



Town of Hilton Head Island
Regular Planning Commission Meeting
Wednesday, March 7, 2012
9:00 a.m. Benjamin M. Racusin Council Chambers
AGENDA

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

- 1. Call to Order**
- 2. Pledge of Allegiance to the Flag**
- 3. Roll Call**
- 4. 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.
- 5. Approval of Agenda**
- 6. Approval of Minutes** - Planning Commission Meeting December 21, 2011
- 7. Appearance by Citizens on Items Unrelated to Today's Agenda**
- 8. Swearing in Ceremony of Mr. Alex Brown** *Performed by: Mayor Drew Laughlin*
- 9. Unfinished Business**
None
- 10. New Business**
Public Hearing
ZMA110007: A request from Mr. Joe Ryan, on behalf of several property owners, proposing to amend the Official Zoning Map by changing the zoning designation of seven properties located at 840, 852, 856, 862 and 870 William Hilton Parkway, and 1 and 2 Regency Parkway, from the OL (Office Institutional Low Intensity) Zoning District to the CC (Commercial Center) Zoning District. The properties are further identified on Beaufort County Tax Map 11, Parcels 132A, 77, 26, 153, 138B, 155A and 154.
Presented by: Nicole Dixon

Public Hearing
ZMA120002 - The Town of Hilton Head Island has applied to amend the Official Zoning Map by amending the Palmetto Dunes Resort Master Plan to change the land uses permitted on three parcels, located near the corner of William Hilton Parkway and Queens Folly Road. A portion of one property is currently zoned OL, Office/Institutional, and will be incorporated into the PD-1 as part of the Palmetto Dunes Resort Master Plan. The reminder of properties are currently zoned PD-1 within the Palmetto Dunes Resort Master Plan and assigned land uses of "HHI Fire Station", "PDR Maintenance" and "Outdoor Entertainment/Recreation." These designations will be changed to "Office", "Office/Maintenance" and "Government Facilities/Parks and Open Areas" with associated density. The properties are identified as parcels 19 and 347A on Beaufort County Tax Map 12 and parcel 2 on Beaufort County Tax Map 15. *Presented by: Shea Farrar*

- 11. Commission Business**
- 12. Chairman's Report**
- 13. Committee Reports**
- 14. Staff Reports**
Presentation of Town Council Goals - 2012 *Presented by: Shawn Colin*
- 15. Adjournment**

Please note that a quorum of Town Council may result if four or more of their members attend this meeting.

*** Upcoming Planning Commission Meetings**

1. Regular Planning Commission Meeting – Wednesday, March 21st at 3:00pm
2. LMO Rewrite Committee Meetings – Thursday, March 22nd and Thursday, March 29th
at 1:00pm

* Please visit the Town's website for complete and up-to-date information on all meetings.

1 **TOWN OF HILTON HEAD ISLAND**

2 **Planning Commission**

3 **Minutes of the Wednesday, December 21, 2011 Meeting DRAFT**
4 **3:00p.m. – Benjamin M. Racusin Council Chambers**

5
6
7 Commissioners Present: Chairman Loretta Warden, Vice Chairman Tom Lennox, David Bennett
8 Jack Docherty, Bryan Hughes, Gail Quick and Barry Taylor

9
10 Commissioners Absent: Terry Ennis, Excused

11
12 Town Council Present: Mayor Drew Laughlin

13
14 Town Staff Present: Darrin Shoemaker, Traffic & Transportation Engineer
15 Jayme Lopko, Senior Planner & Planning Commission Coordinator
16 Kathleen Carlin, Secretary & Administrative Assistant
17
18

19 **1. Call to Order**

20 **2. Pledge of Allegiance to the Flag**

21 **3. Roll Call**

22 **4. Freedom of Information Act Compliance**

23 Public notification of this meeting has been published, posted, and mailed in compliance
24 with the Freedom of Information Act and Town of Hilton Head Island requirements.

25 **5. Approval of Agenda**

26 The agenda was **approved** as presented by general consent.

27 **6. Approval of Minutes**

28 The Planning Commission **approved** the minutes of the December 7, 2011 meeting as
29 presented by general consent.

30 **7. Swearing in Ceremony for New Planning Commissioner – Mr. Barry Taylor**

31 Mayor Drew Laughlin performed the swearing in ceremony for Mr. Barry Taylor. Mayor
32 Laughlin stated his appreciation to Mr. Taylor for his service to the Planning Commission
33 and to the Town of Hilton Head Island. The Planning Commission welcomed Mr. Taylor.

34 **8. Appearance by Citizens on Items Unrelated to Today’s Agenda**

35 None

36 **9. Unfinished Business**

37 None

38 **10. New Business**

39 **2011 Traffic Monitoring and Evaluation Report**

40 Mr. Darrin Shoemaker presented the Annual Traffic Report on behalf of staff. Mr.
41 Shoemaker reviewed the LMO requirements necessary for the staff’s preparation of the
42 Traffic Report. Each year, during the month of June, LMO Sec. 16-3-1311 requires that the
43 Town conduct morning and afternoon peak hour turning movement counts at each of the
44 Town’s 22 signalized intersections. The LMO requires that the staff present the Annual

1 Traffic Report to the Planning Commission. The minimum requirements of the Annual
2 Traffic Report are: (1) Summary of June 2011 weekday morning and afternoon peak hour
3 turning movement counts for all signalized intersections within the Town; (2) Summary of
4 twenty-four hour volume demand on the Town's major arterials; (3) Historical trends during
5 the previous five years for twenty-four hour traffic demand on the Town's major arterials;
6 (4) Description of existing operating conditions as compared with the adopted traffic goals
7 by utilizing the methodology outlined in the current edition of the Transportation Research
8 Board's *Highway Capacity Manual*, and how these conditions have changed since the
9 preparation of the 2010 Traffic Monitoring and Evaluation Report; and (5)
10 Recommendations on improvements to mitigate any existing conditions found to be non-
11 compliant with the Town's goals.
12

13 Mr. Shoemaker reviewed the Town's procedure for hiring a traffic counting consultant to
14 collect the data during the first and/or second full weeks of June. The morning and
15 afternoon peak hour turning movement data counts was counted on a manual basis until
16 about three years ago. Today's technology allows the data to be compiled by an automated
17 counter and computer software. All of the 2011 volume data summarized in the report was
18 collected on Tuesday, June 7, 2011. All of the traffic counts collected in June 2011 were
19 judged to be consistent with expectations based on previous counts, and none of the
20 collected data was found to be aberrant or unsuitable for analysis purposes.
21

22 Mr. Shoemaker discussed the turning movement counts at signalized intersections at peak
23 volume hours. Pedestrians/bicyclists crossing an intersection approach constitute a fourth
24 movement that must be counted separately for analysis purposes. Where pedestrian or
25 bicycle crossing activity was observed, the demand is shown as a pedestrian demand
26 adjacent to the vehicular volume data for each approach. The pedestrian volume data
27 reflects the total number of crossings, regardless of the direction in which the crossing took
28 place, and regardless of whether the crossing was made by a pedestrian or a bicyclist
29

30 The Planning Commission and Mr. Shoemaker discussed pedestrian/bike traffic counts at
31 intersections. The Planning Commission suggested separating bike counts from pedestrian
32 counts. They also discussed a need to collect additional bike traffic data for bike traffic on
33 pathways (unrelated to intersections). The Planning Commission and Mr. Shoemaker
34 discussed a need for improving the intersection of Squire Pope Road and Highway 278.
35

36 Vice Chairman Lennox stated that he agrees with staff's goals regarding capacity and
37 the maximum delay at each traffic signal. Commissioner Lennox recommended that staff
38 ask their contractor for additional information regarding a correlation between the
39 methods used this year versus the methods used in last year's count. This information will
40 be helpful when compared to next year's traffic counts, too. Commissioner Quick agreed
41 with these recommendations.
42

43 Commissioner Quick stated that it is important to be consistent with the way that traffic
44 count data is received. Commissioner Quick recommended that next year the consultant
45 should provide traffic counts on Tuesday, Wednesday, and Thursday (rather than just on
46 Tuesday).
47
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1
2 In addition, Commissioner Quick discussed the need to measure island bike traffic more
3 accurately. Bike traffic has increased a great deal in recent years and a more complete
4 count is needed. This data should include bike traffic counts taken on key pathways,
5 rather than just at intersections. Following this discussion, Chairman Warden invited
6 comments from the public.

7 Citizen, Mr. Frank Babel, island cyclist, presented statements in support of the need for
8 more accurate bike traffic counts on pathways.

9
10 Following public comments, and final discussion by the Planning Commission, Chairman
11 Warden requested a motion be made that endorses the 2011 Traffic Monitoring and
12 Evaluation Report as presented by Mr. Shoemaker. Commissioner Bennett made the
13 **motion** as stated by the Chairman. Commissioner Quick **seconded** the motion and the
14 motion **passed** with a vote of 7-0-0.

15
16 Following the vote on this motion, Chairman Warden asked the Planning Commission if
17 there any additional items that they wish to recommend to Town Council for future action.

18
19 Commissioner Bennett stated that he would like to recommend that Town Council consider
20 safety improvements to the intersection of Squire Pope Road and Highway 278, based on
21 the recommendations made by Mr. Shoemaker with regard to a right hand turn acceleration
22 lane.

23
24 Commissioner Quick stated that she would like to recommend that Town Council authorize
25 the measurement and the collection of bike traffic data regarding bike traffic counts on
26 pathways, rather than just intersections.

27
28 The Planning Commission agreed with the endorsement of both of these recommendations
29 to Town Council.

