



**Town of Hilton Head Island**  
**Regular Planning Commission Meeting**  
**Wednesday, August 15, 2012**  
**3:00p.m. Benjamin M. Racusin Council Chambers**  
**AGENDA**

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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 - Regular Meeting July 18, 2012**
- 7. Appearance by Citizens on Items Unrelated to Today's Agenda**
- 8. Unfinished Business**  
None
- 9. New Business**  
**Public Hearing**  
**PPR120004** - Application for Public Project Review from the Town of Hilton Head Island for revisions to the Mathews Drive connectivity project. The revisions include the construction of a new segment of Electric Avenue behind the Palmetto Electric property in between Mingo Way and Cooperative Way. *Presented by: Shea Farrar*  
  
**PPR120005** - Application for Public Project Review from the Town of Hilton Head Island for intersection improvements at the three-way intersection of Mathews Drive and Marshland Road including a new roundabout with pedestrian crossing on Marshland Road.  
*This application has been withdrawn by staff.*
- 10. Commission Business**
- 11. Chairman's Report**
- 12. Committee Reports**
- 13. Staff Reports**
  - A. Update on LMO Rewrite Committee Meeting Schedule – *Teri Lewis*
  - B. Planning Commission & Committee Training – *Jayme Lopko*

## **14. 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**

- a. Regular Planning Commission Meeting – September 5, 2012 9:00a.m.
- b. Regular Planning Commission Meeting – September 19, 2012 3:00p.m.

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

1 **TOWN OF HILTON HEAD ISLAND**  
2 **Regular Planning Commission**  
3 **Wednesday, July 18, 2012 Meeting**  
4 **3:00p.m – Benjamin M. Racusin Council Chambers**

**DRAFT**

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8 Commissioners Present: Chairman Gail Quick, Vice Chairman Tom Lennox,  
9 David Bennett, Alex Brown, Jack Docherty, Bryan Hughes,  
10 Barry Taylor, and Brian Witmer

11  
12 Commissioners Absent: Terence Ennis, Excused

13  
14 Town Council Present: Mayor Drew Laughlin and Councilman Bill Ferguson

15  
16 Town Staff Present: Jayme Lopko, Senior Planner & Planning Commission Coordinator  
17 Shawn Colin, Comprehensive Planning Division Manager  
18 Kathleen Carlin, Secretary

19  
20  
21 **1. Call to Order**

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

23 **3. Roll Call**

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

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

27 **5. Approval of Agenda**

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

29 **6. Approval of Minutes**

30 The Planning Commission **approved** the minutes of the June 20, 2012 meeting as presented by  
31 general consent.

32 **7. Swearing in Ceremony for New and Returning Planning Commissioners**

33 Mayor Drew Laughlin performed the swearing in ceremony for new Planning Commissioner,  
34 Mr. Brian Witmer. Mayor Laughlin also performed the swearing in ceremony for returning  
35 Planning Commissioners, Mr. Bryan Hughes and Mr. Barry Taylor. Mayor Laughlin stated his  
36 appreciation to Mr. Witmer, Mr. Hughes and Mr. Taylor for their service to the Planning  
37 Commission and to the community.

38 **8. Appearance by Citizens on Items Unrelated to Today's Agenda**

39 Mrs. Pamela Martin-Ovens presented public statements with regard to the Town-owned  
40 property located on Squire Pope Road to be used as a sailing and rowing center and the Salty  
41 Fare property in Hilton Head Plantation.

42 **9. Unfinished Business**

43 None

44

1 **10. New Business**

2 **Public Hearing**

3 **ZMA120004:** A request from Michael Kronimus with KRA Architecture & Design, on behalf  
4 of Stewart Kittredge Collins, to amend the Official Zoning Map by increasing the allowed  
5 density and revising the allowed uses on eight properties located at 421, 424, 425 and 427  
6 Squire Pope Road, collectively known as Salty Fare. All of the properties are located in the  
7 PD-1 (Planned Unit Development) Zoning District in Hilton Head Plantation, and the request  
8 proposes to maintain the PD-1 zoning classification. The properties are further identified on  
9 Beaufort County Tax Map 3 as Parcels 121, 126, 127, 128 and 089A.

10  
11 Chairman Quick reported that Application for Zoning Map Amendment ZMA120004 has been  
12 withdrawn by the applicant.

13  
14 **11. Commission Business**

15 Appointment of Planning Commission Secretary July 1, 2012 – June 30, 2013

16 Chairman Quick appointed Ms. Kathleen Carlin to serve as Secretary to the Planning  
17 Commission for the new term, July 1, 2012 – June 30, 2013.

