



**The Town of Hilton Head Island
Planning Commission
Comprehensive Plan Committee Meeting**

**Wednesday, October 3, 2012
8:45 a.m. in Conference Room Three**

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 for August 22, 2012.

6. Old Business

7. New Business

A. Finalize list of recommendations for the Planning Commission on Town Council's Targets for Action for 2013.

8. Action Items

9. Next Meeting - TBD

10. Adjournment

Please note that a quorum of Planning Commission or of Town Council may result if a majority of their members attend this meeting.

Comp Plan Committee Meeting Notes
September 19, 2012
1:00 PM
Conference Room Four Town Hall

Comprehensive Plan Committee Members present: David Bennett, Terry Ennis (Chairman), Tom Lennox, Bryan Hughes, Gail Quick

Planning Commissioners present: Alex Brown

Community Development Staff present: Shea Farrar, Shawn Colin

- 1 • Chairman Ennis called the meeting to order at 1:00 pm.
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3 • Meeting agenda was approved by general consent.
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5 • Meeting notes from the August 22, 2012 meeting were approved by general consent.
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7 • Chairman Ennis stated that the meeting would be run more as an inclusive “workshop” and stated the
8 sole agenda: Refine preliminary list of recommendations for Town Council’s Targets for Action for
9 2013. At the last meeting we reviewed and refined a list of recommended Goals, Key Strategies and
10 Specific Action Steps for 2013. That list was based on last year’s recommendations. A lot of work is
11 being done on these Targets, but many these still need more work this year. This year the goals can be
12 recycled and updated.
13
14 • Mr. Lennox added that over the course of the five or six years that the Committee has looked at these
15 goals. Two goals will sustain over time: Economic Development and Enhance the Island Brand
16 (emphasis on history, environment, recreation, arts and culture, access and quality of life). The
17 specific tactics recommended for this year should give Town Council the framework and priorities for
18 staff to develop tactics. The goals should be measurable so that progress can be reviewed enabling
19 adjustment if needed.
20
21 • Chairman Ennis asked Ms. Farrar to review of the recommendations and requested that Committee
22 members identify any changes that are needed.
23
24 • The first Key Strategy calls for the creation of an economic development entity. Mr. Ennis stated that
25 Town Council had created a citizen’s advisory committee that researched and developed
26 recommendations for the formation of an Economic Development Entity. Currently the
27 recommendations are being reviewed with Town Council and other stakeholders and will be
28 presented in October or November. Many of these Key Strategies and Specific Steps will need to be
29 integrated into the efforts of that potential entity.
30
31 • Given this progress, the Committee agreed that the Specific Steps for 2013 should be to evaluate and
32 approve the recommendations of the citizen’s committee and to implement the twelve month plan that
33 is included. Also the Committee agreed that Key Strategy four under this goal, which states to define
34 redevelopment programs and initiatives that will motivate property owners to redevelop and improve
35 their properties focusing on Shelter Cove, Coligny and other potential anchors, should be in
36 agreement with this strategy.
37
38 • The second Key Strategy calls for improving the quality of telecommunications services on the
39 Island. Mr. Ennis stated that the Island’ economy cannot continue to be disconnected from the hyper
40 connected economy. Private businesses should be encouraged to provide improved services as well.
41
42 • Mr. Shawn Colin added that this was one of Town Council’s Targets for Action in 2011, but not in
43 2012. As a Target in 2013, the issue would stay front and center along with other Targets for Town
44 Council. It was pointed out that the Town should lead by example for Island businesses.
45