30
31 **11. Commission Business**

32 None

33 **12. Chairman's Report**

34 A. Chairman Warden reported that Commissioner Charles Young has resigned from the
35 Planning Commission due to his recent move off island. The Personnel Committee is
36 working on Mr. Young's replacement. Chairman Warden stated that revisions to the
37 Planning Commission's subcommittees are being made at this time and will be announced
38 at a future meeting.

39
40 B. Chairman Warden reported that staff has no agenda items for the regular January 4,
41 2012 meeting. Chairman Warden approved the cancellation of the January 4th meeting.
42 The next regular Planning Commission meeting is scheduled to be held on Wednesday,
43 January 18, 2012 at 3:00p.m.

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13. Committee Reports

A. Commissioner Lennox reported that the CIP Committee plans to meet sometime during the first quarter of 2012. The meeting date will be announced when available.

B. Chairman Warden stated that the Comprehensive Plan Committee also plans to meet during the early part of 2012. The committee is scheduled to review the Population Element of the Comprehensive Plan.

14. Staff Reports

A. Mrs. Jayme Lopko distributed a handout on Town Council’s 2012 Goals. This item will be discussed in depth at the January 18, 2012 meeting.

B. Mrs. Lopko stated that State Mandated Training will be held in Conference Room 3 immediately following today’s business meeting.

15. Adjournment

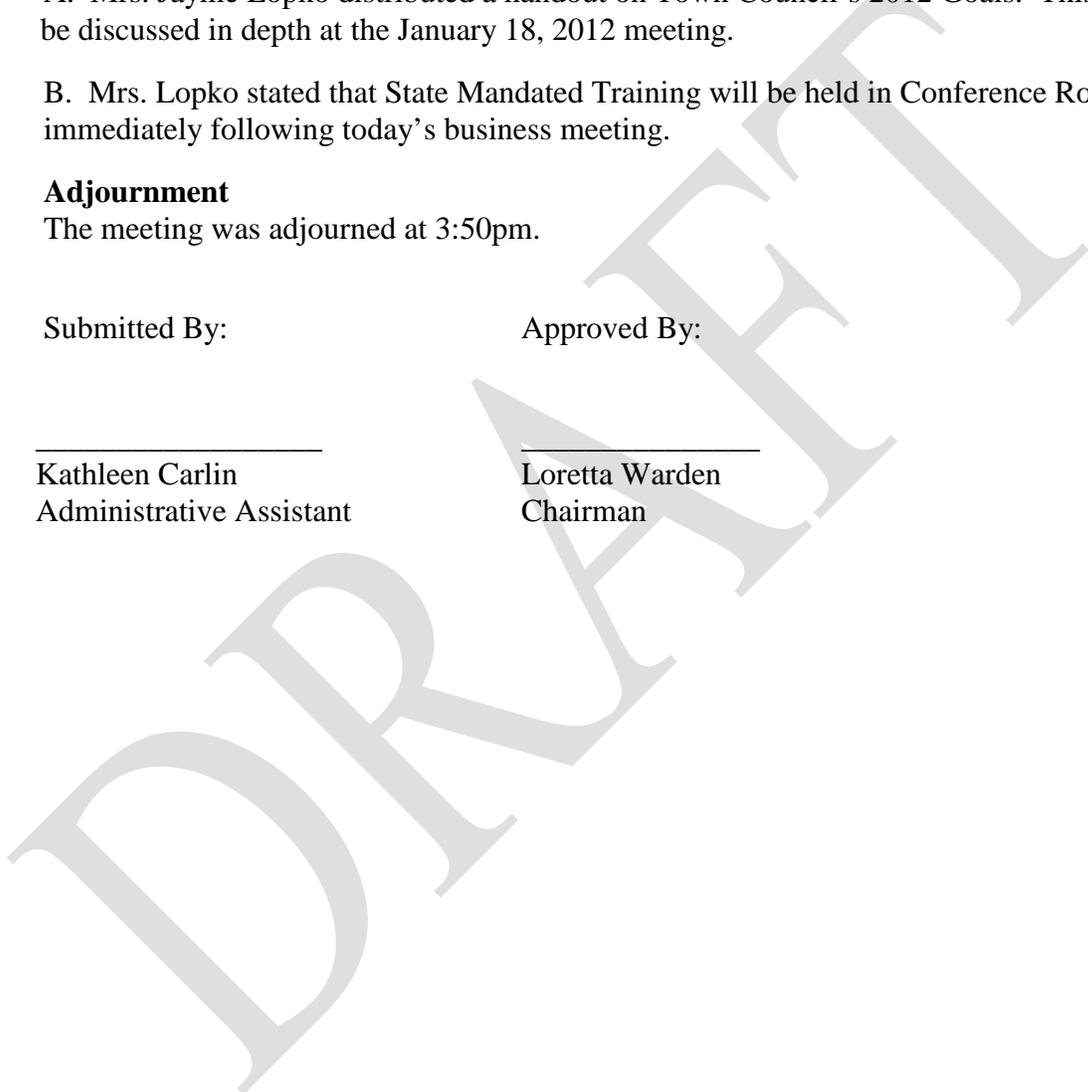
The meeting was adjourned at 3:50pm.

Submitted By:

Approved By:

Kathleen Carlin
Administrative Assistant

Loretta Warden
Chairman





**TOWN OF HILTON HEAD ISLAND
COMMUNITY DEVELOPMENT DEPARTMENT**

One Town Center Court

Hilton Head Island, SC 29928

843-341-4757

FAX 843-842-8908

**STAFF REPORT
ZONING MAP AMENDMENT**

Case #:	Name of Project:	Public Hearing Date:
ZMA110007	Hargray Area Rezoning	March 7, 2012

Parcel Data or Location:	Property Owners	Applicant/Agent
<u>Existing Zoning District:</u> OL (Office Institutional Low Intensity) <u>Proposed Zoning District:</u> CC (Commercial Center) <u>Applicable Overlay District(s):</u> Corridor Overlay <u>Parcels Affected:</u> Beaufort County Tax Map 11, Parcels 132A, 77, 26, 153, 138B, 155A and 154	Prime Property Investments LLC (840 William Hilton Parkway) Savannah Bank (852 William Hilton Parkway) Hargray (862 and 870 William Hilton Parkway) S & C 278 Associates (1 Regency Parkway) Romano Group Development LLC (2 Regency Parkway)	Joe Ryan Weichert Realtors 1038 William Hilton Parkway Hilton Head Island, SC 29928

Application Summary:
 Joe Ryan, on behalf of several different property owners (Hargray, Prime Property Investments, Savannah Bank, S & C 278 Associates and the Romano Group Development), is proposing to amend the Official Zoning Map by changing the zoning designation of several properties located at 840, 852, 862 and 870 William Hilton Parkway and 1 and 2 Regency Parkway, from the OL (Office Institutional Low Intensity) Zoning District to the CC (Commercial Center) Zoning District.

 For a complete list of changes in use that will result from the proposed rezoning, see Attachment C, Use Table.

Staff Recommendation:
Staff recommends that the Planning Commission find this application to be consistent with the Town's Comprehensive Plan and does serve to carry out the purposes of the LMO, based on those Findings of Facts and Conclusions of Law as determined by the LMO Official and enclosed herein.

Background:

The applicant is proposing to change the zoning designation of the subject properties from OL to the CC zoning district. The applicant has a business owner interested in opening a Mattress store in one of the Hargray buildings (862 William Hilton Parkway). Under the existing OL zoning designation, a retail store is not a permitted use.

There aren't any current plans for redeveloping the remaining parcels, but the property owners decided to come together to rezone the properties for future opportunities. The lots proposed to be rezoned contain a portion of the Hargray development, the Savannah Bank, the vacant old Ronnie's bakery site, Stack's restaurant and the Atrium building.

The subject properties are surrounded by Town-owned property and the Fresh Market Shoppes to the south, Long Cove Club and hotel uses to the west and north, and Palmetto Dunes and South Island Square across William Hilton Parkway.

Applicant's Grounds for ZMA:

The applicant states in the narrative that the proposed application to rezone the subject properties from OL to the CC zoning district is more in character with the existing commercial uses in the surrounding area. The applicant feels that the requested CC zoning is in conformance with the objectives of the Comprehensive Plan, to have commercial property situated where it serves the Island residents and guests in a safe and efficient manner and to focus future development on infill development. The applicant also believes that by rezoning the properties to allow for retail possibilities, the marketability of the properties will increase.

Summary of Facts and Conclusions of Law:

Findings of Facts:

- o Notice of the Application was published in the Island Packet on December 25, 2011 as set forth in LMO (Land Management Ordinance) Sections 16-3-110 and 16-3-111.
- o Notice of the Application was posted and mailed as set forth in LMO Sections 16-3-110 and 16-3-111.
- o A public hearing will be held on March 7, 2012 as set forth in LMO 16-3-1504A.
- o The Commission has authority to render their decision reached here in LMO Section 16-3-1504.

Conclusion of Law:

- o The application, notice requirements, and public hearing comply with the legal requirements as set forth in LMO 16-3-110, 16-3-111 and 16-3-1504.

As set forth in Section 16-3-1505, Zoning Map Amendment Review Criteria, Planning Staff has based its recommendation on analysis of the following criteria:

Summary of Facts and Conclusions of Law:

Criteria 1: Consistency (or lack thereof) with the Comprehensive Plan (LMO Section 16-3-1505A):

Findings of Facts:

The Comprehensive Plan addresses this application in the following areas:

Economic Development Element:

Section 7.6 – Potential Strategies with Implication for Comprehensive Plan

Identify and prioritize areas in need of redevelopment, including any obsolete or run down commercial buildings. Incentivize the development of flexibility of streamlining in regulation of density caps, setbacks (and other controls) that enable a qualitative, principle based, asset revitalization that enhances the Island’s positive legacies.

