



Town of Hilton Head Island
**PUBLIC PLANNING
COMMITTEE MEETING**

1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers
Thursday, September 14, 2023, 10:00 AM

The meeting can be viewed on the [Town's YouTube](#) page, the [Beaufort County Channel](#), and Spectrum Channel 1304.

- 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. Adoption of the Agenda**
- 4. Approval of Minutes**
 - a. Regular Meeting Minutes of August 10, 2023
- 5. Appearance by Citizens:** Citizens who wish to address the Town Council on the matters being discussed during the meeting may do so by submitting the [Request to Speak form](#) by 4:30 PM the day prior to the meeting.
- 6. Unfinished Business**
 - a. Presentation and Discussion on the Creation of Hilton Head Island District Plans and Land Management Ordinance – Missy Luick, Director of Planning
 - b. Consideration of Proposed Ordinance 2023 –16 Amending Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance (LMO) to Amend Single Family Dwelling Parking Requirements and to Establish Regulations for Single Family Dwelling Floor Area Ratio Requirements - Missy Luick, Director of Planning
- 7. Adjournment**



Town of Hilton Head Island
PUBLIC PLANNING
COMMITTEE SPECIAL MEETING
Thursday, August 10, 2023, 10:00 AM
MINUTES

Present from the Committee: David Ames, *Chairman*; Patsy Brison, Tamara Becker, Glenn Stanford

Present from Town Council: Steve Alfred

Present from Town Staff: Shawn Colin, *Assistant Town Manager-Community Development*; Kimberly Gammon, *Town Clerk*

1. Call to Order

Chair Ames called the meeting to order at 10:00 a.m.

2. FOIA Compliance

Ms. Gammon confirmed Compliance with the Freedom of Information Act.

3. Adoption of the Agenda

Ms. Brison moved to approve. Mr. Stanford seconded. Motion carried 4-0.

4. Approval of Minutes

- a. Regular Meeting Minutes of July 13, 2023

Mr. Stanford moved to approve. Ms. Becker seconded. Motion carried 4-0.

5. Appearance by Citizens

Daniel Anthony addressed the Committee regarding the Marshes District. His comments were inaudible on the recording.

6. Unfinished Business

- a. Presentation and Discussion on the Creation of Hilton Head Island District Plans and Land Management Ordinance – Missy Luick, Assistant Community Development Director

Shawn Colin conducted a presentation stating staff is fine-tuning the map series for the District Plans and hope to present them at the next meeting. He stated the first three districts were prioritized as 1) Mid-Island; 2) Marshes; 3) Bridge to Beach

and requested input from the Committee's regarding the prioritization of the remaining districts. After discussion and individual ratings, Mr. Stanford moved to prioritize the remaining five districts: 4) Forest Beach; 5) Skull Creek; 6) Chaplin; 7) Main Street; 8) Parkway. Ms. Brison seconded. Motion carried 4-0.

Shawn Colin pointed out that the project can be tracked through a link on the Town website. He reviewed the schedule for community engagement and stated staff will continue to work with the Committee, Town Manager and Mayor regarding bringing the item forward to Town Council with a target date for completion by April, 2024. Members of the Committee made comments and asked questions regarding: the notification process for property owners of record; review of the conserve and consider definitions; a suggestion of different terminology for a better understanding when communicating with the public; a suggestion to have community gatherings, that are held at various times of the day with consideration of work schedules and family commitments.

Mr. Colin stated as the project is defined staff will bring back a detailed communication strategy to the committee with all the different outlets and methods of how it is being implemented.

Shawn Colin provided a brief update on the LMO process. He stated Phase 4a is scheduled for discussion and review at today's meeting. He explained Phase 4, which is in development, contains a balance of changes to help provide additional protection, clean up areas where there are pressure points and stated the need for some application procedural changes to be addressed. Mr. Colin said there has been discussion regarding Family Compounds and Subdivisions, traffic impact and protection of natural resources that need focused on before the complete overhaul of the LMO is addressed. He said the items will be advertised this month for a September Planning Commission meeting for review and will be brought back to the Public Planning Committee for review.

Members of the Committee made comments and asked questions regarding: the need to address mass scale, density, and floor area ratio of non-residential as soon as possible; inquiry as to when the definition of a dwelling unit will be addressed and a request it is included in Phase 4.

Mr. Colin clarified the foundational definition of a dwelling unit is going to be the same across the board, but massing and scale will be district specific. He went on to state that they have had two responses to an RFQ for code writers to assist with Phase 5 which staff is evaluating and should have a recommendation in the near future.

7. New Business

- a. Consideration of Proposed Ordinance 2023-16 Amending Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance (LMO) to Amend Single-Family Dwelling Parking Requirements

and to Establish Regulations for Single-Family Dwelling Floor Area Ratio Requirements – Missy Luick, Assistant Community Development Director

Shawn Colin informed the Committee there are two items within the amendment which are to establish single-family dwelling parking requirements and to establish single-family dwelling floor Area Ratio (FAR) requirements. He reviewed the criteria when evaluating LMO amendments. He explained they reviewed the single-family dwelling parking requirements to better align that use to the size of the dwelling unit structure. Mr. Colin proceeded to present a detailed presentation regarding the proposed amendments.

Members of the Committee made comments and asked questions regarding: confirmation that the parking changes being addressed are related to all districts that allow single-family residential development; confirmation the overlay districts have a different parking metric than other districts; confirmation there would be no reduction in parking in the overlay districts; concern about imposing restrictions on single-family homes based upon a problems caused by short term rentals; confirmation that the recommendation for the overlay districts is to maintain the two (2) per dwelling unit base and then the one (1) per 750 square feet requirement; concern that if parking spaces are increased there will be significant changes to the character of the Island and a reduction in vegetation, trees, etc.; concern this is being driven by short term rentals; concern over additional impervious coverage; the need to solve the impact from parking in the area of Forest Beach; a suggestion that when the square footage gets to a certain level, 50% of the parking spaces required need to be within the structure itself; and a suggestion the change only be applied in highly concentrated short term rental areas.

Ms. Becker moved to accept the staff recommendation and the recommendation of the Planning Commission to go with the ZoneCo parking requirements as presented here today. Motion failed for lack of a second.

Shawn Colin conducted a presentation regarding the Floor Area Ratio (FAR) proposed amendment. He explained the purpose is to apply a relationship between the building size on a lot, the built environment versus the land, acreage of the land, square footage of the land, and to have that relationship through the FAR applicability. He explained the rules of measurement.

Members of the Committee asked questions and made comments regarding: clarification this will not apply to the PUD's; confirmation that where there isn't overlay protection or the FAR, there are might higher FAR's; concern this is being driven by short term rentals and the restriction to single family residences; suggestion of the need to focus the restrictions on the overlay districts; the need to make sure when the FAR is changed the existing FAR requirement in Forest Beach which is now .55 and the maximum house size would be reduced; the need

to help all understand why it is important to recalibrate and balance lot size to home size; the need to see the FAR as being one tool in the toolbox to try and retain character of the Island; and acknowledgement that as district plans are developed the FAR may increase in areas.

Chair Ames asked for public comment.

Daniel Anthony addressed the Committee and expressed his appreciation noting it is protection for the future. He emphasized the need to put this in place to protect land from overdevelopment. He stated existing problems with short term rentals still needs addressed.

John Casey addressed the Committee stating he was in favor of the motion but stated the two items within the ordinance should be addressed separately.

Chet Williams addressed the Committee and asked them to keep in mind what sort of nonconformities are being created and the effect it this will have.

Kelly LeBlanc addressed the Committee stating her appreciation and noted concern for the quality of life on the Island.

Gray Smiht addressed the Committee and referenced the Bradley Beach area. He stated he feels this action will eliminate those types of excessive short term rentals from being constructed.

James Cowan addressed the Committee stating the action will diminish the future value of his property.

Tai Scott addressed the Committee stating if this ordinance is passed and written the economic opportunity and potential housing opportunities for Gullah property owners will be taken away. He added that the parking amendment will also place a burden of Gullah property owners with mobile homes.

Ms. Brison moved to recommend to forward Proposed Ordinance 2023-16 to Town Council for consideration of adoption of the proposed amendments with the following changes:

1. Change the Floor Area Ratio (FAR) to .32 instead of .45 making sure that it also applies to the three overlay districts.
2. In addition to that, include the staff recommendation on the parking, because reducing the FAR will then have the effect of reducing the parking requirements.

Ms. Becker seconded. Ms. Brison clarified the motion to move forward with a Floor Area Ratio (FAR) of .32 to include the maximum home size of 4000 square feet,

making sure it also applies to the three overlay districts. and to move forward with a parking recommendation as recommended by the Planning Commission. Motion failed 2-2-0. (Ames and Stanford against)

Mrs. Brison moved that the Committee recommend to the Town Council adoption of the staff recommendations and Planning Commission recommendations on the FAR Amendments with the following changes:

1. Reducing the Floor Area Ratio (FAR) from .45 to .32 making sure the changes apply to the three overlay districts, Forest Beach, Folly Field and Holiday Homes, including the recommendation from the staff and the Planning Commission of a maximum home size of 4000 square feet. Mr. Stanford seconded.

Mr. Ames stated that if the FAR is lowered to .32 the maximum home size of 4000 square feet is not needed so he will be voting against it. Motion carried 3-1-0. (Ames against)

Ms. Brison moved that the Committee does not make a recommendation to Town Council with regard to the parking requirements. Mr. Stanford seconded.

Ms. Becker asked Mr. Colin to explain the option he presented earlier. He posed that rather than offer the one space at for 750 square feet to adopt the parking provisions that are currently existing in the overlay districts which are 2 spaces up to 2000 square feet and 1 additional space for every 1000 square foot or portion thereof increment. Ms. Becker requested the Committee consider that option as an alternative.

Ms. Brison stated she would withdraw her motion if the seconder, Mr. Stanford would withdraw his second. Mr. Stanford stated he agreed with the withdrawal.

Ms. Brison moved to recommend to the Town Council that the Land Management Ordinance (LMO) amendments on parking would be the ZoneCo Overlay proposed requirement. Ms. Becker seconded. Motion carried 3-1-0 (Stanford against)

8. Adjournment

The meeting adjourned at 11:58 a.m.

Approved:

The recording of this meeting can be found on the Town's website at www.hiltonheadislandsc.gov



TOWN OF HILTON HEAD ISLAND

Public Planning Committee

TO: Public Planning Committee
FROM: Missy Luick, Director of Planning
VIA: Shawn Colin, Assistant Town Manager – Community Development
CC: Marc Orlando, Town Manager
DATE: September 14, 2023
SUBJECT: Presentation and Discussion on the Creation of Hilton Head Island District Plans and Land Management Ordinance (LMO) Updates

SUMMARY:

The Growth Framework and District Planning initiative is a priority in the 2023-2025 Strategic Action Plan adopted by Town Council. The result will be a conservation and growth management strategy and Island-wide Master Plan which supplements the land use element of Our Plan, the Town's Comprehensive Plan. Adoption of an Island-wide Master Plan includes creation of district plans focusing on conservation and growth, creation of a future land use map, and major text amendments to the Town's Land Management Ordinance. This will establish a clear vision for future investment on the Island as a framework for conservation and growth.

The Land Management Ordinance (LMO) amendments project has also been identified as a priority strategic action item project. The Town conducted a critical review of the LMO and plans to amend the LMO to incorporate policy changes to address administrative processes, residential and commercial development, design standards, natural resource regulations, and to bring the LMO into alignment with the comprehensive plan, *Our Plan*, while incorporating District Plans recommendations.

The following will provide updates on both initiatives.

BACKGROUND:

The Hilton Head Island Town Council held a two-day strategic plan workshop on January 24 and 25, 2023 to discuss and identify priorities for inclusion in the fiscal year 2023-2025 Strategic Action Plan. The establishment of a growth management strategy including creation and adoption of district plans and an Island-wide Master Plan was identified within the top 15 priority projects.

On April 10, 2023, Town Staff presented the draft Growth Framework Map and draft District maps to the Public Planning Committee.

On July 13, 2023, a draft of the Marshes District plan was presented to the Public Planning Committee along with revised Conservation and Growth Framework and District Maps.

On August 10, 2023, staff presented updates and the Public Planning Committee recommended the following order for the Districts:

1. Mid-Island
2. Marshes
3. Bridge to Beach
4. Forest Beach
5. Skull Creek
6. Chaplin
7. Main Street
8. Parkway

DISTRICT PLANNING:

Like the Mid-Island District Plan, additional districts are being created to guide land uses, intensities, and public and private investment to achieve the desired patterns identified within the district plans.

A working draft of the districts map series was presented to the Public Planning Committee for review on April 10, 2023 and again on July 13, 2023. Visually, this is a series of maps identifying eight proposed districts. Based on correlation with the Conservation and Growth Framework Maps they are identified as districts where we will:

- **Conserve** and protect neighborhoods, environmentally sensitive areas, and the cultural legacy of the Island. Areas identified as “Conserve Districts,” such as the Jonesville area, will be prioritized.
- **Consider** the future of commercial, civic, and institutional areas as they adapt to new market forces and evolve to meet the future needs of residents, business owners, and visitors.

Staff and the consultant team will continue to develop a plan for each prioritized district that reflects its underlying conditions and addresses identified challenges. Each draft district land use plan findings and recommendations will be reviewed and further refined through the public engagement process to expand knowledge and understanding of the district that will result in refined recommendations. Staff is currently preparing surveys for each of the district plans to collect feedback from the public and will hold community meetings in each district to review respective drafts. The surveys will be hosted on the Town’s website. Stakeholder input for each plan will also be incorporated.

It is anticipated that the Marshes District community meeting and survey will be held in September with Bridge to Beach to follow after Public Planning Committee review.

