



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

Date: Wednesday, September 7, 2011
Time: 10:30 or immediately following the 9 a.m.
Planning Commission meeting
Location: 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 June 15, 2011.
- 6. Unfinished Business** - None
- 7. New Business**
 - Outline recommended process to select Targets for Action recommendations to Town Council.
 - Review of last year's recommendations with status updates.
 - Review proposed schedule.
 - Comprehensive Plan Committee meeting on October 4, 2011 to review draft recommendations from staff and Committee.
 - Comprehensive Plan Committee meeting to finalize recommendations to the Planning Commission on October 11, 2011.
 - Planning Commission to consider recommendations from CPC on October 19, 2010.
 - Final recommendations will be forwarded from the Planning Commission to Town Council.
- 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
June 15, 2011
2:00pm
Conference Room Three Town Hall

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

Community Development Staff present: Trudie Johnson, Shawn Colin

- 1 • Chairman Crews called the meeting to order at 2:02pm.
- 2
- 3 • Meeting agenda was approved by general consent.
- 4
- 5 • Meeting notes from the October 11, 2010 meeting were approved by general consent.
- 6
- 7 • Mrs. Trudie Johnson of the Community Development Department presented the Beaufort County
- 8 Hazard Mitigation Plan to the Comprehensive Plan Committee and requested that they forward the
- 9 plan to Town Council with a recommendation that the plan be adopted as an appendix to the Town's
- 10 Comprehensive Plan. This plan will replace the original Beaufort County Hazard Mitigation Plan
- 11 prepared in 2004 as required by the Disaster Mitigation Act of 2000. This is one of the continuing
- 12 requirements that qualify the Town for FEMA pre-disaster mitigation grants, post disaster
- 13 reconstruction assistance and continued participation in the Community Rating System.
- 14
- 15 • Chairman Crews opened discussion and then a vote was held. The committee recommended
- 16 unanimously forwarding the Beaufort County Hazard Mitigation Plan to Town Council with a
- 17 recommendation for adoption as an appendix to the Town's Comprehensive Plan.
- 18
- 19 • Mr. Shawn Colin of the Community Development Department updated the Committee on the status
- 20 of the update to the Population Element of the Town's Comprehensive Plan. The update is anticipated
- 21 to begin in the fall to correlate with the release of data from the 2010 Census.
- 22
- 23 • Chairman Crews adjourned the meeting at 2:50pm.

Memo

To:	Comprehensive Plan Committee
VIA:	Shawn Colin, AICP, Comprehensive Planning Manager
FROM:	Shea Farrar, Senior Planner
Date:	August 25, 2011
Re:	Town Council 2012 Targets for Action Recommendations

Town Council holds an annual retreat for planning the next calendar year's work efforts or "Targets for Action" at the end of each year. Prior to the retreat, the Planning Commission submits a list of priorities to Town Council for their consideration when planning these goals. In order to develop this list, the process begins with the Comprehensive Plan Committee who makes recommendations to the Planning Commission based on the information contained in the Comprehensive Plan and other sources. Once reviewed and revised by the Planning Commission, these recommendations are provided to Town Council. Attached is a list of action items that the Planning Commission provided to Town Council for the 2011 annual workshop with updates on the status of these efforts.

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.

Meeting Two: On October 4, 2011 the CPC will meet to review staff's recommendations for Town Council's 2012 Action Items. Please come prepared to discuss staff's recommendations and other review documents to develop a preliminary list of issues and projects for consideration by the Planning Commission.

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 19th Planning Commission meeting.



Attachment A

TOWN OF HILTON HEAD ISLAND

Department of Community Development

TO: Planning Commission
VIA: Shawn Colin, *Comprehensive Planning Manager*
FROM: Shea Farrar, *Senior Planner*
DATE: June 30, 2011
SUBJECT: Planning Commission Recommended Goals Update

Prior to Town Council’s annual retreat last year, the following recommendations for “Targets for Action” were provided to Town Council by the Planning Commission. In advance of planning for this year’s recommendations, which we will begin in September, we are providing these updates for your consideration.