18 Chairman Quick reminded the Planning Commission that state mandated training will be  
19 provided by staff in Conference Room 3 immediately following the business meeting.  
20

21 **12. Chairman's Report**

22 Chairman Quick announced the following committee appointments for the new term,  
23 July 1, 2012 – June 30, 2013:

24 Capital Improvement Program Committee – Tom Lennox, *Chairman*, Barry Taylor,  
25 Brian Witmer, and Bryan Hughes.

26 Comprehensive Planning Committee – Terry Ennis, *Chairman*, Tom Lennox, David Bennett,  
27 and Bryan Hughes.

28 LMO Committee – David Bennett, *Chairman*, Alex Brown, Jack Docherty, and Terry Ennis.

29 Rules of Procedure Committee – Jack Docherty, *Chairman*, Alex Brown, Brian Witmer, and  
30 Barry Taylor.

31 **13. Committee Reports**

- 32 a) Chairman Quick stated that the LMO Rewrite Committee will meet on July 19<sup>th</sup> and again on  
33 August 9<sup>th</sup>. Both meetings will begin at 1:00p.m and will be held in Council Chambers.
- 34 b) Vice Chairman Lennox stated that the CIP Committee is scheduled to meet sometime in late  
35 August or early September. The meeting date will be announced as soon as it has been  
36 decided.

37 **14. Staff Reports**

38 Mr. Shawn Colin presented a summary of the Economic Analysis/Financial Feasibility Report  
39 for the Coligny District.  
40

1        Goal of a Study - The goal of this economic analysis/financial feasibility study was to assist  
2        the Town in making fiscally responsible decisions regarding the use of public funds within the  
3        District that would spur private investment and redevelopment of the Coligny District.  
4

5        The Scope of Work included:  
6

- 7        • Review of existing Conceptual Master Plan alternatives and associated cost estimates (and  
8        assessment of the validity of assumptions).
- 9        • Evaluate the viability, marketability, and usefulness of individual alternatives based on a  
10       number of economic and other factors.
- 11       • Prepare a Financial Operations and Cost Analysis
- 12       • Make recommendations regarding the alternative (if any) that is most advantageous to the  
13       Town.
- 14       • Assist with follow-up alternatives and negotiations with relevant property owners  
15

16       Conclusions were provided to answer the following questions:  
17

- 18       • What would be the best catalyst project to spur the appropriate amount of private  
19       development?
- 20       • What development scenario would best meet the financial and non-financial goals that would  
21       be best for the community?  
22

23       Summary of Report Recommendations:  
24

- 25       • A development scenario that more closely resembles Scenario 1 rather than Scenario 2 is the  
26       best direction for the Town to take. The financial analysis was not intended to be absolute  
27       cash pro forma, rather a tool for evaluating each course of action. Non-financial factors must  
28       be included to guide the Town towards the best course of action.
- 29       • Some benefits of the smaller investment scenario include: A nearly break-even Rate of  
30       Return on the capital investment. With a publicly supported parking garage and two parks  
31       that do not generate revenue, neither development scenario would have been anticipated to be  
32       positive. However, decisions made solely on rate of return for important civic items like  
33       police, fire, and recreation never have a positive rate of return.
- 34       • Scenario 2, while a larger private investment, requires more public involvement in order to  
35       be achieved and has a more negative rate of return. Simply put, there is not enough private  
36       development that can be reasonably anticipated to make the full development the better  
37       choice.
- 38       • In order to incentivize private development on the north side of Pope Avenue, particularly  
39       the Coligny Plaza, additional density should be offered by the Town. While Coligny Plaza  
40       and Heritage are allowed to construct at their current density, the marginally increased  
41       density coupled with new retail available on the Town property across Pope would be an  
42       overall increase in density. This by itself might not be enough to immediately entice  
43       development, but the competition with new retail on the south side of Pope Avenue would  
44       help spur development.
- 45       • The Town could sell a portion of the public land for a hotel or other revenue-producing  
46       project that can be supported by the market. A hotel is likely the highest revenue producing  
47       potential for the Town, but a number of other uses could also help spur levels of reinvestment  
48       in the Coligny Development District.

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The Planning Commission thanked Mr. Colin for his presentation of the Economic Analysis/Financial Feasibility Report for the Coligny District.

Mayor Laughlin presented statements with regard to the Economic Analysis/Financial Feasibility Report for the Coligny District and Salty Fare in Hilton Head Plantation.

Mrs. Lopko stated that state mandated training will begin in Conference Room 3 immediately following the business meeting.

