



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

**Wednesday, October 9, 2013
9:00 AM in Conference Room Four**

AGENDA

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

- 1. Call to Order**
- 2. Roll Call**
- 3. Freedom of Information Act Compliance**
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 4. Approval of Agenda**
- 5. Approval of Meeting Notes**
- 6. Old Business**
- 7. New Business**
 - A. Develop a final draft of recommendations that includes key strategies and specific action steps recommended for implementation in 2014 by the Town**
- 8. Action Items**
- 9. Next Meeting – TBD**
- 10. Adjournment**

Please note that a quorum of Planning Commission or of Town Council may result if a majority of their members attend this meeting.

Comprehensive Plan Committee of the Planning Commission

Meeting Notes

August 28, 2013

1:00 PM

Conference Room Three Town Hall

Comprehensive Plan Committee Members present: David Bennett, Terry Ennis (Chairman), Gail Quick (Ex-officio)

Planning Commissioners present: Bryan Hughes, Alex Brown

Community Development Staff present: Shea Farrar, Shawn Colin

- Chairman Ennis called the meeting to order at 1:00 PM
- Chairman Ennis began by reviewing the planning process for developing recommendations on Town Council's 2014 Targets for Action. The goal is to get input from the various knowledge groups on the Island and to incorporate early in the process.
- Additional input was presented on community initiatives to the Committee.
- Chairman Ennis then presented a list of concepts that were prepared from all knowledge gained to date and sorted in to two identifying common themes, which were then sort into two main categories of recommendations, "Economic Development" and "Enhance the Island Brand (emphasis on history, environment, recreation, arts and culture, access and quality of life)".
- In order to help the Committee gage the relative importance of the different concepts, Chairman Ennis asked each person attending the meeting to identify his/her top five concepts through a "dot vote" exercise. The five identified he most times will become the basis for the first draft of preliminary recommendations.
- The Committee then reviewed the results of the votes, which identified the following as the top five of interest (These are NOT TARGETS. These are still high level concepts, which must be resolved to Targets):
 - Wireless Infrastructure -Necessary Infrastructure for Economic Development to support new and existing businesses to reduce entry costs and facilitate innovation and development.
 - Connectivity and Circulation (Economic Development and Brand Enhancement)
 - Develop. Island Master Plan
 - Complete Streets (Consider pathways, streets, parking
 - Public Transportation including access to the island.
 - Education
 - K-14 vs. K-12 Mentality
 - Attack Serious Youth Unemployment
 - Role for Government Funding tor K-13 & K-14 (For residents)
 - Corporate Hospitality

- ..Need Segment Penetration Plan
- ..Resolve Weaknesses (Accommodations, Airport, Telecom.)
- Focus on Culture, Arts and Learning (This was established as a new heading to combine historic initiatives with the other Cultural/Arts/Environmental items.)
 - ..Gullah/Geechee Culture (Participation in Gullah-Geechee Corridor)
 - ..Mitchellville
 - ..Historical Destinations on Island
 - ..Arts Center
 - ..HHI Institute
 - ..Ecotourism
- It was also noted that the Center for Service Leadership could be included with Education.
- Mr. Ennis thanked everyone for their attendance and input into the process. It is very valuable and much appreciated. He adjourned the meeting at approximately 2:15 PM.

Submitted by: _____

Chairman: _____

Meeting Date: October 2, 2013

Memo

To:	Comprehensive Plan Committee
VIA:	Shawn Colin, AICP, Comprehensive Planning Manager
VIA:	Shea Farrar, Senior Planner
FROM:	Terry Ennis, Chairman , Comprehensive Plan Committee
Date:	October 3, 2013
Re:	2014 Targets for Action Recommendations– 3 rd Meeting in Series

The following information outlines the process for the Comprehensive Plan Committee to develop recommendations for the Planning Commission to consider for Town Council’s 2014 Targets for Action.

Review and Recommendation Process:

Meeting One: On August 21, 2013, the CPC met for the first meeting in a series of meetings to begin the process of developing recommendations for Town Council to consider when planning the 2014 Targets for Action. At this meeting, the process for developing these recommendations was reviewed and updates were provided on the recommendation from last year. Prior to the meeting input was provided by a number of community members/groups on the status of their current efforts and recommended goals for the Town next year.

Meeting Two: On August 28 2013, the CPC met for a second time in the series on 2014 Target recommendations. Prior to this meeting a list of consolidated themes was developed for the Committee to review by filtering all knowledge gained to date and identifying common themes, which were then sort into two main categories of recommendations, “Economic Development” and “Enhance the Island Brand (emphasis on history, environment, recreation, arts and culture, access and quality of life)”. The Committee gaged the relative importance of the different concepts by having each person attending identify his/her top five concepts of most importance. The five concepts identified the most times are the basis for the draft of recommendations included with this memo.

CPC Meeting Three: On October 9, 2013, the CPC will meet to develop a preliminary draft of recommendations that includes key strategies and specific action steps recommended for implementation in 2014 by the Town.

CPC Meeting Four: TBD if needed. The Committee will meet to finalize a list of recommendations to forward to the Planning Commission.

Following approval by the Committee, it will then be provided to the Planning Commission for consideration. Following the approval of the Planning Commission, the list will be provided to Town Council in advance of their annual retreat.

