



**Town of Hilton Head Island
Planning & Development Standards Committee
Regular Meeting
Wednesday, February 22, 2012 4:00p.m.
Benjamin M. Racusin Council Chambers**

AGENDA

- 1. Call to Order**
- 2. 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.
- 3. Approval of Minutes** - Special Meeting of October 17, 2011 &
Regular Meeting of October 26, 2011
- 4. New Business**
Annual Fair Housing Resolution Proclaiming April Fair Housing Month
Presented by: Marcy Benson
- 5. Committee Business**
- 6. Adjournment**

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

TOWN OF HILTON HEAD ISLAND
Planning & Development Standards Committee
Minutes of Special Follow Up Meeting - Wednesday, October 17, 2011
2:00pm – Benjamin M. Racusin Council Chambers

DRAFT

Committee Members Present: Chairman Bill Ferguson, Bill Harkins and Kim Likins, *Alternate*

Committee Members Absent: Mayor Pro Tem Ken Heitzke

Council Members Present: Mayor Drew Laughlin, Lee Edwards and George Williams

Town Staff Present: Shawn Colin, *Comprehensive Planning Division Manager*
Steve Riley, *Town Manager*
Charles Cousins, *Director of Community Development*
Jill Foster, *Deputy Director of Community Development*
Teri Lewis, *LMO Official*
Kathleen Carlin, *Administrative Assistant*

1) CALL TO ORDER

Chairman Ferguson called the meeting to order at 2:00p.m.

2) 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 Town of Hilton Head Island requirements.

3) APPROVAL OF THE MINUTES

Mr. Harkins made a **motion** to **approve** the minutes of the Special Planning & Development Standards Committee Meeting on September 26, 2011 as presented. Mrs. Likins **seconded** the motion and the motion **passed** with a vote of 3-0-0.

Chairman Ferguson reported that the Planning & Development Standards Committee held a special meeting on September 26, 2011 for the first part of the Economic Development Workshop. Today's committee meeting is a continuation of the September 26th meeting and will cover the Economic Development Strategy for the Town of Hilton Head Island. Chairman Ferguson then requested that Mr. Shawn Colin make his presentation on behalf of staff.

4) NEW BUSINESS

A. Economic Development Strategy for the Town of Hilton Head Island

Mr. Colin stated that on September 26th an Economic Development Workshop was held with representatives from the Lowcountry Economic Alliance and the Cities of Greenville, Myrtle Beach and Rock Hill presenting their thoughts and ideas to the committee and Town Council. The following topics were presented and discussed: (1) The role each organization plays in Economic Development in the areas of marketing, recruiting, incentives, public private partnerships, and financing; (2) The geographic extent of economic development efforts in each jurisdiction; (3) The relationship to roles of the City, County and other area Economic Development organizations; (4) The support each receives from their host municipality; (5) The essential functions of municipal staff; and (6) Advantages of supporting municipal Economic Development programs via an Economic Development Corporation or

Redevelopment Authority. Due to time constraints at the September 26th meeting, the committee decided to schedule an additional meeting to discuss the second part of the Economic Development Workshop agenda.

Mr. Colin stated that the staff will guide the committee and Town Council through a presentation and discussion to outline an Economic Development Strategy to implement for the Town of Hilton Head Island. The discussion will identify areas to focus economic development and redevelopment, including the role Town staff should play to implement an economic development strategy, and the consideration of establishing an Economic Development Corporation or Redevelopment Authority to supplement Town efforts.

The staff recommended that the committee outline an Economic Development approach to implement for the Town based on the information that was provided by the Economic Development experts on September 26th and Town staff during today's Economic Development Workshop.

Mr. Colin provided a brief review of the guest presentations that were made at the September 26th meeting. As part of their presentations, representatives from the Lowcountry Economic Alliance and the Cities of Greenville, Myrtle Beach and Rock Hill made the following recommendations to the Town: (1) create anchors and build on these anchors; (2) use public investment for leverage in economic development; (3) build partnerships; (4) create a sense of place; and (5) be willing to take calculated risks.

