

BRIDGE TO THE BEACH ADVISORY REPORT FOR REDEVELOPMENT

Area Analyses and Redevelopment Concepts and Recommendations
Prepared by a Council-Appointed Steering Committee of Community Representatives

1973



1984



1999



***HILTON HEAD ISLAND, SC
2001***

Town of Hilton Head Island
BRIDGE TO BEACH ADVISORY REPORT

**AREA ANALYSES AND REDEVELOPMENT CONCEPTS
AND RECOMMENDATIONS**

2002
FINAL PLAN
ORDINANCE NO. 2002-14
May 7, 2002



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FORWARD

The Bridge to the Beach area was identified as a potential area for redevelopment during the comprehensive planning process (1997-1999), and during the creation of a Tax Increment Financing Plan (1999). Redevelopment is a top priority of Town Council for the year 2001.

A charette was held in June of 1999 that identified issues such as transportation, urban design, and many other potential community improvements in the redevelopment area. The charette anticipated many public improvement projects and redevelopment opportunities to create a pedestrian-friendly environment. The charette also recommended that the Town encourage the redevelopment of non-conforming sites and aging structures.

Town Council formed the Bridge to the Beach Steering Committee in 2000 composed of six Island citizens drawn from various disciplines together with support personnel from the Town. Their purpose was to provide direction for redevelopment planning efforts made by the Town. Throughout the year 2000 ten public meetings were held by the Steering Committee. The following list gives the dates and agenda items:

Meetings held by the Bridge to the Beach Steering Committee in 2000:

August 3, 2000

Agenda: -Committee Orientation Meeting -Information Distribution

August 17, 2000

Agenda: -Transportation & Circulation

August 31, 2000

Agenda: -Transportation & Circulation

September 14, 2000

Agenda: -Streetscapes

September 28, 2000

Agenda: -Open Space-Natural Resource Issues -Public Projects

October 12, 2000

Agenda: -Public Projects

October 26, 2000

Agenda: -Zoning and Land Use - (LMO Amendments)-Mixed Land Use -Allowable Land Uses

November 9, 2000

Agenda: -Stormwater Regulations (LMO Amendments/FEMA)

November 30, 2000

Agenda: -Architecture -Design Standards - LMO Amendments

December 14th, 2000

Agenda: -Design Standards - LMO Amendment

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EXECUTIVE SUMMARY

Purpose of the Plan

The purpose of this plan is to provide a framework, or vision, for public and private actions that will revitalize the Bridge to the Beach area. It will also serve as a guide for later detailed project design and implementation techniques.

The Bridge to the Beach Redevelopment Plan seeks to create a revitalization plan for Hilton Head Island's first resort, business, and recreational area. This redevelopment plan will be a blueprint for the redevelopment process of the Bridge to the Beach area, and will serve as a mechanism to allow and encourage positive urban design and planning as new development and redevelopment is warranted.

This plan will play an important role in developing a consensus about the future of the Bridge to the Beach area. It will be the basis for cooperation between businesses, private developers, property owners, government, and the citizens of Hilton Head Island. Through consensus and thoughtful visioning, positive change will occur over time within this vital area of our community, destined for redevelopment.

The Island's civic landscape rests on the foundation of a "sense of place." Unique building designs, natural and manmade landscapes along with tree-canopied streets, and design elements such as the Island's multi-use pathways contribute to the community's unique character. While many residents are satisfied with the Town's general appearance, some are dissatisfied with Hilton Head Island's growth, particularly its growing traffic congestion. One danger of such discontent is that it can create factionalism and endless disputes over land use, density, solutions to traffic woes, and safety and improved lifestyle.

Research and public input has been completed, and the results of the research are significant. Much of the existing development in the Bridge to the Beach area was constructed before Town ordinances were enacted and does not conform to standard planning practice or laws of today. Some properties have structures that are slowly deteriorating and do not meet current building, flood and fire codes. Many of the buildings are not flood protected, and much of the area is not planned to accommodate logical vehicular or pedestrian connections between land uses. Safe circulation between land uses is important, and some areas hinder

Beach Entrance, South Forest Beach



pedestrian and bicycle travel because of planning and design deficiencies in the overall transportation systems.

The Town has identified the need to create a long-range vision with planning and design guidelines to preserve and improve the significant economic viability and unique character of this area. This plan will give guidance to the creation of badly needed public improvements and strengthen the viability of private investment as it improves the quality of life for everyone. The need for development and redevelopment in the area is inevitable, and new, innovative and sustainable solutions are necessary to coordinate this development in a manner that improves the health, safety, and welfare of future generations of residents and visitors who *live, work and play* here.

Even though this plan gives guidance to recommended public improvements and LMO amendments, it does not seek to prioritize them. As described in the following Appendix, a Conceptual Master Plan is recommended for completion after adoption of this plan. During this later stage of the planning process, the public improvements and LMO amendments mentioned in this document will be fine-tuned as to scope and content and prioritization will take place at that time.

The Visioning Process for the "Bridge to Beach" Area

There are two immense natural resources at either end of the beach and the creek (Broad Creek). The opportunity to work with, enhance and connect these two is a marvelous challenge that, if done right, will continue to set Hilton Head Island apart as a great place to live, work and visit.

--Excerpt from 1999 charette plan

1999 Urban Design Workshop

An urban design "Bridge to the Beach Charette" was held in 1999 to allow residents, landscape architects, architects, planners, and other professionals to collaborate and begin to create a vision for the future of this vital area of our community.

Many issues were identified and catalogued at the charette, and people agreed that much is missing in this concentrated, mixed-use corridor. These are the interconnections and systems for safe and pleasant circulation, open space and recreation, stormwater management, and parking with emphasis on the pedestrian environment, and the ability to redevelop properly and efficiently in case of a natural disaster.

2000 Bridge to Beach Steering Committee

The Bridge to Beach Steering Committee was formed by Town Council to guide and improve upon the initial stages of the visioning process following the 1999 workshop. The steering committee has helped complete the visioning process and determined recommendations based upon numerous public meetings and additional staff research and assistance.

Bridge to Beach Area Vision

The Bridge to the Beach Steering Committee recommended the following visions:

- **To Create an Improved and Expanded System of Community Parks and Open Spaces, Including Additional Beach Access.**
- **To Create More and Safer Pedestrian and Bicycle Facilities (that logically connect land uses and create pedestrian-friendly areas throughout).**
- **To Allow and Encourage High Quality Urban Design and Cooperation Between Land Uses, Common Needs, and Utilization Requirements.**
- **To Create an Improved Public Realm (landscaping, sidewalks, crosswalks, signage and lighting).**
- **To Create Improved and Visually Desirable Circulation for Automobiles, Pedestrians and Bicycles Throughout the Area.**
- **To Protect Natural Resources and Improve Wildlife and Human Habitat Where Possible.**
- **To Create Architectural Guidelines, Clear Flood Guidelines, Contiguous Drainage Solutions, Transit Studies, and New Urban Zoning Regulations that Allow All of These Improvements to Happen for the Highest Possible Benefit to the Community at Large.**

Objectives Summary

These objectives should be implemented to fulfill the 'Bridge to the Beach Area Vision', and they are stated in detail in following sections of this plan.

Recreation, Leisure, and Livability Objectives

- Make the Bridge to the Beach area more livable and accessible to residents, visitors and businesses.
- Develop small neighborhood parks in the Bridge to Beach area that have passive features while saving vegetation and providing natural and open-space amenities such as water features and public art.
- Re-establish views of the beach and dunes when opportunities arise, and enhance beach access points and road crossings.
- Establish Greenways with pathways, and features designed to improve the quality of life by making the entire area safer, and each sector more connected.
- Ensure that new buildings and architecture are designed at a pedestrian scale and reinforce streetscape.
- Create a “gateway experience” to announce the arrival into a special Town area.
- Install public amenities such as benches, water fountains, pathway lighting, landscaping and public art along the main roads.