Bridge-to-Beach

The Bridge-to-Beach District was identified as the planning area that should follow Marshes. The Bridge-to-Beach area has long been the focus of special plans that date back to the late 1990's. These prior planning efforts have helped to shape many of the opportunities that will be addressed in this district plan.

In 1999, the Town lead a public charette process that produced a report known as "From the Bridge to the Beach: A Public Input & Design Charette Process." This was also around the same time as the adoption of the Town's Tax Increment Financing District, which ultimately facilitated the redevelopment projects of Lowcountry Celebration Park and USCB – Hilton Head Island campus. It aimed to identify potential ways to address major concerns related to the quality of development and redevelopment as well as transportation, which was characterized as the movement of people, not just cars. Recommendations for roadways included improving the parallel/secondary road network and gridded street when possible. Traffic calming, pathways and public art were also included. Other recommendations addressed utility improvements, such as burying power lines and an aesthetically designed storm drainage network to form feature lagoons. This charette process was understood as the first step in arriving at an agreed upon vision for the area and recommended the formation of a citizen committee to move forward.

In 2000, the Bridge to Beach Steering Committee was formed by Town Council to guide and improve on the visioning process. This resulted in the 2001 Bridge to the Beach Redevelopment Advisory Plan and Report. These identified specific zoning changes to help address nonconforming uses and structures that were built before the Town incorporated, encourage pedestrian friendly design, allow for mixed-use developments and flexible stormwater regulations, as well as the preservation of environmentally sensitive lands. Circulation improvements focused on improved roads and alternative routes, multi-use pathways and sidewalks, connected redevelopment and public transportation. Park, recreation and open space goals recommended the development of a park near Coligny and a civic park system, with pocket parks and greenway connections. The protection of natural wetlands and open space for better stormwater runoff and wildlife habitat was also included.

In 2004, to help facilitate the review, prioritization and programming of redevelopment strategies for the Bridge-to-Beach area, staff prepared two workbooks that were used by the Planning Commission and Town Council to identify, policies, programs and projects with associated timeframes for actions. For many years, efforts were focused on the implementation of these recommendations through this annual process that was tied to staff's workplan and the capital budget.

The latest major planning effort for the area was adopted in 2016 as the Circle to Circle Vision Plan. The development of this plan validated many of the recommendations of prior plans that had not yet been implemented and also included the development of a local area traffic model and extensive community engagement under the guidance of consultant, Design Workshop. Sea Pines Circle capacity, roadway connectivity, transit, parking in the Coligny area and promoting other public beaches were the primary focus

areas of this plan. Elements from this study continue to influence current implementation efforts and planning projects, such as the Major Corridors Plan and this Master Plan project. Given the extensive planning history, the district plan for this area will seek to leverage past planning with the progress made on the Corridor's planning and new data that is now available at the district level to identify transformative solutions for future land use that align with current district issues, community goals and market conditions.

For the current Bridge-to-Beach district planning effort, the boundary of the district does not include Coligny Circle. It covers just over one square mile, running from the southern end of the Charles Fraser Bridge to Cordillo Parkway. It includes areas outside of the planned developments such as Palmetto Bay Marina, Crossings Park, Point Comfort, Arrow Road, Sea Pines Circle, Executive Park Road and areas north of Cordillo Parkway. The Bridge-to-Beach District continues to be a dynamic and diverse district concerning activity and investment. The area includes residential neighborhoods, hundreds of local businesses, and a near-constant flow of vehicular, pedestrian, and bicycle traffic.

To begin development of the Bridge-to-Beach District Plan, the District's planning team began work by conducting an analysis of existing conditions related to the following categories: Demographics and Economics, Real Estate, Existing Pathways and Roadway Network, Existing Natural Systems and Floodplain, and Existing Zoning and Land Use, in addition to identifying Parks and Open Space and how Town-owned properties relate to these systems.

Analysis Overview:

Key Findings – Existing Conditions

- The area is a jobs base for the Island with 500 businesses and over 5,000 jobs but has some of the Island's oldest buildings.
- Aging office buildings are increasingly susceptible to single site or multi-parcel redevelopment. There is, however, still strong demand for office in the district despite the age and class of the existing product.
- The Town owns 140 acres of land between major parks like Crossings and Compass Rose, in addition to other properties.
- The District's centrality and arterial street network leads to congestion, especially at major intersections like Sea Pines Circle.
- The area is well-connected into the Island's overall pathway network it's north-south spine and multiple connecting lines.
- The Palmetto Village workforce housing development along Palmetto Bay Road presents a new model for employer-initiated housing projects for the Island.

Demographic Highlights:

- The full-time population of the District is not growing.
- The District's population is significantly older compared to the Island median.

- There is a smaller share of African Americans in the District than on the Island overall.
District households have lower incomes and are smaller on average.
- Out of the 544 housing units, 82.5% are occupied full-time, while the remaining 17.5% are part-time residences, rentals, second homes, or short-term rentals.
- With fewer short-term accommodations, the District's overnight population is mostly full-time residents.

Economy and Employment Highlights:

- Job totals in the Districts have fluctuated through the last 20 years but are trending down overall.
- The District's largest sector, Administrative and Support and Waste Management and Remediation Services, plays a central role in the maintenance and management of back-of-house operations for Island's tourism economy.
- Office parks in the area support the Island's largest cluster of professional services, but the segment is declining in total jobs and in overall share.
- Two out of every three jobs in the District are held by non-Island residents.

Commercial Real Estate Highlights:

- Incremental development of commercial property throughout the District has led to a generally disconnected building pattern.
- The office product in the District averages more than 40 years old.
- Retail properties perform relatively well despite market headwinds.
- Redevelopment projects and proposals are starting to emerge as a trend.

Office Market Health:

- Office inventory in South Island is older than the office inventory on the northern part of the island.
- Net absorption indicates an average of 14,407 square feet of office space has been absorbed annually within the past five years, resulting in an annual average of 8,630 square feet absorbed.
- Base rent is lower when compared to the northern part of the island; this is likely due to the comparably older office properties.
- HHI has four Class A offices, equally distributed between the northern and southern part of the island, one of the class A buildings is in the Bridge-to-Beach Focus Area.

Housing Highlights:

- The District's housing product is relatively diverse with respect to type and clustered in the north along Point Comfort Road.
- Home values and rental prices in the District are lower than the Island overall.
- The District contains less than 1% of the Island's short-term rental properties.
- At the time of the analysis, there were eight units on the market.

- One in three homeowners and one in four renters in the District have lived in their homes for more than ten years.
- The Town's Workforce Housing Incentive program gives developers and builders unique opportunities to construct additional housing that advances the goals of the Workforce Housing Framework.

Roadway Highlights:

- Palmetto Bay Road (Sea Pines Circle to Arrow Rd) is a four-lane segment, with a 2022 daily traffic count of 32,500 vehicles, with current roadway capacity at 87%. The speed limit along the majority of this roadway to Sea Pines Circle. Compared to 35 mph or less for other roadways in the District, meaning traffic moves fastest along this roadway segment.
- Arrow Road (William Hilton Parkway to Palmetto Bay Rd) is a 2-lane segment with a 2022 daily traffic count of 9,200 vehicles and current roadway capacity usage of 54%.
- William Hilton Parkway (Arrow Road to Sea Pines Circle) is a 4-lane segment with a 2022 daily traffic count of 17,100 vehicles and current roadway capacity usage of 46%.
- Pope Avenue (Cordillo Parkway to Sea Pines Circle) is a four-lane segment, with a 2022 daily traffic count of 32,700 vehicles, with current roadway capacity at 88%.
- Sea Pines Circle is a critical node for south Island traffic, but challenged by increasing traffic volumes.
- The current geometric configuration of Arrow Road and Target Road creates some difficulty for fluid movement and presents sight-line issues for both cars and pedestrians. Along Palmetto Bay Road are numerous curb cuts for entry into businesses fronting the corridor.

Pathway Highlights:

- More than 7 miles of public pathways connect and cross the District, providing multiple routes for biking and walking.
- Numerous new pathways are recommended from the Major Thoroughfares Corridor Plan (MTCP).
- Pathway legibility is a priority with consistent crosswalks and wayfinding.

Transit Highlights:

- The Breeze Trolley Service, which operates fully within the Island, has stops within the District along Arrow Road (at Target Road) and Office Park Road.
- Several Palmetto Breeze regional bus routes provide service into the District.

Public Parks, Open Space and Town-owned Property Highlights:

- The District is surrounded by some of the Island's largest natural preserves.
- Sea Pines Forest Preserve is 605 acres of protected natural habitat and maritime forest and is the largest tract of undeveloped land on the Island.

- Tree canopy coverage varies.
- The Town owns 141.5 acres of property in the district, with the majority reserved as parks or open space.
- Crossings Park is a 74-acre facility that offers a variety of both active and passive recreation, including a skate park and roller hockey rink at Bristol Sports Arena.
- Compass Rose Park is a 3.4 acre park at the corner of Pope Avenue and New Orleans Road.

Utility Highlights:

- The South Island Public Service District (SIPSD) serves the District for sewer and water services.
- During its development, Hilton Head Island had multiple separate utilities, both public and private, providing water and wastewater services.
- The SIPSD provides water and wastewater treatment services to over 26,000 customers and businesses.
- Water for the SIPSD comes from 12 Upper Floridan Aquifer wells, 1 Middle Floridan Aquifer well, 1 Cretaceous Aquifer well, and 1 Reverse Osmosis Treatment Plant.
- The Capital Plan also identifies additional projects to ensure a reliable water supply for the District.
- The Market Place Substation on Dunnagans Alley is operated by Santee Cooper and Palmetto Electric Cooperative.

Character Area Highlights:

Water-Oriented Uses Near Broad Creek (Palmetto Bay Mariana Area)

- Mix of retail, restaurant and service uses oriented around Palmetto Bay Marina
- Multifamily buildings surround core commercial areas
- Home to the Yacht Club of Hilton Head, the Island's oldest yacht club (1971 founding)

The Northern Neighborhoods (Point Comfort Area)

- Mixture of single family and multi-family dwellings, 60% are owner-occupied, 40% are renter occupied or inhabited seasonally.
- Point Comfort Road connects this residential area to the rest of the District.
- Developed primarily from late 1970s – early 1990s.

Arrow Road Corridor

- Small lot (less than 1 acre) land uses that include retail, services, light industrial, institutional and office.
- The average year built for properties along Arrow Road is 1981, which predates the Island's incorporation and Land Management Ordinance.

Sea Pines Circle

- Center of District and point of convergence for traffic due to its location along roadway network and surrounding land use mix.
- Consists of 1-story multi-tenant retail buildings and 1-3 story office buildings (27 office buildings [314,000 sf] within 1/4 mile of Sea Pines Circle.)

Far South

- Blend of office, retail and sales land uses east of Pope Avenue along Executive Park Road.
- To the west of Pope Avenue is a cluster of religious institutions with multi-family.

Existing Land Use Highlights:

- The Bridge-to-Beach District is made up of a diverse set of land uses and development typologies. Land use describe the actual activities occurring on each lot within the District as compared to zoning which defines a permitted or intended use for the lot. There are currently 12 different types of land uses in the District. The most common land uses are Single Family (406 parcels, 13% of District land area), Office (86 parcels, 14% of District land area), and Retail/Service/Sales (71 parcels, 15% of District land area). The Single Family and Multifamily land uses are primarily located within the northern neighborhoods and towards the far south heading toward Forest Beach, while Office and Retail/Service/Sales are clustered throughout the Sea Pines Circle and along Arrow Road, Palmetto Bay Road, and Bow Circle.

Zoning Highlights:

- The area is divided into 7 base zoning districts.
- Much of the development within the District predates the adoption of the Town's Land Management Ordinance and its original zoning District designations.
- The Light Commercial (LC) district has the lowest density (4 dwelling units per net acre) among the commercial and residential zoning districts.
- Mixed Use, Multifamily, and Workforce Housing are permitted land uses in the WMU, LC, and SPC district.
- Mixed-use development is currently not allowed to incorporate residential parking spaces into a shared parking plan.
- Permitted density bonuses for Workforce Housing do not apply to any commercial zoning districts.

Environmental Constraints Highlights:

- Multiple floodplain zones are present within the District.

Future Land Use Highlights:

- Focus reinvestment energy within Arrow Road and Sea Pines Focus Areas.
- These two sub-districts present an opportunity to collect and direct redevelopment energy. With many buildings predating the Town's incorporation in 1983, these areas are some of the oldest modern developments on the Island. The areas are centrally located within the South Island with access to large resident and visitor markets.
- Conserve neighborhoods. The residential areas of the district will be conserved long-term as essential housing for full-time residents and visitors alike. Redevelopment projects will buffer their impacts from these neighborhoods and ensure a long-term symbiosis between each essential use.
- Expand greenspaces and pathways. Future development will leverage Crossings Park as a primary asset and grow additional, scaled parks spaces across the district. Pathways will play an essential role in connecting these parks with neighborhoods, lifestyle centers, and employment hubs. The district focus areas should prioritize park-oriented development with green space that is fully integrated into a holistic site plan.
- Upgrade office stock. Despite the age and quality of existing office spaces in the district, vacancy rates remain low, and rents are competitive. There are no Class "A" office spaces in the district despite this strong market demand. The future land use mix should maintain the existing square footage of the office space in the district, but encourage new, integrated projects that increase the value and performance of the use long-term.

Additional information on these areas and a summary of the plan analysis along with plan recommendations are included in the attached presentation, Attachment A.