1. Develop and formalize an economic development strategy to regenerate the local economy:		
<ul style="list-style-type: none"> ✓ Promote Island wide, wireless broadband infrastructure to facilitate mobile computing capability. 	In progress.	The Town continues to work with American Tower to locate telecommunications infrastructure on town owned property. A ZMA was approved for the Fire Station 7 Property in April, which will permit a telecommunications tower to be built on the property. Permitting for this Tower continues. Staff continues to work with the Telecommunications Taskforce of the Greater Island Council interviewing carriers and infrastructure providers to find out how the Town can assist in improving the quality of services on the Island.
<ul style="list-style-type: none"> ✓ Provide economic incentives for commercial redevelopment via expanding the Land Acquisition Program and facilitating public/private partnerships. 	In progress.	A presentation on an economic development/redevelopment approach is anticipated for the P&DS Committee in early August. The Town continues to work with Coligny area property owners to promote a redevelopment concept that will include the utilization of density acquired by the Town through the land acquisition program as an incentive.
<ul style="list-style-type: none"> ✓ Develop a public/private strategy to ensure continuity of the Heritage golf tournament. 	Complete.	Efforts to secure a sponsor for the Heritage Golf Tournament were successful due to the cooperation of local and State officials with the Heritage Classic Foundation and ultimately the title sponsor, Royal Bank of Canada and the local presenting sponsor, Boeing. In order to complete the deal partnership from the Town was requested.

<ul style="list-style-type: none"> ✓ Develop a town “position” to ensure a capable small Island airport consistent with its economic and environmental goals. 	In progress.	The Town supports implementation of Phase I of the proposed Airport Master Plan and has made appropriate adjustments to Town regulations to facilitate that implementation. Planning Commission and Town Council reviewed an amendment extending the permitted runway length at the airport.
<ul style="list-style-type: none"> ✓ Promote educational partnerships to enable growth of a knowledge based economy. 	In progress.	The Town has partnered with USCB in an effort to expand opportunities in hospitality management on the Island.

2. Develop and formalize redevelopment strategy programs and initiatives that will motivate property owners to redevelop their properties:

<ul style="list-style-type: none"> ✓ Focus the Planning Commission on redevelopment. 	In progress.	In progress with focus on LMO changes, economic development and redevelopment approach. Anticipate Planning Commission involvement to move this forward.
<ul style="list-style-type: none"> ✓ Target Coligny and Shelter Cove for redevelopment in addition to the remaining TIF areas. 	In progress.	Projects are programmed throughout the TIF district. Currently a strong emphasis has been placed on projects in the Coligny area. Eminent redevelopment of Mall at Shelter Cove makes this an area of continued focus for redevelopment efforts. Anticipate additional information coming forward this year.
<ul style="list-style-type: none"> ✓ Review and amend the redevelopment review process to better accommodate the needs of the development community. 	In progress.	Staff has used a best practice approach to review the current process and has developed an improved approach for permitting to facilitate development and redevelopment on the Island.

3. Reinforce the Island’s legacy of environmental stewardship:

<ul style="list-style-type: none"> ✓ Institute an island-wide recycling program. 	Complete.	The Town of Hilton Head selected Republic Waste Services to be the franchised residential waste and recycling hauler, which started on April 1st, 2011. Recycling rates have continued to increase since the beginning of the service, according to reports provided by Republic.
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<p>✓ Pursue the Audubon International Society’s “Sustainable Community” designation.</p>	<p>In progress.</p>	<p>Staff coordinated Town wide effort for Audubon International’s “Green Community Award” designation. Currently three of four qualifying criteria have been met. The final component includes a demonstration project which has been identified as interpretive signs for Jarvis Creek Park. Installation is anticipated in late August. The Town is coordinating receiving the award to coincide with The International Eco-Tourism Society’s annual conference scheduled this year on Hilton Head Island in September. The “Green Community Award” is the first step in the overall Sustainable Community Program.</p>
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4. Reinforce and promote our heritage and what makes Hilton Head Island unique: (Beach, pathways, recreation, golf, tennis, road, air, and water access, environmental stewardship, Heritage golf tournament and other special events.)