Transportation and Transportation Enhancement Objectives

- Create new pedestrian and bicycle facilities parallel to but separate from all public roads throughout the Bridge to the Beach area where possible.
- Ensure the safe movement of pedestrians and bicyclists through the central business and resort districts on efficient pedestrian scale walkways, crosswalks and pathways that have minimal conflicts with vehicles.
- Improve vehicle circulation in the Bridge to the Beach area.
- Examine new alternative means of public or private transportation.
- Fulfill parking needs and create solutions on an area-wide approach including “shared parking” where appropriate. Encourage placement of parking on streets and behind buildings.
- Install downward lighting on pathways and intersections to create safe, well-lit areas that do not interfere with animal wildlife nocturnal habits.

Sustainable Redevelopment Objectives

- Examine the possibility of a shared stormwater system that utilizes water-sensitive ecological planning and bioremediation design to improve neighborhoods, water quality, and other natural resources such as wildlife and plants.
- Preserve or create setbacks and buffers on redeveloped land, and create wildlife corridors.
- Continue to preserve environmentally sensitive land, such as the Town-owned 'Boggy Gut' wetland.
- Protect ocean dunes when public and private projects are developed to provide habitat for wildlife, and to protect beachfront capital investments from high tides.
- Create Flood Hazard Mitigation and Protection strategies such as floodproofing buildings and burying utilities to prepare for natural disasters.

Steering Committee's Recommendation for Using This Report

The Steering Committee recommends that the Town use this report as the primary program representing the Town's preliminary wish list and guidelines for preparing a comprehensive Conceptual Master Plan for the Bridge to the Beach area. The Steering Committee further recommends that this Conceptual Master Plan be prepared by outside consultants instead of town staff for the following reasons:

1. To bring objectivity and "lessons learned" from many other communities;
2. To avoid overtaxing existing staff or to avoid the need to hire inexperienced staff for this task;
3. To increase the possibility of more creative ideas and solutions; and
4. To lessen non-constructive political influences that do not benefit the plan or the Town.

The Steering Committee further recommends that after the above Conceptual Master Plan has been approved, it be used to:

1. Prioritize recommended public projects;
2. Prepare construction cost estimates;
3. Prepare maintenance cost estimates;
4. Be used to establish priorities and schedules for implementation; and

5. Be used to subdivide the area into sub-area coordinated projects that could be executed at different times by different outside consultants as priorities, budgets and schedules call for.

The Steering Committee recommends that the Conceptual Master Plan be effectively used throughout the planning and design of sub-areas to:

1. Maintain a strong holistic approach to the entire Bridge to the Beach Report;
2. Insure that connectivity and systems of parks and open space, storm water management, automotive and pedestrian circulation and desired aesthetic continuity and variety of architecture, landscape, graphics, streetscape, etc., all adhere to the master plan vision; and
3. Insure they endure the test of time and political changes that frequently cause such plans to be relegated to the dusty shelf.

The Steering Committee recommends that the Conceptual Master Plan be used as a strong directional compass for each sub-area planning process. However, as more information is gathered and better solutions to detail design are discovered, the Conceptual Master Plan should be updated to include such refinements and made available to the next sub-area planner.

The Steering Committee recommends that all planning, Conceptual Master Plans as well as sub-area plans consider the needs of the Bridge to the Beach area at “build-out” (when all property is developed south of Palmetto Dunes). The primary goal should be to provide adequate convenient retail and services on the Town’s south end to minimize traffic otherwise having to drive to the north end for those same services. In other words, the best way to reduce traffic on William Hilton Parkway and the Cross Island Parkway is to allow and encourage the south end (Bridge to the Beach area) to become more independent for residents and guests seeking goods and services.

This document is intended to be a guideline for planning, design and redevelopment purposes in the Bridge to the Beach area. Adoption of this document as part of the Comprehensive Plan does not indicate endorsement of Town Council of each recommendation such as construction of a parking garage or pedestrian lighting on pathways and at intersections.

INTRODUCTION

Regional Location

Access

The Town of Hilton Head Island is located in the southern portion of Beaufort County, along the South Carolina coast, near Savannah, Georgia. The Island is accessible by US 278 (William Hilton Parkway) via Graves and Byrnes Bridges.

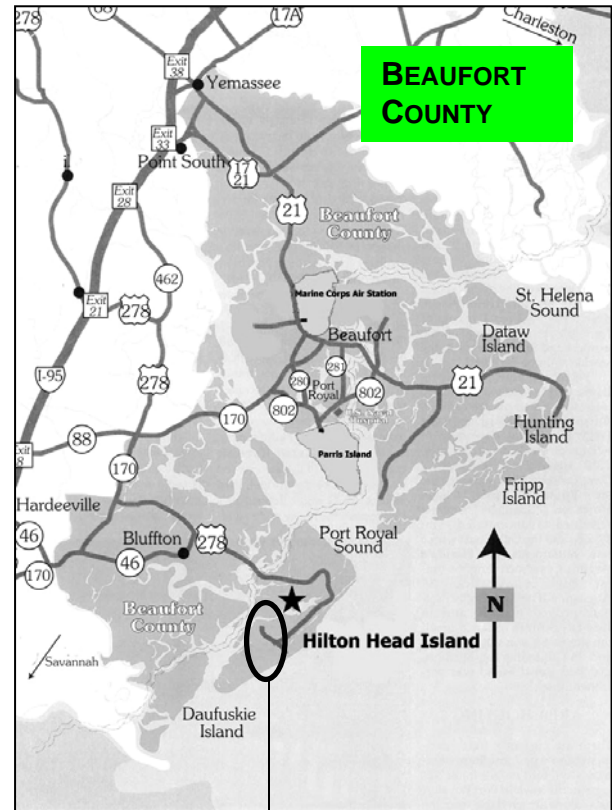
The Bridge to the Beach Redevelopment Area (described on the following pages) lies on Hilton Head Island between Broad Creek to the north and the Atlantic Ocean to the south. The area is accessible by the Cross Island Parkway and William Hilton Parkway. The Lowcountry Regional Transit Authority provides public transportation to the area.

Economics

Hilton Head Island is one of several main urbanized areas of Beaufort County and is the most populated municipality in the southern part of the County. Thus, the Island serves as an economic center to a number of nearby Lowcountry communities. However, large-scale residential and commercial development is taking place "off-Island" in southern Beaufort County. This new development will create significant economic and social impacts on Hilton Head Island in the future.

Central Business and Resort Area

Several large planned-unit developments and residential neighborhoods surround the Bridge to the Beach area. Within the Bridge to the Beach area are some of the oldest resorts, residential, recreational and commercial facilities on the Island. Because the area provides one of the largest beach parks on the Island, tourists heavily utilize the area. Nearby retail shops are largely tourist-oriented.



Bridge to the Beach
Redevelopment
Area

The Bridge to the Beach Area

This plan focuses on the Pope Avenue/Palmetto Bay Road, and William Hilton Parkway Corridor (See Map 1). This area is a 342-acre area of land that runs from the Fraser Bridge on Broad Creek to the Atlantic Ocean, and from the Coligny area to the South Forest Beach neighborhood. The boundaries of the redevelopment area run parallel to the private residential communities of Sea Pines, Shipyard and Wexford.

The area was identified as a future redevelopment district during the comprehensive planning process (1997-1999), and during the creation of a tax increment financing plan (1999). An urban design charette was held in June of 1999, and the district was dubbed the "Bridge to the Beach" area. A report resulted from this charette entitled "*From the Bridge to the Beach.*" Many ideas from the charette are incorporated into this Plan.

