



**Town of Hilton Head Island
Planning Commission Meeting
Wednesday, October 1, 2014
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** – September 17, 2014 Meeting
- 7. Appearance by Citizens on Items Unrelated to Today’s Agenda**
- 8. Unfinished Business**
None
- 9. New Business**
 - 1) Public Hearing**
A request (A PUD Master Plan Amendment (major) application type), from Victor J. Mills on behalf of Shelter Cove Towne Centre, LLC and Shelter Cove II, LLC proposing to amend the Official Zoning Map by amending the PD-1 Zoning District, specifically the Palmetto Dunes Resort Master Plan, to change the density associated with the permitted multifamily uses. All other permitted uses and associated densities will remain unchanged. The properties are identified on Beaufort County District R520 Tax Map 12B as parcel 26 (Shelter Cove Towne Centre) and a portion of parcel 2 on Beaufort County District R520 Tax Map 12C (portion of Shelter Cove Community Park). *Presented by: Heather Colin*
 - 2) Modifications to the Development Agreement for the Mall at Shelter Cove**
Presented by: Heather Colin
- 10. Commission Business**
- 11. Chairman’s Report**
- 12. Committee Reports**
- 13. Staff Reports**
- 14. Adjournment**

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

TOWN OF HILTON HEAD ISLAND
Planning Commission Meeting
Wednesday, September 17, 2014
3:00p.m – Benjamin M. Racusin Council Chambers

Commissioners Present: Chairman David Bennett, Vice Chairman Alex Brown,
Judd Carstens, Bryan Hughes, Jim Gant, Caroline McVitty,
Barry Taylor and Todd Theodore

Commissioners Absent: Peter Kristian

Town Council Present: None

Town Staff Present: Jayme Lopko, Senior Planner & Planning Commission Coordinator
Suzanne Brown, Addressing Technician
Randy Lindstrom, Battalion Chief of Planning
Brian Hulbert, Staff Attorney
Teri Lewis, LMO Official
Shawn Colin, Deputy Director Community Development
Kathleen Carlin, Secretary

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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 and posted in compliance with the Freedom of Information Act and Town of Hilton Head Island requirements.
 5. **Approval of Agenda**
The Planning Commission **approved** the agenda as submitted by general consent.
 6. **Approval of Minutes**
The Planning Commission **approved** the minutes of the August 20, 2014 meeting as submitted by general consent.
 7. **Appearance by Citizens on Items Unrelated to Today's Agenda**
Mr. Jeff Sigelstein, business owner in the Coligny area, stated his appreciation to the Planning Commission for their continued support in addressing public parking concerns in Coligny. Mr. Sigelstein also presented general comments regarding temporary parking in Coligny and proposed redevelopment plans for Coligny.

8. **Unfinished Business**

None

9. **New Business**

STDV-001146-2014, STDV-001147-2014, and STDV-001149-2014

Mr. Barry Jenkins, on behalf of Silver Moss Subdivision, has applied to name three new streets located off of Spanish Wells Road that will access a new 48 lot subdivision. The proposed street names are Lavender Circle, Bloom Way, and Pastel Lane. The affected parcels are 15 and 15B on map 10.

Chairman Bennett introduced the three new street name applications and requested that Ms. Suzanne Brown make her presentation on behalf of staff. Ms. Brown requested that the Planning Commission review and vote on the three new street name applications on an individual basis.

STDV-001146-2014

Ms. Brown presented an in-depth review of new street name application, STDV-001146-2014, Lavender Circle. The developers of the Silver Moss Subdivision are owners of the second largest lavender farm in North America. The lavender farm, known as Bleu Lavender Estate, is located in Quebec, Canada.

The developers would like to incorporate the lavender theme into the development of the Silver Moss Subdivision through road names and common area landscaping. The property is planned to be heavily landscaped with lavender and various other flowers. The proposed street name for the main street is Lavender Circle. The name does not conflict with any other street name in the county.

Ms. Brown presented a brief review of the criteria outlined in the LMO and contained in the staff's report. The staff recommended that the Planning Commission approve the Lavender Circle street name. At the completion of the staff's presentation, Chairman Bennett requested public comments and none were received. Chairman Bennett then closed the public comment portion for the application. Following brief statements by the Planning Commission, Chairman Bennett requested that a motion be made.

Commissioner Gant made a **motion** that the Planning Commission **approve** New Street Name Application, STDV-001146-2014, Lavender Circle, as presented by staff based on the review criteria outlined in the LMO and enclosed in the staff's report. Commissioner McVitty **seconded** the motion and the motion **passed** with a vote of 8-0-0.

STDV-001149-2014

Ms. Brown presented an in-depth review of new street name application, STDV-001149-2014, Pastel Lane. Webster's Dictionary defines the word pastel as meaning pale or light in color. The lavender plant is a pale tint of violet. In keeping with this theme, the developer would like to name the road connecting to the curved road Pastel Lane. The name does not conflict with any other street name in the county.

Ms. Brown presented a brief review of the criteria outlined in the LMO and contained in the staff's report. The staff recommended that the Planning Commission approve the Pastel Lane street name. At the completion of the staff's presentation, Chairman Bennett

requested public comments and none were received. Chairman Bennett then closed the public comment portion for the application. Following brief statements by the Planning Commission, Chairman Bennett requested that a motion on the application be made.

Commissioner Gant made a **motion** that the Planning Commission **approve** New Street Name Application, STDV-001149-2014, Pastel Lane, as presented by the staff based on the review criteria outlined in the LMO and enclosed in the staff's report. Commissioner McVitty **seconded** the motion and the motion **passed** with a vote of 8-0-0.

STDV-001147-2014

Ms. Brown presented an in-depth review of new street name application, STDV-001147-2014, Bloom Way. The Lavender flowers are in twists or spirals held on by spikes rising above the foliage. The plant produces a colored bloom at the top, so the developers are proposing to call the curved street Bloom Way. The name does not conflict with any other street name in the county.

Ms. Brown presented a brief review of the criteria outlined in the LMO and contained in the staff's report. The staff recommended that the Planning Commission approve the Bloom Way street name. At the completion of the staff's presentation, Chairman Bennett requested public comments on the application and none were received. Chairman Bennett then closed the public comment portion for the application. Following brief statements by the Planning Commission, Chairman Bennett requested that a motion on the application be made.

Commissioner Gant made a **motion** that the Planning Commission **approve** New Street Name Application, STDV-001147-2014, Bloom Way, as presented by the staff based on the review criteria outlined in the LMO and enclosed in the staff's report. Commissioner McVitty **seconded** the motion and the motion **passed** with a vote of 8-0-0.

STDV-000691-2014

Mr. Ebrahim Nadji, on behalf of the Lopez Subdivision, has applied to name a new street located off of Spanish Wells Road that will access a new 17 lot subdivision. The proposed street name is Olive Shell Court. The affected parcels are 398, 102, 456, 457 and 460 on map 7. Chairman Bennett introduced the application and requested that Ms. Brown make her presentation on behalf of staff.

Ms. Brown presented an in-depth review of new street name application, STDV-000691-2014. Mr. Nadji has proposed the new street name of Olive Shell Court. The new street will access 17 new home sites located off Spanish Wells Road. The lettered olive shell is South Carolina's state shell, and the developers would like to use a name that is indicative of the area. The name does not conflict with any other road names in the county. Ms. Brown presented a brief review of the criteria outlined in the LMO and contained in the staff's report.

The staff recommended that the Planning Commission approve the Olive Shell Court street name. At the completion of the staff's presentation, Chairman Bennett requested public comments on the application and none were received. Chairman Bennett then closed the public comment portion for the application. Following brief statements by the Planning Commission, Chairman Bennett requested that a motion on the application be made.

Commissioner Carstens made a **motion** that the Planning Commission **approve** New Street Name Application, STDV-000691-2014, Olive Shell Court, as presented by staff based on the review criteria outlined in the LMO and enclosed in the staff's report. Commissioner Hughes **seconded** the motion and the motion **passed** with a vote of 8-0-0.

10. Commission Business

None

11. Chairman's Report

Chairman Bennett stated that the Planning Commission is scheduled to meet on the following dates and times:

- a) Special Planning Commission meeting on Wednesday, September 24th at 3:00p.m.
- b) Regular Planning Commission meeting on Wednesday, October 1st at 9:00a.m.
- c) Special Planning Commission meeting on Monday, October 13th at 3:00p.m.

12. Committee Reports

- a) Vice Chairman Brown stated that the CIP Committee will meet on Monday, September 29th at 10:00a.m.
- b) Commissioner Carstens stated that the Comp Plan Committee plans to meet soon but a date and time has not yet been determined.

13. Staff Reports

Mrs. Lopko presented the staff's Quarterly Report to the Planning Commission.

14. Adjournment

The meeting was adjourned at 3:25p.m.

Submitted By:

Approved By:

Kathleen Carlin
Secretary

David Bennett
Chairman



TOWN OF HILTON HEAD ISLAND COMMUNITY DEVELOPMENT DEPARTMENT

One Town Center Court

Hilton Head Island, SC 29928

843-341-4757

STAFF REPORT ZONING MAP AMENDMENT

Case #:	Name of Project or Development:	Public Hearing Date:
ZA-000659-2014	Shelter Cove Towne Centre Apartments	October 1, 2014

Parcel Data or Location:		Applicant/Agent
District R520, Parcel 26, Tax Map 12B 41.9 acres	District R520, Parcel 2, Tax Map 12C (<i>portion of</i>) Approximately 9.3 acres	
<p><u>Existing and Proposed Zoning District</u> PD-1; Palmetto Dunes Resort Master Plan (no change)</p> <p><u>Existing and Proposed Master Plan Land Use Designations</u> Multifamily Residential, Community Park, and Commercial, excluding uses restricted by LMO 16-4-209, but permitting Liquor Stores and Gas Sales (no change)</p> <p><u>Applicable Overlay District</u> Corridor Overlay</p> <p><u>Existing Density</u> 295,000 square feet of Commercial density and 76 Multifamily dwelling units</p> <p><u>Proposed Density</u> 295,000 square feet of Commercial density (no change) and up to 50 Multifamily dwelling units (provided that there will be no more than 240 total Multifamily units on both properties in this request)</p>	<p><u>Existing and Proposed Zoning District</u> PD-1; Palmetto Dunes Resort Master Plan (no change)</p> <p><u>Existing and Proposed Master Plan Land Use Designations</u> Multifamily Residential and Community Park (no change)</p> <p><u>Applicable Overlay District</u> Corridor Overlay</p> <p><u>Existing Density</u> 134 Multifamily dwelling units</p> <p><u>Proposed Density</u> Up to 210 Multifamily dwelling units (provided that there will be no more than 240 total Multifamily units on both properties in this request)</p>	<p>Victor J. Mills on behalf of Shelter Cove Towne Centre, LLC and Shelter Cove II, LLC</p>

Application Summary:

Victor J. Mills on behalf of Shelter Cove Towne Centre, LLC and Shelter Cove II, LLC has submitted a request to amend the Palmetto Dunes Resort Master Plan to reallocate the multifamily density and allow for flexibility in assigning density in the following manner:

- decrease the number of multifamily dwelling units (apartments) on the west side (Property One) of the development (76 to 50);
- increase the number of multifamily dwelling units on the eastern side (Property Two) of the development (134 up to 210);
- the aggregate total of dwelling units for both properties would not exceed 240 units; and
- no other changes to the Master Plan land use designations and associated densities for the properties.

Staff Recommendation:

Staff recommends that the Planning Commission find this application to be consistent with the Town’s Comprehensive Plan and serves 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; making the recommendation to Town Council of **APPROVAL** of the request.

Other Related Commission or Committee Recommendations and Background:

- On **December 21, 2010** Town Council approved by resolution, ‘Shelter Cove Mall Redevelopment: Conceptual Plan Direction and Town’s Role’ as a High Priority Target for Action.
- On **December 20, 2011**, Town Council approved by resolution, ‘Shelter Cove Area Redevelopment: Determine Town’s Role, and Approve a Plan’ as a Top Priority Target for Action.
- On **October 16, 2012** Town Council approved a Development Agreement between Shelter Cove Towne Centre, LLC and the Town of Hilton Head Island for the redevelopment of the Mall at Shelter Cove, now known as Shelter Cove Towne Centre that includes commercial uses, multifamily residential (apartments), and a relocated waterfront Community Park.
- On **July 29, 2014** Town Council held a workshop to discuss the proposed changes associated with the project in a public setting. No action was taken; the massing of the buildings and associated parking were discussed and indicated as areas of concern.

Background:

The Master Plan for Palmetto Dunes Resort was initially approved by Beaufort County in 1975 and was subsequently approved by the Town when Hilton Head Island incorporated in 1983. This plan did not assign site specific densities; but rather, the amount of commercial square footage and/or acreage that could be developed within the entire Master Plan was limited to 750,000 square feet or 110 acres.

In 1986, the plan was amended to assign the density to specific parcels and the Mall site was

assigned **235,000** square feet and the Mall out-parcels were assigned **16,000** square feet; the common space in the mall (hallways, etc) was determined by the Planning Commission to not count toward the assigned density; a total of **251,000** square feet for the total area. In 1992, an Order of Settlement related to a court case transferred 12,300 square feet from Outparcels I and II, and Parcel C to the larger Mall parcel (**247,300** total square feet) and restricted Outparcel II and Parcel C to no vertical construction. Outparcel I retained **3,700** square feet of commercial density; still retaining a total of **251,000** square feet of commercial density for the entire site.

In 1998, a rezoning was approved that transferred **23,000** square feet of density from elsewhere in the PUD and required that all of the parcels (Outparcels I, II, and Parcel C) be combined to one. This resulted in a total of **274,000** square feet of commercial density (**247,300** sq ft + **3,700** sq ft + **23,000** sq ft).

In January 2004, through an administrative rezoning, the existing Shelter Cove Community Park was approved as Community Park with 6,000 square feet per net acre to be consistent with the PR district regulations as specified in LMO 16-4-1601 from the previous designation of **257 dwelling units**.

On July 7, 2009, Town Council approved a request to amend the Master Plan for the Mall (adding **40,000** sq ft) property for a total of **314,000** square feet of commercial uses, of which **46,000** square feet was to be designated particularly for cinema complex use and to allow community service uses in addition to commercial uses except as limited in LMO 16-4-209.

On October 16, 2012, Town Council approved both a Development Agreement as well as an amendment to the Palmetto Dunes Resort Master Plan. The Development Agreement includes specific information related to the redevelopment project, including a conceptual site plan. The current Master Plan land use designations for the properties are:

Property One:

- **295,000** square feet of Commercial uses excluding uses restricted by LMO 16-4-209, but permitting liquor stores and gas sales, Community Park, and **76 Multifamily dwelling units**.

Property Two:

- Community Park and **134 Multifamily dwelling units** (on a portion of the Town owned parcel, a portion of the current Shelter Cove Community Park).

Since the commencement of the commercial portion of the project, additional site planning has been examined for the apartments. The applicant has requested a shift and overall increase in the number of units from the west side of the development to the east. This will involve the construction of an internal multi-level parking garage for the apartments on the east side of the development.

Town Council will hold two public hearings on requested modifications in the Development Agreement that are associated with this request, which will be held at the same time as 1st and 2nd Readings for this zoning map amendment.

Applicant's Grounds for ZMA, Summary of Facts and Conclusions of Law:

The applicant's narrative and application materials describe the overall addition of 30

multifamily dwelling units as filling a need from the significant lack of apartments on Hilton Head Island. They state that the apartments will contribute to the economic tax base of the Town and will help sustain the current and future population and overall property values.

The applicant further describes this as a public benefit that meets the expectations of the citizens of Hilton Head Island in creating the place that is envisioned by the Town of Hilton Head Island Comprehensive Plan dated May 4, 2010.

Summary of Facts and Conclusions of Law:

Findings of Facts:

- The application was submitted as set forth in LMO 16-3-306.
- Notice of the Application was published in the Island Packet on August 24, 2014 as set forth in LMO 16-3-110 and 16-3-111.
- Notice of the Application was posted on August 25, 2014 and mailed as set forth in LMO 16-3-110 and 16-3-111.
- A letter was mailed soliciting comments from the property owners' association as set forth in LMO 16-3-1502.
- A public hearing will be held on October 1, 2014 as set forth in LMO 16-3-1504A.
- The Commission has authority to render their decision reached here in LMO 16-3-1504.

Conclusions of Law:

- The application was submitted on May 7, 2014, 147 days prior to the Planning Commission's public hearing, therefore in compliance with the 45 day requirement.
- Notice of the application, including the required information, was posted 37 days prior to the public hearing, therefore in compliance with the 30 day requirement.
- The public notice was posted in the Island Packet, the local newspaper of general circulation on Sunday, August 24, 2014, 38 days prior to the public hearing, therefore in compliance with the 30 day requirement.
- Five public hearing signs were posted along Shelter Cove Lane and the intersections of Shelter Cove Lane and William Hilton Parkway by the Town's Facilities Management Division 37 days prior to the public hearing therefore in compliance with the 30 day requirement.
- Town staff received an affidavit on September 9, 2014, 22 days prior to the public hearing from the applicant's representative stating that the letters were mailed according to the LMO, therefore in compliance with the requirement that it must be submitted 7 days prior to the public hearing.
- 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, the Commission shall consider and make findings on the following matters regarding the proposed amendment.

Summary of Facts and Conclusions of Law:

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

Findings of Facts:

The adopted Comprehensive Plan addresses this project in the following areas:

Housing Element

Implications for the Comprehensive Plan 5.1 – Housing Units and Tenure

Although, an increase in the total number of housing units contributes to the economic tax base for the Town, it is important that both the quantity as well as quality of the housing stock is maintained to sustain current and future population and overall property values. As the amount of available land declines for new development, it will be very important to maintain a high quality housing stock on residential properties. In addition, the availability of various housing types is important for the housing market viability to accommodate the diverse needs of the Island’s population.

Community Facilities Element

Implications for the Comprehensive 6.4 – Town Acquired Property

As the number of Town-owned properties continues to increase careful consideration of future utility is important to long range planning efforts.

Goal 6.1 – Build-out

A. The goal is to provide innovative and visionary initiatives that mitigate challenges of growth and redevelopment while making available higher levels of service for community facilities in a fiscally responsible manner.

Goal 6.4 – Town Acquired Property

B. The goal is to assess the utility and character of Town acquired property.

Economic Development Element

Potential Strategies with Implications for the Comprehensive Plan

Identify and prioritize areas in need of re-development 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 enhance the Island’s positive legacies.

Land Use Element

Implications for the Comprehensive 8.2 – Town Acquired Property

Building permit data is indicative of several factors, one being the state of the economy as well as current building needs and growth in both residential and commercial types. The data indicates that there is currently a downward trend in the number of building permits issued by the Town. 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 8.11 – Six Land Use Goals in Town Plan

4. Promote quality infill development and use redevelopment opportunities to promote

more pedestrian friendly retail environments.

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 (PUD’s)

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 existing and future populations.

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.

Goal 8.6 – Build-out

A. The goal is to monitor land use consumption and conversion rates to maintain a proper balance of public infrastructure, private development, and land conservation.

B. The goal is to consider develop regulations and requirements to maintain the Island character and meet the needs of the community as it approaches build out.

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 8.10 - Zoning Changes

B. Consider focusing higher intensity land uses in areas with available sewer connections.

Transportation Element

Implications for the Comprehensive 9.3 – Traffic Planning on the Island

Future development and zoning classifications have an impact on the potential build-out of properties on the Island. Increasing the density of properties in certain areas of the Town may not be appropriate due to the inability of the current transportation network to handle the resulting additional traffic volumes. It may be more appropriate to provide density in areas that have the available roadway capacity and to reduce densities or development potential in areas that do not have the appropriate roadway capacity.

Conclusions of Law:

Staff concludes that this application is consistent with the Comprehensive Plan, as described in the Housing, Community Facilities, Economic Development, Transportation and Land Use Elements as set forth in LMO Section 16-3-1505A below.

- The proposed rezoning promotes the redevelopment of an existing site in an area where the infrastructure is adequate and reduces the potential for additional impacts on infrastructure in other areas of the Island by decreasing the total number of units adjacent to a residential community to a further location within the development.
- This rezoning contributes more units to a more diverse supply of high quality housing options on the Island by allowing the development of residential uses, which will result in the addition of long term rental units to the market that are currently very limited in number, but growing in demand.
- This rezoning takes into the consideration the special utility of Town-owned property by using a portion of the existing Shelter Cove Community Park property in a public/private partnership for the redevelopment of the Mall into a new mixed use development with an improved public waterfront park more centrally located and integrated into the development. This will result in increased frontage along Broad Creek for the park and improved public access to the Island’s largest tidal creek, making available higher levels of service for public open space in a fiscally responsible manner.
- This rezoning will enable a qualitative, principle based, asset revitalization that enhances the Island’s positive legacies by furthering the redevelopment to include more apartments to meet a diverse need of options.

Staff concludes that the application is consistent with the Comprehensive Plan as described above. Staff recognizes that 30 additional units will result in more trips; however:

- Results from the Traffic Study dated June 25, 2012 for the redevelopment of the Mall (Shelter Cove Towne Centre) indicated that there were existing transportation deficiencies. The report also included modifications that should be considered regardless of future development in the area.
- Information from the revised traffic study states that the resulting difference in generated traffic is very small and the recommended modifications remain relatively unchanged.

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 (LMO16-3-1505B):

Findings of Facts:

- The present zoning of adjacent properties is PD-1, Palmetto Dunes Resort Master Plan with a mix of land use designations including commercial, community park, office/commercial, and multifamily residential.
- According to LMO 16-4-209 “The purpose of this Planned Development Mixed Use District is to recognize the existence within the Town of certain unique mixed use Planned Unit Developments (PUDs) which are greater than 250 acres in size. Generally, these PUDs have served to establish the special character of Hilton Head Island as a quality resort and residential community and it is the

intent in establishing this District to allow the continuation of well-planned development within these areas.'

- The subject property and properties in the vicinity are within the COR District, Corridor Overlay District.
- According to LMO 16-4-501 'The purpose of establishing this overlay district is to protect the aesthetic and visual character of lands on Hilton Head Island adjacent to the major roads, the waterfront, and the marsh front, as defined herein. In particular, the purpose of the Corridor Overlay District is to encourage and better articulate positive visual experiences along the Island's major roads, the waterfront, and the marsh front; to provide for the continued safe and efficient utilization of these roads; and to provide for the continued preservation and conservation of the waterfront and marsh front. This will be accomplished through evaluation of proposed developments within this district by a Design Review Board.'

