Town of Hilton Head Island
Circle to Circle Committee Meeting

Wednesday, July 22, 2015
8:30 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. **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 15, 2015 Meeting

5. **Old Business**

   A. Area Vision Discussion

6. **New Business**

   A. Community Feedback Session

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 Members present:	Jim Gant (Chairman), David Ames, Jack Daly, Joe Kernan, Tom Sharp, Carleton Dallas, David Bachelder, Tom Lennox
Town Staff present:	Charles Cousins, Shea Farrar, 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 8, 2015 were approved.

- Chairman Gant introduced the first agenda item: Review parameters for developing growth/build-out scenarios for traffic modeling (TAZ).

- Shea Farrar presented information regarding the Committee's use of the regional transportation model to assist in developing and evaluating recommendations for the Circle to Circle Master Plan. Following discussion and input from Charles Cousins the Committee agreed to the following:

  1. Staff will develop the data needed for establishing the baseline of current development on the Island, which will be used in the model along with the actual June traffic counts to establish a baseline of current traffic conditions.

  2. Staff will work with Committee Member David Bachelder to develop data on most-likely future development based on his experience and perspective on the local real estate market to be reviewed by the Committee. Once approved this information will be used in the model to project future traffic conditions.

- Chairman Gant introduced the second agenda item: Area Vision Discussion. The Committee held a discussion prompted by Committee Member David Ames for defining a small number of cornerstones for the vision for the Circle to Circle Area. This information will be reviewed at the next Circle to Circle Meeting.

- Chairman Gant then presented a presentation that would be used at the Community Feedback Session on July 22, 2015 as a follow-up to the May Community Forums. This information will be provided via email to the attendees of the May forums that provided email addresses and published on the Town's website.

- Following public comments, he adjourned the meeting at 10:30 a.m.

Meeting date: July 15, 2015   Approved:
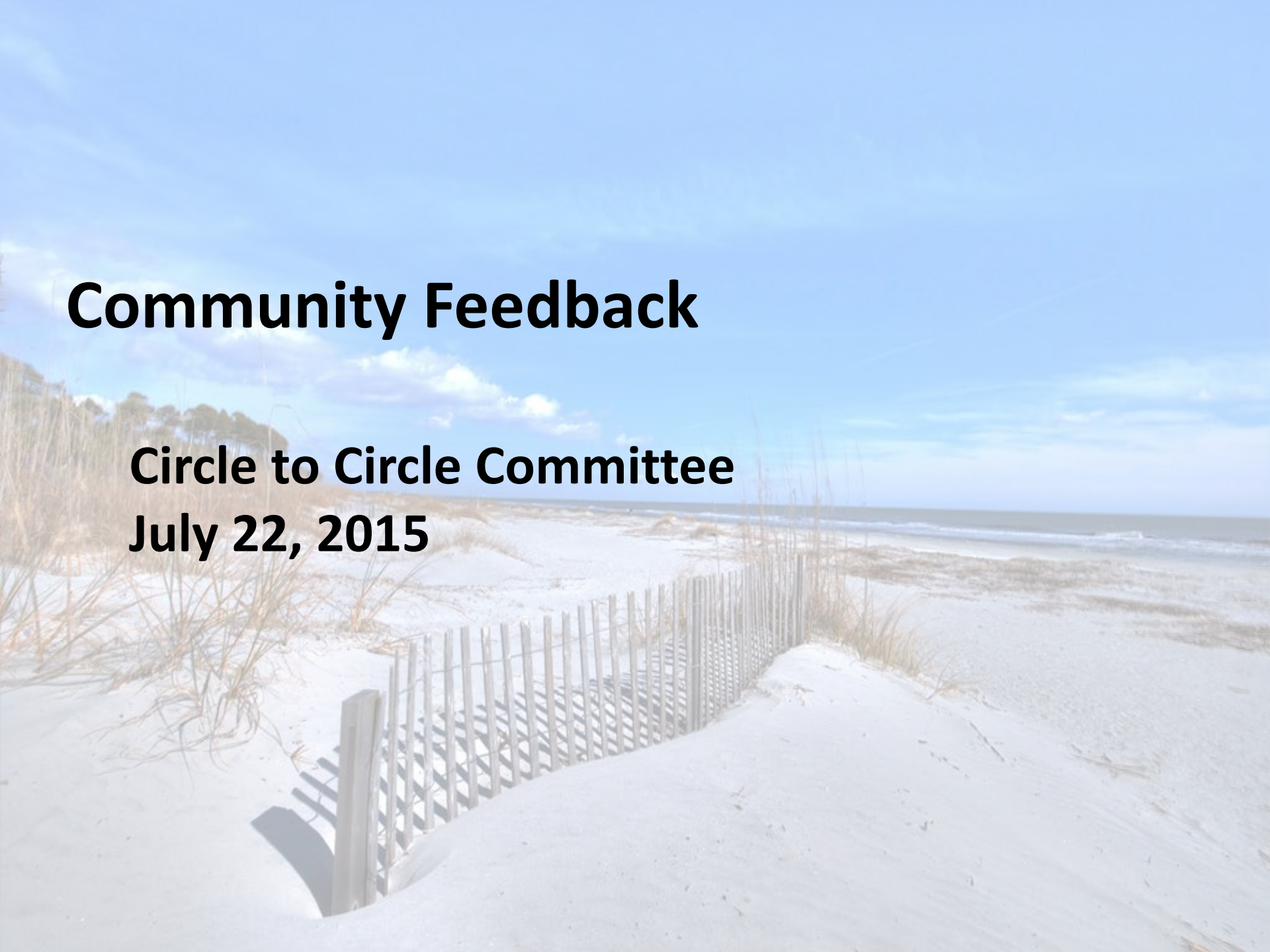
Chairman: _____, Jim Gant   Submitted by: Shea Farrar