Issues

Most of the commercial development is concentrated along Pope Avenue, Palmetto Bay Road, and New Orleans Road and was developed from the 1960's-1980's before Town-enforced land use regulations were enacted. As a result, many sites are non-conforming either with land use, design standards, or density standards. Inadequate lot layouts exist, and there are few pedestrian facilities to allow safe, convenient access from one site to another. This is the result of no coordination between the developers when planning these sites. Moreover, much of the area is highly vulnerable to flooding from heavy rains and storm surge from even a category 1 hurricane.

Redevelopment pressures exist because many structures in the area are aging and are not built to building, safety and accessibility codes. With the recent construction of newer commercial areas on the north end of the Island and off-Island, the Bridge to the Beach area is under tremendous pressure to maintain its economic viability and competitiveness. Businesses find it difficult to improve their sites since they are non-conforming in various ways. The Town has devised this Plan to guide redevelopment in this area and to retain its economic viability and unique character.

Public infrastructure to accommodate these redeveloped uses will be needed. In some cases, public infrastructure will come before redevelopment projects in order to first provide the incentives to redevelop, and second, to control the scope and scale of redeveloped land.

Sectors Description

For description and study purposes, the Bridge to the Beach Redevelopment Area has been divided into four sectors (Map 1). These sectors are based on existing land use, geographic location, circulation needs, and future land use potential.

Sector 1 is the center for resort and retail activity. This sector is currently zoned “*Central Forest Beach (CFB)*” and *Moderate Density (RM-8)*.”

Sector 2 is mostly office, institutional, and multi-family residential. A small business park is located on the northeast side of Pope Avenue, and there are limited dining opportunities there. The sector is zoned as “*Moderate Density (RM-8)* and *Commercial Center (CC)*.”

Sector 3 is the center for office and government services, with some commercial uses such as restaurants and shopping centers. The area is currently zoned as “*Commercial Center (CC)*, and *Office/Institutional low Intensity (OL)*.”

Sector 4 contains the Crossings Park, and should become the gateway to the area via the Cross Island Parkway and the Palmetto Bay Road corridor. The area also contains commercial, industrial, office, retail and government services (US Post Office). It is zoned as “*Water-Oriented Mixed Use (WMU)*; *Parks, Recreation and Public Facilities (PR)*; *Commercial Center (CC) Detached Single Family (RS-3 and RS-4)*; and *Planned Unit Development (PD-1)*—Audubon Nature Preserve.”

Bridge to the Beach Area History

Byrnes Bridge - 1956



In 1956 the Byrnes Bridge opened and marked the beginning of modern development on Hilton Head Island. Before that time there were few places to stay on the Island for travelers, but that soon changed. Over time, new commercial development occurred in the Bridge to the Beach area until most of the area was developed.

William Hilton Inn - 1959

Natural Beauty, Beaches and Golf



Many new resort accommodations were developed after the Island was opened to vehicle travel in 1956 so visitors could enjoy the beaches and natural beauty of the Island. In 1959 the William Hilton Inn was opened along what is now South Forest Beach Drive. The Inn had 56 rooms. Over time, new accommodations opened in the Forest Beach neighborhoods. Visitors were, and still are, attracted to the Island for its beaches, environment and golf.

Sea Pines Traffic Circle - 1962

Urbanization



The opening of the Byrnes Bridge and the construction of the Sea Pines Circle in 1962 marked the beginnings of the development we see today in the Bridge to the Beach Area. The Circle is now a landmark. It has been modified slightly since its opening, and in 2000, proposals were made to improve the Circle again.

The Bridge to the Beach area was largely undeveloped and forested land before modernization began. In 1973 there was limited development in the Pope Avenue Palmetto Bay Road corridor. As shown in the adjacent picture, most of the developments were homes and resorts along the beachfront.

Bridge the Beach Area-1973



Bridge to the Beach Area-1984



By the early 1980's Hilton Head Island rapidly changed from a forested rural area into an oasis of large summer resorts and permanent homes for many newcomers. By 1984 development had occurred in most of the redevelopment area. In 2000 there were over 33,862 permanent residents on the Island.

Cross Island Parkway, Fraser Bridge - Shown Under Construction - Opened - 1998

Vehicle congestion on William Hilton Parkway resulted in the opening of the Cross Island Parkway in 1998. The Parkway now provides additional access to the Bridge to Beach area and the south end of the Island. Today, about 25,000 vehicles utilize the Parkway each day. A multi-use pathway is planned that will connect to the bridge in 2001.



EXISTING CONDITIONS, NEEDS AND GOALS

Land Management Ordinance (LMO) Issues

The Bridge to the Beach Steering Committee and Town Staff suggested that the Town create new regulations for the redevelopment area regarding the following issues, which are explained in detail in the following sections:

- Zoning Amendments
- Non-Conforming Sites and Aging Structures
- On-site Stormwater Retention
- Predevelopment Conditions
- Density
- Flood Hazard Mitigation
- Building Height
- Connected Redevelopment
- Other Site Design Considerations
- Dunes and Beach Protection
- Buffers and Wildlife Corridors

Zoning Amendments

The current zoning and land use in all four Sectors should be retained (See Map 2 and 3) with the following exceptions. First, in the area in Sector 1, a new zoning district should be created in areas between Cordillo Parkway and North and South Forest Beach Drives. This new district would not allow interval occupancy uses and would better reflect the multi-family/commercial uses present (See Map 4 and 5).

Second, changes are needed to the uses in the CC district to allow theatres because there is an existing theatre on Dunnagans Alley that is currently a non-conforming use. In addition, the area from Target Road up Arrow Road and over to Bow Circle should be examined to preserve the office/warehouse existing uses. Also during the meetings in 1999 and 2000, people stated the need for small "pocket parks" in the CC district. Private development can fulfill this need by providing open space in the form of plazas, and open areas, if no land is available for the Town to create a park. Therefore, the CC zone must be amended to include pocket parks, plazas and open areas. Non-financial incentives for private developers to include such public space should also be incorporated.

Non Conforming Sites and Aging Structures

Much of the redevelopment area was developed prior to the implementation of the Town's Land Management Ordinance. Subsequently, much of this existing development is non-conforming.

Many non-conforming sites do not retain stormwater, and others do not meet the minimum parking, buffer, or setback requirements as well as exceed density requirements of the Land Management Ordinance. In addition, their appearance is detrimental to adjacent property owners. Some properties have environmentally hazardous situations such as underground tanks. All of these issues make redevelopment difficult to achieve.

Existing Non-Conforming Structure - Palmetto Bay Road



Revising the Land Management Ordinance to encourage redevelopment of non-conforming sites should be initiated. These changes should not exempt redevelopment from LMO requirements, but rather look for opportunities for flexibility that will encourage redevelopment while still addressing the aesthetics, size, scale and safety concerns of the community.

Existing Structure- Dunnagans Alley



On-site Stormwater Retention

The Land Management ordinance currently requires that stormwater be retained on each redeveloped or newly developed site. Retaining stormwater on each site helps maintain the water quality in the surrounding creeks and marshes, and it also reduces flooding potential. An example of a stormwater retention pond is shown at right.

Stormwater Retention Pond - Coligny Plaza



Stormwater runoff from developed land contains contaminants that can cause problems in rivers, marshes, and estuaries. Fertilizers, pesticides, motor oil, pet waste and other pollutants swept up in the streets can cause unnatural growth in plant life, and harm fish and other aquatic life.

Land Management Ordinance regulations, in conjunction with the Town's drainage projects, have done an excellent job of reducing the amount of downstream contaminants from stormwater and reducing flooding. However, even with all these positive aspects of stormwater retention, some negative effects from the current stormwater requirements have been noted.

Charette and Steering Committee members suggested that retaining stormwater on each site creates a barrier to redevelopment because many sites were developed before the current stormwater regulations were adopted. If these sites were to redevelop, additional space on the site would be needed for retention ponds. Additionally, many of these stormwater ponds are unsightly and underutilized.