<p>✓ Prioritize beach renourishment projects.</p>	<p>In progress.</p>	<p>Port Royal Beach Renourishment and Groin Project is scheduled to start in October. The next full beach renourishment project is scheduled for 2016.</p>
<p>✓ Evaluate Town involvement in dredging local marinas.</p>	<p>In progress.</p>	<p>Town Council has issued and RFQ for a consultant to evaluate dredging options.</p>
<p>✓ Support retention of the Heritage golf tournament.</p>	<p>In progress.</p>	<p>The Town will pay \$562,500 the first year, with a 5 percent increase per year in the following years, for eight of the 64, 30-second ad spots split between CBS and the Golf Channel that the Heritage Classic Foundation has rights to. The Town would receive four spots on each network.</p>
<p>✓ Advocate for regional transportation projects that improve access to the Island.</p>	<p>In progress.</p>	<p>Town is involved with regional transportation modeling. Partnership includes Beaufort, Jasper, Hampton and Colleton Counties. Project is being coordinated by Lowcountry Council of Governments with Wilbur Smith and Associates as the consultant. The result of this effort will be a calibrated regional transportation model that can be used to identify and prioritize regional transportation projects.</p>
<p>✓ Implement appropriate recommended actions from the airport master plan.</p>	<p>In progress.</p>	<p>Planning Commission and Town Council approved LMO amendments necessary for Phase I implementation, including extending the length of the runway and tree removal and mitigation.</p>
<p>✓ Evaluate marketing dollars and how they are used.</p>	<p>In progress.</p>	<p>A true evaluation was not a part of Town Councils final work plan. Town Council identified marketing to retirees and businesses. Produced an ad as part of the Heritage Commitment. This continues to run on the Chamber website.</p>

<ul style="list-style-type: none"> ✓ Develop a public educational program to educate residents and visitors on what makes the Island special. 	In progress.	A designated staff member has been assigned to develop programs on environmental stewardship, which is one characteristic that draws people to the Island. The Town is partnering with USCB on hospitality and special event management.
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5. Position Hilton Head Island as an arts, cultural and historic destination:

<ul style="list-style-type: none"> ✓ Target Shelter Cove as an arts and cultural destination. 	In progress.	The integration of arts and cultural components in the Shelter Cove area is open for consideration.
<ul style="list-style-type: none"> ✓ Support projects such as the Arts Center, Coastal Discovery Museum, Gullah Museum, Mitchelville Museum, Cancer Survivor’s Park, Public Arts Expo and the Heritage Library. 	In progress.	<p>Continued support of the Coastal Discovery Museum with the expansion of uses at Honey Horn to facilitate the Farmer’s Market.</p> <p>Town Council supported a proposal to lease Fish Haul Park to the Mitchelville Preservation Project (MPP). Staff continues to work with MPP to support their efforts. Town will consider executing a lease upon the receipt of an acceptable business plan from MPP.</p> <p>The Cancer Survivor’s park concept has been withdrawn from the group that proposed the park.</p> <p>Town Council approved funding in the amount of 75K, split over two years, to support this initiative. Town staff has provided technical support and coordination for the project. The Public Art Expo is scheduled for a 6 week period between September and November.</p>

6. Continue to develop new and unique experiences for Island residents and visitors:

<ul style="list-style-type: none"> ✓ Achieve the “Bicycle Friendly Community” designation. 	Complete	Town was awarded a “silver” designation by the League of American Bicyclists (LAB), the highest level of any jurisdiction in South Carolina and one of five silver level communities in the south east. On August 2 nd , the president of LAB will present the award to Town Council. The designation is good for 5 years. The Town anticipates applying for recertification in 2016.
<ul style="list-style-type: none"> ✓ Develop the Rowing and Sailing Center. 	In progress.	Site cleanup and demolition was completed in FY 2011. Design is scheduled for FY2012 and construction is currently scheduled for FY 2014 in the Town’s 2012 Capital Improvements Program.

<p>✓ Address obtainable housing in relationship to land use, economic development and redevelopment.</p>	<p>In progress.</p>	<p>Town is currently working with Habitat for Humanity on a project off of Marshland Road. Town Council is considering the donation of land to assist Habitat in this effort.</p>
<p>✓ Address resident’s needs for “aging in place.”</p>	<p>In progress.</p>	<p>Research continues on ways to address the needs of an aging population. The expansion of the SHARE Center is currently a part of the expansion plan for the Island Recreation Center.</p>
<p>✓ Create educational partnerships to promote what is special about the Island.</p>	<p>In progress.</p>	<p>The Town has committed to work with USCB in an educational partnership to further opportunities in hospitality management. And has assigned staff to educational efforts on sustainability.</p>