



**Town of Hilton Head Island  
Circle to Circle Committee Meeting  
Wednesday, July 15, 2015  
8:30 a.m.  
Benjamin M. Racusin Council Chambers**

**AGENDA**

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

- 1. Call to Order**
- 2. Freedom of Information Act Compliance**  
Public notification of this meeting has been published and posted in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 3. Approval of Agenda**
- 4. Approval of Minutes –**
  - July 8, 2015 Meeting
- 5. Old Business**
- 6. New Business**
  - A. Review parameters for developing growth/build-out scenarios for traffic modeling (TAZ).
    - Existing Development
    - Capacity for Growth
    - Growth Rates
  - B. Area Vision Discussion
- 7. Appearance by Citizens**
- 8. Meeting Summary and Topics for Next Meeting**
- 9. Adjournment**

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

**Circle to Circle Committee  
Meeting Minutes  
July 8, 2015  
10:00 a.m.  
Council Chambers, Town Hall**

Circle to Circle Committee Members present:	Jim Gant (Chairman), David Ames, Jack Daly, Joe Kernan, Tom Sharp, Judd Carstens, Mike Thomas, Leslie Richardson, Tom Lennox, Kyle Theodore, Carleton Dallas, Jason Long
Town Staff present:	Shawn Colin, Shea Farrar, Jill Foster, Jennifer Ray

- Chairman Gant called the Circle to Circle Committee meeting to order at 10:34 a.m.
- The meeting agenda and minutes from the July 1, 2015 were approved.
- Chairman Gant introduced the first agenda item: Market Trends and Life Stage impact on projects presented by Ms. Diana Permar of Permar Associates is a respected authority on South Carolina's traditional resort and community development markets and equally, an authority on how communities based on those traditional markets are going to have to change to remain relevant and competitive. The presentation she presented to the Committee is attached.
- The Committee asked questions and discussed the implications of the information presented by Ms. Permar and public questions and comments were then invited by Chairman Gant.
- Chairman Gant deferred the second agenda item to the next meeting due to time. And adjourned the meeting at 12:40 p.m.

Meeting date: July 8, 2015

Approved:

Chairman: \_\_\_\_\_, Jim Gant

Submitted by: Shea Farrar

# COMMUNITY MACRO TRENDS

## CONVERSATION WITH TOWN OF HILTON HEAD

### CIRCLE TO CIRCLE COMMITTEE



prepared by permar inc.  
july 8, 2015

# DEMOGRAPHICS

## Emerging importance of quality of life

Demographics accelerating a trend already underway

Generations/dominant age cohorts –  
Boomers & Millennials both demand  
greater convenience, walkability, nearby  
amenities

Millennials' attitudes, preferences,  
expectations are leading edge of social,  
cultural change

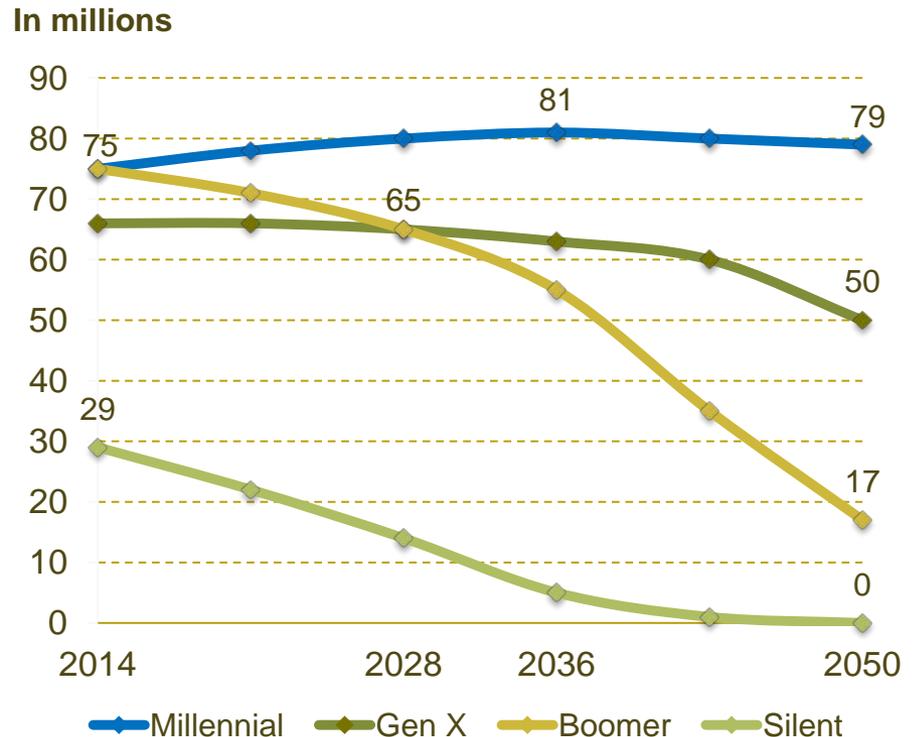
More inclusive, liberal, optimistic

Unmoored from institutions, less  
trusting

Digital natives, center of self-  
created digital networks

The “share” generation

Projected Population by Generation



Source: Pew Research Center, January 2015.