A recommendation was devised at the workshops whereby neighborhoods would have a "shared stormwater" system. A new shared stormwater system, in concept, would allow redeveloped properties to convey stormwater into off-site detention areas that filter stormwater. The concept also includes the potential of allowing redevelopment to retain varying percentages of stormwater on site depending on conditions.

Example - large stormwater detention pond and wetland created for stormwater & wildlife management in a business park

A shared stormwater system should utilize water-sensitive ecological planning and design to make it an attractive place, such as a park setting. Thus, a comprehensive storm water system could be utilized to improve drainage and water quality, encourage more holistic redevelopment, and provide a valuable resource for wildlife, plants, and people.



Predevelopment Conditions

Another concept that should be explored is one that changes the predevelopment level of stormwater discharge whereby individual properties would not have to retain as much stormwater on site as currently required. The Town should study the issue and provide alternatives for redevelopment that promote a holistic approach to storm water management.

Density

Density for new redevelopment in all zones should be required to meet the improved LMO regulations and satisfy local convenience in ways that reduce traffic and increase pedestrian circulation and safety.

Flood Hazard Mitigation

Many structures in the area are not floodproofed even though most of the area is in the category 1 hurricane flood-surge zone. Both dry floodproofing (soil fill or pilings to raise the structure), and wet flood proofing (breakaway panels and other structural modifications), are utilized in the area. Floodproofing is inconsistent throughout the area, as some sites have used more fill than others. This creates unfriendly pedestrian conditions between sites as shown in the adjacent photo.

*Dry floodproofed Structure
(substantial soil fill).*



Property owners who redevelop should explore all options for floodproofing that maintain aesthetic and safe pedestrian appeal. Sites should limit the amount of soil fill used to meet floodplain regulations for aesthetic reasons and impacts on adjacent properties. In these cases, wet floodproofing techniques, which are cost effective, along with pedestrian considerations should receive high priority.

Floodproofing regulations should be changed to create consistency, limit the amount (height) of soil fill, and maintain good aesthetics. This concept gained favor during the public meetings in 2000 as a mechanism to limit the impact on adjacent properties.

Building Height

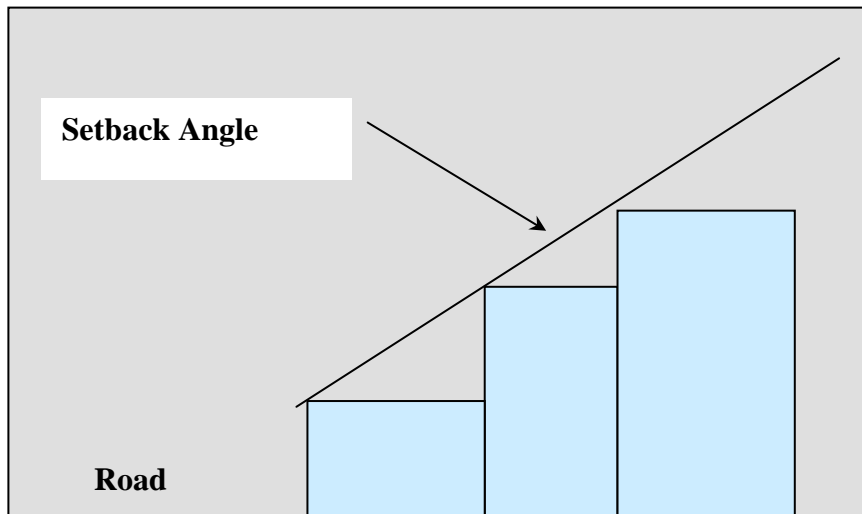
Revised limits to the scale and relationship of structures should be in place before substantial redevelopment occurs. Keeping the buildings relatively in scale with each other and with adjacent open spaces will ensure that the area's character and pedestrian-friendly environment is maintained.

Recently redeveloped property in the Coligny area has placed tall buildings adjacent to an otherwise single family neighborhood and near the street. This kind of

redevelopment with relative disregard to scale and neighboring space, mass and land use, has a detrimental effect on the character and appearance of the area as a whole.

The Town should pay special attention to the height restrictions and setback angle requirements in the new zoning district in Sector 1 that should be created between Cordillo Parkway and North and South Beach Drives. Applying the setback angle requirements and other building mass formulas (see diagram below) will help maintain a pedestrian character, limit the impacts of large buildings, preserve Island character, and make the area more pedestrian-friendly.

Setback Angle



Connected Redevelopment

Many sites in the redevelopment area are not connected to each other through shared sidewalks or driveways. Often, a person will have to drive a car to get to a directly adjacent site. Connecting properties with shared driveways, sidewalks, pathways, and plaza areas would improve circulation and make the area more livable. The Town should consider implementing flexible front and side setbacks to allow open space, plazas and interconnected sidewalks.

A flexible setback could create more alternatives for redeveloped properties to include open space for sidewalks, pathways, side and front plazas and gathering places.



Other Site-Design Considerations

In addition to non-conformities created by setbacks or buffers, existing development may be nonconforming due to other site design criteria such as open space or parking requirements. The Town should examine ways to introduce flexibility in the redevelopment process for these other criteria. This flexibility should allow redevelopment to meet the intent of the design criteria in different ways. One example may be to allow sites to meet and share parking requirements off-site in joint parking facilities that they would fund.

Dunes and Beach Protection

Dunes protection is important, not only for wildlife and aesthetic purposes, but for preservation of investments in land near the ocean from storm surges. Some beachfront development was constructed prior to current building codes and consequently, no longer have dunes. When these aging sites are redeveloped, steps should be taken to replace and preserve lost dunes and appropriate vegetation.

Aging Beachfront Development



Buffers & Wildlife Corridors

Vegetation existing along the side and rear buffers of property is desirable aesthetically and is essential to wildlife. Wildlife habitat corridors are needed to ensure safer movement of animals and people. When redevelopment occurs there will be opportunities to improve buffers and define wildlife corridors by connecting open spaces, buffers and undeveloped land.

Existing buffer



Land Management Ordinance Goals

Goal 1: Existing land uses should be better reflected in zoning districts to minimize non-conformities and to protect commercial activity.

Objective 1.1: Rezone parts of the Pope Avenue area to preserve existing land uses and to reflect its more multi-family residential and commercial activity instead of resort development. Evaluate the appropriate location for interval occupancy and zone to allow for its use in the Central Forest Beach District.

Objective 1.2: Rezone the CC district to allow and encourage parks and theatres.

Objective 1.3: Rezone the area along Bow Circle and Arrow Road to preserve the office/warehouse use while enhancing pedestrian ways and connections between parks and open spaces.

Objective 1.4: Rezone districts to encourage mixed uses such as commercial, residential and office uses within the same development.

Goal 2: Determine the feasibility of creating flexible regulations for stormwater retention to improve stormwater runoff.

Objective 2.1: Create flexible alternatives for redevelopment, such as establishing varying percentages of required on-site stormwater retention where off-site storm water detention facilities can be created.

Objective 2.2: Determine how the storm water predevelopment condition for retention can be varied without negatively affecting water quality and require these practices to be used.

Objective 2.3: Determine the feasibility and best location for area-wide storm water storage systems that could also serve as a public amenities such as parks and make those areas a high priority in the master planning process.

Objective 2.4: Incorporate wildlife, plant management and water purification techniques into all stormwater management objectives and mandatory design and monitoring techniques.

Objective 2.5: Require and encourage a more comprehensive use of pervious surfaces, absorption and evaporative techniques throughout.

Goal 3: Create floodproof buildings that maintain aesthetic appeal and limit the negative affects to adjacent property and pedestrian movement.

Objective 3.1: Mandate building floodproofing techniques that focus on limiting the amount of fill or elevating buildings at the expense of pleasant streetscapes and safe pedestrian circulation.