Conclusions of Law:

- Staff concludes that the present zoning and conforming uses of nearby properties are compatible with the character of the neighborhood as set forth in LMO 16-3-1505B because they are a mix of uses as stated in the purpose statement of the PD-1 zoning district.
- The DRB (Design Review Board) reviews all development in the vicinity of the property according to the Design Guidelines for Hilton Head Island to ensure the compatibility of the developments 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 16-3-1505C):

Findings of Facts:

- The PD-1 zoning district allows for a mix of uses as designated specifically on the associated Master Plans.
- There are no changes to the land use designations for this development. This is a rezoning to increase the overall number of dwelling units while providing for flexibility.
- The west side of the development would be designated for a maximum of 50 multifamily dwelling units with no other changes to the existing land use designations and associated densities.
- The existing portion of the Town owned property would be designated for community park and up to 210 multifamily dwelling units.
- The aggregate total of dwelling units would not exceed 240 on both properties.

Conclusion of Law:

- The proposed commercial uses are the same type of commercial uses that are characteristic of the area. The property is also suitable for apartments and residential uses due to the proximity to other residential uses in the area and immediately adjacent to the property.

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 16-3-1505D):

Findings of Facts:

- The existing uses and associated densities for this property will remain unchanged with the exception of the density of the multifamily dwelling units.
- The multifamily density closest to the Newport Community (Property One) will decrease by at least 26 units, from 76 to 50.
- The multifamily density on Property Two (portion of Town owned property), closest to the Community Park and Veterans Memorial Park will increase by a maximum of 76 units, from 134 to 210.
- The two properties (Mall parcel and the portion of the Town owned parcel) in total size are greater than 50 acres in size and are bound by Broad Creek and William Hilton Parkway, and residential, commercial and public park space.

Conclusions of Law:

- A mix of all neighboring uses is appropriate for the site and is compatible with the surrounding uses since this development will encompass a mix of commercial, residential and public open space.
- The shift of units further from the nearest residential development (Newport Community) to a location that is surrounded by commercial uses and the relocated Shelter Cove Community Park is more appropriate. This will lessen the impact on neighboring residences.

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 16-3-1505E):

Findings of Facts:

- No uses that are currently allowed on the property are proposed to be removed.
- Additional units available for rent will provide for more opportunities for residences.

Conclusion of Law:

- The approval of this request would increase the availability of apartments and therefore marketability of the property with the additional units. The redevelopment of property will also affect the marketability, in what is expected to be a positive direction.

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 16-3-1505F):

Findings of Facts:

- The property is within the Broad Creek Public Service District which currently serves the development.
- Stormwater facilities are in place for the existing development as well as the

Park.

Conclusions of Law:

- Staff concludes that this property has available sewer and water facilities suitable and adequate for the proposed uses as set forth in LMO Chapter 3, Article XV.
- The adequacies of the storm water facilities and all other infrastructure will be reviewed as part of the DPR (Development Plan Review) and will be installed to comply with the LMO Chapter 5, Article VI.

LMO Official Determination

While staff has concerns over additional trips that will be generated, staff determines that overall this application is ***consistent with the Comprehensive Plan and serves to carry out the purposes of the LMO as based on the Findings of Fact and Conclusions of Law.***

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:

HLC

9/9/14

DATE

Heather L. Colin, AICP
Development Review Administrator

REVIEWED BY:

Teri B. Lewis, AICP
LMO Official

DATE

REVIEWED BY:

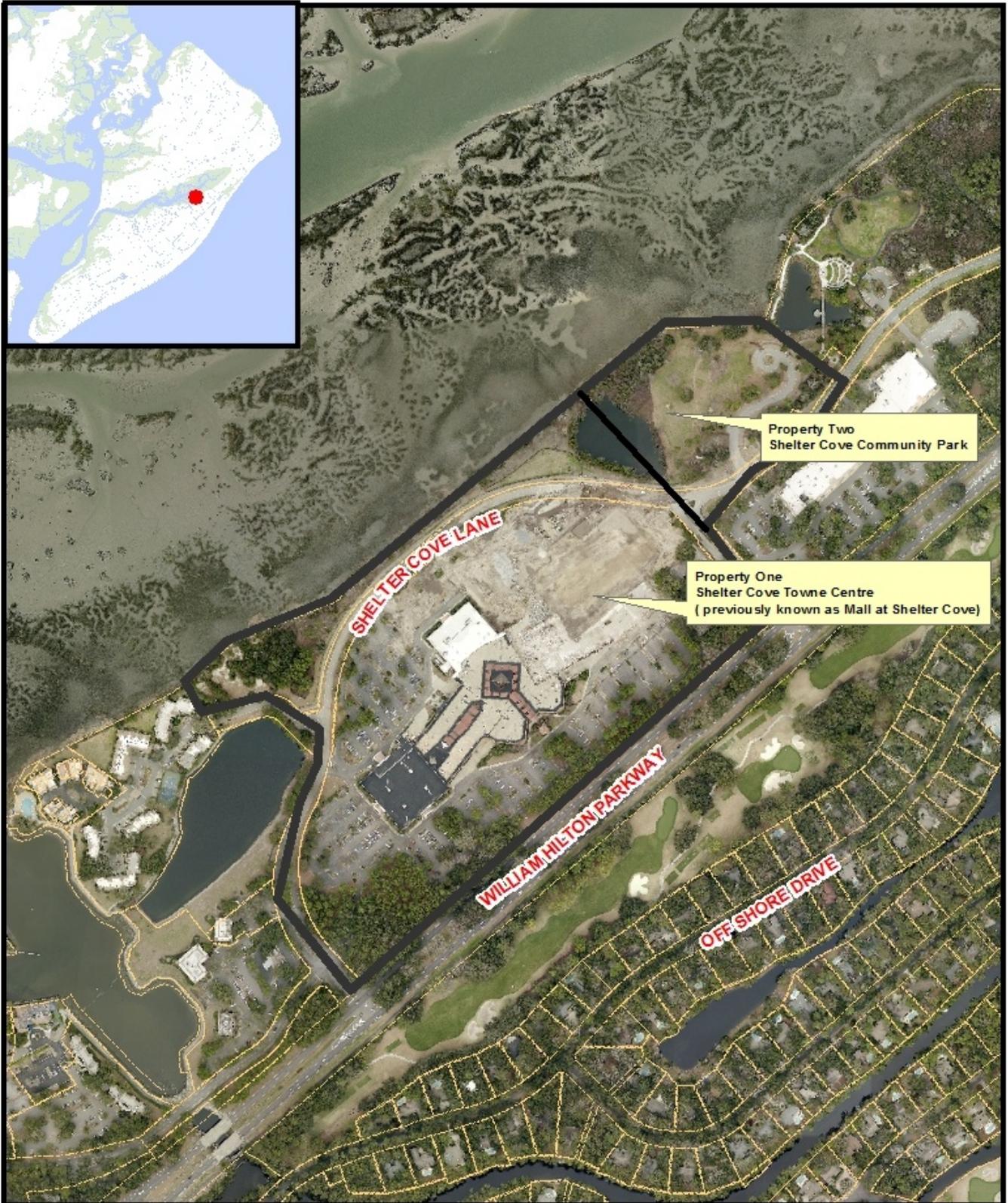
Jayne Lopko, AICP
*Senior Planner & Planning Commission
Coordinator*

DATE

ATTACHMENTS:

- A) Location Map
- B) Applicant's Narrative and Attachments
- C) Traffic Impact Study

Attachment A - Location Map



Property Two
Shelter Cove Community Park

Property One
Shelter Cove Towne Centre
(previously known as Mall at Shelter Cove)


TOWN OF HILTON HEAD ISLAND
ONE TOWN CENTER COURT
HILTON HEAD ISLAND, S.C. 29928
PHONE (843) 943-6000

Town of Hilton Head Island
ZA-000659-2014 - Location Map



0 50 100 150 Feet

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. Map created May 15, 2014.



Town of Hilton Head Island
 Community Development Department
 One Town Center Court
 Hilton Head Island, SC 29928
 Phone: 843-341-4757 Fax: 843-842-8908
 www.hiltonheadislandsc.gov

FOR OFFICIAL USE ONLY
 Date Received: 5/7/14
 Accepted by: [Signature]
 App #: ZMA
 Meeting Date: 7/2/14

Applicant/Agent Name: Victor J. Mills Company: Shelter Cove Towne Centre, LLC and Shelter Cove II, LLC
 Mailing Address: 2743 Perimeter Parkway, Bldg. 100, Suite 370 City: Augusta State: GA Zip: 30909
 Telephone: (706) 854-6711 Fax: (706) 722-6960 E-mail: vicm@bcccommercial.com

Project Name: The Mall at Shelter Cove Project Address: 24 Shelter Cove Lane, Hilton Head, SC
 Parcel Number [PIN]: R 5 2 0 0 1 2 0 0 B 0 0 2 6 0 0 0 0 29926
 Zoning District: PD-1 Overlay District(s): Requested District: Same
 PD-1 Existing Land Use: Commercial PD-1 Proposed Land Use: Increase multi-family residential dwelling units to 240

ZONING MAP AMENDMENT (ZMA) SUBMITTAL REQUIREMENTS

Digital Submissions may be accepted via e-mail by calling 843-341-4757. The following items must be attached in order for this application to be complete:

- Affidavit of Ownership and Hold Harmless Permission to Enter Property
- A narrative that explains the reason(s) for the rezoning request and how the request meets the criteria of LMO Section 16-3-1505. Review Criteria.
- A copy of correspondence providing notice of a public hearing to all land owners of record within three hundred and fifty (350) feet on all sides of the parcel(s) being considered for the zoning map amendment. Such notice shall be mailed by first class mail thirty days (30) prior to the Planning Commission meeting per LMO Section 16-3-111C. Mailed Notice. A sample letter can be obtained at the time of submittal. Also provide a list of owners of record to receive notification. The Town can assist in providing this listing by calling 843-341-4757.
- Where applicable, a copy of correspondence requesting written comments from the appropriate property owners' association regarding the requested amendment per LMO Section 16-3-1502.B. The Town can assist in providing this information by calling 843-341-4757.
- A boundary map prepared and sealed by a registered land surveyor. Submit an 11X17 inch (or smaller) reproducible copy of the plan.
- Filing Fee - \$500 cash or check made payable to the Town of Hilton Head Island

Are there recorded private covenants and/or restrictions that are contrary to, conflict with, or prohibit the proposed request? If yes, a copy of the private covenants and/or restrictions must be submitted with this application. YES NO

To the best of my knowledge, the information on this application and all additional documentation is true, factual, and complete. I hereby agree to abide by all conditions of any approvals granted by the Town of Hilton Head Island. I understand that such conditions shall apply to the subject property only and are a right or obligation transferable by sale.

I further understand that in the event of a State of Emergency due to a Disaster, the review and approval times set forth in the Land Management Ordinance may be suspended.

SIGNATURE [Signature] VICTOR J. MILLS for
 Shelter Cove Towne Centre, LLC and
 Shelter Cove II, LLC

DATE 5-4-2014

STATE OF SOUTH CAROLINA)
)
)
)
COUNTY OF BEAUFORT) BEFORE THE PLANNING COMMISSION
) OF
) THE TOWN OF HILTON HEAD ISLAND,
) SOUTH CAROLINA

ATTACHMENT 1

**TO
THE ZONING MAP AMENDMENT APPLICATION**

**OF
SHELTER COVE TOWNE CENTRE, LLC
AND
SHELTER COVE II, LLC**

**FOR
AMENDMENT OF THE TOWN OF HILTON HEAD ZONING MAP PROVIDING FOR
THE REDUCTION OF THE ALLOWABLE MULTI-FAMILY RESIDENTIAL
DWELLING UNITS ON THAT CERTAIN 42.45 ACRE PORTION OF THE PARCEL
IDENTIFIED AS PARCEL 26 ON BEAUFORT COUNTY
TAX MAP 12B (THE "MALL TRACT") AND THE INCREASE IN THE NUMBER OF
MULTI-FAMILY RESIDENTIAL DWELLING UNITS ON PROPERTY OWNED BY
THE TOWN ("TOWN PARCEL") OF HILTON HEAD ISLAND
BEING A 9.3 ACRE PORTION OF THE PARCEL
IDENTIFIED AS PARCEL 12 ON BEAUFORT COUNTY
TAX MAP 12C ADJACENT TO THE MALL TRACT
(EXCEPT FOR THE AMENDMENT TO THE ZONING MAP APPLIED FOR HEREIN,
THE USES AND DENSITIES PROVIDED FOR IN ZMA #120006 REMAIN
UNCHANGED AND CONTINUE IN FULL FORCE AND EFFECT)**

This Attachment 1 is attached to and is made a part of the Zoning Map Amendment Application (this "Application") of Shelter Cove Towne Centre, LLC, and Shelter Cove II, LLC (the "Applicant"), and is submitted by the Applicant to the Planning Commission of the Town of Hilton Head Island (the "Town") to address the zoning map amendment criteria set forth in Section 16-3-1505 of the Town's Land Management Ordinance (the "LMO"). This Application seeks approval of an amendment to the Official Zoning Map of the Town referred to in LMO Section 16-4-102 by amending the Palmetto Dunes Resort Master Plan and its associated text to decrease the current number of multi-family residential units allowed on that 42.45 acre parcel

(Mall Tract) identified as Parcel 26 on Beaufort County Tax Map 12B (a ALTA survey thereof attached hereto and marked Exhibit "A") and to increase the number of multi-family residential units allowed on that 9.3 acre portion of the parcel ("Town Parcel") identified as Parcel 12 on Beaufort County Tax Map 12C (a survey thereof attached hereto and marked Exhibit "B").

This Zoning Map Amendment Application respectfully requests a reduction in the number of multi-family residential dwelling units allowed on the Mall Tract from 76 multi-family residential dwelling units to not more than 50 multi-family residential dwelling units and an increase in the number of multi-family residential dwelling units allowed on the Town Parcel from 134 multi-family residential dwelling units to not more than 210 multi-family residential dwelling units, provided, however, that the total number of multi-family residential dwelling units on the Mall Tract and the Town Parcel never exceed 240 multi-family residential dwelling units.

I. NARRATIVE – BACKGROUND

A. THE MALL TRACT

The Town originally issued a development permit for the construction of the Mall in 1986. At that time, a total of 235,000 square feet of commercial space was permitted for the Mall on one of the six original parcels that made up the Mall Tract.¹ Construction of the Mall was completed in 1988. The original plans for the development of the Mall Tract provided for a future expansion area of 30,000 square feet, which was not a part of the initial 235,000 square feet of commercial space permitted. In 1992 a court-ordered rezoning amended the PD Master Plan to provide for the transfer of 12,300 square feet of commercial density between parts of the

¹ Construction of the Mall itself was permitted on what was then the 33 acre main parcel of the Mall Tract. That 33 acre parcel, along with five (5) undeveloped parcels, formerly designated as Outparcel I, Outparcel II, Parcel C, Parcel D, and Parcel A-6, are what now makeup the 42.45 acres that are the Mall Tract.

Mall Tract, so that the Mall itself was allocated 247,300 square feet of fully developed commercial space, and one of the Mall Tract outparcels was allocated 3,700 square feet of undeveloped commercial space.²

In 1999 the Town Council approved Zoning Map Amendment Application ZMA-2-98 which enacted an amendment to the PD Master Plan that consolidated what were then the six (6) separate parcels into one parcel for zoning purposes, thereby combining the 3,700 square feet of undeveloped commercial space with the 247,300 square feet of developed commercial space, and transferred 23,000 square feet of commercial space to the Mall Tract from certain unallocated commercial density under the PD Master Plan controlled by Greenwood Development Corporation.³ On the 7th day of July, 2009, the Town Council approved ZMA 080005 increasing the Mall density by 40,000 square feet. As a result of the rezoning, the Mall was permitted for 314,000 square feet of commercial use, with 268,000 square feet being allocated for general commercial purposes and 46,000 square feet for cinema complex use; and Community Service uses.

On the 16th day of October, 2012, the Town Council approved ZMA #120006 modifying the use designations and associated density of the "Mall Tract" to 295,000 square feet of commercial uses, excluding uses listed in LMO Section 16-4-209, but permitting liquor store and

² See the Town's records on the PD Master Plan in general, and, in particular, the March 30, 1992 Order of Settlement in *HHI 71 Company v. Town of Hilton Head Island*, Case No. 89-CP-07-2055 in the Court of Common Pleas for Beaufort County, South Carolina.

³ On December 31, 1989, Greenwood Communities and Resorts, Inc., then known as Greenwood Development Corporation, transferred to the Cultural Council of Hilton Head Island, Inc., four tracts of land located in Shelter Cove which are now the site of the Arts Center of Coastal Carolina. Prior to the conveyance of that property by Greenwood Development Corporation to the Cultural Council of Hilton Head Island, Inc, the four parcels were rezoned by the Town Council to change the permitted use from commercial to art center. At that time, the commercial square footage which had been allocated to the four parcels then became unallocated, with Greenwood Development Corporation having the right to reassign that commercial square footage to other commercial parcels within the PD Master Plan area pursuant to a reletting application.

gas sales, 76 multi-family residential dwelling units and Community Park; and the “Town Parcel” to 134 multi-family residential dwelling units and Community Park.

B. THE REQUESTED REZONING

The Applicant is requesting that the PD Master Plan and the accompanying text be amended to decrease the maximum number of multi-family residential dwelling units on the Mall Tract from 76 multi-family residential dwelling units to not more than 50 multi-family residential dwelling units and to increase the allowable number of multi-family residential dwelling units on the Town Parcel from 134 to not more than 210 multi-family residential dwelling units, provided, however, that the total number of multi-family residential dwelling units on the Mall Tract and the number of multi-family residential dwelling units on the Town Parcel do not exceed 240 total multi-family residential dwelling units.

II. NARRATIVE – THE DEVELOPMENT AGREEMENT

This application shall precede the filing by Applicant of an Amended and Restated Development Agreement which amends and restates that certain Development Agreement between the Town of Hilton Head Island, South Carolina, and Shelter Cove Towne Centre, LLC, dated October 16, 2012, pursuant to the provisions of the South Carolina Local Government Development Agreement Act (Section 16-3-10, *et seq.* of the South Carolina Code of Laws (1976), as amended (the “Act”). The Amended and Restated Development Agreement is between the Town of Hilton Head Island, South Carolina (“Town”), and Shelter Cove Towne Centre, LLC, and Shelter Cove II, LLC (collectively, the “Developer”), and is amended to reflect the changes, if enacted by the Town, pursuant to this Application, to delete certain provisions of the original Development Agreement that have been completed since the Effective Date of the Development Agreement, and certain other changes not applicable under LMO Section 16-3-1502. Under the Act, the review and approval process for the Amended and

Restated Development Agreement is substantially the same as the process for the review and approval of this Application, although there are different requirements and standards applicable to each.

III. CURRENT AND PROPOSED PERMITTED USE AND DENSITY

The purpose of this Application is solely to amend the Town of Hilton Head Zoning Map to provide for a decrease in the number of multi-family residential dwelling units from 76 multi-family residential dwelling units to not more than 50 multi-family residential dwelling units on the Mall Tract and to increase the number of multi-family residential dwelling units allowed on the Town Parcel from 134 to 210, provided that the total number of multi-family residential dwelling units on both of the two aforementioned parcels shall never exceed 240 multi-family residential dwelling units. Except for the requested changes of the allowed density on the two parcels hereinabove described, all other terms, uses and densities pursuant to ZMA #120006 remain unchanged and unaffected.

IV. BENEFIT TO TOWN OF HILTON HEAD ISLAND RESULTING FROM REZONING REQUEST.

The 30 additional multi-family residential dwelling units requested herein come at a time when there continues to exist a significant lack of apartments for residents and visitors to Hilton Head Island to inhabit at a cost that is much less than the price points for other housing types, as the Town slowly emerges from the economic downturn that began in 2007. This entrepreneurial housing initiative will contribute to the economic tax base of the Town and help to sustain current and future population and overall property values. Additionally, the reduction in the number of multi-family residential dwelling units requested herein on the Mall Tract will lessen the impact of the multi-family residential dwelling units on the Mall Tract adjacent to the Newport Community.

As the amount of available land on Hilton Head Island declines for new development, it will be very important to maintain a high quality housing stock of residential properties. In addition, the availability of various housing types is important for the housing market viability to accommodate the diverse needs of the Island's population.

For the reasons set forth above and the additional benefits as hereafter outlined to the surrounding neighbors of the Mall Tract, it makes it difficult to see how this increase could be anything but a public benefit to the Town of Hilton Head Island and the surrounding property owners, and the Applicant respectfully requests that it be allowed to create the place that is envisioned by the Town of Hilton Head Island Comprehensive Plan dated May 4, 2010 ("Comprehensive Plan"), and meet the understandable expectations of the citizens of Hilton Head Island for an updated Mall at Shelter Cove.

V. NARRATIVE – REZONING CRITERIA

LMO Section 16-3-1505 sets forth the criteria which the Planning Commission is to address in making a recommendation to the Town Council on this rezoning request, as follows:

A. CONSISTENCY (OR LACK THEREOF) WITH THE COMPREHENSIVE PLAN.

The **HOUSING VISION** of the Comprehensive Plan for the Town is to promote and facilitate entrepreneurial housing initiatives that will result in the development of diverse housing types for all income levels on Hilton Head Island, and to support affordable housing initiatives in the region to supplement housing on the Island⁴. It is an accepted fact that the recent economic downturn in the economy has resulted in fewer families being able to afford to finance and maintain single-family individual houses and the number of Island residents that have been forced to vacate their homes and seek other more economical living facilities off Island has risen

⁴ See Comprehensive Plan at Page 50.

greatly. Unfortunately, since the date of the adoption of the current Comprehensive Plan available, reasonably priced multi-family residential dwelling units have virtually been eliminated through the conversion of multi-family residential apartment complexes into condominiums, creating a greater demand for apartment living for both permanent and temporary residents. The Applicant's experience in the housing market in the southeast has indicated an increasing need for available apartments to rent in locations that allow inhabitants to more easily get to their work place and to shop and recreate in a wholesome and centrally located environment. The shortage of available residential apartment units to rent on Hilton Head Island has been exacerbated by the limited amount of land available for construction of new multi-family residential dwelling units along with the added difficulty of obtaining financing to purchase condominiums by middle to lower-income families since the beginning of the economic crisis in 2007. This trend in the reduction of available apartments is illustrated in Table 5.1 of Chapter 5 of the Comprehensive Plan that states that "...in 1999 there were 601 fewer multi-family residential dwelling units than there were single-family units. In 2000, there were 4,506 fewer multi-family residential dwelling units than single-family units, and in 2007 there were 3,660 fewer multi-family residential dwelling units than single-family units...". Applicant's recent research, with the assistance of the Town, indicates that the number of apartments on the Island today that have not been converted to a condominium is a mere 302. Additionally, Applicant engaged Coastal Marketing Services to determine the amount of apartments available for rent on Hilton Head Island, and in January of 2012. The report at that time indicated a total of 475 rental units with 211 of the 475 being HUD subsidized. This report has been updated on the 29th day of April, 2014, and indicates that "there have been virtually no changes in rental inventory since January 2012" (see report of Coastal Marketing Services attached hereto and marked Exhibit "C"). Accordingly, the multi-family residential dwelling unit

component of the redevelopment is expected by the Applicant to be in high demand and to satisfy an increasing need, through this entrepreneurial housing initiative, to develop more diverse housing types on Hilton Head Island and help to partially rebalance the substantial difference between single-family residential and multi-family residential dwelling units, which are far more affordable, and provide greater opportunities for the diverse income and age levels of current and future residents to the Island. Section 5.1 of Chapter 5 of the Comprehensive Plan provides a “goal” to encourage development of multi-family residential dwelling units to meet market demands and new trends⁵. This “goal” is more important today than it was at the time that the Comprehensive Plan⁶ was adopted.