10 **15. Adjournment**

11 The meeting was adjourned at 4:00p.m.

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Submitted By:

Approved By:

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Kathleen Carlin  
Secretary

\_\_\_\_\_  
Gail Quick  
Chairman

DRAFT



## 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 PUBLIC PROJECT REVIEW

| Case #:   | Name of Project:                   | Public Hearing Date: |
|-----------|------------------------------------|----------------------|
| PPR120004 | Mathews Drive Connectivity Project | August 15, 2012      |

| Parcel Data or Location:  | Applicant  |
|---|--|
| Town-owned right-of-way: New segment of Electric Avenue between Cooperative Way and Mingo Way | Jennifer Lyle<br>Town of Hilton Head Island<br>One Town Center Court<br>Hilton Head Island, SC 29928 |

#### Application Summary:

The purpose of this application is to revise the Mathews Drive Connectivity project that was approved in 2011, to include a new street segment of Electric Avenue in between Cooperative Way and Mingo Way to improve the access and connectivity among the side streets of the Mathews Drive area.

#### Staff Recommendation:

**Staff recommends the Planning Commission find this application to be compatible with the Town's Comprehensive Plan for location, character, and extent based on those Findings of Facts and Conclusions of Law as determined by the LMO Official and enclosed herein.**

#### Background:

In May 2011, the Planning Commission approved a Public Project Review application for the Mathews Drive side street improvements, which included on street parking and drainage improvements (PPR110001). Staff is proposing to amend the scope of work and limits of the project by extending Electric Avenue from Mingo Way to Cooperative Way. Currently no roadway exists in this segment of the right-of-way.

Public meetings were held in 2011 and 2012 to inform adjacent property owners of the project and of the easement acquisitions proposed for permanent parking spaces and temporary construction easements. During these meetings, Palmetto Electric expressed their desires that the Town extend Electric Avenue from Mingo Way to Cooperative Way to reduce traffic thru their rear parking lot.

In the June 5<sup>th</sup> 2012 Town Council Budget Workshop, Town Council approved the additional funding for this segment of Electric Avenue to be added to the current project.

Plans are currently being prepared to construct the project in the winter of 2012/2013 through the Capital Improvement Program (CIP).

#### **Location, Character, and Extent:**

LMO Section 16-3-1201. Applicability and Purpose

*The Planning Commission shall review any new street, structure, utility, square, park, or other public way, grounds or open space or public buildings for any use, whether publicly or privately owned, and make a determination of compatibility with the Comprehensive Plan for **location, character and extent**.*

#### **Summary of Facts and Conclusions of Law:**

##### **Findings of Facts:**

- Notice of the Public Project Application was published in the Island Packet on July 8, 2012 as set forth in LMO Sections 16-3-110 & 16-3-111.
- Notice of the Public Project Application was posted and mailed as set forth in LMO Sections 16-3-110 & 16-3-111.
- A public hearing will be held on August 15, 2012 as set forth in LMO Section 16-3-1204A.
- The Commission has authority to render their decision reached here in LMO Section 16-3-1204.

##### **Conclusion of Law:**

- The Public Project application, notice requirements, and public hearing comply with the legal requirements as set forth in LMO Sections 16-3-110, 16-3-111 and 16-3-1204A.

#### **Summary of Facts and Conclusions of Law, for the LOCATION of the project:**

##### **Findings of Facts:**

The adopted Comprehensive Plan addresses the **location, character and extent** of this project in the following areas:

## **Transportation Element**

### **Implication for the Comprehensive Plan 6.3 – Transportation Network**

The Town needs a comprehensive transportation network composed of roads, pathways, water and air transportation opportunities that are adequately maintained that meet current standards.

### **Goal 6.3 – Transportation Network**

B. The goal is to have a safe, efficient and well maintained regional and local roadway network.

### **Goal 9.1 - Road Network**

A. The goal is to improve the road network by creating safe and convenient access and interconnections to all areas of the Island while protecting community investments, neighborhoods, and the natural environment.

### **Chaplin/Mathews Redevelopment Strategies Workbook**

Proposed Project: Construct a new access road parallel to Mathews Drive from Oak Park Drive possibly to Marshland Road, to reduce traffic on Mathews Drive and provide an alternate route to businesses along the new road.

### **Conclusions of Law:**

- Staff concludes that the project is compatible with the adopted Comprehensive Plan and its appendices for the **location** of the project. The subject project and location is specifically identified in part in the Chaplin/Mathews Redevelopment Strategies Workbook.
- Staff concludes that the project is compatible with the adopted Comprehensive Plan and its appendices for the **character** of the project. The proposed project will be designed to improve the safety of the road network in this area by extending Electric Avenue from Mingo Way to Cooperative Way to provide better access and connectivity among the side streets along Mathews Drive.
- Staff concludes that the project is compatible with the adopted Comprehensive Plan and its appendices as described in the Chaplin/Mathew Redevelopment Strategies Brochure and Workbook for the **extent** of the project. The extent of the proposed project is consistent with that area defined by these sources.