# YOUNG SINGLES & COUPLES

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## What they want...

- New experiences – recreational choice, ways to stay fit, look good
- Good design – an expectation
- Ubiquitous wired, wireless connectivity
- Pet-friendly places
- Sense of stability and certainty
- More space – especially outdoor space
- Opportunities to enhance career, job
- Good schools
- Nightlife – ways to connect with friends, others their age

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## Design implications

- Cool, current
  - Strong visual appeal, ambience
  - Nighttime safety
  - Walkable, convenient – emphasis of “the grounds”
  - Best technology
  - Outdoor experiences to share digitally
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# FAMILIES WITH KIDS

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## What they want...

- Best schools, near home (and work)
- Kid-friendly everything (restaurants, shops, fitness, activities, programs...)
- Broad (beyond school) educational/recreational opportunities for their kids (music, dance, art ...)
- Personal, career growth opportunities
- Convenience, time saving services
- Environmentally friendly development

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## Design implications

- Safe for kids to navigate on their own
  - Playgrounds/activities for specific age groups
  - Best technology
  - Walkable, convenient
  - Parks as venues to entertain
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# EMPTY NESTERS/ RETIREES

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## What they want...

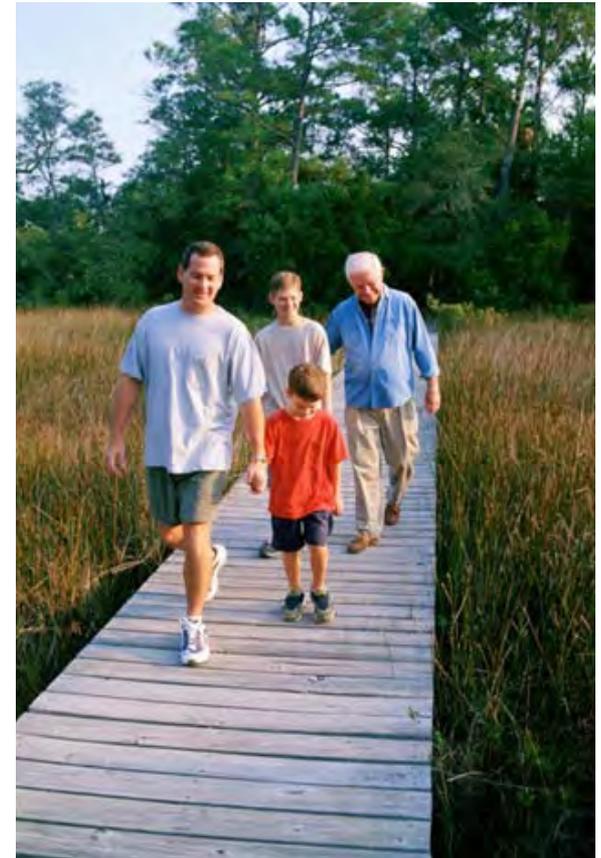
- Pursue new interests, new careers, latent talents
- Less stuff, more freedom
- Entertainment, cultural enrichment
- Pet-friendly everything
- Opportunities to share knowledge, help others, give back
- Special time with children, grandchildren
- Family, friends – social interaction, belonging to community
- Good health, meaningful lives
- Safety, security

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## Design implications

- Walkable, convenient, multi-generational
- Indoor & outdoor gathering places, parks, & trails
- Centers for learning, gathering, giving back