In order to help fulfill the “goals” of the Comprehensive Plan for the benefit of the current and future citizens of the Town, the Town Council of Hilton Head enacted Ordinance 2012-27 on the 16th day of October, 2012, which provided for a Declaration of Covenants, Restrictions and Limitations on the multi-family residential dwelling units authorized on the Mall Tract and Town Parcel by providing that “(i) in the event any apartments are erected, constructed or otherwise built on or within the Property (the Mall Tract and the Town Parcel), said apartments shall not be converted into condominiums in any manner; (ii) in the event any apartments are erected, constructed or otherwise built on or within the Property, the owners of any apartments shall not execute or enter into any lease(s) with a term for less than twelve (12) months per lease. In the event that such lease is executed or entered into, said lease shall be considered void and of no legal effect; (iii) in the event any apartments are erected, constructed or otherwise built on or within the Property, the tenant(s) of any apartment(s) shall not lease or sub-let the apartment(s) to any third parties”. This Declaration of Covenants, Restrictions and

⁵ See Comprehensive Plan at Page 50.

⁶ See Comprehensive Plan at Pages 50 and 60.

Limitations containing the above restrictions and such other provisions that are contained therein shall apply to and bind the additional 30 multi-family residential dwelling units requested in this Application, a copy of said Declaration of Covenants, Restrictions and Limitations being attached hereto as Exhibit "D".

The **ECONOMIC DEVELOPMENT VISION** of the Comprehensive Plan looks to define, foster and enhance the economic environment that that sustains Hilton Head Island's unique way of life⁷. Section 7.5 of the Comprehensive Plan recognizes potential risks to the Island's economic future and recognizes that with the early, rapid growth of the base economic engines of residential and visitor investment slowing as the Island approaches maturity, efforts should be focused on initiatives for enriching the economic potential while preserving the essential character and natural assets that have been responsible for the Island's success⁸. With the deterioration of the Mall, the economic benefit to the Town has decreased with the benefit going to the recently revitalized discount centers in the Bluffton area. In order for the Town to help recapture the dollars that are being lost, flexibility in allowing the Applicant to use private funds to increase the amount of multi-family residential housing to restore the Town's most prominent shopping mall will attract and retain visitors, shoppers and apartment residents and re-energize and encourage local shopping and the economic benefits to the Town associated therewith. The additional 30 multi-family residential dwelling units requested in this Application will further enhance and increase the Mall Tract and Town Parcel into a Town center. As a Town center, the residential multi-family residential apartments offer the surrounding area a place for working, shopping and socializing and become a regional generator of economic activity. The increase of multi-family residential apartments allows denser urban

⁷ See the Comprehensive Plan, at Page 89.

⁸ See Comprehensive Plan, at Page 92.

ranges to transform the enclaves into a transient-ready Town center, and at the same time help to partially rebalance the substantial difference between single-family residential and multi-family residential dwelling units and additionally helps to satisfy Section 5.1 of Chapter 5 of the Comprehensive Plan which contains a “goal” to encourage development of multi-family residential dwelling units to meet market demands and new trends. Further, potential strategies and implications of the Comprehensive Plan identify the need to incentivize the development of flexibility of streamlining in regulation of density caps, setbacks (and other controls), that enable a qualitative, principal based, asset revitalization that enhance the Island’s positive legacies⁹.

The Applicant feels that the requested rezoning will encourage and facilitate the redevelopment of the Mall Tract and Town Parcel and the revitalization of the Mall itself, and encourage additional residential occupancy and use of the entire Shelter Cove area, benefitting the entire Town of Hilton Head. The proposed amendment to the Town Zoning Map will also provide additional employment opportunities for Hilton Head Island residents; increase ad valorem tax revenue; substantially increase State sales taxes; and dramatically increase hospitality taxes to promote tourism, nourish beaches, support beach parks, build pathways, support various cultural organizations and pathway rehabilitation¹⁰.

The **TRANSPORTATION VISION** of the Comprehensive Plan is for The Town to provide a safe, efficient, environmentally sound, esthetically sensitive and fiscally responsible transportation system which is integrated into the regional network to enhance the quality of life for those living in, employed in, and visiting Hilton Head Island.¹¹

⁹ See Comprehensive Plan, at Page 93.

¹⁰ See Comprehensive Plan at Page 91.

¹¹ See Comprehensive Plan at Page 116.

The Amended and Restated Development Agreement provides that the Developer will have a Traffic Impact Study updated to reflect the proposed additional 30 multi-family residential dwelling units contemplated by this proposed Zoning Map Amendment. In the event the updated Traffic Study of the Developer indicates the possibility of certain deficiencies at the lighted, signalized intersection of Shelter Cove Lane and the William Hilton Parkway resulting from the additional 30 multi-family residential dwellings, Developer shall be responsible for the cost of any appropriate mitigation required. The additional multi-family residential dwelling units requested hereunder shall provide greater walking and bicycling opportunities for residents of the apartments and decrease the overall need for automobiles by its residents for working, shopping and recreating. It is in the applicant's best interest to create an attractive and safe entranceway into and exit out of the Mall Tract in order to provide a comfortable sense of place and safe ingress and egress. An implementation strategy for multi-use pathways under Section 9.4 of the Comprehensive Plan provides to "expand the Island's multi-use pathway system to connect all appropriate land uses such as parks, schools, open spaces and beach access facilities on the Island along with the residential and commercial destinations". The utilization of garage and first floor parking under multi-family residential housing is also being considered to enhance parking and encourage walking and bicycling within the Mall Tract, lessen any additional impact resulting from the additional multi-family residential units applied for herein.

When reviewing the Comprehensive Plan as a whole, the Applicant believes that the amendment sought hereunder (only requesting an increased density of 30 residential dwelling units) is consistent with all components of the Comprehensive Plan. Given the history of the Mall Tract, and the community-wide benefits afforded the Town under this proposed Application and the proposed Amended and Restated Development Agreement, the requested rezoning will not have an adverse effect on the natural resources, cultural resources, population, community

facilities, land use, transportation, recreation, or priority investment, all of which are more fully addressed in the Application leading to the enactment of ZMA #120006, incorporated herein by reference.

B. COMPATABILITY WITH THE PRESENT ZONING AND CONFORMING USES OF NEARBY PROPERTY AND WITH THE CHARACTER OF THE NEIGHBORHOOD.

All of the nearby or surrounding properties in the vicinity of the Mall Tract and Town Parcel are located within the PD-1 Planned Development Mixed Use District encompassed by the PD Master Plan, including the Town's Shelter Cove Memorial Park, the Newport multi-family residential dwelling unit residential development, and the Plaza at Shelter Cove Shopping Center. Accordingly, the Applicant feels that the additional multi-family residential dwelling units, respectfully applied for herein, is a consistent and appropriate use with the surrounding properties. Recognizing that historical intended uses are not pertinent to this Application, it is interesting to note that as far back as 1984 and 1986, a significant portion of the Shelter Cove Mall Tract was designated for multi-family residential dwelling units.

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 change to the PD Master Plan requested by this Application, respectfully requesting an increase in the number of multi-family residential apartments, will not result in any change in the currently permitted uses applicable to the Mall Tract and Town Parcel, but rather add to the already permitted uses (ZMA #120006) that are typically associated with PUDs. As noted in Paragraph B above, the adjacent Newport multi-family residential dwelling unit development would indicate that the addition of multi-family residential dwelling units on the Mall Tract and Town Parcel would be a suitable use and compatible with the surrounding property. Additionally, the decrease in the number of multi-family residential dwelling units immediately

adjacent to the Newport Community will, in the opinion of the Applicant, reduce the impact of multi-family residential dwelling units on that community. Considering the mixed-use nature of the PD-1 Zoning Districts under the LMO, the additional multi-family residential dwelling units respectfully requested herein is consistent with most other PUDs on Hilton Head Island, including Sea Pines, the oldest PUD on the Island, and Palmetto Dunes, which is in the same PD District. Accordingly, the Applicant believes that the Mall Tract and Town Parcel are well suited for the existing number of multi-family residential dwelling units previously authorized and the additional multi-family residential dwelling units being requested herein, creating an atmosphere where customers and residents will live, work and recreate in a neighborhood that offers transient, employment and shopping, plus civic and leisure activities.

D. SUITABILITY OF THE PROPERTY AFFECTED BY THE AMENDMENT FOR USES PERMITTED BY THE DISTRICT APPLICABLE TO THE PROPERTY AT THE TIME OF A PROPOSED AMENDMENT.

Again, the change to the PD Master Plan requested by this Application will, add additional single-family multi-use apartments that will invigorate the Mall Tract and Town Parcel for the benefit that will accrue to its owners, the residents of Hilton Head Island, and the Town. The property that is the subject of this Application has been permitted for multi-family residential use since the enactment of ZMA #120006 and is now an allowed use under the PD Master Plan and the Applicant feels that the additional multi-family residential dwelling units will only strengthen the Mall Tract's viability and lessen the impact on the Newport Community.

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.

The Mall Tract as presently under development pursuant to ZMA #120006 has, based on already experienced market demand, been deemed a success. The vast experience of Applicant suggests that the additional multi-family residential dwelling units requested hereunder will

undoubtedly increase the revenues and thereby increase the value of the Mall as an asset, not only for the Applicant but also for the Town. Increased residential success and value translate directly to increased marketability.

F. AVAILABILITY OF WATER AND STORM WATER FACILITIES GENERALLY SUITABLE FOR THE PROPOSED USE.

The sewer, water and stormwater facilities serving the Town Parcel were designated and implemented as part of the overall sewer, water and stormwater system serving the PD Master Plan area. The fact that the Mall Tract is currently in operation, even though under development, is clear evidence of the availability of the facilities necessary to accommodate the commercial activities on the Mall Tract and Town Parcel and the multi-family residential units associated therewith and the additional units as requested hereunder. The Broad Creek Public Service District currently provides potable water and sanitary sewer service to the entire Mall Tract and Town Parcel, which is the subject of this Application. The stormwater drainage system which currently drains into detention ponds, and ultimately Broad Creek, will be greatly enhanced through the utilization and introduction of pervious parking areas near Broad Creek, enhanced stormwater detention infrastructure.

VI. NARRATIVE – CONCLUSION

The Applicant feels the foregoing narrative demonstrates that this Application is in conformance with the LMO as amended by and through the Amended and Restated Development Agreement, the Town's Comprehensive Plan, and meets the criteria set forth in LMO Section 16-3-1505. Accordingly, the Applicant respectfully requests that the Planning Commission (a) consider the Application and the testimony and supporting documentation which will be entered into the record; (b) find:

1. That this Application and the supporting documentation established that the requested Master Plan Amendment is consistent with the Town's Comprehensive Plan; and

2. That this Application and the supporting documentation establish that the Applicant has demonstrated adjustment to the PD Master Plan which will result in a community-wide benefit; and

3. That this Application and the supporting documentation establish that the current and proposed density of the Mall Tract and Town Parcel are consistent with conforming uses of nearby properties and with the character of the neighborhood around the Mall Tract and Town Parcel; and

4. That this Application and the supporting documentation establish that the Mall Tract and Town Parcel is suitable for the current and proposed densities permitted by the Zoning District that would be applicable to the Mall Tract and Town Parcel by the requested Zoning Map Amendment; and

5. That this Application and the supporting documentation establish that the Mall Tract and Town Parcel are suitable for the current and proposed density permitted by the zoning district that is currently applicable to the Mall Tract and Town Parcel; and

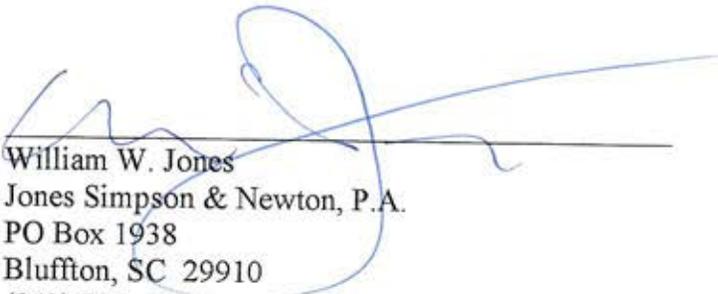
6. That this Application and the supporting documentation establish that the marketability of the Mall Tract and Town Parcel for the current and proposed density permitted by the zoning district that is currently applicable to the Mall Tract and Town Parcel will be increased by the approval of the requested master plan amendment; and

7. That this Application and the supporting documentation establish that there will be no substantial change in the Mall Tract's and Town Parcel's sewer, water and stormwater facilities except for those additional requirements and infrastructure resulting from the thirty (30) additional multi-family residential dwelling units applied for herein; and

8. Except for the Amendment to the Zoning Map applied for herein, the uses and densities provided for in ZMA #120006 remain unchanged and continue in full force and effect.

9. Respectively recommend to the Town Council that they approve this Application.

Respectfully submitted on behalf of the Applicant this 7th day of July, 2014.



William W. Jones
Jones Simpson & Newton, P.A.
PO Box 1938
Bluffton, SC 29910
(843) 706-6111

allowed on The Town Parcel from 134 to 210, provided that the total number of multi-family residential dwelling units on both of the aforementioned parcels shall never exceed 240 multi-family residential units.

Except for the Amendment to the Zoning Map applied for herein, the uses and densities provided for in ZMA #120006 remain unchanged and continue in full force and effect.

Respectfully submitted on behalf of the Applicant this 7th day of May, 2014.

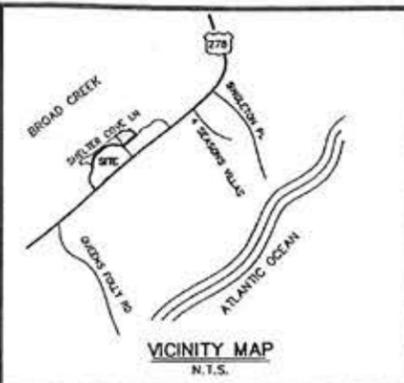


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EXHIBIT "A"

ALTA SURVEY OF MALL TRACT

EXHIBIT "B"
TOWN PARCEL



MARSHES OF BROAD CREEK

PORTION OF PARCEL TO BE
AMENDED TO MASTER PLAN
±9.3 ACRES

SHELTER COVE
MALL TRACT

SHELTER COVE LANE
PUBLIC 60' R/W

MALL BOULEVARD
R/W VARIES

PLAZA AT
SHELTER COVE

U.S. HIGHWAY 278
'WILLIAM HILTON PARKWAY'

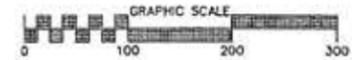
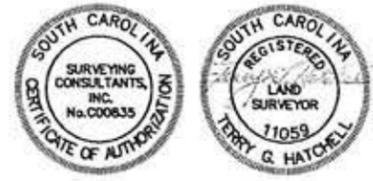
SPECIAL NOTE:
THIS EXHIBIT IS FOR RE-ZONING PURPOSES ONLY AND SHOULD NOT
BE USED FOR ANY OTHER PURPOSE.

RE-ZONING EXHIBIT

SURVEY OF
SHELTER COVE MALL
& A PORTION OF
SHELTER COVE COMMUNITY PARK
A SECTION OF
SHELTER COVE

HILTON HEAD ISLAND, BEAUFORT COUNTY, SOUTH CAROLINA
SCALE: 1" = 100' DATE: 4/30/2012 JOB NO: SC1100400

PREPARED FOR: SHELTER COVE TOWNE CENTRE, LLC
ADDRESS: #39 SHELTER COVE LANE
TAX PARCEL I.D. NO. R520-012-00C-0002-0000



SG SURVEYING CONSULTANTS
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EXHIBIT "C"

LETTER FROM COASTAL MARKETING SERVICES



April 29, 2014

Wes Jones
Jones Simpson and Newton Law Firm
18 Pope Ave
Hilton Head, SC 29928

Wes,

Attached you will find a spreadsheet detailing all rental apartments on Hilton Head Island. This is essentially a copy of the one I sent to you in January 2012. My methodology in developing this review was to contact each complex and determine if there were any major differences from the original report. I next contacted the Town of Hilton Head planning department to determine if any multi-family projects were in the planning or construction process.

Some of my observations from this review:

There have been virtually no changes in rental inventory since January 2012. The rental rates have risen by approximately 5-10% on the average with the greatest increase coming at Marsh Point which was at the top of the rental price range in 2012.

Vacancy rates were hard to determine but in most cases they were non existent. There was a waiting list of 68 names at Hilton Head Gardens (a HUD subsidized complex)

I went to the Town of Hilton Head Planning department to determine if any new units were planned, approved or under construction. I met with Heather Colin the town Planning Coordinator and she informed me that there has only been 1 project in planning that is designated as apartment complex. It is located in Shelter Cove and has 210 units which have been approved but not yet begun construction.

If I can be of any further assistance, please give me a call at 843-301-5528

Paul Cifaldi Sr

Printed version in mail

Post Office Box 5223
Hilton Head Island, SC 29938

Phone 843.785.6640
Cell 843-301-5528
paulcifaldi@hotmail.com

the right message...
to the right prospect...
at the right time!



Coastal Marketing Services

"The Information and Direct Marketing Specialists"

Apartment Complexes on Hilton Head Island												
complex name	tax key	location	total units	effic	1br	2br	3br	yr blt	contact	owned by		notes
Chimney Cove Apartments	376444	278-near Palmetto Dunes	52			43	9	1950	don 686-2150	Chimney Cove LLC	PO Box 21326 , Hilton Head SC 29925	1- 3 story bldg rest flats
			rent			\$650	\$750					
Sylby Tub Apartments	344078	Off Dillon Rd	18			18		1983	Patrick 689-3070, 684-8806	Tom Barnwell		rent based on income
			rent									
Cedar Wells Apartments	3336759	On Squire Pope Rd-near Hudsons	24			24		1990	Patrick 689-3070, 684-8806	Tom Barnwell		rent based on income
			rent			\$713						
90 Dillon Road Apartments	5186844	Dillon Rd - Past Entrance to FBO	48		24	24			steve689-5904-684-1177	Cap Mark Services	245 Peach Tree Center NE Suite 1800, Atlanta GA 30303	Tax Credit mgt co-RLJ -Ohio
			rent		\$700	\$795						
Hilton Head Gardens Apartments	867299	Southwood Park Rd-off 278-behind Apple Appliance	112	16	16	64	16		debbie Carroll-681-2911	C/O Reilly Mgt Assoc-200 Corporate Ridge-suite 925- McClean VA 22102		Hud Subsidized-managed by Frye Properties waiting List -68
			rent	\$673	\$767	\$857	\$1,004					
Sandlewood Terrace	901554	Southwood Park Rd-off 278-behind Apple Appliance	81						pat-681-5309	Beaufort Housing Authority		HUD subsidized- owned by Beaufort Cty Housing rent based on income
			rent									
Marsh Point -Apartments	3448255	off Gum Tree Rd - Near HH Schools Complex	140		56	84			Renay McClain-681-6550	Marshpoint LP- Managed by	3301 West End Ave suite 200-Nashville TN 37203	top of the line-nice surroundings
			rent		\$885	\$980						
			Totals-	475	16	96	257	25				
Approved by Town												
Shelter Cove			units	210								not yet under construction

EXHIBIT "D"
DECLARATION OF COVENANTS

Property Description

Section 1.1: The Property: The real property ("the Property") which is and shall be held, transferred, sold, conveyed, given, donated, leased and occupied subject to these Covenants, is described as follows:

ALL that certain piece, parcel or lot of land being shown and described as "New Parcel to be Conveyed 4.97 Ac." on the plat entitled Boundary Reconfiguration of Shelter Cove Mall Area, A Section of Shelter Cove, Hilton Head Island, Beaufort County, South Carolina" dated June 12, 2012 prepared by Terry G. Hatchell, RLS#11059 and recorded in Plat Book ____ at Page ____ in the Office of the Register of Deeds for Beaufort County, South Carolina. For a more detailed description as to courses, metes and bounds, reference is made to said plat of record.

This being a portion of the same property conveyed to the within Grantor by PVI Shelter Cove Limited Partnership, dated August 10, 2011, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 3076 at Page 2860.

Beaufort County Tax Map Reference: a Portion of R520 012 00B 0026 0000

-AND-

ALL that certain piece, parcel or lot of land being shown and described as "Old 60' R/W of Shelter Cove Lane Area A-4 0.14 Ac." on the plat entitled Boundary Reconfiguration of Shelter Cove Mall Area, A Section of Shelter Cove, Hilton Head Island, Beaufort County, South Carolina" dated June 12, 2012 prepared by Terry G. Hatchell, RLS#11059 and recorded in Plat Book ____ at Page ____ in the Office of the Register of Deeds for Beaufort County, South Carolina. For a more detailed description as to courses, metes and bounds, reference is made to said plat of record.

This being a portion of the same property conveyed to the within Grantor by Shelter Cove Harbour Company, recorded on _____, 2012, in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book ____ at Page _____.

Beaufort County Tax Map Reference: a Portion of R520 012 00B 0030 0000

-AND-

All that certain piece, parcel or lot of land, lying and being on Hilton Head Island, Beaufort County, South Carolina, being shown and described as

"Parcel C" on that certain plat entitled "A Plat of Shelter Cove Mall, Phase II, Shelter Cove, 26 Shelter Cove Lane, As Built Survey, a Section of Palmetto Dunes Resort" prepared by Jerry L. Richardson, SCRLS 4784, Dated April 14, 1988, and revised on July 20, 1988, and which is recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 35 at Page 228.

Derivation Clause and Tax Map Reference Missing!

