



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

**Wednesday, August 22, 2012
1:00 pm in Conference Room Four**

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 March 7, 2012.**
- 6. Old Business**
- 7. New Business**
 - A. Review of progress updates on last year's recommendations to Town Council on Targets for Action.
 - B. Committee discussion on 2013 Targets for Action.
 - C. Public comment.
 - D. Review proposed process and schedule.
- 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
March 7, 2012
1:30 PM
Conference Room Three Town Hall

Comprehensive Plan Committee Members present: Loretta Warden, David Bennett, Barry Taylor, Terry Ennis (Chairman), Alex Brown, Tom Lennox, Gail Quick

Community Development Staff present: Shea Farrar, Shawn Colin, Jayme Lopko, Jill Foster

- 1 • Chairman Ennis called the meeting to order at 1:31 pm.
- 2
- 3 • Meeting agenda was approved by general consent.
- 4
- 5 • Meeting notes from the October 25, 2011 meeting were approved by general consent.
- 6
- 7 • Chairman Ennis introduced the only agenda item: New business of reviewing updates to the
- 8 Population, Housing, and Community Facilities Elements of the Comprehensive Plan. It was noted
- 9 during the adoption of the ten year rewrite of the Comprehensive Plan that the Population Element
- 10 would be updated once the 2010 Census information was available. The 2010 Census information
- 11 caused updates to each of the three Elements to be discussed.
- 12
- 13 • Jayme Lopko led a discussion of the proposed changes to the Population, Housing, and Community
- 14 Facilities Elements. General comments from Planning Commissioners were positive about using the
- 15 data to gain knowledge to support the plan. There was concern of the continued increase in the
- 16 median age for the island and the implications this would have on the economy. Ms. Warden made
- 17 comments regarding the introduction of the Population Element and including information about the
- 18 native island population and historic ties of the island.
- 19
- 20 • Mr. Bennett made a motion to recommend forwarding the amendments to the full Planning
- 21 Commission at approval of the updates to the Comprehensive Plan with the changes discussed during
- 22 the meeting. Mr. Taylor seconded the motion and the motion passed by a vote of 4-0-0. This item will
- 23 appear on the May 2, 2012 Planning Commission meeting.
- 24
- 25 • Chairman Ennis adjourned the meeting at 2:40 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:	August 14, 2012
Re:	Town Council 2013 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 for Town Council to consider 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, including the input from other community groups on their current efforts. Once reviewed and approved by the Planning Commission, this list is provided to Town Council for consideration in advance of the retreat.

The proposed process for the CPC to develop this year's recommendations on the 2013 Targets for Action is as follows:

Meeting One: At the first meeting of the CPC on August 22, 2012, the Committee will review updates on last year's recommendations and prepare initial recommendations to the Planning Commission regarding Town Council's 2013 Targets for Action.

Meeting Two: The CPC will meet a second time to review draft recommendations for Town Council's 2013 Targets for action. Please come prepared to discuss recommendations and develop a list for consideration by the Planning Commission.

Meeting Three TBD: If necessary the CPC will meet a third time to finalize this list and forward to the Planning Commission. Prior to this meeting, staff will provide a draft of the Committee's list of recommendations. Please come prepared to finalize these recommendations.

Once a final list has been recommended by the CPC it will be forwarded to the Planning Commission for review and approval at the October 17th meeting.