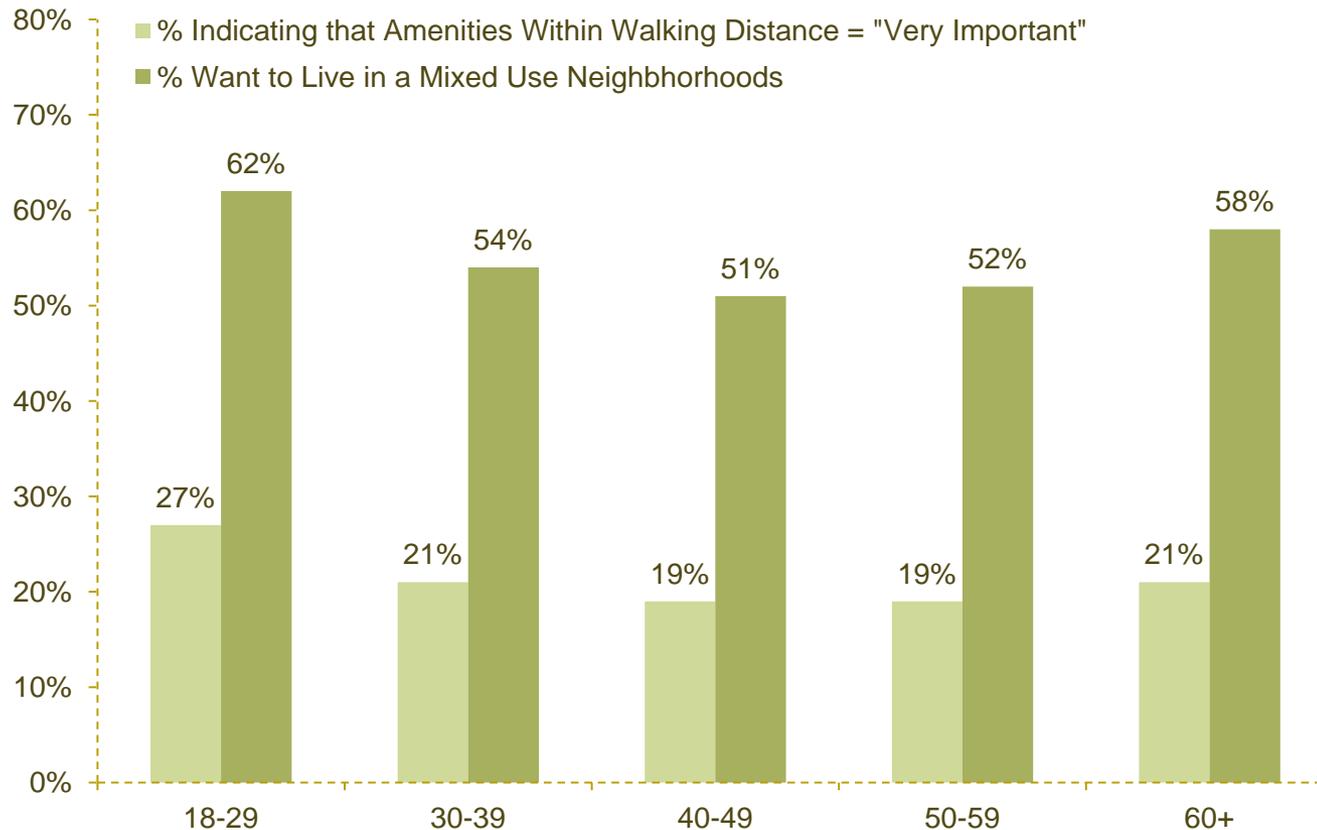
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# WALKABILITY

## Demand for greater convenience & accessibility

Especially for Boomers/Retirees & Millennials



Source: National Association of Home Builders; The Demand Institute; The Conference Board; Permar, Inc.; April 2013.

# RETAIL

## Growth in online retail sales

Reducing demand for real estate

Elevates importance of the shopping experience; less utilitarian; more experiential; 61% of Gen Y view shopping as an entertainment

Mixed-use destinations with eating & drinking places, parks, Wi-Fi-enabled are more resilient; less susceptible to online competition



Source: NRF Foundation; Forester Research; IBM; NYU Stern School of Business;

Note: Online retail sales is defined as purchasing items via a web transactions.

# OFFICE

## Traditional office square footage requirements decreasing

Office space demand lagging office employment growth

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Traditional office users maximizing space

Space/worker declining

Forecast to drop ~ 14% from 2012 to 2017

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Locational amenities important to attracting talent; place-based recruitment (e.g. RTP struggling to retain/recruit talent)

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Emergence of non-traditional office environs; location-independent work

