



THE TOWN OF HILTON HEAD ISLAND SPECIAL TOWN COUNCIL MEETING

Monday, August 6, 2012

Benjamin M. Racusin Council Chambers

5:00 PM

AGENDA

**AS A COURTESY TO OTHERS PLEASE TURN OFF ALL CELL PHONES AND
PAGERS DURING THE TOWN COUNCIL MEETING**

- 1. CALL TO ORDER**
- 2. FOIA 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. NEW BUSINESS**
 - a.** Consideration of a Recommendation that Town Council authorize staff to move forward with design, permitting and construction for Chaplin Linear Park based on the attached, revised Concept Plan.
 - b.** Consideration of a Recommendation that Town Council authorize staff to move forward with design, permitting and construction of initial Coligny District improvements outlined in the attached Concept Plan.
- 4. ADJOURNMENT**



MEMORANDUM

TO: Town Council
FROM: Stephen G. Riley, *Town Manager*
VIA: Shawn Colin, *AICP, Comprehensive Planning Manager*
VIA: Charles F. Cousins, *AICP, Director*
DATE July 27, 2012
SUBJECT: Revised Concepts for Chaplin Linear Park

Recommendation: Staff recommends Town Council authorize staff to move forward with design, permitting and construction for Chaplin Linear Park based on the attached, revised Concept Plan.

Summary: A Concept Plan for Chaplin Linear Park was presented to the Town's Public Facilities Committee on May 1, 2012 to address one of Town Council's Top Priority Policy Agenda 2012 Targets for Action. Based on the various comments staff heard about this plan, the attached revised plan was produced which focuses on a reduced list of basic improvements needed create a spine running from Broad Creek at the proposed Shelter Cove Waterfront Park to the Atlantic Ocean at the existing Collier Beach Park location. This Concept Plan will allow for future public or private improvements along the park as Town Council determines are appropriate.

Background: The idea of a linear park in the Chaplin area, running from Shelter Cove along Broad Creek and connecting across William Hilton Parkway to the Atlantic Ocean, has been discussed for several years. The Chaplin Initiative Area Plan, adopted in April 2002, recommended "Pedestrian Improvements" in the area with a focus along Broad Creek. Since 2002 the Town has taken several steps to facilitate the advancement of the linear park. First, the Town has acquired additional properties along the proposed linear park route. Second, current plans to redevelop the Mall at Shelter Cove provide an excellent opportunity to leverage public and private investment and create an anchor on one end of the linear park. Third, Staff has been working to address stakeholders concerns in the Collier Beach Park area and has included a revised approach in the recommended Concept Plan which reduces the intensity the Town could develop under a current SCDHEC permit for area improvements. Finally, the Town has TIF revenue that can be used to fund a portion of the Linear Park; however, in order to commit TIF funding by the December 2014 deadline decisions are required as soon as possible.

In May staff presented a detailed plan for this proposed park which generated numerous comments and concerns. Based on these comments and concerns staff has revised the proposed plan for this park to focus only on the basic improvement necessary to complete the link from the proposed Shelter Cove Waterfront Park at the Mall redevelopment site to the proposed Collier Beach Park. Additionally these plans would move some of the permitted improvements in the Collier Beach Park across the Folly to other Town land to reduce the impact on Collier Beach. The features proposed for this Chaplin Linear Park are:

Subject

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Gateway Features

Utilize Shelter Cove Waterfront Park, proposed along Broad Creek, as one anchor for the Chaplin Linear Park. Utilize the Chaplin and Collier Beach Park area as another anchor located at the gateway to the Atlantic Ocean.

Linear Trail

Construct a linear park trail connecting the Shelter Cove area with Collier Beach Park through an integrated system of pathways, boardwalks, trails, sidewalks and at-grade pedestrian crossings. Boardwalks and trails are recommended to connect across the inlet along the creek side of the Old Cracker Barrel site and to provide access to and across the Folly area providing an education tool for creek, marsh and folly environments.

Collier Beach Park Upgrades

Install improvements at the existing Collier Beach Park to include handicapped parking, turn around, restroom and changing facilities, a staging area for beach renourishment projects, and a new dune crossover. These recommended improvements are an overall reduction to what is currently approved and permitted.

Chaplin Park Upgrades

Parking

Install new parking area at the most upland area in the southeastern portion of the property. This area will provide parking capacity and access to serve the Linear Park, Collier Beach Park and Chaplin Park. This reduces the need to provide parking at the Collier Beach Park location, with the exception of handicapped parking. Upgrade Castnet Drive to include on-street parking where appropriate.

Signage

Install enhanced signage to direct traffic to new parking areas, alert travelers that Collier Beach Park has only handicap parking, and to direct traffic to the signalized intersection on Singleton Beach Road for turning south on William Hilton Parkway.