Mr. Colin then presented the following questions for group discussion by the staff, the committee and Town Council:

- 1) What does Economic Development mean in the context of Hilton Head Island?
 - Redevelopment of existing commercial areas
 - Creation of new employment centers
 - Development of smaller scale retail
 - Creating activity centers

- 2) What properties should be targeted for Economic Development and/or redevelopment?
 - Existing occupied commercial space
 - Vacant businesses or commercial space
 - Undeveloped commercial properties
 - Non-commercial properties

- 3) Should the scope of Economic Development and/or redevelopment be Town-wide or focused on specific areas?
- 4) What types of assistance should the Town make available?
 - Regulatory: Examples - MID, Graduated Density, TDR's
 - Financial: Examples - Grants, Loans, Infrastructure, Land Assembly/Banking
- 5) What are the roles of Town and role of other economic development partners (Chamber, Lowcountry Economic Alliance, Local Development Corporation)?
 - Marketing
 - Recruitment/Retention
 - Incentives
 - Public Private partnerships
 - Financing
- 6) What roles do property owners, tenants and developers play in creating the strategies?

Background Information: The above referenced discussion points are in response to the following directives that were included in the Policy Agenda for 2011 - Targets for Action by Town Council:

- Top Priority - *Redevelopment Authority/Community Development Corporation: Evaluation and Direction*
- High Priority - *Economic Development Corporation Evaluation.*

Beginning with Item # 1: What does Economic Development mean in the context of Hilton Head Island? The staff, the committee, and Town Council, as a group, discussed the distinction between development and redevelopment. Their initial discussion included the encouragement of public development, capitalizing on assets, and the need to focus on quality rather than quantity.

Mayor Laughlin stated that we need to support the Town's existing economic drivers as well as supporting future economic drivers. Councilman Edwards stated that we should raise the quality of the Island's reputation as a tourist and retirement destination. We may also need to broaden our economic base. We should 'pick a target' for economic development. Councilman Harkins stated that economic development should have a laser focus on net revenue generation. What kinds of businesses do we want to attract to Hilton Head Island?

The staff, the committee and Town Council discussed potential revenue sources for the Island (including medical and research fields). A proactive leadership role will be needed to create new revenue opportunities for the Island. Mrs. Likins stated that we need to look at the community's resources in an effort to attract the kinds of businesses and kinds of individuals that we want to have. Incentives will be needed because younger businesses will not be driven by a retirement community.

The staff, the committee, and Town Council discussed net revenue, including recapturing some lost business, retaining existing business, and additional tourism. We need to be proactive and we need to

define the threshold of economic development. We also need to think about size, scale and location. Mr. Harkins stated that we need to consider risk tolerance as a function of success. From the public's perspective, we need to be conservative and start out slow.

The group then discussed the selection of property to be targeted. Should it be select commercial areas or should it be Island wide? Do we want to focus on redevelopment of existing commercial space? The group discussed the existing 38% vacancy rate in commercial space. Mrs. Likins presented comments regarding the LMO Rewrite Committee's thoughts on redevelopment of Shelter Cove and Coligny. The group discussed the importance of public-private partnerships. They also discussed the need to identify properties that should be targeted.

Councilman Williams expressed concern with supporting new economic development initiatives when the Island is already coping with the 38% commercial vacancy rate. There are a lot of areas that need assistance.

Mayor Laughlin presented statements regarding some of the Island's more obsolete office space. Perhaps we should encourage the retirement of some of the more obsolete office space. The committee and Town Council discussed some of the reasons for the vacancy rate. Mayor Laughlin asked, "What are we are trying to achieve? What is the desired result? The Town's desired result is different from other places located throughout the state. We should separate ourselves from the ordinary. We need to provide memorable experiences for the Island's residents and visitors. We need to maximize the enjoyment of the people who live here and visit here. How do we advance Hilton Head Island as a great place to live and as a great place to visit?"

With regard to the redevelopment of Coligny and Shelter Cove, Mayor Laughlin stated that the two locations have very separate issues and very separate needs. Coligny is working from an economic point of view; Shelter Cove is not working from an economic point of view. The two redevelopment challenges are very different. The group discussed economic development in other commercial areas.

Mr. Williams stated concern with a focus on redevelopment in key commercial areas because it is unfair to the commercial areas that are not included in the redevelopment. How do we balance the fairness issue? Mr. Edwards stated that the entire Island will benefit from the redevelopment efforts. The positives will outweigh the negatives. The group briefly discussed a regulatory approach versus an incentive approach.