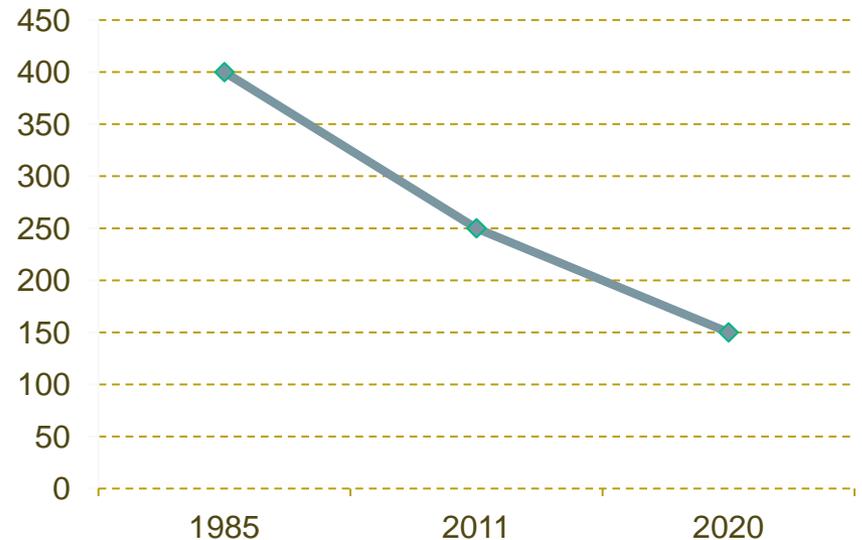
Less expensive to be independent

Rise of 1099 economy

Co-working, collaborative work spaces

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Average Space per U.S. Employee, All Industries (Square Feet)



Source: Jones Long LaSalle.

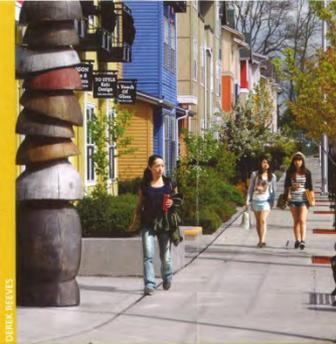
# HEALTHY LIVING

## PHYSICAL ACTIVITY

- 1 Incorporate a mix of land uses
- 2 Design well-connected street networks at the human scale
- 3 Provide sidewalks and enticing, pedestrian-oriented streetscapes



- 4 Provide infrastructure to support biking
- 5 Design visible, enticing stairs to encourage everyday use
- 6 Install stair prompts and signage



- 7 Provide high-quality spaces for multigenerational play and recreation
- 8 Build play spaces for children

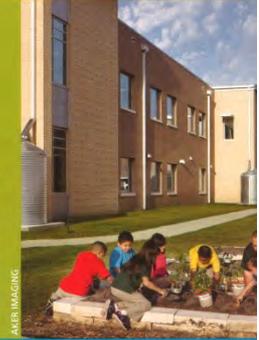
## HEALTHY FOOD AND DRINKING WATER



- 9 Accommodate a grocery store
- 10 Host a farmers market
- 11 Promote healthy food retail



- 12 Support on-site gardening and farming
- 13 Enhance access to drinking water



## HEALTHY ENVIRONMENT AND SOCIAL WELL-BEING

- 14 Ban smoking
- 15 Use materials and products that support healthy indoor air quality
- 16 Facilitate proper ventilation and airflow



- 17 Maximize indoor lighting quality
- 18 Minimize noise pollution
- 19 Increase access to nature



- 20 Facilitate social engagement
- 21 Adopt pet-friendly policies



Source: Urban Land Institute, Building Healthy Places Toolkit, 2015.

# MINDFUL LIVING

## **Mindful living** and the increased awareness of the connection between **health and happiness**

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Increasingly digitally dependent culture requires balance of social and environmental connections

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Opportunity to provide range of compelling spaces and places to be present and to be social, to encourage community supported events

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Food is the most compelling “amenity” in community development today

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# PLAY FOR ALL AGES

## Play as a competitive advantage

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Play (for all ages) leads to increased creativity and innovation

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Places throughout the community that encourage play will benefit businesses and individuals who will be more creative and innovative which will benefit the community...a positive cycle

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# PLAYGROUNDS AS ART



# NATURAL BENEFITS

## **Nature as antidote** to the super stress era

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A range of recent studies conclude that the current pace of life is a serious medical concern

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Natural, beautiful places, spaces for retreat, reflection, and connection will be valued by businesses and individuals - for their aesthetics, but also for their ability to reduce stress

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# OUTDOOR FITNESS



# OUTDOOR FITNESS



# ENGAGEMENT

Start the conversation in a different place

Connect people to place AND people to people

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Experiential

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People-based, volunteer-driven