Land Use Element:

An Implication for Zoning Changes

Future land use decisions and requests for zoning changes will be determined using the background information contained in this plan as well as the future land use map, currently represented by the Town’s Official Zoning Map.

An Implication for Building Permit Trends

Redevelopment of our existing built environment and infill development should be a focus for the future development of our community, while the Town has entered a more mature level of development.

Goal 8.1 – Existing Land Use

A. The goal is to have an appropriate mix of land uses to meet the needs of existing and future populations.

Goal 8.4 – Existing Zoning Allocation

A. An appropriate mix of land uses to accommodate permanent and seasonal populations and existing market demands is important to sustain the Town’s high quality of life and should be considered when amending the Town’s Official Zoning Map.

Goal 8.5 – Land Use Per Capita

A. The goal is to have an appropriate mix and availability of land uses to meet the needs of the existing and future populations.

Goal 8.9 – Age of Structures

B. The goal is to encourage redevelopment of properties with aging structures or that no longer meet current market demands.

Goal 8.10 – Zoning Changes

A. The goal is to provide appropriate modifications to the zoning designations to meet market demands while maintaining the character of the Island.

Implementation Strategy 8.6 – Build-out

A. Consider flexibility within the Land Management Ordinance to address future development and redevelopment needs.

Conclusions of Law:

- Staff concludes that this application is consistent with the Comprehensive Plan, as set forth in LMO Section 16-3-1505A. The proposed rezoning will increase the potential of redevelopment by allowing commercially oriented uses for the properties that are compatible with those existing uses.
- The proposed rezoning would provide an appropriate mix of land uses to meet the needs of the population and improve the quality of life on the Island as well as help to improve the marketability of the properties and meet current market demands by permitting additional commercial uses that are common in this vicinity.

Summary of Facts and Conclusions of Law:

Criteria 2: Compatibility with the present zoning and conforming uses of nearby property and with the character of the neighborhood (LMO Section 16-3-1505B):

Findings of Facts:

- LMO Section 16-4-216 describes the purpose of the existing OL zoning district as being: *“established between major commercial areas of the Island and intended to limit the types of nonresidential uses permitted. Land uses permitted are office and institutional in order to minimize travel impacts on the street system, encourage better compatibility in and among land uses on the Island, provide balance among land use types in major corridors and improve visual appearance along major corridors.”*
- There are several properties subject to the proposed rezoning: the Hargray development, the Savannah Bank, the vacant old Ronnie’s bakery site, Stack’s restaurant and the Atrium building, all of which are conforming to the present zoning of OL.

Conclusion of Law:

- Staff concludes that the properties subject to the rezoning application are compatible with the present zoning, the conforming uses of nearby property and with the character of the neighborhood as set forth in LMO Section 16-3-1505B because the properties contain uses that are currently permitted in the OL district and are compatible with the conforming uses nearby and with the character of the neighborhood.

Summary of Facts and Conclusions of Law:

Criteria 3: Suitability of the property affected by the amendment for uses permitted by the district that would be made applicable by the proposed amendment (LMO Section 16-3-1505C):

Findings of Facts:

- LMO Section 16-4-217 describes the purpose of the CC zoning district as: *“to provide for moderate to high intensity commercial development, especially office and general retail development. Residential development as a component of a PUD is allowed, and traffic and pedestrian interconnections throughout this district are strongly encouraged.”*
- There are several properties subject to the proposed rezoning: a portion of the Hargray development, the Savannah Bank, the vacant old Ronnie’s bakery site, Stack’s restaurant and

- the Atrium building, all of which will remain conforming if rezoned to the CC zoning district.
- There are currently several non-conforming commercial uses in the vicinity that existed prior to the area being zoned OL. The area was zoned OL to eventually eliminate these commercial uses, but throughout the years, these uses were not eliminated and there is currently a higher demand for commercial uses in this vicinity.
 - Town Council recently rezoned several properties along William Hilton Parkway at 2 and 4 Marina Side Drive and at 841, 843 and 845 William Hilton Parkway, from the OL zoning district to the CC zoning district because the OL zoning district in this area isn't functioning as an OL district and is essentially a mix of existing commercial uses.
 - The CC zoning is intended for moderate to high intensity commercial development, especially office and retail development, which currently already exists in this vicinity.

Conclusion of Law:

- Staff concludes that the affected properties are suitable for the uses that would be permitted by the proposed rezoning as set forth in LMO Section 16-3-1505C because the properties would remain conforming and/or could redevelop with other commercial opportunities.

Summary of Facts and Conclusions of Law:

Criteria 4: Suitability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment (LMO Section 16-3-1505D):

Findings of Facts:

- LMO Section 16-4-218 describes the purpose of the existing OL zoning district as being: *“established between major commercial areas of the Island and intended to limit the types of nonresidential uses permitted. Land uses permitted are office and institutional in order to minimize travel impacts on the street system, encourage better compatibility in and among land uses on the Island, provide balance among land use types in major corridors and improve visual appearance along major corridors.”*
- There are several properties subject to the proposed rezoning: a portion of the Hargray development, the Savannah Bank, the vacant old Ronnie's bakery site, Stack's restaurant and the Atrium building, all of which are conforming to the present zoning of OL.

Conclusion of Law:

- Staff concludes that the properties proposed to be rezoned are suitable for the uses permitted by the OL zoning district as set forth in LMO Section 16-3-1505D because they are all developed with uses which are permitted uses in the OL zoning district.

Summary of Facts and Conclusions of Law:

Criteria 5: Marketability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment (LMO Section 16-3-1505E):

Finding of Fact:

- There will be additional uses and development opportunities available to the property owners

to develop or redevelop should the properties be rezoned to the CC district.

Conclusion of Law:

- o Staff concludes that the marketability of the properties will be improved as set forth in LMO Section 16-3-1505E because the property owners will have more uses available to market the properties to buyers or leasers.

Summary of Facts and Conclusions of Law:

Criteria 6: Availability of sewer, water and stormwater facilities generally suitable and adequate for the proposed use (LMO Section 16-3-1505F):

Finding of Fact:

- o The affected properties already have existing water, sewer and stormwater facilities serving the development.

Conclusion of Law:

- o Staff concludes that these properties have available water, sewer and stormwater facilities suitable for the proposed uses as set forth in LMO Section 16-3-1505F.

LMO Official Determination

Determination: Staff determines that this application is consistent with the Comprehensive Plan and does serve to carry out the purposes of the LMO as based on the Findings of Fact and Conclusions of Law detailed in this report.

Note: If the proposed amendment is approved by Town Council, such action shall be by ordinance to amend the Official Zoning Map. If it is denied by Town Council, such action shall be by resolution.

PREPARED BY:

N.D.

Nicole Dixon, CFM
Senior Planner

2-7-12

DATE

REVIEWED BY:

TBL

Teri B. Lewis, AICP
LMO Official

2-7-12

DATE

REVIEWED BY:

JL

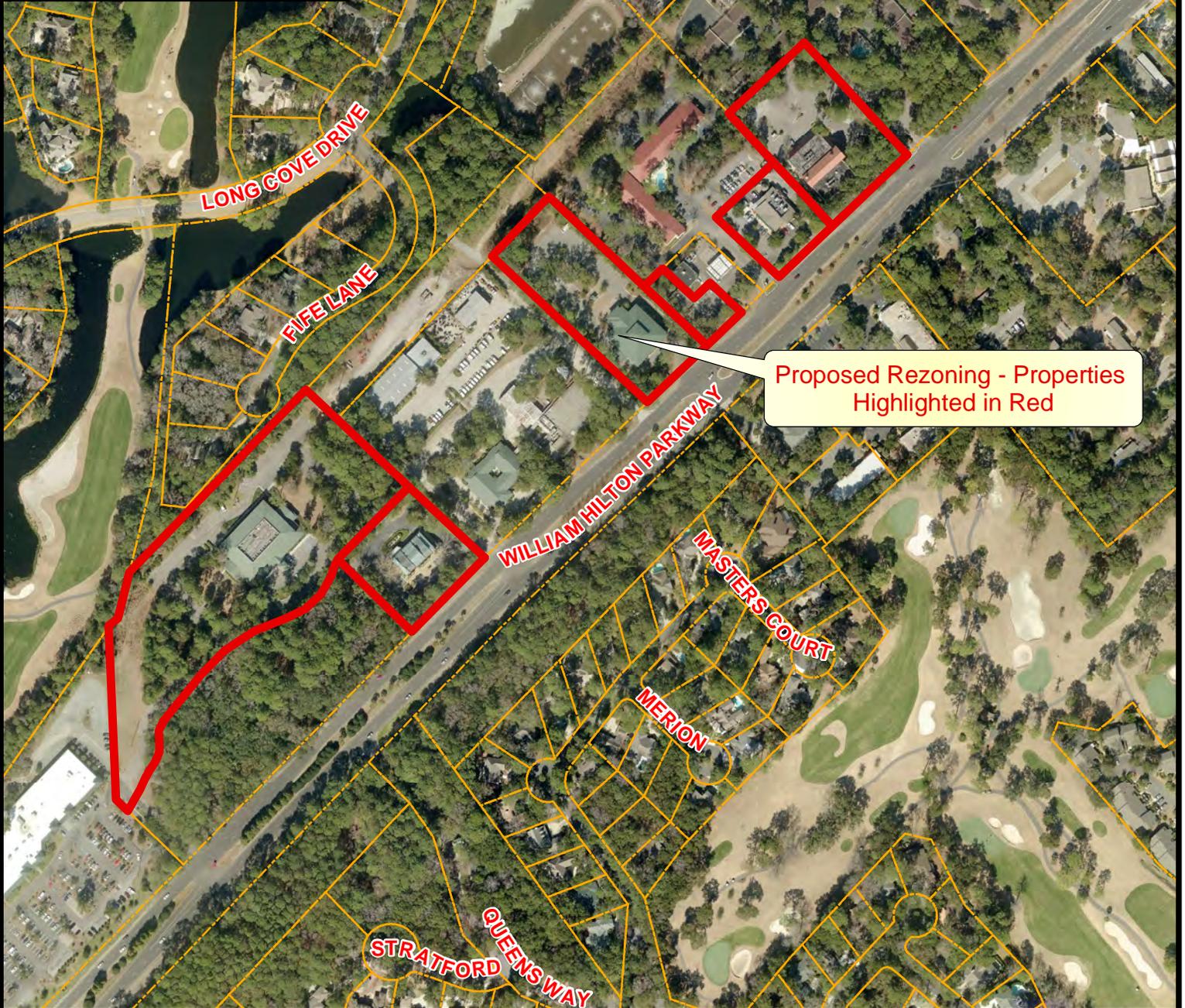
Jayne Lopko, AICP
Senior Planner & Planning Commission Board Coordinator