PART TWO
LAND USE RESTRICTIONS

ARTICLE II:
General Land Use Restrictions and Obligations

Section 2.1: Restrictions on Converting Apartments to Condominiums. In the event any apartments are erected, constructed, or otherwise built on or within the Property, said apartments shall not be converted into condominiums in any manner.

Section 2.2: Restrictions on Rentals of Apartments for Less than Twelve Months per Lease. In the event any apartments are erected, constructed, or otherwise built on or within the Property, the owner(s) of any apartment(s) shall not execute or enter into any lease(s) with a term for less than twelve (12) months per lease. In the event that such a lease is executed or entered into, said lease shall be considered void and of no legal effect.

Section 2.3: Restrictions on Sub-Letting of Apartments by Tenants. In the event any apartments are erected, constructed, or otherwise built on or within the Property, the tenant(s) of any apartment(s) shall not lease or sub-let the apartment(s) to any third parties.

PART THREE
GENERAL

Article III:
General Provisions

Section 3.1: Duration of Covenants. All covenants, restrictions and affirmative obligations set forth herein shall run with the land and shall be binding on all parties and persons claiming under them.

Section 3.2: Remedies in the Event of Violation or Breach. In the event of a violation or breach of any of the restrictions contained herein by grantee, its agents, successors or assigns, Declarant shall have the right to proceed at law or in equity to compel a compliance to the terms hereof or to prevent the violation or breach in any

event, and Declarant shall have the right to recover all costs and expenses of suit in such action, including reasonable attorneys' fees and costs whether or not incurred in conjunction with appellate proceedings.

Section 3.3: Severability and Rule Against Perpetuities. The invalidation by any court of any restrictions of these Covenants shall in no way affect any of the other restrictions, but they shall remain in full force and effect. If any provisions of this Declaration would violate the rule against perpetuities or any other limitation on the duration of the provisions contained herein and imposed by law, then such provision shall be deemed to remain in effect only for the maximum period permitted by law or until twenty-one (21) years after the death of the last survivor of the now living descendants of former President George W. Bush and the original Owner of the Property.

Section 3.4: Interpretation. In all cases, the provisions of this Declaration shall be given that reasonable interpretation or construction which will best effect consummation of the general plan of land use restrictions and affirmative obligations of the Property, which will carry out the intent of the Declarant as expressed in the recitals of these Covenants.

Contrary to the restrictive common law rule of construction, these Covenants shall by this Covenant be interpreted broadly to touch and concern the Property with recognition of modern economic, land use planning and real estate finance and development principles, theories and practices. It is the Declarant's intent, and all Owners who take subject to the Covenants, do covenant and agree, and are thereby estopped to deny, that any reserved right or function of the Declarant, and any other covenant condition, restriction or obligation within these Covenants is intended to promote the use and enjoyment of the Property, is intended to foster the creation, preservation or enhancement of economic or intangible values associated with the Property, and does touch and concern, benefit and burden and run with the Property.

The provisions of these Covenants shall be given full force and effect notwithstanding the existence of any zoning ordinance which allows a less restricted use of the Property.

Section 3.5: Enforcement by the Declarant. In addition to the foregoing, the Declarant shall have the right, but shall not be obligated, to proceed at law or in equity to compel a compliance to the terms hereof or to prevent the violation or breach in any event. Violators shall be obligated to reimburse the Declarant in full for its direct and indirect costs, including but not limited to legal fees incurred by the Defendant in maintaining compliance with these Covenants in the event the Declarant prevails in such proceedings.

Section 3.6: Gender, Tense, and Number. When necessary for proper construction, the masculine form of any word used in this Declaration shall include the feminine or neuter gender, and the singular, the plural and vice versa, and words used in the present tense shall include the future tense.

Property Description

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ALL that certain piece, parcel or lot of land being shown and described as "New Multi-Family Parcel 4.90 Ac." on the plat entitled Boundary Reconfiguration of 4.90 Acres New Multi-Family Parcel, Shelter Cove Lane, A Portion of Shelter Cove Community Park, Hilton Head Island, Beaufort County, South Carolina" dated June 12, 2012 prepared by Terry G. Hatchell, RLS#11059 and recorded in Plat Book ____ at Page ____ in the Office of the Register of Deeds for Beaufort County, South Carolina. For a more detailed description as to courses, metes and bounds, reference is made to said plat of record.

This being a portion of the same property conveyed to the within Grantor by deed of Hancock Development Company, Inc., dated April 29, 1999 and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 1190 at Page 1309.

Beaufort County Tax Map Reference: A Portion of R520 012 00C 0002 0000

PART TWO LAND USE RESTRICTIONS

ARTICLE II: General Land Use Restrictions and Obligations

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Section 3.4: Interpretation. In all cases, the provisions of this Declaration shall be given that reasonable interpretation or construction which will best effect consummation of the general plan of land use restrictions and affirmative obligations of the Property, which will carry out the intent of the Declarant as expressed in the recitals of these Covenants.

Contrary to the restrictive common law rule of construction, these Covenants shall by this Covenant be interpreted broadly to touch and concern the Property with recognition of modern economic, land use planning and real estate finance and development principles, theories and practices. It is the Declarant's intent, and all Owners who take subject to the Covenants, do covenant and agree, and are thereby estopped to deny, that any reserved right or function of the Declarant, and any other covenant condition, restriction or obligation within these Covenants is intended to promote the use and enjoyment of the Property, is intended to foster the creation, preservation or enhancement of economic or intangible values associated with the Property, and does touch and concern, benefit and burden and run with the Property.

The provisions of these Covenants shall be given full force and effect notwithstanding the existence of any zoning ordinance which allows a less restricted use of the Property.

Section 3.5: Enforcement by the Declarant. In addition to the foregoing, the Declarant shall have the right, but shall not be obligated, to proceed at law or in equity to compel a compliance to the terms hereof or to prevent the violation or breach in any event. Violators shall be obligated to reimburse the Declarant in full for its direct and indirect costs, including but not limited to legal fees incurred by the Defendant in maintaining compliance with these Covenants in the event the Declarant prevails in such proceedings.

Section 3.6: Gender, Tense, and Number. When necessary for proper construction, the masculine form of any word used in this Declaration shall include the feminine or neuter gender, and the singular, the plural and vice versa, and words used in the present tense shall include the future tense.

Section 3.7: No Waiver. Failure to enforce any provisions of this Declaration shall not operate as a waiver of any such provision or of any other provisions of this Declaration.

Section 3.8: Captions. The captions and headings in this instrument are for convenience only and shall not be considered in construing any provisions of this Declaration.

(THIS SPACE INTENTIONALLY LEFT BLANK)

TOWN OF HILTON HEAD
ISLAND, SOUTH CAROLINA

2) _____
Signature of 1st Witness

By: _____
Stephen G. Riley, Town Manager

3) _____
Signature of 2nd Witness (the Notary Public)

STATE OF SOUTH CAROLINA

)

UNIFORM ACKNOWLEDGMENT

COUNTY OF BEAUFORT

)

)

I, the undersigned Notary Public do hereby certify that Stephen G. Riley appeared before me this day and, in the presence of the two witnesses above named, acknowledged the due execution of the foregoing instrument on behalf of The Town of Hilton Head Island, South Carolina.

Witness my hand and seal this _____ day of _____, 2012.

4) _____ (SEAL)

Signature of Notary Public for South Carolina

My Commission expires: _____

Shelter Cove Mall Redevelopment
TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA
TRAFFIC IMPACT STUDY

June 25, 2012 – Revised June 9, 2014

Prepared for:
Blanchard and Calhoun Corporation
2743 Perimeter Parkway
Building 200, Suite 370
Augusta, GA 30909

Prepared by:
Pond & Company
3500 Parkway Lane, Suite 600
Norcross, GA 30092

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REVISED

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APPENDIX A: TRAFFIC COUNT DATA

APPENDIX B: 2013 CURRENT MALL CONDITIONS SYNCHRO ANALYSES REPORTS

APPENDIX C: 2013 REDEVELOPED MALL SYNCHRO ANALYSES REPORTS

REVISED

APPENDIX D: 2014 REDEVELOPED MALL SYNCHRO ANALYSES REPORTS (WITH 30 ADDITIONAL UNITS CURRENTLY PROPOSED)

INTRODUCTION

The purpose of this study is to evaluate the traffic impact that will result from the redevelopment of Shelter Cove Mall, located on US 278 Business (William Hilton Parkway) between King Neptune Way/Queens Folly Road and Singleton Beach Road in the Town of Hilton Head Island, South Carolina.

Shelter Cove Mall, in its current state, consists of approximately 272,357 square feet of commercial retail space and is leased to approximately 41% occupancy. The proposed redevelopment of the mall will consist of approximately 295,000 square feet of commercial retail space, including outparcels and 210 multi-family residential dwelling units. The redevelopment will also relocate a portion of Shelter Cove Lane, moving it away from Broad Creek and bringing it closer to the mall, as well as relocating/reconfiguring a portion of Shelter Cove Community Park. For the purposes of this study, the community park will be considered as a new 5.1-acre development.

It is the intent of this study to evaluate the relative traffic impact of this redevelopment to the roadway network and to identify recommendations, where appropriate, to mitigate this impact. The location of Shelter Cove Mall with respect to the adjacent roadway network is shown in Figure 1.

REVISED

This revised study considers the addition of 30 apartment units to the proposed site plan for the Shelter Cove Mall redevelopment and the potential impact that these new units will have on traffic along the US 278 corridor and at the intersections of US 278 and Mall Access Road, Mall Boulevard, and Shelter Cove Lane. Additionally, this study will update the analysis year from 2013 to 2014 and will consider the impact, if any, that background growth on the island will have on US 278.

Revisions include:

- Newly determined 2014 base year volumes to include a 7% increase in traffic between 2012 and 2013 for the PM peak hour, off-island direction. These 2014 base year volumes were used to study traffic impacts of additional 30 units at an analysis year of 2014. (Shown in Figure 4a)
- New daily and peak hour trip generation tables (Tables 10a and 11a) to include the additional 30 apartment units at the redevelopment site.
- Revised Figure 9 to illustrate traffic patterns for additional 30 units.
- Revised Figures 10 and 11 to illustrate new turning movements for the proposed redevelopment.
- Revised Tables 12 and 13 to show operational information with 2014 turning movements.
- Revised Table 15 to update queue lengths from 2014 proposed conditions.
- Revised Tables 16 and 17 to update with LOS from 2014 proposed conditions.

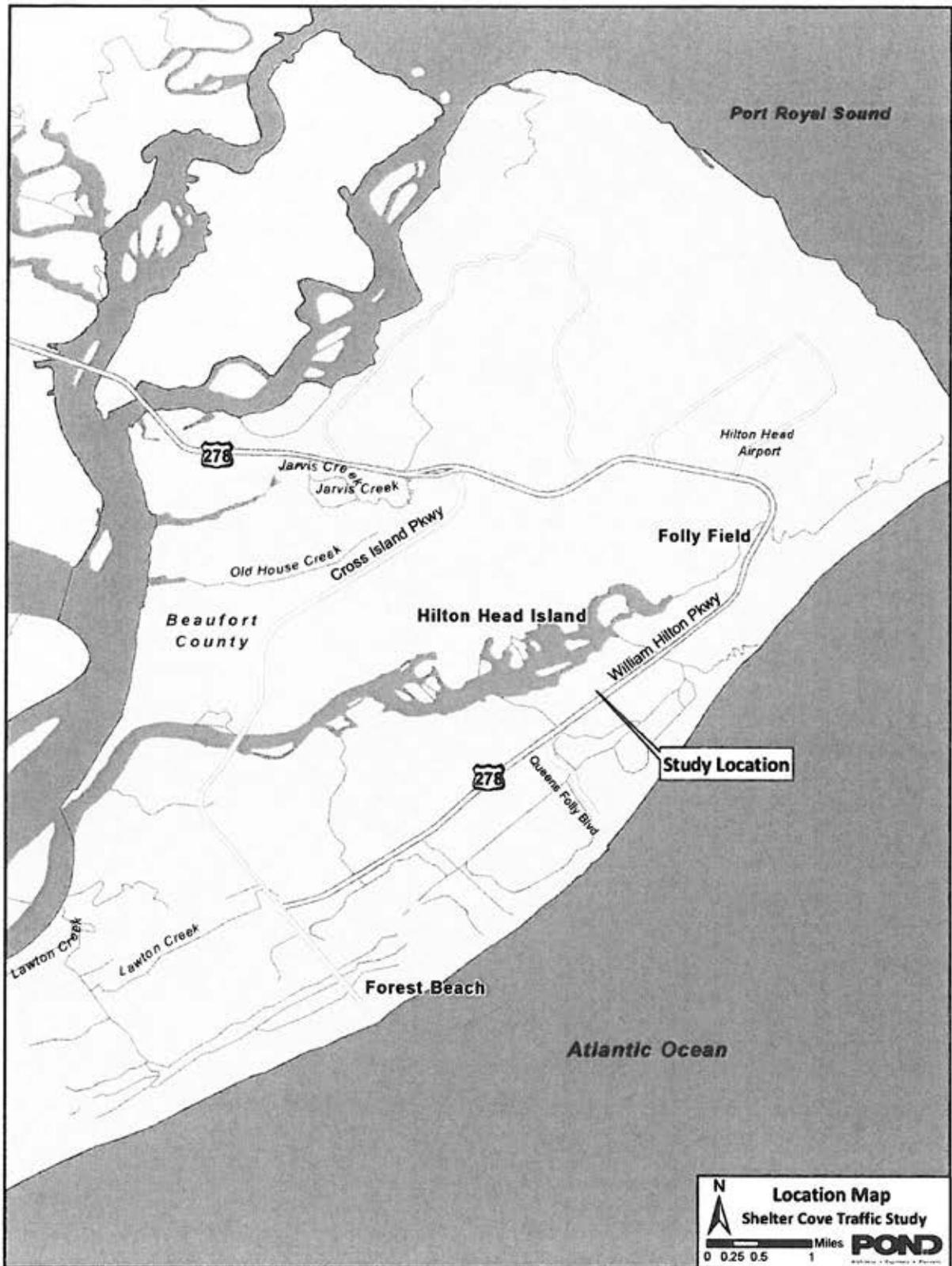


Figure 1: Project Location Map

STUDY METHODOLOGY

In this study, the methodology used for evaluating traffic operations at intersections is based on the criteria that is set forth in the Transportation Research Board's Highway Capacity Manual 2000 (HCM). The HCM is the standard recognized manual for conducting traffic analysis throughout the country. Trafficware Synchro 8 software, which emulates the HCM methodology, was used for the analysis. The following is a description of the methodology employed for the analysis of unsignalized and signalized intersections.

Level of Service (LOS) is an indication used to describe the operations of an intersection. For unsignalized intersections, the LOS is determined by control delay for the turning movements at the intersection and minor street crossing movements. Several factors affect the control delay including the availability and distribution of gaps in the conflicting traffic stream, critical gaps, and follow-up time for a vehicle in the queue.

LOS is assigned a letter designation from A through F. LOS A indicates excellent operations with little delay to motorists, while LOS F exists at unsignalized intersections when there are insufficient gaps of acceptable size to allow vehicles on the side street to cross or turn safely. This condition will result in extremely long control delays and long queues. The LOS criteria for unsignalized intersections, as defined in the HCM, are given in Table 1.

Table 1 - Level of Service Criteria for Unsignalized Intersections

Level of Service (LOS)	Control Delay (s/veh.)
A	0 - 10
B	>10 - 15
C	>15 - 25
D	>25 - 35
E	>35 - 50
F	>50

Source: *Highway Capacity Manual 2000*

LOS for a signalized intersection is a qualitative measure and is defined in terms of control delay per vehicle (in seconds per vehicle). Control delay refers to the portion of total delay that can be attributed to the traffic signal operation for signalized intersections. Control delay depends upon a number of variables including traffic volumes, lane configuration, the quality of progression of traffic from adjacent intersections, the cycle length, and the ratio of green time to the cycle length. The Level of Service criteria for signalized intersections, based on control delay, is shown in Table 2. Level of Service A indicates operations with very low control delay while Level of Service F describes operations with extremely high control delay. Level of Service F is considered to be unacceptable by most drivers. Level of Service D is typically considered to be the limit of acceptable delay in urbanized areas.

Table 2 - Level of Service Criteria for Signalized Intersections

Level of Service	Control Delay per Vehicle (s/veh.)
A	< 10
B	>10 - 20
C	>20 - 35
D	>35 - 55
E	>55 - 80
F	>80

Source: *Highway Capacity Manual 2000*

Development of the Synchro Models

The Current Mall and Redeveloped Mall Synchro models were developed using the Synchro files provided by Town Staff. The signal phasing, cycle lengths and timing used in the analysis for the intersection of US 278 Business at Mall Boulevard were taken from the data provided. It is noted that the intersection is a “scissor” intersection with the Off-Island bound traffic operating as a free-flow movement. However, since long cycle lengths are used along US 278 Business for signal coordination, stopping the Off-Island bound traffic for a short period for the side street movement does not affect modeling of this free-flow movement. The intersection is modeled as a fully signalized intersection with all movements signal controlled.

It should also be noted that the Off-Island bound left-turn movement is a two-lane approach. However, the second lane is approximately 30 feet in length, (about one car length) and effectively operates as a one-lane approach. Therefore, this left-turn movement is modeled as a one-lane approach in the analysis.

At the two unsignalized intersections on US 278 Business at Mall Access and at Shelter Cove Lane, the median along US 278 Business is taken to operate in a manner similar a two-way left-turn lane which allows for left turning vehicles out of the side street to make the maneuver in two movements.

Development of the Build-out Year Background Traffic Volumes Methodology

In order to appropriately compare the relative traffic impacts associated with the proposed redevelopment of Shelter Cove Mall to the existing development several factors must be considered:

- The current mall is operating at 41% occupancy. The current mall traffic operations must be evaluated assuming 100% occupancy when compared to full build-out of the redevelopment.
- The Build-out for the redeveloped mall is planned for summer 2013. Both the existing mall and the redevelopment scenario must be evaluated for the same summer 2013 period.
- Under both the Current Mall and Redeveloped Mall scenarios, there are approved but as yet un-built background developments that must be included in the background traffic.

EXISTING FACILITIES

An inventory was performed of the roadways in the immediate vicinity of the site. The following is a brief description of each of these facilities:

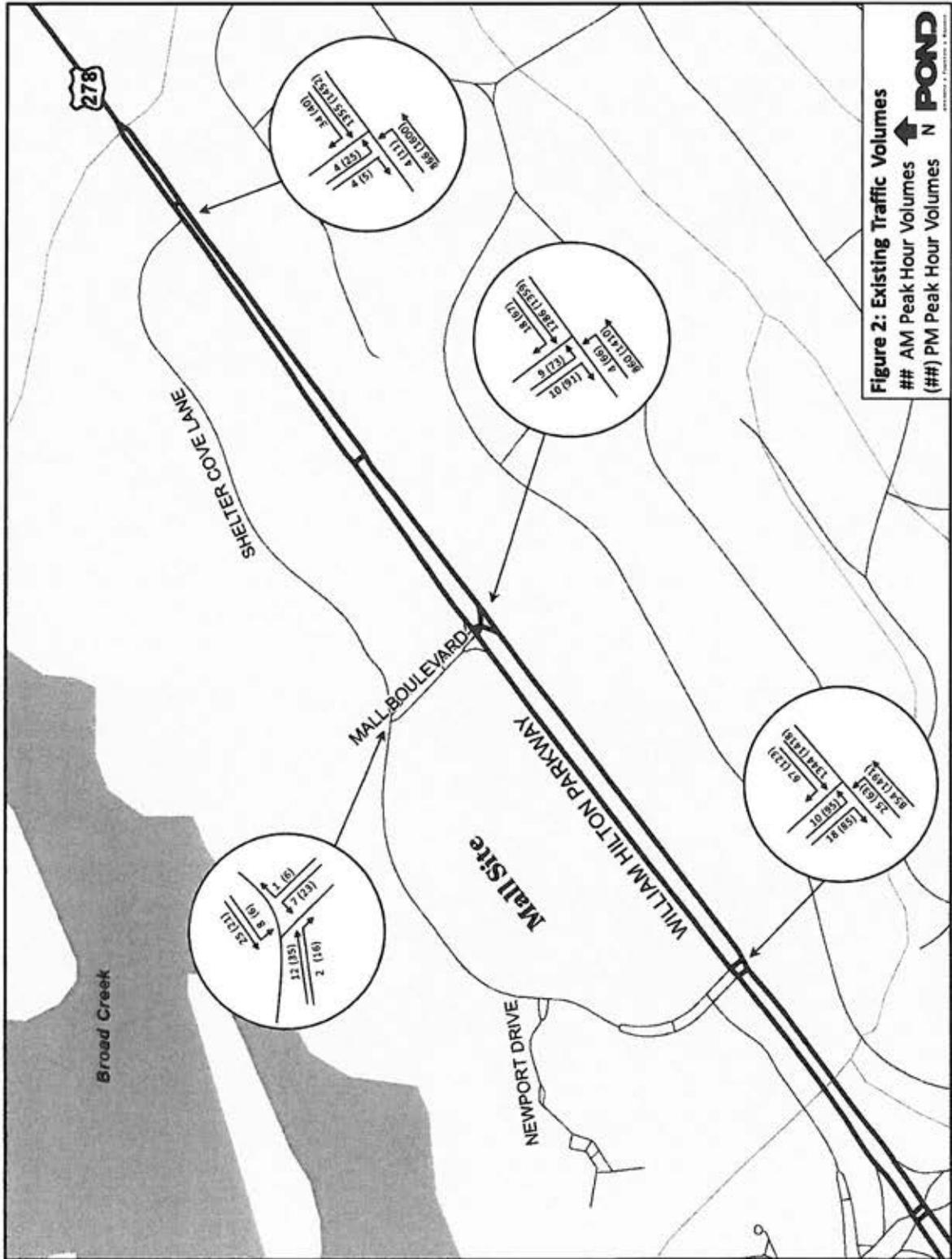
- **US 278 Business (William Hilton Parkway)** is a four-lane, landscaped median divided roadway that has long served as the “spine road” for Hilton Head Island, and many, if not most, of the plantation developments on the island have their primary point of access off US 278 Business. The 2010 annual average daily traffic (AADT) volume on US 278 Business, as recorded by the South Carolina Department of Transportation (SCDOT), was 39,400 vehicles per day (vpd).
- **Shelter Cove Lane** is a collector roadway that extends both east and west of the mall and is parallel to US 278 Business. Shelter Cove Lane has one through lane in each direction and provides access to numerous commercial and retail developments. Shelter Cove Lane also provides access to the Newport community.
- **Mall Boulevard** extends from US 278 Business to Shelter Cove Lane. The US 278 Business/Mall Boulevard intersection is a signalized scissors intersection where off-island traffic is free flow and not controlled by the traffic signal. The Shelter Cove Lane/Mall Boulevard intersection is a “T” intersection and the Mall Boulevard approach is stop sign controlled.
- **Mall Access** is a short connector roadway between US 278 Business and Shelter Cove Lane on the on-island side of the mall. Mall Access has one through lane in each direction.