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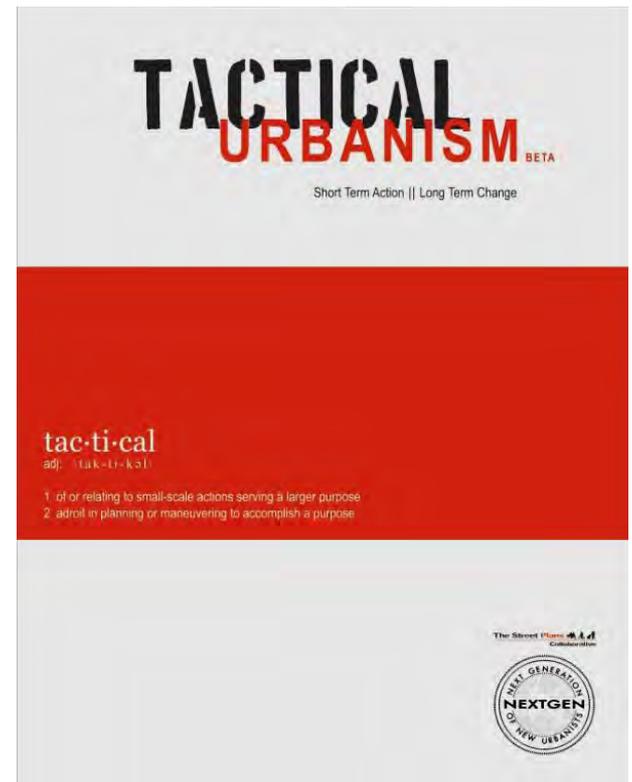
Inexpensive, temporary

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Immediate

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***Planting small, temporary seeds that lead to more sustainable, people-driven, long-term change.***



# ENGAGEMENT

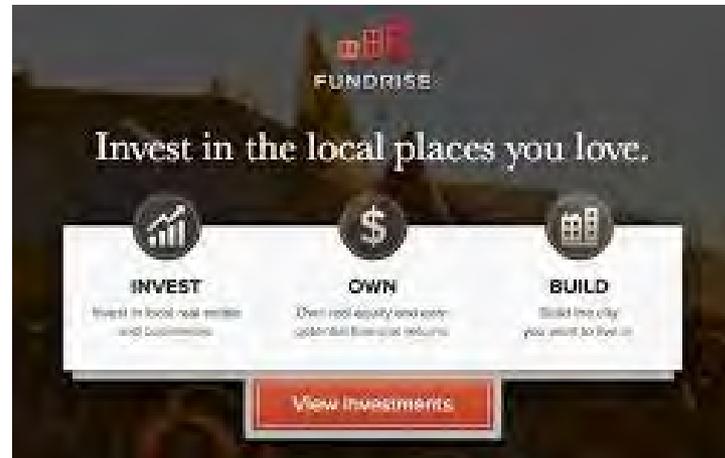
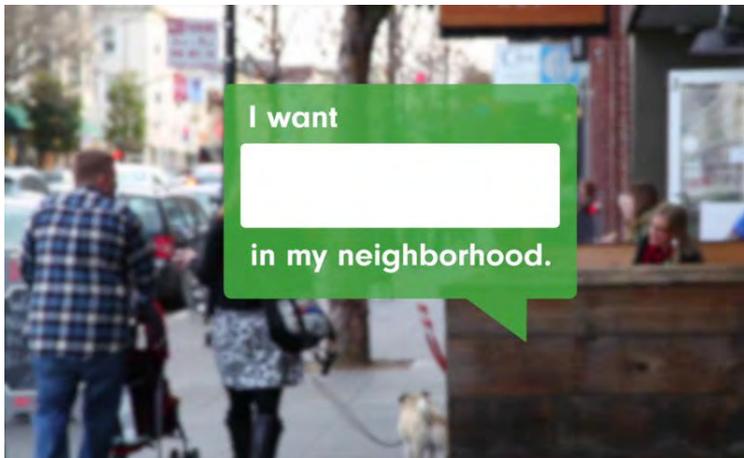
## Short-term improvements leading to long-term change

Give people a job to do & they connect to the process in a deeper way



# ENGAGEMENT

## Community engagement strategies Neighborland, Popularise, Fundrise



# ENGAGEMENT

Tactical urbanism: place, management, events, soft infrastructure



# VALUE CREATION

Real estate values are enhanced by creating a unique position in the market place, a result of clarity of identity and intentional differentiation.

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Vision

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Natural beauty

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Financial stability

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Quality of ...