2-7-12

DATE

ATTACHMENTS:

- A) Vicinity Map
- B) Zoning Map
- C) Use Table Comparison
- D) Applicant's Narrative
- E) Letters of Opposition



Proposed Rezoning - Properties Highlighted in Red



TOWN OF HILTON HEAD ISLAND
ONE TOWN CENTER COURT
HILTON HEAD ISLAND, S.C. 29928
PHONE (843) 341-6000

Town of Hilton Head Island
ZMA110007 - ATTACHMENT A

Vicinity Map



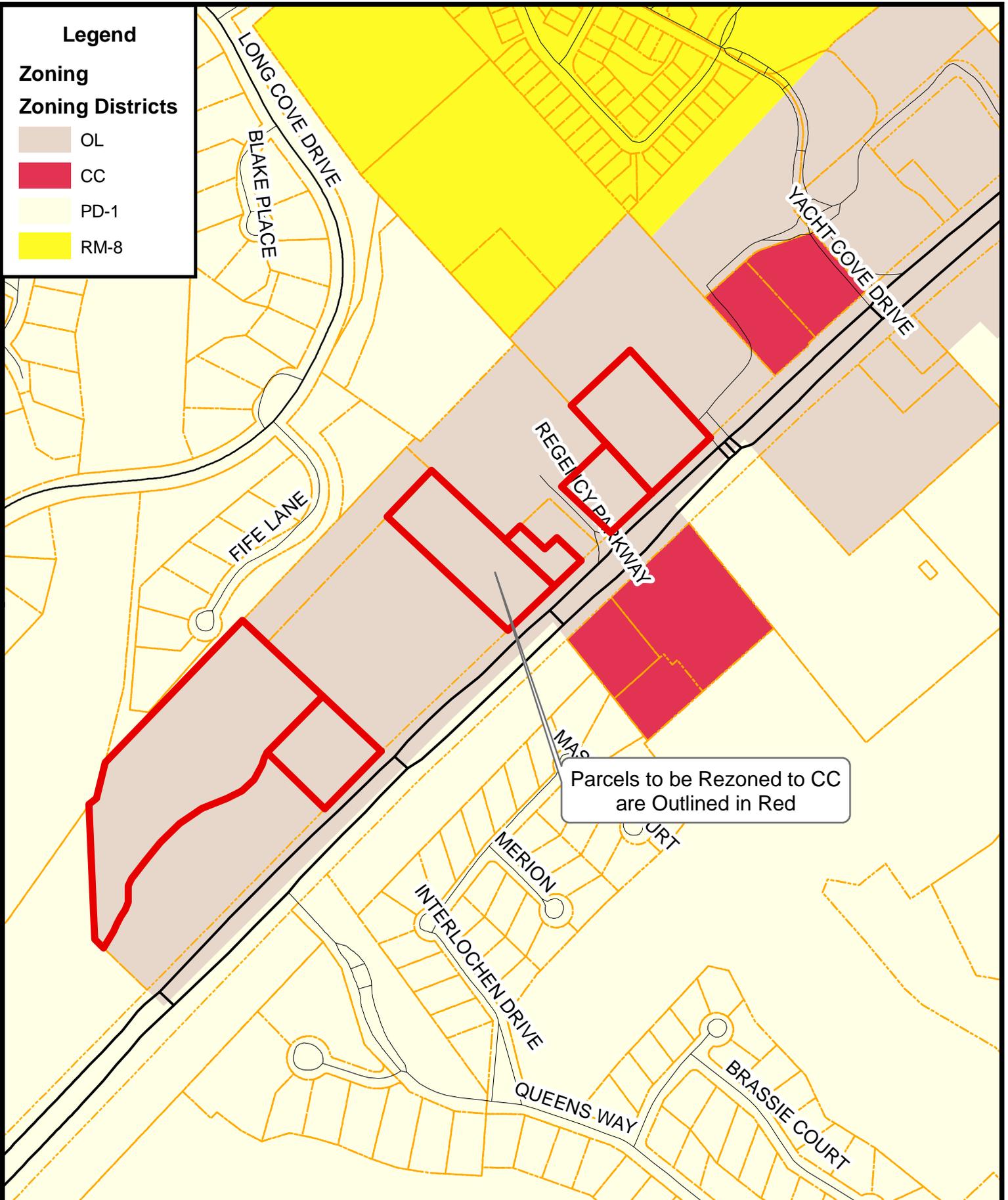
This information has been compiled from a variety of unverified general sources at various times and as such is intended to be used only as a guide. The Town of Hilton Head Island assumes no liability for its accuracy or state of completion.

Legend

Zoning

Zoning Districts

- OL
- CC
- PD-1
- RM-8



Parcels to be Rezoned to CC
are Outlined in Red



ATTACHMENT C

Specific Use	OL	CC
Residential Uses		
Group Living		
Household Living		
Single Family	P	P
Multifamily Residential	PC	PC
Mixed Use	PC	PC
Manufactured Housing Park		
Public and Civic Uses		
Aviation/Surface Passenger Terminal		
Community Service		P
Day Care	P	PC
Educational Facilities		
Colleges		P
Schools, Public or Private		P
Government Facilities	P	P
Hospitals		
Institutions		
Religious Institutions	P	P
Other Institutions	SE	SE
Parks and Open Areas		
Cemetery		
Park, Community	SE	SE
Park, Linear	P	
Park, Mini	P	P
Park, Neighborhood		
Park, Regional		
Park, Special Use		P
Utilities		
Major Utility	SE	SE
Minor Utility	P	P
Telecommunications Facility	PC	PC
Waste Treatment Plant		SE
Commercial Uses		
Eating Establishments		
With Drive-thru		SE
With Seating, High Turnover	PC	P
With Seating, Low Turnover	PC	P
Without Seating	PC	P
Indoor Recreation/Entertainment		
Indoor Recreation		SE
Indoor Entertainment		SE
Outdoor Recreation/Entertainment		
Outdoor Recreation		

ATTACHMENT C

Outdoor Entertainment		
Water Parks		
Office		
Health Services Except Hospitals	P	P
Real Estate Sales/Rental	P	P
Other Offices	P	P
Parking, Commercial		SE
Resort Accommodation		
Bed and Breakfast Inn		
Central Reception or Check-in Facility		
Divisible Dwelling Unit		
Hotel or Motel		
Inn		
Interval Occupancy		
RV Park		SE
Retail Sales and Service		
Adult Entertainment		SE
Bank or Financial Institution	PC	P
Bicycle Shop (with outdoor storage)		PC
Community Theater		PC
Dance Studio		PC
Convenience Store		PC
Department or Discount Store		PC
Funeral Home		P
Furniture Store		P
Hardware, Paint, Glass, Wallpaper or Flooring Store		P
Health Club or Spa		P
Kennel, Boarding		SE
Landscape Nursery		
Liquor Store		SE
Nightclub or Bar		PC
Open Air Sales		
Pet Store		
Shopping Center		PC
Souvenir or T-Shirt Store		PC
Supermarket		PC
Tattoo Facility		PC
Veterinary Hospital		PC
Watercraft Sales, Rental or Service		
Other Retail Sales or Service	SE	P
Vehicle Sales and Services		
Auto Rental		PC
Auto Repair		SE
Auto Sales		PC

ATTACHMENT C

Car Wash		P
Gas Sales		SE
Taxicab Service		SE
Towing Service		SE
Truck or Trailer Rental		
Industrial Uses		
Aviation Services		
Light Industrial Services		
Contractor's Office		PC
Other Light Industrial Service		SE
Manufacturing and Production		
Seafood Processing		
Other Manufacturing and Production		
Limited Manufacturing		
Warehouse and Freight Movement		
Moving and Storage		
Self-Service Storage		SE
Warehousing		
Waste Related Service		
Wholesale Sales		
Contractor's Materials		
Wholesale Business		SE
Wholesale Business with Accessory Retail Outlet		SE
Other Uses		
Agriculture	P	
Water Oriented Facilities		
Docking Facility and Boat Ramp		
Marina		
Other Water Oriented Uses		

ATTACHMENT D

Narrative in Support of Rezoning of Parcels on South End of HHI from OL to CC

December 22, 2011

Community Development Department
One Town Center Court
Hilton Head Island, SC 29928

This is a request for rezoning the property shown the attached plat.
Current zoning is OL-Office/Institutional Districts.
The request is to change to CC – Commercial Center District