The project website was also launched and is located at the following link:

<https://hiltonheadislandsc.gov/masterplan/>

LMO AMENDMENTS PLAN:

The LMO Amendments Plan is comprised of five phases. Attachment B provides a detailed review of what will be included in each phase. On March 9, 2023, Public Planning Committee reviewed the proposed LMO Assessment and Amendments Timeline as presented with staff research. The amendment content presented in the first four phases' correlates directly with input received from the Island community and neighborhoods.

Phase 4: Phase 4 LMO Amendment set is currently in legal review with the expectation to be ready for Planning Commission by the beginning of November. The Planning Commission Public Hearing must be at least 30 days after the legal ad is published. The timeline in Attachment B as presented is now extended in longer duration due to the necessary legal review for due diligence. It is expected that legal review could take up to sixty days with the proposed amendment set legal submitted on August 15, 2023.

Phase 4a: Due to growing community concerns, Floor Area Ratio (FAR) and Parking Standards were separated from Phase 4 LMO Amendment set to create Phase 4a LMO Amendment set. The Planning Commission held a public hearing to review the proposed amendments and voted 6-3 to recommend that Town Council approve the proposed amendments as recommended by staff with an amendment to LMO 16-5-118.E to reference “net acreage” instead of “area” for code consistency.

On August 10, 2023, Public Planning Committee reviewed the proposed LMO amendment set and voted separately on each topic. The motion for floor area ratio (FAR) was voted (3-1) to lower the proposed FAR from the Planning Commission recommendation of 0.45 to 0.32 including all three neighborhood character overlay districts. This proposed FAR is indicative of the average FAR of existing home dwellings in single-family use districts.

A motion for parking passed in a vote of (3-1) to update parking regulations to 2 spaces per dwelling unit plus an additional space per 750 square feet or portion thereof gross floor area (GFA) over the initial 2,000 square feet of gross floor area (GFA). This parking alternative was proposed by staff recommendation for each of the existing neighborhood character overlay districts. Public Planning Committee’s approved motion for parking recommends this alternative for single-family use in each zoning district and Sec. 16-5 Development and Design Standards.

Phase 5: The final amendment set will include a comprehensive review of all chapters, overall code organization, and user-friendliness of the code. More importantly, it will incorporate amendments to further align the LMO with *Our Plan*, the Town’s comprehensive plan, and integrate the district planning outcomes through the Town’s Conservation & Growth Framework and District Planning Initiative.

On July 14, 2023, an RFQ Pre-Submittal Meeting was conducted with 5 potential applicants. Only 2 applicants submitted bids for 2023-20 Code Writing Services: Land Management Ordinance & Municipal Code Project. The Request for Qualifications is under review for rebidding with potential re-advertisement in mid-September.

A revised summary of the critical path is below:

- Phase 1 and 2 – November 2022 – March 2023 (Complete)
- Phase 3 – March 2023 – May 2023 (Complete)
- Phase 4a – July 2023 – October 2023
- Phase 4 – November 2023 – February 2024
- Phase 5 – December 2023 – June 2024

[Land Management Ordinance \(hiltonheadislandsc.gov\)](http://hiltonheadislandsc.gov)

ATTACHMENTS:

- A. Presentation
- B. LMO Amendment Plan Details by Phase and Critical Path



District Plans and LMO Project Updates

September 14, 2023 – Public Planning Committee



District Plans Updates

A working draft of the districts map series was presented to the Public Planning Committee for review on April 10, 2023.

On July 13, 2023, a draft of the Marshes District plan was presented to the Public Planning Committee along with revised Conservation and Growth Framework and District Maps. The Marshes District is a Conserve District and contains preliminary analysis and recommendations.

Project website link: <https://hiltonheadislandsc.gov/masterplan/>

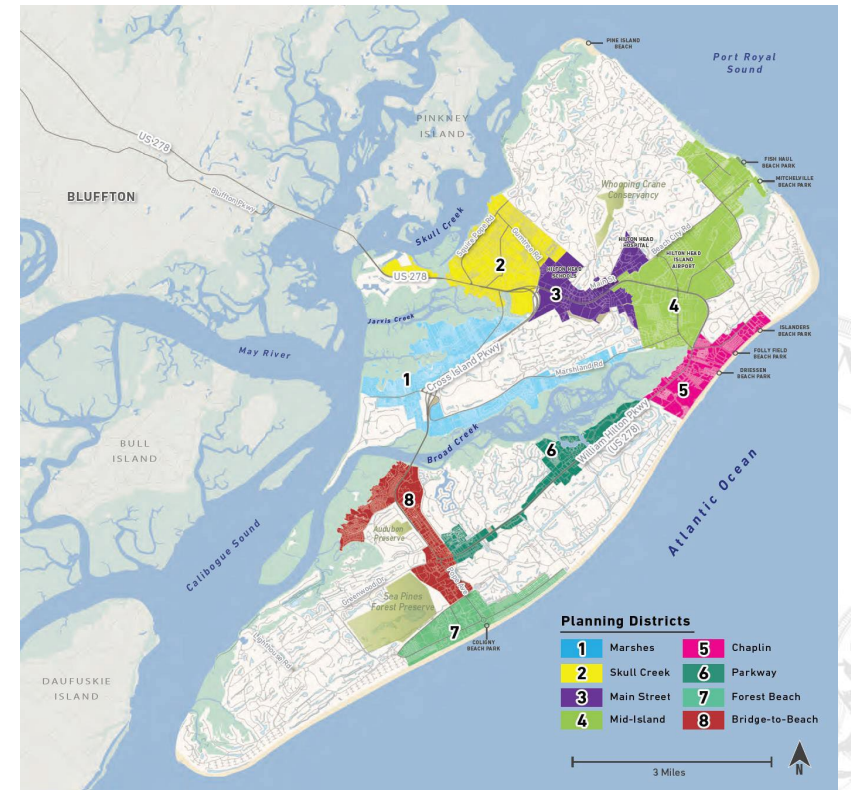


District Plans Updates

Staff and the consultant team will continue to develop a plans for each district that reflects its underlying conditions and addresses identified challenges.

The prioritization of the districts was recommended at the August Public Planning Committee meeting:

1. Mid-Island
2. Marshes
3. Bridge to Beach
4. Forest Beach
5. Skull Creek
6. Chaplin
7. Main Street
8. Parkway

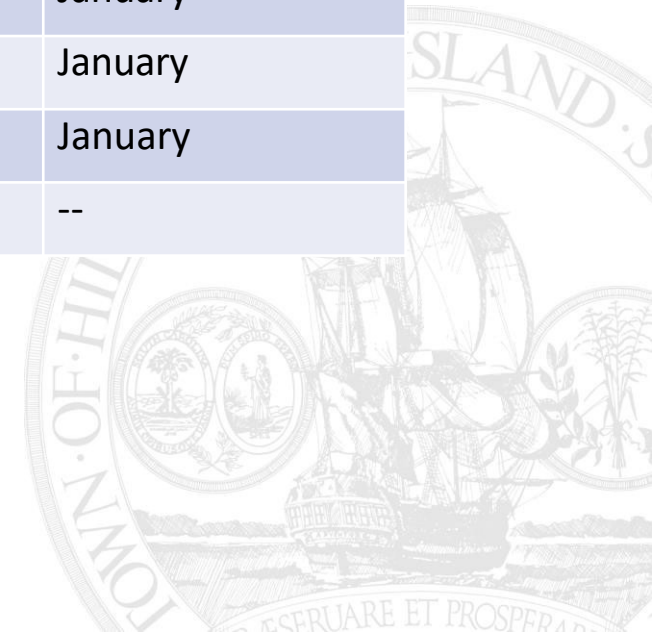


District Plans Updates

Community Engagement Strategy

- Each draft district land use plan findings and recommendations will be reviewed and further refined through the public engagement process to expand knowledge and understanding of the district that will result in refined recommendations.
- Each draft district plan will be presented to the Public Planning Committee, followed by a community survey and community meeting in the district.
- In March and April, Town Council workshops are proposed for the districts as conserve and consider bundles
- In May, a community open house is planned with adoption in June and July.

District	PPC Presentation	Community Survey
Marshes	August	September
Bridge to Beach	September	October
Forest Beach	November	November
Skull Creek	November	November
Chaplin	January	January
Main Street	January	January
Parkway	January	January
Mid-Island	--	--



MASTER PLAN

Town of
Hilton Head Island

Our pattern framework for Conservation
and Growth



1. Master Plan Purpose + Outcomes
2. Bridge-to-Beach District Plan
 - Introduction and context
 - Key findings
 - Vision
 - Recommendations
3. Next Steps



Writing the next chapter...

- 2023, Important moment for the Island
 - New pressures and fast-moving changes
 - Opportunities to direct and shape future investment
 - Craft a plan to maintain Island character and move confidently, and intentionally into the community's next phase
- The Master Plan will be our blueprint for how and where we conserve, protect, and grow our Island
- Always in a manner that is true to who we are and who we want to become

The Purpose

The Master Plan will ...

- **Build** upon conclusions from existing plans and studies
- **Engage** the community directly
- **Reveal** the design for the next chapter of conservation, development, and redevelopment
- **Establish** supporting policy across key, interrelated community issues (Growth Framework & District Plans)
- **Set** “first steps” and commit to implementation (Land Management Ordinance)



Outcomes

1. The Vision

- Clear view of the “next chapter” based on input from the community, stakeholders, leadership, and the realities of the data
- Subjective side of the “capacity” question – Who do we want to be?

2. Physical Direction

- District-by-district growth framework to guide conservation, development, redevelopment, and circulation

3. Policy Direction

- A path forward on key community issues and systems in synchronicity with physical direction
- Issues include labor, housing, demographics, real estate, etc.

4. Clear Next Steps

- A work plan for Staff and connected parties to proceed
- An inventory of necessary “zoom in” activities or plans

Our Plan Comprehensive Plan

Land Use amendment to the 2020 Our Plan Island Comprehensive Plan



Growth Framework Map

How and where we will conserve and grow on the Island
Conceptual first step into conservation areas, land use, and character

District Plans

Eight areas spanning the Island's non-planned communities
Applying the broad concepts from the growth framework to neighborhood-level considerations
Developing a district plan for **land use**, **policy**, and **systems**



Future Land Use Map

Parcel-specific land use assignments for District areas

Land Management Ordinance Amendments

Schedule of necessary amendments based on future land use

Recommendations

Additional recommendations based on District Plan outcomes (i.e., trail connections)

District Planning Outcomes



- Conceptual development planning based on place types
- Principles for conservation, development, redevelopment, and circulation
- Detailed district planning (ex. Mid-Island District Plan) to assign specific concepts
- Implementation strategy
- Key issues identified through recently completed work (CTA, Corridors, Short Term Rental Analysis, etc.)
- Policy direction based focused analysis, stakeholder feedback, and staff work sessions
- Guide for public and private investment



Bridge-to-Beach District Plan

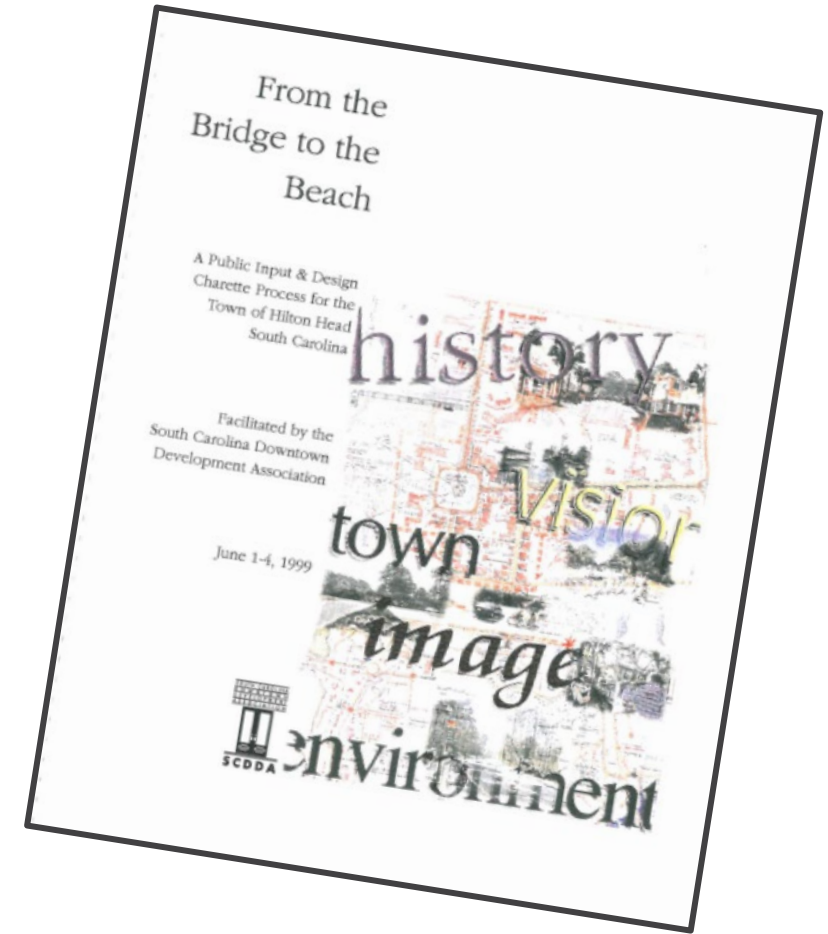
September 14, 2023 – Public Planning Committee



Bridge-to-Beach District Planning History

1999 - "From the Bridge to the Beach: A Public Input & Design Charette Process."