Cornerstones

- Convey a "sense of place" and character for the C2C area (and may extend to the bridge)
    - o tell the story of the area/island
    - o support the HHI "brand" image
    - o express the character of the different sub-areas
        - ▪ Coligny as family friendly beach village
        - ▪ SP Circle as dining/nightlife area

- Preserve and enhance the natural environment - lush tropical landscape
    - o convey commitment:
        - ▪ to protect the environment
        - ▪ to educate about and experience the environment
        - ▪ to make the environment accessible via walkways/paths
        - ▪ to provide public spaces

- Provide an island experience
    - o make visiting memorable
    - o provide family focused activities, dining and entertainment
    - o provide gathering spaces, venue for celebration
    - o inclusive of beach, dining, entertainment

- Balance the needs and wants of residents with those of tourists/future residents
    - o recognize "Millennials" - largest US demographic who are today's visitors and tomorrows home buyers/residents
    - o provide an environment that encourages younger individuals/families to live in the C2C area

Community Feedback

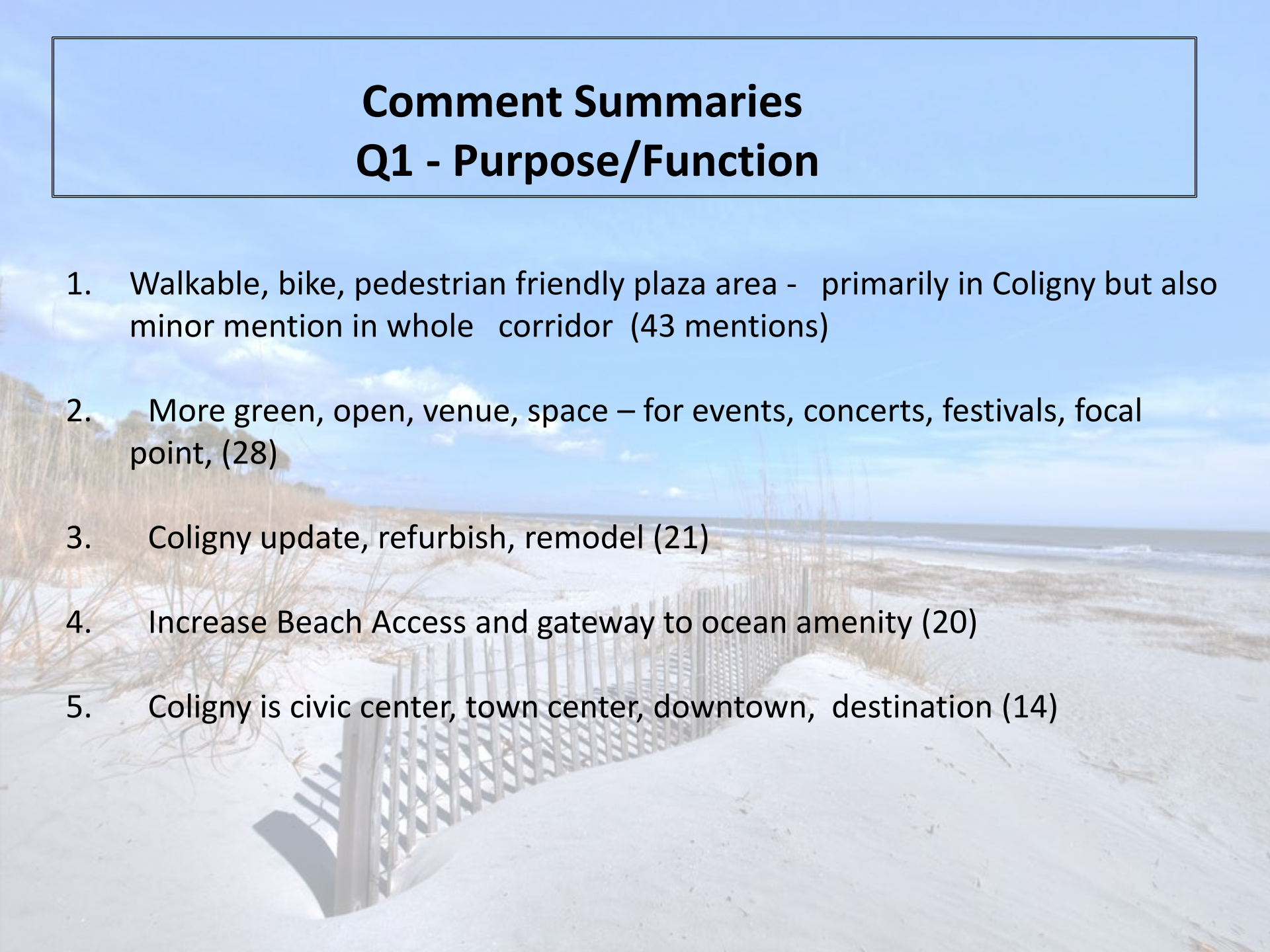**Circle to Circle Committee**
July 22, 2015

Community Forums – 5 Locations in May

1. What is the long term (10-15 year) function/purpose of the Coligny and Sea Pines Circle area and how can its unique experiences be made better for residents and visitors?
2. What are the most important changes needed to achieve the long-term function/purpose?
3. What are the biggest threats to meeting that goal?

Location	Q 1 Purpose	Q 2 Changes	Q3 Threats
Town Hall	49	54	46
Forest Bch	94	97	73
Palmetto E	21	27	15
Sea Pines	112	104	80
HH Plantation	37	62	28
Total	313	344	242

Comment Summaries
Q1 - Purpose/Function

1. Walkable, bike, pedestrian friendly plaza area -   primarily in Coligny but also minor mention in whole   corridor (43 mentions)