- A. Consistency with the Comprehensive Plan. This request for a zoning change is consistent with the Comprehensive Plan. CC zoning is more in keeping with commercial uses in the surrounding William Hilton Parkway area. The Fresh Market Retail Shopping Center is virtually next to the first site. The road systems behind this property connect to The Fresh Market Retail Shopping Center and provide non-Highway 278 access to both. Access from Highway 278 is at a cross over allowing both lanes access. Properties up to 840 Wm. Hilton Pkwy are being used now as CC. Changing the zoning on these parcels contribute to providing Island residents and guests a safe and efficient manner to access this property.
- B. Compatibility with the present zoning and conforming uses of nearby property and to the character of the neighborhood. Nearby properties include The Fresh Market Retail Shopping Center up to the Atrium Building. Two similar properties on Highway 278 have recently had their zoning changed to CC (South Island Square and Verizon Bld/Lot). This rezoning request is similar to those and all of them show the character of the area is changing from OL to CC. Multiple accesses to this site and the type of use proposed limit the traffic congestion which is consistent with the Comprehensive Plan.
- C. Suitability of the property affected by the amendment for uses permitted by the district that would be made applicable by the proposed amendment. The current use of the facility as a retail telephone sales center and previously as a bank show that the site is consistent with a CC zoning use. Hargray which owns buildings in the back and on Highway 278 is supportive of this zoning change request. The other sites are supportive of this change.
- D. Suitability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment. The first property currently serves as a retail telephone sales center and was previously a bank. The other sites should be CC because they are commercial in character and use and fit the uses on both sides of Highway 278.
- E. Marketability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment. There is currently a oversupply of empty commercial space on the Island. Rents have decreased for available and existing commercial space in this economic climate. Approving this zoning change will expand the type of business that can utilize this property and will increase its marketability.
- F. Availability of sewer, water and storm water facilities generally suitable and adequate for the proposed use. Sewer, water and storm water facilities currently exist on this property.

ATTACHMENT E

Long Cove Club

January 17, 2012

Nicole Dixon
Senior Planner
Community Development Department
Town of Hilton Head
One Town Center Court
Hilton Head Island, SC 29928

Re: Request for Zoning Change for the Hargray Properties

Dear Ms. Dixon:

The Board of Directors of Long Cove Club met on January 16. One of the issues that was discussed was the request for re-zoning of the Hargray properties on 278. As you know, these properties border Long Cove and are in very close proximity to Fife Lane where seven of our residents reside. After thoughtful discussion on this issue, the Board unanimously voted to oppose this zoning change from OL to CC.

There are a number of reasons for this decision:

- Long Cove homes on Fife Lane are within 50 – 100' of the proposed parcels. There is no natural berm to block the views of these parcels like we have between our golf course and the Fresh Market Shoppes. Our residents living on Fife Lane are so close to the Hargray property that it is unfair to subject them to the potential uses that are associated with the CC designation.
- Our members purchased their homes on Fife Lane knowing the permissible uses associated with the OL designation. To change that to a CC designation with so many different possibilities for use does not seem fair to the residents of our community. The Town of Hilton Head has a history of fairness and making the right decisions for the residents of the Island, changing the zoning from OL to CC would go against the principles that the Town has been known for.
- There is no question that changes in the permissible uses of the property will have an adverse effect on our members' property values. That is not an acceptable result for us.

The Town should know that Long Cove is not opposed to commercial growth in the area. We all are aware that development is good for all of us. However, when development adversely affects a number of residents of our community - that is not a resolution that we can support. The OL designation allows for many different types of uses – we are opposed to the potential uses of the land that the CC designation would permit.

Sincerely,



David Loan, CCM
General Manager/Chief Operating Officer

ATTACHMENT E

Date: January 17, 2012

RE: Case # ZMA110007 Request to Amend Land Management Ordinance (Sect. 16-4-102), the official Zoning Map

From: Declan & Patricia McMullen
14 Fife Lane
Hilton Head, SC 29928

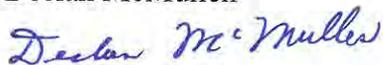
Dear Planning Commission:

WE ARE OPPOSED TO THE REZONING OF THE ABOVE MENTIONED LAND BEING CHANGED IN ZONING FROM OFFICE/INSTITUTIONAL LOW INTENSITY TO COMMERCIAL CENTER FOR THE FOLLOWING REASONS:

- Our home on Fife Lane is within 50' of the proposed rezoning parcel. There are no barriers between our home and the property being considered for rezoning. As single home residential properties, Office/Residential zoning was acceptable to us when we built our homes. Commercial Center zoning would be unacceptable because any kind of business could be our immediate neighbor.
- Rezoning to "expand the type of business that can utilize this property and increase its marketability" at the expense of Long Cove homeowners does not seem to comply with the Comprehensive Plan for the Town of Hilton Head. The Town has gone to great lengths to have diversified zoning so that we do not make 278 another Myrtle Beach type thoroughfare.
- We are not adverse to development or redevelopment of the land parcels. However, we feel this should be done according to the existing zoning and building codes in consideration of the neighbors who would be directly affected by changing the zoning and building codes.

Thank you for your consideration of this matter.

Declan McMullen



Patricia McMullen



ATTACHMENT E

January 10, 2012

Nicole Dixon
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

Re: Case #ZMA110007
Request to change zoning from (OL) to (CC)

Dear Ms. Dixon,

As a resident of Long Cove Club, my home sits at the end of the intersection of Fife Lane and Long Cove Drive (4 Davant Court) ... 11C 19. I learned about the request to rezone much of the Hargray Real Estate from Office/Institutional to Commercial Center. I am strongly opposed to any change in zoning for these plots of land. It will likely impact negatively property values on not just Fife Lane, but it will impact dozens of homes within several hundred yards of the land being rezoned to Commercial.

Added noise, additional potential odors (we already deal with a water treatment/sewage facility within a few hundred yards of our properties) privacy, security, and property devaluations.

Long Cove Club is a beautiful community, with folks that have invested in homes expecting quiet surroundings, a quality of life currently not being impacted by unneeded commercial development. There will be no guarantees that this edge of our community would not be impacted eventually by commercial establishments that would have a negative impact on our way of life.

I urge the Planning Commission and Town Council to oppose any request for rezoning this area. The island currently has enough (maybe too much) land already zoned CC. Too many commercial buildings already stand vacant throughout the island. With each new CC Zoning approval, the island loses a slice of what makes Hilton Head Island the "oasis" it is.

Sincerely,
William F. Rupp



TO: Nicole Dixon, Senior Planner
Community Development Department
Town of Hilton Head

FROM: Jack Holland
Concerned Citizen and Owner of 6 Fife Lane

RE: Planning Commission Public Hearing scheduled for February 1, 2012
to consider Case #ZMA110007 relating to a re-zoning request

Date: January 17, 2011
Hand Delivered

TO WHOM IT MAY CONCERN:

Pursuant to the Notice of Public Hearing that was mailed to me as an owner of property likely to be impacted by the re-zoning, if approved, I wish to express my **strong objections**.

My property lies within 100 feet, or so, of the parcels seeking to rezone from OL (low intensity) to CC (commercial center).

I cannot foresee a single benefit to me that would result from such a zoning change.

I can foresee many possible negative impacts from such a zoning change, including:

- **Negative impact on property value**
- **Negative impact on quality of life and peaceful enjoyment of same**

I have heard that a church may be going into one of the parcels seeking a zoning change.

I think that would be great, but I also understand that a zoning change is not required for that to occur.

The "Narrative in Support of Rezoning..." appears to be flawed in several respects, including:

1. This rezoning request is NOT similar to recent zoning changes because, unlike the others, this zoning change request relates to parcels that are bordered by single family residential homes. Further, there is no topographical barrier between the two different zoning areas. In fact, the parcels seeking rezoning appear to be on higher ground that actually looks down on my home. I invite you to walk this area to clearly see my house from, and see how close my house is to, some of these parcels seeking rezoning.

2. The character of the Highway 278 corridor is not necessarily changing from OL to CC. The Town of Hilton Head has gone to great lengths to have a diversified zoning configuration, as indicated by their purchasing green space buffers throughout the Island. Extending the CC seems to go against the spirit of the Comprehensive Plan and would create a retail/commercial density which extends the commercial center unnecessarily.

3. The Narrative claims that such a zoning change would represent a "suitable" use for the parcels. I suggest that such a change would not be in keeping with the good zoning standards that Hilton Head is known for. **How can it possibly be a good idea to allow eating establishments, bars and nightclubs, light industrial services, other retail etc. to be operated within 100 feet or so of single family homes?** The types of uses permitted under CC zoning that are not permitted under OL zoning will most definitely result in greater traffic, greater noise (both day and night), objectionable lighting, higher probability to pests and obtrusive odors, to name a few.

4. Rezoning to "expand the type of business that can utilize this property and increase its marketability" for one group of property owners **should not be approved when it is clearly detrimental to adjacent property owners**.

Thank you for your consideration of these comments.



Jack C. Holland

8 Fife Lane
Hilton Head Island, SC 29928

January 17, 2012

Nicole Dixon, Senior Planner
Community Development Department
Town of Hilton Head
1 Town Center Court
Hilton Head Island, SC 29928

Re: Case # ZMA110007, a request to Town Council to amend the Land Management Ordinance (Section 16-4-102), the Official Zoning Map, by changing the zoning Designation from Office/Institutional Low Intensity (OL) to the Commercial Center (CC) Zoning District for seven (7) properties referenced therein.

Please forward this letter response to the Planning Commission, the Planning & Development Standards Committee and the Town Council as you deem appropriate.

Ms Nicole Dixon:

We appreciate the opportunity to respond to the aforementioned rezoning request. My wife and I have reviewed the Official Zoning Map, the Land Management Ordinance and the Town of Hilton Head Comprehensive Plan and other information relevant to this request. As a result of this review, we are asking the Town Council NOT to approve the rezoning request for the reasons which follow.