- 46 • The Committee reviewed the next Key Strategy of reducing the amount of commercial property on
47 the Island that is vacant or underutilized. The vacant property inventory indicates a vacancy rate of
48 around 30%. Mr. Ennis added that, from this inventory, a resource map can be developed indicating
49 areas/locations of underutilized, vacant and target areas for redevelopment. This list should be
50 provided to the LMO Rewrite Committee and potential Economic Development Entity to assist in
51 developing incentives for property maintenance, improvements and redevelopment.
52
- 53 • Mr. Hughes stated that the fundamental nature of the target areas will be different. For example, the
54 New Orleans Road area, which is predominately office, and the Coligny area which is predominantly
55 a mix of tourist oriented uses. Different approaches may be needed for each area.
56
- 57 • The Committee also discussed the Key Strategy related to workforce education for a knowledge
58 based economy. Mr. Ennis noted the importance of the presence of institutions like USCB on the
59 Island and the need to have educational opportunities to help grow the abundance and quality of
60 workforce needed on the Island. Last year's goals have not been addressed. The need for Town
61 Council to strengthen ties with higher education institutions, like USCB and TCL, to reestablish
62 presence on the Island through public private partnerships should be noted as a Specific Action Step
63 for 2013.
64
- 65 • Expanding the corporate hospitality business sector on the Island was the next Key Strategy
66 discussed. The Key Strategy for this in 2013 should be to increase corporate hospitality business. A
67 marketing plan to increase penetration of the corporate hospitality business segment would be a task
68 related to the potential Economic Development Entity and should be a Specific Step for 2013. This
69 concluded review of the first goal.
70
- 71 • The Committee began discussion of the Key Strategies listed for the second goal of enhancing the
72 Island brand.
73
- 74 • Ease of access on and to the Island was the first Key Strategy. Mrs. Quick noted the need to look at
75 transit differently than it has been reviewed in the past. The earlier proposal for a fixed transit route
76 with large busses on the Island was not received well. It was noted that reducing automobile and
77 parking dependency through the use of public transport options would be beneficial to the Island.
78
- 79 • Mr. Bennett agreed that this is a unique problem and that it may need different answers.
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- 81 • Mr. Hughes suggested that the Key Strategy related to access include reference to the need for public
82 transportation on the Island.
83
- 84 • Mr. Ennis noted that for access to the Island, the airport was a potential economic growth tool to
85 penetrate two underserved segments of the economy and expressed the need for a strategic review of
86 the airport by Town Council as one of the Action Steps for 2013.
87
- 88 • Regarding the next goal related to sustainability the committee discussed the need for recycling and
89 for reducing the need to use automobiles when on the Island. More work to evaluate potential options
90 is recommended.
91
- 92 • Relative to the Key Strategy related to affordable housing, Mr. Bennett expressed the importance of
93 taking a creative look at potential alternatives that could be considered to improve housing options on
94 the Island. The Committee discussed the need to improve the availability of housing options in
95 support of the Island's workforce needs. If business cannot house desirable employees, some may
96 begin to relocate elsewhere and others may decide not to locate here. A recommendation was made
97 for the Planning Commission to form an ad hoc committee to address the issue.
98
- 99 • The Committee noted the need for the Town to continue to support the marketing of the island as an
100 art, historic and cultural destination. The Specific Steps for 2012 should include: "Exert influence and

- 101 support in marketing content and channels to promote the Island as an art, cultural, environmental and
102 historic destination”.
- 103
- 104 • Relative to “aging in place” the Key Strategy should be changed to position and promote HHI as both
105 a superior and desirable place to “age in place”.
- 106
- 107 • Discussion concluded and there was no additional business. A meeting for the Committee to meet one
108 last time to finalize the list will be scheduled.
- 109
- 110 • Chairman Ennis adjourned the meeting at 3:20 pm.

Memo

TO:	Comprehensive Plan Committee
VIA:	Shawn Colin, AICP, Comprehensive Planning Manager
VIA:	Shea Farrar, Senior Planner
FROM:	Terry Ennis, Chairman , Comprehensive Plan Committee
Date:	September 26, 2012
Re:	Town Council 2013 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 2013 Targets for Action.

Review and Recommendation Process:

Meeting One: On August 22, 2012, the CPC met and reviewed the Planning Commission's recommendations from the Town Council's 2012 Targets Action. The Committee also discussed the need for additional work on a number of the recommendations from last year. Chairman Terry Ennis requested that any additional input be provided via email prior to the next meeting. Chairman Ennis and staff met and reviewed the information and developed input for the Committee to consider at the September 19th meeting.

Meeting Two: On September 19, 2012, the CPC met a second time to review draft recommendations for Town Council's 2013 Targets for action. 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.

Meeting Three: On October 3, 2012, 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 list of recommendations that incorporates all information gained to date. At this meeting, the Committee should be prepared to finalize the list.

Following approval by the Committee, it will then be provided to the Planning Commission for consideration at the October 17, 2012 Planning Commission meeting. Following the approval of the Planning Commission, the list will be provided to Town Council in advance of their annual retreat.