2. More green, open, venue, space – for events, concerts, festivals, focal point, (28)

3. Coligny update, refurbish, remodel (21)

4. Increase Beach Access and gateway to ocean amenity (20)

5. Coligny is civic center, town center, downtown, destination (14)
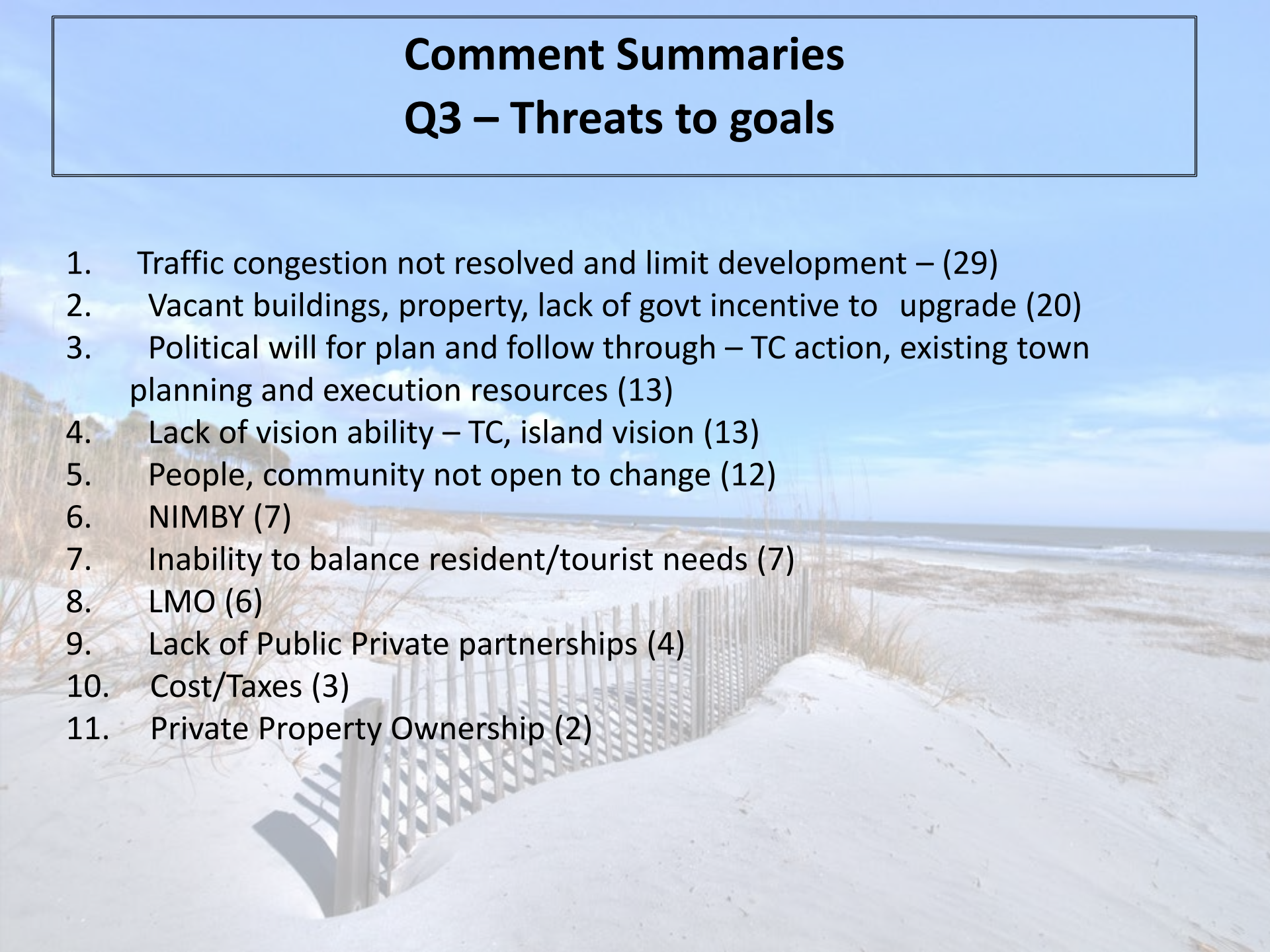
Comment Summaries
Q2 – Important Changes Needed

1. Traffic congestion recognition by public (67) – Coligny and Pope Avenue relief (36)   Sea Pines Circle district (31)

2. Increased parking – structure, ground, pay, bike (38)

3. Need for public transportation, trolley, shuttle (36)

4. Increase pathways for bikes and pedestrian travel and safety (28)

5. Increase green space – parks, dog park (5), open, picnic, open Coligny circle for park pocket parks (20)

6. Refurbish existing, aging buildings (15)

7. Provide more family friendly, teenage non beach activities (9

Comment Summaries
Q3 – Threats to goals

1. Traffic congestion not resolved and limit development – (29)
2. Vacant buildings, property, lack of govt incentive to upgrade (20)
3. Political will for plan and follow through – TC action, existing town planning and execution resources (13)
4. Lack of vision ability – TC, island vision (13)
5. People, community not open to change (12)
6. NIMBY (7)
7. Inability to balance resident/tourist needs (7)
8. LMO (6)
9. Lack of Public Private partnerships (4)
10. Cost/Taxes (3)
11. Private Property Ownership (2)

Coligny Circle   sub -area

➢ **Mixed use family friendly area**
  ❖ Shopping, dining – high energy tourist oriented activities
  ❖ Beach village atmosphere

➢ **Challenges that must be addressed – as identified by Community Forums**
  ❖ Adequate parking to meet normal demand and capacity/locations for peak demand
  ❖ Improved traffic circulation to address gridlock
  ❖ Develop a balance between resident and tourist needs
  ❖ Revitalize aging buildings

➢ **Community Suggestions (partial list)**
  ❖ Structured multi-level parking
  ❖ Ancillary parking lots with shuttle service
  ❖ Improved pedestrian circulation/road crossings
  ❖ Improve circulation with additional roads, reduced curb cuts