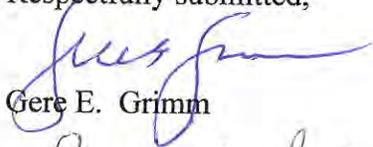
We purchased our home recognizing the limits of the (OL) zoning, as did the investors of the seven (7) subject parcels. Changing the zoning to (CC) and expanding the types of businesses and intensity of development would have an extremely negative impact on the residential nature of our neighborhood. Adding eating establishments, bars and nightclubs, light industrial services and "other" (an undefined catchall) retail as approved uses of these properties will cause more traffic, noise, lighting, pest issues, odors, extended hours of operation and other consequences that will profoundly negatively affect the quality of life as a quiet tranquil residential community.

The financial impact on our property would also be severely negatively impacted. Rezoning, accordingly to the application, "to expand the type of business that can utilize this property and increase its marketability" at the expense of Long Cove Club homeowners does not seem to comply with the spirit of the Comprehensive Plan or any fairness doctrine of good public policy. The Town of Hilton Head has done an excellent job of developing and maintaining a balanced mix of land use on the Island. This rezoning request does not fit in, rather it is just an attempt to transfer the negative financial impact of a slow economy from a real estate investor group to residential single family homeowners, many of whom are retired.

We also take issue to the characterization that this request is similar to recent rezoning changes in the Highway 278 corridor. Our situation is unique because our residential homes are as close as 50' to 100' from the parcels requesting rezoning. And most significantly, there is no topographical or natural elevation or distance barrier or an expanse of a golf fairway as behind the Fresh Markets Shops. The Fresh market Shops became a part of the Long Cove Club PUD in 2005 – so you see we are not adverse to development per se. We would encourage development/redevelopment of the subject properties, just under the current (OL) zoning and building code requirements. And we hope the character of the Highway 278 corridor does not change from (OL) to (CC). There is a nice balance today, and to further convert other zoning to the (CC) category will certainly detract from the Hilton Head Island “feeling”.

In summary, we strongly oppose the requested rezoning, and respectfully ask the various Town of Hilton Head planning units and the Town Council to reject this application. The quality of life and financial impact on the residential property owners and the growth of higher density/intensity development are not in the best interest of our community. And the transfer of the financial impact of a slow economy and soft real estate market from the real estate investors to residential property owners would certainly not be viewed as good public policy.

Respectfully submitted,



Gere E. Grimm



Linda H. Grimm



TOWN OF HILTON HEAD ISLAND COMMUNITY DEVELOPMENT DEPARTMENT

One Town Center Court

Hilton Head Island, SC 29928

843-341-4757

FAX 843-842-8908

STAFF REPORT ZONING MAP AMENDMENT

Case #:	Name of Project:	Public Hearing Date:
ZMA120002	Fire Station #6 (Palmetto Dunes)	March 7, 2012

Applicant/Agent

Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

Parcel Data

Property A: Town Property Proposed for Fire Station, Tax Map 12, Parcel 19

Existing Zoning District: OL (Office/Institutional) with 8,000 square feet of density for “Office” uses or 6,000 square feet of “Other” and PD-1 (Planned Development Mixed Use District) as part of the Palmetto Dunes Master Plan Assigned Land Use: “Outdoor Entertainment/Recreation” with no density.

Proposed Zoning District: PD-1 with land use designations of “Government Facilities/Parks and Open Areas” with 13,800 square feet of density.

Applicable Overlay Districts: COR

Property B: Existing Fire Station Six Property, Tax Map 12, Parcel 347A

Existing Zoning District: PD-1 within the Palmetto Dunes Master Plan designated as: “HHI Fire Station”.

Proposed Zoning District: PD-1 with a land use designation of “Office”.

Applicable Overlay Districts: COR

Property C: Palmetto Dunes Maintenance Parcel, Tax Map 15, Parcel 2

Existing Zoning District: PD-1 within the Palmetto Dunes Resort Master Plan designated as “PDR Maintenance”.

Proposed Zoning District: PD-1 with land use designation of “Office/Maintenance”.

Applicable Overlay Districts: COR

Application Summary

ZMA120002 - The Town of Hilton Head Island is proposing to amend the Town’s Official Zoning Map by amending the Palmetto Dunes Resort Master Plan to change the land uses permitted on three parcels, located near the corner of William Hilton Parkway and Queens Folly Road. A portion of one property is currently zoned OL, Office/Institutional, and will be incorporated into the PD-1 Zoning District as part of the Palmetto Dunes Resort Master Plan. The remainder of properties are currently zoned PD-1 within the Palmetto Dunes Resort Master Plan and assigned land uses of “HHI Fire Station”, “PDR Maintenance” and “Outdoor Entertainment/Recreation.” These designations will be changed to “Office”, “Office/Maintenance” and “Government Facilities/Parks and Open Areas” with associated density of 13,800 sq ft as shown on Attachment “A”.

Background:

Fire Station 6 is located near the entrance to Palmetto Dunes Resort on Queen’s Folly Road. This facility was identified for replacement in the Town’s 2012 Capital Improvements Program based on recommendations from the Town’s Fire and Rescue Master Plan. The existing property would not accommodate the design that the Town uses for new fire stations, so alternative scenarios were explored. This resulted in an agreement between the Town, Palmetto Dune’s Property Owner’s Association (PDPOA) and Greenwood Communities and Resorts (GCR) to sell the existing fire station property to PDPOA and acquire the access needed to another Town property, better suited for the fire station. This will benefit both Palmetto Dunes and the Town. The Palmetto Dunes community will benefit by having its POA administration and security offices located at the entrance to the community, along with a new pass office. The Town will benefit by being able to relocate Fire Station 6 to a site that has better access and is of adequate size for the new fire station design. In order for the proposed uses to be permitted on the applicable properties, the Town is proposing to rezone all properties to PD-1 as part of the Palmetto Dunes Resort Master Plan and to assign the appropriate land use designations.

The density associated with the OL Zoning District will also be incorporated into the PD-1 Zoning District for use with the development of the new fire station. No other density changes are proposed.

Summary of Facts and Conclusions of Law:

Findings of Facts:

- o Notice of the Application was published in the Island Packet on February 5, 2012 as set forth in LMO (Land Management Ordinance) Sections 16-3-110 and 16-3-111.
- o Notice of the Application was posted and mailed as set forth in LMO Sections 16-3-110 and 16-3-111.
- o A public hearing will be held on March 7, 2012 as set forth in LMO 16-3-1504A.
- o The Commission has authority to render their decision reached here in LMO Section 16-3-1504.

Conclusion of Law:

The application, notice requirements, and public hearing comply with the legal requirements as set forth in LMO 16-3-110, 16-3-111 and 16-3-1504.

As set forth in Section 16-3-1505, Zoning Map Amendment Review Criteria, Planning Staff has based its recommendation on analysis of the following criteria:

Summary of Facts and Conclusions of Law:

Criteria 1: Consistency (or lack thereof) with the Comprehensive Plan (LMO Section 16-3-1505A):

Findings of Facts:

Economic Development Element:

Section 7.6 – Potential Strategies with Implication for Comprehensive Plan

Identify and prioritize areas in need of redevelopment, including any obsolete or run down commercial buildings. Incentivize the development of flexibility of streamlining in regulation of density caps, setbacks (and other controls) that enable a qualitative, principle based, asset revitalization that enhances the Island’s positive legacies.

Land Use Element:

An Implication for Zoning Changes

Future land use decisions and requests for zoning changes will be determined using the background information contained in this plan as well as the future land use map, currently represented by the Town's Official Zoning Map.

An Implication for Building Permit Trends

Redevelopment of our existing built environment and infill development should be a focus for the future development of our community, while the Town has entered a more mature level of development.

Goal 8.1 – Existing Land Use

A. The goal is to have an appropriate mix of land uses to meet the needs of existing and future populations.

Goal 8.3 –Planned Unit Developments (PUDs)

B. The goal is to have an appropriate mix of land uses to accommodate permanent and seasonal populations and existing market demands is important to sustain the Town's high quality of life and should be considered when amending PUD Master Plans.

Goal 8.4 – Existing Zoning Allocation

A. An appropriate mix of land uses to accommodate permanent and seasonal populations and existing market demands is important to sustain the Town's high quality of life and should be considered when amending the Town's Official Zoning Map.

Goal 8.5 – Land Use Per Capita

A. The goal is to have an appropriate mix and availability of land uses to meet the needs of the existing and future populations.

Goal 8.9 – Age of Structures

B. The goal is to encourage redevelopment of properties with aging structures or that no longer meet current market demands.

Goal 8.10 – Zoning Changes

A. The goal is to provide appropriate modifications to the zoning designations to meet market demands while maintaining the character of the Island.

Implementation Strategy 8.3– Planned Unit Developments (PUDs)

A. Consider flexibility within the PUDs to address appropriate commercial or service land uses in areas with a high residential concentration.

Implementation Strategy 8.6 – Build-out

A. Consider flexibility within the Land Management Ordinance to address future development and redevelopment needs.

Community Facilities Element

Implementation Strategy 6.2 – Town Government

A. Review the scope of Town government to determine if any increases or decreases should be made to the services that are provided by the Town.

Implementation Strategy 6.2 – Town Government

C. Ensure that adequate facilities are available to continue the high level of services offered by the Town.

2004 Town of Hilton Head Island Fire and Rescue Master Plan

Recommendations for Locations

It is recommended that Fire Station 1 and Fire Station 6 undergo significant updating or replacement.