Strategies and recommendations directly accretive to Economic Development		
Key Strategies	Status Updates	Recommended next steps for 2014
<p>A. Significantly improve wireless infrastructure to support new and existing business in order to reduce barriers to entry, reduce costs and facilitate innovation and development.</p>	<ul style="list-style-type: none"> • The issue is that the wireless infrastructure of the Island is inadequate to support and sustain mobile data (and voice) communication needs vital to the economic future of the Island. This issue was identified as integral to the efforts of the Economic Development Corporation in order to sustain and improve the appeal of the Island to expand the types of businesses that can successfully locate here and possible penetration of new market segments such as corporate hospitality. • The Telecommunications Taskforce continues to pursue service improvements supported by the Town with a single point of contact and location assistance. • LMO amendments were adopted to increase the availability of tower sites. • Two cell towers have been constructed on Town property. 	<ol style="list-style-type: none"> 1. CPC recommends that Town Council support and resource, with coordination from Telecoms Task Force and EDC, the development of a comprehensive communications plan that identifies benchmark levels of service and proposes infrastructure upgrades necessary, with appropriate phased steps defined. 2. CPC also recommends that this issue be addressed with urgency as one of the initial steps of the EDC.

Strategies and recommendations directly accretive to Economic Development

Key Strategies	Status Updates	Recommended next steps for 2014
<p>B. Significantly improve traffic circulation and connectivity (considering automobile, bike, pedestrian, parking, public transportation, pathways), focused initially on high intensity areas such as Coligny, giving further consideration to the concepts and methodologies outlined in “Complete Streets.” Practices.</p>	<ul style="list-style-type: none"> • The first regional traffic model is has been completed and will allow for assessments of different development scenarios and potential transportation improvements. Initial results show sections of Pope Avenue and the Island’s connection to the mainland needing improvements to maintain the desired level of service identified by the Town. • Opportunities exist to develop innovative options for destination oriented public transport. (Parking and shuttle options between activity centers and in high traffic areas.) Focus on the Coligny area. 	<ol style="list-style-type: none"> 1. CPC recommends the development and adoption of a top down systemic examination and plan relative to circulation and connectivity between, and within, high traffic activity centers. 2. Focus initially on Coligny, considering gated communities, public transportation potential, parking and pathways, in order to develop and select specific options for phased implementation beginning in 2014.
<p>C. Develop a town “position” relative to education, involving State and County authorities that:</p> <ul style="list-style-type: none"> • Primarily addresses serious youth unemployment. • Evaluates the potential for K14 vs K12 initiatives. • Supports the efforts of the Center for Service Leadership 	<ul style="list-style-type: none"> • What is current status relative specifically to HHI? • What statements could we make? 	<ol style="list-style-type: none"> 1. What specifically do we want for the Town of Hilton Head to do to support this objective? 2. What is our CPC request of the Town?

Strategies and recommendations directly accretive to Economic Development

Key Strategies	Status Updates	Recommended next steps for 2014
<p>D. Evaluate and develop strategies to penetrate the attractive corporate hospitality segment and further leverage growth potential in the Island's healthcare segment.</p>	<ul style="list-style-type: none"> • An Economic Development Corporation has been chartered and members appointed. The Corporation will begin to define their work, organize around that work and execute. • Work completed for the Town's Comprehensive Plan, Mayors Task Force Report and Economic Development Citizen Committee has identified corporate hospitality as a significantly underserved market segment. Health care has presence on the Island and was also identified as a target for leveraged growth. Both segments have significant, lucrative, growth potential consistent with Town of Hilton Head Island core values. 	<ol style="list-style-type: none"> 1. CPC recommends that the newly formed Economic Development Corporation (EDC) quantifies potential benefits of, and specific 2014 initial implementation steps to penetrate the lucrative corporate hospitality and grow the Islands established healthcare segment. 2. Specific consideration should be given to resolving identified weakness in wireless/telecom infrastructure, accommodations and airport capability.

Strategies and recommendations directly accretive to enhancing the Island brand (emphasis on history, environment, recreation, arts and culture, access and quality of life)

Key Strategies	Status Updates	Recommended Next Steps for 2014
<p>A. Develop a town policy relative to funding and support for culture, arts and learning on the Island. Include such initiatives as:</p> <ul style="list-style-type: none"> • The Arts Center • HHI Institute • Ecotourism • Gullah/Geechee Culture • Historical Destinations on Island 	<ul style="list-style-type: none"> • The Town is currently working with a consultant to draft a 10 year comprehensive plan studying the arts organizations that includes strategies for more efficiency and collaboration among the various performing and cultural arts groups. • ATAX funding was approved for HHI Institute and the first event is planned for this year. • The proposed Aquatic Center location has been assessed. Chaplin Park has been identified as the desired location at this time. • An additional parking area at the Island Recreation Center is under construction. • A loan to the Arts Center was approved to address urgent maintenance needs to address health and safety issues/problems and to keep the doors open: HVAC/power system, portico, stage and sound system. • The Town supports the Community Foundation of the Lowcountry's public art program by assisting with Public Art Exhibitions. • The Mitchelville Preservation Project is continuing to develop a business and marketing plan with USCB. Progressed with master planning and some capital installations. <p>The Rowing and Sailing Center is currently being permitted.</p>	<ol style="list-style-type: none"> 1. CPC supports the Town's initiative in engaging a consultant study and generation of a 10 year Comprehensive Plan. 2. CPC recommends that Town Council be prepared to implement key recommendation beginning in 2014