**Planning Commission Recommendations on 2012 Targets for Action
Updates
August 14, 2012**

Goal #1: Economic Development:		
Key Strategies	Specific Steps for 2012	Updates
Charter and create an Economic Development and/or Redevelopment Authority.	<ol style="list-style-type: none"> 1. Appoint an advisory committee, with Town and citizen representation, to define the work, structure and form of the proposed Authority, or Authorities and recommend to Town Council for action to create within 2012. 	<p><i>2012 Target for Action: Economic Development-Assessment and Organization. Town Council approved a Charter and resolution to create and direct a Citizen Economic Development Advisory Committee that began meeting on May 10th. Staff is working with the Committee to define the desired accomplishments of a potential economic development entity for the Town, the structure of the group, and the skills and capabilities needed. A report from the Committee is expected in August 2012.</i></p> <p><i>2012 Target for Action: Promotion and Marketing to Businesses and Investors - Develop Program and Marketing Materials. Town staff is reaching out to businesses and investors on issues and opportunities as they arise. Preliminary brochures have been developed to provide business interests with information and outline entry assistance for location, expansion or other needs. A commercial property inventory has been developed to identify existing vacant commercial space that is available.</i></p>
Significantly improve Island wide, wireless broadband infrastructure (reference Comprehensive Plan, Mayors Taskforce Report, GIC Technology Committee).	<ol style="list-style-type: none"> 1. Implement an educational program to improve awareness of issues and needs related to telecommunication infrastructure in the community. 2. Provide location assistance (work with carriers and tower companies.) 3. Identify targeted areas for Wi-Fi. 	<p>The Telecommunications Taskforce of the Greater Island Committee continues to meet with representatives of the Island's large gated communities, where many of the most needed improvements are located, to educate residents on issues related to the quality of telecommunication service on the Island and</p>

<p><i>Wireless continued.</i></p>	<p>4. Streamline permitting/zoning process for 90 day approval.</p>	<p>how improvements in services can be made.</p> <p>The Town identified one point of contact to assist carriers, tower companies and property owners with locating and permitting of potential sites and for other telecommunications related inquiries.</p> <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 places 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>
<p>Reduce inventory of vacant and underutilized commercial properties.</p>	<ol style="list-style-type: none"> 1. Task staff to refine inventory and assess condition of commercial properties on the Island. Initial indications are that current vacancy rate is around 38% with likely significant dead space. 2. Propose target areas for redevelopment, repositioning, acquisition. 3. Design and implement incentive program for property owners. 4. Emphasize TIF District areas (expires 12/2014). 	<p><i>2012 Target for Action: Economic Development - Assessment and Organization. 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</i></p>

<p><i>Commercial properties continued.</i></p>		<p>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><i>2012 Target for Action: Coligny Area Redevelopment - Economic Analysis, Town's Role and Approve a Plan.</i> Genesis Consulting Group out of Columbia completed an economic assessment for the Coligny area projects that included stakeholder interviews, assessing development scenario evaluations and determining impacts to local markets. This resulted in the Town 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>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. Planning Commission to monitor the work of the LMO Rewrite Committee to include redevelopment programs and initiatives in their work. 2. Planning Commission to monitor the status of Generation I of LMO process change and initiate Generation II of LMO process change. 	<p><i>2012 Targets for Action: LMO Re-Write: Complete Draft Amendments and Seek Review and Approval.</i> 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><i>2012 Targets for Action: Shelter Cove Area Redevelopment - Determine Town's Role and</i></p>

<p><i>Redevelopment continued.</i></p>		<p><i>Develop and Approve a Plan.</i> A Rezoning associated with the Mall at Shelter Cove redevelopment was heard by the Planning Commission on June 6th where approval was recommended. The development agreement associated with the project is being referred to the Planning Commission related to LMO amendments.</p>
<p>Define the role of USCB/TCL/community knowledge groups in workforce education for knowledge based economy.</p>	<ol style="list-style-type: none"> 1. Assign a small work group to define specific objectives and goals for USCB/TCL/community knowledge groups and determine viability of workforce education for the knowledge based economy. Present recommendations to Town Council for action. 2. 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>The Town has identified plans to work in conjunction with USCB on a campus location in the Coligny area in addition to the involvement of USCB on the Citizen’s Economic Development Advisory Committee.</p>
<p>Develop a marketing plan to tap currently underserved corporate hospitality business on the Island.</p>	<ol style="list-style-type: none"> 1. Charge a small workgroup to evaluate the current Chamber of Commerce marketing plan. 2. Work in tandem with local resources to develop a corporate hospitality marketing plan. 3. Develop a prospect list of key Fortune 500 companies. 	<p><i>2012 Targets for Action: Town Marketing and Public Information Plan - Evaluation, Application (Best Practices) to Town, and Direction.</i> This is being explored as part of a Town economic entity.</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 2012	Updates
Develop an "Ease of Access to Hilton Head Island Campaign".	<ol style="list-style-type: none"> 1. Airport action steps recommendations to be developed (supplemental information to follow). 2. Provide staff support and review recommendations from joint regional traffic analytical model (LCOG and Beaufort County with interest from Bluffton, Hardeeville, Hampton, Colleton and Jasper). Define 2012 Town schedule for progress report and recommendations. 	<p>2012 Targets for Action: Airport Master Plan: Implementation. The consultants for the airport have been working on the Environmental Assessment required as part of the airport expansion.</p> <p>Staff is working on the regional traffic model which has been developed and is currently be calibrated to best reflect existing conditions.</p>
Create an Island-wide Sustainability Action Plan	<ol style="list-style-type: none"> 1. Research, develop and promote sustainable options, policies and practices that enhance Hilton Head Island's economic, social, and environmental performance. 2. Coordinate with Island knowledge groups that may have a competency in this field. 3. Conduct a sustainability assessment of the island's overall environmental impact to establish a baseline for subsequent strategies. 4. Get Step 2 approval for the Audubon Sustainability Program. 5. Develop a commercial recycling program building on the existing residential program. 	<p>Town staff has developed a Sustainability 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 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>2012 Targets for Action: Commercial Recycling - Evaluation and Direction. 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</p>