Conclusions of Law:

- Staff concludes that this application is consistent with the Town's Comprehensive Plan, to which the 2004 Fire and Rescue Master Plan is an appendix, as described in the Community Facilities, Economic Development and Land Use Elements as set forth in LMO Section 16-3-1505A.
 - The proposed rezoning provides the flexibility that is needed in the regulation of land use within the PD-1 District to allow for the designation of an appropriate mix of land uses in the appropriate locations to meet the needs of the population and improve the quality of life on the Island.
 - The proposed rezoning will help promote redevelopment of Fire Station 6, an aging structure that no longer meet current market demands.
 - The proposed rezoning will help ensure that adequate facilities are available to continue the high level of services offered by the Town by approving the land uses needed to support the development of a new and modernized Fire Station 6.

Summary of Facts and Conclusions of Law:

Criteria 2: Compatibility with the present zoning and conforming uses of nearby property and with the character of the neighborhood (LMO Section 16-3-1505B):

Findings of Facts:

- The area in which the subject properties are located is near the entrance to Palmetto Dunes Resort. Present conforming uses on nearby properties include multi-family, office, church, golf course, maintenance area, and government facility (Fire Station 6).
- The purpose of the PD-1 District is to recognize the existence of unique mixed use Planned Unit Developments. (LMO Section 16-4-209).
- The purpose of the OL District is to "establish areas between major commercial areas that are intended to limit the types of nonresidential uses permitted. Land uses permitted are office and institutional in order to minimize travel impacts on the street system, encourage better compatibility in and among land uses on the Island, provide balance among land use types in major corridors and improve visual appearance along major corridors." (LMO Section 16-4-216)
- The subject properties are currently zoned OL and PD-1 with the following assigned land uses: "Outdoor Entertainment/Recreation", "HHI Fire Station" and "PDR Maintenance".

Conclusion of Law:

Staff concludes that the land uses proposed by this amendment are compatible with the present zoning, the conforming uses of nearby property and with the character of the neighborhood as set forth in LMO Section 16-3-1505B. The properties are currently developed with conforming uses that are compatible with the conforming uses of nearby properties and with the character of the neighborhood.

Summary of Facts and Conclusions of Law:

Criteria 3: Suitability of the property affected by the amendment for uses permitted by the district that would be made applicable by the proposed amendment (LMO Section 16-3-1505C):

Findings of Facts:

- The purpose of the PD-1 District is to recognize the existence of unique mixed use Planned Unit Developments. (LMO Section 16-4-209)
- This rezoning would result in all properties being located in the PD-1 District with the following assigned land uses: “Government Facilities/Parks and Open Areas”, “Office” and “Office/Maintenance”.
- One of the properties is split between the OL and PD-1 Zoning Districts. This rezoning will result in the 2.3 acres of that property currently zoned OL being rezoned to the PD-1 Zoning District. The associated density from the OL portion of the property of 13,800 square feet will be incorporated into the Palmetto Dunes Resort Master Plan for this property.

Conclusion of Law:

The approval of this application will provide the flexibility that is desired for land use designations in the PD-1 Zoning District by approving the uses and density necessary for the proposed redevelopment project.

Summary of Facts and Conclusions of Law:

Criteria 4: Suitability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment (LMO Section 16-3-1505D):

Findings of Facts:

- Approximately 22 acres are located in the PD-1 District with the following assigned land uses: “Outdoor Entertainment/Recreation”, “HHI Fire Station” and “PDR Maintenance”.
- Approximately 2.3 acres are located in the OL District.
- All property has been developed with the exception for one property zoned PD-1as “Outdoor Entertainment/Recreation” and OL.
- The Town purchased this property in 2001 to preclude additional commercial development in the area because of the property’s proximity to residential areas and frontage along William Hilton Parkway.

Conclusion of Law:

The properties are suitable for uses permitted in the current district, with the exception of the Town owned property that permits “Outdoor Entertainment/ Recreation” and the OL District property. This property was purchased by the Town to preclude these types of development.

Summary of Facts and Conclusions of Law:

Criteria 5: Marketability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment (LMO Section 16-3-1505E):

Findings of Fact:

- The subject properties are currently zoned OL and PD-1 with the following assigned land uses: “Outdoor Entertainment/Recreation”, “HHI Fire Station” and “PDR Maintenance”.
- This rezoning would result in all properties being located in the PD-1 District with the

following assigned land uses: “Government Facilities/Parks and Open Areas”, “Office” and “Office/Maintenance”.

Conclusion of Law:

The land use designations that would result from this rezoning are more generalized and could result in flexibility that may increase the marketability of the properties.

Summary of Facts and Conclusions of Law:

Criteria 6: Availability of sewer, water and stormwater facilities generally suitable and adequate for the proposed use (LMO Section 16-3-1505F):

Findings of Facts:

- o The subject properties have water and sewer service provided by Broad Creek Public Service District.
- o A portion of the properties affected were included in the stormwater master plan for Palmetto Dunes. The area currently zoned OL, if developed, must meet all the requirements of the LMO.

Conclusion of Law:

Staff concludes that these properties either have or will have in the future available sewer, water and stormwater facilities that are suitable and adequate for the proposed uses as set forth in LMO Section 16-3-1505F.

Note: If the proposed amendment is approved by Town Council, such action shall be by ordinance to amend the Official Zoning Map. If it is denied by Town Council, such action shall be by resolution.

PREPARED BY:

SF

Shea Farrar
Senior Planner

February 20, 2012

DATE

REVIEWED BY:

TBL

Teri B. Lewis, AICP
LMO Official

February 20, 2012

DATE

REVIEWED BY:

JL

Jayme Lopko, AICP
Senior Planner & Planning Commission
Coordinator

February 20, 2012

DATE

ATTACHMENTS:

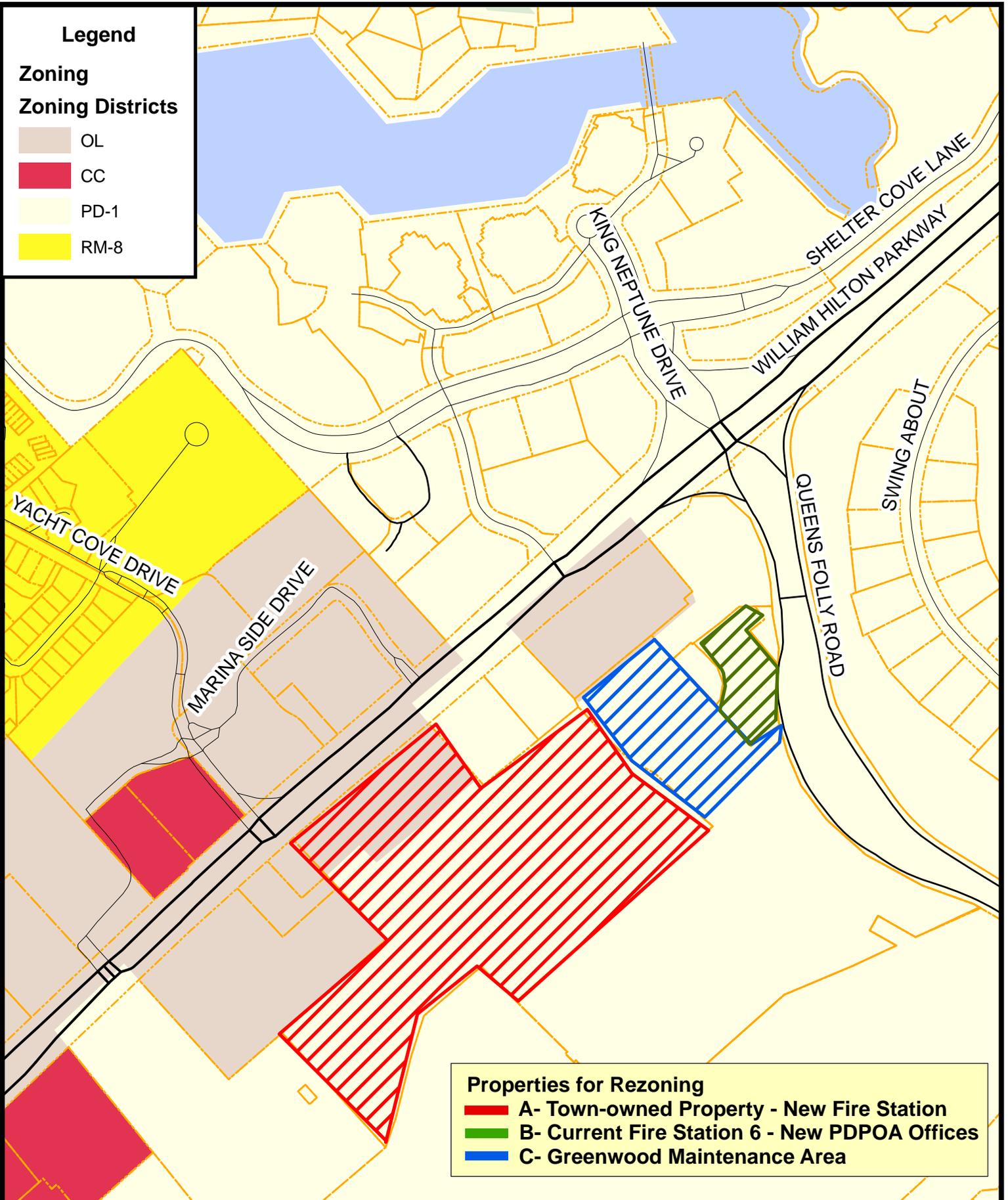
- A) Vicinity Map
- B) Resulting Land Uses Map