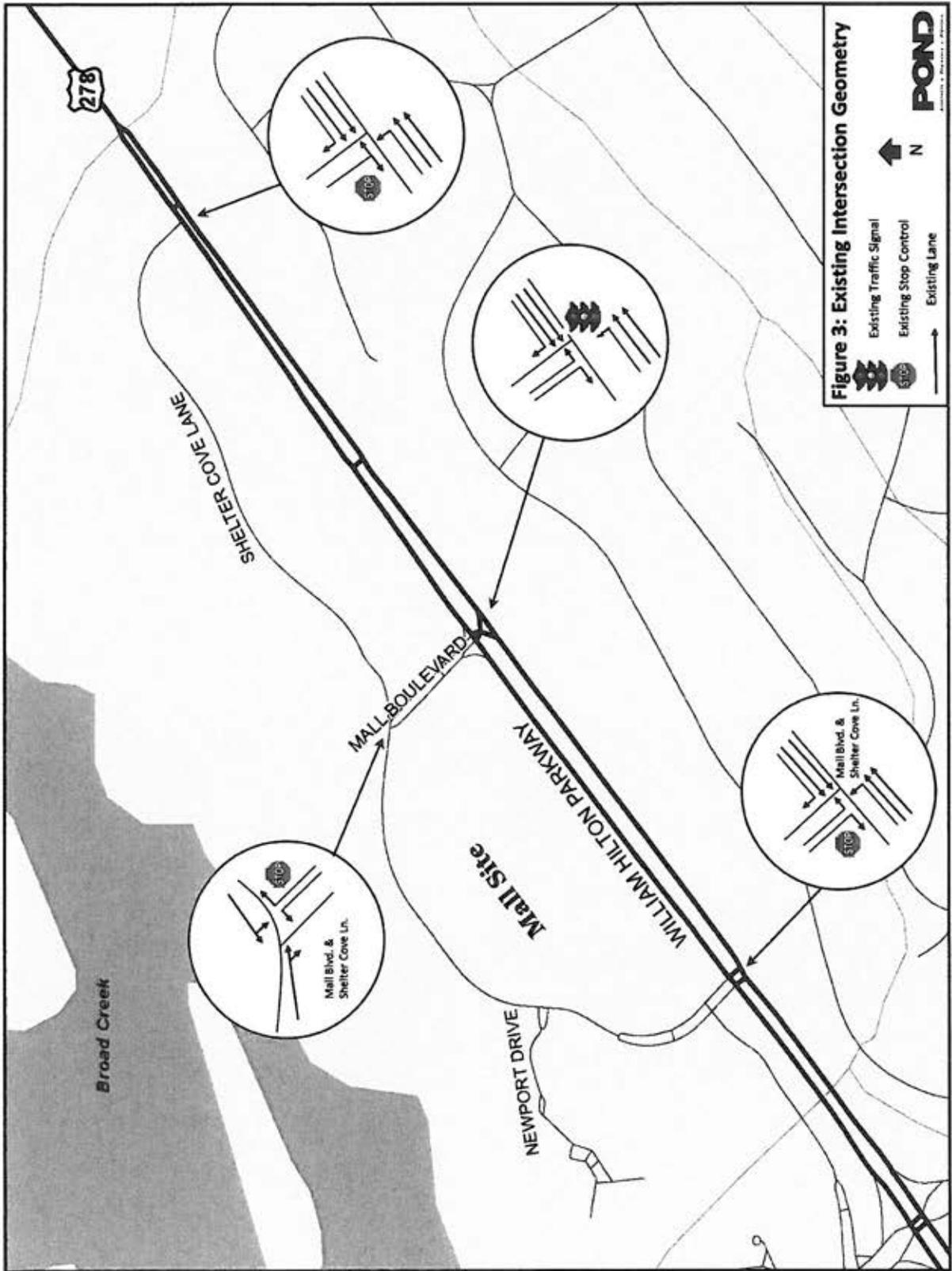
Existing Traffic Counts

Based on discussions with Town staff the following intersections were identified for evaluation:

- US 278 Business at Shelter Cove Lane (unsignalized)
- US 278 Business at Mall Boulevard (signalized)
- US 278 Business at Mall Access (unsignalized)
- Mall Boulevard at Shelter Cove Lane (internal site intersection-unsignalized)
- US 278 Business at new right-in/right-out access (redevelopment scenario only)

Turning movement counts were performed at the first four intersections listed above. The fifth intersection does not currently exist but will be constructed as part of the mall redevelopment and will only be analyzed as part of the redevelopment scenario. The traffic counts were collected during the weekday evening and morning peak times on Monday, May 14, 2012 between 4:00 p.m. and 6:00 p.m. and on Tuesday, May 15, 2012 between 7:00 a.m. and 9:00 a.m., respectively. The four consecutive 15-minute interval volumes that summed to produce the highest traffic volume at each intersection were determined. These volumes make up the existing peak hour traffic volumes for each intersection counted and are shown in Figure 2. The existing intersection geometry and traffic control is shown in Figure 3.





Traffic Volume Adjustments

It is the practice of the Town of Hilton Head Island to evaluate traffic operations and impacts on a typical June weekday, with weekday being a Tuesday, Wednesday, or Thursday. Because the traffic volumes used in this study were counted in May adjustments to the traffic volumes were necessary in order to represent this June condition. Adjustment factors were provided by the Town and these were applied only to the through movements on US 278 Business, and not to Shelter Cove Lane or the mall access points. Adjustments made were as follows:

Step 1 – Daily Adjustment Factor:

The traffic volumes are on average 5.2% higher on Tuesdays than on Mondays. Therefore, the US 278 Business p.m. peak hour through traffic volumes were increased by 5.2% to represent average Tuesday traffic volumes in May 2012.

Step 2 – Monthly Adjustment Factor:

The traffic volumes are on average 4% higher in June than in May. Therefore, the US 278 Business a.m. and p.m. peak hour through traffic volumes were increased by 4% to represent average June 2012 traffic volumes.

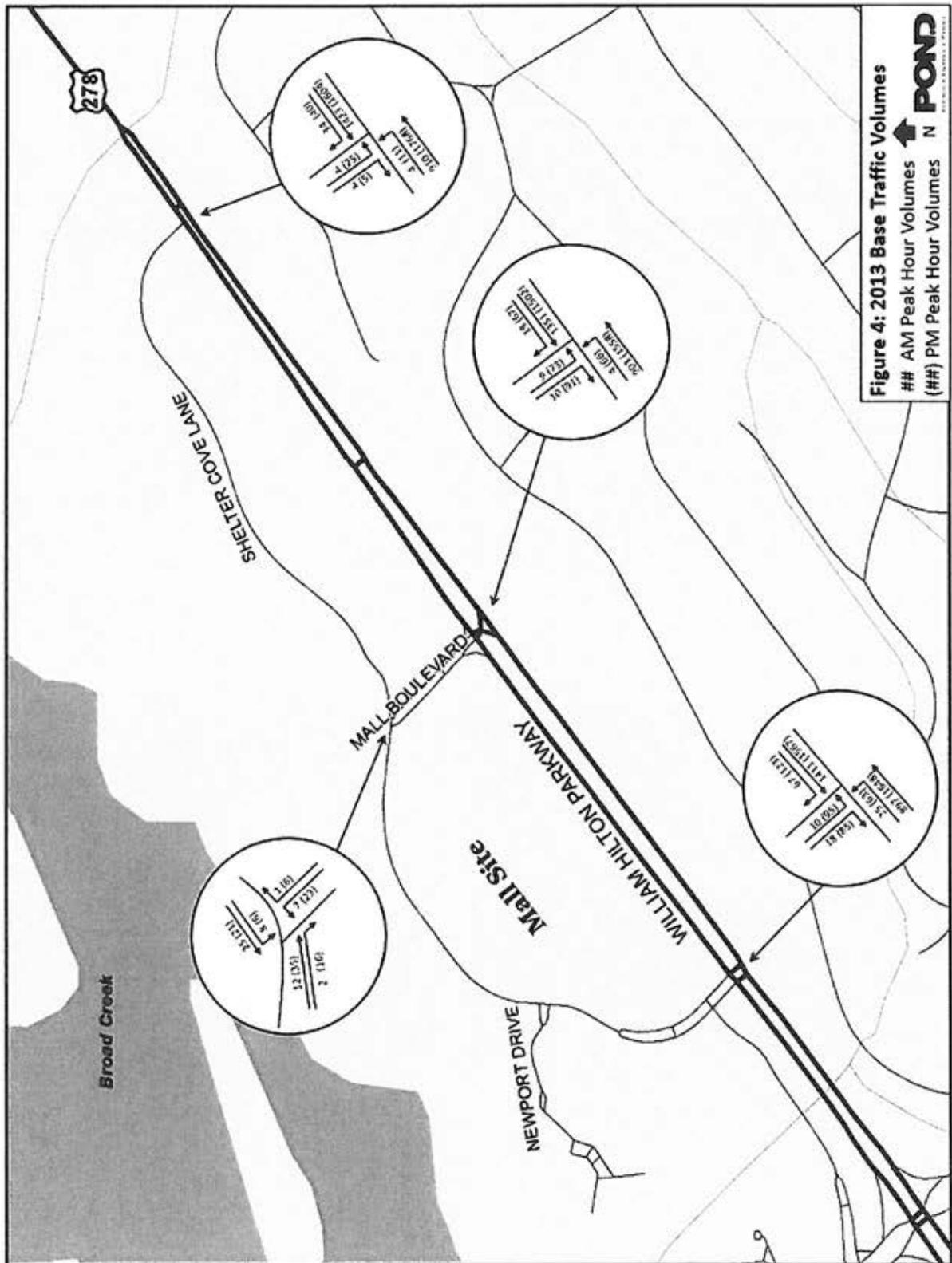
Step 3 – Growth Rate Adjustment Factor:

The Build-out for the redeveloped mall is planned for summer of 2013. The annual background growth rate on US 278 Business is approximately 1% per year. Therefore, the US 278 Business a.m. and p.m. peak hour through traffic volumes were increased by 1% to represent average June 2013 traffic volumes. Figure 4 shows the adjusted year 2013 base peak hour volumes and represents the mall operating at 41% capacity.

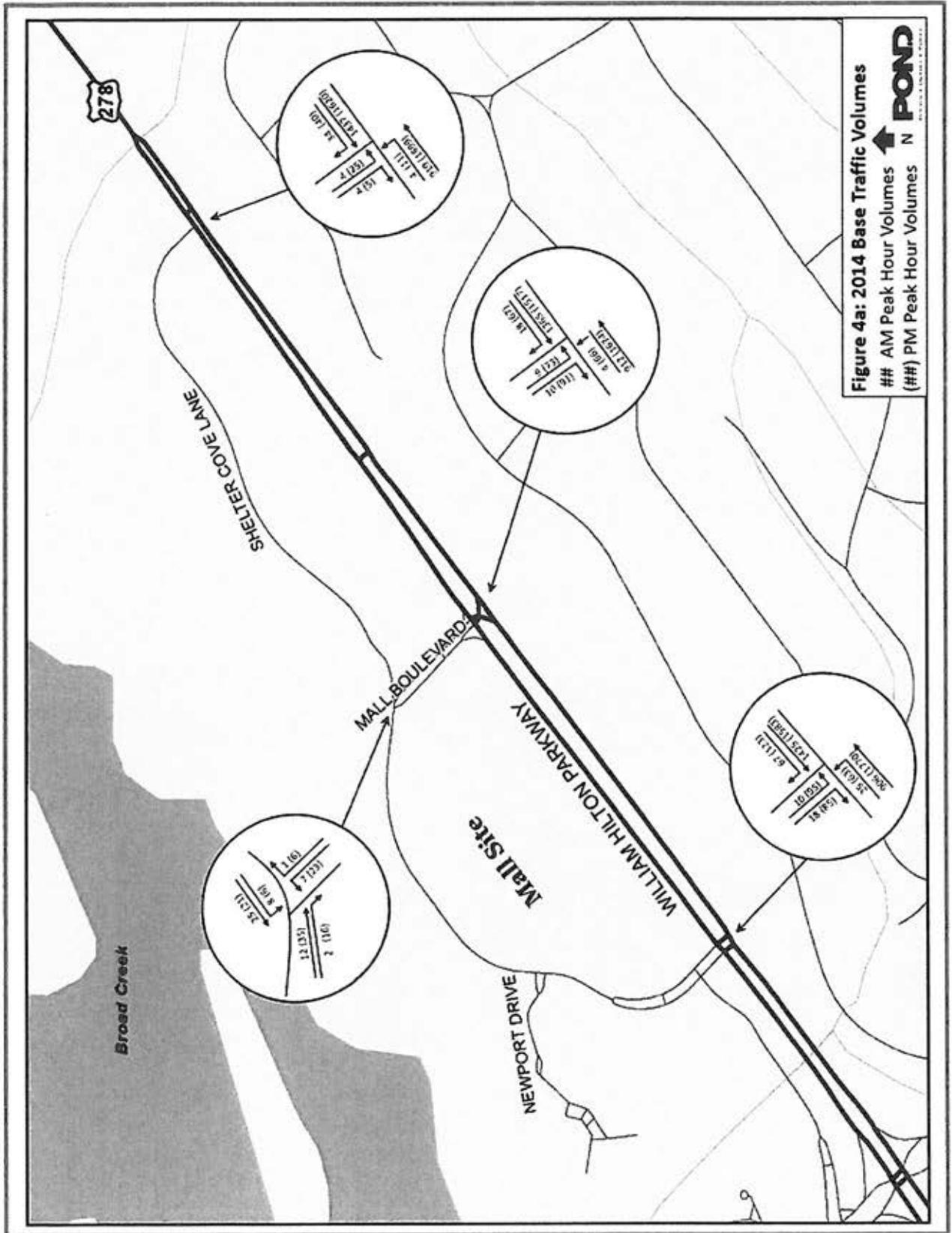
REVISED

The redeveloped mall is now planned for completion in 2014. For the purposes of this study, the annual background growth rate on US 278 Business remained 1% per year, however recent traffic counts conducted by the Town of Hilton Head Island at the intersections of US 278 Business and King Neptune Way/Queen's Folly Road and US 278 Business and Shelter Cove Lane (eastern drive) suggest that a sharp increase in the PM peak hour, eastbound (off-island) traffic of approximately 7% (in addition to the assumed 1% growth) occurred between 2012 and 2013. The PM peak hour, westbound (on-island) direction exhibited an approximate 1% growth rate. The AM peak hour volumes in both directions suggested an overall decrease in through volumes along US 278.

The significant increase in off-island traffic is likely due to several factors such as improved economic conditions and added destinations on Hilton Head Island. Due to the resort nature of the island, it is reasonable to assume that AM peaks are not comparable to non-resort areas, and may have a more gradual peaking trend as visitors to the island arrive over a longer period of time in the morning. The standard 1% per year growth rate was applied to through movements during each peak period, and a one-time 7% growth spike was applied to through movements in the eastbound direction during the PM peak hour. [Figure 4a](#) shows the adjusted year 2014 base peak hour traffic volumes with the one-time 7% yearly growth rate applied between 2012 and 2013. These volumes are used in the revised build analysis.



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BACKGROUND DEVELOPMENTS

As requested by Town staff, approved but as yet un-built background developments near the intersection of US 278 Business at Shelter Cove Lane are to be included in the traffic analysis for both the Current and Redeveloped conditions. The background developments are:

- Redevelopment of the former Cracker Barrel site to consist of:
 - 10,900 square feet for two high turnover (sit-down) restaurants; and
 - 4,000 square feet drive-in bank
- The Life Span Building:
 - 23,500 square feet office space of which 3,000 square feet will be used by SHARE center and the remainder (20,500 square feet) will be general office space.

Trip Generation

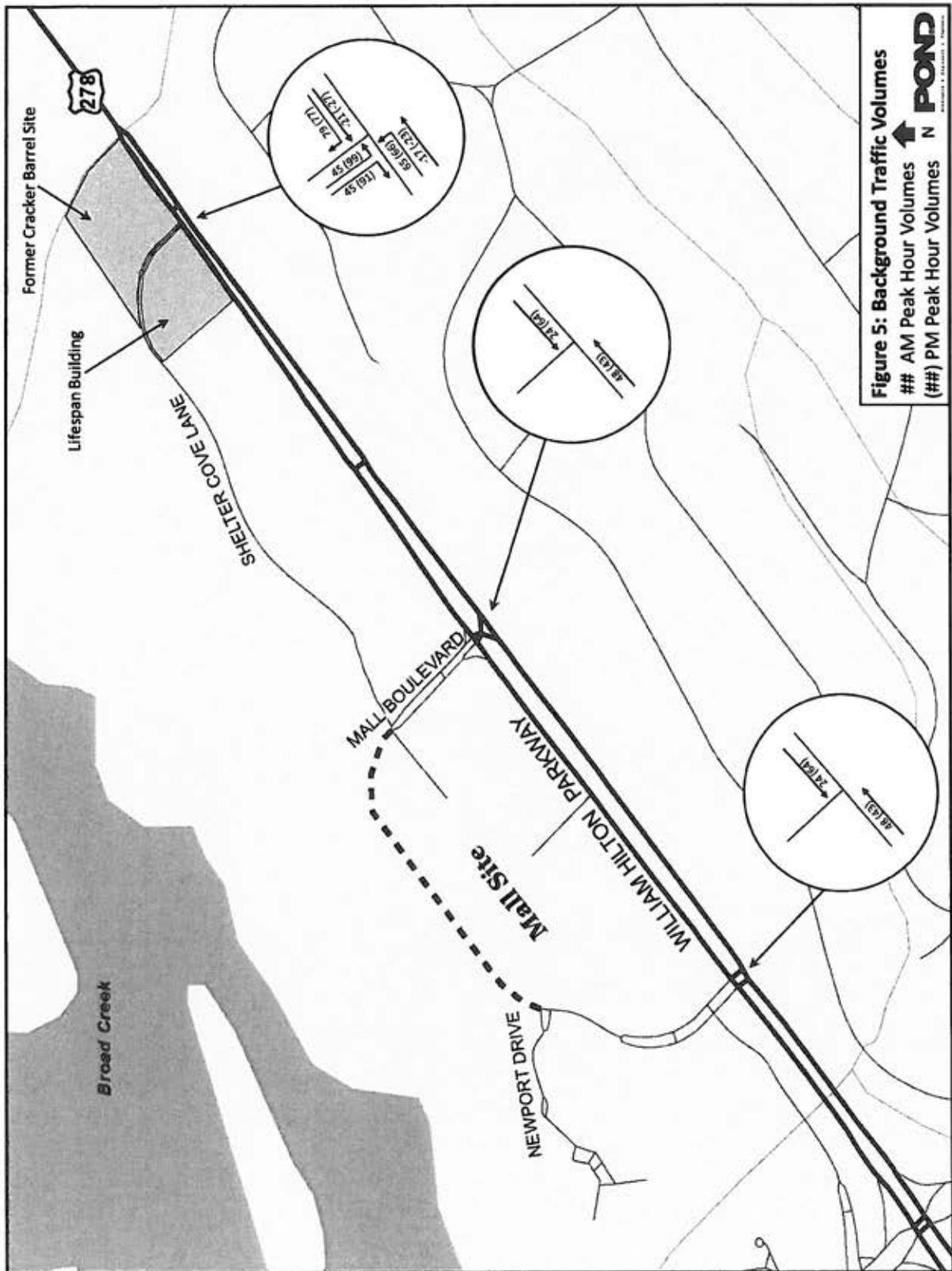
Trip generation for the background developments was prepared using the *ITE Trip Generation Manual, 8th Edition*. ITE Land Use 710, General Office Building, ITE Land Use 495 Recreational Community Center, ITE Land Use 932, High-Turnover (Sit-Down) Restaurant and ITE Land Use 912, Drive-in Bank, were used for the office space, SHARE center, restaurants and bank, respectively. Trip generation for a development can potentially be reduced by applying a pass-by trip reduction for retail and restaurant generated traffic. Pass-by trips are trips to retail developments by vehicles that are already traveling on the adjacent roadway network. These pass-by trips represent new trips to the site driveways, but do not represent new trips on the adjacent roads. Also, a mixed-use reduction for a development with more than one type of land use can be applied. Pass-by trip reduction was applied to the restaurant and bank generated traffic. Mixed-use reduction is not applicable to the background developments. Table 3 provides the trip generation for the background developments.

Table 3 – Background Developments Weekday AM and PM Peak Hour Trip Generation

ITE Trip Generation			AM Peak Hour			PM Peak Hour		
Land Use Code	Trip Type	Unit	Total Trips	Enter	Exit	Total Trips	Enter	Exit
710 General Office Building	ITE/Net New Trips	20,500 sf	53	47	6	102	17	85
495 Recreational Community Center	ITE/Net New Trips	3,000 sf	5	3	2	5	2	3
932 High-Turnover (sit-down) Restaurant	-	10,900 sf	126	66	60	122	72	50
	Pass-by*	43%	-54	-27	-27	-52	-26	-26
	Net New Trips	-	72	39	33	70	46	24
912 Drive-in Bank	ITE New Trips	4,000 sf	50	28	22	104	52	52
	Pass-by*	47%	-22	-11	-11	-48	-24	-24
	Net New Trips	-	28	17	11	56	28	28
TOTAL NET NEW TRIPS		-	158	106	52	233	93	140

*- Pass-by reduction rates taken from ITE recommended practice

The trip distribution for the background developments was based on existing trip patterns in the study area, which approximates to about 55% to/from Off-Island and 45% to/from On-Island on US 278 Business. The trip generation and assignment for the background developments are shown in Figure 5.



CURRENT MALL TRAFFIC OPERATING CONDITIONS

The Current Mall traffic operating condition was analyzed as if the existing mall is operating at 100% (272,357 square feet of commercial retail space) occupancy and including approved but as yet un-built background developments, as described in the previous section.

Current Mall Traffic Volumes

The year 2013 Current Mall peak hour traffic volumes were developed using the 2013 base traffic volumes shown in Figure 4, adding in traffic for the current mall operating at 100% occupancy and adding in traffic generated by approved but as yet un-built background developments, as shown in Figure 5.