Pathways

Complete pathway connections through Chaplin Park to provide uninterrupted access from William Hilton Parkway to the southeast portion of the Park.

Pedestrian Enhancements/Crossings

Enhance pedestrian movements and experience along the Linear Park through at-grade improvements at the Singleton Beach Road signalized intersection via enhanced delineation, signage and treatments.

Enhanced Parking

Install a parking area on Town property to the south of the old Cracker Barrel site. This would increase parking capacity and public access for the Linear Park and help to serve the newly established Hilton Head Island Law Enforcement Center and SHARE facility and may be used to augment parking demands for the redeveloped Cracker Barrel site.

Signage

Install special way-finding and signage treatments to enhance character and provide easy navigation through the Park and its amenities and attractions.

Staff believes the recommended elements, outlined in this memo, are common items that would need to be addressed in the implementation of any plan selected. Staff recommends Town Council authorize design and permitting of these elements in order to establish a foundation to serve short term as well as long term needs of the Park, while not precluding the opportunity for other public or private improvements at any point in the future.



REVISED CONCEPTS FOR
CHAPLIN LINEAR PARK
 HILTON HEAD ISLAND, SOUTH CAROLINA- AUGUST 2012





MEMORANDUM

TO: Town Council
FROM: Stephen G. Riley, *Town Manager*
VIA: Shawn Colin, *AICP, Comprehensive Planning Manager*
VIA: Charles F. Cousins, *AICP, Director*
DATE July 27, 2012
SUBJECT: **Initial Concepts for Coligny District Improvements**

Recommendation: Staff recommends Town Council authorize staff to move forward with design, permitting and construction of initial Coligny District improvements outlined in the attached Concept Plan.

Summary: The Coligny area has been identified in many forums as an area to focus public investment aimed at enhancing the experience of residents and visitors and to serve as a catalyst that would spur private sector redevelopment and investment in the district. The Coligny area is located in the Town's TIF District and there are funds currently available to implement many of the public sector infrastructure improvements that would achieve both of these objectives. The TIF mechanism mandates all funds be committed for eligible activities prior to the expiration of the TIF in December of 2014. To effectively program, design, and execute a contract to implement the recommended improvements a decision on the path forward should be made no later than September 2012. Over the years various plans have been proposed for this area. While most of these plans include numerous parcels in the vicinity of Coligny Circle, they all have had one central theme which involves making public park/open space and parking improvements on the approximately 18 acres of Town owned land in the area.

The Town recently completed a financial feasibility and economic analysis of two concept plans for this area. One overriding theme of this analysis was that the Town should move to install public infrastructure improvements in the District through the use of current TIF funds. The report also indicated that from a financial standpoint there is little reason for the Town to subsidize redevelopment of viable existing commercial enterprise or install public improvements that are aimed primarily to subsidize or support those commercial enterprises. Keeping this in mind as well as the time sensitive nature of the TIF moneys available for this project, staff has developed the attached proposed plan which we believe would serve as a foundation for improvements in this area. These improvements focus on creating 1) improved parking and green/open space on Town owned property, 2) enhancements to streets adjacent to this Town owned property and establishing a presence for USCB's Hospitality programs on the Island. Other opportunities to work with surrounding property owners may develop in the future. The attached concept does not preclude them but would rather serve as a foundation to get improvements started in this area.

Background: Starting in the late 1990's the Town identified several areas on the Island to target for redevelopment initiatives. These planning and design efforts led to the formulation of a redevelopment plan used to support the creation of the Town's TIF District, which encompassed nearly 5% of the Town's land area and included much of the Bridge to the Beach, Stoney and Chaplin areas. The TIF

District Ordinance and Redevelopment Plan, adopted in December 1999, included a 15 year timeframe for implementation with an expiration of December 2014. The estimated \$65 million in TIF generated revenue is to be realized as projected and many projects have been completed as programmed according to the TIF Redevelopment Plan, including the first phase of the Coligny Beach Park renovation which was completed in 2009. Since that time staff has been working with Town officials and area stakeholders on concepts to advance the next phase of Coligny District enhancements. A capacity study was presented to Town Council during its December 2010 workshop that outlined an aggressive reconfiguration of both public and private holdings in the district. This led to additional planning efforts and design workshops to refine conceptual plans and detail elements. Revised plans were then presented to Town Council during the December 2011 workshop where Town Council recommended Town staff contract a consultant to determine the financial feasibility and economic impacts of two concept plans. The consultant completed the evaluation and presented findings and conclusion of the report at the July 3, 2012 Town Council meeting. The report recommended that the Town, at a minimum, move to install public infrastructure improvements in the District through the use of current TIF funds. The report also indicated that from a financial standpoint there is little reason for the Town to subsidize redevelopment of viable existing commercial enterprise. The installation of an attractor or activity generator, such as reestablishing a presence of USCB on Town owned property, would serve to enhance the performance of private holdings and create additional energy to support redevelopment of underperforming properties in the district.

