



Town of Hilton Head Island  
**PUBLIC PLANNING**  
**COMMITTEE SPECIAL MEETING**  
**Thursday, May 11, 2023, 10:00 AM**  
**MINUTES**

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

**Present from Town Council:** Mayor Alan Perry, Alex Brown

**Present from Town Staff:** Shawn Colin, *Assistant Town Manager-Community Development*; Bryan McIlwee, *Assistant Community Development Director*; Missy Luick, *Assistant Community Development Director*; Jeff Buckalew, *Town Engineer*; Barbara Wooster, *Revenue Customer Service Manager*; Bob Bromage, *Public Safety Director*; Kimberly Gammon, *Town Clerk*; Cindaia Ervin, *Assistant Town Clerk*

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**1. Call to Order**

**2. FOIA Compliance**

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

**3. Roll Call**

4. Attendance was confirmed by way of roll call.

**5. Approval of Minutes**

a. Regular Meeting - April 10, 2023

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

**6. Appearance by Citizens**

Diederik Advocaat addressed the Committee regarding Item 11.b. He cautioned that when the process begins to reach out for public comment later in the phase. He added that this is just the beginning of the process and additional factors are required to define resilience such as workforce housing, energy, and water retention methods.

**7. New Business**

a. Discussion and Presentation of the Short-Term Rental Program- Phase 1

Barbara Wooster conducted a presentation with the following information:

She explained that to prepare for the implementation of the Town's Short-Term Rental Program, staff formed an STR Implementation Team to execute and

enforce the requirements of the Short-Term Rental Ordinance. She stated the STR Implementation Team is currently working on:

- GovOS continues to monitor and identify potential STR operators through advertisements.
- Data analysis of STR Permit inventory and advertisements.
- Complaint tracking through GovOS hotline and online complaint form.
- Code Enforcement response and resolution to complaints.
- Launch STR Permit Dashboard that is hosted on Town's website.
- Continue the comprehensive Communication Plan to educate and assist public.
- GovOS will mail registration letters to potential STR operators in May 2023.
- Review and issuance of STR Permit Applications.

Ms. Wooster reviewed the short-term rentals by numbers, inventory data, and enforcement data. She explained the process for the hotline and referenced the dashboard on the Town Website. Mr. Ames noted the importance of gathering additional data to help set policy. Ms. Becker noted the differential in occupancy reporting for property owners and the need to get accurate information. Ms. Wooster stated the importance of the need for direction as to the data the Committee would like collected in order to develop policy. She stated once staff has that defined, they can redevelop the application and pass the information on to Council. Ms. Becker voiced concern over the reporting process on the number of bedrooms and beds within each unit. Ms. Brison asked if Fire Rescue is involved and completes inspections of the property to ensure safety measures have been met. Ms. Wooster stated they have not yet begun that process but if there are issues Fire Rescue assists the owner in what needs to be done. Ms. Brison suggested a random inspection process may be helpful, especially in the higher occupancy units. Ms. Becker added occupancy per room may be a better way to collect the data needed for review. Mr. Ames noted the items discussed point to Phase 2 and how Town Council is going to craft the ordinance. Ms. Becker stated she would like to see the range for data rather than average. She referenced parking spots as an example, noting specific data will help produce better information on all aspects of the reporting, Ms. Wooster stated that data can be obtained.

Shawn Colin addressed the Committee and said they will research what changes they can make in the reporting aspect through GovOS and make them. He stated this information will lead to policy discussion for Phase 2 of the program and how short-term rentals are addressed going forward.

Ms. Wooster reviewed the complaints recorded through the hotline. Ms. Becker asked if the list included complaints from gated communities and the Sheriff's Department as opposed to GovOS. She suggested these numbers need to be included in reporting. Ms. Becker suggested the hotline number be placed on front page of the website and stated the need to make it readily available to all concerned.