## **Summary of Facts and Conclusions of Law:**

### **Finding of Fact:**

- The Town's adopted Capital Improvement Program (CIP) addresses this project as having funding for the design and construction of the project in the current fiscal year (2012/2013).

### **Conclusion of Law:**

- Staff concludes that the adopted CIP supports this application.

**LMO Official Determination**

**Determination:** Staff determines that this application is compatible with the Comprehensive Plan for the location, character, and extent as based on the above Findings of Fact and Conclusions of Law.

**Planning Commission Determination and Motion:**

**The Planning Commission's role is to determine if the application is compatible with the Comprehensive Plan for location, character, and extent.**

**PREPARED BY:**

ND

\_\_\_\_\_  
Nicole Dixon, CFM  
*Senior Planner*

July 11, 2012

\_\_\_\_\_  
DATE

**REVIEWED BY:**

TL

\_\_\_\_\_  
Teri B. Lewis, AICP  
*LMO Official*

July 17, 2012

\_\_\_\_\_  
DATE

**REVIEWED BY:**

JL

\_\_\_\_\_  
Jayme Lopko, AICP  
*Senior Planner & PC Board Coordinator*

July 17, 2012

\_\_\_\_\_  
DATE

**ATTACHMENTS:**

- A) Vicinity Map & Diagram
- B) Narrative
- C) Letter of support



Oak Park Drive

New Street Connection  
Electric Avenue

Electric Avenue

Mingo Way

Palmetto  
Electric  
Cooperative

Mathews Drive

Cooperative Way

Electric Avenue

Thompson Street

Power Alley



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

# Town of Hilton Head Island

## PPR120004 - Vicinity Map

ATTACHMENT A



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.

**MATHEWS DRIVE SIDE STREET REHABILITATION  
AND ON-STREET PARKING PROJECT**

July 5, 2012

Public Project Review Narrative

Planning Commission Date: August 15, 2012

This project has been brought to the attention of the Planning Commission in the past and was approved under Public Project Review PPR110001. Staff proposes to amend the scope and limits of the project by extending Electric Avenue from Mingo Way to Cooperative. No roadway exists in this segment of right of way. Plans are currently being prepared to construct the project this Winter of 2012 / 2013 through the Capital Improvement Program (CIP).

The goal of the project is to re-habilitate the dilapidated streets with new pavement and storm drainage and to provide on-street parking.

Public meetings were held in 2011 and 2012 to inform adjacent property owners of the project and of the easement acquisitions proposed for permanent parking spaces and temporary construction easements. Palmetto Electric has expressed their desires that the Town extend Electric Avenue from Mingo Way to Cooperative Way to reduce traffic through their rear parking lot. Palmetto Electric has recently renovated their main office building and are currently under construction of the new service yard that connects from Cooperative Way to Power Alley. In the June 5<sup>th</sup>, 2012 Town Council Budget Workshop, Town Council approved additional funding for this segment of Electric Avenue to be added to the current project.

Please see Attachment 1 for a photograph of the location for the proposed segment of Electric Avenue and Attachment 2 for the preliminary plan layout of the Mathews Side Streets project showing the area for the new connection of Electric Avenue.

**ATTACHMENT C**

**From:** [Dave Bassmaster](#)  
**To:** [Dixon Nicole](#)  
**Subject:** case #PPR12004  
**Date:** Friday, July 13, 2012 10:23:08 AM

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Nicole Dixon CFM  
Senior Planner

Ms. Dixon,

As a property owner I fully support and encourage the Town of Hilton Head Island to move forward and complete the Electric Avenue segment. It is truly rewarding to finally see the Mathews Drive area receiving the attention that was promised and needs. The flood control issues, connectivity and appearance issues are important. Further, any traffic that can be moved off of Mathews Drive even for a short span of distance is vital. I think that you will have vehicles moving around the minor streets for ingress or egress to the primary business on Mathews thus relieving congestion at those Mathews Drive locations. Also, if the Island suffers any type of natural or man-made disaster it is imperative that Palmetto Electric has full and complete egress from their facility. This would be especially important if an electrical problem of any type is encountered when minutes count. There could be an occasion where minutes really do count when human lives are at stake. This traffic relief could mean the difference between life and death.

This property in question is owned by the Town and should be used for the betterment of the Island. I am sure that Palmetto Electric Coop will plant many trees to compensate for the loss of any trees lost due to the construction. This is a commercial zone and not a residential zone.

Thank You.

Best Regards,

Kathleen B. Kudlo Pres.

Mitchell-James Corp.