Pope Avenue Corridor

➤ **Showcase the best of the island in terms of natural beauty, landscape and environmentally**
- ❖ Attractive tree lined boulevard
- ❖ Buildings set back from roadway
- ❖ Bike and pedestrian friendly to encourage leaving cars

➤ **Challenges that must be addressed – as identified by Community Forums**
- ❖ Improved traffic flow
- ❖ Congested multi-use pathways
- ❖ Aging buildings in Executive Park area

➤ **Community Suggestions (partial list)**
- ❖ Alternate roads on either side of Pope Avenue
- ❖ Pedestrian overpasses
- ❖ Additional multi-use pathway
- ❖ Town land acquisition for additional parking or small park areas
- ❖ Strategy to encourage refurbishing aging buildings

Sea Pines Circle sub-area

➤ **Support services area for the Sea Pines resort consisting of grocery stores, restaurants, banks and other small services**

➤**High energy, night-time entertainment and dining area**
  ❖ easy and safe pedestrian movement throughout entire area

➤**Challenges that must be addressed**
  ❖Traffic circle congestion
  ❖ Ease of access into Sea Pines for residents
  ❖ Refurbishment of aging buildings
  ❖ Traffic circulation between restaurant quadrant and Pope Avenue

Community suggestions
  ❖ Limit all types of development in this area
  ❖ Additional or improved Sea Pines Gates that avoid Circle and improve flow into/out of Sea Pines - third gate from Palmetto Bay Rd
  ❖ Bypass road behind or through Publix property
  ❖ Reduced curb cuts on Greenwood Dr/Traffic signal to allow left turn into Publix
  ❖ Convert circle to signalized intersection to improve traffic flow

Cornerstones of an Emerging Vision

❖ **Conveys a sense of place that tells the story of the island and is consistent with the Hilton Head image**

❖ **Preserves and protects the natural environment**
- enhance the lush tropical landscaping
- protect the environment
- provide opportunities to educate visitors about our environment
- make the environment accessible via walkways/paths

❖ **Provides an exceptional experience for island visitors that encourages them to return and potentially live here**
- make each visit memorable, provide family focused activities, inclusive of beach, dining, entertainment

❖ **Balances the needs and wants of residents with guests/future residents**

Options to improve parking

- ➤ **A survey of 402 visitors parking at Coligny on the weekend of June 13 -14**
    - ❖ 50.5% indicated they were on Hilton Head Island only for the day
    - ❖ top 7 communities where visitors to the Coligny lot were from :
        - ▪ Bluffton 10.7%
        - ▪ Hilton Head Island 5%
        - ▪ Okatie 4.7%
        - ▪ Savannah 2.7%
        - ▪ Richmond Hill 2.2%
        - ▪ Rincon 2.2%
        - ▪ Pooler 2%
- ➤ **Survey of other beach parking on same dates (examples)**
    - ❖ Chaplin   63 vacant spaces
    - ❖ Driessen   77 vacant spaces
    - ❖ Castnet   125 vacant spaces

- ➤ **Options to provide additional parking at Coligny**
    - ❖ Additional parking created by Town park development   155 additional spaces
    - ❖ Shift some demand to underutilized beaches
    - ❖ Use shuttles from remote parking lot
    - ❖ Build a multi-tier parking structure

Traffic improvement options

➤ **Annual traffic study results start to become available to Committee in late July**

    ❖ Review volumes, year to year growth, service levels and required mitigation

➤ **Develop a 5 year outlook that includes all known development**

    ❖ USCB, Town park, timeshares on S Forest Beach etc

    ❖ Projection for volume growth based on population, tourism, density

    ❖ Identify mitigation required

➤ **Develop a 15 year outlook that builds on 5 year projection**

    ❖ USCB, Town park, timeshares on S Forest Beach etc

    ❖ Projection for volume growth based on population, tourism, density

    ❖ Identify mitigation required

Next Steps

➢**Finalize development of Area Vision**

➢**Work with traffic engineers to understand traffic   volumes, projections and mitigation.**
   ❖ Review traffic study volumes, movements and service levels
   ❖Build projection models
   ❖Review 5 and 15 year traffic impacts
   ❖Identify mitigation options to address traffic growth

➢ **Address other concerns expressed in Community forums, e.g.**
   ➢ Revitalize aging buildings
   ➢Develop a balance between resident and tourist needs
   ➢Potential to improve Sea Pines gate access

➢ **Work with urban planning consultant to integrate recommendations/actions into a Master Plan**