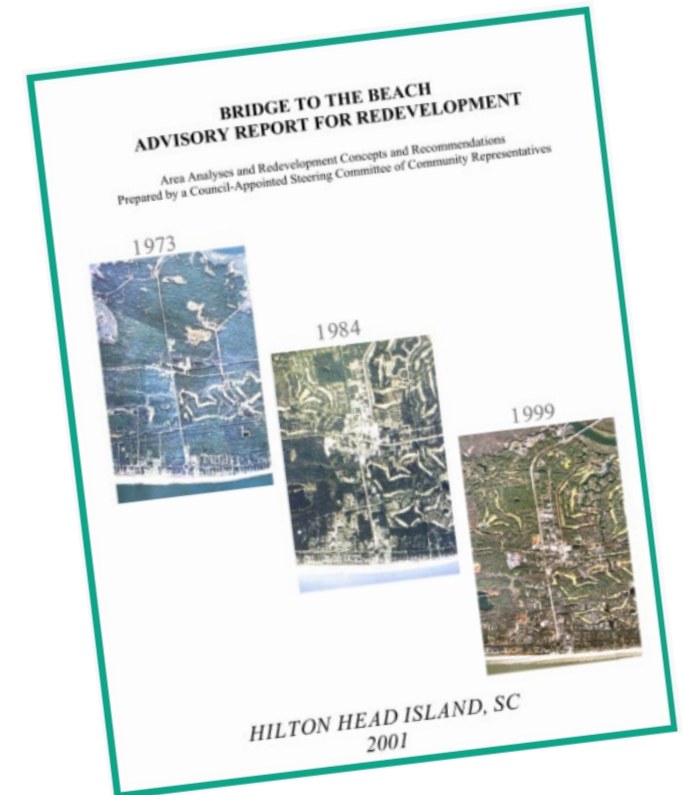
- Recommendations for roadways included improving the parallel/secondary road network and gridded street when possible.
- Traffic calming, pathways and public art were also included.
- Other recommendations addressed utility improvements, such as burying power lines and an aesthetically designed storm drainage network to form feature lagoons.



Bridge-to-Beach District Planning History

2001 - Bridge to the Beach Redevelopment Advisory Plan and Report:

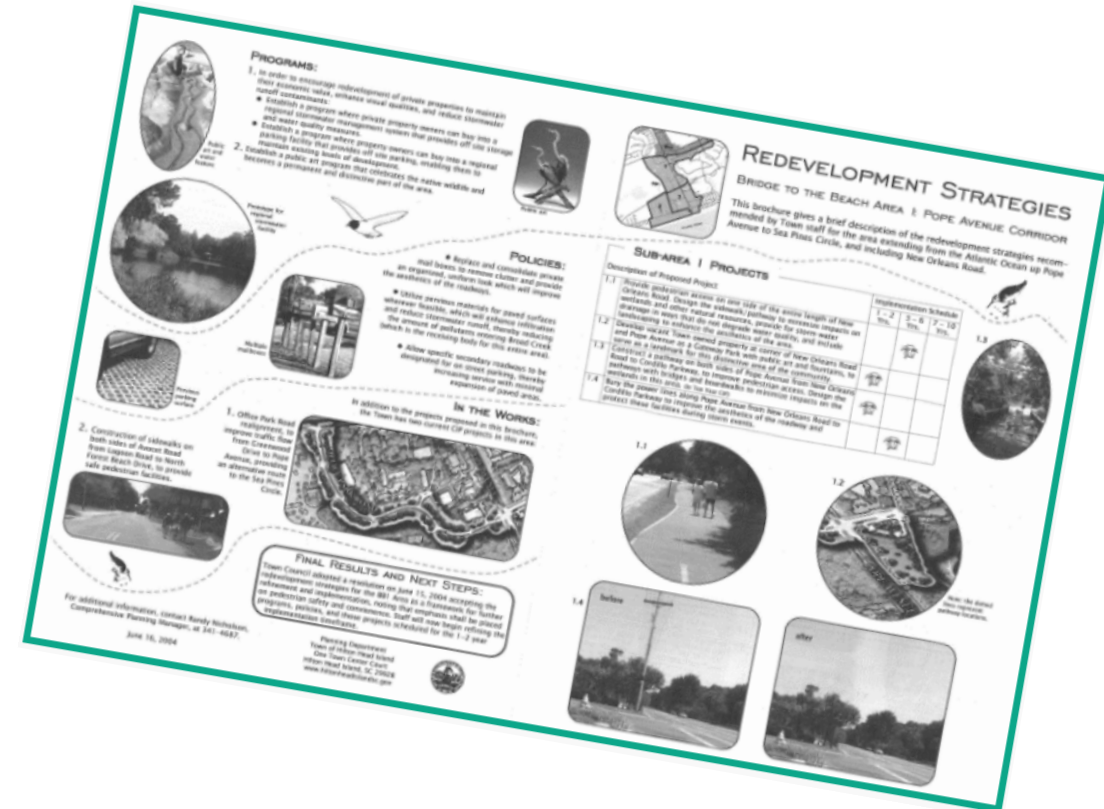
- Identified specific zoning changes to help address nonconforming uses and structures that were built before the Town incorporated, encouraged pedestrian friendly design, allowed for mixed-use developments and flexible stormwater regulations, as well as the preservation of environmentally sensitive lands.
- Circulation improvements focused on improved roads and alternative routes, multi-use pathways and sidewalks, connected redevelopment and public transportation.
- Park, recreation and open space goals recommended the development of a park near Coligny and a civic park system, with pocket parks and greenway connections. The protection of natural wetlands and open space for better stormwater runoff and wildlife habitat was also included.



Bridge-to-Beach District Planning History

2004 - Bridge-to-Beach Area Redevelopment Workbook

- Two workbooks that were used by the Planning Commission and Town Council to identify, policies, programs and projects with associated timeframes for actions.
- For many years, efforts were focused on the implementation of these recommendations through this annual process that was tied to staff's workplan and the capital budget.



Bridge-to-Beach District Planning History

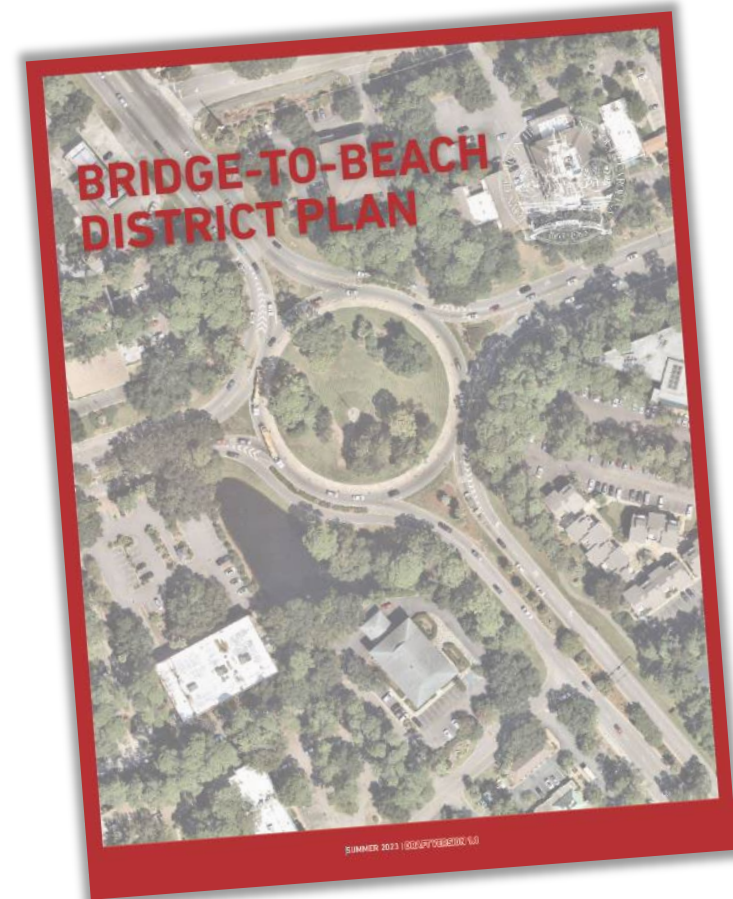
2016 – Circle to Circle

- Included localized area traffic model
- Extensive community engagement
- Sea Pines Circle capacity, roadway connectivity, transit, parking in the Coligny area and promoting other public beaches were the primary focus areas of this plan.



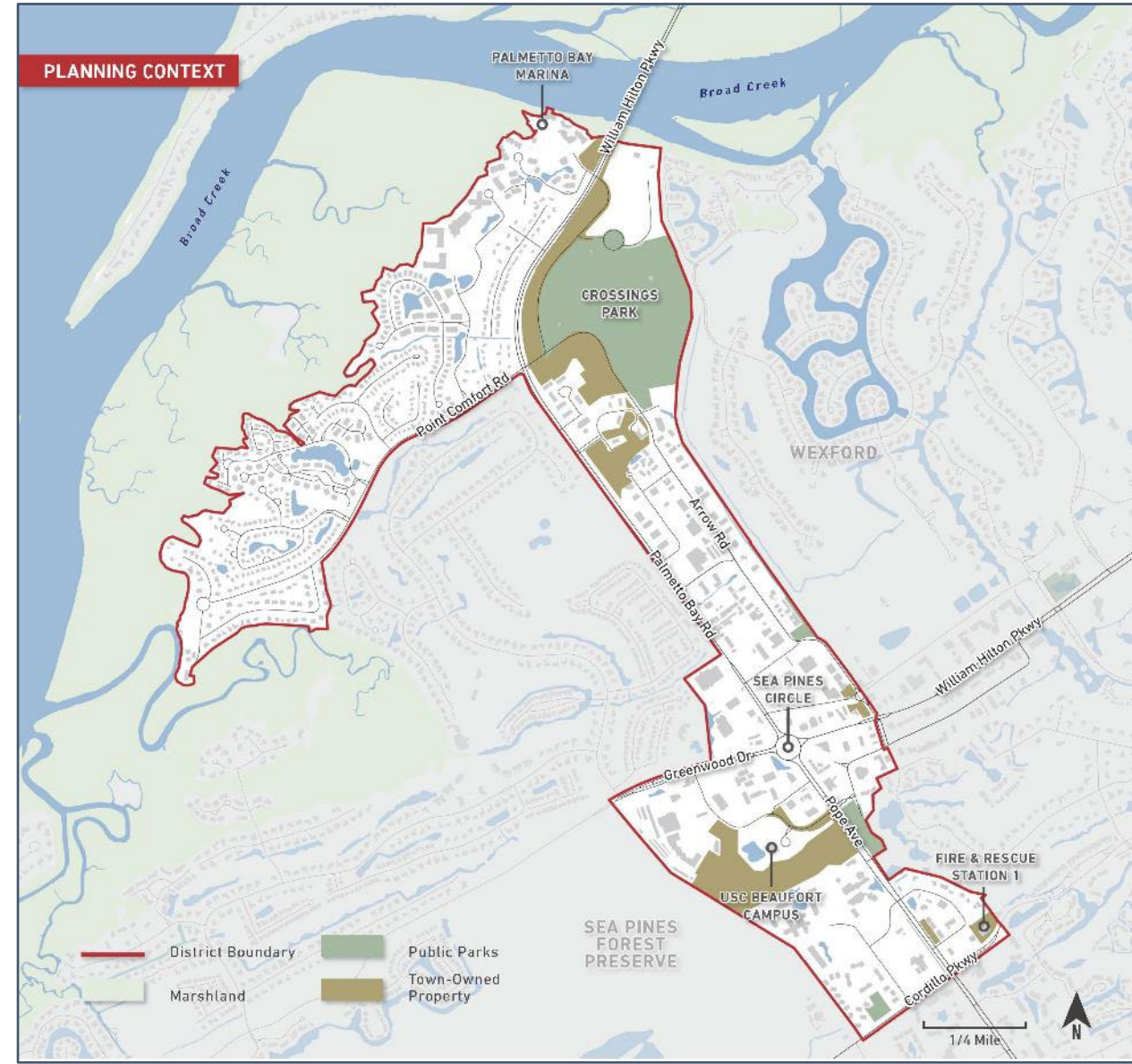
Bridge-to-Beach District Plan

1. Context
2. Key findings
3. Vision
4. Future land use
5. Streets and pathways plan
6. Focus areas
7. Policy action agenda



Context

- One square mile district
- Charles Fraser Bridge to Cordillo Parkway along Palmetto Bay Road and Pope Avenue
- Diverse with respect to land use
- Heavy traffic, active business district
- Two parks: Crossings and Compass Rose



Key findings

- A jobs base for the Island with 500 businesses and over 5,000 jobs.
- Aging office buildings are increasingly susceptible to single site or multi-parcel redevelopment.
- Centrality leads to congestion, especially at major intersections like Sea Pines Circle
- Well-connected into the Island's overall pathway network, it's north-south spine and multiple connecting lines
- Palmetto Village a new model for employer-initiated housing projects for the Island.



Key findings: Demographics

- The full-time population of the District is not growing.
- The District's population is significantly older compared to the Island median.
- There is a smaller share of African Americans in the District than on the Island overall.
District households have lower incomes and are smaller on average.
- Out of the 544 housing units, 82.5% are occupied full-time, while the remaining 17.5% are part-time residences, rentals, second homes, or short-term rentals.



Key findings: Economy and Employment

- Job totals in the Districts have fluctuated through the last 20 years but are trending down overall.
- The District's largest sector, Administrative and Support and Waste Management and Remediation Services, plays a central role in the maintenance and management of back-of-house operations for Island's tourism economy.
- Office parks in the area support the Island's largest cluster of professional services, but the segment is declining in total jobs and in overall share.
- Two out of every three jobs in the District are held by non-Island residents.