2013 Targets for Action Recommendations
Planning Commission to Town Council
Draft 2- September 25, 2012

Goal #1: Economic Development:		
Key Strategies	Specific Steps for 2013	Updates on PC Recommendations
A. Charter and create an Economic Development and/or Redevelopment Authority.	<ol style="list-style-type: none"> 1. Town Council to evaluate and approve recommendations of the advisory committee by end 2012. 2. Resource and implement the 12 month action plan. 	<p>Town Council approved a Charter and resolution and created a Citizen Economic Development Advisory Committee that researched and developed recommendations for the formation of an Economic Development Entity. A recommendation from the Committee will be presented to Town Council in 4Q 2012 for approval.</p>
B. Significantly improve Island wide, wireless broadband infrastructure (reference Comprehensive Plan, Mayors Taskforce Report, GIC Technology Committee).	<ol style="list-style-type: none"> 1. Adopt and promote a strategy for HHI becoming a showcase for state of the art telecommunications capability. 2. Maintain Town Council focus by chartering and formalizing a technical citizen committee to recommend, develop and oversee a master plan for the creation of a “digital bridge” to provide seamless integration with the now hyper-connected world. The citizen committee to provide an evaluative loop to facilitate upgrades as technology evolves. 3. The committee should also be charged with developing and promoting HHI as a showcase for the utilization of wireless technology in Town facilities and operations. 	<p>The Telecommunications Taskforce is reviewing the potential for additional Town Wi-Fi applications, such as Wi-Fi on the beach. In order to encourage private businesses and other developments to offer Wi-Fi service, the Taskforce is working with the Chamber and Wi-Fi providers to offer information and service packages. Emphasis is being placed on higher density areas and commercial centers.</p> <p>LMO amendments were adopted that reduced the timeframe required to permit towers in the Town’s Planned Unit Developments to less than 90 days and also reduced certain setbacks to increase the potential for additional sites.</p>

Wireless continued.	<ol style="list-style-type: none"> 4. Promote Wi-Fi access on the beach by identifying and prioritizing potential public access points and implementing a tangible project in an area like Coligny. 	
C. Reduce inventory of vacant and underutilized commercial properties.	<ol style="list-style-type: none"> 1. Direct staff to develop a resource map indicating areas/locations of underutilized, vacant and target areas for redevelopment. 2. Provide the Economic Development Entity and LMO Rewrite Committee with the resource map to focus their development efforts. 3. Task the proposed Economic Development Entity to develop and resource a tool kit of incentive programs and actions for property redevelopment and maintenance that considers input from affected property owners. 4. Town Council to task staff and Planning Commission to develop and institutionalize learnings from the mall experience as an exemplar for public private partnerships in rezoning and development. 	<p>A Commercial Property Inventory was developed and revealed that approximately 23% of commercial properties have vacancies on the Island. Currently filtering and mapping functions are in the works to allow quick access to information and reporting. Relationships/ partnerships with commercial realtors are being established to allow for efficient updating of the database. This will assist with the identification of target areas for redevelopment, repositioning, acquisition in the future.</p> <p>As part of the LMO rewrite and any future work of the proposed economic development entity, investment zones will be identified with the goal of eliminating barriers and providing incentives for redevelopment. Draft anticipated in spring of 2013.</p>

<p>D. Define redevelopment programs and initiatives that will motivate property owners to redevelop and improve their properties focusing on Shelter Cove, Coligny and other potential anchors.</p>	<ol style="list-style-type: none"> 1. With the formation of the proposed Economic Development Entity and current focus on Shelter Cove and Coligny Areas, we recommend this step be in agreement with Key Strategy 1-C above. 2. Focus on signature regional park development of Chaplin Linear Park as a connector between the redeveloped mall and beach. 	<p>The potential for redevelopment programs and initiatives are being reviewed as part of the LMO rewrite project.</p> <p>Funding has been approved by the Town to upgrade permitting software to allow for Generation II virtual permitting.</p> <p>The Town is pursuing plans to invest TIF monies with other funding to construct a hospitality oriented teaching facility in conjunction with USCB that would be located on Town owned property in the Coligny area and attract year-round activity in the area, helping to support businesses.</p> <p>Town Council has authorized the design and permitting for Chaplin Linear Park on a collection of Town-owned parcels in the Shelter Cove and Chaplin areas. The park would extend from Shelter Cove and tie into the existing Chaplin Park and Collier Beach Park, creating a pathway connection between Broad Creek and the Atlantic Ocean, with the intent of building on the impacts of the Shelter Cove Mall redevelopment.</p>
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<p>E. Develop and implement a marketing plan to increase penetration of the corporate hospitality business segment.</p>	<p>1. Task the proposed Economic Development Entity to develop and implement a marketing plan for penetrating and developing the underserved corporate hospitality business.</p>	<p>This strategy is contingent on the formation of the Economic Development Entity. It is a key strategy for enhancing the economic potential of the Island.</p>
<p>F. Capitalize on the capabilities of local knowledge groups, such as USCB/TCL/CSL, in workforce education for knowledge based economy.</p>	<p>1. Task and assign a small work group to define specific objectives and goals for USCB/TCL/community knowledge groups, such as CSL, and determine viability of workforce education for the knowledge based economy. Present recommendations to Town Council for action.</p> <p>2. Task the work group to focus on healthcare and hospitality (two largest potential growth segments in the State). Develop database consisting of organizations and skill elements important to businesses within these segments.</p> <p>3. Town Council to strengthen ties with higher education institutions, like USCB, to reestablish presence on the Island through public private partnerships (as implied by the Coligny revitalization concept).</p>	<p>The Center for Service Leadership is a public-private partnership between the organization and TCL. This group was created through collaboration among retired IBM employees to develop this leadership program that will strengthen the region's hospitality-based economy through education and training.</p>