Legend

Zoning

Zoning Districts

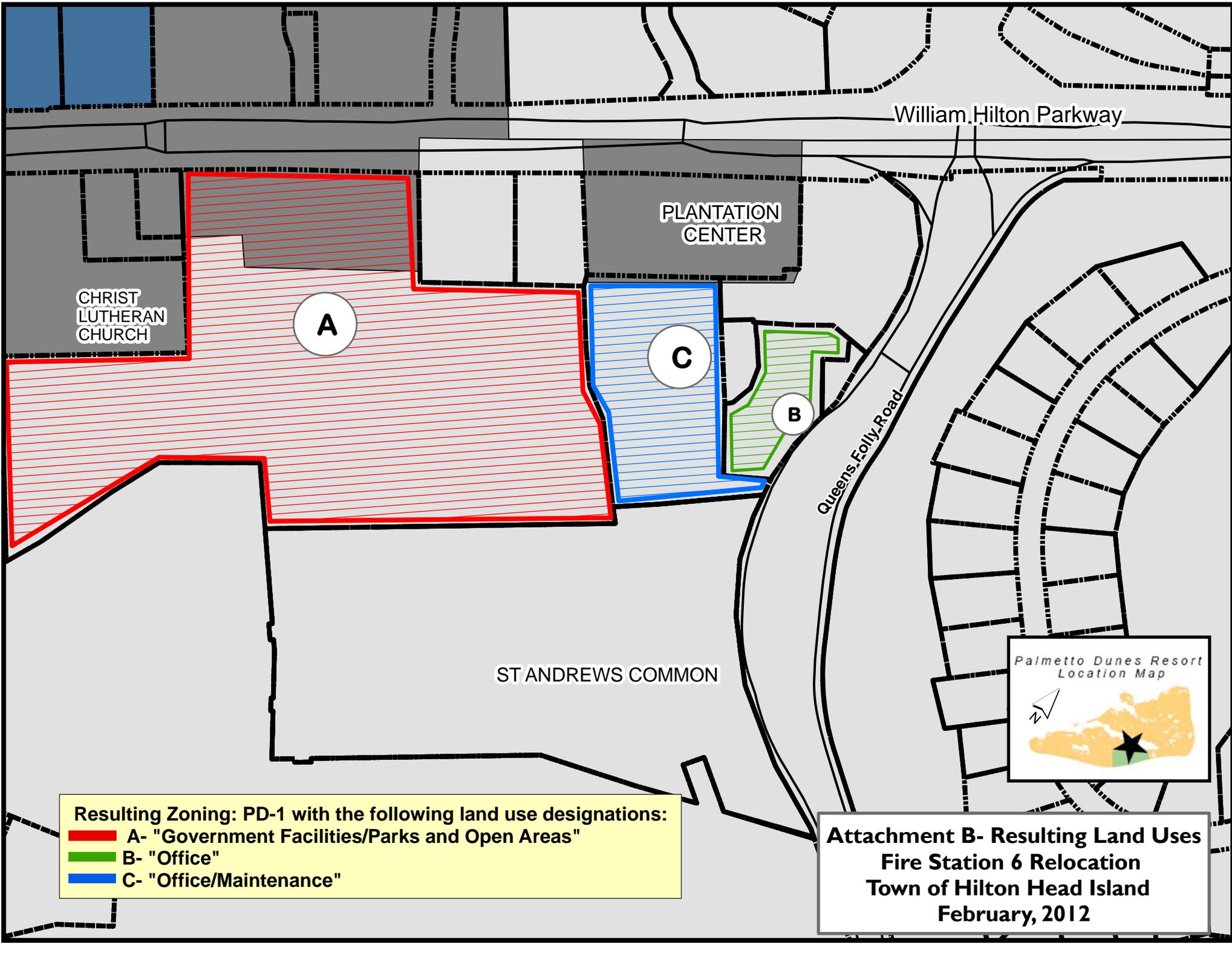
-  OL
-  CC
-  PD-1
-  RM-8



Properties for Rezoning

-  **A- Town-owned Property - New Fire Station**
-  **B- Current Fire Station 6 - New PDPOA Offices**
-  **C- Greenwood Maintenance Area**





Resulting Zoning: PD-1 with the following land use designations:

- █ A- "Government Facilities/Parks and Open Areas"
- █ B- "Office"
- █ C- "Office/Maintenance"

Attachment B- Resulting Land Uses
Fire Station 6 Relocation
Town of Hilton Head Island
February, 2012



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning Commission
VIA: Shawn Colin, AICP, *Comprehensive Planning Manager*
FROM: Jayme Lopko, AICP, *Senior Planner*
DATE: February 13, 2012
SUBJECT: Town Council 2012 Targets for Action

The Planning Commission made recommendations to Town Council regarding the 2012 Targets for Action. Town Council drafted this year's Targets for Action which were adopted at their December 20, 2011 meeting. The following is the Planning Commission recommendations translated into the adopted Targets for Action.

Attachment "A"
Planning Commission Recommendations on 2012 Targets for Action/Town Council Workshop Results
March 7, 2012

Goal #1: Economic development:		Town Council Workshop Results
Key Strategies	Specific Steps for 2012	
Charter and create an Economic Development and/or Redevelopment Authority.	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.	Economic Development: Assessment and Organization
Significantly improve Island wide, wireless broadband infrastructure (reference Comprehensive Plan, Mayors Taskforce Report, GIC Technology Committee).	<p>Implement an educational program to improve awareness of issues and needs related to telecommunication infrastructure in the community.</p> <p>Provide location assistance (work with carriers and tower companies.)</p> <p>Identify targeted areas for Wi-Fi.</p> <p>Streamline permitting/zoning process for 90 day approval.</p>	
Reduce inventory of vacant and underutilized commercial properties.	<p>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.</p> <p>Propose target areas for redevelopment, repositioning, acquisition.</p> <p>Design and implement incentive program for property owners.</p> <p>Emphasize TIF District areas (expires 12/2014).</p>	<p>Economic Development: Assessment and Organization</p> <p>Coligny Area Redevelopment: Economic Analysis, Town's Role and Approve a Plan.</p> <p>Shelter Cove Area Redevelopment: Determine Town's Role and Develop and Approve a Plan</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>	<p>Planning Commission to monitor the work of the LMO Rewrite Committee to include redevelopment programs and initiatives in their work.</p> <p>Planning Commission to monitor the status of Generation I of LMO process change and initiate Generation II of LMO process change.</p>	<p>Coligny Area Redevelopment: Economic Analysis, Town’s Role and Approve a Plan.</p> <p>Shelter Cove Area Redevelopment: Determine Town’s Role and Develop and Approve a Plan</p> <p>LMO Re-Write: Complete Draft Amendments and Seek Review and Approval</p>
<p>Define the role of USCB/TCL/community knowledge groups in workforce education for knowledge based economy.</p>	<p>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.</p> <p>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>Promote and Marketing to Business and Investors: Develop Program and Marketing Materials.</p> <p>Town Local Business Retention and Growth Program: Evaluation and Direction</p>
<p>Develop a marketing plan to tap currently underserved corporate hospitality business on the Island.</p>	<p>Charge a small workgroup to evaluate the current Chamber of Commerce marketing plan.</p> <p>Work in tandem with local resources to develop a corporate hospitality marketing plan.</p> <p>Develop a prospect list of key Fortune 500 companies.</p>	<p>Promote and Marketing to Business and Investors: Develop Program and Marketing Materials.</p> <p>Town Marketing and Public Information Plan: Evaluation, Application (Best Practices) to Town, and Direction</p> <p>Town Local Business Retention and Growth Program: Evaluation and Direction</p>

Goal #2: Enhance the Island brand (emphasis on history, environment, recreation, arts and culture, access and quality of life).		Town Council Workshop Results
Key Strategies	Specific Steps for 2012	
Develop an "Ease of Access to Hilton Head Island Campaign".	<p>Airport action steps recommendations to be developed (supplemental information to follow).</p> <p>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>	Airport Master Plan: Implementation
Create an Island-wide Sustainability Action Plan	<p>Research, develop and promote sustainable options, policies and practices that enhance Hilton Head Island's economic, social, and environmental performance.</p> <p>Coordinate with Island knowledge groups that may have a competency in this field.</p> <p>Conduct a sustainability assessment of the island's overall environmental impact to establish a baseline for subsequent strategies.</p> <p>Get Step 2 approval for the Audubon Sustainability Program.</p> <p>Develop a commercial recycling program building on the existing residential program.</p>	<p>South Island Marina Dredging: Permitting and Determine Town's Long-Term Role</p> <p>Commercial Recycling: Evaluation and Direction</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.	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.	

	Evaluate the current and potential level of Town participation with local arts, cultural, environmental and historical non-profits.	
Develop an affordable housing program to include land use, economic development and redevelopment	Task the Comprehensive Plan Committee to outline pragmatic concepts, options available and incorporate into the LMO Rewrite scope.	
Make Hilton Head Island both a superior and desirable place to “age in place”.	Using local sources available, inventory all local resources through public, private and faith based organizations which assist residents to “age in place”. Research potential funding (Lt. Governor’s Office/LCOG Area Agency) to develop and maintain a comprehensive list of resources available to residents.	

Other Items From TC Work Program
• Chaplin Linear Park: Develop Detailed Plans and Funding
• Recreation Center Expansion: Phase I
• Aquatic Center: Direction, Location, and Funding
• RBC Heritage Golf Tournament: Identify Town’s Funding Source and Assist Tournament with Securing Long-Term Commitment
• Island Recreation Memorandum of Understanding: Draft Renewal and Seek Review and Approval
• Fire and Rescue Master Plan: Revise Current Plan and Adopt Revisions
• Beaufort County Sheriff’s Contract for Police Services: Review for Renewal and Approve
• Cell Phone E-911 Errors: Reduction