Key findings: Real Estate

- 59% of the Island's total office inventory is in the district
 - Older inventory with 72% of the office construction occurring between the 1970s and 1980s, only 19.0% of office inventory after 2000s
 - Base rent lower than North Island
- Consistent absorption through the last five years
 - Around 14,400 square feet annually
 - Vacancy rate, 3.9%, low compared to regional market



Key findings: Commercial Real Estate

- Incremental development of commercial property throughout the District has led to a generally disconnected building pattern.
- The office product in the District averages more than 40 years old.
- Retail properties perform relatively well despite market headwinds.
- Redevelopment projects and proposals are starting to emerge as a trend.



Key findings: Office Market Health

- Office inventory in South Island is older than the office inventory on the northern part of the island.
- Net absorption indicates an average of 14,407 square feet of office space has been absorbed annually within the past five years, resulting in an annual average of 8,630 square feet absorbed.
- Base rent is lower when compared to the northern part of the island; this is likely due to the comparably older office properties.



Key findings: Housing

- The District's housing product is relatively diverse with respect to type and clustered in the north along Point Comfort Road.
- Home values and rental prices in the District are lower than the Island overall.
- The District contains less than 1% of the Island's short-term rental properties.
- One in three homeowners and one in four renters in the District have lived in their homes for more than ten years.



Key findings: Roadway

- Palmetto Bay Road (Sea Pines Circle to Arrow Rd) is a four-lane segment, with a 2022 daily traffic count of 32,500 vehicles, with current roadway capacity at 87%.
- Arrow Road (William Hilton Parkway to Palmetto Bay Rd) is a 2-lane segment with a 2022 daily traffic count of 9,200 vehicles and current roadway capacity usage of 54%.
- William Hilton Parkway (Arrow Road to Sea Pines Circle) is a 4-lane segment with a 2022 daily traffic count of 17,100 vehicles and current roadway capacity usage of 46%.



Key findings: Roadway

- Pope Avenue (Cordillo Parkway to Sea Pines Circle) is a four-lane segment, with a 2022 daily traffic count of 32,700 vehicles, with current roadway capacity at 88%.
- Sea Pines Circle is a critical node for south Island traffic, but challenged by increasing traffic volumes.
- The current geometric configuration of Arrow Road and Target Road creates some difficulty for fluid movement and presents sight-line issues for both cars and pedestrians with numerous curb cuts for entry into businesses fronting the corridor.



Key findings: Pathway

- More than 7 miles of public pathways connect and cross the District, providing multiple routes for biking and walking.
- Numerous new pathways are recommended from the Major Thoroughfares Corridor Plan (MTCP).
- Pathway legibility is a priority with consistent crosswalks and wayfinding.



Key findings: Transit

- The Breeze Trolley Service, which operates fully within the Island, has stops within the District along Arrow Road (at Target Road) and Office Park Road.
- Several Palmetto Breeze regional bus routes provide service into the District.



Key findings: Parks, Open Space and Town-owned Property

- The District is surrounded by some of the Island's largest natural preserves. Sea Pines Forest Preserve is 605 acres of protected natural habitat and maritime forest and is the largest tract of undeveloped land on the Island.
- The Town owns 141.5 acres of property in the district, with the majority reserved as parks or open space.
- Crossings Park is a 74-acre facility that offers a variety of both active and passive recreation, including a skate park and roller hockey rink at Bristol Sports Arena.
- Compass Rose Park is a 3.4 acre park.



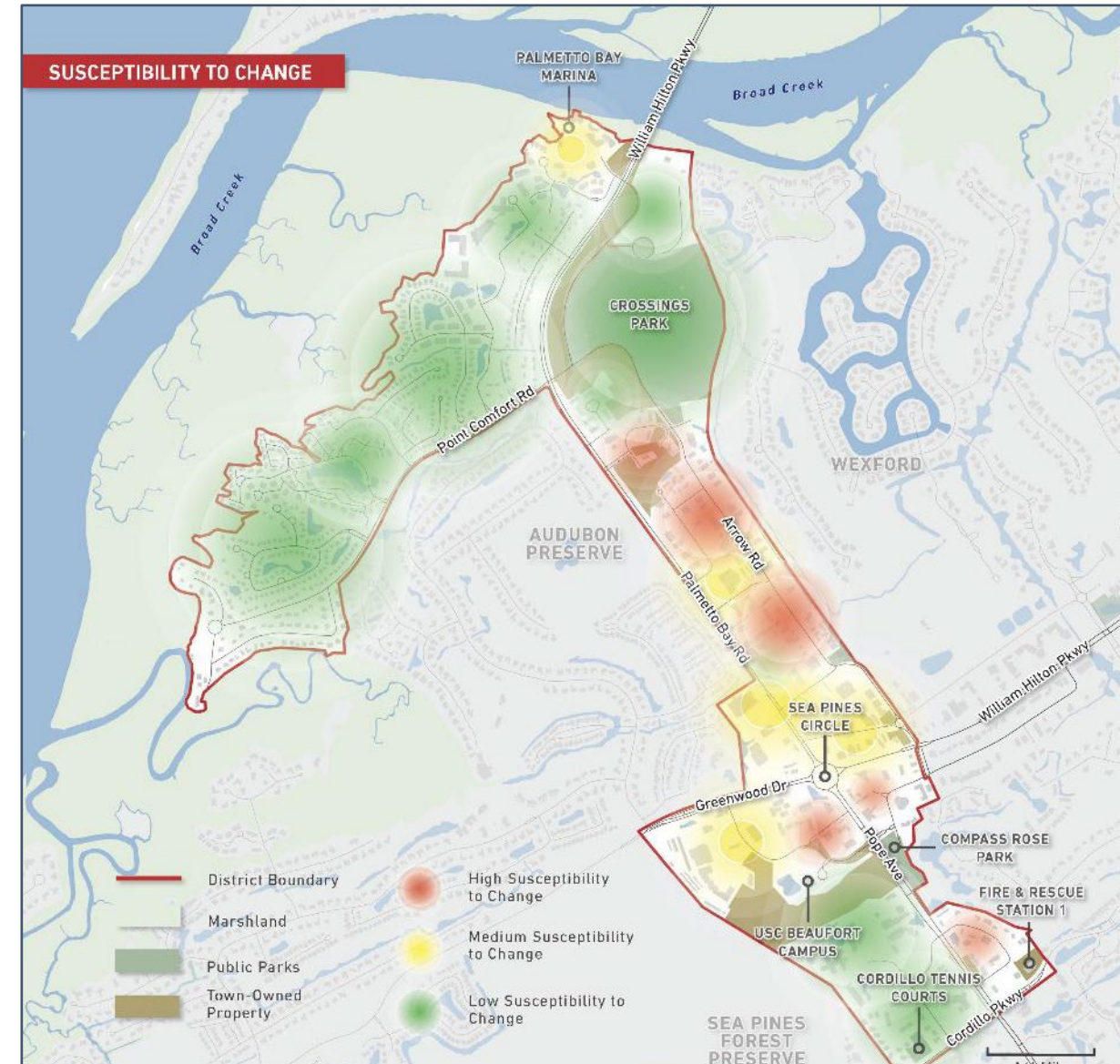
Key findings: Utility

- The South Island Public Service District (SIPSD) serves the District for sewer and water services.
- During its development, Hilton Head Island had multiple separate utilities, both public and private, providing water and wastewater services.
- Water for the SIPSD comes from 12 Upper Floridan Aquifer wells, 1 Middle Floridan Aquifer well, 1 Cretaceous Aquifer well, and 1 Reverse Osmosis Treatment Plant.
- The Capital Plan also identifies additional projects to ensure a reliable water supply for the District.

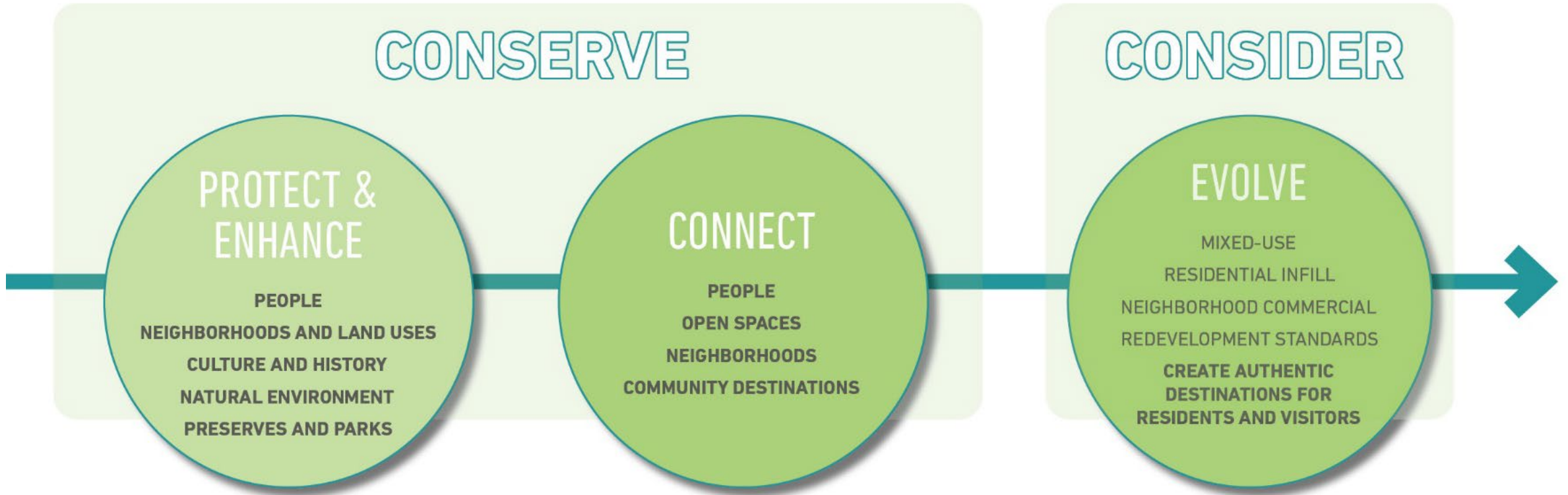


Key findings: Land Use

- High susceptibility to change in clustered areas of the district
 - Recent proposals and projects hint toward emerging market demand / opportunity
 - Older buildings, pre-date incorporation and the Town's LMO
 - Opportunity to re-vision special areas of focus
- Non-commercial areas
 - Housing is diverse with respect to product
 - Fewer short-term rentals compared to Island



The Vision



The Vision



1. Protect and Enhance

- Protect and enhancing the neighborhoods, the natural environment, the preserves and parks, and the overarching character of the Bridge-to-Beach District and the Town.
- Invest in new parks, pathways, and open spaces, and protecting the character and charm of existing neighborhoods.

2. Connect

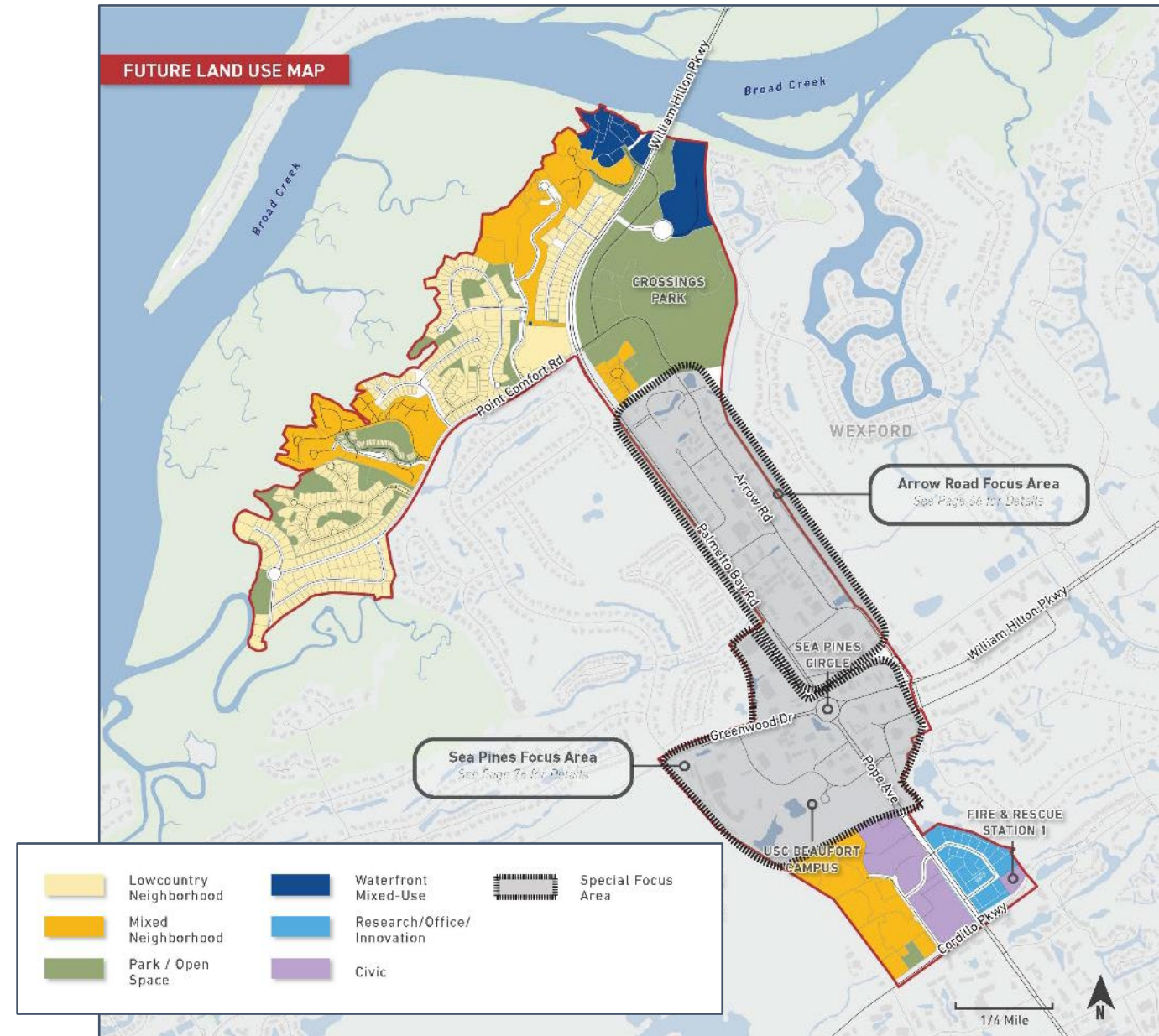
- Connect people, open spaces, neighborhoods, and community hubs through a network of pathways, sidewalks, and complete streets.

