



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

**Tuesday, October 4, 2011**

**9:00 a.m.**

**Conference Room 3**

**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 September 7, 2011.**
- 6. Unfinished Business - None**
- 7. New Business**
  - Develop and discuss preliminary list of recommendations for Town Council's Targets for Action for 2012.
    - Review of preliminary findings from various committees and commercial property inventory.
- 8. Action Items**
- 9. Next Meeting – October 11, 2011**
- 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  
September 7, 2011  
10:30 AM  
Conference Room Three Town Hall

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

Planning Commissioners Present: Gail Quick

Community Development Staff present: Shea Farrar, Jayme Lopko

---

- 1 • Chairman Ennis called the meeting to order at 10:52 am.
- 2
- 3 • Meeting agenda was approved by general consent.
- 4
- 5 • Meeting notes from the July 15, 2011 meeting were approved by general consent.
- 6
- 7 • Chairman Ennis introduced first agenda item, the 2012 Targets for Action recommendations to Town
- 8 Council.
- 9
- 10 • Ms. Shea Farrar stated that each year the Planning Commissions makes recommendations to Town
- 11 Council before their annual retreat on what should be accomplished in the coming year. The process
- 12 of developing these recommendations begins with the Comprehensive Plan Committee who makes a
- 13 recommendation to the full Planning Commission after reviewing the Comprehensive Plan and other
- 14 relevant sources. The Planning Commission then finalizes the list it is provided to Town Council. Ms.
- 15 Farrar reviewed the proposed process and updated the Committee on the recommendations from last
- 16 year.
- 17
- 18 • Chairman Ennis discussed the need to sharpen the focus of this year's Targets for Action
- 19 recommendations. Although we have made good progress, there are still other issues that have not
- 20 been adequately addressed. If the Town wants to attract corporate activities, issues related to the
- 21 airport, telecommunications and bringing facilities up to current standards have to be better
- 22 addressed.
- 23
- 24 • Mr. Lennox expressed the need for the goals to be measurable. Words like "develop", "formalize"
- 25 and "reinforce" are problematic when attempting to measure progress.
- 26
- 27 • Mr. Ennis pointed out that the Targets for Action are not goals. Goals extend beyond a year. The
- 28 Targets for Action need to be focused on this coming year and should have measurable results. One
- 29 issue that should be addressed is the Island's idle assets, such as vacant commercial space and
- 30 buildings that need to be torn down in order to redevelop. The Town's Comprehensive Plan calls for
- 31 an inventory of conditions.
- 32
- 33 • Mrs. Quick pointed out that there is currently and effort by staff to do an inventory of vacant
- 34 commercial spaces and where they are located on the Island.
- 35
- 36 • Mr. Lennox suggested that the inventory focus on retail commercial and professional office space and
- 37 that Targets for Acton should focus on measurable results the Town can make, such as LERTA and
- 38 other tax forgiveness programs and incentives.
- 39
- 40 • Mrs. Warden stated that we need a baseline data to determine what properties need to be redeveloped.
- 41
- 42 • Mr. Ennis expressed the desire to have more evidence for Town Council on supply and demand
- 43 related to commercial development on the Island.

- 44
- 45 • Mrs. Warden pointed out the LMO Rewrite Committee has identified target areas for redevelopment.
- 46
- 47 • Mr. Lennox expressed the desire to look at the Island as a whole.
- 48
- 49 • Mr. Ennis discussed one of last year's goals: "Develop a public/private strategy to ensure continuity
- 50 of the Heritage Golf Tournament". This goal from last year is not complete although we secured a
- 51 title sponsor. There is a committee looking at the Heritage to address other issues related to the
- 52 course's design and the condition of facilities in Sea Pines, which also impact the retention of the
- 53 tournament.
- 54
- 55 • Mrs. Warden pointed out that citizen committees of the Greater Island Council have formed for the 11
- 56 goals recommended by the Mayor's Taskforce for the Future. On October 4<sup>th</sup> we should look at an
- 57 inventory of these and other groups on the Island. We need to know what is happening with all of
- 58 these efforts and what their top priorities are.
- 59
- 60 • Mrs. Quick stated that the main purpose of the groups is to keep reminding the Town of the 11
- 61 recommendations.
- 62
- 63 • Mr. Ennis pointed out that all the separate committees have knowledge that should be shared with the
- 64 Comprehensive Plan Committee. We should go and talk to all of these groups about their knowledge
- 65 and views, but we first need an inventory.
- 66
- 67 • Mr. Lennox suggested that the committee work with these groups to develop what the top three
- 68 priorities are.
- 69
- 70 • Mr. Ennis requested that staff work on a commercial inventory and a list of committees for discussion
- 71 at the next meeting on October 4<sup>th</sup>. We should be focused on getting better information to improve
- 72 our focus. A list of committees should be provided for the October 4<sup>th</sup> meeting.
- 73
- 74 • Mrs. Leary brought up her interest in continuing to pursue historical and cultural opportunities that
- 75 exist on the Island, such as the expansion of educational opportunities related to important Island
- 76 assets, such as natural resources and hospitality management. It would also be nice to see efforts
- 77 focused on Civil war history in partnership with Savannah and Beaufort. There is not enough
- 78 emphasis on this part of the Island's past.
- 79
- 80 • Chairman Ennis adjourned the meeting at 12:20 pm.

# Memo

|       |                                                      |
|-------|------------------------------------------------------|
| To:   | Comprehensive Plan Committee                         |
| VIA:  | Shawn Colin, AICP, Comprehensive Planning Manager    |
| FROM: | Shea Farrar, Senior Planner                          |
| Date: | September 27, 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.

Staff is currently working on both of these efforts. Prior to the Committee's next meeting, Chairman Terry Ennis will meet with staff to review the information and develop input for the Committee to consider at the October 4<sup>th</sup> meeting.

**Meeting Two: On October 4, 2011** the CPC will meet 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 will include a review of the efforts of other committees in the Town as well as a review of the commercial property supply and condition on the Island.

*Meeting Three:* On October 11, 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 issues, projects, and recommendations. Please come prepared to finalize recommendations. These will be provided to the Planning Commission to consider at the October 19<sup>th</sup> Planning Commission meeting.