Regarding the topic of attracting new business, Mrs. Likins presented statements in support of modern (state of the art) technology on the Island. Mr. Harkins stated that the Island is, and will continue to be, very wedded to the tourism industry. Mayor Laughlin stated that technology will probably never be a major economic driver on the Island. It will not supplant hospitality. Following this discussion, Chairman Ferguson requested comments from the audience.

Mr. Steve Riley, Town Manager, presented statements regarding the 38% commercial vacancy rate and ongoing efforts to simplify the Land Management Ordinance (LMO). Mr. Riley stated that the TIF district is too big. We cannot be all things to all people; we need to be a little more focused. Mr. Riley stated that we need to participate in Multi-County Economic Development and economic development should be in-house. We cannot be passive; we need to make some decisions soon. We need to move forward. Mr. Kumar Viswanathan presented statements regarding the important work

of the Mayor's Task Force. Mr. Viswanathan stated that we need to leverage off of the Island's existing strengths, tourism and residential. Mr. Viswanathan urged the committee to move forward as quickly as possible with the Economic Development Corporation. We have waited a long time. Mr. Jim Collett presented statements regarding the status of improved telecommunications on the Island. Mr. Collett stated that a complete telecommunications report will be provided soon. Planning Commissioner Terry Ennis stated that we need to determine the skill level that is required. It needs to be spelled out in more detail, and we need to start slow. Chet Williams, Esq., presented comments regarding the need for improved telecommunications on the Island.

At the completion of public comments, the staff, the committee, and Town Council discussed accountability, a sense of direction, and funding. The group briefly discussed the size, the function, and the responsibilities of an Economic Development Corporation. The organization should be linked to but not subservient to the Town. It should be small (7-9 people).

Mr. Williams stated that we need more information on this – the concept is fine, but he is unsure of the direction, the role and the responsibilities that are involved. More structure is needed.

Mr. Charles Cousins asked about specific parameters. What does Town Council want to accomplish? How much latitude do we have in accomplishing that? Town Council needs to give specific direction. The group briefly discussed roles, responsibilities, budgeting, and resources. Mayor Laughlin stated that all of these issues should be addressed at Town Council's Workshop in December 2011.

Mayor Laughlin stated that he envisions a body (or corporation) that will have a specific focus and will bring specific talents and expertise to the work. The constraint is that they operate within the policies established by Town Council and the Comprehensive Plan. They would be staffed by Town staff employees, but they would have a specific mission and the people that would ideally form this body (or corporation) will bring specific talents to the table to carry out the mission. What can we do to attract the right kind of economic investment? How do we react to proposals that are brought to us? Do we have a central point with specific focus and abilities within the context of what we are trying to achieve?

Mayor Laughlin stated that the idea that we should be trying to attract investment, and that we should be trying to create conditions that will facilitate that, is a brand new concept. We should have a plan in place to accomplish this – but we do not.

Following final discussion by the committee, Mr. Colin recapped staff's 'take away' from today's discussion. We need to identify some specific sectors that are compatible with Hilton Head Island; and we need to look for ways to market or incent those people to want to be here. Eliminate regulatory barriers.

Mr. Colin presented final comments on economic development, serving three functions:

- 1) management
- 2) single point of contact on economic development – accountability
- 3) clearing house for information

Following final comments by the committee, the meeting was adjourned.

5) ADJOURNMENT

The meeting was adjourned at 3:45pm.

Submitted By:

Approved By:

Kathleen Carlin
Administrative Assistant

Bill Ferguson
Chairman

DRAFT

TOWN OF HILTON HEAD ISLAND
Planning and Development Standards Committee
Minutes of Wednesday, October 26, 2011 Meeting
4:00pm – Benjamin M. Racusin Council Chambers

DRAFT

Committee Members Present: Chairman Bill Ferguson, Mayor Pro Tem Ken Heitzke and Bill Harkins

Committee Members Absent: None

Council Members Present: George Williams

Town Staff Present: Anne Cyran, Senior Planner; Nicole Dixon, Senior Planner; Heather Colin, Development Review Administrator
Kathleen Carlin, Administrative Assistant

1) CALL TO ORDER

Chairman Ferguson called the meeting to order at 4:00p.m.

2) 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.

3) APPROVAL OF MINUTES

Mr. Harkins made a **motion** to **approve** the minutes of the September 28, 2011 meeting as presented. Mr. Ferguson **seconded** the motion and the motion **passed** with a vote of 3-0-0.