3. Evolve

- Consider the potential for infill redevelopment, public space enhancements, and increased pedestrian connectivity through pathway improvements.
- Focus areas gather and direct incremental reinvestment. Future projects match the character of the Island

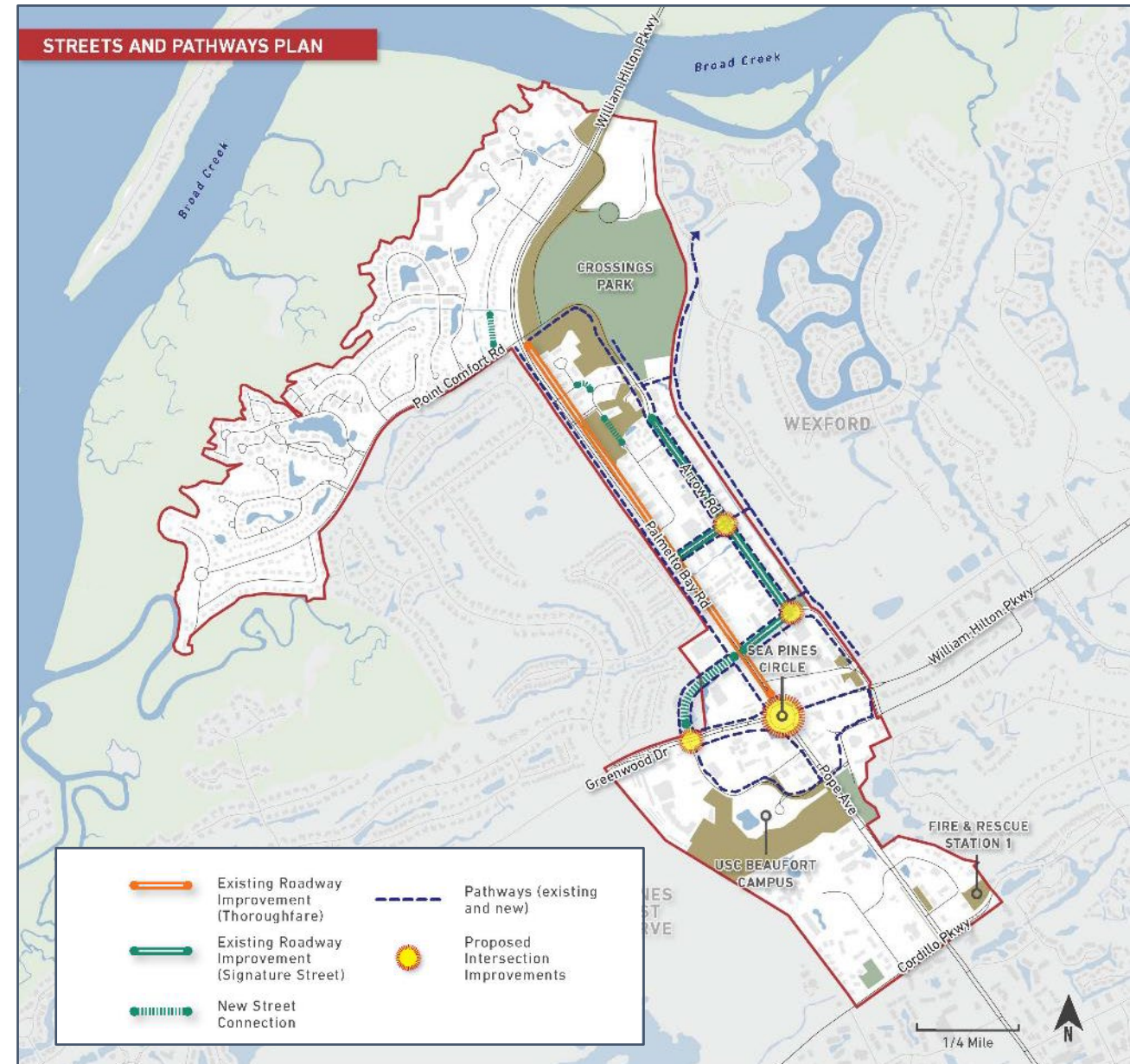
Future land use

- Focus reinvestment energy within Arrow Road and Sea Pines Focus Areas
- Conserve neighborhoods
- Expand greenspaces and pathways
- Upgrade office stock



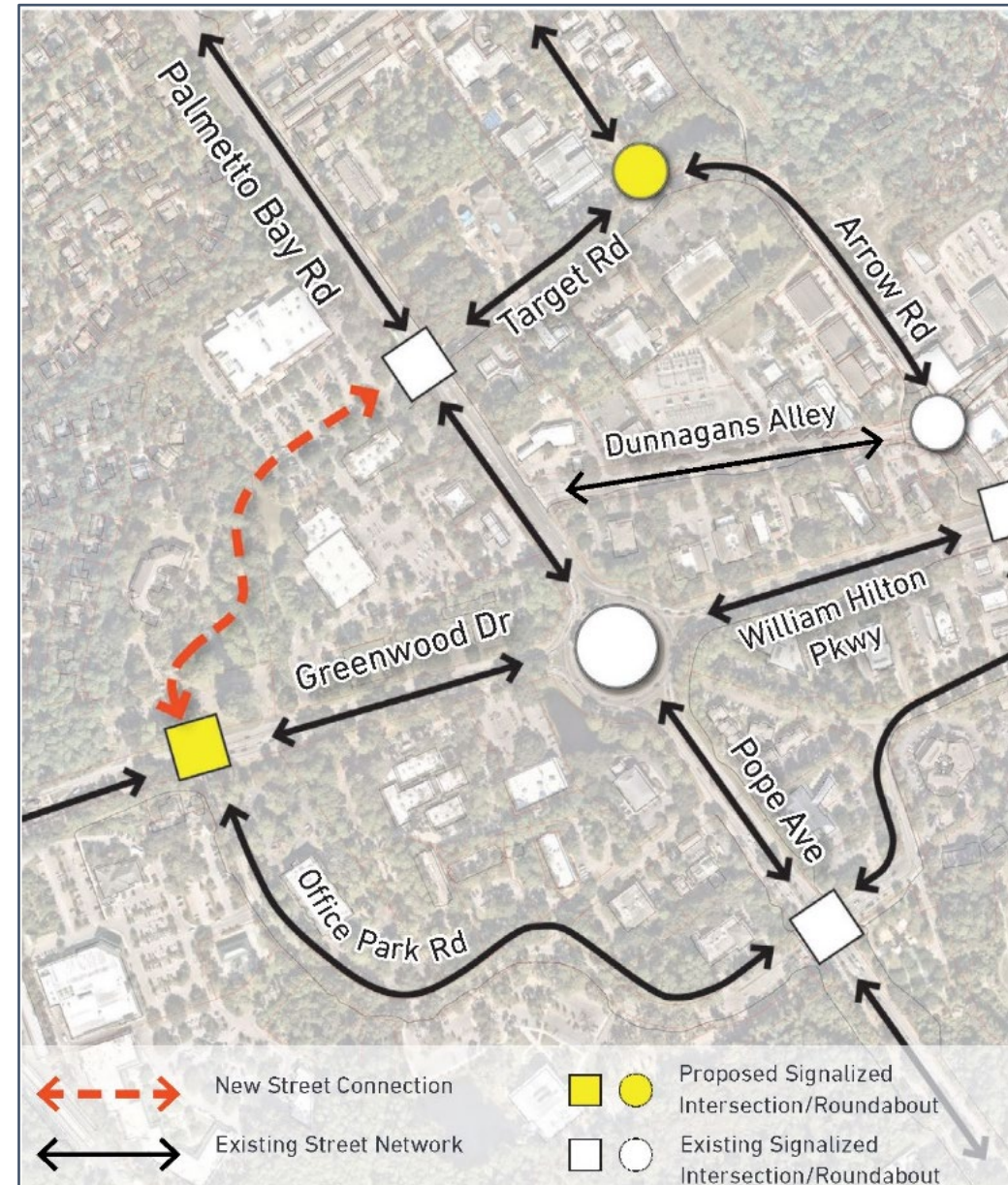
Streets & pathways plan

- Assess and propose improvements to Sea Pines Circle
- New intersection improvements – circles and signals
- Consolidating access drives
- Adding new routes / options
- Pathway enhancements (safety, signage, access)



New connections

- Completing the Sea Pines quadrant connections
- Connect internal streets through Arrow Road Corridor
- Access north/south spine pathway to Arrow Road



Focus Areas

The dynamic real estate conditions in the Bridge-to-Beach District present an opportunity to consider specific development or redevelopment opportunities

Why here?

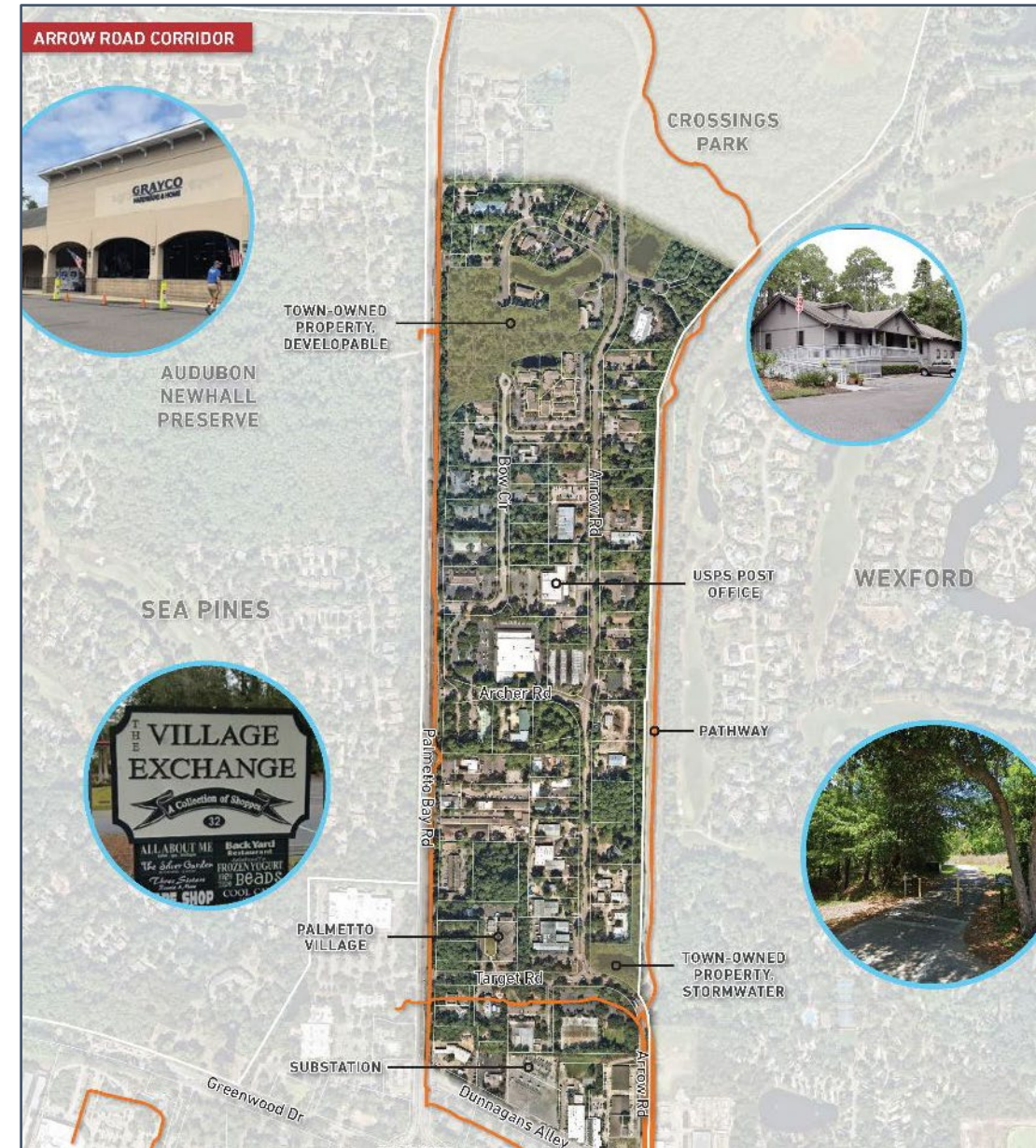
- This is neutral ground.
- Incremental change is possible in the short to mid-term.
- These areas are central and accessible.
- Change is already occurring.

