



**The Town of Hilton Head Island
Regular Comprehensive Plan Committee Meeting**

Tuesday, October 25, 2011

9 a.m.

Conference Room 4

AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

- 1. Call to Order**
- 2. Roll Call**
- 3. Freedom of Information Act Compliance**
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 4. Approval of Agenda**
- 5. Approval of Meeting Notes - Comprehensive Plan Committee Meeting of October 11, 2011.**
- 6. Unfinished Business –**
 - Develop final list of recommendations for Town Council's Targets for Action for 2012.
- 7. New Business**
- 8. Action Items**
- 9. Next Meeting – TBD**
- 10. Adjournment**

Please note that a quorum of the Planning Commission or of Town Council may result if four (4) or more of their members attend this meeting.

Comp Plan Committee Meeting Notes
October 11, 2011
9:00 AM
Conference Room Four Town Hall

Comp Plan Committee members present: Terry Ennis, chairman, Tom Lennox, David Bennett, Loretta Warden (Ex-Officio)

Community Development Staff present: Shea Farrar, Shawn Colin

- 1 • Chairman Ennis called the meeting to order at 9:00 am.
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3 • Meeting agenda was approved by general consent.
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5 • Meeting notes from the October 4, 2011 meeting were approved by general consent.
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7 • Chairman Ennis introduced only agenda item: Developing a preliminary list of recommendations for
8 Town Council's Targets for Action. The purpose of this meeting is to review the most recent draft of
9 our recommendations. We have been getting information from various other network/committees in
10 the Town that are working on similar efforts to the Town. The information received, to date, has been
11 included in this draft. Our goal for this meeting should be to get the goals down to an action level,
12 rather than using higher level strategies. Most of the information that has been coming in is at that the
13 higher level and needs to be filtered down to what is practical to fund and do in 2012.
14
15 • Mr. Ennis and Mr. Lennox discussed the use of the word "Targets" for Town Council's annual goals.
16 The word "targets" is not best practice language, like "goals, objectives and strategies". We want to
17 recommend specific strategies for action. That is what the targets should be.
18
19 • Mr. Ennis began the review of the recommendation by explaining how the document had been
20 reformatted from the previous meeting. The organization was changed to express an overall long-term
21 goal, define associated objectives and give specific strategies for this next year.
22
23 • The review of the document included a discussion about the condition of commercial development on
24 the Island and how the supply and demand for space appears to be out of balance. One way the Town
25 could help improve conditions is to intervene by purchasing dead properties and removing the excess
26 capacity. The commercial property vacancy inventory will be helpful in determining the scope of the
27 problem and how it can be addressed.
28
29 • Also discussed was concern with the marketing strategy of the Chamber of Commerce. Currently, the
30 only measure of progress for the Chamber is visitor numbers. Mr. Bennett stated that the Town
31 should be working with the Chamber to promote what the Town's vision is for the Island.
32
33 • A review of the recommendations was completed and all changes recommended by the Committee
34 were made to the document during the meeting; however two items were identified for more research.
35
36 • The need for more information on affordable housing and "aging in place" was identified. Mr.
37 Bennett volunteered to address affordable housing and Mrs. Warden volunteered to address "aging in
38 place". Once that information has been added to the document, the recommendations will be
39 provided to the Planning Commission via email prior to the next meeting on October 19th. Mr. Ennis
40 will review the draft with the Commission during Committee Reports at that meeting.
41
42 • Chairman Ennis adjourned the meeting at 11:00 pm.

Memo

To:	Comprehensive Plan Committee
VIA:	Shawn Colin, AICP, Comprehensive Planning Manager
FROM:	Shea Farrar, Senior Planner
Date:	October 19, 2011
Re:	Town Council 2012 Targets for Action Recommendations

The following information outlines the process for the Comprehensive Plan Committee to develop recommendations for the Planning Commission to consider for Town Council's 2012 Targets for Action.

Review and Recommendation Process:

Meeting One: On September 7, 2011, the CPC met and developed the process for review and recommendation to the Planning Commission regarding Town Council's 2012 Targets for Action. At this meeting the Committee requested that staff gather information regarding existing committees or groups within the Town that are currently working to implement the Mayor's Taskforce Report. In addition more information was requested on the amount and condition of commercial development on the Island.

Meeting Two: On October 4, 2011 the CPC met to discuss and develop a preliminary list of issues and projects for consideration by the Planning Commission for Town Council's 2012 Targets for Action. This included a review of the efforts of other committees in the Town as well as a review of the commercial property supply on the Island. It was determined that one additional meeting would be needed to give the Committee more time to refine the Targets for Action recommendations for this year.

Revised Meeting Three: On October 11, 2011 the CPC met and developed a preliminary list of recommendations based on input received before the meeting. At the meeting the Committee members recognized that some of the goals in the preliminary list still needed more work and additional input to be finalized. Following the meeting, more information was obtained and included in a revised list of preliminary goals that was provided to the Planning Commission for the Committee brief on the Targets at the October 19th Planning Commission Meeting.