Based on these previous studies and reports, staff recommends to Town Council that the following district improvements be authorized for design and permitting to provide the foundation for enhancing the public experience and generate activity to support private sector performance:

Gateway Feature

Install a new roundabout and iconic features approximately 1,000 feet northwest of Coligny Circle to signify entry to district and a sense of arrival.

Central Park

Construct a park with well-maintained, programmable space for special events as well as daily use, with park features such as playground, fountains, band shell, restrooms.

Coligny Circle Park Enhancements

Create an activity area to transition between beach and park and commercial areas.

Pedestrian Enhancements/Crossings

Enhance pedestrian movements and experience into and around the district through an integrated crossing system with delineated locations, signage and treatments.

Roadway Improvements

Develop additional road way capacity to relieve traffic pressure and create alternative routes for connectivity into and around the district. Recommended areas include Nassau Street to Tanglewood Drive extension and improvements, construction of South Lagoon Road, new roundabout on Pope Avenue, and improvements along South Forest Beach Road and Poe Avenue with on-street parking installed where appropriate.

Streetscape Improvements

Install pathway and boardwalk improvements, landscaping, signage and lighting to enhance district character and help reinforce the unique nature of the Coligny District as a special place. Most improvements are recommended on the southern side of Pope Avenue with additional treatments recommended where appropriate within the Pope Avenue median and its northern edge.

Enhanced Parking

Increase parking capacity within the District through upgrades to existing parking areas, and establishing additional parking opportunities via small parking areas and on-street parking. The Town has an obligation to provide public beach parking and currently has about 450 spaces within

the District, the majority of which are located in the existing beach parking lot. Proposed District parking enhancements would increase the number of public space to approximately 700 spaces.

Signage

Install special way-finding and signage treatments to enhance District character and provide easy navigation through the District and its amenities and attractions.

Stormwater

Drainage and stormwater management are an important consideration for any development within the Town and improvements should be considered where possible to mitigate any existing issues and allow for future utility of the area.

USCB Facility

Develop facilities in partnership with USCB and its Hospitality Program to establish university presence and activity in the Coligny area. The timing of the university calendar would add activity primarily in the off season and provide an anchor based around hospitality and tourism, which are key economic drivers and core competencies of the Town of Hilton Head Island and USCB.

Staff believes the recommended elements, outlined in this memo, are common items that would need to be addressed in the implementation of any plan selected. Staff recommends Town Council authorize design and permitting of these elements in order to establish a critical foundation to serve short term as well as long term needs in the District, while not precluding the integration of other partnership opportunities at any point in the future.



POTENTIAL LAND SWAP FOR MAINTENANCE AREA SITE

NASSAU STREET EXTENSION WITH ON-STREET PARKING

SHARED PARKING FOR CENTRAL PARK AND USCB

CENTRAL PARK TO INCLUDE FEATURES SUCH AS OPEN SPACE (+/- 2 ACRES) FOR SPECIAL EVENTS, BANDSHELL, PLAYGROUND, WATER FEATURES, RESTROOMS, PICNIC SHELTERS, PEDESTRIAN PLAZAS, AND LEISURE TRAILS

LAGOON ROAD EXTENSION WITH ON-STREET PARKING

ADDITIONAL DISTRICT PARKING VIA RENNOVATED/EXPANDED BEACH PARKING

POTENTIAL MAINTENANCE AND STORAGE FACILITY

ON-STREET PARKING

SOUTH FOREST BEACH

NASSAU STREET

SOUTH LAGOON ROAD

NORTH LAGOON ROAD

NORTH FOREST BEACH

DISTRICT GATEWAY TO INCLUDE NEW ROUNDABOUT AT POPE AVENUE AND NASSAU STREET

USCB HOSPITALITY CENTER CAMPUS

STREETSCAPE IMPROVEMENTS ALONG POPE AVENUE AND COLIGNY CIRCLE INCLUDING ENHANCED PEDESTRIAN CROSSINGS, LANDSCAPING, SIGNAGE, AND LIGHTING

PEDESTRIAN PLAZAS INCLUDING SIDEWALK CONNECTIONS, WATER FEATURES, SITE FURNISHINGS, AND LANDSCAPING

PARK STRUCTURES SUCH AS RESTROOMS, SHELTERS, ARBOR SWINGS, RETAIL, ETC.

COLIGNY CIRCLE PARK WITH PAVILION AND PEDESTRIAN CONNECTIONS

COLIGNY BEACH PARK



INITIAL CONCEPTS FOR
COLIGNY DISTRICT IMPROVEMENTS
 HILTON HEAD ISLAND, SOUTH CAROLINA
 AUGUST 2012