Objective 3.2: Educate the public, developers, designers and contractors on preferred floodproofing techniques, their comparative cost and their long range benefits.

Goal 4: Improve the livability of public and private spaces by creating incentives for pedestrian friendly redevelopment designed to encourage green space, connectivity, gathering space, plaza areas and active and passive recreation throughout the urban fabric.

Objective 4.1: Orient building detail, design and location to emphasize pedestrian interaction, such as encouraging outdoor seating and balconies, and seating focal points and landmarks of meaningful interest.

Objective 4.2: Encourage and reward redevelopment that provides extra open space for public plazas, open space and pathways by taking advantage of flexible setback requirements and sensitive design.

Objective 4.3: Devise ordinances that require interconnection between sites and public spaces.

Objective 4.4: Adjust the setbacks and open space requirements relative to heights of buildings to require a more sensitive relationship between pedestrians, open space and building mass.

Goal 5: Develop flexibility in site design regulations for non-conforming sites that do not prohibit redevelopment, while still addressing the aesthetics, size, scale and safety of the community.

Objective 5.1: Shared parking and storm water management as well as flexible impervious coverage, parking, buffers, setbacks and open space requirements should be considered for properties that find it difficult to redevelop under the current regulations.

Goal 6: Preserve environmentally sensitive land, and enhance other land with best management practices and vegetation to provide habitat for wildlife and to preserve wetlands, dunes and native plants.

Objective 6.1: Establish priorities and guidelines to take advantage of redevelopment opportunities that create wildlife corridors in conjunction with buffers and open space requirements.

Objective 6.2: Protect (and reconstruct if necessary) the land in the strand blocks from redevelopment and damage.

Objective 6.3: Require redevelopment projects along the beach to replace lost plant habitat and dunes when redevelopment or damage occurs.

Circulation Needs

Improved Roads and Alternate Roads

Maintaining good traffic flow will become more difficult in the redevelopment area over time because of an increasing number of automobiles already committed to the area at buildout. On a peak traffic hour in June of 2000 there were over 35,000 automobiles on Pope Avenue in a 24-hour period.

In order to better handle the traffic circulation, and encourage more pedestrians and bicyclists in the next 20-30 years, the community should examine the need to build new and smaller alternate roads. Consideration should also be given to improving existing roads, and find other ways to reduce the impacts of automobiles in the area such as reduction in curb cuts and more connected parking lots. A traffic study is being undertaken at the time this Plan is written. The study will make new transportation recommendations to improve traffic circulation based on current and future land uses and capacity while being sensitive to pedestrian needs. Road improvements will be undertaken based on the qualified recommendations of this traffic study.

Some intersection improvements, such as re-alignments and mast-arm traffic light placement are currently in the Town's Capital Improvements Program. This Program will be amended following review of the traffic study to accommodate recommended road improvements.

Multi-Use Pathways and Sidewalks

The Island's multi-use pathways and sidewalks serve an important transportation function in the community. Pathways and sidewalks allow pedestrians and bicyclists to have safe and easy access to resorts, shops, restaurants, public parks, and many other land uses (See Map 6). Safety and clarity are especially important in a community such as ours where there are so many first time visitors.

A pedestrian-friendly area is based on balanced parking (public and private) and an efficient circulation system. The concept promotes connectivity and safety. A safe, continuous pedestrian system is one that connects buildings, parking areas, and exterior spaces, and minimizes potential conflicts within itself and with motorized vehicles.

Multi-Use Pathway on WH Parkway



Some roads within the redevelopment area have adequate separated pedestrian and bike facilities. The Town of Hilton Head Island develops multi-use pathways through the Capital Improvements Program. Multi-use Pathways are designed with a minimum separation from the road of 5 feet as recommended by the South Carolina Department of Transportation.

Some roads in the area have inadequate pedestrian and bike facilities, such as without separation, and some have no facilities at all. For example, the bike lanes along Pope Avenue have been identified as substandard due to their location immediately adjacent to the roadway (see below).

Pope Avenue Bike Lane

The Town should determine if new multi-use pathways or sidewalks are feasible on all roads in the redevelopment area that have significant commercial, residential, or institutional land uses. In some cases, limited right-of-way will preclude pathways and/or sidewalks from being on both sides of the road. However, wherever possible a pathway and/or sidewalk should be on both sides of the road and separated from the road by landscaping (See Map 7).



Table 1 - Pedestrian and Bicycle Facilities Needs

Roads With No Pedestrian or Bike Facilities:	Roads with Multi-Use Pathways or Sidewalks but in Need of New or Improved Facilities:	Currently planned Multi-use Pathways in the Capital Improvement Program:
Arrow Road (<i>except from William Hilton Parkway to Target Road</i>)	William Hilton Parkway	DeAllyon Avenue
Palmetto Bay Road	Pope Avenue	
Target Road	Lagoon Road	
Archer Road	Avocet Road	
Bow Circle	South Forest Beach Drive	
New Orleans Road	Tanglewood Drive	
Office Park Road	Cordillo Parkway	
Greenwood Drive	Woodhaven Drive	

Connected Redevelopment (also see Land Management Ordinance Goals Section)

During the charette and steering committee meetings it was noted that much of the redevelopment area is not accessible between sites and public spaces by multi-use pathways or sidewalks. In addition, sidewalks like the one in the photo below are not desired. The sidewalk is not separated from the roadway and ends abruptly.

Redeveloped properties should be logically interconnected to an improved sidewalk or multi-use pathways system.

Sidewalk on William Hilton Parkway



Public Transportation

In order to decrease the amount of cars in the area, as well as Island-wide, the suggestion was made in the steering committee meetings that the Town should examine the feasibility of some type of public transportation or trolley system. Cooperation with the private Planned Unit Developments would have to be achieved.

Circulation Goals

Goal 1: The Town should emphasize safe and adequate traffic flow along with traffic calming as well as encourage safe and convenient pedestrian and bicycle activity along all public roads throughout the Bridge to the Beach area. The Town should create a pedestrian-friendly environment and provide more efficient and safe pedestrian crossing points.

Objective 1.1: Create multi-use pathways and sidewalks between the Ocean and Broad Creek and between businesses, residences, institutions, open space and recreation areas.

Objective 1.2: Require pathways and sidewalks that link to public pathways and sidewalks from private redevelopment.

Objective 1.3: Construct safe multi-use pathways and sidewalks by separating pathways and sidewalks from the road with green spaces and landscaping.

Objective 1.4: Examine feasibility of retrofitting and planting medians on Palmetto Bay Road, Pope Avenue and William Hilton Parkway to serve as pedestrian refuges and to calm traffic.

Objective 1.5: Devise traffic calming techniques on Palmetto Bay Road, William Hilton Parkway, and Pope Avenue to allow safer pedestrian and bicycle circulation. Investigate placement of street trees to provide shade, slow traffic, and provide separation and sense of safety for pedestrians from autos.

Objective 1.6: Identify pedestrian movement in order to determine the location of road crossings. Provide pedestrian crossings at regular distances along Pope Avenue and other main roads.

Objective 1.7: Develop pedestrian crossings at every intersection.

Objective 1.8: Utilize signage to direct pedestrians and bicyclists to multi-use pathways away from the Circle (Arrow Road, Office Park Road, and any other new multi-use pathways).

Goal 2: The Town should maintain or improve traffic circulation and function in the Bridge to the Beach area.

Objective 2.1: Investigate creating an Official Map that prioritizes and locates all existing and future roadways and pathways so they can be incorporated into future plans, and so that property owners and developers are aware of the Town's future needs and intentions.

Objective 2.2: Base recommendations for new roads to improve traffic circulation on the pending traffic study.

Objective 2.3: For the sake of safety, encourage curb cut reduction on all arterial roads.