Ms. Wooster proceeded to review the dashboard located on the Town website and answered questions from the Committee. She informed The Committee the next mailing of registration letters to potential STR operators will be sent late May, 2023. She added that staff training is ongoing and there is a continued analysis and collection of data. Ms. Wooster announced there is now a kiosk at Town Hall for citizens to utilize when applying for permits noting staff is always present and ready to assist.

Discussion ensued regarding enforcement and penalties for noncompliance. It was the consensus of the Committee for staff to follow up with the Town attorney regarding enforcement issues.

Patty Corey addressed Council regarding the number of vacation rentals the need for the properties to be in compliance and the residents concerns are quantified and addressed. She suggested the creation of a committee with members of the community, business owners and residents to address the issues.

Daniel Anthony, Jonesville Preservation Society addressed the Committee regarding the need for a Short-Term Rental Advisory Committee and asked them to forward a motion on to Town Council for the formation of such.

- b. Consideration of a Resolution Supporting the Proposed Approach to Complete a Strengths, Weaknesses, Opportunities & Threats (SWOT) and Resilience Plan for Hilton Head Island.**

Jeff Buckalew conducted a presentation regarding the resolution. He stated The Strategic Action Plan contains an initiative to identify Strengths, Weaknesses, Opportunities and Threats (SWOT) of Hilton Head Island resilience. Mr. Buckalew A key element of this initiative is to procure a consultant(s) to model future impact scenarios to identify inundation impacts and a menu of mitigation actions, each with benefit costs analysis associated with varying levels of protection. He said working with a highly qualified consultant, applicable public agencies, and stakeholders to develop a Hilton Head Island Resilience Plan for Climate Adaption and Sea Level Rise will guide future decisions on policy, projects, and protections. Mr. Buckalew reviewed the goals, objectives, extents, schedule and stakeholders of the plan in detail.

Committee members asked questions and made comments regarding: the need to communicate with the residents and provide education as to why this is needed; the need to gather information on fresh water capacity and add it to Phase 1; clarification as to when building code requirements land management code provisions would be reviewed; the need to study overdevelopment, impervious percentage of the land, and infrastructure on property not owned by the Town; the suggesting to look outside South Carolina when reviewing other plans; the need for local data collection; the need to provide information and data to the public as to identification of the problem and the purpose in moving forward.

Mr. Buckalew reviewed the timeline for the plan and answered questions from the Committee. Ms. Brison moved to forward the resolution to Town Council for consideration of approval. Mr. Stanford seconded. Motion carried 4-0.

- c. Consideration of a Proposed Ordinance 2023-07 to Amend Sections of the Land Management Ordinance so as to Create a New Use Identified as Islanders Mixed-Use within the Sea Pines Circle District.

Mr. Ames announced the item above would be postponed and will be reviewed at a later date and removed it from the agenda.

- d. Presentation and Discussion on the Creation of Hilton Head Island District Plans and Land Management Ordinance (LMO) Updates.

Missy Luick presented a revised timeline for Phase 4 LMO text amendments. She informed the Committee It is expected that the addition of Family Compound and Family Subdivision to the Phase 4 LMO Amendment set will require additional time for staff and consultant research prior to public hearing at Planning Commission. She stated it is anticipated the legal ad for Phase 4 will be published in July, 2023 and the Planning Commission public hearing must be at least 30 days after the legal ad is published. She stated the new timeline would be the following:

Phase 4 – July 2023 – September 2023

Phase 5 – December 2023 – April 2024

She said that Phase 5 will build on the proceeding community engagement activities from the District Plans initiative. She noted the future Phase 5 set will incorporate a comprehensive overview of all chapters within the LMO with a timeline change

It was the consensus of the Committee that staff prioritize the following amendments: Mass, Scale, Density, Height and Floor Area Ratio. Mr. Colin addressed the Committee and stated staff will work to advance those key items at a quicker pace and will continue with the other items in Phase 4 with the revised timeline.

## **8. Adjournment**

The meeting was adjourned at 11:28 a.m.

**Approved: June 8, 2023**

**The recording of this meeting can be found on the Town's website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)**