<p><i>Sustainability continued.</i></p>		<p>would need. Meeting with representatives of large restaurant groups on the island. This effort was then placed on hold pending the initial results from the residential program.</p> <p><i>2012 Targets for Action: South Island Marina Dredging: Permitting and Determine Town's Long-Term Role.</i></p>
<p>Take Advantage of options for creating an organization, or set of programs, which positions and promotes HHI as an arts, cultural, environmental and historic destination.</p>	<ol style="list-style-type: none"> 1. Complete a feasibility study for an "umbrella" institute (i.e. focused on community health, wellness, lifestyle, ecology, planning and design), including interviews/surveys with leaders in local arts, cultural, environmental and historical non-profits to determine likely participation in such an "umbrella" institute. 2. Evaluate the current and potential level of Town participation with local arts, cultural, environmental and historical non-profits. 	<p><i>Chaplin Linear Park: Develop Detailed Plans and Funding. Identifying programming opportunities and spatial opportunities and constraints for the collection of Town-owned parcels to create a linear park that would tie into Chaplin Park and the future Collier Beach Property creating a pathway connection between Broad Creek and the Atlantic Ocean.</i></p> <p><i>2012 Target for Action: RBC Heritage Golf Tournament - Identify Town's Funding Source and Assist Tournament with Securing Long-Term Commitment. Worked with the Chamber and Community Foundation and identified Hospitality tax as the funding source. Long-term commitment efforts will be ongoing.</i></p> <p><i>2012 Target for Action: Aquatic Center - Direction, Location, and Funding. Parker & Lee Consultants are studying the possibility of locating an aquatic center in Chaplin Park or the Shelter Cove area with an expected completion date of August 4, 2012.</i></p>
<p>Develop an affordable housing program to include land use, economic development and redevelopment</p>	<ol style="list-style-type: none"> 1. Task the Comprehensive Plan Committee to outline pragmatic concepts, options available and incorporate into the LMO Rewrite scope. 	<p>Options for this are being considered in the LMO rewrite process.</p>

<p>Make Hilton Head Island both a superior and desirable place to “age in place”.</p>	<ol style="list-style-type: none"> 1. Using local sources available, inventory all local resources through public, private and faith based organizations which assist residents to “age in place”. 2. Research potential funding (Lt. Governor’s Office/LCOG Area Agency) to develop and maintain a comprehensive list of resources available to residents. 	<p><i>2012 Target for Action - Recreation Center Expansion: Phase I. Town Council has funded the first phase of the expansion of the Island Recreation Center and has entered into an agreement to provide space for the SHARE Senior Center at the Town’s newly purchased building in the Shelter Cove area.</i></p> <p><i>Beaufort County Sheriff's Contract for Police Services: Review for Renewal and Approve. Executed a three year police service contract with Beaufort County Sherriff's office in January.</i></p> <p><i>Fire and Rescue Master Plan: Revise Current Plan and Adopt Revisions. The Town’s Fire and Rescue plan has been reviewed and new recommendations for service improvements will be made.</i></p> <p><i>Cell Phone E-911 Errors: Reduction. Efforts are underway to reduce errors in location identification for calls made from cell phones.</i></p>
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