Goal 3: Encourage alternative means of public or private transportation services.

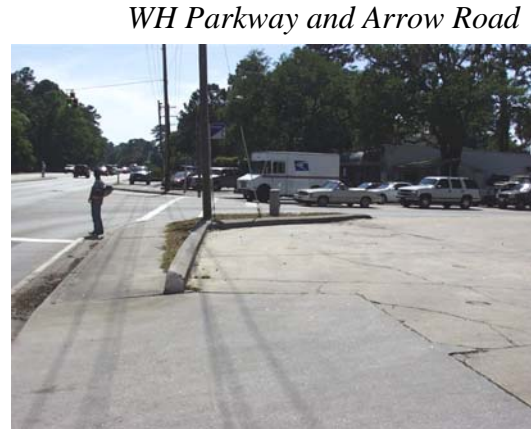
Objective 3.1: Investigate the feasibility of a trolley or other system throughout the area to connect popular public and private land uses and reduce automobile usage. This investigation should be based on a study prepared by professionals experienced in providing similar and successful studies for communities.

Streetscape Needs

"Streetscape" is a term used to describe the character and components of a street and its immediate surroundings. Landscaping, trees, benches, buried power lines, and signage are all streetscape components familiar to the residents of our Town. The presence of these improvements will improve image and safety.

The best urban design concepts rest on the foundation of a "sense of place." Building designs, open space, landscape designs and even single design elements such as park benches, light fixtures, signs and graphics, fountains, etc., all contribute to the community's character, a uniqueness or "sense of place."

Many roadsides and intersections in the area could benefit from streetscape improvements. The photo at the right is testimony to a lack of design standards when this site was developed.



The next photo shows many types of streetscape improvements. In the example, a roundabout has been placed in the intersection, crosswalks were bricked, and landscaping installed with a sidewalk separated from the road for safety.

*Improved Streetscape -
Boca Raton, Florida*



As recommended by the steering committee, targeted streetscape improvements to fulfill urban design needs in the Bridge to the Beach area should include the following elements that are described in detail in the following sections:

- Low-Level Lighting
- Improved Road Crossings (painted or unit paved crosswalks, pedestrian signals, lighted intersections, etc.)
- Buried Power Lines
- Public Amenities (benches, bike racks, receptacles, rest areas, sidewalks, closed drainage)
- Landscaping
- A Well designed Uniform Signage System

Low-Level Lighting

The redevelopment area should have lighted multi-use pathways, intersections, and congregation areas. Considerations for lighting should balance the needs for human safety, aesthetics, and wildlife. Lighting should be directed toward the ground.

Although lighting makes people *feel* safer, it can disrupt views of the natural environment such as stars, and have negative effects on wildlife. All lighting options should consider the natural resources of the area, such as sea turtles, birds, and other species.

Improved Road Crossings

Pedestrians should be encouraged to utilize road crossings that are safe and convenient. Road crossings should be located in areas where people frequently cross the road, both at intersections and interspersed along the length of the road.

Motorists should be able to spot road crossings from a safe distance as they approach in order to adjust their speed. Road crossings can also have streetscape improvements that add to the character of the area.

Some road crossings in the Bridge to the Beach area are currently striped with white paint (see right). These crossings are located at main road intersections and high-use pedestrian areas such as those near Coligny Circle.

Other intersections, where pedestrians often cross the road, are not striped at all (see below right).

Road Crossing - Pope Avenue



Intersection - Lagoon Road and Pope Avenue

Road crossing design and location were evaluated during the charette and steering committee meetings. Participants agreed that colored road crossings are preferable over white striping. In addition, textured pavement should be placed before the crosswalk to give motorists the sense of something happening just ahead and the need to slow down.



Intersection improvements such as pedestrian signals, painted crosswalks, brick (that do not interfere with ADA requirements), road re-alignments, and new signage, should all be evaluated to improve the safety of intersections for pedestrians, bicyclists and drivers. Many communities have taken steps to improve road crossings (see right).

*Brick Road Crossing -
The Landings, Skidaway Island*

Priority for people over vehicular movement on some roads should be considered. Pedestrian activated road crossings should be considered to stop traffic just long enough to allow people to cross the street. Extended crossing times can also be considered.



Road Crossing on North Forest Beach Drive

Pedestrian and bicycle movement around the Coligny and Sea Pines traffic circles should also be improved. Although traffic circles are gaining popularity around the nation because they calm traffic, they inhibit pedestrian and bicycle travel when no bike lanes are present (See Map 6).



Road crossings should be moved away from the Circles to safe crossing points. A new design could be implemented as shown in the bottom photo.

*Existing Road Crossing Location -
South Forest Beach Drive at Coligny Circle*



*Potential Future Road Crossing Location -
South Forest Beach Drive at Coligny Circle*



New multi-use pathways or sidewalks should be constructed on all approaching roads to the traffic circles so people can get around them safely when walking or biking.

Special steps should be taken to identify pedestrian crossing locations on all roads in the area such as South Forest Beach Drive shown below (See Map 7). Many people cross the road each day to get to the beach and the various land uses with no refuge areas and only a few painted crosswalks on the entire length of the road.

People Crossing the Existing South Forest Beach Drive



Landscaping

Landscaping can be installed along the streets to enhance and buffer pathways and sidewalks from the road and provide pedestrian refuges. The medians on William Hilton Parkway and Palmetto Bay Road at the approaches to the Sea Pines Traffic Circle should be landscaped. Other medians along roads such as Palmetto Bay Road can be landscaped to calm traffic (See Map 8). One of Hilton Head Island's most outstanding, unique characteristics historically, has been its public and private emphasis on preserving natural vegetation. The Town should continue that tradition with determination.

Buried Power Lines

Electrical transmission lines should be buried in the redevelopment areas. Burying the utilities would improve aesthetics and possibly lower maintenance costs due to storm damage. Private development is required to bury utilities on site. Burying power lines in the area that feed to private developments along roads would create a more uniform landscape. Special techniques such as boring could be utilized to bury power lines adjacent to or under large trees, streets, driveways, sidewalks and other utilities (See Map 9).

Public Amenities

The following amenities should be placed throughout the district on all sidewalks, multi-use pathways, and gathering places to improve aesthetics, and create a pedestrian-friendly environment.

- Benches and Resting Areas
- Garbage Receptacles
- Bike Racks
- Water Fountains
- Civic Art
- Safe and Adequate Lighting
- Handicap Ramps
- Well Marked Crosswalks
- Public Restrooms

Signage

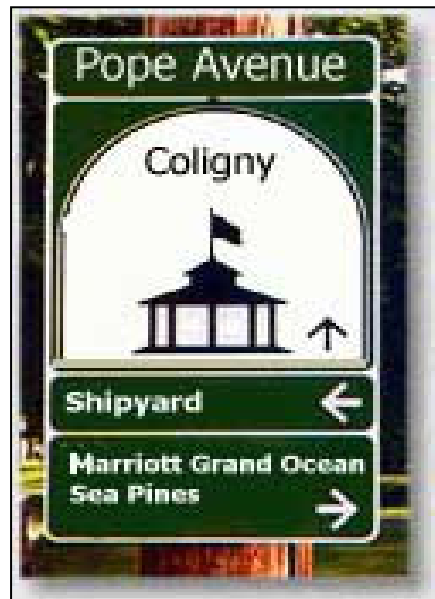
A unified sign system is very effective in establishing a unique identity for a district and is critical to informing people about the locations of businesses, parking and other destinations.

The Town recently installed a sign system along the Island's multi-use pathways. These signs provide a valuable means of locating where one is located on the pathways, and where one wants to go. To compliment the multi-use pathway sign-system, destination signs for motorists should be considered within the redevelopment area.