Trip generation for the current mall at 100% occupancy was prepared using the *ITE Trip Generation Manual, 8th Edition*. ITE Land Use 820, Shopping Center, was used for the mall. Because the mall is currently leased at 41% occupancy (111,920 square feet), it can be assumed that the traffic generated by this much of the mall is currently on the roadway network and is therefore represented in the existing traffic count data. The net additional trips added to the roadway by the current mall, if leased to 100% occupancy, are the difference between trip generation at 100% occupancy less trip generation at 41% occupancy. Trip generation for a development can potentially be reduced by applying a pass-by trip reduction for retail generated traffic. Also, a mixed-use reduction for a development with more than one type of land use can be applied. Pass-by trip reduction was applied to the mall generated traffic. Mixed-use reduction is not applicable to the current mall development. Table 7 provides the trip generation to be added to the roadway network for the current mall operating at 100% occupancy adjusted for the 41% spaced currently leased out.

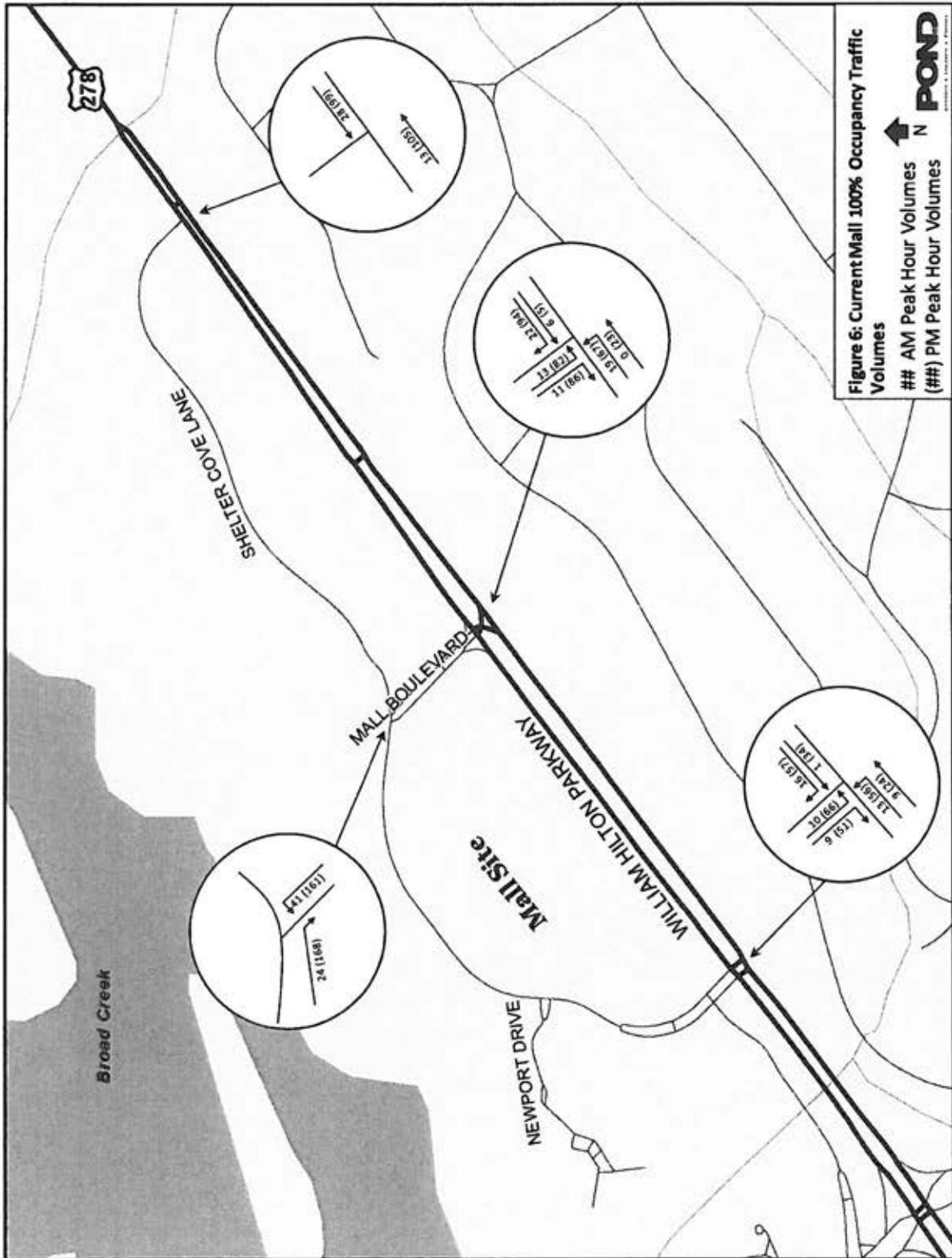
Table 7 - Current Shelter Cove Mall Weekday AM and PM Peak Hour Trip Generation, 100% Occupancy

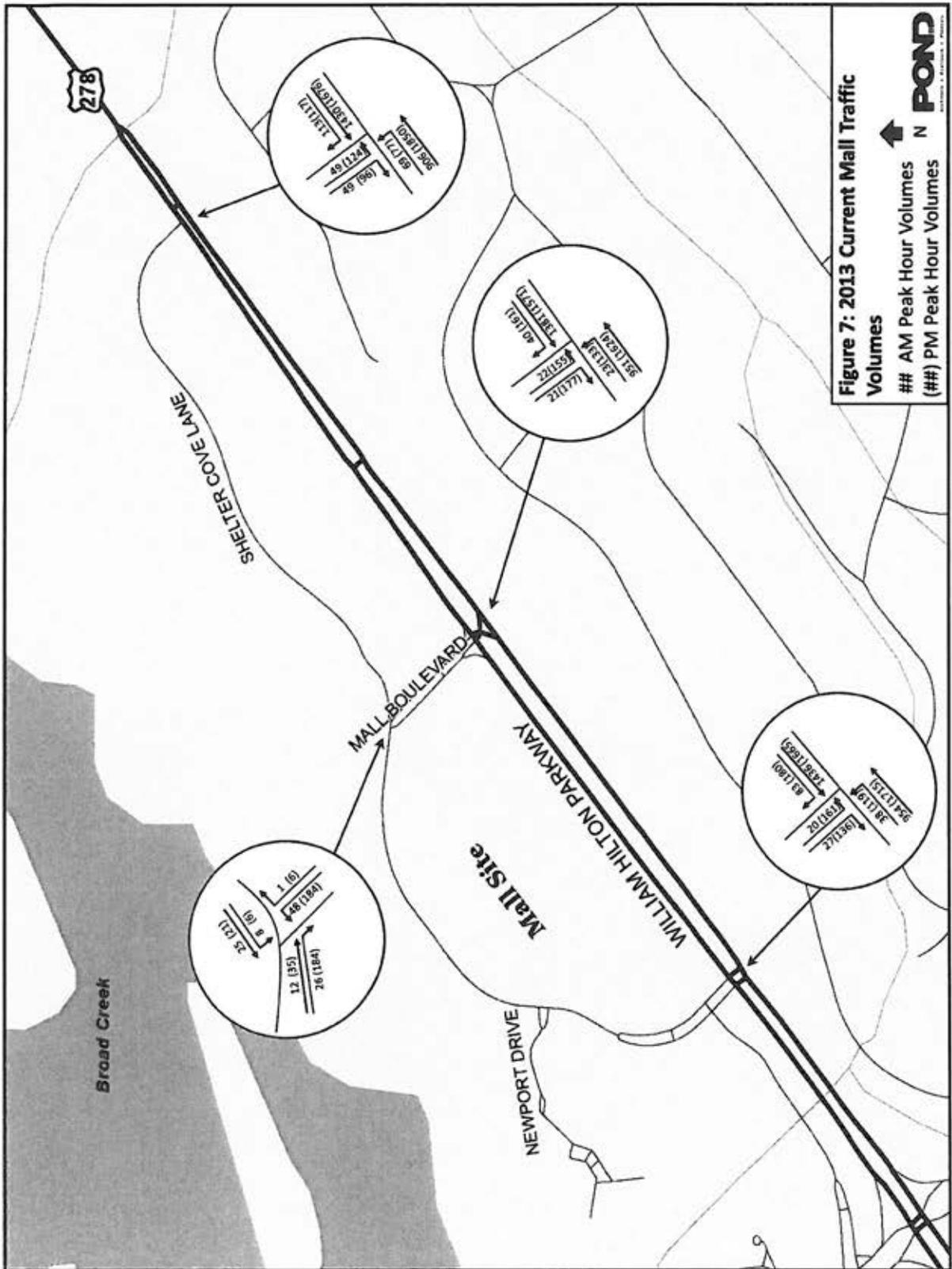
ITE Trip Generation			AM Peak Hour			PM Peak Hour		
Land Use Code	Trip Type	Unit	Total Trips	Enter	Exit	Total Trips	Enter	Exit
820 Shopping Center	ITE New Trips	272,357 sf (100%)	278	170	108	1,245	610	635
	ITE New Trips	111,920 sf (41%)	-165	-100	-65	-686	-336	-350
	Net Trips Added	-	113	70	43	559	274	285
	Pass-by*	34%	-40	-20	-20	-190	-95	-95
	Net New Trips	-	73	50	23	369	179	190

*- Pass-by reduction rates taken from ITE recommended practice

The trip distribution for the mall is based on existing trip patterns in the study area. The trip generation and assignment for the mall operating at 100% occupancy are shown in Figure 6.

The year 2013 Current Mall peak hour traffic volumes were developed by adding the year 2013 base traffic volumes (shown in Figure 4), the mall operating at 100% traffic (shown in Figure 6) and the traffic generated by approved but as yet un-built background developments (shown in Figure 5). The traffic volumes generated by the Current Mall during peak hours are shown in Figure 7.





Current Mall Capacity Analysis

Capacity analyses were performed using the year 2013 Current Mall peak hour traffic volumes and the results of the capacity analyses are shown in Table 8:

Table 8 - Peak Hour Intersection Level of Service (LOS), 2013 Current Mall Conditions

Peak Hour Intersection Level-of-Service (LOS)	AM Peak Hour			PM Peak Hour		
	LOS	Delay (sec)	v/c	LOS	Delay (sec)	v/c
US 278 Business at Mall Access, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	15.8	.11	D	29.9	0.48
Mall Access (Southbound) Approach	C	24.4	.15	F	>180.0	>1.50
US 278 Business at Mall Blvd, Signalized						
Overall Intersection	A	4.8	-	B	18.1	-
US 278 Bus. Off-Island bound Left-Turn	E	70.5	.22	F	86.3	0.71
US 278 Bus. On-Island bound Approach	A	5.1	-	B	19.1	-
Mall Blvd (Southbound) Approach	D	35.9	-	D	39.1	-
Southbound Left-Turn	E	70.3	.30	F	83.7	0.72
US 278 Business at Shelter Cove Ln, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	17.4	.21	C	22.8	0.29
Shelter Cove Ln (Southbound) Approach	E	42.6	.54	F	>180.0	>1.50
Mall Blvd at Shelter Cove Ln, Unsignalized						
Shelter Cove Ln (Westbound) Left-Turn	A	1.8	0.01	A	1.8	0.00
Mall Blvd (Northbound) Approach	A	9.1	0.06	B	10.9	0.25

Table 8 shows that the Mall Access approach at the intersection of US 278 Business at Mall Access is expected to operate with undesirable Level of Service (LOS) F in the p.m. peak hour. Similarly, the Shelter Cove Lane approach at the intersection of US 278 Business at Shelter Cove Lane is also expected to operate at undesirable LOS E or F in the a.m. and p.m. peak hours.

Also shown in Table 8, at the intersection of US 278 Business at Mall Boulevard, the US 278 Business off-island left-turn and the Mall Boulevard southbound left-turn movements are expected to operate at undesirable LOS E in both a.m. and p.m. peak hours. This is in part due to the cycle lengths of 150 seconds and 160 seconds currently being used in the a.m. and p.m. peaks, respectively for traffic signal coordination along the US 278 Business corridor. Using a shorter cycle length is expected to improve Level of Service for the side street, however it will introduce additional delays for through traffic on US 278 Business. Improvements, if feasible, were considered at the study intersections to improve the Level of Service. Table 9 shows the results of the capacity analyses with the identified improvements.

Table 9 - Peak Hour Intersection Level of Service (LOS), 2013 Current Mall Conditions with Improvements

Peak Hour Intersection Level-of-Service (LOS)	AM Peak Hour			PM Peak Hour		
	LOS	Delay (sec)	v/c	LOS	Delay (sec)	v/c
US 278 Business at Mall Access, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	15.8	0.11	D	29.9	0.48
Mall Access (Southbound) Approach	C	24.4	0.15	F	>180.0	>1.50
US 278 Business at Mall Blvd, Signalized						
Overall Intersection	A	4.3	-	B	12.9	-
US 278 Bus. Off-Island bound Approach	A	2.8	-	A	9.9	-
Off-Island bound Left-Turn – Dual Left*	E	68.2	0.13	E	74.1	0.49
US 278 Bus. On-Island bound Approach	A	4.4	-	B	11.7	-
Mall Blvd (Southbound) Approach	C	34.6	-	D	35.3	-
Southbound Left-Turn – Dual Left*	E	67.7	0.11	E	75.5	0.54
US 278 Business at Shelter Cove Ln, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	17.4	0.21	C	22.8	0.29
Shelter Cove Ln (Southbound) Approach	D	31.6	0.38	F	>180.0	>1.50
Mall Blvd at Shelter Cove Ln, Unsignalized						
Shelter Cove Ln (Westbound) Left-Turn	A	1.8	0.01	A	1.8	0.00
Mall Blvd (Northbound) Approach	A	9.1	0.06	B	10.9	0.25

*- Identified Improvement

As shown in Table 9, the addition of a left-turn lane, creating dual lefts, is not expected to improve LOS for the left-turn movements at the intersection of US 278 Business at Mall Boulevard. Again, this is due to the cycle lengths used for traffic signal coordination. As discussed later in this study, dual lefts are expected to reduce queuing. It should be noted that by adding the turn lanes, the intersection would no longer operate as a “scissor” intersection and would operate as a full signalized intersection.

At the intersections of US 278 Business at Mall Access and US 278 Business at Shelter Cove Lane improvements were considered such as adding turn lanes and installing a traffic signal. However, these improvements were not evaluated as the addition of turn lanes, without signalization, would not improve LOS for the side street approaches. The installation of traffic signal is expected to improve LOS for the side streets, however, it will introduce delay for the currently free-flowing through movements on US 278 Business. For these reasons, the addition of turn lanes and traffic signals were not considered viable forms of mitigation at the intersections of US 278 Business at Mall Access and US 278 Business at Shelter Cove Lane for this study.

PROPOSED REDEVELOPMENT

Shelter Cove Mall, in its current state, consists of approximately 272,357 square feet of commercial retail space and is leased to approximately 41% occupancy. The proposed redevelopment of the mall will consist of approximately 295,000 square feet of commercial retail space, including outparcels, and 210 multi-family residential dwelling units. The redevelopment will also relocate a portion of Shelter Cove Lane, moving it away from Broad Creek and bringing it closer to the mall, as well as relocating/reconfiguring a portion of Shelter Cove Community Park. For the purposes of this study, the community park will be considered as a new 5.1-acre development.

The redeveloped mall area will continue to have full movement access on US 278 Business via Mall Boulevard and the existing Mall Access. The mall area will also have a new right-in/right-out driveway on US 278 Business. The redeveloped mall area can also be accessed via Shelter Cove Lane on the off-island side of the mall. However, due to the long distance from the mall along a slower speed roadway, it is expected that this route will not be frequently used for mall access. Figure 8 shows the site plan of the proposed development.

Trip Generation

Trip generation for the redeveloped mall at 100% occupancy, the multi-family residential and the community park were prepared using the *ITE Trip Generation Manual, 8th Edition*. ITE Land Use 820, Shopping Center, ITE Land Use 220, Apartment and ITE Land Use 412, County Park, were used for the redeveloped mall, residential units and community park, respectively. Trip generation for a development can potentially be reduced by applying a pass-by trip reduction for retail generated traffic. Pass-by trips are trips to retail developments by vehicles that are already traveling on the adjacent roadway network. These pass-by trips represent new to the site driveways, but do not represent new trips on the adjacent roads. Also, a mixed-use reduction for a development with more than one type of land use can be applied. Pass-by trip reduction was applied to the mall generated traffic. Mixed-use reduction is applicable to the site as it contains the redeveloped mall and residential units. Tables 10 and 11 provide trip generation for the redeveloped mall area. The trip generation for the redeveloped mall is adjusted for the 41% current occupancy.

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An additional 30 apartment units have been included in the trip generation step as of June 2014. The same land use code 220 was used to estimate the trips generated by these apartments. Additionally, the same mixed-use internal capture rate of 7.5% was used to reduce overall entering and exiting vehicles at the access points to US 278 from the site.

Figure 8: Site Plan

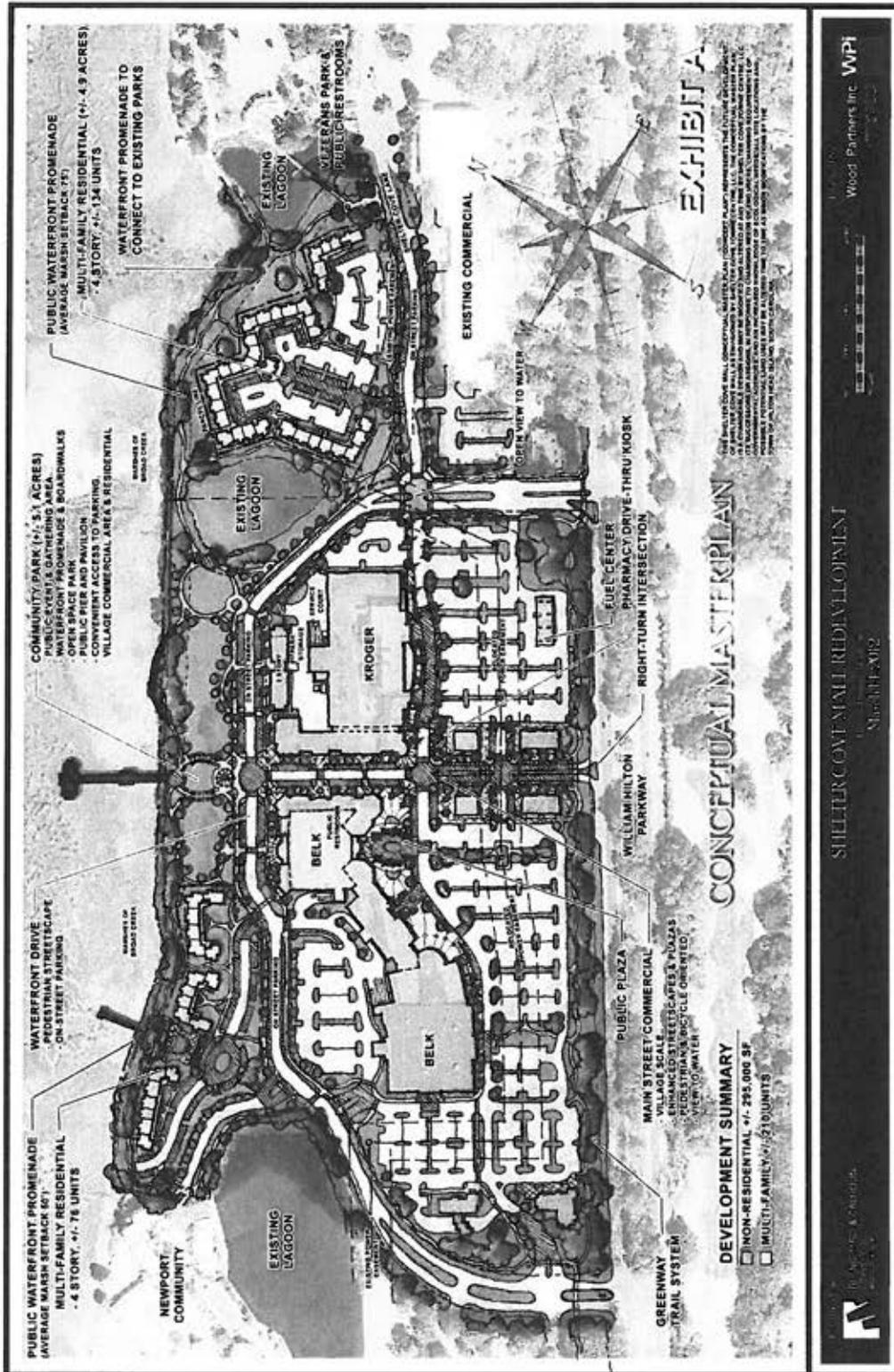


Table 10 - Redeveloped Shelter Cove Mall Weekday Daily Trip Generation, 100% Occupancy

ITE Trip Generation			Daily		
Land Use Code	Trip Type	Unit	Total Trips	Enter	Exit
820 Shopping Center	ITE New Trips	295,000 sf (100%)	13,720	6,860	6,860
	ITE New Trips	111,920 sf (41%)	-7,306	-3,653	-3,653
	Net Trips Added	-	6,414	3,207	3,207
	Pass-by*	34%	-2,180	-1,090	-1,090
	Mixed-use**	-	-110	-55	-55
	Net New Trips	-	4,124	2,062	2,062
220 Apartment	ITE New Trips	210 units	1,396	698	698
	Mixed-use**	-	-110	-55	-55
	Net New Trips	-	1,286	643	643
412 County Park	ITE/Net New Trips	5.1 Acres	12	6	6
TOTAL NET NEW TRIPS		-	5,422	2,711	2,711

*- Pass-by reduction rates from ITE recommended practice

** - Mixed-use reduction from ITE recommended practice between retail and residential uses

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Table 10a – Redeveloped Shelter Cove Mall Weekday Daily Trip Generation, Additional 30 Units

ITE Trip Generation			Daily		
Land Use Code	Trip Type	Unit	Total Trips	Enter	Exit
220 Apartment	ITE New Trips	30 Units	305	152	153
	Mixed Use **	-	-23	-11	-12
	Net New Trips	-	282	141	141
Total Net New Trips (All Land Uses)		-	5,704	2,852	2,852

** - Mixed-use reduction from ITE recommended practice between retail and residential uses

Table 11 - Redeveloped Shelter Cove Mall Weekday AM and PM Peak Hour Trip Generation, 100% Occupancy