4) UNFINISHED BUSINESS

None

5) NEW BUSINESS

ZMA110002: The Town of Hilton Head Island is proposing to amend the Official Zoning Map by changing the zoning designation of two properties located at 32 and 40 Marshland Road from the IL (Light Industrial) Zoning District to the RM-4 (Low to Moderate Density Residential) Zoning District. These parcels are further identified on Beaufort County Tax Map 8 as Parcels 8E and 410.

Ms. Anne Cyran made the presentation on behalf of staff. The staff recommended that the Planning & Development Standards Committee forward the application for the proposed rezoning to Town Council with a recommendation for approval. The Planning Commission met on September 7, 2011 and October 5, 2011 to review Application for Zoning Map Amendment ZMA110002 and after the public hearing on October 5th voted unanimously to recommend that Town Council approve the proposed application for rezoning.

The purpose of the application is to amend the Official Zoning Map by changing the zoning designation of two properties located at 32 Marshland Road and 40 Marshland Road from the IL (Light Industrial) Zoning District to the RM-4 (Low to Moderate Density Residential) Zoning

District. Of the properties proposed to be rezoned, one is currently undeveloped and the other contains a single family residence.

The Town initiated this request in order to eliminate a non-conforming use and to ensure that future development on these parcels would be consistent with the adjacent residential neighborhood. Staff examined this request and determined that based on their location, size and the existing residential use, the parcels would be more appropriately rezoned to the RM-4 Zoning District.

Both parcels are directly adjacent to a residential neighborhood, and all of those parcels are located in the RM-4 Zoning District. Parcel 410 contains a single family residence, which is not a permitted use in the IL Zoning District. The rezoning would make this use conforming. Parcel 410 is approximately 0.6 acres in size, which is large enough to develop for two single family residences, but it is not large enough to develop for a light industrial use. Parcel 8E is owned by the Town of Hilton Head Island. This parcel will be exchanged with Mr. Henry Driessen as part of a Town Council approved land swap for property located along Alex Patterson Road in the RM-4 Zoning District.

Ms. Cyran presented an in-depth review of the application including the Summary of Facts and Conclusions of Law. Following staff's presentation and discussion by the Committee, Chairman Ferguson requested public comments and none were received. Following final comments by the Committee, Chairman Ferguson requested that a motion be made.

Mr. Harkins made a **motion** that the Committee forward Application for Zoning Map Amendment ZMA110002 to Town Council with a recommendation of **approval**. Mayor Pro Tem Heitzke **seconded** the motion and the motion **passed** with a vote of 3-0-0.

ZMA110005: A request from Mr. Truitt Rabun, on behalf of Circle K Stores, proposing to apply the RFZ (Redevelopment Floating Zone Overlay District) to the existing OL (Office Institutional Low Intensity) Zoning District for the properties located at 825 and 827 William Hilton Parkway. The site contains a nonconforming structure and several site features and in order to redevelop the property, the applicant applied for the RFZ to allow flexibility in certain design standards that constrain the redevelopment. The properties are further identified on Beaufort County Tax Map 12 as Parcels 19A and 19B.

Ms. Nicole Dixon made the presentation on behalf of staff. The staff recommended that the Planning and Development Standards Committee forward the application for the proposed rezoning to Town Council with a recommendation for approval.

The purpose of this application is to apply the RFZ (Redevelopment Floating Zone Overlay District) to the existing OL (Office Institutional Low Intensity) Zoning District for the properties located at 825 and 827 William Hilton Parkway. The properties contain a Circle K gas station/convenience store and a car wash. The development contains a nonconforming use, a nonconforming structure and several nonconforming site features. In order to redevelop the property, the applicant has applied for the RFZ to allow flexibility in certain design standards that constrain the redevelopment.

Ms. Dixon stated that the Town received this request from Truitt Rabun, on behalf of Circle K. The staff met with Mr. Rabun and representatives of Circle K several times to discuss potential redevelopment options for the site. It was determined that the RFZ is the only option to allow the

redevelopment of the site in this manner, while still retaining some nonconformities. The purpose of the RFZ is to allow property to redevelop in a manner that is more flexible than design standards in the Land Management Ordinance (LMO) require of new development. Circle K currently leases the gas station property and is under contract to purchase the car wash property. Once purchased, Circle K plans to demolish the car wash and expand the gas station by adding a second fueling canopy and improving the vehicular circulation and parking for both sites. The staff reviewed this request and determined that the application is consistent with the Comprehensive Plan and the RFZ criteria in the LMO.