Different street signs in the Bridge to the Beach area would provide valuable service to visitors and residents of the Island. Street signs could be placed on mast arms above traffic so they are visible to motorists.

Sample Destination Sign

Gateway, corridor and street signs should be placed at visible locations such as key intersections.



Streetscape Goals

Goal 1: Create a 'Gateway' along Palmetto Bay Road and William Hilton Parkway to announce the arrival into a special area of the Town.

Objective 1.1: Install vertical landscaping in median and along side of road to distinguish an entryway and to calm traffic.

Objective 1.2: Design a Gateway sign for placement along Palmetto Bay Road and William Hilton Parkway to announce arrival to a special area.

Goal 2: Streetscape Improvements should be developed along all main roads that have, or will have, multi-use pathways or sidewalks.

Objective 2.1: Multi-Use pathways and sidewalks should have unique landscaping, signage, lighting, paving, pedestrian amenities (benches, bike racks, receptacles, and rest areas) and other infrastructure.

Objective 2.2: Develop a way-finding system with different types of signs including destination signs, directional signs, and place signs. Place large, easy to read street signs on mast arms at intersections.

Objective 2.3: Power lines should be buried to improve aesthetics.

Objective 2.4: Examine possibility of expanding or constructing landscaped medians where possible.

Objective 2.5: Commercial destination signs in the public right of way should be the same color and appearance in this area yet different from the remainder of the Island.

Goal 3: Consider installing non-obtrusive pedestrian lighting at intersections.

Objective 3.1: Lights should be installed along all pathways for safety reasons and to allow use of the pathway at night. Pathway lighting should create a special feel to the lit areas by lighting the pathway and not the sky or street.

Objective 3.2: Intersections with pedestrian crosswalks should be lit for safety reasons.

Goal 4: Crosswalks should be placed in the safest location possible and be highly distinguishable as a crossing.

Objective 4.1: Identify areas for pedestrian crosswalks that do not interfere with traffic flow around the Circles at intersections, and at intervals along roads.

Objective 4.2: Road crossings should have special landscaping, signage, street lighting elements, handicapped-friendly surfaces, and other design techniques that emphasize pedestrian movement. Crosswalks should be painted or constructed of unit pavers, with textured surfaces to emphasize pedestrian safety and to slow traffic.

Parking Needs

As stated previously, convenient parking alternatives are needed to encourage people to walk to nearby amenities instead of driving. Also, there is a perceived need to reduce total parking surface area. In addition, the Town must fulfill its obligations for beach access parking required by the State of South Carolina.

Existing Parking

The existing public parking lot near Coligny Circle fulfills many of the parking needs for the Coligny Beach Park and for businesses after hours. The parking lot primarily provides beach parking, but many beach goers park in nearby private parking lots to avoid the fees charged at the public parking lot. When this happens, the private parking lots are filled to their maximum. Even store owners have a hard time finding a parking spot during the summer season according to property managers.

Existing parking Lot - Coligny Area



Future Parking Needs

The Town is currently under an agreement with the State to provide additional beach parking spaces on the Island. A possible solution to parking problems offered by the steering committee is the development of a two-level parking facility if needed.

A parking facility could help fulfill the beach parking requirements of the State. In addition, it could reduce the number of on-site parking spaces required by each redeveloped site. Nearby redevelopment could construct a parking structure and share parking spaces with nearby store owners and patrons. This could reduce the number of spaces required on a per site basis and allow for greater conformity to open space and buffer requirements, improved drainage systems and additional pedestrian gathering spaces on or near each redeveloped site.

In addition, a parking structure creates half the storm water runoff of a conventional parking lot with the same number of spaces, and this type of facility can be designed to fit into the natural landscape with many trees and good structural design. Well designed and properly located parking structures should blend in with the desired architecture of the village and encourage more pedestrians to park and walk safely from store to store.

Parking Goals

Goal 1: Reduce the amount of stormwater runoff and create more open space by investigating alternative parking solutions.

Objective 1.1 Consider investigating the need for a parking structure that could be shared between the public and business community to the benefit and enjoyment of both.

Objective 1.2 Investigate the possibility of street parking and placement of parking behind buildings where feasible.

Park, Recreation and Open Space Needs

One of the most visible measures of the quality of life in a community is its parks and recreation system. Parks provide places for rest and relaxation, physical health and fun activities, and community gathering places, in addition to enhancing the visual quality of the community. The Town of Hilton Head Island has more fully defined park needs in the *Recreation and Open Space Plan*. The Plan states current and long-range needs for park development by location and overall community desires.

Parks and Recreation in the Bridge to the Beach Redevelopment Area

The Town's *Recreation and Open Space Plan* describes a Community Park as one that provides areas for passive recreation use as well as separate facilities for active sports. It is often located in an area having natural or ornamental quality. Other towns have community parks that allow for passive entertainment, large group gatherings, and individual usage.

A new park in the Pope Avenue area on Town-owned property was envisioned during the charette in 1999, and recommended by the Steering Committee in 2000 (See Map 10). A passive park with cool shade as an alternative to the beach park, and a water feature (fountain or lagoon) was suggested (see below graphic for location). The Town could design this park in conjunction with its beach parking lot in such a way as to place the parking spaces or structure in the rear of the property with the park features closer to Pope Avenue/South Forest Beach Road. This park should be improved to become one of the Town's primary Community Parks and should include open meadows for special events and free play, sidewalks, fountains, extensive landscaping and other improvements that enhance the use of this important site as a key passive use Town Park.

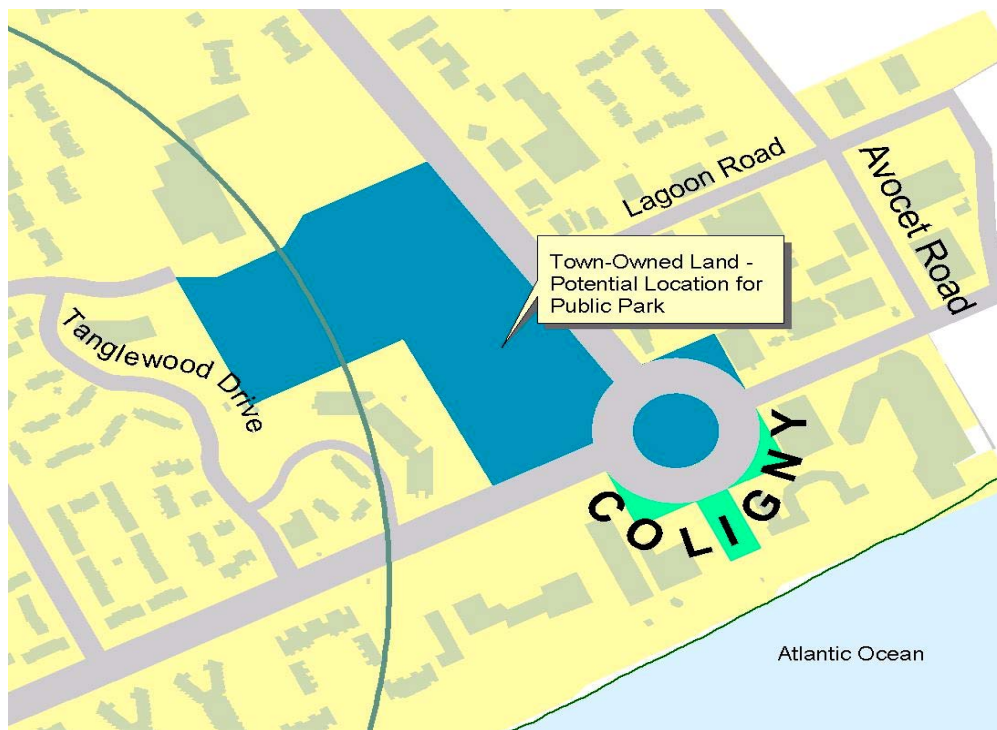
In addition, *the Recreation and Open Space Plan* recommends that the Town construct a neighborhood park in the South Forest Beach/Cordillo Parkway area. This park could host playground equipment for small children as well as possibly picnic facilities. Currently, the Town does not have land for a park in this location.