Meeting Four: On October 25, 2011, the CPC will meet to finalize a list of recommendations to forward to the Planning Commission. Prior to this meeting, staff will provide a draft of the Committee's preliminary list of recommendations that incorporates all information gained to date. At this meeting, the Committee should be prepared to finalize the list. It will then be provided to the Planning Commission for consideration at the November 2, 2011 Planning Commission meeting. Following the approval of the Planning Commission, the list will be provided to Town Council.

Working Draft of Recommendations on Targets for Action 2012:
DRAFT for October 25, 2011 CPC Meeting
Text in Red – Awaiting Additional Information

1. Economic development strategy for regeneration of the local economy:	
Overall Objective Statements	2012 Recommended Action Steps (“Targets for Action”)
Improve Island wide, wireless broadband infrastructure.	<p>Identify underserved areas.</p> <p>Provide location assistance.</p> <p>Identify targeted areas for Wi-Fi.</p> <p>Streamline process for approval.</p>
Improve viability of commercial properties Island wide via public/private partnership. Initial indications are current vacancy rate is around 38% with likely significant dead space.	<p>Refine inventory and assess condition of commercial properties on the Island.</p> <p>Propose target areas for redevelopment, repositioning, acquisition.</p> <p>Design and implement incentive program.</p> <p>Focus on TIF District areas (expires 12/2014).</p>
Outline redevelopment strategy programs and initiatives that will motivate property owners to redevelop their properties focusing on Shelter Cove and Coligny.	<p>Focus the Planning Commission on redevelopment by monitoring the status of Generation I of LMO process change, initiating Generation II of LMO process change, and completing LMO rewrite.</p>
Investigate potential for educational partnerships with USCB/TCL/Community Knowledge Groups to enable workforce education for knowledge based economy.	<p>Assign a small work group to gain clarity around the specific objectives and goals of USCB/TCL/Community Knowledge Groups as they relate to workforce education for the knowledge based community and present recommendations to Town Council for action.</p> <p>Focus on healthcare and hospitality (two largest potential growth segments in the State).</p>

2. Reinforce and promote our heritage, what makes Hilton Head Island unique and retains brand equity: (Beach, pathways, recreation, golf, tennis, road, air, and water access, environmental stewardship, Heritage golf tournament and other special events.)	
Overall Objective Statements	2012 Recommended Action Steps (“Targets for Action”)
Define and focus marketing strategy on specific target segments such as corporate hospitality and retirees to tap underserved market segments.	Sanction a small work group to initiate dialogue with the Chamber of Commerce, analyze their current strategy, define potential economic impact for target strategies and recommend changes and opportunities to Town Council.
Advocate for regional transportation projects that improve access to the Island.	Provide staff support and review recommendations from joint regional traffic analytical model (LCOG and Beaufort County with interest from Bluffton, Hardeeville, Hampton, Colleton, Jasper). Define 2012 Town schedule for progress report and recommendations.
The airport is a critical functional asset for the Town in the maintenance of of destination and brand image and in leveraging related but underserved market segments such as corporate hospitality.	Action Steps?? Implement appropriate recommended actions from the airport master plan.
Create an Island wide sustainability action plan with specific targets and timeline for implementation to enhance the Island’s overall economic, social and environmental performance.	Conduct a sustainability assessment of the Island’s overall environmental impact to establish a baseline for subsequent strategies. Pursue Step 2 approval for the Audubon Sustainability Program and staff liaise with “Experience Green” (and other potential groups). Develop a commercial recycling program building on the existing residential program.

3. Position Hilton Head Island as an arts, cultural, environmental and historic destination:	
Overall Objective Statements	2012 Recommended Action Steps (“Targets for Action”)
Support projects such as the Arts Center, Coastal Discovery Museum, Gullah Museum, Mitchelville Museum, Public Arts Expo, Rowing and Sailing Center and the Heritage Library.	Prioritize projects, as presented to Town Council, to manage limited resource allocation.
Consider the potential for a Hilton Head Island Institute (Fraser Institute recommendation) as an umbrella organization for positioning the Island as arts, cultural, environmental and historic destination.	Assign a staff liaison to work with the Hilton Head Island Institute Committee to assess economic feasibility and cultural value of this potential institution to the Island.

4. Continue to develop new and unique experiences for Island residents and visitors:	
Overall Objective Statements	2012 Recommended Action Steps (“Targets for Action”)
Address affordable housing in relationship to land use, economic development and redevelopment.	Task the Comprehensive Plan Committee for 2012 to outline pragmatic concepts for an affordable housing program.
Address resident’s needs for “aging in place.”	Assign Town staff to inventory public, private and faith based resources which assist residents to “age in place”. Research the potential for funding (Lt. Governor’s Office/LCOG Area Agency) to develop and maintain a comprehensive list of resources available to residents.