Land plan

Development

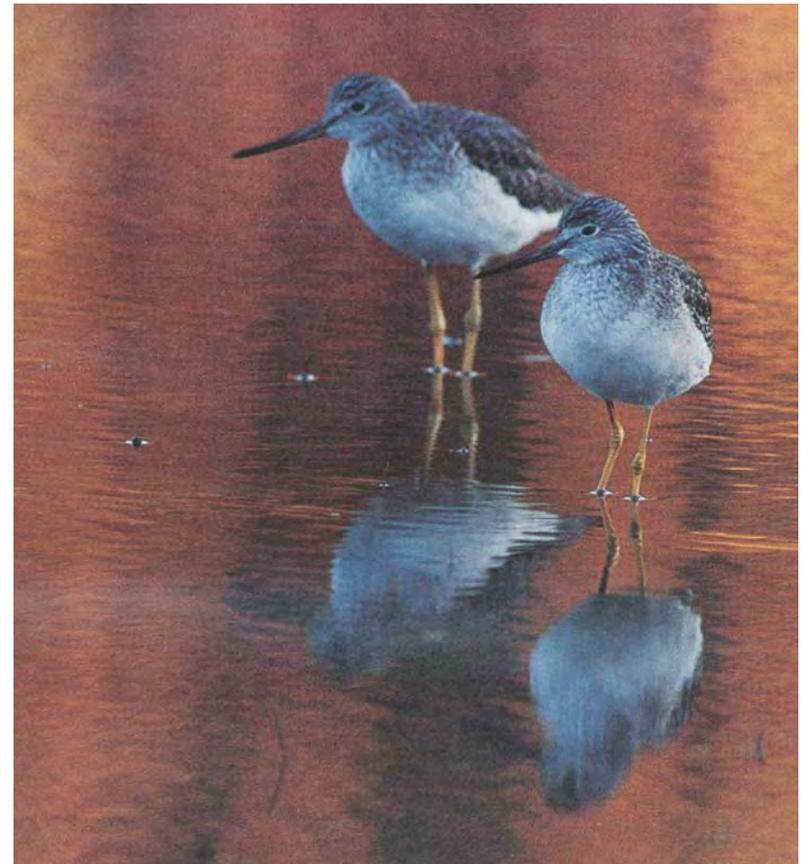
Homes

Experience

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Story... marketing/communications

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# OPPORTUNITY: THINK LONG TERM

Mayor Riley and Steve Jobs agree...

*“Great products are triumphs of taste. And taste is a by-product of study, observation and being steeped in the culture of the past and the present...of trying to expose yourself to the best things humans have done and then bring those things into what you are doing.”*

Steve Jobs

“The Apple in His Eye”, New York Times, January 31, 2010



# COMMUNITY MACRO TRENDS

## CONVERSATION WITH TOWN OF HILTON HEAD

### CIRCLE TO CIRCLE COMMITTEE



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# TOWN OF HILTON HEAD ISLAND

## *Community Development Department*

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**TO:** Circle to Circle Committee  
**VIA:** Shawn Colin, *Deputy Director Community Development*  
**FROM:** Shea Farrar, *Senior Planner*  
**DATE:** July 10, 2015  
**SUBJECT:** Traffic Model Development and Methodology

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### **Recommendation:**

Staff recommends that the Circle to Circle Committee approve a methodology for developing future growth projections for Hilton Head Island TAZs (Transportation Analysis Zones) to be used in the regional traffic model.

### **Summary:**

The Town participated in the development of a regional traffic model that the Circle to Circle Committee would now like to use to model existing and future traffic conditions and assist in developing and evaluating recommendations for the Circle to Circle Master Plan. In order to do this the existing level of development as well as projections for future development must be quantified for the model to generate estimated traffic volumes on the Island's roadways for the years targeted by the Committee. Reasonable growth rates, developed for each TAZ, must also be determined for input into the model. This effort requires applying the methodology proposed below to each of the 52 TAZs for Hilton Head Island shown on Attachment A.

The Methodology proposed by Town staff is as follows:

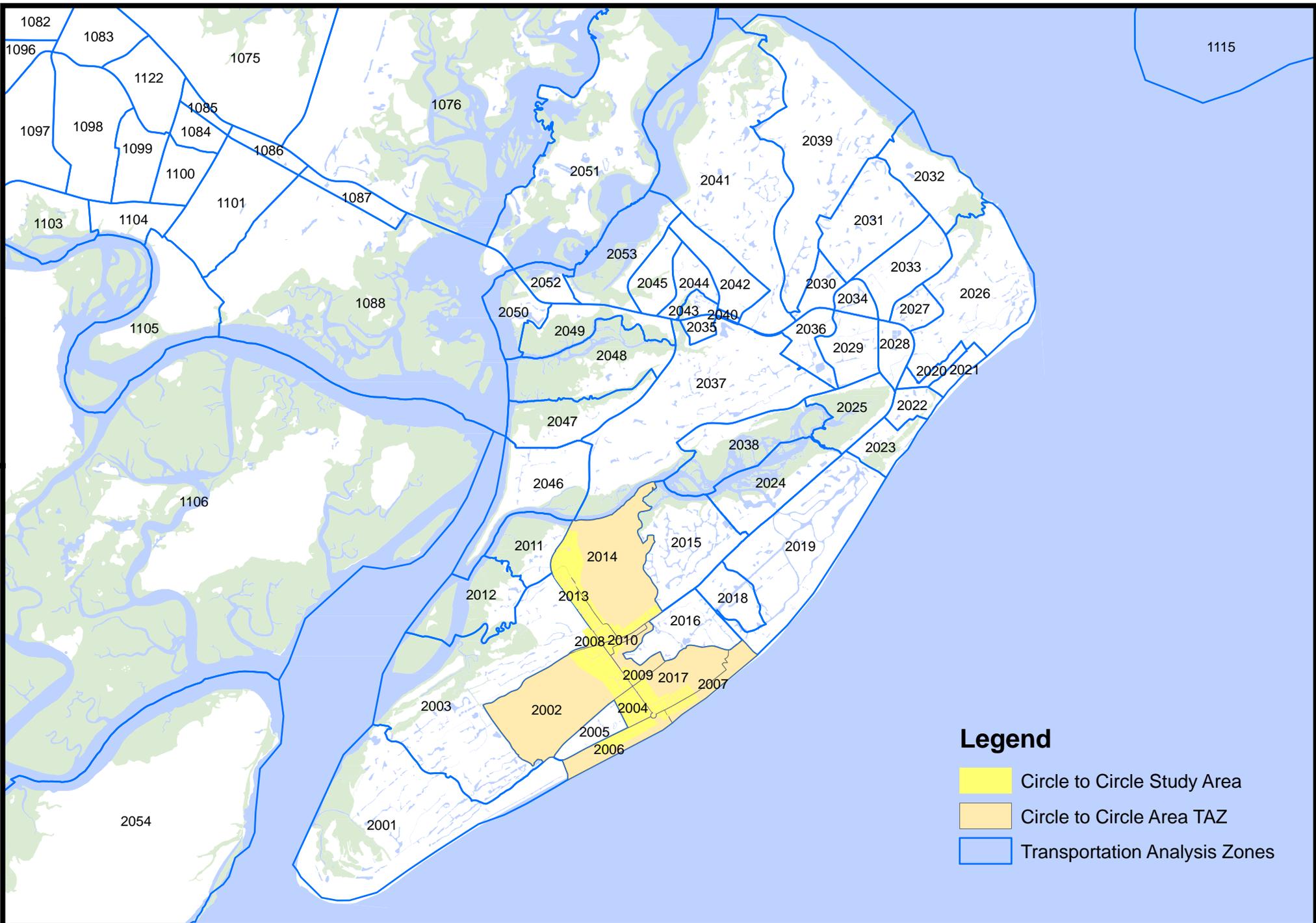
- Develop baseline data for 2015
  - All 52 TAZs will be assessed to quantify the current level and type of development, built up from parcel level data.
    - Outputs will include:
      - Measure of total current development (gross numbers)
      - Percent developed (percent built vs. total allowed by LMO)
      - Capacity for additional growth (remaining development potential)
- Develop 2020 Growth projection (short-term scenario)
  - Include known/programmed development
  - Committee to generate/approve specific growth scenarios and rates for Circle to Circle study area TAZs they deem appropriate to apply to the year 2020 projection.
  - Committee to review staff effort to generate growth scenarios and rates for remaining TAZs and recommend any modifications they deem appropriate to apply to the year 2020 projection. (Staff will use historic growth rates and development patterns as a

- predictor of future growth and take into consideration impacts from newly adopted LMO.)
- Develop 2030/2040 Growth projections (long-term scenario)
    - Include known/programmed development
    - Committee to generate/approve specific growth scenarios and rates for Circle to Circle study area TAZs they deem appropriate to apply to the year 2030/2040 projections.
    - Committee to review staff effort to generate growth scenarios and rates for remaining TAZs and recommend any modifications they deem appropriate to apply to the year 2030/2040 projections. (Staff will use historic growth rates and development patterns as a predictor of future growth and take into consideration impacts from newly adopted LMO.)

The proposed methodology was applied to “TAZ 2008”, the results of which are illustrated on Attachment 2.

**Background:**

The Town participated in the development of a regional traffic model that was completed in 2013. The Circle to Circle Committee now wishes to use this model to project future traffic conditions based on anticipated development and potential future development levels approved in the current Land Management Ordinance for the Town. This will require that the regional traffic model be updated to reflect existing conditions for 2015. The model will be calibrated using this data along with results from the 2015 traffic counts. The calibrated model will use the future growth projections from the Committee to model study years of 2020, 2030 and 2040. The results will generate estimated traffic volumes on the Island’s roadways for these years and assist the Committee in developing recommendations for the Circle to Circle Master Plan. This information is broken down into sub-areas that are identified as Traffic Impact Analysis Zones (TAZ). There are 52 TAZs on the Island and the Circle to Circle Study Area is included in 10 of these zones as shown on Attachment A.