Farther away from the ocean toward the Fraser Bridge, the Town is currently working with Beaufort County to design a boat ramp into Broad Creek. The 1999 charette suggested another park be placed near this area in conjunction with the boat ramp. However, land is limited in that area for such a purpose.

Other ideas arising from the steering committee were 'pocket parks' (small neighborhood parks) to serve commercial/office areas and multi-family neighborhoods throughout the area. Pocket parks could be in the form of public open space on private developments or public land.

Pocket parks as well as larger parks and open spaces should be a structured part of an overall open space system. A proper system will require cooperation and compromise from private property owners, and the Town should therefore incorporate attractive incentives in the LMO to make it more desirable and successful.

Another idea arising from the charette was the possibility of converting the existing open space inside Coligny Circle to a passive park with picnic tables. This location, however, would depend on results of the Conceptual Master Plan, as crossing Coligny Circle to enter such a park would not be advisable with the current traffic patterns. Changing the shape of the Circle to accommodate safe pedestrian crossing might be a consideration as it was in the charette.



Pope Avenue Area - Future Park Location

Open Space Protection

Conservation easements and other land protection techniques preserve land that is environmentally sensitive. Tracts of open space land or forested land provides good habitat for many kinds of animal and plant species. Wetlands provide natural filtration systems for water runoff as well as a unique environment for plants and wild animals.

Boggy Gut Wetland

The Town and private entities should continue to protect land in the area from development when possible. The Town has purchased the Boggy Gut Wetland, an undeveloped wetland adjacent to Pope Avenue. There are many acres of wetlands that are protected from development in the Crossings Park. In addition, the Audubon Nature Preserve is an excellent example of private entities protecting the environment.

**Park, Recreation and Open Space Goals**

Goal 1: Consider developing a connected system of new parks, and improving existing parks throughout the Bridge to Beach area, with passive and recreational features.

Objective 1.1: Develop a civic park system along Pope Avenue on public land that is continuous, active and passive and provides cool shade, foot paths, natural vegetation, convenient parking and other natural amenities. This park should also include a waterway system that is an integral part of the Town's storm water management system.

Objective 1.2: Develop access from all sides of the Pope Avenue park system to offer connections between adjacent area neighborhoods.

Objective 1.3: Investigate the possibility of constructing a system of Pocket Parks and greenway connections throughout, to provide open space nearby that is accessible to and from all offices and businesses.

Objective 1.4: Provide public restrooms.

Goal 2: Study the feasibility of using the interior part of Coligny Circle for public use.

Objective 2.1: Prepare a conceptual, workable, safe design of Coligny Circle in the Conceptual Master Plan to respond to and emphasize the importance of

this demonstration as a symbol of the Town's new attitude toward pedestrian safety and friendliness.

Goal 3: Protect natural open space and wetlands for better stormwater runoff and wildlife habitats.

Objective 3.1: Continue to purchase and protect land to preserve open space and wetlands.

IMPLEMENTATION PLAN

The LMO should be amended in the following areas to fulfill goals stated in the plan:

- **Zoning:**
Rezone sections to preserve the existing nature of the area with its commercial and multi-family uses. Evaluate appropriate locations for interval occupancy in these areas. Rezone the CC district to include theatres and parks.
- **Non-conforming sites and aging structures:**
Revise LMO to become more flexible with non-conformities while still addressing the aesthetics, size and scale concerns of the community. Address building height, buffers, setbacks, open space and parking.
- **On-site stormwater retention requirements:**
Determine the feasibility and requirements of a shared storm water system. Design an interconnected storm water system that coincides with parks and open spaces. Amend the LMO to become more flexible with on-site retention requirements and use of off-site retention.
- **Floodproofing buildings:**
Revise LMO to encourage floodproofed buildings that maintain aesthetic appeal and limit the negative affects to pedestrian circulation and adjacent property.
- **Site design standards:**
Amend LMO to require more pedestrian-oriented building designs and placements and create incentives to allow for plazas, pocket parks and other types of open space throughout the area.
- **Accessibility between sites:**
Amend the LMO to mandate pedestrian, autos, and parking connectivity between sites and throughout the area.

Capital Improvement Program Amendment

In order to encourage private redevelopment of individual sites, many public infrastructure improvements should take place within public rights-of-way and publicly owned areas.

- After receiving the results of the pending traffic study, determine which circulation recommendations can and should be implemented over time. These could be road or intersection improvements, new roads, new or improved pathways, and median and curb cut treatments.

- Determine which other public improvements could be done to encourage redevelopment such as sidewalks, pedestrian crossings, signage, landscaping, street furniture, intersection and pathway lighting, parks and buried power lines.
- Determine priorities for all projects mentioned in previous goals and needs and which projects should be scheduled for inclusion in the Tax Increment Financing Program.
- Amend the Town's 10-Year Capital Improvements Program to include the remaining projects.
- Determine an on-going maintenance budget for each project and determine the source of revenue to cover such budgets. Included in the maintenance budgets will be estimates of required facilities, equipment and labor or an array of subcontractors to the job along with corresponding costs for each system for comparison.

Property Owners Coordination

- Continue communicating and coordinating with property owners in the Bridge to the Beach area to develop a mutually beneficial area-wide plan.

APPENDIX I

PHASE A: Town Decides to Reevaluate Existing Plans of Bridge to the Beach Area

- 1) Town conducts Public Workshop and identifies basic issues.
- 2) Town appoints Steering Committee.
 - a) Town gathers data: Physical, Environmental, Cultural, Economic, etc.
 - b) Town and Steering Committee hold multiple Public Meetings and Workshops.
 - c) Identification and analysis of problems and opportunities by Committee.
- 3) Steering Committee prepares a Redevelopment Advisory Report with Goals and Objectives. (Completed on November 13, 2001)
- 4) Town confirms and/or refines Goals and Objectives.

PHASE B: Town Selects Conceptual Master Plan Consultants.

- 1) Consultant identifies Conceptual Alternative Plans and Solutions for Bridge to Beach Area.
 - a) Consideration for physical plans, design guidelines, ordinances and zoning.
 - b) Consideration for wildlife and environmentally sensitive areas.
 - c) Consideration for history and culture.
 - d) Consideration for buildout cost, revenue and economics.
 - e) Town revises land use ordinances and codes per the Bridge to Beach Conceptual Master Plan.
- 2) Town selects preferred alternatives and approves Bridge to Beach Conceptual Master Plan.
 - a) Town identifies priorities and subarea planning boundaries.
 - b) Consultants prepare preliminary construction and maintenance cost estimates.
 - c) Town prepares Capital Improvement Program for Bridge to Beach and preliminary planning and design for each area.
 - d) Town prepares economic development and public relations program.
 - e) Town revises land use ordinances and codes per the Bridge to Beach Conceptual Master Plan.
- 3) Town consultants and Steering Committee prepare planning and design programs for each subarea.

PHASE C: Town Selects Consultant for One or More Subarea Planning and Detailed Design Services.

- 1) Town and consultant implement the planning process for Subarea 1, 2, etc. with public input.
- 2) Town approves planning and design for subareas.
- 3) Town and consultants reevaluate Conceptual Master Plan and revise accordingly.

PHASE D: Town and Consultants Prepare Detailed Design and Engineering Construction Documents for Public Realm of Each Subarea.

PHASE E: Construct Public Realm of Each Subarea.

APPENDICES

APPENDIX I: A Planning and Economic Development Process

- Flowchart
- Text Outline

APPENDIX II: Public Input Process

- Flowchart

Appendix II: Public Input Process

