materials for the October 19 LATS meeting; local business input and involvement; providing more than just a transportation system, but an experience for riders; public transportation guidelines and restrictions; drivers receive USCB hospitality training and Palmetto Breeze provides a 40-hour course in defensive driving emphasizing bicyclists and pedestrians; use the average of 550-600 riders per week as a benchmark for next year; modify the trolley stop signs to include information on arrival/departure times, rather than the existing signs indicating the

trolley leaves every 30 minutes; opportunities for communication, education and experiences; benefits for the community and the economy for the trolley drivers as a stage set for riders; obtain input from riders along the way and adjust the service as needed; Town or Chamber prepare informational material/brochure to handout on the trolley; finding ways to incorporate the trolleys in various events throughout the Island; the desire to coordinate with the Palmetto Dunes buggy and Sea Pines trolley; the trolley stops at pedestrian crosswalks as required by State law; trolley fees; and potential roles of the public and private sectors.

The Committee thanked Ms. Franzoni for her Trolley Service update.

## **6. New Business**

### **a. Vision Phase 2 and Comprehensive Planning**

Ms. Ray presented the background and summary of events leading up to the Staff recommendation. 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 Committee made inquiries and comments regarding: communication concerns; reaching a broad base of constituents; the desire to review the communication plan for Phase 2; the selection team process; the consultant indicated based on population size there was a significant amount of input in Phase 1; working with the Town’s Communications Director in Phase 2; focus on the messaging being put out into the community; the proposed team consists of the Comprehensive Plan Committee members plus others with various backgrounds; backgrounds desired include transportation, zoning, real estate, technology, education, representation from major anchor institutions, groups that are beginning to work privately together; pillar work groups versus a project management team; tracking chart with idea generation to goal; examples of the pillars being put into action throughout the community today; continuing to put the pillars into action and including those initiatives into the Vision pillar framework; communication going out should speak to the progress; celebrate private sector initiatives to show pillars are being put into action; the relationship of the Comprehensive Plan and the pillars; challenges going forward including concurrency of all Town plans, codes, and initiatives; making sure such plans are fresh and up to date; the pillar working groups will impact land use plan, district master plans, etc.; the proposed principle referencing “public” leadership should be changed to “community” leadership as this is a community driven process; and the possible role of David Beurle, Future iQ, in Phase 2.

Chairman Ames asked for public comments. Alex Brown presented statements regarding key metrics in the proposed principles, the desire to increase public participation in Phase 2, coordination of the pillar task teams and the Town Communications Director, and generally moving forward with the process. Owen Ambur expressed agreement with the staff recommendation and presented statements regarding community input.

Ms. Likins moved that 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. Ms. Likins further moved to modify that certain proposed principle to read, “continue to include community leadership, involvement and input”. Mr. Harkins seconded. The motion passed with a vote of 3-0-0.

The Committee thanked Ms. Ray for her presentation and complimented her efforts in the Vision process.

**7. Committee Business – None**

**8. Appearance by Citizens – None**

**9. Adjournment**

The meeting was adjourned at 4:21 p.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved: October 25, 2018

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David Ames, Chairman