The applicant states in the narrative that the current site is cramped and is in serious need of vehicular circulation and parking improvements. Presently fuel tankers and delivery trucks are forced to back into a busy William Hilton Parkway because there is not an adequate loading space or drive aisle for deliveries. The applicant states that vehicular circulation and access will be greatly improved with the proposed redevelopment.

The applicant also states that the proposed application for the RFZ will decrease nonconformities in land use and design standards and will allow for the overall enhancement of the site. The proposed redevelopment will be no more intense than what exists on site currently because they will be demolishing the car wash and adding a fueling station. While some of the existing construction that remains will still be non-compliant, all new construction and modified existing construction will conform to the standards allowed under the RFZ. The applicant believes that when the proposed project is complete, the redeveloped site will improve the aesthetics, functionality and safety of the site's operations.

Ms. Dixon presented an in-depth review of the application including the Findings of Fact and Conclusions of Law. Following the staff's presentation, Chairman Ferguson requested that the applicant make his presentation.

The applicant, Mr. Truitt Rabun, presented statements in support of the application. The Committee and the applicant discussed the project. Following the applicant's presentation, Chairman Ferguson requested public comments.

Councilman George Williams presented brief comments in support of the application. Following final discussion by the Committee, Chairman Ferguson requested that a motion be made.

Mayor Pro Tem Heitzke made a **motion** that the Committee forward Application for Zoning Map Amendment, ZMA110002, to Town Council with a recommendation of **approval**. Mr. Harkins **seconded** the motion and the motion **passed** with a vote of 3-0-0.

6. COMMITTEE BUSINESS

Approval of the Planning and Development Standards Committee Meeting Schedule for 2012

Mayor Pro Tem Heitzke made a **motion** to **approve** the Planning and Development Standards Committee Meeting Schedule for 2012 as presented by the staff. Mr. Harkins **seconded** the motion and the motion **passed** with a vote of 3-0-0.

7. ADJOURNMENT

The meeting was adjourned at 4:20pm.

Submitted By:

Approved By:

Kathleen Carlin
Administrative Assistant

Bill Ferguson
Chairman

DRAFT



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning & Development Standards Committee
VIA: Teri Lewis, *LMO Official*
VIA: Shawn Colin, *Manager of Comprehensive Planning*
FROM: Marcy Benson, *Senior Grants Administrator*
DATE: February 1, 2012
SUBJECT: Fair Housing Resolution

Recommendation:

Staff requests the Planning and Development Standards Committee recommend to Town Council approval of the attached Fair Housing Resolution.

Summary:

In order for the Town to be eligible to participate in any future Community Development Block/Economic Development Grants (CDBG) it is required to certify that it will undertake an action to affirmatively further fair housing. By approving and advertising this Resolution the Town will have satisfied this requirement. The attached Resolution is modeled on a recommended format provided by the Lowcountry Council of Governments, which has been used previously by the Town.

Background:

April is recognized as National Fair Housing Month. In order to participate in future CDBG programs it is necessary for the Town to certify that it supports the rights of all individuals, regardless of race, color, religion, sex, national origin, disability or familial status to fair housing opportunities. This resolution is one of the actions that will satisfy this requirement. The attached Resolution has been approved in previous years.

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SC TO PROCLAIM APRIL, 2012 AS FAIR HOUSING MONTH

WHEREAS, the Town of Hilton Head Island desires that all its citizens be afforded the opportunity to attain a decent, safe and sound living environment; and

WHEREAS, the Town of Hilton Head Island rejects discrimination on the basis of race, religion, color, sex, national origin, disability, and / or familial status in the sale, rental or provision of other housing services; and

WHEREAS, the State of South Carolina enacted the South Carolina Fair Housing Law in 1989; and

WHEREAS, April is recognized nationally as Fair Housing Month;

NOW THEREFORE, BE IT, AND IT HEREBY IS RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA DOES HEREBY DESIGNATE APRIL 2012 AS FAIR HOUSING MONTH.

MOVED, APPROVED AND ADOPTED THIS 3rd DAY OF April, 2012.

Drew Laughlin, Mayor

Cori Brock, Town Clerk

APPROVED AS TO FORM:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____