ITE Trip Generation			AM Peak Hour			PM Peak Hour		
Land Use Code	Trip Type	Unit	Total Trips	Enter	Exit	Total Trips	Enter	Exit
820 Shopping Center	ITE New Trips	295,000 sf (100%)	292	178	114	1,314	644	670
	ITE New Trips	111,920 sf (41%)	-165	-100	-65	-686	-336	-350
	Net Trips Added	-	127	78	49	628	308	320
	Pass-by*	34%	-42	-21	-21	-214	-107	-107
	Mixed-use**	-	-8	-7	-1	-10	-3	-7
	Net New Trips	-	77	50	27	404	198	206
220 Apartment	ITE New Trips	210 units	107	21	86	133	87	46
	Mixed-use**	-	-8	-1	-7	-10	-7	-3
	Net New Trips	-	99	20	79	123	80	43
412 County Park	ITE/Net New Trips	5.1 Acres	3	2	1	3	1	2
TOTAL NET NEW TRIPS		-	179	72	107	530	279	251

* - Pass-by reduction rates from ITE recommended practice

** - Mixed-use reduction from ITE recommended practice between retail and residential uses

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Table 11a – Redeveloped Shelter Cove Mall Weekday AM and PM Peak Hour Trips, Additional 30 Units

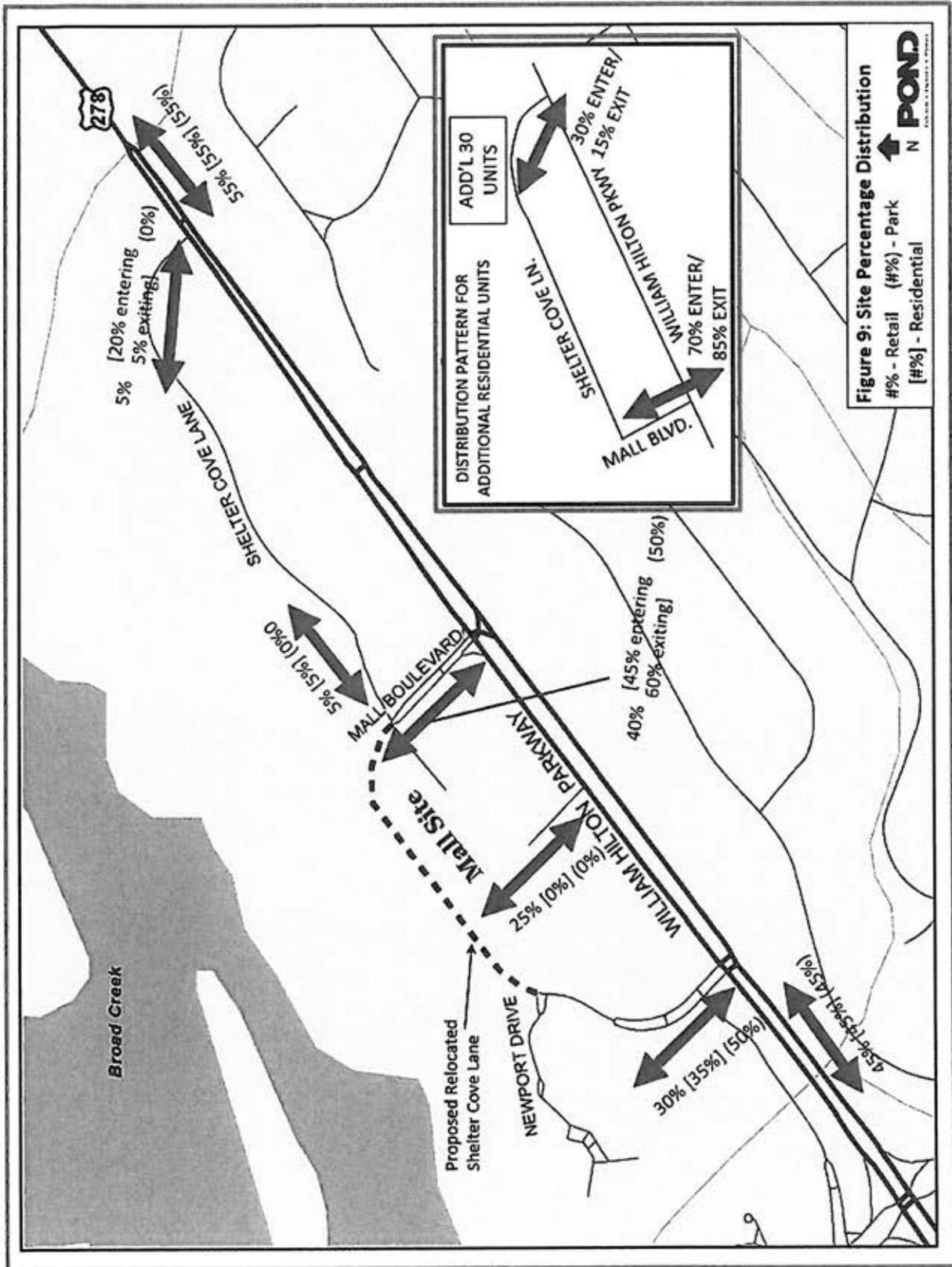
ITE Trip Generation			AM Peak Hour			PM Peak Hour		
Land Use Code	Trip Type	Unit	Total Trips	Enter	Exit	Total Trips	Enter	Exit
220 Apartment	ITE New Trips	30 Units	18	4	14	34	22	12
	Mixed Use **	-	-1	0	-1	-3	-2	-1
	Net New Trips	-	17	4	13	31	20	11
Total Net New Trips (All Land Uses)		-	196	76	120	561	299	262

** - Mixed-use reduction from ITE recommended practice between retail and residential uses

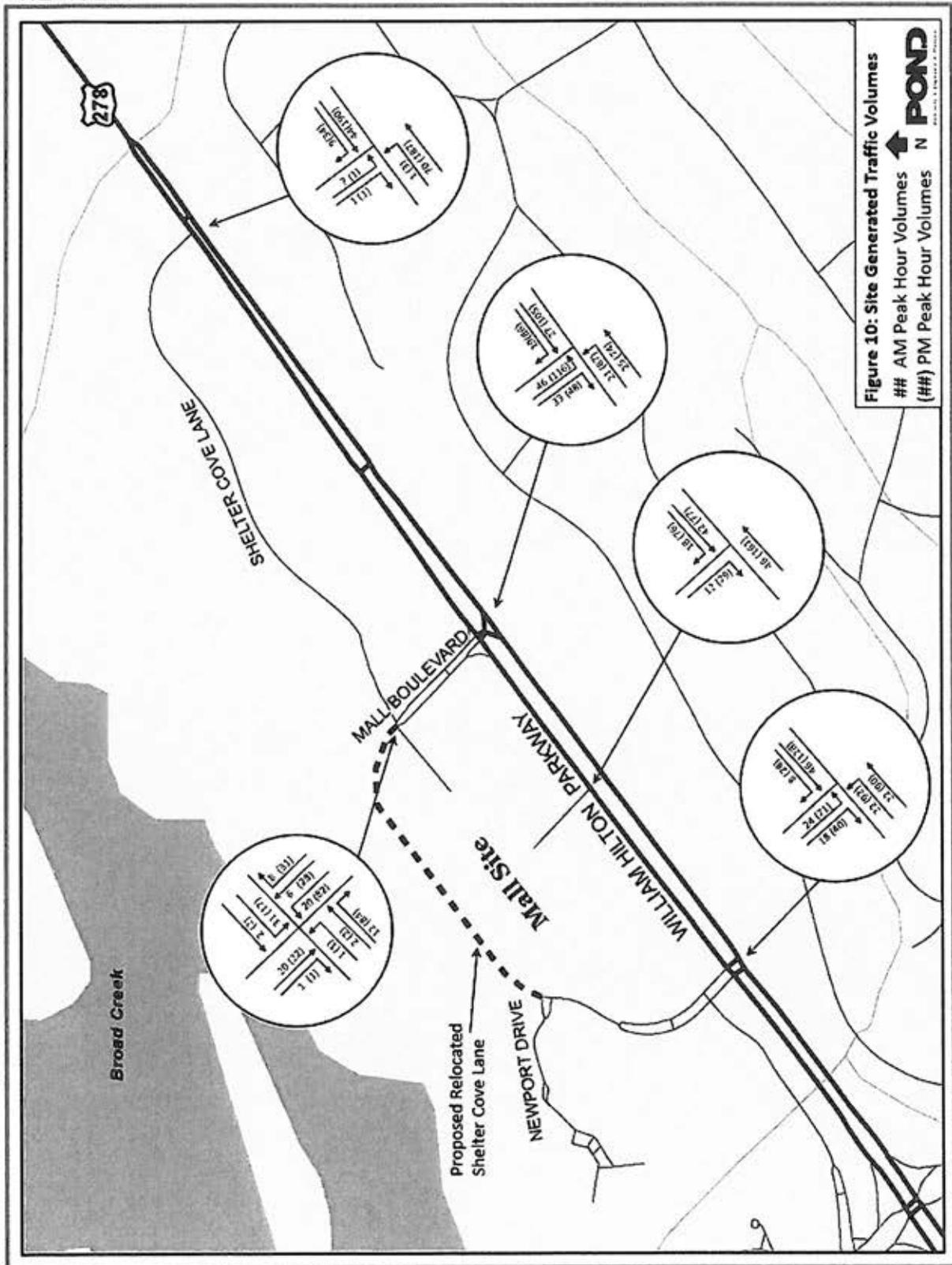
Trip Distribution

The trip distribution for the redeveloped mall area is based on existing trip patterns in the study area. The percentage trip distribution is shown in Figure 9. The site generated traffic for the redeveloped mall area shown in Table 11 and 11a was distributed to the roadway network based on these distributions. The site generated traffic volumes are shown in Figure 10.

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REDEVELOPED MALL TRAFFIC OPERATING CONDITIONS

The Redeveloped Mall condition consists of the proposed redevelopment of the mall consisting of approximately 295,000 square feet of commercial retail space, 240 multi-family residential dwelling units and a 5.1-acre community park. The Redeveloped Mall condition also includes the approved but as yet un-built developments of restaurants and bank on the former Cracker Barrel site and occupancy of the Lifespan Building.

Redeveloped Mall Traffic Volumes

The year 2014 Redeveloped Mall peak hour traffic volumes were developed by adding the year 2014 base traffic volumes (shown in Figure 4), the site generated traffic (shown in Figure 10), and the traffic generated by approved but as yet un-built background developments (shown in Figure 5). The Redeveloped Mall peak hour traffic volumes are shown in Figure 11.

Redeveloped Mall Capacity Analysis

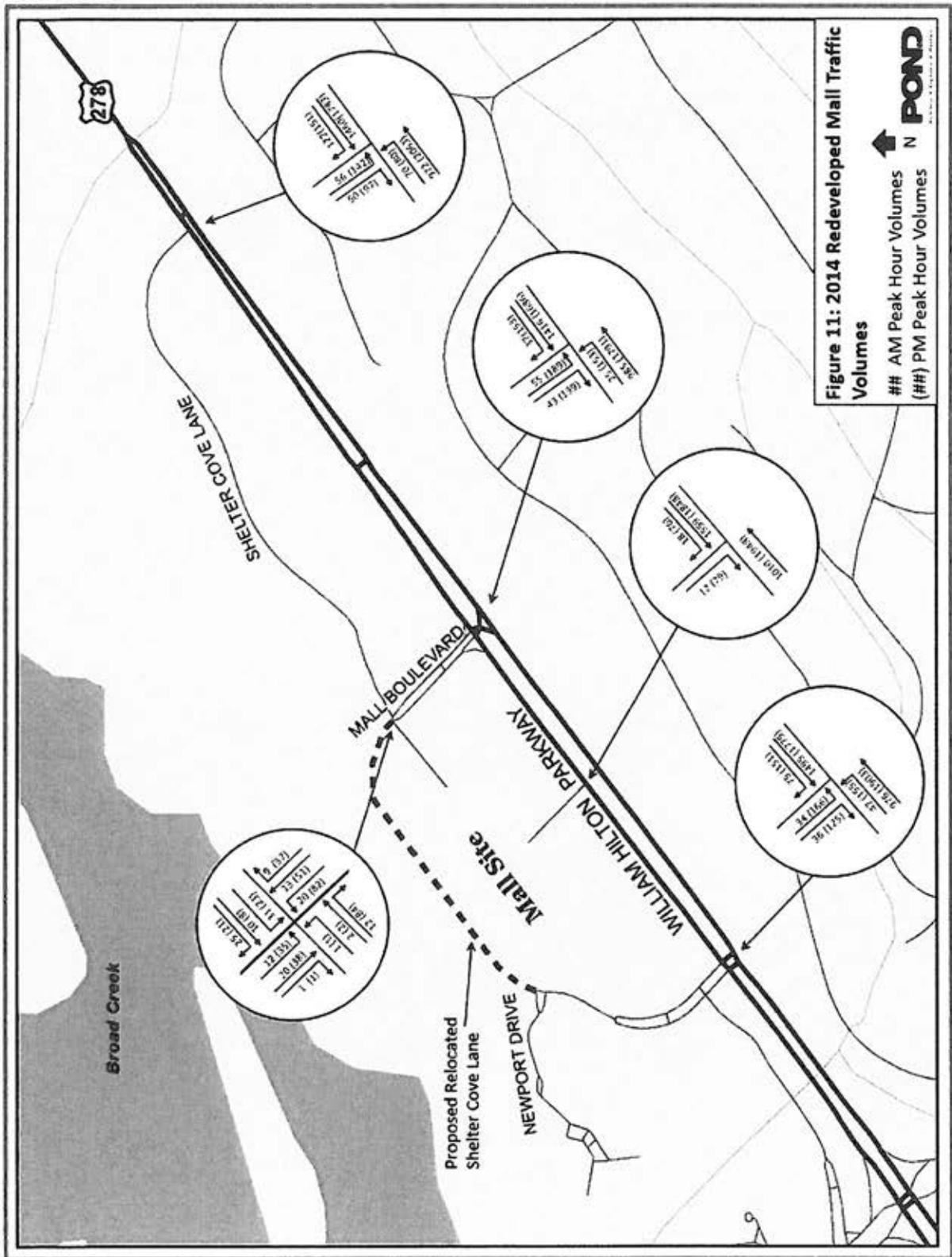
Capacity analyses were performed using the year 2014 Redeveloped Mall peak hour traffic volumes and the results of the capacity analyses are shown in Table 12. These results reflect conditions with the Mall redevelopment but without any roadway or operational improvements.

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Table 12 - Peak Hour Intersection Level of Service (LOS), 2014 Redeveloped Mall Conditions

Peak Hour Intersection Level-of-Service (LOS)	AM Peak Hour			PM Peak Hour		
	LOS	Delay (sec)	v/c	LOS	Delay (sec)	v/c
US 278 Business at Mall Access, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	16.9	0.14	E	45.0	0.68
Mall Access (Southbound) Approach	D	30.1	0.27	F	>180.0	>1.50
US 278 Business at Mall Blvd, Signalized						
Overall Intersection	A	7.1	-	C	22.0	-
US 278 Bus. Off-Island bound Left-Turn	E	70.7	0.24	F	92.3	0.78
US 278 Bus. On-Island bound Approach	A	6.9	-	C	23.4	-
Mall Blvd (Southbound) Approach	D	41.3	-	D	51.1	-
Southbound Left-Turn	E	73.9	0.43	F	88.7	0.80
US 278 Business at Shelter Cove Ln, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	18.1	0.22	D	27.2	0.35
Shelter Cove Ln (Southbound) Approach	F	51.7	0.62	F	>180.0	>1.50
Mall Blvd at Shelter Cove Ln, Unsignalized						
Mall Blvd (Northbound) Left-Turn	A	7.3	0.01	A	7.5	0.06
Shelter Cove Ln (Southbound) Left-Turn	A	7.3	0.01	A	7.5	0.03
Kroger Access (Eastbound) Approach	A	8.7	0.01	A	9.0	0.04
Shelter Cove Ln (Westbound) Approach	A	9.2	0.04	B	12.7	0.05
New Mall Right-in/Right-out Driveway						
Mall Driveway (Southbound) Approach	B	12.5	0.03	B	11.6	0.14

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As shown in Table 12, the Mall Access approach at the intersection of US 278 Business at Mall Access is expected to operate with undesirable Level of Service (LOS) F in the p.m. peak hour, which is similar to the LOS for the Current Mall operating conditions. The Shelter Cove Lane approach at the intersection of US 278 Business at Shelter Cove Lane is also expected to operate at undesirable LOS E or F in the a.m. and p.m. peak hours. The new Mall right-in/right-out driveway is expected to operate with acceptable Level of Service.

Again similar to Current Mall operating conditions, the intersection of US 278 Business at Mall Boulevard, the US 278 Business off-island left-turn and the Mall Boulevard southbound left-turn movements are expected to operate at undesirable LOS E in both a.m. and p.m. peak hours. As previously discussed, this is in part due to the cycle lengths of 150 seconds and 160 seconds currently being used in the a.m. and p.m. peaks, respectively for traffic signal coordination along the US 278 Business corridor. Using a shorter cycle length is expected to improve Level of Service for the side street, however it will introduce additional delays for through traffic on US 278 Business. Improvements, if feasible, were considered at the study intersections to improve the Level of Service. Table 13 shows the results of the capacity analyses with the identified improvements.

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Table 13 - Peak Hour Intersection Level of Service (LOS), 2014 Redeveloped Mall Conditions with Improvements

Peak Hour Intersection Level-of-Service (LOS)	AM Peak Hour			PM Peak Hour		
	LOS	Delay (sec)	v/c	LOS	Delay (sec)	v/c
US 278 Business at Mall Access, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	16.9	0.14	E	45.0	0.68
Mall Access (Southbound) Approach	D	30.1	0.28	F	>180.0	>1.50
US 278 Business at Mall Blvd, Signalized						
Overall Intersection	A	5.8	-	B	15.5	-
US 278 Bus. Off-Island bound Approach	A	3.4	-	B	11.4	-
Off-Island bound Left-Turn – Dual Left*	E	68.2	0.14	E	74.4	0.52
US 278 Bus. On-Island bound Approach	A	5.2	-	B	14.8	-
Mall Blvd (Southbound) Approach	D	38.7	-	D	43.4	-
Southbound Left-Turn – Dual Left*	E	69.2	0.27	E	75.3	0.59
US 278 Business at Shelter Cove Ln, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	18.1	0.22	D	27.2	0.35
Shelter Cove Ln (Southbound) Approach	E	36.2	0.45	F	>180.0	>1.50
Mall Blvd at Shelter Cove Ln, Unsignalized						
Mall Blvd (Northbound) Left-Turn	A	7.3	0.01	A	7.5	0.06
Shelter Cove Ln (Southbound) Left-Turn	A	7.3	0.01	A	7.5	0.03
Kroger Access (Eastbound) Approach	A	8.7	0.01	A	9.0	0.09
Shelter Cove Ln (Westbound) Approach	A	9.2	0.04	B	11.1	0.04
New Mall Right-in/Right-out Driveway						
Mall Driveway (Southbound) Approach	B	13.0	0.03	B	10.8	0.12

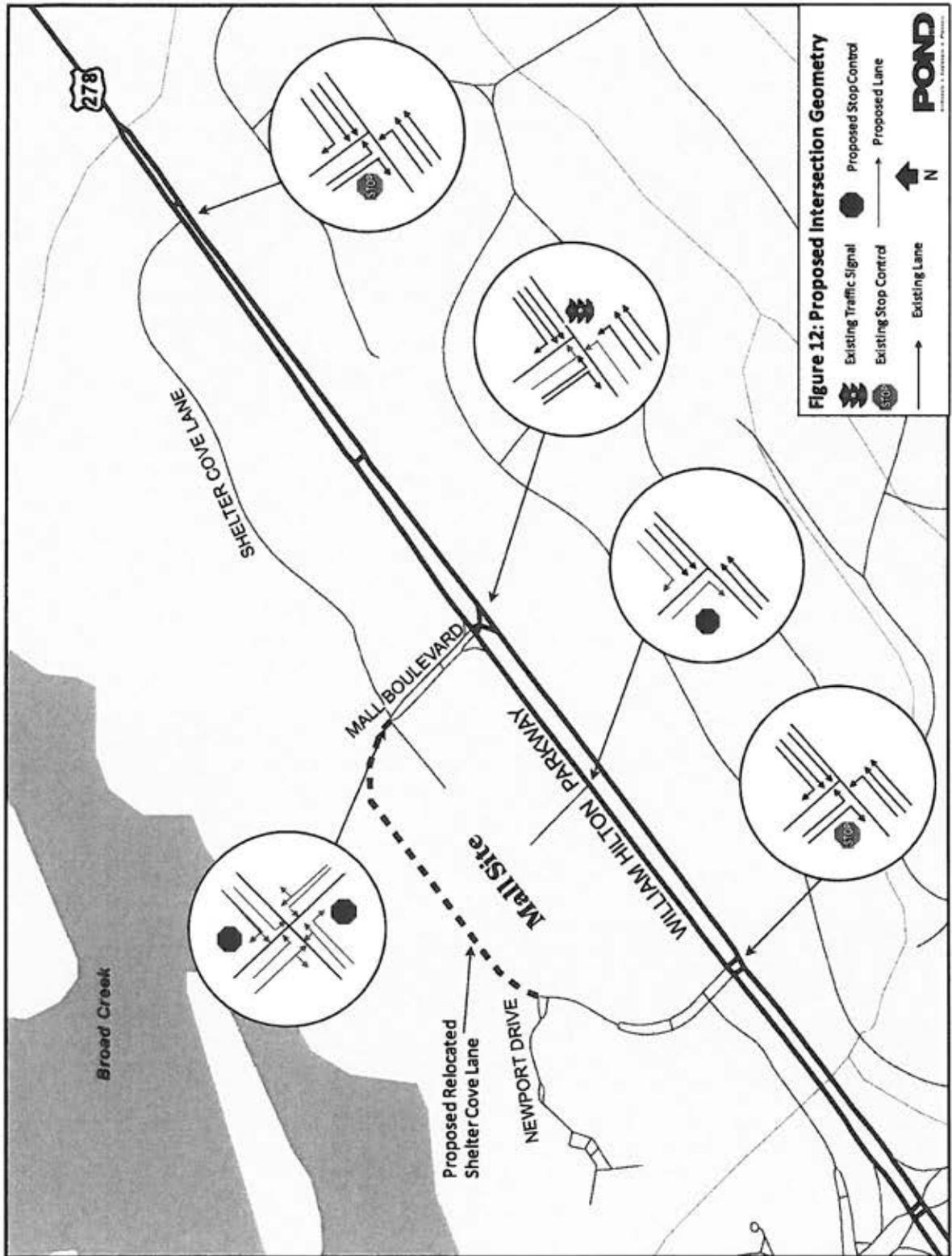
*- Identified Improvement

As shown in Table 13, the addition of a left-turn lane, creating dual lefts, is not expected to improve LOS for the left-turn movements at the intersection of US 278 Business at Mall Boulevard, which is similar to the Current Mall operation conditions. Again, this is due to the cycle lengths used for traffic signal coordination. As discussed later in this study, dual lefts are expected to reduce queuing. It should be noted that by adding the turn lanes, the intersection would no longer operate as a “scissor” intersection and would operate as a full signalized intersection.