### Legend

- Circle to Circle Study Area
- Circle to Circle Area TAZ
- Transportation Analysis Zones



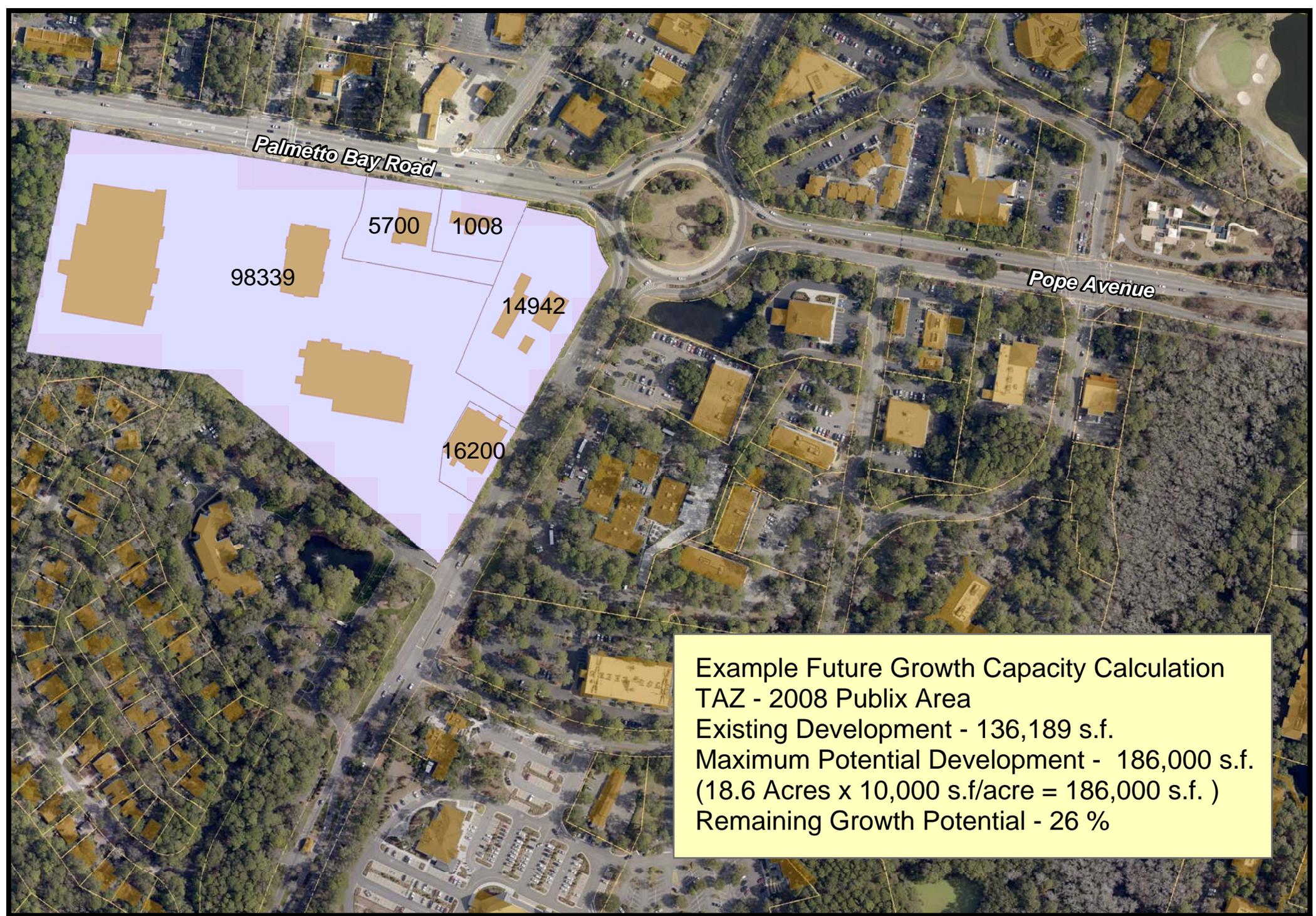
TOWN OF HILTON HEAD ISLAND  
 THE TOWN CENTER DISTRICT  
 HILTON HEAD ISLAND, S.C. 29928  
 PHONE (843) 341-4000  
 City Clerk

## Town of Hilton Head Island

### Circle to Circle Transportation Analysis Zones



The information on this map has been compiled from a variety of sources and is intended to be used only as a guide. It is provided without any warranty or representation as to the accuracy or completeness of the data shown. The Town of Hilton Head Island assumes no liability for the accuracy or completeness of any data shown on this map.



**Example Future Growth Capacity Calculation**  
**TAZ - 2008 Publix Area**  
 Existing Development - 136,189 s.f.  
 Maximum Potential Development - 186,000 s.f.  
 (18.6 Acres x 10,000 s.f./acre = 186,000 s.f. )  
 Remaining Growth Potential - 26 %