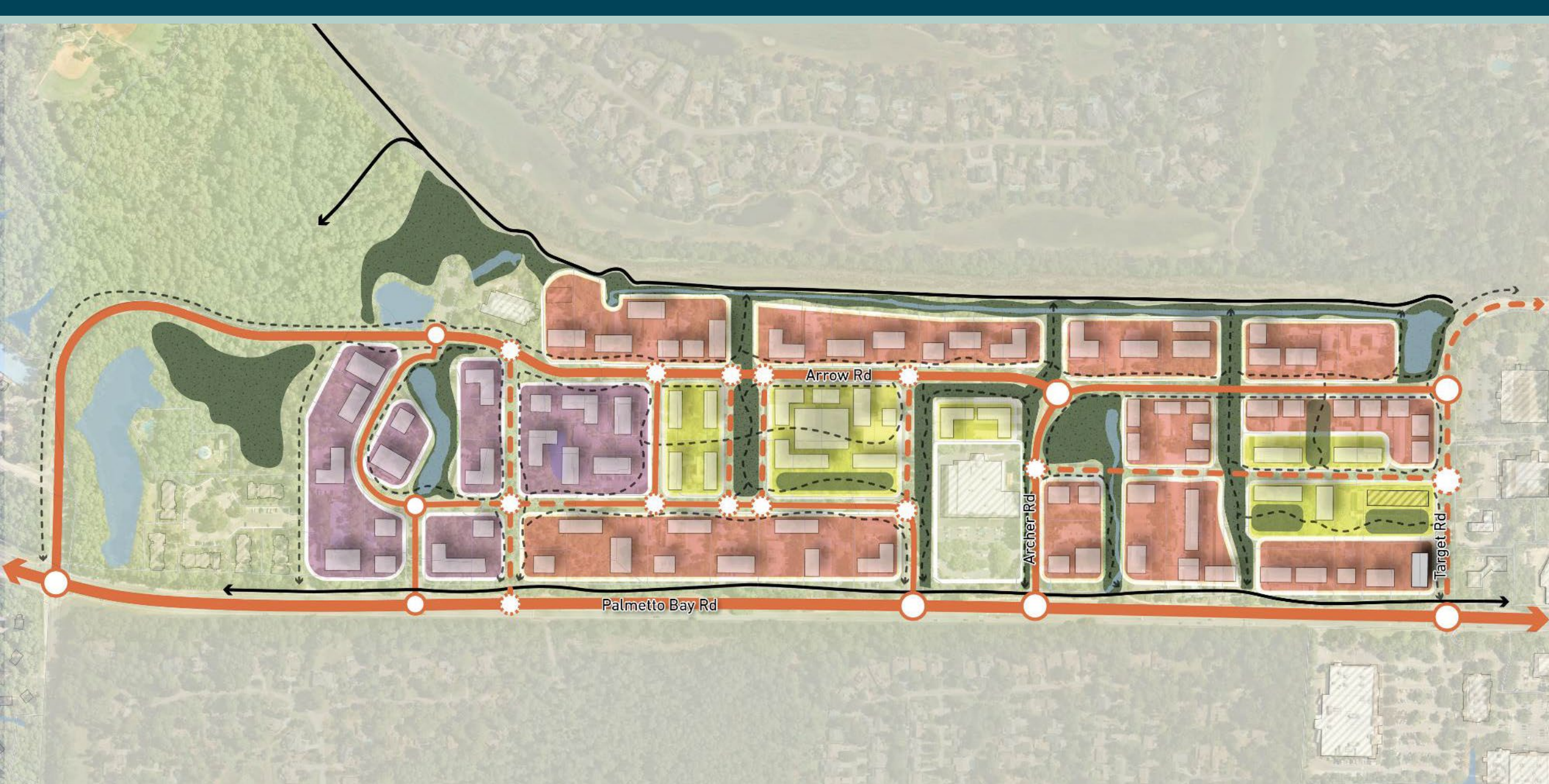


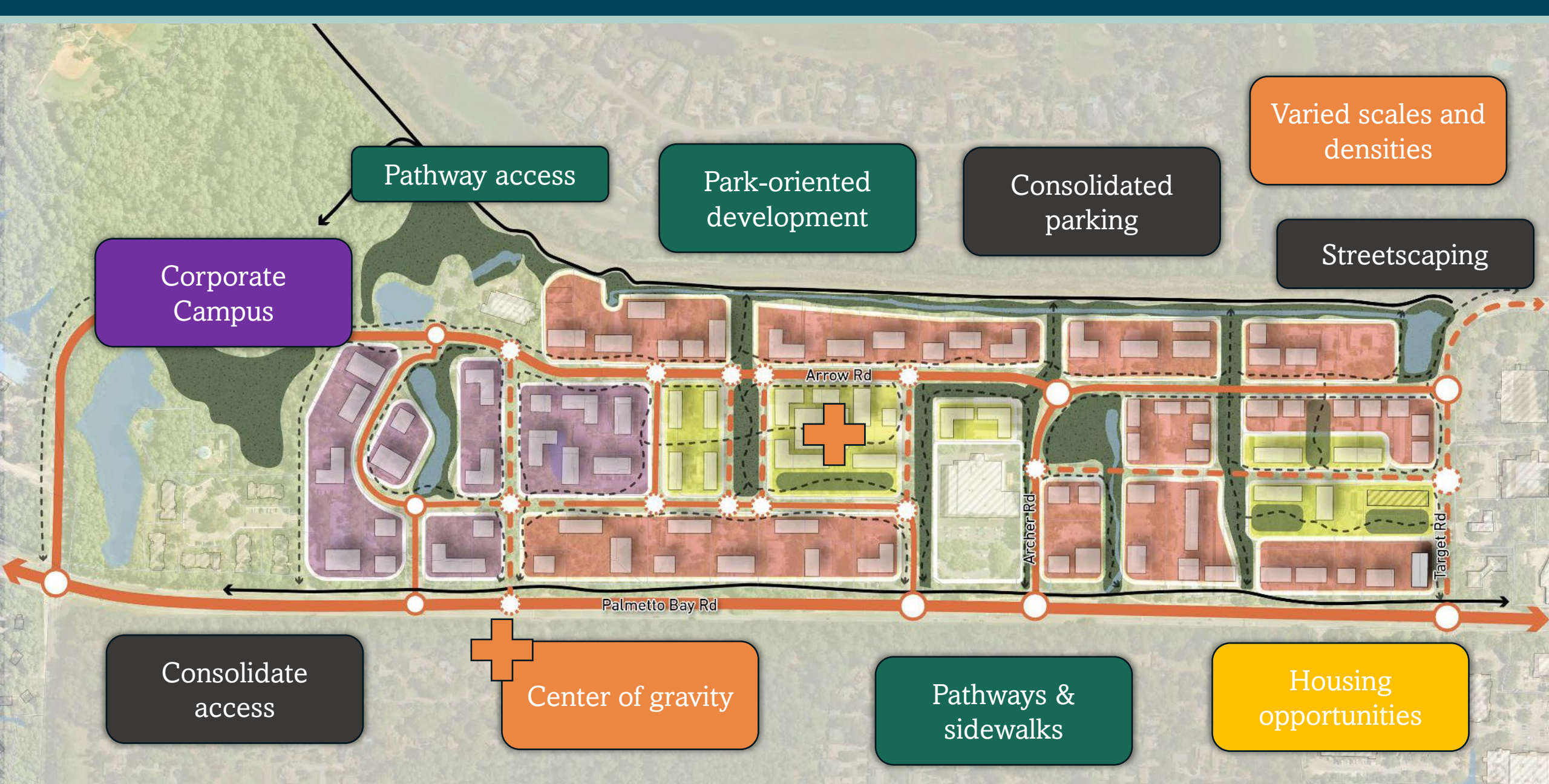
Focus area:

The Arrow Road Corridor

- 109 acres straddling the Arrow Road corridor
- Mix of commercial, warehousing, light industrial, residential, and civic uses
- Average building age 41 years, pre-dating Town incorporation
- The Town owns 9.5 acres in the area, with 8 acres of consolidated property in the far north
- North/south running pathway runs to the east







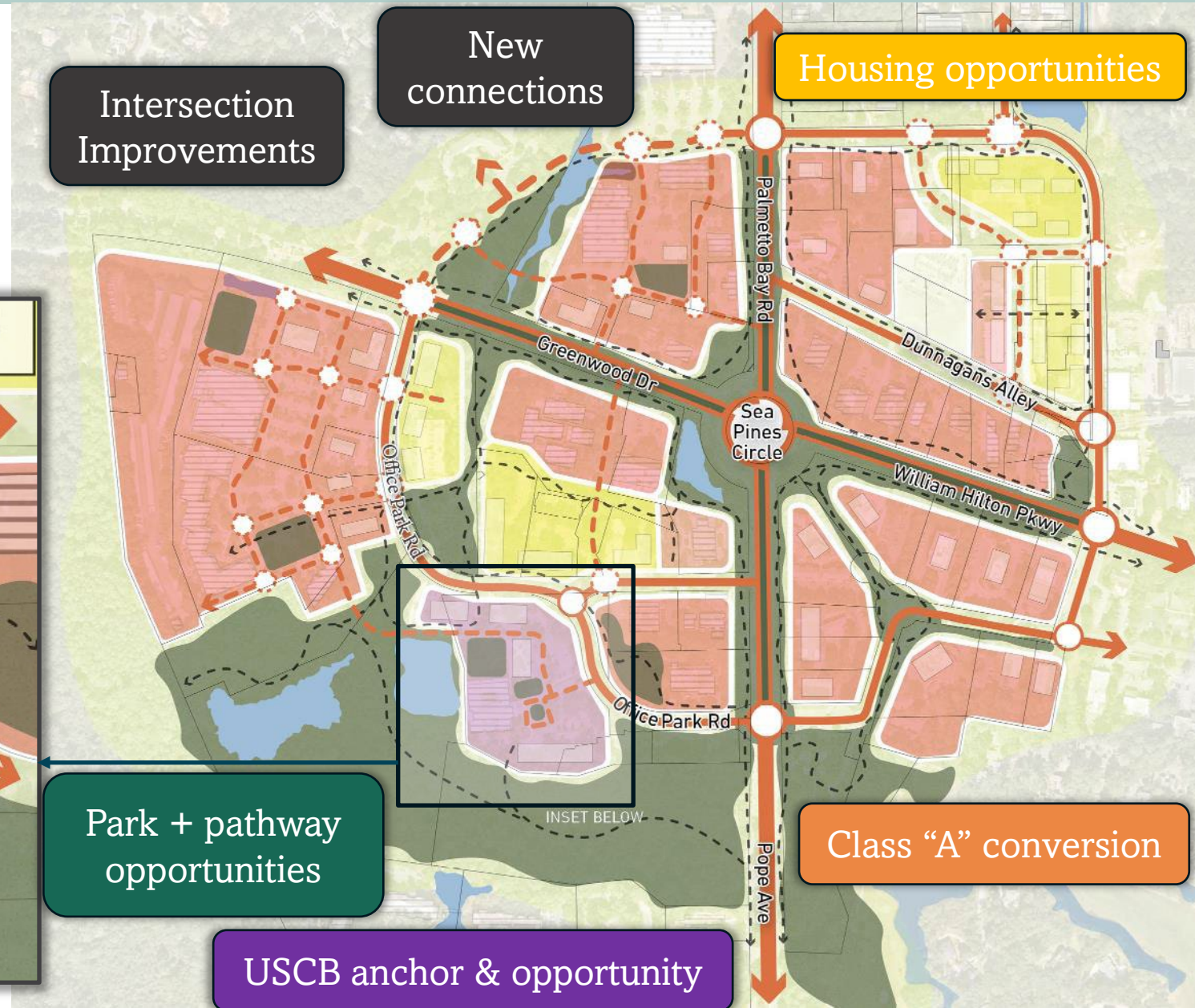
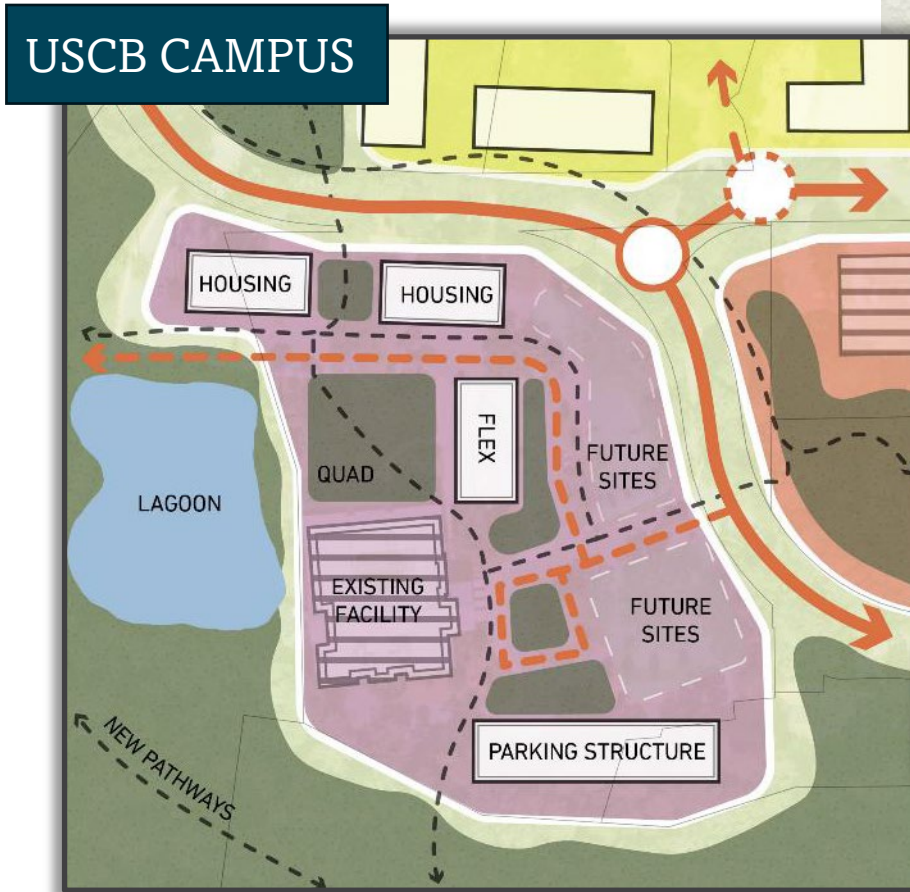