Again similar to Current Mall operating conditions, at the intersections of US 278 Business at Mall Access and US 278 Business at Shelter Cove Lane improvements were considered such as adding turn lanes and installing a traffic signal. However, these improvements were not evaluated as the addition of turn lanes, without signalization, would not improve LOS for the side street approaches. The installation of a traffic signal is expected to improve LOS for the

side streets, however, it will introduce delay for the currently free-flowing through movements on US 278 Business. For these reasons again, the addition of turn lanes and traffic signals were not considered viable forms of mitigation at the intersections of US 278 Business at Mall Access and US 278 Business at Shelter Cove Lane for this study.

Figure 12 shows the proposed intersection geometry and traffic control at the study intersections.



TRAFFIC OPERATIONAL ISSUES

In discussions with Town Staff, several traffic operational issues were to be addressed as part of this study as follows:

1. Intersection Operations - LOS, Delay and v/c ratios – Level of Service (LOS), Delay and v/c ratios are provided in Tables 8 and 9 for the Current Mall conditions and in Tables 12 and 13 for the Redeveloped Mall conditions. These are discussed in detail together with improvements to address the undesirable Level of Service.

2. Need for dual lefts at US 278 Business/Mall Boulevard intersection and impacts related to that (queuing) considering the presence of an existing internal intersection between this location and the internal Mall Boulevard/Shelter Cove Lane intersection - As noted in the analysis for the addition of the two dual left-turns at the intersection of US 278 Business at Mall Boulevard does not significantly improve the Level Service, however, the queues for these movements are significantly reduced as shown in Tables 14 and 15.

Table 14 - Peak Hour Queue Length Comparison, 2013 Conditions – Current Mall

Queue Length Intersection	AM Peak Hour		PM Peak Hour	
	w/o Imp	w/ Imp	w/o Imp	w/ Imp
US 278 Business at Mall Blvd, Signalized				
US 278 Bus. Off-Island bound Left-Turn	56 feet	28 feet	227 feet	112 feet
Mall Blvd Southbound Left-Turn	54 feet	27 feet	250 feet	126 feet

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Table 15 - Peak Hour Queue Length Comparison, 2014 Conditions – Proposed Mall

Queue Length Intersection	AM Peak Hour		PM Peak Hour	
	w/o Imp	w/ Imp	w/o Imp	w/ Imp
US 278 Business at Mall Blvd, Signalized				
US 278 Bus. Off-Island bound Left-Turn	59 feet	30 feet	276 feet	124 feet
Mall Blvd Southbound Left-Turn	107 feet	55 feet	315 feet	148 feet

Please note: The changes due to revision from 2013 to 2014 Proposed Mall Conditions result in changes in queuing length of less than 10% percent for all conditions except the AM Peak hour for the Mall Blvd. southbound left turn. This is expected to see a 12% increase in queue length versus the values in the 2012 analysis. However, the results indicated below remain the same.

As shown, the queue lengths are expected to be halved with the improvements added. It should be noted that on Mall Boulevard there is an existing internal intersection approximately 200 feet from the US 278 Business intersection. As shown for both the Current Mall and Redeveloped Mall conditions, without improvements the queue lengths are expected to exceed this distance causing blocking for northbound left-turn traffic on Mall Boulevard at this internal

intersection. However, with the southbound dual-left improvement, the queues are expected not to exceed 200 feet and, therefore blocking is not anticipated.

Also shown is that the queues for the US 278 Off-Island left-turn movement is also expected to be halved with the improvements. This movement is currently a two-lane approach with a 30 ft second lane which effectively operates as a one-lane approach. By increasing the second lane to approximately 150 feet, this movement is expected to operate efficiently as a two-lane approach.

3. Performance of and/or need to improve the auxiliary acceleration lane in the median of US 278 Business east of Mall Boulevard – This auxiliary lane serves as an acceleration lane for left-turn traffic coming from Mall Boulevard through the ‘scissor’ intersection and merging with the US 278 Business Off-Island through traffic. Based on the recommended improvements in this study, the ‘scissor’ intersection is to be replaced with a full signalized intersection thereby removing the need for the auxiliary lane.

4. Queuing impacts at Mall Boulevard/Shelter Cove Lane and recommendation for intersection operational control (i.e. all way stop, side street stop, roundabout, signal, etc.) considering the presence of an existing internal intersection between this location and the internal Mall Boulevard/Shelter Cove Lane intersection – The Mall Boulevard/Shelter Cove Lane intersection is currently a “T” intersection with Shelter Cove Lane forming the major east-west street and Mall Boulevard forming the side street southern leg. As part of the redevelopment of the Mall, this intersection will be reconfigured to a four-leg intersection with Shelter Cove Lane forming the northern and eastern legs, Mall Boulevard forming the southern leg and the Kroger access forming the western leg.

Due to the potential queuing on Mall Boulevard northbound which could block the internal intersection, it was deemed appropriate to keep the north-south movement free flowing with stop control for the east-west movement. Therefore, all-way stop control and traffic signal were not considered appropriate and side street stop control is the recommended traffic control for this intersection. As shown in the capacity analysis, all movements are expected to operate at LOS B or better in both the a.m. and p.m. peak hours. Also, the queues on Mall Boulevard are not expected to block the internal intersection. The proposed intersection geometry is shown in Figure 12.

A roundabout was also considered. Capacity analysis shows that the roundabout is expected to operate with LOS A in both peak hours and maximum v/c ratio of 0.05 and 0.11, respectively in the a.m. and p.m. peak hours, respectively. As an alternate recommendation, a roundabout could be installed at the Mall Boulevard/Shelter Cove Lane intersection.

NOTE

Please note: The internal intersection analysis above is a result of year 2013 analysis and was not revised. The good operational results above are not likely to be effected by the small change in generated traffic.

5. Recommend auxiliary lane design on US 278 Business to serve the three direct access points proposed to serve the redeveloped Shelter Cove Mall – Shelter Cove Mall currently has two direct access points on US 278 Business: one at Mall Access and the other at Mall Boulevard. Both of these access points have left-turn and right-turn auxiliary lanes which meet or exceed the auxiliary lane design guidelines contained in SCDOT's *Access and Roadside Management Standards (ARMS), 2008 Edition*. Based on the recommended improvements in this study, improvements are not proposed at the US 278 Business/Mall Access intersection, therefore auxiliary lane modifications are not required. At the US 278 Business/Mall Boulevard intersection, modifications to the US 278 Business Off-Island left-turn movement are proposed by increasing the second auxiliary lane to 150 feet to enable it to be effectively utilized. Modifications to US 278 Business On-Island right-turn auxiliary lane are not proposed.

As part of the redevelopment of the Mall, a new right-in/right-out access will be added on US 278 Business. The design of the right-turn auxiliary lane will be based on the guidelines contained in ARMS. Based on assumptions contained in this study, the storage length for the auxiliary deceleration lane is calculated to be 100 feet plus 180 feet taper length. A deceleration lane of this length will overlap with the existing acceleration lane for vehicles traveling on-island from the US 278 Bus. at Mall Boulevard intersection. If the Mall Boulevard acceleration lane remains and the right in-right out driveway deceleration lane is constructed as recommended, a weaving area will occur. A weaving analysis was performed using Highway Capacity Software which indicates this weaving area will operate at LOS B in the AM peak hour and LOS C in the PM peak hour. This results in acceptable operations overall. However, removal of the right turn acceleration lane onto US 278 Business at Mall Boulevard would not result in a significant decrease in intersection LOS. Therefore, retaining or removal of the acceleration lane would result in acceptable operations. Since the town has found acceleration lanes to be useful for the flow of traffic onto US 278 Business, the free flow right turn has been included in the traffic analysis results presented.

The right-in and right-out intersection operates at acceptable LOS during the AM and PM peak hours. The downstream intersection is of sufficient distance that construction of an acceleration lane for traffic exiting the right in-right out driveway onto US 278 Business would not create a weaving area. The town has found acceleration lanes to be useful to facilitate traffic flow onto US 278. Therefore, the free flow right turn lane at this intersection has been included in the traffic analysis results presented.

NOTE

Please note: The right-in and right-out intersection and acceleration lane weaving analysis above is a result of year 2013 analysis and was not revised. The good operational results above are not likely to be effected by the small change in generated traffic for year 2014.

6. Recommend location of a pedestrian crossing on US 278 Business to serve the redeveloped Shelter Cove Mall – There are currently two unsignalized pedestrian crossings in the study area: one at the private driveway on US 278 Business approximately 1,000 feet on the Off-Island side

from Mall Boulevard; and the other is at the intersection of US 278 Business at Shelter Cove Lane approximately 2,400 feet on the Off-Island side from Mall Boulevard.

Based on the recommended improvements in this study, the ‘scissor’ intersection at US 278 Business at Mall Boulevard is to be replaced with a full signalized intersection. With the conversion to full traffic control, the recommended pedestrian crossing location is across the US 278 Business Off-Island approach to the intersection. It is also recommended to include a pedestrian crossing across the Mall Boulevard approach to assist pedestrians on the Mall side of US 278 Business.

CONCLUSIONS AND RECOMMENDATIONS

Comparison of Current Mall and Redeveloped Mall Conditions

Tables 16 and 17 show the comparison of the year 2013 Level of Service conditions for the Current Mall (with 100% occupancy) and the Redeveloped Mall without and with improvements, respectively.

Table 16 - Peak Hour Intersection Level of Service (LOS) Comparison, 2013 & 2014 Conditions without Improvements

Peak Hour Intersection Level-of-Service (LOS)	AM Peak Hour		PM Peak Hour		2014 Redev. Cond.	
	Current	Redeveloped	Current	Redeveloped	AM	PM
REVISSED						
US 278 Business at Mall Access, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	C	D	E	C	E
Mall Access (Southbound) Approach	C	D	F	F	D	F
US 278 Business at Mall Blvd, Signalized						
US 278 Bus. Off-Island bound Left-Turn	E	E	F	F	E	F
US 278 Bus. On-Island bound Approach	A	A	B	C	A	C
Mall Blvd (Southbound) Approach	D	D	D	D	D	D
(Southbound) Left-Turn	E	E	F	F	E	F
US 278 Business at Shelter Cove Ln, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	C	C	D	C	D
Shelter Cove Ln (Southbound) Approach	E	E	F	F	F	F
Mall Blvd at Shelter Cove Ln, Unsignalized						
Shelter Cove Ln (Westbound) Left-Turn	A	-	A	-	-	-
Mall Blvd (Northbound) Approach	A	-	B	-	-	-
Mall Blvd (Northbound) Left-Turn	-	A	-	A	-	-
Shelter Cove Ln (Southbound) Left-Turn	-	A	-	A	-	-
Kroger Access (Eastbound) Approach	-	A	-	A	-	-
Shelter Cove Ln (Westbound) Approach	-	A	-	B	-	-
New Mall Right-in/Right-out Driveway						
Mall Driveway (Southbound) Approach	-	B	-	B	-	-

Table 17 - Peak Hour Intersection Level of Service (LOS) Comparison, 2013 & 2014 Conditions with Improvements

Peak Hour Intersection Level-of-Service (LOS)	AM Peak Hour		PM Peak Hour		2014 Redev. Cond.	
	Current	Redeveloped	Current	Redeveloped	AM	PM
US 278 Business at Mall Access, Unsignalized						
US 278 Bus. Off-Island bound Left-Turn	C	C	D	E	C	E
Mall Access (Southbound) Approach	C	D	F	F	D	F
US 278 Business at Mall Blvd, Signalized						
Overall Intersection	A	A	B	B	A	B
US 278 Bus. Off-Island bound Approach	A	A	A	B	A	B
Off-Island bound Left-Turn – Dual Left*	E	E	E	E	E	E
US 278 Bus. On-Island bound Approach	A	A	B	B	A	B
Mall Blvd (Southbound) Approach	C	D	D	D	D	D
Southbound Left-Turn – Dual Left*	E	E	E	E	E	E
US 278 Business at Shelter Cove Ln, Unsignalized						
US 278 Bus. Off-Island Left-Turn	C	C	C	D	C	D
Shelter Cove Ln (Southbound) Approach	D	D	F	F	E	F
Mall Blvd at Shelter Cove Ln, Unsignalized						
Shelter Cove Ln (Westbound) Left-Turn	A	-	A	-	-	-
Mall Blvd Approach	A	-	B	-	-	-
Mall Blvd (Northbound) Left-Turn	-	A	-	A	-	-
Shelter Cove Ln (Southbound) Left-Turn	-	A	-	A	-	-
Kroger Access (Eastbound) Approach	-	A	-	A	-	-
Shelter Cove Ln (Westbound) Approach	-	A	-	B	-	-
New Mall Right-in/Right-out Driveway						
Mall Driveway (Southbound) Approach	-	B	-	B	-	-

*- Identified Improvement

As shown in Tables 16 and 17, the results of the comparison indicate that Level of Service under the Redeveloped Mall condition are not significantly different from the Current Mall condition. The identified improvements of adding dual left-turns on the US 278 Business Off-Island and southbound Mall Boulevard approaches at the intersection of US 278 Business at Mall Boulevard are applicable to both conditions and additional improvements for the Redeveloped Mall condition are not required.

Recommendations

Based on the analysis conducted for the redevelopment of Shelter Cove Mall, it is recommended that:

- At the intersection of US 278 Business at Mall Boulevard:
 - Extend the second US 278 Business Off-Island bound left-turn lane;
 - Add a second Mall Boulevard southbound left-turn lane; and
 - Add pedestrian crossing on On-Island side across US 278 Business and across Mall Boulevard.

- At the intersection of Mall Boulevard at Shelter Cove Lane:
 - Install side street stop control for the east-west movements;
 - Add left-turn lane and shared through/right-turn lane on Mall Boulevard northbound approach;
 - Add left-turn lane and shared through/right-turn lane on southbound and westbound Shelter Cove Lane approaches;
 - Add shared left-turn/through lane and right-turn lane on Kroger Access eastbound approach.
 - Retain the existing acceleration lane for southbound traffic exiting the development and connected to the deceleration lane for the right in-right out driveway (if desired by the City and approved by SCDOT).

- At the intersection of US 278 Business at new right-in/right-out driveway:
 - Add a right-turn lane with 100 feet storage length and 180 feet taper length on US 278 Business On-Island bound.
 - Add an acceleration lane for southbound traffic exiting the (if desired by the City and approved by SCDOT).

- At the intersection of US 278 Business at Shelter Cove Drive:
 - Add a southbound right-turn lane and channelization island

Conclusions

Based on the recommended improvements for the redevelopment of Shelter Cove Mall, it is anticipated that the roadway network in the study area will provide safe and efficient access to the Mall area. Also, it is noted that the identified improvements at the intersection of US 278 Business and Mall Boulevard are required if the current Mall were operating at 100% occupancy and that additional improvements are not required to mitigate for the redeveloped Mall.

NOTE

Please note, the recommendations indicated above remain the same as those provided in the June 2012 report with the addition of 30 residential units and adjustment of traffic to reflect year 2014 conditions, as indicated in the report.



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning Commission
FROM: Heather L. Colin, AICP, *Development Review Administrator*
VIA: Teri B. Lewis, AICP, *LMO Official*
CC: Charles F. Cousins, AICP, *Director of Community Development*
DATE September 16, 2014
SUBJECT: Modifications to the Development Agreement for the Mall at Shelter Cove
(Shelter Cove Towne Centre)

Recommendation: Staff recommends that the Planning Commission forward a recommendation to Town Council on specific proposed modifications to the Land Development Regulations portion of the Development Agreement for the Mall at Shelter Cove. These specific modifications include the number of multifamily units and building height of the multifamily buildings.

Summary: Shelter Cove Towne Centre, and Shelter Cove II are proposing modifications to the Development Agreement that was adopted on October 16, 2012 concerning the redevelopment of the Mall at Shelter Cove (now referred to as Shelter Cove Towne Centre). The modifications that are associated with land development regulations include an increase in the overall number of multifamily (apartment) units from 210-240 as well as deleting the restriction of 60' or 4 stories over parking on the overall heights for the apartment buildings. The deletion of the height restriction in the agreement would allow the overall height to be 75', which is what is otherwise permitted in the PD-1 zoning district. The illustrative proposed concept plan is attached for your information.

Background: The developers of the Shelter Cove Towne Centre redevelopment project have proposed to increase the number of multifamily units. In addition to the zoning amendment, this proposal also requires modifications to the Development Agreement that was adopted on October 16, 2012. Town Council will hold two public hearings on the proposed modifications to the Development Agreement.



PROPOSED PUBLIC WALKING TRAIL TO BE INCLUDED IN COMMUNITY PARK (±.17 AC) * PROPERTY LINES APPROXIMATE AND SUBJECT TO CHANGE

MULTI-FAMILY RESIDENTIAL (AVERAGE MARSH SETBACK 50') LANDSCAPE ENHANCED AT ENTRANCE TO NEWPORT

NEWPORT COMMUNITY

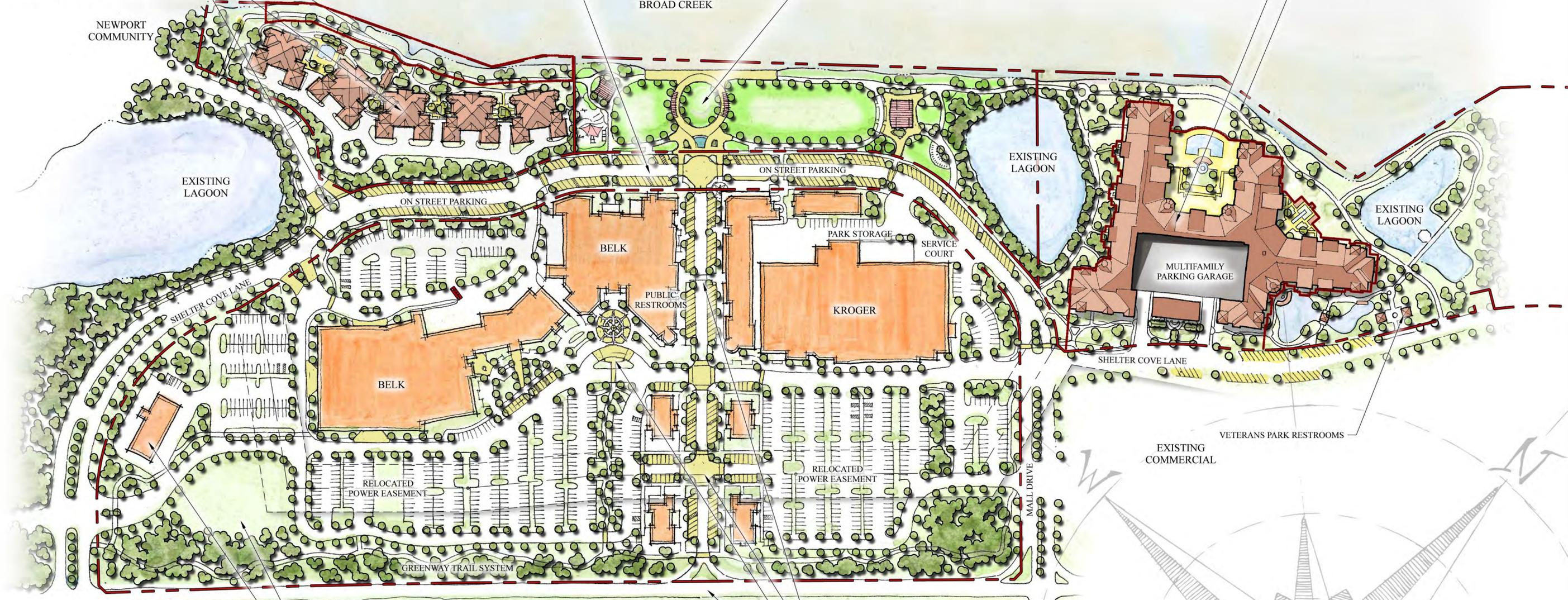
WATERFRONT DRIVE
-PEDESTRIAN STREETSCAPE
-ON-STREET PARKING

MARSHES OF BROAD CREEK

COMMUNITY PARK (±5.1 ACRES)
* PROPERTY LINES APPROXIMATE AND SUBJECT TO CHANGE

MULTI-FAMILY RESIDENTIAL (± 4.9 ACRES) (AVERAGE MARSH SETBACK 50')
* PROPERTY LINES APPROXIMATE AND SUBJECT TO CHANGE

PUBLIC WALKING SPACE



RESTAURANT/RETAIL OUT PARCEL
GAS STATION

WILLIAM HILTON PARKWAY

COMMERCIAL VILLAGE WITH PLAZAS & PEDESTRIAN STREETSCAPES

DROP-OFF PLAZA

RIGHT IN/ RIGHT OUT INTERSECTION

VETERANS PARK RESTROOMS

EXISTING COMMERCIAL

EXHIBIT C

THIS SHELTER COVE MALL CONCEPTUAL MASTER PLAN ("CONCEPT PLAN") REPRESENTS THE FUTURE DEVELOPMENT OF SHELTER COVE MALL AS ENVISIONED BY SHELTER COVE TOWNE CENTRE, LLC. THE CONCEPTUAL MASTER PLAN IS A CHANGEABLE DESIGN AND MAY BE MODIFIED AND ALTERED AT ANY TIME BY SHELTER COVE TOWNE CENTRE, LLC, ITS SUCCESSORS OR ASSIGNS, IN RESPONSE TO CHANGING NEEDS OF END USERS, CHANGING REQUIREMENTS OF GOVERNMENTAL AGENCIES AND AN INCREASED KNOWLEDGE OF ECOLOGICAL NEEDS. ALL SITE LOCATIONS AND POSSIBLE POTENTIAL LAND USES MAY BE ALTERED TIME TO TIME AS MINOR MODIFICATIONS BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA.

DEVELOPMENT SUMMARY	
NON-RESIDENTIAL	±295,000 SF
MULTI-FAMILY	±240 UNITS

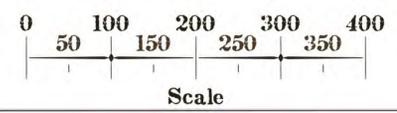
Prepared For:



BLANCHARD & CALHOUN
COMMERCIAL
AUGUSTA, GA

SHELTER COVE MALL CONCEPT PLAN

HILTON HEAD ISLAND, SOUTH CAROLINA
AUGUST 2014



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