Goal #2: Enhance the Island Brand (emphasis on history, environment, recreation, arts and culture, access and quality of life).

Key Strategies	Specific Steps for 2013	Updates
<p>A. Develop an “Ease of Access to Hilton Head Island Campaign” and public transport within the Island.</p>	<ol style="list-style-type: none"> 1. Focus traffic model study activity on ease of road access to the Island and circulation within the Island. 2. Promote the development of innovative options for destination oriented public transport. (Parking and shuttle options between hub nodes.) 3. Promote, together with SAV, the encouragement of commercial air competition via Low Cost Carriers. 4. Task the proposed Economic Development Entity in conducting a strategic review of the airport and its value to HHI as an economic tool for exploitation of underserved Island market segments. 	<p>Staff is working on a regional traffic model which has been developed and is currently be calibrated to best reflect existing conditions. This model is the first regional model that has been created and will allow for assessments of different development scenarios and potential transportation improvements.</p>
<p>B. Create an Island-wide Sustainability Action Plan.</p>	<ol style="list-style-type: none"> 1. Task staff with recommending actions for the enhancement and recognition of HHI as a “sustainable” community as a potential marketing attraction. 2. Achieve Step 2 approval for the Audubon Sustainability Program. 3. Develop a commercial recycling program building on experience of the existing residential program. 	<p>Town staff has developed a Sustainable Practices Action Plan that outlines specific strategies for sustainability related goals related goals that were included in the Town’s 2010 Comprehensive Plan. Working with a variety of groups to review this plan and coordinate efforts on education related to sustainability options for the Town and other organizations.</p> <p>The Town currently has programs that monitor environmental quality are related to water quality, beach erosion, Piping Plover habitat, sea turtle nesting, residential</p>

<p>Sustainability continued.</p>		<p>recycling rates and hazardous household waste.</p> <p>Step 2 approval for the Audubon Sustainability Program has begun and will continue through next spring.</p> <p>The Town is working to evaluate the potential for a commercial recycling program. Staff met with waste haulers about how they think commercial recycling would best work on the island. Also met with representatives of five resorts to get their comments on what program features they would need. Meeting with representatives of large restaurant groups on the island. This effort has been placed on hold pending the initial results from the residential program.</p>
<p>C. Position and promote HHI as an art, cultural, environmental and historic destination.</p>	<p>1. Exert influence and support in marketing content and channels to promote the Island as an art, cultural, environmental and historic destination.</p>	<p>Worked with the Chamber and Community Foundation and identified Hospitality tax as the funding source for the RBC Heritage. Long-term commitment efforts will be ongoing.</p> <p>The proposed Aquatic Center location is being assessed. Parker & Lee Consultants are studying the possibility of locating an aquatic center in Chaplin Park or the Shelter Cove area. A final report has been submitted and is currently under review with Town Council review anticipated for October.</p> <p>The Town supported the Community Foundation of the Lowcountry's public art</p>

<p>Destination continued.</p>		<p>program by assisting with the first Public Art Exhibition on Hilton Head Island that was held September through December of 2011. The Town has committed to the execution of the next exhibition to be held in the fall of 2013</p> <p>The Mitchelville Preservation Project is working with USCB to develop a business plan. A fundraiser will be held October 13th.</p>
<p>D. Develop an affordable housing program to include land use, economic development and redevelopment</p>	<p>1. Town Council to establish specific action steps to encourage housing available on the Island to support a full spectrum of residents by: - Tasking the Planning Commission to form an ad hoc Committee to outline pragmatic concepts, and options available to meet goals and recommend to Town Council.</p>	<p>Options for this are being considered in the LMO rewrite process.</p>
<p>E. Position and promote HHI as Hilton Head Island both a superior and desirable place to “age in place”.</p>	<p>1. Task staff to coordinate with local organizations to develop a program to educate residents about opportunities to improve the quality of life in aging, for example, opportunities for the use of technology.</p>	