Focus area: Sea Pines Circle

- 147 acres wrapping Sea Pines Circle intersection
- 1,800 total jobs, 200+ businesses
- Average building age: 1981
- Home to USCB satellite campus
- Sea Pines Circle, 30,000+ cars per day, highest accident incidence on the Island



Focus area: Sea Pines Circle



Policy agenda

- 11 strategies supported by specific tactics aimed at plan implementation
- Combine Town-initiated policy with community and private sector collaboration
- Incremental implementation with punctuating opportunities to catalyze and demonstrate momentum



A. Implement the recommendations from the Major Thoroughfares Corridors Plan (MTCP)



- ✓ Implement congestion relief measures for Sea Pines Circle
- ✓ Pursue new road connection between Greenwood Drive and Palmetto Bay Road, completing the network of streets secondary to the Sea Pines Circle roundabout
- ✓ Provide median enhancements and pedestrian buffer enhancements along Palmetto Bay Road
- ✓ Provide clear directional signage approaching Sea Pines Circle
- ✓ Convert intersection at Arrow Road and Target Road into roundabout to provide a safe three-way pedestrian crossing and mitigate congestion with continuous flow of traffic through Arrow Road.
- ✓ Fill in pathway gaps around Sea Pines Circle
- ✓ Provide roadway connection from Target Road to Office Park Road to provide an alternative route to Greenwood Drive.
- ✓ Consolidate access drives along Palmetto Bay Road.
- ✓ Pursue streetscape enhancements along the Arrow Road corridor

B. Maintain a proactive posture with respect to redevelopment



- ✓ Adopt a future land use map for the district that is a part of an Island wide master plan
- ✓ Establish a district-wide infill development strategy to target properties for redevelopment including incentives
- ✓ Elaborate on the Town's standards with respect to Class "A" office and co-working spaces
- ✓ Work with property owners on short-term improvement strategies like façade improvements, use integration, landscaping, etc.
- ✓ Continue to pursue a rational acquisition strategy for vulnerable or catalytic properties
- ✓ Monitor the mid-term impact of recent commercial re-zonings

C. Align the Town's Land Management Ordinance (LMO) to reflect conservation priorities in the Bridge-to-Beach District



- ✓ Explore floor area ratios as a new tool for evaluating compliance to base zoning district requirements
- ✓ Reassess the permitted principal and accessory land uses, along with any specific use criteria
- ✓ Enhance performance criteria for site construction and management to protect the public health and safety of residents on adjacent lots during all phases of development
- ✓ Review enforcement procedures, continue to optimize staff procedures to address violations, and continue to provide online FAQs modeled after short-term rental webpage

D. Enhance the Town's design review process



- ✓ Develop a clear, community-driven architectural standard for Lowcountry development that reflects the character of the Island
- ✓ Incorporate critical design guidelines from the Town's Design Guide into the LMO as design standards
- ✓ Explore a form-oriented code system as a governing mechanism for focus area properties
- ✓ Utilize design standards to enforce more sustainable and resilient land use, including expanding provisions for stormwater management, vegetative buffers, and trees.

E. Establish a Redevelopment Playbook



- ✓ Convene members of the building community, Town review appointees and staff for a work session focused on redevelopment
- ✓ Document the results of the work session in an externally focused playbook for redevelopment based on the principles outlined in the Town's Comprehensive Plan, Growth and Conservation Framework, and District Plans.
- ✓ Explore strategies to enable more landowners to apply the Redevelopment Overlay (R-O) District as a route for infill development.
- ✓ Publish playbook on the Town's website

F. Pursue opportunities that expand access to parks and open space across the district



- ✓ Advance the Crossings Park design improvements.
- ✓ Explore the Boggy Gut Town-owned property as a location for a park.
- ✓ Identify locations for pocket parks throughout existing neighborhoods and along pathways.
- ✓ Explore development incentives that help promote the dedication of public open space.
- ✓ Pursue opportunities to expand pathways, recreational opportunities, and environmental stewardship within the Boggy Gut wetland.
- ✓ Incorporate stormwater management strategies into new and existing public open space developments.

G. Leverage the existing pathway between Wexford and Arrow Road as a core amenity for the Arrow Road Corridor



- ✓ Prepare a capital improvement strategy for the infrastructure needed to increase accessibility, convenience, and public safety along the pathway.
- ✓ Identify primary locations for “punch-throughs” that connect the Arrow Road Corridor with the pathway.
- ✓ Develop a land acquisition strategy for the right-of-way needed for the pathway’s “punch-through” connections.
- ✓ Develop a branding strategy for the pathway to solidify its role as a major element in the Arrow Road Corridor’s development framework.
- ✓ Enrich the new pathway connections with a series of boardwalks / plaza spaces, inclusive of pedestrian-friendly elements like lighting, signage, seating, and green space.
- ✓ Engage local artists during the preliminary design phases for each pathway connection to ensure an authentic Town identity throughout the Arrow Road Corridor.

H. Pursue a reasonable property acquisition strategy



- ✓ Maintain a proactive stance with respect to property acquisition within the focus areas
- ✓ Develop a standard acquisition-to-sale process for strategic redevelopment properties
- ✓ Work with land and building owners to understand long-term plans and priorities

I. Implement the vision for the Arrow Road focus area



- ✓ Develop a capital improvements plan focused on the Arrow Road corridor
- ✓ Explore a community development authority as a mechanism for facilitation of the area's reinvestment strategy
- ✓ Collaborate with private sector partners to develop a corporate campus in the northern portion of the focus area
- ✓ Pursue a reasonable property acquisition strategy for potentially catalytic redevelopment opportunities
- ✓ Identify and pursue scaled parks projects
- ✓ Continue to consolidate access drives from Palmetto Bay Road
- ✓ Design and pursue streetscape enhancements for the Arrow Road corridor
- ✓ Consider a façade improvement program for properties that may be slower, or may never transition
- ✓ Explore a form-oriented code system
- ✓ Establish design standards specific to the Arrow Road Corridor and focus on building style, façade materials, signage, and landscaping.
- ✓ Develop a brand and identity for the area for internal and external marketing purposes

J. Implement the vision for Sea Pines Circle focus area



- ✓ Implement congestion mitigation measures for Sea Pines Circle
- ✓ Pursue new road connection between Greenwood Drive and Palmetto Bay Road, completing the network of streets secondary to the Sea Pines Circle roundabout
- ✓ Provide median and pedestrian buffer enhancements along Palmetto Bay Road
- ✓ Provide clear directional signage surrounding Sea Pines Circle.
- ✓ Create a set of design standards centered around the Sea Pines Circle focus area aimed to develop building style, façade materials, signage, and landscaping.
- ✓ Develop a capital improvements plan focused on the Sea Pines Circle focus area
- ✓ Continue to collaborate with the University of South Carolina Beaufort on short- and long-term plans for their site
- ✓ Pursue a reasonable property acquisition strategy for redevelopment opportunities
- ✓ Identify and pursue scaled parks projects including the Boggy Gut property
- ✓ Design and pursue streetscape enhancements for the Arrow Road corridor
- ✓ Consider a façade improvement program for properties that may be slower, or may never transition
- ✓ Explore a form-oriented code system
- ✓ Establish design standards specific to the Sea Pines Circle focus area that influence building style, façade materials, signage, and landscaping.
- ✓ Pursue a reasonable property acquisition strategy

K. Support ongoing workforce housing initiatives.

- ✓ Calibrate affordability thresholds for new development based on ongoing dialogue with employers and the development community
- ✓ Explore density bonuses tied to workforce housing unit percentages
- ✓ Study the mid-term impacts of existing projects
- ✓ Revisit the land use criteria for Workforce Housing in the Town's LMO to ensure alignment with the Town's Housing Framework and the Bridge-to-Beach focus areas
- ✓ Consider district caps for short-term rentals

Next steps

- Collect comments from the public and stakeholders
- Conduct stakeholder interviews
- Public survey and community event
- Consolidate edits and revisions
- Build in with full Master Planning effort
- Integrate with ongoing LMO amendment process



LMO & Master Plan Updates

September 14, 2023 – Public Planning Committee

Phase 1 – Approved by Town Council

- Changes to staff, waivers, bike storage and permitted zoning districts, July traffic counts for Traffic Impact Analysis Plan Standards, changeable copy, measurement for height calculation, and subdivision amendments.

Phase 2 – Approved by Town Council

- Standards for deviations from previously platted subdivisions.

Phase 3 – Approved by Town Council

- Definitions for single-family/ multifamily and elimination of divisible dwelling units.

Phase 4a – Town Council First Reading September 19, 2023

- Floor Area Ratio and Parking.

Phase 4 – In Development

- Administrative application and procedural changes.
- Family Compound/Subdivision
- Updated residential site design standards: pedestrian connectivity, floor area ratio, parking, open space, setback angles.
- Modified traffic impact analysis methodology.
- Signage standard updates.
- Best-in-class stormwater requirements.
- Construction management plan requirements.
- Strengthening of Tree Regulation, Tree Preservation, and Tree Mitigation lists.

Currently, the LMO Amendment Set for Phase 4 is undergoing legal review with an anticipated Planning Commission Public Hearing in November.

Phase 5 – RFQ in Redevelopment

- Comprehensive review of all LMO chapters, organization, and user-friendliness of the code.
- Application Process Evaluation and Applications Manual.
- Sustainable Development incentives.
- Design guidance graphics.
- Alignment with Our Plan and integration of outcomes from the Conservation & Growth Framework and District Planning initiative.

On August 21, 2023, the Pre-Application Meeting was conducted with 5 potential applicants. Only 2 applicants submitted bids for 2023-20 Code Writing Services: Land Management Ordinance & Municipal Code Project. This Request for Qualifications is under review for rebidding with potential re-advertisement in mid-September.

LMO Amendment Plan Updates

Critical Path

LMO Amendment Plan: Critical Path																					09/05/2023
Phase	2022			2023												2024					
	Q4			Q1			Q2			Q3			Q4			Q1			Q2		
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
1		11/1: LMO of PC	12/21: PC-PH	01/26: PPC	02/14: TC WKSP 02/21: TC1	03/07: TC2															
2		11/1: LMO of PC	12/21: PC-PH	01/26: PPC	02/14: TC WKSP	03/07: TC1 03/08: PC 03/21: TC2															
3						03/15: PC 03/29: PC	04/10: PPC 04/18: TC1	05/02: TC2													
4a									07/27: PC	8/10: PPC	9/19: TC1	10/3: TC2									
4														11/15: PC	12/14: PPC	TC1	TC2				
5																					

Dates for future meetings are subject to change.



MASTER PLAN

Town of
Hilton Head Island

Questions & Thank you!

LMO Amendment Plan: Details by Phase

Phase	Details
1	<p>PHASE 1</p> <ul style="list-style-type: none"> • Remove staff granted waivers and amend some standards. • Allow variances from all sections of the LMO other than use, density or height. • Allow outdoor screened bike storage in the Light Commercial and Community Commercial zoning districts and provide more specificity related to screening. • Provide clarification in the Manufacturing use classification as it relates to the size of a brewery. • Replace using June traffic counts with July traffic counts for Traffic Impact Analysis Plan Standards. • Change when/how plantings are required on single family lots in buffers as part of a subdivision Certificate of Compliance. • Amend the definition of changeable copy to allow signs to be changed electronically with limitations on frequency and timing. • Amend the measurement for height calculation. • Add that owners' consent is required for minor subdivisions as it is currently listed as being exempt. • Require a public hearing for subdivision amendments.
2	<p>PHASE 2</p> <ul style="list-style-type: none"> • Section 16-2-103.F: Provide standards for deviations from previously platted subdivisions.
3	<p>PHASE 3</p> <ul style="list-style-type: none"> • Definition for single-family. • Definition for multifamily. • Eliminate divisible dwelling units.
4	<p>PHASE 4a</p> <ul style="list-style-type: none"> • Updated residential site design standards including: <ul style="list-style-type: none"> ○ Floor area ratio. ○ Parking. <p>PHASE 4</p> <ul style="list-style-type: none"> • Administrative application and procedural changes. • Family Compound/Subdivision • Updated residential site design standards including: <ul style="list-style-type: none"> ○ Pedestrian connectivity. ○ Open Space. ○ Setback angles. • Modified traffic impact analysis methodology. • Signage standard updates. • Best-in-class stormwater requirements. • Construction management plan requirements. • Strengthening of Tree Regulation, Tree Preservation, and Tree Mitigation lists.
5	<p>PHASE 5</p> <ul style="list-style-type: none"> • Comprehensive review of all LMO chapters. • Review of overall organization. • Review of user-friendliness of the code. • Application Process evaluation and Applications Manual. • Sustainable Development incentives. • Addition of design guidance graphics. • Alignment with Our Plan. • Integration of outcomes from Growth Framework and District Plan initiative.

LMO Amendment Plan: Critical Path

09/05/2023

Phase	2022			2023												2024					
	Q4			Q1			Q2			Q3			Q4			Q1			Q2		
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
1		11/1: LMO of PC	12/21: PC-PH	01/26: PPC	02/14: TC WKSP 02/21: TC1	03/07: TC2															
2		11/1: LMO of PC	12/21: PC-PH	01/26: PPC	02/14: TC WKSP	03/07: TC1 03/08: PC 03/21: TC2															
3						03/15: PC 03/29: PC	04/10: PPC 04/18: TC1	05/02: TC2													
4a										07/27 PC	8/10 PPC	9/19 TC1	10/3 TC2								
4														11/15 PC	12/14 PPC	TC1	TC2				
5																					

Dates for future meetings are subject to change.